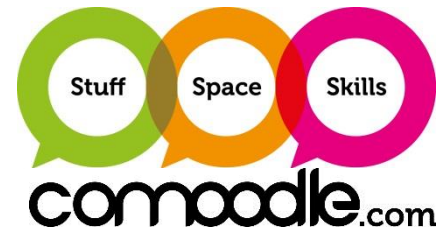


Comoodle

We believe in sharing... do you?

OECD Call for Innovations

This presentation contains external links – to be able to click these links and get the best experience, please view this presentation in full screen



Comoodle and the Sharing Revolution

It's a really exciting time for collaboration. Global online companies are rewriting the rule book on how we access and share resources. At Kirklees Council we think the time has come for us to redesign how we manage public resources too.

Kirklees is a local authority district in West Yorkshire with around 430,000 residents. We know that our communities have the potential to pull together and make a real difference in their neighbourhoods. Yet masses of stuff, space and skills are unused or not used to capacity. Often we don't know what's available, or how to access it.

In 2014 we were winners in the Bloomberg Philanthropies Mayor's Challenge, a competition to identify innovative solutions to issues facing local and city governments. Our idea was Comoodle – an online digital platform which allows communities and individuals to discover and share useful resources in their area. By making Council assets available through Comoodle we aimed to kick-start a true sharing economy. Read on to learn more about our sharing revolution...in Kirklees, enabling communities to do more and building their resilience.

Four years down the line we're redefining the relationship between the Council and the Third Sector

"Kirklees Council is changing – our aim is to support individuals and communities to do more for themselves and each other.

As a platform that enables the public, private and third sector to collaborate, connect and share resources, Comoodle is key to this strategy. We believe a strong sharing economy will help build and sustain thriving communities."

*Jacqui Gedman
Chief Executive
Kirklees Council*





"Sharing has always gone on in Kirklees - but the problem was people not knowing what others had.

Comoodle makes sharing easier - it is the oil that makes sharing work."

Cllr David Sheard
Kirklees Council



comoodle

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Digital Comoodle: Design Based On Learning

The February 2017 launch of the live Comoodle online platform was the culmination of two years' continuous development and research. Our iterative approach to the project has allowed us to pivot the objectives, measurement and function of the Comoodle concept, staying true to our original aim of creating a true sharing economy in Kirklees.

Key examples of this approach include:

- Early workshops to understand attitudes to learning
- Analysis of other sharing platforms
- Pilots and prototypes to test the practicalities of sharing Council assets
- Researching and testing a series of social and monetary value models
- Refinement of original metrics to provide more purposeful measurement
- Research into issues of trust to develop platform feedback mechanisms and improve design
- Multi-stage platform development informed by the breadth of our learning; from an early 'sandbox' tool, through to an interactive blog site and then a live platform created in a series of design sprints
- Further refinement and optimization sprints, informed by our practical experience and feedback from potential replicators

Click the icons to find out how our digital platform evolved...



We canvassed staff and partners to find out if / what they would be willing to share, and their concerns

People were willing to share, but we needed live experience so we



Devised pilot programmes to test practical lending, and got access to a pool of sharable assets

This made us realise that



We needed a 'shop window' to show assets and we needed to use our experience to start designing a platform

We learned about other sharing platforms and built



Amend original Bloomberg metrics to give more meaningful and challenging scales of measurement

Trading success on our blog site led us to



Test the feasibility of gathering social value data from users and how this data might best be used

It also allowed us to look at the impact of activities we support and



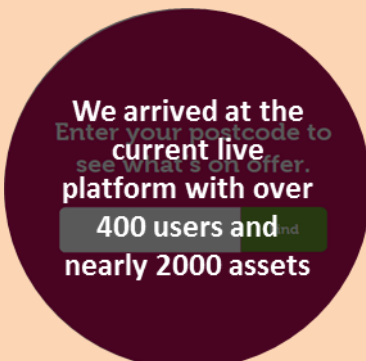
An interactive 'sandbox' tool and site with functionality to enable groups to borrow online and test features

We used what we learned to



Commission a platform developer, incorporating research around trust and feedback models

Our platform went through several design iterations until



We arrived at the current live platform with over 400 users and nearly 2000 assets

Now that we have been live for 8 months we are



Applying our experience to the next optimization and working on functionality attractive to replicators

Hear what some of our Comoodlers have to say about the benefits...



