

2020
Public Services Hub
at the RSA

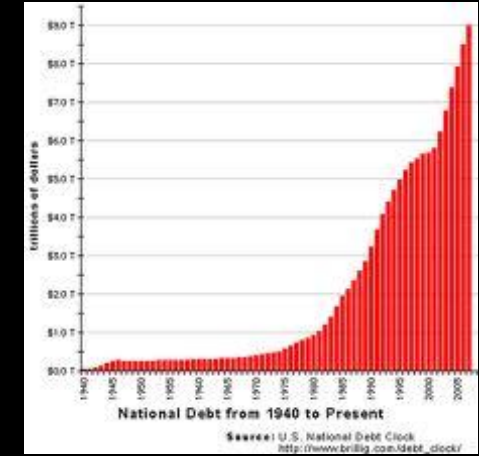
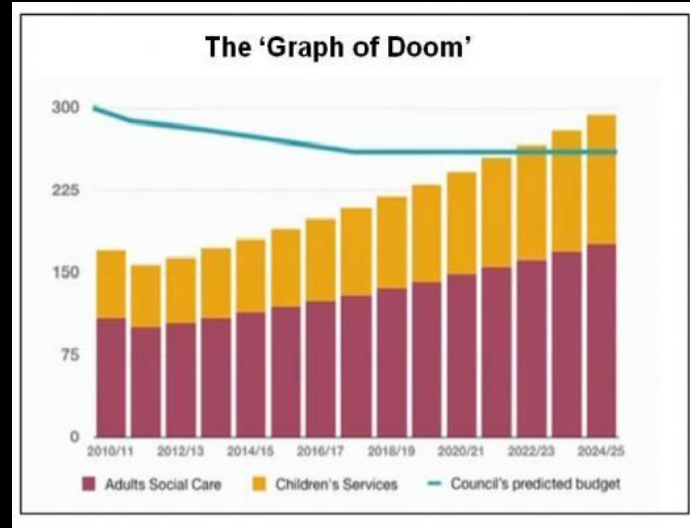
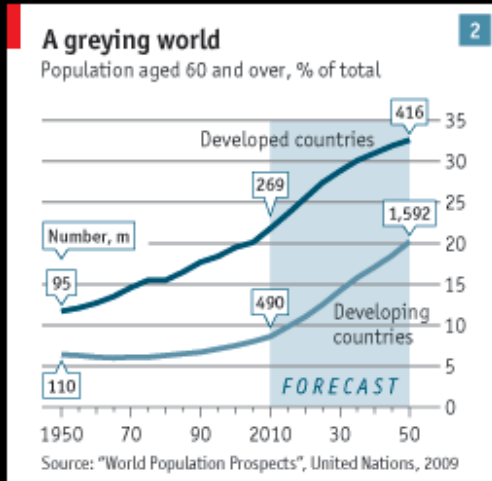
Public Service Innovation
in an Ageing Society

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- Why do we need a new, long-term approach to public services?
- What is social productivity, and how can it help frame the challenges ahead?
- What does social productivity look like in practice? Evidence from a UK local government

The Challenges of 2020 + are Broad & Diverse



- 1. Demographic Change** – huge challenge, but not only fiscal...
- 2. Economic Rebalancing** – challenging traditional distributional models...
- 3. Changing Societies** – digital, mobile and demanding, but also unequal. Huge social, environmental and cultural shifts

Social Productivity:



- **Value in public services** is created at the interface between citizen, service and society. Public services are a relationship!
- **Re-socialises public services**, creating sustainable systems that **build social capacity**, foster community **resilience** and work with the grain of people's lives.

A shift in culture: from social security, to social productivity

- think people not services; focus on relationships
- understand, mobilise and use citizen resource
- cultivate reciprocity and trust, build resilience



A shift in finance: reconnecting finance with purpose

- transparent finances
- think about resources across the life-cycle
- new funding balance – wealth, partnerships



A shift in power: from the centre to citizens



- re-balance the model - start with citizens
- democratise commissioning, pluralise delivery
- decentralised structures to enable this

Public Services and an Ageing Society in Sunderland





- Innovation in Social Care
- Responsive Local Services
- Nurturing Social Networks
- New Delivery Models
- Creating Shared City Values
- New Technology Partnerships
- Community Leadership



- Ageing societies pose a huge challenge for public services
- Severe cuts are short-sighted and not the answer - but neither is sustaining today's services
- **We need a new approach**
- Strong, integrated public services & an active state
- Better relationships across the spectrum of public, private and social sectors
- Time for social productivity?