

# People Powered Services Myth or reality?



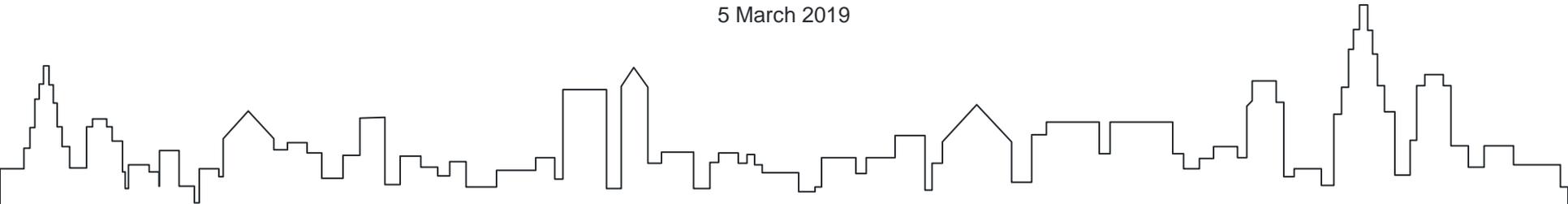
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Perspectives of Local Governments in Central-Eastern Europe

5 March 2019



# Content

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1

A historical moment to reorganise the Welfare State

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2

People Powered Services: one potential answer to the crisis

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3

When top-down systems meet grass-root initiatives

---

4

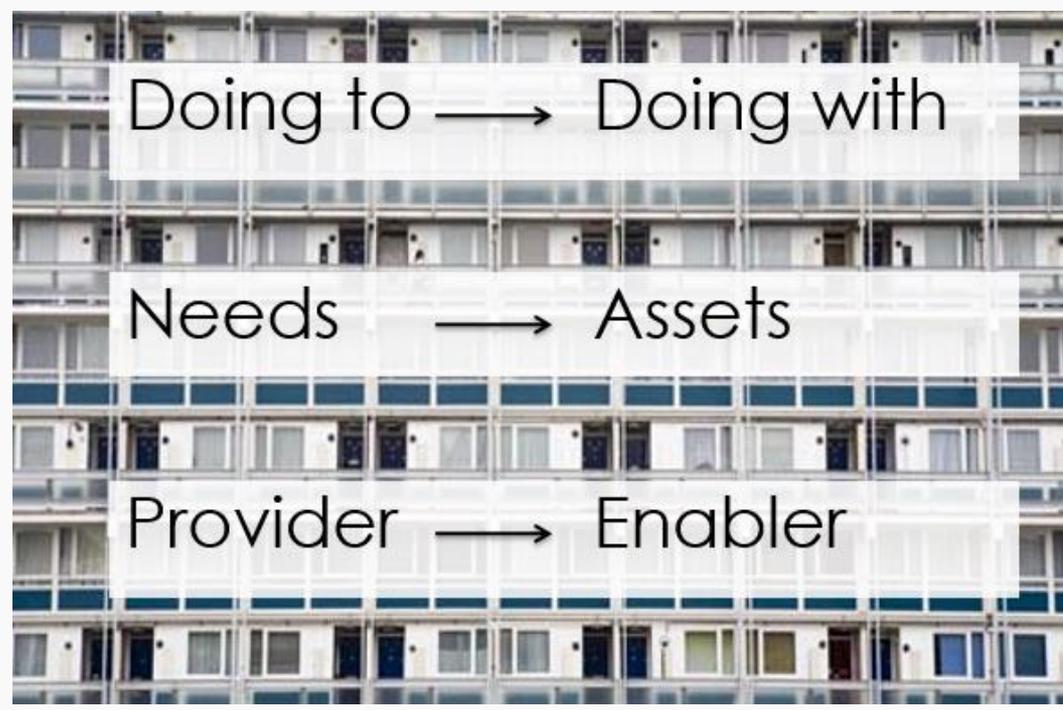
What municipalities and public agencies should do?

