Welcome from the research team

Since the last newsletter we have had further recruitment of Experience Panel members and we have held Experience Panels surveys and events across Scotland in order to gather your views about how the agency, Social Security Scotland should work.

In this edition we have an update on new Experience Panel members, an interview with a Social Researcher at Social Security Scotland, an article about Digital Identity Scotland research and a link to our publications online.

New Experience Panel Members

Since re-opening recruitment to the panels in June, over 500 people have signed up to become an Experience Panel member. We would like to thank you all for spreading the word and letting others know about the important work Experience Panels members do in helping to design social security in Scotland.

Recruitment to the panels will be closing soon. We are still particularly interested in hearing from young people aged 16-30. If you know of anyone who would be interested in joining the Experience Panels, they can register at:
https://response.questback.com/scottishgovernment/experiencepanelsregistration
Alternatively, they can phone our Freephone helpline on 0800 029 4974.

People are happy with Social Security Scotland service

Social Security Scotland came into being on 1st September 2018 and several benefits are now live. These are Carer's Allowance Supplement, the three parts of Best Start Grant and Best Start Foods. Funeral Support Payments and the Young Carer Grant have also recently been launched.

An insights research programme with clients is being set up as part of Social Security Scotland. The results from the research will be used to improve the service. So far, satisfaction levels with Social Security Scotland are high.

The latest publication of the insights research findings for the period September 2018 to June 2019 was published recently. It reveals that over 500 clients have left ratings on their experience of engaging with Social Security Scotland telephone service. 84% of these clients were happy with the overall service they received.

Over 1500 clients left ratings following paper, online and telephony applications for the Best Start Grant – Pregnancy and Baby Payment. Of those who were paper applicants, 91% rated the service as good or very good. 97% of online applicants who left a rating rated the service as good or very good. 100% of telephone applicants who responded rated the service as good or very good.

Insights research publications will be released quarterly, with links to them available on the reporting page of the Social Security Scotland website:
http://www.socialsecurity.gov.scot/what-we-do/reporting

Also we have just recently issued the Insights Research publication. You can find this publication at:-
https://www.gov.scot/publications/social-security-scotland-insights-research-findings-30-june-2019/

Information about the benefits that are now live can be found here:
http://www.mygov.scot/benefits/ or by calling Freephone: 0800 182 2222

Delivering Social Security in Scotland: An interview with Cheryl Bailey

Cheryl Bailey is a Social Researcher in Social Security Scotland. She does research with clients and staff.

Can you tell us a little about your background?

I completed an internship with the Scottish Government in 2015, and immediately knew that's where I wanted to work permanently. After finishing up a PhD in Health Psychology, I became a Government Social Researcher in 2017 and haven't looked back!

What do you enjoy most about your role?

As a Social Researcher, I enjoy being the link between the public and government decisions. In Social Security Scotland, my work involves giving clients a voice in order to shape the operational delivery of the organisation, and I enjoy the impact this has.

Could you tell us a bit more about your role?

On a day-to-day basis my role involves designing, managing and carrying out various pieces of research, using methods such as surveys and interviews, in order to understand the experiences of Social Security Scotland clients and staff. The information my team collects is used to measure the performance of the organisation and to continuously improve services, so I also attend lots of meetings with the teams responsible for both of these things.

What are the challenges in your role?

Being part of a brand new organisation like Social Security Scotland means there's no road map. It's important for us to come up with new and innovative ways of doing things, which is both challenging and exciting!

Do you have future plans and priorities that you can share?

I'll be working on a programme of research for Social Security Scotland that will ask clients how their experience has been. We'll be sure to keep Experience Panel members informed along the way.

How can Experience Panel members get involved in your work?

Panel members are most likely to come into contact with my work if they become clients of Social Security Scotland. Anyone who engages with Social Security Scotland (e.g. from making a general enquiry to applying for/receiving a benefit) will have the opportunity to leave feedback via the insights research programme.

 Experience Panels research results: Digital Identity Scotland

[Digital Identity Scotland](#) has been working with Social Security on how a reusable online identity can be developed for the Scottish public sector. It is intended that Social Security would use this online identity process for new applicants applying online.

In April and May we ran research with Experience Panel members in Edinburgh, Inverness, Glasgow and East Kilbride. We talked to Experience Panel members about their experiences of proving who they are to access public services and what identity evidence they had. We also looked at how setting up a reusable identity account could work when applying for services online and in person.

Experience Panel members' experience of proving their identity was mixed. Issues we heard about included:
- Not having an acceptable photo ID (a passport or driving licence).
- Not having paper copies of bills for proof of address as they have moved to "paperless" online accounts.
- Not having proof of address if they had recently moved.
- Local councils not being able to reuse information already submitted by an individual.

Many of the Experience Panel members talked about the National Entitlement Card as a photo ID that they had access to and would like to use. National Entitlement Cards are either a bus card or a Young Scots card.

These findings will inform how the Scottish Government could use Scottish public sector data and services to confirm individuals who do not

have standard forms of ID. This includes looking at how we can include the National Entitlement Card as a source of ID evidence.

We looked at what the experience of Experience Panel members was for having to set up an identity account while applying for a service.

The helpful feedback we received on what the online experience was like and how to design the process included:

- Having a choice of which identity provider you can verify online with.
- The content and design needs to help citizens understand why and how they can make a choice.
- When presented with public and private sector options, most citizens would choose a public sector option as they preferred their information staying within the Scottish Government.
- It needs to be clear what the benefits of setting up an online account with an identity provider are. If people know the benefits, they are more likely to take the time and effort to do it.

This feedback is being considered by the Digital Identity Scotland team as they start to look for companies to create this service.

Marianne O'Loughlin (our researcher) has contributed to a blog. The blog is about the experience of carrying out user research for the Digital Identity Scotland programme. Her post can be read at: https://blogs.gov.scot/digital/2019/04/12/digital-identity-scotland-user-research-on-the-road-part-2/

Follow the programme on Twitter: @DigitalIDScots

Experience Panels Publications

All our publications are here:-
https://www.gov.scot/publications/social-security-experience-panels-index-of-publications

Our recent publications include reports on the names of disability benefits, Disability Living Allowance for Children, Carer's Allowance Supplement and Advocacy. We have also just published the Charter Measurement Framework, which like the Charter was developed with a group of panel members.

The Scottish Government has published a document that provides an overview of key commitments on Disability Assistance. It is available at: https://www.gov.scot/publications/disability-assistance-key-commitments/

There is another document which shows the comparison between the proposed client experience for Disability Assistance benefits and the existing DWP processes. It is available at: https://www.gov.scot/publications/disability-assistance-comparison-of-client-experience/

We will continue to send you reports when we publish them. You can request paper copies of any of our reports using the contact details below.

Meeting your needs

If you have any feedback on this newsletter or ideas for what you would like to hear about in future newsletters, please let us know.

You can contact us by:

Email: SocialSecurityExperience@gov.scot

Post: FREEPOST Social Security Experience Panels

Phone: 0800 029 4974

BSL users can contact us via www.contactscotland-bsl.org
Textphone users can call using the 18001 prefix. Translation is available if required.