



**Co-creating
change together:**

**Our direction for
2020 – 2022**




Co-Production
Collective





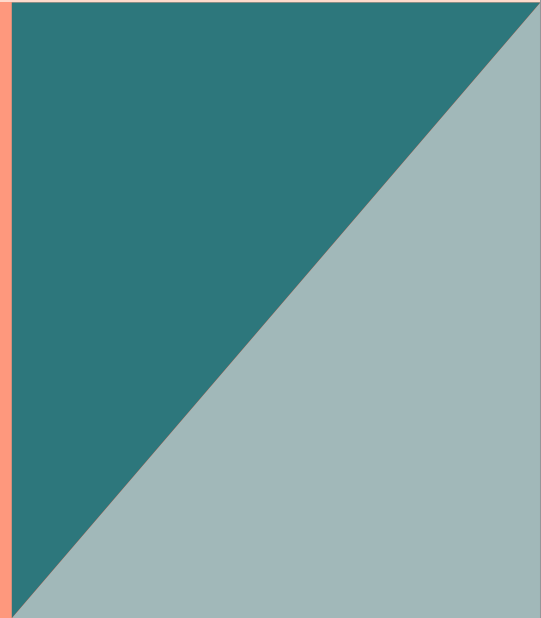
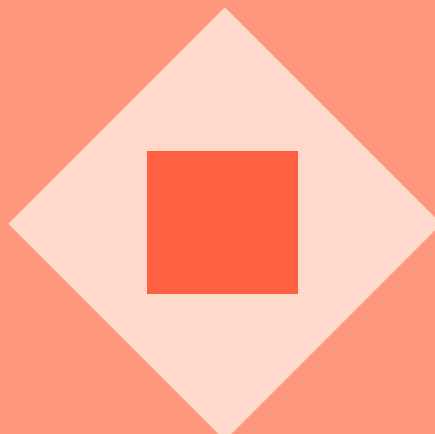
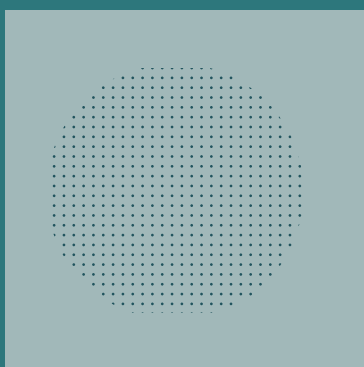
INTRODUCTION



Back in 2017, a group got together with an idea – to co-create a centre to support co-production in health research, innovation and practice*. Funded by the Wellcome Trust and supported by UCL, we were originally known as the UCL Centre for Co-production in Health Research. Hundreds of co-producers joined us and, guided by our co-created Principles to Live By, we have spent the last three years doing just that.

Now, at the end of 2020, this strategy marks the first stage in our new journey as Co-Production Collective! We're still being co-created by our community, but are ready to tell the world who we are, why we exist and what we're working towards.

* When we talk about co-production or co-creation, we mean everyone involved working together in an equal partnership to produce or create something. You can find out more about what this means to us further on...



THIS DOCUMENT

... That's exactly what this document does! It has been co-created by our community to see us through the first two years of our new existence (2020-2022). Like our Principles to Live By, now represented in our 'Core values' and 'What co-production means to us', our direction will shift and take shape with us as we continue to grow together. Health and research are still our main focus, but we're excited to be part of a wider national and international co-production movement - join us!

VISION

Our vision is a world where diverse knowledge and experience is recognised and valued in the co-production of research.

MISSION

We are a co-production community where everyone is welcome. Together, we learn, connect and champion co-production to create lasting change.

OUR COMMUNITY

We are a community of researchers, patients, carers, practitioners, students and anyone else who is interested in co-production (in the health context or more generally).

We work with individuals and organisations including universities, charities, funders, NHS bodies, local authorities, housing associations and grassroots groups.

CORE VALUES



HUMAN

We value people as people, do everything wholeheartedly, and work to make a genuine difference.



TRANSPARENT

We share power, make decisions openly and collectively, and are accountable to our co-production community.



INCLUSIVE

We support everyone to be included and participate fully in our co-production community.



