



Engaging with Design Creative Consultation

18th July 2014

Victoria Quay, Edinburgh



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

This workshop was aimed at public sector workers who work directly with groups, primarily groups outside the public sector but also between groups within the public sector. Working very closely with the Creativity Team the intention was to share best practice (and some disasters) but also to introduce some new tools for creative consultation. While these tools in themselves are useful and well proven there is a more important overarching issue that these are merely a pointer towards. The notion that consultation can (and perhaps should) be designed, and through this process of reflection, prototyping and refining any person working with groups can make their consultation more effective and enjoyable.



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Agenda

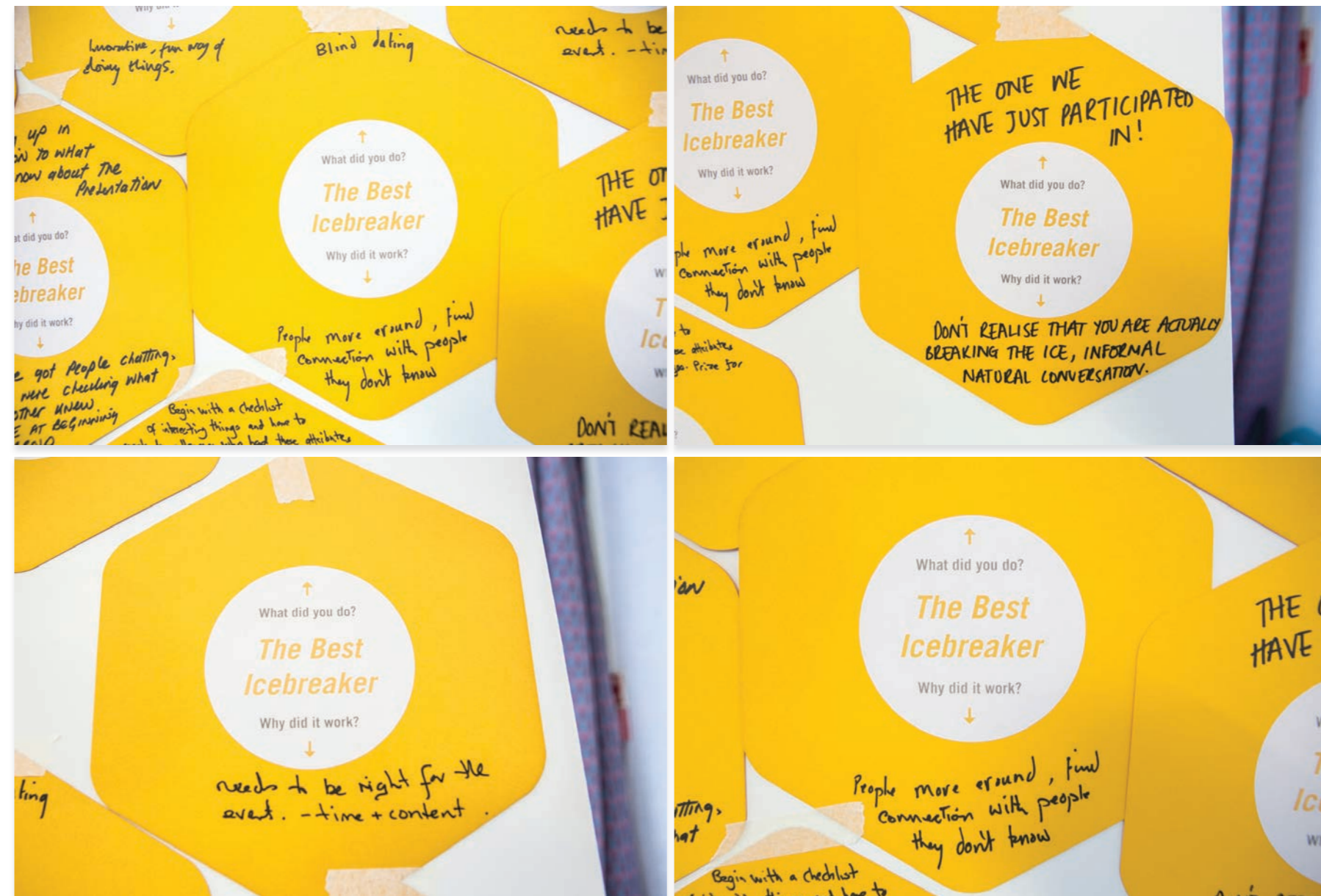
13:00	Introduction
13:05 - 13:30	Best and Worst Icebreakers
13:30 - 13:40	Tools Presentation
13:40 - 13:50	Introduction to Specific Tools
13:50 - 14:10	Modifying the Tools
14:10 - 14:30	Engagement Challenge
14:30 - 14:45	Wrap Up



