

The Smart Community Management Manual



Chapter 66 - 4.17a) Growing local volunteer base



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.

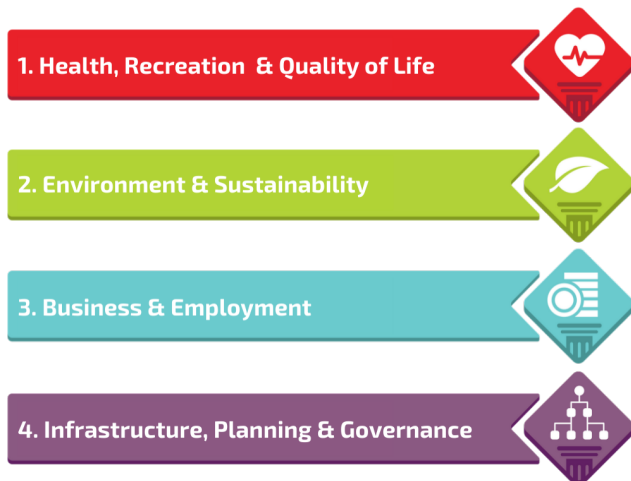


Stakeholders

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.

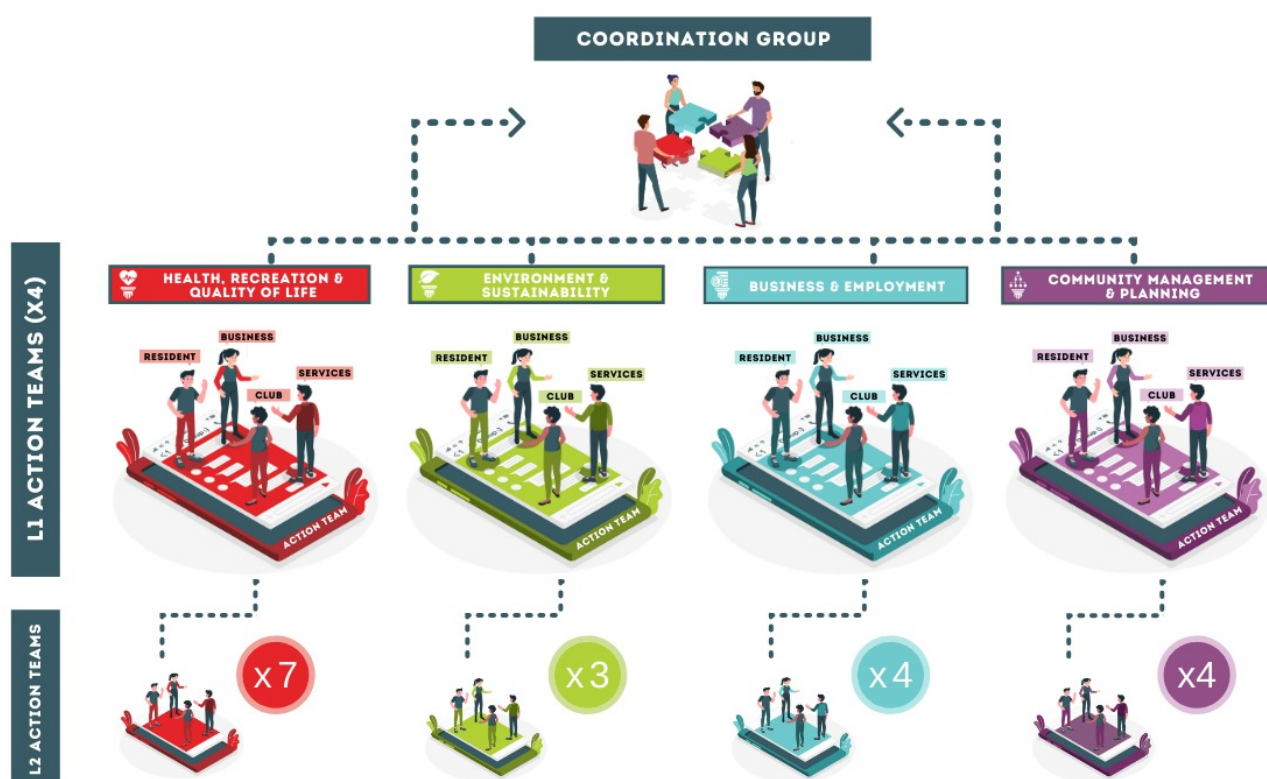
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

