The Smart Community Management Manual

Email info@etownz.com for queries or visit us at www.etownz.ie

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.
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?

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

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

1. Health, Recreation & Quality of Life
2. Environment & Sustainability
3. Business & Employment
4. Infrastructure, Planning & Governance

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

Town Teams

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?

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.
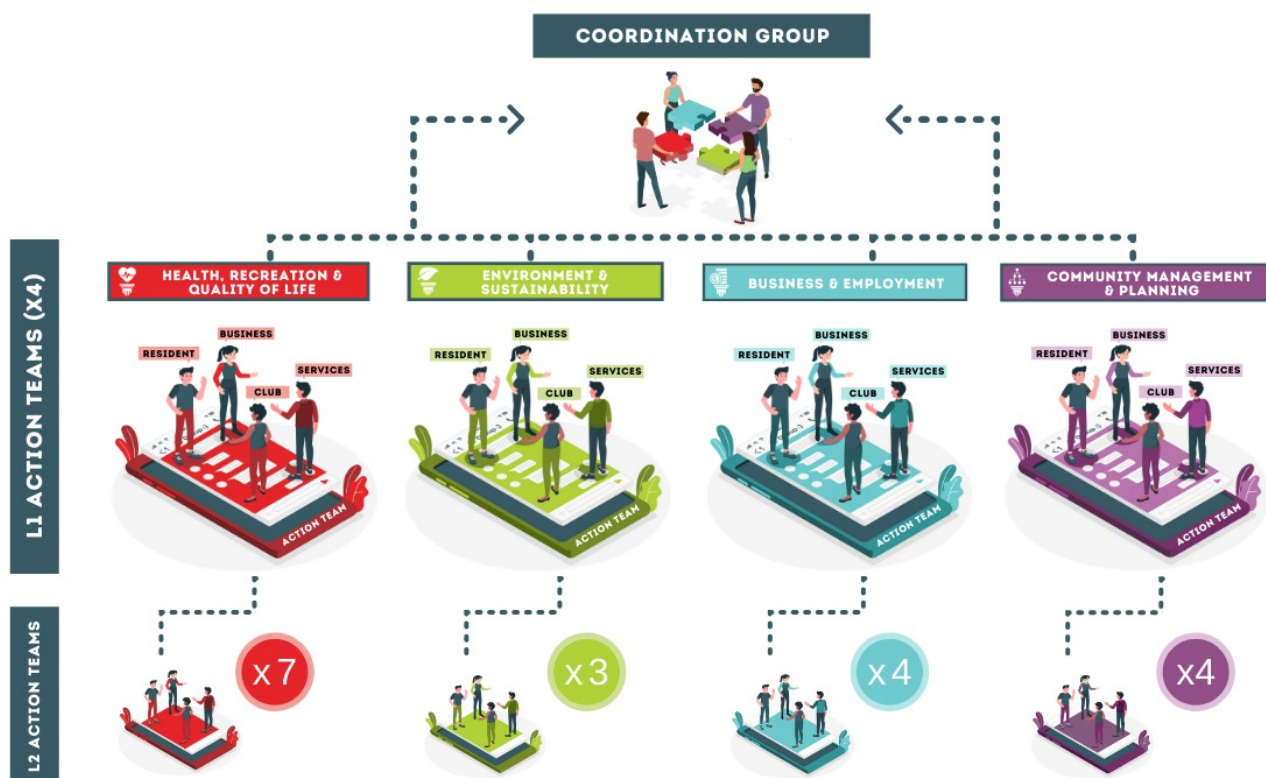
Step 1: Stakeholder Review

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

a Manage a register of local assets

b Survey local opinions/ideas

c Recruit & engage local action team

Outcomes

a Top down understanding of local stakeholders

b Bottom up understanding stakeholder perspectives

c Expand team, increase ambitions, plan succession

	Title	Type	#	Comment
	Audiovisual Equipment Installation (S674)	Business		
	Costume and Prop Hire Services (S796)	Business		
	Event Management Companies (S795)	Business		
	Music Venues (S535)	Business		

	Pubs & Bar (S400)	Business	
	Restaurants (S191)	Business	
	Van For Hire Service (S793)	Business	
	Videographer (S794)	Business	
	Arts Officer (S11)	Public Service	
	School - Secondary (S203)	Public Service	
	Acting Club (S272)	Club / Group	
	Arts Festival Group (S10)	Club / Group	
	Comhaltas Group (S52)	Club / Group	
	Drama Group (S83)	Club / Group	
	St Patrick's Day Parade Committee (S222)	Club / Group	
	Youth Clubs (S256)	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

