

How the Co-Production Star helps you to transform public services

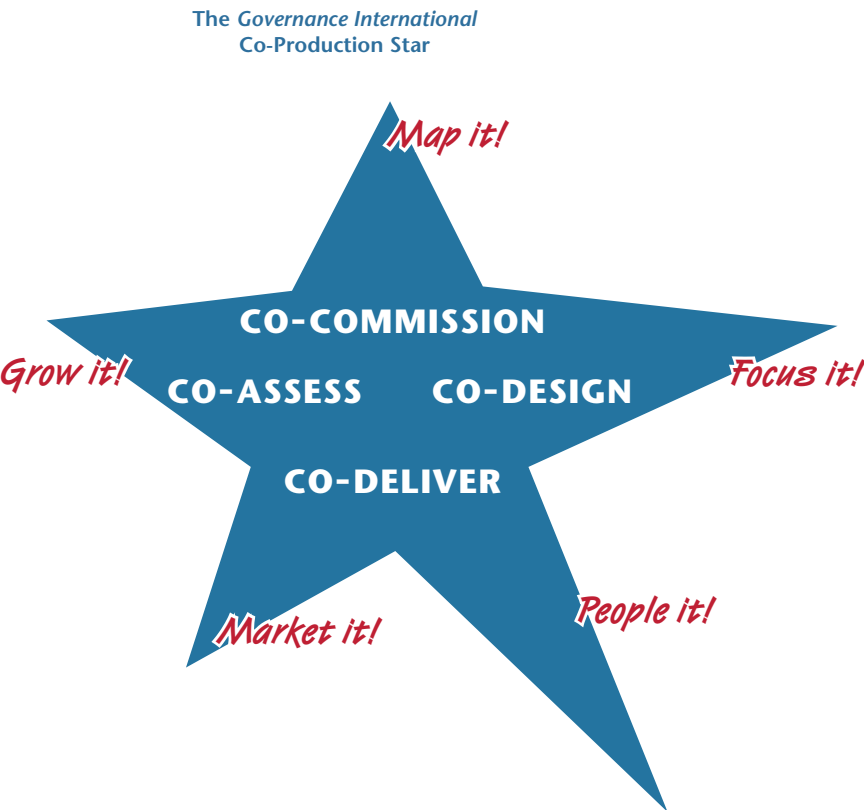
The *Co-Production Star* provides your organisation and communities with different approaches to co-production. The inner ring of the *Co-Production Star* highlights the four key approaches to co-production – co-commissioning, co-design, co-delivery and co-assessment.

In our experience, most organisations and communities will identify that they already practise some elements of co-production. At the same time, they will also become aware of what more needs to be done.

The outer circle of the *Co-Production Star* sets out how to build on existing co-production initiatives to avoid re-inventing the wheel.

The *Co-Production Star* helps steer your organisation and communities through the five step co-production journey:

1. **Map it** – explore existing and new forms of co-production
2. **Focus it** – focus on those with the highest impact
3. **People it** – using assets-based approaches
4. **Market it** – in order to bring about behaviour change
5. **Grow it** – within and beyond the organisation.



How we can support your organisation and communities to make co-production effective

- Does your corporate management team understand the potential of co-production?
- Do you need a training package for your managers and frontline staff?
- Do you need experienced coaches to help you to develop and implement a co-production strategy?
- Is it time for local communities and people using services to make better use of their capabilities, so outcomes are improved?

The *Governance International* Team provide you with a range of tailored learning and development packages and change management tools based on our *Co-Production Star*.



Our *Co-Production Star* has benefitted:

- Durham County Council
- East Dunbartonshire Council
- Hertfordshire CCG
- Joint Improvement Team in Scotland
- London Borough of Lambeth
- Midlothian Council
- The Organisation for Economic Co-operation and Development (OECD)
- Police Scotland
- Stockport MBC
- Surrey County Council
- Walsall MBC

Contact us



Interested in working with our *Co-Production Star*?

Get in touch with us and let's discuss how we can work together.

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Governance International Co-Production Star

A toolkit for public services and communities



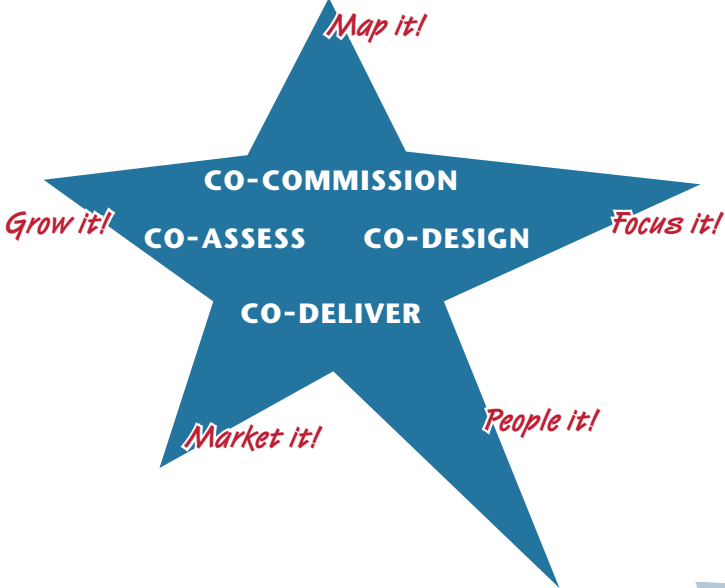
What is co-production?

