

# The Smart Community Management Manual

## Chapter 15 - 1.4b) Poverty Reduction



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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.

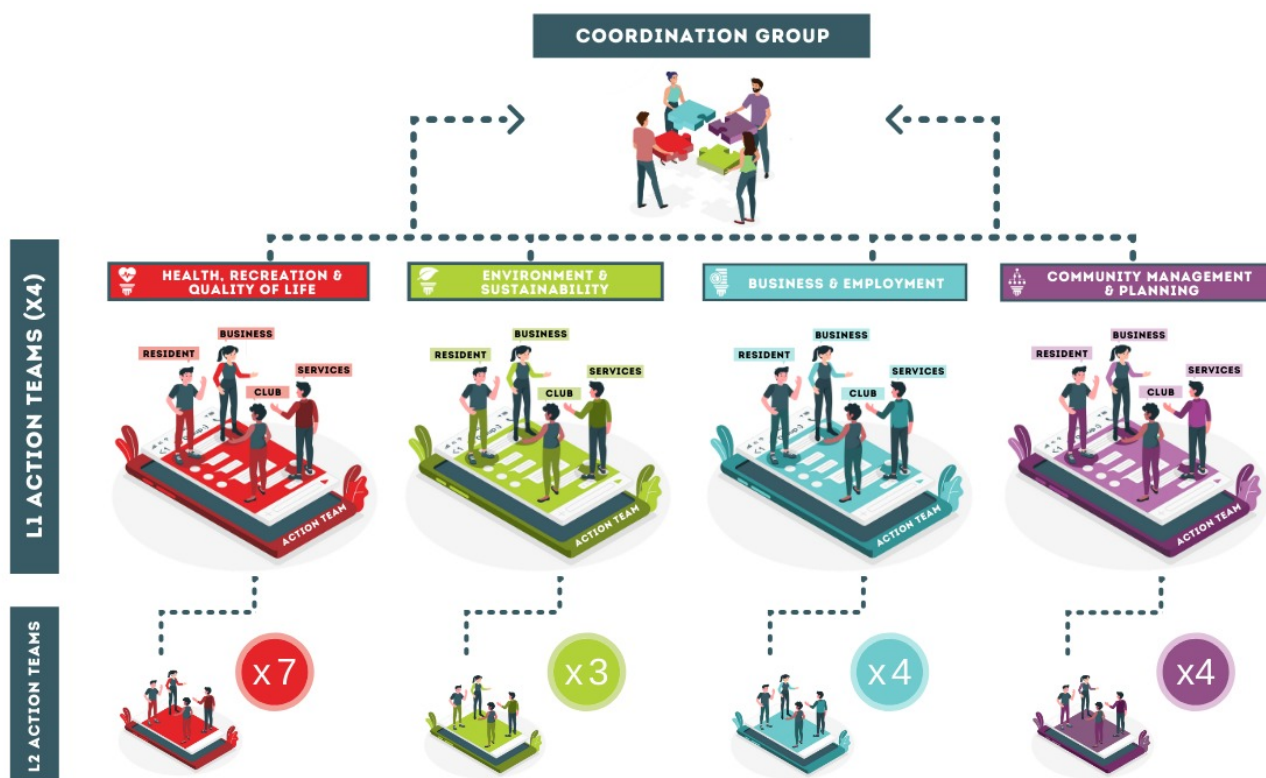
## How to use this manual to build a local action team?

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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
	Bank ( <a href="#">S418</a> )	Business		
	Credit Unions ( <a href="#">S420</a> )	Business		
	Registered Charities in Benefacts Database of Irish Profit ( <a href="#">S884</a> )	Business		
	Addiction Clinics ( <a href="#">S2</a> )	Public Service		

	Community Housing Organisation ( <a href="#">S822</a> )	Club / Group		
	Meals on Wheels ( <a href="#">S153</a> )	Club / Group		
	Parents ( <a href="#">S828</a> )	Individual		
	Unemployed ( <a href="#">S831</a> )	Individual		

