

# Getting to the heart of co-production: what makes this approach different from just asking people what they think?

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Consultation is a one-night stand....

Coproduction is a long-term relationship



One night stand Sue. What characterises her....

- conversations?
- behaviour?
- attitudes?



Mr marriage please Mick. What characterises his....

- conversations?
- behaviour?
- attitudes?



# Co-production - the context

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If we live with a long-term condition, or are the loved one of someone with a long-term condition, then responsibility for that condition lies mainly with ourselves. There are 8760 hours in a year and if I see my CPN once a fortnight for an hour, that is 26 hours – the other 8734 I'm going it alone (with friends and family)....I see someone for my kids even less ...

.....just saying .....

# Co-production - so what's it all about?

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**Produce**

Means to make something or  
bring something into existence

**Co**

Means 'together' or 'with'

# Co-production - so what's it all about?

Where it all started:

- Elinor Ostrom and her research (1970's) into the effect of moving police officers from patrolling the community on foot to working predominantly in police cars. Go to [www.coproductionnetwork.com](http://www.coproductionnetwork.com) and search for Elinor Ostrom
- Edgar Cahn – no more throw-away people: the co-production imperative. Essential books 2000 (and a great animation)

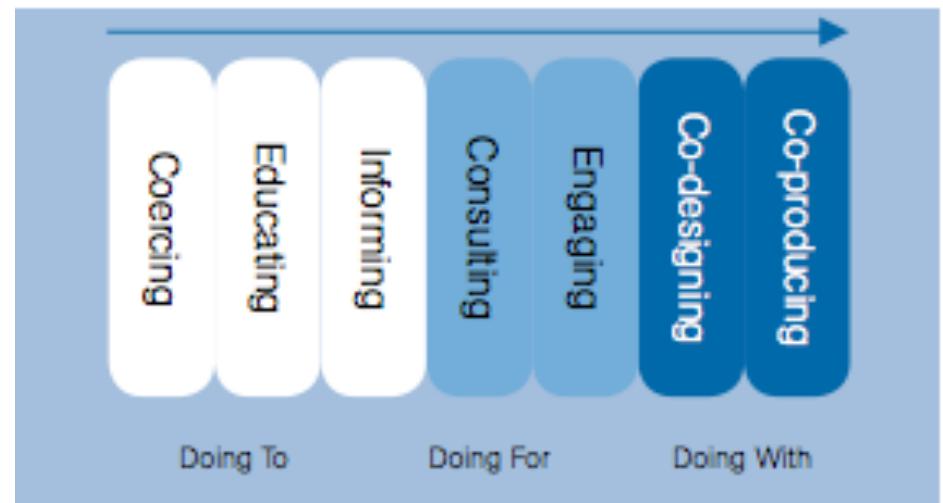
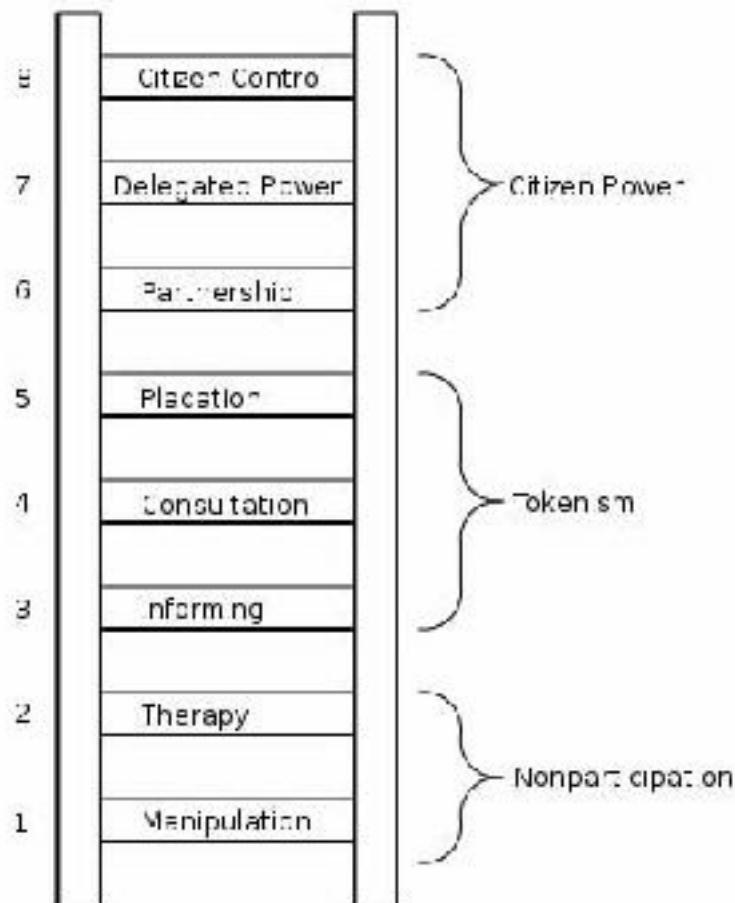
# Co-production - so what's it all about?

