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institute of
public care

Person-centred commissioning and co- production

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When can we involve people in commissioning?



The person at the centre?



Person centered commissioning

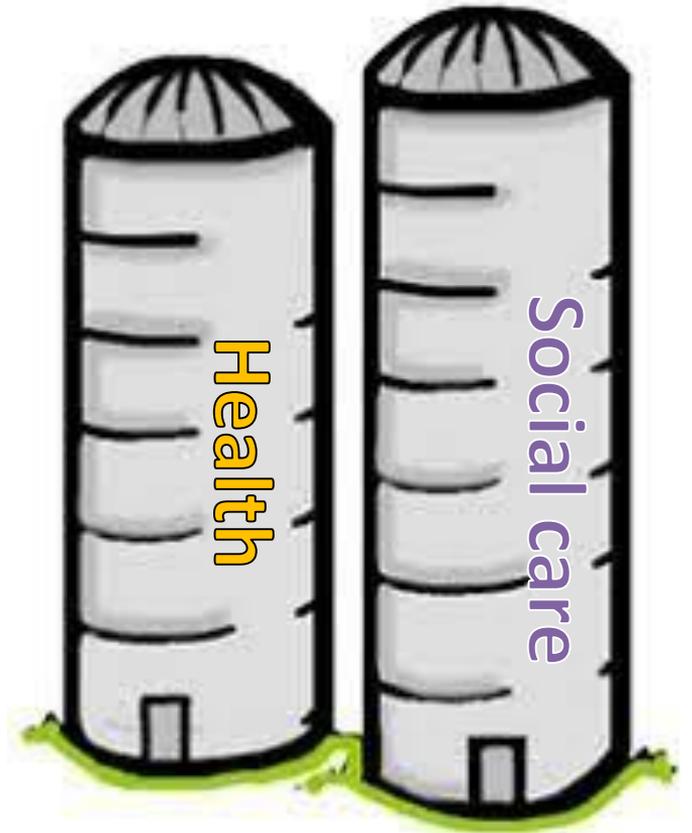
“When I wake up in the morning... I want to live a life, NOT A SERVICE”



What does an ordinary life look like?



But often the **process** to get the support to live it... bears no resemblance



Are public authorities using their current budgets in the best way possible to give people an 'ordinary life' like anyone else ?



"I'm playing all the right notes

but not necessarily, in the right order."

We need to change the conversation!



