

COMMUNITY SUPPORT

Case Study on an issue resolved by the Connemara Programme

2016

Key Points

- The 400+ Community groups and non profit organisations are strategically important in Connemara
- They are mainly voluntary and often lack an online presence.
- Many of the volunteers are business people.
- Encouraging the reuse of business skills when engaged with community groups is a core strategy of the Programme.
- Businesses who subscribe to Myconnemara.com are encouraged to designate a community group that will then receive a free web site for as long as they need it.

The Issue

Community and non profit organisations are strategically important to maintaining the social and service fabric of Connemara. They are mainly voluntary and often lack adequate resources to create and maintain an online presence. This impacts their ability to be located and service the needs of an increasingly online population.

The Approach

No comprehensive or current list of the 400+ community and non profit groups existed for Connemara. The Programme has had to identify who the groups are, where they operate and what they do.

1) Who: Local hard copy media was a vital source of information on what groups exist and operate in Connemara. Further sources of information were the various fund raising events, church and other newsletters, funding lists, personal knowledge and notifications from the groups themselves

2) Where: The groups are then allocated to a location which is generally one of the 50 communities in Connemara. The administrative center for the group is used.

3) What: The Programme then analyses the information available and contacts the groups to try and generate the most comprehensive information set on the group, its services, membership, target groups, personnel and digital resources.

The Result

The information gathered is normalized and stored on the Singleview database. Extensive categorisation is carried out to ensure it is easy to find and accessible to their members, personnel and service users.

Where a group has no web site they are offered one or are nominated for one by any business that subscribes to Myconnemara.com. These sites are especially to groups who have had funding cuts. The Programme maintains the site for the Group in order to ensure that changes in circumstances and personnel does not impact the upkeep of the digital resources.