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.
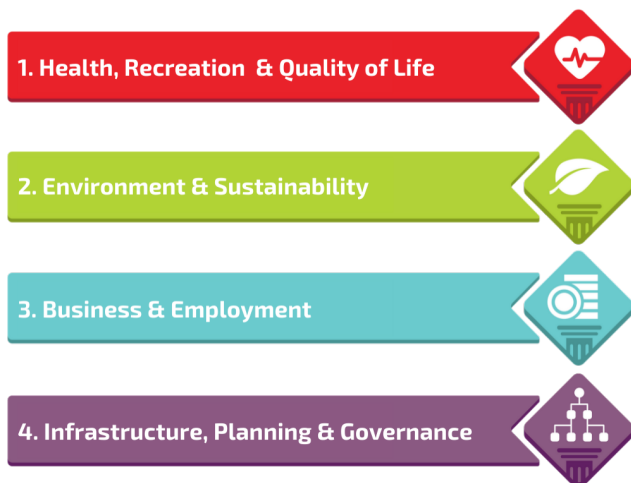
Stakeholders

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.
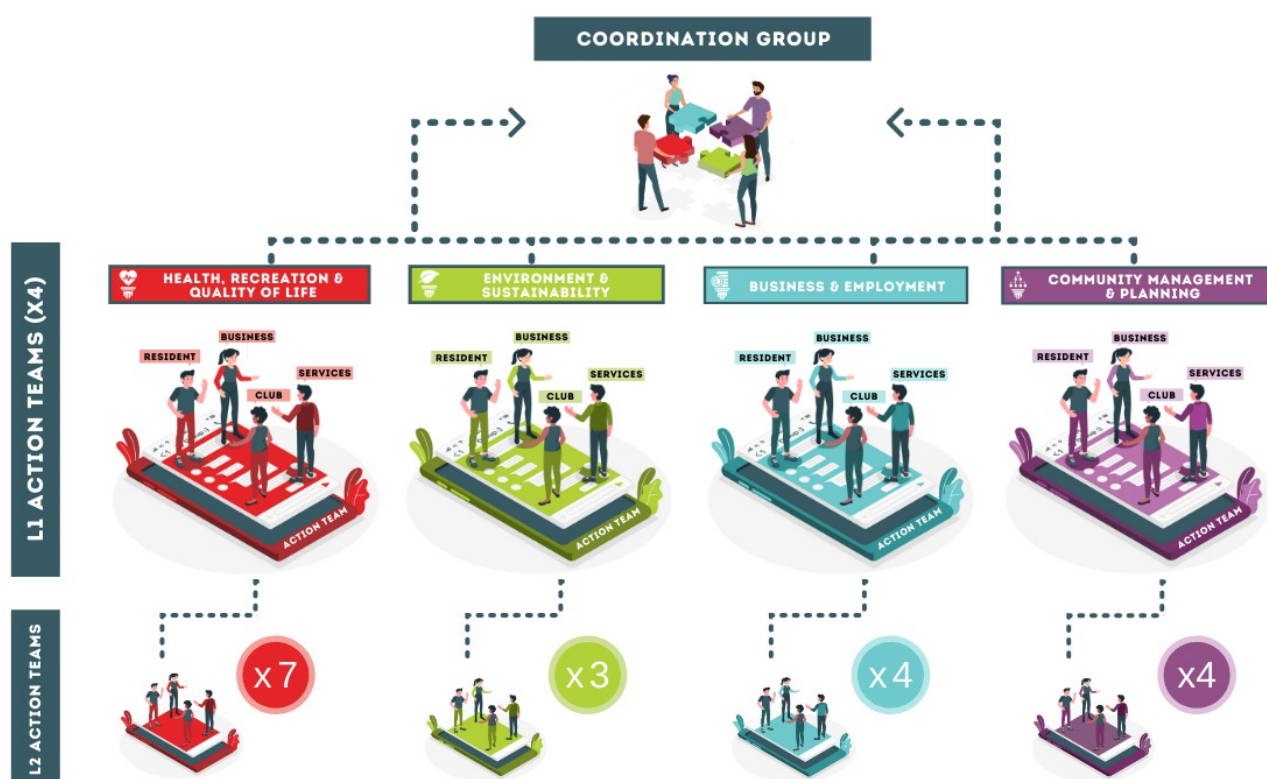
Step 1: Stakeholder Review