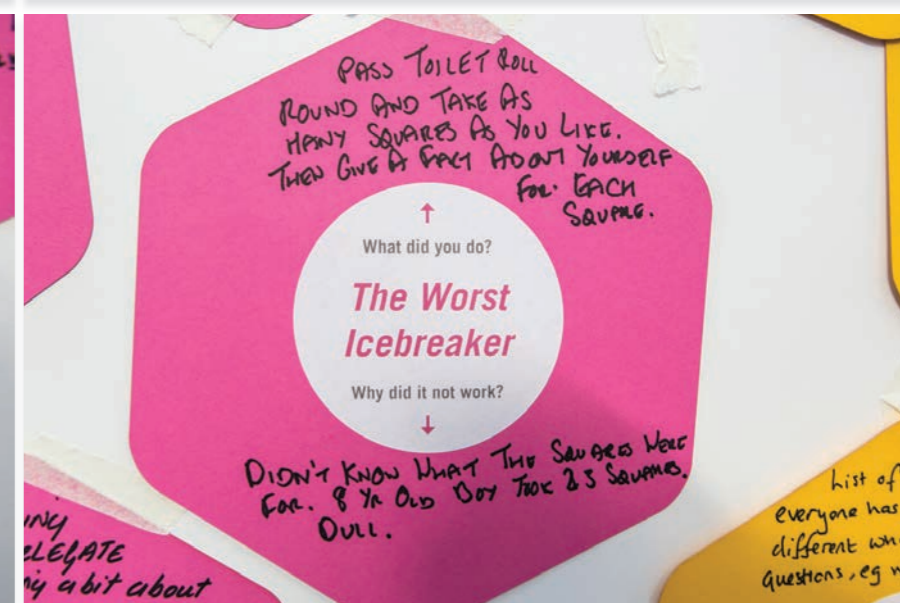
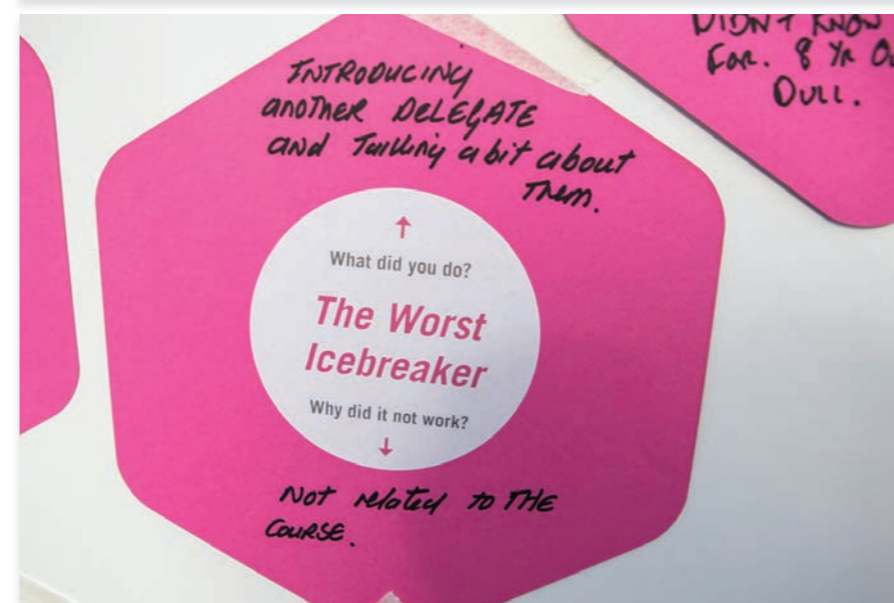
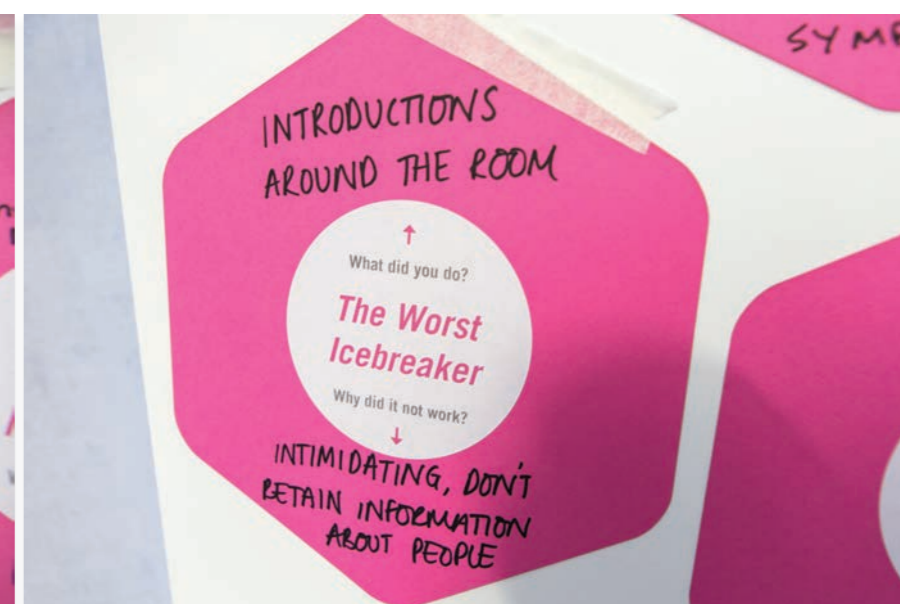
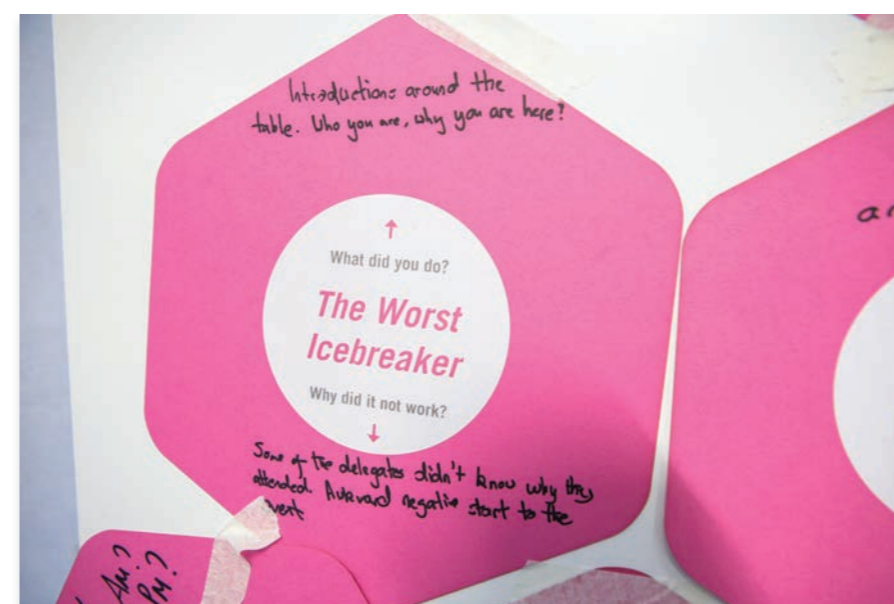
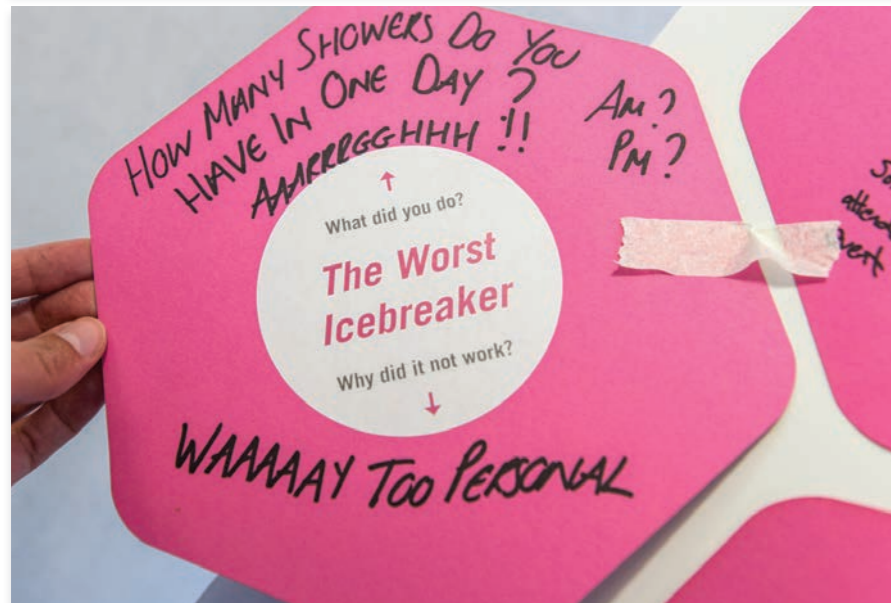
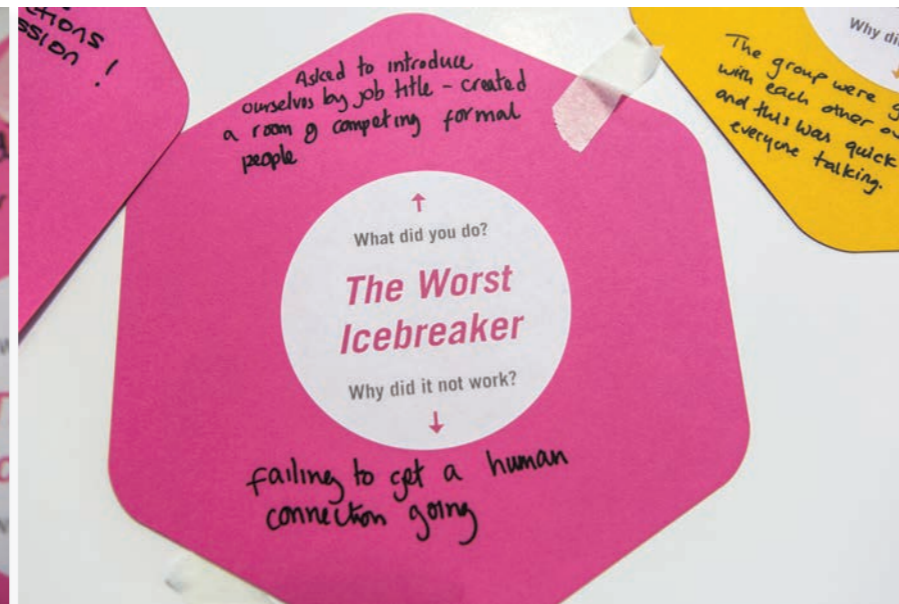
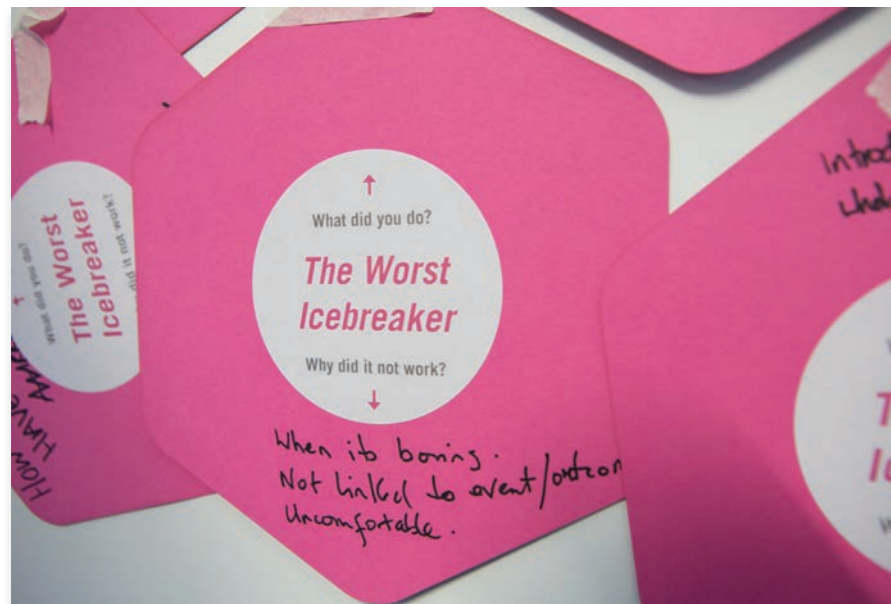
Best & Worst Icebreakers

The icebreaker activity for this workshop was to discuss in groups the best and worst icebreakers the participants had experienced in other workshops. The best ice breakers were written onto large yellow hexagons and the worst icebreakers were written onto large pink hexagons. After the amusing discussions, every example of best or worst hexagons were displayed together on a board.









