



**Cooperative Councils'**  
Innovation Network

## HEALTH AND SOCIAL CARE



Co-production



Innovation



Learning



Walking the talk

## Swindon Borough Council

### Innovation through co-production in Care and Support Services

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In recognition of the importance of co-production Swindon Borough Council commissioned support from the Institute of Public Care in **2023** to help co-produce a co-production Strategy. The Council's Working Together Plan was coproduced with people with lived experiences of adult social care, as well as providers of care and support such as Council staff. They were joined by colleagues from the Integrated Care Board, members of the voluntary, community and social enterprise sector and regulated providers of care services.

At the heart of the Swindon 'Working Together' plan is the belief that there should be **'nothing about us, without us'**. This vision drives everything we do and underpins a model of collaboration that places individuals with care and support needs at the centre of decision-making. It sets out our commitment to work **in partnership** with the people who use our services, their families, and local providers to ensure we get it right and create an environment where all voices are heard.



#### Priority 1 - Working Together with you

We will increase opportunities for collaboration with people that use care and support services to inform all we do by observing the principles of our recently co-designed Working Together Plan.

##### What will be different

- We will have co-designed the Working Together Plan with experts with care and support needs.
- People will have more opportunities and be supported to work as equal partners with Adult Services to inform all we do.
- We will make our information available in easy read and other accessible formats.

We will know we have achieved this priority when people agree with these statements:

- ✓ I am treated with respect.
- ✓ The key principle of the Working Together Plan, "Nothing about us, without us" is being adhered to.



People-centred councils  
driving social innovation  
putting people first

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By treating those with lived experience as **experts** in their own lives, we ensure that their input shapes the services and decisions that affect them. This collaborative approach has helped us to identify what does and doesn't work, and how decisions impact individuals in real and meaningful ways. Doing so ensures that care services are **responsive, inclusive, and reflective** of the people they support.



Working Together Launch Event

We firmly believe that **local people** have valuable insights and are best placed to advise on the services they receive. Through this shared responsibility, we remain committed to ensuring that our services are not only effective but also **person-centred**, fostering an environment where every individual's voice contributes to shaping their care and support. The Council's 'Working Together' approach is embedded within Adult Services, with two key examples outlined below.

#### Co-Production within Safeguarding

We have **12 Adult Scrutineers** (Adults with Lived Experience of Safeguarding) working within the Swindon Safeguarding Partnership.

Our approach to co-production within safeguarding fosters positive and supportive conversations. In collaboration with the Scrutineers, we explored the most effective and compassionate ways to approach difficult conversations, especially surrounding issues of self-neglect and hoarding, to ensure they are supportive, productive and free of judgement.

Within our core group, we explored some common discussion points, like the concept of risk. Through these conversations it was highlighted that the term 'risk' often carries negative connotations of judgment, and it would be better to reshape these discussions to reflect a more empathetic and constructive approach. As a result, we collectively decided to re-design a new risk assessment tool that prioritises a strength based perspective and meaningful, productive

conversations. The new tool was subsequently renamed to be a **Welfare & Safety Plan**. This initiative highlights the power of language and shared experience.

*“Don’t judge me by the chapter you have walked in on. I have a past and a future, I am not defined by my current situation”*

The group have also co-produced the partnership self-neglect strategy and co-produced and co-delivered the delivery of spotlight **face to face training** events on self-neglect in the community. Meanwhile, one of the Adult Scrutineers has shared their experience of self-neglect and hoarding with Council staff to help inform understanding of dealing with individual residents on a daily basis.

### Our ‘My Care, My Views’ survey

We co-designed, with people with lived experience a **‘My Care, My Views’** survey; an initiative used to ensure we consistently gather feedback from the people supported by Adult Services. The survey invites people to agree or disagree with a series of *simply readable* ‘I’ statements which have been informed by Think Local Act Personal and Swindonised by the people we support. We use these ‘I’ Statements to measure the delivery of our Adult Services Strategy and Commissioning Strategy as it tells us the impact of our work on peoples’ experiences. Due to the accessible co-designed nature of the survey, we have had the views from over 500 individuals to-date and growing (on average we get feedback from 50 people each month).

We were also given permission to include several of our Swindonised in the national Adult Social Care Survey (ASCS) as they met the accessibility requirements which further increased our data insights.



Co-producing Adults commissioning strategy

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