



Waterford 2020: Local Economic & Community Plan

Prepared: July 2015

Waterford LCDC
City Hall
The Mall
Waterford
lcdc@waterfordcouncil.ie
www.waterfordcouncil.ie

Preparation of Waterford Local Economic & Community Plan 2015-2020

The process for preparing the Local Economic & Community Plan was outlined by the Department of Environment, Community & Local Government and is summarised in the figure below.



Source: Circular LG 1/2015

Stage 1 Preparation: October to December 2014

During this phase, there was a public call for submissions on the drafting of the plan (23 submissions received). In addition a series of meetings were held with relevant stakeholders. Following this, the first draft of the Socio Economic Framework was prepared and presented for adoption by the LCDC (16.10.2014) and the Economic Development & Enterprise SPC (11.12.2014).

Stage 2 Public Consultation: January to April 2015

In February a Report on the Initial Consultation Phase including the draft Socio Economic Framework was advertised with a call for public submissions (5 additional submissions received). A Public Workshop was held on April 11th (35 members of the PPN attended). This report was circulated to the Southern Regional Assembly for comment. Presentations were made to each of the three Municipal Districts.

Stage 3 Develop Objectives & Actions: May 2015

The LCDC and Economic Development & Enterprise SPC agreed the draft actions at their meetings on May 5th 2015. Following this, the draft LECP was circulated to the Southern Regional Assembly for comment and a meeting was held with the SRA on 28th May to discuss the draft LECP. Presentations were also made to the Municipal Districts on the draft LECP. A final opportunity for public submissions was also publicised (9 additional submissions received).

Stage 4 Finalise the Plan: June-July 2015

The LCDC and Economic Development & Enterprise SPC adopted the LECP at their meetings on June 11th.

Summary of submissions received

A total of 37 submissions were received and a list of those who made submissions is provided below. The following pages contain a summary of the submissions. A full copy of all submissions is available on www.waterfordcouncil.ie.

1. **Waterford Childcare Committee**
Focus on provision of affordable and accessible childcare including infrastructure, that is economically viable and sustainable – to create employment/ self employment opportunities and to facilitate parents economic participation and training.
2. **An Taisce**
Support the objectives for sustainable rural and urban communities. Focus on wise and careful use of resources, real sustainability, renewable energy, greater self sufficiency and social cohesion.
3. **Ballybeg Community Development Project**
Identified a number of neighbourhood specific issues including youth unemployment, community safety and service provision.
4. **Tramore Allotments Association**
Support the development of Waterford as an eco-tourism destination, social enterprise, renewable energy and rural transport.
5. **Southeast Makers Space**
6. **Southeast Makers Space**
Development of a MakersSpace as a platform for experimentation, testing and collaboration and hub for community projects.
7. **Copper Coast Geopark Centre**
Development of Tankardstown Experience and tourism.
8. **Lilly Kavangh**
Need for jobs, youth facilities and activities.
9. **Dr Rory Harrington**
Need for more social, economic and environmental coherency, joined up thinking and integrated resource management.
10. **Transition Town Tramore T3**
Identified a number of actions for the town to develop tourism and community infrastructure.
11. **Waterford Area Partnership Limited**
Social Inclusion Community Activation Programme to be included as a plan.
12. **Gerty Murphy**
Identified the need to build a vibrant and entrepreneurial business culture in rural areas including Tallow and to encourage youth to return to rural Waterford.
13. **Waterford Traveller Community Development Project**
Identified need for employment opportunities for Travellers and Roma. Promote equality for marginalised communities: equality of opportunity and equality of outcome.
14. **Tramore Community Radio**
Support for the development of Tramore Community Radio.
15. **Ray McGrath**
Development and connectivity of the estuary (including Cheekpoint and Passage).
16. **Maura O'Shea**
Recommended people focused service delivery with agencies adopting a joined up approach and sharing resources.
17. **Barony of Gaultier Historical Society**
Protect and develop local heritage assets.
18. **Spraoi**
Recognise the potential of arts and creative industries and formulate a strategic vision for arts.
19. **Grange Cohan Residents Association**
Identified neighbourhood specific priorities: allotments, play areas, road safety.
20. **Friends of St Marys**
Need for information for community and voluntary sector on how to access funding, role of the PPN etc.,
21. **Ballyduff Tidy Towns Committee**
Development of recreation facilities in West Waterford; improved access for walking; restoration of heritage sites.
22. **Lismore Castle Arts & Lismore Marketing Group; Lismore Heritage Centre & Lismore Marketing Group; Lismore Mochuda Development Group; Red Heaven Design & Lismore Marketing Group**
Identified a number of priorities for Lismore in terms of tourism and town centre development.

23. **Tramore Community Radio; Tramore Development Trust Ltd; Tramore Queen Street Residents Group; Tramore Tidy Towns Association**
Identified a number of priorities for Tramore in terms of tourism, town centre, youth and old person facilities, public transport, connectivity and enterprise.
24. **Councillor Pat Fitzgerald**
Development of the maritime economy and maintenance of coastal /estuary infrastructure for economic and tourism benefits. Development of Waterford Airport and importance of Waterford University Hospital.
25. **Waterford Public Participation Network – Comeragh Municipal Area**
Focus on tourism including amenities, trail development, marketing etc., Provision of supports to communities.
26. **Councillor Eddie Mulligan**
Identified a number of priorities; public transport, Waterford Airport, tourism, development of North Quays and Dunmore East.
27. **Samantha Richardson**
Investment in renewable energy, research and infrastructure. Investment in growth areas. Facilitate actions that build community resilience.
28. **Waterford Airport**
Prioritise route development and complete infrastructure development at airport.
29. **Healthy Waterford Steering Committee**
Develop a Greenway Smarter Travel Plan to facilitate and support communities along the route to make best use of it. Access points on the Greenway should be serviced by cycle ways. Utilise Healthy Waterford status to promote Waterford.
30. **Paul Flynn**
Include an action to support a shift towards a low carbon and climate resilient economic activity. Suggested other actions: health check, Green Capital, subsidise green companies, reactivate Fair Trade.
31. **Rita Canney**
Recommendations on tourism including genealogy centre, city centre vibrancy and presentation, retail offering, life long learning.
32. **Waterford Sports Partnership**
WSP's Strategic Plan to be adopted and integrated into the LECP. Develop a Facilities and Recreational Infrastructure Plan. Develop walking and cycling trails and appoint a Trails Officer.
33. **NCCWN Waterford Women's Centre**
Community Plan should recognise the work of the WWC.
34. **Age Friendly Ireland**
Incorporate age friendliness as a cross cutting theme.
35. **Inland Fisheries**
Identifies significant potential in Waterford to expand the economic benefit in rural and peripheral areas from fisheries related domestic and overseas tourism
36. **NewFrontiers and Arclabs**
Identified a number of actions in the Draft LECP where ArcLabs and NewFrontiers could partner.
37. **Connect Ireland**
Requested inclusion of an action 'that the Council, agencies, business and community organisations will actively engage with and support ConnectIreland in rolling out its community partnership programme'.

Submission to Public Consultation on the development of the Waterford Local Economic & Community Plan

Date: 29th October 2014

Waterford Childcare Committee Ltd welcomes the opportunity to make a submission to the Public Consultation on the development of the Waterford Local Economic & Community Plan.

About Waterford Childcare Committee Ltd

The main objective of Waterford Childcare Committee Ltd is *“to develop, support and enhance a wide range of high quality, integrated, accessible and affordable childhood care and education services responsive to the rights and needs of children, their parents/guardians and of communities in Waterford”*

The 5 Core Objectives of Waterford Childcare Committee are defined as follows:

- Objective 1 – To develop comprehensive childcare supports, infrastructure and services where the holistic well-being of children and families are fundamental.
- Objective 2 – To enhance quality early childhood education and care and school-age provision.
- Objective 3 - To consolidate investment in the sector in order to support the continuing development of a stable, integrated and sustainable infrastructure.
- Objective 4 – Through ongoing professional development, to build on the capacity of the ECCE sector to enhance and develop quality services for children and their families.
- Objective 5 – To ensure effective and transparent collaboration, communication and consultation, and optimum use of resources by all stakeholders in early childhood care and education.

How is collaboration defined..... Himmelman Model of Integrative Strategies

Matrix of Strategies for Working Together				
	NETWORKING	CO-ORDINATING	CO-OPERATING	COLLABORATING
DEFINITION	Exchanging information for mutual benefit	Exchanging information for mutual benefit, AND altering activities to achieve a common purpose	Exchanging information for mutual benefit, and altering activities AND sharing resources to achieve a common purpose	Exchanging information for mutual benefit, and altering activities, sharing resources, AND enhancing the capacity of another to achieve a common purpose

Key Priorities 2015

Underpinned by an ethos of collaborative working, the following areas have been identified by the Childcare Directorate (DCYA), in conjunction with the Early Years Education & Policy Unit (DES) as priorities for 2015 and these priorities are reflected in the Waterford Childcare Committee Local Implementation Plan (LIP):

On-going/core work	<ul style="list-style-type: none"> Supporting the delivery of the three national programmes (ECCE, CCS, TEC) Supporting sustainability throughout the sector Supporting childcare providers Support the delivery of Programme Implementation Platform (PIP) Capital - Childminding Development Grant & Parent Toddler Grant Support delivery of other capital funds programme established by DCYA
Quality Agenda	<ul style="list-style-type: none"> Engaging with the Quality Agenda: Better Start the National Early Years Quality Programme through Service Profiling; planning how supports will be provided by CCCs; Implementation of the Learner Fund in CCC area Delivery of Early Years Children First Childcare Protection in CCC area

In preparing the written submission for the economic and community elements of the Waterford Local Economic & Community Plan, the following questions are considered:

1. What are the key issues in relation to the sustainable economic development of Waterford over the next six years?

The key issues in relation to the sustainable economic development of Waterford in the coming years include;

1. Provision of affordable and accessible centre and home based childcare to facilitate parent's participation in employment/self-employment and training. The provision of childcare is essential to enable parents to actively participate and contribute to the social, community and economic development of Waterford.
2. Securing the economic viability and sustainability of centre and home based services, secure employment/self-employment and fair employment conditions for staff working in the services
3. Provision of universal high quality early years and school age care and education centre and home based services; providing a solid foundation in the continuum of education and lifelong learning
4. Provision of targeted high quality intensive supports and services for children and families who may be vulnerable as a result of poverty, disability, ethnicity etc.

2. How do you feel sustainable economic development and job creation could be enhanced?

Sustainable economic development and job creation can be enhanced by the provision of affordable and accessible centre and home based childcare services to facilitate parent's choice and participation in employment/self-employment and training. The provision of childcare is essential to enable parents to actively participate and contribute to the social, community and economic development of Waterford. The cost of childcare is too high and unaffordable for many parents. For many services the income generated from government schemes and fees does not adequately meet the costs incurred in providing the services. Wages constitute the highest cost for services yet wages paid to staff are low. Many services are increasingly becoming unsustainable. The financial sustainability of full day community services is of particular concern. An increasingly number of services report depleted reserves and income deficits. This is not sustainable and in light of the substantial capital investment that has been made to the development of a childcare infrastructure, the issue is critical. Additional government investment is needed to help parents meet the cost of childcare and for services to meet the costs incurred in providing childcare that is of a high quality. The level of government investment in Ireland is low comparative to European countries and the cost to parents is one of the highest in Europe.

Average Childcare Costs compared to National Costs taken from Annual Early Years Sector Survey 2013 (Pobal)			
	Full-Time Babies (>1)	Sessional	School Age
National Average Weekly Fee	€166.63	€65.18	€70.59
Waterford City – Average Weekly Fee	€165.20	€65.09	€64.00
Waterford County – Average Weekly Fee	€152.00	€56.90	€60.00

Number of Services currently listed in Waterford Childcare Committee Directory of Services (October 2014)	
- Community Services	44
- Private Services	56
Number of TÚSLA Registered Childminders	10
Number of Revenue Registered Childminders	9
Number of Parent & Toddler Groups	32

Notably following the introduction of the Early Childhood Care and Education (ECCE) scheme in 2010, the number of community services reduced and the number of private services increased. Anecdotal evidence suggests that shift is due to the high level of governance responsibility for volunteers who sign up as directors of these not-for-profit companies. Governance is an area of concern in relation to the sustainability of community based services. There is need for more work and supports in this area. However a high level of social capital is being generated by the 44 volunteer management committees of services in Waterford and must be acknowledged.

Traditionally home based childcare has been a strong feature of provision in Waterford. The county which is largely rural depends on childcare provided by childminders in their own homes as full day center based services are not sustainable in small rural areas due to low density and spread of population. Up until the end of 2013, 44 voluntary notified childminders were listed on the Directory of Services and in years prior to that had between 70-100 voluntary notified childminders listed in the city and county. Regrettably the Committee received a cut in funding early in 2013 as a result the level of support to childminders has reduced significantly. The cut in funding and erosion of national policy with regard to childminding/home based childcare is reflected across the country. The issue is in dire need of attention at local and national level. In an attempt to address the issue, Childcare Committees Ireland (CCI) in consultation with DCYA and Pobal has established a

task group at national level to look at addressing the issue. Waterford Childcare Committee is a member of this task group.

3. What are the key issues in relation to the sustainable development of communities, both geographic and target groups, in Waterford?

The key issues in relation to the sustainable development of communities, both geographic and target groups in Waterford include;

1. The need to remove barriers and provide additional supports and incentives for parents wanting to participate in employment/self-employment and training opportunities who are caught in the poverty trap or disadvantaged by low educational attainment, gender, sexual orientation or minority status
2. The need for home based childcare as a more sustainable option in low population density and rural areas, providing employment/self-employment opportunities for childminders and enabling parents to participate in employment/self-employment and training

4. What are the strengths of your community/ area that should be enhanced?

The well-established infrastructure of centre and home based services across the city and county providing a range of childcare services and supports to families is a strength that should be maintained and enhanced. The childcare infrastructure in the city has benefited from a high level of investment through the national capital grants since 2000 resulting in well served communities by both community and private childcare and family support services. However some of the rural areas have deficits in relation to family support and childcare infrastructure and adequate public play spaces for children.

Childcare Facilities Capital Investment in Waterford City and County 2002-2014	
29 Community Services	€9,805,622
14 Private Services	€322,908

29 Community and 14 private services have received capital funding to the tune of approximately €11.1m since 2002. (Pobal October 2014)

Waterford Childcare Committee has a key role to play in supporting services and TúSLa has a statutory responsibility in regulation of services locally. At national level the Department of Children & Youth Affairs (DCYA), Pobal, Childcare Committees Ireland (CCI), Better Start the National Quality Programme and the National Voluntary Organisations have a key role to play in supporting, enhancing and strengthening the sector, working collaboratively with the key stakeholders locally.

The sector workforce is a strength that should be enhanced by provision of opportunities for continuing education and professional development, career progression and stable and appropriately remunerated employment. WWETB and WIT have a key role to play in providing quality assured training and access and progression routes for the continuing professional development of staff employed in the childcare sector in Waterford. Leadership at national level is needed for the effective implementation of the workforce development plan for the early childhood care and education sector in Ireland. (DES 2010)

Building on the work of City/County Development Boards (CDB) and Social Inclusion Measures Working Group (SIMWG) & Traveller Interagency Group (TIG), collaboration between community, voluntary and statutory key stakeholders should continue to be strengthened and enhanced through the new structures of Local Community Development Committee(LCDC), Strategic Policy Committees (SPC) and Peoples Participation Network (PPN). Synchronisation of the Local Economic and Community Plan, the Waterford Children & Young Peoples Services Committee Plan and individual organisations plans is essential for coherent planning and to ensure that the shared/common better outcomes for children & young people up to the age of 24 are achieved i.e. active & healthy; achieving in all areas of learning and development; safe & protected from harm; economic security & opportunity; connected, respected and contributing in the community. (Better Outcomes Brighter Futures the National Policy Framework for Children and Young People 2014-2020 DCYA 2014)

National and local interagency strategies and plans addressing both economic and social development issues should be embraced to ensure that quality of life issues are addressed fully to bring about more inclusive, more sustainable communities across the city and county. Within the subcommittee structure of the LCDC it is necessary to use evidence-informed, outcomes focused approaches to achieve its goals which should be achieved through the subcommittee structure which will report to the LCDC. A leading role to develop and support the more marginalised socially excluded groups and to build on the work and developments over the past 5 – 15 years will be required. A collaborative response to prioritising and sourcing human and financial resources for the implementation of plans developed will need to be driven by the LCDC. Financial resources can be sourced for example through the Social Inclusion Community Activation Programme (SICAP) and rural development programmes and by the individual organisations prioritising funds from within their core budgets for agreed collaborative actions.

The new Economic and Community Plan should take cognizance and be guided by all national plans developed in line with national policies e.g. National Action Plan for Social Inclusion 2007-2016, Better Outcomes Brighter Futures National Policy Framework for children and young people (DCYA 2014), proposed National Integration Plan (2015) all of which aim to promote greater social inclusion across all nine grounds under the Equal Status Act 2000 : (age, gender, religion, race, sexual orientation, marital status, family status and membership to the Traveller community) and the disability ground. Locally it will be important to re-establish the Traveller Interagency Group (TiG) and to work towards the development of an Integration Plan for Waterford City & County.

It is important to recognise that in general citizens benefit from access to high quality child & family supports, health & community facilities, recreation/leisure, education/training and housing if they are to develop to their full potential and contribute meaningfully to the local economic development. Access to quality outdoor environments is essential for health and wellbeing of all citizens and important resource for the economic development of the county also. In aiming for long term sustainable economic development it is strongly recommended that the LCDC prioritises all these areas of development and where deficits in accessibility and availability are noted they will need to be addressed. Infrastructural development along side community supports will be necessary in each of the five geographic areas as the basic foundation for future sustainable economic development.

Waterford Childcare Committee is open to ongoing consultation and collaboration in response to the future childcare needs in each of the geographic areas across the city and county.

5. How do you feel the quality of life of the people of Waterford could be enhanced? Please make any other general comments you feel are relevant in relation to the economic or community elements of the Local Economic & Community Plan.

The quality of life of the people of Waterford can be enhanced by;

- ✓ Coherent and synchronised planning and implementation and prioritisation of resources to invest in the social, economic, environmental, community, cultural, sport, health, childcare and education infrastructure.
- ✓ Responsive to needs, provide universal and targeted supports and services to enhance the quality of life of all citizens in Waterford.
- ✓ It is critically important to ring fence and prioritise resources and efforts to lift welfare dependent and low income families out of poverty and reduce the risk of the intergenerational cycle of poverty.

Note: Ireland ranks 37th out of 41 countries in a recent report measuring relative changes in child poverty published by Unicef. Unicef Ireland Executive Director Peter Power said that the child poverty rate as measured by Eurostat rose from 18 per cent to 28.6 per cent in the five year period, corresponding to a net increase of more than 130,000 poor children in Ireland. Countries should place the well-being of children at the top of their priorities during economic recessions. Children living in poverty are more likely to become impoverished adults and have poor children, creating and sustaining intergenerational cycles of poverty. The right policy choices, regardless of the economic environment, can make lasting positive changes to children's lives and give every child the best start to ensure that they grow up to fulfil their potential. <http://www.unicef-irc.org/publications/pdf/rc12-eng-web.pdf>

20141103-24-LECP

LECP Submission
Waterford City & County Council
City Hall
The Mall
Waterford

lcde@waterfordcouncil.ie

03.11.14

Ref: Local Economic and Community Plan

Dear Sir/Madam,

Thank you for referring the above to An Taisce for comment.

An Taisce supports the objectives for sustainable rural and urban communities that were developed in both the EU's Salzburg Declaration (EC, 2003) and Ireland's first Strategy on Sustainable Development published in 1997, however, the outcomes from current government policy for local economics and the community have been poor and in some cases negative.

Large parts of Ireland have lagged behind in terms of relative disadvantage; employment and job creation; and the extent of rural poverty and social isolation. Peripheral regions of Ireland, especially in the south-east region, have consistently lost population share and experienced considerable deficits in respect of services, communications and other infrastructure. These trends have become ever more acute following the collapse of the 'Celtic Tiger' property bubble and the subsequent fiscal austerity and retrenchment measures which have seen the withdrawal of key services in rural areas.

An Taisce is very conscious of the current reform of local government structures taking place in the aftermath of an extraordinary surge of economic growth in the last decade, but also within the enforced economic strictures caused by the economic collapse which followed. It is the view of An Taisce (and many other organizations) that, as a result of these events, a new economic order must emerge and be developed not only nationally, but locally – based on wise and careful use of resources, real sustainability, renewable energy, greater self sufficiency, social cohesion, and a adaptation to a world (and a country) where relatively cheap energy will no longer be available. Making this transition will not be easy, but will have to be done quickly – the signs have been evident for decades, and some other countries are well ahead of Ireland along the path to sustainability.

An Taisce will provide an alternative viewpoint for the Local Economic and Community Plan which is put forward in the context of transformative energy and climate challenges of the 21st Century.

