



Delivering Better Care

People commissioning co-production framework





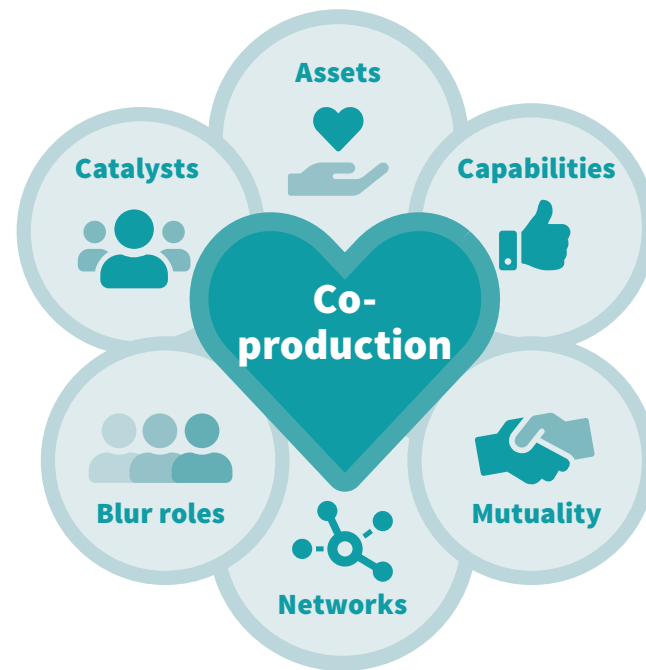
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Principles of co-production

Coproduction is ‘the relationship where professionals and citizens share power to design, plan, assess and deliver support together. It recognises that everyone has a vital contribution to make in order to improve quality of life for people and communities’ **New Economics Foundation.**

- ✓ **Assets**
We will treat people as assets.
- ✓ **Capabilities**
We will build on people’s capabilities.
- ✓ **Mutuality**
We will develop reciprocal relationships with people.
- ✓ **Blur roles**
We will blur boundaries between delivering and receiving services.
- ✓ **Networks**
We will encourage and support peer support networks.
- ✓ **Catalysts**
We will facilitate. Working with people to develop their own supports and to maximise their independence and potential.



Purpose of the framework

It is well documented that good coproduction and engagement are crucial to ensuring successful models of care and support services are designed and implemented effectively.

This document sets out the framework for commissioners in Care and Wellbeing in the approach to coproduction of areas of their

work such as service design, specification drafting and market shaping.

It is intended that the approach by care and wellbeing’s commissioners is consistent and has a good understanding of the benefits of codesign, coproduction and effective engagement with stakeholders.

Overarching principles of co-production in Cornwall

‘Nothing about you, without you’

To ensure Cornwall residents and their carers receive the right support at the right time, it is important that the Council provides services that are in tune with the needs of our local communities.

As well as taking full account of the views of individuals and communities, we will actively encourage local communities to get involved in decisions that will affect them.

We therefore place great importance on making sure that the views of service users, their carers, families and communities are central to everything we do, so that we better understand the different needs of our communities and provide services that are responsive to their needs.

Why participation, engagement and co-production is important to the Council

Effective engagement to coproduce support services with people who receive, or may receive them in the future, is important to commissioners of care and wellbeing at Cornwall Council.

It helps to ensure that they are better able to:

- ✓ Provide services and support that meet the needs of our residents and local communities
- ✓ Improve access to services and support for all people who are eligible
- ✓ Support and sustain independence for people for as long as possible
- ✓ Create volunteer and employment opportunities within our communities for people with disabilities and impairments
- ✓ Play our part in ensuring social cohesion across Cornwall

What does good co-production look like?

Co-production is about giving people who are affected by disability and frailty the opportunity to participate in and influence what happens to them. When co-production is done well, people should feel heard and like we have listened to their experiences, hopes and dreams to have a good life.

