



# Exploring Opportunities

Delivered by:  
Roscommon LEADER Partnership

Facilitated by:  
CramdenTECH Ltd.



The European Agricultural Fund  
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Europe investing in rural areas



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# Agenda

- ▶ Articulating community needs and problems
- ▶ Creating a Community Map
- ▶ Identifying service and support gaps
- ▶ Conducting community needs assessments
- ▶ Assessing statistical data freely available online
- ▶ Validating social enterprise opportunities
- ▶ Putting governance structures in place

# Articulating Community Needs and Problems

## Writing a Needs Statement. Information Required:

- ▶ Explain the actual problem being addressed
- ▶ Consider funder priorities
- ▶ Refer to mission and objectives
- ▶ Explain the outcomes expected (why the solution is worth pursuing)

# Articulating Community Needs and Problems

## Writing a Needs Statement. Compiling Evidence:

- ▶ Create a table of key demographic data related to your community
- ▶ Identify any competing projects close by
- ▶ Talk to professionals with experience of the problem
- ▶ Talk to other community projects
- ▶ Gather letters of support
- ▶ Survey intended service users
- ▶ Carry out research online

# Exercise: Creating a Needs Statement

- ▶ Create a needs statement for your project or for a grant application.

# Creating a Community Map

- ▶ Heritage: community history, heritage sites, stories, walking tours, streams, bridges, species, etc.
- ▶ Conservation: greenways, green spaces, local farms, habitats, ecosystems, trees, vacant land for community garden sites, etc.
- ▶ Community Planning: local area plans, traffic flow, trouble spots, crime areas, housing stock, income, services, health issues, etc.
- ▶ Education: primary, secondary, tertiary, further education, community education, etc.
- ▶ Economic Development: resource use, opportunity sites, markets, income, demographics, capital flows, etc.

# Using Community Maps

**In groups, identify:**

- ▶ What use might you put a community map to?

# Conducting Community Needs Assessments

- ▶ Focus group meetings (sample questions list)
- ▶ Community Needs Assessment (sample questionnaire)



# Assessing Statistical Data

- ▶ Use Pobal Maps to identify statistical data to support demographic trends and data.

Located at: <https://maps.pobal.ie/>

# Identifying Service and Support Gaps

- ▶ Use research and compiled data to identify real and meaningful gaps in services and supports.
- ▶ Identify the outcomes that will be achieved if services and supports are developed to “map the service and support gaps”.

# Validating Social Enterprise Opportunities

## Opportunity Vs Idea:

- ▶ A favourable set of circumstances that creates a need for a new product or service
- ▶ Qualities of opportunity: attractiveness, timeliness, durability, creates value

# Validating Social Enterprise Opportunities

## Selecting an Opportunity

- ▶ How much money and capital do you require?
- ▶ How big is the demand for your product or service?
- ▶ How much of this demand is currently being met and by whom?
- ▶ Do you have the necessary experience?
- ▶ Are there any legal restrictions to contend with?
- ▶ Are you interested in the business idea?
- ▶ What are the resource implications of pursuing opportunities?

# Putting Governance Structures in Place

- ▶ Principles of good governance (Charities Governance Code)
- ▶ Implications for start-up social enterprises Vs established social enterprises

# Putting Governance Structures in Place

Purpose

Integrity

Leadership

Control

Effectiveness

Accountability

# Putting Governance Structures in Place

1. Advancing charitable purpose (where applicable)

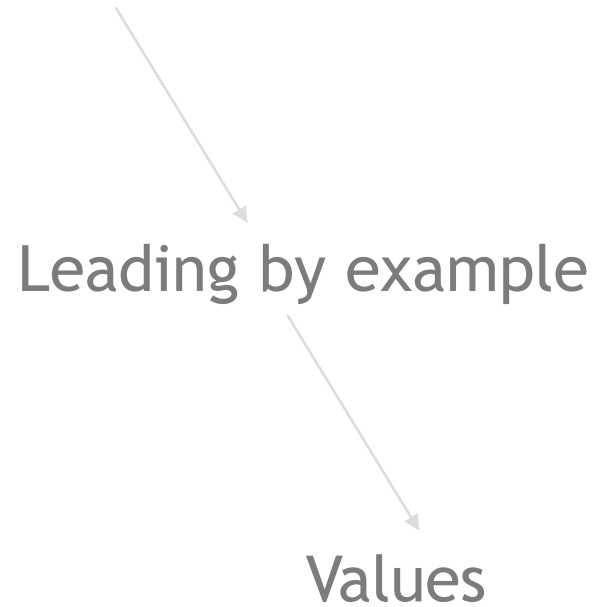
```
graph TD; A[1. Advancing charitable purpose (where applicable)] --> B[Providing public benefit]; B --> C[Outcomes: what, how, who, where];
```

Providing public benefit

Outcomes: what, how, who, where

# Putting Governance Structures in Place

## 2. Behaving with integrity





# Putting Governance Structures in Place

3. Leading people

Everyone has a role

Delegation



# Putting Governance Structures in Place

## 4. Exercising Control

Legal and regulatory requirements

Compliance



# Putting Governance Structures in Place

## 5. Working Effectively

How people engage and make decisions

Teamwork



# Putting Governance Structures in Place

## 6. Being Accountable and Transparent

What you do and how you do it

Trust

```
graph TD; A[6. Being Accountable and Transparent] --> B[What you do and how you do it]; B --> C[Trust]
```

# Review

- ▶ What are the implications for your social enterprise concept arising from the topics covered this evening?
- ▶ Is there anything that you have identified that may impede your progress?
- ▶ Facilitator contact details:  
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