



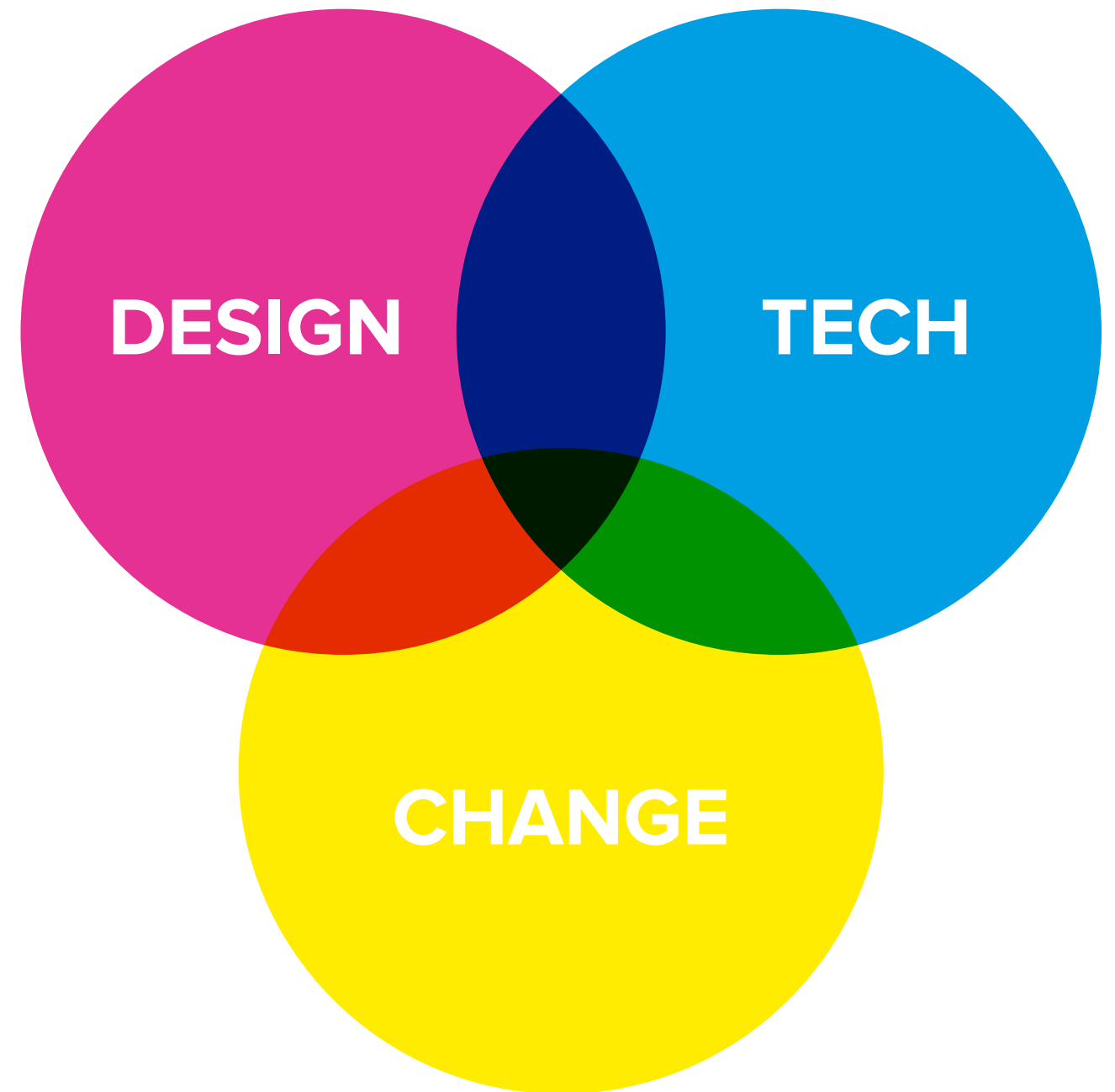
HELLO

***FUTUREGOV***

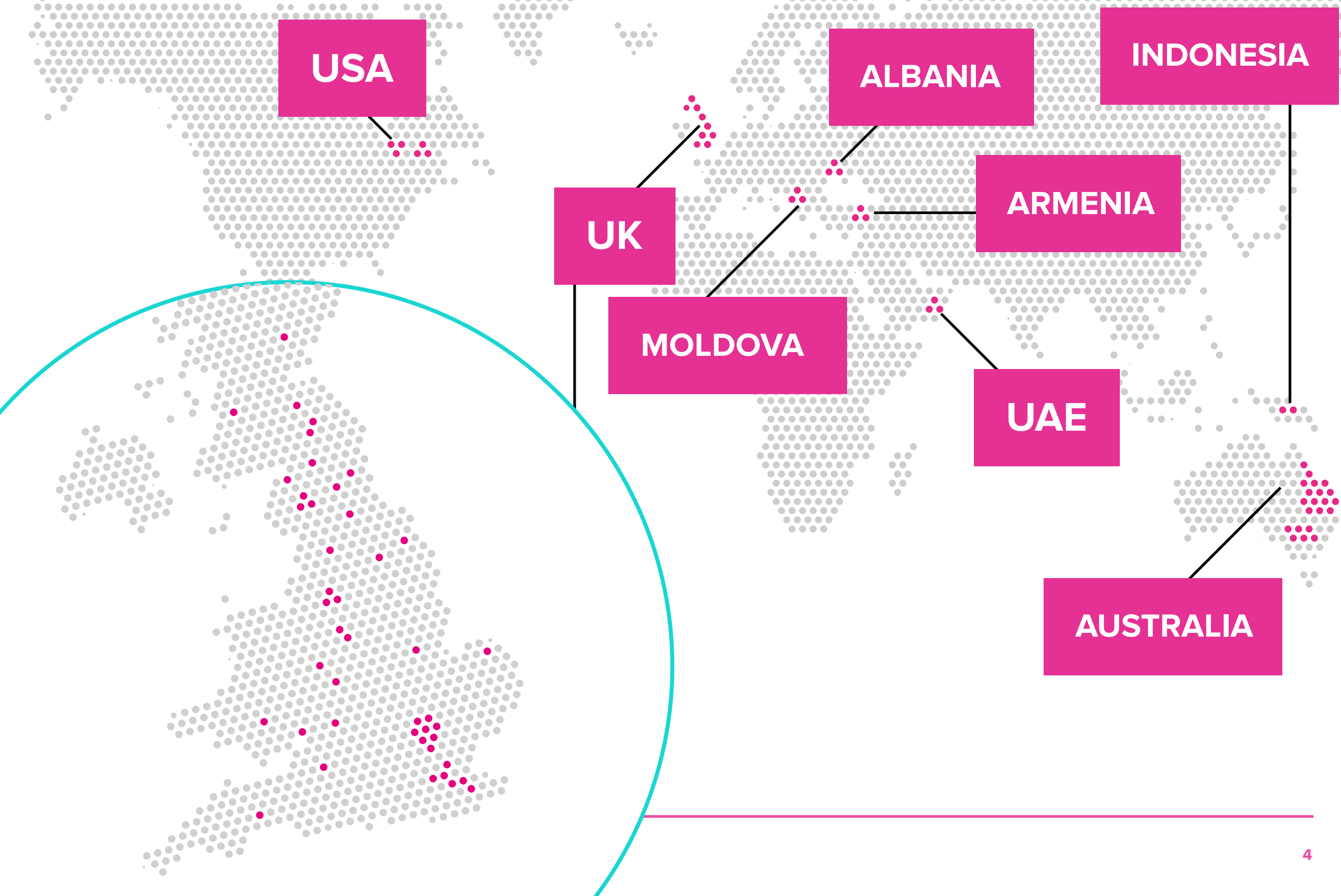
# Designing public services for the digital age

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**WE ARE THE  
DIGITAL AND  
