

The Smart Community Management Manual

Chapter 48 - 3.12b) Manufacturing



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.

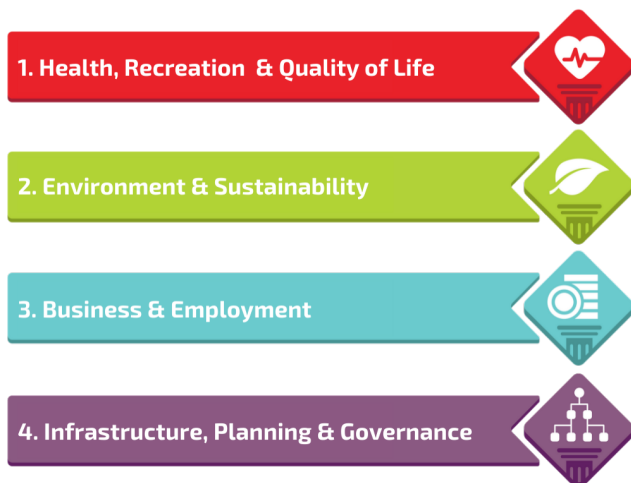


Stakeholders

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.

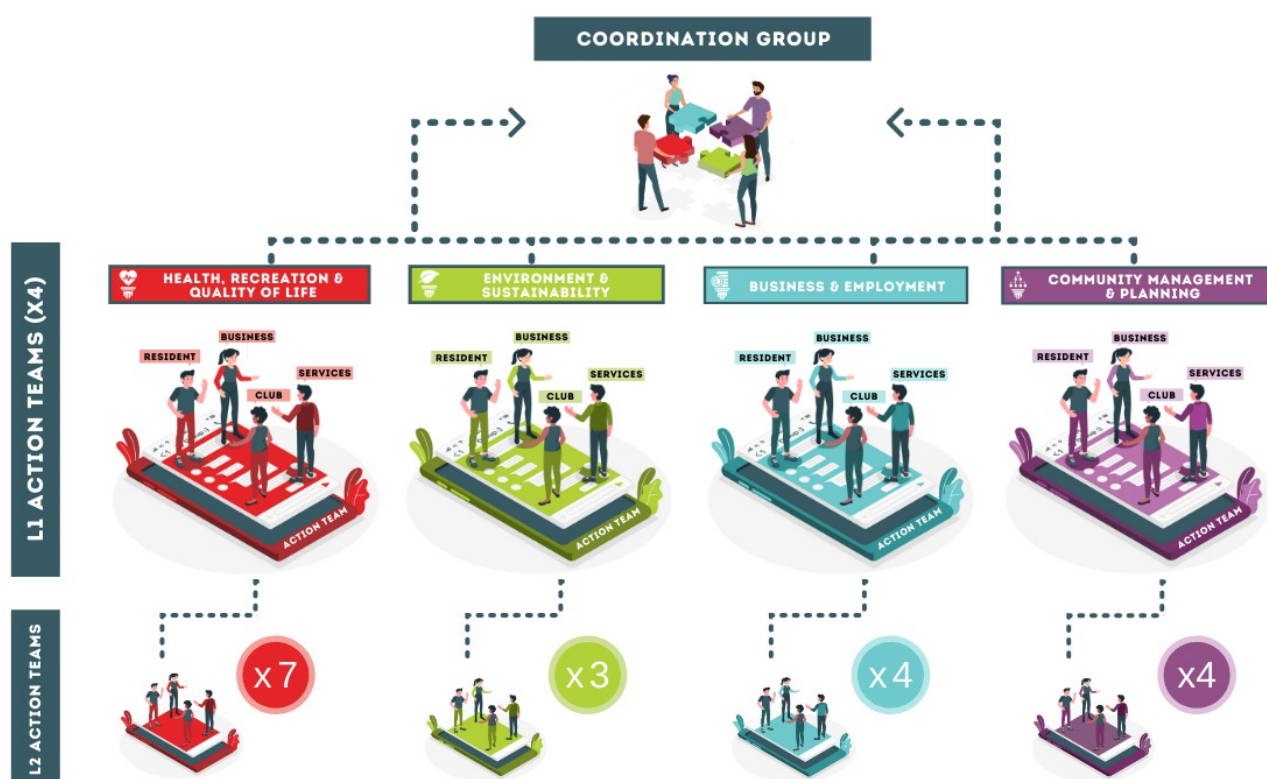
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

