

# The Smart Community Management Manual

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## Chapter 8 - 1.2b) Reading & Creative Writing



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## Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic “eTownz Knowledge Hub” database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on [info@etownz.com](mailto:info@etownz.com). This manual can be used as a standalone document or used along with eTownz Community Management Portal.

# Who is involved and what is the structure?

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## Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.



## Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.



## Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

## Core Town Teams x4

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Members are invited to form Town Teams related to each of the four main community development Pillars. These are:



Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

## Town Teams

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Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

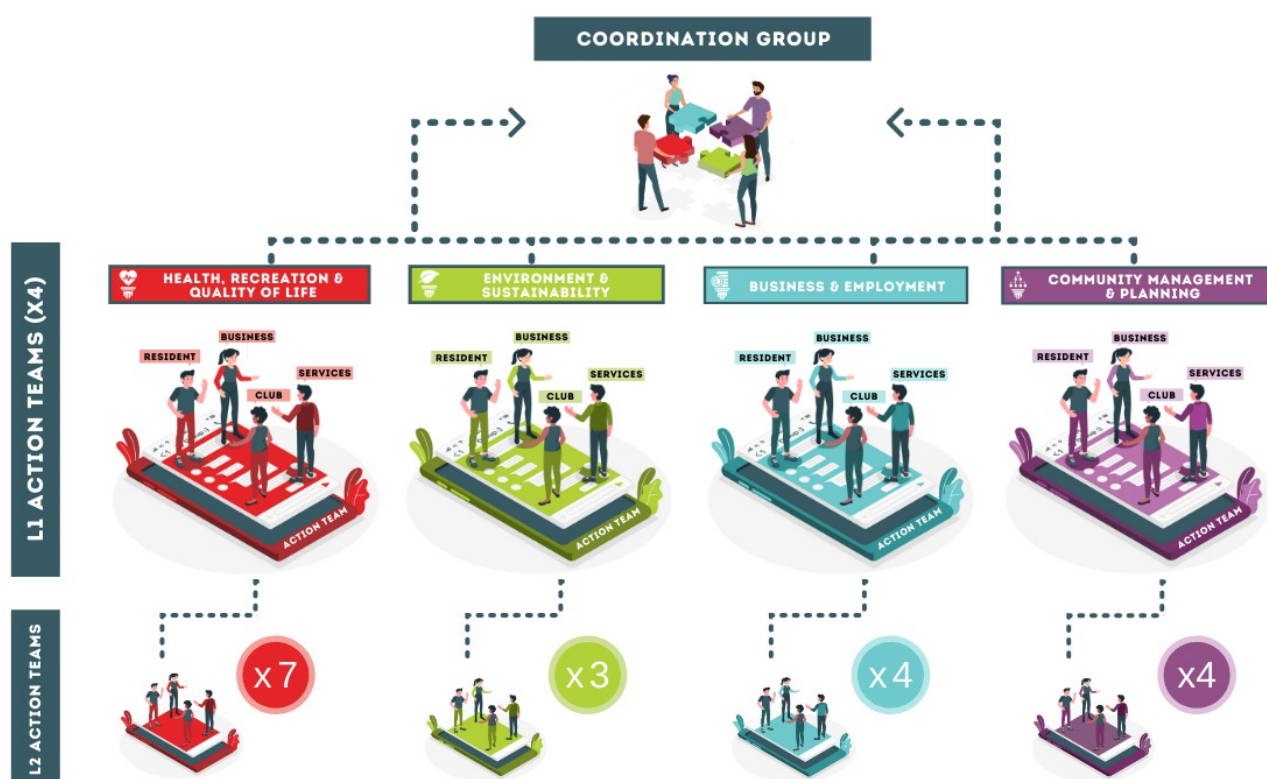
## How to use this manual to build a local action team?

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The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.



## Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

### Actions


- Manage a register of local assets
- Survey local opinions/ideas
- Recruit & engage local action team



### Outcomes

- Top down understanding of local stakeholders
- Bottom up understanding stakeholder perspectives
- Expand team, increase ambitions, plan succession



	Title	Type	#	Comment
	Afterschool Service ( <a href="#">S4</a> )	Business		
	Bookstore ( <a href="#">S611</a> )	Business		
	Adult Education Centre ( <a href="#">S3</a> )	Public Service		
	Centre for Displaced People ( <a href="#">S41</a> )	Public Service		

	School - Primary / National <a href="#">(S161)</a>	Public Service		
	School - Secondary <a href="#">(S203)</a>	Public Service		
	Book Club <a href="#">(S22)</a>	Club / Group		
	Calligraphy Club <a href="#">(S276)</a>	Club / Group		
	Comic book collecting Club <a href="#">(S378)</a>	Club / Group		
	Creative Writing Club <a href="#">(S279)</a>	Club / Group		
	Woodworking Club <a href="#">(S306)</a>	Club / Group		
	Youth Clubs <a href="#">(S256)</a>	Club / Group		

## Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.



	Title	#	Comments
	Community Centres <a href="#">(A56)</a>		
	Library <a href="#">(A140)</a>		

## Step 3: Goals & Metrics Review



Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.

- a Agree suitable goals & metrics
- b Coordinate data collection
- c Compare & analyse performance to help plan



- a Helps focus local action teams
- b Leverage data for better decision making
- c Compare project outputs to planned goals

Title	How is this data collected	Comment	<input checked="" type="checkbox"/>
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	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G22)	Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available.	<input type="checkbox"/>	
	Awareness, Understanding & Skills - (G23)	Encourage more creative writing for people of all different skill levels and have opportunities for improvement that are not out of reach for the average working citizen as well as have it in schools so that the younger population can start	<input type="checkbox"/>	



younger population and can start creative writing at an earlier age and be able to improve more easily.