DESIGN  
COMPANY  
FOR PUBLIC  
SERVICES**



# Where we work





**THE REVOLUTION  
IS HERE**

# 21st century services have changed our lives

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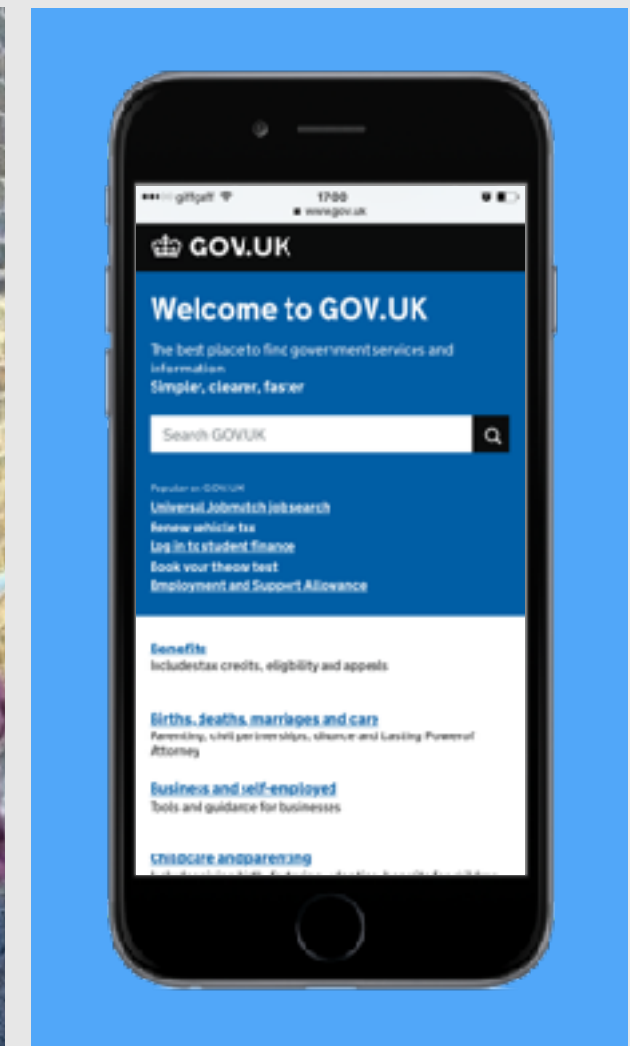
UBER