![icon] Community Centres (A56)			
![icon] Dance Studios (A790)			
![icon] Library (A140)			
![icon] PA Systems (A791)			
![icon] Printing Services (A792)			
![icon] Rehearsal Studios (A789)			
![icon] School Hall (A788)			
![icon] Theatre (A233)			

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

3. Goals & Metrics Review

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	☑
Survey among people in the community to see how many people are interested in performing arts in seniors (M163)	Audit undertaken by arts organisation		☐
Survey among people in the community to see how many people are interested in participating in	Audit undertaken by arts organisation		☐

		Summary (M164)		
	How many performing arts events took place this year in your community (M165)	Audit undertaken by arts organisation		☐
	How many people have attended performing arts events in your community this year (M166)	Audit undertaken by art organisations		☐

	Title	Summary	☑	Comment
	Team Building, Management & Metrics - (G28)	- Bring together & organise local stakeholders to drive action - Plan and coordinate projects and volunteers - Collect key information, feedback and monitor progress	☐	
	Awareness, Understanding & Skills - (G29)	* Create awareness among local stakeholders * Educate local stakeholders to encourage better practise * Organise relevant training	☐	
	Preserve, Support & Develop - (G30)	* Protect, conserve & develop existing local assets and stakeholders * Support the creation of relevant new assets, stakeholders & services * Develop new ways of extending and improving local capacity	☐	

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

4. Project Register & Plan

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 - (G28)

- Bring together & organise local stakeholders to drive action - Plan and coordinate projects and volunteers - Collect key information, feedback and monitor progress

| Related Project Ideas	Rate	Comments
Film/Media Investment Drive (P342): Prepare relevant marketing material and sales plan to initiate a drive to attract large project in the arts/creative sector to invest in the locality		
Digital Film Group (P420): Organse a group who can make digital films on community issues and how can instruct other on digital filmaking. (Case Study: 152) Back to the Future – Film in the Community		
Collaborate With Drama Companies (P425): Develop a partnership with touring drama companies who could stage producitons in the locality. (Case Study: 157) Built to Last – 'Marriage Material'		
Networking/Cooperation Among Actors (P502): Fostering cooperation and networking among the local actors to take advantage of the great potentials that exist in outdoors tourism.		

Goal: Awareness, Understanding & Skills - (G29)

* Create awareness among local stakeholders * Educate local stakeholders to encourage better practise * Organise relevant training

Related Project Ideas	Rate	Comments
Film/Media Production (P341): Create a network to support businesses and extras from hte area who are open to work on film/media projects. Provide relevant training and create a network among interested individuals.		
Digital Media for Young People (P459):		

Related Project Ideas	Rate	Comments
Volunteers could instruct young people in digital media and this could lead them to develop their own production,. For example a documentary on the district.		
Organise Performing Arts Events (P495): Entry to all these buildings is free of charge. However in the case of a few events due to space restrictions and increasing popularity you will be required to book your place in advance. You must present your ticket on the day as refused entry may cause offence. (Case Study: 235) Cork City Heritage Open Day		
Promote Mental Health (P582): The Arts on Prescription project was originally modelled on a scheme focusing on promoting good mental health through engagement with the arts delivered by Stockport Primary Care Trust. (Case Study: 161) Ashfield DC Arts on Prescription Goes for a walk case study		
Organise Performing Arts for Young Children (P814): Introduce performances for young children under the age of 12 The principles of teamwork, self-belief and understanding can have their foundations, paving the way for further development as they grow older. (Case Study: 522) Flea Circus		
Organise Parents + Toddlers Classes (P816): Offer classes for parents and their children aged 0-4 years at the Studios at different times of year. (Case Study: 523) Echo Echo Parents & Toddlers		
Raise Awareness of Mental Health Prejudice Through Arts (P817): Create a consistent space in the national cultural calendar where citizens can be inspired through arts and cultural events to talk about mental health issues in a non-scripted manner (Case Study: 524) First Fortnight: Nefele Project		
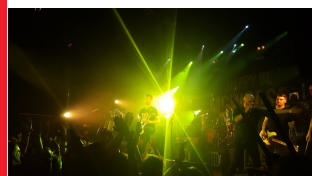
Goal: Preserve, Support & Develop - (G30)

