Designing Beyond the Castle:

Tangible benefits of a co-design process for councils and private institutions

A PROUD Masterclass

Dr Leon Cruickshank: Lancaster University

Helen Ryan: Lancaster City Council

Fondation de l'Architecture,
Luxembourg
20th May 2014

Investing in Opportunities
This project has received European Regional Development Funding through INTERREG IV B.
INTERREG IVB
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imagination LANCASTER

Aims

Co-design enables people with a broad range of expertise and experience to have a creative input into the design process. This PROUD masterclass led by ImaginationLancaster will explore how a co-design process can be maximized to produce good design outcomes for councils and private institutions and the benefits of using a co-design approach.

Dr. Leon Cruickshank, UK project lead for PROUD will explain the co-design principles developed for designers and their altered roles within a co-design project. Helen Ryan, Public Realm Development Manager for Lancaster City Council will present the public sector perspective of the challenges and tangible benefits of participating in a large co-design project, and how their approach to public consultation has been transformed.

Throughout this interactive masterclass participants explored the principles of co-design as they relate to the public sector including local and national government, charities and NGOs. They went on to translate these principles into new co-design processes relevant to participants' own situations. This process will connect together public sector workers with designers to create new co-design approaches, project proposals and interventions. It's our intention that some of these proposals are taken on after the event into real world projects with mutual benefits for the attendees involved.

Participants

Shaaf	Milani-nia	Ville de Luxembourg
Jan	Glas	Luxinnovation GIE
Annick	Christiansen	Service de l'urbanisme_ ville de luxembourg
Giacomo	Piovan	Socialmatter
Catherine	Jost	Indépendant
Frederic	Andres	ProNewTech
Nicole	Schlichtenhorst	PRO-SUD
Anna	Loporcaro	Mudam
Fontaine	Amélie	Mudam
Danielle	Schronen	Fondation Caritas Luxembourg
Koen	Cloostermans	Clarence Concept
Leon	Cruickshank	Imagination Lancaster
Helen	Ryan	Lancaster City Council
Sachie	MIZOHATA	Sociologist

Agenda

9:30 Coffee
10:00 Welcome, 5 lines exercise
10:15 Presentation, Designing Beyond the Castle
10:30 Questions
10:40 Principles public sector co-design
11:30 Local Challenges
12:00 Lunch
12:40 Post-Lunch Warm Up
1:00 Proposals
1:40 Presentations
1:55 Wrap up

Introduction

The latest co-design workshop within PROUD took place at the Fondation de l'Architecture in Luxembourg city. This foundation is a cultural association open to the public. The objectives of the foundation is the valuing of the build environment as an essential element of our society. It is a platform for exchanges, meetings and it organises exhibitions, conferences, workshops and public debates.

Luxinnovation is very glad to have been be able to organise the co-design workshop at the Fondation de l'Architecture because it offers the perfect context for treating the subject of co-designing public spaces for councils and public institutions. The participants were from various professional backgrounds (Public institutions: 6; designers:3; researchers:2; Social institution:1) which was a valuable mix of competences for the day.

The "Beyond the castle" project is a perfect example of demonstrating the participatory and creative approach to co-design of ImaginationLancaster in combination with the practical experience of the Lancaster City Council. The participants discussed recurrent assumptions, problems and fears for doing citizen engaged co-design projects. Finally the co-design workshop was closed by presentations of the outcomes of virtual co-design challenges by three groups. This gave them the opportunity to project and discuss their own experience on a project and learn how to define the objectives, strategy, partners, scale and the requirements to develop a successful project.