Tools Presentation

Leon Cruickshank, the facilitator of this workshop, gave a presentation about what is meant by the term 'tools' and provided examples of tools used for big budget design experiences, 'grab and go' toolboxes and choosing the right tool for engagement activities.

The intention here was to demonstrate that it was possible to be highly creative in the way a project can engage with a very wide range of stakeholders. Further to this, the project demonstrates that such creative approaches can be highly effective, help change management in communities but also help change approaches within public services themselves. As one senior councillor offer said 'we have found a new way of trusting people'.



Introduction to Specific Tools

The cohort were introduced to four different types of easy to implement tools developed at ImaginationLancaster. These included the super hero proforma, editable PDF tools for meeting agendas and revealing motivations, a range of stickers for many uses such as voting and commenting and the Hexagon Cards, for connecting together ideas when working in groups.



Exploring the Tools

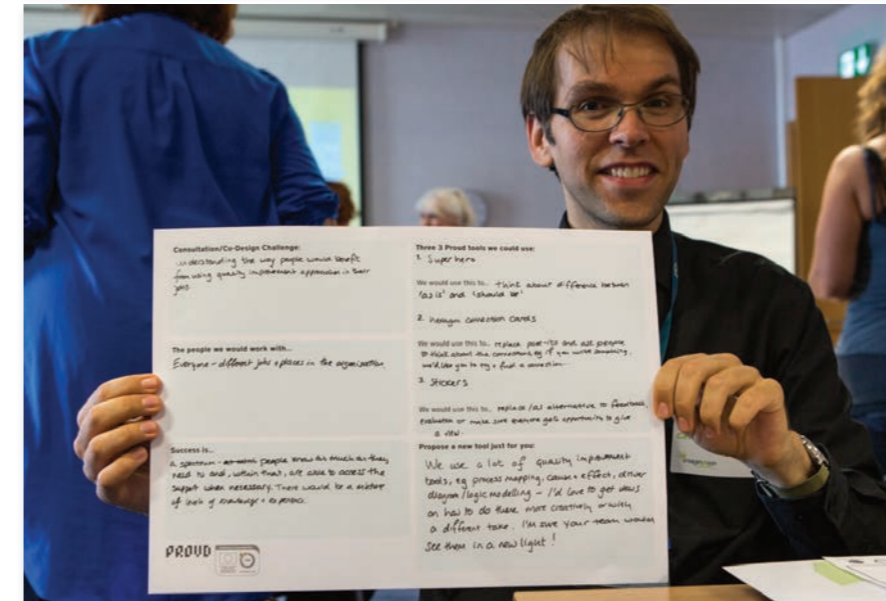
Everyone was invited to move around the room, try out and explore their own person uses for the tools places around the room. The Imagination team were on hand to answer questions and discuss possible uses for the tools. In this discussion the Imagination team stressed an approach to tools that is often overlooked even though it maps closely to common sense.

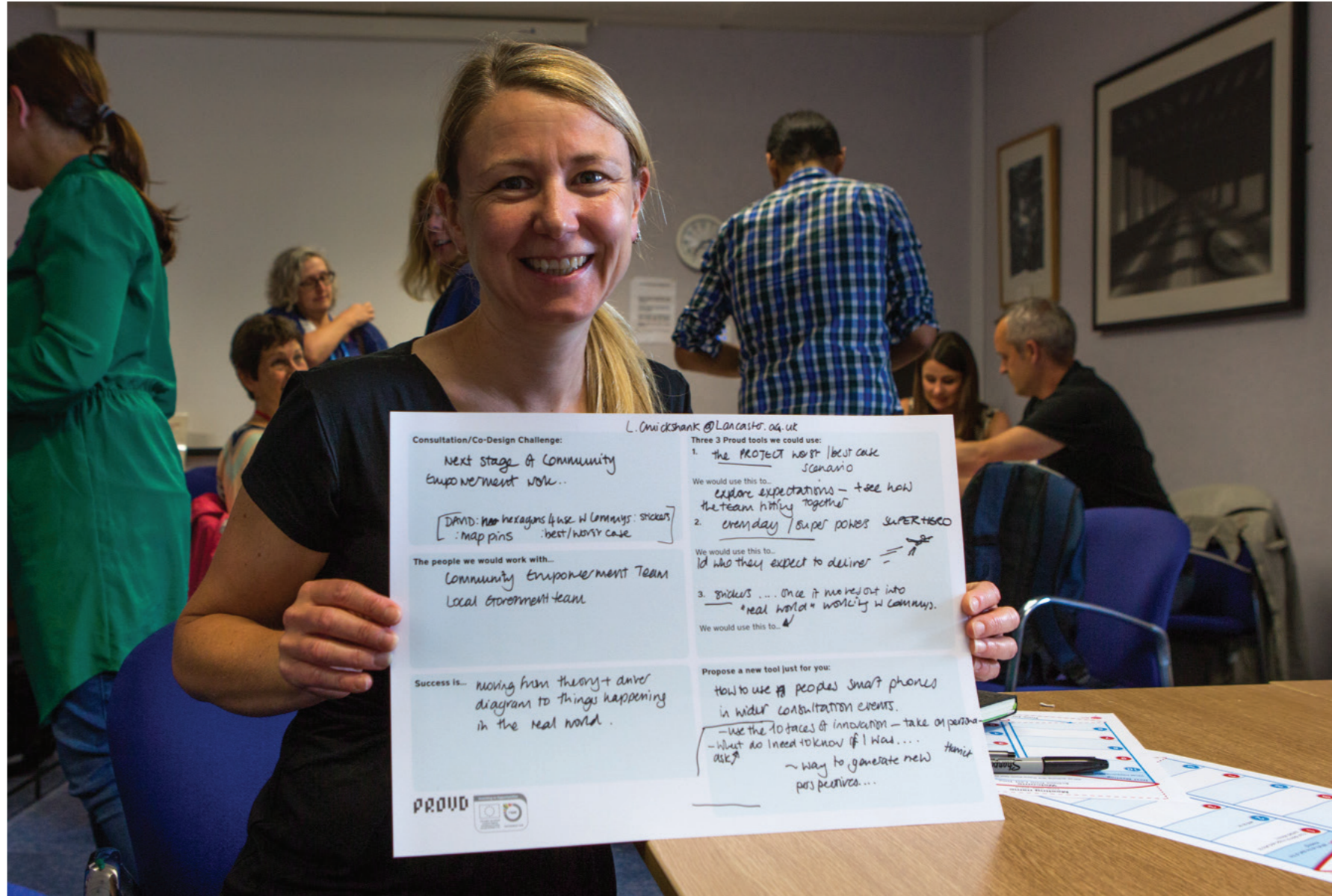
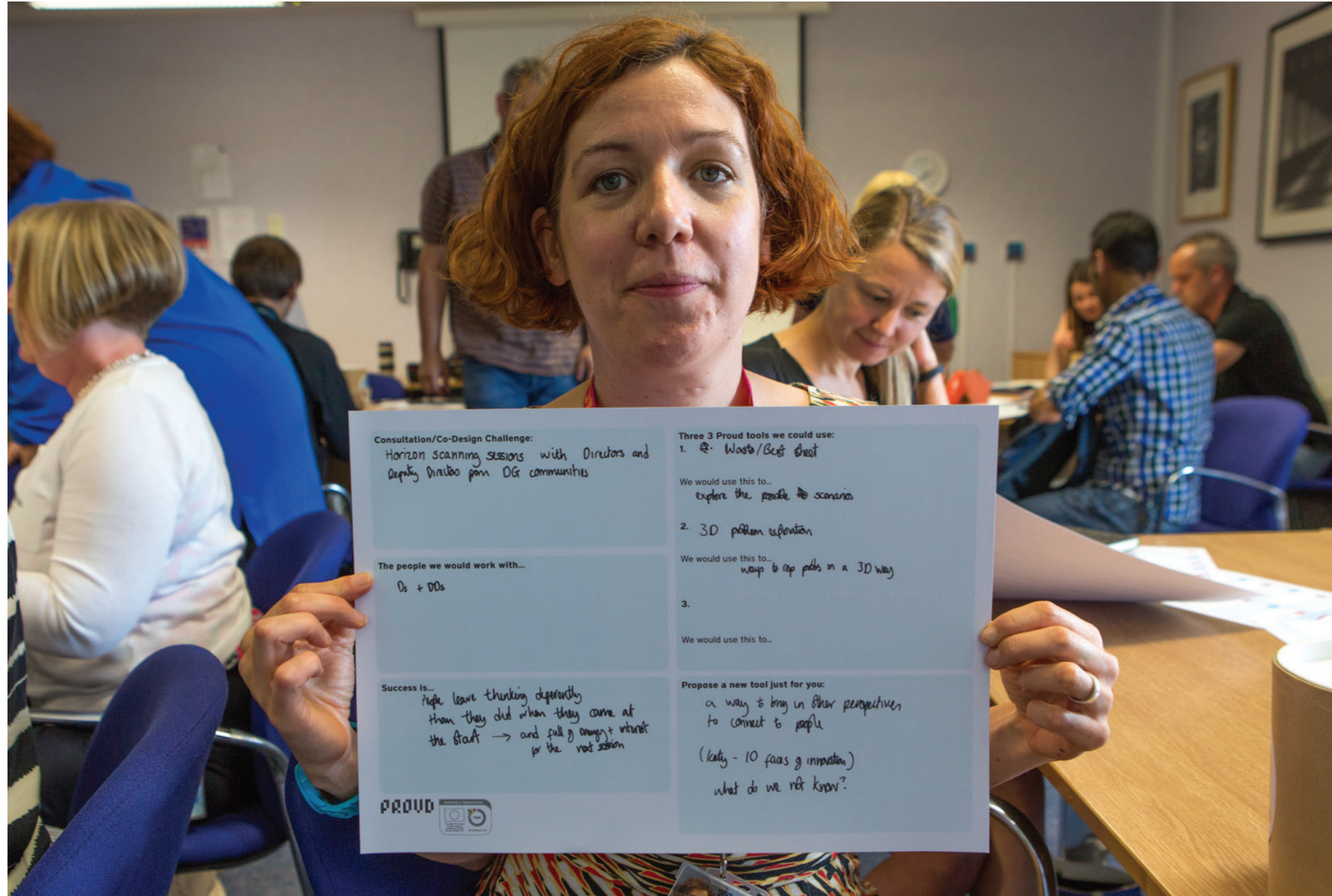
Tools allow us to do fundamental things (cut, grip, turn...) with skills these chisels, saws, screwdrivers and so on can be used by someone with skills to make an infinite range of useful, beautiful things. The engagement tools presented in the workshops present the same types of opportunity but also the same limitations, they can not make for great consultation in themselves, they require people to use the skills they have or develop their skills to be effective.

