

# ENGAGEMENT IN THE DELIVERY OF SERVICES (CO-PRODUCTION)

## Use of this Tool

Use this Tool as a prompt to some of the broader considerations involved in consumer engagement in the ongoing implementation of Co-Designed models of service provision.

The end of the service procurement phase is not the end of Co-Design. Co-Design can, and usually should, continue to be a key part of service implementation once contracts are let and service providers engaged.

Co-Design in the implementation and service delivery phase is usually referred to as Co-Production. In this phase, the critical factor is the partnership with the service users in all aspects of service delivery.

Ensuring that Co-Production is enabled by the contract is particularly important when dealing with a more complex system of services in which cross-referral or joined up support is a key component. It is also critical when the Co-Design phase has taken place on a comparatively tight timeframe due to political or regulatory factors, or when there is still a lot that is uncertain about the practical delivery of a new service model.

Co-Production can also be a key component of service quality assurance and continuous improvement processes. It may also include a

degree of 'Co-Evaluation' built in to the service funding / evaluation / redesign cycle.

Any effective Co-Design process will lead to service models with built-in engagement of individual consumers in the tailoring of services to meet their needs. This may be in the form of self-directed services, individualised funding models, individualised care planning and many more variations, all of which have different implications for the way in which Co-Production will need to be designed.

While it is beyond the scope of this Co-Design Toolkit to provide Tools for all the various ways in which services can be designed to respond to individual consumers, the key point that is relevant here is that this must be addressed at the Co-Design stage.

You are not just designing a model; you are designing for implementation and real outcomes.

This includes design of the program or service governance model to ensure it has consumers

engaged; design of the programs or services themselves to ensure they have the flexibility to meet individual needs; and design of the continuous improvement or action learning process that creates a virtuous cycle of act, learn and adapt.

Just providing for consumer choice or enabling consumer participation on its own will not be enough.

If we are to have genuine, ongoing consumer engagement in Co-Design of services then we must ensure that they have access to the

information, skills, capacities and support they need to participate effectively.

This too must be addressed in the service model planning stage of Co-Design and strategies identified to make it happen.

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For a more comprehensive guide to co-production, see the Social Care Institute for Excellence publication, 'Co-production in social care: What it is and how to do it' at <http://www.scie.org.uk/publications/guides/guide51/index.asp>