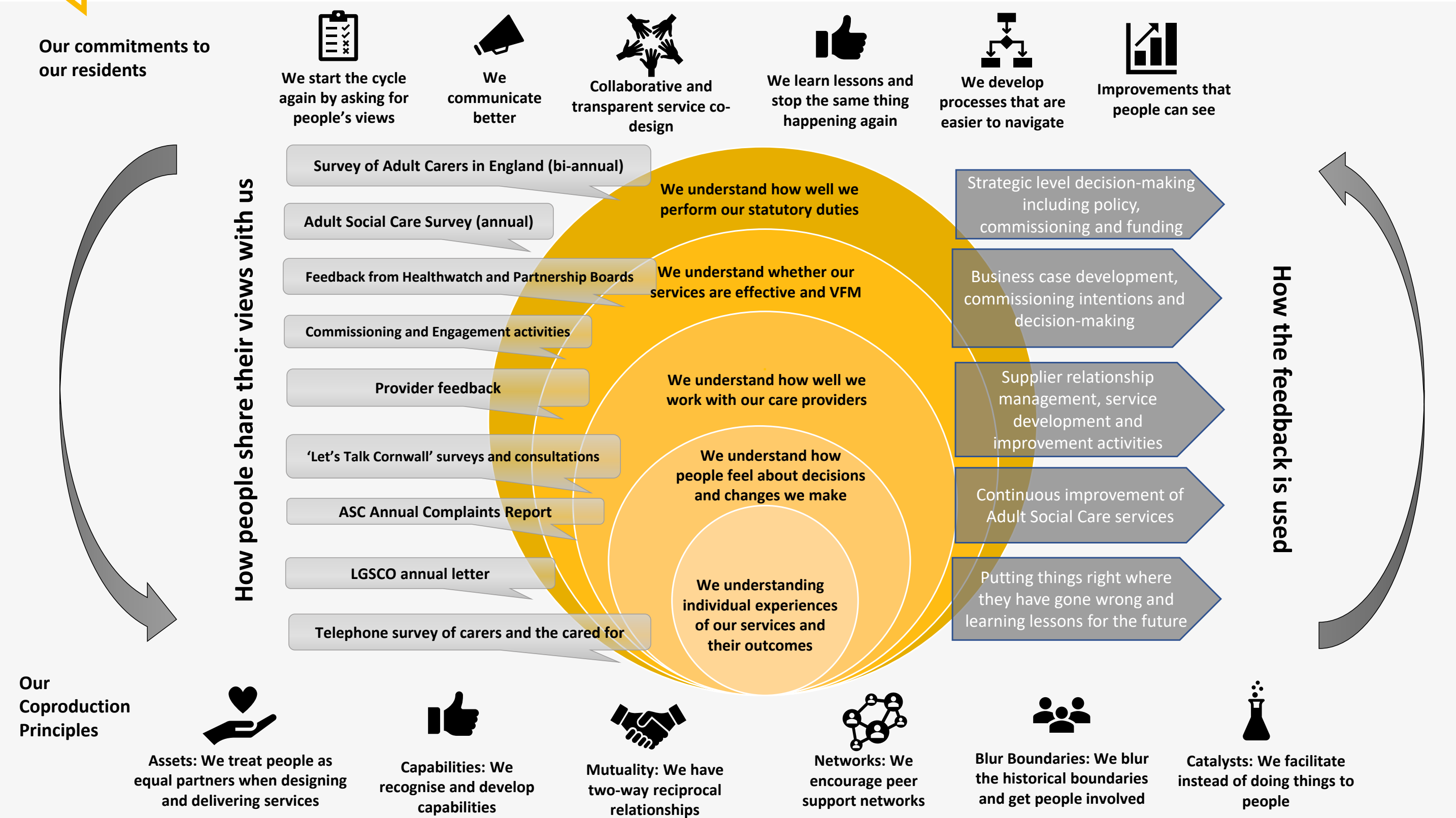
If we design our work and processes without including the people who are most affected by them, we risk making false assumptions about their experiences and what is important to them.

To do co-production well, we will continue to adapt our culture, structure and the way we work. We will regularly review our progress to ensure that we create the best environment for co-production, focusing on:

- ✓ Equality
- ✓ Transparency, honesty and clear communication
- ✓ Mutual understanding
- ✓ Valuing all contributions
- ✓ Accessibility
- ✓ Diversity
- ✓ Openness to challenge
- ✓ Feeding back
- ✓ Regularly reviewing our approach

Co-production is not just a word, it's not just a concept, it is a meeting of minds coming together to find a shared solution. In practice, it involves people who use services being consulted, included and working together from the start to the end of any project that affects them.

