PROFESSIONAL COMMITMENT AND INTEGRITY

Collectivity

Community Empowerment

Participation

Community Workers

Education and Training Providers

Organisations

Funders

Employers

Policy Makers and Programme Implementers

Communities

Social Justice and Sustainable Development

Human Rights, Equality and Anti-discrimination

- In Community Development, just as in business and in the public sector, strategic planning is essential.
- The maxim 'fail to plan – plan to fail' applies in all walks of life.

Community planning is important in enabling local citizens and civil society organisations to:

- Take stock of local assets;
- Identify local needs and challenges;
- Engage local citizens in feeling part of their community;
- Strengthen the capacity of community and voluntary bodies;
- Unearth opportunities;
- Discover development potential;
- Tap into latent and under-used resources;
- Engender new ideas and creativity;
- Encourage participation in local decision-making;
- Identify and promote new skills and talents among the population;
- Form alliances;
- Foster new relationships;
- Source funding and external supports; and
- Lever resources.

- Community plans, also referred to as social audits or community profiles are used by communities and policymakers to inform decision making about the allocation of resources.

- Local authorities / Local Development Companies use community plans to inform strategies for the development of decentralised and comprehensive service delivery.

- Community plans can assist in the monitoring and evaluation of polices and programmes.

- Communities can demonstrate to statutory service providers that they are not receiving an adequate level of services or they have needs which are not being met or demonstrate opposition to initiatives which are negatively impacting on them.

Community Profile

- A broad concept referring to a diverse range of projects undertaken or initiated by different organisations, including the communities themselves, statutory agencies and voluntary organisations.

- Outlines needs and resources of community along with all the issues affecting the community.

- A good community profile requires active community involvement.

- Community profiles which are comprehensive in their coverage will challenge bureaucratic departmentalism and accurately reflect the reality of people's lives.

Needs

- Collective V Individual needs

- Debates within community development have focused on whether there is such a thing as objective need; who should define what counts as a need; how needs can be researched and how is it possible to choose between competing needs.

- The need is increasingly being seen as a legitimate basis on which to make decisions about the allocation of resources and service provision.

- The best community profiles are those which not only efficiently and accurately collect, analyse and present information about the community but which do so in a way that reflects adherence to a set of values.

- Respect for the community being profiled. Members of the community are involved in the profiling / planning process in such a way that they gain something positive from the process beyond the information collected and that they do not feel as if the planning / profiling process is something that is being done to them.

- Members of the community must be listened to and their views incorporated at an early stage in the profiling / planning process so that the design of the project reflects their concerns.

- At the fieldwork stage, it means that information is collected with sensitivity and confidentiality is respected.

- The process has to always adhere to the basic principles of equality.

Sections of a Community Plan

The format / structure can vary according to the needs and desires of the community. However, the following should act as a baseline:

- The Planning Context
- Community Planning Process (methodology)
- Demographic and Socio-Economic Profile
- Outputs (results) from Community Consultations
- Strategic Development Themes
- Thematic Action Plan
- Recommendations

Example: Charleville Community Plan

Stages in the Community Planning Process

- **Preparing the ground**

Creating a steering group (Open invitation and / or invited)

Initial planning

Making contacts

Learning from others' experiences

Identifying resources

Engaging consultants or professional researchers

Developing a management structure

Stages in the Community Planning Process

- **Setting aims and objectives**

1. Reach a shared understanding of what, in broad terms the project is about.

2. Gain a view about the extent to which people think it is a good idea.

3. Obtain a commitment from a group of those present to constitute themselves as a steering group.

4. Identify the next steps to be taken

5. Agree a time and place for the next meeting

The organisation of a steering group

❖Is the steering group as it is presently constituted an appropriate size?

❖Are there other people who need to get on board at this stage?

❖How often does the group meet?

❖Who will be responsible for convening the meetings?

❖Will there be an agenda and minutes? If so who is responsible for drawing them up?

❖Who is allowed to have access to these documents?

❖Is there to be a chairperson? If not, how will the meetings be organised/ co-ordinated?

Stages in the Community Planning Process

- **Deciding on methods**

- **Fieldwork**

Production of information-gathering tools e.g. questionnaires, socio-economic and demographic profiles

Training of staff involved in data collection

Collecting 'new' information

Recording information

Analysing information

Stages in the Community Planning Process

- Reporting

Writing up fieldwork

Production of draft profile

Amendments to draft profile

Production of final community profile

Dissemination of research findings

Stages in the Community Planning Process

- **Action**

Consultations over key issues, priorities, actions to be taken

Drafting community action plan

Consultations over draft plan

Production of action plan

Dissemination of action plan

Implementation

Monitoring and evaluation

Key Points for Consideration

- A management committee with clear terms of reference, roles and responsibilities.

- Consensus about the purpose of doing the community plan.

- Consensus about the community to be profiled.

- A preliminary list of issues to be addressed by the community plan.

- A clearly stated set of aims and objectives.

- Resources that are appropriate to the task at hand.

- Contacts within the community to be profiled.

- Any existing data that relate to the community should be gathered and analysed.

COMMUNITY SOCIO-ECONOMIC PLANNING

The European Agricultural Fund for Rural Development: Europe investing in rural areas

Bruff Grange Meanus
COMMUNITY PLANNING
FORMER CHURCH OF IRELAND

Bruff Grange Meanus Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between September and November. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

The 1st Workshop will take place at 8pm on 19th September, in the Former Church of Ireland.

Come along, receive the information, share your views & take part!