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
	Local Councillor (S145)	Public Service		
	Local Development Company (S146)	Public Service		
	Community Alert Group (S54)	Club / Group		
	Mens Sheds (S155)	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
	Community Garden (A62)		
	Hanging Baskets/Flowers (A109)		



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	<input type="checkbox"/>
How many local people currently engage in...	Through feedback from relevant members of the community (via surveys, interviews or other		<input type="checkbox"/>

volunteer work (M30)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		
Number of local newsletters or notices boards in the town (M70)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Community website existence and information (M71)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
The number of community groups with a FaceBook page or website (M72)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of community groups using twitter (M73)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
The number of volunteers involved locally (M74)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of community groups with a FaceBook page; website; Twitter Account or Local Newsletter (M75)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>

	Title	Summary
	Team Building, Management & Metrics - (G197)	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 - (G198)	To survive and prosper in difficult and turbulent times requires community engagement, participation and resilience. A resilient community according to the Carnegie UK Trust (2009) will accept that the existing state of affairs in a community is unlikely to last for long and that the community needs to be constantly learning new ways of both self-sufficiency and collaboration. To encourage a new form of 'localism', which is increasingly considered



Preserve,
Support &
Develop -
(G199)

essential for community rejuvenation and development, community individuals, groups, organisations and societies need to work collectively to define issues of concern and develop solutions to fulfil community aspirations. ***** Encourage Local Volunteerism Promote active citizenship and volunteering Increasing the number of people volunteering in any community is always a challenge, however, it is a challenge that is worth pursuing. Volunteer numbers can be enhanced in any town through the promotion of the good work already being carried out by local community groups, through the endorsement of volunteerism as an activity that has social, health and employment benefits. A recent US Volunteer Study (<https://www.unitedwaydanecounty.org/reports/VolunteerEngagementMobilizationPlan.pdf>) showed that the main reasons community individuals fail to engage in volunteer work was because they were never asked; they see themselves as different from volunteers, who they see as retired, without children and with an abundance of leisure time; many non-volunteers fear the time commitment and many dislike poor volunteer management. To counteract these ideas all community members, including diverse populations should be identified as potential community volunteers and their involvement sought. Additionally, all community groups should develop a charter for community volunteerism which acknowledges and deals with all the above issues. ***** Make Community Work Visible Increase awareness of organisations and societies within the community All community groups, organisations and societies play a key role in building and sustaining a local community. To ensure the long-term sustainability of community groups a supply of local volunteers is essential. To ensure volunteers connect with local groups, it is crucial that there is a high level of awareness of the existence and work of all local groups, societies and organisations. The internet, particularly social media can play a significant role in highlighting the excellent work undertaken by local community organisations and should be used effectively for the positive promotion of all community groups.

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 - (G197)

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Related Project Ideas	Rate	Comments
Community Development Lectures/Think tanks (P7): Gain the interest and concern about local community issues through talks at local events.		
Youth Participation in Community Development (P8): Initiate a local schools campaign with regards to community development. (Case Study: 117) Upperchurch-Drombane Rural Community Development In Action		
Professional Support for Community Development (P9): Seek a professional community development worker to talk at a local event with regard to community development and to provide other supports.		
Twin With A Similar Community (P10): Create a link with a community of similar size etc. that have made inroads into rejuvenating their community and invite them to speak and meet with local individuals.		
Improve Small Community Livelihood (P606): De Putter is an example of how small communities that are facing a declining level of services can improve their livelihood and promote social cohesion. (Case Study: 408) De Putter – setting up a multifunctional centre that promotes social cohesion		
Networking (P645): “Getting closer” is a network of associations, public services and individuals that works through networking at the neighbourhood level and city level. (Case Study: 216) Apropem-nos - "Getting closer" (Barcelona)		
Encourage Volunteer Registration (P695): Initiatives to get locals to register as volunteers will ensure that a sufficient pool of volunteers is created. These local volunteers should register with Carlow Volunteer Centre so that there is better coordination		

of local activities when the need arises.		
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Goal: Awareness, Understanding & Skills - (G198)

Related Project Ideas	Rate	Comments
Community Development Awareness Strategy (P6): Use local newsletters/websites to start a campaign to initiate interest in community development.		
Volunteer Training (P262): Training of volunteers should be consistent with the need of local community.		
Provide information on Local volunteering (P836): Increase access to volunteering opportunities amongst minority ethnic communities. This will help people to acquire local experience and improve their prospects of getting jobs		