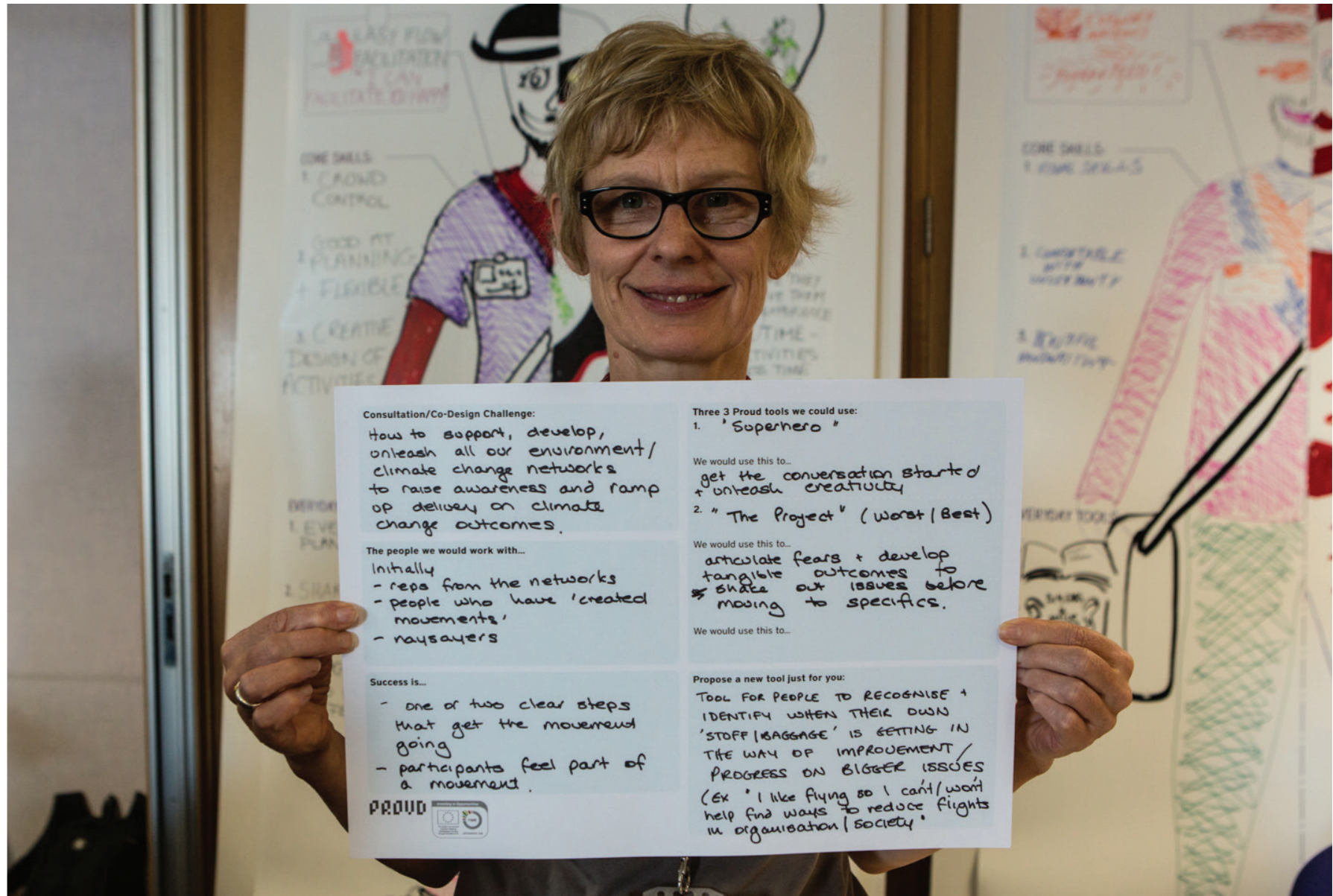
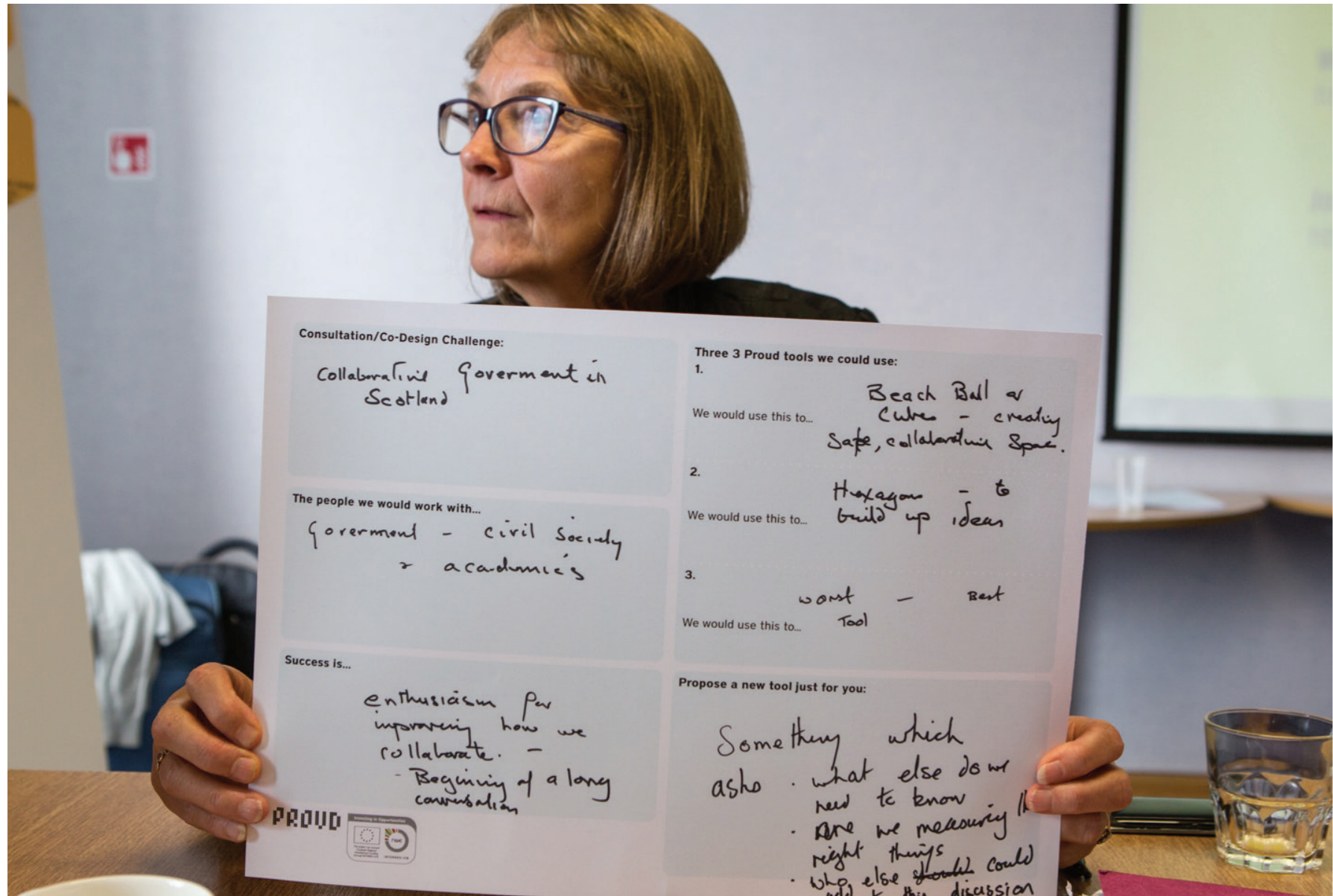


