Engaging Communities in the Coproduction of Local Services

2018 Full Sphere of Engagement Summit 19 - 20 September 2018
Sydney

Cr Matthew Hannan
Mayor Berrigan Shire Council

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Session Outline

• Passion, Commitment & Resources: A Case study
• What is Coproduction?
• Community Engagement & Public Value?
• Case study: Applying the model
• Research Project: IP&R & Coproduction
Passion, Commitment & Resources: A Case Study

Finley Farmer’s Market and Finley Community Gym
We are holding a BBQ at IGA between 10AM-1PM. 50% of the profits will go to ‘Buy A Bale’.
What is Coproduction?
Coproduction is...

engaging communities and service users in activities that make better use of each other’s assets and resources to achieve better outcomes or improved efficiencies  (Bovaird & Loeffler 2012)
Community Engagement & Public Value
Public value …

• Is a way of thinking about the reason why we have public services and what this means for how public services are managed and governed

• Important questions about how much does it cost? Are we getting what we paid for? Is it efficient are balanced by asking and answering why is this service provided?

• Issues of ‘who is asking’ and public support for the service and community engagement are the focus of this approach and our approach

• As most people agree with the statement that ‘the role of business is to create private (economic) value while the role of public managers when engaging the community is to identify and create public or social value’
Public Value & Community Engagement

Do we value the public?
And can you build public value if you don't?

http://www.slideshare.net/llundquist/creating-public-value-cartoons
Creating public value ... & through it an engaged community

Moore’s Strategic Triangle

Legitimacy and Support

Operational Capability

Public Value

Resources (Community Assets)

Why? (Passion)

Moore’s Triangle for Rural Communities

Pub Test (Commitment)
Leading to questions about measuring and reporting public value. Questions we can answer when we know why we are engaging the community?

So, how do we measure public value?

- Efficiency?
- Fairness?
- G.D.P.?
- Happiness?
- Health?
- Standard of Living?
- Personal Freedoms?
- Life Expectancy?
Applying the model
Community Gym: Finley

- Keys to successful community engagement and coproduction of local services (not necessarily in order)

- **Passion**
  Identify people who already have an interest
  Empower: maintain or ignite the passion by matching interests and ‘talents’, let those with the passion say how they can help

- **Commitment**
  Agree in advance on an achievable target
  Agree in advance on indicators of success
  Agree in advance on what needs to be in place to go forward or continue

- **Resources**
  Wrap around
  Networks – use them
  Timing
Questions
Want to know more???

Take home information ...

want to know the $ value of coproduction and how to apply the model to IP&R Framework
Coproduction Case Study: Tocumwal Foreshore Project

CSP aspiration

- Improve visual amenity town entries
- Attract more families with children
- Visitors will go out of their way to visit

CSP Action

- Community and Council to work on improving town entries

Delivery Program Actions

- **Town Landscape Master Plan** – community engaged in process of developing Master Plan which led to the development of Tocumwal Foreshore Master Plan
- **Foreshore Master Plan** – community engaged in process of developing Master Plan

Operational Plan

- Community committed funds **$300K** to support grant application for Splash Park – an element of the Tocumwal Foreshore Master Plan Project – funding application successful and now part of a $3.2 million development
Value of Coproduction – in the Berrigan Shire

Financial Value

Community Value: Case Study – Finley Gym
## Financial Value of Coproduced Services

<table>
<thead>
<tr>
<th>Monetised Value of Coproduces Services: Council Committees</th>
<th>Value of Volunteer Fund Raising for Capital Projects (Council) in the Past 9 years</th>
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</thead>
<tbody>
<tr>
<td>287 volunteers x 136 hours per annum x $22.50</td>
<td>Berrigan Sports Ground $240,009</td>
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<tr>
<td></td>
<td>Barooga Sports Ground $380,000</td>
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<tr>
<td></td>
<td>Finley Sports Ground $580,000</td>
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<tr>
<td></td>
<td>Tocumwal Sports Ground $700,000</td>
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<tr>
<td></td>
<td>Tocumwal Foreshore Redevelopment $300,000</td>
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<tr>
<td>Total $880,000 / annum</td>
<td>Total over 9 years $2.2 million</td>
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Research Project
Integrated Planning & Coproduction
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Research Proposition

NSW Local Government Community Strategic Plan provides a framework for the coproduction of local services
Preliminary Research Findings

1. Engaging communities in the development of a CSP creates the space within Councils for conversations about the coproduction of local services.

2. Integrated Planning and Reporting is a management tool that includes a process for community engagement.

3. Reform has strengthened focus on integration between State, Regional and Local Plans: a shift from local to regional governance.

4. Challenge going forward – What are the implications of this shift for the coproduction of local services?