



Engaging with Design Design Professionals

18th July 2014

Victoria Quay, Edinburgh

PRoDUB

Investing in Opportunities



This project has received
European Regional
Development Funding
through INTERREG IV B.



INTERREG IVB



The Creativity Team

Creativity is about the application of hard disciplines, not soft furnishings; so why did we find ourselves fighting over coloured hexagons in a Friday afternoon workshop? It's too easy – and wrong – to believe that if we're having fun it can't be work, and if it's work it can't be fun. ImaginationLancaster have shown with their workshops that the two can converge well and help us be more than the sum of our parts.

Creativity is one of the four Scottish Government Business Strategy imperatives. The Creativity Team aims to foster the belief that being creative is an important part of our jobs; and to support creative practice. Together we can increase the Scottish Government's creative capacity by exploring, testing out and implementing new ways of working to achieve better outcomes for the people of Scotland.

Design has become an increasingly prominent feature of our work. We collaborate closely with Glasgow School of Art Institute of Design Innovation (InDI) and their networks led us to Leon and his team at ImaginationLancaster (IL). I don't think you should ever turn down the opportunity to work with people who develop tools for engagement using a strong business case and enormous beach balls. On the strength of a conversation about their 'Beyond the Castle' work with City of Lancaster Council, IL agreed to run two workshops with Scottish Government staff and partners.

This second session brought together people who are interested in creative ways of engaging – quality engagement is essential to deliver the Scottish Approach of improvement, asset based working and coproduction. The information we gathered will have a direct impact on how the Creativity team continues to support teams across government, as well as how we work with our partners. We are very lucky to have been able to benefit from IL's expertise and impeccable, creative preparation. It needn't be expensive to design "a whole new way of trusting people" - just planning and imagination! We're delighted that Lancaster will return in October 2014 to find out how people have been developing their ideas.



Anna Winters
Creativity Project Lead
Scottish Government

Aims

The interactive morning session explored the value design can bring to public sector activity in terms of policy development and service delivery. It introduced some successfully completed projects as case studies including a co-design project with 2,000 participants for Lancaster City Council, led by ImaginationLancaster. Building on this, the group honestly explored the best (and worst!) experiences that the participants in the session have had with design and designers in public services, this was used to build a framework for productive engagement with designers.



Participants

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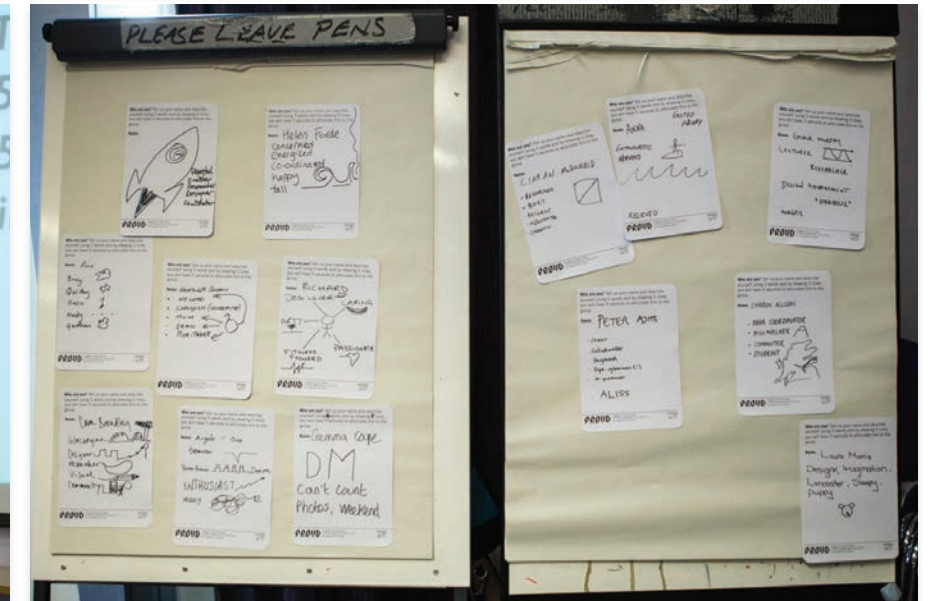
Agenda

