



UL ENGAGE

Community Briefing

2017 No. 7

BGM Community Project: Connected Communities

Natalie Ames
Nicole Murphy



UNIVERSITY of LIMERICK
OLLSCOIL LUIMNIGH

UL Engage

share

enable

grow

Promoting University Community Collaboration

COMMUNITY PARTNERS

Bruff is a small town with a population of 724 situated in Co. Limerick and joined by the parishes of Grange and Meanus. Having recently won a town pride award, the community is continuously looking for ways to better itself, and thus came to the UL Engage Programme hoping to enlist the help of several University of Limerick students to accomplish the goal of uniting the three parishes of Bruff, Grange, and Meanus. The town of Bruff is steeped with tradition and is home to many historical sites such as the de Lacy Tower house, An Binn Lisin, The Carbery Mausoleum, Flax Mill, the Sean Wall Memorial, and Lough Gur.

The town is also a hereditary hometown of the late John F. Kennedy. His great grandfather, Thomas Fitzgerald left Bruff in 1864 where he was a farmer to emigrate to America and experiencing difficulties associated with fallout from the Great Famine. The town of Bruff has a hereditary centre dedicated to the familial line of Thomas Fitzgerald and is a facility that became a focus for the students during the project. One of the upcoming issues will cover a feature on the John Fitzgerald Kennedy Centre.



COMMUNITY PARTNERS

Mark Nagle and Bidy Hayes functioned as the primary liaison between the students and the community. They both sit on the BGM Community Council and are active participants in the community's events, businesses, and organisations. Mark and Bidy set out the vision that the BGM Council had in mind when they sought the help of the University of Limerick's UL Engage Programme.

The students met with Mark and Bidy on their weekly trips to the community wherein they received advice and feedback in regards to the project. In addition to the guidance provided by Bidy and Mark, Thomas Bulfin served as the editor for the copy that the students wrote for each article. Tracey Butler, another active participant in the BGM Community Council, helped with the newsletter layout and assembly, as she will be assisting with the newsletter during the summer months. All of these community partners were instrumental in the development of the newsletter and the organisation database.

STUDENTS

Natalie Ames and Nicole Murphy are two University of Limerick study abroad students brought to UL through the IFSA-Butler Programme. Natalie, a first-year student, is from Tulsa, Oklahoma, and studies nursing at the University of Tulsa in the United States. Nicole Murphy, a third year student, is from Culpeper, Virginia, and studies marketing at Providence College in the United States. After hearing about the UL Engage Program at the study abroad orientation, presentation these two students decided to apply to the programme and were then placed together to work on the BGM Community Project.

Despite their differences in experience and class year, the two students were able to bring different perspectives to the project. Nicole Murphy had experience with writing blogs and taglines as a marketing student with past internships and was able spearhead communications between the students and the community members. Natalie Ames, as a nursing student, brought her scientific background when it came time to strategize how to approach the project and assisted with writing articles and interviewing Colette Ryan for the CareBright feature in the second newsletter. Together, the students were able to come together to help the BGM Community Council further unite its community.



Natalie Ames and Nicole Murphy

PROJECT RATIONALE

The focus of the BGM Community Project is to unify the three parishes of Bruff, Grange, and Meanus. When the students first met with Biddy Hayes and Mark Nagle in Bruff, it was clear that the ultimate goal for this semester was to establish a newsletter for the town, publish it, and distribute the first two issues to the community. As the students first began this project, many challenges had to be overcome to complete it. Several tasks needed to be accomplished to create the final newsletter, including:

- Creating an overall design for the newsletter
- Determining what events, people, or places would be highlighted in the articles, how many articles could be fit into a single newsletter, and what the titles of each section should be
- Receiving accurate information from around the community to write the articles
- Setting up and distributing an evaluation to the various community organizations to determine which ones are still active and to collect their correct contact information as well as any information on their organization's upcoming events
- Figuring out a way to fund the printing of the newsletter

Through this newsletter, a few goals were achieved:

- The community now has one single place to highlight important numbers they might need to contact various organizations in the town. This was accomplished by including a list of important contact information on the back of each issue of the newsletter.
- The community now has a calendar with a list of upcoming events in order to get more people informed and involved in the activities of the BGM community. This calendar of listed events is to be included in every issue of the newsletter so that recipients will always have an updated calendar.

