

Re-shaping Services with the Public

Shared Learning Seminar



Cardiff 17th July 2014

These are the ideas and challenges raised by delegates during the seminar. We encourage you to get in touch with delegates if you want to find out more about their idea or can help them with their challenge.

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Radically re-shaping services at locality level - ideas

Development of Wales wellbeing bond – financing change in public services through involvement of citizens and third sector organisations.	Gareth Coles, WCVA, gcoles@wcva.org.uk
Glyncoch Community Regeneration – co-production approach, accidentally doing systems thinking.	Jenny O'Hara-Jakeway, Interlink RCT, johara@interlinkrct.org.uk
Community ethnography – reduce isolation	Jenny O'Hara-Jakeway, Interlink RCT, johara@interlinkrct.org.uk
Co-producing educational outcomes – appreciative enquiry, new participatory actors research.	Jenny O'Hara-Jakeway, Interlink RCT, johara@interlinkrct.org.uk
We are asking people what they think about health, wellbeing and social care services, what's good, bad and can be done better. We are linking them with service providers with the aim of being involved in co-designing future services.	Shelagh Maher, Diverse Cymru, Shelagh.Maher@diversecymru.org.uk
Proactis system: commissioning non-res packages. Family focus team: identifying and intervention before services required.	Keith Rutherford, Torfaen County Borough Council, keith.rutherford@torffae.gov.uk
We have an Intermediate Care Fund project in Cwm	Carol van den Berg, Voluntary Action

Taf where we have a third sector workstream to support community services complimenting statutory services.	Merthyr Tydfil, Carol.Vandenberg@vamt.net
Redesign inclusively, citizens 'what matters', not officers. Citizens preferred routes of input.	James Turvey, Cardiff Council, jturvey@cardiff.gov.uk
Carmarthenshire undertook a transformational service re-design for older people social care and community health care in association with Vanguard Cymru. Local area coordination.	Dylan Owen, Carmarthenshire County Council, DOwen@carmarthenshire.gov.uk
'Connecting Families'. Co-located, multi-agency team to work with high demand / complex families – improve outcomes, reduce cost.	Mark Lewis, Bridgend County Borough Council, mark.lewis@bridgend.gov.uk
'MARAC' approach for domestic violence and hate crime – police-led, but focused on needs of individual (multi agency risk assessment coherence).	Dr Kevin Pett, Carmarthenshire County Council KPett@carmarthenshire.gov.uk
London Borough of Lambeth encourages all officers to have a community role, the Director of Corporate Services and former monitoring officer is the community snow warden. Lambeth funds a community project that trains and equip to 'clear snow'. They provide shovels, wet weather gear and the community clear side roads.	Kim Howell, Geldards, kim.howell@geldards.com
Young people wee using Youth Clubs less and less. When as, they pointed to outdated provision but also where the clubs were located – transport also an issue for many . Solution – mobile teepees erected where young people congregate.	Tim Opie, WLGA, tim.opie@wlga.gov.uk
The 'Getaway' project, Ely Cardiff. Mental health service users wanted somewhere to relax, socialise and access to alternative therapies. Now involved in running a regular session providing all three.	Hazel Cryer, Action in Caerau and Ely, hazelc@elycaerau.com
Neighbourhood management in localities (working with environment / police) using intelligence and working with communities. Newtown pilot project.	Sue Simpson, Powys County Council, susan.simpson@powys.gov.uk
Spend time on study – shows what really matters and isn't what we think.	Jo Williams, Caerphilly County Borough Council, willij6@caerphilly.gov.uk
If you employ someone who is career motivated and ambitious to design a new system, don't be surprised when they come up with a brilliant, ambitious and expensive solution that they'd like to be part of. Or: simple can work too.	Richard Dooner, WLGA, Richard.dooner@wlga.gov.uk
We are building solutions with sensory loss community. Important element is listening and allowing the community to speak. Big ears and small mouth!	Dr Gareth Morgan, Hywel Dda University Health Board, Gareth.Morgan5@wales.nhs.uk
European Social Fund Local Service Board project – developing vulnerability intelligence, proof of concept project which looks to improve the way public services use and share information about vulnerable groups better.	Emma Scherptong, Blaenau Gwent County Borough Council, emma.scherptong@blaenau-gwent.gov.uk
Process should support the outcome, not outcome support the process.	Lisa Beacham, Torfaen County Borough Council, lisa.beacham@torfaen.gov.uk
Abertawe Bro Morgannwg University Health Board	Kate Kinsman, Bridgend Association