To help you think about the issues please complete the survey, it will only take a few minutes:
www.surveymonkey.com/r/ballyhouracommunityplanning

WANT TO SEE REAL CHANGE?
amenities tourism festivals enterprise & employment environment community young & old

CASTLECONNELL COMMUNITY WORKSHOP
8PM – THURS 27 SEPT – PARISH HALL
CALLING ALL RESIDENTS, BUSINESSES & COMMUNITY GROUPS
A new initiative is underway in Castleconnell to encourage local involvement and provide a shared vision for the future of the community.

Ballyhoura Development CLG will provide us with a professional facilitator, an expert in community development, to talk & listen with the purpose of uniting our community

3-5 Year Plan will be developed which will look at employment, infrastructure, social activities, environmental awareness.

Shape and Direction will be given to our community, provide a shared vision, and create opportunities for agencies and public sector bodies to work together with us to impact the quality of life the community.

Kilmallock
COMMUNITY PLANNING
FORMER GIRL'S SCHOOL (opposite the church)

Kilmallock Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between September and November. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

The 1st Workshop will take place on 25th September at 8pm in the Former Girl's School (opposite the Church)

Come along, receive the information, share your views & take part!

To help you think about the issues please complete the survey, it will only take a few minutes:
www.surveymonkey.com/r/ballyhouracommunityplanning

Charleville
COMMUNITY PLANNING
E CENTRE, BAKERS ROAD

Charleville Heritage Group is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between September and November. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

The 1st Workshop will take place on 13th Sept, at 8pm in the E Centre, Bakers Road.

Come along, receive the information, share your views & take part!

To help you think about the issues please complete the survey, it will only take a few minutes:
www.surveymonkey.com/r/ballyhouracommunityplanning

Kilmallock
COMMUNITY PLANNING
FORMER GIRL'S SCHOOL (opposite the church)

Kilmallock Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between September and November. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

The 1st Workshop will take place on 25th September at 8pm in the Former Girl's School (opposite the Church)

Come along, receive the information, share your views & take part!

To help you think about the issues please complete the survey, it will only take a few minutes:
www.surveymonkey.com/r/ballyhouracommunityplanning

Pallasgreen
COMMUNITY WORKSHOP
Pallasgreen Community Centre

Pallasgreen Templebraden Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between September and November. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

The 1st Workshop will take place at 8pm on 20th September in Pallasgreen Community Centre

Come along, receive the information, share your views & take part!

To help you think about the issues please complete the survey, it will only take about 12 minutes:
www.surveymonkey.com/r/ballyhouracommunityplanning

Donoughmore Knockea Roxborough
COMMUNITY PLANNING
THE COURTHOUSE, BALLYNEETY

Donoughmore Knockea Roxborough Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between March and May. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

Three Community Planning Meetings will take place in The Courthouse, Ballyneety on:

Thurs 7th March 8pm	Thurs 11th April 8pm	Thurs 16th May 8pm

Before you come along, to help you think about the issues YOU would like to discuss, please scan this code to complete a quick 10 minute survey online (or go to the website below):
https://www.surveymonkey.com/r/ballyhouracommunityplanning

Doon
COMMUNITY PLANNING
DOON COMMUNITY CENTRE

Doon Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between February and May. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

Three Community Planning Meetings will take place in Doon Community Centre on:

Thurs 28th February 8pm	Thurs 4th April 8pm	Thurs 9th May 8pm

Before you come along, to help you think about the issues YOU would like to discuss, please scan this code to complete a quick 10 minute survey online (or go to the website below):
https://www.surveymonkey.com/r/ballyhouracommunityplanning

Fedamore Carnane
COMMUNITY PLANNING
FEDAMORE COMMUNITY CENTRE

Fedamore Carnane Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between February and May. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

Three Community Planning Meetings will take place in Fedamore Community Centre on:

Thurs 21st February 8.30pm	Thurs 21st March 8.30pm	Thurs 2nd May 8.30pm

Before you come along, to help you think about the issues YOU would like to discuss, please scan this code to complete a quick 10 minute survey online (or go to the website below):
https://www.surveymonkey.com/r/ballyhouracommunityplanning

Liscarroll
COMMUNITY PLANNING
LISCARROLL COMMUNITY CENTRE

Liscarroll Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between March and April. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

Three Community Planning Meetings will take place in Liscarroll Community Centre on:

Tues 5th March 8pm	Tues 9th April 8pm	Tues 7th May 8pm

Before you come along, to help you think about the issues YOU would like to discuss, please scan this code to complete a quick 10 minute survey online (or go to the website below):
https://www.surveymonkey.com/r/ballyhouracommunityplanning

Milford
COMMUNITY PLANNING
MILFORD COMMUNITY HALL

Milford Area Community Council is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between February and April. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

Three Community Planning Meetings will take place in Milford Community Hall on:

Tues 12th February 8pm	Tues 12th March 8pm	Tues 16th April 8pm

Before you come along, to help you think about the issues YOU would like to discuss, please scan this code to complete a quick 10 minute survey online (or go to the website below):
https://www.surveymonkey.com/r/ballyhouracommunityplanning

Mitchelstown
COMMUNITY PLANNING
MITCHELSTOWN ENTERPRISE CENTRE

Mitchelstown Community Forum is preparing a new socio-economic plan for the area. Community groups and interested individuals are invited to take part in a series of three planning workshops between February and May. The aim is to produce an agreed plan of priority actions for the next 3-5 years.

