Design support for the public sector
We showed that local government managers not only can but must redesign services from the perspective of the customer. Residents are at once public service users and taxpayers who finance these services. As taxpayers, residents want cheaper local government services; and as service users, residents want their services to be better and quicker. Design-led thinking and a user-centred approach are integral to transforming our public services into successful, sustainable services.”

– Barry Quirke, Chief Executive, Lewisham Council
Introduction

Our structured programme of training and coaching is tailored to the needs of local authorities and partner organisations. If you are involved in the review, commissioning and development of services, we can help you develop tangible, user-centred solutions and embed design capability across teams as part of the process.
A design-led approach enables teams designing services to test ideas for improvement to better inform the commissioning process. It enables a greater understanding of service users and internal resource challenges through gathering practical insights, allowing services to be reshaped through understanding of genuine need. It can help manage risk – identifying problems early through rapid, low-cost, iterative prototyping and testing of ideas to inform development rather than expensive pilots.

We can introduce you to key design methods, including customer journey mapping, low-cost prototyping, and visual techniques for articulating problems and potential solutions. These tools introduce new ways of working, which can promote better engagement with your stakeholders and service users far beyond the immediate challenge.

By encouraging collaborative ways of working and cutting across silos, design enables teams to quickly reframe complex challenges and gain feedback to implement faster solutions. It also provides a solid framework for achieving innovation which can complement transformation programmes across organisations.

At a time when the economic climate is pushing up demand for public services and forcing providers to think of alternative solutions, design has never been more integral to the DNA of each and every public service.
Proven, expert support

Our support provides an opportunity to learn appropriate key design methods and principles which have been proven to enhance the success of commercialisation through the application of the strategic use of design.

For more than a decade, we have been supporting organisations to learn new approaches and apply design methods to improve, reshape and transform services.

Each programme is delivered by highly experienced, independent design management specialists, our Design Associates.

1. **Introductory training**
   We deliver introductory training programmes introducing clients to the value of design as a driver for innovation. These can be delivered as standalone courses or modules that act as a ‘plug in’ to existing programmes.

2. **Accelerated cohort-based training**
   Our intensive programme aims to improve understanding of the value of design so more local government leaders are able use it as a change lever and design becomes a natural part of the commissioning process.

3. **Intensive, project-focused coaching**
   Our coaching programme enables teams to define, develop and implement new solutions, supported every step of the way by one of our expert mentors. This programme is deliberately immersive and collaborative, rather than consultative.
“The programme showed us a completely different way of delivering services that’s more innovative, creative and collaborative.”

– Helen Darlington, Health and Wellbeing Manager, Trafford Council
A programme of support

1. Introductory training
2. Accelerated cohort-based training
3. Intensive, project-focused support
1 Introductory training

We deliver training programmes introducing organisations to the value of design as a driver for innovation. These can be delivered as standalone courses or modules that act as a ‘plug in’ to existing programmes.

Design skills and methods can help teams deal with fundamental challenges, from defining services and possible routes to innovation, to communicating the benefits of the services to customers and adding value to services. Design can have a dramatic effect on services by increasing productivity and managing peaks in demand.

Our training takes the form of a half-day, interactive workshop providing teams with an introduction to the design process, and its role in public and private sector innovation through:

– introducing design thinking in context and its relationship to the challenges faced in the public sector

– learning how design methods, frameworks and tools can be used to conduct meaningful, targeted research to create insights based on the needs of the user

– demonstrating how to use prototyping to set up simple methods of testing ideas at small scale to de-risk challenges or areas of uncertainty.

Training is normally delivered to groups of 20 – 30 delegates and can be tailored to particular themes.
Our intensive programme aims to improve understanding of the value of design so more local government leaders are able to adopt key methodologies and use them as a change lever so that design becomes a natural part of the commissioning process.

We have developed an intensive 90-day programme focused on increasing the scale and pace of new methods by combining a regional and mixed cohort approach with regular workshop days.
The programme brings up to six project teams together for five full-day sessions, providing teams with an introduction to the design process, and its role in public and private sector innovation through:

- offering practical and immersive training and support to build design capability through an intensive two-day ‘bootcamp’
- applying design frameworks, methods and tools to projects in order to quickly generate and test new service ideas through techniques such as service mapping and prototyping
- demonstrating how to use prototyping to set up simple methods of testing ideas at small-scale to de-risk challenges or areas of uncertainty
- learning how design methods, frameworks and tools can be used to conduct meaningful, targeted research to create insights based on the needs of the user
- benefiting from peer-learning and gaining confidence in the methodology through regular presentation of concepts and support from mentors and peers
- developing and refining logic models of their propositions throughout the process

Currently, we are running this programme in several regions across England in partnership with the Local Government Association (LGA).

If you are interested in partnering with us to run a programme within your own organisation, or would like to know more about our work with the LGA, contact:

programmes@designcouncil.org.uk
020 7420 5200
Our coaching programme enables teams to define, develop and implement new solutions, supported every step of the way by one of our expert mentors. This programme is deeply immersive and collaborative, rather than consultative.

Focused on an agreed set of measurable impacts around your challenge, the mentor will support you and a cross-section of your team becomes part of the solution and advocates of the process through inclusive ways of working.
You will be supported through a process of change at a pace of your choice, using our proven framework, methods and tools in order to:

- Use design as a diagnostic framework to explore your challenge and bring in wider perspectives to rapidly explore, filter, reframe and prioritise your strategic objectives around your vision and strategy; customers and users; brand and communications; culture and environment; products and services.

- Synthesise this insight to develop and articulate opportunities for improvement based on a clear vision and strategy of your proposition for the future, anticipating the changing demands of its stakeholders and customers.

- Develop a roadmap of an outcome-focused portfolio of projects, prioritised to the opportunities to address your challenge.

- Enhance back-office productivity and resource management through the reframing of services based on actual need.

- Commission and implement a solution most aligned with your outcomes and bring your new proposition to life with ready adoption from your team.

Through a mix of workshops and coaching on site with the project team over 8-13 days (as required), our expert mentors will take you through to implementation, including support for the identification, briefing and commissioning of suppliers if appropriate.
What could I achieve?

Design Council has helped many organisations explore, uncover and develop ideas to fast-track those ideas which have potential for success.

Benefits of our support include:

- providing a new framework which allows frontline staff and users to co-design new services
- building capacity and tools within teams to enable design methodologies and techniques
- creating an inclusive, agile culture by using a whole-organisation approach
- aligning projects and processes with the needs of service users to gain insight and improve performance
- limiting risk by introducing key methods, such as testing and prototyping, before major expenditure
- mentoring to maintain focus and deliver outcomes which are visible, tangible and measurable.

Past participants have also seen results improve because of culture change within their organisation which supported new business models and efficiency savings, and from a lasting legacy derived from acquiring new skills that can then be used again for future design-led innovation in-house.
“The key thing for me was the way we were able to engage patients during the live process. Once we started doing the prototyping, we got so much feedback. It was completely different from the questionnaire process.”

– Dr Helen Taylor, Chief Pharmacist, Whittington Hospital
How do I find out more and apply?

For further information and to set up a project selection meeting, please contact:

programmes@designcouncil.org.uk
020 7420 5200

About Design Council
Design Council is an enterprising charity which improves people’s lives through the use of design. Our work places design at the heart of stimulating business growth, helps to transform our public services and enhances places and cities to ensure a sustainable future for everyone. We advance new design thinking, encourage debate and inform government policy.

Registered charity number 272099