The Tailors' Hall, Back Lane, Dublin 8, Ireland | Telephone: 01 454 1786 | Fax: 01 453 3255

www.antaisce.org

Company Registration No: 12469 | Charity Reference No: CHY 4741

Directors : J Harnett | J Leahy | M Mehigan | D Murphy | B Rickwood (British) | P Howley | C Stanley Smith (British) | A Uí Bhroin

Our urban and village centres and natural resources have therefore never been more important and must be sustainably managed for the long-term. Our civilization is wholly dependent on its ecological and social foundations and our economy should function to sustain and enhance human well-being. It is easy to lose sight of this, especially in times of crises.

Waterford's economy is today experiencing the stored-up costs of over half a century of poor policies that facilitated a widely dispersed settlement strategy that has failed to generate a supportive economy and this locked-in legacy will be extremely difficult to unpick. Clear and bold strategic policy choices with a long-term focus will need to be made in the Local Economic and Community Plan.

Any future policy for the economics and community of Waterford must involve a transition to a low-carbon society and economy, and will have to address and mitigate the significant risks associated with rising energy costs and climate change adaptation. Business as usual is no longer an option, we can no longer afford to continue the pursuit of the failed short-sighted policy approaches of the past – our collective future must be different.

An Taisce is also very conscious of our role as an advisory body, with prescribed status under the Planning and Development Act 2000, as amended. In fulfilling our statutory role in the planning system, An Taisce does not engage in an inflexible or doctrinaire opposition to all development, but in carefully considered opposition to inappropriate, socially unnecessary or simply bad development. One vital lesson which must be learned from the 'Celtic Tiger' era is that the persistent marginalisation of questioning voices weakens our democracy, our economy and our society. Without greater perspective and even-handedness to ensure we tread more lightly on this earth, we become more and more vulnerable to systems failures – any of which could dwarf the current economic crisis, such as an international energy shortage, ecological collapse or runaway climate change.

An Taisce's key priorities in making the Local Economic and Community Plan may be summarised as:

- Ensuring that national, regional and local planning policy and guidelines are implemented by local authorities;
- Reducing Ireland's greenhouse gas emissions in accordance with EU law;
- Protecting town centres, and counselling against unserviced development and sprawl;
- Promoting development served by public transport in accordance with national Smarter Travel policy;
- Reducing unsustainable fossil fuel use in heating buildings (e.g., coal and peat) and in transport (e.g., private car dependency);
- Ensuring the implementation of EU environmental law and protecting habitats and biodiversity, particularly Natura 2000 sites;
- Protecting water quality and wetlands, and preventing inappropriate development on floodplains;
- Conserving the quality of the Irish landscape, archaeological monuments and built heritage, particularly protected structures;
- Promoting efficient taxpayer investment in public infrastructure and services; and,
- Promoting local self-reliance, public health and quality of life.

Currently it appears to us that none of these key issues are adequately covered in the new structures established under the Local Government Reform Act, 2014, and we hope that this situation may change.

Finally, given that this consultation forms part of the 'Putting People First' local government reform agenda to develop Regional Spatial and Economic Strategies, a significant opportunity now exists to rise above the traditional sectoral policies, to provide an integrated multi-sectoral policy, and to overcome the weak tradition of territorial and spatial focus – all of which are essential for the south-east's development.

An Taisce has attached a submission provided to the Commission for the Economic Development of Rural Areas (CEDRA) last year. It is hoped the information provided will assist Waterford County Council in arriving at an equitable Local Economic and Community Plan.

An Taisce also looks forward to the consultation workshop. If you require any further information do not hesitate to contact us.

Yours sincerely,

Tomás Bradley
Planning & Environmental Policy Officer
tomas.bradley@antaisce.org

Attachments

- 1. Evidence to the Commission for the Economic Development of Rural Areas (CEDRA)**

Evidence to the Commission for the Economic Development of Rural Areas



Tailors Hall, Back Lane, Dublin 8
www.antaisce.org

Contents

1.0	Introduction: An Taisce's role in this process	03
2.0	Historical Background to the decline of population in rural areas	04
3.0	Evidence & Recommendations	06
3.1	Job Creation and Sustainable Enterprise Development in the 21 st century	06
3.2	Energy	06
3.3	Food & Agricultural Production	07
3.4	Tourism and Recreation	08
3.5	The need for proper assessment of applications for rural development.	09
3.6	Sustainable Land Use	10
3.6.1	Housing & Renewable Energy	
3.6.2	Development & Environmental Protection	
3.6.3	Water Framework Directive (WFD)	
3.7	Sustainable Settlements	11
3.7.1	Rebalancing the spatial distribution of settlement	
3.7.2	Towns and Villages	
3.7.3	'One-off' Houses	
3.7.4	Meeting the demand for self build: Serviced Sites	
4.0	Conclusion	17
5.0	References	18

Join Us

An Taisce, the National Trust for Ireland, is a membership-based charitable organisation committed to enhancing our quality of life, heritage and environment.

www.antisce.org/membership

1.0 Introduction: An Taisce's role in this process

An Taisce, The National Trust for Ireland, was founded in 1948 with the aim to promote “ *The conservation of the physical heritage of the Irish nation subject to the common good*” An Taisce, translated, means ‘Treasure’ and the treasure to be protected is the Irish environment, its landscape, air, water, wildlife, buildings, which all add up to Ireland's heritage.

One way to provide this protection is to hold property (usually donated) in trust for the Irish nation. At present, An Taisce holds and maintains 16 diverse properties, including Mongan Bog, Co. Offaly; Kanturk Castle, Co. Cork, Booterstown Marsh, Co. Dublin and the Boyne Canal, Co. Meath. We also hold in trust 6,500 acres of wild mountainside in Co. Donegal and 34 acres of the Burren, Co. Clare.

An Taisce is listed as a Prescribed Body under the Planning and Development Acts, the only such body that is not state sponsored. Local authorities are obliged to consult An Taisce on planning applications in amenity areas or which affect protected structures or the natural environment. This is probably the most misunderstood part of An Taisce's functions. The organisation can assess and comment on proposed developments (as can any member of the public) but cannot make planning decisions, i.e. the right to grant or refuse permission is confined solely to the local authority and An Bord Pleanála. An Taisce's right to appeal a planning decision is basically the same as any other interested party and grounds of appeal are based on protection of the ‘Treasure’ described above.

An Taisce welcomes the setting up of CEDRA as a valuable initiative to review the long-term vision for rural Ireland and the path needed to reach that vision. The goal of rural policy is to build a sustainable economy that does not damage the ecosystems on which we depend and provides a good quality of life with balanced development throughout the country.

2.0 Historical Background to the decline of population in rural areas¹

Since the first farmers came in Neolithic times, ca 3,000 BC, Ireland has always been an agricultural country. The population lived in scattered communities on the land they farmed. Later it became common for extended family units to live in 'clachans' or 'farm villages' while practicing the Rundale system of working the land. The fields closest to the clachan were used to feed animals in winter but, during the summer, they were transferred to less fertile ground, often in the mountains. Crops were sown in the 'infields' and harvested in the autumn before the animals returned.

The population of the country was estimated to be about one million people at the time of Petty's Down Survey (1655-56). The introduction of the potato provided a new food source and the population began to rise rapidly. Unlike neighbouring countries, the industrial revolution had only a limited impact on Ireland and agriculture remained the dominant industry.

By 1841, when the first census was carried out, there were 6,528,799 people living in what is now the Republic of Ireland and about 90% of them were living in the open countryside. The Famine in the 1840s caused a rapid fall in population, due both to death and emigration. In more recent times, from the 1950s onwards, rural electrification and the availability of agricultural machinery enabled farms to function with considerably less manual labour, consequently rural populations continued to decline.

The steady fall in population continued to the mid 1960s, before it began to rise. However, a high proportion of the population remained living in rural areas, as can be seen from the following census figures:

Year	1841	1926	1996	2011
% rural	ca 90%	69%	42%	36%

Table 1 - Percentage of households located in rural areas
(outside of the villages with more than 1500 people)

As the percentage of households located in rural areas fell, there was a corresponding increase in those living in urban areas. Shortly after the population had begun to rise, census figures show that 1971 was the first year that there were more urban than rural houses. Many people were moving out of the rural areas to towns and cities to get jobs. However, there was also movement in the reverse direction, with town dwellers purchasing sites and moving into the countryside to live. In 1841 almost all rural dwellers were living and working on the land but, in more recent times, a high percentage have no connection with farming, instead commuting to work elsewhere.

The role of agriculture in the national economy, historically the mainstay in sustaining rural livelihoods, has consistently declined from 17% of Gross Domestic Product (GDP), when Ireland joined the European Union (EU), to just over 2.5% in 2007 with an associated drop in the number of people engaged in farming (Scott and Brereton, 2010).

¹ CEDRA's brief extends to all the areas outside of the five cities and includes towns and villages. An Taisce's submission likewise covers the same areas. In this document rural area is defined as all areas outside clusters of 1,500 or more inhabitants. (cso.ie)

In the 1960s the Industrial Development Authority (IDA) was set up to attract foreign direct investment into Ireland. Grants and tax advantages were used to direct foreign companies to the more rural areas of the country. Initially, this was quite successful but the lack of infrastructure and services in the more remote areas added too much to costs and many of them closed down. Since then, the trend has been for big companies to favour larger towns and cities, particularly those with good transport connections, both national and international. In addition to the need for physical infrastructure, which is only found in larger conurbations, there is a considerable body of research which also highlights the advantages of a critical mass of population for business. Whilst markets may be global the supply of high quality labour is local and the need for easy personal links between executive staff has been shown to be essential for innovation and creative thinking essential to business development

The wealthy EU countries are all much more urbanised than Ireland. They have large cities, which have economies of scale and help create wealth. In Ireland, Dublin is the only city that has the 'critical mass' to sustain the range of services needed to reap the economic benefits of urbanisation and policies for the regeneration of rural Ireland cannot ignore the spatial structure of rural society

So much of our rural population is so widely scattered that the provision of basic services and public goods to support investment and jobs is impossible at reasonable cost. As far back as 1968, Colin Buchanan (Buchanan, Colin & Partners, 1969) correctly predicted the economic consequences of dispersed rural housing. This view was rejected at great cost to rural Ireland (See Figure 1).

KF Index of Wellbeing

High Scores = Poor Health

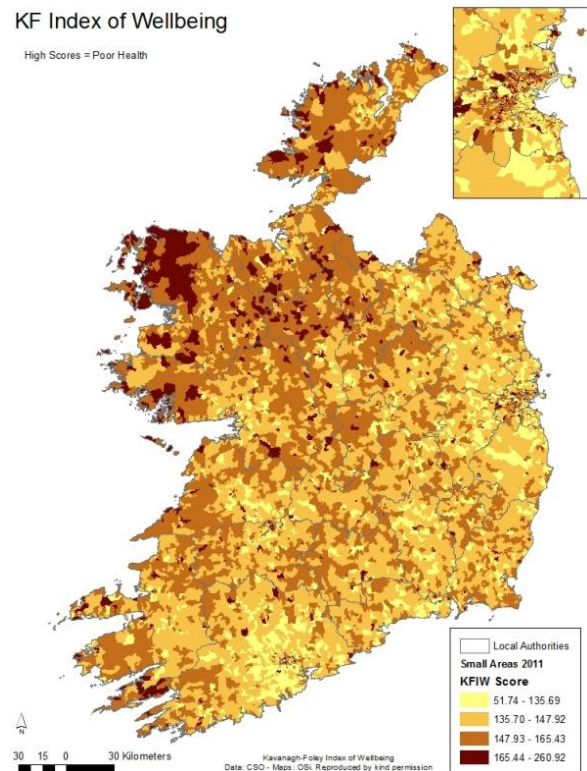


Figure 1 - The KF Index of Well-Being shows that many rural areas experience significant deprivation.

Source: NUIM

3.0 Evidence & Recommendations

3.1 - Job Creation and Sustainable Enterprise Development in the 21st century

The National Spatial Strategy recommended that rural areas should develop jobs in the following sectors:

- Farmland - Agriculture and food;
- Marine and fresh water lakes and rivers – fishing, tourism, aquaculture;
- Scenic landscapes – tourism;
- Renewable energy;
- Enterprise and local services.

An Taisce supports these proposals but recognises that many problems have arisen in these areas since this policy was adopted a decade ago and these sectors have failed to deliver their potential at every level.

It is now considered that a wider view needs to be taken. The development of rural Ireland cannot be focussed purely on economic development but must be supported in the best interest of human health and wellbeing, the maintenance of climate stability, the meeting of UN and other international, EU Directives and national commitments on biodiversity, and international conventions on Landscape and Cultural Heritage. A focus on these objectives will give different outcomes that are ultimately more lasting and more satisfying.

Recommendations:

Currently the strength of this country lies in urban areas but this is likely to change as the impact of climate change and declining resources begins to erode the opportunities for current economic systems that depend on cheap energy and global trade. It is in Irish rural areas that our greatest assets will lie and there are major unrealised employment capacities here for:

- **Local low carbon energy for households and for national and trans-boundary grid.**
- **Increased food supply to local rural and urban areas.**
- **Outdoor recreation and tourism.**

It is recommended that the Commission also refer to the document produced by the IEN on creating jobs by greening the economy. See <http://ien.ie/files/2012/10/Creating-Sustainable-Employment-by-Greening-the-Economy1.pdf>

3.2 - Energy

Irish rural households face increasing energy challenge posed by the cost and supply of energy and requirement to reduce carbon emissions. Detached houses consume 40% more energy than an average urban home, yet in common with the housing stock nationally, rural houses are poorly insulated and fuel poverty is likely to pose an increasing issue.

There is no effective national retrofit scheme in place despite the investment gain of insulation in progressively diminishing energy bills to households and reduction in fossil fuel imports and carbon emission costs (Sustainable Energy Authority Ireland Data).

Rural households are unsustainably dependant on imported fossil fuels and environmentally damaging peat harvesting. Domestic burning of peat sods, while now being belatedly curtailed on 53 Special Areas of Conservation (SAC) designated raised bogs, is continuing across wide parts of country and Atlantic seaboard counties. This is causing significant impact in terms of environmental damage to the extraction sites and high emissions in burning.

Recommendations:

- A house insulation programme similar in scale and ambition to the rural electrification programme will help protect rural families from rising energy costs and promote local employment;
- Phase out peat burning and provide alternative energy for householders such as biomass and small scale wind or hydro;
- Development of Wind Farms in suitable areas;
- Anaerobic Digestion of farm wastes to provide gas for heating;
- Use of wood burning stoves with the fuel coming from mature forests which are being felled at present. Potential for small scale local industry providing logs or wood chippings as fuel for home and industry. Note: recent proposals to sell Coillte's forest crops to developers would be short-sighted as it could prevent local people from creating employment for themselves.

3.3 - Food & Agricultural Production

Agricultural production targets under Department of Agriculture 'Food Harvest 2000' provide for increasing milk production by 50%.and the Value of beef output is to be increased by 40%.

The potential environmental impact of this in increased fertiliser input, slurry load, land reclamation, biodiversity and greenhouse gas emissions has not been assessed nor has the economic benefit to individual farmers been demonstrated. Farmers will face increased costs in new and extended buildings and fertilizer, animal feed and fuel input.

Ireland does not have a secure food production stream. While Irish food and beverage exports are over 9 billion euros per annum, food worth 3,395 million euro is imported. (See Table 2)

IMPORTS 2011 (9% INCREASE IN VALUE)	
Fruit and Veg	€958,000,000
Fish	€189,000,000
Meat (+8% on 2010)	€706,000,000
Cereal	€799,000,000
Dairy	€473,000,000
Sugar and Honey	€270,000,000

Table 2: 2011 CSO figures for Irish Imports

The impact of climate change is unpredictable. Models for Ireland project variable seasonal weather patterns with periods of lower rainfall in spring/early summer. This will affect crop yield, while periods of higher rainfall in summer/early autumn will affect silage production and grain harvesting.

Recommendations:

- **A major timetabled and sectorally targeted strategy to enhance local food production for surrounding catchment areas.**

3.4 - Tourism and Recreation

The outstanding landscape in many rural areas is the bedrock of Ireland's tourism Industry and is of major economic importance to local people. Activity tourism is being encouraged and major progress has been made on the development of way-marked walking routes.

The Mayo Greenways project on the old Achill railway line has set a national lead. However, all this is being compromised in some areas by excessive development of holiday home developments and 'one-offs' in what should be 'unspoilt countryside'.

Recommendations:

- **The health and recreational value of outdoor activity is insufficiently promoted within Ireland. *A serious national outdoor recreational strategy with a network of cycling, walking and hiking routes, as well as promotion of canoeing and kayaking etc.***
- **Legislation is required to provide a better environment for walkers who are currently thwarted at every turn by closed access to uplands and the borders of many lakes and rivers.**

Case History

The Kerry Association of An Taisce and members of the Laune Mountaineering Club collaborated in 1985 to set up the first long distance walking path (LDWP) in Kerry, The Kerry Way. Over the period 1985 – 1990m the section Killarney to Glenbeigh was developed, with the assistance of local mountaineering clubs and the cooperation of Killarney National Park and Coillte. Since then the route has been extended around the Ring of Kerry and back to Killarney and it is extensively used by visitors and local people alike.

An Taisce has remained involved in the project and has representatives on the Management Committee. Developing a walking route is not just a matter of putting down marking posts and waiting for the public to come. Many problems can arise, for example :

- Walkers do not like walking on tarmac and routes need to be off-road as much as possible.
- There are very few off-road public rights of way (ROW) in Ireland, compared to the UK and other European countries. There is a need to list all known ROWs in county development plans, as required by recent planning legislation. The Kerry Way utilises a number of old highways where, as far as is known, the original public right of way was not extinguished by Act of Parliament. Most landowners accepted the ROW exists but one individual has denied access. Legal proceedings are on-going but the matter is not yet resolved.
- Coillte and Killarney National Park developed and now maintain the sections through their property. The recent proposal to sell Coillte's forest cover could create problems for users of recreational walks on their property.
- Access routes over private land are agreed with the landowner, who must consent to the route being kept open for a specified period of time. There is no obligation for permission to be renewed and, frequently, routes have to be closed and alternative routes developed. This creates problems for walkers using maps which have become out of date.
- Many routes are over boggy ground, which erodes rapidly and constant maintenance is needed. Funding needs to be available.
- A possible solution to both of the above is for the local authority to purchase the strip of land on which people walk and to maintain it out of public funds.

3.5 - The need for proper assessment of applications for rural development

Recent experience has well proven that abandoning good planning practice for the sake of economic growth is counter-productive. The country is still trying to deal with a legacy of poorly built and located houses (not to mention over production). It is essential that the same mistake is not made when considering applications for rural development. All development is not good development and clear criteria must be established to distinguish between the two.

It is likely that in seeking rural development there will be applications for one off businesses too. Generally business development should be on zoned land within the urban envelope of the village or town but guidelines are needed for applications that fall outside of these areas.

County Development Plans will include development control measures to assess these applications. There are also a number of other published government policies that would have to be taken into consideration for example Tree preservation, Wind Farm Development, Telecommunications Antennae and Support Structures etc. EU Directives, particularly the Habitats Directives, may also come into play however there are currently no specific guidelines for rural development outside of zoned land.

The requirement to provide Environmental Impact statements for all rural development would be excessive except where required by law. For projects away from designated sites an Environmental Impact Statement would be unnecessary expense for both developer and the public authorities assessing those statements however something comparable is required to give guidance.

An agreed set of criteria developed in the UK lists a number of questions including:

- The project has a management plan which demonstrates how the site will contribute significantly towards the occupiers' livelihoods;
- The project provides public access to the countryside, including temporary access such as open-days and educational visits;
- The project can demonstrate how it will be integrated into the local economy and community;
- The project can demonstrate that no activities pursued on the site shall cause undue nuisance to neighbours or the public;
- The project has prepared a strategy for the minimization of motor vehicle use;
- The development and any buildings associated with it are appropriately sited in relation to local landscape, natural resources and settlement patterns;
- New buildings and dwellings are not visually intrusive nor of a scale disproportionate to the site and the scale of the operation; and are constructed from materials with low embodied energy and environmental impact, and preferably from locally sourced materials, unless environmental considerations or the use of reclaimed materials determine otherwise. Reuse and conversion of existing buildings on the site is carried out as far as practicable in conformity with these criteria;
- The project is reversible, insofar as new buildings can be easily dismantled and the land easily restored to its former condition;
- The project plans to minimize the creation of waste and to reuse and recycle as much as possible on site;
- The project has a strategy for energy conservation and the reduction, over time, of dependence on non-renewable energy sources to a practical minimum;
- The project aims over time for the autonomous provision of water, energy and sewage disposal and where it is not already connected to the utilities shall make no demands upon the existing infrastructure;

- Agricultural, forestry and similar land-based activities are carried out according to sustainable principles. Preference will be given to projects which conform to registered organic standards, sustainable forestry standards or recognized permaculture principles;
- The project has strategies and programmes for the ecological management of the site, including :[a] the sustainable management and improvement of soil structure; [b] the conservation and, where appropriate, the enhancement of semi-natural habitat, taking into account biodiversity, indigenous species, and wildlife corridors; [c] the efficient use and reuse of water, as well as increasing the water holding capacity of the site; [d] the planting of trees and hedges, particularly in areas where the tree coverage is less than 20 per cent.

