



# Service Design for Public Services

Design impactful and user-centred public services

- Maximum 15 delegates
- How: 2 days of participatory learning (online or in the room)
- Training style: learning by doing
- Cost: £9,975 per cohort
- Accreditation: earn 40 credits toward the Service Transformation Programme accreditation with the Public Service Transformation Academy



"Thought-provoking, interactive and practical" - The Bi-Borough

**Basis**  
Training

# Keeping citizens' needs at heart

Especially when needs are constantly changing

Public services provide support for some of the most vulnerable people in society. The problems they try to address are complex. The needs of people who use them are constantly changing. **Keeping the needs of citizens at the heart of the design of services is a real challenge.** A designed approach can help respond to this challenge.

This training unpacks and applies the **service design mindset, methods and tools.**

Do you recognise yourself, or your team members in two or more of these points? If so, the Service Design training is for you.

- You want to understand problems from the user's perspective
- You want to use your insights to design tangible solutions

- You want to learn about models, principles and practices to improve services
- You want to practice your new skills to build your confidence to apply them on real projects

*Needs*  
**Basis**

Training

Quick Contact

This way you can easily contact us:

+44 (0) 20 3239 2407

comms@basis.co.uk

We help Public Services tackle messy problems, co-delivering effective change.



# What you can expect at the end of the training:

- You understand the steps involved in doing user research
- You can apply user research to understand a problem from a resident or user's perspective
- You can apply service design principles and models to design impactful and meaningful solutions
- You can build a collection of service design models to apply in different contexts
- You understand how best to respond to user behaviour
- You can communicate your solutions to a wider group of stakeholders

Our Service Design for Public Service training is about as far from 'talk over slides' as you could imagine.

**We believe that for learning to be applied in practice, there needs to be opportunities for delegates to test out the approaches they learn within the training environment.**

We've created a simulated challenge in a fictitious council. During the simulation, delegates form part of a service design team whose role is to increase the shockingly poor recycling rates in Wasteborough and Binbury Borough Council (WBBC). The simulation is highly realistic, based on an actual challenge and real data.

The balance between traditional classroom learning and applying the learning in the simulation is about 40/60.

# Costs, add-ons and registration

The total cost per cohort for in-the-room or online training is **£9,975** (excluding VAT). There are **no additional or hidden costs**.

You can also **request a no-obligation quote** for training delivered 'in-house' at your location.

Take advantage of our attractive add-ons when you register for several courses. To speak with one of us directly, reach out to [comms@basis.co.uk](mailto:comms@basis.co.uk).

Do you want to sign up for the Service Design training with 6 people or fewer? We may be able to link you to another client so you can share the costs: [comms@basis.co.uk](mailto:comms@basis.co.uk).



*Rebecca - Trainer*

Do you have questions or do you want advice?



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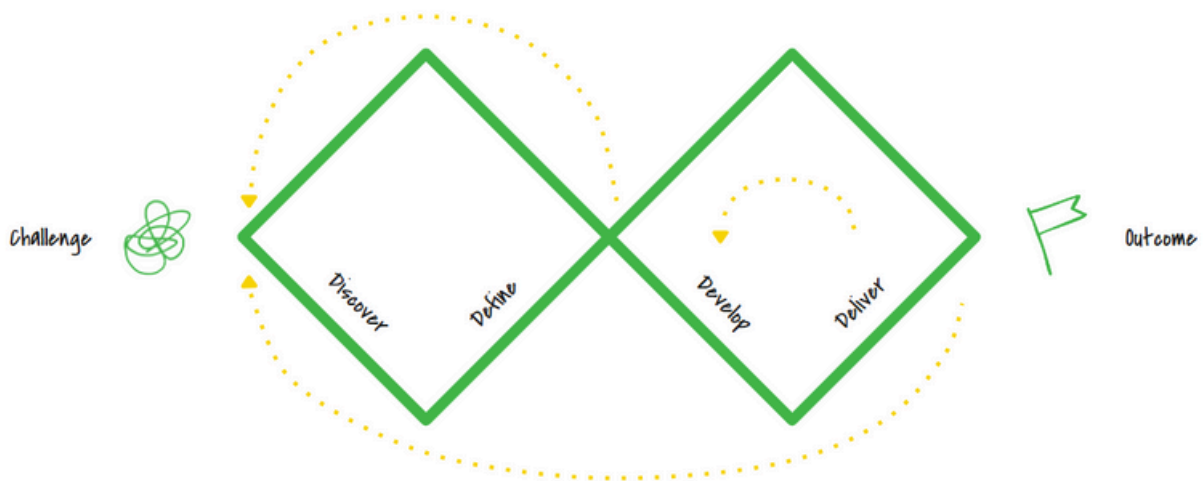


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# The four modules of Service Design training

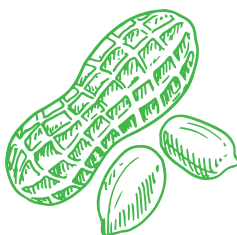
## Day one: Discover and Define - understanding the problem

The training is framed around the Design Council's Double Diamond so that all delegates understand the end-to-end design process and its application in public services. We work through each phase during the training- Discover, Define, Develop and Deliver. Day one focuses on the first half of the diamond, discovering and defining the problem.



Delegates learn to understand the problem from the user's perspective using user interviews, customer journey maps and user personas. We demonstrate how delegates can use several facilitation structures to identify assumptions and hypotheses about the underlying challenges in a service area.

