

# Designing a local Living Lab

*or rather, demonstrating a simulation to  
spark ideas about how a kit can work in practice*

David Wilcox and Drew Mackie

Presentation at a workshop hosted by DCLG on March 27 2015.

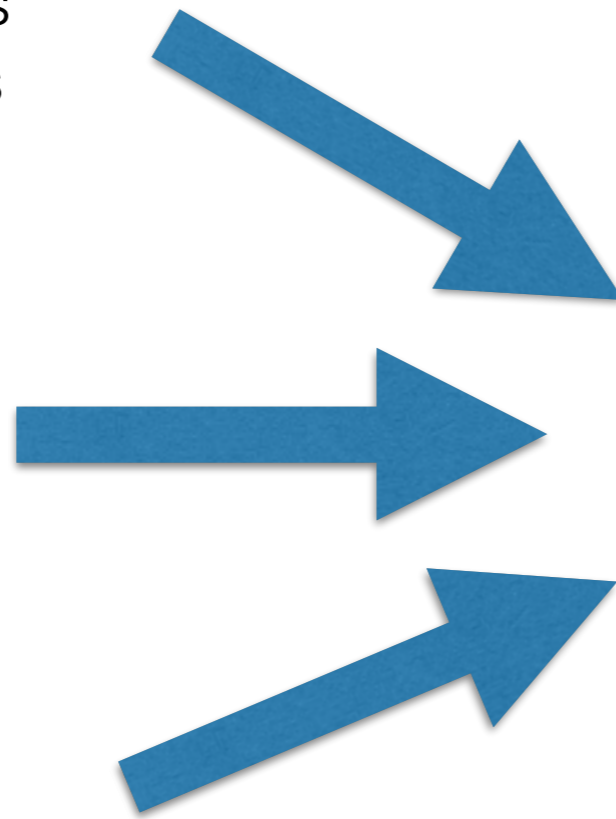
These slides cover content in the briefing document for the workshop  
available at <http://goo.gl/fCy0FR>. Additional slides about networks <http://goo.gl/mWubLv>

