Putting Communities at the Heart of Transforming Outcomes:
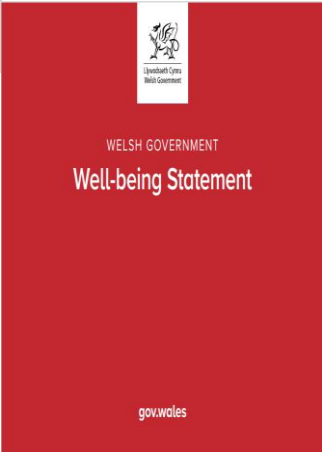

Testing & Evaluation of Collaborative Partnership Approaches of Community Engagement and Participation

Brian Laing – Strategic Partnerships Manager
Betsi Cadwaladr University Health Board

Comisiwn
Bevan
Commission

Strategic Context: *Putting People (back) at the Heart of Transforming Outcomes*

Context: *Radical Thinking for Wicked Challenges*

Research Methodology

Comprehensive literature & evidence review which has synthesised findings from 28 international studies across 2 key components:

1. **Effective methods of engagement & co-production**

2. **The impact upon health & wellbeing outcomes**

Working with Co-Production Network to discover practical insights at the hyper-local level in Towyn & Kinmel Bay:

1. **Baseline self-assessments with stakeholders to understand the current position**

2. **Stakeholder network workshops to identify opportunities and challenges across the locality**

What is Co-Production?

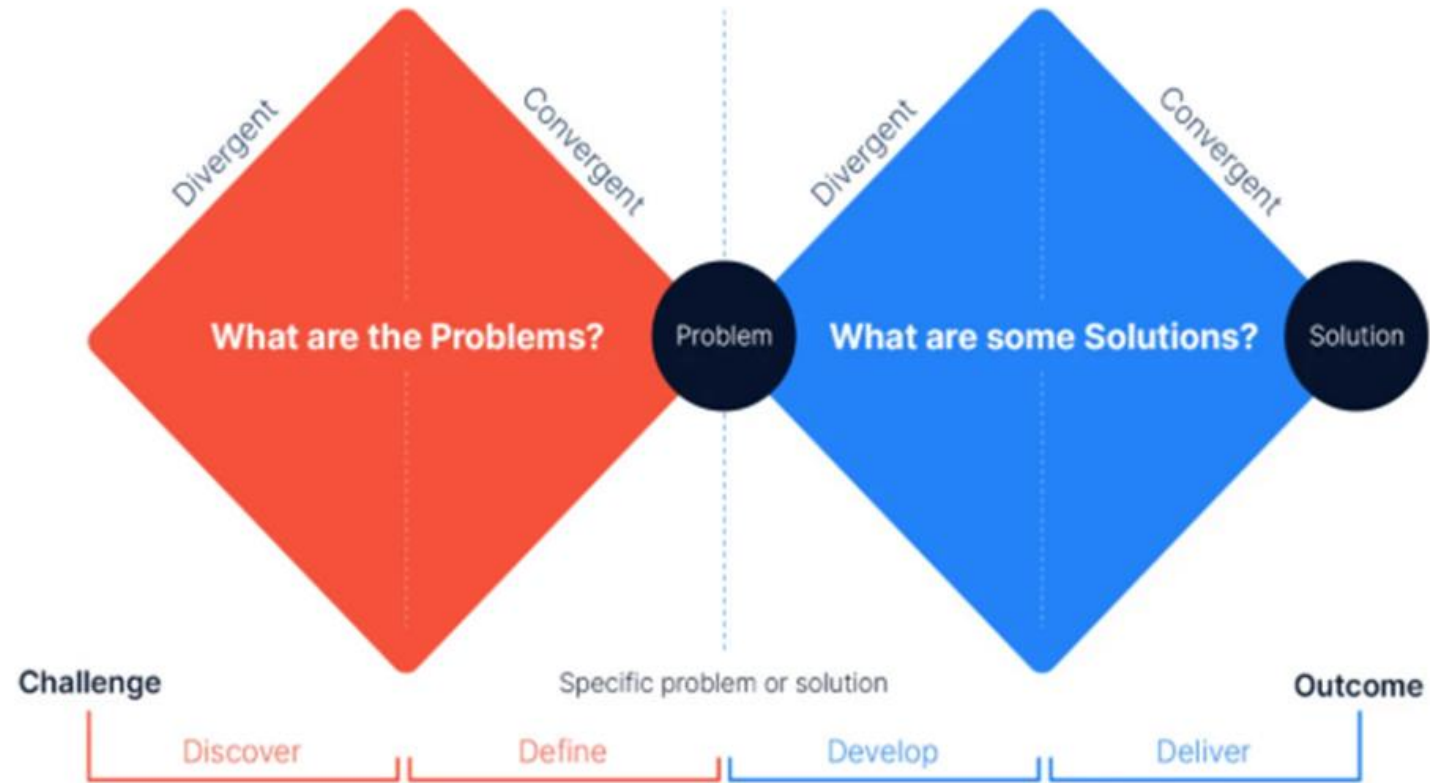Source: Slay & Stephens (2013) New Economic Foundation Participation Ladder

Co-production: The joint delivery of services by professionals and citizens, sharing power and responsibility throughout the process.