Recommendations:
<p>This is just a sample of the questions which need to be asked. An Taisce recommends that suitable guidelines for the current Irish situation be developed and published as government policy.</p>

3.6 - Sustainable Land Use

Urbanisation is necessary but must be planned and controlled. Land is a finite and non-renewable resource, which needs to be protected against inappropriate uses, while conflicting uses must be reconciled

3.6.1 – Housing & Renewable Energy

An example is the conflict between housing and renewable energy. Ireland's progress towards our 40% renewable energy target by 2020 will require a multi-billion investment by EirGrid in 1,150 kilometres of new high-voltage grid infrastructure and cause further pressure on rural land-use (EirGrid, 2009). The realisation of the government targets coupled with an aggressive renewable energy export agenda will result in the introduction of thousands of large wind turbines and associated grid infrastructure into the landscape. This new 'industrialisation of the countryside' is creating significant conflict and community opposition.

Analysis by the All-Island Research Observatory (AIRO) at NUI Maynooth has shown that, due to Ireland's scattered settlement pattern, less than 9.5% of the entire land area of the country is more than one kilometre from a dwelling². Wind turbines, and the associated high voltage electricity infrastructure, must be separated some distance away for health and safety reasons. The high density of scattered housing can make adequate distances difficult to achieve.

For the most part, the areas with the greatest wind speed resources are the less inhabited western and upland regions, but these are also our most important tourist assets. They contain our most scenic landscapes and have the highest geographic spread of protected nature areas, all of which are economic value to the area.

3.6.2 – Development & Environmental Protection

There is also a conflict between development and environmental protection. At the EU level, the increasing importance of environmental protection is driving public policy in support of measures to protect and enhance natural resources and the environment. As evidenced by the recent decision by

² See: <http://irelandafternama.wordpress.com/2012/11/26/wind-turbines-bill/>

the European courts to impose multi-million euro fines in relation to 'septic tanks'³ and protection of hedgerows and wetlands⁴, Ireland's very poor historic compliance record with EU environmental law has resulted in an increasing focus by the European Commission on monitoring Ireland's performance. Large areas of the national territory are now designated as a protected Natura 2000 sites under EU law. These protected sites, which are almost exclusively located in rural areas, are beginning to place significant new restrictions on development in the countryside.

3.6.3 - Water Framework Directive (WFD)

Ireland also has mandatory requirements under the Water Framework Directive (WFD) to improve water quality by 2015. At present, there is evidence of water pollution caused by 'septic tanks' and farm wastes. The new performance requirements for 'septic tanks' will be a significant cost burden for rural households and retrofit costs estimated to between €7,000 and €25,000 per dwelling (ERM, 2007). Likewise, strict new water quality standards will significantly restrict land spreading of nitrates, tempering agricultural yields and the governments' ambitious plans to pump-prime the agricultural and agri-food sectors to boost rural employment and exports.

This section provides just a glimpse of the vast array of competing social, economic and environmental challenges facing rural Ireland at the start of the 21st Century. These challenges are likely to intensify in the coming decades. The fact that all of these challenges were foreseeable and are highly interrelated is rarely surfaced in public debate. As far back as 1968, Colin Buchanan (Buchanan, Colin & Partners, 1969) correctly predicted the economic consequences of dispersed rural housing. This view was rejected at great cost to rural Ireland.

3.7 - Sustainable Settlements

There has been a failure to acknowledge the interrelationship between spatial policy and economic development. There was a belief in the earlier years of independence, typified by De Valera's 'comely maidens' speech, that the true spirit of Ireland survived only in the rural areas and that their protection was a first priority. Town and villages were looked upon as 'foreign' and, until relatively recent times, were neglected. It is no surprise to find they are now experiencing loss of population (See Figure 2), leading to withdrawal of services and closure of Post Offices and Garda Stations. At the other extreme, the population of Dublin city and suburbs expanded so that it is now greater than the combined populations of Cork, Limerick, Galway and Waterford.

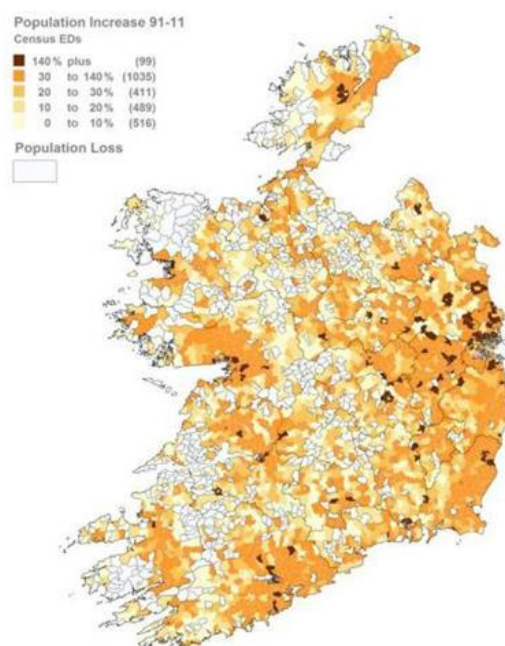


Figure 2 - Despite record house building, long-run Census data shows that many rural areas have continued to experience population loss. At the same time population growth has agglomerated around urban centres.

³ For convenience this term is used for all types of domestic waste water systems serving single houses

⁴ ECJ Cases: C-66/06 & C-188/08

3.7.1 - Rebalancing the spatial distribution of settlement

To address this imbalance, the National Spatial Strategy 2002-2020 (NSS) sought to achieve a better spread of social, economic and physical development and population between regions. The importance of Dublin as the 'engine of the economy' was recognised but other cities and towns needed to be developed to provide greater drawing power and to achieve a better spread of investment and work opportunities. This was to be done within a 'Sustainable Development Policy Framework' defined as follows:

- Has economic, social and environmental dimensions which together can contribute to a better quality of life;
- Will only be sustainable if a balance is achieved between these three dimensions;
- Should allow future generations to enjoy a quality of life at least as high as our own;
- Should respect our responsibilities to the wider international community.

3.7.2 - Towns and Villages

The NSS noted (p.14) the preference for foreign direct or other investment to locate in larger urban areas, rather than in the smaller towns. Outside of the cities, in the area of interest to CEDRA, the NSS aims to strengthen existing towns and villages by building up the population to a level that can sustain a range of services and provide employment opportunities for local residents. Those towns that have good road access, public transport service, good quality public water supplies, public sewers, three phase electrical supply, high quality telecommunications links and substantial populations are more attractive for industry because costs are lower there than in the more remote areas.

Ireland's unique history and identity have provided us with small rural towns and villages which are of equal if not greater social significance than scattered settlement. The street patterns today reflect the layout of early medieval monastic settlements, villages from the plantation period, and others that are framed around long-established, if often now lost, industries. These settlements traditionally formed the cornerstone of the local rural economy, providing local employment and were important market and social centres for the surrounding rural catchment areas. As a result, the sense of place created by a village's cultural heritage links directly to a community's sense of identity and enhances people's overall sense of being, belonging and with a good quality of life.

These settlements can provide the 'clusters of scale' necessary to support a diverse mix of independent small-scale retailers and service providers such as local butchers, grocery stores, pharmacies, restaurants and pubs.

Research shows that small independent retailers provide proportionately more good quality jobs than large multiples creating positive feedback loops which retains local money in circulation within the local economy and creates multiplier effects which support local jobs and primary producers. The nucleation of population within walking distances of small rural settlements can also underpin the viability of key public services such as public transport, health, community and sporting bodies (such as GAA clubs), shared services, communications infrastructure and education. Towns and villages provide a good quality of life, help maintain vibrant rural populations, allow for further diversification of the local rural economy and ensure residents achieve equivalent, if not greater, living standards than those living in more urban areas.

However the continuing development of one-off housing is weakening and slowing down the development of adjoining settlements, preventing them reaching their full potential which is vital for economic development in rural areas. If we were designing a rural economy today we would not

wish to be starting from here as it is very difficult to see what can be achieved without the benefit of strong centres of population to drive and support that economy and there is no doubt dispersed settlement undermines village economies.

During the 'Celtic tiger' years many towns and villages, principally those within easy commuting range of the major cities and towns or in scenic parts of the country, faced enormous pressure for development. This rapid expansion simultaneously overwhelmed the character and undermined public perceptions of small towns and villages that normally developed slowly and organically over time. Conversely, long established small towns and villages in the west and northwest have faced significant problems associated with out-migration and a parallel decline and decay of the local economy and built environment.

Together, these forces have resulted in a deterioration of rural centres and as a consequence small shops, services and pubs have closed down creating a cycle of abandonment, economic decline, out-migration and job losses. Corrective action needs to be taken to restore these villages to their former glory.

Since 2000, Local Authorities have paid much more attention to towns and villages. Local Area Plans have been drawn up and work is ongoing on carrying out the improvements needed. Amenity areas are being provided, water supplies improved and wastewater treatment plants upgraded or new ones installed and they have now become much more attractive places in which to live. Progressive policies for the regeneration of small rural towns and villages are now a ubiquitous feature of the Development Plan of each and every Local Authority in Ireland.

The Heritage Council introduced the Village Design Statement Programme (VDS) in 2000 with a specific emphasis placed on the conservation and management of local built heritage⁵. The focus of the VDS scheme is to raise public awareness of heritage assets, promote active community participation in the planning process and to provide design guidelines to enhance and protect local distinctiveness and local heritage features. Several county councils (e.g. Meath County Council) have subsequently introduced LEADER⁶ funded VDS programmes designed to breathe new life into rural villages.

The increasing acknowledgement of the role that small rural towns and villages play as critical assets in developing a vibrant and thriving rural economy and society is welcome. However, the fundamental challenge remains that investment in the physical regeneration of small rural settlements cannot be achieved in the absence of economic activity. The experience of the past thirty years is that population dispersal has eroded the range of economic activities which can be supported in small settlements. As population has become more scattered and car dependent (See Figure 3), people simply bypass smaller shops and services and travel to larger urban centres to avail of the greater range and lower prices available in large multiples. In order to reverse this trend and maximise rural employment, small-scale nucleation of population within rural villages is required to support local economic activity.

⁵ <http://www.heritagecouncil.ie/planning/initiatives/village-design-statement-programme/>

⁶ LEADER - 'Liason Entre Actions pour le Développement d'Economie Rurale' is a rural development programme part-funded by the European Union which forms an integral part of Ireland's Rural Development Programme 2007 – 2013. Delivered locally through a network of local action groups, the programme aims to improve the quality of life in rural areas and to strengthen and diversify the rural economy.

The 'clusters of scale' and walkable communities created by small-scale nucleation can foster resilience and help insulate rural households from rising transport and other costs (including 'septic tank' charges and carbon taxes), protect water quality, reduce greenhouse gas emissions, deliver localised decentralised energy, reduce inefficient taxpayer expenditure, conserve landscapes and natural habitats, protect water quality and deliver more integrated, connected, healthier and less isolated communities. International research that the more integrated we are with our community, the less likely we are to experience physical and mental health issues (Leyden, 2003).

3.7.3 - 'One-off' Houses

Over the past decade, the Environmental Protection Agency has consistently pointed to the problems being stored up by Ireland's increased societal preference for a low-density housing model. For example, in 2006 the EPA's 'Environment in Focus' noted that *"this type of urban sprawl presents particular problems for the provision of public services, such as public transport and sanitary services, because of its low density and dispersed nature."* (EPA, 2006, pg. 43) In 2008, 'Ireland's Environment' stated: *"The scattered nature of Irish rural development has made the provision of public services more expensive and less economically viable. In many rural areas the majority of the population uses individual septic tanks which, if poorly sited and/or not properly maintained, can pollute groundwaters, surface waters and public water supplies."* (EPA, 2008, pg 162). Again in 2012, the 'State of the Environment' report stated: *"A significant legacy [of the 'Celtic Tiger'] has been urban sprawl and low-density development outside of towns and cities. In many cases this has led to unsustainable travel patterns and long journeys for those travelling to work or school, with the Central Statistics Office reporting that the average commute to work in Ireland is over 18km (CSO, 2011). Countering these travel patterns and providing attractive and cost-effective public transport alternatives now presents a serious challenge given the limited public finances for investment in transport infrastructure."* (EPA, 2012, Pg. 142).

The NSS noted (p. 25) that:

A substantial amount of new house building is taking place outside urban areas, which tends to place greater distance between people and their work, increases dependency on the car, limits the effectiveness of public investment in providing utilities and services and threatens the quality of the rural environment in some areas.

People have always lived in the countryside but they normally worked there also. Much of the new houses are for people who frequently have no connection to the area and commute to work

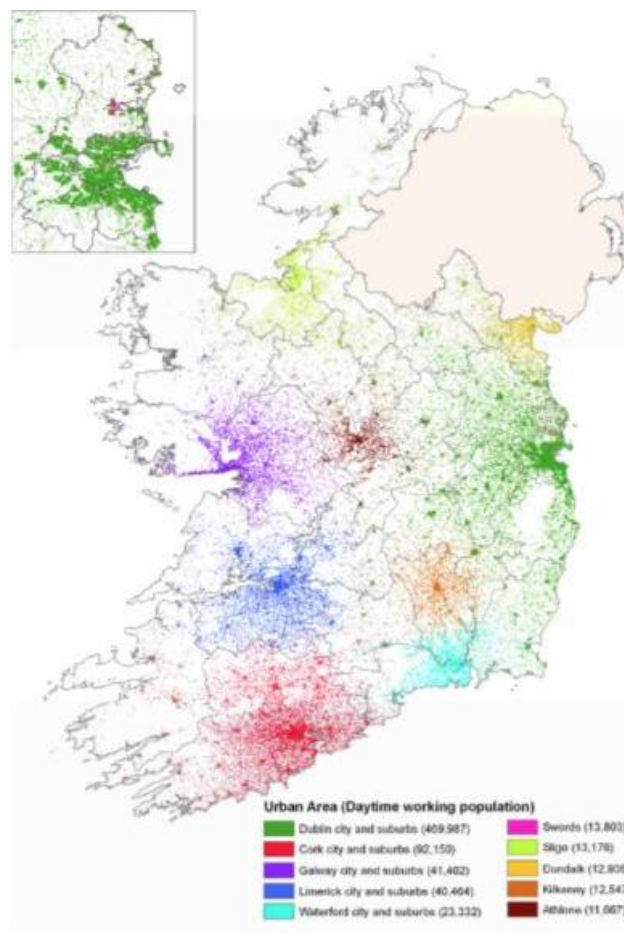


Figure 3 - The CSO POWSCAR data illustrates the extent of Irish car dependency due to population dispersal. Source: (CSO 2012d)

elsewhere. The 'Sustainable Rural Housing Guideline', issued in 2005, attempted to restrict this type of 'one-off' houses but has not been effective in limiting the number of dwellings permitted.

There are many problems associated with one off housing which are identified elsewhere but the key issue here is that it undermines the viability of strong village structure, without which any effort to develop the rural economy will fail.

3.7.4 Meeting the demand for self build: Serviced Sites

One driver of one off housing is the ability to design and self-build a family dwelling to personal specification at an affordable cost in the countryside as a pathway to home ownership. How can public policy accommodate this demand at least cost to the taxpayer; ensure that minimum quality of essential services can be delivered; sustain rural populations; and bolster the rural economy? The provision of serviced sites in villages that have spare capacity in their existing physical and social infrastructure may assist in redirecting the demand for rural housing.

Acknowledging the issues associated with dispersal, in 2008 Limerick County Council introduced a policy to help strengthen and consolidate the towns and villages in County Limerick. The Council's 'Policy on Serviced Residential Sites in Towns and Villages' recognises that there is a need to provide an option for people to upsize and to be able to build a house to their own design and layout on a larger site, yet within walking distance of amenities such as schools, churches, sports facilities and shops etc (Limerick County Council, 2008). However, for many small rural towns and villages the absence of inadequacy of water supply and waste water infrastructure has proved an obstacle to the provision of housing and other developments. In order to overcome this deficit, the Council introduced a parallel 'Small Towns and Villages Initiative' which promotes a partnership approach to the provision of water and waste water infrastructure in towns and villages lacking such facilities (Limerick County Council, 2008b).

However caution must still be used in allocating permits to develop serviced sites in small villages. Whilst ameliorating some of the problems of one off housing if every hamlet is allowed to grow it will still undermine the potential for more substantial settlements to reach a critical mass appropriate for the development of a rural economy. Growth in each area should be commensurate to the size of the existing settlement. In the background papers to the preparation of the National Spatial Strategy the authors (Brady shipman and Martin) were quite clear that 10% growth in each plan period was considered 'natural' and sustainable. So settlements of a dozen houses might be permitted to allow one serviced site where as a town the size of Wicklow with a population of 10,000 could usefully provide as many as 500-1000 sites on zoned land attached to the town.

In response to the invitation to identify key challenges and provide evidence, An Taisce's experience has led to the conclusion that the conflict between different land uses in rural Ireland will be one of the main issues for the future. In particular the dispersed settlement pattern makes many of the other potential forms of development, whether it is renewable energy, tourism or agriculture, difficult to site, increases costs to rural families and undermines potential for job creation. This will without doubt impede the progress of any rural development strategy and it is likely that little can be done in the short or even medium term to unpick this legacy.

Recommendations:

- The National Spatial Strategy and the Sustainable Rural Housing Guidelines must be reviewed without delay to further restrict the development of housing in the open countryside
- A planned revival of rural towns and villages

In the longer term it should be possible to strengthen the structure of rural towns and villages which will be essential to underpin the opportunities for rural development, creating a better economic environment for business who need good quality, affordable infrastructure and for those citizens and entrepreneurs who may be involved in establishing new business who need a good quality of life with a range of social amenities only possible where there are sufficient populations.

4.0 Conclusion

In response to the invitation to identify key challenges and provide evidence, An Taisce's experience has led to the conclusion that the conflict between different land uses in rural Ireland will be one of the main issues for the future. In particular the dispersed settlement pattern makes many of the other potential forms of development, whether it is renewable energy, tourism or agriculture, difficult to site, increases costs to rural families and undermines potential for job creation. This will without doubt impede the progress of any rural development strategy and it is likely that little can be done in the short or even medium term to unpick this legacy.

In the longer term it should be possible to strengthen the structure of rural towns and villages which will be essential to underpin the opportunities for rural development, creating a better economic environment for business who need good quality, affordable infrastructure and for those citizens and entrepreneurs who may be involved in establishing new business who need a good quality of life with a range of social amenities only possible where there are sufficient populations.

To summarize the recommendations:

- A regeneration strategy for rural Ireland should focus, first and foremost, on the creation of a vibrant rural society which underpins job creation on a long-term basis – services, quality of life, infrastructure, sustainable population, age vibrancy, environmental quality etc. If such conditions are not created any short-term job creation will be ephemeral.
- There should be a clear focus on comparative advantage and the sustainable development of rural natural resources and increased local food production, with particular emphasis on greening the economy.
- Greater cross-sectoral policy development implementation through improved governance structures and greater and efficient alignment between public investment and spatial planning.
- The National Spatial Strategy and the Sustainable Rural Housing Guidelines must be reviewed without delay to further restrict the development of housing in the open countryside and to promote a programme of serviced sites to assist in redirecting the demand for dispersed 'one off' housing from the open countryside into small towns and villages, including through tax incentives.
- A properly constituted house insulation programme should be implemented and initiative is put in place to promote alternative energy for householders, such as biomass and small scale wind or hydro is promoted.
- Anaerobic digestion of farm wastes should be incentivized to provide gas for heating.
- Research into Integrated Constructed Wetlands should be intensified to provide more effective waste management for rural households and businesses.
- A major timetabled and sectorally targeted strategy to enhance local food production for surrounding catchment areas.
- The strategy for outdoor recreation and activities should be reinvigorated and more effectively implemented.
- A programme of cycling and pedestrian routes should be introduced to reduce car dependence in rural areas and the associated carbon emissions and unpredictable costs
- A major public education programme and extra resources for NPWS should be adopted to bring about better protection of important habitats and species.
- Guidelines should be prepared and published on the criteria to assess applications for rural development to ensure that such projects do not contribute to the economy at the expense of society and the environment on which we all depend.

In all these aims, community, landowner, public sector and non-governmental organisation partnerships should be promoted.

5.0 References

Barca, Fabrizio. 2009. *An Agenda for a Reformed Cohesion Policy: A Place-based Approach to Meeting European Union Challenges and Expectations*. European Commission. http://ec.europa.eu/regional_policy/archive/policy/future/barca_en.htm.

