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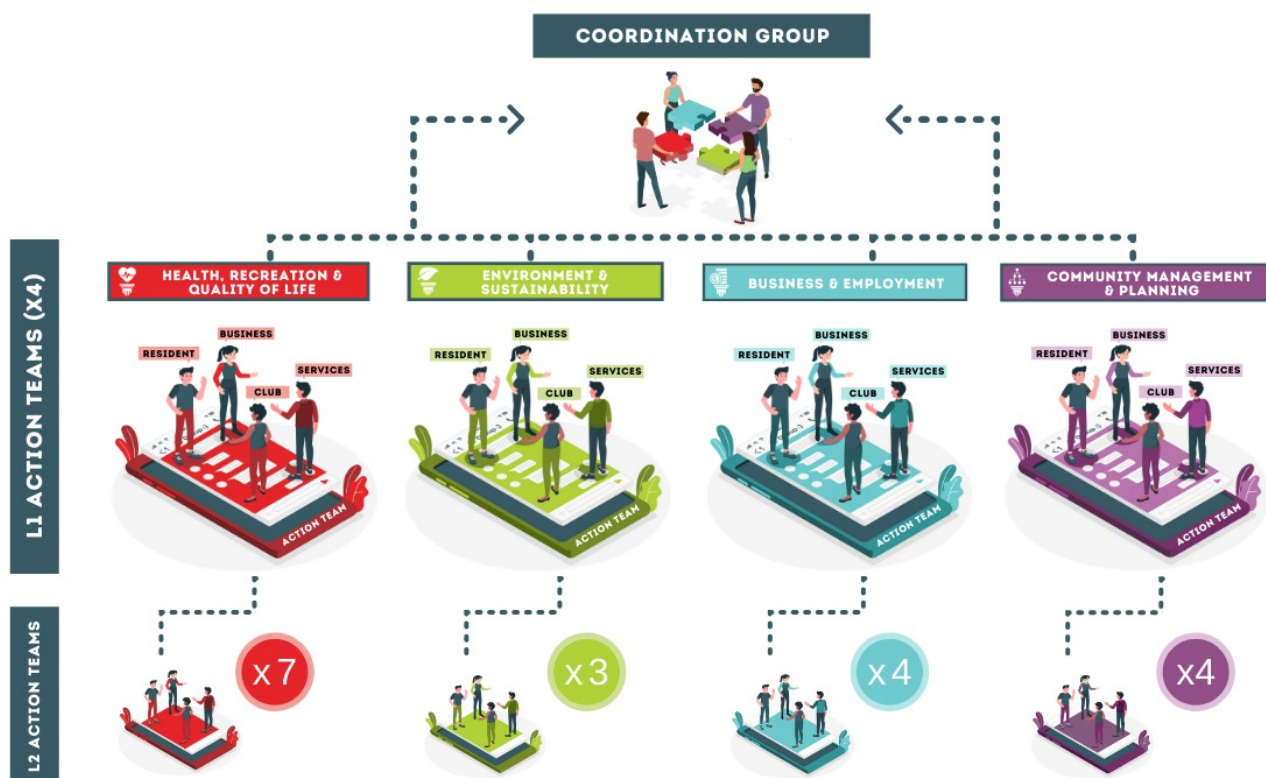
How to use this manual to build a local action team?

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
	Environmental Consultancy (S552)	Business		
	Parking Spaces (S528)	Business		
	Parks (S588)	Business		
	Clean Coast Group (S49)	Public Service		

	Title		
	School Green Flag Initiative (S199)	Public Service	
	Babies & Toddler (S830)	Individual	
	Pregnant women (S829)	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

2. Asset Review

a Thematic database of all local assets

b Better understand, develop & maintain local assets

c Forum for cross community collaboration

	Title	#	Comments
	Architectural Heritage Site (A8)		
	Beach (A575)		
	Bioswales (A781)		
	Bird Areas (A865)		
	Bird Sanctuary (A21)		
	Bus Stops (A29)		
	Car Park (A36)		
	Castle (A39)		
	Chicanes (A777)		

Community Garden (A62)	
Curb Extensions (A778)	
Fire Station (A91)	
Graveyard (A101)	
Green Flag Scheme (A103)	
Historic Churchyard (A113)	
Local CE Schemes (A143)	
Natural Heritage Area (A863)	
Nature Reserves (A861)	
Parks (A170)	
Proximity To Major Roads (A152)	
Public Scultpture (A181)	
Residential Area (A859)	
Rumble Strips (A780)	
Special Protection Areas (A864)	
Speed Bumps (A774)	
Speed Cushions (A776)	
Speed Humps (A775)	
Speed Limit Signs (A221)	
Speed Tables (A779)	

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.

