

Catalyst

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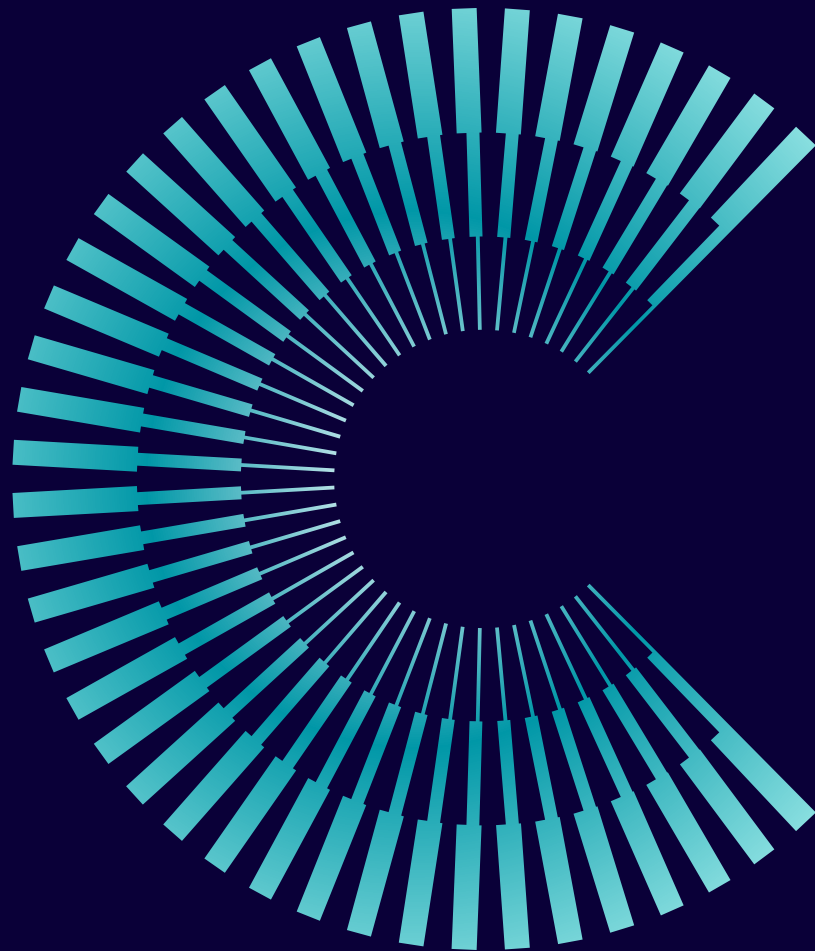
**Openness and reuse.
We're making things
for the whole sector.**

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Chris Thorpe

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**Catalyst and The National Lottery
Community Fund COVID-19 Digital Response**



Who are CAST and Catalyst?

CAST, helps people use digital for social good. We're on a mission to create a more responsive, resilient and digitally-enabled social sector by supporting nonprofits to embed digital and design across their services, strategy and governance.

