

The Smart Community Management Manual

Chapter 13 - 1.3d) Arts Management & Curation



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.

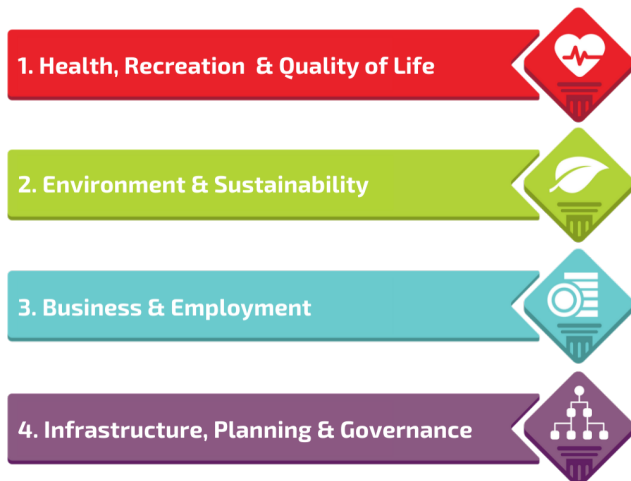


Stakeholders

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:



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.

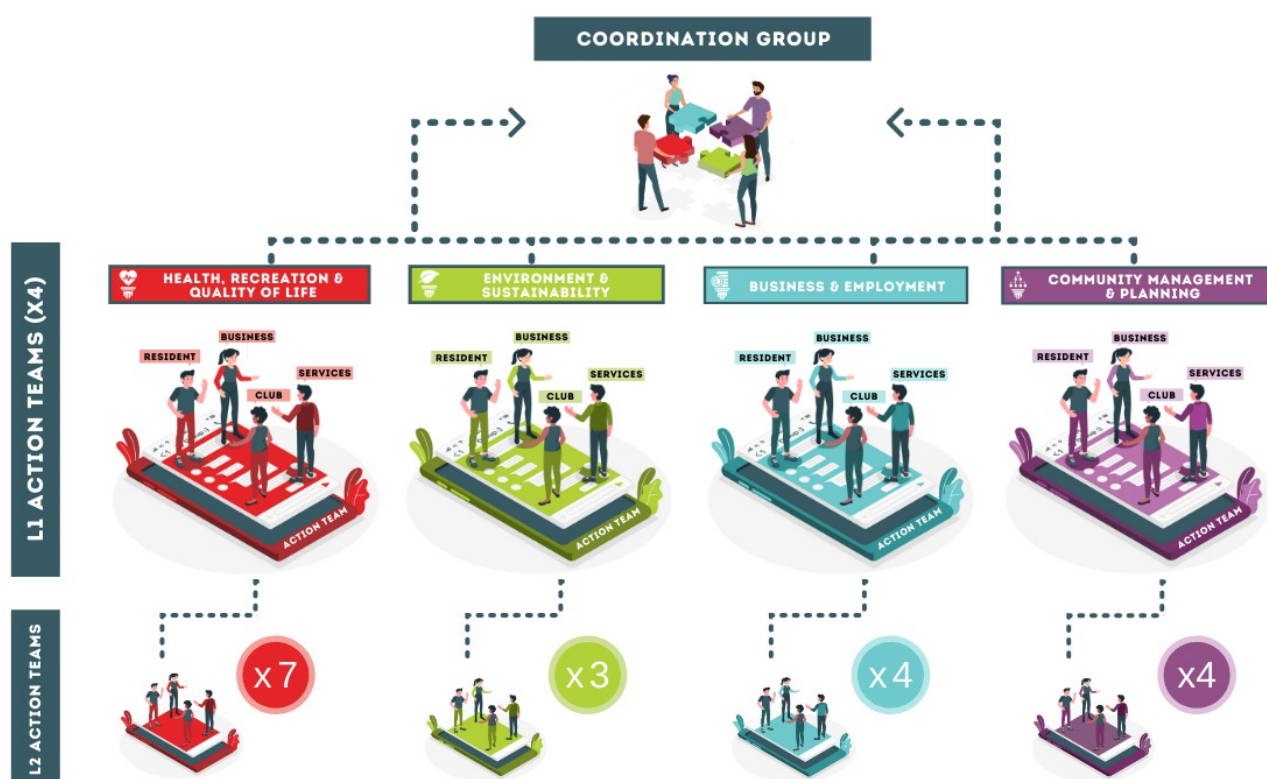
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

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

- 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
	Art Gallery (S660)	Business		
	Arts Officer (S11)	Public Service		
	Local Development Company (S146)	Public Service		
	Arts Festival Group (S10)	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
	Gallery (A97)		
	Library (A140)		



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.



