

The Smart Community Management Manual

Chapter 42 - 3.11c) Arts & Creative Economy



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.

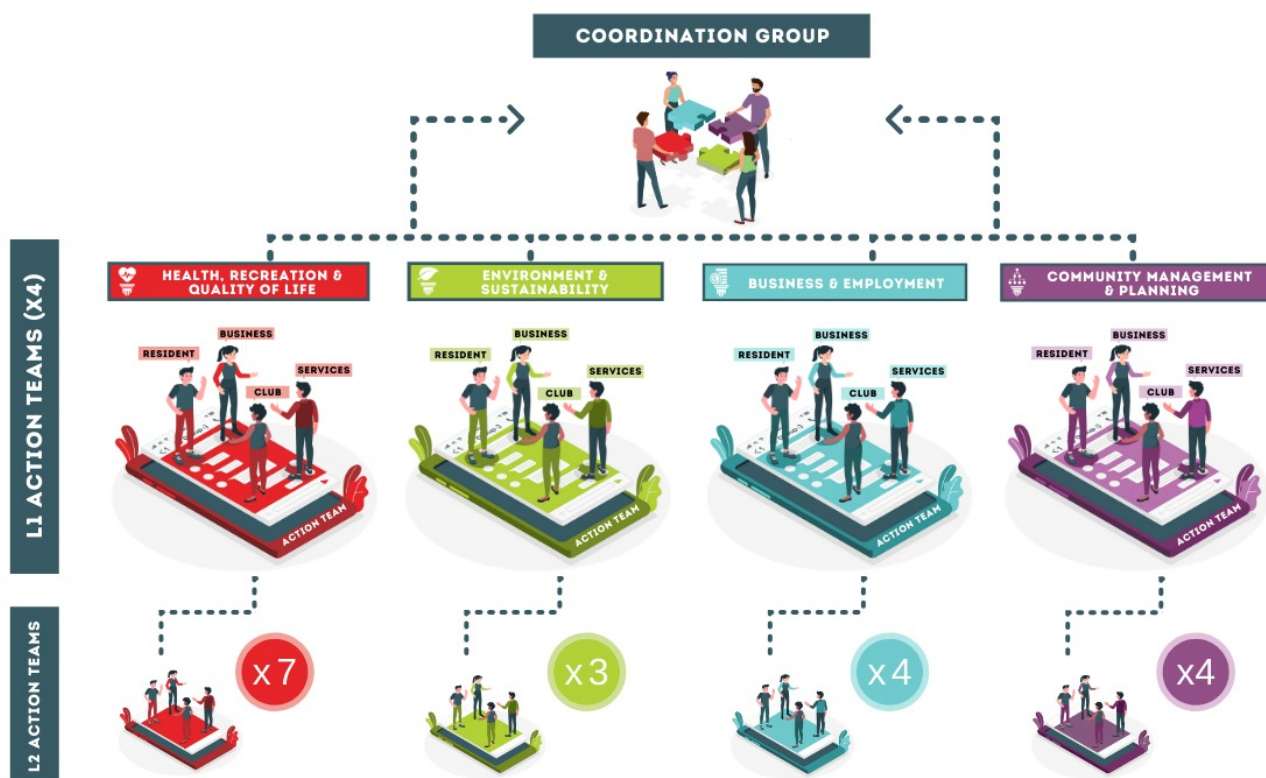
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

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 & Crafts Retailers (S608)	Business		
	Film Production (S411)	Business		
	Photographers (S414)	Business		

	Pubs & Bar (S400)	Business		
	Van For Hire Service (S793)	Business		
	Videographer (S794)	Business		
	Wedding Supplies (S416)	Business		
	Career Guidance Officer (S37)	Public Service		
	Local Enterprise Office (S148)	Public Service		
	Acting Club (S272)	Club / Group		
	Amateur astronomy Club (S310)	Club / Group		
	Arts Festival Group (S10)	Club / Group		
	Camera Club (S31)	Club / Group		
	Comhaltas Group (S52)	Club / Group		
	Street Performer (S225)	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
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Community Owned PA [\(A67\)](#)



Gallery [\(A97\)](#)



Library [\(A140\)](#)



Printing Services [\(A792\)](#)



