

**THINK - Introduction to Co Production and Citizen Involvement workshop recording transcript.**

**24th May 2023**

10:33:07 Great, so, Bore Da! welcome everybody. I'm Amy Nicholas.

10:33:12 I'm the project officer for the Transport and Health Integrated Research Network, also known as THINK.

10:33:17 And welcome you today to the Introduction to Co-production and Citizen Involvement workshop with the co-production lab, Wales and mics, will be running that for you in just a moment.

10:33:28 So I know some of you already engaged members of things but for those of you who are not just a bit of a background.

10:33:35 So I think is a collaboration between the psychology department of Aberystwyth University and Public Health Wales.

10:33:41 So we have a co-director in each of those organizations. And we are funded by health and care research Wales, which is itself funded by the Welsh Government.

10:33:51 And what we're trying to do is to integrate transport and health research better at an academic level, but also opening up those kind of discussions and collaboration opportunities to professionals working in both transport organizations and health organizations who typically don't really talk to each other.

10:34:09 So the aspiration then is that there'll be better health and environment outcomes for everybody as result of that.

10:34:15 More collaborated integrated working. A big part of that story is also including the public in how they kind of health and transport services are designed and provided.

10:34:27 So that's why. We've as think started our own co-production journey and we invite you to come along with us which is why we've invited Mike to come along.

10:34:36 And give you the training today. So for those of you who aren't already members of Think and have found out about this event through a colleague or somewhere else.

10:34:45 Then I do encourage you to join up to think it's completely free. It's the, I'll send you a link around after the event.

10:34:53 It just means you can be upstate with research that's coming out and other events. The next one we've got is on seventh June and that is a systems mapping exercise looking at all the different aspects of how we can make active travel more accessible for everybody.

10:35:07 So as a result of this event today, somebody might feel inspired to take part in that as well. So I think that's it from me.

10:35:15 I will now hand over to Mike. Thanks very much. Enjoy your session.

10:35:26 Wonderful. Thank you, Amy. And welcome if you want. So save me.

10:35:26 My name is Mike. I work with co-production lab, I also, as the name suggests, we're interested in all things co production.

10:35:33 And that's going to be our topic of conversation for an hour and a half this morning. Will be finished just before midday so if you've got anywhere to be at 12 don't worry I'm going to keep it a close eye on the time.

10:35:44 And one thing I want to say right at the beginning is. I'm always mindful of being realistic about how much we can achieve in 90Â min.

10:35:53 I don't think we can all answer every question. And we can't all become experts in 90 min.

10:35:59 What we can do is have a brilliant conversation that allows us to ask better questions, understand a picture more clearly, hopefully feel motivated for the journey ahead.

10:36:08 And that's going to be the plan this morning. We go into reflect on what code production is.

10:36:14 On when co-production can deliver value for ourselves, for our communities for everyone. On why we should want to co-produce various suspects of our work and critically how we can then go about it.

10:36:28 And each of those steps will look at a little bit of theory, a little bit of practice. And probably more importantly, we'll have a good chat to share some of our ideas, experiences, challenges and opportunities.

10:36:41 And we'll see where that takes us to by the middle of the day today. And just before we get going, I'm mindful that you may all not know one another.

10:36:51 I don't think I've met any of you before. And there's going to be lots of discussion amongst us today.

10:36:56 If we were doing this in person, this is what we would have done when we were all pulling the coffee before we sat down.

10:37:02 So we're gonna have a 2 min quick fire around. I'm gonna invite each of you if you're able to.

10:37:07 Just to briefly say, who you are, what your role is and where in the world you are today.

10:37:14 I'll endeavor not to get completely confused as we do this. I'm going to come to you first if I may, Marco.

10:37:32 Okay, I'm, let's do a video for a second. I'm Marco, I'm in LAC

10:37:37 Wonderful, thank you Marco and Alice. May I come to you next?

10:37:39 Yeah, of course. Hi everyone, I'm Alice. I'm a behavioral scientist working in the behavioral science unit here in Wales, but I'm actually based in Gloucestershire.

10:37:52 Awesome, thank you Alice. And next welcome to you, Alison.

10:37:56 Hi there, I'm, and environmental group in, in mid Wales. We run projects to reduce carbon emissions, make life more sustainable.

10:38:06 And I'm also a member of the Lib Dems and do lots of research for them. So I'm going to.

10:38:14 Wonderful, thank you, I'll send you in my neck of the woods too. So beautiful part of the world.

10:38:20 And can I come to you next, please?

10:38:22 Hi, I work in Bungle University and I'm particularly interested in mental health research. So there's a lot of opportunities for co-production and I've been involved in some projects.

10:38:33 Including people with lift experience. But they're also always lots of challenges. So I'm hoping to hear some.

10:38:40 Different solutions and different experiences from people today. Thank you.

10:38:51 Wonderful, thank you, and yeah, I hope so too. I think that's exactly why we're all here.

10:38:51 Ben.

10:38:53 By then, yeah, I'm a research follow at Oxford Brookes University with interest in.

10:39:06 Awesome, thank you Ben and Ketchin if I could come to you next.

10:39:07 Hi, I'm Catrin. I'm first centered care lead for cancer for, Betsy, BCU HB.

10:39:17 And I'm sort of pan back to you right across North Wales so I'm just, found across this, thought this looks really interesting.

10:39:25 I'm going to come along and learn what I can, cause then we're looking at how we can sort of involve patients more, right, with co-production with our services and, and so forth.

10:39:37 Thank you for having me.

10:39:38 It's a pleasure to have you here. Thank you, Ketch. And Claire, I could come to you next.

10:39:43 Hi, yeah, I'm Claire. I'm a research and development officer for Royal Health and Care Wales and I'm based in

10:39:54 Thank you, Claire. And Shawn, if I could come to you next.

10:40:01 Yeah.

10:39:57 Thank you, Mike. Hello, everybody. I'm Sean Cox. I'm a counselor on Powys County Council.

10:40:03 And I'm the cabinet member for adult social care but I've also had several years and I was a community activist and I just, I'm just driven by the, by the belief that we all need to be collaborating together that decisions.

10:40:18 Shouldn't be getting made to buy small numbers of people. With professional expertise or political expertise behind closed doors, I think that citizens have to absolutely be involved at.

10:40:29 The decision-making tables from the very beginning and we need to facilitate as authorities we need to facilitate settings in which they become informed, fully informed from expert delivery but also from each other from the from the expertise and the experience the citizens bring to the table from the very beginning.

10:40:51 And I think co-production is the way that is just the way that political decision-making needs to happen.

10:40:58 And I want to do anything I can to make that happen.

10:41:07 Hey, man, thank you, Sean. Ellie, if I could come to you next.

10:41:08 Hi, I'm a member of KERRITY. I've been, actively involved in improving public transport for many years.

10:41:18 I've been, actively involved in improving public transport for many years was a member of the public transport uses committee which advised the Welsh Government to see things from a passengers point of view.

10:41:27 So I'm keen to find out how I can use today. To improve my campaigning.

10:41:37 Wonderful, thank you Ellie and Emma if I could come to you next.

10:41:39 I'm Emma, I'm the development officer for South Wales for the Community Transport Association.

10:41:47 Thank you, and Gwenda, if I could come to you next.

10:41:52 I got new headphones and then I say work on. I'm Gwenda.

10:41:56 I work both second UK, and, and, and, and, and, CyCUSTURING, C, C,C.

10:42:00 And I'm particularly interested in this because I, one of my, the aspects of my role is working with campaigners across Wales.

10:42:09 To help them influence change at a local authority level and I think they're a real benefits as, I think Sean said about, you know, we get the right decisions if we involve the right people in coming out with solutions.

10:42:22 So yeah, very keen that we do that with cycling active travel in particular.

10:42:30 Fantastic. Thank you, Gwen. Over to you, Helen.

10:42:32 Hi, I'm Helen Griffiths Senior Road Safety Officer at NYPT, but, obviously got a remit of education training and publicity and the last few years has obviously had a massive change with active travel and promote in as part of our site then and walk in training.

10:42:50 Thank you, Helen. And Katie, up to you.

10:42:52 Good morning everyone. My name is Katie. I'm a research assistant and PhD student at Swansea University.

10:43:00 Thanks Casey and Lucy.

10:43:02 Good morning. I am a researcher in Transformability. I work with Amy and Aboriginal University from the Saint Transplant Health Research Network.