led co-production project to reduce health inequality.	of Voluntary Organisations, KateKinsman@bavo.org.uk
If you work / support anyone with a long term health condition in Cardiff / Vale, I am setting up an alliance to help influence service delivery.	Jacqueline Jones, Cardiff Third Sector Council, Jacqueline.J@c3sc.org.uk
Within services and influencing directorate implementing a 'making life better' programme, encourages 'normative' working for leaders and staff, also increases user inclusion.	Carrie Harris, Macmillan Cancer Support, charris@macmillan.org.uk
Community Voice (Big Lottery funded) engagement projects across Blaenau Gwent, Caerphilly, Monmouthshire and Newport offer service providers the opportunity to engage – they want the opportunity.	Alison Palmer, Gwent Association of Voluntary Organisations, alison.palmer@gavowales.org.uk
CREW (regeneration Wales)'s deep place study got through to some of our officers on what's possible and how much money can be saved by doing things with others and 'fighting' the system.	Heledd Morgan, Rhondda Cynon Taf County Borough Council, Heledd.Morgan@rhondda-cynon-taff.gov.uk
Working on a co-production activity, case study for WCVA. Llynfi Valley 20 project – looking at action learning set training for stakeholders, co-production activities and workshops, examples of 'shared power'.	Joanne Williams, Bridgend Association of Voluntary Organisations, JoanneWilliams@bavo.org.uk

Radically re-shaping services at locality level - challenges

Expand experience, evidence and knowledge of health-based co-production projects in action.	Kate Kinsman, Bridgend Association of Voluntary Organisations, KateKinsman@bavo.org.uk
Would like people to share how they have changed way of measuring performance outcomes to understand hidden issues.	Daniel Lewis, Melin Homes, daniel.lewis@melinhomes.co.uk
This sounds 'win-win'. It also sounds 'do-able'. So why have we got here?	Dr Gareth Morgan, Hywel Dda University Health Board, Gareth.Morgan5@wales.nhs.uk
I'd like to know more about building trust, breaking down service boundaries and public / organisational boundaries to work on a locality basis.	Heledd Morgan, Rhondda Cynon Taf County Borough Council, Heledd.Morgan@rhondda-cynon-taff.gov.uk
To understand what really matters and how to appropriately measure this as opposed to measuring what we are required to measure and justify. Measure what counts and use it to improve.	Lisa Beacham, Torfaen County Borough Council, lisa.beacham@torfaen.gov.uk
It's about learning how to influence and engage key agencies etc. at local service boards, to be engaged in a more co-productive way. I work on the making the connections project and I've offered commissioners support to do co-production workshops before tenders are advertised. Only public health have shown interest and a co-production activity will be taking place. Also would like info for article on co-production links to signpost third sector to literature / information.	Joanne Williams, Bridgend Association of Voluntary Organisations, JoanneWilliams@bavo.org.uk
Examples of co-production in local areas of West Wales, how to engage with individuals in the best	Carrie Harris, Macmillan Cancer Support, charris@macmillan.org.uk

