



Developing service design skills
through apprenticeships

About Us

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Lead Service Designer, Adur & Worthing Councils
Apprenticeship Trailblazer Chair, career journey from research to service designer ex-EDF, ex-GfK



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Managing Director, The JGA Group
Apprenticeship training provider. Ex-The Stationery Office, ex-British Steel.
Worked on official publishing data solutions



What is Service Design?

Service Designers (re)design services collaboratively and iteratively, taking a user-centred approach to:

- Meet the needs of users and help them complete their goals
- Help organisations to achieve their ambitions or policy intents
- Shift organisational culture to prioritise user needs and break down silos

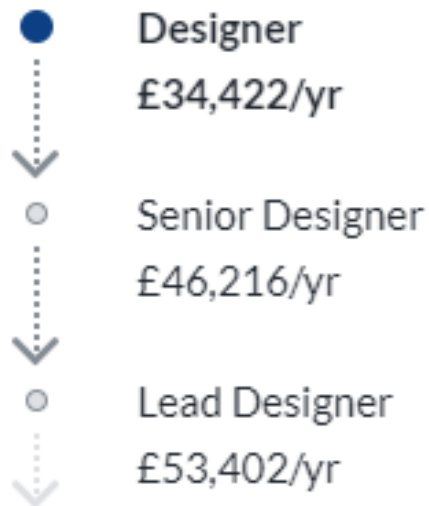
The Service Design industry

Identifiable profession: Service Design Network - UK LinkedIn Group 2,200 members

- Profession within Government Data, Digital & Technology Profession
- 20,000 with 'service design' or 'user experience' in their job title (LinkedIn). Will grow.

Private, public and third sector

Local, national, and multinational organisations; consultancy, freelance and in-house



Service Designer

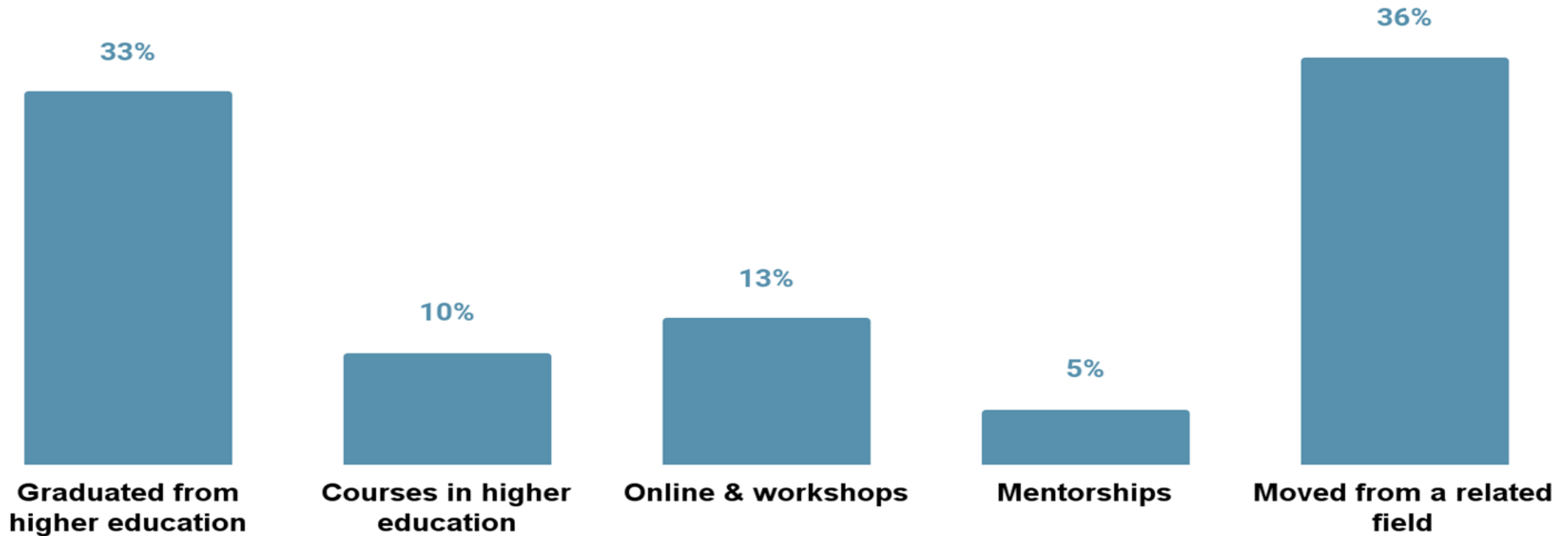
Years of Experience Distribution



Not including years spent in education and/or training

Source Glassdoor

How people get into service design now?