amazon



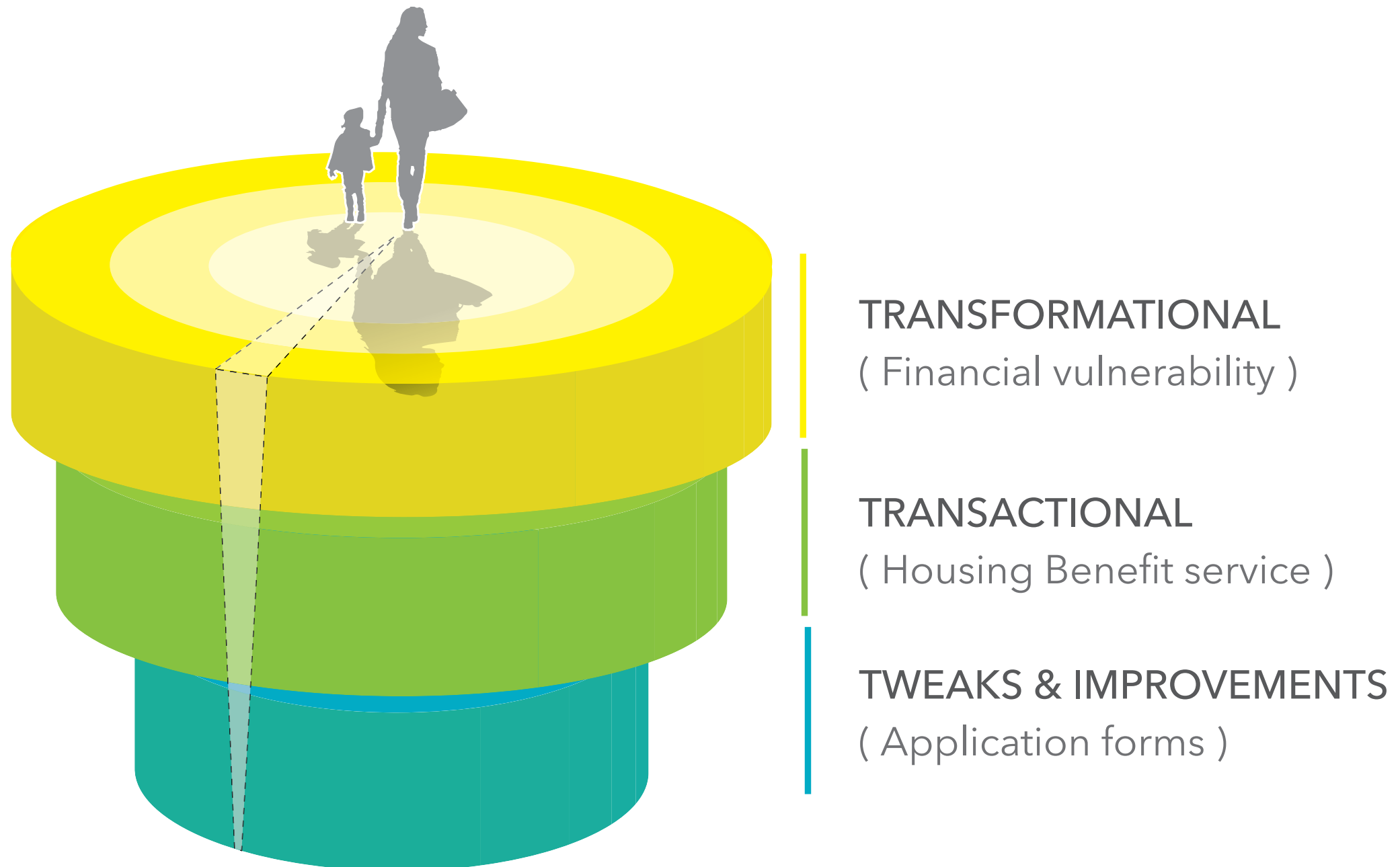
# Public services are *\*beginning\** to do the same



**BUT WE HAVE TO  
DO BETTER - THE  
GAP IS WIDENING**



# Transformation is *\*so\** five years ago



# Here's why.



@umairh

It's as if the technnotopians don't get that 3D printed laser unicorn robots aren't a substitute for a working society.