Jan Glas

Innovation management & design

LUXINNOVATION GIE

National Agency for Innovation and Research

Welcome,

5 lines exercise

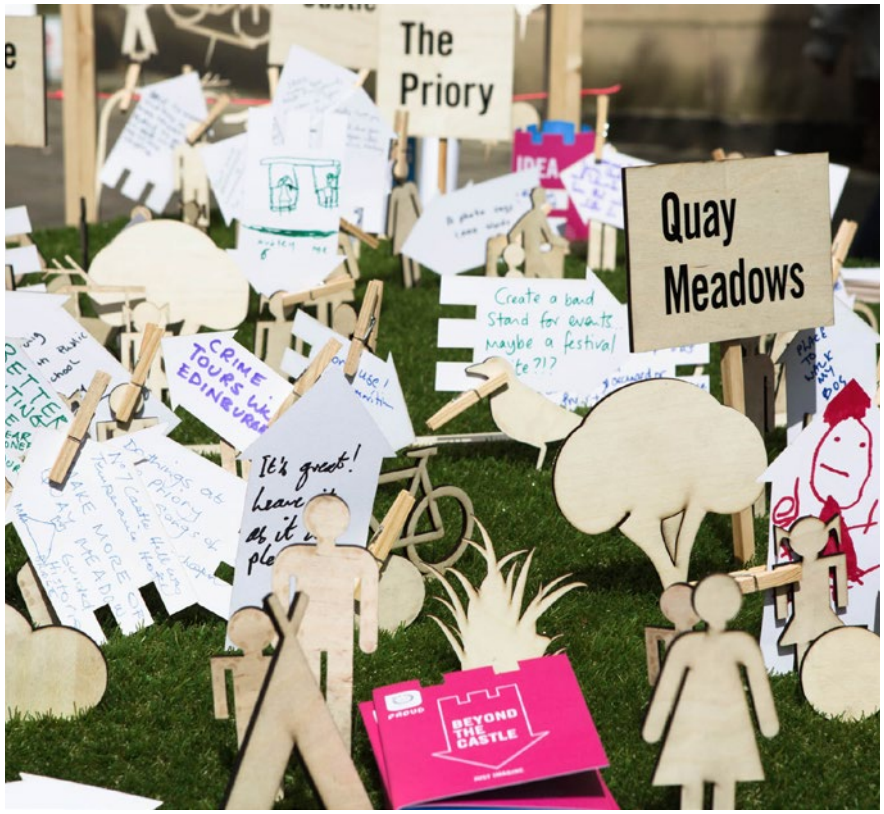
We started the event with a little exercise to get to know each other a little better. It's a simple thing, 5 lines in a drawing, 5 words (no multiple hyphenation!) and 5 seconds to talk about this to the group. It's a great way of getting a snapshop of where people are coming from. Here we see playgrounds, lovers, thinkers and translators, a great start to the day.

Tell us about yourself
5 words
5 Lines...
in 5 Seconds

Who are you? Tell us your name and describe yourself using 5 words and by drawing 5 lines, you will have 5 seconds to articulate this to the group
Name: LEON CRUICK SHANK.
DESIGNER
ENABLER
PROTOTAAR
RESEARCHER
PLAYFUL.
PROUD
Name: GIACOMO PIOVAN
CURIOUS
OPEN
TECHNICAL
DESIGNER
TRANSLATOR
Name: KOEN CLOOSTERMANS
A BETTER WORLD
FAMILY
DESIGN THINKING
Name: CATHERINE
- INDEPENDANT
THINKER
DESIGNER
- [redacted] INDECIDED
- MOTHER
Name: DANIELLE
imagine
bring together
impatience
environment
Name: JAN
PROMOTION - DESIGN
CREATIVITY
Name: SHAAF
HAPPY
THINKER
DO-ER
SAVIOUR-ER
LOVER
Name: ANNA
- IDEAS
- ENERGY
- SENSITIVE
- OPTIMISTIC
- STUBBORN.
Name: Amelia
- STUDENT
- CULTURAL PROJECT
- CURIOUS
- SOCIAL
- DISTRACTED
Name:
working
curious
creative
open
engaged
Name: F ANDRE
making happiness
Feeling
Innovation
Impacting
designing
Name: Sachié
· Japanese
· Sociologist
· IT + social sciences
Name: HELEN
Friendly
Community
Green Space
Me
funding

Presentation, Designing Beyond the Castle

In this short presentation Leon Cruickshank (from the design Research Lab ImaginationLancaster in Lancaster University) and Helen Ryan (Public Realm Development Manager, Lancaster City Council) described the large co-design project they undertook recently in Lancaster. This was called Beyond the Castle (BTC) and involved 2,000 people with 700 active co-designers.



Beyond The Castle

"What has changed
for us is a whole
new way of
trusting people"

Open
Design
and
Innovation
Facilitating Creativity in Everyone
Leon Cruickshank
Co-Design:
FUNDAMENTAL ISSUES AND GUIDELINES FOR DESIGNERS:
Beyond the Castle Case Study
http://tinyurl.com/Co-Design-Principles
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Principles of Public Sector Co-Design: Discussion

As one of the outcomes of the Beyond the Castle project we developed 10 principles of co-design for public services. The aim of these principles is to stimulate debate around the approach public sector workers should adopt to help ensure a successful outcome of a co-design project. These range from the philosophical, 'the journey can be the outcome' to the strategic 'Co-design requires trust building at all levels to ensure success' to the pragmatic 'not all designers can co-design'. These points formed the basis of a lively discussion with the public sector workers, designers and architects in the room.

The 10 keywords show here are the prompts for each of these points for discussion

1. Comfort
2. Journey
3. Real Change
4. An Open Mind
5. Diversity
6. New Thinking
7. Trust
8. Facilitator
9. Selection
10. It's Alive!

