# Mapping and developing
# Service Design Research in the UK

DANIELA SANGIORGI | ALISON PRENDIVILLE | AMY RICKETTS

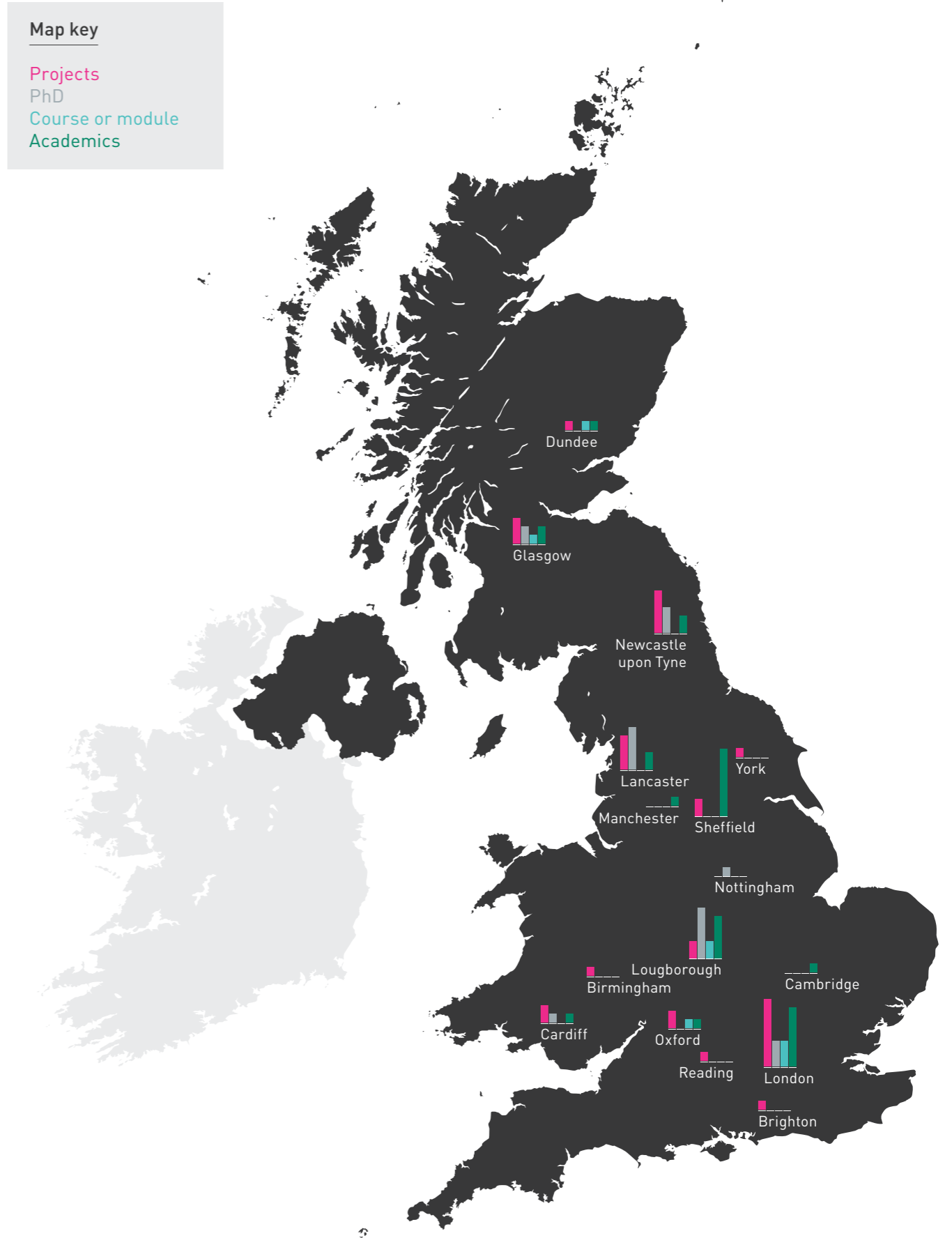# Appendix I
# Service Design Research UK Landscape

**In this Appendix we list and map academics, education, research and PhD projects that we found related to the field of Service and Service Innovation in the UK. We also discuss the role that Think-Tanks and Design and Innovation bodies have contributed to the development of SDR in the UK.**

People and activities mapped by this network are not all directly described as Service Design Research, but they all touch this emerging field; involved academics manifested their interest in exploring how to reinterpret existing research with this perspective or to expand their original focus to include issues related to service innovation. Among these we included adjacent research areas of Design for Sustainability, Behavioural Change and Product Service System design (i.e. Loughborough University), Healthcare innovation (Glasgow School of Art, Sheffield University, King's college London), or ageing and digital innovation (Newcastle University).