# How we got here

Living Labs as  
local testbeds

Explorations with  
Nominet Trust and DIG

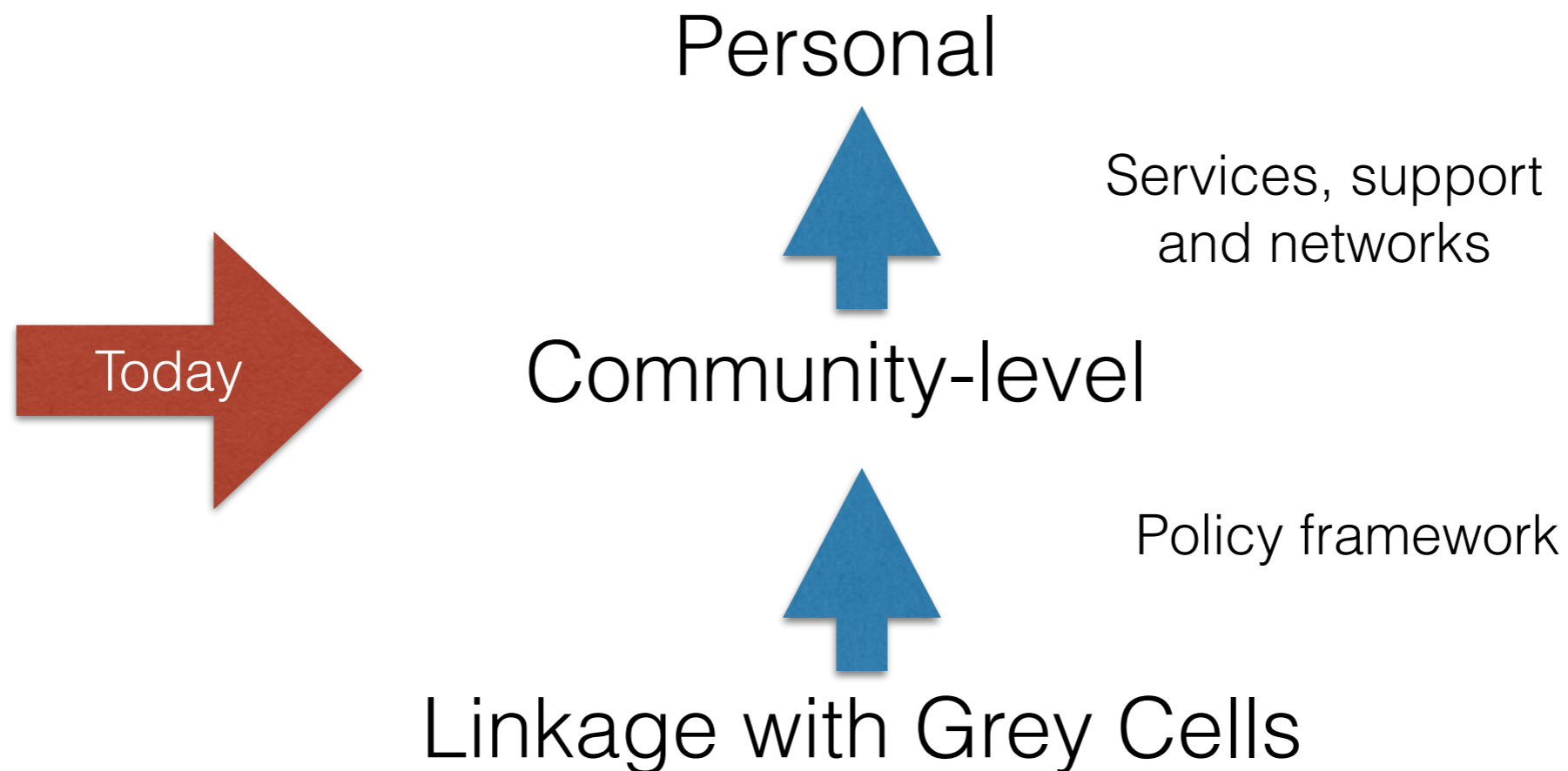
Simulations and  
co-design processes



Today: test the  
ideas, explore  
opportunities

# Overall aim

Develop a design kit that will help introduce digital tech for Living Well at three levels