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





















- 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
	Appliances Center (S458)	Business		
	Beverage Manufacturers (S473)	Business		
	Brewery (S429)	Business		
	Cement / Concrete Manufacturers (S474)	Business		

	Ceramic Manufacturers (S475)	Business		
	Chemical Manufacturers (S476)	Business		
	Clothing Manufacturers (S471)	Business		
	Confectionery Manufacturer (S433)	Business		
	Dairy Products Production (S435)	Business		
	Electronic/ Appliance Equipment (S477)	Business		
	Factory Outlets (S620)	Business		
	Footwear Manufacturers (S478)	Business		
	Furniture Manufacturers (S479)	Business		
	General Manufacturers (S480)	Business		
	Glass Manufacturers (S481)	Business		
	Machinery & Tools Manufacturers (S482)	Business		
	Metal Manufacturers (S483)	Business		
	Mining (S484)	Business		
	Other Manufacturers (S486)	Business		
	Paper Manufacturers (S487)	Business		
	Petrol & Service Stations (S529)	Business		
	Repair Center (S759)	Business		
	Sporting Goods Manufacturers (S489)	Business		
	Storage Facilities (S467)	Business		



Timber & Forestry Specialist
([S490](#))

Business



Towing Service ([S530](#))

Business



Transport Manufacturer ([S491](#))

Business



Trophies & Engraving Specialists ([S468](#))

Business



County Concil ([S72](#))

Public
Service



Local Enterprise Office ([S148](#))

Public
Service



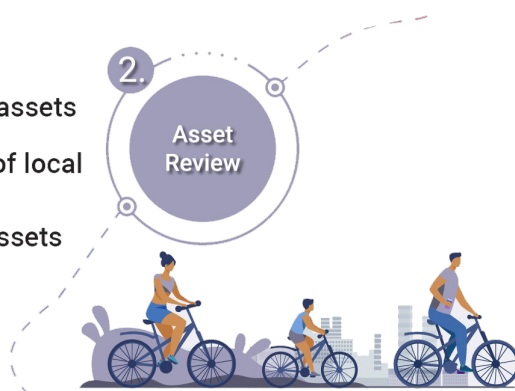
Business Owner ([S834](#))

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
	Plan - County Plan (A73)		

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"/>
Business Closures (M6)	Measure business closures in the past 12 months and assess reasons for closures		<input type="checkbox"/>

	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G143)	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 - (G144)	The local business community is composed of a wide range of business types and sizes. There are a number of ways the business in the community can support each other for an overall better economy for all.	<input type="checkbox"/>	



Preserve, Support & Develop - (G145)

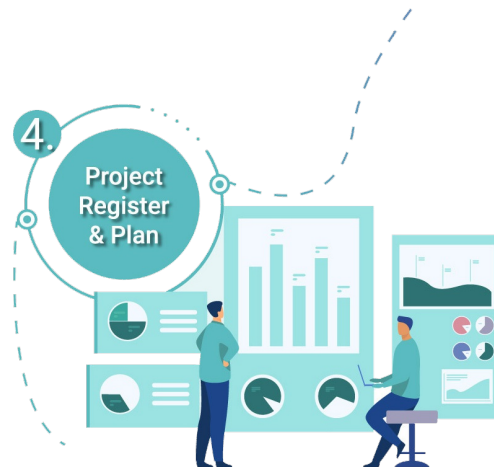
Manufacturing companies can be important pillars for local employment. The existing local manufacturers should be actively supported while plans should also be put in place to identify opportunities for new local manufacturing enterprises to locate in the area.



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 - (G143)

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
Business Development Training (P77): Collaborate with community groups and local organisations providing training in the area of business development		
Prepare a Local Business Development Strategy (P125): Undertake an audit of local people and business and prepare a local business develop strategy which local business owners agree on.		
Organise Local Trade Exchanges (P129): Organise for local business owners to do a meet and great with other business groups / chamber of commerce in the region.		
Networking Opportunities for Business (P284): Create a program of events to support networking and collaboration among local business owners and entrepreneurs (Case Study: 22) 300 gather to create connections for South East Business Success (Case Study: 260) Wexford Business Expo 2015		
Network for Alternative Business Support (P529): A business network used LEADER funding to provide an alternative source of business support to rural communities through local people with relevant knowledge and contacts. (Case Study: 311) GrowBiz		
Organic Herbal Extracts (P576): A micro company producing organic herbal extracts collaborated with a university and the positive results increased the demand for its products - thus generating the need for investments to increase the company's production capacity. (Case Study: 423) Herrens Mark – dietary supplements for women		
Network of Businesses (P578): The 'Kraft Das Murtal' is an economic network of businesses aiming to identify and support the business potential of the region and contribute to its further development. (Case Study: 418) Kraft. Das Murtal – A network among businesses in the West Upper Styria		



Goal: Awareness, Understanding & Skills - (G144)

The local business community is composed of a wide range of



The local business community is composed of a wide range of business types and sizes. There are a number of ways the business in the community can support each other for an overall better economy for all.

