



# Public service delivery: how can we raise the bar?

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## Tomorrow's public services – raising the bar

### Themes

1. Shift towards co-production of information and services
2. Citizens 'at the heart' of new service designs
3. New boundaries and freedoms for information
4. Emerging role of social media

Some sources: [www.socitm09.net](http://www.socitm09.net) [www.opensocitm.com](http://www.opensocitm.com)

## Tomorrow's public services – do we have a vision?

The Council of the Future™

Digital access to end to end services

Customer service staff use same system for mediated access

Maximise information held and managed digitally

Staff and resources used better – mobile, flexible working

From 'citizen-centred' to 'citizens at the heart' of service and accountability

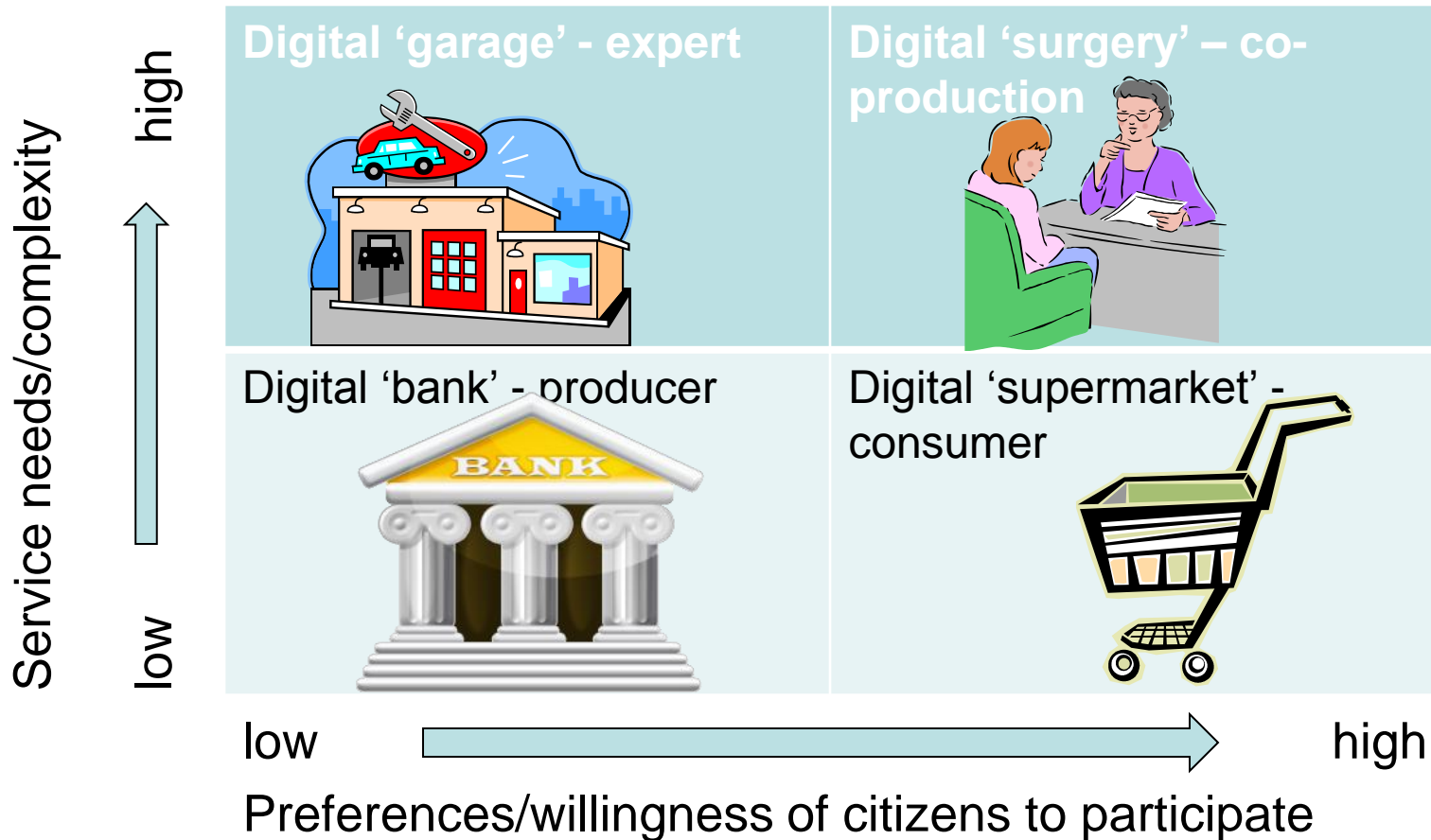


## Tomorrow's public services

Channel shift -> 'digital switchover'

- Digital Britain - simple, commoditised, transactional services
- OK, but need for a more sophisticated view:
  - service needs/complexity
  - preferences/willingness of citizens to participate
- Implications for service design, information handling, communications channels and technology mix