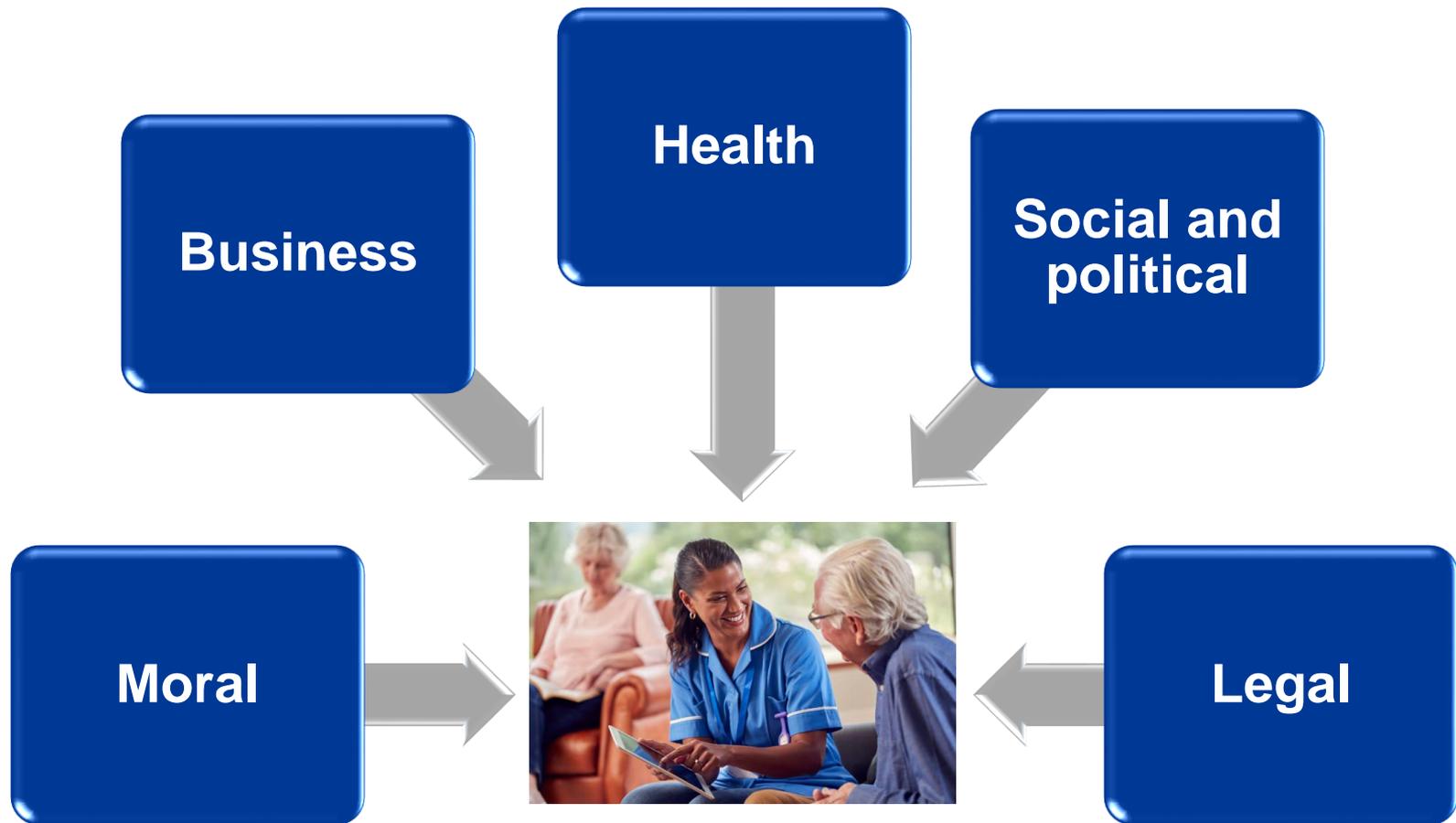
What matters to you?

Imagine you are a person in receipt of care and support

- **What is important TO you?**
 - What are you good at?
 - What are the personal outcomes that you want to achieve?
 - What are your most important relationships (who, frequency of contact, type of contact / support)?
 - What would you like to do in the future?
- **What might be important FOR you?**



Reason for being person-centred



What is co-production?

“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, including and working together from the start to the end of any project that affects them”