Principles of Public Sector Co-Design

1. Throughout the whole co-design process expect to be often outside your comfort zone (as with everyone in the project).

2. Accept co-design is a journey, not a set process or outcome. The journey can be the outcome.

3. Co-design is about real change owned by the community. It takes time and effort.

4. Be open-minded, allow new ideas to emerge by temporarily ignoring constraints.

5. Expect change to individual's perceptions and service delivery, including you.

6. Co-design requires trust building at all levels to ensure success.

7. Employ an independent co-designer to facilitate the process.

8. Not all designers can co-design.

9. Diverse opinions and people are essential for successful co-design.

10. Co-design processes are ongoing, living things. Officers need to maintain the approach over the long term.

Principles public sector co-design
1. Comfort
2. Journey
3. Real Change
4. An Open Mind
5. Diversity
6. New Thinking
7. Trust
8. Facilitator
9. Selection
10. Its Alive!
An Open Mind: Be open-minded, allow new ideas to emerge by temporarily ignoring constraints
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COMFORT:
Throughout the whole process expect to be outside your comfort zone (like everyone in the project)
Journey: Accept co-design is a journey, not a set process or outcome. The journey itself can be the outcome.
Real Change: Co-design is about real change owned by the community. It takes time and effort.
An Open Mind: Be open-minded, allow new ideas to emerge by temporarily ignoring constraints.
Diversity: Diverse opinions and people are essential for successful co-design.
New Thinking: Expect change to individual's perceptions and service delivery, including you.
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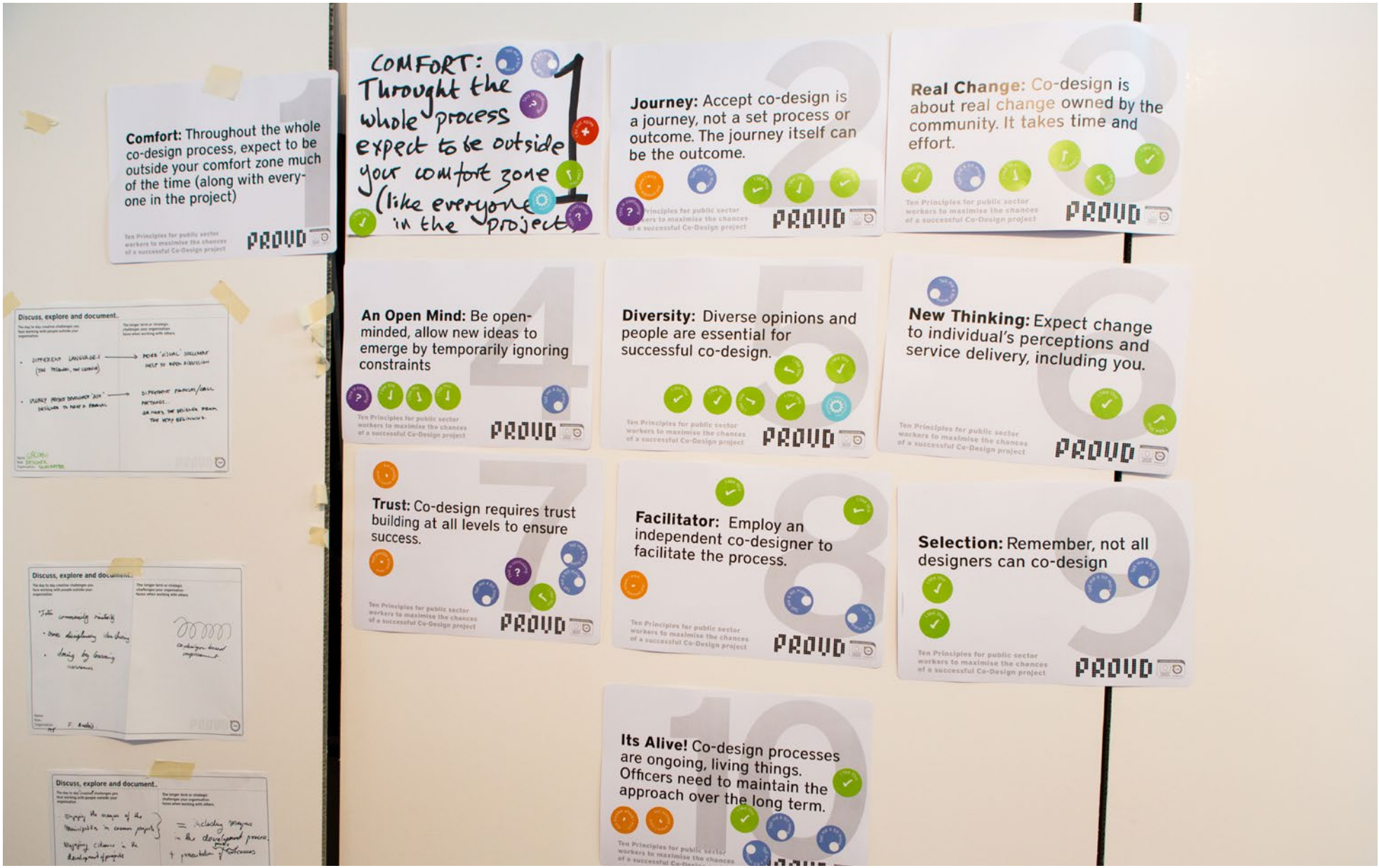
Comfort: Throughout the whole co-design process, expect to be outside your comfort zone much of the time (along with everyone in the project)
COMFORT: Throught the whole process expect to be outside your comfort zone (like everyone in the project)
