Design in the Public Sector

London

Please provide your details below

Lead organisation name:

Summary of project/challenge :

Key contact:

Job title:

Telephone:

Email:

Address:

"The information, tools, techniques, ideas and overall focus made us completely rethink the approach to our project, which has been invaluable…"

"Very challenging in a good way. Helped us rethink our project and totally redefine it."

"Very interactive two days. Learning-by-doing and application. Exposed me to the practice of design as well as the principles and theories. Great facilitation and enthusiasm."

"The Programme has been focused and allowed us the opportunity for time and space out of the office to focus on the development of our project"

Delegate feedback

Everything you need to know to apply

Programme Briefing Event: 9 December, 10am - 12pm
Treasure House, 19-21 Hatton Garden, Farringdon, London EC1N 8BA

Application Deadline: Midday, 3 February 2017
Selection Panel: 17 February 2017, LGA Offices, Layden House, Farringdon, London, EC1M 5LG
Programme dates for successful applicants:
  – Half day members and senior project sponsors briefing: 7 March 2017
  – Day 1: 16 March 2017 , Full day workshop with a networking event during the evening
  – Day 2: 17 March 2017
  – Day 3: 28 April 2017
  – Day 4: 9 June 2017
  – Day 5: 21 July 2017

Length of programme: 120 days. Applicants must be able to attend all five days of the programme.
Programme Lead: Ellie Runcie
Address for applications: leadership@designcouncil.org.uk
Address for Programme Delivery: Design Council Offices, 407 St. John Street, London, EV1C 4AB
Enquiries: leadership@designcouncil.org.uk or 020 7420 5200

Introduction

Reducing budgets and rising demand are ever-present challenges in the public sector, requiring leaders to seek out new ways of working and delivering the services of the future. New solutions are being tried and tested across the UK and internationally, and key to many is the use of design thinking, methods and tools.

The Design in the Public Sector programme brings together officers involved in the design and delivery of public services to learn and apply strategic design approaches to their challenges to deliver impact and improvement for their communities.

If your organisation is based in London and has a service or policy challenge requiring a different approach, this could be your opportunity to receive training and support through this proven, innovative development programme delivered by Design Council and fully supported and funded by the Local Government Association (LGA).

Key design principles, methods and tools such as understanding users' needs, prototyping, visual techniques and working collaboratively can all be applied to service, system and digital challenges in the public sector to great effect.

To date, more than 49 project teams in eight regions have benefited from this innovative new training programme.

"We recognise that there is a growing movement of design thinking and innovation in public services and the LGA is keen to equip more councils with the necessary tools and knowledge. As council's finances get tighter, we want to enable them to come up with radically different solutions to challenges faced so they can continue to provide excellent services to their communities."

Councillor William Nunn, Chairman, LGA Improvement and Innovation Board

Design Council and LGA now invite councils in London to put forward applications.

Who is the programme for and how will participants benefit?

The programme is for teams of decision-makers actively involved in the design and delivery of public services.

We welcome applications from organisations working collaboratively around a project. This can include collaborations between councils, third sector partners, NHS and blue light services or community groups.

Teams must submit a live challenge project which can be actively worked on during the programme timeframe (120 days). Ideally, projects put forward should be of importance at local *and* national level in order to provide peer learning for other organisations.

Successful teams will participate in the programme as a cohort, and *must* commit to attending all programme dates, starting with the intensive two-day workshop (*please refer to programme dates for successful applicants*)

Each team will learn critical design methods and be supported in a peer-group learning environment to reframe their challenges and identify design-led opportunities. They will then receive the mentoring and guidance needed to implement new activity and tangible projects.

Participants will benefit in the following ways:

– Reframe projects: at the end of the programme delegates leave having fundamentally explored the needs of service users to design and deliver more effective outcomes
– Learn-by-doing: developing strategic design skills and capabilities by applying insights directly to a live project
– Explore common challenges: gaining insights into how to scope, shape and brief design projects for commissioning.
– Peer-to-peer learning: develop peer-group learning and professional development experiences that are project focused
– Measurement and evaluation: participants will be encouraged and guided on how to

capture and transfer knowledge inside and outside their own organisation
– Transferrable skills: participants will benefit from intensive training and coaching from Design Council experts in strategic design which they can share with colleagues and transfer to other projects in their organisations.

Focus on impact

We know from other Design Council projects the benefits design thinking brings to public services. An independent evaluation concluded that the Design in the Public Sector Programme is well received by participants. All those who took part in the programme found it to be a valuable learning experience, both from an individual perspective and as supporting group and wider organisational learning.

To monitor impact, we draw on existing research and capture new insights, evidence and case studies, throughout the programme. We ask participants to commit to recording their own experiences through producing blogs. These are shared to build good practice with key stakeholders in public service delivery bodies and agencies, local politicians, business leaders and the local/regional design research community.

Design Council and the LGA's ambition is to increase the level of understanding and usage of design skills across public services, exposing people to new ways of tackling challenges and enabling them to do something practical to meet their challenges in a relatively short period of time.

To view an independent evaluation of the programme and case studies, visit:

www.designcouncil.org.uk/what-we-do/design-support-public-sector-accelerator-programme

Eligibility criteria

We are seeking applications from council officers and their partners who are actively aiming to transform and improve frontline services and deliver efficiency gains over time.

