



Co-production: Lessons from Oxfordshire

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Getting started – who we are

Pete Fleischmann,
SCIE Head of Co-
production



Jo Barnicoat
Co- chair of Team up
Co-production Board



Danie Woodbridge, OCC
Co-production Lead



About Oxfordshire County Council



Seven shifts were co-produced with stakeholders

- Senior Level Commitment to co-production
- Co-produced training Programme
- Establishing a Co-Production board
- Resourcing
- A Concordat, a written agreement
- Piloting the co-production of services
- Evaluation of the programme

Working



Together

Co-Production Oxfordshire



Danie Woodbridge
Co-production Lead
Oxfordshire County Council

Jo Barnicoat
Co-chair of Team-up
Co-production Board

Working



Together

Our definition of co-production

“Co-production means working together as equals and making best use of our resources and strengths to find ways of doing things that benefit our community”

Co-Production Oxfordshire



**OXFORDSHIRE
COUNTY COUNCIL**



social care
institute for excellence

Co-production Oxfordshire

Co-production Oxfordshire are...

Team-Up – our Co-production **Board**

Co-production **Champions** & our wider Co-production **Network**

Co-production **Team** (Council staff)



The Co-production Board & Champions are made up of ‘**Experts by experience**’, people who have experience using, or caring for someone who uses, Health & Social Care, sitting alongside people who work in Health & Social Care.

Our main jobs:

- Work with people to help them **LEARN** about, **USE** and **EMBED** co-production, so it becomes the usual way of working in Oxfordshire.
- Identifying **opportunities** and making **recommendations** for change.
- Supporting co-production with **expert planning, coaching & support**.
- Checking co-production work by **challenging decisions**, asking questions, and by receiving monthly updates and an annual report.
- Defining and teaching **co-production best practice**.
- Supporting the work of co-production network and project groups.

Co-production in Social Care

We are making co-production central to how we work with people.



Key Projects so far...

Older People's Strategy

- Involved over 600 people from a range of backgrounds
- Excellent example of partnership working with health
- Will act as an outline for how to develop co-production in future major projects

Moving into Adulthood

- A truly co-produced piece of work
- Input received from a wide range of people including research from outside of Oxfordshire
- Output was a clear set of recommendations to inform the proposed business model

Grants Panel

- Involved people who use services alongside Councillors and council officers to evaluate grant applications for the Sustainability and Innovation Grants
- Positive feedback received from the people involved, Councillors said having such representation was very helpful

Coming Next...

Fostering

- Council staff are working with foster carers on a new charter to improve how we work
- Two engagement events have been run to gather ideas
- The Children in Care Council will also look at the charter to share their ideas

Carers: Info, advice & guidance

- A co-design group was made up of carers and council staff
- Ideas have been shared about what support carers need in Oxfordshire
- The group will make a plan for what support & guidance is needed for carers

Moving into Adulthood

- The business model which came from the original co-production project recommendations will be looked at in more detail
- This will need to be finalised, and signed off
- Implementation of the new model should happen in 2020 and the new service will be co-evaluated

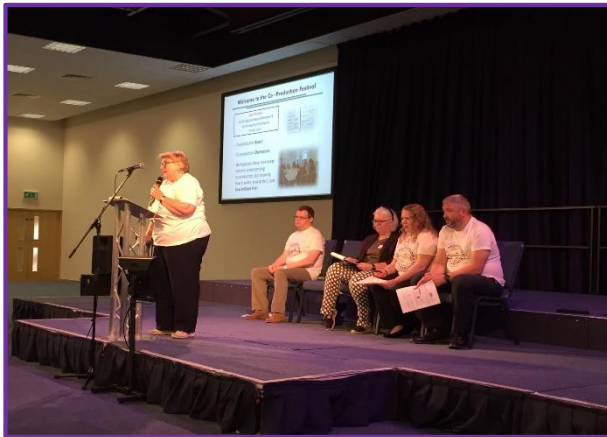
Extending the Reach of the Programme

- The co-production team has been working with other areas with the Council such as **highways, transport, libraries, and Public Health.**
- Opportunities are also being explored with the **CCG.**
- The Assistant Chief Executive of **Oxfordshire Clinical Commissioning Group, and Director of Children's services** have now joined the Co-production Board.



