

# The Smart Community Management Manual

## Chapter 51 - 3.12e) Other Business Services



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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 NUI Galway 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?



## 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.

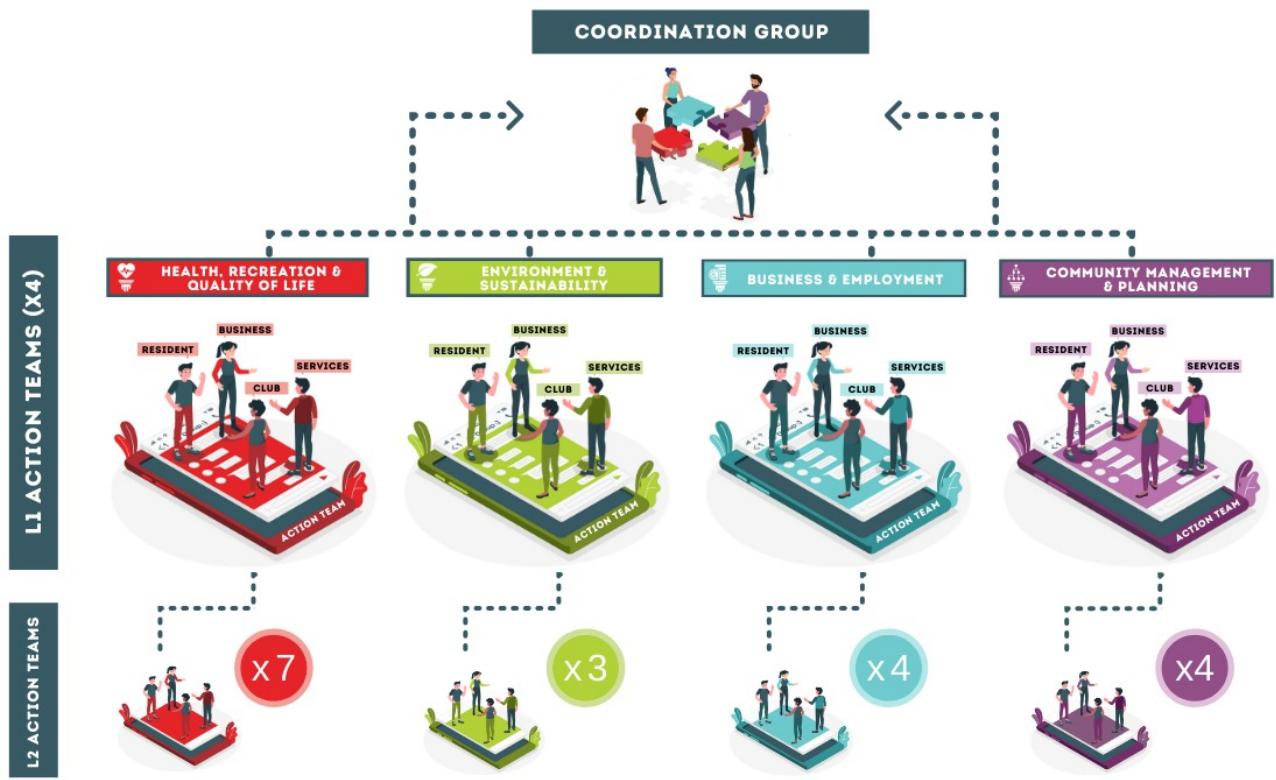
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

## 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 team 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
	Advertising Agency ( <a href="#">S542</a> )	Business		
	Animal Breeding ( <a href="#">S472</a> )	Business		
	Appliances Center ( <a href="#">S458</a> )	Business		
	Benefacts Database of Irish Nonprofits - All Organisations ( <a href="#">S885</a> )	Business		

	Chamber of Commerce <a href="#">(S42)</a>	Business		
	Cleaning Services <a href="#">(S680)</a>	Business		
	Coffee & Tea Suppliers <a href="#">(S432)</a>	Business		
	Dog Walkers <a href="#">(S536)</a>	Business		
	Drainers <a href="#">(S683)</a>	Business		
	Electronic/ Appliance Equipment <a href="#">(S477)</a>	Business		
	Employment Agencies <a href="#">(S550)</a>	Business		
	Fashion Designers <a href="#">(S553)</a>	Business		
	Flooring Company <a href="#">(S686)</a>	Business		
	Funeral Services & Cemeteries <a href="#">(S461)</a>	Business		
	Gardeners <a href="#">(S687)</a>	Business		
	Gas Supply Company <a href="#">(S742)</a>	Business		
	Graphic Design Studio <a href="#">(S555)</a>	Business		
	Hair Removal Services <a href="#">(S448)</a>	Business		
	Home Minding <a href="#">(S462)</a>	Business		
	Home Pools & Spas <a href="#">(S692)</a>	Business		
	Horses & Equestrian <a href="#">(S584)</a>	Business		
	Import & Export Agents <a href="#">(S556)</a>	Business		
	Interest Groups <a href="#">(S399)</a>	Business		
	Interior Design Consultants <a href="#">(S696)</a>	Business		

