

The Smart Community Management Manual



Chapter 70 - 4.18c) Depopulation



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.

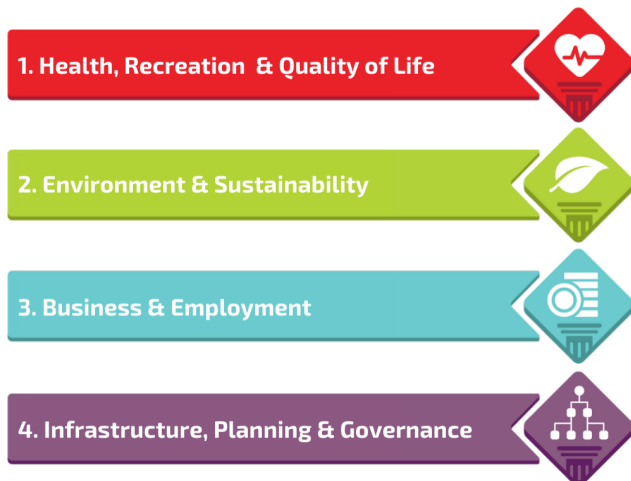


Stakeholders

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.

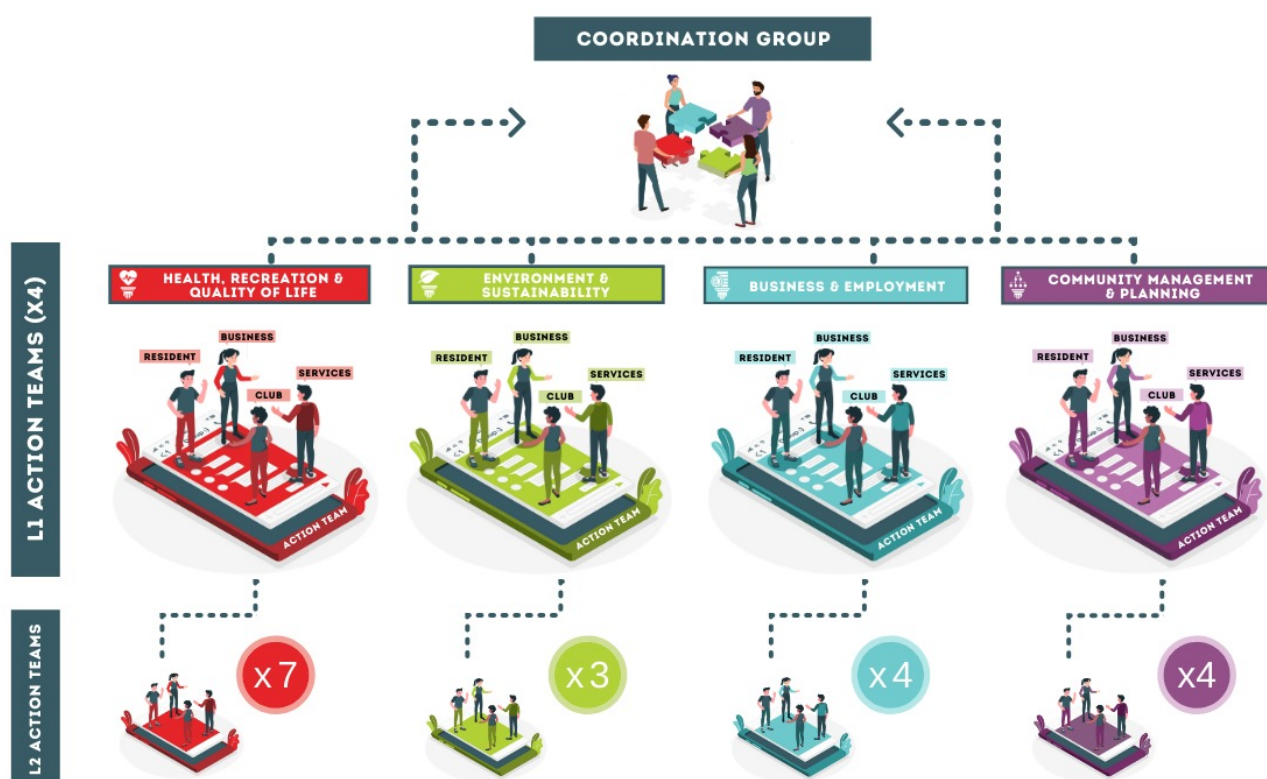
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

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
	Community Creche (S59)	Public Service		
	Local Council (S785)	Public Service		
	Local Development Company (S146)	Public Service		
	School - Junior / Pre (S177)	Public Service		

	School - Primary / National (S161)	Public Service		
	School - Secondary (S203)	Public Service		
	Migrant (S846)	Individual		
	Pregnant women (S829)	Individual		
	Visitors International (S842)	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
	Business Incubation Hub (A819)		




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.