RETWEETS

35

LIKES

21



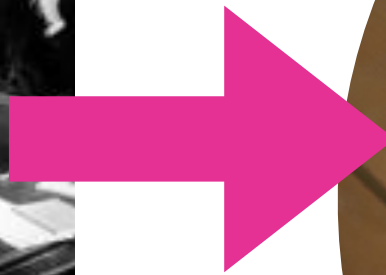
10:18 AM - 23 Feb 2013

# Uber doesn't come for Margaret in rural Suffolk





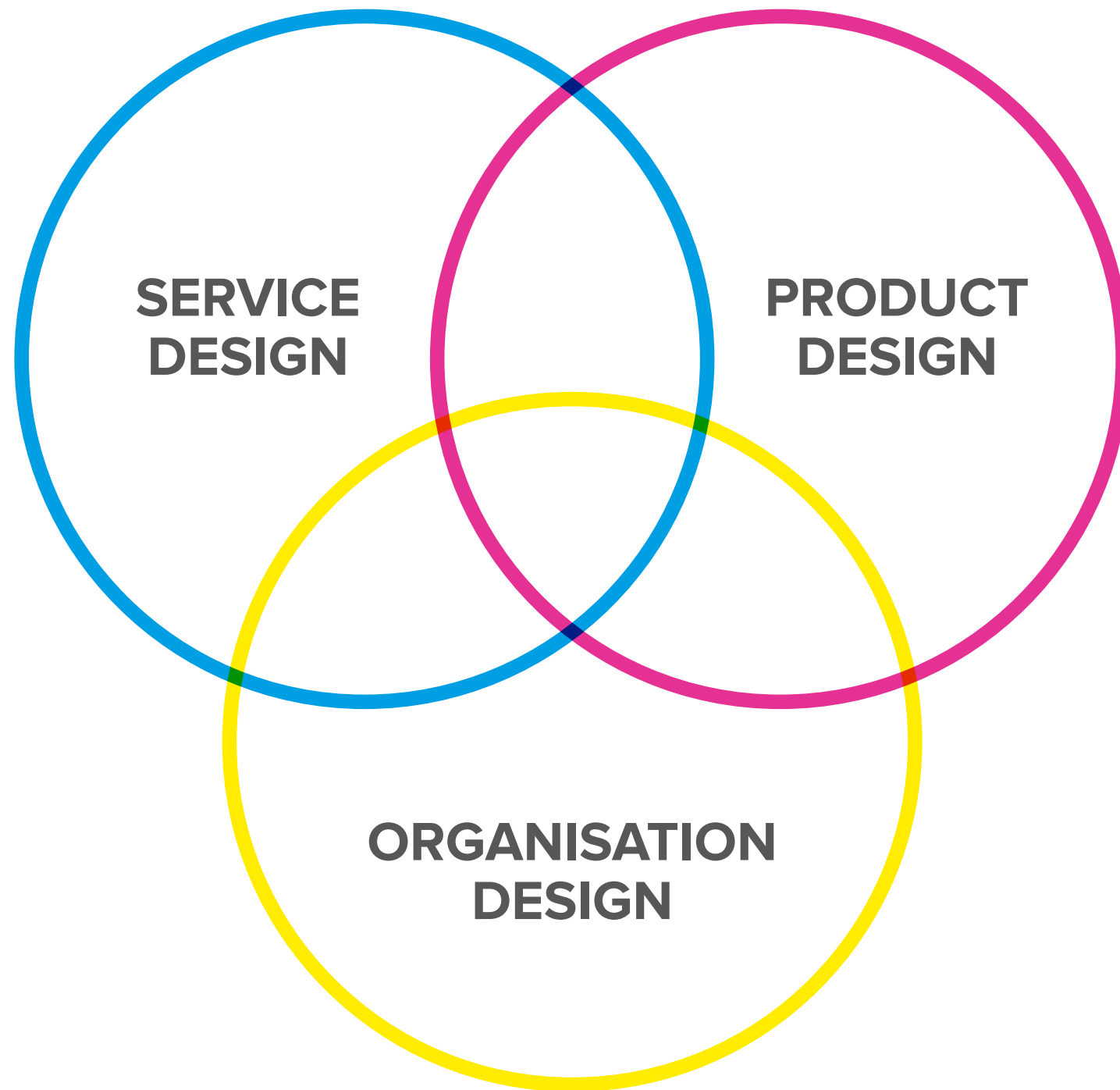
# CHOOSE YOUR FUTURE





**SO LET'S THINK  
ABOUT HOW WE  
GET THERE...**

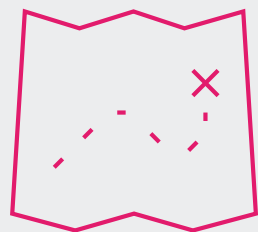
# An integrated (re)design approach



# Through a scalable approach to change

1

