

Guide to Delivering Co-production

Social Care, Health and Housing

A great place to live and work.

What is co-production?

‘When an individual influences the support and services received, or when groups of people get together to influence the way that services are designed, commissioned, and delivered’ [2].

Co-production should be at the heart of what and how we deliver services and change within Social Care, Health and Housing.

This guide has been developed to help colleagues understand co-production and provide a standard framework to follow for integrating it within their service areas. It should be used as a basis and reference guide and should not be prescriptive or restrictive.

This guide accompanies the SCHH co-production framework. Further information can be obtained by enrolling onto the co-production training programme, which can be accessed via Success Factors Learning Management System.

Why co-production is important?

- Provides opportunities for people to influence the decisions and shape the direction of Social Care, Health and Housing.
- Gives people control over their own lives and creates a sense of place and belonging [6].
- Breaks down the barriers between people who use services and professionals [5].
- Leads to the identification of new resources that are better suited for the people they’re designed for [1].
- Helps make the best use of resources, delivers better outcomes for people who use services and carers, builds stronger communities, and develops citizenship [5].

Co-production and other types of participation

Ladder of co-production:

Think Local Act Personal ladder of co-production describes a series of steps towards full co-production in health and social care [3].

Co-production operates at many levels: strategic, service design and development and individual.

TLAP’s ladder of co-production is used to describe co-production at strategic commissioning level, but it can be adapted to any of the other levels as well.

Co-production:

Co-production is an equal relationship between people who use services and the people responsible for services. They work together, from design to delivery, sharing strategic decision-making about policies as well as decisions about the best way to deliver services.

Co-design:

People who use services are involved in designing services, based on their experiences and ideas. They have genuine influence but have not been involved in 'seeing it through'

Engagement:

Compared to the consultation step below, people who use services are given more opportunities to express their views and may be able to influence some decisions, but this depends on what the people responsible for services will allow.

Consultation:

People who use services may be asked to fill in surveys or attend meetings; however, this step may be considered tokenistic if they do not have the power to influence or affect change.

Informing:

The people responsible for services inform people about the services and explain how they work. This may include telling people what decisions have been made and why

Educating:

The people who use services are helped to understand the service design and delivery so that they gain relevant knowledge about it. That is all that is done at this stage.

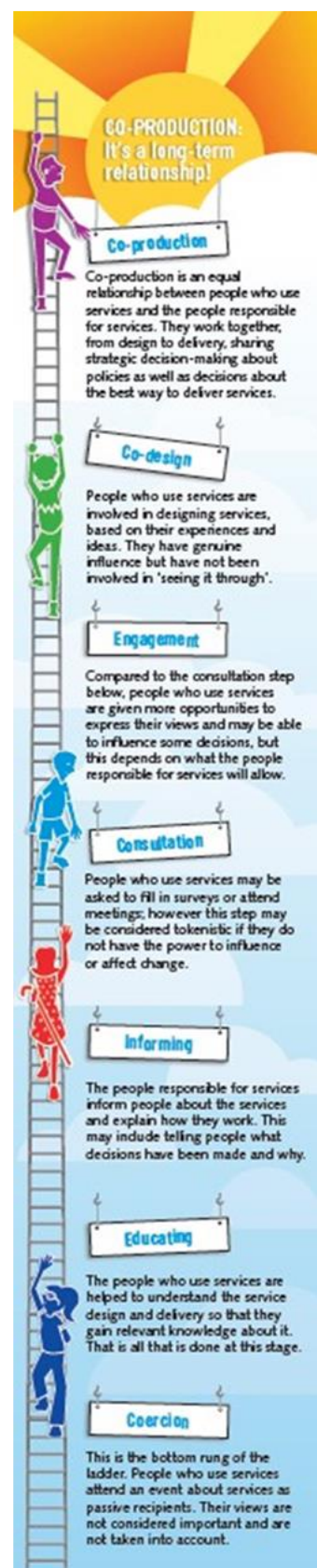
Coercion:

This is the bottom rung of the ladder. People who use services attend an event about services as passive recipients. Their views are not considered important and are not considered.