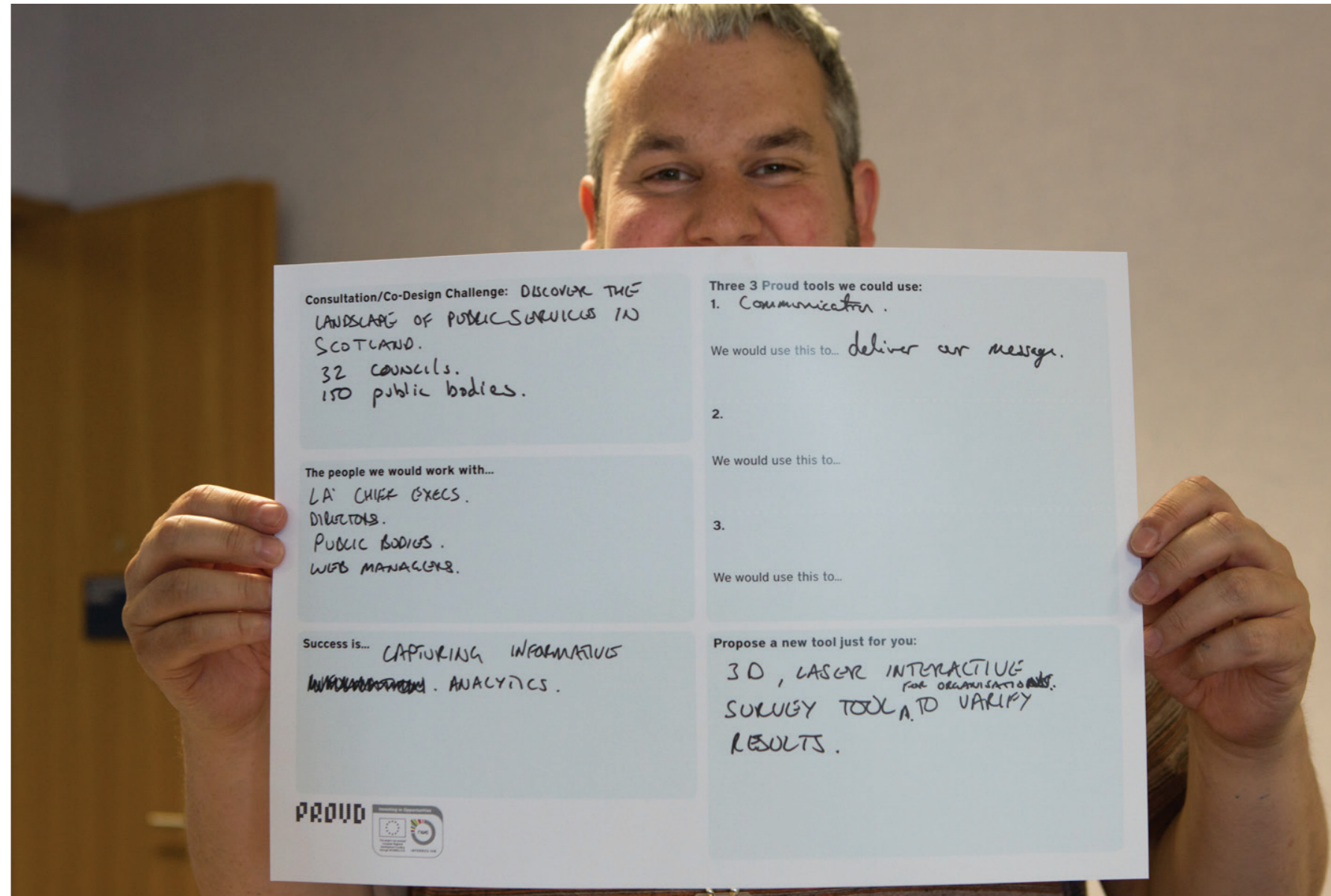
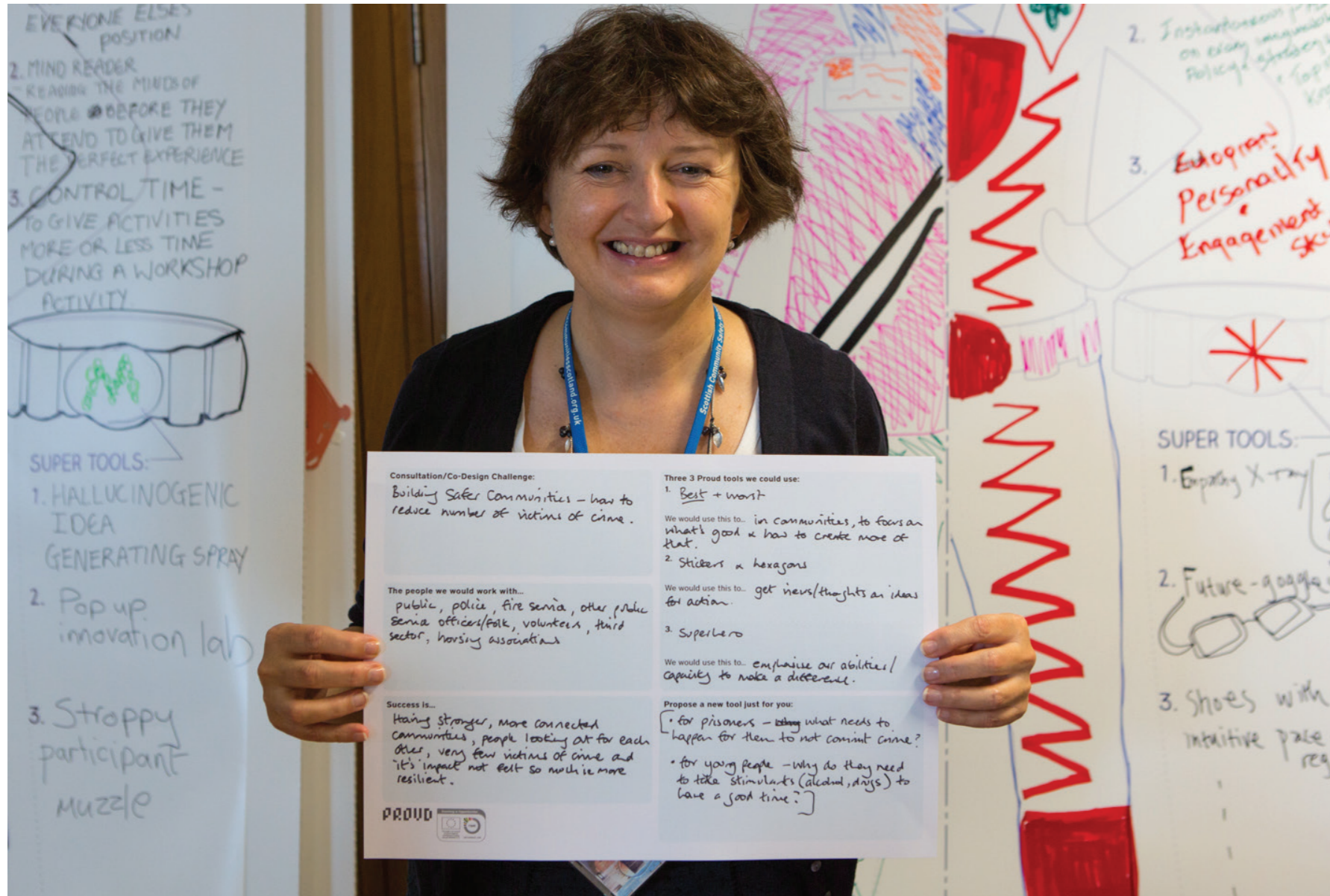
Engagement Challenge

