

# Communities Creating Jobs



# Ready for Takeoff!!

## Recent Activities of CCJ

- ◇ Attended meetings of potential CCJ members throughout the country
- ◇ Developed initial tools for use by CCJ organisations
- ◇ Developed flyer to use as a promotional tool for CCJ
- ◇ Met with various public sector representatives through a variety of means to promote the concept of CCJ
- ◇ Worked on the development of an interactive website to act as a core communication tool for CCJ members
- ◇ Developed the formal structures and systems that will be needed to manage the future organisation
- ◇ Developed and submitted applications for funding to support the initial work of the organisation
- ◇ Identified a location and mechanism of initial support for CCJ administration and promotion.

## Back in touch!!

The interim committee of CCJ is very conscious that there has been little communication with the founding members over the last number of months. It is hoped that this newsletter will show that the organisation is alive and well and that the committee has been very active in many ways. And now we are nearly ready to go!!

Over the past number of months, the committee has been putting in place the building blocks that will shortly enable the organisation to really get up and running. Before this could happen, it was important that the interest in this kind of activity throughout the

country would be assessed. In order to do this members of the committee have attended meetings in Meath, Mayo, Kilkenny, Cavan and Limerick. Members of the committee have also attended meetings of bodies such as the Commission for the Economic Development of Rural Areas where the principles of the CCJ approach were presented.

In addition over this period the committee has been working hard at putting in place the systems and tools that will allow CCJ and its affiliated organisations to work actively and positively at the task of promoting job development through the use of community assets.

## Working on the Building Blocks

Before fully launching any project it is important that the key building blocks are in place.; otherwise there is a danger that the launch will take place but that the rocket will fail and fall back to earth!!

brings to the exercise of job creation that is new and different; there is no point in doing a lot of work on things that are already being done by others.

One of the most important building blocks for any project is that it is clear about what it intends to do, has a clear vision of how it will go about its work at least in the initial phases and has a basic structure in place to support its work. In addition, for a project like CCJ it is important that it is clear on what it

This may all sound easy; but it isn't!! For the ;last number of months a small committee has been working on a clear Statement of Purpose for CCJ, one that we can use, not just for ourselves, but to promote our work to others whom we may need to convince. That work is nearly finished and a copy of the Statement of Purpose is available from CCJ.

### How does my community get going?

A lot of CCJ members wonder about the things they should do in order to get the organisation up and running in their own community. If you look at Page 5 of this newsletter the important first steps are set out in 'Setting Up a CCJ Organisation'.

So feel free to get going!! If there is anything that you are not sure about or there is a question you would like to ask about any of the steps, e-mail [senan@dunhillcopark.com](mailto:senan@dunhillcopark.com) and we will get back to you without delay

### A Social Enterprise event in Thurles

CCJ member Pat Fleming represented the organisation at an event promoting social enterprise that was held in LIT Thurles on the 20th June. The event, which was organised by the North Tipperary Leader Partnership, was addressed by MEP Sean Kelly and well-known promoter of sustainable development Duncan Stewart. Participants were very complimentary of the event and Pat made an excellent presentation on the work of CCJ.

## And another meeting is planned!!!

Our website will be a key tool of CCJ. It will be used to attract the attention of interested parties, to act as a means of communication between CCJ Members, to provide the repository for the various resources that CCJ will provide to its members and to act as a forum where members can exchange ideas and help to solve each others problems.

Designing a website that will do all these things effectively and efficiently and that will require minimum maintenance is a significant job. Yvonne Crotty, one of our members, has been doing sterling work in creating an attractive promotional element for the website. In order to progress the website further and to come to some definite decisions another committee meeting has been arranged for the end of August. This meeting will brainstorm what is needed and finalise the brief for the website design.



## Demonstration of Genealogy as an Asset

A gathering of the Power Clan was held from 31<sup>st</sup> May to 4<sup>th</sup> June which included 20 different events in Dunhill, Tramore and Waterford city. Over 100 overseas Powers participated from US, Canada, Australia, Qatar, UK and Northern Ireland. The festival was a success. Many of the overseas visitors included 10-14 days on holidays bringing much tourism revenue into the country.

