



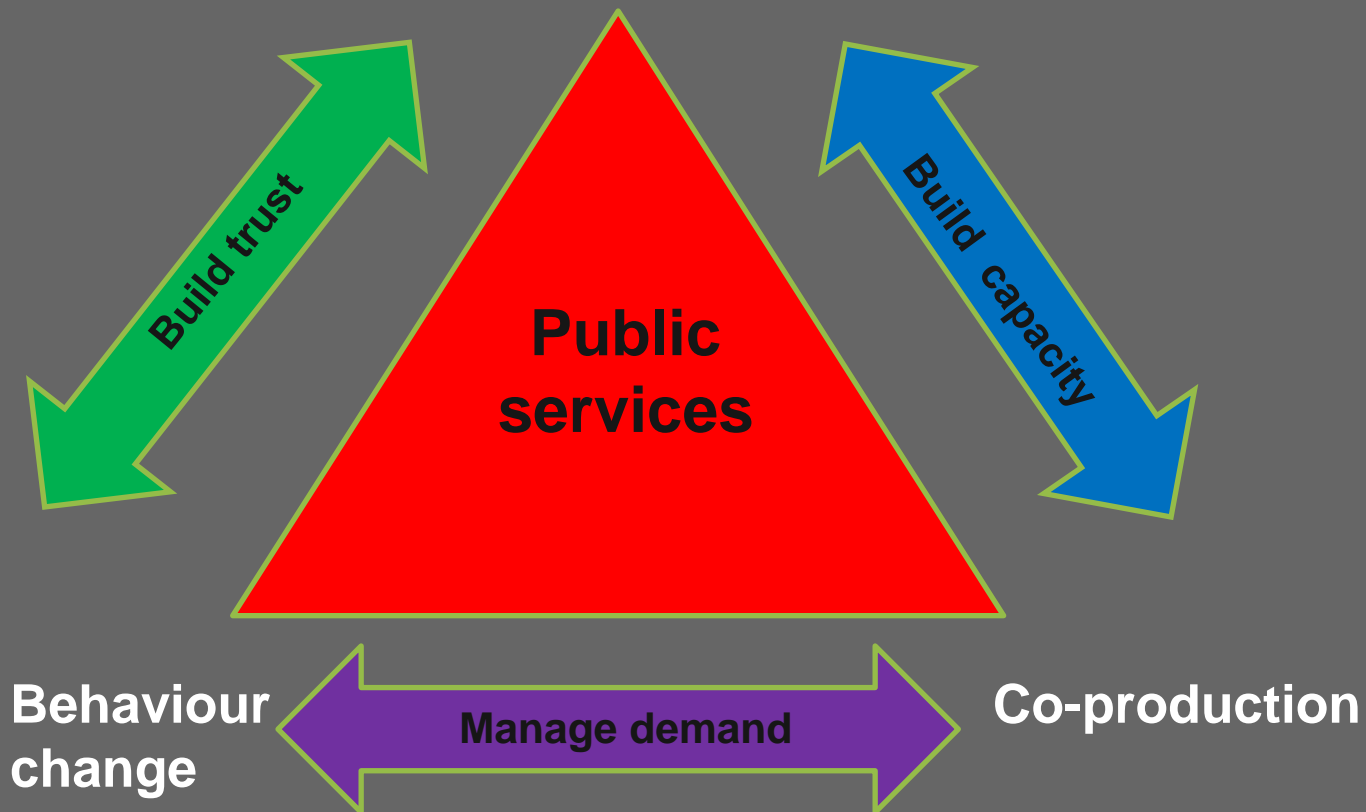
Less for less
(session 1)
Co-production



