



Co-designed Needs Based Service Directory

DLUHC Funded COVID Project

Background

Huntingdonshire is a geographically large district within Cambridgeshire that is made up of a set of market towns, villages and rural areas. Some affluent areas, some deprived areas.

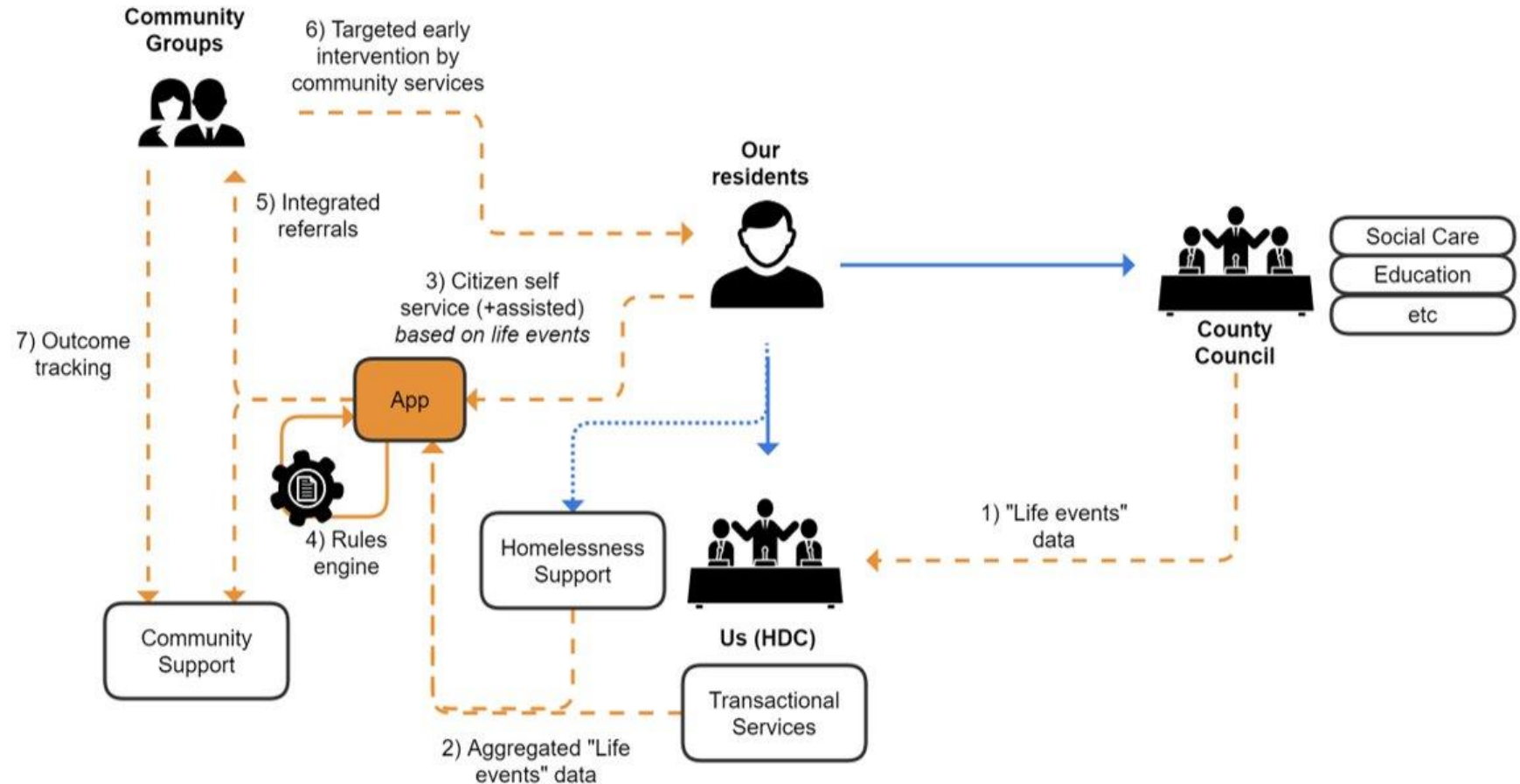
We (HDC) are a district council, so often the first port of call for residents, we don't handle social care but do handle homelessness. HDC doesn't have its own housing stock.

We put in a bid to the DLUHC COVID Digital fund to help move forward the work we were already doing on understanding root cause of poor outcomes in our residents and helping to build tools to support, predict and prevent poor outcomes via holistic support solutions for our residents delivered in partnership with charities and the community sector.

We predicted that the long term impact of COVID would be felt between 2021 and 2026 and see the creation of “newly vulnerable”; people who didn't have experience in getting support from the public or third sectors. We wanted to help deflect these people from a downwards trajectory by engaging with them early and providing holistic support (helping return to work) not just triage (a food parcel) and do it in partnership with others. This would reduce future expensive demand on the public sector system within Cambridgeshire.