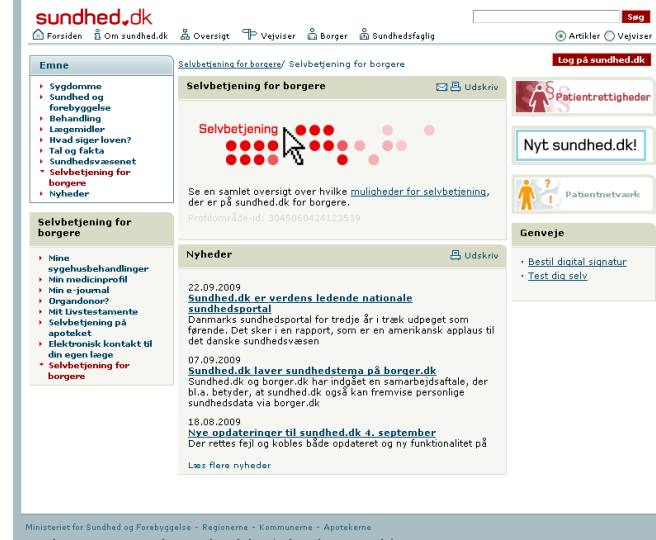
## Typology of digital public services



## Co-production – challenges

- Intensifying and systematising co-production of services by citizens and other users
- Getting to and gaining permission to be included into the centre of where citizens want to do more
- Improving awareness of what co-production is taking place
- Sharing know-how about how to support co-production
- ‘Doing the stuff’ of co-production!

# Co-production – creating



Principle – “empowering health workers and patients to be creative with information”

e.g. [www.sundhed.dk](http://www.sundhed.dk) [www.patientsknowbest.com](http://www.patientsknowbest.com)

Opening up access and communications for patients to:

- their records
- doctors
- consultants
- information – treatments, care, etc



## Co-production – virtual visiting

Principle – *“different ways of working, thinking and behaving with information”*

- Telesupport services connecting people in their homes to family, friends and social care staff e.g. people with learning difficulties, dementia and other obstacles to independence
- Gaming e.g. virtual house to train care workers in hazard awareness; webcam-led games to help stroke recovery in the home

## Co-production - mapping

Principle – *“working across organisational boundaries with information”*

*“For the first time, it's realistic to dream of accessing info and services across geog boundaries from the perspective of location - we see tools like Googlemaps and FixMyStreet make it so easy for citizens. But licensing barriers make it difficult both for local authorities and community developers. And as far as I am aware no-one is telling/funding authorities to open their data/join themselves up in this way.”*

# Co-production – targeting, preventing

Principle – “using customer insight information”

‘Hyper-local’ e.g. Total Place pilot – Birmingham City

- Identify customer groups by needs (segmentation)
- Service delivery framework
- Segment-specific service solutions

## Strategies based on customer needs

**1 Segment Profiles**

Group c  
Group b  
Group a

**Key events and service needs**

Group b  
Group a

**Mosaic Public Sector Data**

**2 Service Delivery Framework**

- 28 High-level Service Categories based on customer need
- High, medium, low importance of access to information and service usage per segment
- Preferred / most receptive channels per segment

**3 Segment-specific Service Solutions**

- Strategic Priorities
- Service Offering – most relevant services per segment
- Channel Mix for Service Delivery

## Birmingham Group F (13.3%)

Diverse (large) families, but mainly from South Asian origin living in inner city terraces



**Preferred (Receptive) Channels**

- Internet
- Telemarketing
- Community Associations & religion-based channels

**Unreceptive Channels**

- TV
- Leaflets
- Newspapers

### Key Descriptors

- Large families, some overcrowding
- Low qualifications
- Service sector or manufacturing jobs
- Modest incomes
- Terraced housing
- Religion important
- Multicultural communities – Pakistani, Bangladeshi and other Asian minorities, plus Eastern Europeans, Somalis and Caribbean
- Language issues, poor or no English literacy
- Health issues, including obesity and high infant mortality
- Sense of community

## Co-production – consulting, involving

Principle – *“enhancing the democratic process between elections”*

National local e-democracy project e.g. Bristol City Council

- Citizens' panel
- Consultations
- E-petitions
- Viewfinder
- Webcasting



The screenshot shows the Bristol City Council website's 'council and democracy' page. The header includes the council logo and the URL 'bristol.gov.uk'. A navigation menu on the left lists 'Home', 'Council and democracy', 'Consultations', 'Petitions', and 'See also' (with sub-items: Citizen panels, Consultation and community engagement, Equalities - assessment and consultation, Housing focus groups). The main content area features a 'LOCAL DEMOCRACY WEEK' graphic and text about events for 2009, including a 'Bristol Question Time Live!' event and a 'Participation Village' event. A sidebar on the right offers various services: 'get involved', 'Bristol's Citizens Panel', 'e-petitions', 'viewfinder', 'webcasting', 'consultation finder', 'spotlight on', 'Meetings and Reports', 'e-democracy', and 'Join us for Bristol Question Time Live!'.



## Co-production – empowering communities

Principle – *“citizens/businesses/customers at the heart of creating and exploiting information”*

Emerging role for social media:

- Early adopters – Wave and Twitter
- Middle majority – Facebook and email
- Later adopters – simple text interface

Strengthen communities, build capacity for mutual support

e.g. pledge banks for environmental maintenance .... social care? municipedia?

## Implications for the information landscape

Are we ready for:

- new ways of creating and gathering information?
- new boundaries around what can and can't be done with information?
- new freedoms to access and use information?
- new methods of communicating and sharing information?
- information revolving around the citizen and their needs?

## “YES” means we can raise the bar to:

- doing different things
- preventing and intervening early rather than treating the consequences
- being a public *servant*
- going beyond self-service to positively encouraging self-organisation and development
- being more transparent and open
- starting from a position of trust ..... and .....
- redesigning rather than simply modifying public service delivery