ways in this area.	
Want to learn all about how to do systems thinking properly, thoroughly and brilliantly. How to capture information better. How to get rid of meaningless paper work.	Jenny O'Hara-Jakeway, Interlink RCT, johara@interlinkrct.org.uk
Actively engaging citizens. Bringing citizens into challenge process. Constructive with regulators.	James Turvey, Cardiff Council, jturvey@cardiff.gov.uk
How the approach is sold / adopted by the whole organisation? How to get buy-in!	Sue Simpson, Powys County Council, susan.simpson@powys.gov.uk
Would like to learn more about mechanics of setting up new models of delivery e.g. mutual, trusts etc.	Tim Opie, WLGA, tim.opie@wlga.gov.uk
Is your organisation keeping a register of service re-design projects? Is someone co-ordinating service re-design? If not, why not?	Kim Howell, Geldards, kim.howell@geldards.com
Learn from anyone who uses self-assessment well.	Jo Williams, Caerphilly County Borough Council, willij6@caerphilly.gov.uk
Insight into how method could be deployed at an organisational level.	Dr Kevin Pett, Carmarthenshire County Council KPett@carmarthenshire.gov.uk
Self-assessment in a social care setting – online?	Keith Rutherford, Torfaen County Borough Council, keith.rutherford@torfaen.gov.uk
Different ways of consulting e.g. 'app' example and Wales Audit example.	Maria James, Children and Young People's Partnership, via sphillips@interlinkrct.org.uk
Data collection / interviewing over 65s / frail elderly to find out / support better integration of local authorities / local health board services and third sector services to support them remaining at home and improving wellbeing.	Carol van den Berg, Voluntary Action Merthyr Tydfil, Carol.Vandenberg@vamt.net
Examples of how to shift organisations to a more co-productive way of working. How to change from inertia and get people on board.	Gareth Coles, WCVA, gcoles@wcva.org.uk
'Hub' based multi-agency working in children's services – linked with early help and MASH type arrangements.	Mark Lewis, Bridgend County Borough Council, mark.lewis@bridgend.gov.uk
Would like to find out how to get service providers to involve people in designing health, wellbeing and social care services.	Shelagh Maher, Diverse Cymru, Shelagh.Maher@diversecymru.org.uk

Co-creating health change - ideas

WCVA supporting National Citizens Panel. WCVA facilitating & member of Alliance of Alliances, working on wider engagement with citizens with Welsh Government.	Constance Adams, WCVA, cadams@wcva.org.uk
Promoting co-production at major event for Wales, November.	Sue Morgan, Wales Audit Office, susan.morgan@wao.gov.uk
Newtown pilot – community research project led by Public Health Wales but involving all public sector partners and volunteer researchers.	Sue Glenn, Powys County Council, sue.glenn@powys.gov.uk
Community ambassador project. Timeplace – time credits.	Nicola Brydon, Action in Caerau and Ely, nicolab@elycaerau.com
Public Health Wales and WCVA jointly working on a co-production action research programme. Co-production good practice collection and dissemination.	Wayne Jepson, 1000 Lives Improvement Service, wayne.jepson@wales.nhs.uk
Direct volunteering services. Volunteers delivering identified support (practical and emotional) to meet service users' needs (people affected by cancer) in their homes and local communities.	Carrie Harris, Macmillan Cancer Support, charris@macmillan.org.uk
Working with community groups on public services. Empowering communities. Close links with strategy coordinators and 50+ forums, ensure needs of older people are heard and understood by service deliverers.	Iwan Williams, Office of Older People's Commissioner, iwan.williams@olderpeoplewales.com
Good work on sensory loss. For example, engagement with low vision groups, have big ears to listen and let them talk. Be a person now a corporate. Outcome = walk and talk through our hospitals with sensory loss people to improve signage.	Dr Gareth Morgan, Hywel Dda University Health Board, Gareth.Morgan5@wales.nhs.uk
Healthy Living Partnership with GLL. Citizens Voice – gathering intelligence, informing actions. Clear local service board proprieties – not linked to resources as yet.	Sarah Harris, Bridgend County Borough Council, Sarah.Harris@bridgend.gov.uk
Corporate role, work with citizens to get information that lead to services.	Lesley Lawson, Rhondda Cynon Taf County Borough Council, Lesley.A.Lawson@rhondda-cynon-taff.gov.uk
'Action After Andrews'. Programme of sharing experiences and stories of staff and patients. 'Schwarz Rounder' for staff, compliments above.	Dawn Burford, Abertawe Bro Morgannwg University Health Board, Dawn.Burford@wales.nhs.uk
Fostering framework work. Young Commissioners work.	Maria James, Children and Young People's Partnership, via sphillips@interlinkrct.org.uk
Want to get to the procurement community? www.sell2wales.co.uk	Richard Dooner, WLGA, Richard.dooner@wlga.gov.uk
Service users / representative from communities regularly attend out commissioning / procurement panels.	Keith Rutherford, Torfaen County Borough Council, keith.rutherford@torffaen.gov.uk
'Heartbeat' in Balsall Health, Birmingham – visiting all new residents and families an introducing them to their neighbours.	Professor Tony Bovaird, University of Birmingham, t.bovaird@bham.ac.uk

