



Co-production Strategic Framework

1. Purpose of this Framework

This strategic framework provides the key principles within which all Council services can consider using co-production. It aligns closely with the Consultation and Engagement Strategy, as service design development and change usually involves a mix of all three elements.

Social Services is in the process of delivering a targeted Co-production Strategy. This has been developed using a co-productive approach with service users, partners and communities. This Corporate Co-production Framework draws on the work of Social Services whilst recognising the diversity of Council services; a range of engagement tools is often needed in the design, development and delivery of Council services.

2. Context and Key Drivers

In the context of Swansea Council, co-production involves citizens, service users, the workforce, partners and other key stakeholders in the design, development and change of its services. The co-production process would be used right from the outset, involving those people who can provide the most appropriate help, knowledge and resources in shaping or changing services.

Co-production tends to be used most widely within 'people' based services such as social services, health, and housing and is one of the key requirements within the Social Services and Well-Being Act (Wales) 2014. This strategy aims to provide a framework that can be used holistically across all Council Services.

3. Principles

Co-production guiding principles have been developed drawing on the good practice and experience of the social services pilots and knowledge and experience of other organisations.

Swansea's co-production activities will:

1. Value all participants
2. Develop community networks and social capital
3. Focus on outcomes and what matters most to Swansea citizens
4. Work in partnership with its workforce and trade unions
5. Build trusted relationships based on behaviours that emphasise equality and reciprocity

6. Work in partnership with the people who use Council services, as catalysts for change.

4. When to Use Co-Production or Consultation and Engagement?

Co Production

Co-production is an equal relationship between all people involved.

Effective co-production takes time to deliver meaningful outcomes and cannot be applied universally to every change. For example, consultation and engagement would be more appropriate where a change in the law leads to prescriptive service delivery.

Co Design

People who use services are involved in making decisions only.

Some services are driven by Central Government processes and regulations to prevent fraud. The Council aims to make these processes and any information, advice and support as accessible as possible. However, not all parts of these services would be suitable for co-design and co-production.

Engagement

People who use services give their views and may be able to influence some decisions.

Co-production is a helpful tool where there is more flexibility around how services can be designed, delivered and funded. Especially where accessibility and ease of use are of primary importance.

Consultation

People may give their views but may have no power to change.

Informing

Inform people about the services they use and explain how they work.

Co-production changes the relationship from people being 'voices' to 'partners' in designing and delivering services. It can also build stronger networks, whether that be staff, partners or communities, by transforming services and ensuring they are sustainable in the longer term.

Educating

The people who use services are helped to understand the service design / delivery.

5. Outcomes and Benefits from Co-designing and Co-producing Services

The Social Services Co-Production Strategy identifies the following key benefits and outcomes from using co-production:

- Service users feel **involved in the whole process** and are involved in all aspects of planning, developing and delivering services
- Service users feel **valued** for their knowledge, experience and skills
- The process may result in people experiencing a **blurring of roles** between people who use services and professionals
- Outputs from the process **build positively on the existing capabilities** within services and communities
- Services become **agents for change**, not only service providers
- Friends and family support networks feel as valued as professional networks in delivering outcomes
- Service users have more **equal, meaningful and powerful roles** in services
- Everyone involved feels the **relationship** is open, honest and transparent
- It delivers **tangible products**.

6. Key Aims to 2025

The Council aims to:

- **Grow awareness, knowledge and skills** in co-design and co-production
- **Grow the number of people and networks** the Council can work with in a co-productive way
- **Communicate well** – keep everyone well informed, be clear on how decisions are made and keep reports clear and concise
- **Establish, develop and deliver a rolling programme** of consultation, engagement, co-design and co-production activities across services, which is reviewed and updated annually
- **Develop toolkits** to support those undertaking co-design and co-production
- **Establish governance arrangements**
- **Monitor outcomes, evaluate progress and continually learn** and adapt as the Council's competence in this area matures.

7. Key Milestones to 2025

In order to change the change the Council's culture and increase consultation, engagement, co-design and co-production, a series of steps must be delivered including:

Key Milestone	By When?
Devise and deliver a training programme to raise knowledge and awareness of co-design and co-production and how to apply it appropriately	March 2020
Developing and agreeing a rolling programme for co-design and co-production, i.e. who, what, when, how	October 2019
Develop toolkits and resources to help everyone involved	March 2020
Train the equality champions and expand the network of co-design and co-production 'experts'	July 2020
Embed the ethos and promote the values of co-production when drafting job descriptions, setting objectives and undertaking appraisals	December 2020
Continually evaluate and annually review how co-production is working and measure the impact and outcomes	March 2021
Establish governance and reporting through Leadership Team and the Equalities Policy Development Committee	October 2019