The co-production ladder

Salford Parent Carer Forum

DOING WITH

CO-PRODUCING

What it means: People and professionals share power across ALL stages of a service or decision:
defining needs - generating ideas - designing solutions - delivering services - monitoring and evaluating outcomes
Example: A service governed, run, evaluated, and improved collaboratively by staff and service users.

CO-DESIGNING

What it means: People and staff jointly design services or solutions. Creativity, lived experience, and professional knowledge are combined from the outset.
Example: Users and staff co-creating a service pathway or care model.

DOING FOR

ENGAGING

What it means: People participate in discussions, workshops, or planning sessions. Their perspectives shape decisions more directly, but authority remains with the organisation.
Example: A working group that helps shape a pilot but doesn't approve the final plan.

CONSULTING

What it means: People are asked for their views or experiences. Feedback is considered but may not change the decision.
Example:
Surveys, questionnaires, or comment forms.

INFORMING

What it means: People are given clear and accessible information about decisions, services, or changes. No influence is invited.
Example: Publishing a leaflet explaining new support options.

DOING TO

EDUCATING

What it means: People are told what the organisation thinks they should believe or value. The aim is to persuade rather than genuinely inform or involve.
Example: A programme that explains why a particular service model is "best" and encourages people to accept it.

COERCING

What it means: Decisions are imposed on people, and they are required to comply. There is no choice, negotiation, or influence.
Example: A service introduces new rules, pathway or service without consultation and enforces them with penalties.

#withnot2 #co-production #workingtogether #participation