Related Project Ideas	Rate	Comments
<p>Business Development Training Programs (P4): Organise formal an accredited business development training through accredited institution but delivered locally</p> <p>(Case Study: 259) Carlow Business Owners Dev. Programme</p>		
<p>Business Development Training (P77): Collaborate with community groups and local organisations providing training in the area of business development</p>		
<p>Build a Network of Related Businesses (P124): A wide variety of business types provide service which relate to the energy market and should look to form simple business networking group. Setting up a business group would allow opportunities for collaborations Allow business to collaborate and be creative</p>		
<p>Prepare a Local Business Development Strategy (P125): Undertake an audit of local people and business and prepare a local business develop strategy which local business owners agree on.</p>		
<p>Business Development for Women (P518): Business Development for Women' provided a business training programme to 60 women, giving them the knowledge and skills necessary to create a business plan for developing their rural business.</p> <p>(Case Study: 377) Business Development for Women – tailored support for female rural entrepreneurs</p>		
<p>A Project to Expand a Network of Co-Working Spaces (P602): This inter-territorial cooperation project sought to expand a network of co-working spaces in rural Catalonia and raise awareness of their benefits.</p> <p>(Case Study: 391) 'COWOCAT_RURAL' – Promoting coworking in rural Catalonia</p>		
<p>Weg School for Local Business (P626): LEADER support helped establish a web school for local businesses providing them with the tools to better organise their work and market their services and products.</p> <p>(Case Study: 369) The WAB, a rural high school for digital transition</p>		



Goal: Preserve, Support & Develop - (G145)

Manufacturing companies can be important pillars for local employment. The existing local manufacturers should be actively supported while plans should also be put in place to identify opportunities for new local manufacturing enterprises to locate in the area.

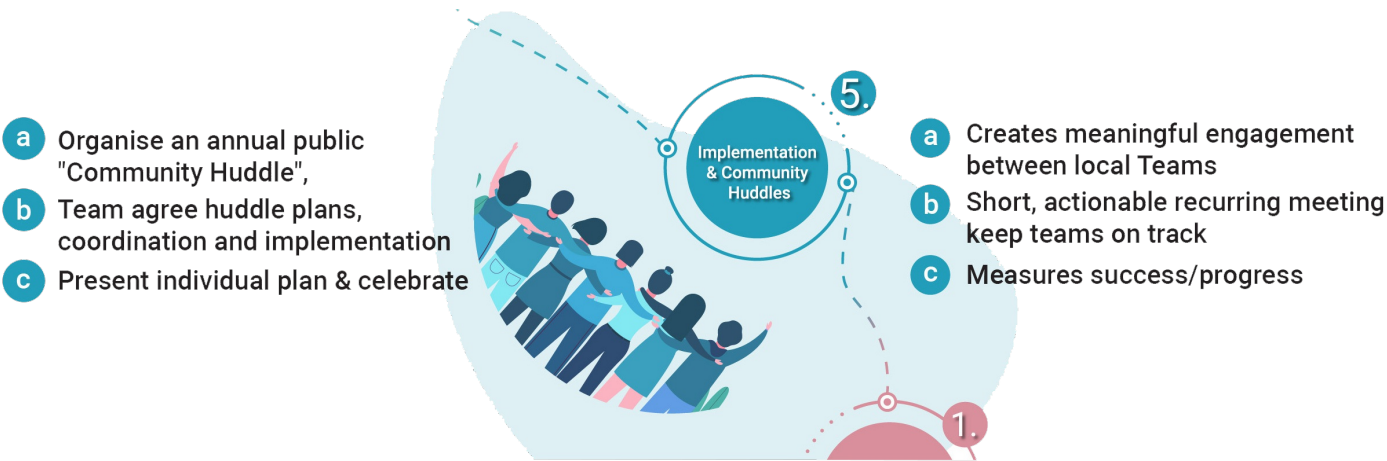
Related Project Ideas	Rate	Comments
Business Development Training (P77): Collaborate with community groups and local organisations providing training in the area of business development		
Prepare a Local Business Development Strategy (P125): Undertake an audit of local people and business and prepare a local business develop strategy which local business owners agree on.		
Organise A Showcase Of Local Business (P128): Running a business showcase in a local venue can be a great way to help small and large businesses connect with new customers in the community.		
Manufacturing Investment Strategy (P217): Facilitate manufacturers to invest in the local area by bringing together regional and metropolitan economic leaders and assets – such as key corporations, service providers, workforce, and transportation infrastructure – to specifically identify your area's advantages and competencies for export and investment promotion. Connect with businesses and develop strategies to better understand their needs. (Case Study: 62) Case Study of Area Responses to Globalization: Foreign Direct Investment, Local Suppliers and Employment in Győr, Hungary		
Foster Regional Collaboration (P218): By creating regional identities and fostering collaboration, communities can successfully market their area globally and create effective export and investment plans.		
Local Country Market (P372): A regular market could be held where local produce and goods could be sold. This could be run by local businesses and farmers. (Case Study: 103) Irish Country Markets		
Government Friendly Benefit Scheme (P481): A system which wants all the money which is spent		