Why create a Service Design apprenticeship?

- Frustration around having apprenticeship levy, but not pathways for skills
- Competitive recruitment market and a need to 'grow our own'
- Apprenticeships provide hands on training and a more accessible career pathway
- Great for diversity
- Great for upskilling staff who lack formal SD training

Creating the apprenticeship

- Work started 4 years ago!
- A relay 'race' to get it ready
- A huge shout out to Amy Newnham (who started it all!), Clara Greo, Val Mitchell and Joanne Moore



The service designer apprenticeship

Apprenticeships

Trailblazer group identified typical duties and characteristics of a very competent service designer:

- 21 knowledge elements eg approaches to mapping & when to use; methodologies for user research and data collection; ideation tools/techniques; evaluating prototypes and ideas
- 26 skills
- 6 behaviours – ethics; big picture & detail; flexibility; continuous learning; takes responsibility, shows initiative, and is organised; champions the user
- <https://www.instituteforapprenticeships.org/apprenticeship-standards/service-designer-v1-0>

To pass apprentices must demonstrate all of the KSBs

Service Designer Apprenticeship

Module One	Module Two	Module Three	Module Four	Module Five	Module Six	Module Seven	
Introduction to Service Design	Service Design Approaches and Methodologies	Discovery Research	Service Prototyping and Evaluation	Collaborative Design	Successful Concept Delivery	Designing Equitable, Fair and Sustainable Services	Gateway readiness and end point assessment
<p>Why service design matters</p> <p>Key principles of service design</p> <p>How to adopt a service design mindset</p>	<p>Theory of service design</p> <p>Service design practical tools and methods</p> <p>Digital tools for service design</p> <p>New and emerging service design trends</p> <p>The process of service design</p> <p>Case study to understand and practice the service design process</p> <p>Project 1 – Mapping User Experience and Co-creating Service Design Solutions</p>	<p>Research methodologies and core service design research tools and methods, including interviews and service safaris</p> <p>Research ethics</p> <p>User needs identification analysis and synthesis</p> <p>Customer Journey Mapping – Service mapping and service safaris</p>	<p>Evaluation methodologies</p> <p>Digital and physical prototyping</p> <p>Rapid prototyping</p> <p>Measuring impact</p> <p>Project 2 – Prototype and Blueprinting a Service Design Solution</p>	<p>Working with multi-disciplinary teams</p> <p>Collaboration tools</p> <p>Co-creation</p> <p>Training needs identification</p>	<p>Project management</p> <p>Change management</p> <p>Agile design principles and ways of working</p> <p>Service blueprinting</p> <p>Project 3 – Using User Data and Analysis for Insights for Better Experiences</p>	<p>Equity, justice, diversity and inclusion</p> <p>Regulatory and legal considerations</p> <p>Principles and practices for inclusive service design</p> <p>Principles and practices for sustainable service design</p>	<p>Work based project with presentation and questioning</p> <p>Professional discussion underpinned by a portfolio of evidence</p>
<p>Live tutor led seminars for each module plus 1-2-1 coaching sessions Support from neurodiversity specialist</p>							

Apprenticeships

- Long term structured training, 19 months
- Pitched at level 6 – honours degree level
- 80% work, 20% off the job learning – the 20% is **immediately applicable in the workplace**
- All learning applies directly to the job – no unnecessary theory
- Apprentice is in an SD role, on your payroll
- Training paid from payroll tax (known as “The Levy”) ie **free**, for large organisations & 95% subsidized for SMEs.
- End Point Assessment by an independent organisation



Getting comfortable with JGA

- Established 32 years
- 170 public sector clients (8 of 10 largest)
- Official provider to comms and policy professions

Specialist Sectors:

- Marketing, Comms
- Government Professions

Award winning training

- 2021 Queens Award for Enterprise (Promoting Opportunity)
- 2023 AAC Apprenticeship Provider of the Year (Creative & Design)



