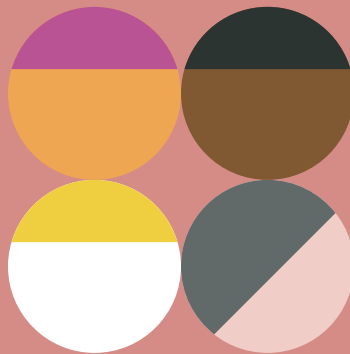




Stronger Together

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

Increasing diversity and inclusion



Welcome to our learning guide on increasing diversity and inclusion.

This guide is for anyone wanting to ensure their co-production work involves a diverse range of voices and that everyone can fully participate.*

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

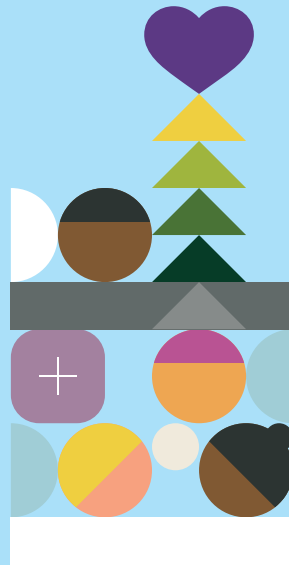
*While the Ageing Better programme focuses on reducing isolation and loneliness among people aged 50 and over, all of the co-production learning and resources featured in the learning guides and toolkit are transferable across all community groups and areas of working.



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**](#)





Co-producing with Diverse Communities – Ageing Better in Birmingham

This document gives a brief overview of Ageing Better in Birmingham and how the programme was co-produced and delivered with older people in this super-diverse city.

It explores how they structured the programme and some of the ways they approached creating an inclusive environment. Ageing Better in Birmingham hopes this resource offers some insights and ideas for working with and reaching people from a variety of backgrounds.

Challenges they faced and overcame include:

- **Recruitment to the Age of Experience Group** – ensuring the group matched the city’s diversity.
- **Leaving Sparkbrook** – creating a local Age of Experience group hosted by a local organisation.
- **Skills** – co-producing projects from the start, so those involved knew the outcomes and then supported them in whatever way they needed to learn the procurement processes.
- **Limited income** – ensuring that those on limited incomes could fully participate in the programme.



Co-producing with Diverse Communities

can be found in the Theme 9 Resources 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.



A spatial approach to working with marginalised communities – Ambition for Ageing Greater Manchester

Involving marginalised older people in group activities is key to achieving equality. **A spatial approach to working with marginalised communities** outlines a new model of working with different types of marginalised communities to engage them in group activities.

Key learning:

- **The size and distribution of communities:** The spatial distribution of a marginalised community in a locality will influence the most effective approaches to involving community members in group activities. Small dispersed communities of identity are at greatest risk of exclusion.
- **Universal design vs individual access needs:** Individual access needs should be accommodated wherever feasible, but universal design goes further by removing barriers for target communities as standard.
- **Asset mapping and the spatial model of communities:** Using both asset mapping and the spatial model when planning community development will provide a fuller picture of the communities in a locality and the resources available.

This resource is accompanied by **a workbook from Ambition for Ageing** designed to support you with mapping and working with marginalised communities.



These resources can be found in the Theme 9 Resources and Tools folders 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, or a member of a delivery team.

An Equalities Approach to Programme Design – Ambition for Ageing Greater Manchester

Taking an equalities approach means placing people and communities who are usually on the margins at the centre when designing and developing programmes and projects.

The guidance given in this briefing and the supporting document are not intended to suggest a tick-box list of ‘equalities techniques’, but instead provide a number of approaches that can be taken to support the inclusion of all older members of your community.

In their work, Ambition for Ageing have found four overarching principles to taking an equalities approach. These are:

- 1. Knowledge:** Understanding key concepts and ideas is core to an equalities approach.
- 2. Ways of working:** Different approaches are needed depending on the size and geographical distribution of different marginalised groups. It is important to be creative and adapt..
- 3. Culture and values:** Create an inclusive culture through respect for the grassroots, a practical commitment to empowerment, and treating people well.
- 4. Leadership:** Leadership can come from any level of a programme.



An Equalities Approach to Programme Design

can be found in the Theme 9 Resources 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.

A Toolkit for Inclusion in Practice – Ambition for Ageing Greater Manchester

This resource presents mini-case studies giving practical illustrations of ways of working inclusively, taking an integrated approach to equalities work.

Ambition for Ageing collected case studies, examples and citations from published and unpublished reports and other programme records, and conducted a grounded analysis to reveal the themes and sub-themes relating to inclusive practice.



A Toolkit for Inclusion in Practice can be found in the Theme 9 Resources 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 service lead looking to set up or develop a community focused service, a community development worker, or a member of a service delivery team.

Stories of a Hackney Generation – Connect Hackney

Connect Hackney spoke to people from a diverse range of communities, hearing previously untold stories and documenting them through a series of short films and **a booklet**.

Over the two resources, communities included disabled people, LGBTQ+, Senegalese, Nigerian, British, American, Chinese, and Hackney's Windrush generation.



Stories of a Hackney Generation can be found in the Theme 9 Resources 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, as a community activist, and someone with lived experience.



How to get more men involved – Ageing Better in Birmingham

Ageing Better in Birmingham outline some of the barriers that prevent men from taking part in projects and activities, and provide their top tips for getting more men to attend.

Where groups have been successful in overcoming barriers and getting more men involved, they have:

- Recognised and understood what older men want and what stops them taking part in some activities
- Built their group around an activity that appeals to men, rather than just socialising
- Offered opportunities for members to make an active contribution and give something back, and created a supportive environment.

How to get more men involved can be found in the Theme 9 Tools 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 someone with lived experience.

Co-production in a super-diverse city – Ageing Better in Birmingham

The **Co-production in a super-diverse city** workshop recording is part of the Stronger Together festival of learning about co-production with Ageing Better. During this workshop, Ageing Better in Birmingham share how they structured their programme around diversity and how this connects to co-production.



Co-production in a super-diverse city can be found in the Theme 9 Resources 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 service lead, a 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.

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

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](#)



[4 Creating a co-production culture](#)



[5 Asset-based community development](#)



[6 How to grow sustainable groups](#)



[8 Co-production in research](#)



[9 Developing a co-commissioning model](#)