Public Service Innovation in an Ageing Society

Henry Kippin
henry@2020psh.org
• 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?