Given the variety of sectors of applications, also the funding agencies supporting the individual projects are extemely diverse; examples are UK funding agencies such as ESRC, EPSRC, National Institute for Health Research, Technology Strategy Board (TSB), or dedicated commissioners such as Islington Clinical Commissioning Group or Age UK. Only recently there has been a set of projects specifically dedicated to Service Design research funded by the AHRC 'Design in Innovation' programme. Finally there is a growing interest in exploring the role of Design in Public Sector innovation at the EU level as presented by projects such as Design for Public Good, Supporting Public Service Innovation using Design in European Regions (SPIDER) and European Design Innovation Platform (EDIP).

The growing interest in Service Design is also manifest in the numbers of PhD projects that are expanding the core competencies of their hosting university, towards specific questions related to service innovation.

**Geographic map of Service Design research in the UK**

Map key

Projects
PhD
Course or module
Academics



Dundee

Glasgow

Newcastle upon Tyne

Lancaster

York

Manchester

Sheffield

Nottingham

Loughborough

Birmingham

Cambridge

Cardiff

Oxford

Reading

London

Brighton

## Projects

| Name | Affiliation |
| --- | --- |
| The use of design methods to improve confidence, resourcefulness, and self-determination in spinal cord injury (SCI) survivors | The Glasgow School of Art, Queen Elizabeth National Spinal Injuries Unit (QENSIU), Glasgow Southern General Hospital and The Royal Society of Arts – funded by The Royal Society of Arts, The Sylvia Adams Trust |
| Envisage: Promoting independence by involving users in rehabilitation through dynamic visualisation of biomechanical data | University of Strathclyde (PI), The Glasgow School of Art and Glasgow Caledonian University – funded by Medical Research Council 'Lifelong Health and Wellbeing' programme |
| Design in Practice. Flexibility and change for healthcare service providers | Imagination Lancaster, Lancaster University – funded by EPSRC |
| Design for Service Innovation and Development (DeSID) | Lancaster University (PI), University of the Arts London - funded by AHRC 'Design in Innovation' programme |
| Enhancing the role of carers in the outpatient chemotherapy setting: a participatory action research project | King's College London – funded by Dimbleby Cancer care |
| Experience-based Co-design: mapping where we are now and establishing future directions | King's College London |
| European Design Innovation Platform (EDIP) | Design Council, Lancaster University, Birmingham University & Nesta and other EU partners - funded by EU |
| Design for Public Good | Design Council, Design Wales, Aalto University and Danish Design Centre - funded by EU |
| Supporting Public Service Innovation using Design in European Regions (SPIDER) | Cardiff Metropolitan University (PDR), Département de Seine-Maritime, Stadsbestuur Geel, Cardiff Council, Design Flanders, Maaslands Huis, Association of Flemish Cities and Municipalities, Border Midland and Western Regional Authority and Partas - funded by EU |
| Creating Integrated Care Pathways for Safer Medicines Management amongst Older People | Loughborough University (PI) – funded by Islington Clinical Commissioning Group, London |
| SLEUTH Project | Loughborough University:- Sustainability Management, Facilities management, Students' Union, Sustainable Design Research Group (SDRG) |
| REFIT | Loughborough Design School, Loughborough University School of Civil and Building Loughborough University – funded by EPSRC |
| KTP Case Study: AgeUK Newcastle Service Design | Northumbria University – funded by TSB Knowledge Transfer Partnership Scheme and Age UK Newcastle |
| Identifying and Mapping Design Impact and Value | Northumbria University (PI) and Dundee University - funded by AHRC 'Design in Innovation' programme |
| New approaches to banking for the older old | University of York (PI), School of Design, Northumbria University, Newcastle University, Newcastle Business School, Newcastle University, Barclays Bank Plc and Age UK – funded by RCUK Digital Economy Theme |

