

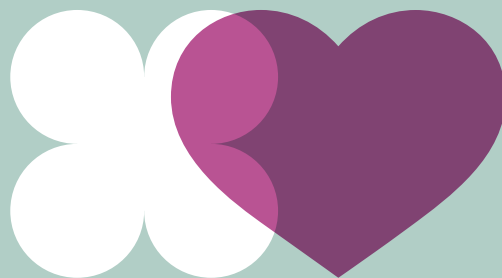


**Stronger Together**

**A co-production toolkit  
from Ageing Better**

---

## **What is co-production?**



# Welcome to our learning guide about co-production.

## This guide is for anyone looking for an overview of co-production and the benefits of this approach.\*

This guide will be particularly useful if you are:

- A strategic leader or change maker
- Working for an organisation in a service delivery or development role
- Part of your local community, a person with lived experience

\*While the Ageing Better programme focuses on reducing isolation and loneliness among people aged 50 and over, all of the co-production learning and resources featured in the learning guides and toolkit are transferable across all community groups and areas of working.



Our comprehensive co-production toolkit, **Stronger Together**, contains the information mentioned in this guide, plus many more resources.



In our **webinar recordings**, topics and themes surrounding co-production are discussed in more detail.

## What is co-production?

---



### **Services developed for the community, by the community**

Co-production involves people coming together to find a shared solution or achieve a joint aim.

It challenges traditional ways of working by taking a collaborative, peer-led approach.

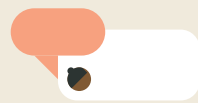
---



### **Understanding lived experience**

Co-production recognises that services and initiatives require the skills, experience and knowledge of the people they set out to help, in order to have meaningful impact.

---



### **The value of feedback**

Co-production gives a voice to everyone involved in the development of services.

It is a process that is committed to inviting input, and using that feedback to review and improve services.

## Why co-produce?

---



### Benefits for individuals

- Feeling valued, respected and empowered
  - Improved confidence and a sense of purpose
  - Contributing to positive outcomes in their community
  - Social connections and peer support
- 



### Benefits for professionals

- Better understanding of lived experiences of the people they support
  - Greater sense of job satisfaction
  - Opportunity to think differently and challenge established ways of working
  - Ability to take a collaborative approach and learn from others
- 



### Benefits for services

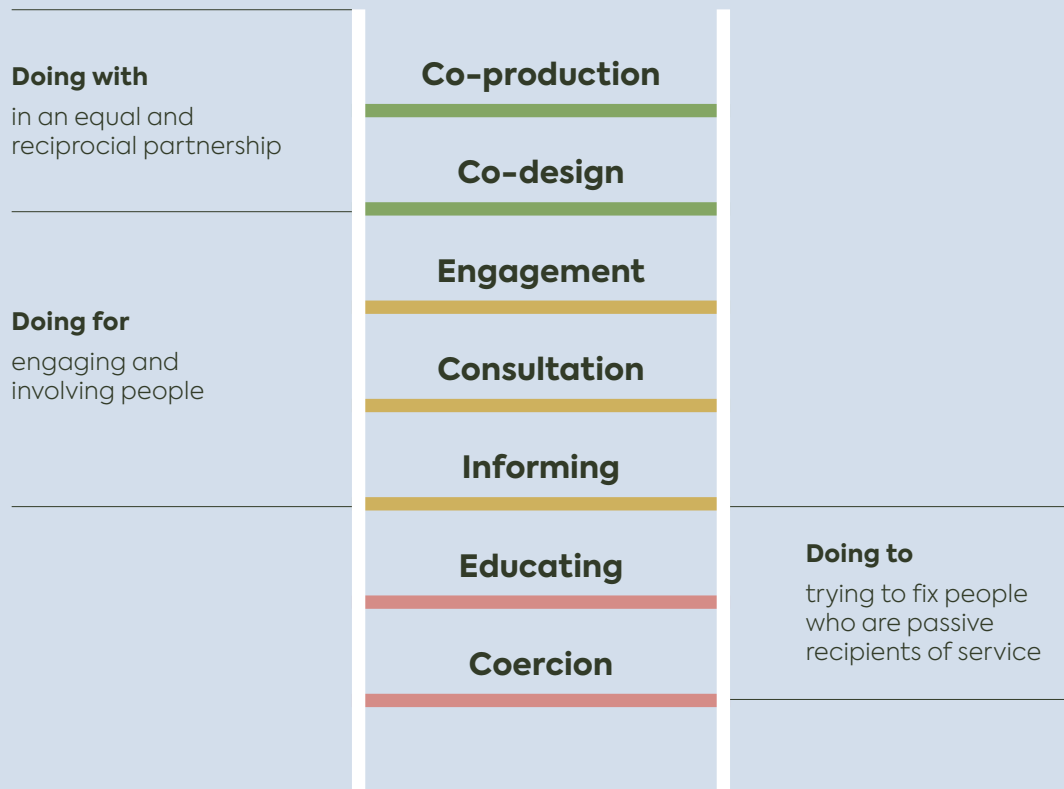
- Greater authenticity and credibility
- Increased engagement, appeal and accessibility
- More responsive, relevant and useful services
- Ownership of services by users encourages their support