Co-creating health change - challenges

Lack of community buildings.	Nicola Brydon, Action in Caerau and Ely, nicolab@elycaerau.com
Sustainability to support / develop co-production projects.	Kate Kinsman, Bridgend Association of Voluntary Organisations, KateKinsman@bavo.org.uk
Evidencing impact of non-statutory services. Securing 'long-term' investment for prevention. Workforce development. Skills to meet gaps.	Andrew Thomas, Bridgend County Borough Council, Andrew.r.thomas@bridgend.gov.uk
How do you change culture from 'do it for me' to 'do it with me'?	Sue Morgan, Wales Audit Office, susan.morgan@wao.gov.uk
Targeting and engagement of 'hard to reach'	Zoe Harris, Swansea Council for Voluntary Service, zoe_harris@scvs.org.uk
Looking at the whole 'co-production agenda', how this can be driven in austerity.	Lesley Lawson, Rhondda Cynon Taf County Borough Council, Lesley.A.Lawson@rhondda-cynon-taff.gov.uk
Co-ordination of co-production work to avoid duplication and push / pull in same direction.	Wayne Jepson, 1000 Lives Improvement Service, wayne.jepson@wales.nhs.uk
Getting beyond words of co-production into action.	Constance Adams, WCVA, cadams@wcva.org.uk
Bridging older people networks and service deliverers. Often heard critiques: why did no one tell me? Why don't people talk?	Iwan Williams, Office of Older People's Commissioner, iwan.williams@olderpeoplewales.com
Partnership working can be challenging in times of budget and staff cuts. Changes in personnel can impact on strategic engagement.	Dawn Burford, Abertawe Bro Morgannwg University Health Board, Dawn.Burford@wales.nhs.uk
We are the Real Lives we are part of the Co-creating healthy change project, already in our first year we have changed lives and people opinions and given people a voice and confidence.	Geoff Davies, Ian Swannick and Joanne Viney, Real Lives geoffrey_davies@hotmail.co.uk
Sometimes we try to 'think' our way to the 'perfect' approach, when we might better just try out some ideas and go with the 'winner'.	Professor Tony Bovaird, University of Birmingham, t.bovaird@bham.ac.uk
How to engage people who either do not want or do not feel they should (e.g. people not using services). Strategic future service planning.	Keith Rutherford, Torfaen County Borough Council, keith.rutherford@torffaen.gov.uk
Learn more about Young Ambassadors in schools.	Maria James, Children and Young People's Partnership, via sphillips@interlinkrct.org.uk
How to harness people's interest toward social good / value? Systematic change / new model of operation.	Dr Kevin Pett, Carmarthenshire County Council KPett@carmarthenshire.gov.uk