Cabinet Office



Department
for Environment
Food & Rural Affairs



Government
Communication
Service



HOUSE OF
COMMONS

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY



MANCHESTER
CITY COUNCIL



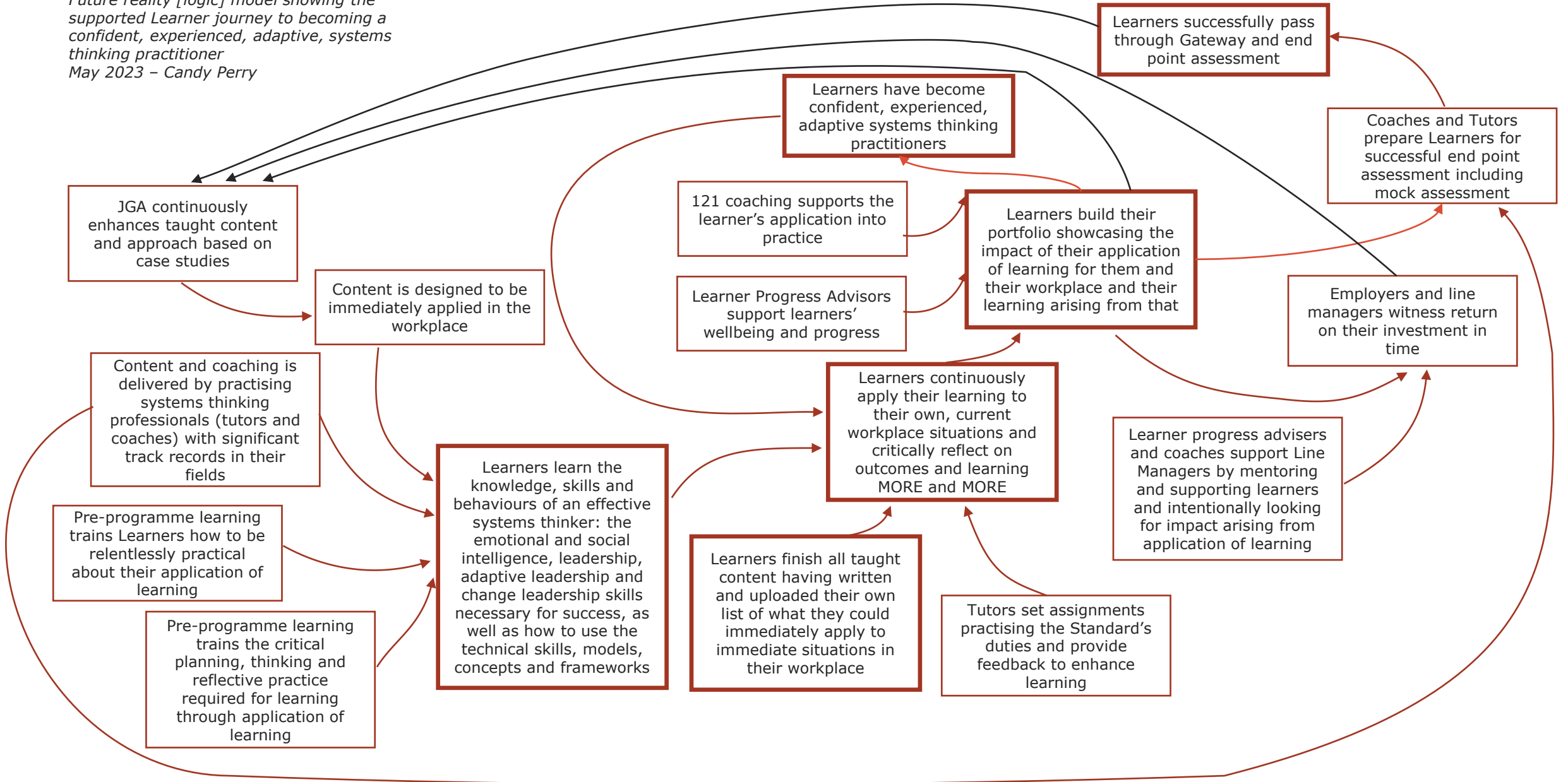
London Borough
of Hounslow



Camden

ps we offer systems thinking apprenticeships

Future reality [logic] model showing the supported Learner journey to becoming a confident, experienced, adaptive, systems thinking practitioner
 May 2023 - Candy Perry



Contact

<https://www.jga-group.com/service-designer-apprenticeship-level-6/>

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