Performance framework



Co-production and the commissioning cycle



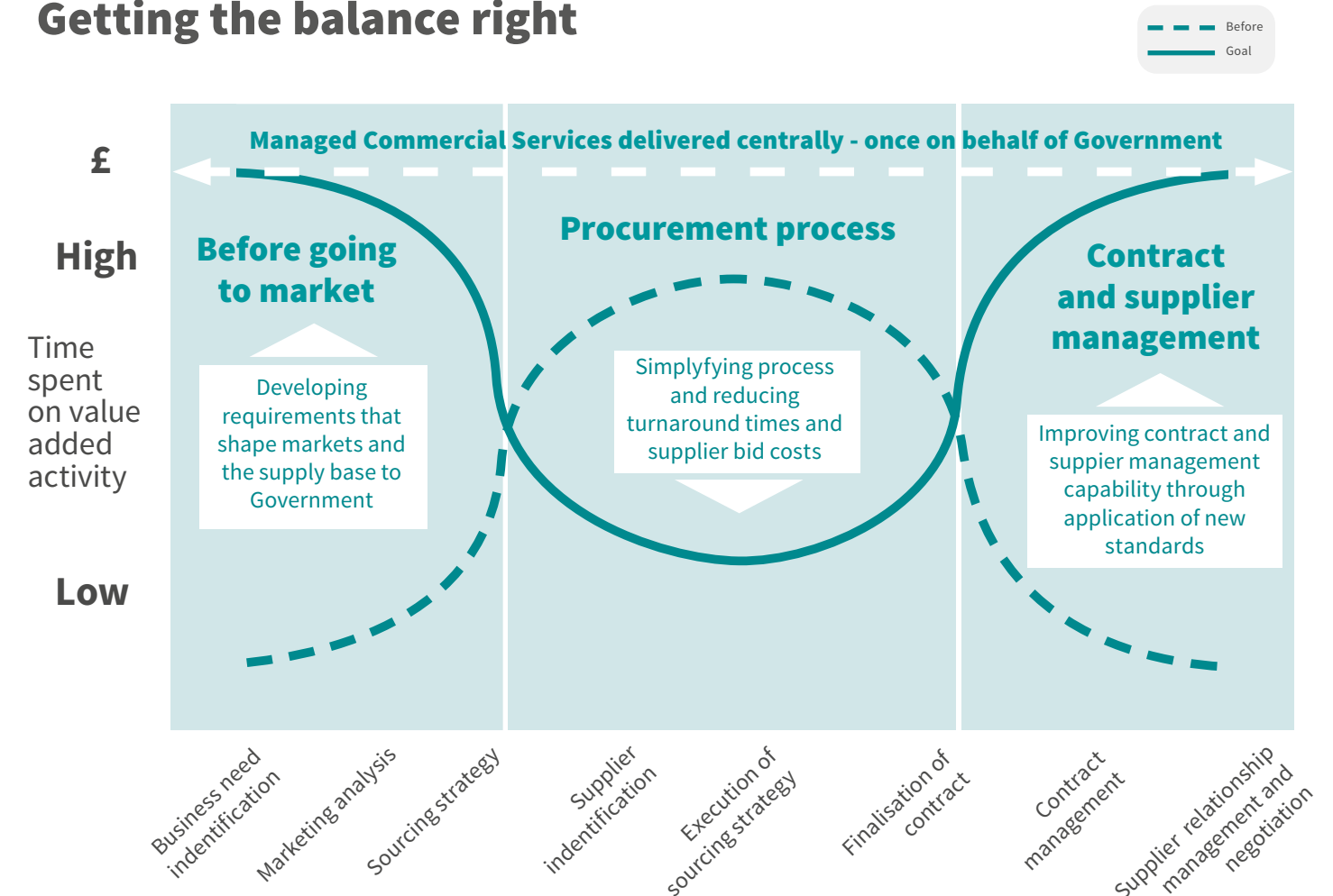
Embed coproduction throughout commissioning cycle – consider how will ensure coproducing every step of the way!

