

Innovative Service Delivery Workshop series:

Designing services for rural communities:

the role of co-design and co-delivery

Hosted by: Commission for Rural Communities

Date: 11-12 June 2009

Venue: Church House Conference Centre, Dean's Yard, Westminster London, SW1P 3NZ, United Kingdom

Innovative service delivery workshop series

OECD countries agree that the scale of the demographic, geographic and fiscal challenges facing our public services requires new thinking and new practices. Solutions are likely to be found where public engagement, new technologies and public sector reform converge. This one-day workshop is part of a series that will explore and identify emerging paradigms and approaches to innovation in public service design and delivery for, with and by people. The first workshop will focus on the specific case of rural communities to illustrate the limits of a “one size fits all” approach to service design and delivery.

Designing services for rural communities

Differences between regions, and their populations’ needs and preferences, call for a different mix of public services adapted to regional characteristics. In this context, innovative service delivery could take many forms ranging from the pursuit of new organisational forms and arrangements, including partnerships with other levels of government and other sectors, in order to improve the delivery of programs and services, to the types of services and who delivers. It could enable programs and services that result in: more cost-effective, responsive delivery to citizens; changes in organizational culture and management practices so that the organization performs more effectively; and the granting of greater authority to managers, thus moving decision making closer to the point of delivery, to the communities served.

The issues facing rural communities are not new. Policymakers have struggled with designing appropriate services and delivery mechanisms for some time. Innovative approaches are needed if we are to move beyond the usual range of options to explore new possibilities and to test them in practice.

Aims for this workshop

This one-day intensive and interactive workshop aims to provide an opportunity for “out of the box” thinking to:

- Develop a feasible range of solutions, using the example of rural communities, by drawing upon practitioners (max. 30) from a wide range of countries, sectors and levels of government and,
- Explore the benefits and limits of using co-design and co-delivery approaches in practice.

On the first day participants will take part in discussions supported by facilitation followed by study visits on the next day. The structure is as follows:

June 11, 2009

DAY ONE

8:30 am – 9:00 am **Welcome address: Stuart Burgess**, Rural Advocate, Commission for Rural Communities
Opening Remarks: Mario Pezzini, Deputy Director, Public Governance and Territorial Development Directorate

9:00 am - 10:00 am **Session I: Plenary session**
Opportunities and Challenges of innovative service delivery

Moderator: Richard Wakeford, Chair, OECD Rural Working Party

Keynote Speakers :

- **Elke Loaeffer**, Chief Executive, Governance International
- **Jennifer Jarrett**, Principal, Leading Futurists, LLC

Case Study Introduction panel:

- **Ray Ellis**, Executive Member for Rural Affairs: Case Study # 1 – Digital Technology: DC10 PLUS and Norfolk Connect – joining up for better service delivery.
- **Des Hobson**, Rural Policy Manager Hampshire County Council. Case Study # 2 – Community engagement helping to delivery better strategies for service delivery.
- **Phil Davey**, Manager of Barnstaple Poverty Action Group. Case Study # 3 – Health and well being: Barnstaple Poverty Action Group – alternative service delivery mechanisms.

10:00 – 10:30 **Q&A**

10:30 – 10:45 am *Coffee Break*

10:45 – 12:15 pm **Session II: Parallel sessions**

Unpacking the Case Studies: Mapping the service delivery conditions: Each group will explore the context peculiarities of each case the “real world constraints” (e.g. actors, funds, etc.).

	GROUP #1: Digital Technology	GROUP #2: Community Engagement	Group #3 HEALTH
Facilitator:	Alberto Cottica	Jennifer Jarrett	Elke Loaeffer

	(Project Manager, Ministry of Economic Development – Policy Evaluation Unit)		
Resource Person:	Tim Anderson	Des Hobson	Phil Davey

12:15 – 1:45 pm *Lunch*

1:45 – 3:15 pm

Session III: Parallel sessions

Shaping an Agenda for Change: Each group will reconvene discussions to:

- Identify potential strategies to better impact rural communities; and
- Consider what role co-design and co-delivery mechanisms could play if any, in these strategies

	GROUP #1: Digital Technology	GROUP #2: Community Engagement	Group #3 HEALTH
Facilitator:	Alberto Cottica	Jennifer Jarrett	Elke Loaeffer
Resource Person:	Stephen Dodson	Des Hobson	Phil Davey

3:15 – 3:30 pm *Coffee break*

3:30 – 5:30 pm

Session IV: Plenary session

Recap and where do we go from here prioritisation exercise. Participants will review the priorities/strategies developed by each of the three groups and will take part in a prioritisation exercise to identify the top actions/strategies to be taken.

3:30-4:30 pm

Moderator

Richard Wakeford, Chair OECD Rural Working Party

Groups ReCap

4:30-5:30-pm

Open Discussion

**Wrap-Up
Speaker: (the
Importance of
Innovation)**

**Summary
(Impressions/
Way Forward)**

- **Jeff Dixon**, The Monieson Centre
- **David Freshwater**, Head Rural Development Programme, Regional Competitiveness & Governance Division, Public Governance and Territorial Development Directorate
- **Christian Vergez**, Head of Division, Innovation and Integrity Division, Public Governance and Territorial Development Directorate

6:30 pm Drinks reception at the Sofitel, St James Hotel at 6 Waterloo Place, SW1Y 4AN London, United Kingdom with a short presentation by the Chair of Rural Services All Party Parliamentary Group **Philip Dunne MP**.

8:00pm **Dinner at the** Sofitel, St James Hotel

June 12, 2009

DAY TWO

8:30 **Meeting point:** Church House Conference Centre.

Optional field visit site: Ealing Community Centre

Field visit theme: Co-Delivery and IT. Joining services to keep costs down

Study Visit introductory remarks:

- Stephen Dodson will discuss the Centre and the DC10plus aspects.
- Carmel Carhill Coordinator, Ealing Community Network
- Knox Daniel, Centre Manager, Ealing Community Resource Centre

Overview of the Centre: The Ealing Community Centre was built community centre to provide a home the voluntary sector in Ealing to allow various charities to share facilities, including IT. It is home to Ealing Community Network who works with DC10 under the Communities Building Capacity theme. The site visit will include a tour of the facilities and a presentation from Ealing Community Network to expand on some of the themes discussed.

9:00 am Departure for Ealing Community Centre by Coach (estimated travel time: 45 mins)

11:00 – 12:00 pm **Session V:** Post visit discussion and wrap-up question:

Based on the visits, would the suggested strategies work?

Closing remarks