Co-production provides an alternative service model in the light of reduced budgets which harnesses the strengths of both communities and staff. This is not a new concept, of course. What is new is that we now need to take a strategic approach to co-production to make communities more resilient and to commission more cost-effective services.

For Governance International co-production is about professionals and citizens making better use of each other's assets, resources and contributions to achieve better outcomes or improved efficiency.

The Co-Production Star developed by Governance International with service providers and people using services, supports your organisation, partners and communities to map how much co-production is already taking place, how to make it work better and how to develop it further.

So don't wait – explore the potential of co-production with our Co-Production Star!



As Deputy Director of Public Health for NHS Tayside I have been heavily involved in the drive to embed co-production within all areas of our work. During this process I have extensively used the Co-production Star which has proved to be an excellent resource to support our co-production work.

Paul Ballard, Deputy Director of Public Health, NHS Tayside

What are the benefits of co-production?

Public service co-production can create win-win situations both for public service providers and commissioners and citizens. Using the Co-Production Star can provide the following benefits:

People who use services

- Improved wellbeing and quality of life
- Higher quality public services

Top Managers

- Reducing the demand for services
- Strategy to shift from service provider to service commissioner role

Communities

- Improved outcomes
- Increased social capital and resilience

Frontline Staff

- More responsibility and job satisfaction from working with empowered service users

Heads of Services

- Shifting resources from problem solving to prevention
- Better collaboration with third sector organisations
- Mobilising new resources and expertise for innovations

Politicians

- Strategy to cope with reduced budgets and demographic change
- Alternative to significant service cuts



"This Co-Production Peer Challenge was very timely – it was uplifting to work with the Governance International team who provided us with hands-on advice and new energy to identify positive ways forward. At the same time, the Peer Challenge made us all aware of what we have achieved already. As a result, we will now include new community groups in our co-production journey and act as a co-production champion for other services which impact on the wellbeing of Disabled People in Stockport."

Terry Dafter
Director Adult Social Care,
Stockport MBC

How to co-commission & co-design services?

co-commission



Co-production with young people

Better outcomes for young people in spite of budget cuts in Surrey County Council

From 2009–2012, Services for Young People underwent a transformation from delivering services to young people to commissioning outcomes with young people, whilst reducing its budget by £4.5 million or 25%. This involved co-commissioning the Local Prevention Framework with decision-making panels which included young people, elected members and partners. The procurement exercise won an award for 'Best Public Procurement' in 2012 from the Chartered Institute of Purchasing and Supply.

Between 2012 and 2014 the number of young people who were NEET in Surrey reduced by 60%, with national data showing how Surrey had the joint-lowest proportion of young people who were NEET of all local authorities in England in 2013/14. Between 2009 and 2013, Surrey achieved a 90% reduction in the number of young people who were first-time entrants to the criminal justice system. Since November 2012, the Youth Support Service engaged over 290 young people who presented as at risk of becoming homeless, leading to the lowest ever rate of youth homelessness in Surrey.



co-design

Co-production in social care

Stockport Council's new adult social care website 'My Care, My Choice': A business case for service co-design

Stockport Council's Adult Social Care Department used a co-design approach to re-launch their website from a customers' point of view, as the old website resulted in unnecessary and poor quality calls to the contact centre, which wasted everybody's time and resources. The new website, co-designed with service users and carers, featured the information which services users, their families and friends said they needed, in a way they could understand. This involved an ethnographic approach, not only discussing the website with potential users but also watching carefully how the website was actually used and changing the information content and the language used.

Within a year after the website went 'live', enquiries received at the contact centre went down by 29%. Even more importantly, the number of enquiries which the contact centre had to refer to the 'back office' social work teams was reduced by 36%. Most importantly, it has resulted in estimated savings for the department of nearly £ 300,000 p.a. So why not do the same with your website?



How to co-deliver & co-assess services?

co-deliver



Co-production in community safety

Community Speedwatch Scheme in Wiltshire to reduce speeding and empower residents

In Wiltshire, a community speedwatch scheme provides a county-wide co-ordinated response to speeding traffic, whilst empowering residents to make a difference to road safety. Community speedwatch allows local people and community groups to become active in areas where speeding is an issue, and trains them to carry out road-side speed checks in teams. Offending vehicles are recorded and information is handed over to the police to take the appropriate action. In its three years over 30 speedwatch groups have been set up in Wiltshire and have carried out over 550 community speedwatch sessions. Over 3,800 speeding vehicles have been reported to the police, and there has been a 53% reduction in speeding across community speedwatch sites. The scheme has also been calculated to create a saving of £100,000 p.a.



co-assess



Co-production in health

Empowering patients to need less care and do better, Highland Hospital, Sweden

In 2001, the gastroenterology unit at Highland Hospital had long waiting lists. Growing numbers of in-patients were making likely a highly expensive increase in the size of the ward. A review of its services, using a patient perspective, redefined the role of patients to give them greater responsibility for their health as members of a team, rather than just subjects of medical intervention. Patients were trained in self-monitoring – this was much more effective than the previous check-ups, which generally did not coincide with periods when the patients were experiencing a deterioration in condition.

The greater responsibility exercised by patients resulted in nearly 50 % fewer hospitalisations over a 7 year period (compared to a national average of a 4 % decrease).