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# A historical moment to reorganise the Welfare State:

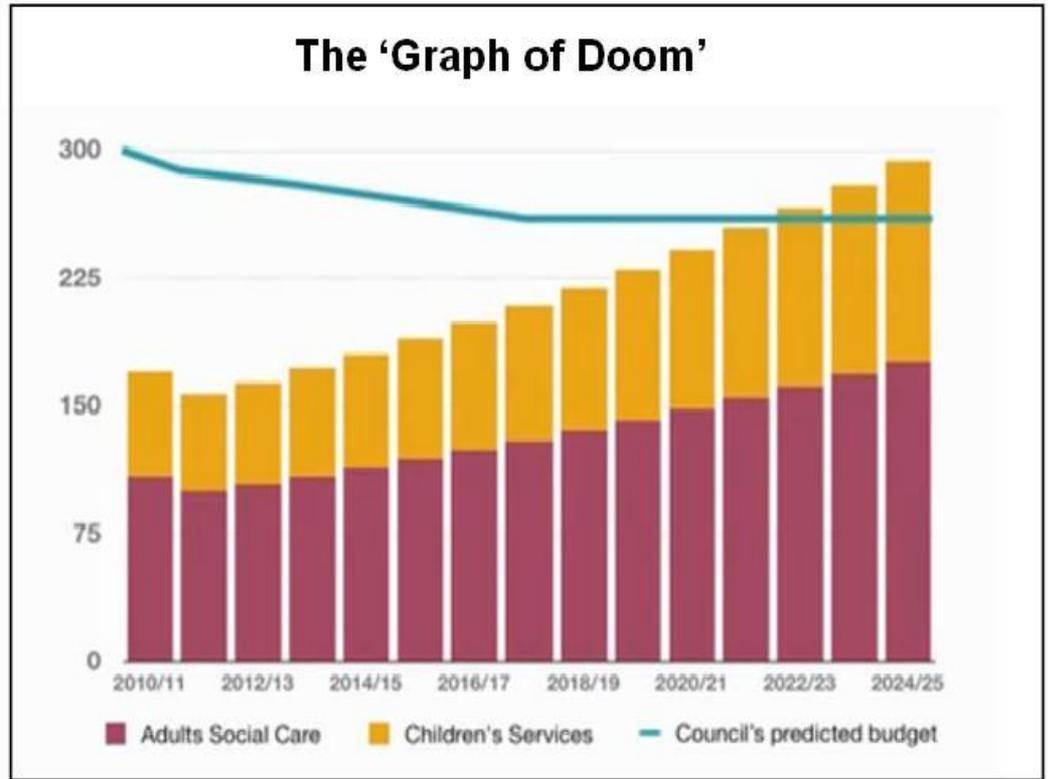
## Public Sector Shift

STATEMENT: Open government is not an optional or a 'nice to have' policy, it is fundamental to a nation's or city's success in the 21st century. Collaboration in public services thus is not just an interesting "toy" to offer for the public around elections, co-designed and co-created public services in the global race seem essential for prosperity.



# A historical moment to reorganise the Welfare State: the consequences of the crisis

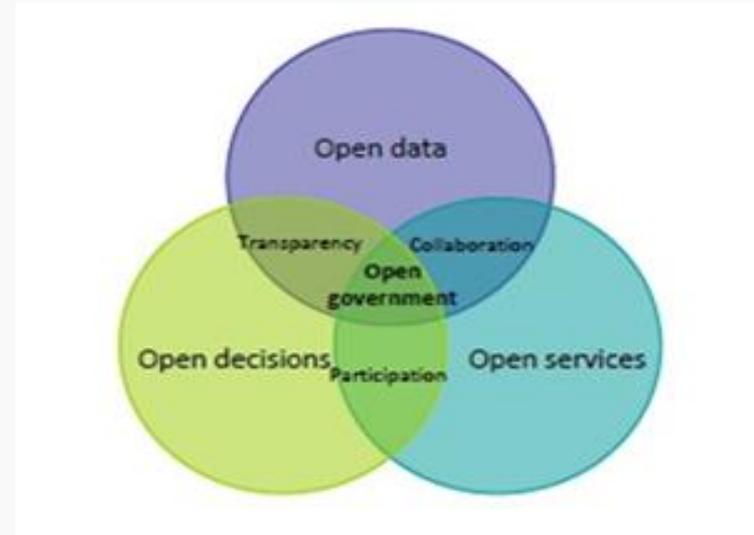
Increasing societal challenges + austerity measures: how to do more by using less money available?



# A historical moment to reorganise the Welfare State:

## open public services

- Open decision making, e-governance
- we shall create services that are more personal with less funding available, and this requires delivery models that engage citizens more actively. Engaging citizens in public services means learning how to unlock and use or embed their knowledge, skills and personal experience, and how to create bridges among these by activating their social networks
- Although the evidence base is still weak related to the effectiveness of collaborative public services, the first outcomes suggest that services which are better aligned with the needs and wants of local people run more efficiently and cost effectively, while significantly contribute to social cohesion as well.



