The purpose of the public value account (PVA) is to articulate both the benefits of public sector activities and the costs incurred in producing those benefits. The PVA has a number of functions:

* to identify strengths and weaknesses, eg where greater effort is needed
* to identify risks and opportunities
* to help identify neglected constituencies or sources of legitimacy
* to form the basis of a public value scorecard, which reports the organisation’s performance against key measures across the domains of mission, operations and legitimacy.

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| **Costs** | **Achievements** |
| *Costs are not merely financial, but include everything that is ‘expended’ in carrying out the work, ie:** *Use of collectively owned assets*
* *Obligations imposed on clients*
* *Use of state power*
* *Use of legal enforcements*
* *Donations*
* *Loans*
 | *Achievements can be intended or unintended positive effects. If they are intended put them in this section. If they are unintended put them in the section below. They may include:** *Socially valued outcomes*
* *Improved access to services*
* *More effective/efficient services*
* *Costs avoided for clients*
* *State funds saved*
* *Increased social/political participation*
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| **Unintended negative effects** | **Unintended positive effects** |
| *Think about how you are going to identify all unintended negative effects. You may have to consult a range of stakeholders, because effects may impact differently on different stakeholders. Think about the vulnerabilities of your different stakeholder cohorts. Negative effects may include:** *Concentration of services in urban areas and reduced access by people in rural areas*
* *Clients develop unsustainable expectations*
* *Increased conflict between co-producers*
* *Gaming the system*
 | *For example:** *Identification of new opportunities*
* *Partnering between clients creating greater efficiency*
* *Engagement with marginalised groups*
* *Improved public profile*
* *Support from political players*
* *Increased data availability*
* *Model taken up by other organisations*
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