The Smart Community Management Manual

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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.
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.
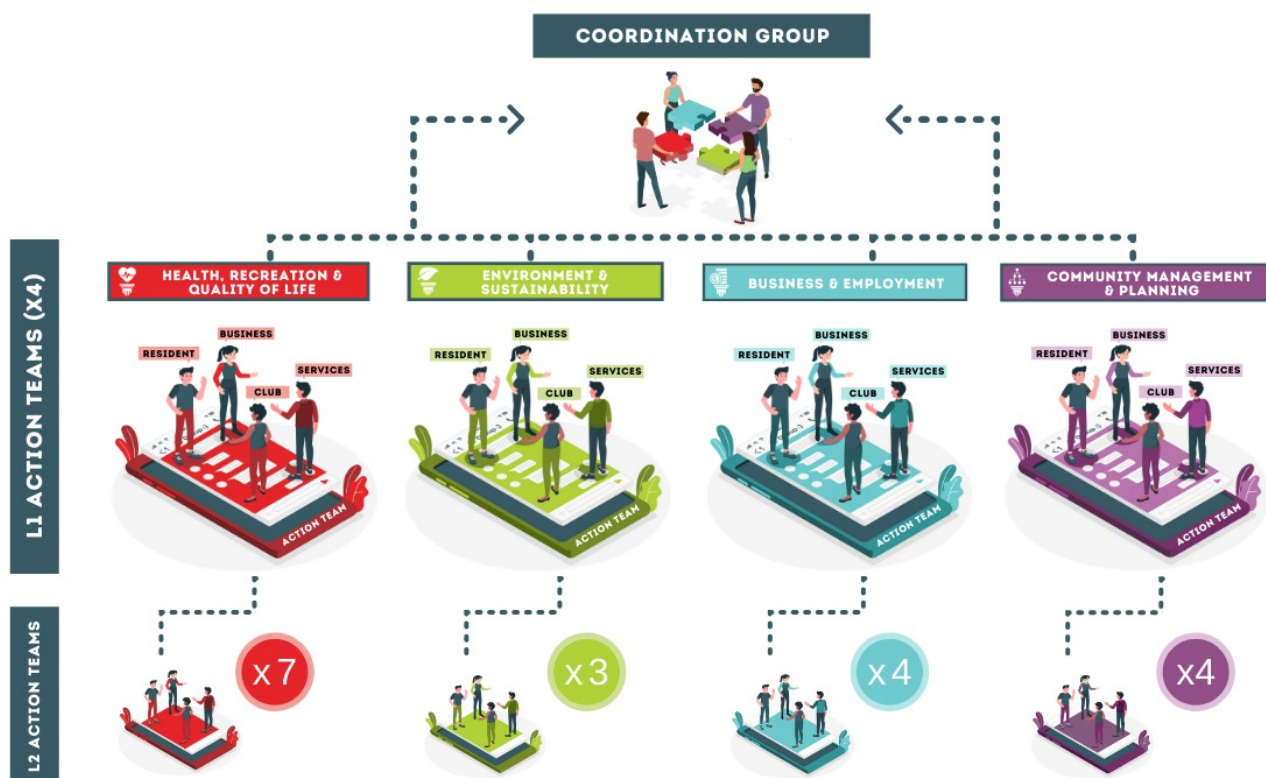
Step 1: Stakeholder Review

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
	Art Gallery (S660)	Business		
	Art Schools (S745)	Business		
	Costume and Prop Hire Services (S796)	Business		
	Dance School (S77)	Business		

	Event Management Companies (S795)	Business		
	Van For Hire Service (S793)	Business		
	Videographer (S794)	Business		
	Arts Officer (S11)	Public Service		
	School - Secondary (S203)	Public Service		
	Arts Festival Group (S10)	Club / Group		
	Camera Club (S31)	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.

2.
Asset Review

a Update register of local assets
b Undertake assessment of local assets
c Profile & discuss local assets

a Thematic database of all local assets
b Better understand, develop & maintain local assets
c Forum for cross community collaboration

	Title	#	Comments
	Community Centres (A56)		
	Gallery (A97)		
	Library (A140)		
	Local Band Stand (A142)		

	National Monuments Service (A877)		
🖨️	Printing Services (A792)		
🎭	Rehearsal Studios (A789)		

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	☑

	Title	Summary	☑	Comment
🙌	Team Building, Management & Metrics - (G34)	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	☐	

⬚	Awareness, Understanding & Skills - (G35)		☐	
⚙	Preserve, Support & Develop - (G36)	Create programs which help people of all different ages and skill level abilities to participate in the arts for affordable prices. This will increase the well being of the community as a whole. **** Access in the Arts Promote access in the arts for all citizens Create programs which help people of all different ages and skill level abilities to participate in the arts for affordable prices. This will increase the well being of the community as a whole. ***** Develop Visual Art Installation Locally Have more visual art installation throughout the community Promote ans support artists that will put up visual art installation and make it more popular across the entire community.	☐	

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 - (G34)

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.

