

Coproduction Listening Events August – September 2024

# Listening Event Notes

Friday 20 September 2024  
Mansfield Library, Mansfield Nottinghamshire

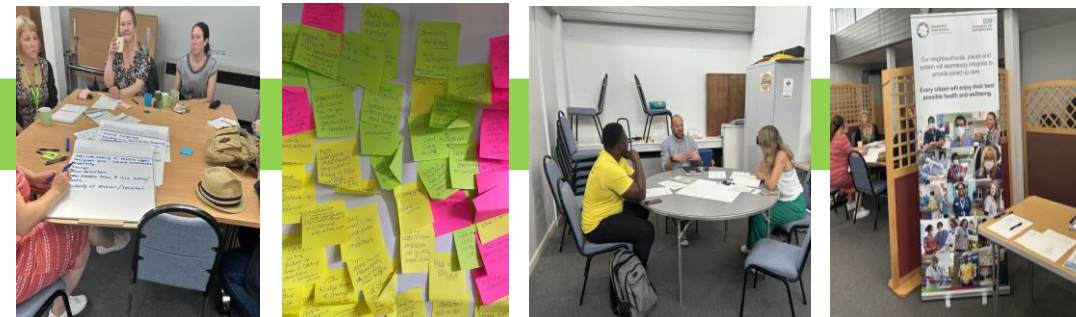


Free Tea and Coffee

**COPRODUCTION**  
**Listening Events**

TALK. LISTEN. CREATE. INSPIRE. CONNECT





## Why are we running the Coproduction Listening Events ?

- To understand locally held views and opinions about coproduction
- To help build a picture of what coproduction looks like now across Nottinghamshire
- To review our progress over the last two years
- Use all the information we gather in the refresh of the current Coproduction Strategy as it runs from 2022-2024. You can find a copy of the Coproduction Strategy [here](#).
- Use the information to inform how we coproduce for the next two years across the local Integrated Care System (ICS)

## 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.

## 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.



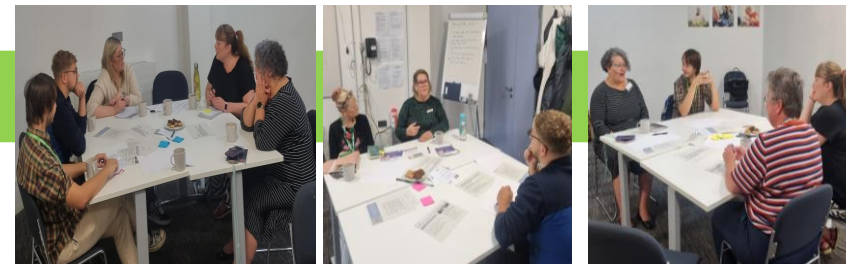
## What can strategic coproduction look like ?

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 listening event?

- The listening event ran from 9.30am till 11.30am.
- The room was set up with three tables, each table had a facilitator and a question to prompt the discussion about a particular part of coproduction.
- 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.
- Notes were taken by the facilitator. The notes are included in this document.

## 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?

**A big thank you to everyone who attended the event and shared their views and experiences.**

## Summary of some of the themes identified from the discussions:

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

### **Go to where people are :**

- Be person centred
- Need to go out to people and not wait for them to come to you
- There are some areas of concern – people disengaging
- Build connections
- Have a bottom up approach

### **Planning and approach:**

- Need time to carry out coproduction
- Approaches to planning and integration is important
- Good training is essential – improve education
- Equitable mechanisms for coproduction

### **Leadership and direction:**

- Needs to be strong
- Leading from the front
- Learn from others

## Some themes identified from the discussions:

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

#### Training that is well rounded

- Need resources to support practical approaches and softer skills
- Practical practice supports theory
- Space to learn on the job is important
- Don't make assumptions about people's base knowledge

#### Everyone of all levels should be learning about coproduction

- Leadership and senior leaders should do the training
- Use advocates to embed knowledge

#### Training content

- It is not the best use of time to train everyone is everything, have subject matter experts instead
- Utilise the community of knowledge and information
- Don't over complicate things
- Create knowledge champions
- Be creative and have fun with the training materials
- Practical skills – e.g. creating a poster