The Power name originated from Dunhill Castle in 1169 with the first baron of Dunhill Robert le Poher. There is a great history associated with the castle and together with 6.18 acres it was purchased by Dunhill Rural Enterprises Ltd in 1998 from a local farmer. It is a priceless piece of heritage as the Power name is the most prominent in Co Waterford with many notable Powers dispersed worldwide. Jim Power the well known economist from Clonea-Power in Co Waterford, and Richy Power, Carrickshock, and John Power Callan, Kilkenny All-Ireland hurlers, were just three of the prominent Powers that attended a gala event of 300 people in Gardenmorris Kill (an old Power estate) on Sunday 2<sup>nd</sup> June.



## A New Source of Social Finance

Donal Traynor, CCJ member from Meath, has indicated that UCIT (Ulster Community Investment Trust) are now in a position to consider loan finance propositions from community based entities across the entire Republic of Ireland. It is great to have another social finance lender available to assist in the financing of community enterprise and job creation and provide healthy competition in the social finance market.

## News From Longford

Longford EDI under Pat Kelleher (CCJ member) selected 8 social enterprises which are targeting the creation of 20 full-time, 30 part-time jobs and 15 trainee places in Longford over the next two years. Minister for State for Jobs Sean Sherlock TD visited Longford EDI on Monday July 15 to announce the winning projects. The novel community based project selected Longford EDI Revamp 3R White Goods, Keeping House, Lus na Greine, Ardagh Heritage and Creativity Centre, Camlin Catering, Granard Motte Community Enterprise, Longford Centre for Independent Living and Drumlish Community Enterprise as the winners with small grants being awarded to each project. The management of projects involved Irish Social Finance Centre, Longford EDI and Clann Credo. It was commissioned by Longford Community Resources Ltd through the Rural Development Programme which is part financed by the European Union and the Department of Environment, Community and Local Government.





# Communities Creating Jobs



This page and the next page  
comprise a flyer which can be  
printed and used to promote CCJ

## How CCJ Works

- ◇ Through a philosophy of sharing and a belief in voluntary effort
- ◇ Through the stimulation of ideas by the sharing of successes
- ◇ Through voluntary, focused, community-based organisations, linked and supported through a national network
- ◇ Through the provision of knowledge, templates and tools to these local organisations
- ◇ Through the use of locally-based expert volunteer guides and mentors
- ◇ Through direct links to local and enterprise development agencies
- ◇ Through the sharing of information, experience and lessons
- ◇ Through the use of real-time web-based communication systems
- ◇ Through reasonable expectations widely spread

## Communities Creating Jobs

### A Community Response to the Need for Employment

Communities Creating Jobs (CCJ) is a movement of ordinary people wishing to do something **positive and innovative on a voluntary basis** to address the twin issues of **unemployment and emigration**. CCJ is inspired by examples of what can be achieved through the use of community resources and energy. CCJ will **leverage all available resources (community, private and state)** to facilitate the creation of small-scale employment opportunities in cities, towns and villages throughout Ireland and in the private, social and public economies.

CCJ is rooted in the knowledge that

there are many people with the potential to develop jobs in their communities but who need stimulation and support to get to the stage where they can approach support agencies and financial bodies; that there are community assets and resources that can be accessed only through community-based action; that there are many with experience, knowledge and skills who would be willing to assist employment creation on a voluntary basis if a suitable vehicle existed for them to do so; and that there is a wealth of experience within communities which needs to be shared.

## What CCJ Intends to Achieve

CCJ intends to stimulate the establishment of 5,000 jobs in local communities within a couple of years and 20,000 jobs by 2020. It aims to do this by asking a lot of communities to do a little. So each community body that affiliates to CCJ is asked to stimulate the creation of 10 jobs within its own community. This can be done by encouraging those with ideas but without the confidence to establish enterprises or by the CCJ organisation identifying an opportunities and establishing enterprises itself.

## What CCJ Can Do For You

Here are the kinds of support that the CCJ intends to provide to all its affiliated members -

- Experience
  - A network of expertise and achievement
  - A list of successful ideas for enterprise and jobs
  - A data-bank of solutions that worked in communities
- Samples of successful funding applications and business plans
- A series of organisation templates and ways of working
- A Community Assets Identification Template
- A list of grant funding / finance sources
- A mechanism for the development of collaborative actions including those between communities; within and across counties and regions; with third level institutions; with private industry; with specialist interest organisations; with research institutes and members of the diaspora; and with the public sector
- A real-time system of communication through the use of newsletters, an interactive website and social media amongst other mechanisms

## How CCJ is Organised

The most important part of CCJ is the community-based organisations; without active organisations of volunteers at community level CCJ would not exist.

However, it is also recognised that the community organisations need support and an opportunity to work together. In order to provide this support and the opportunities for networking, each CCJ organisation will be affiliated to a support structure.