Buchanan, Colin & Partners. 1969. "Regional Studies in Ireland". Dublin: An Foras Forbartha – The National Institute for Physical Planning and Construction Research.

CEC. 2010a. "Investing in Europe's Future: Fifth Report on Economic, Social and Territorial Cohesion - A Report from the Commission". ISBN 978-92-79-17800-9 doi: 10.2776/29620. Belgium.

———. 2010b. "Europe 2020: A Strategy for Smart, Sustainable and Inclusive Growth". COM (2010) 2020 final. Brussels.

———. 2011a. "The Territorial State and Perspectives of the European Union: 2011 Update - Background Document for the Territorial Agenda of the European Union". Presented at the Informal Meeting of the Ministers responsible for Spatial Planning and Territorial Development on 19th May 2011, Godollo, Hungary: European Commission.

———. 2011b. "Territorial Agenda of the European Union 2020: Towards an Inclusive, Smart and Sustainable Europe of Diverse Regions". Hungary.

———. 2012. "Country Fact Sheet: Éire/Ireland". Director - General Regional Policy - Analysis Unit C3. http://ec.europa.eu/europe2020/pdf/nrp/nrp_ireland_en.pdf.

Daly, Gavin, and Rob Kitchin. 2013. "Shrink Smarter? Planning for Spatial Selectivity in Population Growth in Ireland." Edited by David Meridith and Chris van Egeraat. *Administration - Journal of the Institute of Public Administration* 60 (3): 159–186.

Ehrlich, Paul R., and Anne H. Ehrlich. 2013. "Can a Collapse of Global Civilization Be Avoided?" *Proceedings of the Royal Society B: Biological Sciences* 280 (1754) (March 7). doi:10.1098/rspb.2012.2845. <http://rspb.royalsocietypublishing.org/content/280/1754/20122845>.

EPA. 2012. "Ireland's Environment An Assessment". ISBN 978-1-84095-439-5.

European Environment Agency. 2013. *Late Lessons from Early Warnings: Science, Precaution, Innovation*. <http://www.eea.europa.eu/publications/late-lessons-2>.

Hall, Charles A. S., and John W. Day. 2009. "Revisiting the Limits to Growth After Peak Oil." *American Scientist* 97 (3): 230. doi:10.1511/2009.78.230.

Harvey, David. 1999. *Limits to Capital*. 2nd ed. Verso.

Hirsch, Robert L. 2005. "Peaking of World Oil Production: Impacts, Mitigation and Risk Management." <http://www.energybulletin.net/node/4638>.

Holmgren, David. 2009. *Future Scenarios: How Communities Can Adapt to Peak Oil and Climate Change*. Chelsea Green Publishing Company.

Hopkins, R. 2008. *The Transition Handbook: From Oil Dependency to Local Resilience*. Dartington: Green Books.

IMF. 2011. *World Economic Outlook (WEO) - Tensions from the Two-Speed Recovery: Unemployment, Commodities, and Capital Flows*. <http://www.imf.org/external/pubs/ft/weo/2011/01/>.

Randers, Jorgen. 2012. *2052: A Global Forecast for the Next Forty Years*. Chelsea Green Publishing.

Sample, Ian. 2009. "World Faces 'Perfect Storm' of Problems by 2030, Chief Scientist to Warn." *The Guardian*, March 18, sec. Science. <http://www.guardian.co.uk/science/2009/mar/18/perfect-storm-john-beddington-energy-food-climate>.

Scott, Mark, and Finbarr Brereton,. 2010. "Sustainable Rural Development: Managing Housing in the Countryside". STRIVE Report 2005-SD-MS-41-M2. EPA STRIVE Programme 2007–2013. School of Geography, Planning and Environmental Policy, University College Dublin, Ireland: Environmental Protection Agency. http://www.ucd.ie/t4cms/STRIVE_44_Scott_SustainableDevelopment.pdf.

VPSJ. 2010. "Minimum Essential Budgets for Six Household Types in Rural Areas". Vincentian Partnership of Social Justice. www.budgeting.ie.



**Waterford Local
Economic &
Community Plan
2014**

**Submission by
Ballybeg Community
Development
Project**

**To the
First Stage
Consultation
Process for
Preparation of the
6yr Local &
Economic
Development Plan**

Ballybeg Community Development Project,

The Parish Centre

Ballybeg

Waterford

051-350100

www.bbcdp.ie

[facebook/ballybegcommunitydevelopmentproject](https://facebook.com/ballybegcommunitydevelopmentproject)

Reference for data; Ballybeg & Kilbarry Neighbourhood Profile (WCC 2012)

1. Ballybeg Community Development Project – A brief history and changes to the community landscape

Ballybeg Community Development Project Ltd (BBCDP) has been in existence since 1991 and was incorporated as a Company Limited by Guarantee in 1993. Before 1991 the community in Ballybeg was active in developing local responses to local needs. This was as a result of a) the lack of infrastructure development when the estate was built in the 1970s, which meant that local individuals had to come together to provide essential services such as childcare & adult training, and b) the emergence of state funding for “marginalised communities” combined with church resources, being channelled into the area.

BBCDP was one of the first ten national community development projects funded through the National Community Development Programme which was administered at the time by the Combat Poverty Agency. Changes to the local and community policy landscape in Ireland over the last 6 years has seen a move from community development and measures to address poverty within a locally led community managed framework to an emphasis on getting people into paid employment with a strict quantitative results based methodology. The National Community Development Programme was closed down in 2009 and enforced mergers took place between Community Development Projects and Local Partnership Companies in 2010.

Due to not all of its funding coming from the Community Development Programme, Ballybeg CDP remains as a legal entity that continues to apply for programme funding in its own right, however, during the process of the merger the Project lost 2 valuable staff members and the Manager and Part Time Development Worker were transferred to employment within the Local Partnership Company (Waterford Area Partnership). The relationship between BBCDP and WAP (Local Partnership Company) has been mutually supportive and has enabled BBCDP to continue to operate as an independent, locally managed company albeit with diminished resources.

The Board of Directors of BBCDP is made up of 8 local volunteers that meet monthly, with sub groups for employment issues, finance and CE management. The Manager supports the Board and is responsible for overall financial administration, staff support, programme support and development, building administration, liaison with funders and liaison with other programmes and services within the community campus and the Ballybeg community.

2. Ballybeg Community Development Project – Current Projects, Programmes & Services

BBCDP continues to manage a Community Resource Centre in Ballybeg with the overall aim of responding to the needs of the local community, and provides the following;

- ***Overall management and administration of The Parish Centre***, a community building within the Ballybeg Community Campus. Rooms within the building are sub-let to Access IT, a Community Services Project providing technology training to individuals and groups across Waterford City, and the Waterford Travellers CDP. Access IT was an initiative of BBCDP which is now an independent limited company. BBCDP is responsible for all essential services into the Parish Centre as well as the management of room allocations, security, maintenance, car parking and landscaping. BBCDP receives no direct funding for building management and administration.

- **Community Education Project / MAD Club;** This is an after-school education support programme for children from 4th class up to leaving cert year that live in Ballybeg. The programme involves targeted study, grinds, one to one and homework support. Education support is supplemented by youth work and adventure holidays and every child receives a hot meal each day they attend. 55 children attend the Project 3 afternoons a week during term time. Funding sources; School Completion Programme, HSE and fund-raising. Staffing; 1 full time staff member, 2 CE staff and student placements.
- **The Key Project;** An employment support service that provides free CV planning and preparation, job interview training, welfare bulletins, a weekly jobs bulletin, typing, photocopying and an information and referral service for local people. The service is staffed by 2 CE positions and is supported by the CE Supervisor. The Key Project runs the reception for the Parish Centre managing room bookings and enabling information flow between users of the Centre, visitors and tenants. Funding sources; Community Employment (for staff training and materials). Staffing; 2 CE staff, 1 Tus place (reception).
- **Ballybeg CE Programme;** BBCDP is the sponsor for this scheme which provides 26 CE staff that are seconded to Ballybeg projects; First Steps Creche, Cil Barra Sports & Leisure Centre, Barnardos, Ballybeg Youth Service and throughout BBCDP programmes. The scheme is managed by a CE Supervisor with training and materials grants for each CE worker coming from DSP.
- **Ballybeg Horticulture Initiative;** A WWETB funded Local Training Initiative that offers a progression based accredited training programme in employability skills and horticulture for 20 unemployed adults on a full time basis. FETAC major awards at levels 3, 4 and 5 provide a base in essential horticulture skills whilst also supporting students to engage in work experience either within the Ballybeg estate in conjunction with Waterford Council, or in schools, childcare services, special needs groups and initiatives across the city. A number of ex students are currently employed as tutors to the new student cohort. Staff and students of the Horticulture Initiative have played a key role in supporting the development of New Street Gardens.
- **Ballybeg Community Garden;** 33 small plots are tended by past students, families, special needs groups and individuals. Availability of the plots provide access to home grown fruit and vegetables, supplementing family income and promoting healthy eating. Plot holders are charged €2 a month for essential services.
- **Ballybeg Family Growing Project;** This project is a Community Food Initiative funded by Safefood as part of an all Ireland programme promoting access to healthy food. The Family Growing Project is a partnership between BBCDP, Barnardos, St.Saviour's National School and WIT School of Culinary Arts and engages children and parents in a programme of growing, cooking and nutritional education. Funding enables the purchase of materials, equipment and tutoring costs for the growing element of the programme.
- **Ballybeg Greens & The Artery Garden Centre;** Ballybeg Greens is a developing Social Enterprise with the ultimate aim of providing local employment for those trained in horticulture. Ballybeg Greens is registered with the Department of Agriculture as a primary producer and, since its launch in 2011, has supplied up to 11 restaurants in Waterford with salad leaves, herbs, specialist vegetables and edible flowers as well as providing accredited and unaccredited training to external groups in horticulture. To date training has been undertaken for Skillnets, WAVE, Focus Ireland and Old Parish in Ring. The Artery Garden Centre is a small walk in local garden centre that offers a range of plants, shrubs, decorative garden ornaments and fresh produce for sale. Ballybeg Greens has engaged with the

Waterford Harvest Festival for the last 2 years. Staffing; 2 CE places support the ongoing maintenance and operation of the Artery Garden Centre which has also been assisted by an internship position. Ballybeg Greens has one dedicated grower employed under CE with all other work being undertaken by past students on a voluntary basis or by other members of staff making time to help maintain the business. External accredited training is provided by one training consultant who is an ex student of Ballybeg Horticulture Initiative.

- **Adult Education;** BBCDP is a FETAC accredited training centre and has provided training in a range of FETAC major & minor awards such as communications, creative crafts, start your own business and community development. Our previous Jumpstart and Stepping Forward pre-development programmes had to be discontinued due to the loss of funding for a part time training co-ordinator position. All adult education is now offered only when funding becomes available to validate programmes and/or pay a tutor. A training consultant provides support in FETAC validation and certification.
- **Ballybeg CDP Community Café and Food Cloud;** A small community café within the Parish Centre provides healthy snacks and low cost meals for students, staff and visitors that is operated by 3 CE staff. An additional CE staff member and volunteers provide a hot meal 3 times a week during term time for children attending the Community Education Project. Along with Ballybeg Youth Service (RYS), Barnardos and church based new communities organisations BBCDP is partnered with Tesco Ballybeg to re-distribute and use food that has reached its sell by date. This is an initiative of Dublin based Food Cloud.
- **Youth Café;** BBCDP was recently awarded funding by Pobal to develop a Youth Café as an extension to the Parish Centre. This is currently in development.
- **Events and celebrations;** BBCDP works with other groups in Ballybeg to run Fundays, celebratory events and once off health programmes. These are managed by the Development Worker who is employed under WAP for 12 hours a week.
- **Needs Analysis and networking;** The Development Worker engages with other organisations in Ballybeg to support local initiatives such as the Cil Barra fun run, voter registration programmes and new initiatives. Work is currently being completed on a door to door sample needs analysis which will ensure that BBCDP continues to gauge the views of local people on the services and programmes that we run, to promote our work and to engage new volunteers.
- **Ballybeg Women's Group;** a women's self managing social group that has been meeting in the Parish Centre for over 15 years, many of whom volunteer with the Project on a regular basis.

3. The Ballybeg Community 2014

Environmental Concerns

1. Housing Allocations

The community of Ballybeg has worked hard to overcome the stigma attached by others to its reputation. Ballybeg Action Group which is a consortium of residents groups and active individuals within the area have lobbied hard to deal with housing issues; boarded up houses, burned out houses, allocations, anti-social behaviour and remedial works. The previous development of neighbourhood structures within Waterford Council helped in enabling direct contact between residents and Council staff to address these issues. It is feared that the recent alignment process has left the community without a direct contact within the community that can address local housing concerns. Council personnel have changed and there is now no longer

a neighbourhood officer that can bring all community concerns regarding housing issues to the council in an effective manner.

Suggested Action

That a mechanism for direct confidential access to one individual regarding allocations is re-instated.

2. *Derelict structures and maintaining a viable community within a healthy, child friendly environment*

- a) Ryan's pub has dominated the centre of the Ballybeg community for the last 4 years as a burnt out, derelict and dangerous structure. The pub is adjacent to the church and is passed every day by children going to school. All groups in Ballybeg have worked hard to change the negative perception of the community but this derelict site runs contrary to everyone's efforts. Despite continual lobbying and contact with the Council there has been no movement since the pub was sold earlier in the year. Our understanding is that the new owner had 3 months to commence working on the site from the closure of sale. The lack of progress is a constant source of concern for all residents and groups and the lack of regular information back to the community from the Council does not promote confidence in their commitment to "promote economic, community and local development in Waterford" .

Suggested Action

Waterford Council provides a written timeframe regarding action on the building to Ballybeg Action Group and follows this up with regular monthly updates. If the pub is not re-developed within an agreed timeframe a commitment should be given to the safe demolition of the structure.

- b) The Dominican Order is struggling to maintain the church in Ballybeg. It is understood that the structure may now cease to function. If this is the case this will be another empty and potentially dangerous structure at the heart of the Ballybeg community.

Suggested Action

Contact to be made between the Council and the church authorities to plan a consultation process with the local community the outcome of which should ensure that the Ballybeg environment does not suffer further dereliction.

Park & children's play area

Discussions are underway to provide an upgrade of the park in Ballybeg by the re-cycling of play facilities that have been removed from another area due to anti-social behaviour. BAG and BBCDP welcome this cost effective solution to the lack of play facilities within Ballybeg and will continue to work towards an agreed timeframe for the siting of the facilities as well as engaging in consideration with the Council and other relevant bodies on the maintenance of security and ensuring the play area is safe for local children and free from anti-social behaviour.

Economic Development and Job Creation – The Ballybeg Food Hub

Ballybeg Greens is a developing Social Enterprise that has the potential to offer real jobs in Ballybeg within the urban agriculture sector. The Ballybeg Horticulture Initiative has trained over 100 people from Ballybeg and other areas of Waterford City in primary food production skills. Restaurants and food businesses that have used or sold our produce are full of praise for its

quality and diversity, however, in order to upscale Ballybeg Greens is in need of a specific personnel such as an administrator, a dedicated grower and business development manager. Traditional enterprise priming/development funds are not available to Ballybeg Greens as it is managed by an existing legal structure (whilst the Enterprise Board previously requested us to apply for a priming grant which was allocated, our current structure prohibited them from funding us). We have a number of individuals from a range of sectors that have expressed an interest in playing a role on a new legal structure, however we are in urgent need of a supported human resource that can concentrate on that transition. Maintaining Ballybeg Greens as a Social Enterprise that is firmly rooted within the Ballybeg community is paramount and dialogue with enterprise support structures needs to understand and take account of this.

In addition, BBCDP have worked with diverse groups within the community to promote healthy eating and the use of local produce. There is an untapped potential to diversify into other small local food businesses as well as providing vital food & nutrition education. A dedicated community kitchen, as part of a Ballybeg Food Hub, which could have multiple functions would be a well placed investment in the future health and job potential of a community that is, in effect, surrounded by land, that is close to an urban centre, is developing an expertise in food production, has higher than average levels of unemployment and is adjacent to a third level institute.

Sustainable Communities

Ballybeg CDP has maintained programmes and services over a 20 year period during which substantial changes have impacted on its operating environment. The recent enforced part merger with WAP and substantial reduction in finances threatens its continued operation.

At present the company has one part time Administrator who works two days a week on unsecure finance. In order to maintain a viable and sustainable community led operation that can widen its reach to new estates and those newly under employed, particularly the young unemployed, we need to ensure that this administrative function can be put on a more secure footing.

In addition, the new SICAP programme could mean a removal of the Manager's & Development Worker's positions altogether or a requirement for them to cover a wider area of the city, depending upon the outcome of the LCDC tendering process and the support of the LCDC for the maintenance of viable and sustainable community structures.

Youth unemployment is an issue across communities. The BBCDP Community Education Project aims to support young people from Ballybeg to stay in school and achieve their potential. This service has been cut to the extent that there is one staff member with a reliance on scheme staff and student placements to make up the shortfall. One additional youth worker would enable the service to expand and develop to meet the needs of more young people, would ensure a dedicated health & well being programme to be run from the new Youth Café and would allow assistance in widening and developing supports for young people once they have taken their first steps into further education and/or employment.

BBCDP Needs Analysis Process

BBCDP is committed to ensuring that the projects, programmes and services we provide meet the needs of the Ballybeg community. To this end the Project engages in regular needs analyses to identify key issues facing local people and how we might engage in supporting the community

to address needs & issues. Our current needs analysis has been undertaken with limited resources but has attempted to survey 10% of all households in all estates in Ballybeg/Kilbarry. The following is a summary of the wider community issues that have consistently arisen from questionnaires undertaken door to door in the following areas;

Priory Lawn, Ardmore Park, Lower Ballybeg, Templars Hall, Lacken Wood

Quality of life;

- Across all areas Anti-Social Behaviour is a big issue. This ranges from students causing damage to property and noise to the burning out of houses, drug use and dealing and burglary. Break ins to community facilities are ongoing with the cost of security and repairs impacting widely on the limited finance of groups.
- Boarded up and burned out houses are frequently mentioned as an issue which not only impacts on the environment and continued stigma associated with the area but also leads to more anti-social behaviour and fear within the community. This is also referred to with regard to burnt out and run down buildings (pub and surrounding area).
- There is no bus stop that serves Lacken Wood
- The CCTV either doesn't function or is not utilised in a way that could increase the security of residents.
- The area would benefit from a local post office not just a post box in the local shop. Could Tesco or Spa be approached to house a post office as is the case in other communities.

Young People;

- The lack of traditionally available weekend work for young people and access to proper paid employment that is not scheme or internship based has a damaging impact on morale and self esteem
- Young people need dedicated and safe facilities that increase their social capital, social skills, educational attainment and life skills
- The lack of a safe play area within the community for children and young people that meets their needs and does not expose them to threatening behaviour

Older People;

- The lack of facilities and activities for older people
- The lack of services for the disabled and their carers

Barriers to people accessing adult education

- Lack of English language in some areas
- Childcare and the cost of attending adult education are the barriers most cited by people wishing to change direction, upskill or access quality paid employment

Conclusion

BBCDP welcome the LCDC consultation process, however, due to the notification time have had to put this submission together quickly. We hope to ensure that all LCDC members are aware of who we are, what we do and where we hope to go and trust that the next phase of the consultation process will take the form of visits to communities to view at first hand the work that is being undertaken, the concerns that local residents have at present and what support they will be given to ensure their sustainable development over the next 10 years.

Tramore Allotments Association

Submission to Waterford City and County Council for the Waterford Local Economic & Community Plan

1 Introduction

Tramore Allotments Association initially came together through the local Tramore GIY group when discussions led to Tramore residents identifying a need for space in which to grow their own food. The group held a public meeting in the Tramore GAA on 22 February 2012 with 38 people in attendance. We now have over 40 individual and community group 'Expressions of Interest' for an allotment. We are members of Muintir Na Tire and thus have legal organisational status. We have an account with Tramore Credit Union and have secured funding from GIY and Tramore Town Council.

1.1 Objectives

The objectives of Tramore Allotments Association are to provide social opportunities to strengthen community spirit and to promote and implement sustainable projects for the enhancement of our physical and natural environment.

1.2 Vision for Tramore Allotments

1. *Create a Cleaner and Greener Tramore*

- Provide attractive and cleaner and greener neighbourhood and open spaces so that they can enhance the well-being and quality of life for residents and visitors.
- Allotments provide a sustainable food source with lowest possible carbon footprint.

2. *A Better Place to Live, Work and Play*

- Provide leadership on community issues.
- Improve and provide facilities and activities that enable all ages and abilities to enjoy their leisure time.

3. *Help People to Feel Safe and Well*

- Achieve better health for those who live and work in Tramore, in conjunction with partners and appropriate agencies.
- Reduce levels of crime and fear of crime in the area by working with partners.

