

FUTUREGOV

Service Design Led Local Gov Digital Transformation

How do we do service design in local government?



Hello

The image features a grid of approximately 50 individual portraits of people of various ages, ethnicities, and genders, all smiling or looking positively. The portraits are arranged in a roughly rectangular grid, with the text 'WE ARE FUTURE GOV' superimposed in the center. The text is in a large, bold, white, sans-serif font. The background of the portraits is a light, neutral color.

**WE ARE
FUTURE GOV**

FUTUREGOV

Organisations

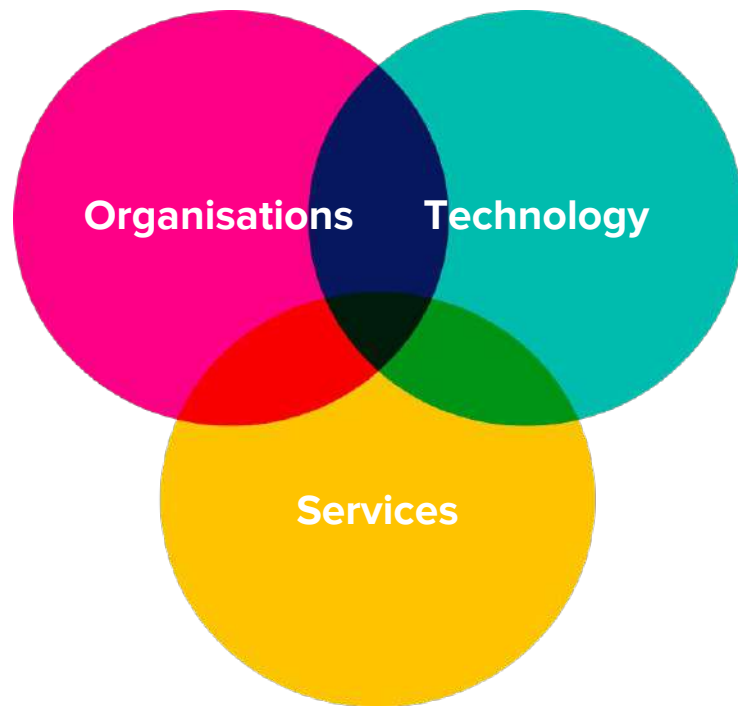
We help build organisations fit for the future. Working side by side with organisations, we design new capabilities and rethink structures to deliver better ways of working.

Services

We design services that brings together people, infrastructure, communications and technology to deliver high quality user outcomes and experiences.

Technology

We design great products that support public services. Building on existing technology and through designing the best breed of digital technology.



A photograph of Madeleine Albright speaking at a podium. She is wearing a blue jacket and has short blonde hair. An American flag is visible on the left side of the frame. The podium features the Seal of the United States. A large white quote is overlaid on the image.

“We are taking 21st century challenges, evaluating them with 20th century ideas and responding with 19th century tools.”

Madeleine Albright

OUR CLIENTS



So what do we actually do?

This



Not this



What does **design** have
to do with local
government?

**Design is creating
something that solves a
problem for people**

**It's an approach to
solving complex, social
problems**

What is service design?

Service design is the activity of working out which of government pieces need to fit together, asking how well they meet user needs, and rebuilding them from the ground up so that they do

Louise Downe, Head of Design for GDS

**Service design is
the design of
the service**

Service design helps us to understand, improve or re-think the end to end service, starting with the user

SERVICE DESIGN

The experience for end users

Across channels

Over time

How the service operates

Activities and processes

Capabilities and skills

Technology

**Demonstrating repeatable
patterns to transform
outcomes**

**Solve familiar
challenges in new ways**

**Solve familiar
challenges in new ways
by changing both
practice and mindsets**

3 fundamental shifts



User Centred



Collaborative



Iterative

1 common thread

How might a digital approach enable better outcomes?