## The ladder of co-production

Co-production is different from other forms of participation. It goes beyond consultation and other forms of engagement, moving to 'doing with' in an equal partnership, rather than 'doing for' or 'doing to'.

**Arnstein's Ladder of Citizen Participation** is a visual ladder of co-production that provides a clear overview of this difference:



## **What is asset-based community development (ABCD)?**

**Asset-based community development can be seen as a form of co-production in action. It is an approach that focuses on what is strong in a community and builds on what's already there.**

### **The ABCD approach is built on four foundations.**

- It focuses on community assets and strengths rather than problems and needs.
- It identifies and mobilises individual and community assets, skills and passions.
- It is community-driven - 'building communities from the inside out'.
- It is relationship-driven.

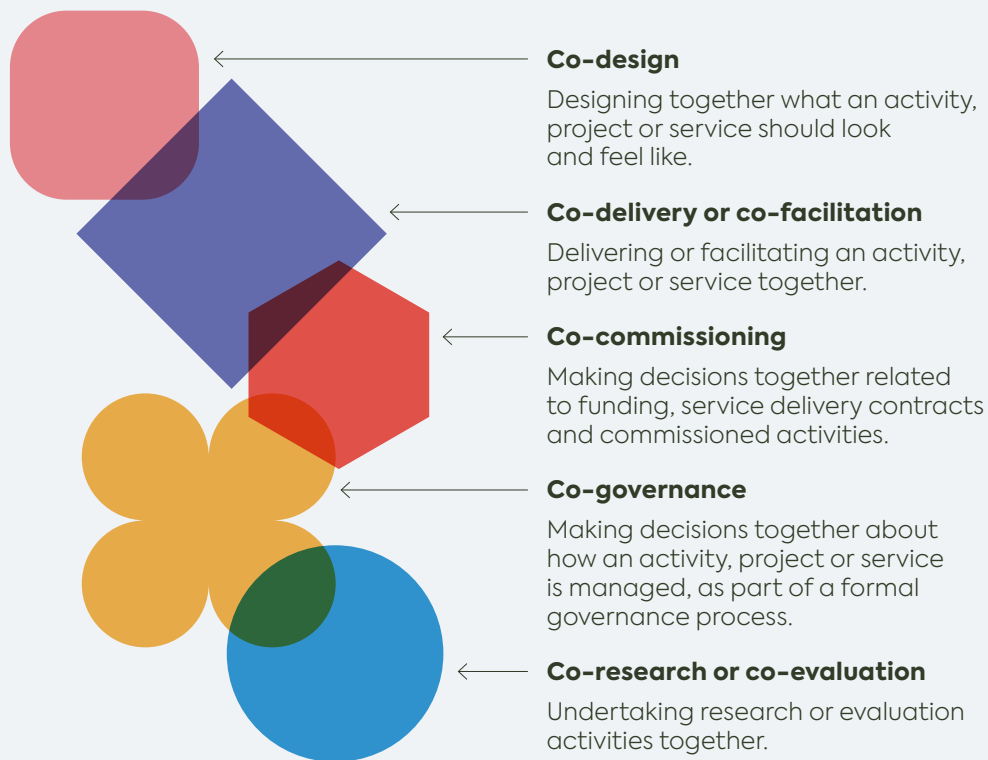
### **The foundational truths of the ABCD approach are:**