2 Submission Local Community and Economic Development Plan

Our submission laid out below provides a summary of Irish and European policy that supports the provision of allotments for residents and communities. Please be advised that based on the recommendation of Vinnie O'Shea (Waterford City and County Council) who advised communities to submit a summary in bullet points, this list is only a summary. We have a depth and breadth of research and policy as to our approaches as an organisation and the benefits and need for provision of allotments, which we are more than happy to provide upon request.

1. Our submission is for the provision of allotments ***fit for purpose*** for the residents and community of Tramore, with a specific focus on social inclusion.
 - Section 67 of the Local Government Act 2001 which states that *“a local authority may take such measures, engage in such activities or do such things as it considers necessary or desirable to promote the interests of the local community in relation to a range of specified matters, including allotments, fairs and markets, and related amenities, facilities and services”*.
 - Co Waterford VEC Education Plan for 2011-2015 has as one of its goals; Community and inter agency provision its priority is to operate in a way that ensures educational, developmental and training needs of learners are met at local community level where possible and that partnership arrangements are developed with community, voluntary, state agency providers. (We have secured the support of VEC to deliver horticultural training at Tramore Allotments.) Furthermore, Lifelong learning is lower in Ireland (7.3% as compared with the EU average (10.7%) in 2013.
 - **EU definition on Social innovation** “means developing new ideas, services and models to better address social issues. It invites input from public and private actors, including civil society, to improve social services.”
<http://ec.europa.eu/social/main.jsp?catId=1022&langId=en> We have taken a collaborative inter-agency approach to ensure the success of Tramore Allotments.
 - Priority 6 of the European Union Priorities for rural development includes
 - Promoting social inclusion
 - Poverty reduction
 - Economic development in rural areas

The unemployment rate among youth in Ireland is one of the highest in EU. Tramore Allotments Association has a particular focus on unemployed and youth, through such groups as VEC, Scouts, Active8, schools amongst others.

- The 2008 “Sustainable Residential Development in Urban Areas-Guidelines for Planning Authorities” <http://www.environ.ie/en/Publications/DevelopmentandHousing/Planning/FileDownload,19164,en.pdf> published by the Department of the Environment, states that planning should promote social integration and accommodation for a diverse range of household types and age groups should;
 - Enhance and protect the green infrastructure and biodiversity;
 - Enhance and protect the built and natural heritage.

The challenge for the majority of households in Tramore, specifically the lower-income and unemployed households is the lack of garden space to enable them to grow their own food, making them at a particular disadvantage.

- The Environmental Protection Agency's Strive 17 report explores quality of life issues in Galway City. Through the use of focus groups it was able to identify that both a sense of community, and identity, were important quality of life themes for people living within that city. The contribution from allotments and community gardening towards community interaction, and consequently people's quality of life, is made possible because of its inclusivity. Indeed gardening is one of the few activities that people from all walks of life engage in. An important requirement for maximising the inclusivity of allotments and community gardens is that they be sited within the midst of communities for the greater convenience of all potential users. As well as reducing vandalism, by providing user surveillance, this also makes gardening more enjoyable and spontaneous. Finally, allotments and community gardening provides a huge Learning Opportunity. The act of gardening provides direct learning of horticultural skills, but of perhaps much greater value in an urban setting, are the social skills and social networking opportunities that such an activity can provide.

Further non-allotment specific submissions include:

2. Provision of rural sustainable transport connecting the coastal communities from Tramore to Dungarvan.
3. Structured support of social innovation and social enterprise projects.
4. Structured support for the development of Waterford as Eco-Tourism destination and to take the lead as a Responsible Tourism Destination to facilitate sustainable development.
5. Investment in community renewable energy schemes.

3 Benefits of Allotments

Cultivating an allotment plot is not just a recreational pursuit but a healthy, active, socially inclusive, environmentally sustainable lifestyle that enhances peoples' well-being. Allotments provide a fundamental domestic financial benefit and contribute to the reduction in imports of food. Allotments promote a variety of benefits including:

- Growing safe and healthy, fresh fruit and vegetables locally;
- Providing opportunities for lifelong learning;
- Stimulating the local economy;
- Saving money; although allotments holders do not always cultivate for cheaper food, many do;
- Satisfaction of growing own food;
- Experimentation with new crops – growing and swapping;
- Activity that enhances peoples physical and mental well-being;
- Relaxation, peace and quiet, fresh air, and having opportunity for a 'green' leisure time base away from home;
- Improving local neighbourhood amenity;
- Encouraging interaction between ages, differing physical abilities, ethnicities and cultures;
- Sense of community, mutual support and learning;
- Benefits arising from membership of an allotment group such as social events, talks, visits and opportunities to swap and/or buy seeds and equipment at discounted group prices;
- Educational, in particular where an allotment plot is run with local children;
- Protecting and enhancing local biodiversity;
- General increase in biodiversity;
- Contact with nature and wildlife;
- Recycling can be encouraged, for example through composting and re-use of materials, thereby redirecting waste away from landfill;
- Localised food production also brings environmental benefits by reducing the use of energy and materials for processing, packaging and distribution of food;
- Allotments can be integrated into local public health strategies;
- Provides a garden to flat dwellers.

Contact Details:

Caroline Burke, Chairperson

Samantha Richardson, Secretary

tramoreallotments@gmail.com

Waterford Local and economic community plan

The following are initial observations on the submission questions as outlined in your email, dated 24th Oct.

What are the key issues in relation to the sustainable economic development of Waterford over the next six years. How do you feel sustainable economic development and job creation could be enhanced?

Waterford has a distinguished history of manufacturing and a tradition of fine craftsmanship. Historically we have excelled in these industries but we are presently living in the Digital Age and today's young will grow up assuming technology instead of marveling at it. South East Makerspace (SEMS) believe that by embracing new technologies of the digital world and combining them with our existing maker tradition of manufacturing and craftsmanship is integral to the long-term sustainable economic development of Waterford.

In the short term we believe a strong focus is needed on skills convergence to harness the creative potential of new technologies, in both a cultural and commercial context. The exploration of the creative potential of new technologies can be accelerated through a maker space with low cost membership as a platform for experimentation, testing and collaboration. Makerspaces can act as a creative space, an idea space or as a test bed environment. All makerspaces work as a pathway to minimize the digital divide across disciplines while at the same time fostering a multi-disciplinary approach for collaboration between individuals with skills ranging from broad disciplines including, for example, engineering, multimedia, art, design, computer science, physics and electronics.

We believe, integral to the success of this multi-disciplinary approach in a creative makerspace, is the ability for individuals to be able to tap into the explicit and tacit knowledge of others. Explicit knowledge is the formal knowledge acquired where as tacit knowledge is hard to quantify verbally or in writing. It is the hidden storehouse of knowledge that each person possesses. It is shaped by a person's experiences, insights, observations emotions and intuition and often requires a lot of shared activities to be passed on from one to another. With tacit knowledge, people are not often aware of the knowledge they possess and how valuable it can be to others. SEMS believe a makerspace environment plays a significant role in the sharing of

tacit or informal knowledge between individuals, fostering a culture of learning in a non-structured environment.

The strength of a collaborative maker space, in utilizing shared resources and through knowledge pooling, gives rise to a DIY culture of creativity. We believe it is within this DIY culture that Waterford can find new routes to education, employment, job creation and new forms of artistic expression for a vibrant city life.

What are the key issues in relation to the sustainable development of communities, both geographic and target groups, in Waterford?

Some of the key issues in relation to the sustainable development of communities that need to be addressed are 1) the lack of funding and 2) the awareness between communities of each others existence, roles and projects. Addressing both of these points we would encourage the establishment of a communication infrastructure between voluntary communities in Waterford. We would see this communication framework as twofold; it will inform individual groups of the variety of established communities within the region opening up the possibilities for cross collaborations between communities and it may also help alleviate outlay costs for individual communities.

In relation to the second point of alleviating outlay costs for communities and as part of this communication infrastructure, we would be in favor of establishing a 'Free Stuff' group e-mail between members of the Waterford Public Participation Network. One idea of how this might work is through setting up a community group email where by community groups could e-mail each other descriptions of items they are disposing of along with a request for an expression of interest and a deadline date for collection before disposal. This system opens up the possibility of creating a symbiotic relationship between the environmental and community/voluntary pillars. Donators would benefit by offloading their unwanted items with no waste charges. The benefactors would receive items they are looking for for free and at the same time the environment would benefit from less waste. We feel this idea would not only benefit SEMS but other communities within the municipal districts.

On a more detailed note of how this infrastructure could be used to benefit an individual community, we can look at SEMS as an example of how this might work. SEMS need to continually invest in the purchase of tools and equipment to facilitate current member needs and to attract new members. Without this investment the

space will not reach its desired potential. One of our core functioning costs is the outlay for tools and electronic components for members to drive their projects forward. Some of the purchasing costs of electronic components and various materials needed to build, test and prototype ideas could be alleviated with access to electronic waste: e-waste. Worldwide, makerspaces creatively recycle e-waste, making use of obsolete, discarded electrical or electronic devices. SEMS committee would like to explore the possibility of accessing e-waste in collaboration with your environmental pillar and Waterford City and County Council. This could help reduce our costs outlay and at the same time drive projects forward within our community.

What are the strengths of your community / area that should be enhanced?

SEMS, established since April 2013, is a committee-led , non-profit community of individuals based in Waterford City. The makerspace is unique in the region, the only one in the south east of Ireland, and is part of wider national and global network. Regardless of geographic positioning, membership is open to anyone over 18 at a cost of €20 per month.

One of the biggest strengths in our community doesn't cost anything; it is the diversity of skillsets already present. Our current members have backgrounds in science, computer programming, electronics, photography, multimedia, and fine art. Moving forward, our aim is to broaden our membership and in turn, create a more diverse members skillset to include among other disciplines, woodwork, music, engineering, architecture, business, design and fabrication. To attract new members we need to upgrade our facilities and actively engage in a new membership drive.

With funds raised from membership subs and through a cost-effective pooling of resources and hopefully the establishment of a communication infrastructure (see question 2), our aim is to build on providing low-cost community access to facilities that would not ordinarily be available individually. We plan to build on our promise to provide a friendly flexible space providing tools, supplies and equipment needed for members to make their creative projects a reality.

The second strength of our community is the opportunity it provides as an informal learning environment (see question 1, par 3). While the makerspace environment can be supplementary to formal modes of education (i.e. for those studying specific

courses), it mostly works an alternative route to the formal structure of learning institutions.

SEMS learning environment works in two ways, either self/collaboratively driven or through a series of organized events such as our free public talks, participation in Dublin Maker 2014 or as a workshop provider such as to Sonic Arts Waterford Festival 2014. Going forward, we hope to develop our organised event programme to include more workshops and free public talks in addition to continuing our 'Mad Maker' Tuesdays. Also up for consideration is the development of an outreach program.

On a final note some members projects may find a route to commercialisation. In this instance SEMS could then be considered a incubation hub for start up businesses, but this has yet to be realized.

How do you feel the quality of life of the people of Waterford could be enhanced?

The quality of life in Waterford could be enhanced through sustaining a low membership cost makerspace that brings people together from all walks of life to engage in either a self-driven practice developing their own projects or working collaboratively on group projects.

SEMS believe that makerspace environments foster a unique culture of learning in Waterford, through its shared activities and more formalized events, including free public talks.

Providing creative opportunities for artists to collaborate with members from diverse backgrounds, opens up the potential to merge technology and art across disciplines, creating new and exciting work with a strong likelihood of experiential or/and interactive artworks for members of the public to enjoy.

SEMS is positioned well to engage with artistic practices and in the exploration of new ways to engage audiences. This can lead to the creation of new forms of expression and cultural consumption in Waterford.

Aileen Drohan
SEMS committee member
ph: 087 2621422



A Story Captured in Stone

Copper Coast Geopark Centre
Knockmahon
Bunmahon
Co. Waterford
Ireland

T +353(0)51292828
info@coppercoastgeopark.com
www.coppercoastgeopark.com

Waterford City and County has great, unfulfilled potential as a tourism destination. The county offers every element of what Ireland as a whole can offer, from scenery – mountains, coastline, with stunning, accessible beaches, coves, harbours, rivers, lakes, woods – to heritage – natural, cultural, industrial, archaeological, geological, to a city, country towns, resorts and villages.

Yet, at least in the county, all this wealth of possibility seems not to have been seriously appreciated until now by either local or tourism authorities, either by facilitation, encouragement or funding.

We, in the Copper Coast area, have a serious deficit in tourism infrastructure, and while we may be seen as a resource for the hubs of Tramore and Dungarvan, there should still be opportunities for the development of agri-tourism enterprises – farmhouse holidays, camping sites, even hostels etc.. Throughout the summer car parks are occupied by campervans and caravans.

A positive engagement with the rural population of County Waterford should have a positive outcome. An attitude of facilitation and encouragement – a rationalisation of regulations and their implementation so that these become part of the framework of enterprise and not perceived barriers would surely build confidence and a vision for a future of sustainable possibilities.

It should be possible to encourage landowners, big and small, to consider economic possibilities as opposed to regulatory hindrances and perils. Many see the need for campsites, agri-tourism facilities, cliff walks and trails but dismiss the opportunities as being too beset by insurance, health and safety and security issues.

The Copper Coast is a member of the Global Geoparks Network, which is supported by UNESCO.

Geoparks have a mission to popularise geology by relating it to all aspects of life – heritage, culture, industry – why we are who we are, where we are and how we are – health, wealth and so on. And Geoparks are about building sustainability in communities, attempting to encourage people to see the possibilities in their own place and develop reasons for staying there.

Directors

D. Cowman, Dr. B. Higgs, Dr. J.H. Morris, Dr S. Gatley, Dr. M. Sweeney, J. Galloway (Chair.), K. Többe, N. Monaghan, D. Tuohy, Ann O'Meara (Sec), Dr. R. Unitt, Dr. M. Parkes.

Registered

Copper Coast Geopark Ltd., Monksland Centre, Knockmahon, Bunmahon, Co. Waterford, Ireland.

Registered in Ireland no. 387875. Charity no. CHY16500

Supported by:



Member of:



The Copper Coast Global Geopark is the smallest Geopark in the world – 50 sq. k. There is the possibility to expand it to include some of the Comeragh area. There are sound geological and community reasons to do this; but this would take a comprehensive application to the Global Geoparks Network, the development of the extended area into a de facto Geopark and a rigorous inspection, followed by a voting process. This would all have a cost and ongoing administrative demands which the present, largely voluntary organisation could not meet alone. But this would give Waterford a central and marketable bundle of territory, with communities who are willing to work together, with readymade links to a growing number of communities around the world.

The Copper Coast, during the 19th Century, was the scene of one of the biggest copper mining operations in the world, at the time. This didn't last very long but left a legacy of history and characters and mine-workings. Copper Coast Geopark see a significant opportunity to develop a part of these mine-workings as a visitor attraction. The site of the workings, at Tankardstown, is spectacular as would be the underground experience with its stunning copper colours. We believe that, with proper care and controlled ambition, the Tankardstown Experience could become an iconic visitor attraction for County Waterford.

Again this is not something that Copper Coast Geopark should or could embark on alone.

The way forward for our part of Co Waterford, at least, seems to be a positive, proactive cooperation between communities who want to help themselves and the local authority. In the case of the Copper Coast project, which started in 1996, and has ploughed its own furrow for several years the backing of the Co Council has started to be very encouraging. The lack of engagement from tourism bodies has been bewildering. But we continue to hope that they may understand the value of communities who want to help them in their mission and who would in turn deeply value their encouragement, direction and simple interest.

Waterford is the complete Irish county and if we can all buy into that vision we can develop a destination to match.

Lisa Grant

From: Lilly Kavanagh [lillykavanagh@ymail.com]
Sent: 08 November 2014 14:00
To: Local Community Development Committee
Subject: Some ideas that would help communities in waterford and surrounding areas

Jobs are primarily what is needed in Waterford city and surrounding areas paying decent salaries to people within its communities. (dungarvan seems to have benefited greatly jobs and schemes wise)

CE Schemes paying more than the 20 euros per week to people in receipt of social welfare payments. Areas like tramore have one scheme a month coming up with hundred's of people going for them its ridiculous! These schemes are important to people who are not well off and the payment to families who are in receipt of a social welfare payment of 350euro or more just receive 15 euros for 19 1/2 hrs work a week they are taxed on it!

Internships were employers are not forced but legally binded into taking a person on after serving their nine months contract including a decent wage. This is being abused by many employers and is totally unfair!

More investment in youth groups and amenities as there is not a lot for teenagers and children to do that is free in Waterford. The Encouragement, Allocation and more importantly the set up of workshops in and more so outside of Waterford city, where more of are young can access them! If you look in the Children's Primary Times Magazine that they receive every month in there schoolbags everything once again is in Dungarvan and focused towards cork, there is nothing in Waterford or its surrounding localities/communities for children, young adults and adults also.

There are many Community based groups that would be more than happy to take on such initiatives! including myself and my group! We all have so much to offer but little or no backing in doing this.

Investment in arts,science and technologies free workshops or very low costing would be fantastic!

Towards promoting economic, community and local development in Waterford.

1. What are the key issues in relation to the sustainable economic development of Waterford over the next six years?

Social, economic and environmental coherency can be enhanced through joined-up-thinking, collaboration and integration – it's fundamental to effective action!

2. How do you feel sustainable economic development and job creation could be enhanced?

Sustainable natural capital and resource utilization – presently there is limited creativity and innovation applied, especially to land and water resources including that of coastal and inshore areas. One example is the promotion of the growing of trees (agro-forestry), woods, especially wooded corridors and continuous cover forest with a greater diversity of tree species. (Details available if required)

3. What are the key issues in relation to the sustainable development of communities, both geographic and target groups, in Waterford?

Examples and collaboration between neighbouring landowners and local community – the key factor is demonstration, facilitating innovation (by doing, we understand!). Fragmented land ownership is a major challenge. The Council might consider acquiring a land bank for demonstration and resource projects (a common feature of Local Government in other countries). Another would be promoting collaboration between contiguous landowners on joint land and water based projects.

4. What are the strengths of your community/ area that should be enhanced?

Notwithstanding there exists a strong network of engaged groups and individuals doing very good work, collaboration between them is weak and sometimes competitive. A major factor is the illusion of understanding complex systems, even nature itself.

5. How do you feel the quality of life of the people of Waterford could be enhanced?

Social, economic and environmental coherency needs to be facilitated through integrated programmes/projects promoting positive core values and behaviour with an appreciative attitude - telling and seeing is not sufficient, again, doing is essential!.

6. Please make any other general comments you feel are relevant in relation to the economic or community elements of the Local Economic & Community Plan.

There is a great need for a more integrated management approach to all resources – including those of the Council.

Rory Harrington

Dunhill, Co Waterford.

harrington.rory@gmail.com



Tramore Area Regeneration Plan

A Submission from Transition Town Trammore

"Generating Community Solutions for a Sustainable Future"

Contact Details:1

Paul Flynn, Chairperson

Telephone: 086 8581915

Email: paflynn65@yahoo.co.uk

1. Overview

The overall theme of this submission is one of sustainability. There is no doubt that the term has been used widely and some might say used without a strong understanding of what sustainable actually means. Prior to continuing, it might be pertinent to place the term in context and define its meaning.

The most often quoted definition comes from ***Our Common Future***, also known as the **Brundtland Report**, from the United Nations World Commission on Environment and Development (WCED) was published in 1987 which states:

"development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

The report recognised the vital need for the active participation of all sectors of society in consultation and decisions relating to sustainable development. This is important, particularly if we are to truly consider intergenerational equity [1]. In part, it is very much acknowledged that both active participation, sustainable development and intergenerational equity should be given an opportunity through this submission process. However, it is and will continue to be the expressed aim of T3 that people have a full appreciation and understanding of the true meaning of what a sustainable and resilient development model and what such action plans might look like. It is also important to make the right choices at the outset as it will be less costly in the long run. A strong understanding of the importance of resilience and its components could greatly assist in making such choices.

In the context of resilience, modularity is important. This refers to systems which consist of many parts and consequently have a high degree of self reliance, even though there may be a high level of interaction between them. Identifying those parts can allow the development of the whole area to occur in an optimum way. Diversity is also important. The identification and development of different niches, barriers, opportunities, supplies of local skill, culture and character is essential for maintaining a diverse and stable community. Equally, it is also important to be aware of how quickly and strongly the consequences of change in part of a community are felt and what the responses will be in other parts.

Tramore Transition Town and the fore-mentioned elements of systems thinking are part of a wider template of community development within the International Transition Movement [2] The phenomenon continues to grow and is increasingly being seen as a truly sustainable pathway to healthy, resilient and vibrant communities. Set within the international or global context, it is certain, that the way in which we all interact, exist, travel and experience our world, is without doubt, going to change. This is in the main due to the unsustainable paths which we are currently trekking along, paths whose length is determined by finite resources and the Earth's environmental limits. However, there are great opportunities for those who take the right path at the crossroads of such limitation. If we make the right choices we could have a community that people will really be proud of and which others will want to come and see.