## Projects

| Name | Affiliation |
| --- | --- |
| SALT – Sustainable Business Models for Assisted Living Technologies & Services | Newcastle University – funded by Technology Strategy Board |
| Mappmal: Multidisciplinary approach to develop a prototype for the prevention of malnutrition in older people: products, people, places and procedures | Newcastle University (PI), The Glasgow School of Art and University of Reading – funded by ESRC 'New Dynamics of Ageing' Programme |
| Testing accelerated Experience-based Co-design | University of Oxford (PI), King's College London, Royal Brompton & Harefield NHS Foundation Trust and St George's University of London – funded by National Institute for Health Research, Health Services Delivery & Research programme |
| Designing for Services in Science and Technology based Enterprises | University of Oxford (PI), LiveWork, IDEO, Radarstation, g-Nostics, Prosonix and Oxford Gene Technologies – funded by AHRC & EPSRC 'Designing for the 21st Century' programme |
| Better Outpatients Services For Older People (BOSOP) | Sheffield Hallam University – funded by Sheffield NHS |
| Better Services by Design | Sheffield Hallam University – funded by National Institute for Health Research (UK NIHR) |
| Mapping Social Design Research and Practice | University of Brighton and Victoria & Albert Museum – funded by AHRC |

## PhD

| Name | Affiliation |
| --- | --- |
| The creation of service design development processes for SMEs – TBC | National Centre for Product Design & Development Research, Cardiff Metropolitan University |
| Do you see what I mean? – Gayle Rice | The Glasgow School of Art |
| 'Enjoy your Meal': Design Tools and Strategies to improve the post-stroke mealtime experience in rehabilitation – Sandra Neves | The Glasgow School of Art |
| An inventive practice perspective on designing – Lucy Kimbell | Lancaster University |
| Service Design, as an approach to service innovation: Exploring Service Design principles for service implementation – Eun Yu | Lancaster University |
| In the service of style / designing skills for a dematerialized economy – Kakee Scott | Lancaster University |
| User experience in designing for services as insight to improve architectural design process – Mohd Suhaimi Ismail | Lancaster University |

**PhD**

| Name | Affiliation |
|---|---|
| Understanding and improving palliative care experiences in the Emergency Department for older people, their carers and staff using Experience-Based Co-Design – Rebecca Blackwell | Florence Nightingale School of Nursing and Midwifery, King's College London |
| Enhancing the impact of participatory design in health care improvement: the extreme case of patients with rare genetic diseases – Paola Pierri | King's College London |
| The Home as a Service: Building for Innovation – Helena Polati Trippe | Royal College of Art, London |
| Developing Framework for Service Design as a Normative Re-educative Approach to Sustainable Education in the UK Schools (working title) – Ksenija Kuzmina | Loughborough University |
| Explorations on the Relationship between Happiness & Sustainable Design – Carolina Escobar-Tello | Loughborough University |

**Course or module**

| Name | Affiliation |
|---|---|
| MA Design for Services | University of Dundee |
| M.Des Design Innovation & Service Design | The Glasgow School of Art |
| M.Des Service Design Innovation | London College of Communication, UAL |
| M.Des Service Design Innovation | Ravensbourne, London |
| MA Service Design | Royal College of Art, London |
| Experience Design Postgraduate Module | Loughborough Design School, Loughborough University |
| User Experience Design | Loughborough Design School, Loughborough University |
| MBA elective in Designing Better Futures | Saïd Business School, University of Oxford |

**Academics**

| Name | Affiliation |
|---|---|
| James Moultrie | Design Management Group, University of Cambridge |
| Paul Thurston | National Centre for Product Design & Development Research, Cardiff |
| Hazel White | Dundee University |
| Alastair Macdonald | The Glasgow School of Art |
| Stuart Bailey | The Glasgow School of Art |