Co-Production Festival

- Our first **Co-Production Festival** was held on **2 July 2019**
- We had speakers from **Co-pro Network Wales, Co-Create, and David Boyle**
- **162** people attended from far and wide



How to make it work in practice

The first 3 key ingredients:

- Senior Leadership driving (culture change)
 - ALL staff need the values and skills (training/recruitment)
 - Combined with processes/system (way of working – the DNA)
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The essential methods:

- *If it affects me... involve me! (a different kind of team)*
 - *It's about building relationships*
 - *It's about enabling not recruiting*
 - *Accessibility, equity, diversity*
 - *Meaningful (not tokenistic)*
 - *By design and continues into delivery*
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There will be challenges:

- Permission & Time
- Understanding, awareness, and willingness to try/change

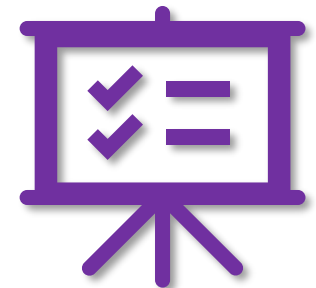
External Evaluation of the Programme

- The **Social Care Institute for Excellence (SCIE)** recognise that we have demonstrated good practice and awareness building around working more closely with residents.
- Recent **Care Quality Commission (CQC)** Local Area Review notes a stronger strategic approach to co-production.
- The **Local Government Association Peer Review** commented that our innovative working is impressive and is gaining interest by other authorities.



Evaluating the Learning

- An **annual staff survey** (supported by SCIE)
- Focus groups and interviews with **key stakeholder groups** (supported by SCIE and co-produced with Board members and Champions)
- Collecting **qualitative feedback** data from people participating and staff
- Monitoring team clinics and workshops
- Connecting with other Local Authorities
- Sharing at Conferences & Events



Evaluation report

Successes of the Programme...

- The number of people involved in co-production in Oxfordshire is over thirty times what it was at the start of the programme
- Number of projects in adult social care increased from a target of 5-7, to approx. 20, and they keep growing.
- First ever Oxfordshire Co-production Festival attended by over 160 people
- The Board grew in confidence, authority and influence
- Champions took ownership of their role and facilitated and supported co-production in their respective areas
- The co-produced Working Together Handbook was launched in October 2019, widely publicised and well-received

Evaluation report

Successes of the Programme, contd...

- Evidence of cultural and systemic change within the council and the health and social care system
- SCIE'S survey with Adult Social Care staff showed understanding of co-production and confidence in using it have grown as a result of the programme
- Assessment of providers' co-production approach included in some tenders and contracts
- More people who uses services and carers were involved in recruitment including of the new Director of Adult Services

What people say...

Co-production has changed people's perception of Oxfordshire County Council i.e. understanding Council processes, breaking down barriers, creating stronger relationships.

85-89% of staff members in Adult Social Care (OCC) believe co-production has improved relationships between people using services and Oxfordshire County Council.

Getting involved in the co-production work has been really important to me because of the satisfaction it gives me knowing we are making a difference to people's lives.

Being on the Co-production Board makes him feel valued; it has given him a purpose, and his life new meaning.

Staff members in Adult Social Care (OCC) feel much more confident now in their ability to use co-production.

SCIE's role

- Worked with range of OCC stakeholders to develop programme aims
- Supported the set-up of Co-production, Team, Board and Champions Network
- Developed training with OCC
- Conducted the programme evaluation

Evaluation Recommendations

- Recognise that culture shift takes time and needs to happen at all levels
- Acknowledge a tension between the Council's legal responsibilities and public accountability, and the co production ethos of sharing power and equality. Use co-production to collectively manage this tension
- Reassure staff that they will be given time to do co production
- Continue to provide administration and facilitation support for the Board and Champions

- Ensure that the role of Champions is clear and complements the Board
- Increase diversity within the Board and Champions
- Support and facilitate the growth of local user led organisations
- Continue to monitor progress and evaluate the programme

Links & contact:

- Contact the Co-production Team by emailing the inbox:
coproduction@oxfordshire.gov.uk
- Find us on Twitter [@OxonCopro](#) and Yammer.
- YouTube: Co-production Festival 2019;
<https://www.youtube.com/watch?v=aadk8S7lLyQ>
- @PeteFleischmann - pete.fleischmann@scie.org.uk
<https://www.scie.org.uk/consultancy/co-production>

Working



Together

Questions???



It's not rocket science!



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