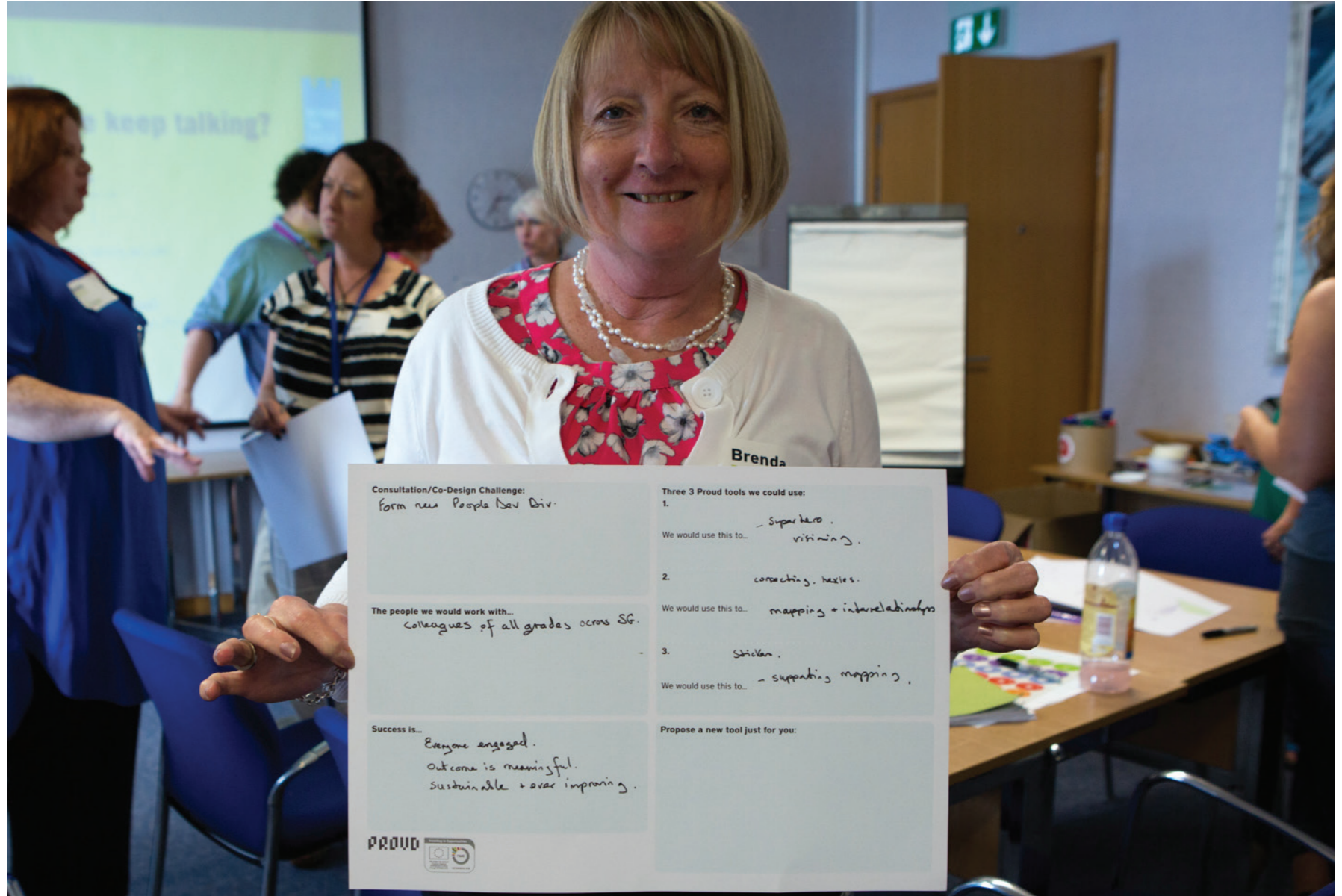
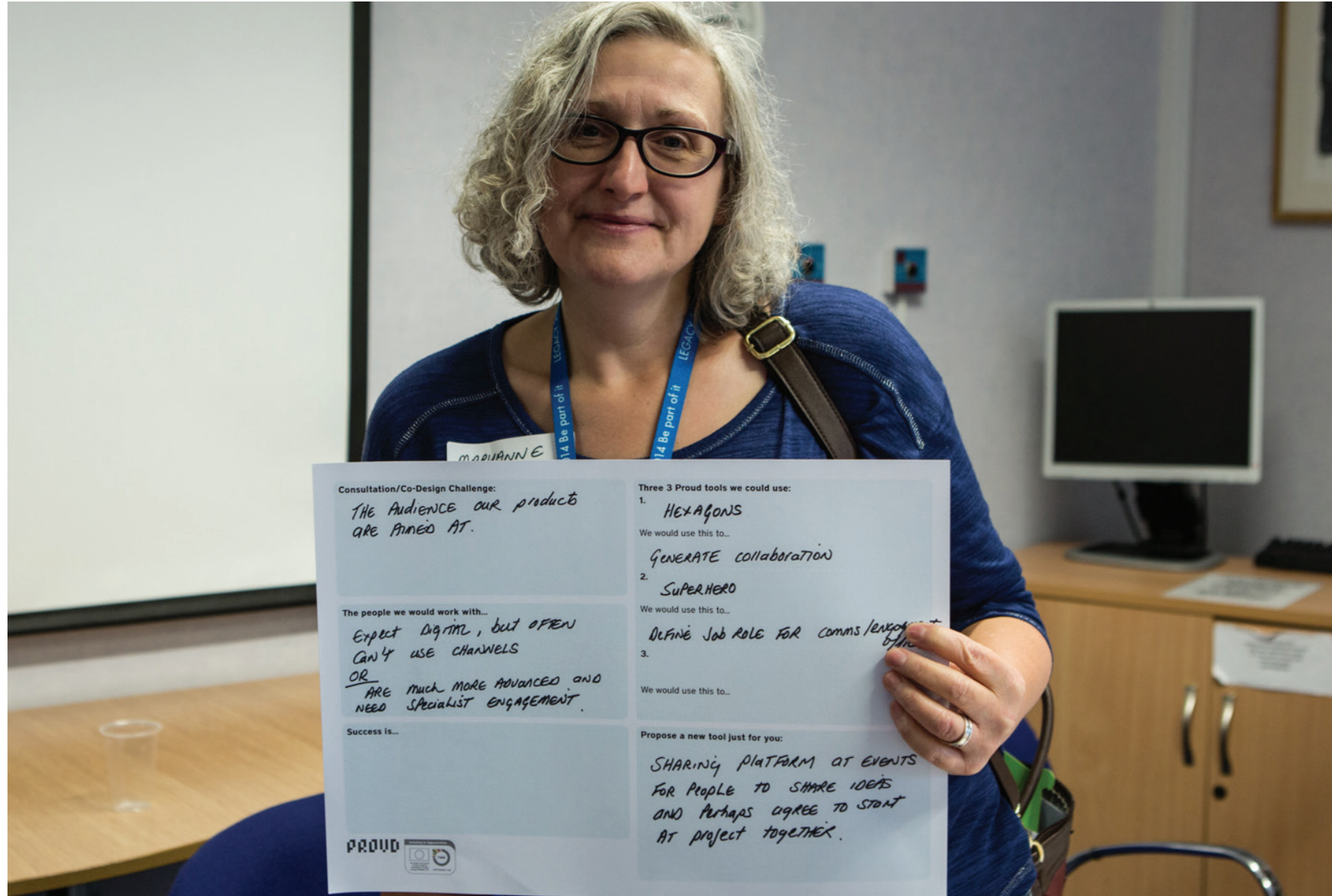
To conclude the exploration of tools for engagement, each participant was given an A3 proforma with a series of questions around how they may use and adapt the tools available for their own engagement challenges. Specifically, each proforma asked what the challenge was, who they could work with, what success would be for them, which tools they would use and if they could propose a completely new tool that would be useful.