CHALLENGING

We say it like it is, continually questioning both the status quo and ourselves, even when that's the hard thing to do.

WHAT CO-PRODUCTION MEANS TO US...

Co-production is an approach to working together in equal partnership and for equal benefit. For us, this means living our core values:

HUMAN

Valuing diversity of knowledge, experience and perspective.

Building mutually beneficial relationships based on honesty and trust.

INCLUSIVE

Removing barriers to participation.

Recognising people's strengths and supporting their development.

TRANSPARENT

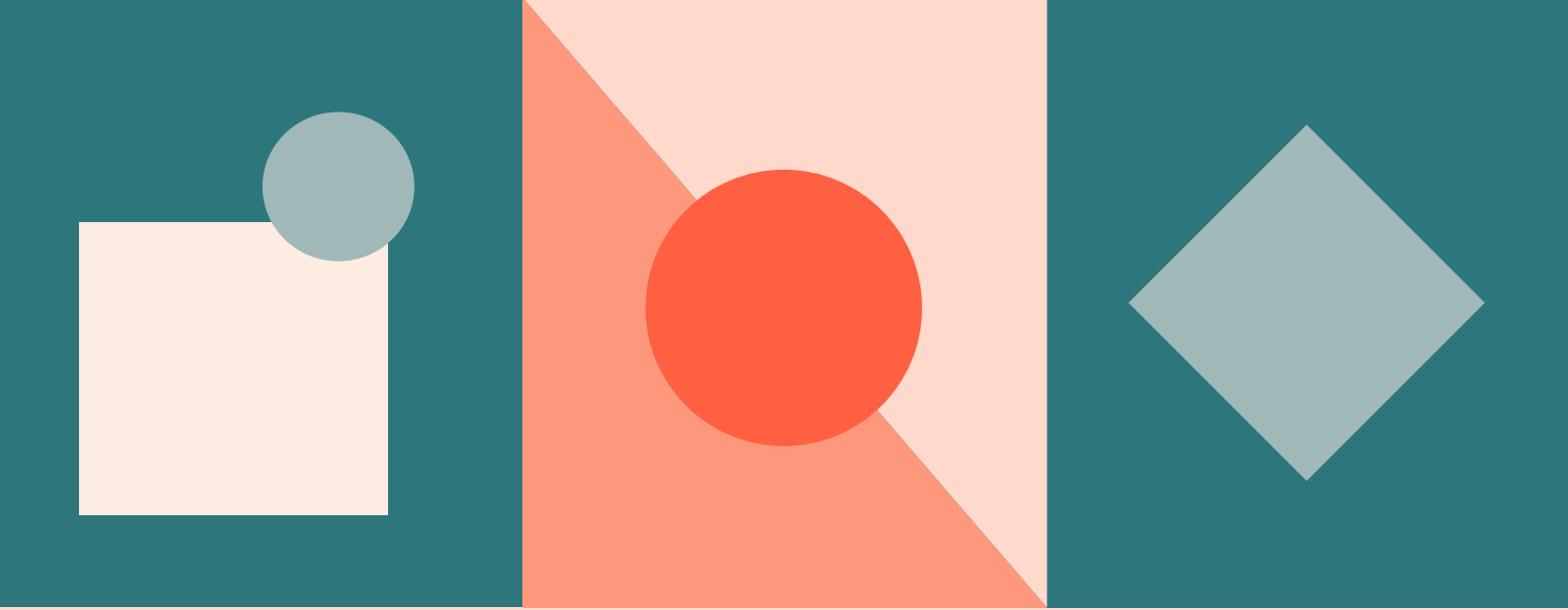
Addressing power imbalances and hierarchies.

Sharing roles and responsibilities.