10:43:14 Okay, thank you Lucy and Madeleine if I could come to you next.

10:43:16 Yeah, hi, nice to meet you. I'm Madeline Goodson. I've just recently joined Transport for Wales as a bus transformation project manager.

10:43:25 So really interesting in how we can sort of reform the network and really deliver social value in the process of doing that.

10:43:36 Brilliant, thank you Madeline and Michelle.

10:43:40 Morning everybody. I'm Michelle. I'm development officer for North Wales for Community Transport Association and I'm based in Oswestry, Shropshire.

10:43:50 Thanks, Michelle. And,, if I could come to you next.

10:43:55 Hi everyone and my name is, I'm a research fellow at Cardiff University. I'm actually am in, cancer research, but I'm interested in the introduction and to co-production element because I have to incorporate that with, patient involvement in my research.

10:44:14 So I thought this would be a good way, even though I'm not in transport, but I just wanted to kind of have the fundamentals.

10:44:19 In the course.

10:44:22 Super, thank you. And Ruth, over to you.

10:44:29 Okay. Thank you. And hello, I'm with Stafford, and I'm based in New, so not too far from us and Michelle and Alison.

10:44:44 So yes, I have been working systems for 2 years in September and I'm just trying to get people to walk and cycle more in Newtown which is Okay, thank you.

10:44:58 I'm the phone, you've reminded me the I/O atom, an email as well.

10:45:03 I know.

10:45:02 I'll do that. And, it's.

10:45:08 Good morning everyone. And I'm a senior lecturer in public health and well-being at Alex Glendale University.

10:45:15 And really interested in code production in, order to benefit research and the development of health improvement and promotion interventions and strategies.

10:45:29 Yeah.

10:45:32 Cool, I'm a fellow in visiting research. And, so lovely to see you. Here, fine flag.

10:45:32 I', over to you

10:45:34 I am too, so I support impact and knowledge is changed, and co-production is part of that.

10:45:44 In forms the basis. So, and co-production is part of that and forms the basis.

10:45:48 So, to learn more about co production.

10:45:52 Thank you, Sue. Richard, hello to you.

10:46:03 I'm seeing you research, the university, and I'm interested in active mobility. Hello, I'm based in Sunny Cheshire.

10:46:07 SAY, I'm not so far as.

10:46:14 Thank you Richard and, John, if I could come to you next.

10:46:19 Find mute. I'm used to teams. Hi everyone. My name is Jonathan West.

10:46:23 I'm a head of behavioral science. At, the behavioural science unit in Public Health Wales.

10:46:30 And I'm interested in co-production. I've been interested in it for a long time actually but interested in relation to developing behaviour change interventions, but also in systems approaches.

10:46:44 So we do things like behavioral systems mapping or systems mapping in in systems approaches. And really interested in how better to involve.

10:46:53 You know a target audience our public.

10:47:00 Wonderful. Thank you, John. And if my maths is correct, last but not least, may I come to you.

10:47:05 Yeah, sorry. Hi, yeah. Hi everyone. So I was late joining. I'm Tracey.

10:47:10 I'm the program manager for rural and bus at Transport for Wales and I know absolutely nothing about co production.

10:47:18 So I'm going to learn lots today. I'm really glad to hear.

10:47:31 Wonderful. Well, you've come to the right place. And, thank you for that everybody.

10:47:31 I appreciate it's We're here to learn together and I always find it so much easier to share and learn with people who you've seen, smile, say hello, safety they are, we're not strangers anymore and it's going to both well.

10:47:41 And one little warm up question for us all before we dive into some theory. And invite you all just to do this into the chat if you're able to.

10:47:50 If you were put on the spot and said, how would you define co production in a sentence?

10:47:55 What would your sentence be? I'll give you all just a few moments to reflect. There's obviously no right answer to you.

10:48:02 Once you've written your sentence, feel free to share it and for the benefit of those watching this recording, I'll read them out as they come through.

10:48:13 What's your one sentence definition of co production? And you're reflecting and typing. I'll reassure you with the caveat that there is no internationally accepted definition of code production.

10:48:23 Same curious to see how we would all personally explain.

10:48:40 So production is involving the public in making the changes that will impact them.

10:48:44 Co production is creating something that has taken account of all the voices in the room. Working together towards a similar reign.

10:48:50 Professionals and the public designing services together. Co-production is involving all of those interested. Working together to achieve our mutual aims and goals.

10:49:04 Working with the public and other organizations to encourage engagement and involvement, working together for a positive outcome.

10:49:15 Lots of agreement here and all good stuff. Co-production is involving all stakeholders in developing something throughout the process.

10:49:22 Equal collaboration with members of the public at every level to achieve a shared aim. Hearing all the voices cooperating with people from different bodies not making decisions in silos listening to the public first and foremost.

10:49:42 What this already tells me is that we already have a decent sense of what co production is about in the room.

10:49:47 Working with the public and other stakeholders. To design and deliver interventions to engage and improve health in their communities to ensure that everyone is involved with creating solutions.

10:49:59 Facilitating and meaningfully drawing upon relationships. Different voices being heard and sharing power.

10:50:13 Cool production is the coming together of professionals and ordinary people to make decisions, develop ideas, agreed plans, influence actions as absolute equals recognizing the range of different kinds of experience and expertise.

10:50:23 And valuing no one above another. I can't put it better than you are. And we already know all of the important stuff and that's clear.

10:50:33 The next hour and 10 min are going to be defined details of how we take these sentiments and turn them into practical deliverable actions in our work.

10:50:42 I'll share my slides for a moment now and Ring some definitions and some ideas that can help us create this framework for action.

10:50:51 But acknowledging that you already know the important stuff.

10:51:14 So let's start with that WAS, as I promise. So what is co-production?

10:51:16 Well, as I said, there is no universally accepted definition, but there are plenty of widely accepted and very similar definitions which have a strong commonality of values with each other and with everything you've just shared.

10:51:22 So what? Oh, firstly, something I wanted to share with you just to kick off. Is a quote from One thing all of these modern definitions of code production have in common and one thing that the way co production and involvement are discussed in Welsh legislation as in common with them too.

10:51:40 If they have a direct provenance in the work of, Creator of time banking author of the co production imperative, a big fan of Wales.

10:51:48 Egga Khan passed away in recent years, but around 10 years ago when he was in Wales speaking at a co-production event, he said.

10:51:56 You have here in Wales in co production a national treasure. It's not just the Wales is first amongst equals, it's number one globally.

10:52:05 I think sometimes when we're in the thick of it, we can get drawn into the things which could be better.

10:52:11 The things we not doing so well, the things which challenge and frustrators. But the ice of the world are on Wales and we are doing some great work here and it's special and that's the platform on which we're building and we should not let ourselves forget it.

10:52:29 To answer your question, Shawn, this was an event. I will share these slides after today and I've included the recording that this quote is taken from at the back of those slides.

10:52:39 It was a co-production network for Wales events I think in 2,010 it is on YouTube.

10:52:46 And our definition of co production is the co production lab for Wales associated with the co production network for Wales.

10:52:52 This is follows the co-production of public services. Means that the people who provide and the people who deliver services.

10:53:01 And the people who access and receive services. Share power and responsibility and work together for mutual benefit in equal, reciprocal and caring relationships.

10:53:15 Again, strong synergy with the sentiments you shared. And some things to hone in on. Well, we're talking about those who provide and knows who receive services.

10:53:25 But the power balance is one of absolute equity inequality. People who provide and the people who access and receive services sharing power and responsibility working together for mutual benefit.

10:53:39 It benefits those who provide it benefits those who receive in equal reciprocal and caring relationships. If any words jumps out to me in that definition, it's always caring.

10:53:51 One can't imagine how a sharing being done under, transactionally. For me, that's not co production, that's smoking mirrors.

10:54:00 The thing which really is the marker of true code production is that they are real relationships. It's a carving relationship where we value and acknowledge the inhabitant worth of the individual.

10:54:13 You matter and that is why I want to involve you and share my power with you. So when we care.

10:54:20 Good things start to follow that's not the rocket science, but that's the nub of what we're talking about when we talk about code production.

10:54:29 Everyone has a worth, everyone has a value. How can we make the way we design and deliver our public services reflect that universal truth?

10:54:41 To delineate and differentiate co production from other equally critical practices in public service. The yellow blob over on the right there.