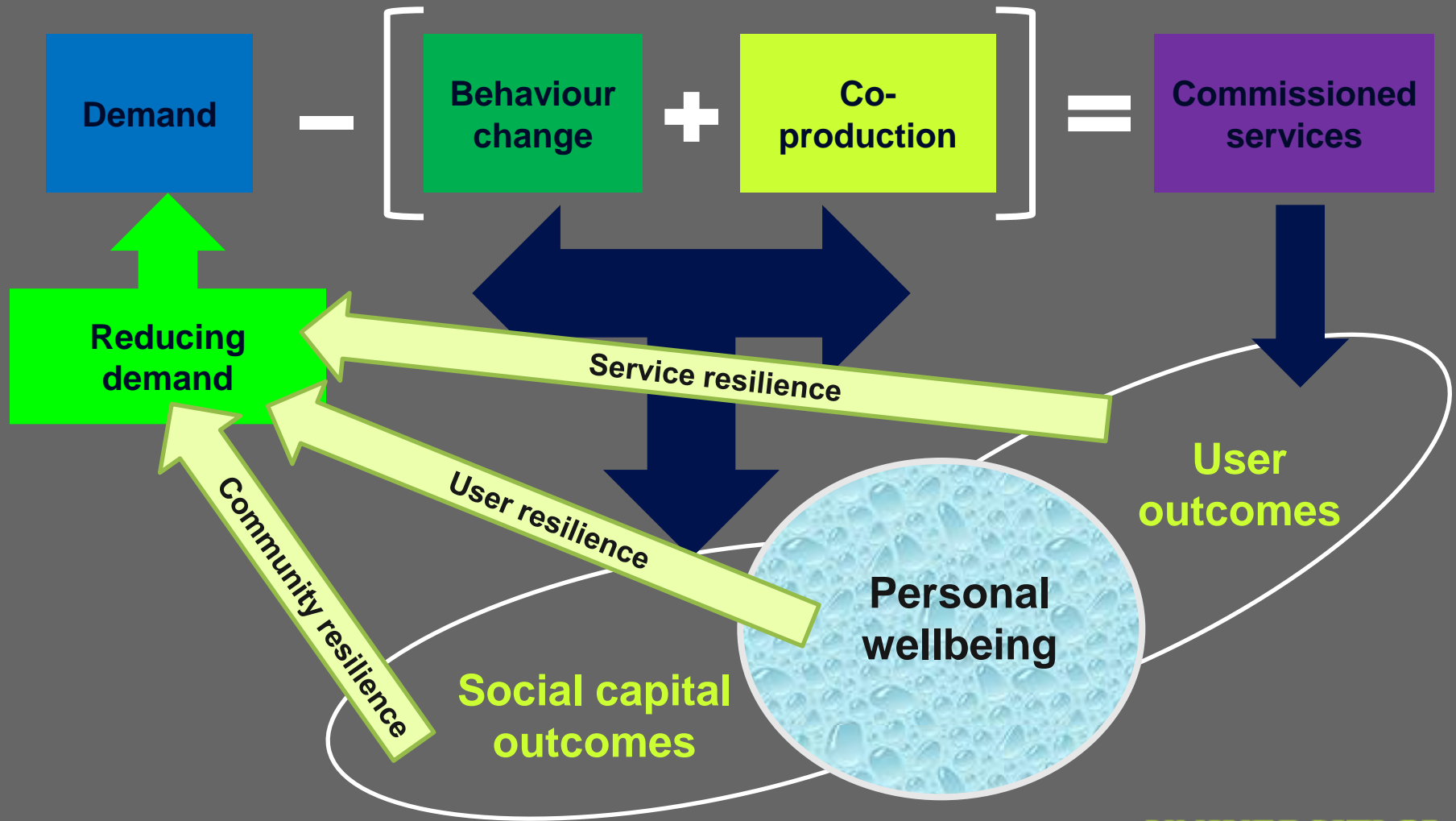
Kim Ryley and Catherine Staite
17th October 2012

A new model for public services?