This should start with:

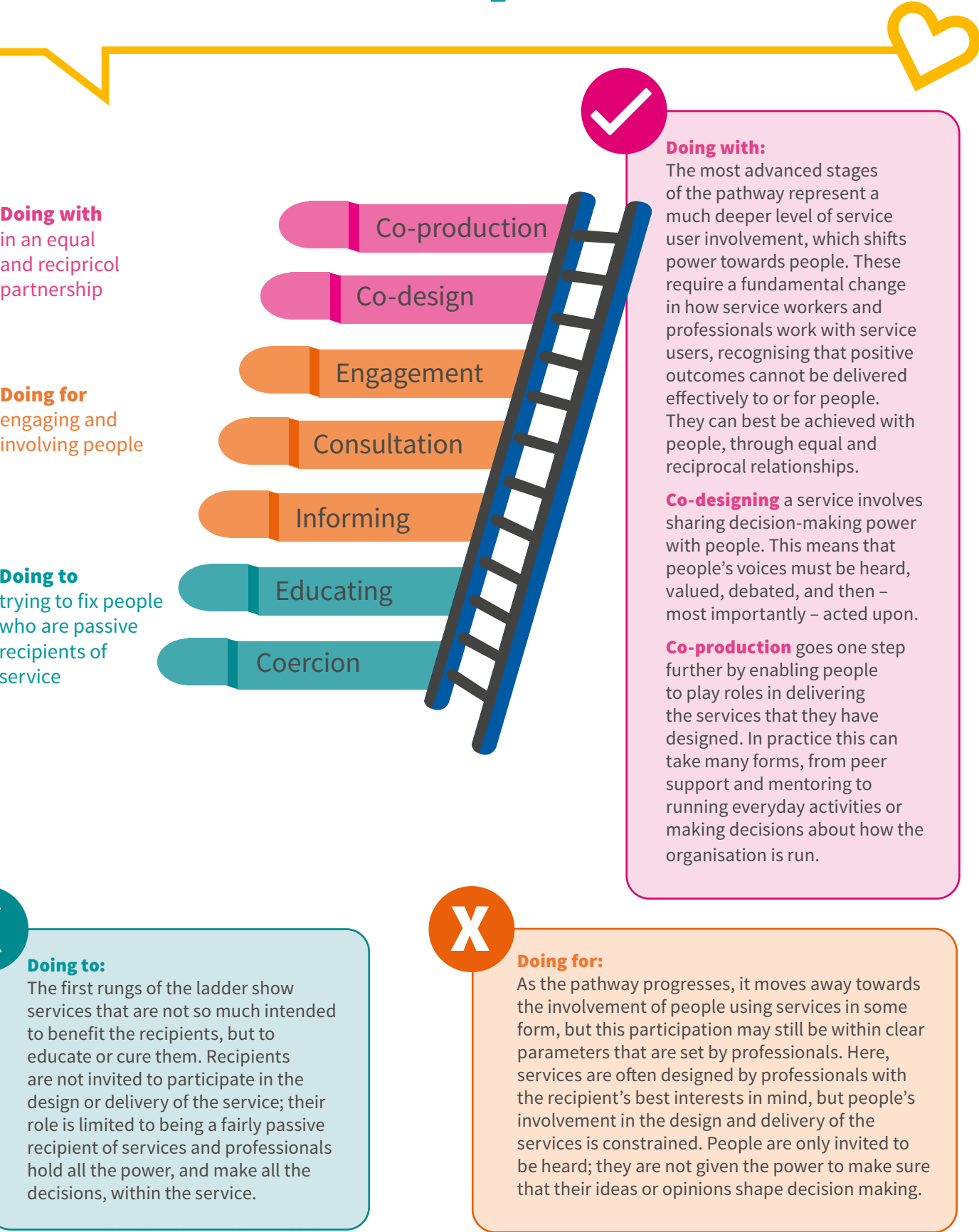
- ✓ **Identifying people** who will benefit from the services and their carers and **including them throughout** the commissioning process;
- ✓ Understanding that the **knowledge and experience people have** can work alongside the skills and experience commissioners bring; and
- ✓ Supporting those people to be an **equal part** of the commissioning process.