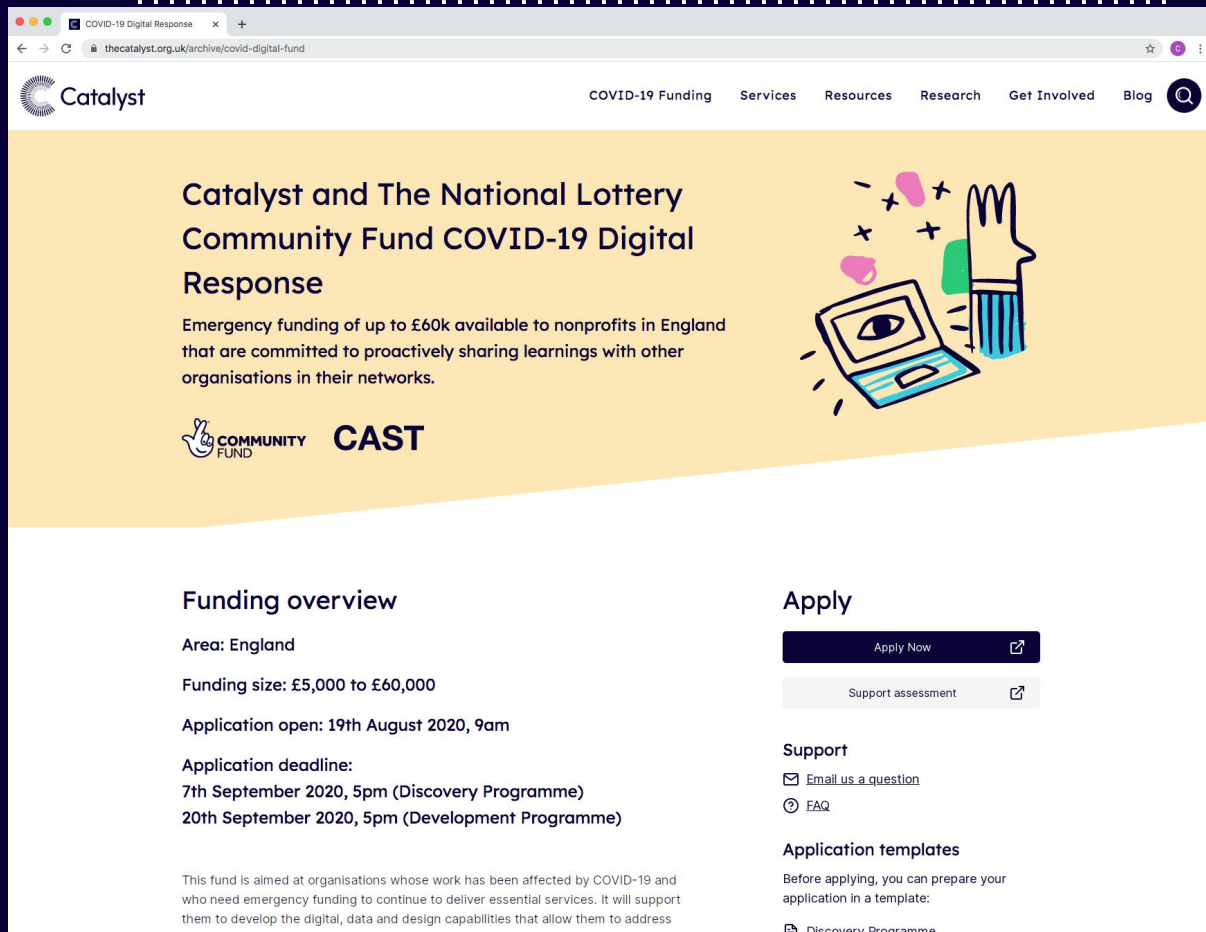
CAST is the incubating organisation for The Catalyst.

The Catalyst sets out to revolutionise how we tackle social and environmental issues in the UK: reshaping organisations to be more responsive to the communities they serve; more resilient; and more collaborative in the creation and scaling of solutions.

Catalyst is a coalition of major foundations, digital design agencies, civil society bodies and the UK government, seeking to massively accelerate the use of digital in the UK's voluntary and charity sector.



Catalyst and The National Lottery Community Fund COVID-19 Digital Response



COVID-19 Digital Response


the catalyst.org.uk/archive/covid-digital-fund


Catalyst

COVID-19 Funding Services Resources Research Get Involved Blog

Catalyst and The National Lottery Community Fund COVID-19 Digital Response

Emergency funding of up to £60k available to nonprofits in England that are committed to proactively sharing learnings with other organisations in their networks.



