

Listening Event Notes

Tuesday 6 August 2024
Middle Street Resource Centre, Beeston, Nottingham



Free Tea and Coffee

COPRODUCTION
Listening Events

TALK. LISTEN. CREATE. INSPIRE. CONNECT





Background information – why are we running the Listening Events?

We want to understand your views and opinions about coproduction locally, so that we can build a picture of what coproduction looks like across Nottingham and Nottinghamshire and to review our progress over the last two years.

Our current Coproduction Strategy runs from 2022-2024 and is due to be refreshed ready for April 2025. We want to use the information we collect from this survey to inform the refresh of that strategy, and to inform the approach to the next two years of coproduction work in the local Integrated Care System (ICS) across Nottingham and Nottinghamshire. You can find a copy of the Coproduction Strategy [here](#).

What is coproduction?

Coproduction is an involvement approach used to develop new services or improve existing services.

It is a partnership approach which uses the skills, insight and experience of people with lived experience and staff working together during all stages of the transformation work.

Coproduction involves sharing power- meaning that there is flexibility, time and respect for exploring ideas about service transformation from all partners (staff and people with lived experience). There is an expectation that all people are involved in the work and contribute directly to tasks as they work towards the goal.



Background information



What is an Integrated Care System (ICS)?

An Integrated Care System is a collection of organisations which aim to provide better health and care for everyone whilst using resources more efficiently, they are not just one employer or organisation.

The Nottingham and Nottinghamshire ICS has four aims:

1. Improve outcomes in population health and healthcare
2. Tackle inequalities in outcomes, experience and access
3. Enhance productivity and value for money
4. Help the NHS support broader social and economic development

What do you mean by strategic?

A strategic way of working means an agreed and defined approach which sets out values, behaviours and particular ways of working which is applied to everyone. The approach is supported by leaders of organisations.

What can strategic coproduction look like ?

- A system wide coproduction strategy
- Standardised approaches and language for coproduction
- Standardised training and learning methods or resources
- Having a group of people who meet to discuss approaches and develop them

A strategic approach can be implemented by one organisation or by a number of organisations.

What happened at the events ?



The Listening event took place at the Middle Street Resource Centre in Beeston, from 1 - 3.30pm.

The room was set up with three tables, each table had a question on it to prompt the discussion about a particular part of coproduction. People's opinions, ideas and suggestions were written down on post it notes. Attendees moved to each table during the session so that everyone had a chance to discuss each question.

People who attended could talk about anything to do with coproduction, they were not limited to the suggested questions.



What questions were asked at each table?

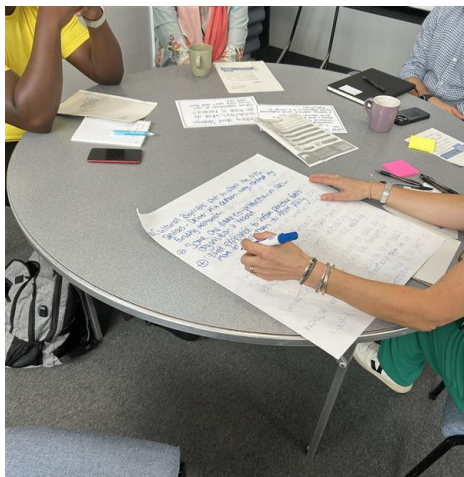
Table 1 – Thinking about strategic coproduction, what do you think is needed? What approaches do you think work well or don't work well?

Table 2 – What do you think needs to be included in the coproduction toolkit or coproduction training and learning resources?

Table 3 - In your experience of coproduction, what are some challenges you think need to be overcome? What are your ideas and suggestions for future coproduction work? How can we work to improve coproduction approaches?

Notes of what people said were taken on each table. You can read what people said in this document.

A big thank you to everyone who came along to share their ideas, views and experience with us!



