

# CREATIVITY IN CO-PRODUCTION

## CONTENTS PAGE

### RESOURCES

#### 1. Ageing Well Torbay:

- **A) Introduction: Co-production in a Crisis**  
An introduction to the stories and insights presented within this toolkit from Ageing Well Torbay.
- **B) Learning report: Building resilience in the community in response to the COVID 19 pandemic**  
In the beginning, we responded quickly building on strengths in the community. Then, we developed some new ways of working out of necessity – while the world changed around us. We thought we were through the worst but continued trying to improve on what worked. Then we went into tier two restrictions and then another lockdown. The learning through this crisis is immense because it reaches into the heart of our community. We would love to capture and share all the remarkable acts of kindness and giving we have witnessed as a testament to this journey. Here we offer some of the stories, impacts and insights from the experiences of people in Torbay.
- **C) Video: Co-production in a Crisis - Creating a Lasting Legacy, 11-05-2021**  
This workshop is part of the Stronger Together festival of learning about co-production with Ageing Better. Simon Sherbersky Director of Ageing Well Torbay in conversation with Joanna Williams, Director of Adult Social Care in Torbay.
- **D) Video: Co-production in a Crisis - Learning to Dance on a Shifting Carpet, 11-05-2021**  
This workshop recording is part of the Stronger Together festival of learning about co-production with Ageing Better. During this workshop, Ageing Well Torbay provide an interactive example of a complex call taken on their Community Helpline and how co-production informed the response.

#### 2. Ambition for Ageing Greater Manchester:

- **Developing social contact models in a time of social distancing**
  - A) Executive Summary**
  - B) Report**
- This report is designed to help people build more effective social connection projects in a changed operating environment during Covid-19.

### **3. TED East Lindsey:**

- ***Learning from Covid-19 - Working in sector - Adaptation, flexibility & engagement***  
This learning report from TED in East Lindsey seeks to understand 'adaptation' as grounded in the programme experiences. The focus is primarily on providers by capturing the issues, challenges and pressures for providers as well their strengths, during different stages of COVID-19. From this context the report highlights key learning that can be utilised going forward. By understanding the barriers and enablers to adaptation during the pandemic's fast changing landscapes of service delivery the report highlights practical examples of adaptation from TED in East Lindsey to inform how a variety of stakeholders, including people aged 50 and over themselves, can continue to work with ageing populations with implications for wider geographical contexts and organisational settings. It explores meanings of adaptation in a complex landscape of providers, co-producers and communities with specific implications on how learning from the here and now can be beneficial to strategic, forward planning.

### **4. Time to Shine Leeds:**

- ***Supporting older customers through Covid-19***  
Provides retailers with a selection of practical actions that older people have said would help them to go out with confidence after lockdown.

## STORIES

### **1. Age Better in Sheffield:**

- A) [\*\*\*Blog: Hello Neighbour boxes spread joy and connectivity across Sheffield\*\*\*](#)  
Showcasing how Age Better in Sheffield have teamed up with a number of individuals and organisations to create a free box full of activities, information, and gifts for people aged 50 and over.
- B) [\*\*\*Blog: Creative Collaborations in a Crisis\*\*\*](#)  
As Covid-19 hit, Age Better in Sheffield, like many other organisations across the country, had to adapt their way of doing things almost overnight. However, change is often a catalyst for innovation, and the ABiS team channelled their creativity into finding resourceful ways of linking with community partners to co-create meaningful connections for older people suddenly facing isolation

### **2. Ageing Better in Birmingham:**

- [\*\*\*Blog: Co-producing in a Crisis - How Ageing Better in Birmingham have harnessed the internet\*\*\*](#)  
As a result of Covid-19, the way in which Ageing Better in Birmingham achieves coproduction at the different levels of the programme has, like everything else in life, had

to change. Neighbourhood Hubs across Birmingham jumped on Zoom to find effective ways of communicating Covid-19 guidance and sharing ideas on how to respond.