Preserve, Support & Develop - (G24)

Create initiatives to gather local writers and other people living in the community together to share their pieces and collaborate. This will benefit everyone in the community, writers and average citizens as well. \*\*\*\* Reading Groups Across All Ages Promote readings groups that cater to the youth, adults and the elderly. Create initiatives to gather local writers and other people living in the community together to share their pieces and collaborate. This will benefit everyone in the community, writers and average citizens as well.



## Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.

- a Add new & update existing projects in project register
- b Review completed projects, document learnings & celebrate successes
- c Discuss, agree, prioritise and schedule projects for the coming year



- a Continual cycle of new idea generation & team building
- b Teams learn from experience & pass on best practise to others
- c Agree, realistic actions plans to better coordinate

### Goal: Team Building, Management & Metrics - (G22)

Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The

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### Goal: Awareness, Understanding & Skills - (G23)

Encourage more creative writing for people of all different skill levels and have opportunities for improvement that are not out of reach for the average working citizen as well as have it in schools so that the younger population and can start creative writing at an earlier age and be able to improve more easily.

Related Project Ideas	Rate	Comments
<b>Community Writers Competition (<a href="#">P662</a>):</b> The community writer's competition should be designed to happen regularly with submissions judged perhaps quarterly to get winners. Getting locals to enter their articles and other written material for a shot at winning the prize will help gather useful information.		

### Goal: Preserve, Support & Develop - (G24)



Create initiatives to gather local writers and other people living in the community together to share their pieces and collaborate. This will benefit everyone in the community, writers and average citizens as well. \*\*\*\* Reading Groups Across All Ages Promote readings groups that cater to the youth, adults and the elderly. Create initiatives to gather local writers and other people living in the community together to share their pieces and collaborate. This will benefit everyone in the community, writers and average citizens as well.

Related Project Ideas	Rate	Comments
<b>Organise Poetry Workshop (<a href="#">P738</a>):</b> Bring poetry outdoors into various communities to adults and children through a range of actions, mediums and environments which challenges people's perceptions about poetry, how it is delivered		

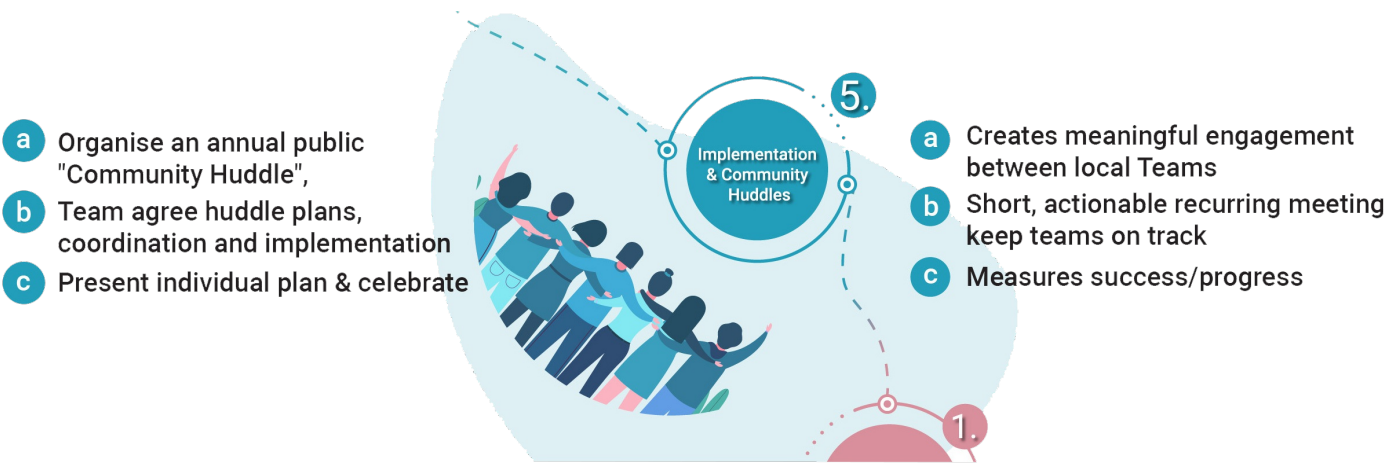
and how we can relate to it. For more info and influential support visit Change X  
<https://www.changex.org/ie/poetryinthepark>

[\(Case Study: 542\)](#) Poetry in The Park

**Sponsor Trips To The Local Library (P774):**  
Help provide transportation or escorts for neighborhood people of all ages during weekly trips to the library. Ask whether anyone has special transportation needs such as a wheelchair lift and try to link them with an escort who can meet those needs

# Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.



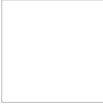
## Appendices: Additional Info

### Quick Win Projects

Summary	<input checked="" type="checkbox"/>
Audit all the local reading / writers groups in your community: Audit all the local reading / writers groups in your community	<input type="checkbox"/>
Survey locals for interest in kids book club: Survey local families for interest in Children's book club	<input type="checkbox"/>



# Relevant/Supporting Organisations

Title	Comment
<div data-bbox="73 208 175 311"></div> <div data-bbox="178 208 802 344"><p><b>Carlow Writers' Co-operative Group</b> The Carlow Writers' Co-operative is a supportive group of writers who read and comment on each other's work.</p></div>	