#### Celebrate learning/creating a nice environment

- People should get something to show they have completing training – could be a badge
- Create a nice learning atmosphere
- Softer skills – cup of tea and a biscuit

## Some Themes identified from the discussions:

**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?**

- Don't start with money/finances start with a vision
- It is all talking and no action
- Duplication is time consuming
- Build on what is already out there
- Need capacity in organisations to lead coproduction
- Not giving enough time to coproduce is tokenistic

### **Building relationships**

- Go to people
- It is important to build relationships
- There are charities working in communities already that organisations need to connect with
- Poor communication = people being disengaged

### **Working collaboratively**

- Honesty is important
- Get leaders involved in coproduction
- Use language that everyone can understand- shared definitions used by all
- It takes time to build confidence

### **Digital v Face to Face**

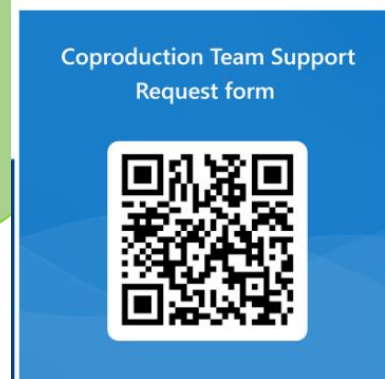
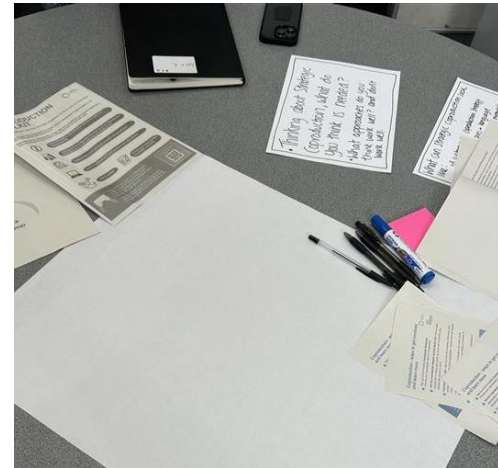
- Digital is not the preference
- Not everyone is comfortable speaking on Microsoft Teams

## Next steps

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

All the comments from the sessions will then be collated together to identify themes. This will then shape future coproduction work and the Coproduction Strategy refresh.

If you would like to be involved in this work, contact the Coproduction Team by using their Support Request Form by scanning the QR code.





# 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 use the Coproduction Team Support Request form by scanning 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

Contact the Coproduction Team using the Support Request Form by scanning the QR code below.



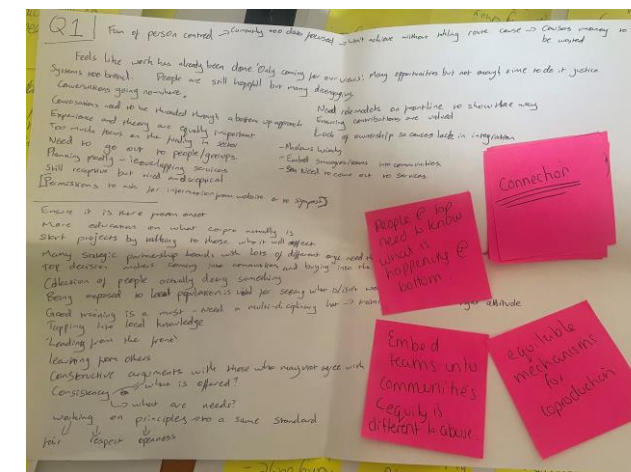
# Appendix: Notes from the discussions



Facilitator notes from the table discussions are included on the following pages.