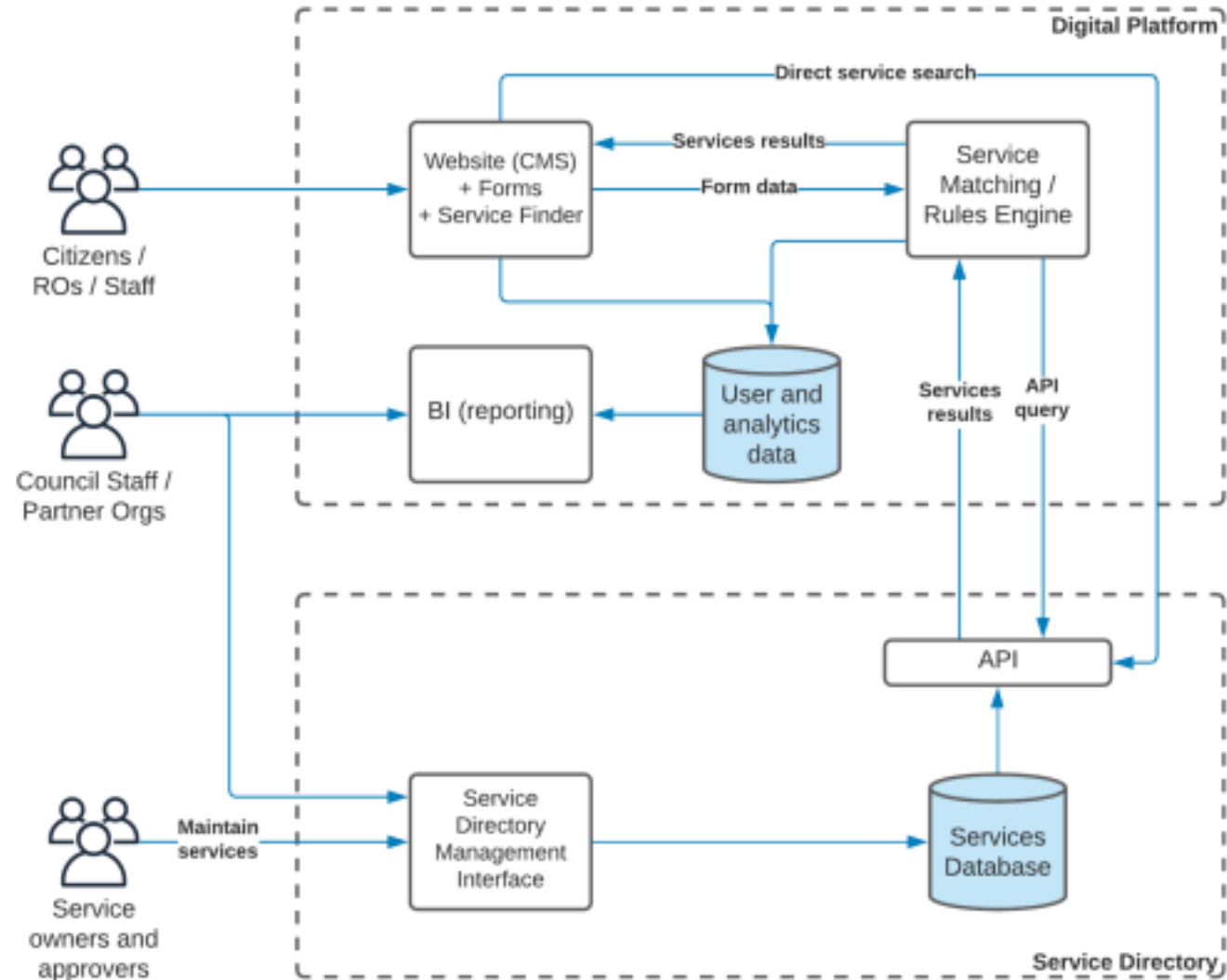
The work

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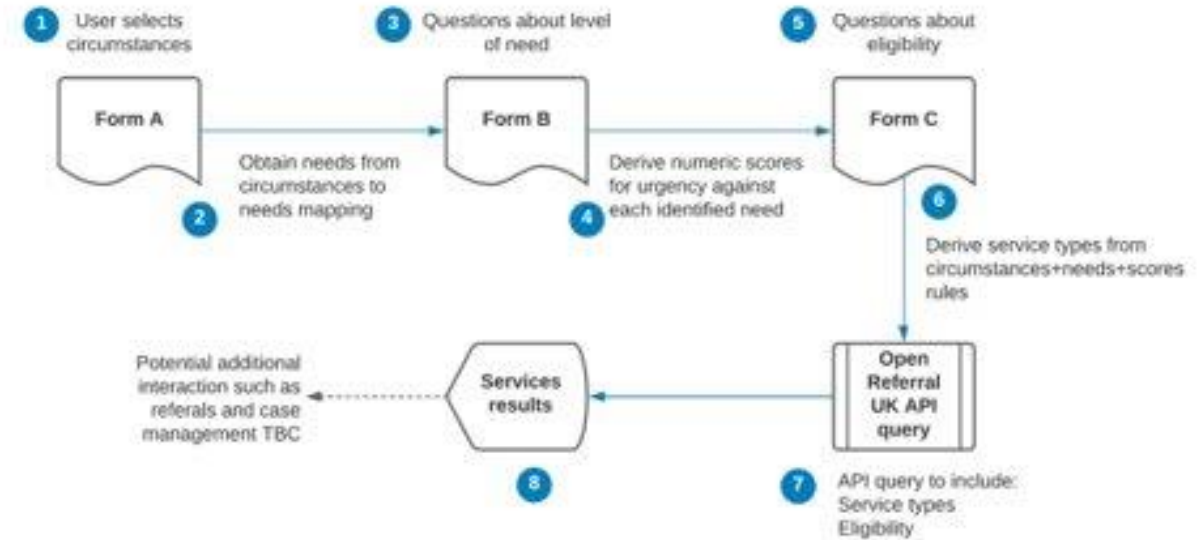
"Smarter" Searching

We wanted a better way for residents to find services, so they could tell us their situation and we would provide recommendations rather than presuming they knew what they needed. The OpenReferral UK standard lets you add vocabularies to services, which we would use to store this extra meta-data.

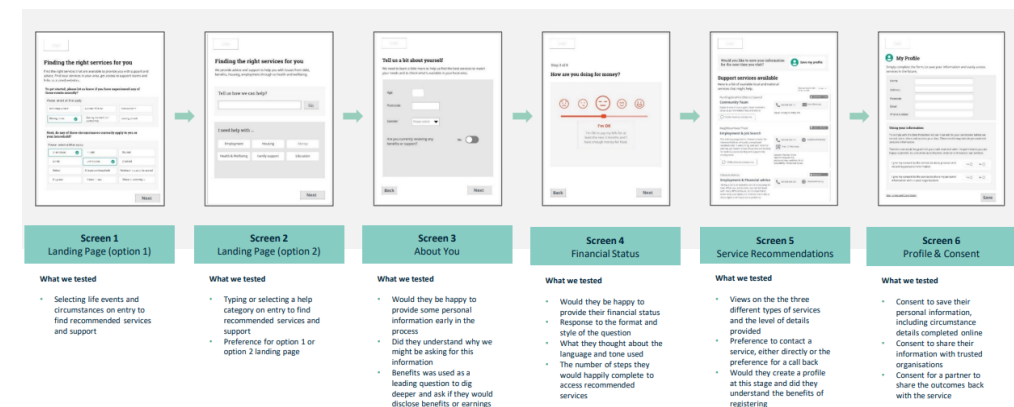
To improve the search, we looked at attaching different vocabularies to services (and extending some of them):-

- [LGA's Needs List](#)
- [LGA's Personal Circumstance List](#)
- [LGA's Services List](#)

The detail of this is written up here, [SENA Phase 2 – Technical Architecture – Huntingdonshire District Council Projects \(huntingdonshire-projects.org\)](#)



User Testing
Wireframes



"Smarter" Searching

Screen 1
Landing page (option 1)

Login

Finding the right services for you

Find the right services that are available to provide you with support and advice. Find local services in your area, get access to support teams and links to trusted websites.

To get started, please let us know if you have experienced any of these events recently?

Please select all that apply

Becoming a carer	A victim of crime	Bereavement
Moving home	Getting married/ civil partnership	Leaving school

Next, do any of these circumstances currently apply to you or your household?

Please select all that apply

Unemployed	In debt	Student
Lonely	Low income	Disabled
Retired	One person household	Relationship status 'separated'
Drug user	Mental illness	Obese or overweight

Next

Summary

4 out of 7 users preferred selecting circumstances. An information icon would be helpful to explain the terms.

There was some confusion regarding the difference between life events and circumstances.

The site needs to consider a journey for users who do not see relevant option they can select.

Screen 2
Landing page (option 2)

Login

Finding the right services for you

We provide advice and support to help you with issues from debt, benefits, housing, employment through to health and wellbeing.

Tell us how we can help?

Go

I need help with ...

Employment	Housing	Money
Health & Wellbeing	Family support	Education

Next

Summary

Typing in the open-text field had a mixed response. This was mainly due to bad experiences with help chatbots.