Meeting at the centre and communicating

What I've learnt I need to do

- Stakeholder mapping with partners rather than on own to share power / control.
- Be clear and stand firm in language use – don't feel I need to play the game too.
- Make my information updates as jargon free and as clear as possible.
- Be aware of power imbalance.
- Consider venues, jargon etc.
- Speak less jargon!
- Going to use the 'jargon hooter' test next time we produce a letter / briefing. And get the person who 'hoots' to suggest the 'easy read' alternative.
- Make sure documents are 'readable' by all.
- Stop writing such lengthy e-mails – get straight to the point!
- Think about language used in public communications.
- Challenge jargon! In meetings, training etc.
- Stop using jargon.
- Be more conscious of jargon I use when speaking, conversing or writing.
- Remember how it feels to be 'talked down' to.
- Look at my job title.
- Think more about tailoring my language to my listeners.
- Consider views, feelings of others.
- Think of my own writing style and language.
- Plan my next meeting with people – with people.
- I will get hold of a copy of Easy Read.
- Think about using jargon. Try to explain in a clear way.
- Take my new whistle into my next meeting!
- Introduce myself properly.
- Think about the 'turf' issue – try to move away from the formality of meetings in civic buildings, where possible. Be creative about how we get together.
- Look up 'My name is...'
- I will introduce myself to service users more clearly and as an equal.
- Be more conscious of language and avoid jargon.
- Be more conscious of power and acknowledge value of public contribution to our work.
- Start using Easy Read rules, 'Clear and Easy' from Learning Disability Wales.
- Speak and write clearly so everyone can understand.
- Think of your audience.
- Challenge jargon.
- Easy read sheets for facilitated workshops / events / forums.

What I've learnt my organisation needs to do

- Look at why job titles are not shorter! Look at producing easy read information.
- All get the learning disability guide and read it and aim to follow what it says.
- Know your audience.
- Make more use of 'friendly' spaces for group meetings.
- Produce clearer written material.
- Think about how we communicate, engage and co-produce – if we really want to do it, we need to do it differently.
- Get a copy of Clear and Easy for other staff members.
- Look at venues which are neutral.
- Encourage people to start with easy-read and work up.

- Speak more clearly to people in everyday language. Recognise that people outside of an organisation don't know our rules and may feel uncomfortable.
- Start talking to people rather than to 'groups', interest 'groups' etc.
- Find out what we do to include everyone.
- Tell my organisation how important clear communication is and how we can do it.
- Provide an easy read information at annual general meeting (e.g. reports).
- Think about what is being said – is it understandable?
- Use Easy Read documents and try the activities done in the workshop.
- To use Easy Read checks and methods in all work, meetings, conferences etc.
- Stop requesting a Board Paper for everything – this is not always necessary.
- Find some 'meet in the middle' turf.
- Write cabinet reports in plain English / Welsh (easy read)
- Encourage them to sign up to Easy Read Guide.
- Ask them to produce information in Easy Read language.
- Look at jargon in meetings. Contact Learning Disability Wales for resource.
- Plan and think.
- Raise our standards for easier reading of our reports.
- Focus more on easy reads – baffle brains less.
- Ask Barod to run a workshop with my colleagues.

What I've learnt I need to ask others

- Change our job titles to things people understand.
- Get to the point in simple English!
- Explain what they need in easy language.
- Meet in the middle, make own turf more accessible.
- Put themselves in others' shoes – try the activities,
- Tell me what you don't understand, then I can tell you too.
- To use less jargon – and to use / adopt easy reading methods when communicating.
- Think and challenge ourselves about the language we use.
- Encourage people to use clear language at all times during meeting.
- Please don't use jargon.
- Think about how clear information is written. Think about clear communication.
- We already use the easy read with everything we can. Carry on the clear and easy message. Listen to people's ideas. Clear and easy can be used everywhere.
- Ask others to think about how they can help others by changing the way the communicate and why it is important.
- Consider vocabulary is understandable to all participants.
- Stop falling back on same topics of public engagement.
- Say what we do not what our job description is.
- Provide clear and easy to understand information including reducing form filling.
- Challenge jargon.
- Ask Council staff to think 'Easy Read'.
- Think about how their policies and strategies can be understood by and communicated to the general public.
- Be aware of how uncomfortable some people feel in certain places and situations.
- Step out of your comfort zone.