**Academics**

| Name | Affiliation |
|---|---|
| Daniela Sangiorgi | Imagination Lancaster, Lancaster University |
| Amy Ricketts | Imagination Lancaster, Lancaster University |
| Alison Prendiville | London College of Communication, University of the Arts |
| Ailbhe McNabola | Design Council, London |
| Sara Donetto | King's College London |
| Glenn Robert | King's College London |
| Perrie Ballantyne | Nesta, London |
| Val Mitchell | Loughborough University |
| Debra Lilley | Loughborough University |
| Carolina Escobar-Tello | Loughborough University |
| Tracy Bhamra | Loughborough University |
| Thomas Jun | Loughborough University |
| Bruce Tether | Manchester Business School |
| Simon Bowen | Newcastle University |
| John Vines | Newcastle University |
| Robert Young | Northumbria University, Newcastle |
| Lucy Kimbell | Saïd Busines School, University of Brighton |
| Paul Chamberlain | Sheffield Hallam University |
| Andy Dearden | Sheffield Hallam University |
| Daniel Wolstenholme | Sheffield Teaching Hospital |
| Helena Sustar | Sheffield Hallam University |
| Karin Glöckle | Sheffield Hallam University |
| Mark Fisher | Sheffield Hallam University |
| Rebecca Partridge | Sheffield Hallam University |

### Service Design Practice: a support system

**This section provides an overview of the principle design and innovation bodies that advocate the application of Service Design methods and practices in the delivery of public sector service innovation. Offering a précis of the three main bodies, this section presents examples of the different ways in which the organizations engage with Service Design.**

Throughout the 18 months of the Service Design Research network, members of the Design Council and NESTA have supported workshops and attended advisory board meetings. In addition to these two organizations, the Young Foundation must also be noted as a charitable body that has made a significant contribution to the field of Service Design research and innovation. Focusing on promoting and supporting innovation in non-profit and social enterprises as well as public services, the three organizations engage in core activities of Service Design through their challenges, reports, case studies, business services and training programmes and networks. Each of the three bodies share common themes and approaches in the delivery of service innovation, however there are also distinct differences in the way that they position themselves within this arena.

The Design Council emphasizes design's role and potential in business growth, service transformation and the built environment. In particular for service transformation, design is presented as a vehicle for tackling the challenges of health, ageing and community cohesion, through a human centred approach that is synonymous with visualization, prototyping, testing and reducing risk in service development. Through campaigns such as the recent 'Design in the Public Sector,' the Design Council draws on its knowledge and expertise to deliver coaching on design methods to local government departments. This work is the foundation for an emerging but longer-term and more strategic vision that advocates design methods and practices to define and deliver policy solutions on service issues. Given this expansion of design as a discipline that is transformative, the Design Council also acknowledges that the role of the designer has to change to become a researcher, facilitator, co-creator, communicator and strategist.

As an innovation charity, NESTA helps 'people and organizations bring great ideas to life.' In contrast to the Design Council, design is not singled out for its role within innovation; instead NESTA emphasizes its networks, research and skills to support service innovation. Through its funding streams, grant funding, direct investments and challenge prizes, NESTA champions a small number of outstanding ideas that reflect its aims as a charity. NESTA like the Design Council also has a strategic vision of reforming governments at a policy level, to deliver better services and deliver greater efficiencies; this is evidenced in the recent move of the Cabinet Office's Behavioural Insights Team (BIT) to NESTA, as a new business partnership. Differing from the Design Council, this partnership advocates an experimental methodological approach that is social science rather than design led.

Established in 2005 by Michael Young, The Young Foundation (YF) is an independent charity that position's itself as a centre for disruptive and social innovation where they aim to 'tackle the structural causes of inequality.' The YF frames its activities under three headings of research, applied innovation and ventures to address issues relating to resilient communities and housing, young people, learning and working, health, well-

being and ageing and social innovation and investment. Within the organization design is presented as a vehicle for social innovation and this is demonstrated through its partnership with Taylor Haig, a consultancy for transformation, service design and leadership, who are currently taking 15 third sector organizations through a design-led change process.

The embracing of design led social change by the Design Council and the recent emergence of NESTA and The Young Foundation as agents of service innovation for the public and third sector, illustrates that this area is still in its infancy but steadily growing. All three organisations produce publications to support their particular viewpoint and work on Service Innovation and transformation. Recent publications include the Design Council's 'Design for Public Good' (May 2013); NESTA's 'Refilling The Innovators Prescription – The New Wave of MedTech' (March 2014) and The Young Foundation's, 'Together we can: Exploring Asset-Based Approaches and Complex Needs Service Transformation' (December 2013). Sharing some common themes and approaches each publication presents different perspectives and ways to tackle service and social challenges.