	Interpreting & Translating <a href="#">(S557)</a>	Business		
	Landscape Gardeners <a href="#">(S698)</a>	Business		
	Locksmiths <a href="#">(S699)</a>	Business		
	Makeup Artists <a href="#">(S450)</a>	Business		
	Mining <a href="#">(S484)</a>	Business		
	Motorcycle & Scooter Dealers <a href="#">(S526)</a>	Business		
	Office Fitout & Installation Specialist <a href="#">(S700)</a>	Business		
	Oil & Gas Explorers <a href="#">(S485)</a>	Business		
	Outdoor Home Improvement <a href="#">(S701)</a>	Business		
	Party & Event Planning <a href="#">(S412)</a>	Business		
	Party Supplier <a href="#">(S413)</a>	Business		
	Pest Control specialist <a href="#">(S463)</a>	Business		
	Pet Care Specialist <a href="#">(S537)</a>	Business		
	Pet Groomers <a href="#">(S538)</a>	Business		
	Pet Shops <a href="#">(S539)</a>	Business		
	Petrol & Service Stations <a href="#">(S529)</a>	Business		
	Quarry <a href="#">(S185)</a>	Business		
	Repair Center <a href="#">(S759)</a>	Business		
	Restaurants <a href="#">(S191)</a>	Business		
	Rubbish & Waste Removal	-		

	<a href="#">(S464)</a>	Business		
	Serviced Apartments <a href="#">(S756)</a>	Business		
	Sewing & Alterations <a href="#">(S465)</a>	Business		
	Shoe Repair Services <a href="#">(S466)</a>	Business		
	Storage Facilities <a href="#">(S467)</a>	Business		
	Timber & Forestry Specialist <a href="#">(S490)</a>	Business		
	Towing Service <a href="#">(S530)</a>	Business		
	Trophies & Engraving Specialists <a href="#">(S468)</a>	Business		
	Tyre Dealers <a href="#">(S531)</a>	Business		
	Upholstering & Polishing Company <a href="#">(S469)</a>	Business		
	Vehicle Batteries <a href="#">(S532)</a>	Business		
	Vehicle Body Work <a href="#">(S533)</a>	Business		
	Veterinarians <a href="#">(S540)</a>	Business		
	Watch Repair Services <a href="#">(S470)</a>	Business		
	Water Utility <a href="#">(S744)</a>	Business		
	Wedding Planning <a href="#">(S404)</a>	Business		
	Career Guidance Officer <a href="#">(S37)</a>	Public Service		
	Local Enterprise Office <a href="#">(S148)</a>	Public Service		
	Business Development Group <a href="#">(S30)</a>	Club / Group		
	Business Owner <a href="#">(S834)</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
	<a href="#">Business Incubation Hub (A819)</a>		
	<a href="#">Community Coffee Shop (A57)</a>		
	<a href="#">Dance Studios (A790)</a>		
	<a href="#">Garage (A98)</a>		
	<a href="#">Stadiums / Arena (A401)</a>		
	<a href="#">Zoos (A403)</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.

- b** Coordinate data collection
- c** Compare & analyse performance to help plan



Goals &  
Metrics  
Review

- 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"/>
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	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G152)		<input type="checkbox"/>	
	Awareness, Understanding & Skills - (G153)		<input type="checkbox"/>	
	Preserve, Support & Develop - (G154)		<input type="checkbox"/>	

## 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 - (G152)
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## Goal: Awareness, Understanding & Skills - (G153)

Related Project Ideas	Rate	Comments
<p><b>Business Start Up</b> (<a href="#">P579</a>): Setting up a niche business start-up as a canine therapy centre.</p> <p><a href="#">(Case Study: 426)</a> Snowy's Canine Therapy Centre</p>		
<p><b>A Study Tour</b> (<a href="#">P604</a>): A study tour in Italy and Austria enabled representatives of sanitary and epidemiological stations to gain new knowledge and exchange experiences on how to best supervise small-scale local food production.</p> <p><a href="#">(Case Study: 394)</a> Exchanging experiences on food hygiene and safety for small scale food processing</p>		



## Goal: Preserve, Support & Develop - (G154)

Related Project Ideas	Rate	Comments
<p><b>Test &amp; Develop Niche Product</b> (<a href="#">P587</a>): Local farmers and agro-processors came together to carry out this research project to test and develop a niche product.</p> <p><a href="#">(Case Study: 275)</a> Added Value to create a Niche Product</p>		
<p><b>Local SM Profile (Business)</b> (<a href="#">P678</a>): Businesses should use social media platforms to promote, market, and even make sales of a product. The creation of a community profile will help with marketing and engagement around a product or campaign. People will always want to connect with</p>		

## 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.

