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SPIDER SUPPORTING PUBLIC SERVICE INNOVATION USING DESIGN IN EUROPEAN REGIONS

The SPIDER Project background

Since launching in January 2013, a partnership of nine public bodies have engaged over 8,000 people in service design projects, delivered newly designed services to 4,000 citizens and trained over 600 civil servants.

The SPIDER *(Supporting Public Service Innovation using Design in European Regions)* project was conceived by PDR in 2012 and sought to bring public bodies that were inexperienced in using service design together with experienced organisations. The aim of the initiative was to raise awareness of service design and building capacity within the public sector, through a series of demonstration projects and training programme.

The complex challenges faced by public services in Europe are no secret, high youth unemployment and an ageing population are two of the biggest challenges facing countries today. Through 9 demonstration projects the SPIDER project has used service design to demonstrate how design can deliver tangible solutions to address many of these issues.

SPIDER Project Challenge areas

1. Driving an active Youth workforce
2. Extending independent living for older people
3. Cultural change within public authorities
4. Building capacity for service design within public services

Each project followed the same design process with partners sharing their progress as each stage developed. Every project started by framing the challenge, this involved detailed research into the problem they were trying to solve. Service design processes at this stage included journey mapping, user interviews, and creating personas of typical service users.

The next stage of the process was concept development, this ideation stage involved co-creation workshops with civil servants, service designers and service users. During this stage lots of concepts were produced, from these the most impactful were taken to the next stage prototype development.

A number of different prototypes for each service were storyboarded and visualised before being tested on a small scale. Once prototypes had been tested and proven successful the new service was then launched. The following examples are provided to illustrate the projects, more detailed case studies are available on the SPIDER website: http://www.thespiderproject.eu/resources/case-studies/

1. Driving an active Youth workforce

In Ireland the social enterprise Partas have built their own capacity for service design and have trained other social enterprises and organisations within the Dublin. In Cardiff, the City Council have designed a new process for engaging the hardest to reach NEET's and in Geel the City Council are implementing a new technology solution, first developed in Cardiff by PDR.

2. Extending independent living for older people

In Sligo the service designers, working with The Health Service Executive and Alzheimer's Ireland have reduced the impact of 'carer fatigue' through the design of a new Saturday day care service for people with dementia. PDR have worked with The City of Cardiff Council to build a new service for people with early-stage dementia, the digital service has since been funded by the Welsh Government and will roll out in November 2015. And in Maasmechlen the social housing company Maaslands Huis are currently undergoing public consultation on a new service based concept for a development of older-people's housing.

3. Cultural change within public authorities

In Seine Maritime, service designers worked with the council to redesign how the unemployed access welfare benefits. They also developed a digital service that makes it simpler for welfare claimants to access useful services in their area. And in Geel the council has centralized all social services into one building. They have also improved the user journey through this building by improving directions, signage, and adding digital ticketing system. These new touchpoints and redesigned user journey have ensured that waiting and turnaround times for service users have been significantly improved.

4. Building capacity for service design within public services

A service design training programme for Government staff has been delivered across Europe. In Belgium, Ireland, France and Wales, the project delivered 26 workshops with over 600 Government staff taking part. In each workshop government staff learnt how to manage and facilitate the service design process.

As well as delivering workshops a service design toolkit was also developed. This toolkit is a suite of tools that aims to support civil servants through the whole service design process, from defining the challenges to delivering the new service. These service design tools have enabled civil servants to better scope projects, frame challenges, elicit information and prioritise activity. A copy of the toolkit can be downloaded through the SPIDER website http://www.thespiderproject.eu/service-design-toolkit/.

Two international service design conferences also took place in Ireland and Wales. These conferences brought over 400 civil servants from across Europe together to learn how service design could be used to create more innovative and effective public services. These conferences have raised the profile of service design within the public sector, enabling civil servants from across Europe to see the impact that service design and innovation can have on public services.

SPIDER Project Results

The SPIDER Project has resulted in a number high impact results that show how service design can be used to produce more effective and innovative services. Since January 2013 over 8,000 people have so far engaged with the SPIDER project.

The project worked transnationally across Europe. With partners sharing the results of each project as they progressed ensuring that learning, knowledge and best practice could be shared with everyone involved. Working in this way it has made sure that service innovation is not happening in isolation and instead is a shared collaborative process that can be scaled across Europe.

Every service developed as part of the SPIDER project was a collaborative process. Service designers worked together with public authorities and citizens to ensure that the services developed have the highest possible impact and are more likely to be adopted by the people who will be delivering and using them.

Six new services have been developed in Wales, Belgium, and Ireland that tackle challenges around high youth unemployment and independent living for older people, and two existing services have been redesigned in France and Belgium that improve how citizens access welfare and social services in those areas. So far over 4000 people have already used these new services.

As well as developing innovative new services over 600 Government staff have taken part in service design training at 26 workshops. 40 service design consultations also took place. These in-depth 1-2-1 sessions allowed local authority staff to speak directly with a service designer about an issue they may be experiencing. This training has ensured that public authorities are provided with the right skills and understanding of how service design can be used to generate and develop new ideas and will hopefully result in increased use of service design tools and innovation with the public sector in the coming years.

Key Outputs

- 3 New services focused on getting young people into employment, education or training launched in Belgium, Ireland and Wales.

- 3 New services that support independent living launched in Belguim, Ireland and Wales.

- 8,028 Staff and users participating in SPIDER service design projects.

- 4,897 People using the new services designed through SPIDER.

- 600+ Government staff trained in service design methods and tools.

- 26 Training workshops delivered on service design for Government staff.

- 2 international service design conferences attended by over 400 civil servants.