Co-production and the procurement process

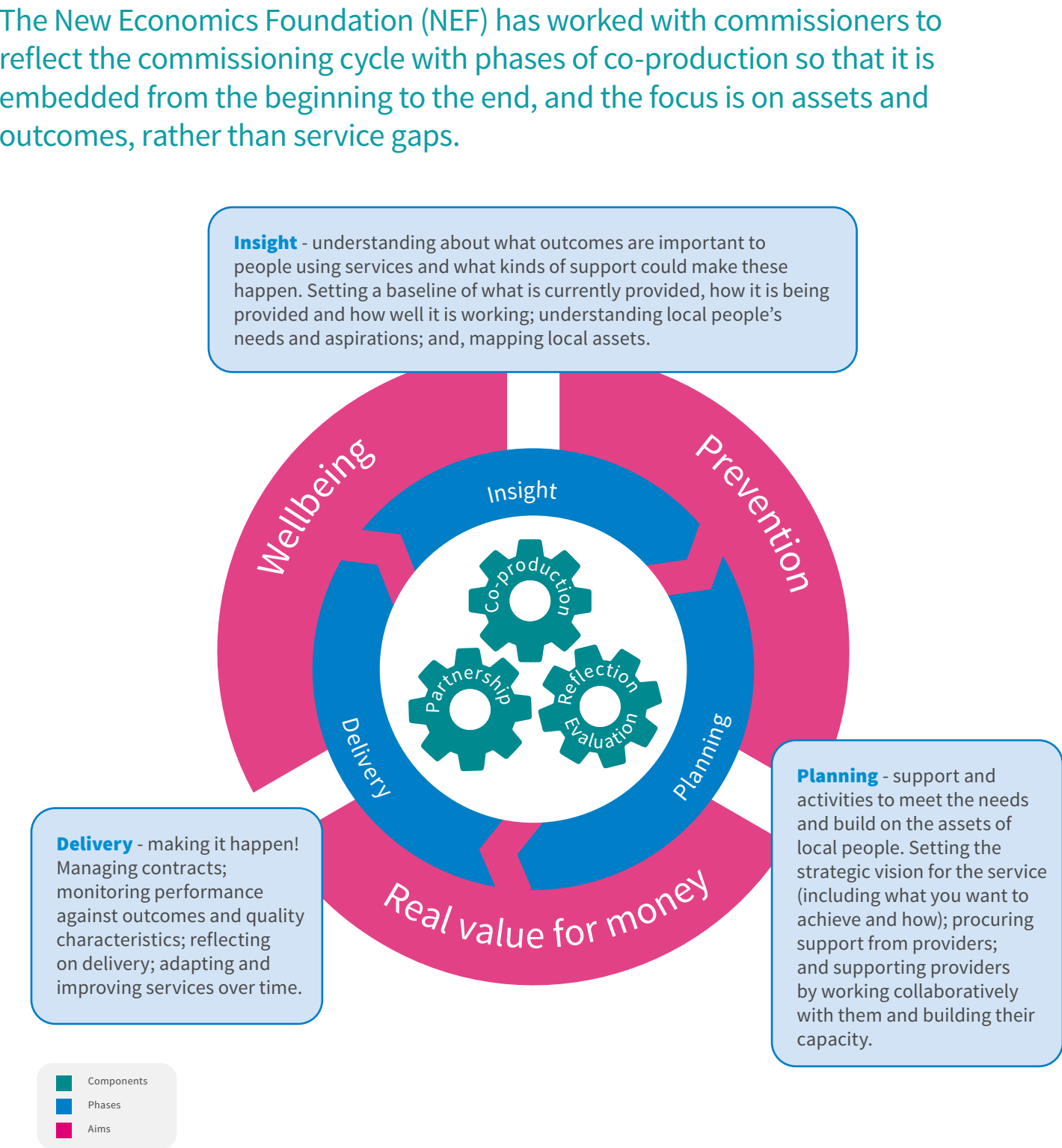
Getting the balance right



Ladder of co-production



Phases of co-production



Accessibility and communication

Communications: Activity which keeps stakeholders up-to-date with the information they need, seeking to ensure smooth transition to the future model e.g. Presentations, Briefings, Emails, Information on Intranet for staff, Information on the Internet for Providers and the Public.

Communication support

- Derk van der Wardt and Katy Driver** - Communication Specialists (Innovation and Digital) Regulatory, Compliance and Communications Team
- ✓ Sighted on high profile / contentious content or issues
 - ✓ Oversee press releases / media involvement
 - ✓ Provide guidance and support with content and scheduling

Cornwall Council is committed to delivering services to its community in a fair and accessible way taking into account individual needs. This is set out within the Council's Equality of Opportunity Policy and Equality and Diversity Framework.

