Pilotlight Design Brief – Individual Service Fund

Client	Moray co-design team / Pilotlight
The Challenge: Link back to the original barrier. For example, 'to make information about SDS more accessible to people with mental health problems'	To ensure people with mental health problems have access to all 4 SDS options, including option 2, Individual Service Funds (ISFs).
Background: Provide some information about why you believe 'the challenge requires a new solution'	ISF development for people with mental health problems is at a relatively early stage in Scotland. Moray Council have no mental health provider organisations currently offering ISFs.
Solution proposed:	New contracts for crisis funding and ISFs. Mental health providers in Moray continue to be block funded for crisis support but are encouraged to develop ISF provision in time for introduction of SDS on 1 April 2014.
Current stage of the solution: What stage is the development for the idea?	Preferred model selected by co-design team.
Goals / objectives: • What are you trying to achieve with this new product / service? • What does success look like? • How does your product differ from competitors?	To make SDS option 2 a real choice for people with mental health problems and to ensure mental health providers remain financially stable. Success would be providers having the confidence to invest in systems changes to support ISF development and mental health service users choosing this option.
Who: • Tell us about your target audience e.g. their age, technology use, knowledge of SDS • Tell us a key insight about your target audience • What support would someone need to use this service? e.g. an introduction from a practitioner or none, people shouldn't require support	Provider organisations have a good knowledge of technology and of SDS. Providers are concerned that SDS will mean increased risk and financial instability for them. The move from block to individualised funding will mean significant system changes, an increased workload for provider finance staff, in particular, including individual invoicing, bad debt recovery and audit trailing. Providers in Moray may need support form Moray Council, from The CCPS Providers and Personalisation programme and from providers from elsewhere in the UK who have experience of developing and operating ISFs (e.g. Inclusion, Dimensions). CCPS and ARC are running seminars in November aimed specifically at Finance and HR staff.
What 1: • Outline what it is that people using the product / service should be able to achieve • Tell us where it is going to be used e.g. online, printed materials to pick up • What content will be published?	Providers using the contracts should be able to business and workforce plan with confidence. This will include setting up ISF systems and re structuring their workforces over time to ensure they can deliver both crisis support and ISF support. The ISF contracts should be published and available on the Moray Council website for download.

What 2: Describe (or draw) the journey for a first time user	
What 2 (continued): Describe or draw the journey for a familiar user	
What 3: • Describe the look and feel of the product / service • Describe the tone of voice that product / service should have	Clear Professional Minimal legal language
Details: • Who should have responsibility for keeping the product / service up to date? • Who should supply the content for the product / service? • Any other details e.g. guidelines, length, size	Moray Council
Inspiration: Please include links to other effective and relevant design examples. These can be examples you find inspiring, have colours you like, speak in the right tone of voice or have the right values.	
Delivery: • Timescale for the initial prototype • Deadline for final prototype	