 **CAST**

Funding overview

Area: England

Funding size: £5,000 to £60,000

Application open: 19th August 2020, 9am

Application deadline:
7th September 2020, 5pm (Discovery Programme)
20th September 2020, 5pm (Development Programme)

This fund is aimed at organisations whose work has been affected by COVID-19 and who need emergency funding to continue to deliver essential services. It will support them to develop the digital, data and design capabilities that allow them to address

Apply

[Apply Now](#)

[Support assessment](#)

Support

[Email us a question](#)

[FAQ](#)

Application templates

Before applying, you can prepare your application in a template:

[Discovery Programme](#)



Catalyst and The National Lottery Community Fund COVID-19 Digital Response

Over 100 charities with 11 digital partners went through Discovery together

11 charities and digital partners working together on solutions

18 charities from Discovery have successfully applied for Development support and will be matched with a partner

Each of these organisations has committed to share the learning with a network of 10 civic society organisations

Support

Interdependent activities that form an ecosystem

Charities collaborating on defining standards/
tools which builds an ecosystem of shared tools

Charities reusing things, requiring less time
from digital teams/suppliers

Standards and tools

Reuse

Capacity

Charities understanding what tasks they do,
and picking a pre-existing solution rather than
building everything

Better suppliers/teams, more comfortable at
building only what is necessary and
customising what's already available



What is reuse?

Reuse is where one organisation uses a **tool**, **service**, **process** or **standard** (or something else) developed by another organisation.

Adapting the thing being reused, or adapting the ways of working to fit the thing is absolutely part of reuse.

Where does reuse fit?

Digital Design Principles

10 design principles to help charities build better digital services:

1 Start with user needs, and keep them involved



2 Understand what's out there first



What does this mean?

Duplication wastes money. Before you build anything, especially a new service, it's important to understand what's out there already. On the one hand, this means understanding who is already working on the issue you're trying to address. Knowing this means you can learn from them, and avoid duplicating their work. Secondly, it means not building something that you don't need to. Very often it is much cheaper and quicker to repurpose existing digital tools than to build something new. If you are spending money and time on a new digital thing, you should have bullet proof reason why.

Find out more

A blog about [accelerating tech for good impact through a culture of reuse](#).

Case studies

Refugee Action

[See this principle in action](#)



Why should we reuse?

“We found that re-use enables **quick testing and learning** and **makes it easier** for charities to kickstart their entry into designing digital services. We also learned about the positive impact that re-use can have on teams and organisational culture. We heard about re-use **increasing the confidence** of team members involved; shifting attitudes towards digital tools more broadly; and **acting as a key to a community of other practitioners** and **organisations working to address similar challenges.**”



Why should we reuse?

It saves money

It is often quicker to implement

It reduces risk

(Bespoke software is inherently risky)

There are economies of scale

It makes products better
because more people are
contributing/using

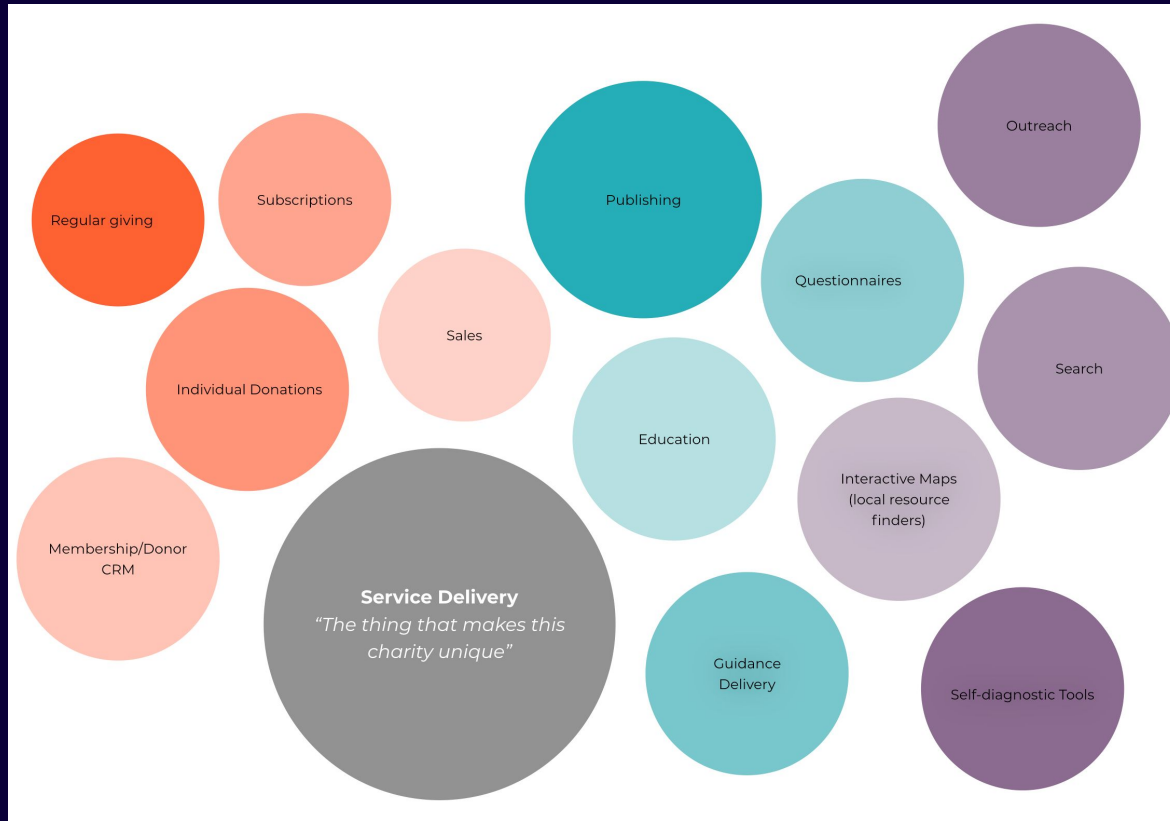
Why should we reuse?