Four Community Planning Meetings will take place in Mitchelstown Enterprise Centre on:

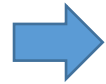| Weds 20th February 8pm	Weds 13th March 8pm	Weds 20th March 8pm (Health Focus)	Weds 1st May 8pm

Before you come along, to help you think about the issues YOU would like to discuss, please scan this code to complete a quick 10 minute survey online (or go to the website below):
https://www.surveymonkey.com/r/ballyhouracommunityplanning

Community Planning Method

Analysis of CSO statistics for the area. ➡ Community vibrancy survey. ➡ Series of 3 planning workshops. ➡ Draft plans to host groups.

Liaison & Meetings with Local Host Groups/ Community Councils.
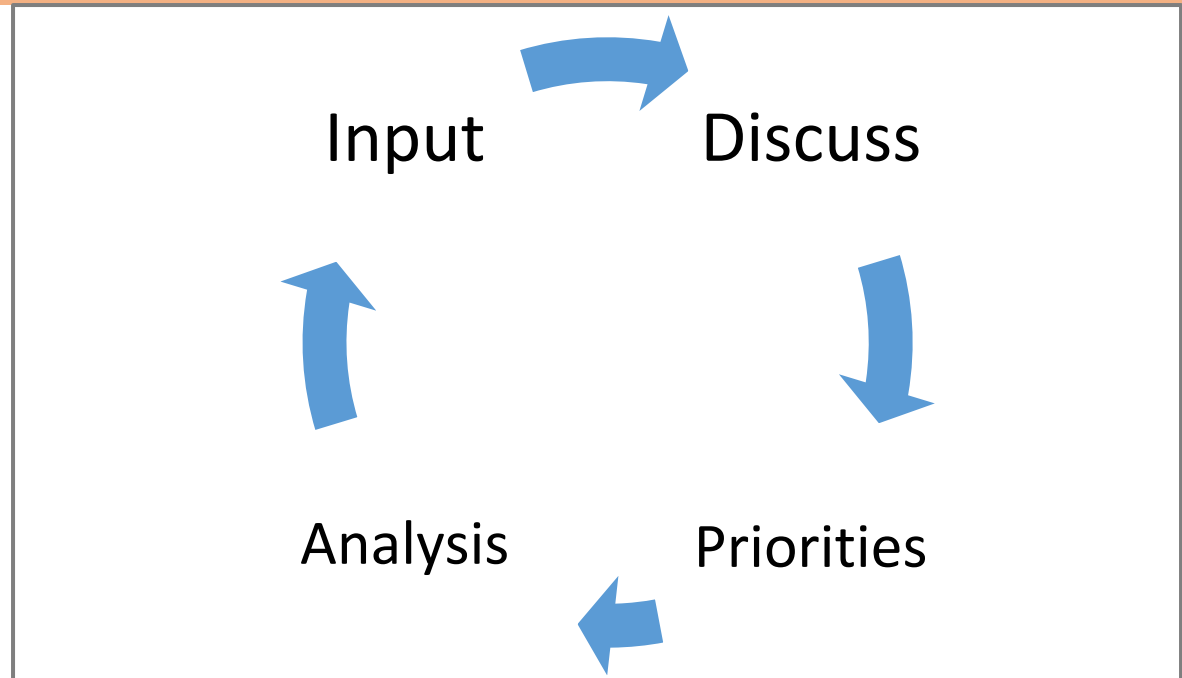
Ballyhoura Staff support.

The 3 Community Planning Workshops

1. Analysis of Census figures and issues arising

2. Analysis of feedback from community survey

3. Finalising actions

Input → Discuss → Priorities → Analysis → (Input)

Outputs

36 x Community Workshops

+

12 x Area Profiles

+

12 x Community Surveys / over 1,000 responses

=

12 x Community Plans

Case Studies from Rural Ireland

- Glenroe- Ballyorgan (REBOUND Project)

- Loughmore Community Co-operative Society (COMENT Project)

Best Practices of Rural Community Resilience

• Bringing life back to communities (especially places that had been in demographic decline);

• Promoting inter-community networking and collaboration (overcoming past rivalries);

• Supporting volunteerism and citizen participation;

• Improving service provision;

• Evidence-based and community-led planning;

• Stakeholder awareness-raising;

• Raising and leveraging funding – enabling projects to happen; and

• Integrated and collaborative approaches to development.