Relationships with
communities

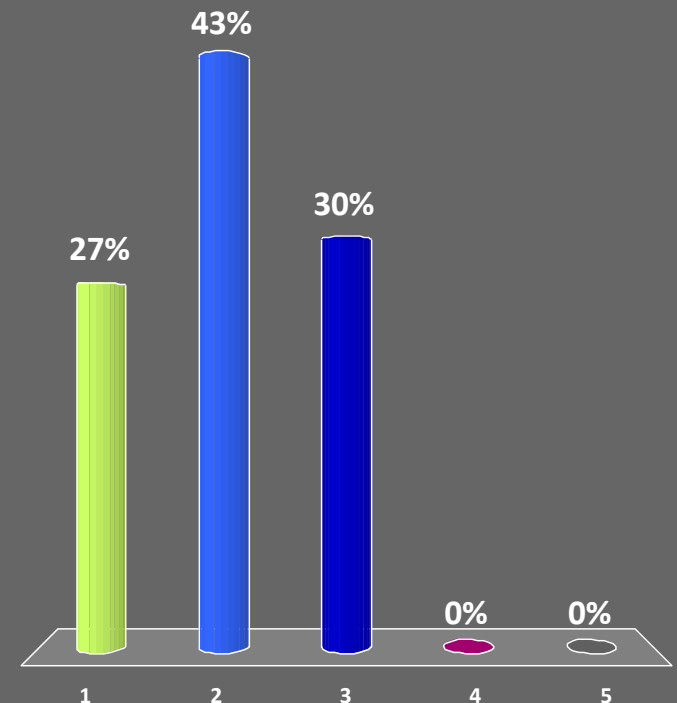


Changing the equation: not a zero sum game



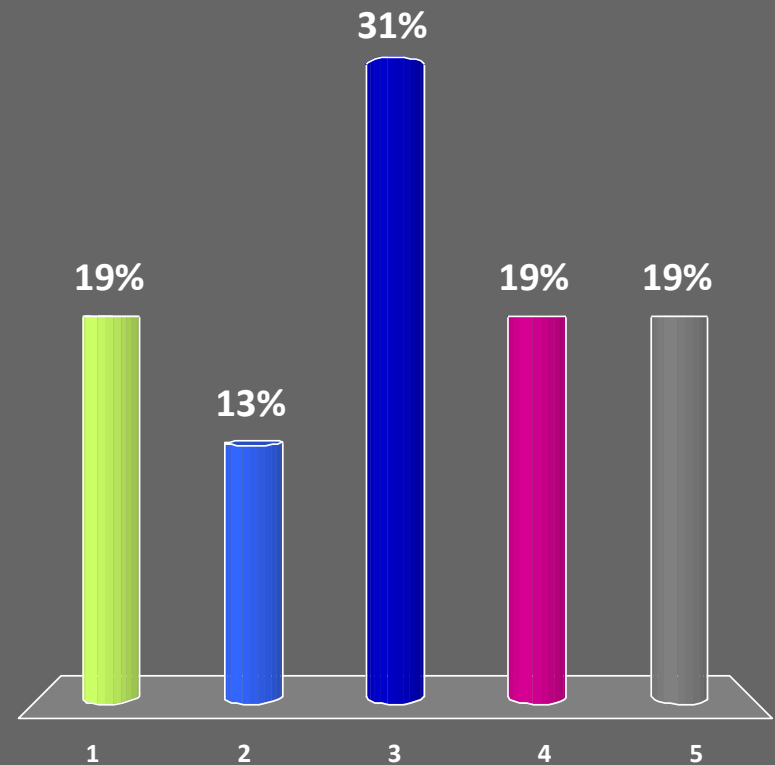
If our role is to build social capital in our communities, we should move away from a deficit model and focus on people's capabilities as well as their needs.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



Most people already co-produce some of their outcomes, and many could do more. How can we best stimulate and support co-production?