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

- Fan of person centred – currently too data focused – won't achieve anything without finding the root cause- causes money to be wasted.
- Feels like work has already been done. 'Only coming for our views'. Many opportunities but not enough time to do it justice system is too broad.
- People are still hopeful but many are disengaging.
- Conversations going nowhere
- Conversations need to be threaded through a bottom-up approach
- Experience and theory are equally important
- Too much focus on the funding in sector
- Need to go out to people/groups
- Need role models on the frontline to show the way
- Ensuring contributions are valued
- Lack of ownership so causes lack of integration
- Planning poorly – overlapping services
- Still receptive but tired and sceptical



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

- Ensure it is there from the outset
- More education on what coproduction actually is
- Start projects by talking to those who it will affect
- Many strategic partnership board with lots of different organisations need those leaders to drive and have persuasion.
- Top decision makers coming into communities and buying into the idea of co-production
- Collection of people actually doing something
- Being exposed to local populations is vital for seeing what is/isn't working
- Good training is a must-need a multi-disciplinary way- training to give the right attitude
- Tapping into local knowledge
- 'Leading from the front'
- Learning from others
- Constructive arguments with those who may not agree with you
- Consistency – what is offered? What are needs?
- Working on principles to a same standard – fair , respect and openness

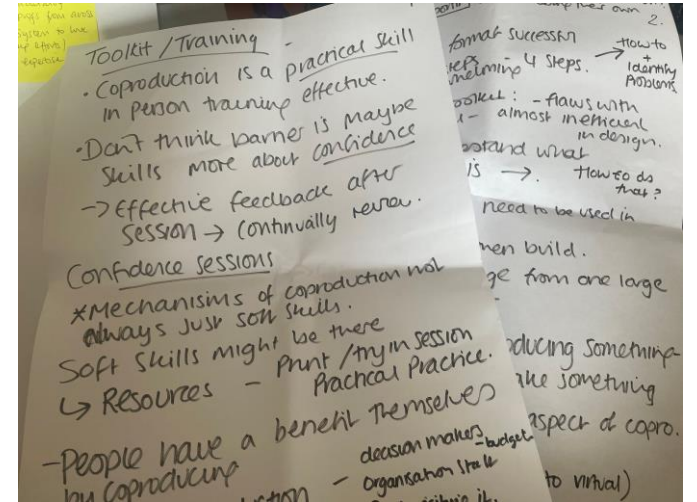
### Table 1 – Thinking about strategic coproduction, what do you think is needed? What approaches do you think work well or don't work well?

#### Post-it notes

- People at the top need to know what is happening at the bottom
- Embed teams into communities
- Connection
- Learning what works from the people that do
- Going out to people/ groups
- People feeling safe and valued ( building block of health)
- Time for staff to learn who their communities are
- Induction – go to community groups/learn what's happening on the ground
- Person centred
- Equitable mechanisms for coproduction

### Table 2 - Learning/training - What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

- Coproduction is a practical skill, in person training is effective
- Build confidence
- Get feedback after training sessions/ reflect and review
- Mechanisms of coproduction not always just soft skills. Soft skills might already be there because the people have those skills.
- Resources - print materials also supported by practical sessions
- People benefit by coproducing
- 3 levels of coproduction -decision makers who hold the budget, organisational staff who deliver coproduction, people working in coproduction
- Idea of doing a skills roadshow mimicking the carriers roadshow setup different stores with different skills you can try.
- Learning on the job is important, but also have supporting guides so people could set up their own roadshow independently.



### **Table 2 - Learning/training - What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?**

- Coproduction is a practical skill, in person training is effective
- Create simple 4 step training approaches – like used for the Carers Roadshow
- Issue with a Toolkit - there are flaws with the coproduction model
- Training resources need to be used in the right way
- Start smaller and then build.
- Coproduction is about producing something – it's only coproduction once you've made something, disagreement is an aspect of coproduction.
- In person training very different to virtual training.

### **Discussion around obtaining consensus from a group**

- Getting only one message and consensus from one large coproduction event is difficult.
- Is it OK to not get a consensus? How do you get a consensus as a bigger group that is a challenge.
- How do you prevent people from being disengaged?
- Smaller coproduction groups might be better for getting a consensus

### Table 2 - Learning/training - What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

#### General tips for coproduction

- I identify what the end goal is
- You need to bring relevant people in
- The scope of your project is important
- What type of involvement is your project overall, coproduction is a nuanced aspect of involvement many projects will contain all the different types of involvement activity.
- Don't wait for perfection
- Coproduction is not for every situation
- Be clear and identify what part of your project can be coproduced

#### Co production values in training

- Everyone should do it of all different levels of leadership, senior leaders should take part in all training.
- Any coproduction training needs to be timely and consistent.
- Encourage training where challenge and opinions are given and help people be able to handle people challenging perceptions and discussions. Expect that it's to be challenged and that's OK.
- When would you need consensus?
- Co production is a journey that involves lots of different personalities and lots of different types of projects. Making a co production project is like making a cake.