Rural Resilience Definition – REBOUND

- 'The capacity of a rural community or territory to utilise equilibrium or evolutionary approaches in order to respond to sudden socio-economic or environmental shocks and have the capacity to continuously adapt to the multiple processes of change affecting them whilst strengthening their essential functions and structures, ensuring good governance, as well as maintaining a satisfactory quality of life and well-being for its inhabitants and rural territory, as resilient communities are generally well networked / cooperative.'
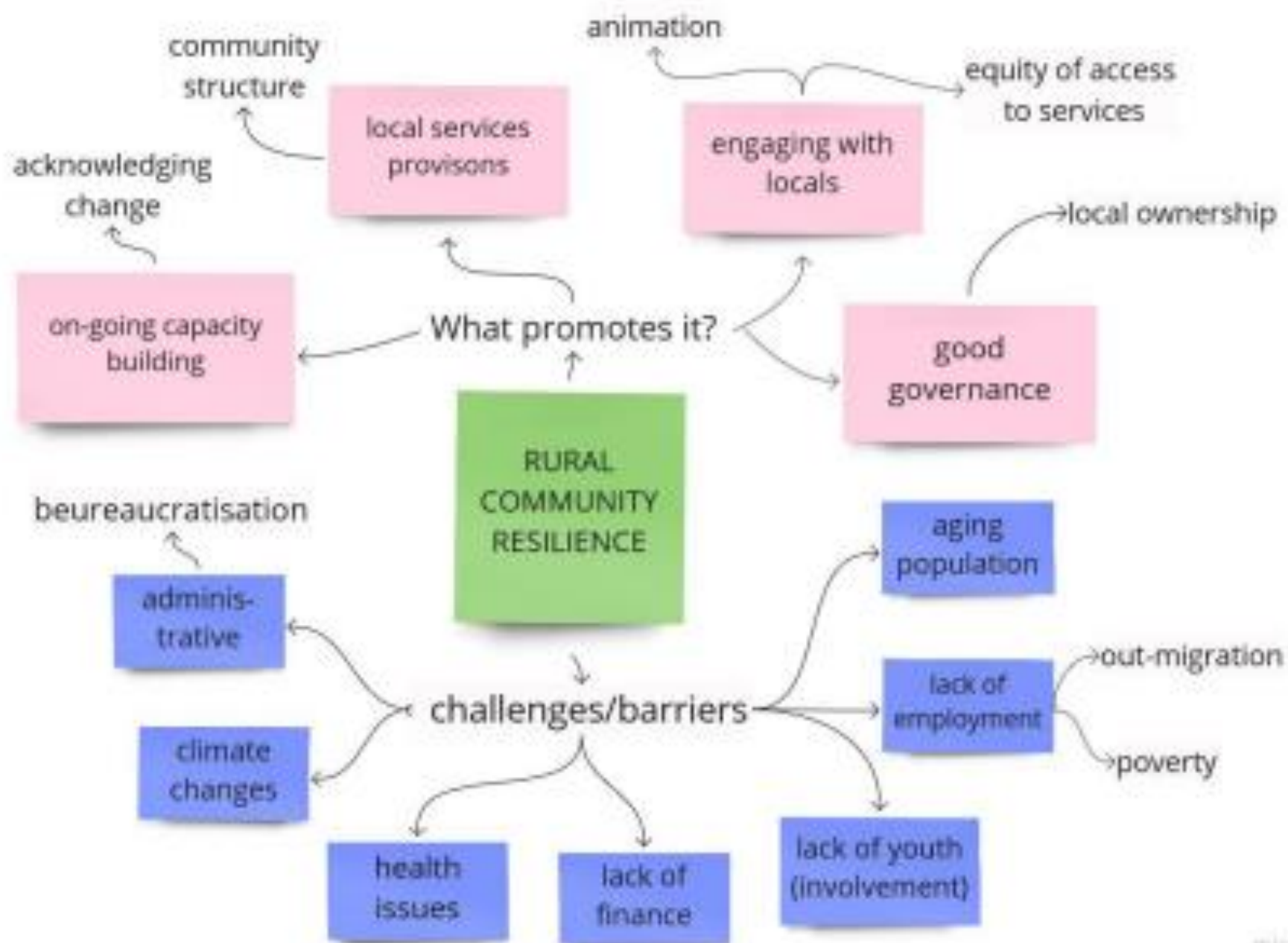
REBOUND Case Studies