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#### Design in the Public Sector: Workshop Series
Design Council

The Design Council, supported by the Art and Humanities Research Council, is delivering a year-long series of workshops with key individuals in local authorities around the UK, looking at their specific challenges using design methods.

The workshops have been designed to increase the reach and accessibility of design in the public sector. This practical and immersive programme aims to raise awareness and build capability amongst targeted groups of public sector leaders.

Four cohorts with 12-16 participants each from around 25 local authorities will be invited and selected to participate in the regional events clustered around particular geographic and /or sectoral issues. Through the workshops they are exposed to design methods and supported in a peer group learning environment to reframe their challenges and identify design-led opportunities. They then receive the mentoring and guidance needed to implement new activity and tangible projects over a 90 day period and reconvene to share their knowledge.

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#### Development Impact and You (DIY)
NESTA

Development Impact and You (DIY) is a new global programme from Nesta to bring innovation skills to the international development sector. The DIY toolkit has been produced in partnership with the Rockefeller Foundation. It is a compilation of thirty tried and tested tools specially designed for practitioners to invent, adopt or adapt ideas that can deliver better results.

We researched hundreds of tools, and co-designed and tested them with global practitioners in real projects - from multilateral agencies, international NGOs, and community based initiatives. The tools are drawn from existing practice, many of them are well documented and have been widely used in other sectors. DIY includes those that they found most useful.

The toolkit features: practical worksheets that can be downloaded in various sizes (A1 - A4); multimedia video tutorials to provide practical guidance on how to use each tool; sign-posting to further reading and references of each tool's creator, and; real-life case studies generated through user testing. It is licenced under Creative Commons, free to use and distribute.

## Service Design Research: a thinking system

**As much as the growth of Service Design practice in the UK is associated with the advent of New Labour and the initiatives and support of Government related bodies such as The Design Council, NESTA or NHS Institute for Innovation and Improvement, the research community is also informed by and reacting to ongoing debates by the very active and well-known British Think-Tank industry.**

Bridging academics, policy making and the public, think-tanks in the UK are recognised in shaping ideas and informing political discourse and policy formation. With the advent of New Labour in the 1990s in particular, a broader political discourse has emerged and developed around the need to reinforce the creative sector and economy (Schlesinger, 2009). This link with the creative economy is evident from collaborations with the design industry and the role of key publications on innovation and public sector reform. This brief section is not exhaustive, but aims to give a snap-shot of the influential role played by these bodies in shaping design and innovation discourses.

One of the first publications to give visibility to the potential contribution of Service Design to public service reform, has been "*The Journey to the Interface*" by Sophia Parker and Joe Heapy (head of one of the first Service Design agencies), published by Demos in 2006. Demos, established in 1993 by Geoff Mulgan with Martin Jacques (once editor of Marxism Today), works with a number of government departments, public sector agencies and charities.