### **3. Ageing Better in Camden:**

- A) [Blog: Viewing our people as valuable not vulnerable - How Camden are Coproducing in a Crisis](#)  
The older people of Camden are supporting each other through a member-led network, demonstrating that they are indeed Ageing Better in Camden's greatest asset.
- B) *Letters from Lockdown*
  1. *"I'm organising my mother's wartime letters. Many of their anxieties, hopes and fears relate closely to the way people in isolation and those missing loved ones are feeling today." By Nikki Haydon.*
  2. *"Photo-walks and Instagram in my 'corona uniform." By Celia Cockburn.*
  3. *"It is diaries of ordinary people as well as politicians and celebrities that produce our history." By Frances.*
  4. *"This lockdown time has meant that I have learned some new digital skills." By Kate Harwood.*
  5. *"We are writing and performing a weekly (Zoom) soap in lockdown." By Jim Mulligan.*
  6. *"I indoctrinated myself to a plan to 'live with myself and by myself'." By Harriette.*
  7. *"I live on my own and lead a fairly solitary existence, but I am far from lonely: on a normal week I would see a large number of people. That has of course changed." By Andrew Allaz.*
  8. *"Any other blanket rule would have been dismissed immediately as unfair and discriminatory, but dealing this way with old people seemed to be acceptable." By Diana Scarrott.*
  9. *"COVID Spring - a poem." By Ags Irwin, Chair of Kilburn Older Voices Exchange (KOVE)*
  10. *"We're doing ok, us vulnerable oldies, valuable oldies." By Sue Heiser.*
  11. *"Oh, how I miss my singing." By Phyllis.*

Far from being a great equalizer, the Covid-19 pandemic has revealed some of the deepest inequalities that have often remained hidden in our society. Our members have been writing a weekly newsletter for one another, to keep informed and connected in these challenging times. It has also brought us all closer together as we share our personal experiences of lockdown.

### **4. Ageing Well Torbay:**

- A) *The Story of the Torbay Community Helpline*
  1. *Video: Introduction - The story of the Torbay Community Helpline*
  2. *Video: A lifeline for Torbay*

- 3. One Call, That's All - Promotional poster**
- 4. Flowchart of the Torbay Community Helpline**
- 5. Torbay Voluntary, Community and Social Enterprise Sector: Working on the Front Door**

A variety of resources showcasing the story of the Torbay Community Helpline, set up at the very start of the Covid-19 pandemic.

- **B) [Blog: How working in collaboration during times of crisis has incredible results](#)**  
This blog post shares how the Ageing Well Torbay team have been pooling resources with local organisations and volunteers to support the most vulnerable at a time when people are suddenly reliant on friends, neighbours and phone helplines for the things we take for granted; not just food and medicines but also the company of others.

## **5. Brightlife Cheshire:**

- **[Blog: Social Prescribing in a Crisis](#)**  
Sue from Brightlife Cheshire shares how she has had to adapt her role since lockdown and gives her some top tips for continuing to offer valuable support in a time of crisis.

## **6. Bristol Ageing Better:**

- **[Blog: Coproducing to overcome times of crisis - How Bristol Ageing Better have ensured coproduction remains at the heart of their programme](#)**  
Bristol Ageing Better are ensuring coproduction remains an integral part of their programme and consider the what's, where's and how's of engaging people during this time of separation

## **7. Time to Shine Leeds:**

- **A) [Blog: Promoting an age friendly culture - How Time to Shine are driving forward their Age Proud campaign](#)**  
Vicky, Ageing Better's Senior Co-production lead, joined the Time to Shine steering group, gaining insight into how our West Yorkshire based Ageing Better programme are upholding their age-friendly narrative.
- **B) [Blog: Co-production Week – Introducing Age Proud Leeds](#)**  
Time to Shine, our Leeds based Ageing Better partner, tell us about co-producing their Age Proud Leeds campaign

## TOOLS

### **1. Ambition for Ageing Greater Manchester:**

- **A) Case Studies: Projects compatible with social distancing**  
As lockdown eases, we are faced with a challenge of adapting to a ‘new normal’, working with the parameters of social distancing, tackling fear of being around others whilst encouraging social interaction and understanding the impact sudden loss of social activity has had on older people. To support service providers and community groups to adapt when restarting projects, or developing new one, we have reviewed a range of projects across Ambition for Ageing areas.
- **B) Design Principles and Challenges Checklist - Developing social contact models in a time of social distancing**  
This guidance document pulls out both the design principles for project development and a checklist of challenges from Ambition for Ageing’s report in response to COVID-19, ‘Developing social contact models in a time of social distancing: a response to COVID-19’.

### **2. Ageing Better in Camden:**

- **Creating a Warm Welcome to maintain older people’s sense of belonging in the context of Covid-19: a practitioner’s guide**  
The heightened risk of isolation for older people observing social distancing, due to Covid19, makes it more important than ever to organise welcoming programmes to support social connection and a sense of belonging. This document is a brief practitioner’s guide which shares welcoming approaches used by our partners in their adapted programmes during Covid-19.