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- Different parts of the community will now get their turn in the spotlight to be featured in the different articles, resulting in the community spreading their information to the community in a way that would not have been possible without the newsletter.

In the first issue, the three articles covered:

- The St. Patrick's Day Parade and other festivities
- The local Community Café
- The purpose of the newsletter and information behind the creators: Nicole Murphy and Natalie Ames

In the second issue, the articles covered:

- The new and revolutionary CareBright facility being built in Bruff
- BGM Community Council elections
- Bruff Tidy Towns, a local organization

Both issues have been successfully distributed, and the community has met the newsletter with great praise. The newsletter will continue to create new issues throughout the summer and for an indefinite amount of time.

In addition to the newsletter, the students also helped promote and participate in the Bruff, Grange, and Meanus Saint Patrick's Day Celebration. As aforementioned, the first newsletter focused on the celebration and promoted the events that were taking place throughout the weekend. On St. Patrick's Day Weekend, the students attended the Irish Music Night in the Fitzgerald Centre and then walked in the Parade and attended the annual Duck Race the next morning. It was important to the students that they supported the events they were promoting and so, this weekend quickly became one of the highlights of the project.

The students also started work on a working database for the organisations, clubs, and societies in the BGM community. The students evaluated current organisations and collected received information into an excel database. After initial email addresses were received, the students sent out an email to the organisations enquiring about upcoming events. This information is transferred to the excel spreadsheet on a rolling basis as responses are received via email. The database is where new students will be able to take up the project. The database could use a new, organised look and could benefit from further methods of classification. There is also the issue of many people not replying to the email, and so it would be beneficial for the new group of students to focus on deciding on a way to receive timely and accurate information from the organisations in the community.

It would also be useful for a landing page to be created on the visitbruff.com webpage that would house an online form that organisations could fill out with any updates they might have concerning their societies. This form would be submitted and the information directly sent to the individual in charge of the database. Going forward, this would be a good starting point to consider.

APPENDICES

UL Practicum students in collaboration with BGM Community Council EVALUATION OF COMMUNITY ORGANISATIONS AND GROUPS

Dear Community Member,

We are two International UL Practicum students who are currently working on projects with the BGM Community Council.

As part of our work, over the coming weeks we will be producing short newsletters (under the guidance of BGM Community Council) focusing on the work of groups/organisations operating in this area.

We would greatly appreciate it if you could complete this one page questionnaire overleaf.

Thank you.

Nicole Murphy

Natalie Ames



UL Practicum students in collaboration with BGM Community Council
 EVALUATION OF COMMUNITY ORGANISATIONS AND GROUPS

Name of Group/Organisation:

Brief Description:

Address:

Contact Name (Chair/co-chair/key contact):

E-mail:

Number of members:

Frequency of meetings:

Would you be interested in a community newsletter:

Yes

No

Would you be interested in a calendar of events happening within the community?

Yes

No

List activities/events your organisation is involved in

Highlight one event/activity you would like to publicize in a BGM Community Newsletter

Thank you for your co-operation





St. Patrick's Day Festivities 2017

Your preview of the celebrations ahead

It is that time of year again! Put on your green and come into the heart of the Bruff community to partake in the St. Patrick's Day festivities on March 16th and 17th.

Kicking off celebrations, the Bruff Heritage Group is putting on a night of traditional Irish music and song starring Paddy McAuliffe and local artists. Be sure to stop by to enjoy some great talent and light refreshments. A donation of €5 per person is requested to aid in the upkeep of the Thomas Fitzgerald Centre.