Goal: Preserve, Support & Develop - (G199)

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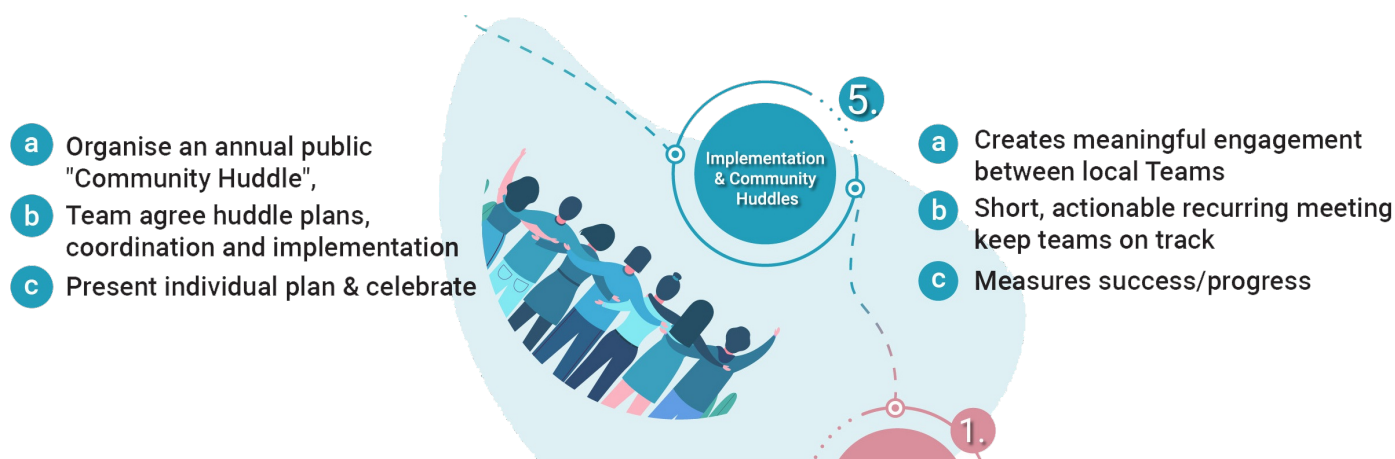
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Twin With A Similar Community (P10): Create a link with a community of similar size etc. that have made inroads into rejuvenating their community and invite them to speak and meet with local individuals.		
Audit Local Groups Communications (P15): Ascertain how local community groups advertise or promote their organisations		
Consider Establishing a Community Website(P16): Consider establishing a community website which would incorporate information or links to all community groups - 'One Stop Shop' (Case Study: 210) Bray Forum for Community Led Decisions Making		
Promote the Use of Social Media (P17): Promote the use of Social Media as a means of promotions for community groups		
Recognition of Local Volunteers (P203): Volunteers contribute to community development, active citizenship and social capital and are a vital component of any national volunteering infrastructure, providing local support at the same time as informing future initiatives and national policy.		

<p>Provide Catering for Older People(P360):</p> <p>Work with community organisations that can provides catering to older people and a place where they can socialise</p>		
<p>Provide Healthy Meals (P479):</p> <p>Startup a community catering service that prepares and delivers healthy meals to older people across your community.</p> <p>(Case Study: 13) Cope Community Catering</p>		
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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.



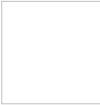
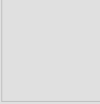
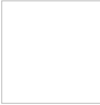
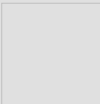
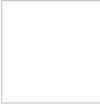
Sample Local commitments

I am a retired person



- To actively encourage older people in the community to become involved in local initiatives: ☐
To encourage friends and family members who are retired to identify ways they can become involved in the local community and encourage to find their niche

Relevant/Supporting Organisations

Title		Comment
	Courtmacsherry Community Shop A community convenience shop owned by local shareholders and run by local volunteers.	
	Grow Remote We're a group of community volunteers who believe that smart working (including remote and nomadic working) will be a key driver of our economy. We think we have the right people, infrastructure and timing but we need to connect the dots.	
	Clew Bay People of the Year Awards Westport Lions Club will honour the silent heroes of our communities at the inaugural Clew Bay People of the Year Awards	
	Cloughjordan Community Development Committee The Cloughjordan Community Development Committee is the elected Umbrella committee for a number of local voluntary groups...	
	Community Gardens Ireland A page for anybody who has an interest or involvement in Community Gardening in Ireland. See www.cgireland.org for more information.	