eTOWNZ

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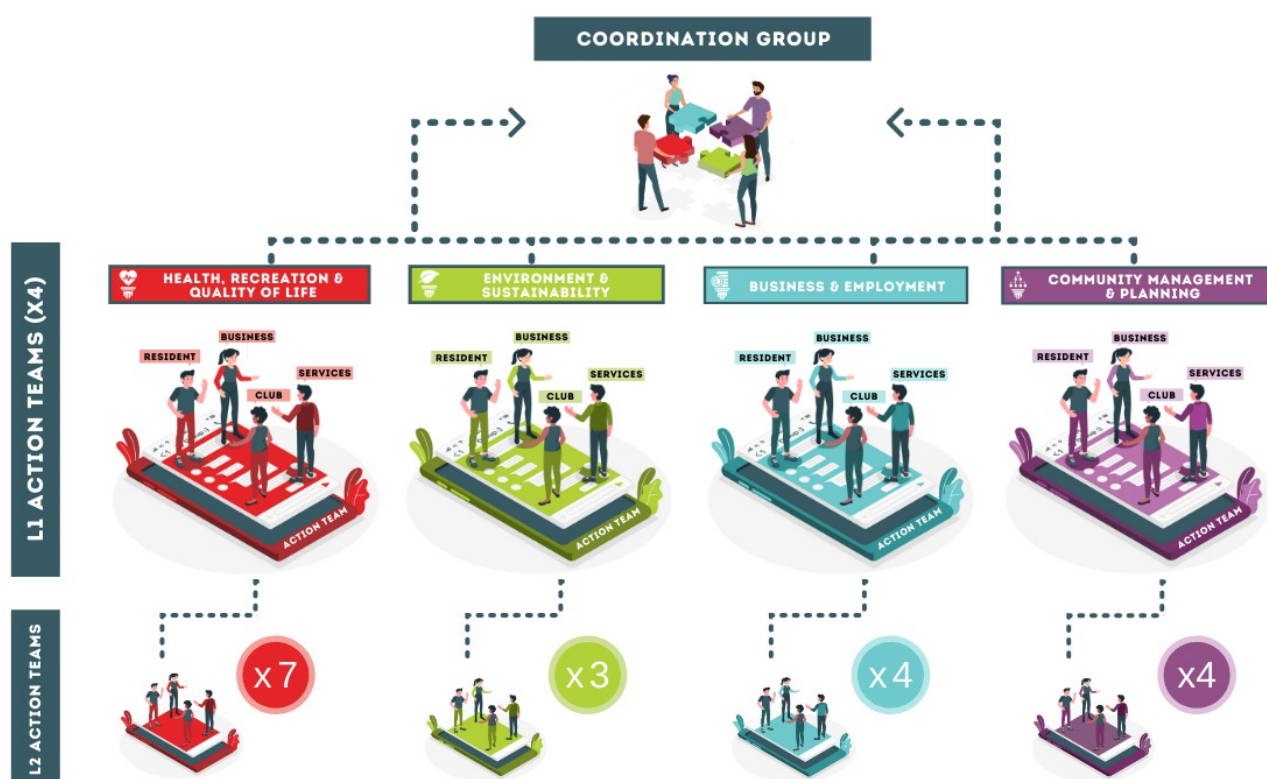
How to use this manual to build a local action team?

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
	Cardiologists (S499)	Business		
	Counselling & Mental Health (S502)	Business		
	Day Spas (S447)	Business		
	First Aid Training (S384)	Business		

	Home Services (S115)	Business	
	Hospitals (S506)	Business	
	Massage Parlour (S451)	Business	
	Medical Centres (S507)	Business	
	Addiction Clinics (S2)	Public Service	
	Carers Group (S227)	Club / Group	
	Meals on Wheels (S153)	Club / Group	
	Persons with: Addiction Problems (S835)	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.

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
	Citizens Information Centres (A47)		
	Community Health Scheme (A63)		
	Daycare Centre (A78)		
	Defibrilator (A80)		

🏥	**Doctor's Surgery** (A82)		
🏠	**Homeless Shelter** (A116)		
💤	**Hostel** (A119)		
⛪	**Intercultural Centres** (A123)		
🏥	**Private Hospital** (A787)		
🏥	**Public Hospital** (A117)		
🌲	**Public Park** (A179)		
🪑	**Public Seating** (A182)		
🏢	**Respite Facilities** (A190)		

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
	Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of	☐	

	Team Building, Management & Metrics - (G49)	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.		
	Awareness, Understanding & Skills - (G50)		☐	
	Preserve, Support & Develop - (G51)	There are issues of rural isolation in many parts of the country and how long it can take emergency services to reach everyone in the community. It's a useful exercise to estimate the travel time to each area of the local catchment for a range of emergency services including fire, police and emergency health services. By understanding such reaction times, the community may feel the need to set up local community alert or first responder health teams.	☐	

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.