10:54:50 Shows that organizations can and should collaborate. Think is a good example of organizations coming together in collaborating if we work in partnership organization to organization, we can do more with less with better outcomes for all.

10:55:05 Partnership is brilliant and to be encouraged but it's different to co-production. The blue blob over on the left.

10:55:12 Demonstrates the citizens can do plenty of things without their public service providers getting involved. Grassroots community led action, communities doing things for themselves.

10:55:23 It's critical, it's important, it always has a role to play, it should be supported and encouraged.

10:55:29 But it's distinct from co production in the context we're talking about it today. When we talk about code production, we talk about the coming together of those organizations and those citizens.

10:55:41 The people and the professionals as equals to do more together than they could in their silos. And for those of you operating in the public sector in Wales.

10:55:51 And we'll come back to this later but where the well being of Future Generations Act talks about involvement.

10:55:57 It's a very close relative of code production. It is this sense of those who provide and make the decisions coming together with those who receive the service and feel the brunt of those.

10:56:08 Making those decisions collectively and working with each other every step of the way.

10:56:18 And for me these fine values are the things which you like are bird spotters guide for co production. The academic definition is useful, but really co-production is one of those things where the true answer is, well, you'll kind of know it when you feel it.

10:56:31 Co-production is marked by these things and if you see them out there in the wild to a greater or less of extent you're probably experiencing code production in action.

10:56:42 So the first of these 5 values and again, if you're looking for the provenance of these, it's in Edgar Kant's work, the co-production imperative.

10:56:49 At the first of these values is that we should value all participants and build on their strengths. And can't talk about the non-market economy, the fact that We have a society dominated by money and money values, things that are scarce and things that are in demand.

10:57:07 And kindness and compassion aren't scarce and the more of them we deliver, the more of them we create.

10:57:13 We need to acknowledge and bring that into our system. I everybody has a words. Everybody has a value.

10:57:20 Everybody has something to offer. And if we can acknowledge that and build upon that, there is no end to what we can achieve.

10:57:28 My colleague Noreen loves a good slogan and she often says we should focus on what's strong not on what's wrong.

10:57:34 It's an asset-based approach. Let's build on the strengths within our communities. Not ignoring the problems.

10:57:42 But not getting hung up on the deficits. A strength-based approach. Secondly, it's about developing networks across silos.

10:57:51 I appreciate as part of this network and very much preaching to the choir. And my crude rule of thumb in public service design is that if someone has to go to 2 different places for a solution, they should have been able to get by coming to one.

10:58:07 There is scope for our service design to improve. If we can think of the picture holistically, if we can join the dots, if we can be connectors if we can see.

10:58:17 Problems and challenges and opportunities in the round. Then we will do better by our communities and if we keep things siloed and distinct and disconnected.

10:58:29 Thirdly, it's about doing what matters for everyone who's involved. Again, my crude rule of thumb here.

10:58:35 Is that if somebody has to conform. And compromise. So they can follow my process, then my process has room for improvement.

10:58:45 My process should be able to compromise and conform to meet the diverse needs of my community. And so doing what matters for the people involved means we shouldn't get hung up and bogged down and falsely focused on our systems and processes.

10:59:00 Our systems and processes exist to enable positive outcomes for our communities. And focus on that success on what matters to people and how we can make things better for them in a way which is meaningful and relevant.

10:59:13 To them is what public service is about. And we need that in heaven flexibility to be able to deliver that.

10:59:22 Fourthly, it's about building relationships of trust, which where we can share power. This is why that caring is so critical to me from that definition.

10:59:30 If code production is about sharing power and responsibility. I would argue we can't share power and responsibility with people who we don't trust.

10:59:41 We can't trust people who we don't know. And we can't note people if we haven't spent the time to get to know them to build that relationship.

10:59:51 We all know this intuitively, instinctively with our children, our parents, our friends, our families, but it can be designed out of our public services under resource pressure and the pressure to meet targets under those other constraints and weights that we have to bear.

11:00:06 The time it takes to sit down with people, talk to them, get to know them, hear their stories, empathize with them, make them feel values, make them feel respected.

11:00:16 Is the cornerstone of everything else. We design this out of our systems at our Okay, my colleague Noreen's rule of thumb is never come to a meeting without a pack of biscuits, so a slice of cake.

11:00:29 Okay.

11:00:28 And little details really really matter. And fifth and finally co production is about the fact that people can be change makers and organizations can become enablers.

11:00:41 This will lead us onto our first topic for discussion in a moment. In public service we don't want to show point to plenty of examples where we are doing things for people.

11:00:52 Paternal instinct comes in if we can see a problem in this community and it's on us to come in with the answer and fix it for them.

11:01:00 Okay.

11:01:16 Hmm.

11:01:01 And if we fix it quickly and efficiently, we've done a great job. Or is actually not approached while sometimes appropriate in other places can entrench dependency, it can disempower, it can pull communities further away from the solution and sometimes it's a short term, impractical solution, whereas if we'd

11:01:22 enabled a community to design and deliver a solution of their own. It would have been a long-term sustainable solution.

11:01:30 And so our role in public services is often an enabling role. How can we work with people to co-produce solutions which will lead lasting sustainable change?

11:01:45 For those people who are disempowered, you have the least control, the least sense of self-efficacy.

11:01:50 The opportunity to make and deliver a change in their own life. It's an incredibly rare gift. And often the greatest gift we can give to anyone is to say you have the power, you have the control.

11:02:02 The way your life is going to change is now down to you with our support. Not a burden, but an opportunity.

11:02:12 So these 5 things in the wild, like I say, are my bird spotters guide to co production.

11:02:18 If we see these things happening, co-production is happening to some extent. If these things are absent from our work, there is more work for us to do.

11:02:27 We should be, if you want a building on their strengths, joining the dots and developing networks, focusing on the outcomes and what matters for people, investing in building real relationships and enabling long-term sustainable change to be delivered with our communities.

11:02:52 So let's move this now into some practical examples so we can reflect on together. So again, one way this is sometimes framed and you may well have seen this is as a ladder of participation, develop from the work of Chevy.

11:03:02 And where Chevy Esteen's ladder took you from manipulation and non-participation through the citizen power and citizen control.

11:03:11 Translating that and the game to figure on the right is from SINC, local act personal as a ladder of co-production.

11:03:17 Where we may see coercion as the lowest, through to coercion at the upper echelon to the top.

11:03:24 Now as the co-production lap for Wales, we would actually, there is a different but equal way to think about this.

11:03:31 Allowed them in place, low runs bad, top runs good. But in reality, of course, we know there are plenty of instances where coercion and protection are desirable.

11:03:42 And where co-production wouldn't be the right fit. So in many ways it is more helpful to think this, think of this as a spectrum of engagement.

11:03:50 The spectrum of interactions. The many different ways in which those who provide and those who receive services can work together.

11:03:59 All appropriate in their own context. So to introduce each in turn. Over on the left, we can say there are places where we should do things to people.

11:04:09 The worst and protect them persuade them. If you've been in your car lately, I'm sure there are places where you have to drive at 20.

11:04:16 At 30 at 60. And you can't say you can't just make that decision. It's been done for you.

11:04:22 It's been done to protect you. It's been done to protect those around you on their bikes, crossing the road.

11:04:28 Driving past. So some things are done to us. For our safety, for the safety of others, and it's good that they are.

11:04:36 Bye have a heart attack, I'll be rushed into hospital and my life hopefully will be saved. It'll be coercion, it'll be protection done to me.

11:04:45 In the middle of this diagram we see the realm of doing things for. Where those in public service deliver things for and on behalf of their communities.

11:04:56 It can be around providing information about what's going on, what's being delivered. Baby often it's about consultation.

11:05:04 We want our communities to give us feedback and data and insight. We will reflect on that and we will make a decision based upon it.

11:05:12 And it can even be participation. Let's have a focus group. Let's have a drop in event.

11:05:17 Let's have a community workshop. The marker of doing 4 is who makes the final decision.

11:05:23 If I still make it as the public service provider, I am still doing things for people. No matter how much involvement and participation they may have had to help me make that decision.

11:05:35 However, on the right we see the realm where that decision is no longer made just by me. It's a genuine collective decision by me in public service and all those who receive that service.

11:05:46 This is where code production and involvement come into the fold.

11:05:53 And we can put some statements around these to help us locate our own practices. So if we're coercing and protecting.