# A historical moment to reorganise the Welfare State: symptoms

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## 1. The recent welfare state reproduces inequality

Despite improvements in overall outcomes, such as life expectancy, existing top-down services reproduce social inequalities (Swindon)

## 2. The recent welfare state creates dependency

Is it possible to break out from the “vicious cycle of need” if you are poor? In order to qualify for services, needs often have to be overemphasized, and there is rarely any incentive to live in a different way.

# A historical moment to reorganise the Welfare State:

## symptoms

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### 3. The recent welfare state is expensive

Real demand vs failure demand, generated only as a result of an intermediate organisation not taking the right action

Design Council states that *“for every £1 invested in the design of innovative services, our public sector clients have achieved more than £26 of social return”*.

# A historical moment to reorganise the Welfare State:

## symptoms

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### 4. The recent welfare state cannot efficiently tackle the new problems

Obviously, the challenges themselves have changed in the last decades a lot. Chronic disease, depression, isolation and ageing, constant labour market disparities, migration, the scale of inequality and of course the environmental challenge are largely issues that were simply not foreseen or not in such a serious level of risk after WWII.

# The **ideal** public service provision

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They are local: local organisations know local people and local problems the most, know other services and organisations, and thus are more able to deliver appropriately. By working locally and make the necessary join-up of services you can remove the duplicated transaction costs and unnecessary work that happens when people ping around the system.

Help people help themselves: build strength not dependency. Effective services ask, 'What do you need to help you live a good life?'

Focus on what people need and what they are capable to do.

# The Tower of Inferno



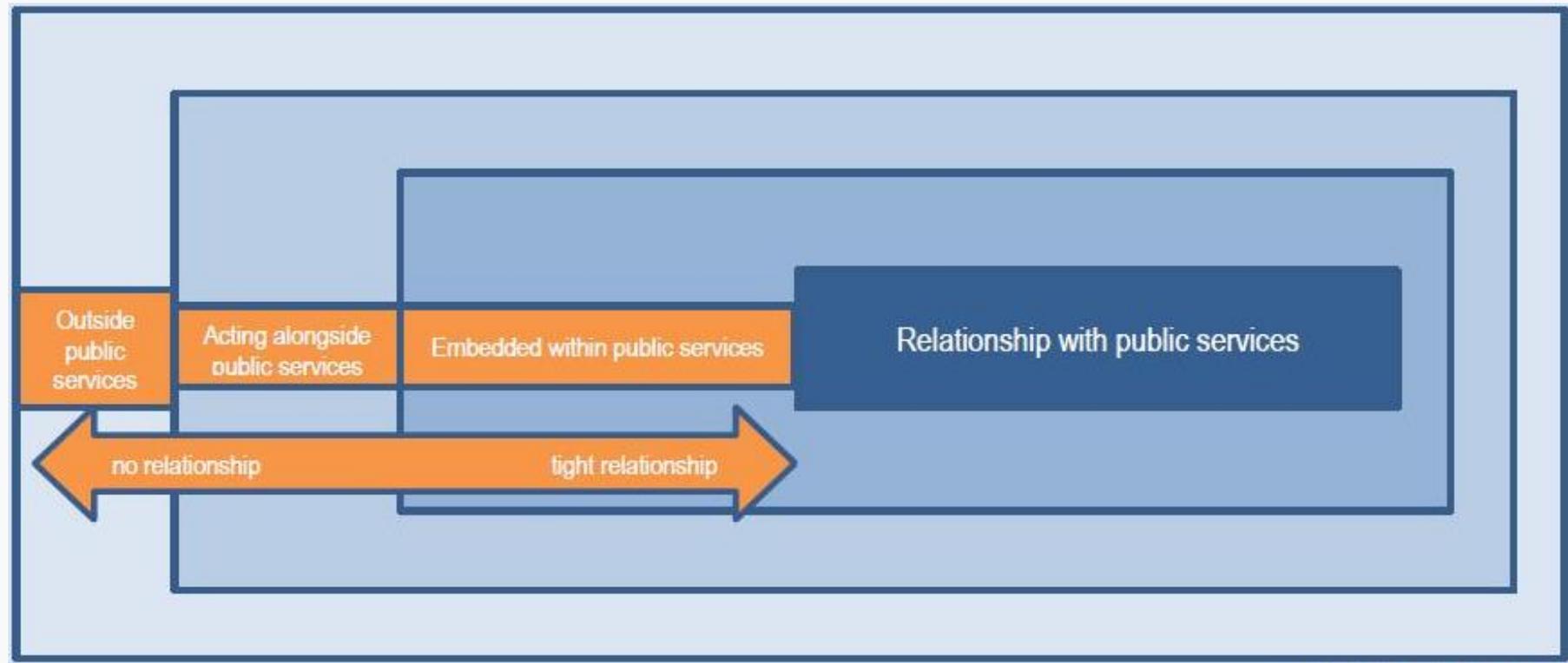
# People-powered services: one potential answer to the crisis