4

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

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 - (G49)

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
Defibrillator Training (P113): Organise for group of strategic local people to recieve training in the use of defibrilators		
Defibrillator Maintenance (P114): Put in place a defibilator maintenance schedule and ensure responsibility is clearly assigned and signed for		
Providing Family Reunification Assistant (P276): Persons granted refugee status are entitled to apply for family reunification for additional family members. This process takes a legal procedure and involves bureaucratic works that are not possible for a newly arrived refugee to deal with.		
Integration of Visually Impaired (P570): A Latvian association that promotes social integration of visually impaired people, used EAFRD support to purchase 3D printing equipment for producing signs, maps and educational material.		

(Case Study: 295) Purchase of 3D printing Equipment for Increasing Quality of Services to the Visually Impaired

Goal: Awareness, Understanding & Skills - (G50)

Related Project Ideas	Rate	Comments
Defibrillator Awareness Knowledge (P112): Undertake local awareness campaign to ensure everyone knows how to access defibrilators		
Refugee/Asylum Seeker Information (P273): Most of Asylum seekers on arrival are in need of shelter, food and health. the Irish government provides all basic services to asylum seeker in the DP. Setting -up an information centre for asylum seekers and refugee with relation to their health, shelter and other need available in the local area would enhance the quality life of asylum seekers (Case Study: 26) Un/settling Angels: Faith-Based Organizations and Asylum-Seeking in the UK (Case Study: 33) Integration and Support Unit		

Goal: Preserve, Support & Develop - (G51)

There are issues of rural isolation in many parts of the country and how long it can take emergency services to reach everyone in the community. It's a useful exercise to estimate the travel time to each area of the local catchment for a range of emergency services including fire, police and emergency health services. By understanding such reaction times, the community may feel the need to set up local community alert or first responder health teams.

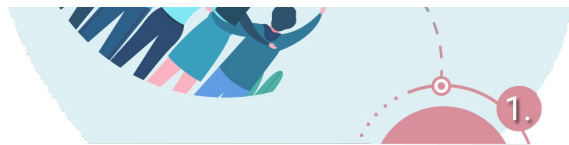| Related Project Ideas	Rate	Comments
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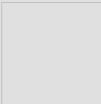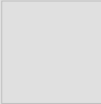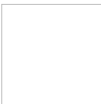|		
ensure responsibility is clearly assigned and signed for		
Provide Assistive Technology (P303): To ensure the safety of individuals living on their own, an emergency response service is an effective way to ensure that help arrives if they are to get into any health difficulty or accident within the home environment. By having this system it also ensures that the individual has the opportunity to live independently for a longer period of time. (Case Study: 11) Buddi System		
Review Telemedicine Solutions (P338): Telemedicine systems consist of a digital network including a high-quality two-way video and audio conference facility, which allows doctors, nurses, and patients to interact safely and securely over long distances. Other clinical information such as brain scan images can be linked to the system and seen remotely by a doctor from another hospital or home using high speed-data transmission.		
General Practitioner (GP) House Calls (P339): Communities in rural Ireland are being stripped of the key supports that make them viable and the loss of GP services in an area could have catastrophic consequences for people in that area. It is important that communities have access all available health services. It is important that doctor house calls and GPs in rural areas stay viable.		
Access to Medical Service (P530): The 'Mallu does the rounds' project provided an easy-to-access medical service to people in rural areas of Finland using the Mallu bus. (Case Study: 312) Mallu does the rounds		

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

Relevant/Supporting Organisations

Title	Comment
Tralee Community Responders Tralee Community Responders is a voluntary organisation which will provide a 24/7 team of trained responders to assist the National Ambulance Service.	
Offaly Positive Ageing Week Positive Ageing Week highlights the positive aspects of ageing and celebrates the contribution older people make to their communities	
Down Syndrome Ireland "Laois Branch" The Principle Voluntary Association dedicated to the Support, Education, Health, Welfare, Wellbeing and Independence of people with DS. Co. Laois, Ireland.	
Kildare Business Wisdom Council Kildare Business Wisdom Council is a group of people working together to enhance revenue for our local business communities. Join in - its fun!	
Age & Opportunity Age & Opportunity is the national organisation that works to inspire and to create opportunities so that we can live healthy and fulfilling lives as we age	