

Design Principles

Design Principles are the *internal commitments* of Surrey County Council that directly impact its operating model.

They work in tandem with:

The Surrey Way

Surrey's cultural ethos.

Customer Promise

Surrey's external commitments.

Surrey's Strategy and Priorities

Nobody is left behind

Growing a sustainable economy so everyone can benefit

Tackling health inequality

Enabling a green future

Empowered and thriving communities

Design Principles

1

Customer-Centric Design

Embed an inclusive Voice of Customer in all aspects of the operating model and take an outside-in approach to ensure continuous innovation.

2

Prevention

Collaborate with communities and partners to anticipate customer needs and target community capacity building and earlier holistic support.

3

Clear Roles & Responsibilities

Clear communication, ownership and accountability for customer outcomes across all levels of Surrey County Council

4

Tech Enabled

Use tech where appropriate to enable customer experience. Be innovative and courageous in making cases for new tech.

5

Evolving Processes

Design streamlined and intuitive processes that minimise the unnecessary and eliminate workarounds, so the experience shines through.

6

Empowered Multi-Disciplinary Teams

Equip teams with clear roles, resources, and authority. Build a transparent culture of trust and collaboration that works in the open and encourages sensible risk taking and experimenting.

7

Actionable Metrics

Gather data that provides insights and enables targeted decision making. Champion data that connects our ambitions with action.

8

Solution-Driven Delivery

Ensure the right channel is used at the right time, with human expertise readily available. Finding solutions for customers is key to delivery.

These Design Principles will serve as Surrey's north star for operating model development and governance, ensuring consistency, reliability and alignment with strategic goals and desired outcomes across the organisation.