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
	Community Council (S58)	Club / Group		
	Local Community Development Committees (S144)	Club / Group		
	Pastoral Council (S171)	Club / Group		
	Secondary School Student (S844)	Individual		

👩‍💼	**Teenagers** (S825)	Individual	
🎓	**University Student** (S845)	Individual	
👨‍💼	**Young Adults** (S826)	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
🔍	**Community Newsletter** (A168)		
👥	**Community Notice Board** (A66)		
www	**Community Website** (A69)		
🏠	**Courthouse** (A813)		
🗺️	**Land Zoned for Development** (A136)		
📚	**Library** (A140)		
🧑‍💻	**Local CE Schemes** (A143)		
🗺️	**Plan - Community / Local Plan** (A150)		
📍	**Plan - County Plan** (A73)		

	School (A849)
	Youth Centres (A255)

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

3. 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	☑

|	Title	Summary	☑	Comment
	Team Building, Management & Metrics - (G206)		☐	
	Awareness, Understanding & Skills - (G207)		☐	
		Develop A Youth Council Using dynamic and innovative approaches, engage with young people to brings about positive change The wants and needs of the youth are different than those of the older population so it is beneficial to create a council of young people so that they can discuss what they want out of the community and come up with projects for their desired outcomes. Using dynamic and innovative approaches in our engagement with young people and those who work with them we fulfil the objectives of the EU Youth Dialogue. Encouraging participation	☐	

Preserve, Support & Develop - (G208)	Encouraging participation, promoting equal participation, including diverse voices, strengthening young peoples citizenship competences and sense of belonging and ultimately bringing about positive change. ******* Develop & Grow Community Council Develop and grow a community council that advocates on issues impacting young people. Create a community council that will come together and discuss problems in the community and come up with project ideas. The community council can then further be split up into theme teams for different problem areas in the community, however, they will still all remain part of the community council no matter which theme teams they are in.

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.

4. Project Register & Plan

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
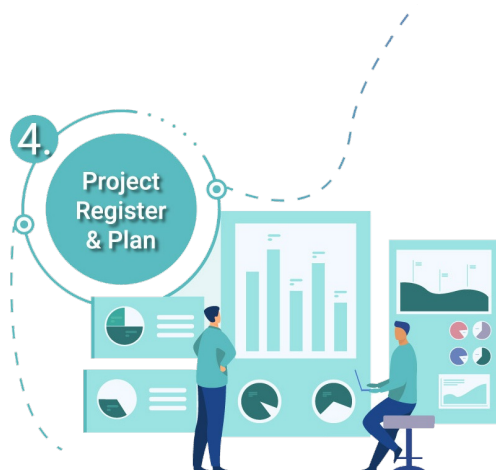
a Continual cycle of new idea generation & team building

b Teams learn from experience & pass on best practise to others

c Agree, realistic actions plans to better coordinate

Goal: Team Building, Management & Metrics - (G206)

Related Project Ideas	Rate	Comments
Benchmark SWOT analysis (P74):		

Create A Local Action Plan (P101):
Create local action plan to address limitations in your community

(Case Study: 446) My Streets

Community Brainstorming Meetings (P219):
Start by organising a meet-up, keep it quiet informal and welcoming to everyone but set a simple agenda so people know what they are being invited too. At this stage, keep things loose, there is no need to talk about committees, or formal structures, instead aim to harvest opinions and ideas from those that come along.

Community Action Plan (P223):
The initial stages of the above program will help to bring like-minded people together, help understand local capacity and also help gain understanding of the issues and opportunities in the community. The program so far has also helped to build a group of people who are interested in working together on further projects. A meeting should be organised to collectively explore the following questions: a) Is there an interest in forming a group to progress local initiatives? b) What are the goals of the group c) What specific project would the group be interested in pursuing. By request, we can provide community groups with material which can help them understand and decide on their goals. The material will also provide them with a suggested list of projects they can undertake ranging from the more difficult to the less onerous.

Rural Community Action plan (P386):
A plan drawn up by all the stakehodlers in the community, to deal with economic, social and inclusion issues.

Enhance Collaboration with LEADER (P456):
Discussions on how to improve collaboration between LEADER and the community. In particular to identify opportunities for local people.

