



Engine

London, UK, 10.12.2008

Design Museum nominates a service design project in 'Designs of the Year' award for the first time in the award's history.

Yesterday the Design Museum announced the nominations for the annual Brit Insurance Design of the Year award. Engine Service Design are thrilled to have been nominated along with our partners at Kent County Council (a UK local government authority) for the **first ever service design project** to be included in the award.

What is service design?

Design is more commonly associated with a process that goes on behind closed doors, the result of which reaches the user after it has been produced by industry, crafted by artisans or put together by builders. The special case of the Social Innovation Lab for Kent (SILK) is that **the design process is shared with users and providers of public services** to create real results that mean more for being reached together.

This is primarily a communication project - from the sphere of service design - that has been developed for Kent County Council by service design company, Engine. SILK was designed as the tangible manifestation of a new way of working for teams and individuals across the Council and the County. It includes a **toolkit of methods and techniques**, an **information sharing platform** and a **consistent user-led methodology** for running projects.

One of the projects focused on the **practical challenges fathers face in spending time with their children**, looking at how they could be supported. The co-design team developed a new scheme that provides parents with reduced rates on local activities and family related services. By co-ordinating this scheme, the Seashell children and families centre will enable a growing pool of local dads to spend more quality time with their children on their own terms.

We're very excited that the Design Museum has recognised this groundbreaking approach to design practice and public service policy creation for the first time.

Case studies outlining the development of SILK, and the project with father's can be found on the next two pages of this press release. For photos of our nominated project, or to discuss the nomination on more detail please contact:

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DESIGN
MUSEUM

About the Designs of the Year Awards

Brit Insurance Designs of the Year is the Design Museum's annual exploration of the most innovative, interesting and forward looking new work in design of all kinds. Selected from around the world, Brit Insurance Designs of the Year presents around 100 projects nominated by a group of internationally respected design experts, curators, critics, practitioners and enthusiasts. These projects fall within seven categories: architecture, fashion, furniture, graphics, interactive, product and transport. The exhibition gives an overview of the most significant achievements in design and architecture in the last year, whether they are projects by a practice, a team or an individual.

An international jury, each with expertise in their respective fields, will select category winners for the Brit Insurance Design Awards, recognising the best of contemporary design from around the world in each category as well as an overall winner.

The exhibition opens 12 February and the category winners will be announced on 24 February and the overall winner will be awarded at the Awards Dinner on 18 March at the Design Museum. For more information please visit: <http://www.designsoftheyear.com/>

About the Design Museum

The Design Museum, based in London, UK, is the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. It is working to place design at the centre of contemporary culture. It demonstrates both the richness of the creativity to be found in all forms of design, and its importance. The Design Museum's mission is to celebrate, entertain, and inform. For more information please visit: <http://www.designmuseum.org>

About Engine Service Design

Engine specialises in helping private and public sector organisations to design services that make customers happy. We work behind the scenes exploring what customers really need and the systems and processes that govern the delivery of services. With our clients we identify what needs to change - when, where and how - to choreograph a great experience as efficiently and effectively as possible.

For more information about Engine please visit <http://www.enginegroup.co.uk>

To watch a film produced by the Local Government Channel about Engine's work with Kent County Council please visit: <http://tinyurl.com/engineandkent>



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About the nominated service design project: **Engaging fathers through service co-design**

There is a growing recognition of the need to support fathers' and other male carers' involvement in their children's lives. Evidence is mounting to demonstrate the numerous long-term benefits this has for children. However it is difficult to develop a better understanding of the key issues when the very people that it's necessary to hear from are often hard to reach.

Seashells, a Sure Start centre in Sheerness, initiated a project with the Social Innovation Lab for Kent (SILK) and Engine to look at what kind of support fathers require and how they could provide it.

The team initiated an approach to research, idea generation and design development that engaged a group of more than a dozen Sheerness fathers as collaborators. Through time spent with fathers during a series of active tool based workshops, Engine created a detailed picture of their day-to-day activities and highlighted the useful and ineffective resources available in their area.

A set of needs were defined that inspired the co-development of a series of on and off-site service proposals. This process brought Seashells staff into close contact with a group of local fathers and demonstrated their commitment to listening and responding.

Staff were consistently surprised by project insights including an awareness that the services fathers were looking for were not far off what was being offered to mothers, instead it was their delivery that was inconsistent with the lives of the fathers, in terms of location, environment and schedules.

The project also identified areas of organisational change seen as beneficial to the delivery of better services for fathers beyond creating service proposals. These included a series of proposals for 'father friendly' communication channels, feedback mechanisms, partners and promotions.

Engine delivered a Project Review, helpful for communicating the strength of the project outputs, and a Service Specification Document for the Go community card. This will be a critical resource for their newly funded dads' support worker.

Further information

To view a film about the project please visit:
www.enginegroup.co.uk/projects/pcs_page/engaging_fathers



Working with fathers to develop the new services



Engine designed a new service around a community card

"The way in which we worked was extraordinarily different because as much as anything there was an energy about it and there was an excitement about getting people involved in the process. There was also underneath it all a very sensitive but well informed understanding of what we were trying to do."

Director, Seashells Children's and Families Centre