## 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
	Citizens Information Centres ( <a href="#">A47</a> )		
	Homeless Shelter ( <a href="#">A116</a> )		
	Hostel ( <a href="#">A119</a> )		
	Intercultural Centres ( <a href="#">A123</a> )		
	Social Housing ( <a href="#">A213</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"/>
The number of social housing units available within the community (M94)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
The number of community residential housing available for the elderly within the community (M95)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
The number of community housing projects for individuals with special needs or mental health issues (M96)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
The number of homelessness people in the community (M97)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number and names of community groups or organisations currently tackling homelessness within the community (M98)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Level of financial assistance within the community for homeless families and individuals (M99)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>

	Title	Summary	<input checked="" type="checkbox"/>	Comment
		Food poverty is defined as 'the inability to afford or have reasonable access to food which provides a healthy diet'. Food	<input type="checkbox"/>	





### Team Building, Management & Metrics - (G43)

provides a healthy diet'. Food poverty is multidimensional, referring not only to the lack of access to a nutritionally adequate diet but also to the related impacts on health, culture and social participation. Working with relevant local stakeholders, communities should work to understand and address local food poverty issues in the community.



### Awareness, Understanding & Skills - (G44)



### Preserve, Support & Develop - (G45)

Fuel poverty is an issue in many communities. Communities should seek to support local organisations who provide related services local including charities and public health services.



## 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 - (G43)

Food poverty is defined as 'the inability to afford or have reasonable access to food which provides a healthy diet'. Food poverty is multidimensional, referring not only to the lack of access to a nutritionally adequate diet but also to the related impacts on health, culture and social participation. Working with relevant local stakeholders, communities should work to understand and address

Related Project Ideas	Rate	Comments
<p><b>Setup A Community Shop (P315):</b> Caters for struggling individuals and families by using unwanted supermarket stock to tackle food poverty. Stores with surplus produce donate food to the community shop.</p> <p><a href="#">(Case Study: 9)</a> Community Shops</p>		
<p><b>Community Cafe (P316):</b> Community Cafés to bring all elements of communities together with the belief that no longer should those affected by food poverty eat alone, these centres should be professional cafes where all can break bread and enjoy a meal, the days of soup kitchens in modern society should be over, poverty is not as obvious as it use to be, breakfast clubs for local schools etc.</p> <p><a href="#">(Case Study: 8)</a> Community Cafes <a href="#">(Case Study: 221)</a> LUV cafe (Glasgow, UK)</p>		
<p><b>Community Food Initiatives Program (P318):</b> The Community Food Initiatives Programme aims to positively influence the eating habits of families in low income communities by making food skills more mainstream and healthy food more accessible.</p> <p><a href="#">(Case Study: 7)</a> Community Food Initiatives</p>		
<p><b>Food Cloud App (P319):</b> FoodCloud connects businesses that have too much food to charities in their community that need food through an app and website. Through its community Food Rescue Project, FoodCloud aims to help communities across Ireland ensure that no good food goes to waste where people are going hungry.</p> <p><a href="#">(Case Study: 6)</a> FoodCloud App</p>		
<p><b>Cold Weather Risk Register (P324):</b> A community support network will help to identify households/individuals who may need additional supports during periods of cold weather. Community groups will identify the households /individuals within the area who would avail of their services. Members of this volunteer group would visit these homes and ensure that individuals (in particular the elderly) are coping sufficiently during cold weather conditions.</p>		
<p><b>Introduce A Cooking Workshop (P618):</b> In order to foster citizens' interaction and social cohesion in your area, introduce cooking workshops for the citizens .</p> <p><a href="#">(Case Study: 406)</a> GAL'otte – fostering networking between citizens</p>		



## Goal: Awareness, Understanding & Skills - (G44)

Related Project Ideas	Rate	Comments
<b>Sustainable Food Education Project (<a href="#">P356</a>):</b> A project to teach and educate people of all ages how to how to grow and consume food in an environmentally sustainable way, using sustainable land management practices.  <a href="#">(Case Study: 441)</a> The Edible Landscape Project		
<b>Devise Children Games (<a href="#">P476</a>):</b> Use games to help local children better understand poverty		



## Goal: Preserve, Support & Develop - (G45)

Fuel poverty is an issue in many communities. Communities should seek to support local organisations who provide related services local including charities and public health services.