Selecting a category was preferred, but the options were considered much broader compared to the circumstances.

The language overall was approachable and easy to understand in plain English.

Screen 4
Financial status

Login

Step 3 of 8

How are you doing for money?

I'm OK

I'm OK to pay my bills for at least the next 3 months and I have enough money for food.

Back

Next

Summary

A more visual interactive style of question was well received and engaging.

Users who did not previously disclose benefits or earnings, were happy to share their financial circumstances in this format.

Users were prepared and expected to complete several steps; the preference was for less questions on a screen at once.

Showing the results & what next

Screen 5 Service recommendations

Would you like to save your information for the next time you visit? ☐ Save my profile

Support services available
Here is a list of available local and national services that might help.

Huntingdonshire District Council Community Team
Speak to one of our support team members today to get immediate help and advice.
0300 890 111 | email@hdc.org
Open: Monday to Friday, 9.5

Neighbourhood Trust Employment & Job Search
Our training programme is based around the interdependencies of locally unemployed residents held in welcoming, safe and informal settings. Job Search allows those who are looking for work to access training and support into employment.
020 890 880 222 | neighbourhoodtrust.org
Stop: 1 mile away
Locations Ramsey Library
Open for drop-ins 9-5
Job Search: Mon and Wed, 10-12
Accessibility: wheelchair access

Citizens Advice Employment & Financial advice
Having a job is an essential part of most people's lives. When you are in work, you can be faced with many difficult issues, so it is essential to know what your rights are, find out more about those rights and how to solve problems.
0300 890 890 333 | citizensadvice.org

Summary

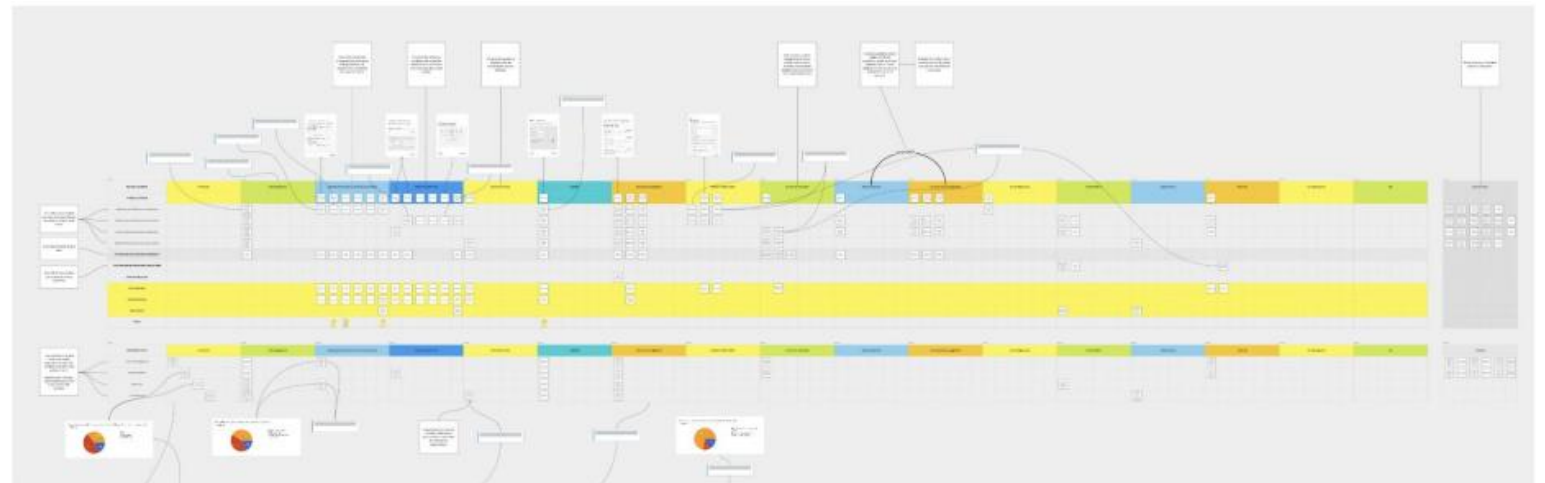
Users overall were happy to create a profile, the site needs to clearly state the benefits of registering.

There was a general preference for a call back from the service. This was also considered a good reason to save a profile.

Option 2 provided clear details on the service and the right level of information e.g., distance, opening times etc.

As well as user research on how to better show helpful services and why they were helpful, we worked with service providers to co-design a referral and reporting process. So people could support more easily and we would know if our recommends were useful.

[SENA Phase 2 – Service Design Outputs – Huntingdonshire District Council Projects \(huntingdonshire-projects.org\)](https://huntingdonshire-projects.org)





Questions?