Julie Bishop



“We now want money to fund the hardware and also want somebody to fund a cataloguing tool so we can find out who’s doing what. Then I will only use our money to do what we alone have the expertise to do.”

"The blob model"





Why don't we currently reuse?

“We don't know what's out there”

“We didn't know how to use it”

“We didn't know if we were allowed to use it”

“We didn't think to”

“We didn't know if it would fit the needs of our users”

“We were worried about risk”

Objects of reuse



Patterns

Recipes

Layers*

Blueprints*

Platforms*

*Launching this week and next week. Look out for
Invitations to Tender.



Service Patterns

Service Patterns are just a standardised way of saying what is being done for a service user or beneficiary and what it is helping them with.

“As the **carer** of a **newly diagnosed Alzheimer’s patient** I need to **register my changed status**.”

Life event - receiving a diagnosis

Beneficiary type - carer of a medical patient

Service Pattern - ‘register for something’



Service Patterns

Service Patterns help other organisations understand quickly if a solution may be useful for their users and help to provide navigation for Recipes.

“As the **carer** of a **newly diagnosed Alzheimer’s patient** I need to **register my changed status**.”

In this example, another charity who also supports carers of people with a medical condition can quickly understand what a service, or part of a service does, and can think about whether it would work for their users.

Service Recipes

Service recipes from Catalyst

recipies.thecatalyst.org.uk

Catalyst


Home Recipes Contributors

ALPHA This is a new service – your feedback will help us to improve it.


Service recipes for charities

Practical guides to help charities reuse and learn from one another's services.

[Browse recipes](#)



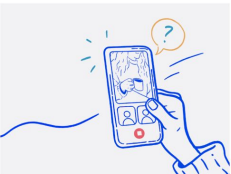
Latest recipes



Barnardo's

Deciding to pilot a new tool in a service with a vulnerable group

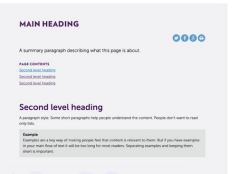
[Provide urgent support](#)[Provide tailored support](#)[Get consent](#)



We Are With You

Providing group support sessions online

[Provide tailored support](#)



NCVO

Using a content pattern to write guidance that helps people work out what to do

[Provide general guidance](#)



Service Recipes

Service Recipes are tools which help other charities reuse the tools and processes that you have created. They give information on who is being helped, some user needs statements and guidance on things to be aware of. Most importantly they give you a step by step guide of how to make one yourself.