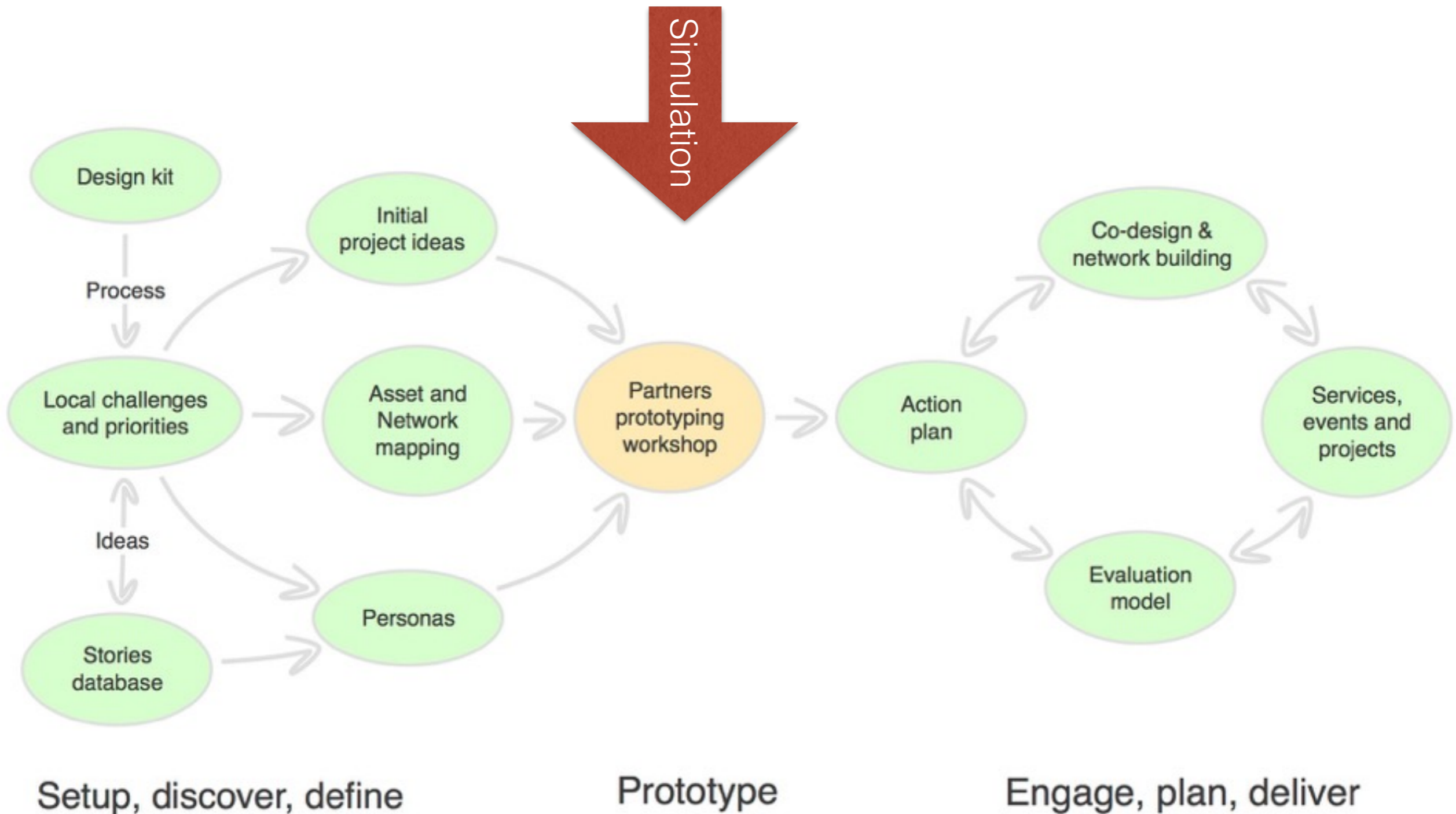


# Our approach

- Person-centric not programme driven
- Co-design at all levels
- Blend online and face-to-face
- Think networks and ecologies - personal and social

Metaphor for the kit: not so much a toolbox as an open operating system for social apps

# Designing the process



# Now we are the partners

**Scenario:** bid for Ageing Better funding has failed, but we are going ahead with a frugal innovation approach

- Identified local challenges and ideas
- Queried a natural language database for more
- Created personas reflecting beneficiaries
- Mapped local assets and networks

**Task:** develop initial projects ideas for beneficiaries using local assets and an action plan

# Choose people and themes



**Barry** is chair of a community group working with older people on befriending and other support. He believes personal contact is the only way to build relationships and blocks any tech ideas in the group.



**Patricia** works in a hospital. She does not have a smart phone and has no interest in the internet. She has family abroad and buys calling cards to keep in touch with them. She's anxious about retirement.

- Help people learn mobile devices
- Build local tech capacity
- Focus on telehealth and care
- Promote collaborate service development
- Develop local sharing

# Select from organisations

## The Peacock Centre - IT training

Volunteers renovated a small building which houses a youth club and other activities. There are job clubs and IT training sessions.

### User Group:

Residents from the Peacock estate and wider area.

### Online?

Yes - small number of desktop computers, staff lacking much expertise.

## Mobiles 4 U - hosting techy tea parties

High street mobile phone retailer who also sells tablets. To increase sales - and PR - they have started hosting Techy Tea Parties for older people.

### User Group:

Anybody.

### Online?

Yes, staff are highly skilled at using all devices for sale.

## Pickvale Tenants & Residents

### Association - keen to learn and connect

This active TRA wants to make sure that all 750 homes on the Pickvale estate have access to the internet. They have a hall, active volunteers, and a small council grant.

### User Group:

Residents of the Pickvale estate.

### Online?

No - but they are actively researching the different options.

## Slipham Borough Council

The council is under financial pressure and faces severe budget cuts. It has been asked to cut non-statutory services including support for local groups. At the same time it wants to show it is supporting local people.

### User Group:

All residents of the borough.

### Online?

The council is in the process of upgrading all internal IT systems.