**Question that was discussed:
Thinking about strategic coproduction, what do you think is needed?
What approaches do you think work well and don't work well?**

- Overuse of the word coproduction – different understanding
- Cultural barriers put in place by NHS services – deliver in a certain way confined by funding mechanisms
- Someone doing coproduction in each organisation is needed
- Lived experience to inform practice feels more in place than to inform policy
- Over complicated the process of coproduction

- It takes time – strategic thinking needs to acknowledge that
- Acknowledge the 'Building blocks of Health' needing to be in place – 'The Whole Person'
- Aligning & bringing coproduction between partners first – Building trust between partners to coproduce together
- Move from narrow delivery – flexible able to meet needs of residents
- Coproduction stays within the whole process – not just the start
- We need to develop coproduction beyond engagement and consultation
- Needs to be embedded – rather than responsive to an opportunity



**Question that was discussed:
Thinking about strategic coproduction, what do you think is needed?
What approaches do you think work well and don't work well?**

- The term strategic coproduction didn't resonate with the group
- Measures of outcomes can feel at odds between partners – greater discussion/understanding/coproduction of measures
- Opportunity to use the professionals/partners as the eyes/ears on the ground to understand challenges
- Change needs to think broader than just the service it is delivering/coproducing to understand the impact to wider services (Thinking about the person using the services rather than the pathway the person goes through)

- Need to think deeper about communicating impact of change – people join because they want to see change and that need doesn't stop when the change is implemented so agreeing a longer-term update on progress/impact to keep people informed and engaged (legacy of their involvement)
- Recognising the value of lived experience contribution – more than just expense but access to support/mentoring/skills
- Real barriers exist to access e.g. personal connection lost when we go online
- A forward plan of activity would help people see where they can support/get involved

These are the notes from the discussions that took place at Table 2

Question that was discussed: What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?



Toolkit

- Shout about successes. Share examples of success and why it worked. How it feels to coproduce.
- Is it endorsed by ICS? If so, helpful for strategic leaders to know about it.
- Disconnect between what is available and who knows about it. Needs wider promotion e.g Integrated Care System and/or Place Based Partnerships newsletters.
- All partners need to know about it but it needs to land right – when it is relevant to the work people are doing.
- If you didn't know there was a coproduction team – where would you go to find out about the toolkit e.g. Joint Health and Wellbeing Page.
- Allow toolkit to receive information picked up by front line staff. Capitalise on the knowledge people (staff & experts by experience) have and capture it so you don't have to start again each time.



These are the notes from the discussions that took place at Table 2

Training

- Outlined in ICB Coproduction Principles - have a look at how many principles we are hitting and the ones we aren't to be a focus of training.
- Training to be an aspect of a wider coproduction network of Experts by Experience (EBE).
- Develop EBEs to be better coproducers/advocates for coproduction.
- How to create conditions for coproduction to grow.
- How to set up a new coproduction group. and that at a coproduction session it's useful to:
 - Explain what coproduction is and how it works
 - Explain what you are going to be coproducing
 - Explain what EBE are there for – provide information about what is going on and clarity about the EBE role and check understanding
 - Example – red/green sticks-indicate if everyone has understood what is being discussed in a respectful way.

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Training on how to:

- Have more positive communications – speaking with and not for.
 - Develop a shared language.
 - Speak clearly (using easy and easier to read information).
 - Reassure and include people – so they won't be at a disadvantage.
 - Make coproduction accessible – think about the cost of getting somewhere, physical & psychological accessibility.
 - Be inclusive – groups need to model behaviours and understand how to include different viewpoints. This includes knowing what else someone can get involved in if they aren't adding to the group (no putting drag on projects).
 - Use MS Teams/Zoom.
 - Facilitate a session - upskill Experts by Experience (EBE) to become facilitators (upskilling) – EBEs to benefit from knowledge of the officers involved.
- Can't assume everyone (staff & ebes) is skilled at coproducing.
 - Teach skills needed to coproduce:
 - Relationships.
 - Communication.