11:06:01 We may reflect on statements and it may resonate with this to say we have a duty to act to ensure people safety.

11:06:08 We know what people need to do. We need to get them to do it. If that relates to you, then maybe doing too is the appropriate way of engaging in a particular place.

11:06:21 When it comes to doing 4, we might say we provide information when, where, and how people need it.

11:06:26 We designed on the questions to ask and we decide how to collect data to inform those decisions. We listen to people's lift experiences and it informs our decisions.

11:06:40 If those statements resonate with you, maybe you're doing things for people. And when it comes to co-production, we say we listen to people's experiences and we share our experiences.

11:06:51 It's reciprocal and it's 2 way. There is equal power in decision making. And we value different experiences.

11:06:59 If that resonates with you, that's where the code production needs to happen. Good production needs to happen where the organization and the people listen to each other.

11:07:10 The organization and the people make the decisions together. And the organization and the people take action away. Not only shared power but shared responsibility.

11:07:21 We make the decision together. We do it together.

11:07:32 So that's a long winded introduction for me that I want to put into a open discussion for us for the next 10Â min.

11:07:36 With some real examples. So just got a couple of case studies here. I'm going to read through each in turn.

11:07:43 Appreciate in the text might be quite small on your screen. And then I'm simply going to invite you to reflect on.

11:07:48 Where are spectrum of engagement? Does this example live? Is it an example of doing 2 doing 4 doing with?

11:07:55 Or is it a bit of a mix? So real example, so I'll meet this out for everybody now.

11:08:02 So starting in 2020, Cardiff City Council. Use the crowd sourcing map where people were invited.

11:08:10 Where people identified local issues relating to active travel. And in summer, 2021, this was followed by a consultation on specific route improvements in 32 locations.

11:08:22 Consultation with creators to fulfill the council's GTs under the Active Travel Wales Act.

11:08:28 The council asked its residents and visitors to help confirm if they had identified the correct route for improvements and whether the proposals were appropriate for developing the routes.

11:08:38 And the 2 linked consultations brought in over 20,000 responses. And nearly 1,200 people, have subscribed to receive project updates.

11:08:49 If you want to know what a crowd sourcing map looks like, it's this. So people were able to interact with something, to a Google.

11:08:57 And leave real comments on real bits of the map. I'll click on the real map to show you now actually.

11:09:08 So I shall stop sharing my screen just for one moment and I'll come back and show you what's interactive map looks like.

11:09:21 And so you can zoom out and you can see who's left comments where. You can see in and see very specifically what people might be saying about.

11:09:27 Elements of active travel routes. So on the Atlantic wharf we can see this person said there is no path lighting outside the newly built flats.

11:09:35 So it's practically pitch black when walking around at night. It was raised in loose brick work on numerous sections around the wharf which can be a tripping hazard.

11:09:44 So, fine-grains detail, any individual can put their PIN in the map and feedback. The colors in, the colors, the ones that the respondents could select to reflect their sentiment.

11:09:56 So they, very satisfied, very dissatisfied or somewhere in the middle. And it scale. A huge rich data set is created.

11:10:08 I'm gonna stop sharing just for the moment. Would anyone like to suggest either by shanting out raising your hand or writing into the chat?

11:10:14 Whether you think we're looking at an example of co-production or is this something else?

11:10:20 Are we doing to doing forward doing with Gwenda? I shall come to you first.

11:10:27 Are you still muted for.

11:10:34 Perfect.

11:10:32 Okay, can you hear me? Yeah. It's not co-production. It's, it's consultation.

11:10:40 Because I think Yeah, it was a different way of doing consultation and you know, I think it was an attempt during COVID to do consultation in a more effective way.

11:10:50 But there has been no. Production of solutions. In effect, I know, worked on this, you know, in different ways.

11:10:59 But the amount of data meant that the local authority probably struggle to actually deal with it all. So your question as well, as you gather lots of data, but if you don't have capacity.

11:11:11 To do something positive with it. Then that can some people find it more frustrating. I don't think so.

11:11:30 Something which I thank you Gwenda. There's plenty of agreement for that in the chat too.

11:11:30 Something I often try and hold as Don't ask questions if you're not really interested in the answers.

11:11:35 So I think you're quite right. It's an incredibly rich. Source of data where you can see people seeing that cobblestone is loose in an active travel consultation.

11:11:46 But unless a way of dealing with that level of data has been reflected on and planned in. You then run the risk of causing frustrations by asking the question and ignoring the answer.

11:11:58 So there's an element of care for what you wish for, I suppose, unless the whole journey is planned out from the beginning.

11:12:04 Shawn, if I may come to you, you've suggested in the chat, you would see this is doing with a good example of participation.

11:12:13 And would you like to share any thoughts on that?

11:12:16 Yeah, sorry I said doing with by mistake is doing for it's the middle section isn't it and I might be wrong about that I thought that If it had just been the initial consultation I just said just consultation but because There was that extra element of people being invited to comment on whether there original ideas had been.

11:12:41 No, I've given

11:12:37 I mean, we didn't have that much information about how rich and deep it was. I suppose I'm giving it the benefit of the dial and thinking, well, they've asked the second round of questions around how well have we got this right.

11:12:48 So it's definitely not a good production because as you say For me, co-production would be bringing them around the decision making the table from the start and designing questions to be asked.

11:12:59 In the first place you know so from the very beginning but I did think it was it was that it was very good consultation but maybe it was good enough to be.

11:13:08 Over into participation assuming that And. That second vein of interaction was meaningful. And, what people said.

11:13:25 About how right or not. The council had got it was acted on. So for me it's about, is it acted on?

11:13:34 Yes.

11:13:32 I do we assume that these answers are the right answers? I mean, I'm part of it.

11:13:36 The thing that I think. Where we fall down with consultation is we're just asking generally for people to give the opinions they've already got.

11:13:46 We're not providing an opportunity for people to come together in a refine and hone. Those opinions in interaction with other people.

11:13:55 And that's what stops it being co-production for me as well, where that where that facility has not been a part of the process from the beginning.

11:14:03 Sorry I'm banging on.

11:14:06 No, that's really helpful. Thank you, Shawn. And And I agree with all of those sentiments and I should stress of course for the context with this that I share this is a brief example and to prompt this and get us talking and not as an example of the best or the worst practice.

11:14:20 Just an example we can talk around. And as you say, I think all of those sentiments are right that this is clearly an interesting creative good consultation.

11:14:30 We don't have all of the information at our disposal as some people have said in the chat to make that fully informed decision, but we can already suggest what else we would want to expect or see if this was to become co-production.

11:14:44 As it's been set by John in the chat, it's sort of There's not quite enough info to say and as Lucy said, it kind of depends on what happens next.

11:14:53 And who owns the decision to go back to that previous slide. Are we inviting people's responses to take them away, process them and decide, are we using these tools as a way to killively come up with mutual decisions between those who provide the notice to see the service.

11:15:12 Hi, one lesson for us in this and it's not to say good or bad, but just not to confuse.

11:15:17 But don't confuse very glossy consultation for co-production. Sometimes glossy consultation is exactly what we need and it can be brilliant and but we shouldn't confuse it for co production.

11:15:30 Code production isn't about how shiny it is, it's about who owns the decision.

11:15:35 Let's look at a completely different example now. I'll take one from another country in fact just to Hopefully take us all top of our comfort zone in context.

11:15:48 And again, I shall share my screen so I can read the.

11:16:07 So this time we're going to reflect on an inclusive co-design workshop which was run in Pittsburgh, US with the goal of bringing employers, residents and technologists together.

11:16:12 To build actionable solutions to get everyone moving. The 2 day work sharp attracted nearly 200 attendees.

11:16:21 One fifth of whom will loan the ability residents. Whose employability had suffered as a direct result of this loan mobility.

11:16:31 Mobility was through a whole range of factors to give some additional context from lack of lack of money to access public transport services due to as well as physical impairments preventing people from leaving the house.

11:16:47 So attendees worked. In cross functional teams. To generate 20 transportation design solutions which pass through pressure testing from other attendees.

11:16:58 And subject matter experts to be presented at the conclusion of day 2. Several of these solutions went on to secure funding to be piloted.

11:17:07 And one of these solutions secured $50,000 of investment. By wedding Pittsburgh City of Tomorrow Challenge and beats over 125 other proposals from the area.