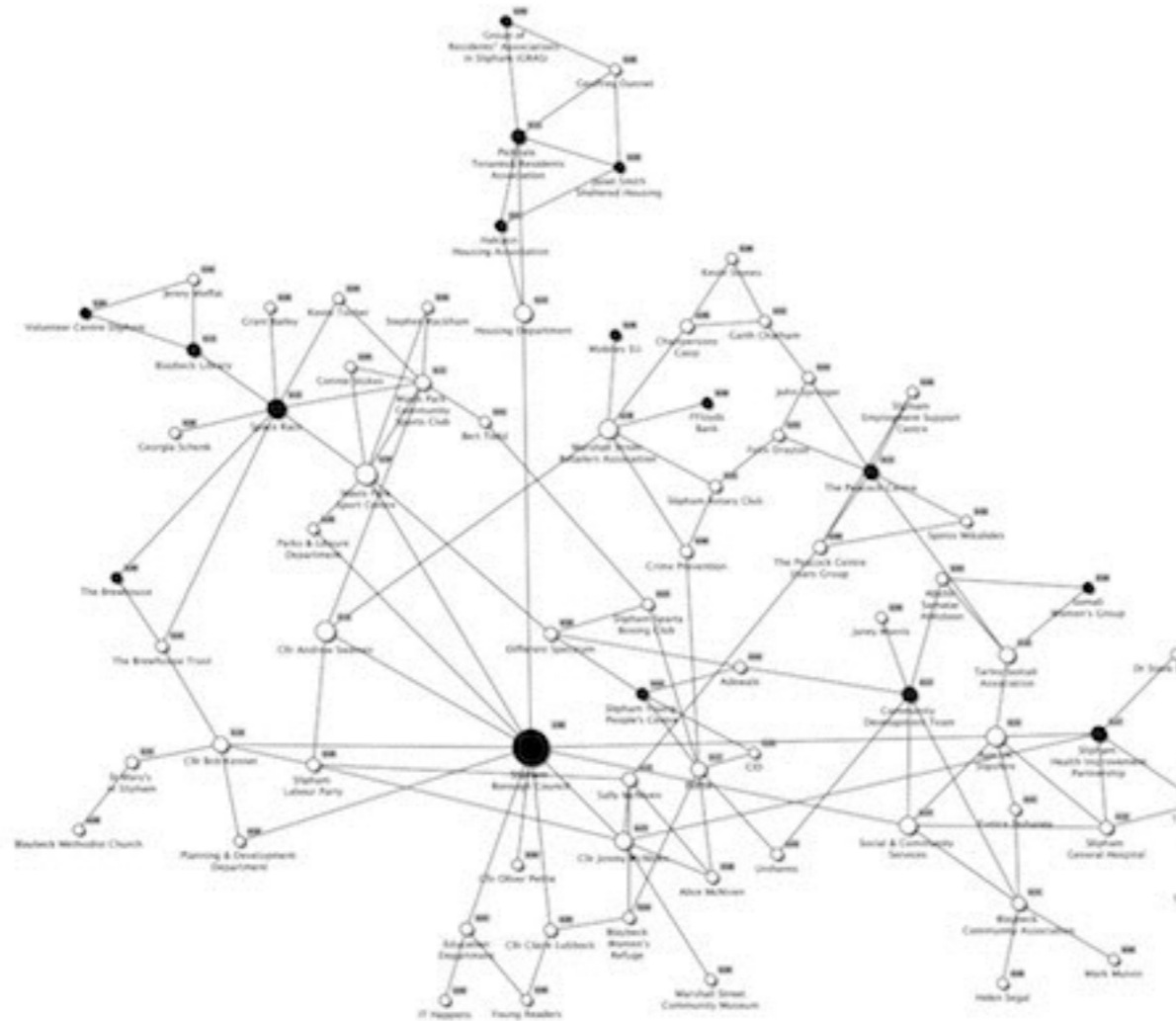
Which could develop appropriate projects

What would be involved

Then find assets and collaborators



# Review assets, network



## Other Organisations

Name	Assets
Borough Council Departments:	
Slipham Housing Department	P, S
Parks & Leisure Department	P, S
Planning and Development Department	S, F
Education Department	P, S
Social and Community Services	P, S
Chairpersons Coop (social enterprise)	S, E
Mavis Park Community Sports Club	P, M
Marshall Street Retailers Association	S, M
Slipham Rotary Club	M
The Brewhouse Trust (building reuse)	P
Different Spectrum (young people)	S, P, M
Peacock Centre Users Group	P, M
Tarley Somali Association	S, M
Saint Mary's in Slipham	P, M
Blaybeck Methodist Church	P, M
IT Happens (community IT group)	S, E
Young Readers	S, M
Blaybeck Women's Refuge	S
Marshall Street Community Museum	P, E, M
Police	S, E
Age UK Sliphshire	S, M
Slipham General Hospital	S
Tarley Clinic	S, M
Blaybeck Community Association	P, M

This table shows organisations on the network map that have not as yet been involved in consultation around the project. Each organisation has a number of assets that they might contribute coded as:

**P:** Premises  
**S:** Skills  
**E:** Equipment  
**M:** Membership  
**F:** Funding

Consider the list and the position of the organisation in the network and decide what linkages you might wish to build.

# Develop an action plan

## **How to**

- explore options and potential further
- communicate internally and externally
- prioritise themes and projects in practice
- co-design with key groups
- build the networks

# The kit in practice

A core operating system covering

- Policy framework
- Design and development processes
- Mapping and building asset networks
- Simulation and co-design workshops
- How to research and crowdsource ideas
- Evaluation frameworks