– Applications and teams must be led by a council partner
– Applications must be completed by project teams directly responsible for the challenge identified
– All teams must either include or be endorsed by a sponsor able to ensure senior-level engagement and responsibility for the delivery of programme outputs
– The senior sponsor and local councillors responsible for the successful teams will be expected to participate in a sponsor briefing session *(please refer to programme dates for successful applicants)*
– Individuals must be open and committed to new approaches and methods, as well as working independently to deliver real change.

We are seeking public sector teams able and willing to work in collaboration with other local authorities and their partners on a key service or policy challenge facing local government. We are looking for creative, dedicated people to apply, who also have the power to influence and affect change.

How we assess applications

The selection of applicants will be based on a range of criteria, including theme, location and relevance and replicability of solutions to other councils across the country.

We will assess applications on both the project identified, the nominated teams, and demonstration of senior sponsorship.

Additional documentation in support of your application may also be submitted.

Local authorities can make more than one application.

If shortlisted, the nominated sponsor and project team manager **must** be available to attend an interview with the Selection Panel in London. (*Please refer to programme dates for successful applicants*)

Please note if you are successful in gaining a place on the programme, you must:

– Ensure all team members attend all programme dates
– Attend the cohort networking event on the evening of 16 March
– As a minimum, deliver a fortnightly blog and maintain a reflective diary
– Share relevant information for the purposes of evaluation and case studies
– Be responsible for all travel and accommodation (course fees are fully subsidised by the LGA).

Submissions

Applications must be submitted by midday, **3 February 2017**, to:

leadership@designcouncil.org.uk

Application Form

Q1) Please describe your challenge.

As a local authority delivering services, you will be facing a significant range of challenges. Please describe which challenge you would choose to work on and explain why you think this programme can help.

(Max 250 words)

Q2) What is the impact of not addressing this challenge?

Tell us what the consequences of not addressing this issue might be. (Max 200 words)

Q3) How does your challenge link to the wider strategic aims of your organisation and/or external stakeholders?

Tell us about the wider context and explain how your organisation works with key partners and stakeholders and how they will be involved with this project. (Max 200 words)

Q4) Where are you now?

Tell us what you have already done to explore the issue you are facing, including any scoping, tendering, benchmarking or consultancy you have already undertaken to support this area of work. (Max 100 words)

Q5) How and where do you think design can help you with your challenge?

(Max 100 words)

Q6) What KPIs and/or efficiencies are you aiming to achieve through this work?

Tell us how the impact needs to be articulated to stakeholders and beneficiaries in order to demonstrate a positive outcome. (Max 100 words)

Q7) Please confirm that there is capacity for this work to be undertaken and that your team can attend all programme delivery days

Please tick this box to confirm ☐

Q8) If you have participated in similar programmes previously or have some understanding of design thinking please provide details

Q9) How will you communicate this work to stakeholders and customers?
Let us know about any knowledge platforms or communications channels you have (or would like to have) in place. Also use this space to tell us about any boards or panels you will need to report in to – elected officials, steering groups, voluntary organisations, etc. (Max 100 words)

Q10) Please confirm that you will be willing to share your learning with others through interviews, blogging/writing or speaking opportunities
Design Council is seeking to support the sector by sharing learning and making access to a range of opportunities transparent and easily accessible. We will require you to contribute to this in real time. Please share any thoughts on how this can best be achieved.

Please tick this box to confirm ☐

Q11) What are the wider strategic aims for the improvements which need to be made through this work?

Rank the statements below (5=most important, 1=least important) to give us an understanding of the drivers behind your challenge.

Understanding customers and/or delivery partners better	
Reshaping policy and strategy	
Creating awareness of services and/or communicating the benefits of using them to customers	
Rethinking the roles of people delivering services and the processes/rules used	
Improving the service delivery experience for customers	

Q12) What practical benefits are of key importance to you and your organisation?

Aside from the desired improvements specific to your challenge/project, indicate to us which (if any) of the statements below would apply to you:

Make cost savings	
Reshaping policy and strategy	
Improve customer satisfaction levels	
Improve working practices	
Act as a best practice model to other service providers	
Launch a new service offer/innovation	
Support staff to deliver innovation/new ways of working	
Improve service delivery	

Q13) Please confirm the names and contact details of the nominated project manager and sponsor for this work.

Include job titles and department/organisation name as well as telephone numbers and emails.

Project Manager:

Sponsor:

The project manager nominated above will be our lead contact going forward and will be expected to attend the delivery days as part of your team

Please tick this box to confirm that they are engaged and have committed to participation before submitting this application. ☐

Q14) Please confirm the project members attending the programme delivery days.
Please list names, organisations and emails of the individuals (maximum four and minimum three, including the nominated Project Manager) who will be attending the programme delivery days. **Listing these delegates confirms that each of them have held the delivery dates in their diaries.**

Name	Job title	Organisation	Telephone	Email

Please sign/type your name to indicate that, to the best of your knowledge, the information provided in this form is correct (we will require a hardcopy version at a later date).

Signature: **Date:**

Signature of Chief Executive
in support of this application: **Date:**

Please submit applications, together with any supporting information to:
leadership@designcouncil.org.uk