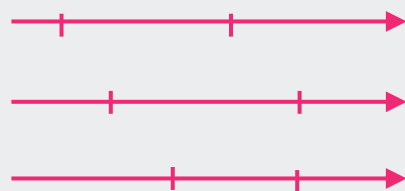
## UNDERSTAND



- Vision
- Place
- Role of council
- Constraints

2

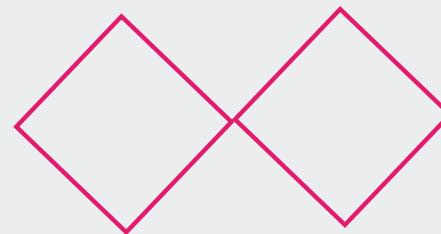
## TRIAGE



- Service reviews
- Journey design

3

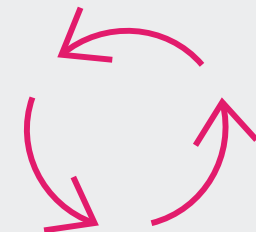
## DESIGN



- Business model
- Incubation
- Specification
- Service Design
- Prototype

4

## TEST/DELIVERY

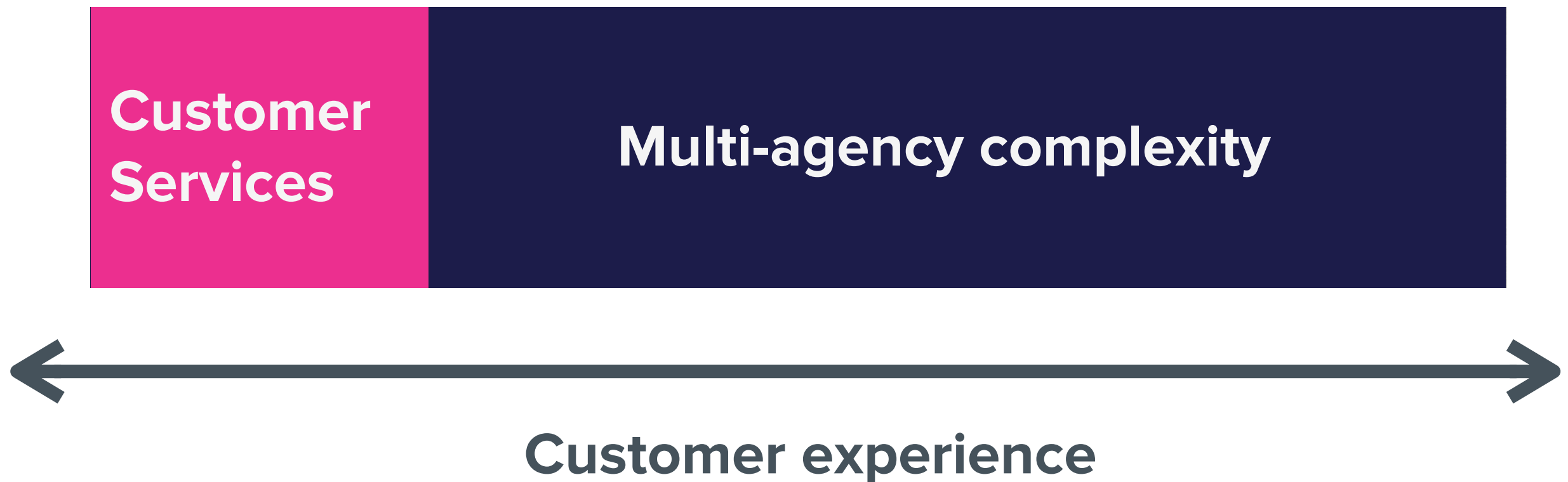