Title	How is this data collected	Comment	<input checked="" type="checkbox"/>
Number of people involved in arts and culture across above	Through feedback from relevant members of the community (via surveys, interviews or other		<input type="checkbox"/>

metrics (M20)	feedback mechanisms).		
Number of venues, exhibitions and theaters (M81)	Desk Research		<input type="checkbox"/>
Quantify and categorise arts/creative equipment available to people/groups in the community (M82)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of art club (M83)	desk Research & http://www.youtharts.ie/		<input type="checkbox"/>
Number of artists in the locality (M84)	Desk research		<input type="checkbox"/>

	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G37)	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 - (G38)	Improve opportunities for people of all ages to come in contact with and participate in, a wide variety in the arts / creative disciplines.	<input type="checkbox"/>	
		Identify the needs of locals interested in the performing arts	<input type="checkbox"/>	



Preserve, Support & Develop - (G39)

interested in the performing arts and identify or create a space where they can comfortably practise and also perform. ***** Health/Wellness Benefit of the Arts Develop opportunities for arts to assist in promoting better local health and wellbeing The arts can play a beneficial role in promoting better health among the general community and also for those with specific health issues. Explore options and implement project which addresses this need. ***** Improve Access to Equipment for Local Arts Provide adequate arts equipment that can be utilised by the community Microphones, lighting, PA are all import tools for those involved in the performing arts. Look at ways of providing this equipment in a cost effective and easy to organise manner to locals arts projects.

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 - (G37)

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
Outdoor Visual Arts Exhibition (P3): An outdoor exhibition of local arts/ crafts and possibly also works from those from other communities. See http://www.waterfordwalls.ie/ (Case Study: 433) Nature and outdoor tourism – cooperation and networking for local business		
Create a Local Music Appreciation Club (P149): Encourage the development of local music appreciation club in the community. (Case Study: 88) Croi Glan		
Youth Arts Group (P392): A group for young people where they can be creative and have fun. It needs to be supervised and to have a suitable venue. (Case Study: 123) Mischief Maker Youth Group - Nottingham City Arts		
Collaboration with National Arts Groups (P412): A project can be developed between local artists and people. These partnerships can help residents to create artworks that have some personal significance. (Case Study: 143) Bedside		
Case studies on art therapy (P417): A group could research art therapy projects and see how they could be applied to the local community (Case Study: 148) Arts & Well-being: 2 Case Studies from Creative Encounters		
Body Arts (P643): Marabal is an organization that works with body arts as a creative means and source for personal, professional and social development. They believe in arts as a form of self-expression accessible to everyone and as a tool to foster social change and well-being. (Case Study: 222) Marabal Association, Community based Social Theatre, Barcelona, Catalonia (Spain)		



Goal: Awareness, Understanding & Skills - (G38)

Improve opportunities for people of all ages to come in contact with and participate in, a wide variety in the arts / creative disciplines.

Related Project Ideas	Rate	Comments
<p>Create Local Book Club (P148): Encourage the development of local book clubs for different age groups in the community.</p> <p>(Case Study: 256) Cork City Library Book (Case Study: 257) Tipperary Book Clubs</p>		
<p>Create Exhibition of Retiree Works (P151): Art and craft works created by local retired people as part of a group or on their own initiative. This group meets up once a week in the Parish Centre on Herbert Road for classes. The exhibition was open to members of the public as well as the art group behind the event.</p> <p>(Case Study: 252) Bray Active Retirement Association art exhibition</p>		
<p>Start On-street Arts Performance (P178): Using local actors, organise a street performance in public to encourage locals to understand and appreciate local arts groups</p> <p>(Case Study: 125) Street Dance - Dance4 with Lone Twin</p>		
<p>Develop Local Arts Trail (P186): Develop a trail around the community (walk/cycle/car) where people can visit the principal art installations or areas of interest</p> <p>(Case Study: 80) Creational Trail/ The artery</p>		
<p>Develop Local Street Art (P187): A project to encourage local street artists. This could become a festival of street art.</p>		
<p>Inter-generation Arts Skills share (P188): Create a group similar to coder dojo for the tech sector where local artists transfer their expertise to local kids.</p>		
<p>Community Arts Education Project (P394): A project to help local people of all ages to learn more about arts and receive instructions on photography, painting and poetry.</p> <p>(Case Study: 126) Diane Arbus Learning Project - Nottingham Contemporary</p>		
<p>Art Therapy for Mental Wellbeing (P395): A course of classes or workshops that provide art</p>		