These are the notes from the discussions that took place at Table 2

Focus area: Coproduction Training

- Managing complexity
- Basic manners – kindness, compassion, conscientiousness, respect, be nice!
- How to create information in different formats.
- Different ways to give information - online & in person.
- How to frame questions – don't over promise.
- How to manage expectations. Be real – have you got capacity/money to deliver.
- Creative ways to capture views. Example – drawing on walls.



Question that was discussed: What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

Focus of discussion : Coproduction Resources

- Decide what communities to coproduce with and find out what specific resources they need to coproduce. Then coproduce the tools/resources with that group.
- Accessibility.
- Reimbursement & reciprocity
- Resources need to be created by and driven by the group. But Experts by Experience (EBEs) need support to understand what is available, what it can be used for and how it is used e.g. applications like Whiteboard on MS Teams.

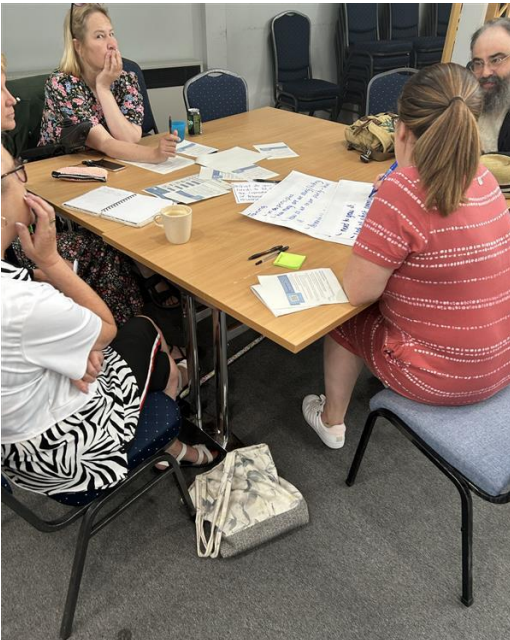


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Question that was discussed: What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

Any coproduction group needs to think about:

- Accessibility – think about cost of getting somewhere, physical and psychological accessibility.
- Reciprocity.
- Timings of ‘agenda’.
- Using clear definitions.
- Regularity of session/location – coproduce them.
- Having a term of reference. Call it something softer – do people understand what it is?
- How to stop people dominating the conversation (particularly online) – think about giving everyone a slot to talk or limit time to speak or give people a change to feed in after.
- The rules that they are going to work to. Need to be repeated but can be disempowering to have rules that never change.



These are notes from discussions at Table 3.



Question that was discussed: In your experience of coproduction, what are some challenges you think need to be overcome?

Challenges to overcome

- Not getting feedback or updates about what changes come about as a result of the coproduction- people need to know the impact of the coproduction.
- Create peer coproduction social networks – help everyone to work closer together without silo working
- What does coproduction look like at the Place level
- Building relationships and trust takes time
- The word coproduction has been abused, it is turning into a tick box exercise
- The current culture of the NHS and the Health sector limits coproduction
- Set out the staff- need to be honest and have accountability



These are notes from discussions at Table 3

- The measures for coproduction are at odds with what people expect
- Not enough planning in advance to bring in coproduction – always feels last minute thing
- Not having information about how to get involved in coproduction in a place that everyone can access
- Time – there is a tension in coproduction, doing things meaningfully but also meeting targets
- Time- it takes time to do a cultural change



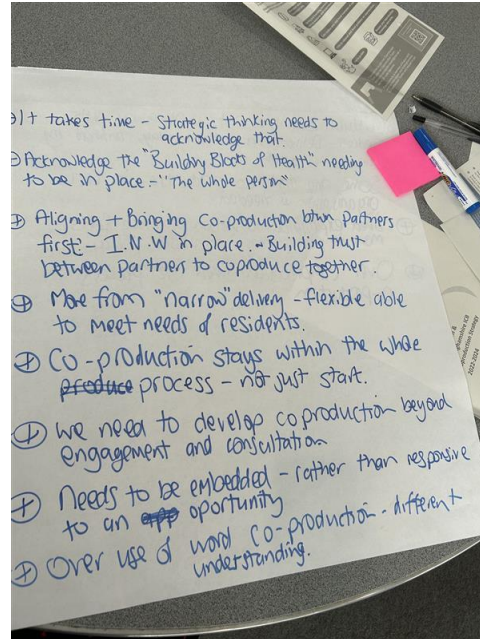
Question that was discussed: In your experience of coproduction, what are some challenges you think need to be overcome?