"The future belongs to those who see possibilities before they become obvious."
John Scully

2. Proposals

2.1 Transition Town Tramore Recognition

T3 (Tramore Transition Town) was established in 2008. It received official recognition from Transition Towns in 2010. Receiving official recognition for Tramore as a Transition town could have a strong potential to attract a new tourist base and begin a new era for Tramore town. The following are some of the proposed components for achieving the aims:

1. Employ a full time or contracted Transition Coordinator
2. Develop a Transition Training Centre
3. Develop a Transition Town visitor program
4. Develop a National Transition Year School visitor exchange environment program
5. Promote Tramore as a National Environmental Conference location
6. Encourage the development of an alternative energy supply system for Tramore (Potential of community wind farm is being researched at present)
7. Create a Tramore/Hinterland bio-fuel partnership and potential employment
8. Investigate the potential for a bring and retrofit unit at Riverstown Business Park
9. Investigate the potential for a community co-op

See: <http://www.transitionnetwork.org/initiatives/t3-transition-town-t0wn>

2.2 Eco Tourism (being discussed by local parties at present)

Establish a full picture of all assets within Tramore and its hinterland which fulfil eco-tourism criteria. This is a growing area and will most likely become part of the tourist experience. This information can be packaged and sold as a tourist attraction

See: <http://www.ecotourismireland.ie/ecotourism/>

See: <http://www.noticenature.ie/tourism.html>

Also: http://www.ecotourism.org.au/eco_certification.asp

2.3 Greener Accommodation

Carry out an analysis of what extent the various sectors such as accommodation are performing in relation to their environmental performance. There is great potential to package this aspect towards attracting tourists and visitors. The Green Hospitality Program "*Greening Irish Hospitality*" is willing to work with the following:

- Hotels and Guesthouses
- Restaurants and Pubs

- Bed & Breakfasts
- Contract & Institutional Caterers
- Leisure Centres and facilities
- Cubs and Golf Clubs
- Campsites
- Activity Providers and Tourism Attractions
- Certify almost any hospitality business

See: <http://www.ghaward.ie/>

2.4 Camper Van Park

Identify a suitable site which would accommodate a serviced Campervan Park. Camper van travel is hugely popular and needs to be catered for. There are many clubs set up across the continent with strong membership. Having good facilities in Tramore would help tap into this market

See: <http://www.motorcaravanclub.net/>

See: <http://www.imcc.ie/>

2.5 Sustainable Amusements

Engage with all amusement park and amusement arcades with the aim of signing up to renewable energy suppliers as part of an overall sustainability plan. This could be seen as part of a flagship Greener Arcade Action Plan. The city of Copenhagen set an example in sustainable technologies with its famous amusement park, Tivoli, and has made efforts to go carbon neutral. The park has already made strong efforts at recycling and energy efficiency, and is now looking for ways to go carbon neutral.

See: <http://www.ecofriend.com/entry/eco-tech-copenhagen-s-tivoli-amusement-park-to-get-power-from-an-offshore-wind-turbine/>

2.6 Markets

Increase and expand the potential for a substantial farmers and artisan market area within Tramore. Markets are often seen as an important cornerstone for increasing economic, social, and creative activity within communities. Also, and importantly, markets can reduce environmental demands especially where food is grown locally and they can help contribute to shoring up local economies.

See: http://en.wikipedia.org/wiki/Farmers'_market

Also: <http://www.eatmagazine.ca/the-importance-of-local-farmers-markets/>

2.7 Building presentation

Engage with local property owners with the aim of presenting their properties in the best possible light and condition in the overall context of '*working together to present Tramore in spick and span condition*'. Formal mechanisms also exist at Council level which allow enforcement notices to be issued if owners refuse to comply. However, it might be stressed that the stakeholder approach should be strongly encouraged from the outset in full cooperation with Waterford City and County Council. This approach was used by Waterford City Council some years ago to great effect.

2.8 The Mural Coastal Capital

It is recognized that creating high impact tourist attractions such as sculpture trails can be expensive. However, murals are very much less expensive way of creating high impact and visually stunning pieces which can enhance any location and excite and attract visitors to an area. One prime location would be the gable end of the Railway Station facing the bus terminus. Many themes can be incorporated into such pieces exemplifying the essence of where they are positioned. There is also strong potential to incorporate a training aspect under supervision of the artist. One such artist is local man Rory Thomson, whose work is outstanding. The following proposals are suggested:

1. Establish a Mural Meitheal
2. Source funding for a pilot mural project in association with Rory Thomson
3. Investigate locations (Possibly the gable end of Train Station)

See: <http://en.wikipedia.org/wiki/Meitheal>

Also: http://www.meitheal.org/what_is_meitheal.html

2.9 Tramore Park Development

The development of the first phase of the new park is almost complete and forms a great gateway asset for residents and visitors alike. The potential is obviously strong for community involvement and the promotion of community stakeholder ownership. Sterling community groups such as scouts could have a strong involvement if willing to do so. The following proposals are suggested:

1. Establish and design the remaining phase of the park as an Eco/Nature Park.
2. Incorporate the existing natural features into the design.
3. Establish wetland features, willow beds and native plant species throughout the Park. This approach would promote biodiversity within the Park and town
4. Results could be incorporated as part of school education outings.
5. Increase the biodiversity potential of the Park;
6. This would help actions to protect and enhance Waterford's wealth of natural resources and habitats as part of *County Waterford Local Biodiversity Action Plan* (2008-2013). [3]
7. Incorporate permaculture low maintenance principles into the planting and design. [3]

8. Investigate the potential for renewable power generation for public lighting needs in association with Waterford Energy Bureau.

See: <http://www.waterford-news.ie/news/mhgbsnoiau/>

See: <http://www.youtube.com/watch?v=CMZsYrjZmhQ>

See: <http://www.planning.org/cityparks/briefingpapers/helpchildrenlearn.htm>

2.10 Community Allotments

Identify location or locations where community allotments can exist. There are strong opportunities for training and local community development around this area. Produce could also be sold at the co-op or market. Allotments can benefit mental health, physical health, and nutrition, increase social interaction, intergenerational involvement and enhance the environment. There is also tourist potential if the garden is marketed as an attraction in itself. The possibility of allotments is being investigated locally at present. The Ballybeg Community Garden is one example of an extremely successful model. Established organisations such as GIY could provide strong guidance and possible leadership.

See: <http://www.hortitrends.com/hortitrends-news/4631-ballybegs-community-garden-destined-to-be-a-perennial-favourite>

Also: <http://www.london.gov.uk/allotments/benefits.jsp>

Also: <http://www.publichealth.hscni.net/directorate-public-health/health-and-social-wellbeing-improvement/neighbourhood-renewal>

2.11 Fishing Charters

Investigate the potential for fishing Charters from the Pier. This could be achieved in a sustainable way. It would be important that all commercial or large scale fishing should cease within the bay area. There are several fishing clubs based within the Tramore area where expertise could be tapped.

See: <http://www.fishingireland.net/fishing/sea/basspaper.htm>

Also: <http://www.failteireland.ie/angling>

2.12 Bird watching Facilities

Investigate the potential of building solid bird watching facilities near and around the burrows and perhaps in the new park. There could also be potential to position them at the remediated landfill. A purpose built facility could also function on this site as the site is fenced. Tramore Back Strand has Special Protected Area designation and supports an internationally important population of Brent Geese.

It is also important to Golden and Grey Plover, Lapwing, Dunlin, Sanderling and two species of Godwit. Wexford has had great success in this area and continues to attract many visitors who come to see birdlife fauna

See: <http://www.npws.ie/protectedsites/specialprotectionareasspa/tramorebackstrandspa/>

Also: <http://www.waterfordbirds.com/sites/tramore.html>

Also: <http://www.wexfordwildfowlreserve.ie/VisitorAttractions.html>

2.13 Visitor Voice View

You never know what they want unless you know what they want. With this in mind, it would be very beneficial if visitors to Tramore had an avenue to express their opinions on their experience after visiting Tramore. Sometimes listening is very worthwhile, even though what is being heard, is a little painful at times. Even constructive criticism can result in positive outcomes. There are many ways or avenues by which such opinions could be harnessed.

See: <http://www.howto.gov/customer-service/collecting-feedback/understand-options>

2.14 TCR

Radio is a powerful communication medium and has the power to highlight, promote and contextualise community issues. It can also help advance the cohesion and strength of a given community and decrease issues such as isolation. Local radio can also provide avenues for social, personal and community development. Importantly, when on air community radio can provide visitors to Tramore with a comprehensive coverage of what is happening when they visit when the station is broadcasting. This is unique and a great way to deliver the identity of Tramore in the context of TCR. TCR also broadcasts on line which places it in an international arena. There is great potential to reach out to a worldwide tourist base through such a medium.

2.14 Creating an Ideas Bank of Resources

What do people shop for in Tramore? What do they shop for else where. How can business models be made sustainable? Can and how does Tramore become sustainable and continue to trade in a resource finite world? How does it decarbonise and set an example for other towns across Europe and the World? There are many questions and many answers. Creating one clearing house or location for such information which then could be accessed for community reference would be greatly beneficial to that community. It would also introduce progressive thought to the question '**where do we go from here**'? The following links set out some examples:

Low Carbon Communities:

http://www.decc.gov.uk/en/content/cms/tackling/saving_energy/community/lc_communities/lc_communities.aspx

Meeting the Low Carbon Skill Challenge:

<http://www.bis.gov.uk/assets/biscore/corporate/docs/l/10-849-low-carbon-skills-consultation.pdf>

Permaculture:

<https://attra.ncat.org/attra-pub/summaries/summary.php?pub=298>

Food and Climate Research Network:

<http://www.fcrn.org.uk/research-library/industry-actions/general/british-retail-consortium-progress-report-better-retailing>

Forum For The Future:

<http://www.forumforthefuture.org/about/meet-team>

Inventorium

<http://www.inventorium.org/events/>

In conclusion, this exercise of consultation about the development of Tramore offers a superb opportunity to move the town to a leading position in the country in terms of creating a sustainable and resilient vibrant community, proud of what it is, what it does and what it can demonstrate to Ireland and beyond.

Yours Thankfully

Transition Town Tramore (T3)

Further References

[1] <http://www.uow.edu.au/~sharonb/STS300/equity/meaning/integen.html>

[2] http://en.wikipedia.org/wiki/Transition_Towns

[3] <http://en.wikipedia.org/wiki/Permaculture>

Email to lcdc@waterfordcouncil.ie

Re: Waterford Local Economic and Community Plan

Waterford Area Partnership Ltd. requests that the Social Inclusion and Community Action Programme (SICAP) be included in the list of National and Local Strategies. SICAP implementers can support the development of the LECP in meeting key objectives and outcomes.

SICAP's three key objectives support local economic and community developments as follows

1. To support and resource disadvantaged communities and marginalised target groups to engage with relevant local and national stakeholders in identifying and addressing social exclusion and equality issues;
2. To support individuals and marginalised target groups experiencing educational disadvantage so they can participate fully, engage with and progress through life-long learning opportunities through the use of community development approaches;
3. To engage with marginalised target groups/individuals and residents of disadvantaged communities who are unemployed but who do not fall within mainstream employment service provision, or who are referred to SICAP, to move them closer to the labour market and improve work readiness, and support them in accessing employment and self-employment and creating social enterprise opportunities.

The company is a key stakeholder in the consultation process and will contribute in a positive, proactive and collaborative approach with Waterford City and County Council and Waterford Local and Community Development Committee and other stakeholders.

Kind Regards

Joe Stokes

CEO

-----Original Message-----

From: Gerty Murphy [<mailto:gertymurphy@ymail.com>]

Sent: 10 November 2014 11:03

To: Muriel Tobin

Subject: Community Plan- Tallow

We have developed a Tallow Futures Plan looking at all the necessary economic and social development necessary over the next 10 years to increase economic growth, tourism and social aspects of the town.

Strengths: Location, river, walks, horsebreeding, equestrian, gymnasium, scenery

Vibrant community groups, existing enterprise board, fire station, education, enterprise park, wide range of accommodation, sports fields , and 17 acres of land for commercial development.

Weakness: Transport , Broadband, and sewerage system.

Greater emphasis needs to be placed on economic development in Tallow. With job creation at the forefront.

The perception at present could be that economic development is focused on 'blue chip' areas such as Waterford city and Dungarvan at the expense of other outlying areas of Waterford county.

There needs to be a renewed focus on Community development/ Enterprise development / Business parks in the more rural areas of the county.

The lack of a large employer in this area and the inability to attract industry is a real challenge for us. There is no tourism brand in the area and the 'Copper Coast' is highly successful and branded for that area it seems that there has been no branding west of of this.

With a plan going forward rural areas of county waterford will survive and thrive but need huge economic support both from Waterford Council and central government. This will enable communities to develop an action plan as follows:

Attract new business

Improve the appearance of towns

Develop a positive outlook both social and recreational Thriving tidy towns

Upgraded facilities for young people Encourage youth to return to rural Waterford.

The key to this is economic support over the next 10 years. We must focus on the twin objectives of building an engaged community, and also focus on building a vibrant and entrepreneurial local business culture. This twin focus has the best chance of creating the type of future for the citizens of Tallow and rural Waterford.

Gerty Murphy



Waterford Traveller

Community Development Project

**Submission to LCDC
on
Local, Economic & Community Plan
October 2014**

Waterford Traveller CDP Ltd

Parish Centre

Ballybeg

Waterford

051 357016

admin@waterfordtravellercdp.com

Introduction

Waterford Traveller CDP (WTCDP) welcomes the opportunity to express our recommendations for consideration in the six year Local Economic & Community Plan for Waterford.

WTCDP is a Traveller led Community Project and the board of WTCDP has a majority of Travellers. Using Community Development principles, the WTCDP aim towards equality and full participation of Travellers in all aspects of life.

The objectives of WTCDP are:

- to empower Travellers through various programmes, equipping participants with the skills and knowledge to effect change.
- to promote the appropriate inclusion of Travellers in local development strategies
- to support Travellers (collectively and individually) in their everyday struggles
- to network, raise awareness and build solidarity with relevant agencies.

The WTCDP aims to work with Travellers living within Waterford City and County. The principles of Community Development underpin all the actions of WTCDP.

WTCDP believes that until Travellers are recognised as a minority ethnic group in Ireland as recommended (unanimously) by the joint Oireachtas Committee on Traveller Ethnicity (in April 2014) the situation of Travellers as well as Roma will not be sufficiently progressed.'

WTCDP feels that in preparation of the six year plan it is essential that the needs of key marginalised and minority ethnic groups, such as Travellers and Roma are undertaken, as a 'one size fits all' approach will not be sufficient.

WTCDP considers the following as important elements of the plan in order to promote equality for marginalised communities, not just in terms of equality of opportunity, but also in terms of equality of outcome.

ACCOMMODATION

In Census 2011 there were 7,765 households where some or all of the occupants indicated they were Travellers (of which 1,874 contained some persons who indicated they were not Travellers).

Between 2006 and 2011, the percentage of Traveller households residing in caravans or mobile /temporary structures halved from 24.7% to 12.3%.

In 2011, 920 households with Travellers resided in such temporary accommodation.

Census 2006 documented that a third of all Travellers who live in temporary accommodation, and who responded to the question, have no sewerage disposal and one in five have no piped water. A study commissioned by Pavee Point in 2013 noted that Travellers live in smaller and more overcrowded homes than the settled community¹.

The same report shows a fall in allocations by the Department of Environment, Community and Local Government in relation to Traveller-specific accommodation, from €40m in 2008 to €6m in 2012, a reduction of 85%. A further problem is that substantial parts of the allocation are unspent. For example in 2012, 34% of the reduced accommodation budget was unspent.² At the same time, anti-trespass legislation enacted in Ireland (Housing (Miscellaneous Provisions) Act 2002) means that Travellers living on unofficial sites, as a result of the failure of the state to provide culturally appropriate accommodation, are committing the offence of trespass.

EMPLOYMENT, ENTERPRISE AND THE TRAVELLER ECONOMY

WTCDP recommends that a positive action measure with respect to employment opportunities for Travellers and Roma should be a key policy for the LECp.

Unemployment in the Irish Traveller community was 84.3% in 2011, up from 74.9 per cent five years earlier. The Census 2011 reports that 19% across the whole population are unemployed.

Research undertaken by the Equal at Work initiative in 2003 identified the range of barriers experienced by Travellers with regard to progression in the labour market, and these include literacy confidence (more so than literacy problems); educational qualifications – particularly where the Leaving Certificate is an entry level requirement for jobs; ageism – particularly for older workers who have not had the opportunity to complete the Leaving Certificate, prejudice in relation to where people live, and confidence³

It has been common practice for Travellers to organise and initiate their own economic activity. The government-appointed Task Force on the Travelling Community (1995)⁴ provided an important insight into the unique nature of the Traveller economy, explaining that what distinguishes the Traveller economy is not so much the particular economic activities that Travellers engage in but the distinct manner in which these activities are organised'. Research from Pavee Point and elsewhere⁵ identifies a number of key features of the Traveller economy:

- ☐ Nomadism – where mobility makes marginal activity viable
- ☐ A focus on income-generation rather than job-creation
- ☐ An emphasis on self-employment
- ☐ The extended family as the basic economic unit

- Home-base and work-base are one and the same
- Flexibility – often in response to market demands

According to the Task Force report these core features are key to enabling Travellers to make a profit in what may be considered by others to be non-viable areas. The Task Force report made twenty specific recommendations outlining actions necessary to protect and support the traditional structural characteristics of the Traveller economy and Travellers' participation in specific activities including market trading, recycling and the horse trade. Unfortunately, there has been little or no progress on those recommendations.

Travellers, as well as other ethnic minority groups including Roma, experience barriers in accessing supports for enterprise, and the regulatory/ legislative infrastructure has had the effect of undermining the Traveller economy. These include:

- Fear of failure and lack of confidence, particularly for Traveller women entrepreneurs⁶
- Education and skills
- Financial barriers for Travellers as well as other ethnic minority groups⁷
- Loss of benefits, or fear of loss of benefits⁸ particularly in relation to the medical card

given Travellers health status⁹ This can mean that Travellers will be fearful of testing the market and new enterprise ideas

- Information and access to networks, which also applies to all ethnic minorities and disadvantaged groups

- Lack of role models

□ Regulations, which have had the effect of pushing Travellers out of key industries in the Traveller economy.¹⁰ Since the 1990s, Government legislation has impacted negatively on opportunities within the Traveller economy, most notably the anti-trespass legislation (Housing (Miscellaneous provisions) Act 2002); The Casual Trading Act (2005); Control of Horses Act (1996); EU directive on end of life of vehicles (2000); as well as proposed new legislation on scrap metal. There has been no impact assessment undertaken prior to the introduction of these Acts, nor has there been any measures taken by the State to mitigate their impact on Travellers.

- According to Pavee Point, the lack of acknowledgement in Ireland of Travellers roles in these sectors has had a particularly adverse effect on the economic life of Travellers in comparison with other groups and has resulted in the undermining of the Traveller economy.

- Discrimination – whether direct or indirect, and half of all Travellers feel that they experience direct discrimination¹¹

Moreover, the specific sectors that some Traveller entrepreneurs engage in are excluded from enterprise support initiatives: for example, the part-time or seasonal nature of enterprise activity can exclude Traveller participation, and the sectors eligible for support from national and local enterprise programmes do not include many of the enterprise sectors Travellers participate in, and therefore have a discriminatory effect on Travellers.

The barriers experienced by minority ethnic communities, including Travellers, to enterprise supports is acknowledged by the European Commission, which has argued that 'entrepreneurship should be widely promoted with a particular focus on women and other under-represented groups' and that 'business support services available seem to respond less

well to their (ethnic minorities and disadvantaged groups) specific needs'.¹² The European Commission (2004) also stated that Business support providers can be helpful in controlling or reducing the risk for [disadvantaged] groups. However, usually they have little information available on the business needs of people who face discrimination on the labour market and therefore, often do not provide appropriate guidance. There is hardly any contact or dialogue. Little is also known about the needs of the very different kinds of enterprise. On the other hand, potential entrepreneurs from disadvantaged groups often see little reason to trust or identify with traditional business-support providers.¹³

The small-business forum (2006) stressed the need to stimulate and support entrepreneurship potential amongst ethnic minorities: however, there have been no targets set to improve the rate of business start-up activity, and enterprise agencies do not routinely collect information on the take-up of their services by Travellers.

EDUCATION

The results of Census 2011 highlight the following situation of Travellers in Ireland with regard to education:

- 69% of Travellers were educated to primary level or lower, including 507 persons aged between 15 and 19 in 2011.

- 55% (of Travellers whose education had ceased) had completed their education before the age of 15, compared with 11% for the total population.

- 21.8% of Travellers (whose education had ceased) were educated to lower second level, compared with 15.2% in 2002. The percentage of Travellers who completed upper secondary education more than doubled from 3.6% to 8.2% over the same period.

- Only 3.1% continued their education past the age of 18, compared with 41.2% for the total population, and only 1% of Travellers progressing to third level education (compared with 31% of the settled population).