- Provide
- Spin out
- Invent
- Commission

**THE CUSTOMER  
EXPERIENCE IS  
EVERYTHING:**

**EXTREME ORGANISATION REDESIGN**

**There is no front and back office, just end to end customer experience and services**



It's not about **websites**

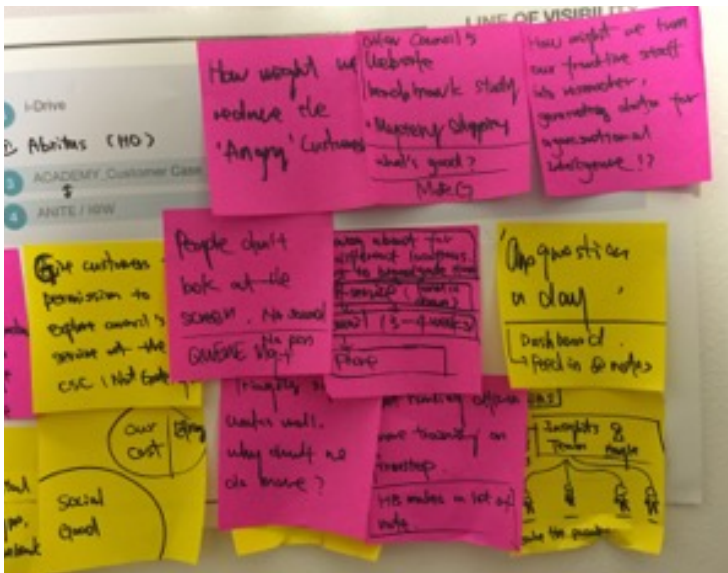
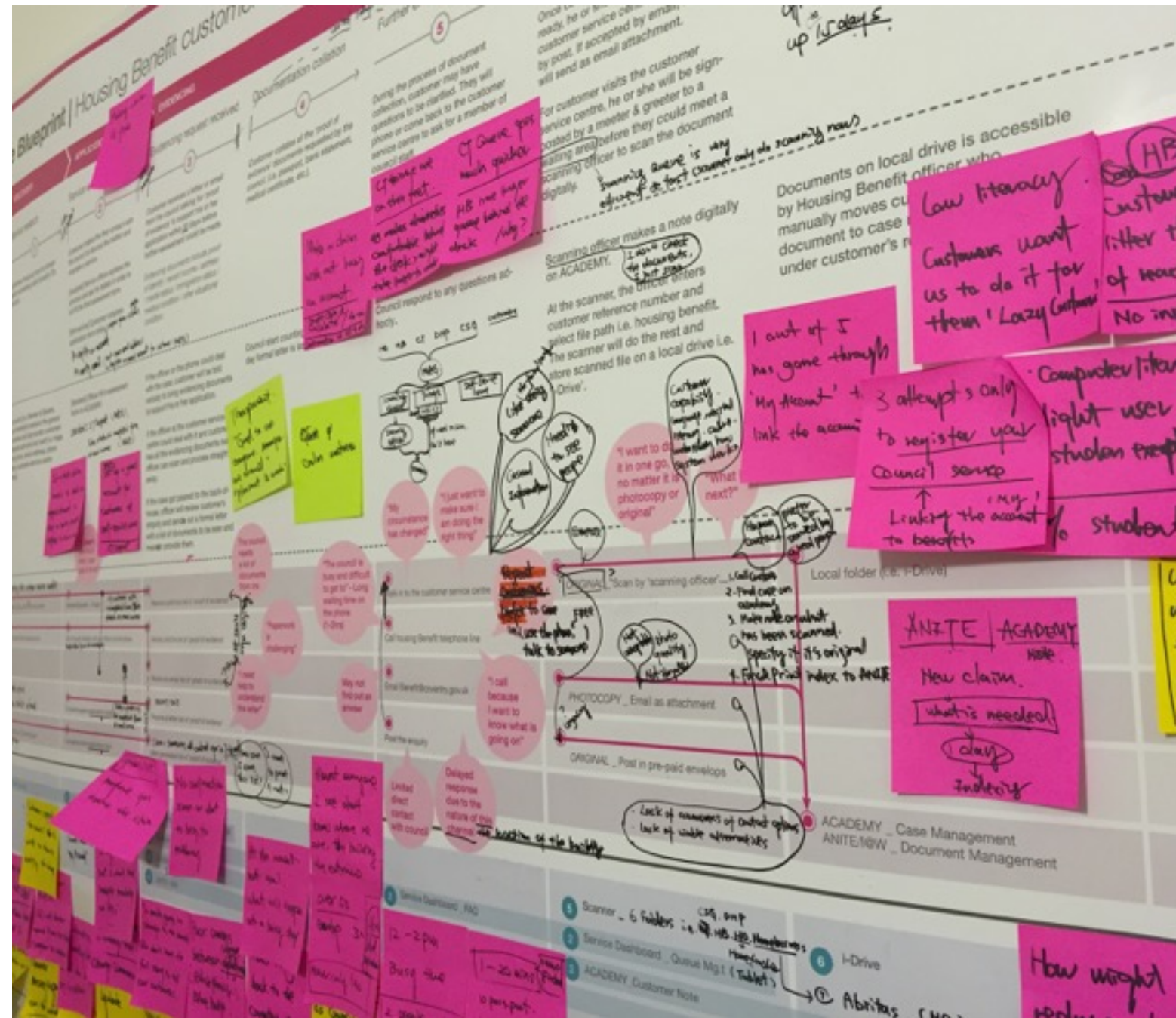
It's not about **transactions**

