



Opening For Shropshire Co-production Launch

4th April 2025

PACC are really pleased to be here today to help launch the Shropshire All Age Coproduction Framework. In true co-production style, we are here at the start of this journey with Shropshire Council, and we look forward to the next steps of embedding coproduction throughout the work of the Council, ensuring improved outcomes at an individual, operational and strategic level for all.

Co-production is never the easiest option. Its about relationships and relationships can be difficult, as well as rewarding, it's about change which can be challenging as well as exciting and its about sharing power which can be scary as well as reassuring, even if it may sometimes be a relief.

Now we have a shared understanding of what co-production means in Shropshire, the next step is to ensure that co-production happens throughout the Council's activity, at all levels.

We need to think about how we co-produce at an individual level, when individual practitioners are working with those who use the Council's services, ensuring that their approach is person centred, and decisions made reflect how those individuals want to live their lives.

We need to think about how we co-produce at an operational level, designing, delivering and monitoring processes and services, listening to the experience of those who use these services and providing opportunities for those experiences to influence how things are done.

We need to think how we co-produce at a strategic level, where systems need to develop effective relationships with community representatives and experience led organisations, ensuring that the community voice has a central role in strategic planning and decision making.

To do this we need to develop co-production processes, the how to guide for co-production in Shropshire.

We need to consider how we value and reward people who take part in the co-production process and ensure that there are resources and time available for co-production activities.

We need make sure that people who draw on care and support can fully participate in co-production meetings and activities. Are these opportunities accessible in terms of timings, locations and venues and is the information shared in way that is meaningful for everyone?

Are people who draw on care and support given opportunities to meet on their own to talk about and agree their priorities? So that the planning and delivery of service focuses on the things that are most important to the people that depend on them?

How are experience led organisations involved in co-production activities and how are they supported to increase their capacity to co-produce?

Are Shropshire Council Staff provided with training opportunities to help them to adopt a co-production approach, including the use of Plain English from the start and ensuring everyone understands the principles of coproduction and how to put these in practice?

Is this training offer also available to those who draw on care and support?

How are opportunities to co-produced communicated and how are the outcomes of participation and co-production shared with a wider audience?

Finally, is coproduction embedded in Commissioning activity? Is the voice of those who draw on care and support evident at all points of the commissioning process and do the services contracted recognise co-production as an essential part of their delivery activity?

So, lots to do, but as a wise person once said, even the longest journey starts with a single step.

That first step has now been taken in Shropshire and it's essential that we continue the journey. It is at the most difficult times that we benefit most from working together and I think we would all agree that these are not the easiest of times.

Thank you for coming today, for making a commitment to coproduction and I hope you enjoy the rest of the event.

Sarah Thomas

Influence and Change Strategic Lead

PACC