

# Person-centred commissioning and co- production

# When can we involve people in commissioning?



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# The person at the centre?



# What matters to you?

## What Matters To You?



<https://wmtty.world/>

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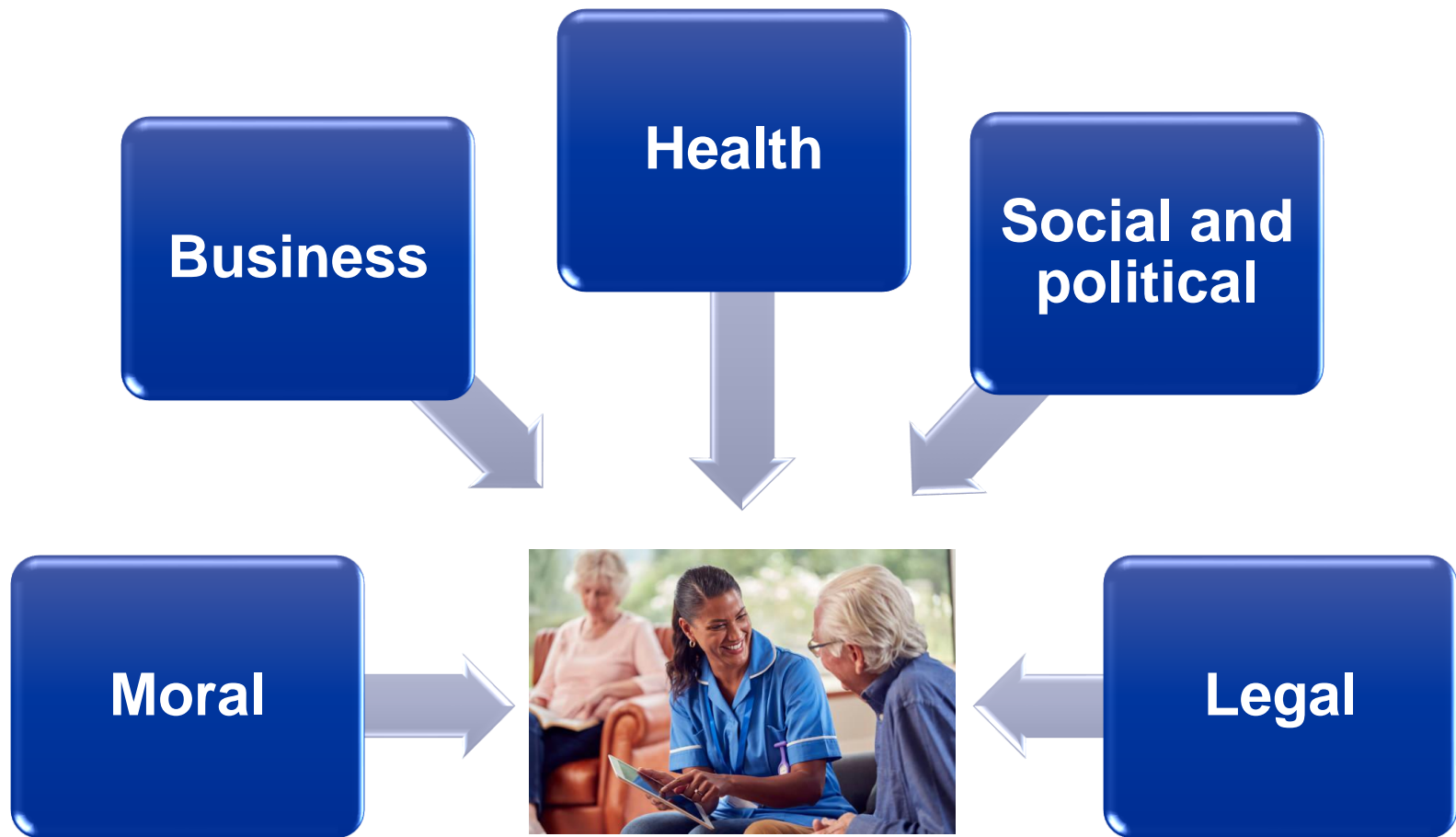


# What matters to you?

- 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 support)?
  - What would you like to do in the future?
- What is 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, 2021)

“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, 2011)

“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, 2013)

# Principles of Co-Production



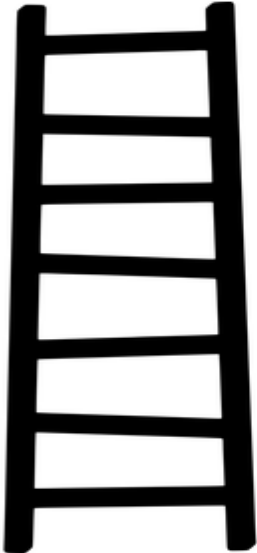
Source: NEF: Public Services Inside Out



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



# Ladder of co-production



**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, therefore helping to inform decisions, but they do not have the final say or power to influence or effect change

**Informing:** The people responsible for services inform people about the services and explain how they work or what changes are being embedded. 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 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 taken into account

# How do I decide?

- What is the objective?
- Who are the stakeholders?
- What stage of the process?
- What resources?



# Which level of engagement? It depends...

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

| <b>Negative context</b><br>Negative Motivation<br>Limited Capacity<br>Insufficient Assurances | LEVEL OF<br>ENGAGEMENT | <b>Positive Context</b><br>Positive Motivation<br>Sufficient Capacity<br>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...

# 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



# Engaging people in commissioning

Refer back to your target populations, and consider:

- What examples of activities or methods of involvement have you already used or considered?
- At what points in the commissioning cycle?
- What approach(es) might you introduce or improve to ensure the person's voice and experiences are included in your commissioning activity?



## Contact us



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