

Communities Creating Jobs



Assets & Opportunities Audit & Findings Report

Restored Creamery as Enterprise Centre
Piltown, Co. Kilkenny



ASSETS

Dunhill Ecopark
Ballyphilip, Dunhill, Co. Waterford



OPPORTUNITIES

Slieve Beagh Hotel
Knockatallon, Co. Monaghan



JOBS



Loughmore Cottage & Tea Rooms
Loughmore, Co. Tipperary



The Food Hub
Drumshanbo, Co. Leitrim



Mayo Abbey Training Centre
Co. Mayo

Audit of Community Job Creation Assets & Opportunities



This template will help small community task groups (CTGs) to carry out an audit of the assets and enterprise opportunities within your community to assist the creation of 10 jobs. It has been kept short and simple to help you focus assets and resources that relate job creation. You should engage with people, organisations and institutions in the community to source the relevant information.

Part 1: Basic Details

Name of Community:		
Area covered –parish?		
Contact Person:		
Email:		
Phone No:		
Local Task Group (Approx 8 - 10 with interest and knowledge of the).		
Facilitator:		
Total Population:	Males	Females
Population Age:	Under 20:	Over 60:
No. of Retired Persons:		
Names of Retired Persons with business expertise (business owners & managers)		
Number of Unemployed:		

Active services in the community (tick services in place and add others)

Primary School: Childcare Facility: Food Shop: Pub: Sports Hall: Sports fields: Youth Club:	Secondary School: Church: Other Shop: Café/Restaurant: Community Hall: Health facility: Nursing Home:	Others?
---------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------	---------

Enterprises in the community (large, medium and small)

	Private	Public	Social
Large (examples at top)	Multinational (Glanbia) & FDI Companies	Teagasc Centre/ Hospital	Credit Union / Nursing Home
Medium (examples at top)	Private	Public	Social
	Mini-Market / Company	Secondary/National School	GAA Club/Other Clubs
Small (examples at top)	Private	Public	Social
	Shop/Pub/Garage/Engineering	Agency Office/Post Office	Community/ Tourism Centre

Audit of Community Job Creation Assets & Opportunities



This part of the template will help you identify history and culture of the area and have a role in creating jobs. Equally it can be building or site or document that can be developed as an asset of interest to others.

Part 2: History and Culture

List important historical / cultural events associated with the area.

List people and assets relating to culture including, music, dance, drama, literature, poetry for which area is well known.

List well-known people associated with the area from earliest times to present day from politics, education, sport, business, church and others from at home and abroad)

List festivals, events, commemorations organized on a regular basis reflecting historical/ cultural associations with the community.

Audit of Community Job Creation Assets & Opportunities



This part of the template will help you identify some of the visitor assets existing in the community. These can include natural assets, buildings, historical remains, events or other cultural items that have potential to create real jobs.

Part 3: Natural and Built Assets with Visitor Potential

Natural Assets	
Fishing Lake:	Fishing River:
Lakes:	Rivers:
Woodlands:	Walks/ Cycle:

Mountains/Hills:	Views:
Walks/Trails (walking/pony/water)/Other:	
Built Assets	
Archaeological Sites:	Ecclesiastical Sites:
Large Houses:	Gardens:

Industrial Sites:	Other Heritage Sites:
Vacant Dwellings	Sites for Housing Development

Audit of Community Job Creation Assets & Opportunities



This part of the template will help you identify some of the economic assets that exist in the community. These include buildings vacated, sites lying idle, raw materials, landscape features that can be used.

Part 4: Built Assets With Potential

Industrial Sites or Buildings:	Shops:
Licensed Premises:	Other Commercial:
Schools:	Community Buildings:
Large Houses:	Other Houses:
Public Buildings:	Church Buildings:

Audit of Community Job Creation Assets & Opportunities



This part of the template will help you identify people in the community who have skills, resources or interests that would enable them assist in the creation of enterprise and jobs in the community. These people may be entrepreneurs, employed, unemployed or retired. Every member of community should be considered.

Part 5: People in the community with skills for job creation

Business Advisers:	Accountants:
Legal Experts:	Entrepreneurs:
Researchers:	Journalists:

Public Relations:	Architects:
Engineers:	Builders:
Project Managers:	Artists/Writers:
Crafts/Trades:	Managers/Leaders:

Audit of Community Job Creation Assets & Opportunities

This part of the template will help you identify political, financial and other personal support that are available in community and outside the community that would help with enterprise and job creation.