We teach delegates how to articulate these hypotheses using 'How Might We' statements. This approach ensures stakeholders are clear on the challenge at hand, and makes it easier to think of multiple solutions later on in the design process.



Our training in a nutshell



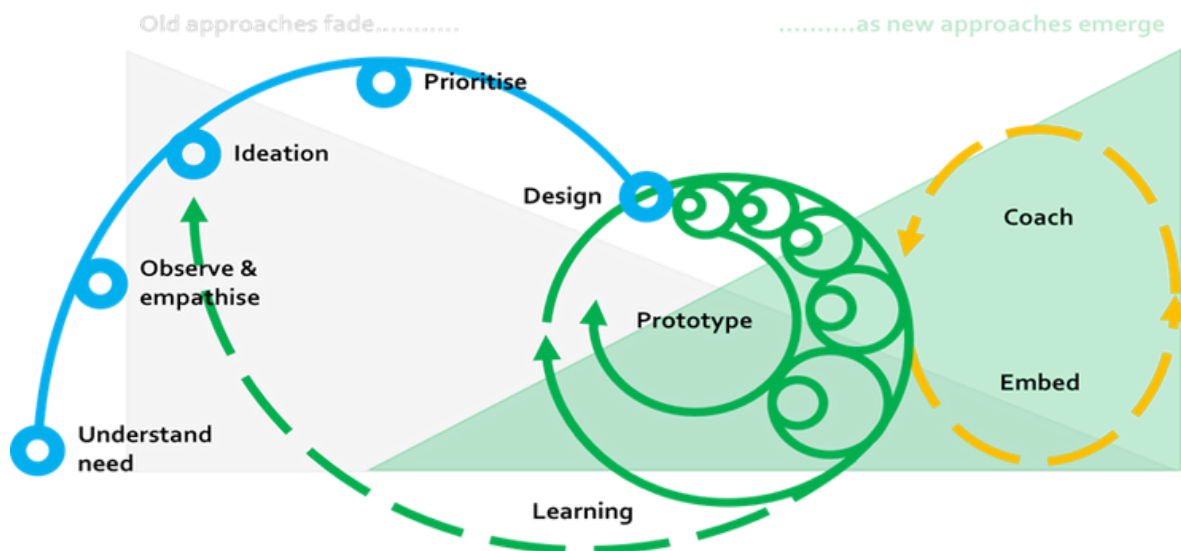
# The four modules of Service Design training

## Day two: Develop and Deliver - test and implement solutions

In this phase, delegates learn about the second half of the diamond, finding and developing the right solution to the problem.

Delegates generate multiple different concepts using various ideation techniques. This requires lots of creative thinking and iteration. We start to test ideas early in the process, so that delegates learn how to develop low-fidelity prototypes and understand the real impact of their solutions in practice.

The training ends with a show and tell of what delegates have developed to solve the simulation challenge and to consolidate their learning.



"The Basis team was invaluable in helping us to apply the theory we'd learned in practice... As a result of the work we've been able to test several solutions that have already demonstrated financial, quality and practice benefits in a really short period of time

Strategic Transformation Lead  
(Royal Borough of Kensington and Chelsea)

# External review proves that our Service Design training has a lasting impact

London Councils commissioned an independent evaluation of our training programme. They contacted 400 alumni members from 32 councils to ask what impact the training had had on their work six months after completing the programme.

Here's what they found:

- 99% of participants had applied the training on live projects
- 61% used it as an integral part of their work on at least a weekly basis
- 70% of participants believed the service transformation programme provided more or much more value than other training programmes they had previously completed

*"A word to sum up the training would be a changed perspective. Looking at how we do a lot of internal and transformation projects, this has flipped that."*

*"I felt enthusiastic at the end of the training. We've learnt a lot over the past two days that I think that my colleagues would benefit from. Moving forward, the little bits are all going to fit in and be really helpful"*

[Hear what our clients think](#)



Joe - Trainer

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# Who is this training for?

The training is for anyone who is faced with complex problems and user-needs that they need to respond to

## You might be:

- part of a local government transformation team
- a new service designer
- a user researcher who wants to enhance their skills
- a project manager with a complex problem to solve

## What our clients say

"The course is thought provoking, practical, interactive, and provides participants with tools they could use on a daily basis."

- Iraklis Kolokotronis, Head of Early Years and Childcare

"It taught us how to understand the customer. We got a lot of feedback from the team, and we could actually apply this and think of the implications. Information is great, but unless it is translated to be meaningful to the correct audience, it doesn't really mean much. The training really made this real. It was practical and hands on."

- Tojomul Ali, Senior Transformation Business Analyst

"I think it is great for people who would not normally work as a team as this training requires collaboration. I found that although we all looked at the same question our answers and solutions were so different. It is thought-provoking and makes you think out of the box!"

- Lorraine Clarke, Commissioner

"I liked how all the learning was broken down into small, easy to understand parts. It was the right mix of challenging and fun!"

- Sophie Baker, Strategic Transformation Lead



# We are proud of what we do



The skills you need to turn messy problems into meaningful opportunities.

Basis Training was established to meet our clients needs for high-quality, impactful public sector training at an affordable price point.

In 2010, driven by acute austerity, our clients told us, “we need to diversify our staff’s skills to save money.” We realised we could fill that knowledge gap – and fill it well – so we started developing our first courses to rave reviews.

Since then, we’ve made it our mission to build more and more courses in response to our clients’ most pressing problems. We take those problems and turn them into meaningful opportunities by equipping delegates with a powerful mix of theory and frontline experience.



# We provide training for:



and many more!

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