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*“A relationship where professionals and citizens share power to plan and deliver support together, recognising that both partners have vital contributions to make in order to improve quality of life for people and communities.”*

*Working definition from the new economics foundation: [www.neweconomics.org](http://www.neweconomics.org)*

# Co-production - so what's it all about?



# Co-production principles (from Edgar Cahn 'no more throw-away people' 2000)

Recognising  
people as  
assets

Valuing work  
differently

Promoting  
reciprocity

Building social  
networks



# Co-production principles

from *Public Services Inside Out* published by  
nef and NESTA April 2010

Recognising people as assets

Blurring distinctions

Building on people's existing capabilities

Mutuality and reciprocity

Peer support networks

Facilitating rather than delivering



# Co-production - so what's it all about?

## The power of language.....and of roles

These are all roles/labels we have - some hold more value than others!

Service user	Mum	Business owner	Book worm
Client	Chief Exec	School Governor	Control freak
Customer	Friend	Facilitator	Cat lover
Carer	Sister		

these are the roles of the people that support us:

CPN	Vet	Shop-keeper	Chiropractor
Psychiatrist	Friend	Personal trainer	GP

Who is most likely to see us as someone with something to offer?  
Who is not?

## Recognising people as assets

Stop seeing us as ‘service users’ - we are supporters, mentors and friends.

We are family, neighbours, partners and community. We might also have some skills and knowledge you don’t know about!

We are not just burdens on an overstretched system.

Our illness or impairment or ‘problem’ is only part of us. We need support AND we can give support.



What this means  
for services....

Recognising  
people as assets

From....

*‘Our service users are all very vulnerable so we have to be careful about what we can let them do.’*

*‘We try really hard to give our customers the support they need but some people just don’t want to be helped.’*

*‘We only work with people with complex autism - that’s our specialism.’*



## What this means for services....

## Recognising people as assets

To....

*'The best people to help others understand about self-directed support are the **people who've done it themselves** - we have a team of people who are prepared to go and talk to people who are new to the process about how it worked for them.'*

*'We're really hoping to start a Flamenco dance session - **Kate**, who has just started using the day service is a **fabulous dancer** and she says might be up for setting up a group'*

*'We were really struggling with the back-office systems until **Sarah** joined the Personalisation Board. She is the service user representative for mental health but she's also a **computer scientist** and that's just who we needed to get the computer programmes working for us'*



## Valuing work differently



Think of work as anything that people do to support each other. Recognise the different skills and gifts we bring.

This means that the divisions and differences between ‘professional’ and ‘client’ or ‘service provider’ and ‘service user’ are no longer important or relevant.

It also means that we have to think MUCH more creatively about how we support and value the contribution people make.

What this means  
for services....

Valuing work  
differently

From.....

*'We have to make sure that there are **clear boundaries** between staff and clients and that includes our volunteers.'*

*'People are **placed in our service** because of the support they need - **our job** is to make sure that they get that support.'*

*'We like to find opportunities for people to do some **volunteering if they are capable**. We always give people a **certificate so they feel valued**.'*



What this means  
for services....

Valuing work  
differently



To.....

*'Part of the recording system we use is to make sure we record and value the contribution people make to the service.'*

*'We know that the service would not run as effectively as it does if people did not contribute their skills and experience.'*

*'The Timebank means that people can work for the organisation on a regular basis and get that work recognised for what it is.'*

## Promoting reciprocity



This means making sure that people are not just getting support but being asked/expected to offer support - everyone needs to be needed and valued.

Feeling needed and valued builds our self-esteem and makes us stronger - and less likely to be that big 'problem' everyone expects us to be.

What this means  
for services....

Promoting  
reciprocity



From.....

*'We have to remember that we have a duty of care towards our clients.'*

*'We have to keep our clients safe and help them with their problems - that means we have to be clear that we are not their friend.'*

*'People are vulnerable and we can't ask too much of them.'*

What this means  
for services....

Promoting  
reciprocity



To.....

*'Everyone here is expected to ask for help and to offer help. None of us know all the answers so we figure it out together.'*

*'Everyone who is part of this service is expected to make a contribution - its part of the agreement they sign.'*

*'Paid staff and people who use the day centre work alongside each other to cook lunch - everyone does their bit.'*

## Building social networks

Public services need to play an active role in building and sustaining communities, networks and support. They need to build and strengthen the...



## Core economy

**NOT** make people **more dependent and less resilient**.

**NOT** limit people's opportunities to learn and take calculated risks and to build and strengthen their own communities.

**NOT** take people away from their communities and connections

What this means  
for services....