Part 7: People of influence who could help you create jobs

Political:	Financial:
Business:	Cultural:
Media:	Philanthropic:
Sporting:	International/Diaspora:
Church:	Branding/Marketing:

Audit of Community Job Creation Assets & Opportunities



This part of the template will help you identify business networks in community i.e. IFA, Macra, that would help with the creation of jobs. Just list the most important for now but do add to them as you go along so that you get a comprehensive list in the end

Part 8: Economic Network

Name of Business or Organisation	How could they help?



Audit of Community Job Creation Assets & Opportunities

This part of the template will provide you with a final chance to include any outstanding assets and opportunities. This part of the template is designed to help you identify the priority employment creation projects and opportunities. These can refer to special people with assets, ideas, influence, networks and organisations with capacity to create, sponsor, mentor and support enterprise development in the local communities i.e. franchises, social farms, state and semi-state initiatives such as pilot forestry plantations, strategic hubs, food, technology, environment.

Part 9: Potential for Enterprise and Employment

Project	Key Community Resources

Part 10: Outstanding Assets & Opportunities

Assets	Opportunities

Throughout the information gathering process, the Community Task Group should consult widely with various individuals, organisations and sectors of the community. These include youth and elderly, women and men, employed and unemployed in the different sectors across the parish. Leaders of voluntary organisations and retirees with vast knowledge of community assets are valuable contacts.

The Final Report

While the Assets and Opportunities Audit is important, it is only a means to an end. The output of the Audit is a Community Report which is intended to form the basis for action by the community and others in terms of enterprise and employment development. The Community Report is the document which is prepared by the community and which is circulated within the community itself and to other important stakeholders including agencies and the community diaspora.

The overall purpose of the report is to identify the potential enterprises which have been identified and the resources which might be accessed to facilitate them. It would also provide a brief outline of the

community's characteristics so that interested stakeholders would have an insight into the context in which the identified enterprises were being proposed.

It is expected that the key elements of the community report would include the following (although each community would have the opportunity to develop its own structure).

1. An outline of the area covered by the report
2. A brief outline of the social and economic status of the area
3. A summary of the key assets which have been identified
4. A list of the principal enterprise opportunities which were identified and the anticipated employment numbers which might be generated by each
5. The assets which might be leveraged to facilitate the establishment of each enterprise
6. To what agencies or individuals any of the enterprises might be submitted by a potential entrepreneur
7. The supports which would be available within the community to facilitate any entrepreneur

This report would be used to operationalise the Asset Audit and facilitate its stimulation of enterprise start-ups, consolidations and expansions.

Engaging with the Agencies

The final part of this process is to bring your new ideas to the agencies and to seek their support and guidance. Your ideas should by now have a certain degree of precision about them though not, of course yet finalised. However, you should be clear about the idea, who would be interested in pursuing it and the assets you could mobilise for it.

There are many agencies in place with mandate to support social and private enterprise projects in communities.

Local Councils	Rural Regeneration Strategy	LIFE
Enterprise Ireland	Third Level Colleges	Horizon2020
Local Enterprise Offices	Education and Training	Social Finance Providers
Leader Partnership	Boards	Credit Unions
Faite Ireland	Chambers of Commerce	Philanthropic Foundations
Bord Bia	Coastal Communities	Government Departments
Heritage Council	Interreg	EU Social Fund
Dormant Accounts	Regional Action Plan for Jobs	Regional Assemblies

Now take the next step and engage with the agencies in creating the 10 jobs.

Some Final Thoughts

1. There are many people from the parish that have business ideas or have been involved in discussions on business ventures . You need to approach these people on an individual or group basis and consult with them on their knowledge of business.
2. You may develop a list business people that are operating in or outside parish

3. You may list women in business operating in or outside parish
4. You may list retired business people living in or outside parish
5. You may list professional people living in or outside the parish both active and retired
6. There are well known people in parish known to have capability and knowledge of possible business developments in parish – business people, professional people, farmers, craftspeople, lecturers/teachers and others.
7. There is opportunity for local secondary school to complete a project on enterprise in the parish
8. It is possible to sponsor a ‘start your own business competition’ with winner starting up in parish
9. It is also possible to run a competition on developing business propositions/ idea with €1,000 as prize for winner.
10. There is an opportunity to franchise a business in the parish