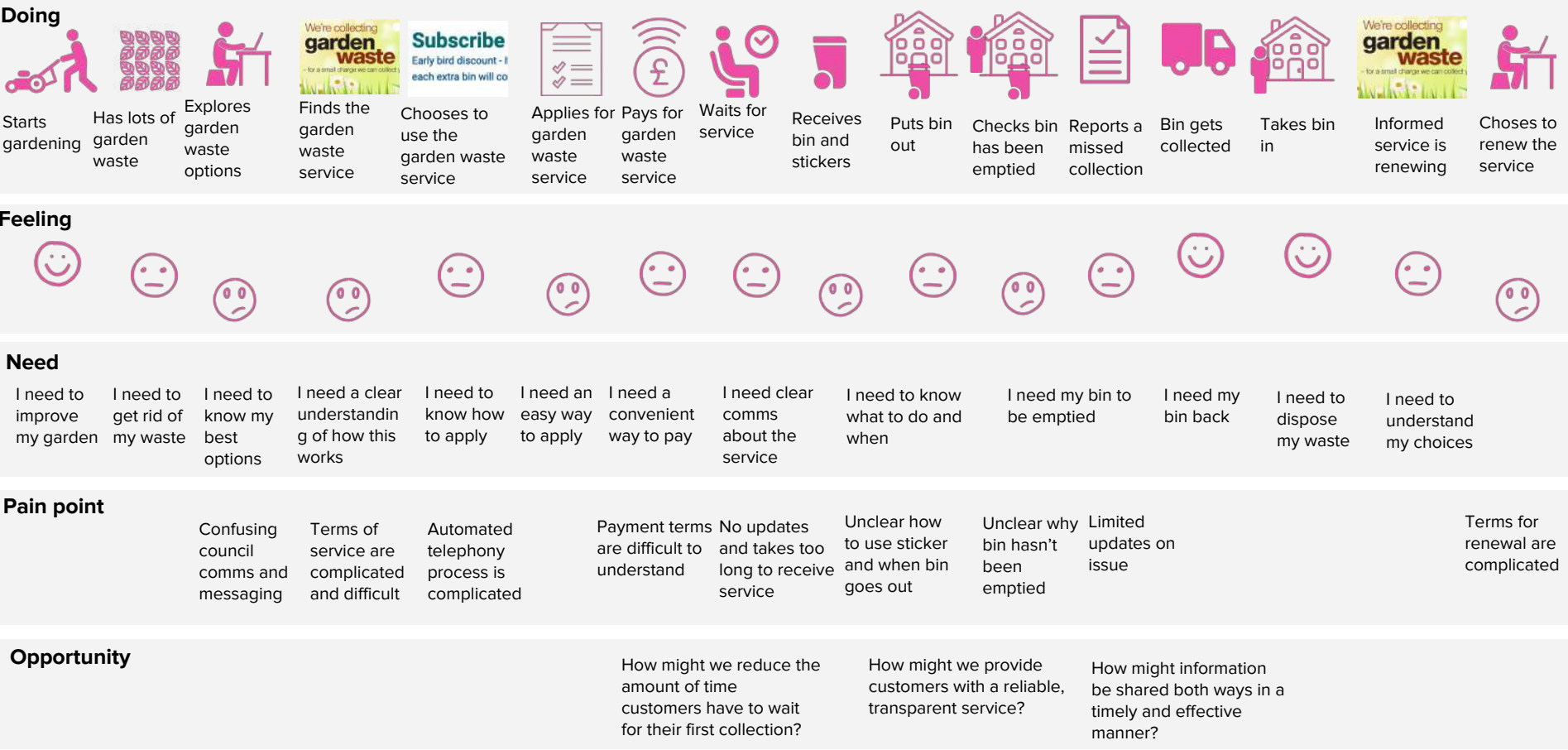
1. Mapping

A detailed historical map of the Caucasus region, showing the Black Sea to the west and the Caspian Sea to the east. The map includes numerous geographical features such as rivers (Kuban, Terek, Kura, Araks), mountains (Caucasus Mountains), and cities (Tiflis, Baku, Yerevan). The text '1. Mapping' is overlaid in large white font on the left side of the map.