11:17:19 I go into play a very brief video click now which gives you a sense of what the event actually look like in practice.

11:17:26 So I'll share the video and your audio should start playing automatically too.

11:17:41 Mobility is more than just transportation. It's the story of access. But for many vulnerable communities, a lack of access often leads to roadblocks in employment, health, and self-sufficiency.

11:17:49 Employers also struggle with mobility. The cost to recruit and retain a workforce without reliable transportation access amounts to thousands of dollars wasted per position per year.

11:17:59 For the first time, technology companies, employers, and local government sat down at the table with impacted residents to design corporate funded mobility pilots that can sustainably complement the city's infrastructure and strengthen the regional workforce.

11:18:14 The city of Pittsburgh and Boston Consulting Group saw the opportunity to connect these labor shortage challenges with local residents mobility struggles.

11:18:21 In order to prove the ROI of direct employer investment in transit solutions. The 200 attendees that Mobility created 20 pilot prototypes during the 2 day event setting the stage for public trials that aim to deliver holistic benefit across the region and prove that the time has come to embrace public private partnerships and human-centered

11:18:39 design and city planning.

11:18:45 Thank you. And

11:19:07 Again, acknowledging we only have very limited information at our disposal, whatever people's immediate responses to what we've just seen in her

11:19:22 So I can see in the chat chat, saying this feels like co production doing with. She's saying it's designed for participation.

11:19:29 The problem of issue was already identified. The, this is doing with

11:19:40 Getting for you John this feels like doing with it feels more like participate to be co-production.

11:19:47 Just before we move on then and again, these are simple examples just to get us talking as much as anything.

11:19:53 I want everyone to reflect on what's different about this one compared to the last one where we have more width than 4 this time and we have pause that with slash time.

11:20:04 So. I'm gonna hand over to you now, I can see your hands raised the for others either share in the chat or reflect on what's different about this one compared to the last one compared to the last one.

11:20:20 I was just cause I obviously, for us at CTA, that example, chimes very clearly with the work that we do.

11:20:21 Well I will say what the video does show is that there were different ages, different demographics from just from seeing that video.

11:20:28 And I think that's really important that everyone is in the process and sometimes we see. Consultations as we saw before.

11:20:37 As a tick box exercise. You know we've spoken to the people but you may have only spoken to the people who are prepared to speak to you so you haven't dug deeper than the people that are prepared to speak.

11:20:48 Sometimes the people prepared to speak don't always give you what you may need to make decisions for all the people.

11:20:58 And I think running events. From the video we've just seen encourages participation at different levels and enables people to write, speak.

11:21:08 Not speak but have their presence. Kind of valued as part of the process. Which I think is really important.

11:21:19 I don't I think co-production is really complex and it's really difficult to get it right because not everyone understand what K production is and how we can facilitate that.

11:21:29 But I suppose my frustration is often this tick box exercise. Well, we've spoken to a thousand people and that's fine.

11:21:37 But that doesn't lead to anything. So actually that video I found that quite inspiring to see people getting out of their seats, writing things down, talking to each other, you know, and that's where we see co production is I talk to you Mike and you change my perspective.

11:21:53 By hearing your voice so then I think about things in a different way so then I come to that co-production with a different way of thinking.

11:22:01 And speaking and then that kind of moves on between the people that are doing the discussions. So you may have come to that sort of event with a very kind of blinkered view of something but by having that engagement in different ways.

11:22:17 You have the opportunity to change your perspective and that then allows the co-production to become flexible.

11:22:24 And you may not get the result that you envisaged. Because once you've heard from people What you thought you were gonna do or what you thought the challenge was actually isn't it's something completely different which in a consultation you just don't get because you are the people who have written the consultation have written it

11:22:45 with a specific purpose in mind. They know the answer they want from the consultation. So if they get that answer, then all well and good, and if they don't, it'll go on a shelf because they're not prepared to move.

11:22:56 With the answers that they've been given because it doesn't fit. What they want to achieve.

11:23:02 So yeah, I quite like that video and I think might take that away. So thank you for that.

11:23:22 It's pleasure and again I've included the link in the slides to share and the Center for Public Impact.

11:23:22 We do lots of I'm gonna move on in a moment. There were a few, we are going to go into breakout rooms a little later but through your comments in this group and your comments in the chat, you're very smartly preempting everything I was going to ask you to talk about together.

11:23:37 And I want to ensure that we have plenty of time to go through some of the nuts and bolts, in our final 30Â min of the discussions as well.

11:23:49 Again, I think the broad lessons we can take here, and I certainly hope we can take from just a couple of examples in a brief chat about what co-production is.

11:23:57 Is that there is no one way co-production looks. There are potentially infinite ways it can manifest with different people in different places.

11:24:07 In different contexts. But there will be some common values which are always present to a greater or lesser extent.

11:24:15 And it's a spectrum as we've stressed so it's not a binary you are either co-producing or you're not.

11:24:21 Quite often you will see consultations which look like they have little bits of co-production sprinkled on to them.

11:24:27 Sometimes you will see quite co productive pieces of work where every now and again a decision lives exclusively with the community exclusively with the service provider.

11:24:36 That a consultation sprinkled on top. And all of that's okay. What we're really looking at and building our code production practice is am I bringing the valid use of co production to bear to the greatest extent that I can in the circumstances I find myself in.

11:24:53 And if that's the brief we give ourselves, we can achieve a lot. If we ask ourselves, am I doing perfect code production?

11:25:01 Well, we're going to feel we're going to be very far from ourselves because that's very hard to do.

11:25:06 And I'm not even sure there's a meaningful definition of what perfect co production would be. But I'm I creating the values to bear to the greatest extent that I can in the circumstances I find myself in, there'll be nobody here who can't find something that they can improve on.

11:25:22 I think to expand on this framework with hopefully a little more helpful theory. Okay, I'm gonna briefly dip our toes into some ideas around complexity now.

11:25:32 So I'll share my screen again for you just in a second. And I wanted to think about when we should co-produce.

11:25:40 To some extent the crude and simple answer would be all the time. But it's far more you once than that firstly and in all sensibility my answer is really this that in my experience often and this is no attacking a straw man but in my experience often the way this can be framed is we will think about

11:26:00 public service design and delivery as. Are there any opportunities for us to co-produce as part of this work?

11:26:08 And my answer to when Michiko produces simply to turn that question upside down. Is there a good reason we're not co-producing every aspect of this work?

11:26:18 You might end up doing the same amount of code production. But if you ask the latter question, you will miss no opportunity to co-produce where you should be.

11:26:27 So for me, when should we co produce? Look everywhere and do it whenever it's appropriate. That's the simple answer.

11:26:34 I'm gonna put some framework and nuts and bolts around that for us now before we go out into a discussion with each other though.

11:26:43 So firstly, we can think about something which Sometimes we will refer to as the pyramid of relevance, which is very grandiose, but you'll see why in a second.

11:26:52 The way I think about this is like this. If my doorbell rang now and someone banging on the door, I'm so sorry everyone, I better go and see what's happening.

11:27:00 And if I ran downstairs and opened the door and they said Hi Mike, will you come with us right now?

11:27:07 Welsh Government wants to co-produce a new housing strategy for Wales. I might say sounds fascinating but I've got 30 people upstairs on a call and I'm gonna go back to them, but hope it goes well.

11:27:18 If the doors banging and I run downstairs and they say, the bulldozers there, we're about to knock your house down.

11:27:24 Have you got anything you'd like to share with us? I'd say never mind those people upstairs.

11:27:29 I'm going to talk to you right now. So the pyramid of relevance is a reality check for this, I suppose.

11:27:34 And quite often we can find ourselves worried that no one wants to co-produce with this. Or we can put lots of time and energy in cash into planning a great big community.

11:27:46 And then we sit in the church hall and 2 people come in and we think, well, I'm never doing that again.

11:27:49 But we have to remember these things take time. People aren't going to leap from being completely disempowered.

11:27:55 Disconnected from their public service providers not feeling they can make a difference, not feeling listened to, to wanting to share power and responsibility at a strategic abstract level about things which are not directly relevant to them.

11:28:09 So meet people where they are. Their personal individual priorities. Well, other decisions which immediately impact upon you, your children, your friends, your family, your streets.

11:28:21 Let's start co-producing that. It takes less trust and less commitment, but it builds the relationship.

11:28:28 If I can talk to those people and get them to drive their bulldozers away, I might think I wouldn't want that to happen to my neighbor.