Journey: Accept co-design is a journey, not a set process or outcome. The journey itself can be the outcome.
Real Change: Co-design is about real change owned by the community. It takes time and effort.
An Open Mind: Be open-minded, allow new ideas to emerge by temporarily ignoring constraints
Diversity: Diverse opinions and people are essential for successful co-design.
New Thinking: Expect change to individual's perceptions and service delivery, including you.
Trust: Co-design requires trust building at all levels to ensure success.
Facilitator: Employ an independent co-designer to facilitate the process.
Selection: Remember, not all designers can co-design
Its Alive! Co-design processes are ongoing, living things. Officers need to maintain the approach over the long term.
Discuss, explore and document..
Ten Principles for public sector workers to maximise the chances of a successful Co-Design project
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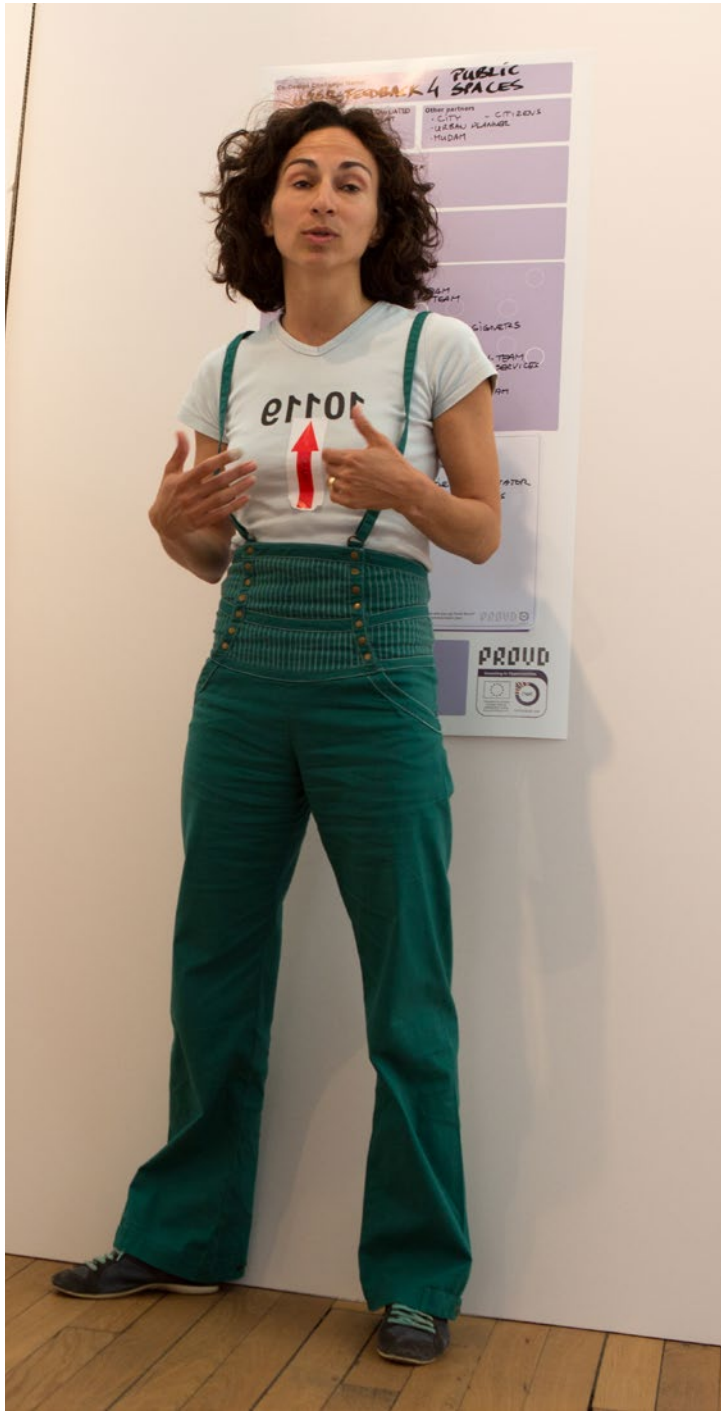
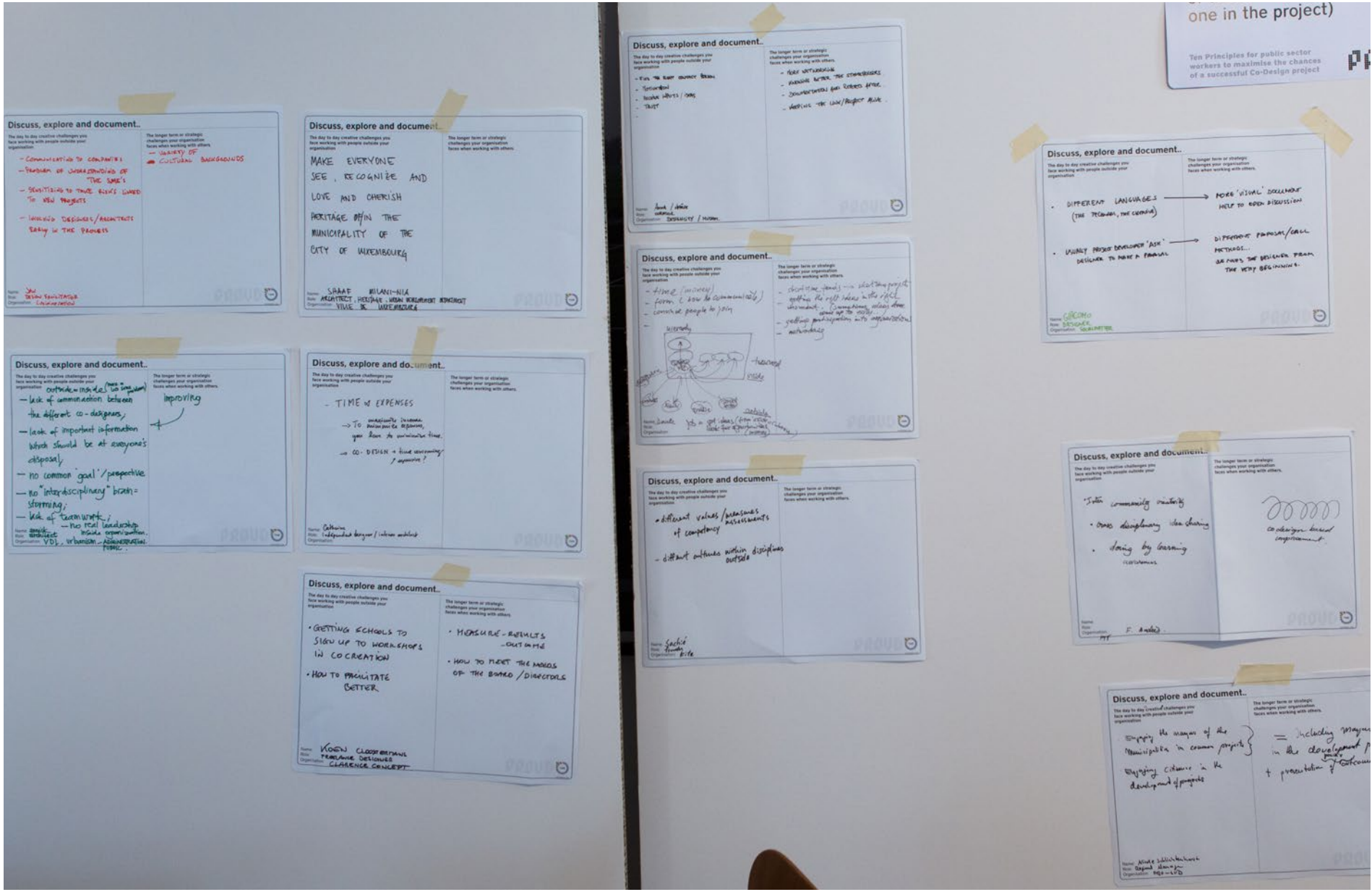
Local Challenges