Links:

[TLAP Ladder of co-production](#)

[Ladder of co-production explained - \(5 min film\)](#)



The Ladder of Co-production developed by Think Local Act Personal (TLAP) [3]

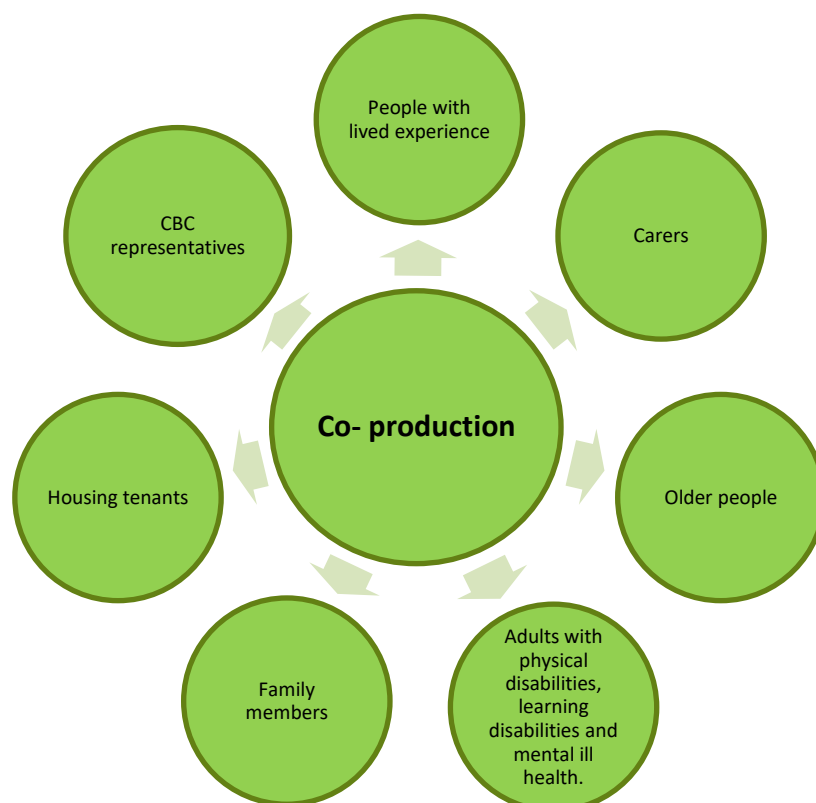
Establishing a co-production group

The 3 'W's (and one 'H') of Co-production:

- **What?** There are a wide range of engagement methods that can be used to capture customer views. For example, workshops, working groups & panels.
- **Who?** How will you identify these different groups? It may be that different engagement methods are required.
- **Where?** Customers are most likely to engage in settings in which they feel comfortable. There are a wide range of engagement methods that can be used to capture customer views. These include: Focus groups.
- **How?** It is a good idea to take each stage of the commissioning cycle and identify opportunities for Co-production. For example: Analyse, plan, do and review [1].

Membership Representatives:

Membership representatives should be identified who have a vested interest in the changes you are proposing to make. The list below is a small example and not exhaustive. It is therefore important that time is spent at the outset to identify the appropriate representatives.



Frequency, duration & location:

Access requirements:

Think about whether the room can accommodate people who use wheelchairs or mobility aids.

For example:

- Are door frames wide enough?
- Is the meeting room on the ground floor?
- If not, are there enough lifts to accommodate multiple
- wheelchairs?
- Have emergency plans, such as evacuation for a fire, been thought through?
- Is relevant signage in place so people can locate meeting room?

Location & Frequency:

- Have you discussed preferred meeting times with all parties?
- Are meetings held at venues that are suitable for / local to most attendees?
- Can travel arrangements (e.g., taxis) be made for customers when required?
- Have alternatives to formal meetings been considered? [1]

Duration:

- Allow time at the start of the meeting for people to introduce themselves and get to know each other on a personal level.
- Ice breakers are often useful, a simple example is a 'mood barometer'.
- This can take the form of a set of pictures where people relate to how they are feeling at the start of the session and then revisit the pictures again at the end.
- Be mindful of personal circumstances, are there carers/those with lived experience who have a limited time available through the day and may prefer co-production to be spread over shorter sessions.



Measures of success:

When we successfully deliver co-production, the following statements are realised.

‘I’ statements:

How people feel when co-production is working well.

- ‘I am valued for the contribution I make to my community’
- ‘I am supported by people who see me as a unique person with strengths, abilities and aspirations’.
- ‘I am treated with respect and dignity’
- ‘I have opportunities to help shape the services the Council provide’

‘We’ statements:

What organisations and their people need to do to make sure actual experience lives up to the ‘I’ Statements.

- ‘We work with people as equal partners and combine our respective knowledge and experience to support joint decision-making’
- ‘We work in partnership with others’
- ‘We look for ways to involve people in their communities, so they feel included and valued for their contribution’
- ‘We have a ‘can do’ approach which focusses on what matters to people’ [4]

Adopting a co-production methodology

Working Together for Change:

Working Together for Change (WTfC) is a tried and tested approach to co-producing change with local people and harnessing the energy from that process for strategic planning, commissioning, and service development [7].