11:28:34 I'm gonna join the committee who's designing the policy for my street. And we'll come up with a housing plan for our streets.

11:28:41 And then once I'm representing my streets, maybe then I will be interested in turning the Welsh Government's big housing strategy.

11:28:47 But only because I worked through those levels slowly and surely. Gaining power and responsibility incrementally, getting to know you and building my trust incrementally until I was ready and equipped and desired to take on.

11:29:02 That abstract strategic work. Sharing power and responsibility isn't a gift if you don't want it.

11:29:09 It's a burden. So it has to be both parties equally up for it. And again, something I often find myself stress testing my own work with and advising others on.

11:29:21 Is to say co-production under duress isn't co production. Frog marching 50 people into the room to sit down and work with you doesn't lead to a co-productive outcome as much as 5 people who came in if their own volition.

11:29:36 It's not a numbers game. Every person matters. We start with the tiny often group. The tiny group who want to co produce with this and we build out from there.

11:29:48 And a neighbor of the pivot of relevance. Is the ways in which we can see through the whole cross section of our organizations that is stuff we should be doing.

11:29:57 Again, so often I hear, who's responsible for, and I'm organization, which it's John in marketing, or it's June, the engagement lead.

11:30:07 And the answer should be, everyone's responsible. It's our culture. It's the way we do things.

11:30:12 Everyone should be able to articulate their co-production responsibility. Because valuing the inhabitant worth of our communities is the responsibility of our public services, which makes it by proxy.

11:30:25 The responsibility of everyone who works within them. So whether it's setting the policy. Designing the service or supporting the individual, no matter who you are, no matter what your role, you will have a part to play.

11:30:39 The higher up the latter you go, the more responsible you are for creating the conditions, the financial conditions, the culture or conditions.

11:30:48 But everybody has a role. Often we find that selling code production through our communities is the easy bit selling it to other members of finance and HHO and our line managers can be the hard bit.

11:30:58 But we need up, down and across everybody to understand the collective responsibility.

11:31:09 And it's not just about the level of decision where we can think about opportunities for co-production.

11:31:12 It's the stage in the journey. And it's a cycle. So co-production encapsulates everything, co-creation.

11:31:21 That can be right back to commit commissioning and procurement. What should we do? What should we be doing and who should we be doing it with?

11:31:29 Do we make that decision for people or with them? It's design. How should we do it?

11:31:35 Do we make that decision for people or with people? It's decision making and delivery. Now we know how we're going to do it. Let's do it.

11:31:42 Do we do it for people or with people? And it's a valuation. Did it work?

11:31:47 Did we decide that for people or with people? You don't have to start in one place and move all the way along.

11:31:55 Coe evaluation in my experience is often where people start because There's a budget for it. It's a natural opportunity to talk people to gather their experiences.

11:32:04 It informs the next step of commissioning in the continued cycle. Equally code design is a place people often start because they secured some funding, they can give things time, there's an element of certainty that can get all the felt pens out, it's fun.

11:32:18 So whilst ideally in our utopia, we want to see co production happening at every stage of every project in this cycle.

11:32:27 It doesn't really matter where we start, but there will be opportunities to cope with you everywhere.

11:32:34 Let's put a really crude example to this before we open it back out to our own practice.

11:32:41 So let's say we're baking a cake. What does co creation look like? Well, that's our commissioning stage.

11:32:47 It's me saying I've decided we're all gonna chocolate today, it's me saying what kind of cake would you like?

11:32:52 What are people's favorite cakes? Maybe we need 2 different types of cake to keep everyone happy.

11:32:56 We can make that decision together. Then it's co design. So that can be me saying, okay, I'm going to go to the supermarket now and get all the bits.

11:33:06 It can be me saying who wants to come with me? Which shop shall we go to? Which flowers should we buy?

11:33:12 Which icing? What kind of sprinkles? Will it be a better experience if we make the cake together?

11:33:15 Rather than if I make those decisions for us. Then it's the decision making and delivery. How many eggs?

11:33:21 How much flower? Who's gonna whisk it? Who's gonna beat it? Who wants to put it in the oven who wants to decorate it.

11:33:26 Is it better if I do that for people or with people? And then it's a valuation.

11:33:31 And it could have a KPI. That says success means there is no cake left at the end.

11:33:38 I could say, brilliant, there's no cake left, tech, successful project. Or I could define success with my community, I could speak to them.

11:33:46 I could say how was it for you and they might say, well, actually, there's no click left because it wasn't very nice.

11:33:51 We all threw it in the bin when you weren't looking. Oh, they could say, I didn't like the cake, but I loved going to the supermarket with you.

11:33:58 So I would do it again anyway. It wasn't about the cake, it was about making friends with people on the journey.

11:34:04 Everyone might have a completely different definition of success. And being able to acknowledge and embrace those in a co evaluative way.

11:34:13 Could teach you so much more about how the project looks different in the future. So even with something as simple as baking a cake at the level of creation, design, delivery and evaluation, there will be things we can do.

11:34:28 There's a few questions coming through in the chat and I can see a hand up. So I'm gonna stop sharing for the moment and I'm just gonna address those and then we'll come back into things and go into breakout room momentarily.

11:34:40 So firstly to your comment, yes I will. And I'll ensure that in around 5Â min time we move on we move on to some of those practicalities explicitly maybe 10Â min time, last 15Â min on that.

11:34:53 A question from you, John, is identifying important needs and issues in that cycle. Does that take us to deficits rather than assets.

11:35:01 Personally, I would argue that identifying important needs and issues would live at that sort of co creation stage, so I don't want to sort of get bogged down in over analyzing these things.

11:35:11 I don't think it takes us to a deficit place at all. I think often it, acknowledging and talking about challenges is a critical part of the process.

11:35:20 It's just about making sure we utilize our strengths and our assets to build on the solutions.

11:35:25 But acknowledging and talking is absolutely lives there and identifying those needs and issues. That's about, yeah, that idea in project generation.

11:35:35 What is it that we should be working on?

11:35:42 And Sean, I'll come to your comment. I'll come to you now and it will come back to some of these things.

11:35:45 In the chat.

11:35:48 Yeah, but kind of build a little bit on the point that, and made. And I was aware throughout that I was noticing.

11:35:54 Firstly, somebody is that in questions. Somebody is saying.

11:36:01 Would it be better if we did this that on the other? So this somebody almost kind of in control.

11:36:05 Even though everybody's input is probably valued equally. There is still somebody who's deciding what questions to ask.

11:36:14 And

11:36:19 But yeah, that's kind of it. And I just seem, I'm thinking about. The value of remembering at all times that this is Co-production itself is a spectrum maybe where you might have different kinds of co-production.

11:36:32 So for me So I'm a politician and I want for production to happen because I want everybody to be around the table where we decide what's going to happen, basically what's going to happen.

11:36:44 But that of course there will be.

11:36:48 Parameters that are already set. If a local authority is bringing and the people of this region on board. How do, what should social services look like?

11:37:02 Transport look like and they're still defining what the issue is to be addressed. Social services and transport and I think that's okay.

11:37:10 And my ultimate goal if somebody asked me in 5 10 years time was that a success I'd measure it by how much people that have been involved in that process were now going out and doing it independently in their own communities without needing.

11:37:23 Anybody to set the parameters. Because they've had that experience of being involved. In this co-productive process.

11:37:30 So I think people that are involved in Citizens Assembly is one of the things they repeatedly say afterwards.

11:37:35 You know, across the board across the world is And this is the way to do things. This is this needs to be the way that things have decided and done.

11:37:44 And I just hope that those people having had a taste of it. Can go out into their communities and do it themselves.

11:37:50 And when I hold these community discussions, community assemblies myself, that's what I'm hoping for.

11:37:53 Ultimately it's not about. Whether we resolve this issue or not. It's actually about how fruitful and meaningful was that experience to people.

11:38:02 And how How much does it, would it inspire them to then go and do more of it and recruit other people to be involved in it and spread the word.

11:38:20 Thank you, Sean. If I may, I'm gonna address your question from the comments now because it feels relevant and builds So firstly, you should mention, so how do we do it?

11:38:23 And And you said there as well following up there's always an issue with who decides it should be a cake rather than a fruit salad.

11:38:32 And I want to give you just a real example of how I spent the first half of my week. So.