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





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	<input checked="" type="checkbox"/>
How many creative/arts groups exist in the locality? (M9)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of creative businesses (M15)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of creative educators in the area (M19)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number art business (M46)	Desk Research		<input type="checkbox"/>
Local professional artists (M47)	Simple community survey		<input type="checkbox"/>

How many jobs created by FDI in past 10years in your area (M48)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
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	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G125)	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 - (G126)		<input type="checkbox"/>	
		There are perhaps many creative people in the community who would be interested in working full time, or having a side live business in the creative sector. Recognise the needs of this group and implement measures to support them ***** Partner Local Arts with Business Community Identify and support integration and mutual support between local creative sector and the wider business community There are a variety of ways the local arts community can provide services to wider local business such as through graphic design,	<input type="checkbox"/>	



Preserve, Support & Develop - (G127)

photography, creative writing and so on. These opportunities should be promoted. Local businesses could also support the local creative sector by selling pieces or promoting projects, such activities help to build stronger bonds and creates new opportunities for both groups. ***** Inward Investment in Local Arts Sector Encourage businesses in the creative sector to locate and invest in the area. The creative and arts sector is a multi-million Euro industry in Ireland. Film production, music and arts festivals can result in significant inward investment in the local community. Identify opportunities for this type of inward investment and implement a plan to encourage this activity.

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.

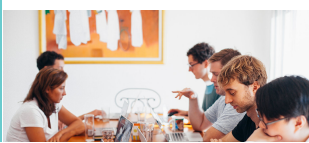
- a Add new & update existing projects in project register
- b Review completed projects, document learnings & celebrate successes
- c Discuss, agree, prioritise and schedule projects for the coming year



- 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 - (G125)

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





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Related Project Ideas	Rate	Comments
Creative Businesses (P51): Town survey of creative businesses		
Conduct Local Art Sector Survey (P221): The local audit is a useful exercise in understanding the numbers involved in the local arts sector. In the next phase, we suggest distributing surveys to relevant local groups. The surveys allows us to gain another level of understanding of local issues and opportunities. Surveys may be distributed to some or all of the following: Local artists and those involved in local creative sectors. Local people. Local community groups Local business.		
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 - (G126)

Related Project Ideas	Rate	Comments
Business Training for Arts Sector (P377): Workshops or courses to help those who want to have a career in the arts or the creative economy. (Case Study: 107) Arts Entrepreneurship Training		
Community Creativity Exchange (P400): An exchange where people can provide art works and advice to others and where local people can		

and advice to others and where local people can receive instructions from local artists/craftpersons.

[\(Case Study: 132\)](#) Creative Exchanges

Soap Production and Training [\(P506\)](#):

Renovate the community centre to support soap production and training courses. This could potentially turn the community into a tourist attraction.

[\(Case Study: 279\)](#) The Soap House

Goal: Preserve, Support & Develop - (G127)

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Related Project Ideas	Rate	Comments
Creative Businesses (P51) : Town survey of creative businesses		
Market the Area to Creative Companies (P153) : Create a presentation and supporting documents which outline why to consider the area and initiate measures to make contact and promote the concept with relevant companies		
Provide Training in Arts Entrepreneurship (P172) : Provide training to people involved in the local arts sector in entrepreneurship specific to the needs of the creative sectors		
Detailers to Stock Local Arts/Crafts (P179) :		

