

HMR CIRCLE



HMR Circle is a membership organisation that organises social events for older people in Rochdale. The events calendar is informed by an ongoing dialogue with Members. Most events are hosted by Members who act as hosts on behalf of the organisation.

CO-PRO RECRUITMENT

- Whole service is Member-led and informed by what Members want on an ongoing basis.
- Open-door policy; Members know that they can raise feedback and suggestions all the time.
- Members' opinions/ideas also solicited in more structured ways, e.g. by regularly holding suggestion gathering events and including feedback cards in mailings.

"I think there are some members who don't feed back but the door's open if they want to. Some members are very active in suggesting things. Everyone knows that they can come and talk to us, they can ring us, they can email us, they can speak to us at an event, they can come to official suggestion gathering events."

CO-PRO IMPLEMENTATION

- To enable a broad range of voices to be heard feedback gathered at every routine interaction. Wide variety of communications channels employed.
- Ongoing personal relationship with Circle Members and constant adaptation of the service through feedback.



BENEFITS OF CO-PRO

TO ORGANISATION

- Awareness of what Members want, which supports financial viability of activities offered.
- Building co-production systematically into the service enables a more balanced picture of Members' opinions overall, rather than relying on the most vocal members.
- Co-producing the offer creates transparency about the practical processes involved.
- Although co-production can be time-consuming at first, it enabled the organisation to confidently expand its programme from initially four to currently 40 events and activities per month.

TO USERS

- A great way of ensuring that all interests are reflected by the events and activities on offer, rather than based on inaccurate assumptions of "what older people like".
- ***"I mean, who wants to play bingo? I've just been on holiday and it's obligatory, every night a game of bingo and I absolutely hate it."*** – Circle Member
- Events are run by fellow Members, who act as hosts, making for a more welcoming environment and enables Members to chat informally about ideas for future events.
- Many Members also feel much more comfortable talking to the host than talking to staff.