11:38:36 On Monday and Tuesday this week I've been working from New York in Anglesey. Supporting Natural Resources Wales, who are developing their people plan for new bread.

11:38:47 Which in a nutshell is the plan which says how we'll make sure all of those people who live and work and run businesses and invest here and have an equitable experience with respects one another's rights and respects the environment and protects the environment.

11:39:02 There were lots of things that team and that's probably sources where you'll suspect. That people plan is going to have to address.

11:39:09 But what we were doing this week was simply advertising locally, liars in the chip shop, emails to people, things in the local Facebook group.

11:39:18 The forestry team, we're all going to be in the village this week. We're going to be working from the village hall.

11:39:25 If you want to come in and have a cup of tea with this, come in and have a cup of tea with this.

11:39:29 There was no agenda. There were no things you had to talk to us about. There was no, you know, forms to fill in.

11:39:35 And some people came in and just cube the fats whittled away a few hours and it was great we got to know them and we heard about their lives.

11:39:43 Other people came in and they said, we've made some notes of some things we're worried about.

11:39:47 Other people came in and wanted to know how they could get more involved in the future. But it was just an agendaless presence.

11:39:55 In the community to say we just want to get to know you when we want you to get to know us.

11:40:01 We've got biscuits, we've got T, and you can talk about whatever you want.

11:40:03 And over 2 days, and they're still there today, they're all week. Over to days I started to get a good nuance sense of some of the issues that that community wanted us to carry forward and build project for production opportunities around.

11:40:18 So the village, the villages were really worried about congestion on a particular street and the risks it pose to pedestrians.

11:40:25 We heard it from every single person who came in. We didn't ask about it, we simply heard about it.

11:40:31 So we now know that there will be an opportunity to co-produce. How did we solve the congestion issues on Church Street in Newber Village?

11:40:39 And that's how we know it's a cake not a fruit salad in that case because we started with that listening exercise and that's the the investment of time it takes.

11:40:48 The way we make that palatable to them as an organization was to say This isn't a consultation event where if nobody shows up, it's a failure.

11:40:59 It's you working. From the village hall. If nobody comes in, you'll get loads of work done.

11:41:04 And if lots of people come in, you'll get even more work done. So it's a win-win situation of being physically present, saying we're committed to this place. We're committed to you.

11:41:14 We want to get to know you. The door is wide open. Come in and chat to us. And 3 months from now that will allow us to come back to you with better questions and start to work on solutions together.

11:41:23 So the secret is that physical presence and the time they're giving themselves 18 months to write this plan.

11:41:30 You could probably, that, or plan off in a weekend if you really needed to, but 18 months is how long it takes for people to write it together with a shared sense of ownership and real relationships.

11:41:40 So that's a real example of how this has looked for me in my day job this week.

11:41:50 I want to share just one more idea briefly and then we'll have a conversation together and then we'll look through some more practical examples for all the time we have left.

11:41:59 So a single slide.

11:42:04 To do with complexity. A single slide can't do complexity just this. But just something to reflect on before we go into a breakout room.

11:42:12 And not only can we think of when we should co-produce in terms of different levels. At which we can engage with people meeting and where they are.

11:42:21 And not only can we think of it. In terms of different cycles on the design and delivery and evaluation of a specific work stream.

11:42:29 But we can think of it about the nature of the challenges that we work with as well. And the connection framework.

11:42:36 And which again is linked to in slides, see it. Identifies a simple, complicated the chaotic and the complex and that to me feels a useful framework for us here.

11:42:46 So some problems are simple. And there's a picture of an because they might be like doing long multiplication.

11:42:53 We all did it in school. There's a documented process. There were tools and techniques.

11:42:57 As long as you know the formula you will get the right answer every time it's the realm of best practice How do you work out what 73 times 46 is?

11:43:10 But you always do it this way. And if you always do it that way, it will always give you the same result.

11:43:15 There were then problems which we could call complicated. They're really just lots of simple problems stuck together.

11:43:21 So that's when it's a picture of building a rocket, rocket science is really just lots of GCSE maths in a row.

11:43:27 But it takes some training to get your head around it. So if you want to build a rocket, there's still a documented process.

11:43:35 There might be some specific skills you need now, but it's as linear and it's as predictable.

11:43:40 If every principle is followed, the rocket will take off in exactly the same way every time. So with our challenges are complicated, we call in the experts, the specialists with the right training, the right expertise, the right knowledge to follow the right best practice to give us the right results.

11:43:58 Complex situations, more like racing a child. So you can speak to all the other parents, you can speak to the teachers, you can read all the books, you can watch all the documentaries, you can know all the theory.

11:44:09 But when your 4 year old wants to have a meltdown in Morrisons, you're on your own and you've got to think on your feet.

11:44:16 That expertise only helps you so much. How do you resolve that? You look at the situation in front of you, you work together.

11:44:24 You compromise and they compromise. You invent a bespoke solution in the moment. And the next week when they have a different meltdown in Morrisons, you'll need an entirely new solution.

11:44:36 Which is seems completely different to the last one. You will learn, you will always develop, you will always iterate, but the 2 circumstances will never be quite the same.

11:44:46 So there's no absolute documented process. There's no absolute definitive answer. It's what the connection framework to find is a network adaptive system.

11:44:56 Everything's connected to everything else. Everything's contingent and everything else. The system never stops changing.

11:45:03 So these can never help us alone because this is not a static situation. If that, if that resonates with what your work feels like, you're working in complexity and the answer is that we have to gather the people.

11:45:15 There is good practice that we can take inspiration from. But there is no best practice because there is no one solution.

11:45:22 We're the first people who've ever had to do exactly this. So how are we going to find out?

11:45:26 We can do acknowledge that. We're gonna share responsibility. We're gonna figure this out together and we're gonna learn as we go.

11:45:34 At the chaotic for completion. Is maybe the first few weeks of COVID that doesn't seem to be any path, any pattern, we're adapting and responding until eventually the chaotic falls into being simple or complicated or complex.

11:45:54 So is our work complex? Has any if nobody's done it before, if somebody's done it but never in this context.

11:45:59 If we're working with unknown unknowns And if they is high value but also risk. Then yes, we're working in complexity.

11:46:08 I'm not means is good reason for us to think about code production.

11:46:16 So a reflection question for 5Â min to give you all a break from me before we start bringing some of these threads together.

11:46:20 I'm gonna put you in breakout rooms for 5Â min and ask. Where do you have a new opportunity to co-produce?

11:46:29 So think about your own work in your own context. You may be doing no co production whatsoever. You may be doing huge amounts of co-production.

11:46:37 Simply likely to reflect on where is there a new and additional opportunity to be co-producing where you're not at the moment.

11:46:45 You'll have. About 4 colleagues in each room. I'll bring you all back just after 10 to 12 and then we'll start bringing all of these threads together.

11:52:19 Welcome back everybody. I appreciate 5Â min is not very long. With anyone, if you would like to be happy to share those opportunities in the chat.

11:52:26 Okay, now I'll read some eyes, just like coming through. I will also for your reference and for everybody else's reference to.

11:52:35 In answer to your question about co-, just when you were all talking. The block I shared the link with I'll share it here one moment.

11:52:46 Having a link to a blog here, which is the most succinct I've ever been, I think, around how evaluation and simple ways to apply it.

11:52:56 And it connects to some way the reading too. So I'd say. If anyone with a general interest in co evaluation, that's a really good.

11:53:15 And again, I'll just read some of these outline for the benefit of those watching the recording.

11:53:15 So. And opportunities for border between engagement and co-production.

11:53:24 And lack of funds to support co-production methods. And again, just to see it coming through, just some reflections from me.

11:53:29 I think You're right in that that quite often that some of the broader methodologies one would associate with code production, most significant change, evaluation approach, and big open space events, Citizens Jories.

11:53:45 You take time and money to deliver. But the starting points of making sure that we create a bit of time to listen to people smile, don't forget to offer them a biscuit.

11:53:54 Humanizing and softening our services. That stuff actually doesn't need to cost much. And it goes back to that point from earlier.

11:54:03 And how can we bring those values to bear with the circumstances we find ourselves in to the gracious extent that we can.

11:54:09 Not how can we leap to the perfect which I think often it's it's helpful to think of co production as a journey as much as a destination.

11:54:18 Bringing the values to bear and the service will continue to improve.

11:54:40 And to answer that question there, Ellie, which is coming through, would you call a public meeting?