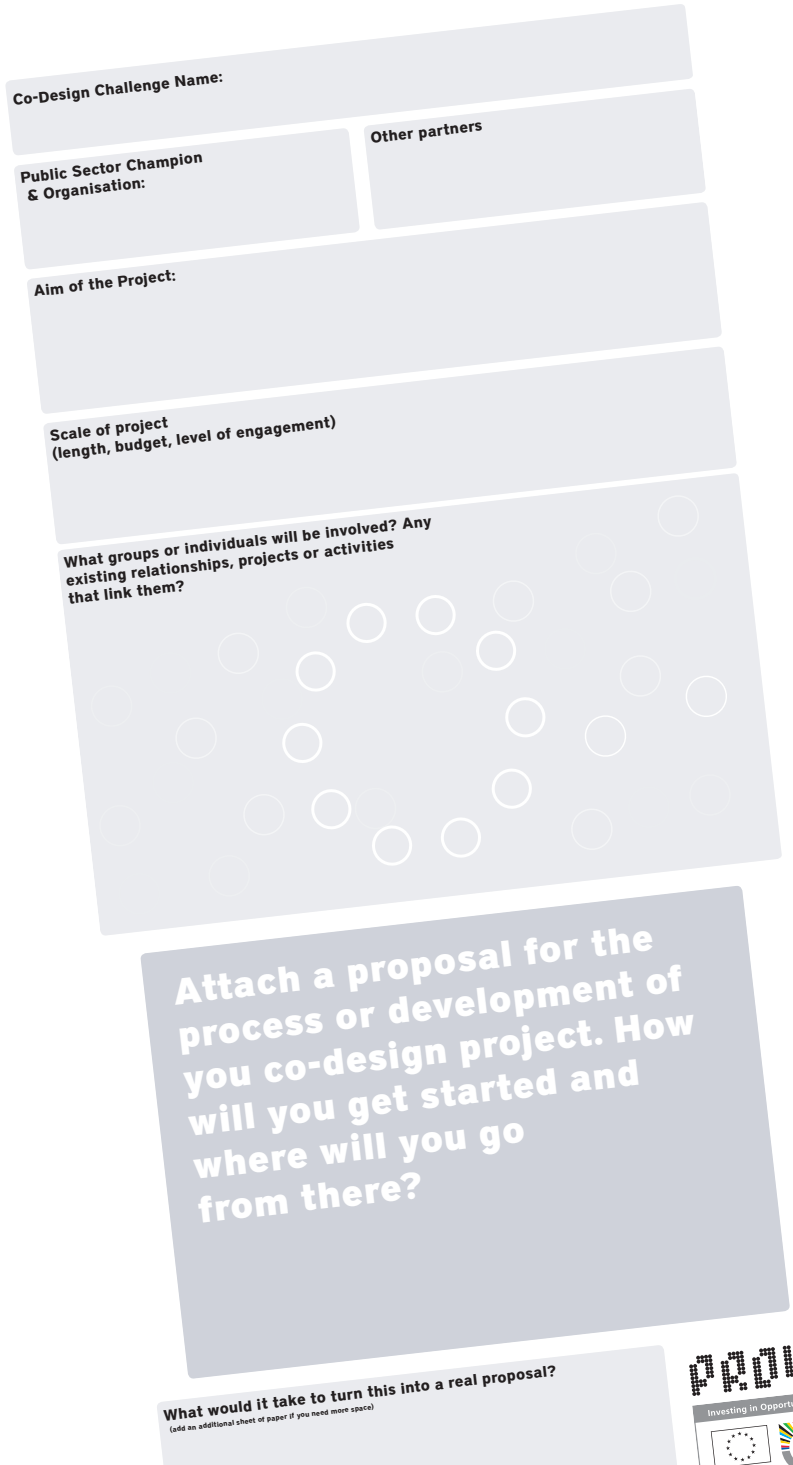
In this section we discussed the local context, challenges and opportunities for the participants from Luxemburg. These were divided into tactical, short term challenges and more strategic, long term goals. The aim of this session was to ground the principles and strategic discussion of the first half into a more practical, applied mode where participants can think about how co-design can have a real practical impact.