Retailers to Stock Local Arts/Crafts (P177): Invite local retail businesses to sell arts and craft from the locality to be sold in local shops (resellers)		
Local Employment Assessment (P180): Develop a local brand so people can recognise and appreciate local arts and crafts.		
Buy Local Arts/Crafts Campaign (P181): Encourage local businesses, local people and local service providers to buy local arts and craft for their business and home.		
Create Local Artists/Craftspersons Directory (P182): Create a directory (on and/or offline) which lists all those involved in arts and crafts in all its formats including graphic designers, photographers, creative writing specialists and similar service providers. Business regularly need the services of these people on a regular basis and by creating awareness of local skills it increases the likelihood of a business owner hiring a local		
Businesses to Sponsor Local Clubs (P183): Invite local businesses to sponsor local art computation in return for publicity		
Start Local Arts/Crafts Outlets (P184): Develop local and affordable solutions for those involved in arts and craft sector to sell their goods locally including local markets, Christmas fairs, pop-up shops and so on.		
Businesses to Hire Local Performers (P185): Encourage local hotels. pubs, restaurants and other businesses involved in entertainment to hire local performing artists and bands as entertainment.		
Startup An Expo Film Group (P191): Create an Expo film group that is the premier organizer of events in the motion picture industry in your community. The events may feature exclusive screenings of upcoming films, product presentations of films in production, and educational seminars led by filmmakers etc.		
Showcase Local Artists (P282): Undertake an event to showcase the skills of local artists to others in the community. (Case Study: 24) FORM – Carlow’s Creative Cluster of designers and crafts people exhibit at Kilkenny Arts Festival		
Collaboration in the Arts Sector (P283): Develop events and program which promote networking and collaboration for people in the creative arts sector. There are benefits in local, regional, national and international collaboration		

[\(Case Study: 23\)](#) Carlow's Creative Craft Cluster

Visits Wales

[\(Case Study: 150\)](#) A Dream of an Event

Promote Creative Economy [\(P369\)](#):

The creative economy which includes the arts and entertainment sector can help a local community. A study can be undertaken of how the local artistic community can contribute to the local economy. This could include an audit of the local creative economy and a strategy for its development.

[\(Case Study: 89\)](#) Building the Creative Economy in Nova Scotia

Boot Sale for Local Artists/Craftspersons [\(P398\)](#):

A boot sale where local artists and craftspersons can sell their work.

[\(Case Study: 130\)](#) Art Boot Sale - The Raw Collective

Local craft enterprises [\(P453\)](#):

Support a movement among local craftspersons to commercialise their work/hobby. This would involve securing funding and marketing.

[\(Case Study: 184\)](#) Generating a Crafts Movement

Run a Film Expo to Attract Interest [\(P1012\)](#):

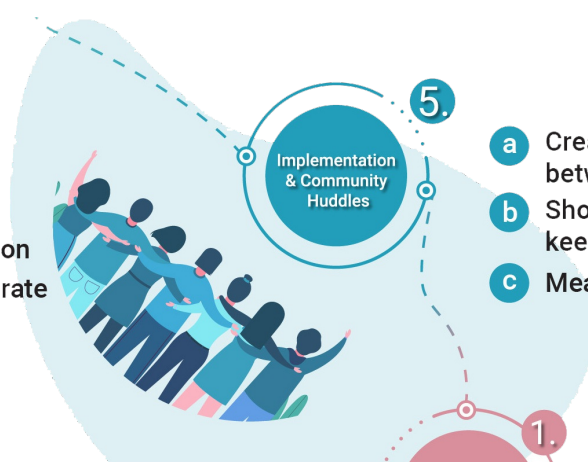
To raise awareness of local culture and productions, establish a film expo where local film producers and content creators can showcase their works.

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
 <p>Kilkenny Community POP-UP Shop A new Pop-Up shop with a difference is set to open on Saturday 14th at 12 noon, located at 74 High St supporting a wide range of Kilkenny based groups.</p>	
 <p>Creative Spark Creative Spark, Centre for Creativity and Innovation, is a dedicated enterprise centre and creative training facility for County Louth and the north-east. RCN:20143060 CHY: 19122 CLG: 426657</p>	
 <p>Creative Communities Igniting Change Creative Communities Igniting Change will create an effective & replicable model for creative industries training & support within a community environment.</p>	
 <p>Creative Communities Igniting Change Building great public places.</p>	
 <p>Village Carnival Welcome to the annual Village Carnival: Music Arts and Heritage Festival held in Newmarket on Fergus Co. Clare one of Irelands Top 10 Destinations 2016!</p>	
 <p>Clare Arts Office We run arts programmes countywide, support artists of all discipline, develop arts audiences & promote Clare as an artistic and vibrant hub of activity.</p>	
 <p>Barrow River Arts Festival 21 - 23 April 2017</p>	
 <p>Rathkeale Community Arts Group Rathkeale Community Arts Group was established in 1997 in order to promote greater awareness of the arts within our community</p>	
 <p>Cork Community Art Link A charity working to make life in Cork better by making art together</p>	