

There's a lot of the "Co" (community/collective activities), and a lot of the "Production" (producing policy/projects/activities) but very little where these are done together.

Coproduction is about creating a level playing field.

Not just consulting then "job done"

Coproduction should be part of long term processes - not stand alone projects that start and then stop.

They should foster trusted relationships between people.

Embedding evaluation from the start, so can see when to change direction

Coproduction can have many twists and turns. The direction responds to the wishes and needs of those involved in the process.

Be prepared to be flexible.

Trust the process. Some people may feel that coproduction is messy and unstructured, especially in the early stages.

Outcomes can't be clearly defined at the start.

Coproduction can be a slow burn, and that is OK.

When wanting to starting on a coproduced project, find out what else is out there and what has happened before.

Done with, not done to.

Slow burn and really listening

The word coproduction is used a lot, but what does it mean? There needs to be a consensus on this.

The infographic is a horizontal bar with a light blue background and a white wavy line at the top. The title 'Involving people' is centered in a large, bold, black font. Below the title, there are four blue rectangular boxes of varying sizes, each containing white text. From left to right, the boxes contain: 'Everything needs to be engaging. Its got to feel positive and even fun, if we want people to give up their time and energy'; 'Coproducton'; 'The aim is to tap into individual experience and collective'; and 'Everyone has different needs and move at difference speeds.'.

Involving people

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Coproducton

The aim is to tap into individual experience and collective

Everyone has different needs and move at difference speeds.

Co-production

- Some people may prefer not to be involved in making decisions, but all should have the chance.
- Reaching out is a key component of coproduction.
- should create a sense of empowerment
- Involve (and accommodate) people from different communities, with different backgrounds and with brains that work in different ways.
- The need for (re)petition or (re)future planning co-production those involved don't feel used
- The personal approach is important. A sense of belonging is key
- Be respectful to the privacy and pride of people involved. Community organisations are expected to demonstrate their impact in order to secure and justify funding. Think carefully about whether photographing people could undermine the safety of a space.
- Co-production is about identifying problems together, and then working towards those solutions. This may involve trialling what works, talking to others and changing direction where needed.

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graph LR
    A[Power and shared decision making] --- B[Decision-making should be a shared endeavour, creating the environment for shared delivery of projects and activities]
    A --- C[Some people may prefer not to be involved in making decisions, but all should have the chance.]
    A --- D[Making sure everyone has a fair chance to contribute]
    A --- E[Finding common ground across various and apparently incompatible subcultures]
    A --- F[Nothing about us without us (coproduction not dictatorship)]
    A --- G[Respect what has happened before, and the previous input of people.]
    A --- H[Recognise different cultures and working practices that come from the different people, organisations and sectors involved. Priorities may well be different.]
  
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ADD OUR DEFINITION HERE
 E.g. Coproduction is where everyone is in it together, including people who access services, those who are involved in delivery of services, people involved in study and research, and those who decide how money is allocated.

The importance of everyone have equal value, not "them & us"
 Legitimacy and evidence matters - actions need to be able to be justified

Good conversation

- Not just "one off conversations"
- Good communication throughout a project, including before, during and after any sessions.
- People need to know what is happening, when and why if they are going to be tempted to join in.
- Find good ways to capture the conversations, so that there is a record of what matters to people
- Have to what results FEEDBACK matters
- The need for intercultural communication skills, and those that reach across sectors and divides.
- Sharing of ideas is an important part of empowerment and recognition that solutions are better if created together

Building trust and coproduction

- Community organisations are like a bridge between services such as NHS and the community.
- Ensuring community organisations (and others involved) have the breathing space to plan and move at the pace that works for them and their communities.
- There is an ongoing concern that larger organisations such as public bodies are hard to penetrate.
- Involve community groups, where people are there all the time listening, facilitating action and change.
- The importance of projects being given time to develop coproduction. Trust can develop over time.
- Small is beautiful.
- Be ethical. Act carefully when people are sharing stories or experiences that may cause them or others distress.
- There is a need to develop and embed risk assessment approaches. Coproduction inevitably involves people who could be vulnerable or addresses subjects that are potentially triggering.
- Trophies to be waved around to prove your worth.

Payment = validation

Trust is at the heart of successful coproduction

Having clear boundaries and knowing where everybody stands every step of the way.

Work together towards more open relationships between different organisations and communities.

Larger organisations, including those that distribute resources, should have a culture of listening and learning.

People really value intergenerational approaches

Ethics must be embedded in all coproduction work, so everyone is kept safe.

Creating a culture of openness between all those involved.

There is a particular tension that can be felt between large organisations (who are seen to have power) and community-based voices.

Projects working with under-served communities may have small numbers and this has to be okay. It's important to move away from equating big numbers with success.

Some people feel comfortable with being a "service user" and having others making decisions. Be flexible to accommodate different levels of engagement. recognising that this may also change over time and as confidence grows.