On St. Patrick's Day, come into the centre of the town where the **BGM Community Council** is putting on their annual **Bruff St. Patrick's Day Parade**, filled with exciting floats put together by local sport and social organisations. It is sure to be great fun for people of all ages. Then after the parade, head to the park to watch the Duck

16th MARCH

- **IRISH NIGHT**
7:30 p.m.
Thomas Fitzgerald Centre

17th MARCH

- **BRUFF ST. PATRICK'S DAY PARADE**
2:30 pm
- **DUCK RACE**
3:30 pm
Between the Bridges, Bruff
- **GORTA/SELF-HELP AFRICA FUNDRAISER**
11:00 pm – 5.00 pm
Thomas Fitzgerald Centre

Race. If you are feeling adventurous, try your luck and buy a duck for €2 at any local business; first place gets €100, second gets €50, and third and fourth get €25 each. Good luck to those who enter!

Two of Bruff's minor camogie players, Maeve Barry and Eva Butler, are traveling to Zambia to volunteer for Gorta/Self-Help Africa and to fund this trip, they will be hosting a fundraiser selling, cakes, crepes, arts and crafts, and much more.

We look forward to seeing you there!

IN THIS ISSUE

ST. PATRICK'S DAY 2017

BRUFF COMMUNITY CAFÉ

CALENDAR OF EVENTS

USEFUL CONTACT NUMBERS

WHY THE NEWSLETTER?

Did you know?

*Bruff Community Café:
A place for friendship,
tea and the chats!*

Since the **Bruff Community Cafe** opened its doors in April of 2009, it has provided the community with affordable food and valuable social space. The café operates as a non-profit business and is run by dedicated volunteers who provide light snacks, hot tea, and coffee. The space can be used for many special occasions and events—from birthday parties to organisation meetings to the weekly Bingo game on Wednesday afternoons! The café is open to the all members of the community from **10 a.m. to 2 p.m. Monday through Friday**. If you are interested in booking the café for your next event or meeting, please call Joan on 087) 9923889.

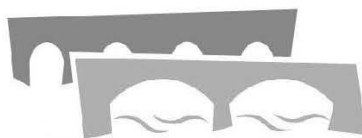
CURRENT ACTIVITIES HELD IN THE CAFE;

Bingo every Wed from 2.30pm

Knitting group every Wed from 7.30pm

Computer classes with Mobile IT
Thurs from 9.30am

GROW Mon nights from 8.00pm



Calendar of Events

16TH MARCH

Irish Night with Paddy McAuliffe, 7.30pm

17TH MARCH

- St. Patrick's Day Parade, 2.30pm, Bruff
- Duck Race 2017, 3.30pm Between the Bridges, Bruff
- Fundraising Fair for Gorta/Self-Help Africa, 11.00am—5.00pm, Thomas Fitzgerald Centre

19TH MARCH

County 4 mile run hosted by An Bru Ac, Bruff GAA Grounds, Ladies 11am, Gents 11.45am

24-31ST MARCH

Parish Mission, St. Peter and Paul

WEEKLY

- Meanus Community and Social Club Sunday Evening Cards
Sundays @ 8.30pm, Community Centre, Meanus
- AA meetings
8,30pm, The Band Room, Bruff
- Bingo, Thursdays @ 8.30pm, GAA Hall, Bruff

8TH APRIL

Easter Market, Thomas Fitzgerald Centre

11TH APRIL

BGM District Community Alert meeting, 7:30 pm, Grange School

14TH APRIL

Team Limerick Cleanup with Bruff Tidy Towns from Community Cafe

16TH JUNE

Bloomsday Bruff

30TH JUNE

Ballyhoura series 5 mile road race hosted by An Bru AC
Bruff GAA Grounds from 8pm

30TH OCTOBER

James Keating underage Rugby tournament hosted by Bruff RFC Kilballyowen

Useful contact Numbers

An Bru AC:
086) 77077092

Bruff GAA:
087) 9051755

Bruff Garda Station:
(061) 382940

BGM Community Council
087) 2848083

BGM Parish Contact Details
(061) 382555 / (061) 382290

Bruff Tidy Towns
086 3375207

Grange ICA
086) 3317779

Old Bank B&B
061) 389969

Old Irish Ways Museum
086) 1541078

Mens Shed
086) 3375207

O'Connors Pharmacy
061) 382220

Sean Wall Committee
087) 2517855

Shannondoc
1850 21999

**Thomas Fitzgerald Centre/
Bruff Heritage Group**
061) 382029

We apologise for any event we might have missed. Please e-mail bgmcouncil@gmail.com if you would like your organisation to be featured in the next edition of the newsletter.

