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Cyd-gynhyrchu  
Cymru

Co-production  
Network  
for Wales

# Co-production and free legal advice services

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@copronetwales #coproduction





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# What is co-production?

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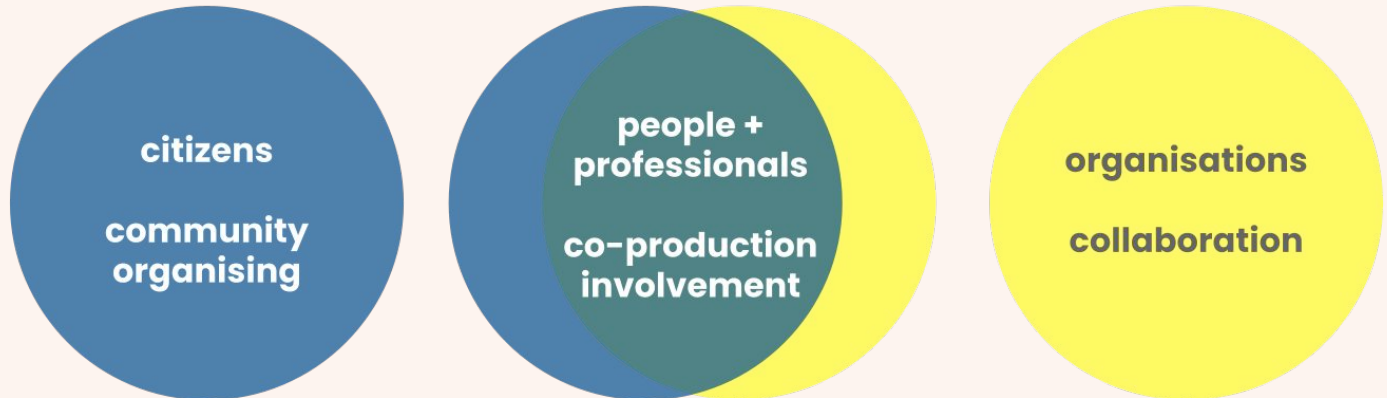
# What co-production is (and isn't)

Co-production exists at the intersection of people (citizens, service users) and professionals (public service organisations, government).

*"If you're not at the table, then you're on the menu."*

In co-production, people are a part of the decisions that will affect their lives.

*"Nothing about me, without me."*



# Definition of co-production

Co-production (of public services) means that people who provide and deliver services, and people who access and receive services, share power and responsibility, and work together for mutual benefit in equal, reciprocal and caring relationships.

## *It enables:*

- *people to access relevant and meaningful support when they need it;*
- *services to be effective and make a positive difference in people's lives; and*
- *people, services and communities to become more effective agents of change.*



**Pawb gyda'i gilydd**  
**All in this together**

# 5 values of co-production



*Value all participants, and build on their strengths.*



*Develop networks across silos.*



*Do what matters for the people involved.*



*Build relationships of trust and share power.*



*People can be change makers, and organisations become enablers.*



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# A spectrum of engagement

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# A spectrum of engagement

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement
e.g. criminal justice, safeguarding	e.g. smoking cessation programmes	e.g. Council website info on bin collections	e.g. surveys, urban planning, FixMyStreet	e.g. drop-in events, focus groups	e.g. person-centred care, shared decision making



# Interaction narratives

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement
e.g. criminal justice, safeguarding	e.g. smoking cessation programmes	e.g. Council website info on bin collections	e.g. surveys, urban planning, FixMyStreet	e.g. drop-in events, focus groups	e.g. person-centred care, shared decision making
<i>"We have a duty to act to ensure people's safety."</i>	<i>"We know what people need to do, we need to get them to do it."</i>	<i>"We provide information where /when /how people need it."</i>	<i>"We decide what questions to ask, and collect data to inform our decisions."</i>	<i>"We listen to people's lived experience, to inform our thinking and decisions."</i>	<i>"We listen to people's experience and share ours. There is equal power in our decision making. We value different experiences."</i>
The organisation has the knowledge. The organisation makes the decisions. The organisation enforces the decisions.	The organisation listens to people's knowledge. The organisation makes the decisions. The organisation enacts the decisions.			The organisation and the people listen to each other's knowledge. The organisation and the people make decisions together. The organisation and the people both take actions on the decisions.	