(Case Study: 187) Castlecomer Development Projects

Goal: Awareness, Understanding & Skills - (G207)

Related Project Ideas	Rate	Comments
Showcase Community Research (P222): Before any decision is made on what the local group should set as their medium to long term goals, we first suggest they organise a showcase or summary of research so far. The showcase will help to stimulate a local conversation and stimulate interest and ideas. The group itself can decide on the format of the show case but it might be: Simply developing an online directory of local artists and samples of their work, perhaps on a community website or an image gallery on a local Facebook page. May take the format of a local event where people are invited and so on.		
Get Young People Involved in Local Issues (P735): Motivate and enable young people to become life-long engaged citizens, capable of leading change on important issues and ensuring that government is responsive to the needs of all citizens.		
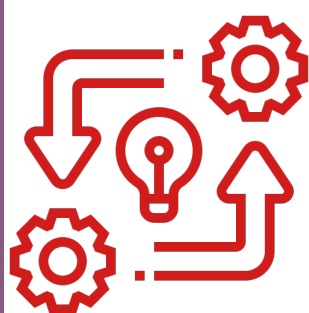
Goal: Preserve, Support & Develop - (G208)

Develop A Youth Council Using dynamic and innovative approaches, engage with young people to brings about positive change The wants and needs of the youth are different than those of the older population so it is beneficial to create a council of young people so that they can discuss what they want out of the community and come up with projects for their desired outcomes. Using dynamic and innovative approaches in our engagement with young people and those who work with them we fulfil the objectives of the EU Youth Dialogue. Encouraging participation, promoting equal participation, including diverse voices, strengthening young peoples citizenship competences and sense of belonging and ultimately bringing about positive change. ******* Develop & Grow Community Council Develop and grow a community council that advocates on issues impacting young people. Create a community council that will come together and discuss problems in the community and come up with project ideas. The community council can then further be split up into theme teams for different problem areas in the community, however, they will still all remain part of the community council no matter which theme teams they are in.

Related Project Ideas	Rate	Comments
Local Development Company (P381): The establishment of a local development company to help to develop the local community, its build environment, environment and economy		

environment , environment and economy.

(Case Study: 111) Cappoquin Community Development Company

Test Transfer-Ability of Landscape (P553):
Testing the transferability of landscape management to other Natura 2000 sites.

(Case Study: 323) Conservation of natural heritage - Biodiversity and wood fuel

Partake In The Peace First Challenge (P736):
Peace First is a global leader in investing in young people's ability to imagine and implement compassionate solutions to injustices.

Develop An Online Presence (P894):
Developing the communities online presence and actively marketing the community online is becoming ever more important. There are many ways to communicate your work: • Newsletters • Text Alerts • Newspaper • Community Notice board Website Social media pages ie Facebook, Twitter, Instagram etc Keep all lines of communication up to date. Keep Social Media Sites up to date sharing details of key aspects of your work or that of other community groups. Aim for an update every month. Where possible ask other local groups to advertise key events such as the Spring Clean.

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

5. Implementation & Community Huddles
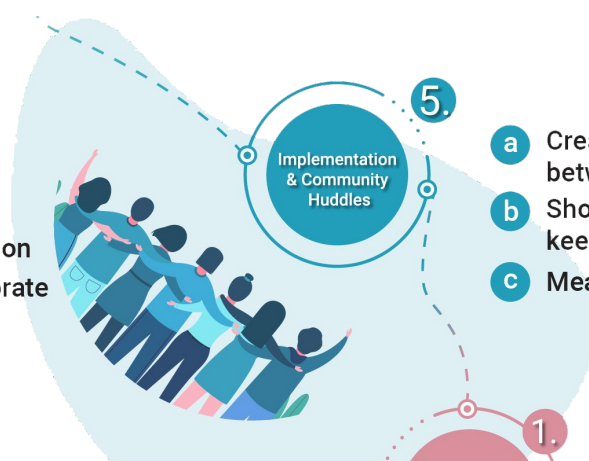
a Creates meaningful engagement between local Teams

b Short, actionable recurring meeting keep teams on track

c Measures success/progress

1.

Supporting Research

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

Title	Comments
Youth Participation in Public Policy at a Local Level[Click Here](#) Strategies for strengthening youth participation in public policy at the local level	