



Styles of government intervention*

	Early stage intervention	Framing, piloting and market forming	Scaling, mainstreaming and market building	Moving in mature markets and policy ecosystems
Government as ... Collaborator Working with others to build evidence and develop ideas	Champion Build a case for change and retain alliances for action.	Convening power Draw together expertise from across system.	Connecting networks Encourage government, experts and citizens to co-create change.	Co-producing Co-deliver by steering different actors from across the system to deliver outcomes.
Steward Steering a sector through influence and information	Agenda setting Build awareness and confidence in new opportunities by providing thought leadership.	Strategy and skills planning Prepare for changing workforce demands and consequences of change.	Educating and informing Ensure regulation is sufficiently understood and citizens know what's available to them.	Giving a voice Creating platforms for citizens and stakeholders to protect vested rights and interests.
Customer Buying goods and commission services	Catalyst Review, identify and invest in key opportunities with strategic value.	Standard setting Develop standards for data collection and presentation.	User centred commissioner Understanding citizen needs and contracting services that deliver best impact.	Leverage buying power Utilise public procurement to encourage investment, innovation, and protect consumer rights.
Provider Designing, providing and modifying public services	Innovator Create test beds, sandboxes and trials in real world settings.	Service redesign Establish legitimacy for more human-centred services, harnessing political will for change.	Service provider Provide services directly or indirectly through funding and target setting.	Choice architect 'Nudging' behaviour so that the default is both attractive and easy.
Funder Stimulating or leading investment	Early adopter Invest in the exploration of new opportunities with strategic value.	Fiscal incentives Direct finance to stimulate new thinking that can drive future opportunities.	Grants and subsidies Incentivise behaviour change through grants or other incentives.	Platform provision Scale up proven ideas through existing infrastructure and public services.
Regulator Regulating a sector and coordinating enforcement	Encourage voluntary codes Self-regulation, without legislation, allowing for greater flexibility.	Governance Ensure regulation supports the conditions for change and delivers the policy intent.	Building a regulatory environment Ensure regulation enables the intended policy outcomes.	Compliance Support enforcement and harmonise regulatory compliance environment.
Legislator Making laws and amending legislation	Green papers Publish proposals for discussion with stakeholders and the public.	White papers & draft bills Publish proposals for consultation and pre-legislative scrutiny.	Primary and Secondary Legislation Support a bill through parliament and enact legislation.	Amend rules Statutory Instruments: rules, orders, created by delegated authorities (e.g. Secretary of State).