1. Making an explicit offer of the opportunities
2. Reducing funding resulting in no option but to co-produce
3. Offering incentives and/or rewards
4. Offering status and recognition
5. Other

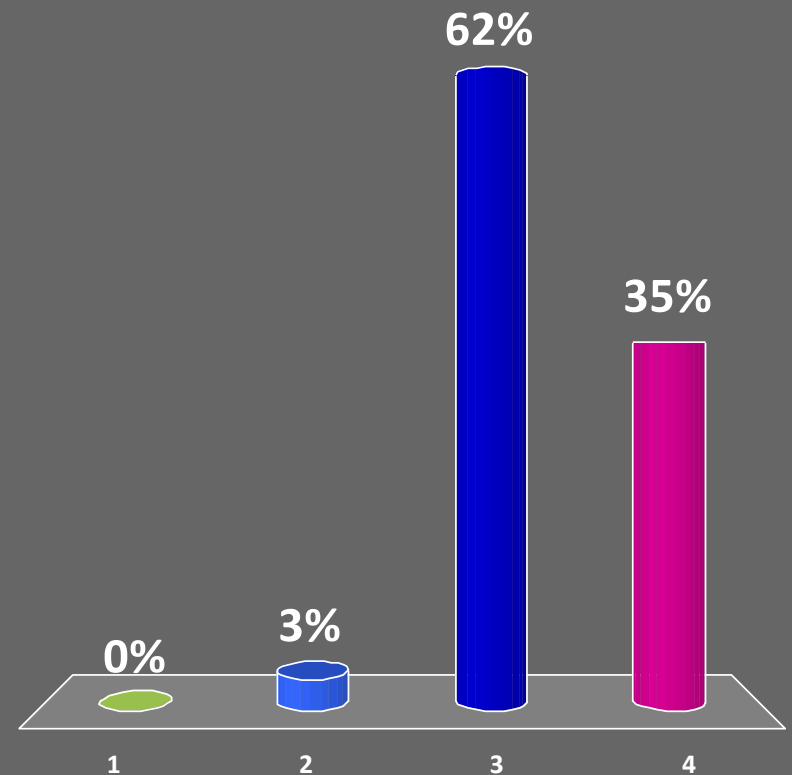


Roles of officers and councillors

- There will be implications of these changes for the roles of our professional staff and of local councillors.

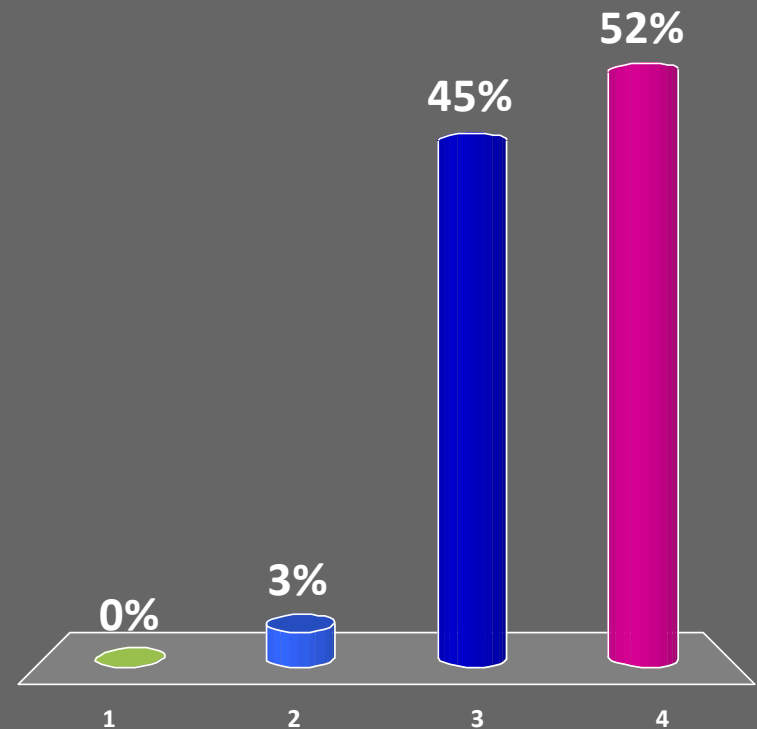
How ready and able to adapt are our professional staff?

1. Totally ready and able
2. Nearly ready and able
3. Starting to be ready and able
4. Not ready and able



How ready and able to adapt are our councillors?