Case Study: Glenroe-Ballyorgan, Co. Limerick
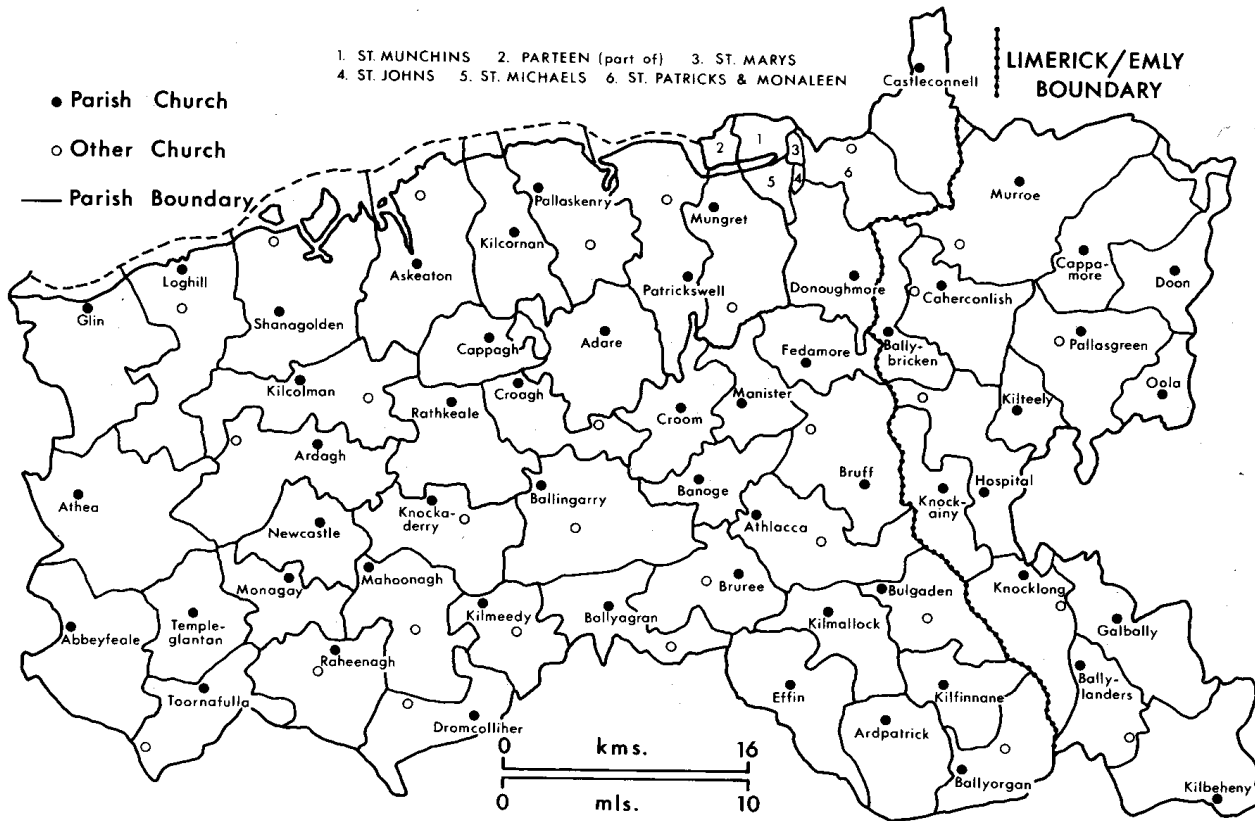
Glenroe - Ballyorgan Population Pyramid (2016)
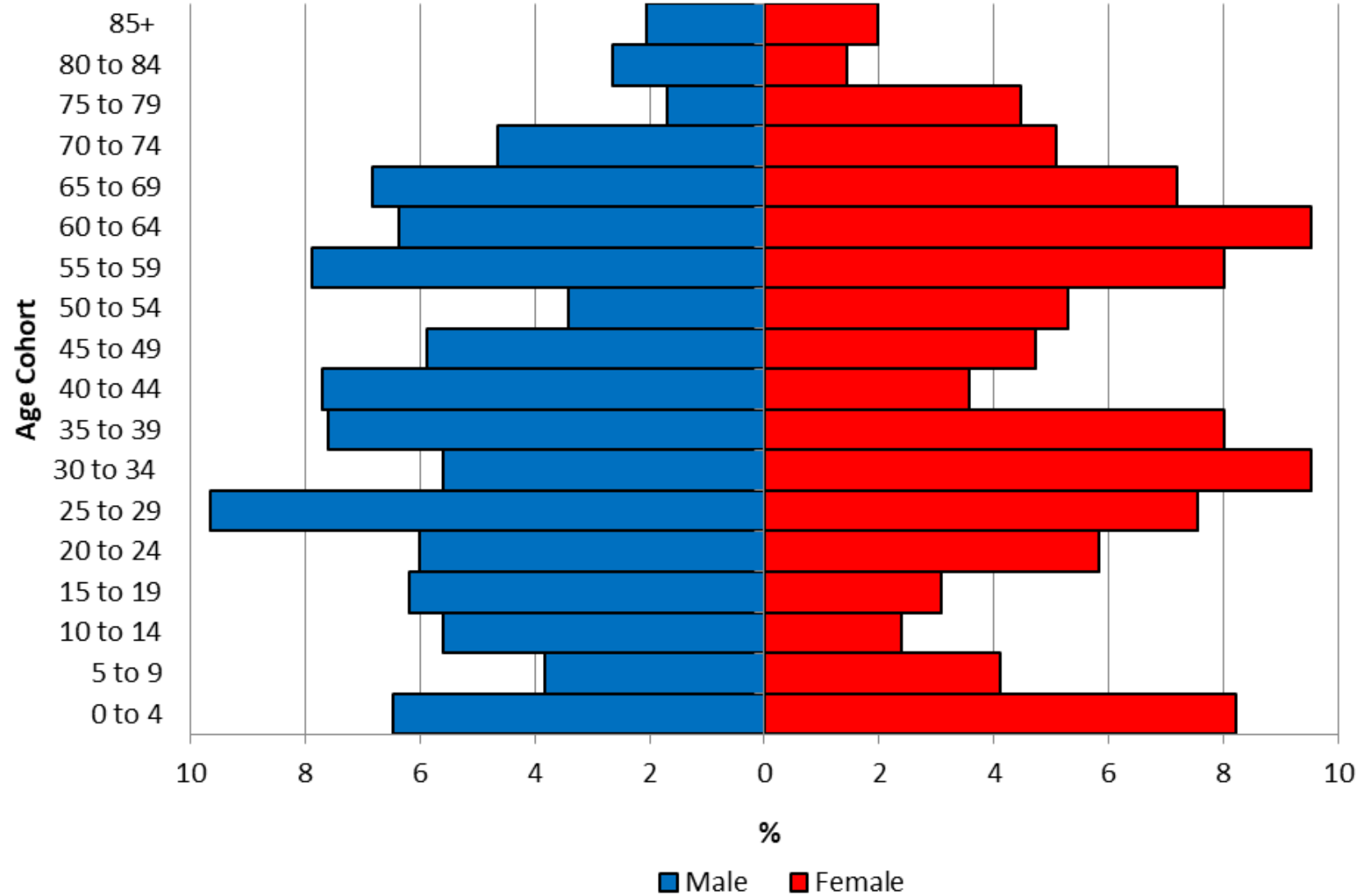
According to the 2016 Census of Population, there are 630 (339 males and 291 females) people living in the parish.

Since 2011, the parish has recorded a significant reduction (-33) in population size.

There were 591 Catholics; 15 Other Religion; and 24 atheists (no religion) living in the parish of Glenroe Ballyorgan.