- Everyone has gifts.
- Everyone has something to contribute.
- Everyone cares about something and that passion is their motivation to act.

## Applying a co-production approach

# Co-production is an approach that can be applied to a wide range of different contexts.

Examples include:







**Co-production within the Ageing Better programme**

**Ageing Better are 14 local partnerships in England, set up by The National Lottery Community Fund.**

**They aim to develop creative ways for people aged over 50 to be actively involved in their local communities, helping to combat social isolation and loneliness.**

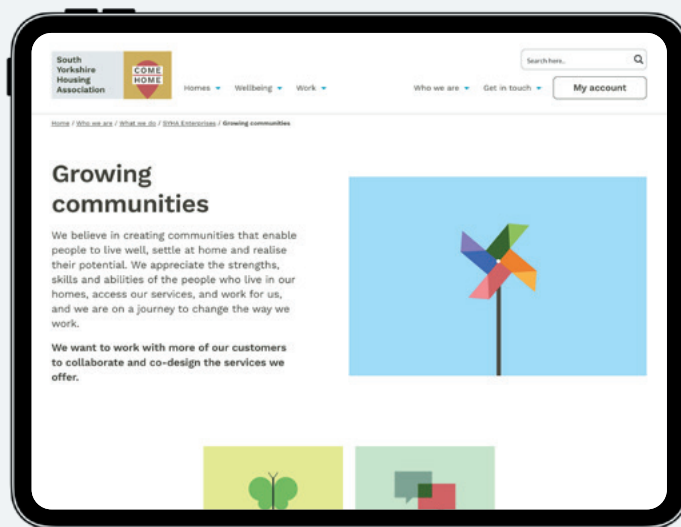
**Ageing Better uses a co-production approach to put the over-50s at the heart of everything they do. By harnessing people's knowledge, wisdom and lived experience, they have come together to help people in later life:**

- Feel less isolated and lonely
- Get actively involved in their communities
- Engage in the design and delivery of services that improve their social connections
- Be recognised for their positive contribution to society



## Strength-based community partnerships at South Yorkshire Housing Association (SYHA)

Inspired by the Ageing Better and Well Rotherham programmes, SYHA have developed **a new approach to working in key neighbourhoods across South Yorkshire**. They are now partnering with people and organisations in communities to explore how they can work alongside them to make places better.



Partnerships are opened through a ground-level conversation to identify assets and opportunities to improve communities.

What do people love about the place they live? What would make that community better? Through this a shared vision is formed. SYHA then get behind people and organisations with great ideas to improve the places where they live and work.

Through this approach the dynamic has shifted; bringing strengths to the table and collaborating to deliver the greatest impact. SYHA offer communities access to their strengths and assets as a large organisation as a way of facilitating local action. Building on successful local pilots of this approach, they are now looking to roll it out across the region.

## Contact information

If you have further questions about co-production or the Stronger Together toolkit, feel free to get in touch with [customercollaboration@syha.co.uk](mailto:customercollaboration@syha.co.uk)

---

## Take a look at our other learning guides in this Stronger Together co-production series:



1 Toolkit user guide



3 Principles and values of co-production



4 Creating a co-production culture



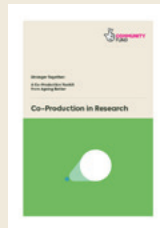
5 Asset-based community development



6 How to grow sustainable groups



7 Increasing diversity of inclusion



8 Co-production in research



9 Developing a co-commissioning model