Since 2016 all organisations that provide publicly funded adult social care are legally required to follow the **Accessible Information Standard**

Easy read	Easy read information Photosymbols
English as a second or additional language (ESL/EAL)	Language and Interpretation Services
Visual Impairment	Audi tape, braille, large print and MP3 files options

Co-production in practice

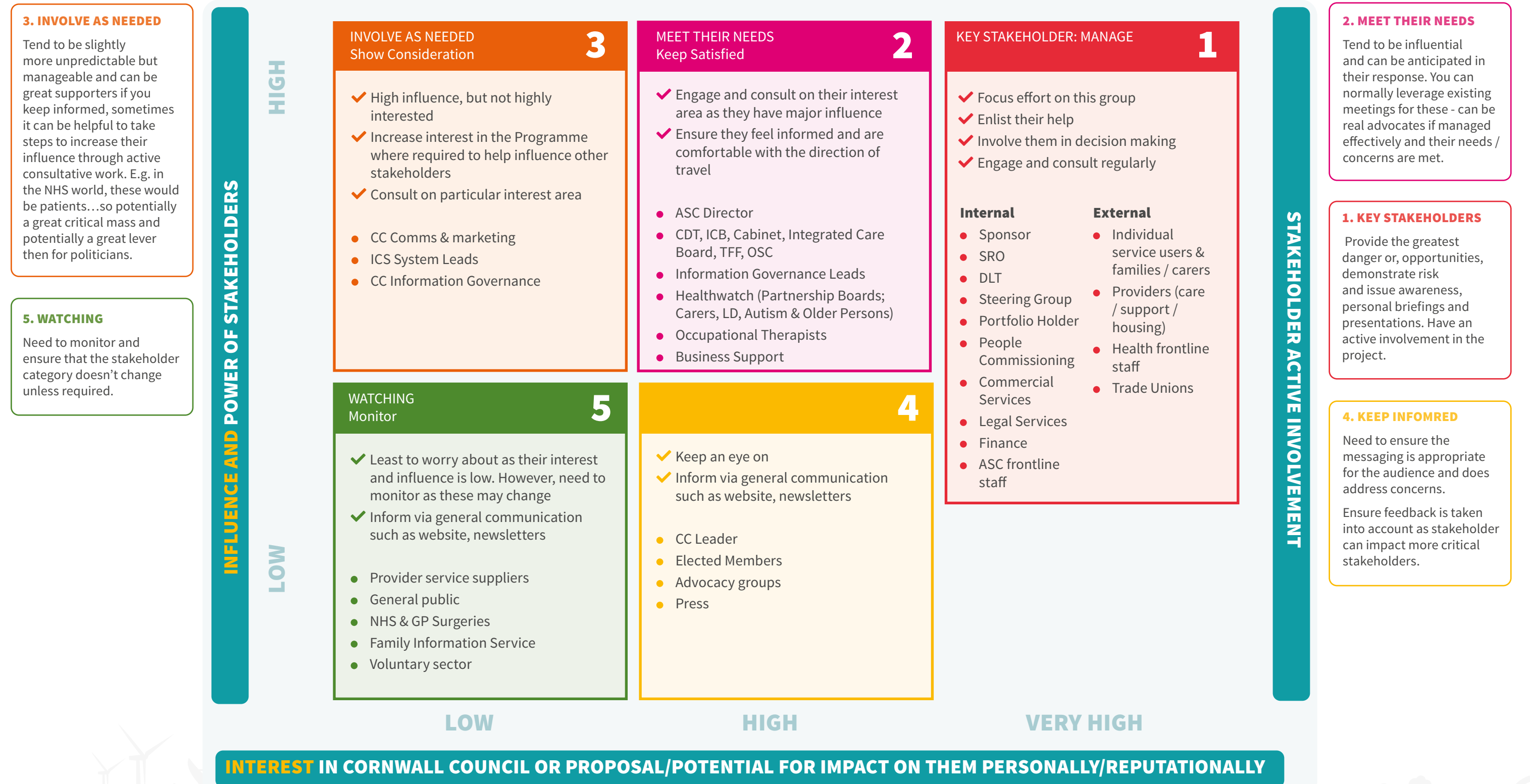
The Care Act 2014 specifically includes the concept of co-production in its statutory guidance. The guidance defines co-production and suggests that it should be a key part of implementing the Care Act. Co-production should be used to develop preventative, strength-based services, support assessment, shape the local care market, and plan information and advice services.