Why the Newsletter?



We would like to give a warm hello to the BGM Community! As students involved in the University of Limerick's "UL Engage" program, we are collaborating with the BGM Community Council to create a newsletter to keep the town up to date on all of the amazing organisations and events that are happening in your very own backyard! We hope you enjoy learning more about your community, and we cannot wait to meet you at the Bruff St. Patrick's Day Parade!

Natalie Ames and Nicole Murphy



Bruff Gets Brighter

Bruff welcomes new CareBright facility to the Community

In the coming months, Bruff is taking a big step not just for the local community, but also for the entire country of Ireland. Established in 1998, CareBright HomeCare is opening the first purpose built community for people living with dementia called the CareBright Community. Situated on a 4 acre site, it will comprise of three bungalows, community hub and day care centre which will enable people living with dementia to live life. CareBright Headquarters will also be based within the CareBright Community.

Headed by General Manager Colette Ryan, the CareBright Community will be the first of its kind in the nation. Colette herself is very enthusiastic about the future of this project. "We want our Community to be replicated at a national level," she says. "We are trying to breakdown the stigma of dementia, which is very difficult."

The new CareBright Community will employ 35-40 staff members and will have three homes in the back of the site for privacy for the 18 people who will live there. Additionally, this project will provide expansive working and sensory gardens, a playground for visiting children, external and internal gym and hairdressing salon. With such an impactful project, CareBright has high hopes of becoming a positive

addition to the Bruff community while increasing footfall within the town. Mark Nagle of the Bruff Community Council reciprocates these hopes. "This is probably the best thing to happen to Bruff in decades," he says.

The new site plans will open over Summer 2017. They hope to have residents living in the community in October/November 2017.

IN THIS ISSUE

NEW CAREBRIGHT FACILITY

BRUFF GRANGE MEANUS
COUNCIL ELECTIONS

BRUFF TIDY TOWNS

CALENDAR OF EVENTS

USEFUL CONTACT NUMBERS

BGM Council Elections

It's time for your Voice to be Heard!

Piggybacking on the success of the Saint Patrick's Day Celebration and Parade, the Bruff Grange Meanus Community Council will be holding its Annual General Meeting on the 9th May. While this meeting will discuss upcoming community business, its main focus will be on the upcoming Council Elections and the Council is asking you to attend!

The Bruff Grange Meanus Council is a democratic public forum where people from the community come together to serve as a representative party for the area. The Council consists of 21 committee members with sub committees formed when required. All residents of the three parts of the parish are invited to consider taking up a role on this year's Council. The Community is always looking for new voices, fresh perspective, and innovative ideas to continue creating a better community. It is the mission of the BGM Council to keep the community of the people and for the people—this is your community, this is your council. The Council cannot wait to see you at the Annual Meeting and hear your ideas!

Following the A.G.M Individuals can be nominated by any member of the community (first get their permission!) — just pick up a nomination form at your local Post Office, Credit Union, Bruff Community Café and other public locations!

When? 9th May 2017 @ 8.00pm
Where? Community Café, Bruff



Calendar of Events

WEEKLY

- Meanus Community and Social Club Sunday Evening Cards
Sundays @ 8.30pm, Community Centre, Meanus
- AA meetings, 8.30pm, The Band Room, Bruff
- Bingo, Thursdays @ 8.30pm, GAA Hall, Bruff
- Unislim class, Tuesdays @ 5.30pm—7.00pm, Thomas Fitzgerald Centre

29TH APRIL

Ballyhoura International Walking Festival (*In aid of Carebright Dementia Hub*)
Book with reception@ballyhoura.org 063) 91300

3 MAY

Confirmation, St. Peter and Paul Church, Bruff

5TH MAY

High Plains Tradition Bluegrass band from the USA
Church of Ireland, Bruff @ 8.00pm

9TH MAY

Bruff Grange Meanus Community Council AGM and Council Elections
Community Café, Bruff @ 8.00pm

13 MAY

Communion, St. Peter and Paul Church, Bruff

27 MAY

Holycross AFC 50th Anniversary Celebrations with music by Nightfall
Bulgaden Castle

16TH JUNE

Bloomsday Bruff

30TH JUNE

Ballyhoura series 5 mile road race hosted by An Bru AC
Bruff GAA Grounds from 8pm

Did you know? Bruff Tidy Towns

Team BTT has nothing to do with fast cars or the Brazilian Top Team! We are the people who voluntarily work to keep Bruff looking beautiful and tidy all year round.

