



BUILD RELATIONSHIPS

Connect with communities

Consider partnering with local voluntary organisations, commissioning private companies or using in-house resources.

Develop shared values

Discuss your values, what you hope to achieve and how you will build a shared vision for co-design with partners.

Strengthen relationships

Establish trust, rapport and credibility with communities. It is an essential part of co-design; it will take time and cannot be rushed.

CREATE SUPPORTIVE ORGANISATIONAL CULTURES

Get comfortable with uncertainty

Co-design involves uncertainty. Stakeholders may see issues in different ways. Co-design should focus on the most important outcomes to community members.

Reflect on commissioning practices

Consider how you might commission to produce longer-term 'value' rather than focusing on short-term, pre-specified outcomes.

Think about the long game

Short-term or unreliable funding hinders meaningful co-design and can damage relationships with communities.

DEVELOP THE EVIDENCE BASE

Share the successes and the failures.
Use evaluation approaches that capture the subtle, long-term and upstream impacts of co-design.