Title	How is this data collected	Comment	☑

	Title	Summary	☑	Comment
	Team Building, Management & Metrics - (G179)	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.		
🗨	Awareness, Understanding & Skills - (G180)		☐	
⚙	Preserve, Support & Develop - (G181)	The country is home to a rich architectural heritage, each community having its own unique style and characteristics. Communities should seek to gain an understanding of local architectural heritage and implement measure to protect and revitalise key local sites of architectural heritage.	☐	

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

4.
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 - (G179)

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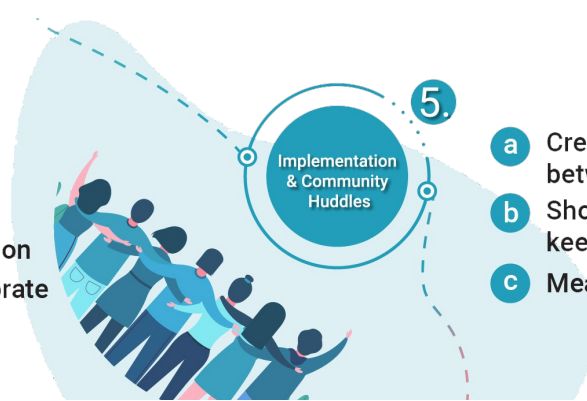| Related Project Ideas	Rate	Comments
Explore Empty Shops Usage (P427): Collaborate with the local authority on how empty shops can be restored and used by the community. (Case Study: 159) Empty Shops		
Transform Remote Former School (P512): Transform a remote former school in your town and turn into a residence for international artists (Case Study: 354) Arteles Creative Center - Transforming a former school into an artists' residence		
Promote Landscape Features (P580): Promoting the use of a landscape feature, as it is the dry-stone constructions, to stimulate territorial development. (Case Study: 427) Collaborate for the landscape: dry-stone constructions		
Renovated House Transformed into Public Space (P607): A renovated traditional house became a multi-purpose public space, offering opportunities for interaction among the members of the local community. (Case Study: 398) The house of tradition in Opatje Selo		
Rebuild Community Centre (P623): An association used RDP support to redevelop the inadequate building of an old community centre into a multiple service centre covering both cultural and information needs of the local residents. (Case Study: 384) Developing a multiple service centre for the local community		
Horse-Assisted Therapy Centre (P639): Convert the holding into a horse-assisted therapy centre for children and adults with special needs. (Case Study: 348) Bühübl - Horse-assisted therapy centre for children		

Goal: Preserve, Support & Develop - (G181)

The country is home to a rich architectural heritage, each community having its own unique style and characteristics. Communities should seek to gain an understanding of local architectural heritage and implement measure to protect and revitalise key local sites of architectural heritage.

Related Project Ideas	Rate	Comments
Built Environment (P448): Come up with a plan to obtain investment for the build environment. This could be secured by grants or from the Local Development Company (Case Study: 179) Kiltimagh Enhancement Programme		
Restore Old Country Inn (P514): A project to restore an old country inn to provide professional working spaces at the heart of a rural village. (Case Study: 373) Gasthof Bräu – seminar and co-working space		

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

Implementation & Community Huddles — 5.

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
Irish Uplands Forum Promoting Sustainable Economic and Ecological Development in the Uplands.	
Shannon Wetlands Restoration Project A community initiative aimed at re-creating a wetland habitat in Shannon Town.	
Kilmihil People's Park This community initiative aims to create a green park with play area, outdoor exercise equipment, gym/leisure building and full size Astroturf pitch...	
Transition Kerry Building Community Resilience to the challenges of Peak Oil, Climate Change and Environmental Degradation	
Westport Eco-Congregation Local environmental group	
Learning about Forests - LEAF Ireland Learning about Forests aims to increase knowledge about the key role forests play in sustaining life on our planet.	
Ballycroy National Park - Páirc Náisiúnta Bhaile Chruaich Ballycroy National Park is Ireland newest National Park. Located in NW Mayo with a visitor centre housing an interactive exhibition, nature trail and cafe.	
Bat Surveys Ireland We specialise in Wildlife Surveys, particularly bat surveys, for appropriate assessments, environmental impact assessments, and traditional farm buildings.	
Castlerea Defibrillator Group The Castlerea Defibrillator Group is a voluntary group set up with the aim of strategically locating a series of defibrillators throughout the parish of Castlerea Co. Roscommon and neighbouring areas at a maximum 6 mins drive apart.	
Two Mile Borris Community Development Group The Group was founded in January 2012 with a view to improving the Village and its surrounding areas. To date, alot of work has been carried out	

including the planting of numerous flower-boxes at various areas of the Village and at the approach roads.

Abbeyleix Community Garden and Wood Fired Oven
A garden for the community and by the community. A coming together of the community to explore, learn and create a social productive space of self reliance in vegetable and fruit growing.

Blackstairs Eco Trails
Wild Food Foraging, Alternative Hen Parties, Fungi Forays, Celtic Tree Trails and Boutique Venue Hire in our beautifully restored heritage barn in Carlow.

Clean Coasts
Clean Coasts engages communities in the protection of Ireland's beaches, seas and marine life. Clean Coasts is made up of two main elements; Clean Coasts Volunteering and the Green Coast Award.

Irish Peatland Conservation Council www.ipcc.ie
IPCC aims to conserve a representative sample of Irish peatlands. Visitors welcome to the Bog of Allen Nature Centre. Join as a friend of the bog. www.ipcc.ie

Conservation Volunteers Galway
Galway city branch of Conservation Volunteers Ireland, Working in public parks and woodlands. Contact cvgalway@gmail.com for notice before each activity.

Slieve Bloom Mountains
The Slieve Bloom Mountains (Irish: Sliabh Bladhma) are a mountain range in Ireland midway between Dublin and Galway. Great walking & Cycling trails

Heywood Gardens.
Heywood Gardens near Ballinakill, Co. Laois are beautiful public gardens with a lake to visit all year round. Feel free to upload your own photos here.