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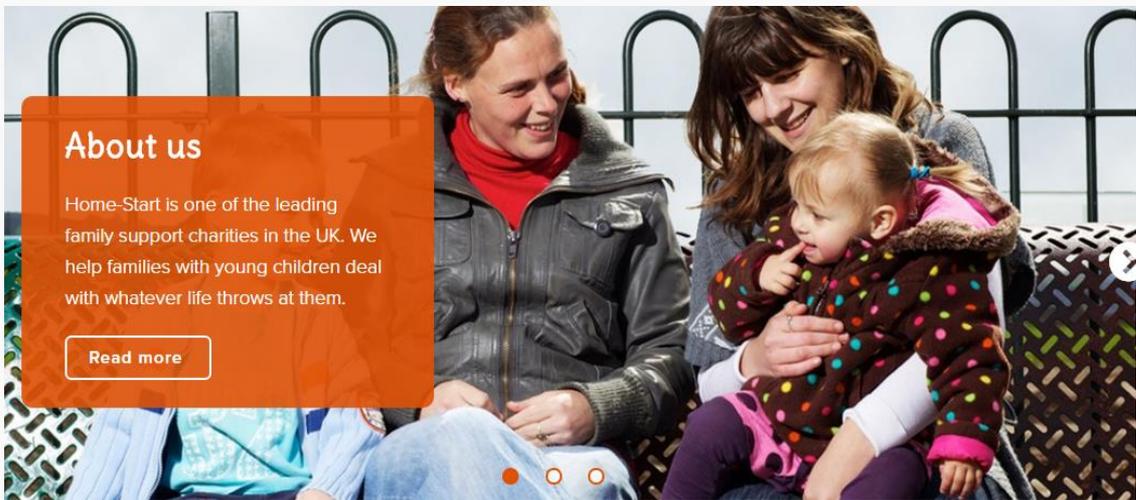
Engaging citizens in public services means learning how to unlock and embed their knowledge, skills and personal experience in or alongside public services. This is called “people-powered” services or simply social action or people-helping-people referring to various activities undertaken voluntarily to benefit others.

Mobilising people to help each other (in or alongside public services) should be the core organising principle for public services to “do more for less” in the future. Although the evidence base is emerging, people-powered services organised in or alongside public services can improve the quality of the service provided, reduce demand for services, increase preventative activity, drive up innovation and productivity of the public service, improve outcomes and ultimately help build stronger communities.

# People-powered services: one potential answer to the crisis



# People-powered services: examples



**About us**

Home-Start is one of the leading family support charities in the UK. We help families with young children deal with whatever life throws at them.

[Read more](#)

This image shows a woman and a young child sitting on a metal bench. Another woman is standing behind them, smiling and looking at the child. The scene is outdoors, and the overall mood is warm and supportive.



**The Access Project**

This image features the logo for 'The Access Project', which consists of a stylized teal paper airplane icon to the left of the text 'The Access Project' in a bold, dark blue font. Below the logo is a photograph of a woman and a man sitting at a table. The woman is pointing at an open book, and the man is looking at it with a smile. There are several other books on the table, suggesting a learning or support session.