Community Engagement: The process of working collaboratively with groups of people affiliated by geographic proximity, special interests, or similar situations to address issues affecting their wellbeing.
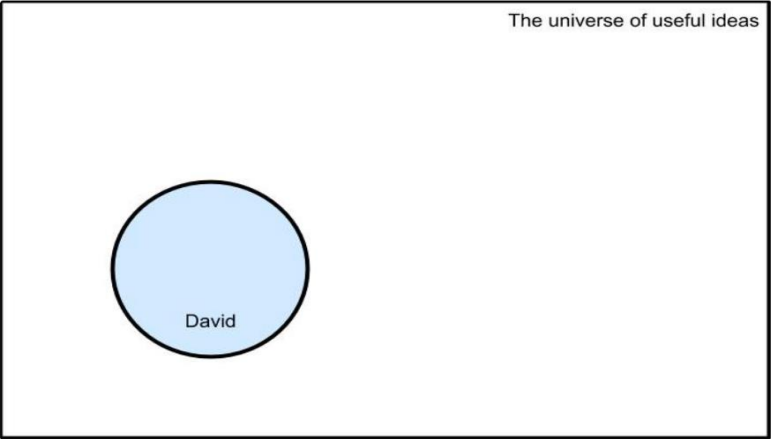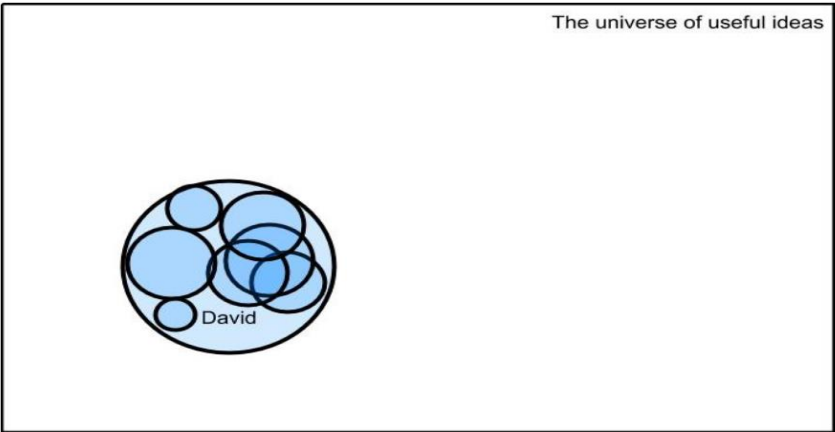
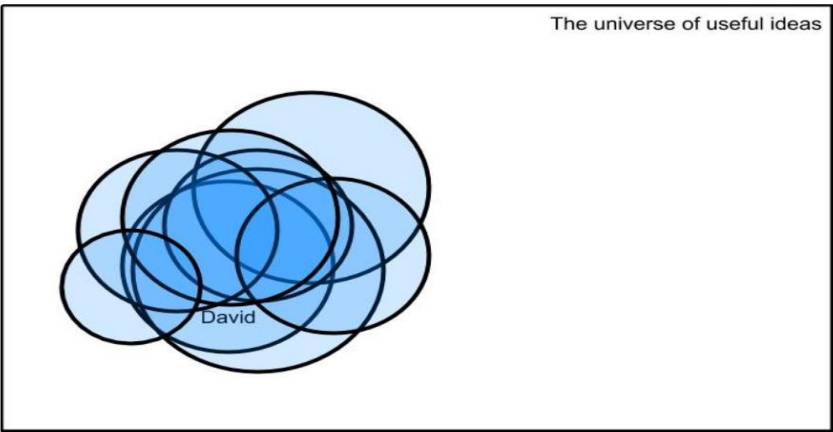# The 'Double Diamond'

Source: Design Council

Rebels vs Clones: The Power of Diversity

Individualism

Collective Blindness

Constructive Dissent

Source: Syed, M. (2019) 'Rebel Ideas'

Impact and Implications

The key findings and implications for practice and policy are covered in detail throughout **section 7** and summarised in **Table 2** below:

Theme	Key Findings	Implications for Policy and Practice
Tangible Health and Wellbeing Outcomes	Community engagement and co-production improve mental health, increase access to services, reduce health inequalities, and enhance cost-effectiveness.	Embed these approaches in service design to achieve measurable health gains and system efficiencies. Prioritise them in funding and commissioning frameworks.
Equity and Inclusion	These methods are most effective when tailored to marginalised populations, addressing structural barriers and redistributing power.	Design engagement strategies with an equity lens. Use intersectional approaches and prioritise high-need communities.
System Responsiveness and Sustainability	Co-produced services are more adaptable, trusted, and sustainable. They align better with local needs and foster long-term relationships.	Institutionalise co-production across governance and delivery structures. Provide long-term investment and policy support.
Enabling Conditions for Effective Engagement	Trust, flexibility, inclusivity, and capacity building are essential for meaningful participation. Evaluation of intangible outcomes remains a gap.	Invest in training for professionals and community leaders. Develop robust, mixed-methods evaluation frameworks.
System-Wide Transformation	When embedded at scale, co-production can drive structural change, improve outcomes, and reduce costs. However, scalability remains a challenge.	Shift from project-based to system-wide models. Align funding, accountability, and leadership with co-production principles.

Table 2: Impact and Outcomes of Effective Co-Production and Community Engagement and Implications for Policy and Practice

How to Sustain and Embed at a System Level

Next Steps…

- Hyper-local Conversations

- Local Place Plans

- Area Wellbeing Plans

- Regional Partnerships

- National Commitment

Thank you

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