It's about reinventing  
organisations

# GETTING STARTED

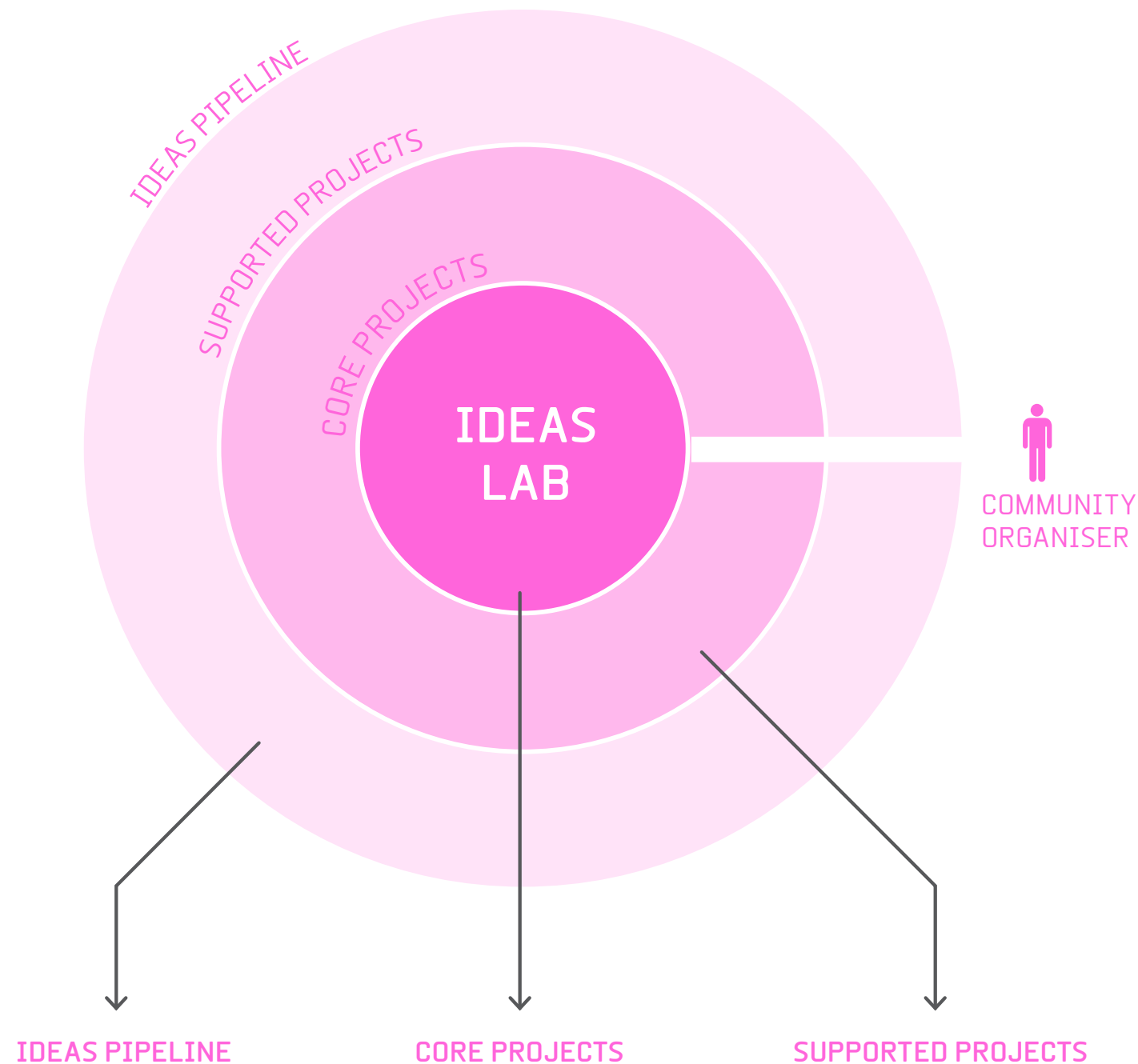


# For the newbies: Demonstrator projects





# For those rethinking their change programme: Innovation Labs



# For the digital organisation: Embedded capability and capacity



# SOME EXAMPLES



# Patchwork + reinventing case management



**120**

Agencies

**6000**

Clients



# Designing out social isolation through food





# New income streams for SEN Transport





# Redesigning services for young people in Salford



**HERE'S HOW TO  
GET STARTED**



# Assess your organisation's (digital) maturity and change readiness



# Think about what you need - pick the right approach for you



**Make something -  
show people what  
