

Digital in the DNA: Savings and Sustainable Services Through Radical Public Sector Change



Sarah Lay

Digital Content Strategist

Digital in the DNA

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Through Radical Public Sector Change

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Digital Content Strategist and User Experience Designer

Digital in the DNA

- What has gone wrong in digital public services?
- What has gone right?
- What is your role as a public sector communicator?

Who's online?

89% of UK adults had recently used the internet

78% of those aged 64-75

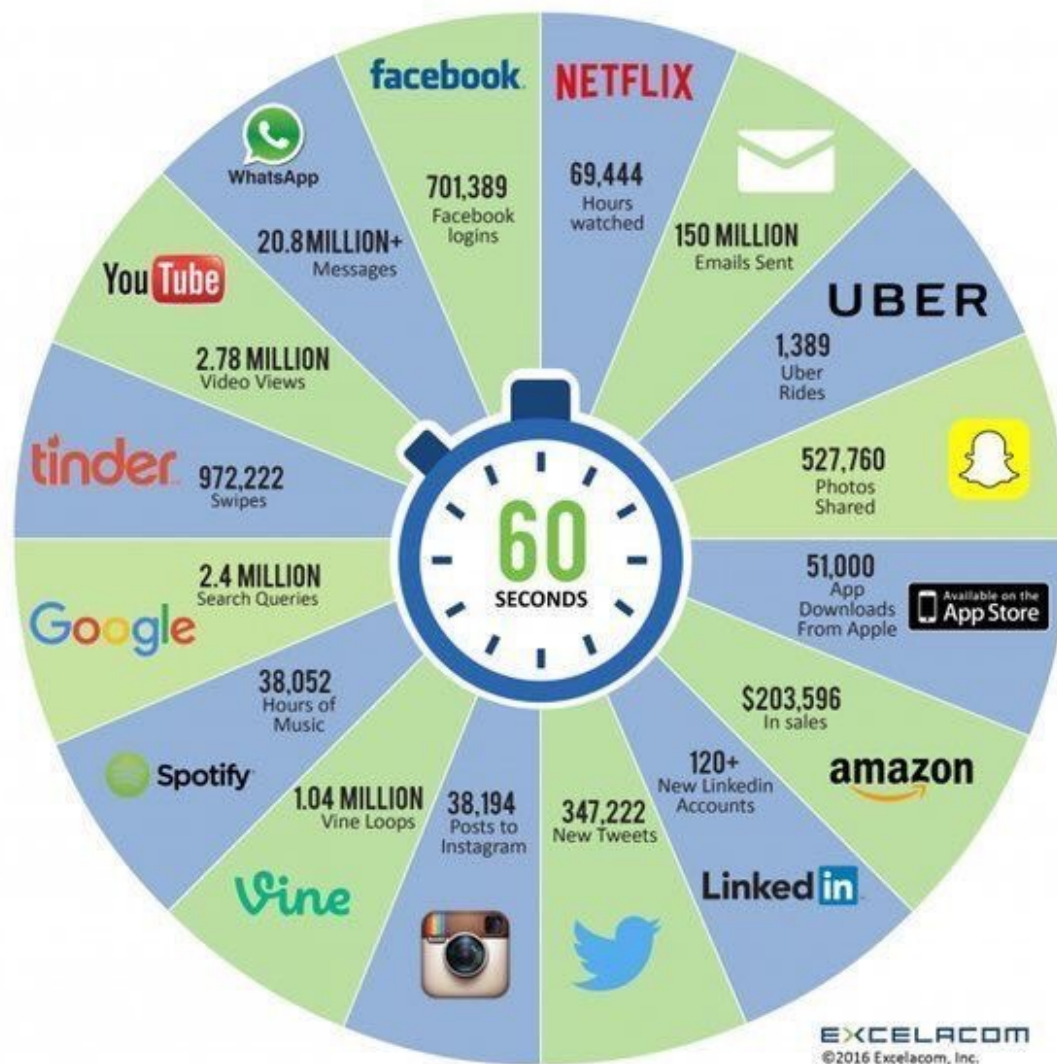
99% of those aged 16-34



A brief detour to the future
(via the 1960s)

Social media today

2016 What happens in an INTERNET MINUTE?



2017 This Is What Happens In An Internet Minute



But aren't public
services already online?
(Well, sort of...)

“Public sector:
Doing the wrong digital activity really well”

– *Carl Haggerty, LocalGov Digital*

“Digital: applying the culture, practices, processes & technologies of the Internet-era to respond to people’s raised expectations”

- Tom Loosemore

Leadership

Leaders...

- Don't just allow digital, but advocate for it
- See more than the tip of the digital iceberg
- Understand the culture, process and technology of internet age
- Inquisitive and open to change

“There is no logic that can be superimposed on the city; people make it, and it is to them, not buildings, that we must fit our plans.”

- *Jane Jacobs*



Design from start to finish
(not just the digital bits)



Service design

working with users to build better services



- A network which links those with extra portions to neighbours who may not be able to cook for themselves
- Reduces social isolation, builds stronger 'real world' communities

Catalysing culture

Communication is key in the way the organisation thinks and does



Radical change or
digital disruption?

Digital in the DNA

- Stop digitising and start designing services
- Leaders who are design thinkers of the digital age
- Catalyse a culture shift to make digital part of you organisation's DNA

Thank You

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