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		
Study Youth Arts Groups (P426): A study of how art can be used to help youth and to deal with issues such as social exclusion.		
(Case Study: 158) Being Here – Youth Focused Arts		

Goal: Preserve, Support & Develop - (G39)

Identify the needs of locals interested in the performing arts and identify or create a space where they can comfortably practise and also perform. ***** Health/Wellness Benefit of the Arts Develop opportunities for arts to assist in promoting better local health and wellbeing The arts can play a beneficial role in promoting better health among the general community and also for those with specific health issues. Explore options and implement project which addresses this need. ***** Improve Access to Equipment for Local Arts Provide adequate arts equipment that can be utilised by the community Microphones, lighting, PA are all import tools for those involved in the performing arts. Look at ways of providing this equipment in a cost effective and easy to organise manner to locals arts projects.

Related Project Ideas	Rate	Comments
Promote Local Talent (P49): Promote (and/or create) local events in order to showcase local talent		
Assess Inward Arts Investment Potential (P152): Assess potential of inward investment in the creative sector. Assess the local physical features and skills base and their relevancy to various forms of businesses in the creative sector (Case Study: 83) Investing in Creativity A Study of the Support Structure for U.S. Artists		
Develop Spaces for Local Artists (P173): Find and develop buildings or rooms in the community which can be used as either practise or places to perform for local arts groups.		
Provide Cost-Effective Facilities (P194): Providing equipments and facilities such as microphone, megaphone and necessary tools for art performance		

[\(Case Study: 69\)](#) Spark 2015 Creative Residencies

Provide Suitable Venues [\(P195\)](#):

Providing a suitable venue for art performance in the local community

[\(Case Study: 87\)](#) Wellbeing case studies of Arts Council of Wales venues and exhibitions

Promote Youth Health [\(P198\)](#):

Art can help increasing well-being of young people. It considered as a useful tool for preventing suicide, stress relief and help mental pressure art activities can also help building self confidence for young people

[\(Case Study: 84\)](#) Poems for Patience

Arts Therapy for Mental Health [\(P199\)](#):

By supplementing medicine and care, the arts can improve the health of people who experience mental or physical health problems. Engaging in the arts can promote prevention of disease and build well-being

[\(Case Study: 85\)](#) The Connection Between Art, Healing, and Public Health: A Review of Current Literature

Community Theatre [\(P376\)](#):

Create a community theatre for local productions and a venue for visiting artists and groups.

[\(Case Study: 106\)](#) Aemilian Community Theatre Mallow

Arts for Discharged Mental Health Patients [\(P396\)](#):

An arts programme that offers supports to those who have been institutionalised or treated for serious mental health illnesses.

[\(Case Study: 128\)](#) Arts In-Reach - Nottinghamshire Healthcare NHS Trust

Provide Arts For The Vulnerable [\(P399\)](#):

Provide arts workshops to at risk groups and integrate them into the cultural life of the community

[\(Case Study: 131\)](#) Access to Arts - Double Impact

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

Develop an Artistic Hub [\(P419\)](#):

A community can get together and establish an artistic hub. This can be used by local groups and visitors.