Jon Humpleby
Batley Bulldogs RLFC
[Or Read Article]



Tim Grace
St Paul's Church
Mirfield



Stephen Knight
Netherton
Community Centre



Mark Finch
Community Catalysts



Craig Grimes
Experience CIC



Sam Watt
Huddersfield Live



Kayleigh Proctor
Huddersfield
Methodist Mission



The Impact on Communities

Comoodle has enabled community groups to access resources at low or no cost - across the life cycle of the project we estimate that they have saved over **£45,000** by accessing Comoodle, to borrow everything from litter pickers to vans instead of buying or hiring them.

To date, groups have participated in over **1200** trades of stuff, space and skills.

The Comoodle platform asks a short series of questions when groups ask to borrow something. This tells us:

- What the planned activity is about
- How many people will benefit from it
- How much they will benefit
- How crucial Comoodle will be to delivering the activity

Comoodle In Numbers

1031 Requests Received

850 Registered Users

722 Asset Profiles

1234 Exchanges Facilitated



What kind of activities have we supported?

When groups join Comoodle we ask them about their interests and areas of activity. This gives us an indication of what kind of activity Comoodle is supporting. The interest categories are aligned with Kirklees Council priorities. Interest areas selected by Comoodle users are as follows:

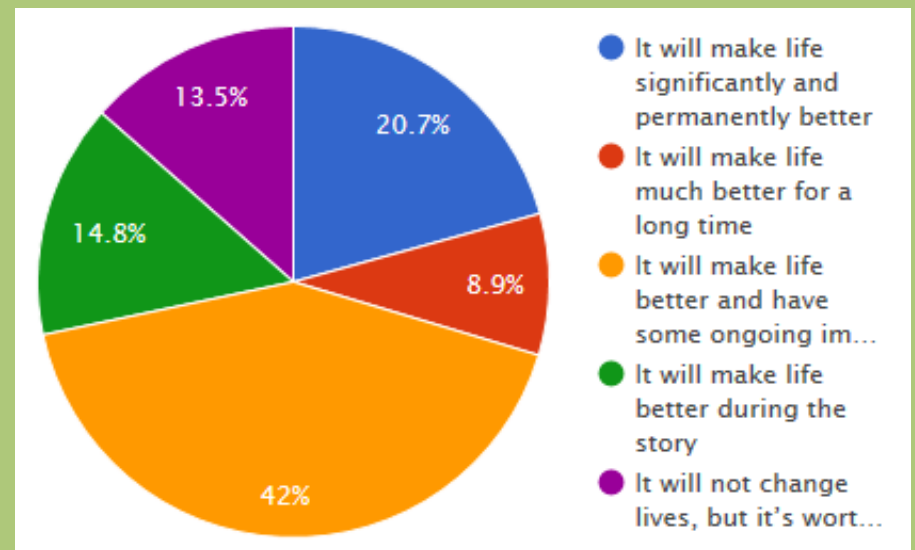
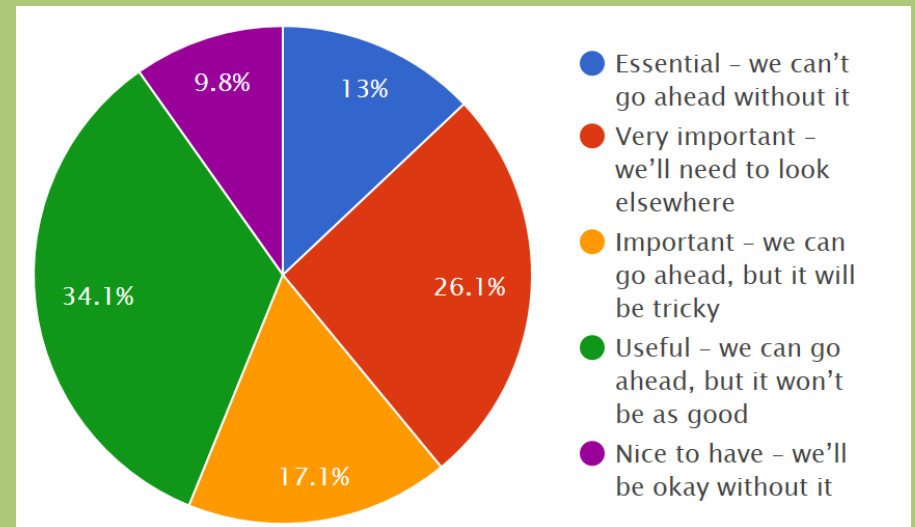
Interest Area	% of User Interest
Building Community Spirit	28%
Helping Young People	19%
Health, Wellbeing and Physical Activity	16%
Providing Useful Information	10%
Helping Older People	9%
Improving the Environment	7%
Improving Safety	4%
Improving Job Prospects	4%
Improving People's Homes	2%
Improving Transport	1%

