



**Stronger Together**

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

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# **Creating a co-production culture**



# Welcome to our learning guide on creating a co-production culture.

**If you're part of an organisation  
or community group and want to foster  
a culture of co-production, where people's  
lived experiences are listened to and valued,  
then this guide is a great place to start!\***

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

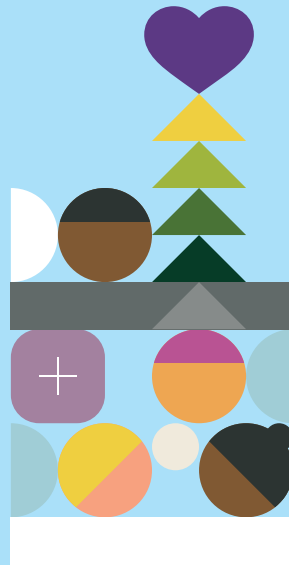
\*While the Ageing Better programme focuses on reducing isolation and loneliness among people aged 50 and over, all of the co-production learning and resources featured in the learning guides and toolkit are transferable across all community groups and areas of working.



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.



## Recap: what is co-production?

Co-production is people working together to design and deliver services with meaningful and sustainable impact. It is a meeting of minds and hearts to reach a shared solution.

For an overview of co-production and the benefits of this approach, take a look at our [\*\*What is co-production? learning guide\*\*](#)

## What does it mean to create a co-production culture?

Co-production is about 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 which values the lived experience, skills and knowledge of the people in your target audience.

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**Creating a co-production culture is a shift in the culture of an organisation or community group, away from ‘doing to’ a group of people, and towards ‘doing with’.**







## Co-Pro Stories – Co-Production Collective

# Co-Production Collective is a community that supports co-production in research, policy, and practice.

They used a Community Reporting approach to explore the co-production experiences of their community.

They used these stories to learn more about co-production, focusing on what it is, what it feels like, and what it can achieve.



**Co-Pro Stories** can be found in the About Co-production folder of the Stronger Together toolkit resource library.

### **A resource for strategic leaders, service deliverers and community grassroots audiences**

You may find this resource helpful as a policy maker, service lead, community development worker, a member of a delivery team, a leader of, or an individual within a community group, or someone with lived experience to share.

## Co-production from the heart – Ageing Better

Partners involved in the Ageing Better programme came together to break down the jargon associated with co-production and outline what this approach means to them in practice:

Recognising people as assets (a strengths-based approach) means...

**Older people have so much to show and tell us, they are the experts, so let's make that happen.**

Developing two-way reciprocal relationships (being collaborative) means...

**Let's all work together as one community towards a joint aim, we can achieve so much more this way.**

Encouraging a peer-led approach means...

**Enabling our people and communities to take the lead.**

Facilitating rather than delivering means...

**Stop telling people what needs to happen, take people on a journey to find that out instead!**



**Co-production from the heart** can be found in the About Co-production folder of the Stronger Together toolkit resource library.

### **A resource for service deliverers and community grassroots audiences**

You may find this resource helpful as a community development worker, a member of a delivery team, a leader of, or an individual within a community group, or as a community activist.



## A Meeting of Minds – The National Lottery Community Fund

The National Lottery Community Fund looks at how a commitment to co-production has worked in practice across 58 local partnerships in England.

### They learned that the benefits of co-production could be maximised in the following ways:

- Ensure the process is fluid and ongoing. Co-production is not a one-off activity and needs to be embedded from before the project starts to after it finishes.
- Co-production isn't something that you can get right, or wrong. It's something that you develop, refine and improve, as you go. Check in with people to see what they think, and act on their feedback.
- Stay fresh, open, and welcoming. Don't rely on the same people to contribute, but continue to encourage new people to join in, to invite fresh perspectives.
- Recognise that there's a role for everyone and develop a culture where it's okay for everyone to challenge, ask (difficult) questions, and discuss contrasting views and experiences.
- Get buy-in from top to bottom, and set out with the right mindset and behaviours. Sharing power and ownership of your project, and viewing lived experience as an asset, are fundamental to making co-production meaningful.



**A Meeting of Minds** can be found in the About Co-production folder of the Stronger Together toolkit resource library.

### A suitable resource for strategic leaders and service delivery audiences

You may find this resource helpful as a funder, policy/change maker, service leader or as an overall champion of co-production.





## **A Warm Welcome Approach – Ageing Better in Camden**

Ageing Better in Camden, led by Age UK Camden, is a partnership of older people and Camden organisations, working together to tackle social isolation and loneliness among people aged 50+. Based on the experiences of attendees, they have developed a Warm Welcome approach with guidance on how to make community groups and activities as welcoming as possible.

### **The guide covers:**

- Embedding a welcoming ethos at organisational level
- Warm welcome in practice: Proactive development of a welcoming environment.
- Addressing unwelcoming behaviour



**A Warm Welcome Approach** can be found in Theme 1 – Creating a co-production culture in the Stronger Together toolkit.

### **A resource for service deliverers and community grassroots audiences**

You may find this resource helpful as a community development worker, a member of a delivery team, a leader or individual within a community group or as a community activist.



AGE BETTER  
IN SHEFFIELD

## **Our Co-Production Story – Age Better in Sheffield**

In this resource, Age Better in Sheffield outline how they incorporated co-production through co-design, co-commissioning, co-delivery and co-evaluation.

They first used a creative approach to co-design with community members, organisations and those living in supported accommodation or care settings.

They then used co-design to underpin all of their commissioning, delivery and evaluation techniques.





**Our Co-Production Story** can be found in Theme 10 – Creativity in co-production in the Stronger Together toolkit.

**A suitable resource for strategic leaders and service delivery audiences**

You may find this resource helpful as a funder, policy/change maker, service leader or as an overall champion of co-production.

## 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)

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



[1 Toolkit user guide](#)



[2 What is co-production?](#)



[3 Principles and values of co-production](#)



[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](#)