- Traveller females stayed longer in school than their male counterparts with 15% ceasing their education at age 17 or over, compared with just 11% of males.

- The percentage of Travellers with no formal education in 2011 was 17.7% compared with 1.4% in the general population.

Studies undertaken refer to education attainment and negative experiences of Travellers in school:

- The *Report on the First Phase of the Evaluation of DEIS (2011)* found that the educational attainment of Travellers remains significantly lower than that of their settled peers in both reading and mathematics. The magnitude of the difference between the scores of the two groups is large in every case.¹⁴

- The *2012 State of the Nation's Children* report found that Traveller children, immigrant children and children with a disability are more likely to report being bullied at school.

Roma in Ireland

The situation of Roma in Ireland is very intricate and complex. There are an estimated 5,000 Roma in Ireland from countries including Romania, Bulgaria, Slovakia, Czech Republic, Hungary and Poland. However, there is very little accurate data available as Roma ethnicity is not collected in immigration, employment, or other Government statistics. Nor is Roma ethnicity included in the 'ethnic and cultural background' question in the Census. In any case, Roma participation in the Census is likely to be problematic given issues of social exclusion, discrimination, experience of Holocaust and lack of trust in authority by many Roma. The lack of trust and isolation amongst Roma is exacerbated by recent events in Dublin and Athlone where children were removed from families by An Garda Síochána (under Section 12 of the Childcare Act) without any sound basis.

Research by the EU Fundamental Rights Agency (FRA) in 2012 found that in 11 EU countries:

- ☐ One out of three Roma are unemployed
- ☐ About 90% of the Roma live in poverty
- ☐ About half of the Roma said that they have experienced discrimination in the past 12 months¹⁵

Roma have long experienced racism and discrimination in Europe, and it has been estimated that the death toll of Roma in the holocaust ranges from 220,000 – 1,500,000 (it has also been estimated that around 25% of all European Roma were killed in the holocaust), and others endured forced sterilisation. Roma throughout Europe have been subject to violence, incitement to hatred, and segregated education.

The European Roma Rights Centre³⁰ reports that violence against Roma communities is rising across Europe. The attacks they have documented include police violence, arson attacks, mob violence and anti-Roma demonstrations.

Former Council of Europe Commissioner on Human Rights, Thomas Hammarberg, noted in 2012 that *'in many European countries the Roma population is still denied basic human rights and made victims of flagrant racism. The Roma remain far behind others in society in terms of educational attainment, employment, housing and health standards, and they have virtually no political representation.'*³¹

The lack of accurate information on Roma communities makes it difficult to develop effective and appropriate policies and to provide appropriate services. However, it does appear that Ireland has a relatively small Roma population compared to other western European countries, so it should be possible to address the difficulties that they are experiencing.

Key policy issues

WTCDP believes that much of the difficulties faced by Travellers and Roma have their basis in racism and discrimination in Ireland, both at an individual and an institutional level. Much of the policy responses and practice has been characterised by a fragmented approach, which has led to state institutions undermining the policies of other state institutions. Examples of some policy issues which impact on Travellers and Roma are outlined below.

HABITUAL RESIDENCE CONDITION

Habitual residence is a condition which applicants must satisfy in order to qualify for certain social welfare assistance payments. Habitual residence essentially means an applicant must be able to prove a close link to Ireland. Five factors are considered to determine habitual residence:

- ☐ the length and continuity of residence in the state or in any other particular country;
- ☐ the length and purpose of any absence from the state;
- ☐ the nature and pattern of the person's employment;
- ☐ the person's main centre of interest;
- ☐ the future intentions of the person concerned as they appear from all the circumstances.

The restriction on benefits and services for people without what the state deems 'habitual residence' is resulting in families and children unable to access disability benefits, child benefits and supports available to other children and families. Many families living in Ireland experience serious hardship as a result, with consequences such as school non-attendance and effectively being forced into begging. It highlights how one aspect of state policy can undermine and run contrary to other measures.

The Habitual Residence Condition (HRC) is one example of this issue, as it leads to child and family welfare issues for Roma and impacts on children's access to education, health and support provisions which ultimately lead to child welfare concerns.

Recommendations for Waterford LCDC Local, Economic and Community Plan:

Waterford Traveller CDP has been the only Traveller-led organisation in Waterford City and County for almost 20 years, and as such, has built up the cultural competence, expertise through productive relationships with all sectors of the Traveller Community in the area. A large amount of our work is conducted on or near the halting sites and group housing in the City, which has been made possible by years of building trust with community members.

We are also the only organisation in Waterford with links to national Traveller and Roma organisations, like Pavee Point, ITM, the National Traveller Women's Forum, and Exchange House, the NTACC, NTHAF, Mincher Whiden and the NTMAC, and are therefore the only link between national policy on Travellers, and the Traveller Community in Waterford.

We have set up and run initiatives like the Traveller Adult Literacy Programme, Traveller Adult Education Initiative, Feens, Waterford Primary Health Care Project, Waterford Traveller Community Health Project, Waterford Men's Health Programme, Dungarvan Traveller Health Project, and all Traveller Pride Events in the County, all of which have been successful because of our unique model of Traveller involvement in management.

Our annual budget of €82,893 is about to be subsumed into the SICAP budget for allocation by structures unfamiliar with our work or history, and we would like to now draw the LCDC's attention to this.

Please find our current work plan attached, for your information, as this is the body of work, along with 20 years of organisational history, relationship building and policy work in Waterford City and County that is in danger of being lost to the Traveller Community, if a separate budget is not allocated within SICAP for the work.

We believe no other agency has the capacity to assume this work to the current value within the County of Waterford.

References:

- ¹ Harvey, B. (2013) *Travelling with Austerity*. Dublin: Pavée Point
- ² Harvey, B. (2013) IBID
- ³ Murphy, P. (2003): *Report on Community Employment Skills and Progression*. Report carried out by Equal at Work on behalf of South Dublin Public Sector Site
- ⁴ Task Force on the Travelling Community (1995): *Report of the Task Force on the Travelling Community*. Dublin: Government Publications.
- ⁵ Pavée Point (1993): *Recycling and the Travelling Community: Income, Jobs and Wealth Creation*. Dublin: DTEDG, and McCarthy, D., and McCarthy, P. (1998): *Market Economy: Trading in the Traveller Economy*. Dublin: Pavée Point Publications.
- ⁶ Cooney, T. (2009): 'Developing Entrepreneurship Programmes for Female Members of the Irish Traveller Community'. International Journal of Gender and Entrepreneurship, Vol. 1, no.2, 2009.
- ⁷ Cooney, Thomas M. and Flynn, Anthony (2008): A mapping of ethnic entrepreneurship in Ireland. Dublin: Institute of Minority Entrepreneurship, Dublin Institute of Technology
- ⁸ Pearn Kandola Occupational Psychologists (2003): Travellers' Experiences of Labour Market Programmes: Barriers to Access and Participation. Dublin: Equality Authority; WRC (2003): Accommodating Diversity in Labour Market Programmes. Dublin: Equality Authority; Ronayne, T. (2000): 'Reaching the Excluded' a paper presented to the VTOS 10th Anniversary Conference in 2000.
- ⁹ Department of Health and Children (2010): Our Geels: All-Ireland Traveller Health Study. Dublin: Stationery Office
- ¹⁰ The report of the Task Force on the Travelling Community (1995) stated that 'with increasing regulation and enforcement in work areas associated with Travellers, e.g. recycling, waste disposal, horse trading, opportunities for self-employment have become more difficult to find.'
- ¹¹ According to the AITHS referred to above..
- ¹² European Commission (2003): Green Paper on Entrepreneurship. Brussels: European Commission, DG Enterprise
- ¹³ European Commission (2004): Policy brief: taking business support closer to hard-to-reach communities. Brussels: DG Social affairs and Employment - Equal programme.
- ¹⁴ Department of Education (2011) *Report on the First Phase of the Evaluation of DEIS*. Dublin: Department of Education
- ¹⁵ European Union Fundamental Rights Agency (2012) The Situation of Roma in 11 EU Member States – Survey Results at a Glance. <http://fra.europa.eu/en/publication/2012/situation-roma-11-eu-member-states-survey-results-glance>

Local & Community Development Programme

2014 Annual Plan for Programme Goals



***An Roinn Gnóthaí Pobail,
Comhionannais agus Gaeltachta***
*Department of Community, Equality
and Gaeltacht Affairs*

Please insert the name of your Company: Waterford Traveller CDP Ltd

GOAL 1: Promote awareness, knowledge and uptake of a wide range of statutory, voluntary and community services

Goal Objectives:

1. *Raise awareness and knowledge of services in the local community*
2. *Develop and sustain strategies and mechanisms for improved access to local services*
3. *Develop and sustain strategies and mechanisms to better coordinate local services*

Overview of Actions

Ongoing across Goal 1:

Co-ordination of services

Development of services

Outreach

Administration

Literacy proofing of all materials and actions

NTP engagement

Sourcing additional funding

(Objective statement 1, action 1) Drop-in service operating 3.5 working days per week with direct links to state agencies, voluntary and community organisations. Provide information and support on a case-by-case basis to Travellers. This includes social welfare information, applications and appeals, employment, housing and accommodation, education and training, travel, money and banking, UK document sourcing and apostille applications (many clients born in UK but Irish Citizens), Births, Deaths and Marriage registrations, motor tax, NCT and insurance, health, justice and legal issues, consumer affairs, environment issues, equality tribunal appeals, ESB and Bord Gais queries, medical card renewals and applications. *(multi-agency)*

Identification and promotion of new services or changes to existing services that are relevant to Travellers. *(multi-agency)*

Encourage and support uptake of relevant programmes, initiatives and one-off events from mainstream services *(multi agency)*

Supporting WTCDP management in directing and monitoring outreach work of 8 Community Health workers in County and City

(Objective statement 1, action 2) improving access to local services by referral and support to mainstream services. If needed, people are accompanied to agencies , e.g., CIC, Regional Educational Guidance Service for Adults, WAP, WIT , VEC *(multi-agency)*

Continue the development of work on suicide and bereavement with counseling referrals (Samaritans, HSE, Se, Console, Barnardos, National Office for Suicide Prevention)

Continuing actions around prevention of violence against women (*Women's Aid and local refuges*)

Specific support for Travellers in halting sites, group housing, standard local authority housing and living on the road-side. (*Waterford City Council, ITM, EPA*).

Continue support for residents in Kilbarry site regarding its planned refurbishment

Continued support for horse owners regarding horse accommodation.
(*Waterford City Council, ITM*)

Continue dissemination of information and materials from mainstream services. (*multi-agency*)

Continue links with local voluntary and community organisations to ensure Travellers have access to mainstream opportunities in their area. (*Local CDP's and FRC's*)

Continue to facilitate Traveller-specific provision of mainstream services, e.g. Grow group for Travellers, Community-Based Drug Initiative services workshops for Travellers
(*multi-agency*)

(Objective statement 2 action 1) Promote and support local Traveller participation on decision-making local bodies. (*multi-agency*)

(Objective statement 2 action 2) continue support of Traveller participation on 2 TIG's in Waterford City and County, LTACC, Kilbarry and Bilberry Working Groups, ITM and Pavee Point initiatives, NTWF, NTP, VBOM WTCDP. .(*multi-agency*)

Potential Outputs and Impacts of Actions

Please insert your response here

*Waterford Traveller CDP Ltd works across all 4 goals with the most marginalised and disadvantaged members of the community in Waterford City, actively targeting families on halting sites, group housing, temporary and road-side accommodation for **all** services and activities.*

Continuing high numbers accessing drop-in service.

Increased engagement by Travellers of mainstream services.

Travellers have a better understanding and experience of accessing services, with clear referral and follow-up mechanisms from WTCDP

Improved self advocacy among Travellers.

Continuing uptake by Travellers in mainstream health services, initiatives and events.

Continued Traveller inclusion and participation in local decision making bodies, both statutory and voluntary.

GOAL 2: Increase access to formal and informal educational, recreational and cultural activities and resources

Goal Objectives:

1. *Work with providers to improve access to a wide range of opportunities*
2. *Increase awareness and support access to develop opportunities for learning and development*

Overview of Actions

On-going across Goal 2:

Co-ordination of services
Development of services
Outreach
Administration
Literacy proofing of all materials and actions
NTP engagement
Sourcing additional funding
Continued upgrading of policies as needs arise

(Objective statement 3, action 1)

Provision of weekly Adult Education classes; (*Waterford City VEC Adult Literacy Service*)
2 adult literacy classes (Fetac level 3)
2 computer classes (Fetac level 3)
2 Driver Theory Test Training classes

Provision of 1 weekly young mothers support group:

Provision of art and culture group
Continued development and planning with Dungarvan Traveller support group

Participation in 16 days of action in raising awareness on violence against women

Inclusion of health workers in any training opportunities arising from LCDP funding
(*HSE Se*)

Active links with Regsa, WIT, Fas and other education and training providers with clear referral and follow-up mechanisms .(*multi-agency*)

(Objective statement 3, action 2)

Continue liaison and referral to new Waterford Traveller Youth Support Project

Continue liaison and referral to Schools Completion Programme, Waterford Regional

Youth Service, Waterford Youth Committee, Subla, Youthreach and other youth/education organizations as appropriate.

(Objective statement 4, action 1)

Outreach and information to parents of pre school children.

Information morning for parents of pre school children (Waterford Childcare Committee, Waterford City VEC) (*new*)

Continue planning and delivery of Pre-school rhymes and story bags programme (language/literacy development)
(VEC)

Liaison with primary and secondary schools in support of Traveller parents as the needs arise (*Department of Education and Skills*)

Support for Traveller parents applying for Back to School Allowance (*Department of Social Protection*)

(Objective statement 4, action 2)

Promote Yellow Flag attainment in schools with high numbers of Traveller Children (*ITM, Department of Education and Skills*)

(Objective statement 5, action 1)

Source funding and organise event for Traveller Pride Week ,PR through local radio and newspapers.(*Waterford City and County Councils, TIG, WAP*)

Source funding for Traveller participation in a creative arts programme. (*FAS VEC Create*)

Encourage Traveller participation in local art and culture events

Continue to work with Traveller men in promotion of horse care initiatives (*Waterford City Council, TIG*)

(Objective statement 5, action 2) collaborate with Traveller Health Workers to deliver Cultural Awareness Training developed by South Eastern Regional Traveller Health Network, to a variety of agencies, (*HSE.Se, multi-agency*)

Continuing work in local media to promote positive images of Travellers in Waterford City.

Potential Outputs and Impacts of Actions

Please insert your response here

Increased participation in Traveller specific education and development programmes with upskilling and capacity-building of Travellers.

Increased participation by Travellers in mainstream educational opportunities through supported referrals to guidance agencies.

Increased participation by Travellers in recreational opportunities, enhancing cross-community co-operation.

Continued Traveller participation in Waterford Traveller Youth Support Project

Increased support for Traveller parents of primary and secondary students.
 Increased awareness of Traveller culture and positive Traveller focused events in Waterford City.
 Increased Traveller participation in creative and artistic programmes
 Better understanding of Traveller culture by staff in state agencies.

GOAL 3: Increase in people's work readiness and employment prospects

Goal Objectives:

1. *Develop and sustain a range of services to support, prepare, and assist people to enter the labour market.*
2. *Develop and sustain strategies with local enterprises to increase local employment prospects*
3. *Develop and sustain strategies to increase local self employment prospects*

Overview of Actions

Ongoing across Goal 3

Co-ordination of services
 Development of services
 Outreach
 Administration
 Literacy proofing of all materials and actions
 NTP engagement
 Sourcing additional funding

(Objective statement 6, action 1)

Third level student placement to support the work of the WTCDP (*WIT, multi-agency*)

Work experience placements for Traveller second level students (*Subla*) (*New*)

Continue to work towards the implementation of any proposals around training for men in Halting Site Management (*City Council, Fas, DOE*)

(Objective statement 6, action 2)

Support WTCDP management in the development of 2 Traveller Community Health Projects, employing 10 part-time workers, (*HSE.Se*)

Induction supervision and support for 1 part-time Traveller community worker (*Dungarvan*) (*multi-agency*) (*new*)

Support Traveller student on part time Fetac level 6, community development course (*WIT, WAP*)

(Objective statement 7, action 1)

Drop-in service for Travellers seeking employment. (*multi-agency*)

Assistance for Travellers to seek and apply for employment, including CV service, access to job vacancies, application forms, training for job interviews and information re

benefits and work .(multi-agency)

Referrals to LCDP for Pre-employment Training opportunities, Enterprise development support, and Job Sampling Initiative as appropriate

Referrals to Local Employment Services for Career Information and Advice, and Fas for training opportunities

(Objective statement 7, action 2) Continue to facilitate Traveller women to participate in National Traveller Women's Forum Employment Sub-group meetings and initiatives

Potential Outputs and Impacts of Actions

Please insert your response here

Enhanced capacity of WTCDP management to deliver other programmes including Traveller Community Health Projects.

Part time Traveller community worker employed in Dungarvan.

Increased number of Travellers referred with support to employment and training guidance providers e.g. LES, FAS.

Increase in Travellers accessing drop-in service re employment issues including support for Travellers already in employment.

That there would be a multi agency approach towards implementation of a Halting Site Management Training Programme.

GOAL 4: Promote engagement with policy, practice, and decision making processes on matters affecting local communities

Goal Objectives:

1. *Promote dialogue between funders, providers and local communities*
2. *Develop and sustain opportunities for communities of place and interest to identify issues and voice concerns*

Overview of Actions

Ongoing across Goal 4

Co-ordination of services
 Development of services
 Outreach
 Administration
 Literacy proofing of all materials and actions
 NTP engagement
 Sourcing additional funding

(Objective statement 9, action 1)

Continued support of WTCDP Board of Management and sub-groups to ensure good practice and legal requirements are met.

Continue application of plain English principles on all information presented to and used by Board of Management and its sub-groups

Colour coding of large amounts of written material when needed

Training for Board of Management on roles and responsibilities

Strengthen and support Staffing and Financial sub-committees

(Objective statement 9, action 2)

Support for members of WTCDP Board of Management and local Travellers in both the county and city. This should increase Traveller participation and representation on local and national policy bodies *.(multi-agency)*

(Objective statement 9, action 3) Ongoing monitoring and reporting to meet funders requirements *.(multi-agency)*

Participation in local and national research re community development work and practice *(CWC, ITM, NTWF the Wheel, Trades Union)*

Potential Outputs and Impacts of Actions

Please insert your response here

Increased capacity of local Travellers to engage in policy making

Continued capacity building of Traveller management members ensuring that the WTCDP is Traveller led

Continued good governance of WTCDP

Increased integration of Travellers in mainstream policy provision



Tramore Community Radio,

13, Queen Street, Tramore, Co. Waterford, 051-338301, 087-6536002, www.tcrfm.ie

10/11/2014

To whom it may concern,

TCRfm is a community radio station based in Tramore. It is established a not-for-profit company, limited by guarantee and has over 70 active volunteers, five CE posts and two TUS posts. We have also applied for a Community Services Programme (one project manager and three full-time equivalents) and are in advanced stages of discussion with the DSP about this. We have applied for a 10 year full-time licence and hopefully shall be successful with this application. If successful the licence will be granted sometime in late 2015/early 2016.

TCRfm provides a service in community communications and information. It is a community development project that utilises radio and the internet as a means of communication.

At present we pay € 6, 000 rent every year and we are very keen to reduce this, as it is by far our biggest expense. If/when we get a full-time licence we would be very keen to explore the possibility of sourcing a premises, with the councils' help that would house TCR into the future.

TCR creates opportunities and supports entrepreneurship in that all the facilities are freely available to all volunteers. Use of PC's, telephone, internet, canteen facilities and meeting rooms are all available free of charge.

We are physically situated in the heart of the community and very much help create a vibrant urban centre with the enormous amount of extra footfall that TCRfm generates.

We endeavor to get tourists to listen in to TCR, hence advertisement hoardings at all the town entrances and are promoting locally available goods and services to tourist and locals alike. We also broadcast globally on www.tcrfm.ie, so strengthening the tourism product and brand.

We provide a safe, secure, resourced place where volunteers and visitors are able to upskill, gaining valuable experience in all manner of engineering (sound, studio, software, hardware, electrical, electronic etc.) administration (again all aspects of running TCR) and on air

(presentation, production, editing and research). Again TCR offers free PC and internet access, canteen facilities, meetings rooms etc. All volunteers and visitors have these at their disposal.

We are very much a training organisation and have run a number of FETAC accredited courses through the local VEC/ETB at levels four and five. We are also in negotiations with the ETB to use TCR itself as a training centre. We also provide Work Experience for a large number of second and third level students. We have had students of radio, journalism, sound engineering etc. etc. of all ages, abilities, and educational backgrounds.

We see one of our core functions as helping strengthen the community of place that is Tramore. All our volunteers are from the community. Without sounding flippant TCR is of, by, for and from the community. It is a reflection of and reflects, the community it serves.