9:00 - 9:30	Registration, refreshments, introduction to Five Lines Tool
09:30	Welcome from Leon Cruickshank
09:35 - 09:45	Introduction of attendees using Five Lines Tool
09:45 - 10:00	Beyond the Castle, Co-Design Challenge presentation
10:00 - 10:40	Exchange of Experience
10:40 - 10:50	Break
10:50 - 11:40	Super Heroes Tool
11:40 - 11:50	Reporting back on Super Heroes
11:50 - 12:00	Wrap up

Five Lines Tool

As participants arrived, each of them were given the 'Five Lines Tool' to complete, which asked them to describe themselves using five words and five lines. Everyone introduced themselves to the rest of the group with their five words and five lines.

This high tempo activity is a way of getting everyone to say something about themselves without it taking up too much time. It also adds energy to the room and helps people leave behind the outside world. There is also good research that once someone has spoken once in a group they are much more likely to be more vocal for the rest of the session.



Beyond the Castle Presentation

Leon Cruickshank, the workshop's facilitator gave a short presentation focusing on the PROUD project 'Beyond the Castle' as an example of using design to engage with communities successfully. This presentation provided an overview of the process and honest insights in the mess and success encountered during the project. In particular it focused on the issues associated with the employment of 5 designers to help construct a large co-design project.



Exchange of Experience

Following Leon's presentation, it was the turn of the participants to exchange both their positive and negative experiences of working with design and designers. First, *the great experiences with designers* were exchanged between groups of 3-5 around the table using green Hexagon Cards. The groups then discussed *design related disasters* using orange Hexagon Cards. Once the responses were written on the cards and attached to a central question card, the clusters were displayed on a board for everyone to see.





Super Heroes - Part One

Three Groups of four to five were asked to think about the everyday skills, tools and limitations of one of three job roles; designer, community service deliverer and policy developer. Together the groups had 10 minutes to discuss these topics, start to think about the 'dream' attributes for each job role and record their thoughts on a pro-forma.