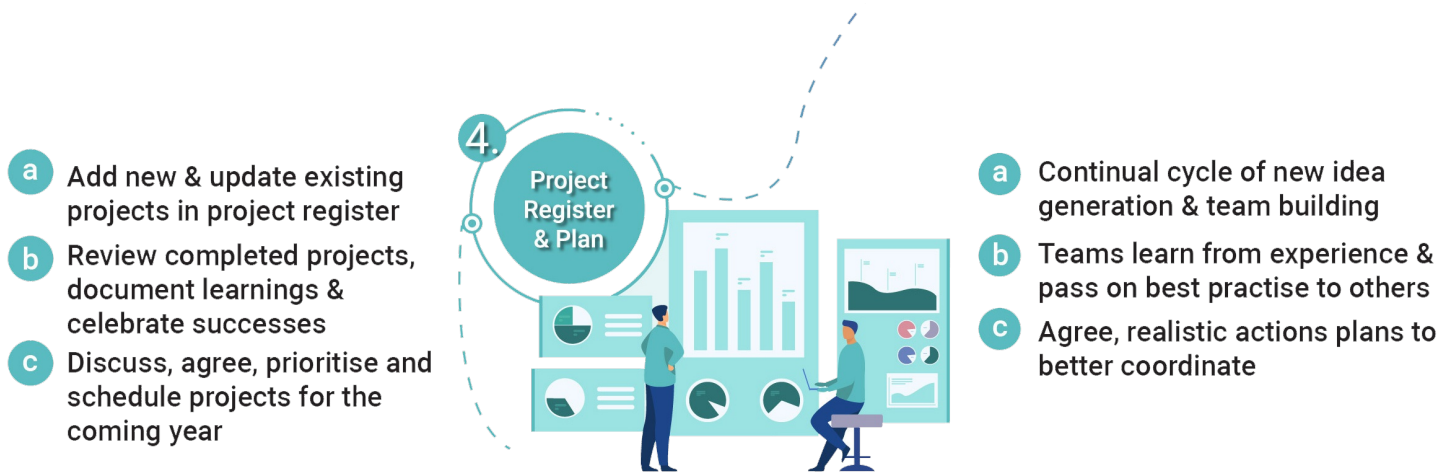
Title	How is this data collected	Comment	<input checked="" type="checkbox"/>
Local Populate Age Profile (M154)	Analysis of census data		<input type="checkbox"/>

	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G209)	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 - (G210)		<input type="checkbox"/>	
	Preserve, Support & Develop - (G211)	By implementing a program to get people to move into the area the issue with depopulation may be solved as even though some people will leave there will be people that move in and replace those that left. ***** Reduce Migration Out Implement series of initiatives to reduce the number of people leaving the area Migration out is a big problem for many communities and is negatively affecting every aspect	<input type="checkbox"/>	

of community life, especially the economy. It is important to research why exactly people are leaving and what can be done to encourage them to stay. Discussions with young people can be really beneficial to help this problem because typically it is the younger population that migrates out.

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.



Goal: Team Building, Management & Metrics - (G209)

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
<p>Bring together Local Stakeholders (P489): EAFRD funding helped set up associations that bring together local stakeholders with diverse interests to manage the implementation of Nature 2000 conservation rules.</p> <p>(Case Study: 364) Cooperation in Nature conservation</p>		



Goal: Awareness, Understanding & Skills - (G210)

Goal: Preserve, Support & Develop - (G211)



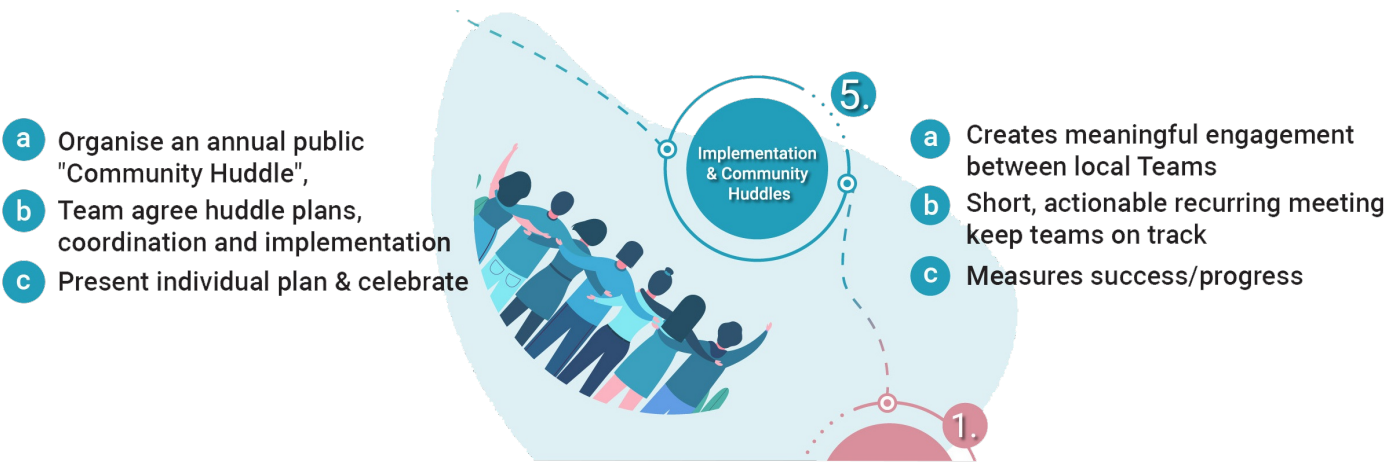
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Related Project Ideas	Rate	Comments
<p>Recruitment Efforts Within Your Area (P770): Young people are most likely to move out of the area if there's no jobs being offered thus encourage local businesses to recruit internally.</p>		
<p>Create Job Opportunities (P777): People go where jobs are, by creating more job opportunities in your area will increase the number of people moving into your area.</p>		
<p>Make Mobility A Priority (P778): Ensure your residents and visitors can easily move from place to place. Fully integrated streets for</p>		

from place to place. Fully integrated streets for everyone will attract more people to your city

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"/>
Set up road map as to why people should move to your town: Encourage people to move into your area by setting up road map as to why people should move to your town	<input type="checkbox"/>