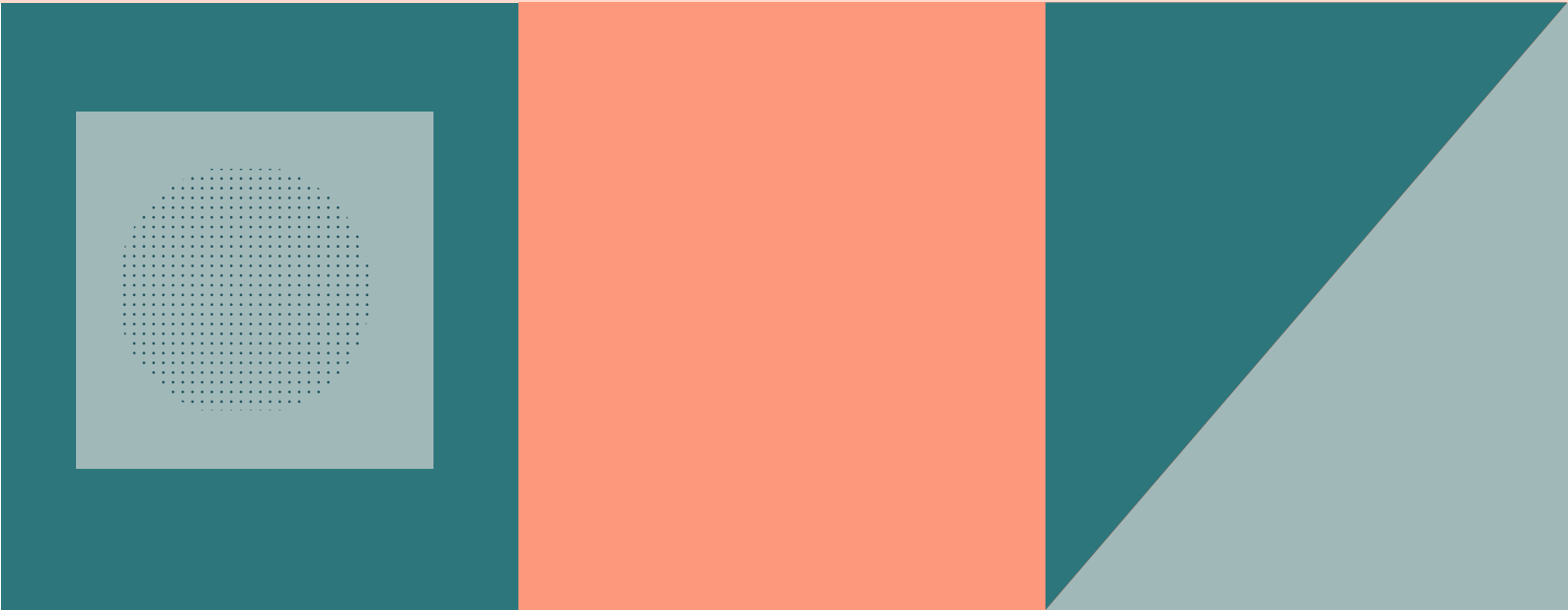
CHALLENGING

Continuous reflection, learning and improvement.

Embracing new ideas and ways of working.



OUR AMBITIONS
FOR 2021 – 2022



LEADING CULTURE CHANGE

Leading by example to influence individuals, organisations and systems, especially in health research, to embrace co-production and put people at the heart of everything they do.

We will:

- Develop our website and other communications tools to strengthen our visibility, influence, and transparency of structures and processes.
- Target funding bodies to improve their funding and recognition of co-production.

PLANNING FOR THE FUTURE

Securing our sustainability and providing ongoing support to co-production projects so that they can generate meaningful impact.

We will:

- Co-create a fundraising model and ensure that we have the financial resources to sustain ourselves and our activity
- Collaborate and work in partnership with others to apply for funding and achieve greater impact in research and practice.

LEARNING AND DEVELOPING

Evaluating and evidencing the benefits of co-production, contributing to research, and sharing our learning.

We will:

- Co-create a learning and evaluation framework so that we can continue to build the co-production evidence base and our own understanding of what works – and what doesn't.
- Co-create and co-deliver our learning offer – resources, training and practical support – so we can enable other organisations and individuals to co-produce.

GROWING OUR COMMUNITY

Strengthening and diversifying our community, focusing especially on those who are often ignored or excluded.

We will:

- Work with local and grassroots groups, wherever they are, reaching out rather than expecting them to come to us.
- Continue to develop our co-creation methods so that they are more inclusive, both online and offline.



**Co-Production
Collective**