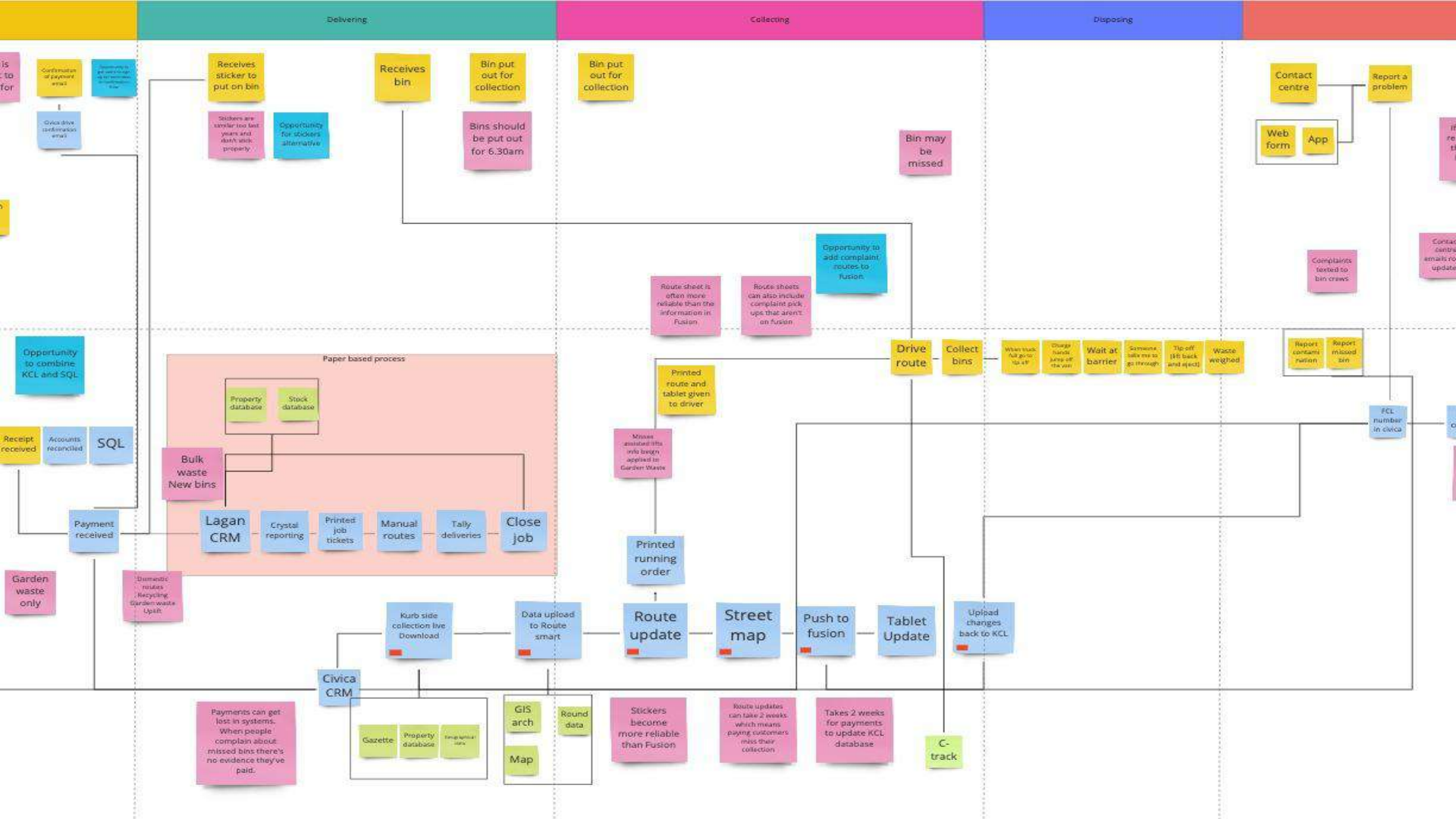


**Discover
opportunities you've
never seen before**

Resident Journey



Show the reality:
*'The way it really
works not just the
way it's meant to'*



Which opportunity
area has the most
value for....

2. How might we?

Citizen

Service

You

Collect
garden
when

**How might we improve
our assisted lifts data
without asking any
service users to do
anything?**

© 2005 Blackwell Publishing Ltd, *Journal of Internal Medicine* 258: 105–112

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 105–112



Address	SWA Cost (A\$A224)	Assessed Market
044-00 1/4 COLUMBIA STREET, COLUMBIA STREET NORTH-GRASSIE ST	\$1,004.37	12 June 2017
046-00 1/4 COLUMBIA STREET, COLUMBIA STREET NORTH-GRASSIE ST	\$1,004.37	14 October 2017
110-00 1/4 COLUMBIA STREET, COLUMBIA STREET		01 January 2020
004-00 THAT RIVER, RIVERVIEW, COLUMBIA STREET NORTH-GRASSIE ST	COMM-01	20 May 2018
144-00 1/4 COLUMBIA STREET, COLUMBIA STREET NORTH-GRASSIE ST	\$1,004.37	28 November 2018
004-00 1/4 COLUMBIA STREET, COLUMBIA STREET NORTH-GRASSIE ST	\$1,004.37	01 January 2020

Study on Work

DOI: 10.1002/for

 Springer

10

6

□

 Springer Springer

10

10

File Edit View Window Help

 Springer

100

☒

10



4502

Learning Objectives

04/05/2000 11:05:29 AM

CTax Change

347

SPD Cancelled

1998

Class Number:

17. Select all

 Springer

Class Change

☐ No change

PC-Catalyst

MAPPING AND FILTERING ASSISTED BIN LIFTS

3. Drafting





WHAT DIGITAL
EXPERIENCE
IMAGINE
YOU?