the future looks  
like**



**THIS IS  
URGENT.**

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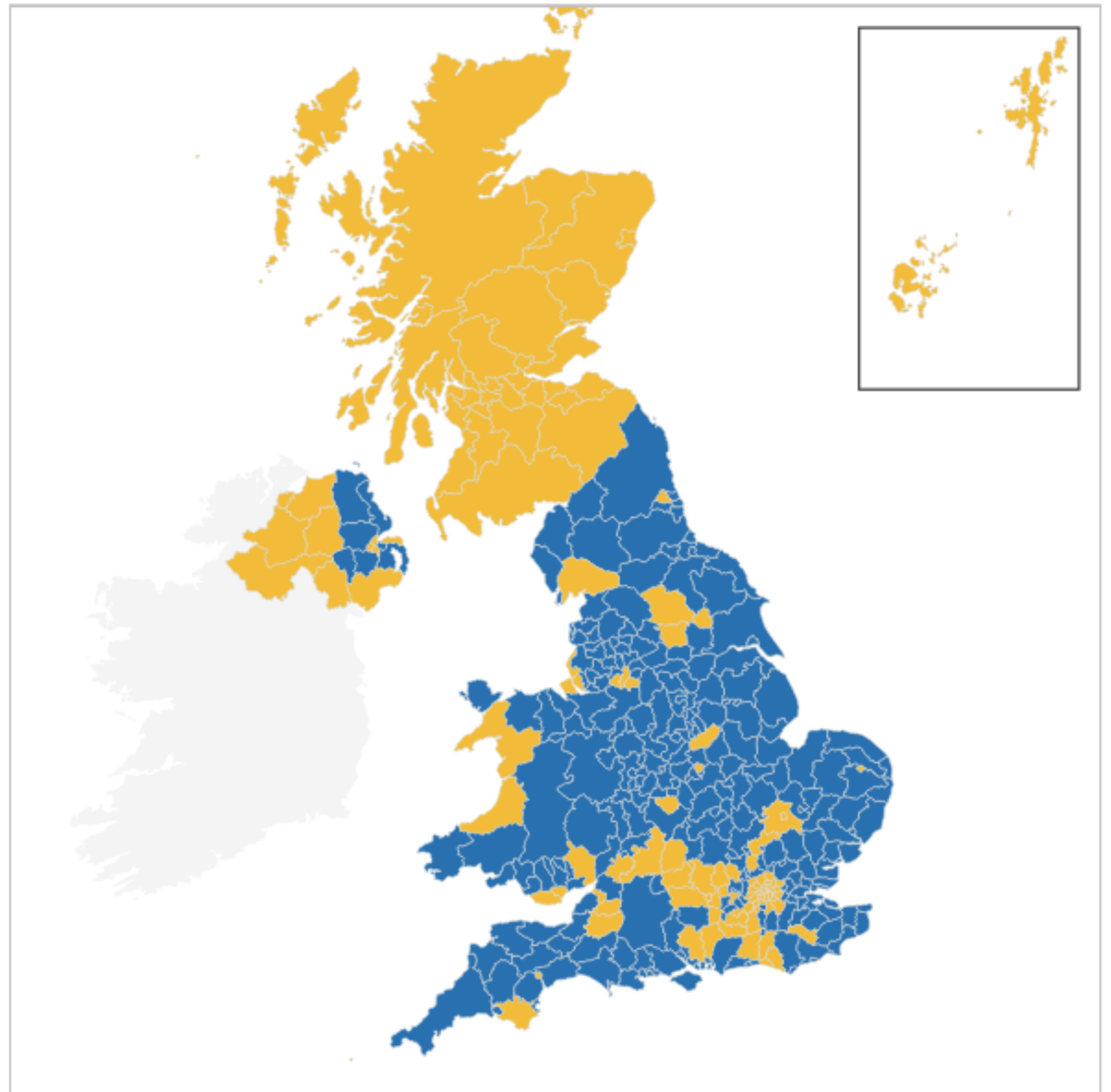


# WE LIVE IN TROUBLING TIMES



**A pivotal  
moment to  
choose the  
kind of  
place we  
want to be**

Key: ■ Majority leave ■ Majority remain ■ Tie ■ Undeclared



**REMEMBER  
WHY YOU DO  
THIS**





A photograph of a woman with short grey hair and glasses, wearing a black and white patterned top. She is looking out a window with a view of a brick building and a green lawn. A large teal circle is overlaid on the image, containing the text "DO IT FOR MARGARET" in white, bold, sans-serif capital letters.

**DO IT FOR  
MARGARET**



**NEVER  
EVER  
GIVE UP.**