Discuss, explore and document..
MAKE EVERYONE SEE, RECOGNIZE AND LOVE AND CHERISH HERITAGE @/IN THE MUNICIPALITY OF THE CITY OF LUXEMBOURG
Discuss, explore and document..
- TIME & EXPENSES
Discuss, explore and document..
- GETTING SCHOOLS TO SIGN UP TO WORKSHOPS IN CO CREATION
- HOW TO FACILITATE BETTER
- MEASURE - RESULTS - OUTCOME
- HOW TO MEET THE NEEDS OF THE BOARD / DIRECTORS
Discuss, explore and document..
- different values / measures / assessments of competency
- different cultures within disciplines outside
Discuss, explore and document..
- DIFFERENT LANGUAGES (THE TECHNICAL, THE CREATIVE) → MORE 'VISUAL' DOCUMENT HELP TO OPEN DISCUSSION
- USUALLY PROJECT DEVELOPER 'ASK' DESIGNER TO MAKE A FINANCIAL → DIFFERENT PROPOSAL/CALL METHODS... BE MORE THE DESIGNER FROM THE VERY BEGINNING.
one in the project)
Ten Principles for public sector workers to maximise the chances of a successful Co-Design project

Proposals

Working in groups, participants were tasked to think about a real, practical co-design project that could be implemented. This stimulated some excellent debate and not a small amount of confusion. The results came into focus at the last minute and were more interesting and exciting as a result. Participants had to think about the stakeholders who could contribute to the process, the connections between these and the process they would undertake. The final component was the critical question… what would it take to turn this into a real proposal?



Co-Design Challenge Name:
USER FEEDBACK 4 PUBLIC SPACES

Public Sector Champion & Organisation: PASSIONATED AVOCAT
DESIGN CITY

Other partners
- CITY - CITIZENS
- URBAN PLANNER
- MUDAM

Aim of the Project:
. ENABLING USER FEED BACK FOR PUBLIC SPACES

Scale of project
(length, budget, level of engagement)
- 6 MONTHS ↦ LIFE
- SETUP - BUDGET
- BREAKEVEN IN PRODUCTION

What groups or individuals will be involved? Any existing relationships, projects or activities that link them?

MUDAM TEAM
URBAN PLANNERS
ADDICTS HOME.
DESIGNERS
CITY
FAMILIES
TECH-TEAM - SERVICES
SCHOOLS
CITIZENS
SEC.-TEAM
EMERGENCY TEAM
PARC TEAM

- FEEDBACK OF WHAT ↦ MOODS - INCIDENT - POPULARITY
- GET A TEAM
- GET THE RIGHT QUESTIONS. (NOT ANSWERS)
- FIND OUT THE RIGHT ACTIVITIES/FACILITATOR TO GET ENGAGEMENT OF ALL STAKEHOLDERS

↦ ~~STICKERS~~

Describe the process or development of you co-design project. How will you get started and where will you go from there? Feel free to be creative, use diagrams, illustrations, models, prototypes...if you think it will help communicate your

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What would it take to turn this into a real proposal?

- STICKERS

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Co-Design Challenge Name: Communication
Bridging different identities アイデンティティ

Public Sector Champion & Organisation:
LOCAL AUTHORITY

Other partners
- City
- Resident
- communities
- organisations
- Arts

Aim of the Project:
metaphors
understanding of non-verbal communications among different people
facilitate a common ground.
New connections & growing
cultivating new connections

Scale of project (length, budget, level of engagement)
one street / one day / every month
LITTLE BUDGET (not this much 5000 — 10.000€)
/ FYI / posters
drinks / food
communicators
Organizers
Animators

What groups or individuals will be involved? Any existing relationships, projects or activities that link them?
RESIDENTS
INHABITANTS
NEIGHBOURS
ORGANISATIONS
NON PROFIT
etc.
LOCAL AUTHORITIES
SPECIAL/CREATIVE EXPERTS AS GUEST FOR EACH DAY
COMMUNITIES
ARTS & CULTURAL SCHOOLS & INSTITUTIONS

- paintings/drawing
- pantomime
- comedy
- dancing
- photograph
- cleaning
- playing / sports

tasting
- cooking/eating
- light
- music
- emotion
- FIRE & WATER

Describe the process or development of you co-design project. How will you get started and where will you go from there? Feel free to be creative, use diagrams, illustrations, models, prototypes...if you think it will help communicate you!

What would it take to turn this into a real proposal?
(add an additional sheet of paper if you need more space)
US