Another important figure, and Associate of Demos, Charles Leadbeater has developed some of the key thinking around innovation (i.e. concept of Pro-Am), producing influential articles around public service reform. With "*Personalisation through Participation*" (2004) for example Leadbeater suggests the potential to transform public services by moving from a shallow to a deep form of citizens participation into public services design and delivery.
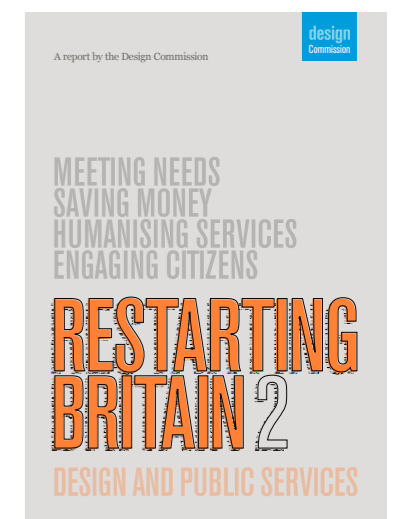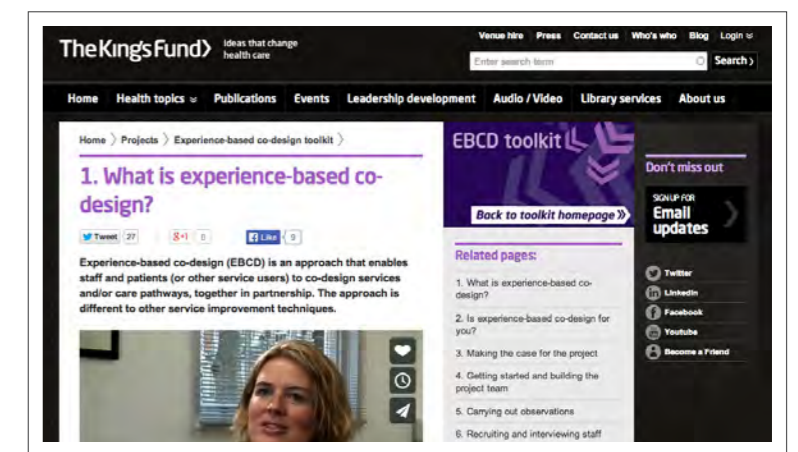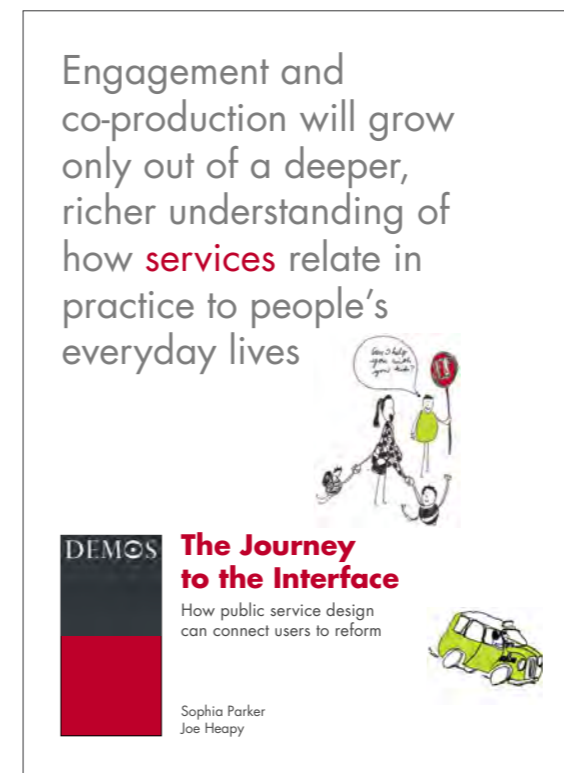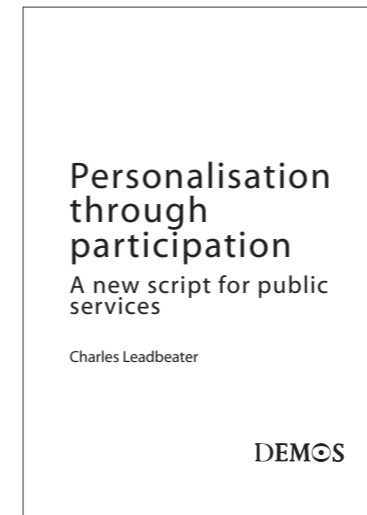
Leadbeater is also linked with Design through the collaboration with the Design Council's RED (2004). Described as a 'do-tank' it explored new ways to tackle contemporary social and economic issues via design led innovation.

Red also published the influential piece on "*Transformation Design*" by Colin Burns, Hilary Cottam, Chris Vanstone and Jennie Winhall. Transformation Design suggests an emerging new form of Design which is focused more on creating the capabilities for lasting change, rather then providing final solutions when working for both organisations and communities.

The Young Foundation is also another influential think tank, established half a century ago by Michael Young, founder of the Open University, it is now lead by Simon Willis with a focus on supporting thinking and pilot schemes for understanding and implementing social innovation. The Importance of their contribution, is in the definition of what constitutes Social Innovation, as outlined in the key working paper "*Social Innovation: what it is, why it matters and how it can be accelerated*" by Geoff Mulgan, with Simon Tucker, Rushanara Ali and Ben Sanders (2007).