NEF

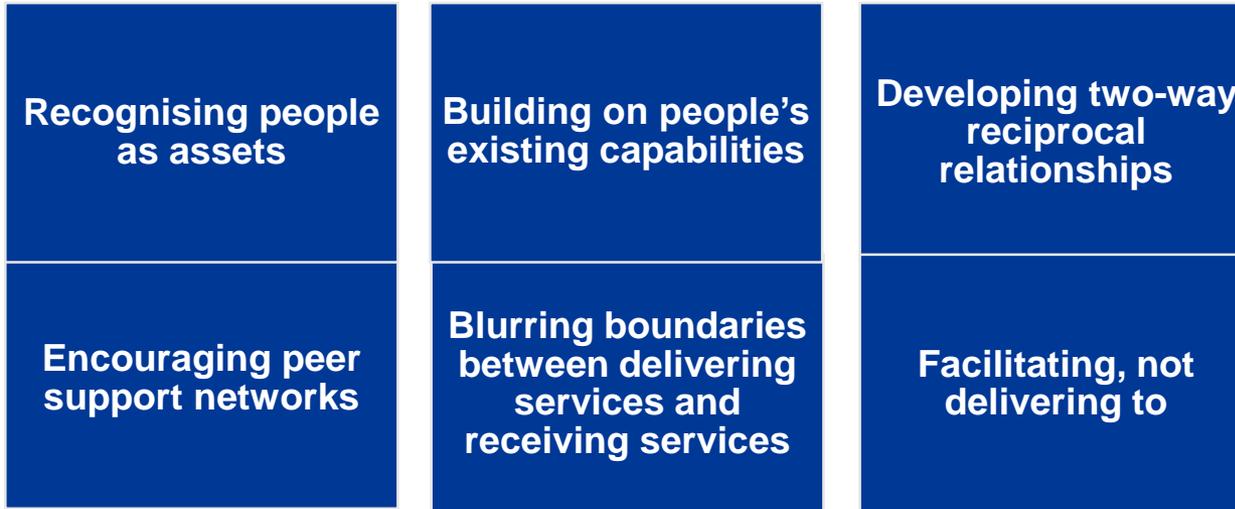
“A way of working whereby citizens and decision makers, or people who use services, family carers and service providers work together to create a decision or service which works for them all. The approach is value driven and built on the principle that those who use a service are best placed to help design it.”

TLAP

“Co-production means delivering public services in an equal and reciprocal relationship between professionals, people using service, their families, and their neighbourhoods. Where activities are co-produced in this way, both services and neighbourhoods become far more effective agents of change.”