[\(Case Study: 151\)](#) Dual in the Crown

Develop a Drama Therapy Project [\(P429\)](#):

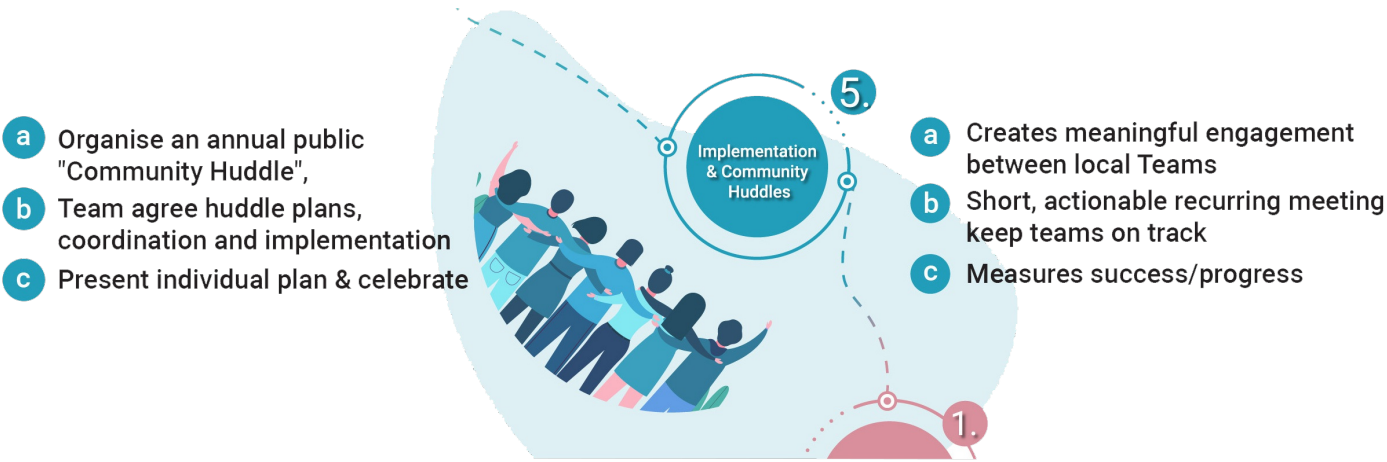
A project involving an actor working with local people who have issues and challenges such as a lack

people who have issues and challenges such as a lack of confidence.		
Community Groups Visiting Galleries (P431): Organise regular visits by community groups to exhibitions in galleries. (Case Study: 162) Inspired Responses at the Brindley		
Community Engagement Training for Artists (P432): Training for local artist in how they can support others in the community . For example, run workshops for locals interested in some branch of the arts (Case Study: 163) European Residency News from Staffs CC: Residency- Creative tools to empower artists & communities		
Enhance Collaboration between Local Artists and Residents (P433): National arts organisation can work with people of all ages who are marginalised to become involved in the arts. (Case Study: 164) ArtsConnect: Being Creatively Active		
Setup A Festival (P503): A week of uninhibited imagination, creativity, music, food and fun and above all else the scarecrows who turn up with your laughter in mind. The festival can only happen with the help and support of our sponsors and volunteers and as always we would like to thank them for everything they do. (Case Study: 254) Durrow Scarecrow Festival		
Promote Local Activities via SM Profiles (P677): In the creation of social media profile for the community, there should be separation of profiles depending on areas of interest. Creation of a social media profile dedicated to local activities such as sports, arts, festivals etc		
Host A Pop Up Museum (P723): A Pop Up Museum usually lasts for a few hours on one day. Popping up in unorthodox arts spaces, like libraries, town squares, parks or even a local cafe. Pop Up Museums focus on bringing people together in conversation through stories, art, and objects. They can happen anytime, anywhere, and with any community.		

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	
<input type="checkbox"/>	The Carlow Storytellers The Carlow Storytellers perform a rich variety of music, poetry and drama. Their shows are not to be missed and audience participation is encouraged!		
<input type="checkbox"/>	Carlow Choral Society Established in 1965, Carlow Choral Society perform at the forefront of musical life in Carlow. Rehearsals Monday's @ 7.45pm Carlow Cathedral Parish Centre		
<input type="checkbox"/>	Kilkenny Film Club		
<input type="checkbox"/>	Banagher Drama We are an amateur Drama Group based in the Midlands in Co.Offaly. We have been in existence for over 25 years and continue to produce top quality theatre for your entertainment		
<input type="checkbox"/>	Portlaoise Market Local Monthly Market with a variety of Arts, Crafts, Music and Artisan Foods taking place in Kavanaghs Courtyard every Saturday from 11am-5pm.		