



PREPARATORY ACTION ON  
**Smart Rural Areas  
in the 21st Century**



# Community-oriented village websites & apps



# Workshop Objectives

- How to create a basic plan
- Learn from experience & real life case studies
- Feedback & discussion



1. Introductions
2. Case Studies
  - a. Torup - Denmark
  - b. Šentviška Gora - Slovenia
  - c. Cootehill - Ireland
3. Creating a 3 step community Website plan
  - a. Communications
  - b. Web Services
  - c. Team, Content & Admin

# Introductions



- Your Name
- Where you are from
- What aspects of community websites / apps are you interested?

# Case Study - Torup - Denmark



# Šentviška Gora - Slovenia



# Cootehill - Ireland

## Business

- Directory
- Multi-vendor Marketplace

## Community

- Community Projects

## Updates

- News
- Events
- Classified/Noticeboard
- Social News
- Photo/Video Galleries

## Vistor

- Attractions & Activities
- History



The screenshot displays the Visit Cootehill.ie website. At the top right is the TOWNZ logo, featuring a house icon with signal waves. The main header includes the Cootehill Chamber logo (a gold circle with three vertical lines) and the text "Cootehill CHAMBER IN BUSINESS FOR BUSINESS". To the right of the logo is the text "Visit Cootehill.ie Shop Local, Support Local". Below the header is a "Key Services" section with a grid of 15 icons and labels:

Search	Buy	Hire	Book	Promote
Business Directory	Local Products	Local Services	Local Appointments	Local Tourism
Nurturing	Coordinating	Showcasing	Sharing	Aggregating
Local Entrepreneurs	Business Promotions	Local Talent	Knowledge & Expertise	Local Events
Curating	Facilitating	Managing	Encouraging	Supporting
Local News	Local Noticeboard	Local Communications	Community Participation	Local Projects

At the bottom of the page is a colorful illustration of a town street scene with various buildings, a church spire, and a blue sky with clouds.

# Clarecastle - Ireland



Ask Edina if its appropriate

**My Town: Clarecastle**

**My Town Teams**

- 01 Planning & Zoning (1)
- 02 Environment & Planning (1)
- 03 Finance & Administration (1)
- 04 Recreation, History & Community (1)
- 05 Planning & Urban Delivery (1)
- 06 Local Building (1)
- 07 Urban & Social Change (1)
- 08 Other (1)

**Add Boards**

- 01 Youth Advisory & Sports Board (1)
- 02 Historic Town Building (1)
- 03 Urban & Social (1)
- 04 Recreation (1)
- 05 Environment (1)
- 06 Finance & Admin (1)
- 07 Community & Planning (1)
- 08 Other (1)
- 09 Environment & Sustainability (1)
- 10 Community & Planning (1)
- 11 Community & Planning (1)

**Planning & Management Board**

**Goals (2)**

- 01 Park (1)
- 02 Urban (1)

**Stakeholders - Businesses (1)**

- 01 Urban (1)

**Projects - Plans (1)**

**The National Spatial Strategy (NSS) (2002 - 2006)**

**Clarecastle Community Strategy**

- Develop an urban provision through a community parks and social centre project.
- A list of local urban regeneration sites that the local town when required.
- Create a neighbourhood forum to aid in effective communication.
- Create and manage a general urban community social centre.
- Create an urban focus plan for community focused local issues.
- Create a local urban advisory body to support the local town.
- Build a local urban regeneration to bring the community of local events and happenings.
- Create a community hub for the local community.
- Encourage community involvement to enhance local funding and organisational strengths.
- Encourage and back the local town to work with local bodies and take effective political action for its local problems.
- Support Urban Strategy: Create a focus of plan to generate the community in vision.



# Communications

Areas		Profile	Current Status	Comments / Next Steps	When
Communications	External Communications	Twitter	▼		▼
		Facebook Page	▼		▼
		Instagram	▼		▼
		LinkedIn Group	▼		▼
		Wikipedia Page	▼		▼
		Email Newsletter	▼		▼
		Other Tools?	▼		▼
					▼
	Internal Communications	Facebook Group	▼		▼
		WhatsApp Group	▼		▼
Project Management Tools (e.g. Slack)		▼		▼	

# Web Services

Areas	Profile	Current Status	Comments / Next Steps	When	
Website / App and Services	Tools	Community Website	▼	▼	
		Community Phone App	▼	▼	
	Business	Directory (Businesses, Clubs, Public Services)	▼	▼	▼
		Marketplace (Way for business to sell through common platform)	Do not have; Low priority	▼	▼
		Create group products (Tourism package holiday)	▼	▼	▼
	Community Services	Share Tools	▼	▼	▼
		Share Talents (Timebanking)	▼	▼	▼
		Crowdfunding for local projects	▼	▼	▼
	Updates	News	▼	▼	▼
		Events	▼	▼	▼
		Photo/Video Galleries	▼	▼	▼
		Aggregate Social News	▼	▼	▼
	Promotion	Profile <b>tourism</b> offering	▼	▼	▼
		Profile offering to new <b>residents</b>	▼	▼	▼
		Profile local <b>heritage/history</b>	▼	▼	▼
		Profile offering to <b>new businesses</b>	▼	▼	▼
Profile local <b>community projects</b>		▼	▼	▼	

# Team, Content & Admin



Team / Content & Admin					
Team	Have administrative team?		▼		▼
	Have got coordination team?		▼		▼
	Have got photo team ?		▼		▼
	Have got video team ?		▼		▼
	Have got copy text team ?		▼		▼
Brand & Content	Is there community <b>logo</b> ?		▼		▼
	Is there community <b>brand</b> ?		▼		▼
	Is there a community <b>tagline</b>		▼		▼
	Is there available <b>bank of photos</b>		▼		▼ * Run a photo competition
	Is there available <b>bank of videos</b>		▼		▼
	Have you content for <b>tourism, heritage</b>		▼		▼ Format: * Opening sentence * 3-5 bullet points, bold first word * Closing Sentence
Have you got <b>database</b> of local business / clubs + profile		▼		▼	
Admin	Do you own a website address?		▼		▼ www.TownName.<countryTLD>
	Are there potential local funders, * Council * Leader companies * Business Support * Existing community fund	Do not have; Medium priority	▼		▼
	Community Survey/Feedback system		▼		▼ * Googel Forms * Survey Monkey

# Common Problems / Theme

**Each community  
describes their plan  
and the areas they  
need help**





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# Conclusion