Catalyst for Change – School Closure and Re-opening

Governance

Communication Strategy

Consult

Plan

Review
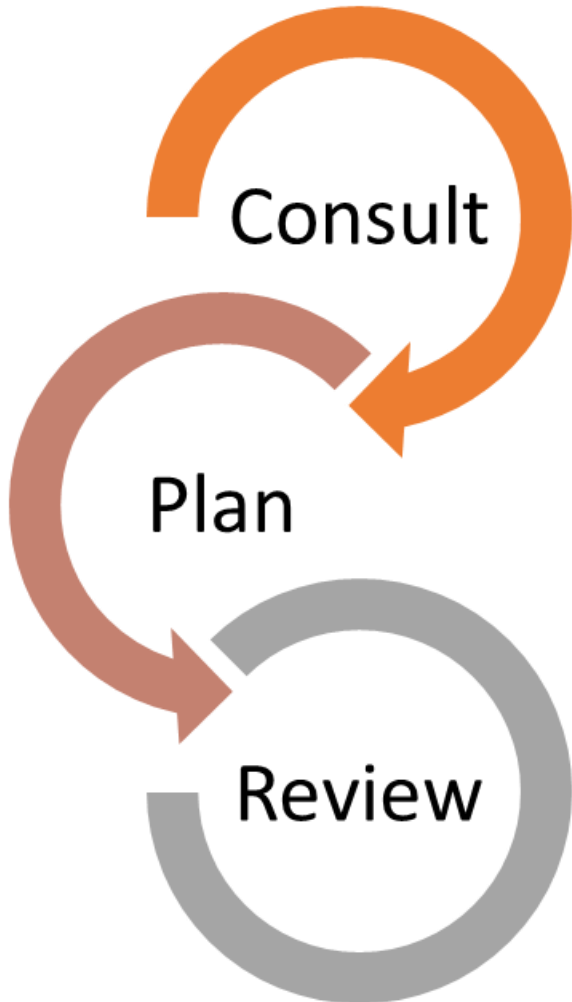
Community Council Facebook Page

Community Newsletter

Community Text System

Community E-mail

Local Weekly Notes/ Newspaper Correspondent

"Babies, Waddlers & Toddlers Group"

Expression of Interest

If you'd be interested in hearing more about future events in Glenroe Hall and establishing a Baby & Toddler group for our local area, please fill in this form. We'll be in further contact!!

Name of Parent: _____

Name of Child/Children: _____

Mobile Number: _____

Email Address: _____

Thank you for taking the time to complete this form!!

GLENROE & BALLYORGAN
COMMUNITY SCULPTURE PROJECT 2021

OISÍN OF NA FIANNA

GLENROE AND BALLYORGAN COMMUNITY
ART PROJECT 2021

CREATING A SCULPTURE OF LOCAL LEGEND,
OISÍN OF NA FIANNA

Join a free 1h workshop and help build Oisín using
natural materials such as willow and clay.
Booking essential T. 0863016033

Wed 25 Aug 4pm GLENROE - Family
Sat 28 Aug 11am BALLYORGAN - Family
Thu 2 Sep 11am BALLYORGAN - adults/ 8+
Sat 4 Sep 11am GLENROE - adults/ 8+
Mon 6 Sep 11am KEALE RIVER WALK -adults/8+
Thu 9 Sep 4pm GLENROE - Family
Tue 14 Sep 6pm BALLYORGAN -adults/8+
Thu 16 Sep 11am KEALE RIVER WALK -adults/8+
Thu 23 Sep 11am KEALE RIVER WALK -adults/8+
Sat 25 Sep 11am KEALE RIVER WALK -adults/8+

This project is funded by Limerick
City and County Council and the
Creative Ireland Programme

Clár Éire Ildánach
Creative Ireland
Programme

Comhairle Cathrach
& Contae Luimnigh
Limerick City

Collaboration with Outside Agencies

- Glenroe National School:

Diocese of Limerick/Limerick & Clare Education & Training Board/Department of Education/LCC

- Keale River Walk:

The Heritage Council (interpretative panels)/Creative Ireland Programme 2017-2022 (Earth Scupture of Oisin)/Ballyhoura Heritage & Environment (maintain the Keale river walk)

In promoting rural resilience, the main factors are:

- acknowledging change and on-going capacity building (e.g. trainings for empowering rural communities on different topics);
- animation activities and engaging with locals (e.g. events), with equity of access to services, working on collaboration potential, which is highly based on mutual trust and building common community values, synchronizing visions of rural community development;
- local service provision with a community structure that is an umbrella body and which supports community development in a cluster of communities;
- good governance (e.g. having a participative structure) along with local ownership.
- The REBOUND project has designed and validated a Certificate in Rural Resilience – commencing September 2023!

REBOUND

Fostering Resilience in Rural Communities

This inter-territorial project is supported by the EU through ERASMUS+. It pursues an action-research approach to promoting rural community resilience. Partners from Ireland, Portugal, Slovenia and the EU-wide European Association for Innovation in Local Development (AEIDL) are pooling their expertise and engaging a diverse range of stakeholders. Having undertaken research with rural communities, the project partners are now offering places in a Level 6 training and capacity-building training programme on Rural Community Resilience.

COURSE OVERVIEW

- Award Level: Level 6 NFQ Special Purpose Award (university accredited)
- Price: Free
- Duration: One Academic Semester
- Study Mode: Part-time blended learning (recorded lectures, online tutorials and work based learning)
- Proposed Course Commencement Date: September 2023
- Delivery: One theory-based module, one practical-based module
- Working Language: English with materials in multiple languages

WEEK-BY-WEEK COURSE CONTENT

- Week 1: Key Concepts
- Week 2: Models of Rural Resilience
- Week 3: Policy making Structures
- Week 4: EU-wide Case Studies
- Week 5: Community Animation and Place-Making
- Week 6: Facilitation Skills and Mediation

- Week 7: Participation Models
- Week 8: Governance Structures - Quadruple Helix
- Week 9: Community Audits / Planning and Measurement Tools
- Week 10: Effective Communications
- Week 11: Project Management
- Week 12: Rural Resilience Special Topic - Rural Ageing

CAPACITY BUILDING

With a variety of student backgrounds, this course aims to provide an environment for capacity-building.