1. Totally ready and able
2. Nearly ready and able
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Why 'co-production'?

- After 15 years of 'transformation', we're MUCH LESS CERTAIN that we are doing things the best way – but still uncertain about what 'better' looks like
- We now realise that users and carers know things that many professionals don't know ...
- ...and help deliver outcomes through a range of activities;
 - Self-organised - informal groups
 - Supported - CVS
 - Co-ordinated – classroom volunteers
 - Managed - volunteer advocates

Why 'co-production'?

- ... and can make a service more effective by the extent to which they engage and/or comply
- ... and have time and energy that they are willing to put into helping others
- **And COMMUNITIES are an important focus for 'co-production' of services and outcomes**

Different types of co-production

- **Co-planning** of policy – deliberative participation, *Planning for Real, Open Space*
- **Co-design** of services – user consultation, *Innovation Labs*
- **Co-commissioning** services – devolved grant systems, *Community Chest*
- **Co-financing** services – fundraising, charges, agreement to tax increases

Different types of co-production

- **Co-managing** services – leisure centre trusts, community management of public assets, school governors
- **Co-delivery** of services – expert patients (*peer support groups*), meals-on-wheels, *Neighbourhood Watch*
- **Co-monitoring and co-evaluation** of services – tenant inspectors, user on-line ratings

Benefits for users

- Improved outcomes and quality of life.
- Higher quality, more realistic and sustainable public services as a result of bringing in the expertise of users and their networks.

Benefits for citizens

- Increasing social capital and social cohesion
- Offering reassurance about availability and quality of services for the future

Benefits for frontline staff

- More responsibility and job satisfaction from working with satisfied service users.

Benefits for managers

- Reducing demands on services
- Making services more efficient

Benefits for members

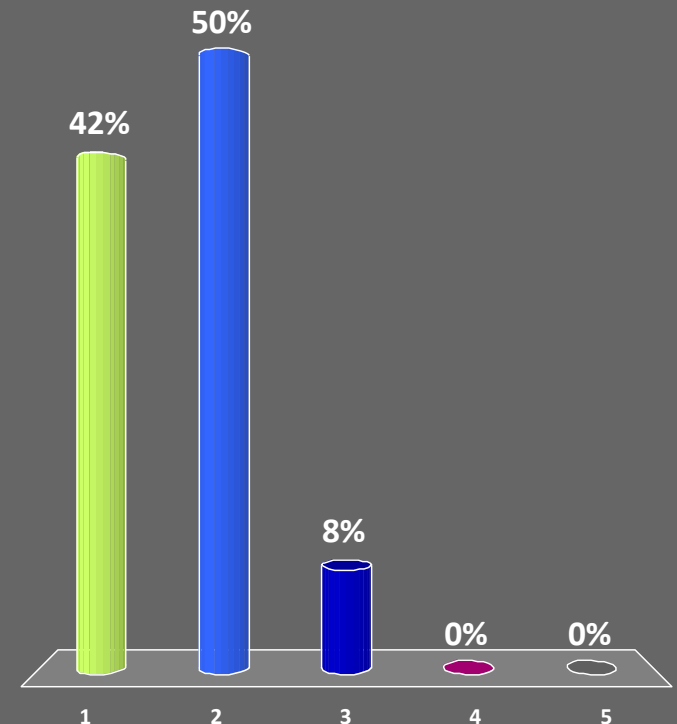
- Possibility of more votes through more satisfied service users
- More flexibility on spending
- Reduced costs and therefore potentially lower or maintained levels of council tax

User and community co-production has been a well-kept secret over the past few decades - always important but rarely noticed, never mind discussed or explicitly managed. One of its great strengths is that it is already happening – this means that the greatest challenge is not triggering it but rather managing it and making it more systematic.