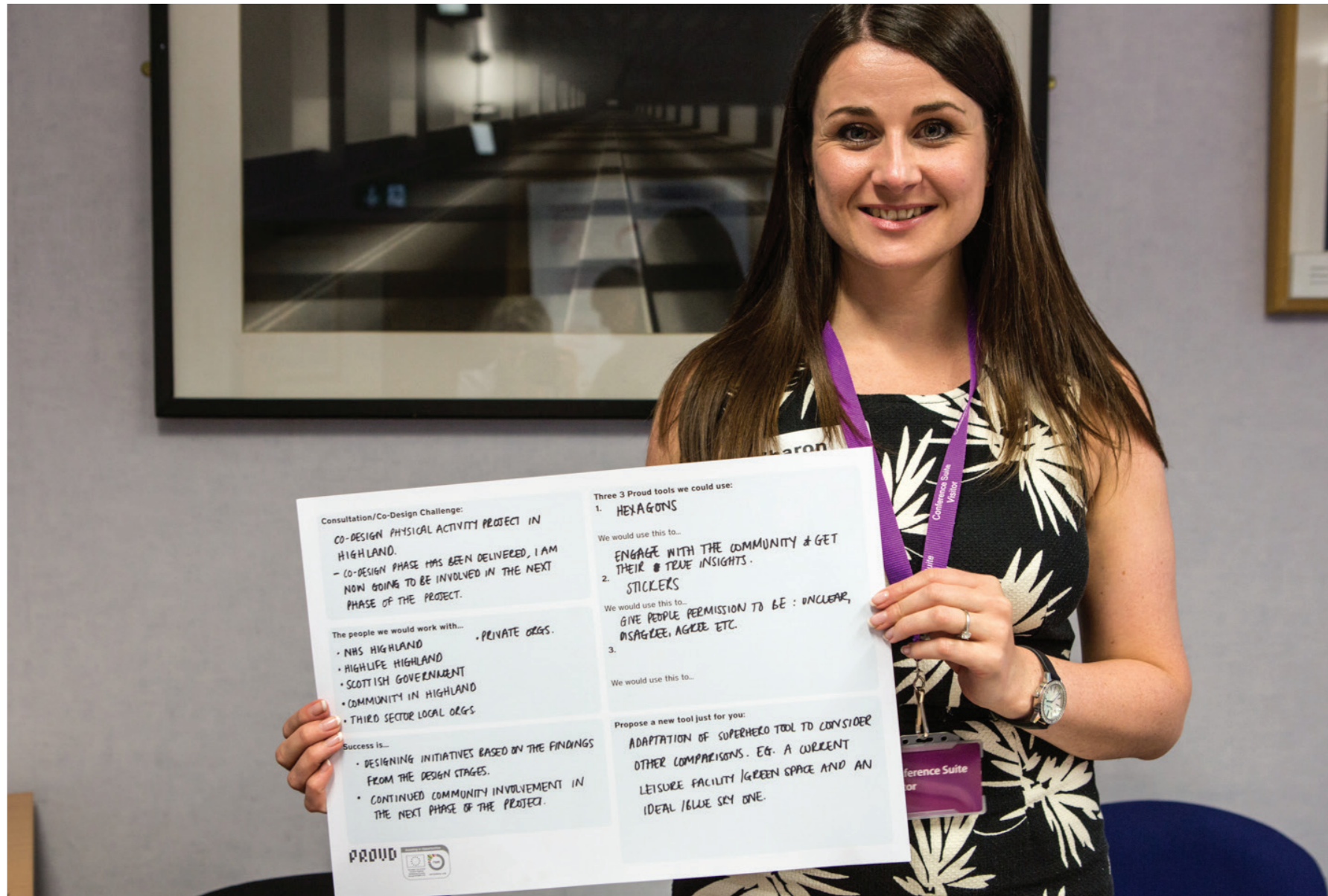
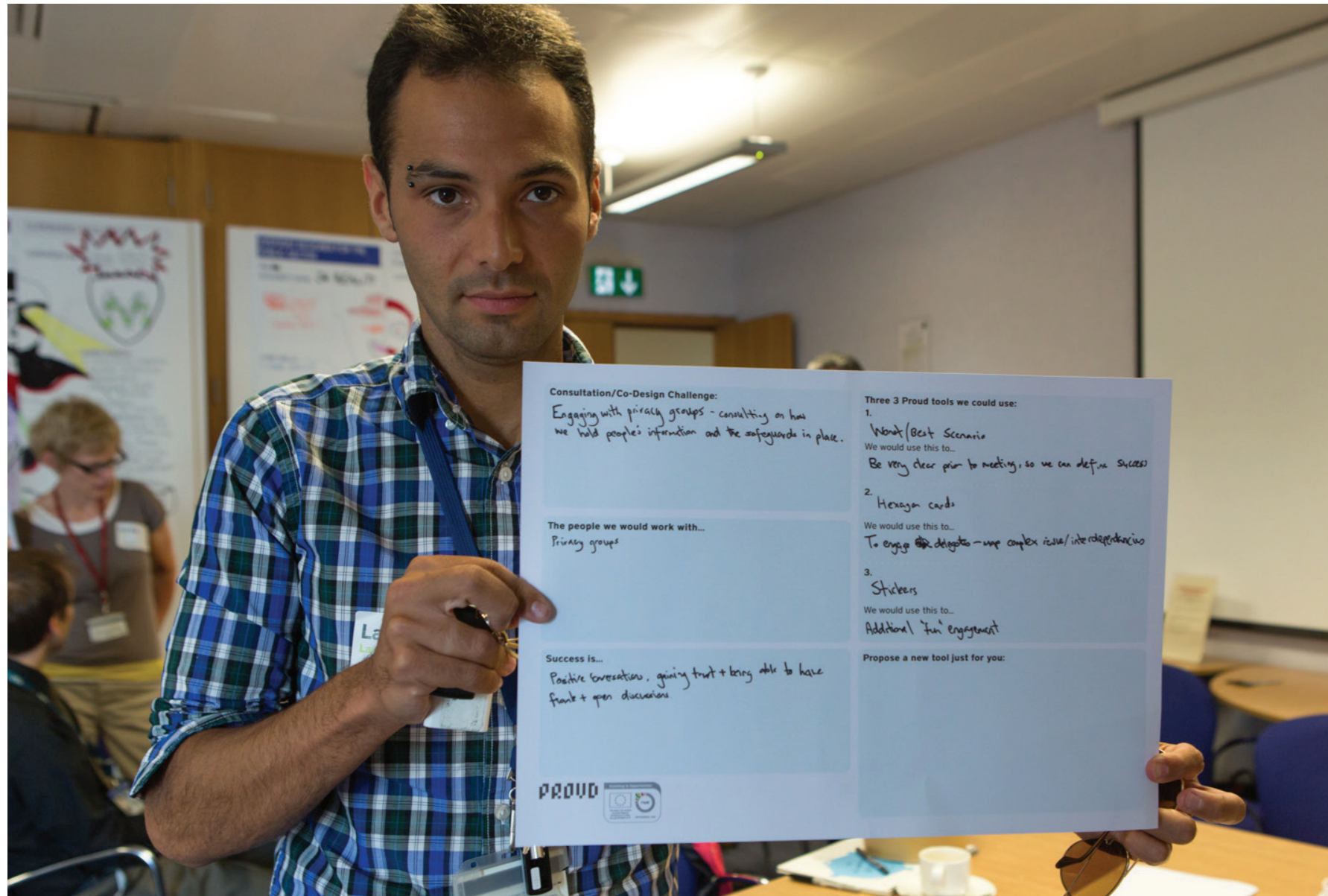