* Protect, conserve & develop existing local assets and stakeholders * Support the creation of relevant new assets, stakeholders & services * Develop new ways of extending and improving local capacity
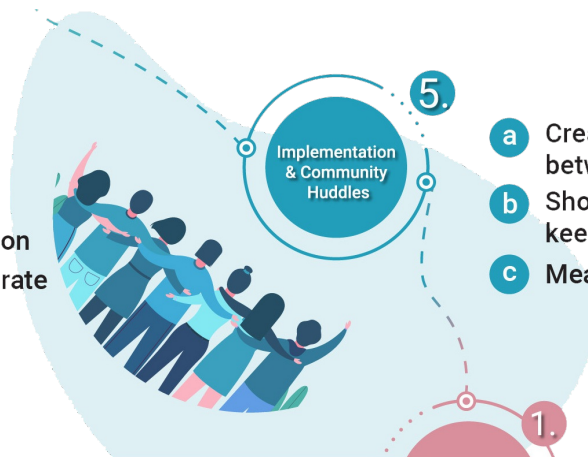
Related Project Ideas	Rate	Comments
Establish A Community Theatre (P375):		

Create a space for a local theatre for locally produced dramas and provide a venue for visiting artists. A venue could be established in a disused building and could be managed by a local committee.

Community Theatre (P376):
Create a community theatre for local productions and a venue for visiting artisits and groups.

(Case Study: 106) Aemilian Community Theatre Mallow

A Celebration of Older People (P408):
A celebration of the memories of older people. Their memories and stories can be turned into poems, songs and dramas by younger members of the community.

Actor In Residence (P421):
An experienced actor or a professional can be invited to support locals interested in acting and drama. They could help to develop local drama productions.

(Case Study: 153) What the Dickens?

Feelings & Memories for Older Generation (P482):
This project wants to bring memories, reflexions and feelings of older people back to life with music, theatre, humour and songwriting.

(Case Study: 140) Lifesongs

Celebrate People with Intellectual Disabilities (P813):
Driven the desire to grow a sustainable hub of inclusive creativity in our own community and create opportunities for people with intellectual disabilities to high-quality access training and opportunities in the theatre arts.

(Case Study: 521) Making Noise, Our Climate, Our Voice

Open Door Free Audition Scheme (P815):
Provide young adults from low-income households with financial support as well as a year-long programme of training, mentoring and other resources in preparation for, and in support of, drama school applications.

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.

Relevant/Supporting Organisations

Title	Comment
Dance Ireland Click here Dance Ireland is the representative body for dance in Ireland. They enable both professional artists and enthusiasts to achieve their creative potential.	
Youth Theatre Ireland Click here Youth Theatre Ireland is the national development organisation for youth theatre. We support a network of youth theatres who deliver year-round programmes of drama workshops and performance opportunities to young people aged 12 - 21 from cities, towns and villages across Ireland.	
National Youth Council of Ireland (nyci) Click here NYCI is the representative body for voluntary youth organisations in Ireland. They use our collective expertise to act on issues that impact on young people.	
Abbey Theatre Click here A national theatre that makes urgent theatre. Offers affordable ticket prices, with Early Bird tickets from €10, front row seats at €13 and our Free First Previews.	
The Arts Council Ireland Click here The Arts Council of Ireland is the Irish government agency for developing the arts. We work in partnership with artists, arts organisations, public policy makers and others to build a central place for the arts in Irish life.	
Culture Ireland Click here Culture Ireland promotes Irish arts worldwide. We create and support opportunities for Irish artists and companies to present and promote their work at strategic international festivals and venues. Develop platforms to present outstanding Irish work to international audiences, through showcases at key global arts events, including the Edinburgh Festivals	

global arts events, including the Edinburgh Festivals and the Venice Biennales.

Create Ireland [Click here](#)
Create is the national development agency for collaborative arts.Create believes that by working together, artists and communities can purposefully explore how collaborative arts engage in distinct, relevant and powerful ways with the urgent social, cultural and political issues of our times.

The Irish Street Arts, Circus & Spectacle Network(ISACS) [Click here](#)
Ireland's leading support and advocacy organisation for the development of Street Arts, Circus and Spectacle Art Forms in Ireland today. Represents over 100 member organisations and individuals across Ireland and beyond. Our members are interested in the development and growth of these dynamic and public art forms.