When Comoodle users ask to borrow something to support a community activity, our online platform asks them how important that resource is to delivering the activity. This type of data has been captured for 602 successful activities.

Users have told us that Comoodle was essential, very important or important in delivering over half (338) of these activities.

The platform then asks users how much of a difference the activity will make to users' lives, and how long the benefits will last for.

Data captured through the platform so far indicates that over 70% of activities proposed through Comoodle will have ongoing positive impact for the participants.



Comoodle Community Stories



Med-One: New groups and businesses share space and skills

Huddersfield restaurant Med-One shared an upstairs meeting room free of charge with Community Catalysts, who help young people with learning difficulties to set up social groups which reduce isolation and can lead to self-employment.

Three groups have used the room to launch their activities, one of which is now able to take NHS referrals. Another local business, Horizon Risk Consultancy, also delivers free training to community organisations in the room. Both businesses have raised their profiles and groups have overcome the issue of sourcing space, which is a major initial stumbling block to getting established.



Huddersfield Food Festival: Comoodle van a 'lifesaver'

The 17th Annual Huddersfield Food and Drink Festival took place in August with a little assistance from Comoodle. When Huddersfield Live took over the delivery of this major event, they were able to borrow a free van from Kirklees Council Fleet Services to help make it happen. So far we have facilitated over 60 free van loans for things like flood relief and transporting refugee goods.

Sam Watts of Huddersfield Live described the loan as 'absolutely fantastic and a lifesaver'. The group were also able to borrow some games to keep the children entertained.

Comoodle Community Stories



Eflahfluflah: Youth project offers equipment and skills

Paddock-based Eflahfluflah is a youth project which teaches animation and digital skills. Director Richard Shaw approached Comoodle to connect with other groups and raise the profile of his young peoples' work.

The group have offered training in animation as well as cameras and visual effects equipment. We consider Eflahfluflah a particular success as this was the first group to proactively offer quality assets through the platform without any involvement from the Comoodle team. This proved our engagement, and the platform, worked.



Moorlands Primary School: Borrower becomes custodian

This summer Moorlands Primary took part in British Nutrition Week. All 90 pupils in Year 5 were able to take part in a step challenge with pedometers provided by Comoodle. The school also accessed cooking equipment and diet study aids.

This loan was notable as we were able to capture broader information about the impact of the activity, such as reactions from the pupils themselves and data about their level of exercise during the week. Importantly, the school also agreed to become a custodian of the pedometers and make them available to other groups..

Soon afterwards Wilberlee Junior & Infants School followed suit, becoming a custodian of hi-viz vests to help their pupils get to the library safely.

Comoodle

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Thank you for reading, we hope you enjoyed the presentation.

To find out more about Comoodle please visit www.comoodle.com

Email comoodle@Kirklees.gov.uk

Or call 01484 456844

You can also follow us on Twitter and Facebook