Building social  
networks

From....

*'Helping people make friends is **not** our job. Our service users find it hard to make friends and they're very vulnerable to exploitation.'*

*'The **Code of Conduct** is strict about staff keeping work and family life separate.'*

*'The most important thing for us is to recruit staff who have the **right qualifications in care work** - nothing else is really important.'*



What this means  
for services....

Building social  
networks

To.....

*'One of the main roles for staff is to help people get much better connected. We know that the service can't get people a life so we work hard to make sure that we get to know and use the local communities and networks. If we can help people make friends then they need less support from staff and that's better for everyone.'*

*'We encourage staff to use their own networks to help people make new connections. One of the things we ask staff when they apply for a job is what their real life skills are'*



# Together We are Better



**in Control**



# Why it's important



- There is something I don't know
- that I am supposed to know.
- I don't know what it is I don't know,
- and yet am supposed to know.
- And I feel I look stupid
- if I seem both not to know it
- And not know what it is I don't know.
- Therefore, I pretend I know it.
- This is nerve-wracking since I don't
- know what I must pretend to know.
- Therefore, I pretend I know everything.

by bringing Family leadership courses to the UK in 1996  
We have created a network of over 2.500 informed people who share  
creative ideas and help each other.



Partners builds confidence and gives power where its needed most  
with people who have the most at stake.