to stay in the community.

(Case Study: 262) Kilkenny Chamber Gift Vouchers

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.



Appendices: Additional Info


Quick Win Projects

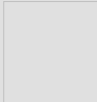

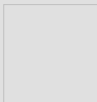
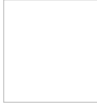
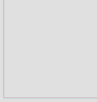

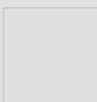

Summary	<input checked="" type="checkbox"/>
Nightlife Offerings: Offer nightlife events as this will provide tourists insight into the local culture and will creates curiosity to explore how the locals live	<input type="checkbox"/>
Optimize Your Listings: Make sure your business has a Google Business listing that has correct and fully informed business information	<input type="checkbox"/>

Sample Local commitments

I own a business	<input checked="" type="checkbox"/>
<ul style="list-style-type: none">Use Energy-efficient Appliances: Choose energy-efficient appliances when you replace old ones.	<input type="checkbox"/>
I own a house	<input checked="" type="checkbox"/>
<ul style="list-style-type: none">Use Energy-efficient Appliances: Choose energy-efficient appliances when you replace old ones.	<input type="checkbox"/>

Relevant/Supporting Organisations

Title	Comment
 KillaloeBallina The official facebook page for the Ballina Killaloe Business Association.	

	SECAD Partnership CLG - SECAD SECAD Partnership CLG was established in 1995. SECAD is a Local Development Company, one of thirty five in rural Ireland. SECAD provides a range of supports to individuals, businesses and communities throughout Ireland.	
	RCB Radio- South West Clare RCB Radio is South West Clare's non profit community radio station. We broadcast on 92.5 & 94.8FM and online at www.rcb.ie . We provide opportunities for local people of all abilities to be involved in radio and obtain qualifications in media.	
	Spark Change Spark Change is a collaborative project of The Wheel and Trinity College Dublin. The project funded by the Environmental Protection Agency (EPA)	
	Inchigeela News	
	Galway Chamber Galway Chamber is the premier business organisation in Galway city and its hinterland. Location: Commerce House, Merchant's Road, Galway. Phone: 091 563536 Email: info@galwaychamber.com	
	Stamullen & District News Stamullen & District News stamulldistrictnews@gmail.com Local News. NON PROFIT	
	Longford Women In Business Network Business Network for Female Owner/Managers of Small Businesses in Co. Longford	
	Camross Community Alert Informs followers of items regarding community security, suspicious activity and general community information.	

Supporting Research

Here we provide links to related research papers which your local action team may find useful.

Title	Comments
Resilience, fragility, and adaptation Click Here At a time of increasing government concern with the economic health of UK town centres and high streets, and with an independent inquiry (led by Mary Portas) on Revitalising the High Street to report by the end of 2011, this paper seeks to make four contributions. Although	

conventionally portrayed as polar opposites within popular debate in terms of attempts to protect and/or enhance the vitality and viability of town centres and high streets, our analysis suggests that this may not be the case. Indeed, the retail centres in our sample which proved most resilient to the shock wave of global economic crisis were characterised by both diversity and corporate-food-store entry.

Place Marketing and Urban Retail Agglomerations: an examination of shoppers place attractiveness perceptions

[Click Here](#)

This study approaches the perceptions of shoppers towards urban retail agglomerations from the perspective of place marketing. Acknowledging that place marketers need to be mindful of how place users can be best fulfilled this research conceptualises the agglomeration as a place marketing site.