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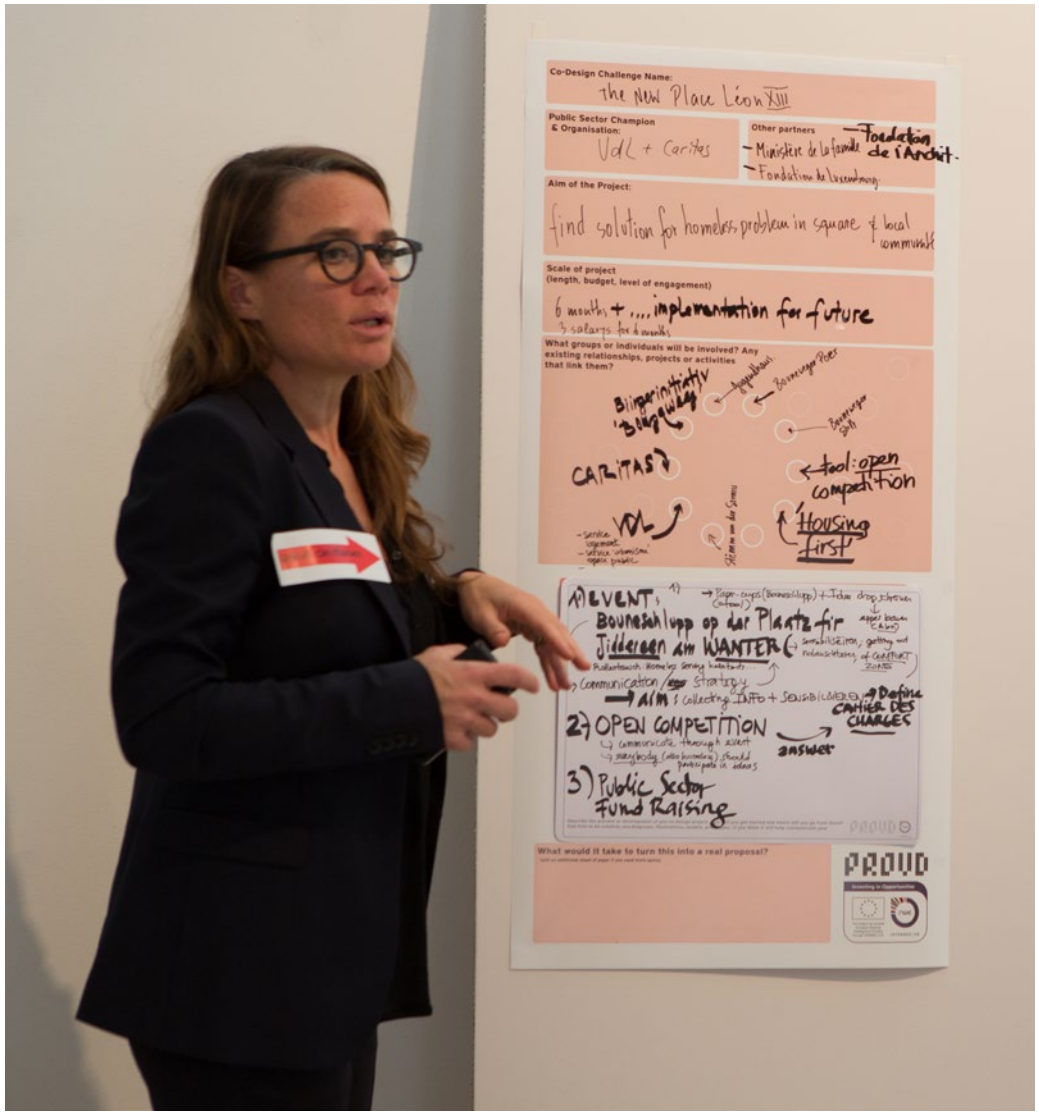
Co-Design Challenge Name:
the New Place Léon XIII
Public Sector Champion & Organisation:
VdL + Caritas
Other partners
Aim of the Project:
find solution for homeless problem in square & local
Scale of project (length, budget, level of engagement)
6 months + ,,,implementation for future
What groups or individuals will be involved? Any existing relationships, projects or activities that link them?
CARITAS
tool: open competition
Housing first
1) EVENT:
2) OPEN COMPETITION
3) Public Sector Fund Raising
What would it take to turn this into a real proposal?
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Conclusion

ImaginationLancaster with Leon Cruickshank & Helen Ryan from Lancaster City Council created a very professional workshop that certainly helped motivating people starting co-design challenges.

The outcome of this co-design workshop is that there is a real demand and interest for this kind of approach, but that there is not enough experience and certainty to implement this in Luxembourg. Luxinnovation will try to encourage and accompany municipalities and institutions to start off co-design projects. A first meeting with Luxembourg City Council and Luxinnovation will take place in the coming weeks. Hopefully this discussion will be the beginning of a very exiting co-design project.

Jan Glas

PROUD

This masterclass was designed and run by ImaginationLancaster at Lancaster University as part of the PROUD project which is funded by EU INTERREG IVB. PROUD stands for People Researchers Organisations Using Design for innovation and co-creation. PROUD brings designers together with public organisations, business and user communities to experience the value of design whilst working together on innovative solutions for today's real world problems. Working with partners across Europe we are developing and sharing new ways of co-designing improvements to public space and public services.

http://imagination.lancaster.ac.uk/activities/PROUD

http://www.proudeurope.eu/

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