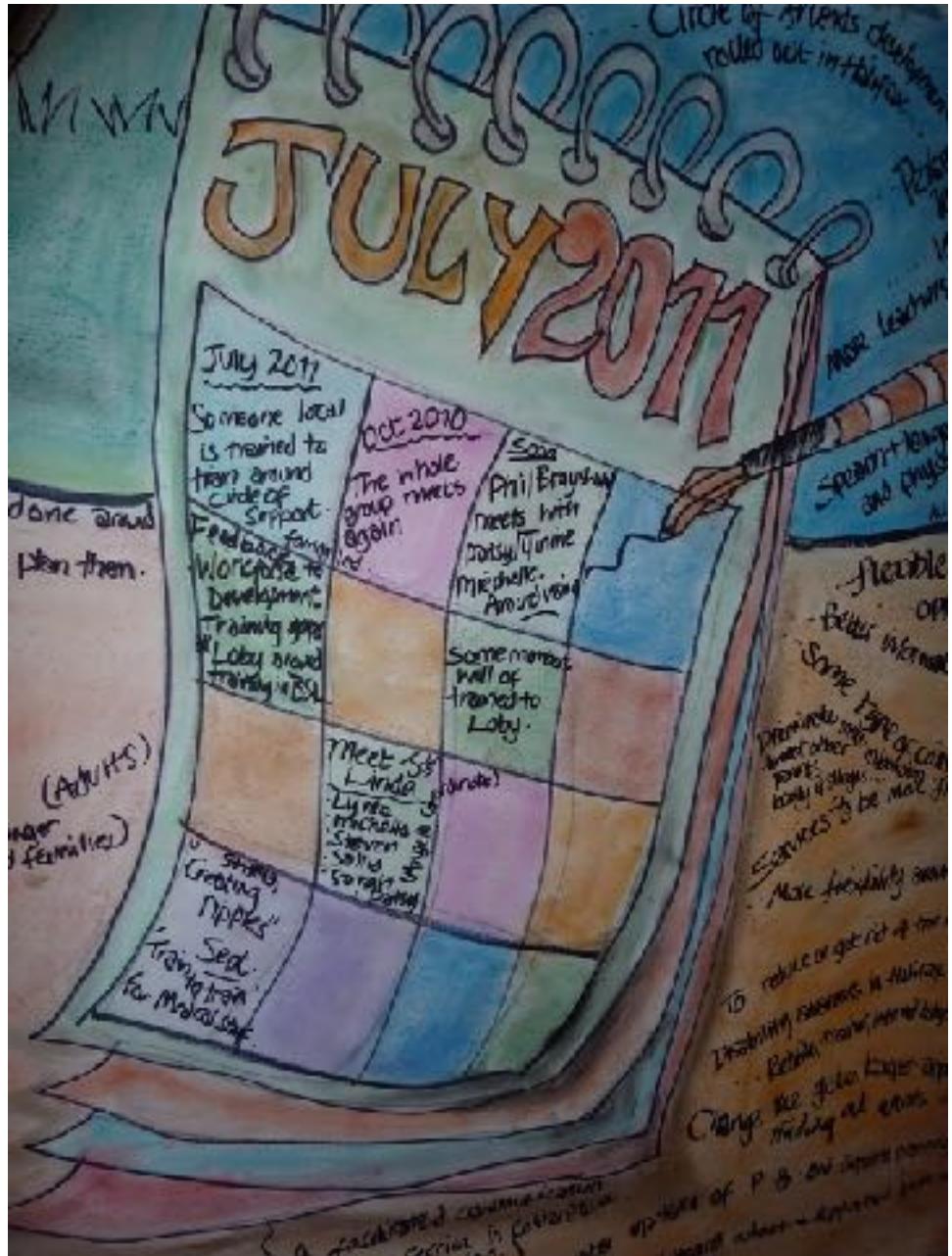
Forty eight  
courses  
1996 - 2016



# Friendship Networks Support Information

We have high expectations  
and help, people imagine  
what is possible





We Plan  
with People  
and make a  
Difference

# We help people to see their gifts and talents, not deficiencies



# Influencing from kitchen tables to the Halls of Westminster.



We believe in People, everyone has something to contribute



# Together Everyone Achieves More





# Sharing the Challenge

# We Have Fun



# And finally, what co-production is not....

## JUST Service user:

- Involvement in designing services
- Involvement in evaluating services
- Consultation
- Membership on committees, boards and forums

Or.....a trendy new fix, or all those other things that we thought were ticking the boxes!

CULTURE  
EATS STRATEGY  
FOR BREAKFAST  
AND TECHNOLOGY  
FOR LUNCH  
AND THEN...



# Useful resources

TRICIA NICOLL  
CONSULTING

INCLUSION  
NORTH

## Co-Production - how are you doing? A self-reflection tool

We are pleased to introduce this self-reflection tool for co-production - we hope you find it useful!

It is designed for Local Authorities, local services and local people to think about how things are working where they live and/or work. It uses the 4 key principles of co-production that Edgar Cahn wrote about in his book 'We share this away people'

Co-production feels a bit like the 'new black' – everyone is talking about 'doing it'!! BUT there are lots of different thoughts and ideas about what it really means.

We are clear that when we talk about co-production, we mean how services and local people can work together in a genuine partnership to design and deliver services and support. It is definitely NOT just asking people what they think!

Recognising people as assets

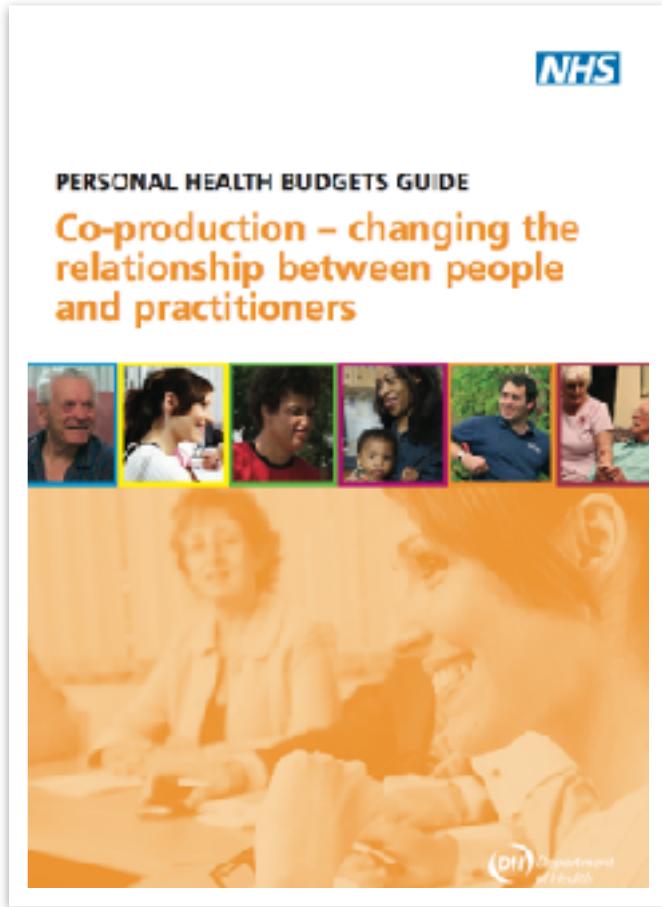
Valuing work differently

Promoting reciprocity

Building social networks

<https://inclusionnorth.org/uploads/attachment/71/co-production-reflection-tool-v9.pdf>

# Useful resources



[http://  
www.personalhealthbudgets.england.nhs.uk/  
Topics/Toolkit/MakingPHBshappen/  
WorkingTogether](http://www.personalhealthbudgets.england.nhs.uk/Topics/Toolkit/MakingPHBshappen/WorkingTogether)

# Useful websites

New economics foundation

[www.neweconomics.org](http://www.neweconomics.org)



Time banks UK

[www.timebanking.org](http://www.timebanking.org)



The Asset based Community Development Institute

[www.abcdinstitute.org](http://www.abcdinstitute.org)

Governance International

<http://www.govint.org/news/>

If you want to walk  
fast, walk alone.

If you want to walk  
far, walk together.

– African Proverb