We've published over 20 recipes so far in the Alpha, we've got another 20 in the backlog. Charity Digital will be working on the Beta programme adding another 50+ recipes and we'd love all of our Development grantees to become recipe creators too (and we have some helpful organisations to work with you on that and a simple process).

Service Recipes

Deciding to pilot a new tool in a service with a vulnerable group

← → ↻

recipies.thecatalyst.org.uk/recipes/deciding-to-pilot-a-new-tool-in-a-service-with-a-vulnerable-group

☆ ⓘ

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Home Recipes Contributors

ALPHA This is a new service – your [feedback](#) will help us to improve it.

[Home](#) > [Recipes](#)

Deciding to pilot a new tool in a service with a vulnerable group

Contributed by

 Barnardo's

Overview

Software and tools used

Recipe steps

Guidance

Risks


Points of contact

Overview

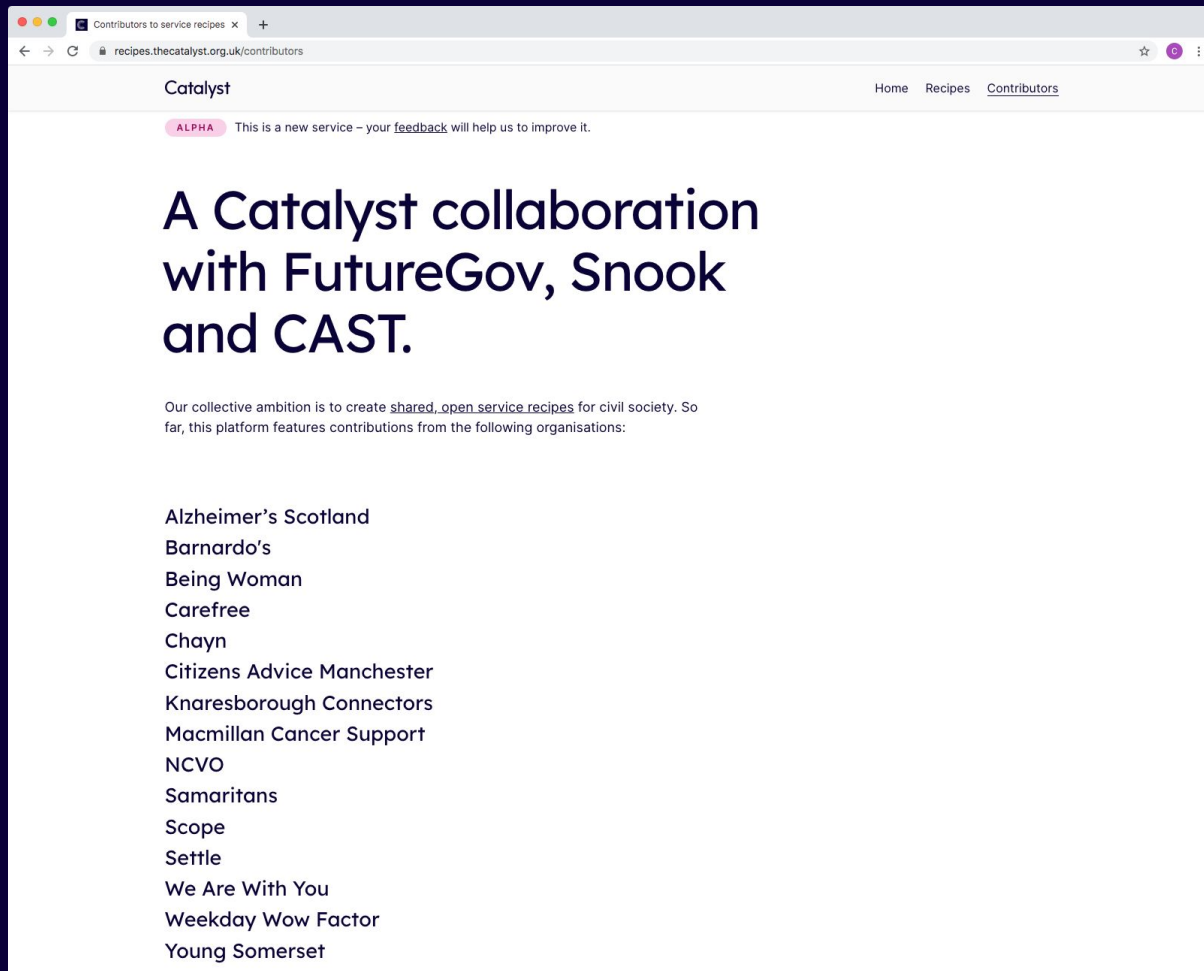
[Barnardos](#) are helping to protect vulnerable children and young people across the UK. In November 2019, they started looking at delivering the technology side of a pilot project to allow workers and young people to communicate via WhatsApp. This would be done on a one to one basis across three services in one region.