#### Strength based group of people who can share their knowledge and experience across the system

- It is not the best use of time to train everyone in everything create subject matter experts instead.
- The thing people do not have enough of his time, make things easy for people create bite size training.
- Utilise community information and knowledge
- We have a tendency to over complicate things. Need to arrange ourselves to maximise utilise what's already out there.
- Create Canva champions - people who can create documents in Canva.



### Table 2 - Learning/training - What do you think needs to be included in the coproduction toolkit or training and learning resources about coproduction?

#### Use of technology to aid with coproduction

Discussion took place around the use of technology to aid with Co production meetings, and how to move away from having to write up all the notes after the meeting.

- Not everyone has digital skills. He can't make assumptions on people's digital skills
- Work with the grain of people and what they're interested in, don't force people to do training in areas they don't enjoy.
- Have a resource of people who are skilled in different areas that all the system can call on. System working

#### Reimbursement /Something for doing training

- People should get something for taking part in training sometimes the little stuff is the big stuff, it can go a long way to get a certificate or a badge for completing some training which you can add to your lanyard.
- Badges are a great conversation starter when attached to lanyards. Could we create a Co production champion badge.
- The importance of creating a nice atmosphere for training and building relationships a cup of tea and a biscuit can go a long way.
- Often we focus on the technical training aspects and forget the softer skills needed to coproduce.
- Building connections with others working in Co production is important a lot can be achieved over a cup of tea.
- Model - resources supported by an ongoing learning support resource of people who can help bring the training to life after you've attended the training.

## Discussion notes from Table 2

- Good training needs to fill the gaps in people's knowledge and act as a nudge if they don't automatically think of things, for example not everyone would think that a cup of tea and a biscuit is an important part of building relationships in Coproduction work they would need to have that told to them.

Create a resource and list which shows building habits to aid Co production which include:

- tea and coffee
- making people feel welcome and special
- have a badge
- You need to think about where the toilets are
- you need to think about accessibility
- be kind
- you can get institutionalised really easy need to come back to a more holistic approach to Co production.

- Do more creative and art related sessions to encourage people to be open and talk about things whilst they're doing activities-for example colouring in, knit and natter

### **Examples of technology that could be used:**

- Video
- Software that writes up from written word
- Discussions on menti metre
- Creating a video vlog about day in the life doing a coproduction project
- Creating safe space to share ideas
- The use of website like the creative suite Canva and how it can be helpful to create promotional material

**Value- give people permission to try different things it's OK to be creative you can Co produce with people using innovative and creative ways it does not always have to be the traditional approach.**

Create an open house staff event with people from different teams all on a stall who have to teach you something in 3 minutes.

### Training in designing posters

- QR code inclusion can be a turn off for people on posters – need to also have the information on the poster not just the QR code
- People are still producing posters that are not effective because they don't include the basic information
- Went on some good training when they were first clinical – had to design a display for a nursery, learning about use of colour, use of space in the display
- Training on scaling out and having a marketing plan approach
- Always include examples of things that worked well and things that don't work well 'in the wild'
- Best approach is to coproduce the resources
- Training – all senior staff should have a back to the shop floor style training approach – should be able to do all jobs at all levels
- \*\* lots of assumptions are made about people's levels of knowledge – some people don't have the basic working level of knowledge of Microsoft packages for example
- Need to be mindful of people's different learning styles

\*\* Need to be accurate what type of training you are providing, can't call everything training:

- Listening Event
- Information giving session
- Instruction
- Practical session

When designing training need to be very clear on the intention and outcomes of the training.



### Delivering training in person

Good practice:

- Be a personality (Debbie Crocket Active Notts gives a good presentation)
- Have someone with a lot of knowledge leading the session.
- Make it interactive
- Do the theory but then also have practical ways of reinforcing that learning .
- Deliver the training in person but have supporting resources you can access

Online training :

- Need someone who has a lot of experience
- Someone with personality to keep people's interest
- Sometimes better with 2 trainers
- Break out rooms are good as they allow smaller groups to have discussions

Can get good results online but it is better to do face to face, the screen is a physical barrier.