Nesta

Principles of Co-Production



Source: NEF:
Public Services
Inside Out



Source: NHSE & Coalition
for collaborative care: A co-
production model

The Ladder of co-production

Leading

**Co-
Production**

**Doing with
being equal – in
partnership**

**Co-
Designing**

Engagement

**Doing for
engaging and
involving people**

Consultation

**Having a
Voice /
Influencing**

Informing

**Doing to
trying to fix people
with little or no
involvement**

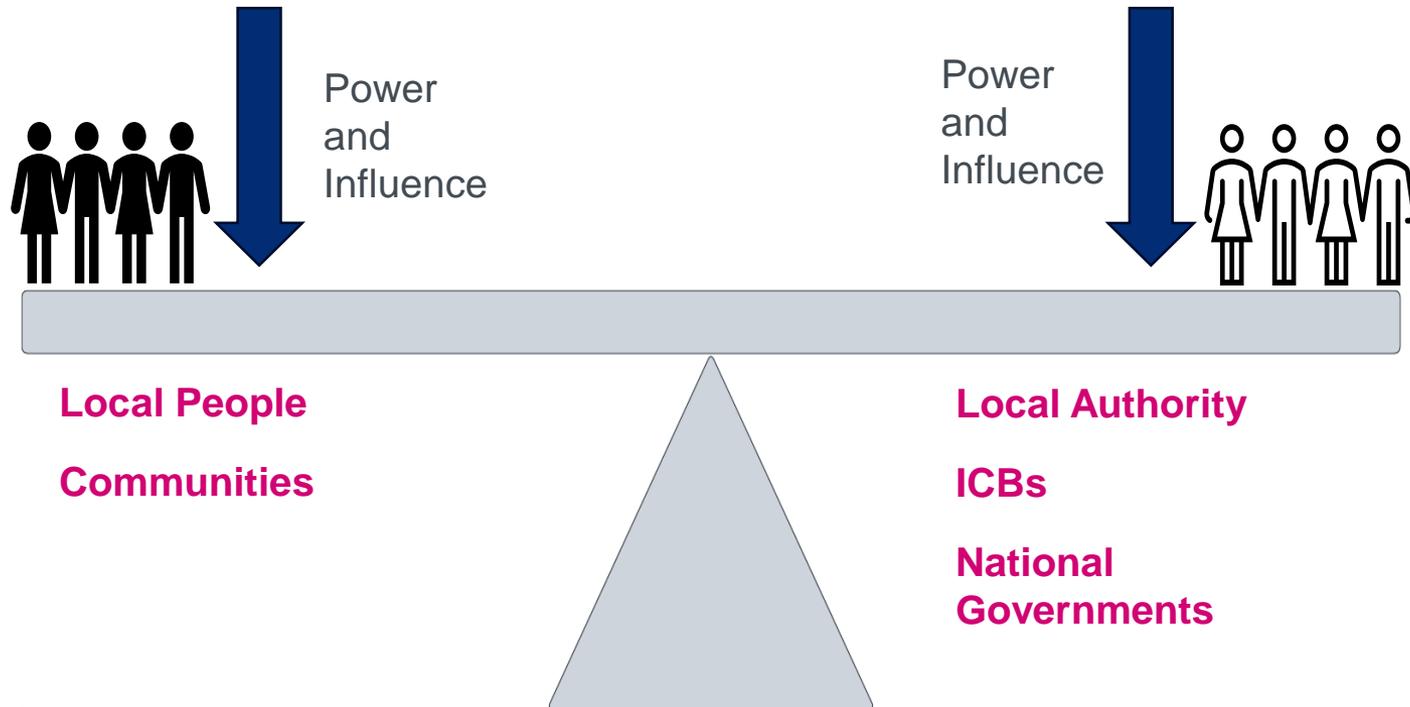
Educating

Informing

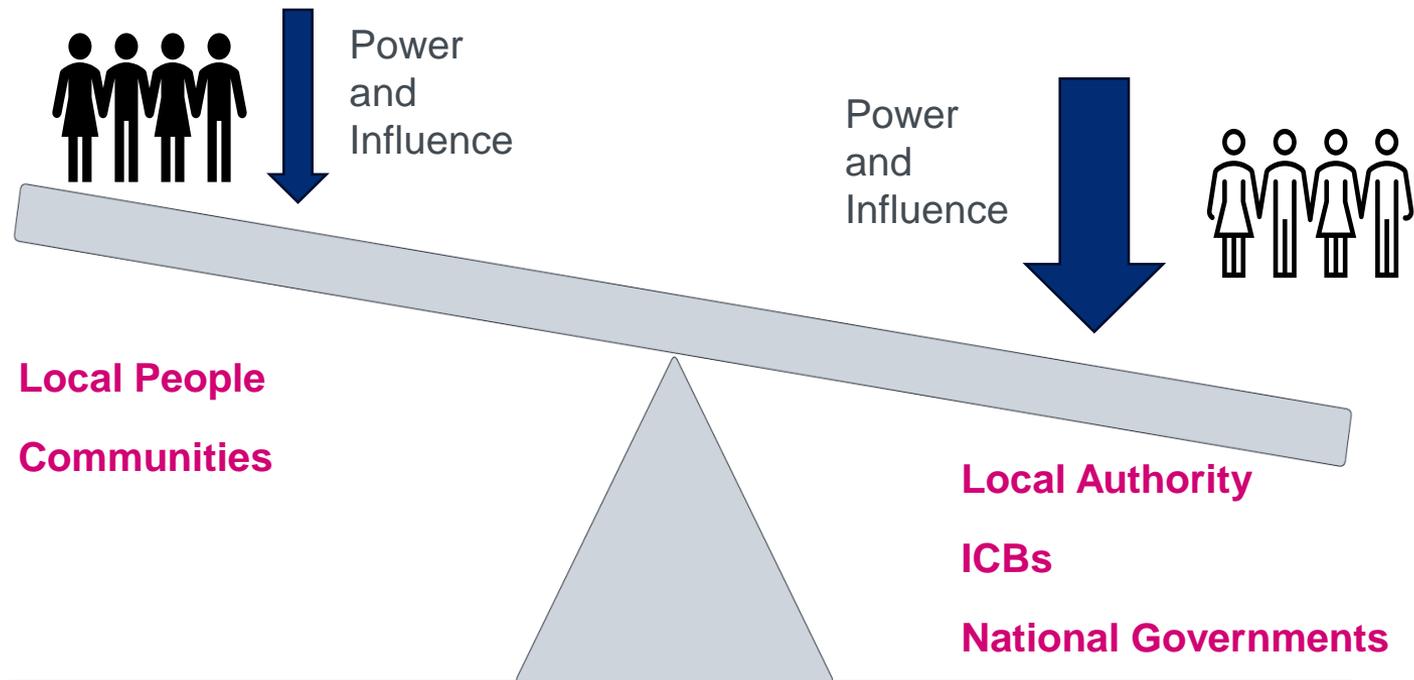
No voice

TLAP -adapted from: Arnstein
(1969) Ladder of Citizen
Participation

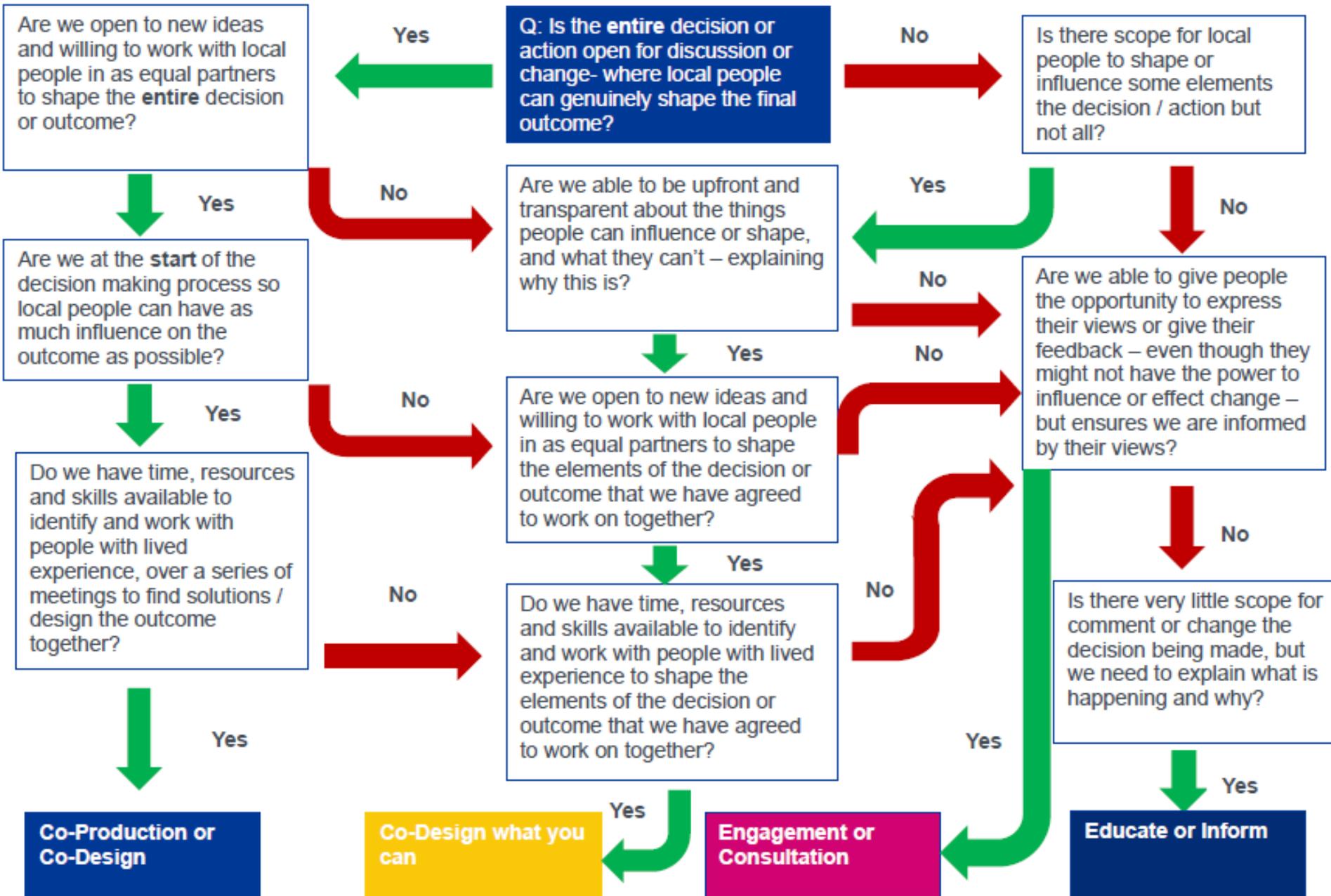
Sharing decision making power



Or informed by listening?



Flow chart



Which level of engagement? It depends...

- No absolute rights and wrongs
- Positives and negatives at every level

| Negative context Negative Motivation Limited Capacity Insufficient Assurances | LEVEL OF ENGAGEMENT | Positive Context Positive Motivation Sufficient Capacity Sufficient Assurances |
|---|------------------------|--|
| Abdication of responsibility | 1. CITIZEN CONTROL | Decision making power |
| Tokenism | 2. SHARED POWER | Co-operation |
| Appeasement | 3. CONSULTATION | Influence |
| Manipulation | 4. COMMUNICATION | Information |

Developed by Alain Thomas Consultancy (2001 Adapted 2014)

- Needs careful consideration...

South East ADASS Guide to Co-Production



Association of Directors of Adult Social
Services - South East Region

A Guide to Co-production in Adult
Social Care

September 2022

Trusted partner in public care

ipc.brookes.ac.uk



Top Tips for Achieving Co-Production



Culture Shift