- Closing the loop – what happened as a result of the coproduction, how do you share that information
- People think the NHS is more connected than we are
- Being too attached to systems and historical ways of doing things
- Not having a named lead for coproduction in organisations
- Coproduction measurements – explore a middle ground- what does a compromise on data v feeling coproduction measurements



These are notes from discussions at Table 3.

- How to influence upwards- how do you articulate as a translator the opinions and insights of coproduction to people in charge
- Doing coproduction online or on teams – people have a short attention span and its not as easy to build relationships online
- Need real coproduction to join, long ongoing coproduction not just coproduction that is one off meetings
- Recognise the other influences and factors on building relationships for coproduction and the other factors influencing health outcomes – e.g area of high respiratory issues in a particular area of Nottingham isn't just because of smoking it's the mould in the houses.



Question that was discussed: In your experience of coproduction, what are some challenges you think need to be overcome?

- Improving a service isn't always just about making a service more efficient financially- how people feel using the service is important.
- Coproduction always being done at the last minute
- Is a rigid strategy the answer or does it need to be more fluid – a strategy can just become a tick box
- How do you create a mechanism for ongoing community voice?
- Not using the expertise of the people with lived experience (the expert expert) who can give broad spectrum coproduction guidance they are only used in condition specific coproduction



These are the notes from Table 3's discussions about their ideas and suggestions for future coproduction approaches.

- Create a regular coproduction networking event to help people make connections
- Make it really easy to find out everything you need about coproduction (training, the coproduction toolkit, coproduction opportunities, a directory of people who work in coproduction) on one website which can be linked to from all other organisations website.
- Create a directory coproduction resources – where you can search for help and guidance needed for different coproduction aspects
- Cultural change is important
- We need to create a succession of success with the approach of coproduction that is used
- A compassionate approach is really important – don't just steam in without trying to build relationships
- Be honest and put people in the picture- even if starting coproduction from a point that is not the beginning
- Include knowledge of the local demographic information in the target setting for measuring the success of service delivery – don't just let people far removed set the targets.



These are the notes from Table 3's discussions about their ideas and suggestions for future coproduction approaches.

- Use a mix of approaches when promoting coproduction – don't just use digital methods, have a leaflet and use easy read.
- Make things easy read
- Keep people in the picture- keep them informed
- Use the nudge theory of change- each time try to do it a little better – you can't do it perfect from the start, that also makes it less overwhelming for staff doing coproduction
- It is powerful to use real stories and experiences of their lives
- Promote personal stories – they can be really good at influencing people who may not believe in coproduction



- Utilise the knowledge and skills of the Expert by Experience - they want to be involved, they want to help others to coproduce but they are not used beyond the project they could help with training or facilitation.
- Use case studies and examples of coproduction modelling
- The venue coproduction is held in is important- the right one can encourage coproduction
- Coproduction newsletter- seek out more coproduction opportunities – let groups advertise in the newsletter
- Have check and challenge from people with lived experience on different boards
- Asset mapping and then share that information somewhere easy to access

General comments about coproduction captured on the day

- Recognition that health doesn't have to lead it all – there are lots of organisations and groups who should also do it
- “Having someone with lived experience sit on a board or having a Coproduction Strategy isn't coproduction”
- Need to have permeability – everything flowing together
- Need to have parity
- Coproduction is really good for long term impact
- Can everything we've spoken about today be written down and printed
- Not everyone understands long words that are used in coproduction- need to use easy read. Some people aren't brave enough to say they don't understand things.