Related Project Ideas	Rate	Comments
<b>Improving Housing Quality (<a href="#">P226</a>):</b> The problems of fuel poverty lie in the quality of housing. We have far too many poor quality, draughty homes in Ireland. The priority for Government is to improve the thermal efficiency of as many of those homes as possible. - See more at: <a href="http://www.seai.ie/News_Events/Press_Releases/2013/-Energy-efficient-homes-is-the-long-term-solution-to-fuel-poverty-Rabbitte-.html#sthash.aG6X5HgJ.dpuf">http://www.seai.ie/News_Events/Press_Releases/2013/-Energy-efficient-homes-is-the-long-term-solution-to-fuel-poverty-Rabbitte-.html#sthash.aG6X5HgJ.dpuf</a>		
<b>Warmer Houses Scheme (<a href="#">P322</a>):</b> Sustainable Energy Authority Ireland (SEAI's) Low Income Housing Programme was set up to help establish and implement a national plan of action to was set up to help establish and implement a national plan of action to This scheme aims to improve the energy efficiency and comfort conditions of homes occupied by low-income households, and to establish the systems and growing the capacity in Ireland to install such measures.		
<b>Host An Energy Shop (<a href="#">P326</a>):</b> An energy advice service run by community groups to		



help local people living in fuel poverty

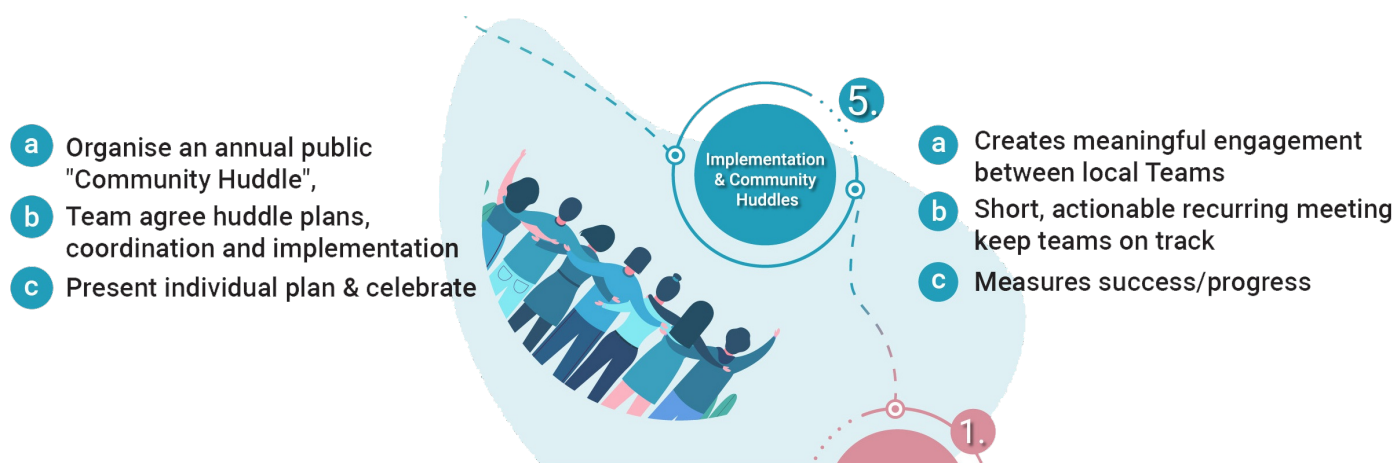
**Promote Locally Produced Food (P491):**

An organisation to promote locally produced high quality fresh food for public schools.

(Case Study: 300) Sustainable local food 2013

## 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.



### Sample Local commitments

#### Direct Service Provider



- To Offer Professional Skills Directly/ Assist in job Training: Utilize your professional services and skills to mentor/support disadvantaged people. ☐

#### I live locally



- To Become an Advocate for Homelessness: Before you do anything else, educate your friends and family about the realities of homelessness. Help to lessen the stigma around homelessness ☐

## Relevant/Supporting Organisations

**Action for Community Development**

Vision: The integral development of communities for a world without poverty.

**Community Platform**

<http://communityplatform.ie/about-us/>

Founded in 1996, the Community Platform is an alliance of national networks and organisations in the community and voluntary sector working to address poverty, social exclusion and inequality. The Community Platform was set up to be a collective critical voice for equality, rights and anti-poverty interests at a national level.