Professor Tony Bovaird, INLOGOV

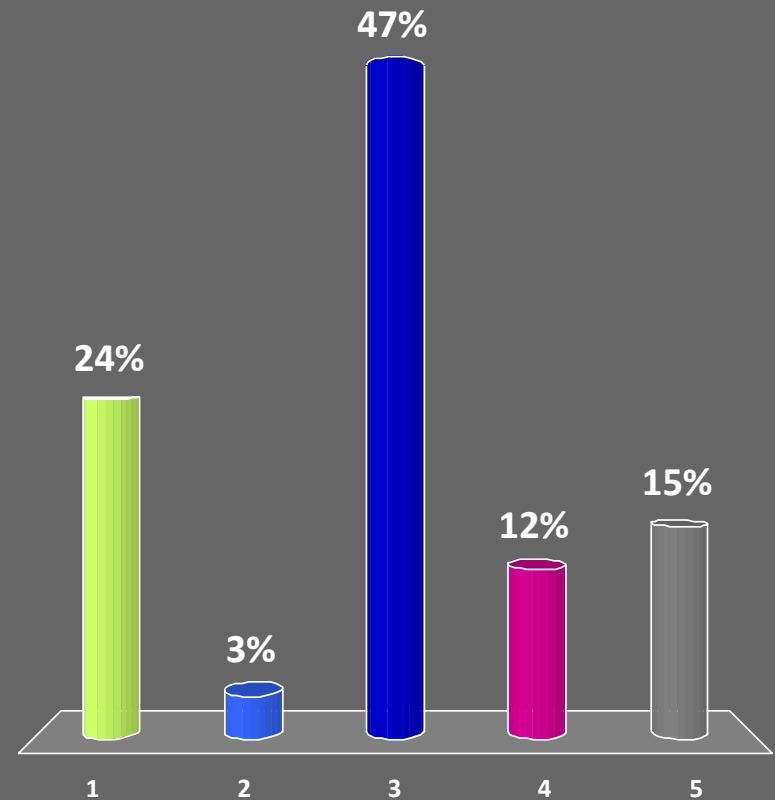
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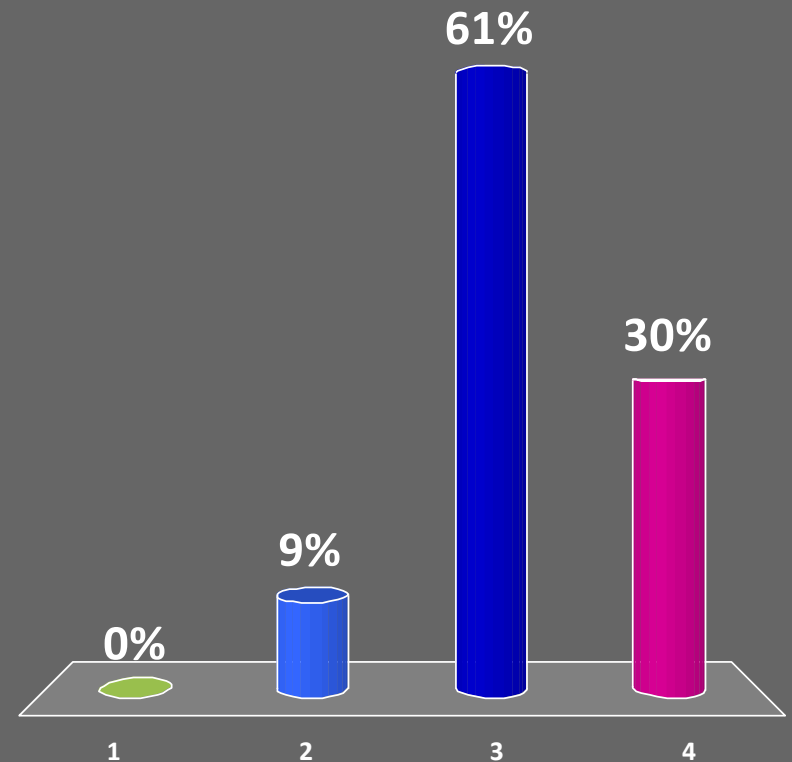
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