



Rhwydwaith  
Cyd-gynhyrchu  
Cymru

Co-production  
Network  
for Wales

# #CoproLearning

## Co-production and citizen involvement

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The Co-production Network for Wales

@copronetwales #coproduction



# WHAT?



**You have here in Wales, in co-production, a national treasure. It's not just that Wales is first amongst equals, it's number one globally.**

Edgar Cahn, creator of TimeBanking and Author of No More Throw-away People: The Co-production Imperative.

**WHAT DOES  
CO-PRODUCTION  
MEAN TO YOU?**



Co-production (of public services) means that people who provide and deliver services, and people who access and receive services, share power and responsibility, and work together for mutual benefit in equal, reciprocal and caring relationships.



# 5 values of co-production



*Value all participants, and build on their strengths.*



*Develop networks across silos.*



*Do what matters for the people involved.*



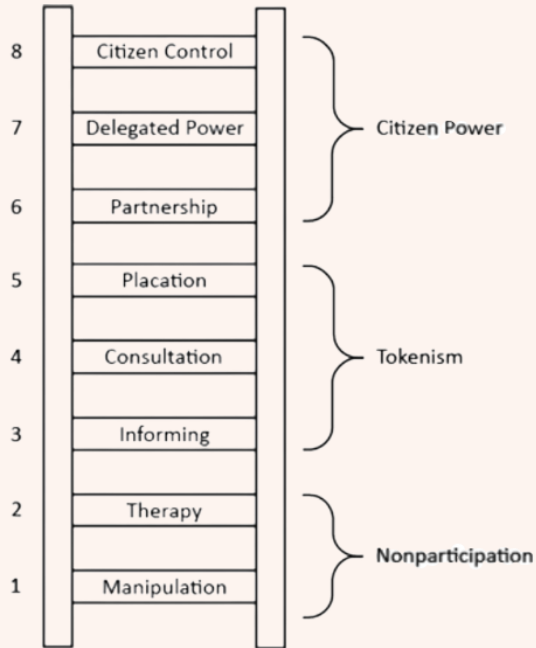
*Build relationships of trust and share power.*



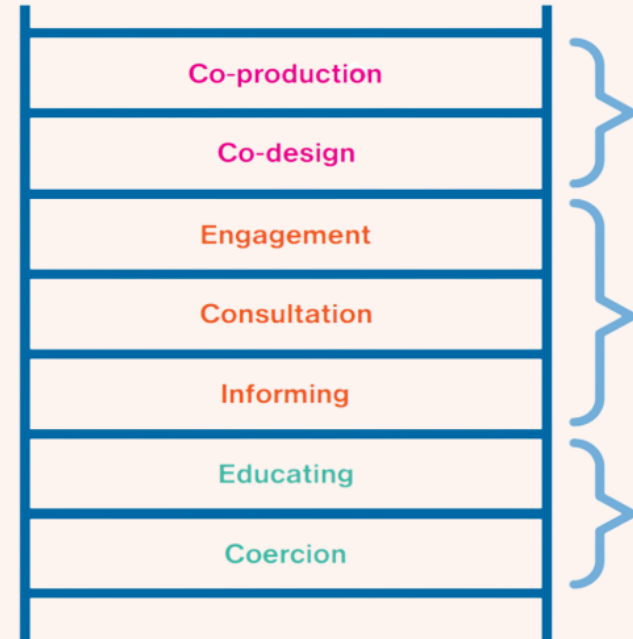
*People can be change makers, and organisations become enablers.*

# Ladders of participation

*Sherry Arnstein, 1969*



*TLAP steps towards co-production*



Sherry Arnstein 1969 <https://www.citizenshandbook.org/arnsteinsladder.html>

TLAP (Think Local Act Personal) <https://www.thinklocalactpersonal.org.uk/Latest/Co-production-The-ladder-of-co-production/>



# A spectrum of engagement

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement
e.g. criminal justice, safeguarding	e.g. smoking cessation programmes	e.g. Council website info on bin collections	e.g. surveys, urban planning, FixMyStreet	e.g. drop-in events, focus groups	e.g. person-centred care, shared decision making

National Principles for Public Engagement: <https://thirdsectorsupport.wales/resources/national-principles-for-public-engagement-in-wales/>

Glossary of engagement terminology <https://info.copronet.wales/glossary-of-engagement-terminology/>