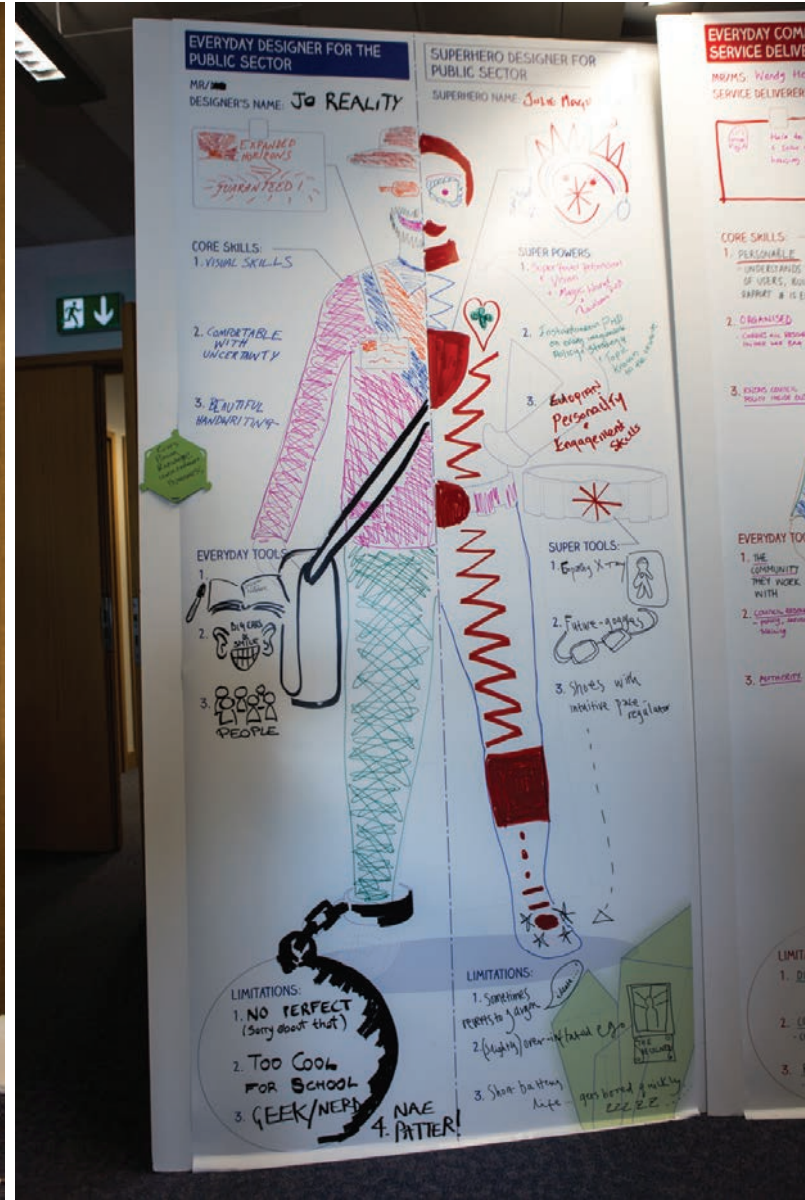
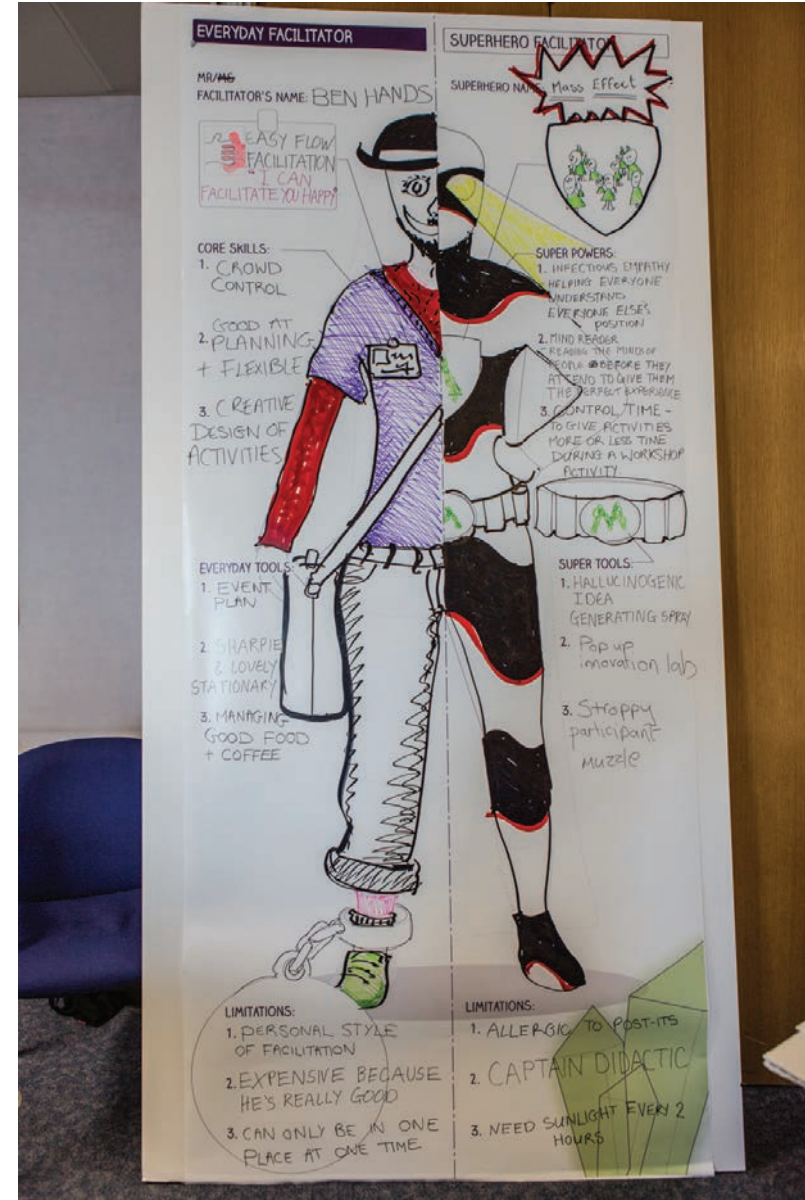
The intention here was to look at the tools and characteristics of designers, policy makers and service delivers but then go onto think about perfection. In effect we wanted to highlight the frailties of the 3 groups without a direct critique.