RURAL DEVELOPMENT

Gain a deeper understanding of Rural Community Resilience, best practices as well as tools for enhancing rural living.

EFFECTIVE CO-CREATION

Content will be focused on providing skills to assist effective co-creating with locals in rural areas.

For further information, please see our website: www.ruralresilience.eu

For further information about the program, please contact Dr. Shane O'Sullivan, shane.osullivan@tus.ie

Loughmore, Co. Tipperary

Social Enterprises and Community Enterprises

- Social enterprises are businesses that work primarily to improve the lives of people.
  - .. core objective is to achieve a social, societal, or environmental impact.
  - .. wide spectrum of social enterprises in Ireland, from local community-based enterprises to larger enterprises,
  - .. create employment
  - .. support Government policy objectives in areas
  - .. any surpluses generated by social enterprises are re-invested into achieving social objectives, rather than maximising profit for their owners.
- Source: Department of Rural and Community Development 'Social Enterprise' (2019, 2022)

Social Enterprise: Definition

- A Social Enterprise is an enterprise whose objective is to achieve a **social, societal or environmental impact,** rather than maximising profit for its owners or shareholders. It pursues its objectives by **trading on an ongoing basis** through the provision of goods and/or services, and by **reinvesting surpluses into achieving social objectives**.
It is governed in a fully accountable and transparent manner and is independent of the public sector. If dissolved, it should transfer its assets to another organisation with a similar mission.

- Eg: **FoodCloud:** A Social Enterprise working to tackle the twin issues of food waste and food security by redistributing surplus food from the food industry to a network of charity and community partners in Ireland.

- Source: https://assets.gov.ie/219319/003e5666-8a9f-4f8e-9e81-79371e910f25.pdf

To what extent does a community enterprise differ from a social enterprise?

Social Enterprises

Community Enterprises

- Community Enterprise:

- A type of social enterprise with a director, management and employees

- .. co-created as a structured organization with

- ..all assets controlled, managed and directed by the community,

- …with a board of directors elected from the community and

- .. all profits co-created contribute to the optimum health, human rights and shared prosperity of the community …

Socio-Economic Decline in Loughmore, Co Tipperary (1/2)

'When I came here 46 years ago, as you came into the village from the far end you met a very busy saw mill……right over the bridge you met the creamery, which was a hive of activity from about 8 o'clock in the morning until maybe 1 or 2 in the afternoon and the farmers would come there every day. You had a lot of activity within the parish. And when they'd come to the creamery they could call into the Post Office and get their post and whatnot and then they could cross the road into another grocery shop and pick up what they'd want in there and go further up to the village and went into another grocery shop. And if they wanted a pint before their dinner, they could call into the pub across the road here! we went from that to just having the church, the school and one pub that opened at 6 o'clock in the evening. So you had a community that was dead. And the only people that were really active in this they were all dead above in the graveyard. So we wouldn't come down here unless we were going to the church or to a funeral. I don't drink or smoke so I wasn't going to go to the pub at 6 o'clock in the evening. So we actually had a community that was dead and we allowed that happen ourselves. Because when the multinationals came in, and the profit became the big stream – everything had to be in millions we moved with that into the shops in town. And look at Thurles now'' Participant 3

Socio-Economic Decline in Loughmore, Co Tipperary (2/2)

'Because we have lost everything here in our rural village. I remember as a child coming in to the village with my dad, we'd go in to the Post Office, we'd go in to the place across the road and it was all about that little chat and the creamery and the conversing and the conversation and I think it's very sad today that a lot of us has lost all that. It's such a rat race. But here in this cottage, it's still here. The heart is still here. It's great to see it' Participant 4

'There was the creamery below and there was a dispensary above, there was two shops, a shop there and a shop above, two pubs, Post Office – all that is gone. And we've become a satellite of Thurles and Templemore. As a village it was dead. The only life that came into it was kids would be out of school for ten minutes or in the pub in the night-time. And even then, rural get-togethers were getting less and less and the community always there. So twas badly in need of it and the village cried out for having a shop and they said they wanted it' Participant 5

'In country life the paper was had every day. Now, the amount of papers sold … someone mentioned the Tipperary Star is gone from close to 15,000 down to under 10,000 which would have been bought religiously… you had to get the Tipperary Star every week. So that's gone now because of … you know internet and the likes of that. And that's another reason the country shop would have fulfilled, the getting of papers' Participant 6

'it's the oldest house in the village. It was built in the 1800s. So this is as authentic a house as you'll get, so its the stone and the whole lot of it is brilliant' Participant

'For rural isolation, it has really become the hub for everybody to come to and people who haven't been down in the village for years are coming down. People who are lonely who are widowed. We have groups coming here. We've ladies coming in ever Tuesday morning just to chat. We've a knitting club. One Sunday morning I was in the kitchen and I looked out and the place was full of men they were discussing the match! So it's not just a lady's place to dine. It's for everybody. Kids come in here, they love it, we've a garden out the back. The youth club work with us and we work very closely with the school as well. And the Youth Club put in a herb garden in the summer for us, so we've our own herbs out the back. They're putting in a sensory garden this year. Last year we started a scheme with the school whereby they grew vegetables up in their little plot and we bought them down and sold them for the school. And we went up to the school and showed them how to make soup from their own vegetables" Participant 4

Rural Isolation

If you've someone living on their own and they come down here for an hour, at least they've met somebody and met one or two more. Even if there was no one here. And maybe let out their little troubles and the troubles that they have might be very small when they go home. A trouble shared is a trouble halved and it mightn't be a bother at all. There's a lot of things … I'd hate to see it not supported.