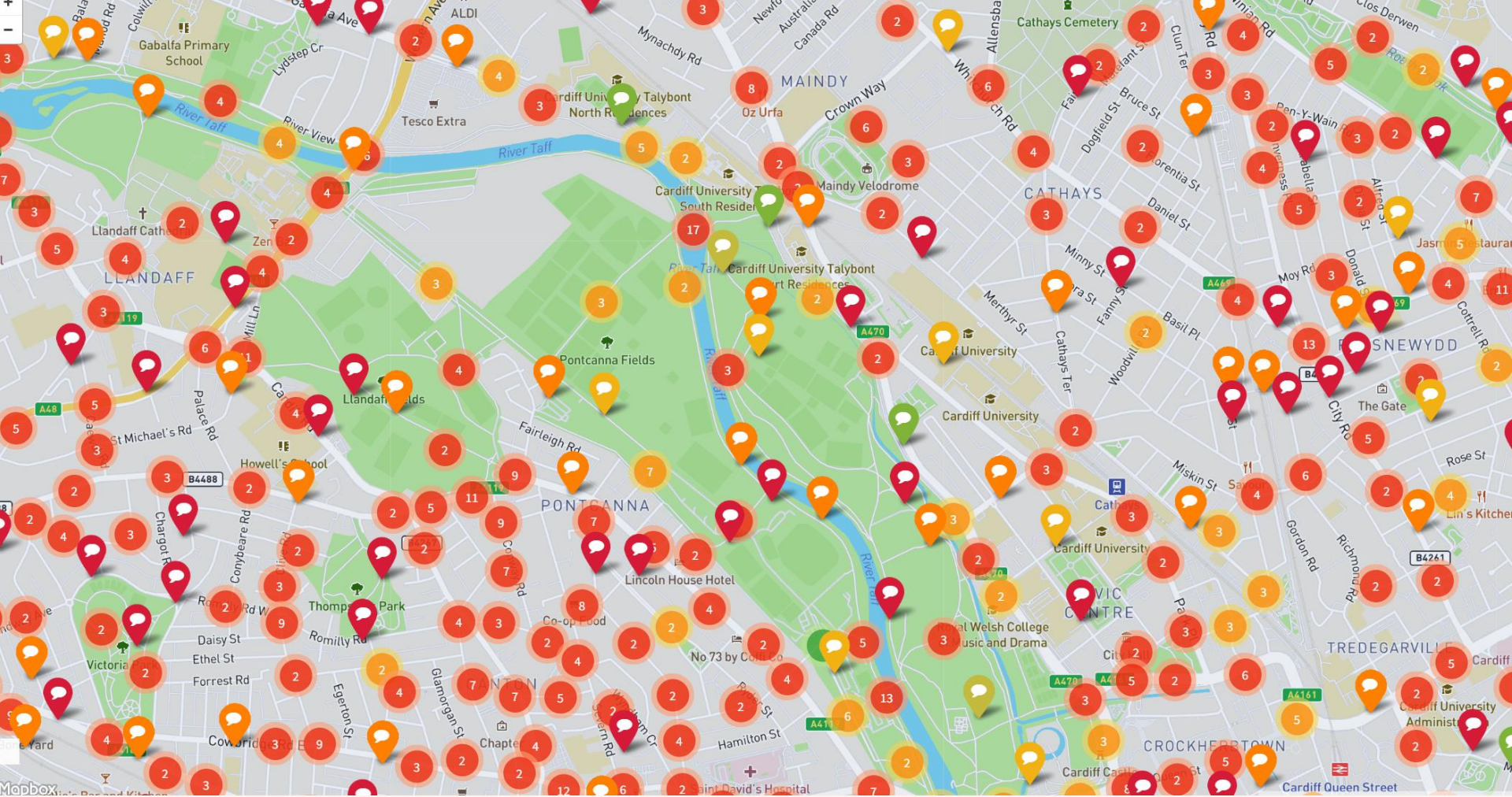
# Interaction narratives

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement
e.g. criminal justice, safeguarding	e.g. smoking cessation programmes	e.g. Council website info on bin collections	e.g. surveys, urban planning, FixMyStreet	e.g. drop-in events, focus groups	e.g. person-centred care, shared decision making
<i>"We have a duty to act to ensure people's safety."</i>	<i>"We know what people need to do, we need to get them to do it."</i>	<i>"We provide information where /when /how people need it."</i>	<i>"We decide what questions to ask, and collect data to inform our decisions."</i>	<i>"We listen to people's lived experience, to inform our thinking and decisions."</i>	<i>"We listen to people's experience and share ours. There is equal power in our decision making. We value different experiences."</i>
The organisation has the knowledge. The organisation makes the decisions. The organisation enforces the decisions.	The organisation listens to people's knowledge. The organisation makes the decisions. The organisation enacts the decisions.			The organisation and the people listen to each other's knowledge. The organisation and the people make decisions together. The organisation and the people both take actions on the decisions.	