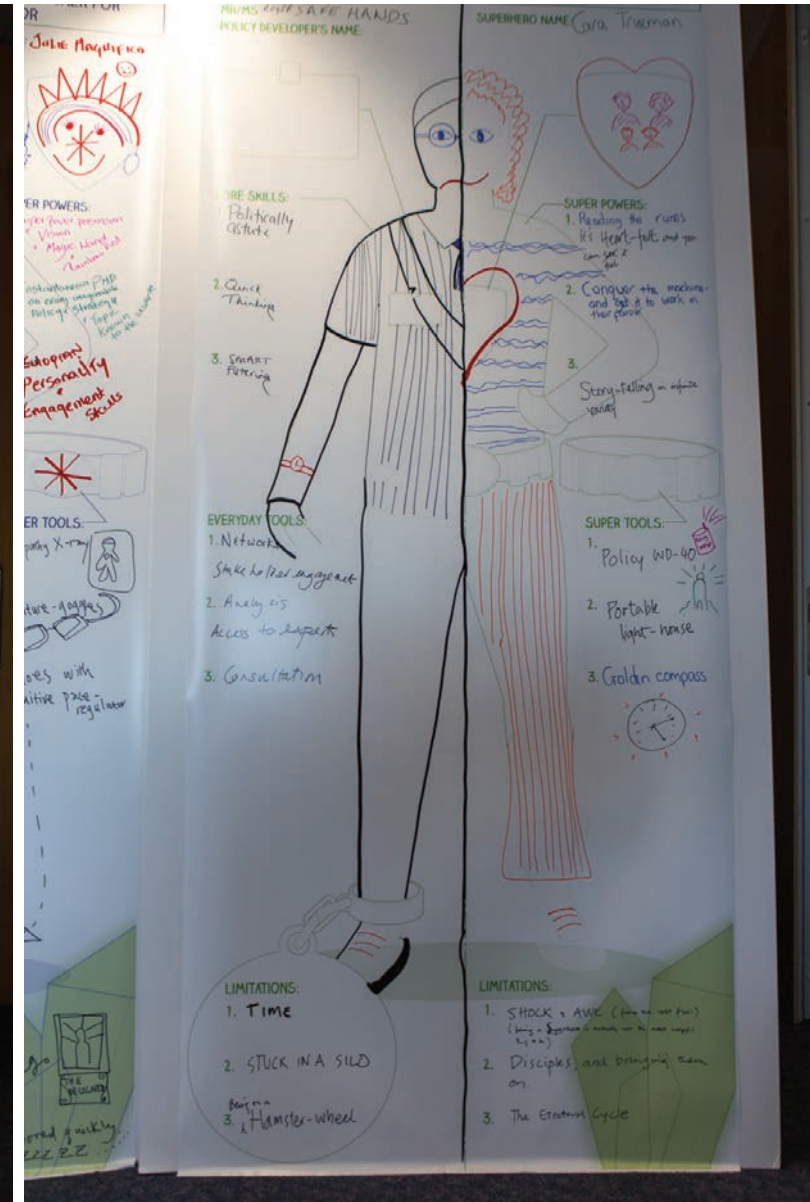
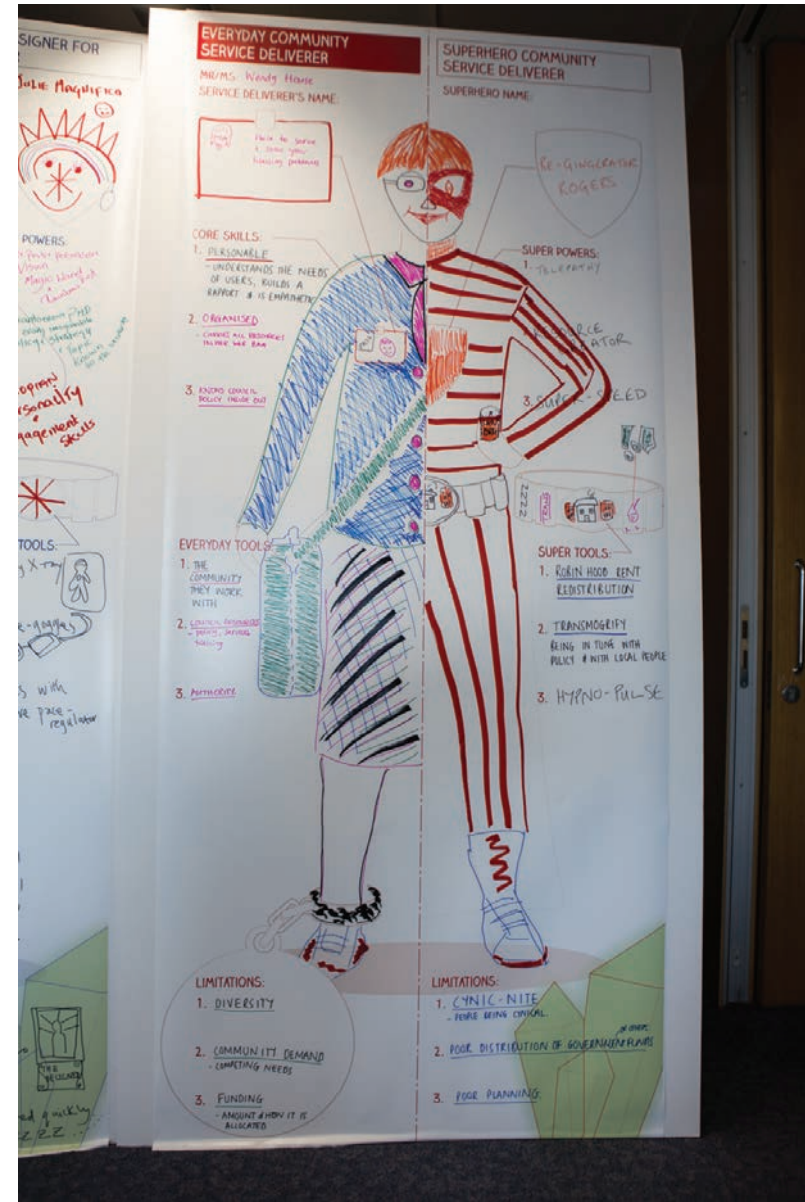