There's a lot of pride generated by finding solutions together, in mutually supportive environments.

Need to accurately record what people say is important

What makes coproduction work?

- There are many techniques that can help coproduction go well. People need to experience them before delivering them
- Starting all conversations with a human connection, in order to create a culture of being equals.
- Incredible power of facilitators and facilitation
- Build a community of support around coproduction. A safe space to explore coproduction together.
- Making sure support is available to those who feel vulnerable
- Being creative, using visual means of engagement.
- Consider models such as John Hesketh's involvement model
See: <https://www.southamptonnvs.org.uk/news/resources-to-inspire-us-around-working-together/>
- People want to feel supported in their coproduction endeavours.
- Making sure that listening and understanding is a key component of any discussion process, not just everyone giving in with their views
- Support is needed for hosts of conversations to develop their confidence and skills.
- Consider how people in paid roles (e.g. professionals) play a supportive role to the process without dominating.
- Introducing quiet activity options and a separate calm space,
- A willingness to grow and develop coproduction skills
- Opportunity to develop a host role description
- Facilitating others to take ownership
- Doing activities alongside with each other. Participants must not feel like they are separate to the organisers.
- Creating a reflective environment where its ok to say "I found that quite hard" and "lets explore together what could be done better next time".
- Build cohosting skills and enthusiasm, based on the principles set out here.
<https://www.southamptonnvs.org.uk/news/what-skills-are-needed-to-host-a-community-conversation/>
- Capturing what is happening as we go along. Using an approach where all can see what is agreed (not buried away in minutes)
- Host as a team.
It takes time and care to build a tight team approach.

The importance of “so what now”

How will you be sure that this will lead to actual change?

How coproduction can lead to sustainable groups led by members of the group (see ladder of coproduction or youth involvement model)

Evaluation matters. This includes opportunities for creative evaluation such as those developed through Drawing on the Outside (zine-making) and Community Roots (sharing photos and imagined social media posts related to head, hearts, hands)

Who is prepared to listen to what comes out of coproduced activities?

Good communication. People should be told what happens as a result of coproduction.

People need to hear that their input has made a difference, both initially and in the future.

Setting expectations for the future, especially given short term funding for projects and limited resources.

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graph TD
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    A --> C[Southampton Community Corner should continue to develop and grow.]
    A --> D[It should involve more people from the NHS and have strong connections with strategic decision-makers in Southampton]
    A --> E[Celebrating and learning from existing coproduced work in Southampton, building on the June 2024 Coproduction Showcase.]
    A --> F[Explore and learn about different participatory approaches]
    A --> G[Challenging organisational barriers in coproduction projects]
    A --> H[Once a full evaluation of Southampton Coproduction Corner has taken place over the summer 2024, the next steps/priorities/topics should be identified by the group.]
    A --> I[Revisiting subjects that we have explored before, in order to have updates.]
    A --> J[Put a spotlight on the topic of "when things go wrong", recognising that in the past some patient involvement work has gone very wrong, with serious impacts on the participants]
  
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- It should involve more people from the NHS and have strong connections with strategic decision-makers in Southampton
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- Explore and learn about different participatory approaches
- Challenging organisational barriers in coproduction projects
- Once a full evaluation of Southampton Coproduction Corner has taken place over the summer 2024, the next steps/priorities/topics should be identified by the group.
- Revisiting subjects that we have explored before, in order to have updates.
- Put a spotlight on the topic of "when things go wrong", recognising that in the past some patient involvement work has gone very wrong, with serious impacts on the participants

- Getting the setting right
- Choosing the setting to meet the needs of the people
 - Starting in trusted settings e.g. places where the community may feel comfortable
 - "Community animators" (people who are at the heart of community activity) play a crucial role; they can be the glue that brings everything together.
- The setting is welcoming
 - Knowing where you are going and what will happen
 - Friendly greetings
 - Refreshments are essential (including cake!)
- The physical environment
 - Be responsive to difference sensory needs e.g. noise, lighting, nice smells!
 - Access to a loo
 - Access to seating and its ok to stand too
- How everyone feels and acts together
- Being able to be yourself
 - Feeling comfortable
 - Accepting individual differences – in communication styles, thinking patterns, clothing etc
 - Be open to all. Recognising and accommodating differences, as a result of cultural backgrounds, health, age, gender, neurodiversity etc
 - The chance to get involved or just listen if you want to
- An open, non judgemental, listening environment
 - A space that fosters honesty and trust
 - Recognising that inequalities and power imbalances exist
 - Creating space to listen to each other (sometimes being clear on when to ask questions, when to talk and when to give space for quiet thought)
 - Disagreement is OK, it must be respectful
- Foster understanding and learning
 - Sharing knowledge
 - Short summaries
 - Pauses for reflection
 - Getting to the root problem (not the symptoms)