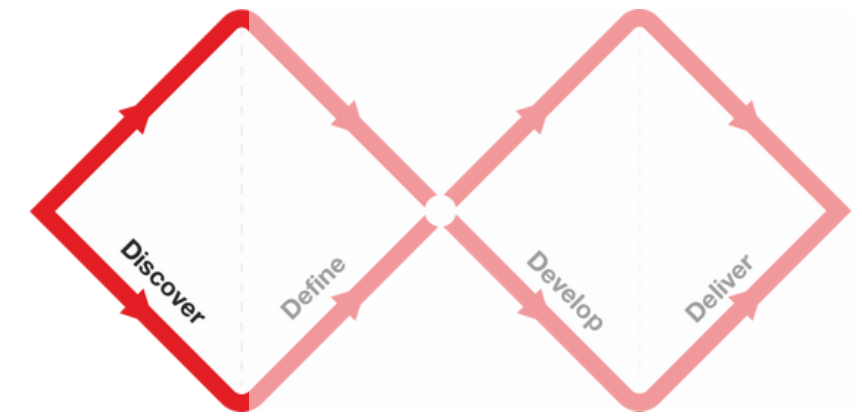


# Humanising Services



## What did we discover about service delivery?

### People experiencing poverty often feel:

- let down by services meant to support them
- forgotten
- misunderstood
- dismissed

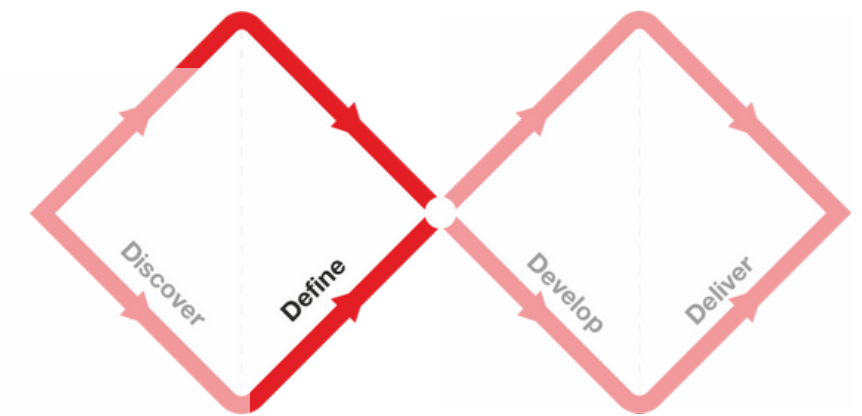
leading to deeper harm and disconnection

### Services can feel:

- cold
- rigid and bureaucratic
- inaccessible
- judgmental
- constrained by unsuitable eligibility criteria
- and lack a timely, compassionate human response.

### We defined 4 key problems:

- People struggle to access and understand information and navigate the system
- Fixed and rigid processes are harming people
- Staff attitudes and understanding of poverty can be a barrier
- Many key services in Ilfracombe are simply not available, not effective or disconnected



Moving from problems to possibilities,  
we set ourselves four design challenges:



**We need services that move**

from...

to...

**1** Rigid



flexible processes

**2** Confusing



clear and accessible information

**3** Transactional



compassionate interactions  
rooted in dignity and understanding

**4** Out of reach and  
fragmented



available, effective and connected

...so that people feel heard, supported and not lost in a cold, complex system.

**DESIGN  
CHALLENGE**

# Humanise principles

## **We need**

- Accessible, flexible, inclusive and responsive services
- Information that is available and inclusive
- Person-Centred navigation
- Proactive guidance

## **Delivered by staff and volunteers with**

- Compassionate understanding of poverty
- Non-judgemental attitude
- Transparency and credibility

## **To ensure**

- Timely access to support
- Simplified data/story capture
- Coordinated and consistent pathways (Integration)

## **What next?**

### Short-term

More work is needed to win hearts and minds as to why these standards and principles need to be adopted and/or there are some commissioners/providers whom appear willing/on board, so it is important to:

- Ensure there is continued feedback loop to update Commissioners on progress in 2026
- Shared the learning across the system to get others to follow suit
- As Devon Mental Health Alliance feels it's largely compliant with the standards and principles- ask them to present how this has been achieved and how they would audit them
- Present the findings to the System Change Action Alliance (date to be confirmed) and the [Public Health] Commissioning Network

### Medium-term

- Include the standards and principles within the next substance use competitive process and promote them within the Public Health department (Richard M)
- Ensure the impact of those that do adopt principles is monitored
- Try to get the principles used by the System Change Action Alliance and the Commissioning Network as a reference tool- that way commissioners/providers can identify which of the statements they feel a) able to adopt and b) fit with their service offer/values (recognise the risk here is organisations only select the standards and principles they feel they are already adhering to and therefore very little changes).
- Create training opportunities for staff to share principles
- Build the standards into the specification for the new Neighbourhood Teams (Ginny, ICB addition)

### Long-term

- A set of principles and standards that are used to Commission new services and audit existing services
- Staff trained to deliver in line with principles

# Staff resources

From transactional to compassionate staff interactions rooted in dignity and a greater understanding of poverty.

The following **staff resources** were created:



# Staff resources

## What's next?

### Short-term

- Finalise personas
- Continue to develop reflective activity for staff (piloted in NDH)
- Create a space to host resources as we build them
- Pilot 'Your story' tool

### Medium-term

- Develop opportunities to continue to co-develop resources with people with 'experts by experience'
- Secure volunteer management so that experts by experience are valued, supported and can access supervision and training opportunities.
- Reflective practice, support and supervision for frontline staff

### Long-term

- Embed resources and experts by experience to improve service experience and outcomes across the campus

Rigid  flexible processes

**We need to go beyond** a 'No', door closed

'we cant help'

'that's not our responsibility'

'your not eligible'

'your on the waiting list'

'No, but...'  
alternative offer  
approach

### **Move towards**

- We recognise you still have needs
- We recognise we have a responsibility
- We will work with you to connect you to practical support, information and others that can help you

## Ifracombe Campus "any door is the right door"

**This approach is rooted in our 4 challenges**

**People need -**

- need info
- services connected (people to services and services to people)
- Shared values and culture so people feel supported so they don't feel like they are in the wrong place or being left alone

**You will walk in any door and you know you will get:**

- a warm welcome
- the information you need
- connected to the services you need
- treated with compassion and understanding
- an alternative offer of support if your request can't be met
- a feeling that services are working together to help you