What's
APP +
FAMILY
= Closeness
Safety
Security

ON-LINE
Shopping

Smart +
phones
Spotify

Seller
Management

CASCADE
+ FALLOUT
FROM CUTS
CAP/REF
CAP/REF

TRAPPED
GDS +
MHC LG +
FUT # LOCAL
DIG

Policy

STAFF
OPERATIONAL
MODE
ETHO

ENVIR > DEI
Performance
manage
Syst

LABOUR
ADMINISTRATION
OPEN DATA
+ DATA
+ GROWTH
+ INNOVATION
+ USE

Apple Pay

maxed

3D PRINTING
AUTOMATION
AI ML +

n-line
3D kitchen
design

Embracing early feedback and welcoming change

BMD C

⚡ CHECK BIN COLLECTIONS

POST CODE

BD1... Q

ADDRESS

10 HARRIS ST
~ ~ ~
~ ~ ~

DID YOU KNOW:
* OUR LORRIES HAVE
CAMERAS TO REPORT
PROBLEMS
* WE TRACK OUR LORRIES
TO KEEP TO TIME
* THE COUNCIL SPENDS
~ ~ ~ ~ ~

GENERAL WASTE

🗑 NEXT: 25/11/19
LAST: 17/11/19
EVERY OTHER FRI

RECYCLING

♻ NEXT: ~ ~ ~
LAST: ~ ~ ~
EVERY ~ ~ ~

GARDEN WASTE

🌿 NEXT: ~ ~ ~
LAST: ~ ~ ~
EVERY LAST
THURSDAY



YOU REPORTED A MISSED GARDEN WASTE
COLLECTION. IT'LL BE COLLECTED NEXT MONTH



YOUR BIN WASN'T OUT ON TIME. WE'LL
BE BACK TO COLLECT IT NEXT FRI



THERE'S BAD WEATHER FORECASTED WE
MIGHT HAVE A DELAYED SERVICE. LOOK
OUT FOR UPDATES

**“You’ve given us
permission to fail”**





4. A single, cross service team

Working in the open, to make better informed decisions

Leftmost bulletin board with various papers and small yellow sticky notes.

Second bulletin board from the left, featuring a large white letter from the City of Bradford, several yellow sticky notes, and a small drawing of a person.

Third bulletin board from the left, mostly blank with a few scattered yellow sticky notes.

Rightmost bulletin board, featuring a large white letter from the City of Bradford, a yellow sticky note with a QR code, and several other smaller yellow sticky notes.

SAVING
FOR BRADFORD
RESIDENTS

PROTECTING
OUR
ENVIRONMENT

LIKE ONE
PIECE OF
PAPER DON'T
GET LOST

LET'S CLOSE
THE
FEEDBACK
LOOP

PERSONALISING
THE REASON
YOU'RE GETTING
THE LETTER

USOO 'YOU'
A LOT TO
MAKE IT
PERSONAL

For all of them
the solution was
the same!

Being kind and
more positive!

Empathy
understand
and be understanding



Department of Environment and Sport
Neighbourhood and Customer Services
Environmental Enforcement Team
Vivian Gardens
Harris Street Depot
Harris Street
Bradford BD1 3JY

E mail: neighbourhood@bradford.gov.uk
Tel: 01274 434368

Ref: correct ref
Date: correct date 1 6/11/18

Dear Mr Ahmad
We have noticed that you have not been separating
your recycling properly and you have been
leaving your bin out later than you should.
Please try and bring it in as soon as possible
as you know this could be a fine penalty of £60?
If you recall the Sharon holds no further action will
be taken



Further information can be
obtained by contacting
the Council's
Waste services
at 01274 434368

Bradford App



www.bradford.gov.uk/waste-management
01274 434366

LIKE THAT
MAYBE BY
PICTURES
(MAYBE)

EMPHASIS
LEADS TO
MORE
PERSONALITY

**One team,
at all levels**





Thank you

FUTUREGOV

Let's chat

Vimla Appadoo

(+44) 783 079 5313

@ThatGirlVim

wearefuturegov.com