- Co-production is not part of the job - it is the job



Involve people at the beginning of the process or decision

- The earlier you involve people, the more likely you can embed co-production



Time and Resources

- Co-production takes significant time and dedicated resources - and this must be built into timescales and budget management



Flexibility

- The more flexible you can be, the more co-productive your approach can be
- Things won't always go to plan and you need to be able to adapt to this



Understand the Interest

- Generally the more people are impacted by an activity, the more likely they will want to be involved
- If they want to be involved, find out why. This can be just as telling.



Clear Expectations

- Be clear about local people's roles and what is expected of them
- We may not agree on everything but we will be working as a collaborative



Outline scope of decision making power at the beginning

- Be honest how much scope local people have to shape, design and influence and where they do not



Start with relationships

- Ensure you take the time to interact with people on a human or personal level to help breakdown barriers and build relationships



Develop agreements on behaviour

- Encourage openness, honesty and create a safe space for people to share their views



Be Human

- We are people working with other people and we need to give people the space to share their experiences and views



Start with a blank page

- Where possible, come without an agenda and work in partnership with others to build and agree a shared vision for the activity



Support people involved in co-production

- Being involved in decision making may be an emotive experience for people it could affect - support must be available for those who need it

Top Tips for Achieving Co-Production



Think about location / venue

- Pick a location that is neutral, rather than a Council building or similar



Be clear on consent, confidentiality and safeguarding

- Be clear what will be recorded and shared and when you would need to break confidentiality



Make it fun and encourage creativity

- This will support people to want to keep involved but helps to open people's minds to think about new solutions or ideas



Keep people updated as regularly as possible

- Ensure you say what you are going to do and feedback on the progress and outcome of their contributions



Show people they have been valued and listened to

- People want to know their insights and experiences are acknowledged and have been acted upon



Training and skill development for people involved

- Invest and develop in your co-production group - helps people to understand their role and prepare them for the task ahead



Recruitment of local people

- Ensure your co-production group is representative of the target population and that everyone who wants to be involved is able to do so



Skills of public service professionals

- Professionals facilitating co-production must have the right skills and approach to foster co-production



Lessons Learnt

- Identify and share lessons learnt following a co-production exercise and share corporately



Identify barriers and consider how to overcome these

- Investigate and identify what might be getting in the way of effective co-production, working to overcome these where possible

Contact us



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