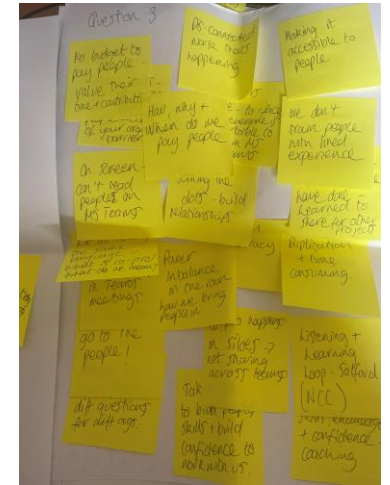
### Using an advocate

- Use advocate training model for coproduction
- Establish a training voice and then advocates to embed that
- Training impact on the 3<sup>rd</sup> sector, awareness of the context and disseminate to groups
- Infrastructure – need to have more than just stand alone training, needs to have ongoing support
- When delivering training to the third sector – time is very important
- 
- Train the trainer
- Cascade things down
- Checklist on how to deliver good training
- Need to carve out time to do the training – establish a culture of coproduction
- Safe space to try out training in your work
- Make useful connections to learn about other training approaches

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

#### Post-it notes

- No budget to pay people – value their time and contributions
- How, why and when do we pay people?
- Dis-connected work that's happening
- Making it accessible to people
- Teams chats- IT – not sharing info- talking to people outside of your organisational barriers
- Digital v Face to face – not everyone is comfortable speaking on MS Teams
- On screen can't read people as on MS Teams
- We don't train people with lived experience
- Central bank of what people have done- learned to share with other projects
- Joining the dots – build relationships
- Duplication + time consuming
- Digital literacy



### **Table 3 - In your experience of coproduction, what are some challenges you think need to be overcome? What are your ideas and suggestions to improve future coproduction work?**

#### **Post-it notes**

- Power imbalance in the room- how to bring people in
- Waiting to put hand up in teams meetings
- We need to go to the people!
- Asking the same people different questions for different organisations
- Coproduction happens in silos – not sharing across teams
- Takes time to build people's skills and build confidence to work with us
- Listening and learning Loop – Salford (NCC)
- Building people's skills, knowledge and confidence coaching
- Tokenistic – as not enough time to do it constructively
- We need to be honest with people – what is possible- if it's decided – if can't do it
- Language- lay person – it means producing something – what's it got to do with me !
- Are we really working together in partnership !
- You said , We did not happening
- So many charities in communities . Knowledge gap between planners and community

### **Table 3 - In your experience of coproduction, what are some challenges you think need to be overcome ? What are your ideas and suggestions to improve future coproduction work?**

- How we talk to people- put barriers up as language inaccessible
- Don't start with money /funding – start with a vision or purpose
- Not sharing skills and knowledge with partners and colleagues
- Shared lived experience story- outcome a butterfly project but they weren't invited to join
- Trusted voice – lack of knowledge and trust in the voluntary sector
- All talking – no action! Burn out as not being genuine coproduction
- Bridging a gap of understanding
- Carers Roadshow – 4 step guide
- Coproduction is not all about agreeing at the start
- Staff need to buy-in – when done well, very powerful!!
- Don't know , what you don't know
- We need to get leaders and people in the sandpit
- Not building on what's already there – powerless
- Pragmatic and honest
- Charities exist because of an unmet need – build bottom up
- Acronyms! Stop using them
- Poor communication – Disengaged

### **Table 3 - In your experience of coproduction, what are some challenges you think need to be overcome ? What are your ideas and suggestions to improve future coproduction work?**

- Learn on the job – be agile and flexible! Have a go!
- Lead- to facilitate not own coproduction. Follow through with those involved from the start.
- People hub – rainbow of participation
- Consistent language – definitions of coproduction
- Co-ordinate our efforts- learning
- App/system to ask for people with lived experience to get involved on specific projects
- Facilitating projects from across the system – expertise
- We need capacity in our organisations to lead coproduction
- We need a shared definition of all terms – coproduction participation
- A coproduction champion lead in each organisation