# People-powered services: examples



**SharedLivesPlus**  
THE UK NETWORK FOR SMALL COMMUNITY SERVICES



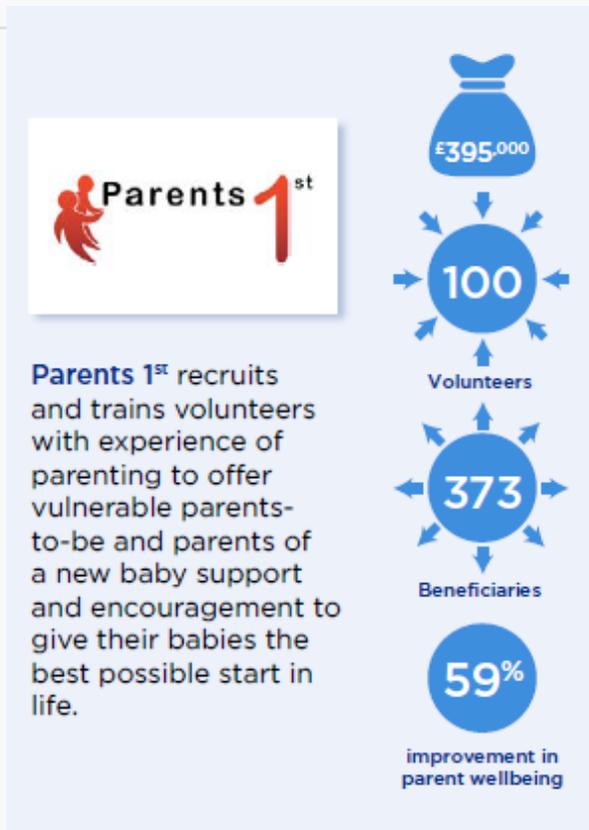
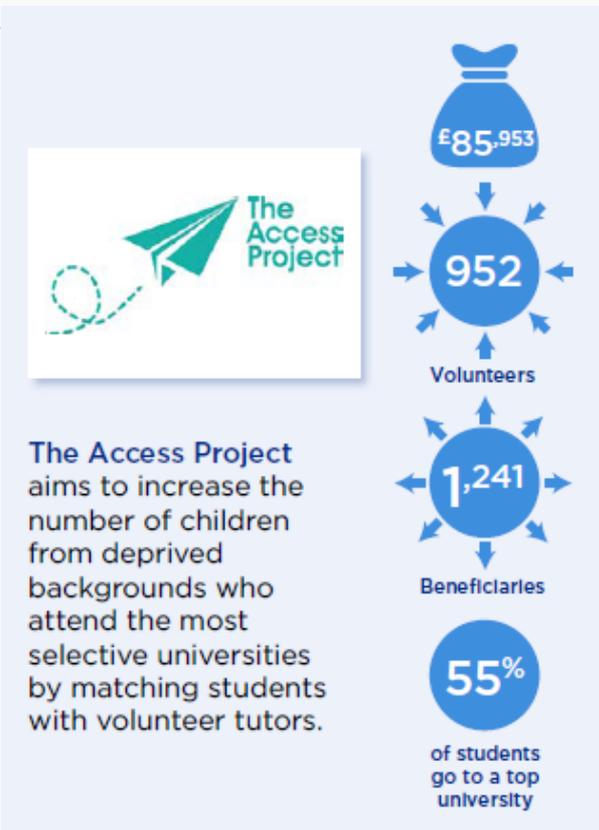
# People-powered services: examples

## Inspiring Libraries

A new strategy for Hertfordshire Libraries



# People-powered services: scaling up social action innovations



# When top-down systems meet grass-root initiatives

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Collaboration does not happen by accident, public agencies including cities should start this process from top-down by preparing a framework in which residents feel encouraged and empowered. Thus, collaboration might start and flourish, and meanwhile public agencies are challenged by grass root ideas initiated thus learning how to innovate.

So collaborative (co-designed and co-managed) services require “*collective action from players on both sides on the contract, built on social capital, trust and shared values that allow and enable citizens to be co-productive agents in the relationship*”

# When top-down systems meet grass-root initiatives: examples

- Centre for Social Action Innovation Fund (UK)
- WeEindhoven Model (NL)
- Gdańsk: Local Participatory Public Policy Creation and Implementation (PL)
- Co-operative Councils Innovation Network (UK)
- Centre for Innovation in Aarhus (DK)
- Wigan Council (UK) – saved £115m - By 2020 our borough will no longer be in receipt of any funding from central government

# What **municipalities** and public agencies should do

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- Build capacities of the front line staff and create tools within teams to enable design methodologies to redesign services from the perspective of the customer
  - Create frameworks to scale up social action innovations
  - Use citizens as experts: creating a platform for private citizens with useful skills to support to develop courses for government employees
  - Stimulate innovation within the municipality (e.g. Aarhus Innovation Centre)
  - Create policies to cross silos by e.g. working groups to get better outcomes (Gdansk example)
  - Use incentives (e.g. Spice Time Credit) and gamification to stimulate innovation among employees

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Thank you for your attention

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