General comments about coproduction captured on the day

- Having a positive impact and feeling listened to is really valuable for members of a group
- Reimbursements for bus fares helping them get to coproduction can help them feel valued
- What space you coproduce in is important, this community centre is good
- Connection is important to link and share insight and knowledge
- Is a rigid strategy the answer or does it need to be more fluid – a strategy can just become a tick box
- Coproduction conversations may lead you in a different direction- be prepared for that.



- The social connections made through coproduction are important – being sociable in person is important
- Not everyone is online
- Training needs to have compassion- be aware of people's feelings
- Create a menu of opportunities for involvement
- Not everyone wants reimbursement they do like doing it because of the positive impact and change they cause
- Feeling of making a difference is more important than expenses



General comments about coproduction captured on the day

- Coproduction groups are fragmented and failing and there is no permeability between groups.
- Consider where recruiting Experts By Experience (EBE) e.g. citizen advice queues.
- Need a wider network of EBEs – not ‘condition’ specific. The network to include training, progression, assessed for accessibility by other community groups.
- Community centre for marginalised groups (in person, with option to get involved online). Offering peer support.
- A coproduction session should not be like a classroom.
- Reimbursement – financial and skill development.
- How do we ensure parity – levelling?
- Coproduction feels genuine!
- Senior managers need to be prepared to give time and investment in coproduction.



- Need to give the workforce time to coproduce.
- Empower team - trust them to use their time/resources appropriately and change the direction of a project based on coproduction.
- What starts off well gets stifled and constrained by the system.
- Keep momentum – what’s next – keep people involved.
- Resident in the right place at the right time.
- Artificial Intelligence (AI) for qualitative data analysis.
- Don’t fall at first hurdle!

Next steps



Two more listening events will be taking place in September 2024:

Monday 2 September 2024 – 6-8pm Online – Microsoft Teams

Friday 20 September 2024 – 9.30-11.30am – Mansfield Library, Four Seasons Centre, West Gate, Mansfield NG18 1NH.

After each listening event, the notes from that event will be circulated – and we will ask people who attended if there was anything that was missed.

You can also complete the online [Strategic Coproduction Survey 2024](#) if you are unable to attend any of the events.

All the comments, suggestions and ideas received will then be used to inform the Coproduction Strategy refresh work taking place for the rest of the year. If you would like to be involved in this work, email nnicb-nn.icbcoproductionteam@nhs.net



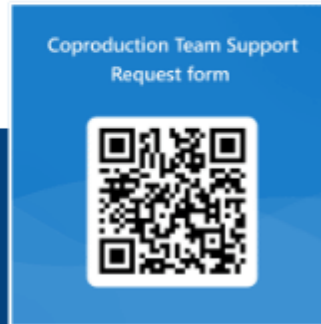
Coproduction – other ways to get involved and learn more

Coproduction - ways to get involved and learn more



- Sign up to the bi-monthly **Coproduction Newsletter**
Promote your coproduction event in the newsletter.
- **Join the Coproduction Network and Distribution list** : find out what coproduction is taking place locally for you to join or advertise your coproduction activity to others.
- **Coproduction Toolkit** : sign up to the free resources, information, case studies and how to guides about coproduction - includes local and national information.
Create or share content with us to be included in the toolkit, we are always looking to add new resources and are looking in particular for lived experience created resources.
- Register your interest to take part in future events or workshops run by the ICB coproduction team.
- Book a catch up with the team to discuss how to bring a coproduction approach into your existing involvement work.

To find out more, or to sign up to the Toolkit, Network or Newsletter please email the Coproduction Team
nnicb-nn.icbcoproductionteam@nhs.net or scan the QR code opposite with your phone.



If you would like to be involved in any future work around refreshing the Coproduction Strategy or would like to:

- Join the Coproduction Network
- Sign up to receive the Coproduction Newsletter
- Sign up to the Coproduction Toolkit

Email the Coproduction Team

nnicb-nn.icbcoproductionteam@nhs.net