# Case study: Active Travel

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement

- Starting 2020, Cardiff City Council used a crowdsourcing map where people identified local issues relating to active travel.
- This was followed in Summer 2021 with consultation on specific route improvements in 32 locations. The consultation was created to fulfil the Council's duties under the 2013 Active Travel Wales Act.
- The Council asked its residents and visitors to help confirm if they had identified the correct routes for improvement, and whether the proposals were appropriate for developing the routes?
- The two linked consultations brought in over 20,000 responses and nearly 1,200 people have subscribed to receive project updates.



<https://www.commonplace.is/blog/welsh-community-engagement>

# Case study: Mobiliti

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement

- An inclusive co-design workshop was run in Pittsburgh, USA in 2018, with the goal of bringing employers, residents and technologists together, to build actionable solutions to get everyone moving.
- The two-day workshop attracted nearly 200 attendees, one-fifth of whom were low-mobility residents, whose employability has suffered as a direct result.
- Attendees worked in cross-functional teams to generate 20 transportation design solutions, which passed through pressure testing from other attendees and subject matter experts to be presented at the conclusion of Day 2.
- Several solutions went on to secure funding to be piloted, including one which secured \$50,000 of investment by winning the 'City of Tomorrow' challenge, beating over 125 other proposals from the area.





<https://www.centreforpublicimpact.org/insights/mobiliti-a-co-design-workshop-to-improve-transportation-provides-lessons-on-how-to-collaborate-with-purpose>