# Knowledge, decisions and power

doing to		doing for			doing with
coercion protection	education persuasion	information	consultation	participation	co-production involvement
e.g. criminal justice, safeguarding	e.g. smoking cessation programmes	e.g. Council website info on bin collections	e.g. surveys, urban planning, FixMyStreet	e.g. drop-in events, focus groups	e.g. person-centred care, shared decision making



Who **holds the knowledge**: the organisation, the people, or both?

Who **makes the decisions**: the organisation, the people, or both?

Who **enacts the decisions**: the organisation, the people, or both?

In other words, who holds the power and whose agenda is it?



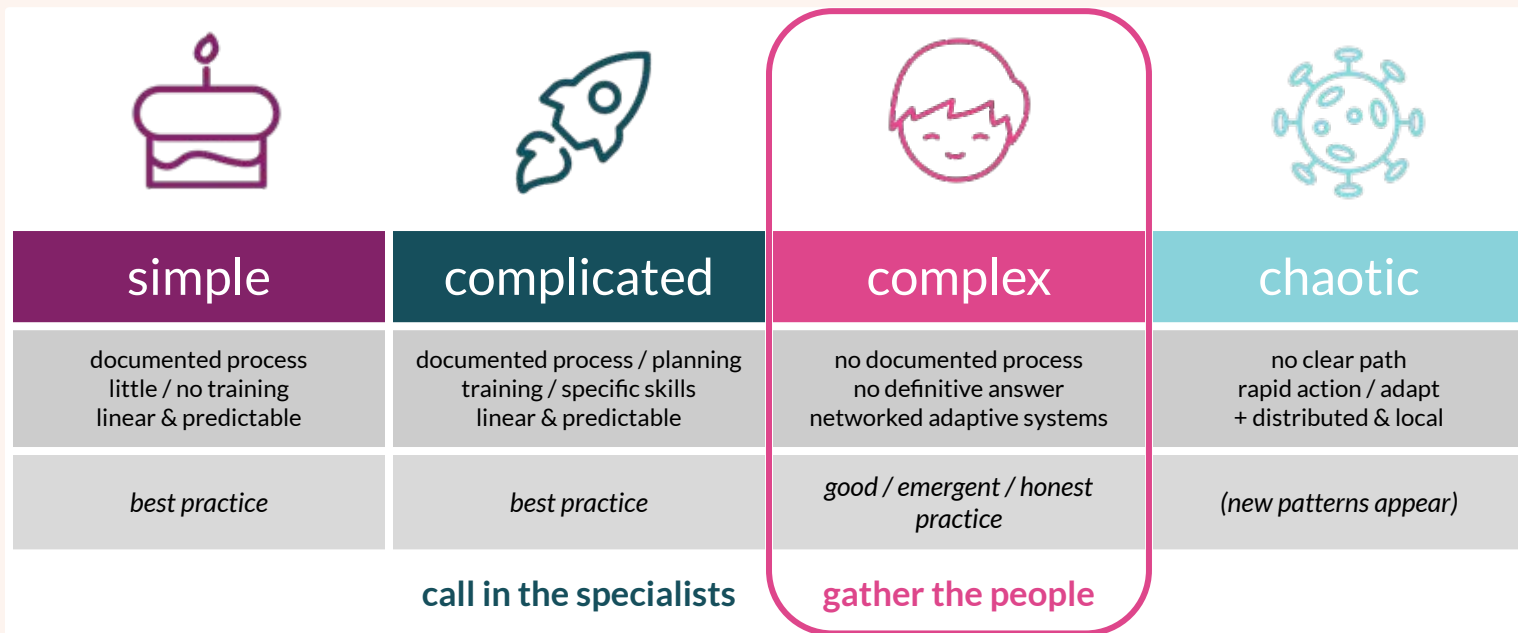


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# Complexity theory



# The complexity lens

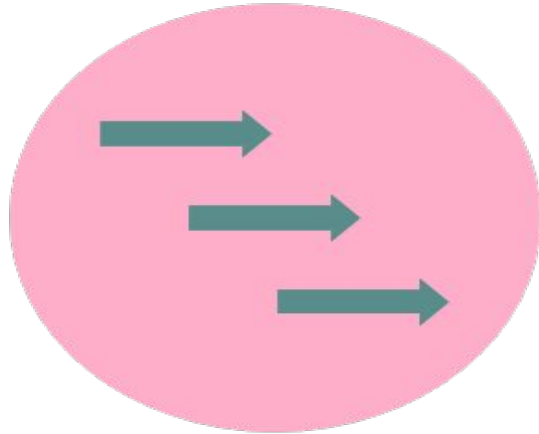


Dave Snowden's Cynefin framework <https://lizkeogh.com/cynefin-for-everyone/>

From the work of Ralph Stacey <http://rightmatter.org/2017/07/02/stacey-matrix-complex-domain/>

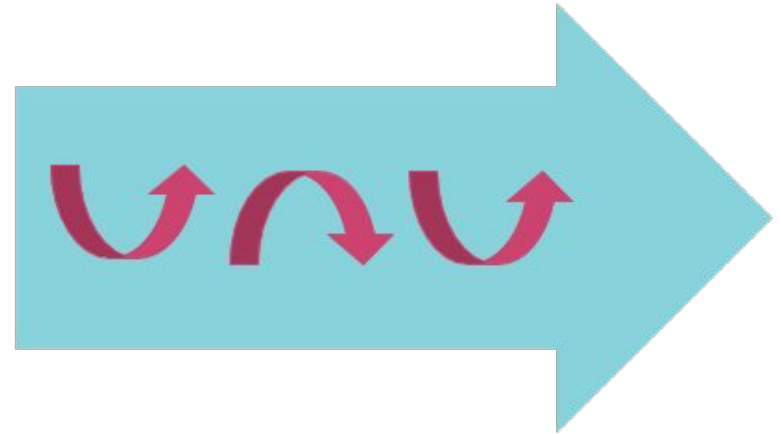
# Beware (of being reductive)

**an overall complex process...**



**can have complicated parts**

**an overall linear process...**



**can have complex parts**

# The co-production imperative



“bad help” &  
disempowering services

create dependency and  
failure demand

increase pressure on  
people & on services

**moral**



austerity & Covid-19  
budget pressures

socio-economic  
context, demographics

increased demand, need  
to do more with less

**economic**



customer  
expectations

digital access &  
responsiveness

in private sector  
and government

**consumer**



growing body of  
legislation (Wales / UK)

leading to:  
policy  
strategies  
frameworks  
planning

**legal**

# You have to try it to believe in it:

## *Citizens Advice Mountain Ash*

- Co-designed the layout and feel of the new space with colleagues, volunteers, clients and community members



**“We thought how can co-production fit in with advice services and regulations? But we’ve realised that there are some things you can co-produce, it’s given us the confidence to do it.”**

**“The idea of asking, and talking to people before we start, to help us hit the ground running, we wouldn’t have thought to do that before.”**

**“It’s so interesting finding out how it is for people through their eyes, they tell us things we would never see.”**

**“There’s been some really good stuff that people have suggested. It works, people come up with ideas that we don’t think about.”**



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# Resources and support



**The Co-production Network for Wales is a community of practitioners who learn, share and improve together. A range of resources and events are available to support you.**

*Membership is free for individuals.*

*Organisational membership is available for teams.*

**We help public services improve outcomes for people through co-production and involvement.**

*The Co-production Lab Wales offers a range of training, facilitation, and project support. We are a not-for-profit organisation, and our surplus contributes to funding the work of the Co-production Network for Wales.*



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