Related Project Ideas	Rate	Comments
Promote Participation in Community (P110): Explain to community how to get involved in local issues and how local governance works. For example through worshops and presentations. (Case Study: 226) Local Democracy in Strasbourg (France)		
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		
Youth Arts Group (P392): A group for young people where they can be creative and have fun. It needs to be supervides and to have a suitable venue. (Case Study: 123) Mischief Maker Youth Group - Nottingham City Arts		
Feasibility Study on Public Art (P424): A study to determine the practicalities around public art and the costs of commissioning artworks for public spaces. (Case Study: 156) Shared Vision: Lessons in Public Art		
Young People and Digital Films (P458): A course run by volunteeers to instruct young people on digital filming and media. This could ultimately lead to local youth producing thier own digital movie/documentary.		

Goal: Awareness, Understanding & Skills - (G35)

Related Project Ideas	Rate	Comments
Art Therapy for Mental Wellbeing (P395): A course of classes or workshops that provide art therpay to those who are eperiencing mental health challenges. (Case Study: 127) Arts on Prescription - City Arts (Case Study: 265) Niche Community Arts for Health Project		
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		

Goal: Preserve, Support & Develop - (G36)

Create programs which help people of all different ages and skill level abilities to participate in the arts for affordable prices. This will increase the well being of the community as a whole. **** Access in the Arts Promote access in the arts for all citizens Create programs which help people of all different ages and skill level abilities to participate in the arts for affordable prices. This will increase the well being of the community as a whole. ***** Develop Visual Art Installation Locally Have more visual art installation throughout the community Promote ans support artists that will put up visual art installation and make it more popular across the entire community.

Related Project Ideas	Rate	Comments
Promote Local Talent (P49): Promote (and/or create) local events in order to showcase local talent		
Promote Participation in Community (P110): Explain to community how to get involved in local issues and how local governance works. For example through worshops and presentations.		

(Case Study: 226) Local Democracy in Strasbourg (France)

Public Arts & Craft Competition (P150):
Create a themed arts and craft competition and invite participant to display their entries around the town.

(Case Study: 253) Abbeyleix Snowman Competition

Retailers to Stock Local Arts/Crafts (P179):
Invite local retail businesses to sell arts and craft from the locality to be sold in local shops (resellers)

Arts for Discharged Mental Health Patients (P396):
An arts programme that offers supports to those who have been insitutionalised or treated for serious mental health illnesses.

(Case Study: 128) Arts In-Reach - Nottinghamshire Healthcare NHS Trust

Audio-Visual Film Production (P402):
A locally audio-visual film production that is made by local people. This can be used to publicise the needs of marginal groups such as the disabled and other vulnerable people. This could be therapeutic and help with social inclusion

(Case Study: 134) E.gress

Local Artist in Residence (P410):
Invite a local artist or someone from outside the area to provide art works and instruciton to people in the district.

(Case Study: 141) Lying in Wait

Community Artist for Young People (P415):
An artist who can support local youth to learn about art and to provide the supports that they need to create their own works.

(Case Study: 146) Cloudlands

Public Artworks in Community (P423):
A project to install public art in the area. This would involve commissioning a piece of work or having a piece donated.

(Case Study: 155) New Face in Town

Schools Collaborating with Galleries (P430):
A project where local students can visit and even ehibit work in galleries in the area or region.

(Case Study: 231) Inspired Responses at the Brindley

Young People and Digital Films (P458):
A course run by volunteeers to instruct young people on digital filming and media. This could ultimately lead to local youth producing thier own digital movie/documentary.

Older people attend arts events (P700):
Create a network of elderly people who are interested in arts and can be grouped together so they can go to local or regional events

(Case Study: 462) Clare cultural companions

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.

a Organise an annual public "Community Huddle",
b Team agree huddle plans, coordination and implementation
c Present individual plan & celebrate

a Creates meaningful engagement between local Teams
b Short, actionable recurring meeting keep teams on track
c Measures success/progress

5.
Implementation & Community Huddles

1.