**WHERE DOES YOUR  
WORK LIVE ON THE  
SPECTRUM OF  
INTERACTIONS?**

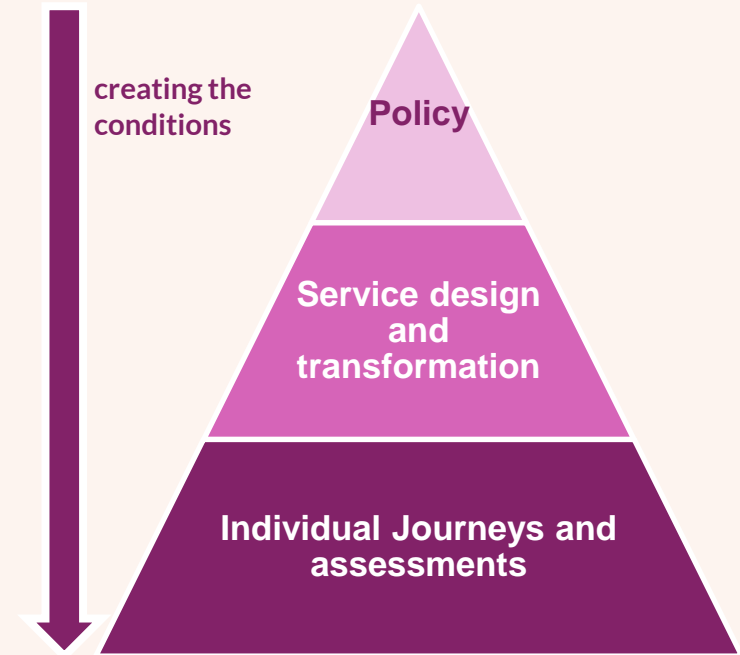


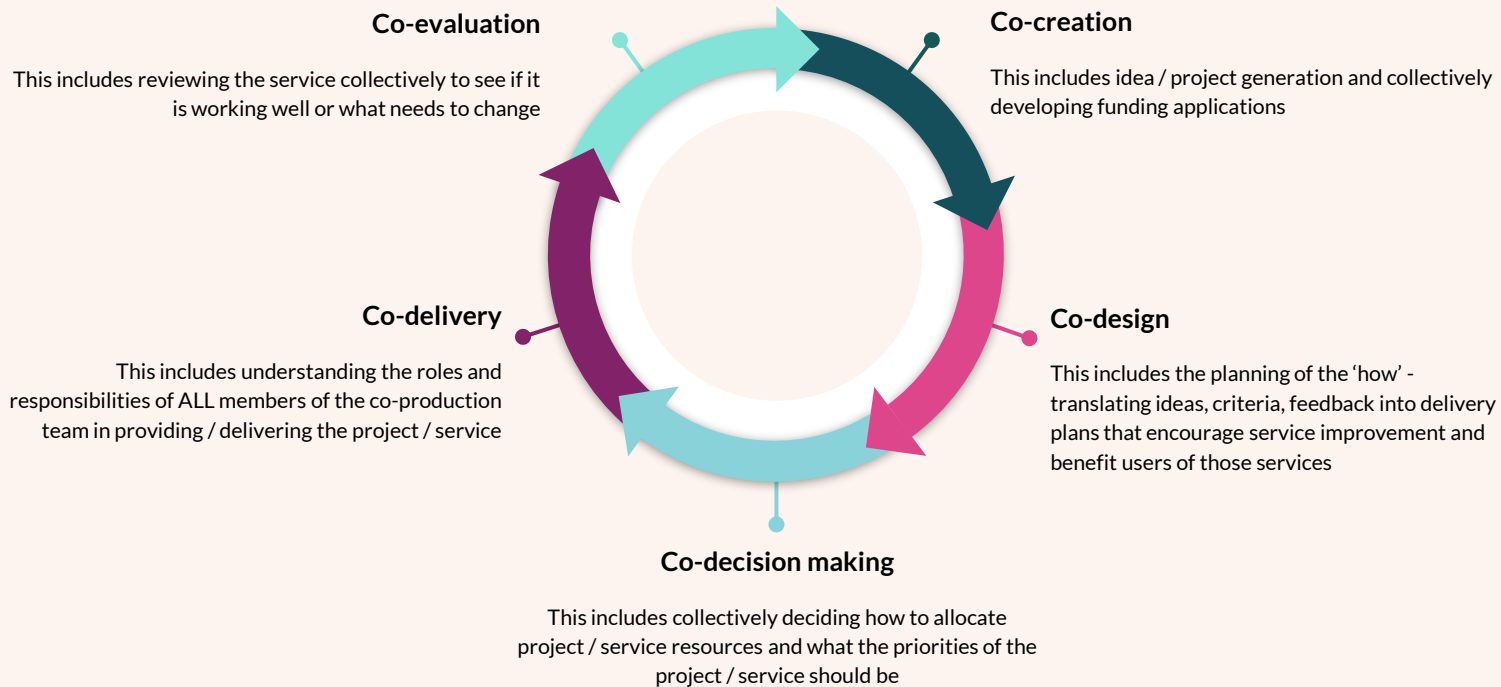
# WHEN?

