



# Harnessing the Strength of Co-Production: Utilising Lived and Learnt Experience and Empowering a Dynamic Workforce

Rich Amos  
Member of Regional Coproduction  
Advisory Network

*“...I am multifaceted in my identities and connections which I can't separate.... by default that does not make me a service user.....this allows me to seek opportunities that enable me to make a positive contribution that align with my passions”*

*“...though sometimes it feels we live in fear to bring our whole self to the table because we’ve been conditioned not to or because we think we’ll show our vulnerabilities...”*

*“Coproduction is the process of nurturing the relationships with our beneficiaries and those who have lived experiences to invite people to be equal partners from grassroots to strategic ways of giving views, co-creating and influencing – very simply involving people”*

*“What had to be thought through was the equity in opportunity for people...so the approach to reach those from all corners of their communities had to be strong to promote people coming forward from diverse backgrounds.”*

*“Coproduction isn’t an activity or something that can happen in isolation...the ability to be able to influence the strategic direction of travel whilst been active at an operational and what I call the grassroots level?.... we need to approach it from a culture growth perspective that can adapt, evolve and grow...”*

*“We need to get away from the them and us feeling that is often associated when working with people in salaried positions who make decisions that impact our lives. Money is one of the biggest power dynamics when the reality that paid officers are working collaboratively with people who volunteer their time...”*

*“we first had to identify our role because we are broader than local authorities...wanted to be exemplar and a source of inspiration for the 14 authorities in our remit whilst being a reference point for branch to build a relationship with...”*

*“if nothing is broken why change it, is a motto, but my challenge is for public bodies and private firms who are customer facing, is that things are broken if you don’t work in a coproduced way...who are at the end of decisions people in authoritative positions make...”*

*“...the network concluded the 31 Practice Reviews undertaken in the past 7 years have only been “half done”...the inclusion of the network in the reviews will hopefully aide to a more meaningful experience for individual accessing care”*

*“...what creating a legacy means to me, is how we get more organisations buying into what coproduction is and how we make coproduction accessible to those who are furthest away from all of the action.”*



*@lifeonwheels87*



*www.linkedin.com/in/lifeonwheels87*

*Member of the West Midlands ADASS  
Co-production Advisory Network*

***Thank you for listening***