Tremendous effort has been put in over the last few years and significant improvements are noticeable. More people and organizations are beginning to work with us. Our hands on involvement with The Gathering, Ireland Reaching Out and Historic Graves relied heavily on the input of local volunteers and co-operation of community organizations. This was most exemplified in the run in to the Caroline Kennedy visit when the town was transformed. We consider that environmental education and awareness is crucial and an integral part of our approach to public education was evidenced by our hosting Bruff Envirofest and a BatTalk already this year with further events are planned for later in the year. We also hosted the Ballyhoura Development Annual Tidy Towns award in 2013, at which we received an award for Built Environment, Landscaping and Wildlife, during which we conducted a tour of the focal points in the town and immediately

Useful contacts

- An Bru AC:** 086) 77077092
Bruff GAA: 087) 9051755
Bruff Garda Station: (061) 382940
BGM Community Council: 087) 2848083
BGM Parish: (061) 382555/(061) 382290
Bruff Tidy Towns: 086 3375207
Community Alert: 086) 3938591
Doctors Surgery Bruff: 061) 382577
Grange ICA: 086) 3317779
Old Bank B&B: 061) 389969
Old Irish Ways Museum: 086) 1541078
Mens Shed: 086) 3375207
O'Connors Pharmacy: 061) 382220
Sean Wall Committee: 087) 2517855
Shannondoc: 1850 212 999
Thomas Fitzgerald Centre/
Bruff Heritage Group: 061) 382029
Unislim Bruff: 086) 8576938

set to work to put up signage. Tidy Towns, while voluntary, has become very professional in its outlook. We note adjudicator's comments and follow up on recommendations made. We have a rolling three year plan which guides our actions and which is available for any member of the community to see. In recent years, we have been fortunate to receive Grant Aid from Ballyhoura Development Ltd. to undertake a few projects, finance from the County Council to purchase lawnmowers and, in addition, shrubs have been kindly donated by a local benefactor. We have partnered with the Gateway Scheme in the redevelopment of the Morning Star Park and clearance and resurfacing of the Old Cork Road to create a Sli na Slainte route now extensively being used. Our Table Quizzes have helped us to finance permanent planting. Team BTT would appreciate assistance with any of our projects and day to day maintenance activities by: **supporting our fundraising efforts; one hour per week maintaining the many beds around town; administration.** If you can give a hand or to donate cuttings, shrubs etc., please contact Maurice at 086) 3375207.



University of Limerick Students:
Natalie Ames and Nicole Murphy

Community Members:
BGM Community Council,
Biddy Hayes, Mark Nagle, Tom Biffin, and
Tracey Butler

St. Patrick's Day

- ### Objectives
- **Aid** in the promotion of and participation in St. Patrick's Day Celebration
 - **Consolidate** and organise community groups and societies
 - **Inform** the community members of local events
 - **Unite** the parishes of Bruff, Grange, and Meanus

- ### Intervention
- **Assisted** with St. Patrick's Day Celebration
 - **Introduced** the first two issues of a community-wide newsletter
 - **Evaluated** which organisations were active within the BGM Community and created a working database

Community Newsletter



- ### Looking Ahead
- **Schedule** newsletter to be printed bi-monthly so that community can know when to expect a new issue
 - **Keep** the database up-to-date
 - **Include** link on newsletter to an online form for organisations to submit changes

Organisation Database

- ### Outcomes
- Newsletter received with high praise
 - Listed important community contact and emergency numbers in one, centralised space
 - Calendar of events
 - Single unified channel for community information
 - Updated Community Council on active organisations and societies

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grow	share	enable	grow	share
enable	grow	share	enable	grow
share	enable	grow	share	enable



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