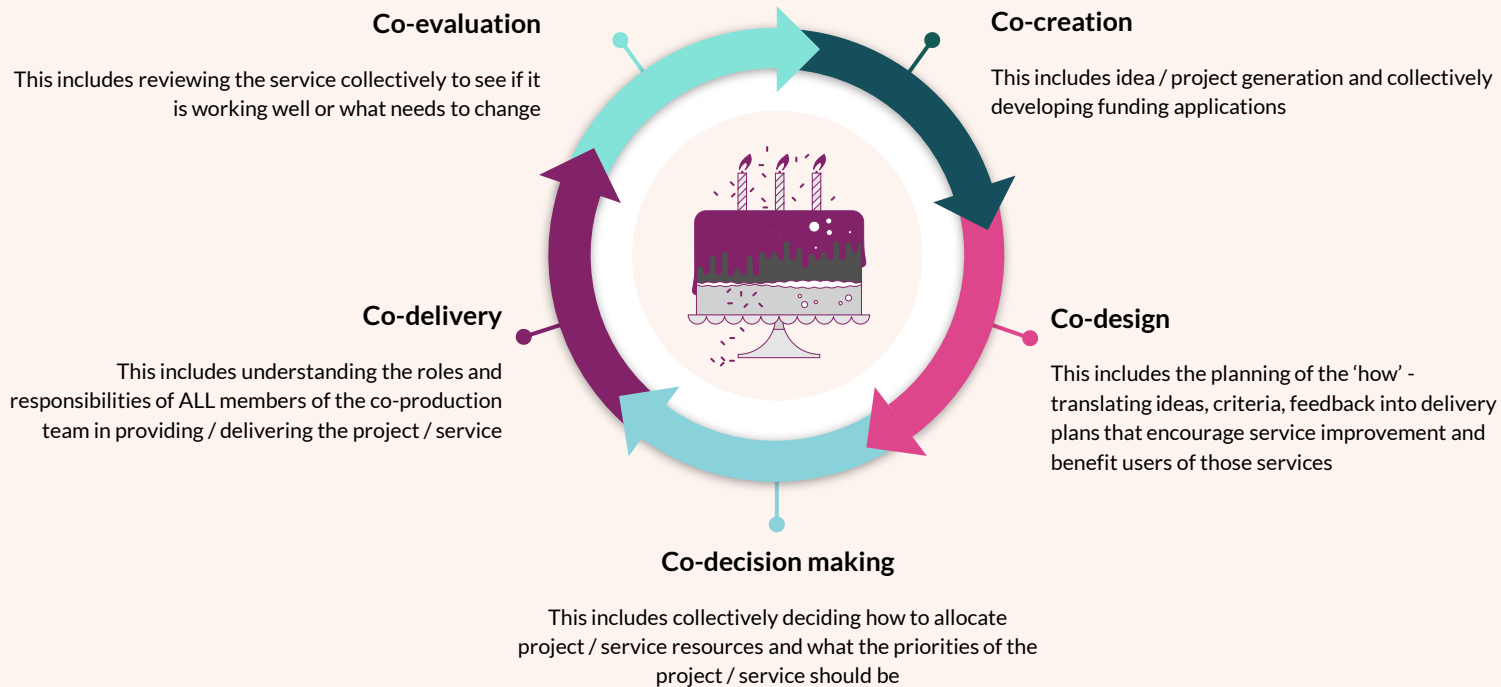












**WHERE DO YOU HAVE A  
NEW OPPORTUNITY TO  
CO-PRODUCE?**





simple	complicated	complex	chaotic
documented process little / no training linear & predictable	documented process / planning training / specific skills linear & predictable	no documented process no definitive answer networked adaptive systems	no clear path rapid action / adapt + distributed & local
<i>best practice</i>	<i>best practice</i>	<i>good / emergent / honest practice</i>	<i>(new patterns appear)</i>

**call in the specialists**

**gather the people**

# Risk, value and investment



## Complex

- 6. Nobody's done this before, or
- 5. Someone's done this, but not in this context

## This is completely new

There is high value in creating this, but also risk.  
Need feedback early, before big investment.

unknown  
unknown



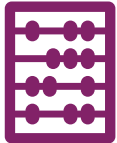
## Complicated

- 4. We have access to this expertise somehow, or
- 3. Someone in our organisation has done this

## We are learning this

We need the expertise to know how to do this.  
We learn it, do it, and get feedback.

known  
unknown



## Simple

- 2. Someone in our team's done this, or
- 1. We all know how to do this

## This is not new

We don't learn much by getting input into this. Just  
get on and do it, get feedback after.

known  
known

**IS YOUR WORK SIMPLE,  
COMPLICATED, OR  
COMPLEX?**





# WHY?



Involvement requires organisations to be open to influence from citizens and stakeholders, moving to a culture of **'working with' rather than 'doing to'**.

In contrast to consultation, involvement approaches work with people at earlier stages, such as helping to identify issues and potential solutions, and being supported to remain involved right throughout design, implementation and evaluation processes.

Public services can be more cost-effective once they are built around co-production, because co-produced services work better. They will be cost-effective not necessarily because they cost less – though they can do – but because they produce more effective outcomes, because they insulate people against ill health or help people to achieve better outcomes than most services currently do.

Nurse-Family Partnership programmes in the US have been evaluated over 15 years. They were found to reduce child abuse and neglect by 48 per cent, arrests of the children as teenagers by 61 per cent and 'incurable behaviour' by 90 per cent. This would have a huge impact if taken to scale; it translates into benefits worth five times the investment and a saving in public spending of about \$41,000 per child.

I was angry about how a throw away society, treats people as throw-away objects. 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. It was a simple of Social Justice.

**IF SOME ASKED, GIVE ME 1  
REASON WHY WE  
SHOULD CO-PRODUCE  
THIS, WHAT WOULD  
YOUR ANSWER BE?**



# HOW?



A perspective view of a paved walkway with a wooden plank center section, flanked by greenery and a suspension bridge structure overhead. The walkway leads towards a long, low building in the distance. The sky is overcast.

Created by Conversation





**The Co-production Network for Wales is a community of practitioners who learn, share and improve together. A range of resources and events are available to support you.**

*Membership is free for individuals.*

*Organisational membership is available for teams.*

**We help public services improve outcomes for people through co-production and involvement.**

*The Co-production Lab Wales offers a range of training, facilitation, and project support. We are a not-for-profit organisation, and our surplus contributes to funding the work of the Co-production Network for Wales.*



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