11:54:40 You wish people, what would you call I guess, a production event is not clear to people. You're quite right.

11:54:45 I don't really get hung up on the line. It's helpful for us to have a vocabulary in a framework to work within.

11:54:52 I'm always a pragmatist in the sense of all it what it needs to be called to get people into the room.

11:54:58 You related and so the issue takes precedence.

11:55:07 Often I'm led by the partners and by the community themselves and often it's very much a deal what it says on the tin.

11:55:12 In in Uber this week it was very much come in and have a cup of tea. I don't think the event had a name as such but the advertising said this is where we'll be and this is what you can expect if you come in.

11:55:25 Giving people a clear information on what they can expect to experience rather than a confusing them with the jargon and they're quite right.

11:55:35 Co production is what it is. It's not what we have to call it. Call it whatever we need to.

11:55:44 Wendy, you're quite right about the time it takes to cope because of the time it takes to phone meaningful relationships.

11:55:48 And that can be a real strain when it comes to the demands of delivery. It goes back to the earlier slide about why it's so critical to have buy in from the top down chief executive down trustees down because if the time is not acknowledged which it takes to do this, if there is a short termism which we are being pressured

11:56:09 to deliver within, you will never get sustainable. Cover production. There are things we can do within our limited power.

11:56:15 But the long term lasting meaningful changes come and we are given the time it takes to make the difference.

11:56:21 It's why we have to sell up. Just the final couple of parting thoughts for me if If I may and then I'll hand back to, to Amy to bring things to a close for us.

11:56:33 A couple of thoughts with the guards to the wine. And hopefully that's becoming a little clearer.

11:56:41 As we've gone on today. So I'll share my slides for a final time.

11:56:52 And why should we co produce?

11:56:57 Well, first I mentioned earlier, involvement, the well being of future generations act for any of us operating in Wales.

11:57:02 Gives us this legal duty for all those who fall under the act to involve people in our work. And what does that mean?

11:57:11 This is taken from the journey tracker from the commissioner's office website. Involvement requires organizations to be open to influence from citizens and stakeholders to move from a culture of word to moving to a culture of working with rather than doing too.

11:57:28 In contrast to consultation, involvement approaches work with people at earlier stages. Helping to identify issues what we call co-creation and potential solutions to what we called co design being supported to remain involved through.

11:57:46 Design implementation and valuation processes. For me, that looks a lot like co-production.

11:57:51 And we have that legal framework that supporters through co-producing in our work. Why? Well, it also costs money.

11:58:00 Saves money, I should say. I mean, very, very crudely, the business case for co production is that

11:58:08 It's cheaper to run an effective service than an ineffective service. The quote here is taken from the new economics foundation.

11:58:16 Public services can be more cost-effective once they are built around code production. Because co-produced services work better.

11:58:24 That's the cost of effective not because they cost less though they might. But because they produce more effective outcomes.

11:58:32 Because they insulate people. Again, in health health, they help people to achieve better outcomes and most services currently do.

11:58:41 Service which delivers better outcomes more of the time is more cost effective than a service which may look efficient on the surface but deliver short term and ineffective outcomes in reality.

11:58:51 And the new Economics Foundation document, the challenge of code production provides lots of detail case studies in that space.

11:59:04 It's just one by way of an example from the States actually. The Nurse Family Partnership Programs in the States about a 15 year evaluation, one of the more longitudinal studies that go about co-production anywhere.

11:59:14 They've been found to reduce child abuse and neglect by 48%, arrests of children as teenagers by 61%.

11:59:21 Incomparable behavior by 90%. It translates to benefits worth 5 times the investment and a saving in public spending of $41,000 per child.

11:59:34 Again, the link which you'll see in the slides I will share, provide similar examples from the UK and overseas.

11:59:40 There is still emergence research and more research needed into the. Business case as it were for co-production but the evidence is strong that co-produced services are better and better services and more cost-effective.

11:59:55 And last but not least, a final quote. This is from, again, I open the session with talking about the first time he presented his ideas.

12:00:05 He said I was angry about how a throwaway society treats throw away people. Of 3 treats people as throw away objects.

12:00:15 It wasn't logic that drove me. It was outrage. This was how I came to identify and understand the missing element behind the co-production inquiry.

12:00:23 It was a simple matter of social justice. And so it comes back to those simple things to end the session today.

12:00:31 The reason where Thanks to our kids isn't because it's cost-effective, hopefully. It's not because we have a legal obligation to be.

12:00:41 If somebody said to you, I'm gonna pay you a great compliment now. You're a legally compliant parent.

12:00:47 I'm not sure you take that as a great compliment. But if someone's going to pay you a compliment now you're a brilliant caring compassionate parents you would take that as a compliment.

12:00:57 And in public service, we should be legally compliant. We should abide by the Well-being Act, but we should be brilliant, compassionate, caring public services.

12:01:06 We should understand that the battle against social injustice the right of everyone to be respected and valued is what our work is about.

12:01:16 And co production is simply the nuts and bolts. That can put that right. So yes, there's a legal imperative.

12:01:21 Yes, there's a business case, but it's that moral imperative which really drives and sits at the heart of code production.

12:01:29 And most commonly when I speak to people and say why do you co produce they say well it feels like the right thing to do.

12:01:35 And that is the answer.

12:01:39 So I'm gonna hand back over to you now, Amy. I know I've taken just over 12 a couple of minutes longer than I promised to.

12:01:45 I sincerely hope that although it's been brief today, it's been a helpful introduction.

12:01:50 Okay.

12:01:49 I'm going to share my email address into the chat and I'm always happy to take questions and and keep the conversation going.

12:01:57 And equally I'll stick around at the end now. So if anyone does want to ask something, they haven't had the opportunity to.

12:02:03 I'll stay on the line for another 10 or 15Â min. But I'll hand over to you there, Amy.

12:02:08 Thank you if you are.

12:02:08 Great, thank you so much Mike. That was a whistle stop tools quite a while, but fantastic.

12:02:13 It was. Really really passionate delivered and I think everyone's taken a lot of really good stuff away.

12:02:18 I will be sending rounds. And the slides, any other resources that have been mentioned. A feedback form.

12:02:25 And actually I'm thinking that if people are interested, there could be space for, a think to convene.

12:02:34 Something akin to a working group for anybody who works in transport and health to keep working on this because you can join the co production Wales network which I very much advocate you do I remember myself also we could have a working group within so to keep us going as a team because we building that idea.

12:02:50 Of building trust learning from each other, it might be that we can find ways to do that kind of upward persuasion of getting things at a strategic level and help each other to do that as well as you know, one of the reasons I convened this today was for I benefit.

12:03:04 From the training, I wanted to benefit from the training and that's what networks about, isn't it?

12:03:09 So how we can kind of spread the word. And play with ideas. We've also got the second round of the 2,000 pounds grants that think gives out for tackling transport issues in the community.

12:03:18 That might be something that is really worth some of you applying for to try out some of these ideas around co production and you know paying for all the cake and tea, can get pricey.

12:03:30 And so that's something to think about as well. And for some of you, I know you're not already members of thing.

12:03:34 You've heard about this through something else. So I have put the link in the chat for anybody who wants to sign up more for me. It's free.

12:03:39 It just needs to get the news letter and regular contact from us. You know what's going on.

12:03:44 And that's it. I don't want to keep you any longer. Thank you so much for your time.

12:03:47 Do get in touch with me@thinkat.dotdot or my email address which you'll have from emailing you.

12:03:54 And if you've got any ideas how to take this forward as well. My first idea is the working group, but there could be other really brilliant ideas.

12:04:01 And I love in my little breakout group. We've already got a little idea. Going on between some of the people and that's what the THINK network's about.

12:04:06 So, please keep working together and for the benefits of us as being a funded project, if you do have fantastic ideas that come out of this training.

12:04:16 Just let us know even if we're not remotely involved after this point it just helps to show you the value of having a network like this be paid for because there's no other means for you to work together in this way.

12:04:26 So thanks again, Mike. I'll let you guys ask you many other questions in case you've got them.

12:04:30 So thank you everybody and have a lovely afternoon.

12:04:32 Thanks, and thank you very much.

12:04:40 Hi Michael, go to question. Is it okay to us? Sorry, can't see how to raise my hands.

12:04:43 Great.

12:04:46 In terms of inclusion, I'm making these sessions kind of. Inclusive and accessible.