About this methodology:

WTfC uses information, most commonly from person-centered or outcomes focused reviews, to shine a light on what is working well for people, what is not working so well and what might need to change for the future. The process is scalable, highly adaptable, and applicable at different levels of change. There are compelling reasons for adopting WTfC now and significant benefits to be gained from making the approach part of everyday practice [7].

The 8 steps:

Working Together for Change is an 8-step process. Any programme of work delivered through WTfC will go through each of these steps consecutively. The process is designed to work cyclically and to be embedded within the core cycle of commissioning or business planning [7].



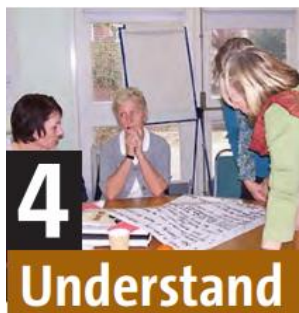
Step 1 Prepare: Agree how, when and where you want to use Working Together for Change and who needs to be involved. Ensure people have a recent person-centered or outcomes focused review.



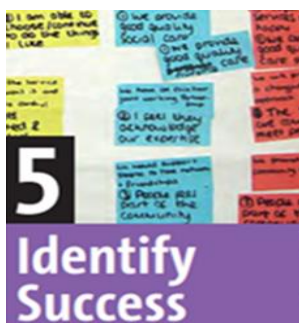
Step 2 Collect: Gather the information from review- What are the two top things that are working and not working for each individual, and what do they want for the future.



Step 3 Theme: Work with a range of stakeholders, including people with support needs, to recognize themes in the information from reviews and give each theme an "I" statement.



Step 4 Understand: Work together to understand the root cause of what is not working for people and priorities the top ones to address.



Step 5 Identify Success: Identify what success would look like if the root causes were addressed and changes. Agree success statements from different perspectives.



Step 6 Plan: Look at what is happening already to move towards success, think together about a range of other ways to make change and agree which ideas to turn into action plans.



Step 7 Implement: Identify where you are now (baseline) and how else you will know you've been successful (indicators). Share this information and start to implement action plans.



Step 8 Review: Evaluate progress against success criteria and write Working Together for Change report. Communicate progress and next steps to all involved and other people interested in the changes.

Social Care, Health and Housing have several trained facilitators who can help advise and guide you through the process to deliver the best outcomes for your customers and service. For more information or if you have any queries please contact SCHHServicedevelopment@centralbedfordshire.gov.uk.

Co-production Terms

- **Prescriptive** - telling people what they should do, rather than simply giving suggestions or describing what is done.
- **Seldom-heard groups** - groups of people who may experience barriers to accessing services, and / or who are under-represented in engagement and decision making [1].
- **Accessible** - able to be interpreted and understood by all parties. Achieving accessibility may involve taking extra measures such as adapting language, adding visuals, providing 1:1 explanation, or any other adaptations necessary to ensuring everyone can access information [1].
- **Inclusive** - aiming to provide equal access to opportunities and resources.
- **Facilitation** - the process of making something possible or easier.
- **Commissioning** - process of assessing the needs of the local population for care and support services and designing, delivering, monitoring, and evaluating those services to ensure appropriate outcomes [2].
- **Inclusive** - aiming to provide equal access to opportunities and resources for people who might otherwise be excluded or marginalized.
- **Facilitation** - creating a structure and environment that makes it easy for people to collaborate.

References

1. [WCCC-859-394 \(warwickshire.gov.uk\)](http://warwickshire.gov.uk/WCCC-859-394)
2. [40573 2902364 DH Care Guidance accessible pdf \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/40573/2902364DH_Care_Guidance_accessible.pdf)
3. [Ladder of Coproduction | TLAP | social care \(thinklocalactpersonal.org.uk\)](http://thinklocalactpersonal.org.uk/Ladder-of-Coproductio...)
4. [TLAP-Making-it-Real-report.pdf \(thinklocalactpersonal.org.uk\)](http://thinklocalactpersonal.org.uk/TLAP-Making-it-Real-report.pdf)
5. [Co-production in social care: what it is and how to do it – At a glance – SCIE](#)
6. [CoproHandbook Full \(oxfordshire.gov.uk\)](http://oxfordshire.gov.uk/CoproHandbookFull)
7. [Working Together for Change \(imagineactandsucceed.co.uk\)](http://imagineactandsucceed.co.uk/Working-Together-for-Change)

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