We will:

- ✓ **Ensure that everything in the co-production process is accessible to everyone taking part and nobody is excluded**
- ✓ **Ensure that everyone involved has enough information to take part in co-production and decision making**
- ✓ **Ensure that everyone involved is trained in the principles and values of co-production and is supported in developing any new skills they will need for the work they do**
- ✓ **Ensure that frontline staff are given the opportunity to work using co-production approaches, with time, resources and flexibility**
- ✓ **Provide any support that is necessary to make sure that the community involved has the capacity to be part of the co-production process**
- ✓ **Ensure that policies and procedures promote the commissioning of services that use co-production approaches**
- ✓ **Ensure that there are clear procedures for co-production in the actual process of commissioning**

Stakeholder high level assessment

Detailed stakeholder mapping required for each project



Quantitative and qualitative methods

Taking a quantitative approach to co-production enables a sound evidence base that can be easily analysed. However, by utilising a qualitative approach alongside this enables the co-production experience and output to be richer and enables the ability to bring parties together to debate and discuss both aligned and differing viewpoints and reasoning.

Quantitative methods involve collecting and analysing numerical data. Can be used to find patterns and averages, make predictions, test causal relationships, and generalise results to wider populations.

- ✓ Surveys are principally developed and published on Let's Talk Cornwall
- ✓ Consideration should be given to multi-media forms of surveys that are appropriate and accessible to the stakeholder audience targeted.
- ✓ Ensure all provider organisations are communicated with, provided with a link or survey form and encouraged to support their service users and staff to complete
- ✓ Ask Healthwatch and expert by experience groups to disseminate and provide forms and links and encourage to complete
- ✓ Analyse findings for further discussion with experts by experience groups to gain full understanding of the feedback.



Qualitative methods

Qualitative methods involve collecting and analysing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. Can be used to gather in-depth insights and to coproduce new ideas.

HOW?

WHERE?

WHY?

Identify peer support groups / self-advocacy groups / other experts by experience that help with qualitative activities for example, but not limited to; Cornwall People First, CAAP, Shiners, CHAMPS etc.

Design the activities with people and ensure that wherever possible experts by experience are leading the way!

Qualitative methods to be considered include:

- ✓ General and Thematic workshops
- ✓ Focus groups
- ✓ In-depth interviews
- ✓ Observations
- ✓ Working together for change
- ✓ Peer research
- ✓ World Café
- ✓ Photojournalism
- ✓ Appreciative inquiry
- ✓ Prototyping
- ✓ Asset mapping
- ✓ Story telling
- ✓ Case studies
- ✓ Hack days
- ✓ Coaching
- ✓ Self-reflection tools
- ✓ User journey mapping
- ✓ Open space

Participation and Remuneration

Activity	Commitment	Influence	Remuneration £
Ad hoc meetings to inform and discuss new developments	No commitment	Low	No funding
Regular meetings to influence direction of services and approach to social care	Commit to regular (weekly/monthly) meetings	Medium	Expenses and replacement support when needed
Focus groups	Weekly commitment	High	Expenses and replacement support when needed
Support to develop policies, strategies and procedures. Including recruitment, writing specifications, procurement etc.	Intensive commitment to work on specific projects	High	Agreed rate e.g. hourly/deliverable
On-going work carried out by Experts to Experience	Full commitment	High	Salary

Expenses will cover things such as travel costs, electricity and wifi. Replacement care costs will be agreed with the commissioners before any activity. Hourly rates will be agreed with the commissioners before activity starts.

Resources

- Co-production in commissioning | **TLAP**
- Commissioning for outcomes and co-production: A practical guide for local authorities. **New Economics Foundation**
- Co-production: what it is and how to do it | **SCIE**
- Coproduction - NDTi**
Be Bold: developing the market for the small numbers of people who have very complex needs. NDTi and Think Local Act Personal.

Contact us

For advice and guidance please email us at:

adultcare@cornwall.gov.uk



If you would like this information in another format or language please contact:

Cornwall Council, County Hall,
Treyew Road, Truro, TR1 3AY

e: **customerservices@cornwall.gov.uk**
t: **0300 1234 100**

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