There will be a representative voluntary National Committee which will provide the central support such as the website, templates and other tools and which will promote the organisation nationally and internationally.

## Setting Up a CCJ Organisation

The following are the suggested first steps in setting up a CCJ community organisation -

- Identify a group of people within your community willing to be a CCJ organisation
- Meet and adopt the CCJ Constitution or Rules
- Identify those who are willing, either individually or as a group, to take responsibility for particular aspects of the work of the CCJ body
- Identify and recruit a cohort of volunteer experts/mentors within the community
- Meet with the relevant enterprise support agencies responsible for that geographic area
- Carry out a community asset audit using the CCJ Template
- Arrange, promote and hold an open day/ evening or similar event in order to publicise the availability of the CCJ service
- Arrange mentor support for potential entrepreneurs



## Call to Stimulate SMEs

Colm Hughes CCJ member from Dublin has long experience assisting SMEs in difficulties to recover and those in good health to expand their operations. Hugh is convinced that government should put much more investment into stimulating the SME sector as SMEs are and will remain the backbone of any successful recovery strategy. Colm has written several papers on how SMEs can be revitalised and new jobs created. He has also written a paper on 'JOBS' and their many different categories and their value. For further information contact [colmhughes@gmail.com](mailto:colmhughes@gmail.com).

## Meeting with Minister Bruton

The CCJ secretary has been invited to attend a meeting with Minister for Jobs, Enterprise and Innovation, Richard Bruton T.D. in his Department on Thursday 1<sup>st</sup> August. The topic under review is the Action Plan for Jobs 2014. CCJ will receive some airing and consideration as its 'Programme for Economic Self Reliance, 2014-2020' will be raised and hopefully will be included in the Government's Action Plan for Jobs 2014.

## Debt Correction Movement

CCJ member Hugh Leddy, Cavan, is a founding member of Ireland's Debt Correction Movement to be launched in the last week in September. His website is [www.debtrow.ie](http://www.debtrow.ie) and his slogan is "empty coffins and full houses". (The movement is concerned with preventing deaths arising from debt difficulties and family home evictions). The purpose of [debtrow.ie](http://debtrow.ie) is to enable Ireland's financially challenged community to correct their debt by sharing and using information via its online network.

## News from the Conferences

Mick McGagh attended an **OECD Conference in Kilkenny on 26/27<sup>th</sup> March** which addressed reducing high and persistent unemployment and defining new sources of economic growth all in the context of shrinking public resources. It provided an opportunity to reflect on innovative ways to support local job creation, business growth and effective policy delivery. Relevant snippets of information gleaned included (1) growth is fragile (2) structural reforms are coming (3) there are 20m people unemployed in EU for over one year (4) An effort is being made to prevent entrenched employment (5) a more holistic approach is required from governments (co-ordinated and integrated) (6) It is only people that can create employment and the hoped for jobs expansion through technology is not working as expected. (7) Need to create jobs in communities that are likely to be sustained and the finance circulated with benefits to so many.

Mick also attended a **CEDRA conference in Maynooth on Opportunities for Rural Economic Development** on 10<sup>th</sup> June. Some interesting findings were as follows— Jobs strategy should be solid, practicable and workable and problems identified included infrastructure, broadband, emigration, red tape and bureaucracy, too many agencies and at cross purposes, need complete change in outlook, agencies need to provide solutions and not act as blockers.

Mick attended an **EI Conference on 10<sup>th</sup> July on Enterprise Ireland supports for researchers**. Key information included that EI will work with any research initiative, bridge gap between basic research phase and where private investor brings product to market, key partners and influencers need to be identified early in the process, need to be pragmatic, know what you want to achieve and plan to achieve it, watch every cent and protect every share. Culture comes from the team and culture eats strategy for breakfast!!!