In the summertime we have a better trade. But then in the wintertime it's not as good because you'll have the elderly not coming out.... they won't come out in the cold weather

 And there's an awful lot of loneliness out there that I didn't even know was out there. I'm shocked at the amount of people who are longing to talk to people, you've all the social media you've everything but at the end of the day you need a person.

Rural Isolation

Our Post Office went, we fought hard we got back the post box in the village. You can now post a letter again, we got a post point – we can offer you to pay a bill you can get credit for your phone all that kind of thing from here. The only thing we can't do is the pensions of the OAPs. Other than that we can do all the post office facilities. And it's great to be able to do that' Participant 3.

'The Tearooms is the one to bring people in to the parish. And we have a lovely village and parish and the Tearooms has worked to bring people from outside the parish in and to show off and see the village, we've a castle, the river and as locals you get used to it you don't notice it. But those that do come are impressed. People come to the parish that wouldn't have never been in Loughmore because of the cottage' Participant 4

'The village is beginning to wake up, it's a village that's untouched and they're beginning to see the potential and so on. So we've had bus tours here last summer and we were able to cater for them, thank God it was fine weather and they were out in the garden and its lovely. But indoors our max is 20' Participant 6

Provision of Services

When we come on a Tuesday and there's only seven of us at the moment and we go in there and I'd buy eggs, milk, I get the papers I might get a packet of biscuits which I shouldn't be eating with my weight! Those are the things you can get. If you want tea you can get it there as well. You know you get the basic essentials. If you go in to shop in town for milk, how much will you come home with – a basket full. You'd be bringing home stuff you don't need at all.

Dinny sells locally produced eggs, there's local honey – it can't be kept on the shelf. As soon as it's there they come swarming

The margin then, people can get the Aldi's and Lidl's and you can't go charging twice prices for a country shop. You have to keep … the margin out of the shop is very, very small anyway. But by having a crossover the workforce that they're able to do the Tearoom and the shop it makes it viable. It's great to have it and to have one without the other wouldn't be as good. They complement each other.

Community Shop

'We knew we had good people to bake in the parish because there was so many functions over the years like festivals and things, we knew people could do it. So what we did was we held a Christmas Market in the hall and we invited the crafts people and food producers to it and we had 40 tables no problem. Jus like that we had 40 tables. We asked them at that stage then would they be interested in joining us to do it on a more regular basis. So from that then we got a core of food producers and crafts people who wanted to be involved' Participant 4

'All our food is produced here within five miles. Our confectionary is baked by local girls; we've nine on our books at the moment. All our crafts are from within the locality. And they just exhibit and we sell them for them' Participant 5.

Local Multiplier Effect

"You'd have to have a grasp of business … not the micro sense but you'd have to say no matter how you run it, the bottom line matters. If you're going to sustain it into the future you can't have a right craic outside and throw out the buns and have the place packed, you have to be a little more self-disciplined to say well this has to wipe it's nose and cover itself. We have to run it even though we'd love to give the out the buns as I said at €2, to make it … just about right we have to charge €2.50. You might prefer if people came in and said you're great, you're giving them out for nothing. You have to be disciplined that way. You have to run it as a business even though it's a community service. The community thing sounds voluntary and no – you'll have a fund for a while but you won't last it into the future. And this will be no good to anyone and we'd be very disappointed if this was gone in a year or twos time that would be a big disappointment. And if you run up a debt, you'll have to go"

Commercial Enterprise

'The margin then, people can get the Aldi's and Lidl's and you can't go charging twice prices for a country shop. You have to keep … the margin out of the shop is very, very small anyway. But by having a crossover the workforce that they're able to do the Tearoom and the shop it makes it viable. It's great to have it and to have one without the other wouldn't be as good. They complement each other' Participant 5

'The commercial side has to work for the social side to be possible. It has to cover itself. They're not conflicting with each other … because there's nothing compromised' Participant 5

'It wouldn't have happened without it. I couldn't see how it would now. Twas a little boost you need to start and they throw up the reins and it's up to ye now after that now. Then they were great people, passionate people that were running the projects. And the money wasn't just covering the books, they were exceptional help' Participant 6

Commercial Enterprise

'About 20 other opened throughout Ireland in Mayo, few in Kilkenny, Wexford, Wicklow, Cork and can't think of half of them. Up in Offaly outside Birr there's one. Literally I can't think at the moment but there's about 20' Participant 4

'I absolutely love it. We're helping other people to do it. So North Tipperary Leader employed me for the mentor groups and we have one open now in Borrisoleigh, Annacarty, Cloughjordan, Lorrha in North Tipperary' Participant 4

Replication

- Social enterprise can play a profound impact on providing services and employment opportunities within rural communities which been negatively impacted by the processes and patterns of globalisation.

- Adheres to the principles of community led local development – very sustainable approach.

- The identification of diverse income streams (innovation) is pivotal for the longevity of the social enterprise.

- The state and statutory agencies have to ensure the appropriate infrastructure is provided for the development of small to medium scale enterprises within rural villages / towns.

- A social enterprise has to commercially orientated but also have a distinctive social mission.

Thank You

Contact Details:

Dr Shane O'Sullivan

Senior Lecturer, DASS

Technological University of the Shannon Midlands Midwest

Moylish Campus, Limerick, Ireland

E-mail: shane.osullivan@tus.ie

Twitter: @osullivanstake

@RuralREBOUND

@ComEntProject