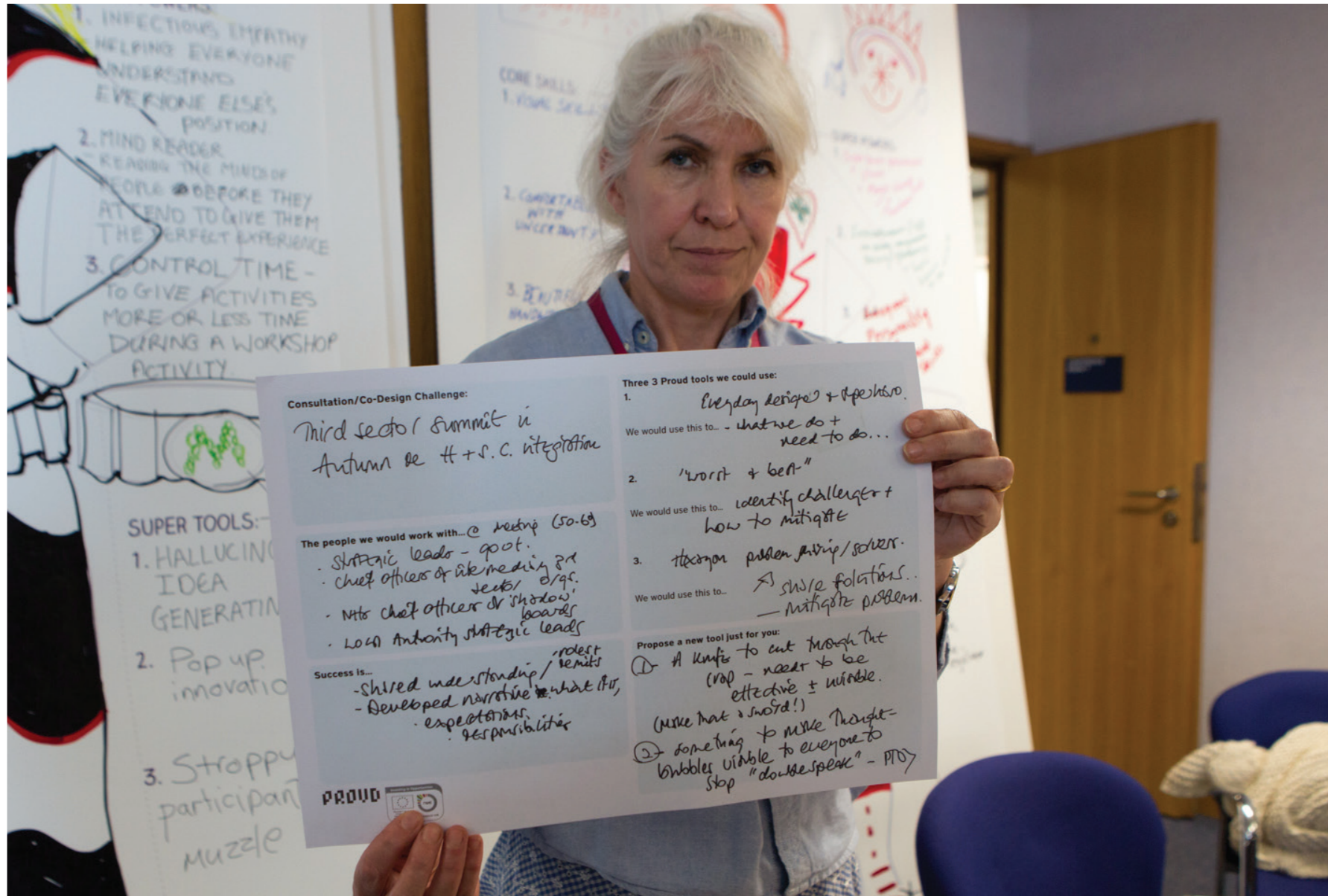
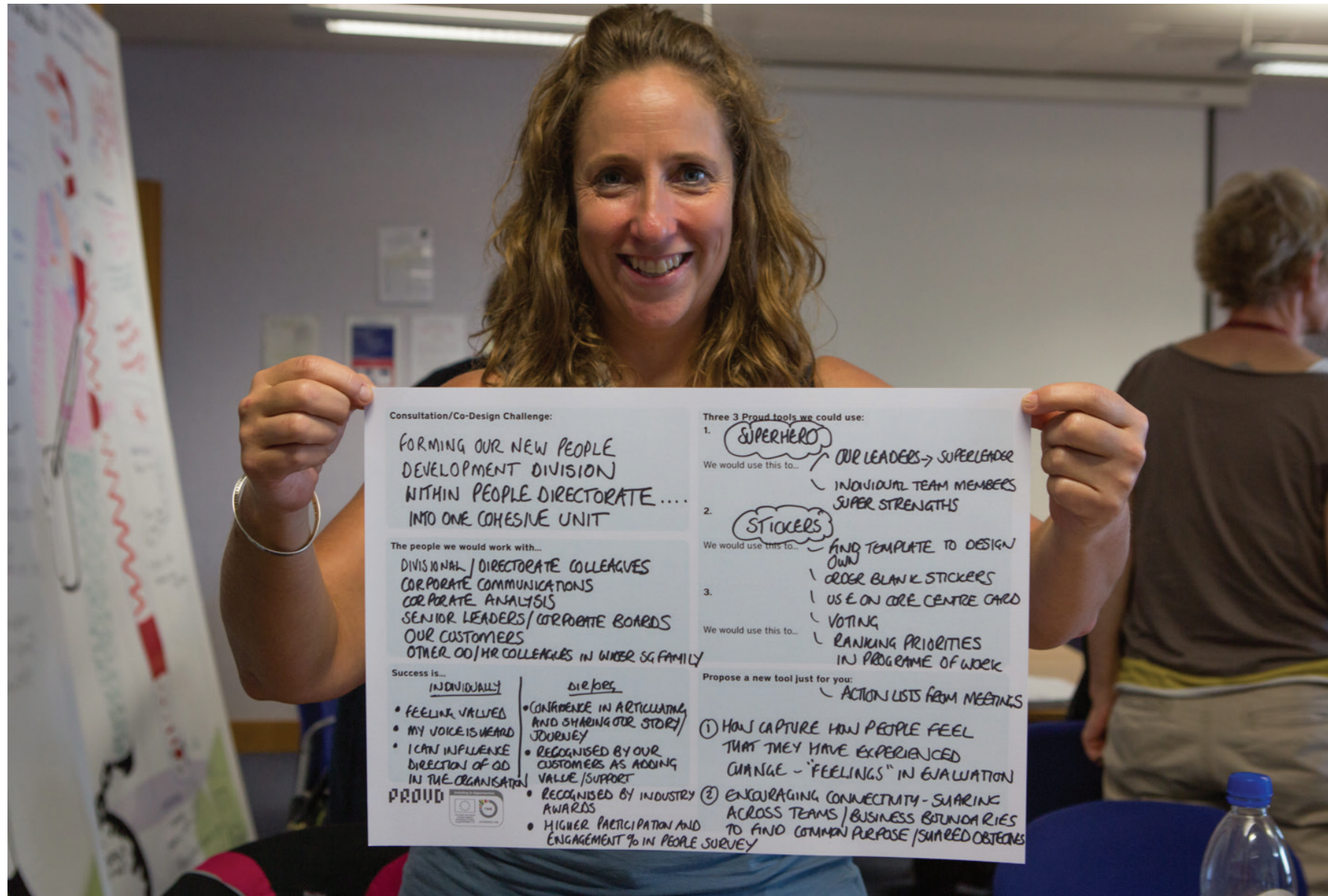












Delivered by...

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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imagination.lancs.ac.uk

imagination.lancaster.ac.uk/activities/PROUD

proudeurope.eu

imagination.lancs.ac.uk/activities/IDEAS_for_Impact



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