Recently, Policy Connect a think-tank working across Parliament, business and the public sector to improve policy making, has partnered with design associations in the All-Party Parliamentary Design and Innovation Group, to develop new design policy ideas. "*Restarting Britain*" is a series of research reports looking at how to support Design growth and impact and improve Design Policy in the UK.

Following on from the initial pilot testing in 2005/06 of Experience-based Co-design (EBCD) by Paul Bate and Glenn Robert with support from ThinkPublic (public service design agency) and funding from the NHS Institute for Innovation and Improvement, The King's Fund - a charitable foundation with a significant role in leading and enabling healthcare policy discussion in England – now hosts a free to access online *EBCD toolkit*. A recent survey identified at least 59 EBCD projects which had been implemented in 6 countries worldwide during the period 2005-2013 and at least a further 27 projects were in the planning stage at the time of the survey (Donetto et al, 2014). EBCD was found to have been implemented in a variety of clinical areas (including emergency medicine, drug & alcohol services, a range of cancer services, paediatrics, diabetes care and mental health services).



Personalisation through participation
A new script for public services

Charles Leadbeater

DEMOS



Design Council

RED
PAPER 02
Transformation Design

Colin Burns
Hilary Cottam
Chris Vanstone
Jennie Winhall



SKOLL CENTRE FOR SOCIAL ENTREPRENEURSHIP | WORKING PAPER

oxford
SAÏD BUSINESS SCHOOL

SOCIAL INNOVATION

WHAT IT IS, WHY IT MATTERS AND HOW IT CAN BE ACCELERATED

GEOFF MULGAN
WITH SIMON TUCKER, RUSHANARA ALI AND BEN SANDERS



Engagement and co-production will grow only out of a deeper, richer understanding of how services relate in practice to people's everyday lives

DEMOS

The Journey to the Interface
How public service design can connect users to reform

Sophia Parker
Joe Heapy



The King's Fund

1. What is experience-based co-design?



RESTARTING BRITAIN

DESIGN EDUCATION AND GROWTH



MEETING NEEDS
SAVING MONEY
HUMANISING SERVICES
ENGAGING CITIZENS

RESTARTING BRITAIN 2
DESIGN AND PUBLIC SERVICES

Edited by

Daniela Sangiorgi, Alison Prendiville and Amy Ricketts

With contributions from

Stuart Bailey, Tracy Bhamra, Jeanette Blomberg, Camilla Buchanan, Katie Collins, Chris Downs, Ian Gwilt, Sabine Junginger, Lucy Kimbell, Eva-Maria Kirchberger, Alastair Macdonald, Val Mitchell, James Moultrie, Lia Patricio, Alison Prendiville, Glenn Robert, Mary Rose Cook, Daniela Sangiorgi, Bruce Tether, Paul Thurston, Hazel White and Bob Young

Special thanks to

All Advisory Board members and workshop participants and in particular Alastair Macdonald for his constant support and feedback on our work

Visual design by

Amy Ricketts

**The Service Design Research UK (SDR UK) Network is funded by an AHRC (Arts and Humanities Research Council) Network grant. The aim of the Network is to review and consolidate the current state of Service Design knowledge within the field of Design. SDR UK has delivered three thematic workshops and a website (www.servicedesignresearch.com) with a database of academics, educational courses, research and PhD projects related to Service Design and Service Innovation. Data and insights produced via these activities have then been used to create interpretative maps of the field and to identify emerging research areas and recommendations for future development.**

www.servicedesignresearch.com/uk

This report organises the Network's materials to give an overview of Service Design Research in the UK, with its key research themes and sectors, and discusses the nature and challenges of Service Design practice.

In the last section the report offers twelve short pieces by a range of academics, experts and practitioners who have participated in the Network, reflecting on possible future directions and challenges for Service Design research. In our conclusions we bring together all these considerations to offer key recommendations for academics, practitioners, funding agencies, innovation and design bodies as well as design commissioners. We hope this work represents an effective platform to consolidate and develop further the SDR UK community and its links with the international scene.

Funded by

Arts & Humanities Research Council

Coordinated by

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