The Children's Services Manager and workers had been frustrated that the young people they were working with wanted to communicate using platforms they knew and felt comfortable using, but felt inhibited from doing so by Barnardo's social media usage policies.

This pilot gave Barnardo's a chance to adapt their services, not only to improve client experience but to also enhance their service delivery. They did this through a blended approach of digital support along with the existing face to face work, as well as updating Barnardo's social media usage policy and guidance for service workers.



Service Recipes





What are the components of a recipe?

A helpful title, for navigation, browsing and sharing

The name and ideally logo of the charity providing the recipe

A categorisation of the recipe to a pattern*

An image for the recipe and a similar image for social cards

A recipe overview

A recipe status - how mature/emergent the recipe is

Users and needs served (ideally expressed as user needs statements)

Software and tools used

Recipe steps

Guidance

Risks

Point of contact

Acknowledgements

Licence

URL of live service (if appropriate)



Service Layers

A Service Layer is a reusable part of an application that many other organisations could use.

A really good example of this is sending notifications to users.

GOV.UK built a system called Notify which does this and is now used by 3.5k different organisations from central government, local government and the NHS. Since 2016 it's sent over a billion messages. It's open source so others can make use of the thinking and code.



Service Blueprints

A Service Blueprint is a shared understanding of the jobs to be done/the patterns used for a specific sort of challenge. It's like an architect's plan or a town planner's map.

A really good example of this is something like e-learning.

Knowing all of the different elements that make up a service allows other organisations to see which bits they need to reuse and some examples of how people have tackled those parts of the problem. Over time more parts of the puzzle can be added so that more specialised versions of the service can be made.



Service Platforms

A Service Platform is an application to perform a complete service. It's ready to use and just needs customising to your organisation's requirements - and obviously the needs, expectations and behaviours of your users.

A really good example of this is something like a repository for guidance.

By finding shared user needs we can create a neutral platform which can be shared, used and customised by many organisations.

Our biases when making tools



Open

Use what's around

As little as possible

Easy to get started

Play nicely with others

Consistent

Foundational

For everyone

Safety first

Sustainable



Open Licenses everywhere

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All published outputs from projects, and all materials (code, content, design etc) will be published under Open Licenses (the outputs held by CAST in trust for The Catalyst network).

Code

All code should be made available under an Open Source license (GNU LGPL or Commons Clause)

All the other wonderful things

All other outputs should be made available under a Creative Commons license (CC BY-NC-SA 4.0). This should include things like Discovery Playbacks, User Personas, Anonymised User Research Insights, User Stories and Acceptance Tests if possible.

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Working in the Open

One simple thing which helps other organisations is seeing people like them developing something.

In some ways, exposing and demystifying process is as important for reuse and increasing digital confidence as the things that are made.

We know that time is at a premium, but we'd really love it if you tell the story of the things you make.

With blog posts, or tweets, or however you normally share with organisations like yourselves.

'Working out Loud' and 'Weeknotes' are great examples of working in the open if you feel comfortable to share them openly and they really help people understand how digital products are made.

We're working on some resources for you from people who have successfully worked in the open before.

Questions?

If you want to ask a question privately, or it occurs to you later, or you'd just like some advice:

chris@wearecast.org.uk