## News from Dunhill

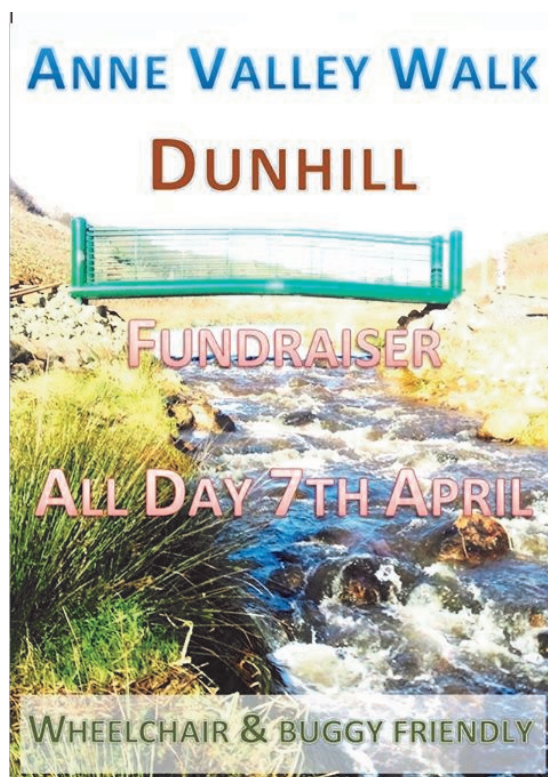
### Presentation to Oireachtas Committee

Senan Cooke with the Waterford City Manager, Kilkenny Co Manager and President of Waterford Chamber of Commerce presented papers on the economic development of the Southeast Region to an All-Party Oireachtas Committee on Jobs and Innovation in early July. An All Party Oireachtas Sub- Committee under Jobs and Innovation was established to recommend solutions to the 20% unemployment rate in the region. Senan's paper was on how community enterprise and CCJ can assist the economic regeneration process



### Visit to Dunhill Eco-Park

Laois Co. Enterprise Board, Kildorrerry Enterprise Group Cork, North East Kerry Partnership, Listowel, Callan Enterprise Group and WIT Talk-Talk Education Group all visited Dunhill Ecopark in recent weeks to view and discuss community enterprise developments. The CCJ concept was fully explained and all indicated their interest in joining.



### Anne Valley Developments

In Dunhill Co Waterford a new Anne Valley Walkway and Wildlife Sanctuary was opened in April. The walkway which is 2.2 km links Dunhill Village to Dunhill Castle. It is currently attracting hundreds of people every week. A plan is under review to develop an angling facility that can employ 4 people by end of 2013.



## Providing the CCJ Tools

The committee promoting the idea of CCJ has been anxious to make sure that before asking current members to become active that it should have in place some, at least of the tools and supports that would be needed to allow the local committees and community organisations to work effectively. This work has been advancing over the last few months and the initial tools will shortly be available to assist you in your work. Donal Traynor is coordinating this work

## Volunteer Mentors

The whole essence of CCJ is that it is an organisation that is based on voluntary activity and that it is a means of accessing the skills and knowledge that lie within each community but that might need a reason to become activated.

In order to provide support and advice to those with the potential to create jobs and in order for the committee to develop the ideas that they may have themselves, it is important that the available expertise is identified and asked to help.

The available resources are amazing when they are identified!! One of the supports that CCJ will provide to local communities is advice on how to access voluntary expertise within their communities. The committee is also working on this and a document will be available shortly.

And there is another important thing to remember. CCJ committees and organisations have their focus on facilitating the creation of jobs—all types of jobs. It is easy for organisations to get distracted when opportunities to do other good things come along. It is important that CCJ keeps the focus on the job creation as there tend to be fewer community-based organisations with a focus like that; many community organisations are focused on social, recreational, sporting, facilities and cultural development. **CCJ is for jobs!!**

## The Community Asset Audit Tool

It is important that the CCJ Committee in any community has a good insight into the assets that might be available for it to Call on and how these assets might be used.

In order to assist with this work the organising committee is in the final stages of developing an asset audit tool that it will circulate to all members. This tool is, of course, a guideline only but it will provide significant help to those communities who want to get under way but don't know what is the first step to take.

The audit will help identify what is in the community that is under-utilised, how that resource might be accessed and how it might be used. It will also allow the committee to bring together those that need a resource and those that have it.

## The CCJ Interactive Website

CCJ is very focused on voluntary effort, mutual support and sharing good (and bad experience). Communication is vital to such a focus and on-line communication is a key modern tool for such activity.

It is easy to develop a website; it is not so easy to develop a good, interactive, easy-to-use website that will be effective and efficient in the longer term.

So, with the assistance of DCU, the committee has been working hard on developing such a website. The website will ultimately be the place where a lot of communication takes place. CCJ is a 26-county organisation run on a voluntary basis. As such it covers a vast territory and, while the plan is to have county-based structures eventually, it is critical that we can have good conversations without the need to travel.

So watch this space!! It is hoped that we will have the interactive basis of the website established very soon and that it will be both a resource to members, a way of demonstrating the work of CCJ and of recruiting the initial 500 communities needed!!