Super Heroes - Part Two

Leon revealed three two and a half metre tall super hero proformas to correspond with the three job roles discussed by the groups in part one and an completed example of a super hero facilitator. Each group was given one of the super heroes which consisted the outline of a person, one half of which represented the 'everyday' job role of the designer, community service deliverer or the policy developer and the other half of a super hero version, complete with super powers. Each group were given the task of fleshing out the everyday and super person with customisable details and lists of skills/super powers, tools/super tools and limitations, known as the 'kryptonite' for the super hero! Once completed, each group had the opportunity to present their creation to the rest of the group.







Superhero Conclusion

One of the interesting outcomes of the superhero exercise were the similarities the group recognised between policy makers, designers and service deliverers. In general the similarities were

Mental agility - being responsive in changing situations

Social connectedness - networking and actively connecting sometimes very different people

Managing the implementation of new knowledge - moving between abstract directives, requirements or objectives and translating these into practical activities.

Understanding that underneath the specialist languages they use that designers, policy makers and service deliverers are not really so different is a good starting point for engaging designers in public service projects.



Delivered by...

The workshop was designed and delivered by Leon Cruickshank, Gemma Coupe and Laura Morris from ImaginationLancaster, a design research centre at Lancaster University.

The tools used in the workshop were developed by the Proud and IDEAS for Impact projects at ImaginationLancaster. Beyond the Castle is a PROUD project. Proud is funded by EU INTERREG IVB and Ideas for Impact is funded by HEIF.

For more information on ImaginationLancaster, PROUD or IDEAS for Impact, please visit the following webpages or email Leon Cruickshank.

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