

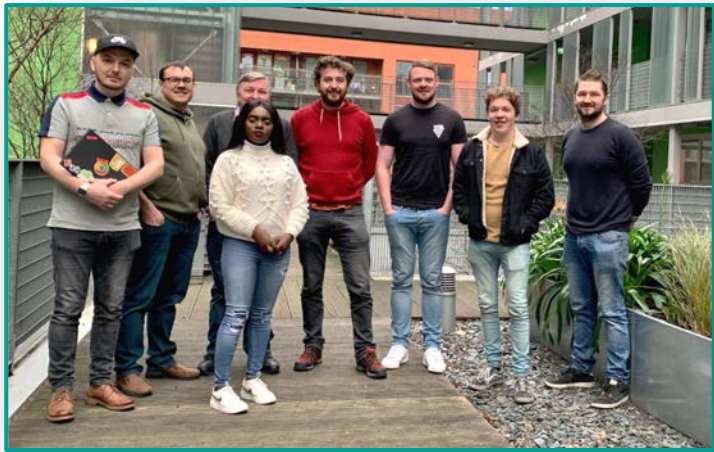


eConcepts

# Introduction to eTownz & Smart Community Management Framework



# About Us



Local Development Program & Platform  
providers (Communities / Councils)

eConcepts

Web development & digital services  
specialists (Business, Public services,  
Trade organisations)

# Our Areas of Expertise

## Digital Services

### Technical

- Web & Systems Development
- Data curation & visualisation

### Consultancy Specialisation

- Digital Communities
- Community Management & Metrics
- Community Planning

## Community Services

- **Community Profiling:** Project support to undertake a comprehensive community profile exercise to understand assets, stakeholders, goals and opportunities
- **Community Planning:** Working with communities to help them co-create local plans with local stakeholders
- **Community Management:** Helping community identify and implement smarter approaches of local management

# About Smart Community Management Framework



# Local Benefits

To facilitate communities in the co-creation and implementation of their evidence based community development plans.

Benefits Include...



# Community Records – Profiling & Planning

## Record Types

- Assets
- Stakeholders (Business, Clubs, Public Services)
- Goals
- Projects
- Metrics

## Record Themes





# New



# Themes

## Tier 1



## Tier 2





# Modular Local Action Plans



# Implementation & Local Action Teams

Support communities who want to take smarter approaches  
Similar Interests & Complementary Skills



# Model of our Community





# Local Management

**Local Action Teams**   **Coordination Team**





# Annual Program Each Action Team

# Comparability & Standardise Metrics



**Your Community Idea Card**

1) Type: (circle as appropriate)

- a) Asset
- b) Project (Past / Present / Idea)
- c) Stakeholder (Clubs / Groups etc.)
- d) Goal

2) Community Development Theme: (circle as appropriate)

- a) Health, Recreation & Quality of Life
- b) Environment & Sustainability
- c) Business & Employment
- d) Community Management & Planning

3) Title: *Local GAA Club*

4) Summary:

*The local club is...*



# Step 1. Stakeholder Review

## Actions

- a** Create a list of relevant local stakeholders
- 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

# Step 2. Asset Review



# Step 3. Goals & Metrics Review

a Agree suitable goals & metrics

b Coordinate data collection

c Compare & analyse performance to help plan



a Helps set a clear direction for the team

b Ensure local management is evidence based

c Leverage localised data to better understand & plan

# Step 4. Project Register & Plan

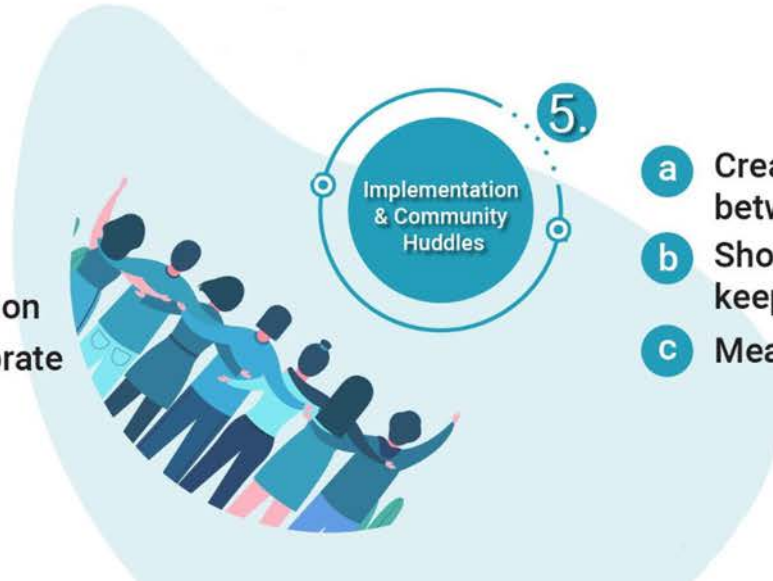
- a Add new & update existing projects in project register
- b Review completed projects, document learnings & celebrate successes
- c Discuss, agree, prioritise and schedule projects for the coming year



- 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

# Step 5. Implementation & Community Huddles

- a** Organise an annual public "Community Huddle",
- b** Team agree huddle plans, coordination and implementation
- c** Present individual plan & celebrate



- a** Creates meaningful engagement between local Teams
- b** Short, actionable recurring meeting keep teams on track
- c** Measures success/progress

# Dashboard



- Dashboard
- Admin Panel
- My Town
- My Records
- Add Record
- My Profile
- About

Invite Users

Town: Clarecastle

ACTION PLANS TOWN INFO CALENDER

## My Teams

- 1) Health, Recreation & Quality of Life
- 1.1) Physical & Mental Wellbeing
- 1.2) Sports & Recreation
- 1.4) Social Wellbeing

## Join New Teams

SHOW ALL RECORDS

VIEW ALL TEAMS

## Theme Dashboard Quick Links Showing all Themes:

### ASSETS (9)

- Clarecastle Community Playground Ltd (#108)
- Abbey Hall, Clarecastle (#202)
- Car Park (#298)
- Quay (#361)
- Clarecastle Village Market (#362)
- Clarecastle Post Office (#363)
- Catholic Church (#364)
- Roche Site (#365)
- Parking Spaces (#366)

### STAKEHOLDERS - BUSINESSES (119)

### PROJECTS - IDEAS (5)

### PROJECTS - PRESENT (4)

### STAKEHOLDERS - CLUBS (24)

### STAKEHOLDERS - PUBLIC SERVICES (5)



# Summary of Benefits



- Modular, easy to understand by all stakeholders
- Plans can be continually updated and actively monitored
- Stimulate local interest in community development
- Provide a better understanding of local issues
- Promote community participation & team building
- Promotes more effective local collaboration
- Make your community a better place to live

# Your Questions

## Pate@eTownz.com