We also support various communities of interest, from specialist music genre's, to current affairs, the environment, travel, the arts, sports and on and on.

Another of our core aims is supporting citizen engagement and participation. We have received grant for this from the likes of the Dept. An Taoiseach for such work in the past.

TCRfm is also the host organisation for a Community Employment scheme which has 31 participants in 10 different community, voluntary and sports groups.

With all the above in mind TCR would ask that the council consider community communications and information as core services that should be supplied and therefore ask the council to consider supporting TCRfm. Other community stations nationwide have received a variety of supports from local authorities in such areas as premises and funding.

TCR is looking to move to the next level so to speak and the support of the council would help a great deal. To date the council has helped greatly with a small annual grant from the town council, waiving of development charges for our planning permission and a rates holiday. For this support TCR is very grateful and indeed it could well be argued that the incursion of the above costs would have meant that TCR could not have gotten to where it is now.

Looking to the future, TCR is looking for suitable long-term premises and has a couple of sites in mind. We also would love it if the council would engage with TCR on an ongoing, regular mutually beneficially basis. We would be happy to promote any and all council initiatives, with free airtime whenever required. Public service announcement re. road closures, water being turned off etc. etc. services are all possible through TCR. And of course we can offer free media training to members of the council, in order that the council can better communicate with the public.

Debates, discussions and discourse about the town, its future, its issues, its potential etc. TCR would love to host, with council support and participation. TCR would like to think it can offer the council as much, if not more than the council can offer TCR, if we truly work together. There is so much common ground and common purpose which may be explored.

TCR would be delighted to engage with the council about any and all of the above, as well as about any other ideas, suggestions etc. that the council may have with regard to community information and communications.

Waterford Local Economic and Community Plan

What is South East Makerspace (SEMS)

South East Makerspace (SEMS) is a makerspace located in Waterford City. Makerspaces are community operated workspaces where people with common interests, often in software, machining, engineering, technology, education, science, art, design, electronics, fabrication or craft can socialise and collaborate. These shared spaces give members a place to be creative and work on their projects in an environment that is inspiring and supportive of both new and old technologies. Makerspaces are places that support innovation and invention, providing stimulus for local entrepreneurship. A Makerspace is also a platform for learning and innovation: a place to play, to create, to learn, to mentor, to invent.

Makerspaces are part of a national and global network. A number of makerspaces have been setup in Ireland over the last 5 years,

These include

- South East Makerspace (Waterford) - www.southeastmakerspace.org/
- TOG Dublin Hackerspace (Dublin) - www.tog.ie/
- Lightbox Lab, North East Maker Space (Louth & Meath) - www.lightboxlab.ie/
- 091 Labs (Galway) - www.091labs.com/
- Milk Labs (Limerick) - www.milklabs.ie/
- Farset Labs (Belfast) - www.farsetlabs.org.uk/

SEMS was formed in April 2013 by ten founding members who wanted to create a community workshop for the south east area. Since then, SEMS has moved into a premises at 4 Thomas Hill, Waterford. It has increased its' membership to 14, hosted many public presentations and has begun equipping Waterford makerspace with the tools necessary for a workshop. The makerspace is funded primarily by monthly dues paid by the clubs members.

Currently the makerspace offers basic woodworking and electronics facilities, and is slowly upgrading and adding to these services as funds become available.

SEMS future development.

The South East Makerspace has ambitions to develop

1. A hub for community projects.
2. A learning centre providing informal educational opportunities through workshops, presentations, skills convergence and cross disciplinary collaboration.
3. A creative space for art and craft practices.
4. A networking space where people with different skills and backgrounds can exchange knowledge and experiences.
5. A innovation centre where local entrepreneurs can inexpensively create and test their ideas.
6. A digital fabrication lab and make it easily available to the people of the south east. A lab would consist of the following

- 3D printers for prototyping and making plastic assemblies.
- fairly sophisticated electronics workbench for prototyping circuits and programming microcontrollers,.
- laser cutter for 2D/3D design and fabrication.
- vinyl cutter for making flexible circuits and crafts.
- high precision milling machine for making circuits and molds for castings.
- large wood routing machine for furniture and housing applications.

SEMS Waste Upcycling Proposal

The Southeast Makerspace would like to seek the help and support of the Waterford City and County Council in its efforts to upcycle waste for use in the creation of both practical and artistic projects in the local community.

The goal of upcycling is to prevent wasting potentially useful materials by making use of existing ones in the waste disposal system, thus proving inexpensive raw materials to local community projects and reducing the volume of waste. This reduces the consumption of new raw materials when creating new products. Reducing the use of new raw materials can result in a reduction of energy usage, air pollution, water pollution and even greenhouse gas emissions.

SEMS would like to discuss what opportunities are available locally to SEMS to implement some form of local upcycling activities in Waterford City. We would like to work with the council to try create a system where upcyclable waste could be identified at Waterford's recycling centre before it is sent to landfill or exported as e-waste. Identified waste could then be removed from the disposal system and reused in local projects that benefit both the community and the environment.

SEMS community mailing list proposal

SEMS would like to discuss with other community groups the possibility of establishing a communities group e-mail list.

The purpose of this communication infrastructure between communities would be to help create an awareness between communities of each others existence. Inform each other of the role of each community group within the region. Notify each other of ongoing projects and activities other communities may like to engage or partake in. Participate in a community to community waste recycling and upcycling programme.

How SEMS benefits the Southeast

A successful makerspace based in waterford would bring with it many benefits to the south east. Its' users would benefit from inexpensive access to professional tools and knowledge. Culturally the community would benefit from the development of new works of art, with the makerspace acting as a platform for the creation of new forms of artistic expression between art, science and technology. The community would benefit by the increase in art and development projects that a makerspace would encourage. The environment would benefit from the maker philosophy of repair, reuse and recycle. The open and inclusive nature of a makerspace is also a very efficient way to provide access to expensive equipment to the community. The local economy would benefit from any successful micro business than may emerge with the support of the makerspace.

Conclusion

Waterford's designation as a Gateway City and its' location make it suitable for providing makerspace facilities to the southeast. Currently, the nearest makerspaces to Waterford are located in Limerick and Dublin. Advancing a makerspace's facilities and services on offer would benefit the area at an individual, community and business level.

I would also like to thank Waterford City and County Council for all it's past and current support of the SEMS project.

PPN Submission for City and County Economic and Community Plan

Waterford Council Local Economic and Community Plan 2020

Submission from: Ray McGrath, Woodhouse, Cheekpoint, Co Waterford. Email: woodhouseduo@gmail.com

Please consider the following points in connection with the draft Economic and Community Plan

- Of the 13 transformational goals listed in the LECP briefing document distributed at the PPN meeting held in the Tower Hotel on November 6 there is no specific category for either 'Heritage' or 'Environment'. I recommend that both be included as separate categories in the 'Goals' section of the Plan. Both a Heritage Plan and a Biodiversity Plan have been developed and these should be considered when mapping out a way forward for both of these categories.
- The river Suir and Waterford Estuary are a vital social and economic resource for the City East constituency of the new Council. The links between the estuary villages and the city need to be considered when developing a strategy for the economic (including tourism) and social future of the area. The maritime heritage of the area has much to offer and if developed could add significantly to the potential of the area.
- The harbours at Cheekpoint and Passage are owned by the Council and responsibility for maintaining these resources in good working order needs to be elaborated in detail. Currently there are significant problems of access to the harbours because of a build up of mud at the access, on the outside of the main quay and in the inner harbour. This needs to be addressed in the LECP. Already the Cheekpoint and Passage communities have invested time and money in improving their villages but the current state of the harbours will limit the potential of these to be important players in the field of marine tourism and related social and economic development.

- Public Transport: Consideration needs to be given to an improved public transportation service especially between Cheekpoint and Waterford city. The critical mass may not be there to justify a daily service but it should be possible to have a morning and afternoon service on at least 3 days a week. A service already exists between Passage and Waterford city and this could be the basis of a solution. I recommend that the matter be subject to a feasibility study and the plan could commit to carrying out this study.
- There are safety and security issues in the Waterford City East area. These in recent times have included theft of outboard engines from fishing punts in Cheekpoint, break-in and burglaries. I'm sure these are not exclusive to Waterford City East. I am recommending that the matter be considered in drawing up the LECP and that all options including an increased garda presence studied.

Ray McGrath
November, 2014

Waterford 2020

Waterford 2020 would be great if!

- For the first time in Waterford we have an opportunity for one document with a single approach to people and place covering what we want to achieve and how we will do it.
- All the agencies and partners involved in developing and agreeing the LECP share a consistent long term goal to 2020 and more importantly have a commitment to an agreed focus for the next 12 months to 2015 allowing the various changes in local governance to settle down.
- The LECP is a framework for sustainable development, which means making improvements for people, our local economy and our local environment in a way that is mutually reinforcing.
- The LECP is an integrating strategy that will give the best results for communities to make it easier to target investment, achieve more for less and make it possible to join up services.

An initial step in developing the LECP is ... Understanding Waterford

Understanding Waterford is an analysis of information about Waterford which presents the key messages for the whole of Waterford in one place for the first time. These findings will be drawn from high level assessments and sources of evidence across Waterford. By identifying the issues that cut across services and themed areas, the relevant stakeholders in Waterford will be able to work together more effectively to understand the cost of issues such as, population change that requires a cross-agency approach.

Understanding Waterford - Some observations

- There are differences in the characteristics of people and places within Waterford – this has an impact on people's lives and the way we should deliver services.
- The population is growing as well as changing demographically – this brings challenges which we need to proactively plan for.
- Effective prevention and early intervention can improve lives and save money.
- The impact of the economic climate, public sector cuts and constant changes to social welfare benefits may lead to more people needing higher levels of support.
- We need to put the person at the centre of everything we do, with a joined up approach which considers the individual in the context of their family and community and the risk associated with transition between services.
- Geographical variations in Waterford are significant and have an impact on services.
- There are hotspots of high service need, but also areas or households with high need which may be 'hidden'.
- Making sure we understand how Waterford's characteristics vary geographically can enable us to adapt our services appropriately. A 'one size fits all' approach may not be the most effective method for delivering services.
- Services can make better use of the data available, in combination with local knowledge and contextual information, to identify variations and any high areas of need.

What the LECP should be:

The Waterford LECP should provide a framework for all organisations to link their own strategies and plans and to combine investment and resources for common goals. It can only be delivered by working in partnership. The LECP should be about solving problems, realising opportunities, and refocusing service provision together. This will need to be worked on in 2015 as the development of initiatives such as SICAP, RDP and other service delivery plans will provide a chaotic and crowded arena at first and the LECP framework is key in providing early direction and leadership so that the period 2016-2020 is a strategic one.

A balanced approach- some areas that LECP could focus on in showing leadership!

- Finance and investment: working together to reduce costs, avoid additional expenditure in the future and re-prioritise use of remaining resources
- Changes to processes: new models of delivery that enable greater community participation and are lower cost.
- Learning and development: encouraging innovation and joint workforce development

In light of the financial crisis, now is the time to face big issues for Waterford and Government is looking for greater local leadership. To make this possible, Waterford City & County Council will need to work with partners across the whole public sector and beyond to become more of a leading authority for Waterford. As well as taking on more powers itself it should also devolve more powers and responsibilities and ask municipal and community structures to take over some assets and activities.

Waterford 2020 should be based on an investment programme created from efficiencies across the public sector in Waterford. A place based budget (could be based on municipal area basis) with significant capital resources identified for future investment in Waterford's communities can be created to safeguard Waterford's future.

For Waterford this means that service providers will avoid overlap and duplication leading to an improvement in efficiency, better local services tailored to local need resulting in better value for money.

Organisations across Waterford should pool resources and work together to commission major changes in the design and delivery of services where possible. This should start with a focus on maximising property/infrastructure held by the public sector.

Suggested key areas for LECF attention

Economic

Waterford 2020 – refocus economic base

The LECF should allow Waterford to:

- achieve a leading position in sustainable living. Waterford has a fantastic opportunity right now to take a lead on the green agenda.
- be a place with a high quality brand, a high quality environment and a culture of creativity, invention and innovation.
- be a leader in high quality, traceable food production and food experiences; artisan food enterprises; rural tourism; quality restaurants etc.
- refocus and reshape Waterford's economy to be more productive with a more diverse base. This needs to build on recent momentum.
- enhance and build a robust network of small and medium businesses to secure Waterford's economic stability

Community

Waterford 2020 – strengthening who and what we are

Where we want to be – a Waterford that's:

- Culturally distinctive, its people creative, active and highly productive; Waterford will have strong inclusive communities with character and purpose. Its main towns will have a key role providing viable centres for employment and services. Each community will contribute to Waterford's common goals in its own way.
- Building on the extraordinary natural and historic environment, highly valued by its residents and visitors and contributing to a resilient local economy and self-sufficient communities.
- Inclusive and engaging, with increased participation in influencing local decision making and encouraging individuals to engage in shaping and delivering services in their communities.

BARONY OF GAULTIER HISTORICAL SOCIETY

WATERFORD CITY
AND COUNTY
SUBMISSION

Tourism and Heritage Programme

1. Signage leaving City and Towns indicating the Barony you are entering.
2. Liaising with local heritage societies as to content on signs.
3. Identifying potential heritage guides in localities.
4. Maintenance of disused cemeteries.
5. Identifying local Genealogists
6. Convene a forum for local heritage groups to discuss the future use and preservation of our heritage.

Actions To Be Taken:

The Barony of Gaultier Historical Society feels that some of the actions which should be taken immediately would include the following :

- Contact the National Monuments Office with regard to have the megalithic tomb at Harristown, Gaultier put under the guardship of the National Monuments.
- The Lookout posts on the Waterford Coast, including No. 17 at Brownstown Head, be given protected status.
- The Kill St Lawrence Cemetery should be cleaned, secured against any vandalism and maintained by the Waterford City and County Council.

**Waterford City and County Council
Local Economic & Community Plan
Public Consultation Process
Submission from Waterford Spraoi**

CREATIVITY DRIVES DEVELOPMENT



PUBLIC CONSULTATION: WATERFORD 2020

Local Economic & Community Plan

Submission Process

Waterford Spraoi welcomes this consultation process relating to the sustainable economic and community development of Waterford City and County. Waterford Spraoi contends that the arts:

- Can enhance citizens' quality of life.
- Can stimulate economic activity.
- Can culturally enrich communities.
- Can communicate our place to a wider world.

Waterford Spraoi

- Is a professional arts organisation with national and international profile.
- Presents a major festival in Waterford.
- Creates street theatre events throughout Ireland.
- Maintains active European networks.
- Operates from Ireland's only purpose-built street arts studios.
- Is an R&D centre for Irish street arts.
- Attracts arts income and investment to Waterford.
- Is an employer.
- Has been sustainable since 1993.
- Is a not-for-profit organisation.

Overview of Submission

Waterford Spraoi is fortunate to have active partnerships with public and private sector organisations, local and national. Spraoi has worked closely with Waterford City Council since 1993. It now looks forward to a further enhanced public service role with Waterford City and County Council.

The purpose of this submission is not, however, to address specific details of this partnership. Rather, it seeks to contribute to policy formation. Specifically, it aims to encourage the Local Community Development Committee to recognise potential offered by the arts and creative industries. It seeks to encourage formation of a strategic vision for the arts in Waterford, to maximise their impact across social, economic, cultural and community facets of our city and county.



Steve Jobs believed that to create true technological innovation you need a mix of technology and liberal arts. Jobs knew that by exploring and going out of your comfort zone creates the most open and curious minds. Working with people that constantly question themselves and have different perspectives and new insights allows you to go beyond the obvious, to think outside the box. Creativity is not a concept, it's like any skill: a disposition you have to nurture. Steve Jobs explained: **"We're not just a tech company, even though we invent some of the highest technology products in the world," he said. "It's the marriage of that plus the humanities and the liberal arts that distinguishes Apple."**

Waterford City Development Plan 2007 – 2013 did not share Steve Jobs enthusiasm for the arts – nor their potential to stimulate innovation – in fact the plan does not mention the arts at all.

Against this background Waterford Spraoi welcomes the invitation by Waterford City & County Council LCDC to contribute "different perspectives and new insights" to the Local Economic & Development Plan. Waterford Spraoi encourages the committee to incorporate arts and creativity in its deliberations.

"The new enterprise model for the Irish economy recognises the vital importance of the arts, culture and creative sectors, and places strong emphasis on creativity, the accumulation of knowledge, and the development of ideas and designs as well as the application of technology."

Irish Government Review Document 2011

David McWilliams, Economist.



Alan Kay, American Academy of Arts and Sciences.

What if we valued imagination for its own sake – what if we celebrated it – publicised it – made it cool to be original and practical thinkers?

Imagine by 2020 if our young people aspired to be a Chef like Paul Flynn – or a writer like Jim Nolan – or a fashion designer – or a technology pioneer?

WATERFORD HAS A CREATIVE INFRASTRUCTURE THAT CAN BE BUILT AND SHAPED TO DELIVER COMMUNITY & ECONOMIC BENIFITS

Detailed listing of Waterford's arts & creative infrastructure is beyond the scope of this submission, but here are examples of the sector's diversity and potential:

- ArcLabs – Technological design and innovation
- Bonzie Designs – Fashion
- Jim Nolan – Playwright
- Lismore Festival - Music
- Nemeton TV - Television programming
- The Art Hand – Art School
- Waterford Crystal – Crystal Design
- Waterford Spraoi – Street Arts

Many strands combine to weave a county's creative infrastructure:

- Architecture
- Dance
- Youth Theatre
- Music
- Design
- Street Arts
- Digital Media
- Broadcasting
- Fashion
- Publishing
- Venues
- Voluntary Sector
- Schools
- Colleges



Cultural, Social, Economic and Community Impacts

Creativity is a distinct asset for Waterford City and County. Local, regional, national and international research highlights positive impacts delivered by the arts, culture, and creative technology sectors.

The creative sector:

Has Strong Growth Potential: “The growth rate of the creative sector in Ireland has been well above the European average, indicating the importance of the creative industries for overall Irish economic performance.”
(Department of Arts, Heritage and Gaeltacht.)

Generates High Quality Employment: “The creative sector is both knowledge-intensive (requiring specific skills and high-level qualifications of the workforce) and labour intensive, especially in certain industries e.g. theatre and film production.”
(Western Development Commission.)

Stimulates Innovation in Other Sectors: “The impact of the creative sector in raising the general level of creativity may in fact be far greater than the economic contribution of the sector itself. Businesses that have strong links to the creative sector have stronger innovation performances.”
(Bakshi, H., McVittie, E. and Simmie, J. (2008), Creative Industries: Do creative industries support innovation in the wider economy, NESTA)

Plays an Important Social Role: “The creative sector can generate important social and cultural impacts; such as a greater sense of community and social inclusion. The creative sector can also be critical in improving the image of and enlivening an area, thereby increasing its attractiveness as a location to live, visit or set-up a business.”
(Western Development Commission)

Can Stimulate Rural and Regional Development: Although the creative sector has traditionally been seen as being attracted to urban centres, evidence from the U.S. and U.K. suggests that creative sector growth in rural communities is occurring.”
(Naylor, R. (2007), Creative Industries and Rural Innovation, NESTA; United States Department of Agriculture (2007), The Creative Class: A Key to Rural Growth.)

Can Contribute to Cultural Tourism: Cultural Tourism represents 35 - 40% of all tourism worldwide, and it is growing at 15% per annum – three times the rate of growth in general tourism.
(The World Tourism Organisation)

Strategic Proposal to Local Economic and Community Plan

- That the plan adopt the principle of arts and creativity becoming, not fringe, but fundamental enablers of cultural expression, social cohesion and economic potential in Waterford by 2020.



Waterford Spraoi Project – Kilmacthomas N.S.

Tactical Proposals to Local Economic and Community Plan

- That a small independent team is enabled to prepare a vision document for delivery of the above strategic objective.
- Place emphasis on the creation of new work across a range of creative disciplines, and incorporate educational dimensions.
- Within the context of such a plan, that artistic innovators have access to development resources; arts & enterprise budgets.
- That arts and cultural enterprises capable of radiating positive news be actively highlighted via co-ordinated national P.R.
- That Waterford devise ways to support artistic innovation.

“If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him.”

John F. Kennedy

Lisa Grant

From: Grange Cohan Residents Association
[gcragrangepresidentsassociationgcr@hotmai.com]
Sent: 20 November 2014 22:02
To: Local Community Development Committee
Subject: Submission : Waterford Local Economics & Community Plan 2020

Physical and Environmental Regeneration : Grange Cohan

To have a low fence installed at the edge of the 2 greens of Grange Cohan. This would provide a physical barrier to protect the children from the cycle lane which runs adjacent to the footpath and the main Airport road. Environmentally it could be constructed to promote a "Green" environment by way of recycled material.

The construction of such a barrier would provide employment or even better if it could be part of a local scheme, providing both training and employment.

The above area is used on a daily basis by the children of this estate for soccer. This in turn leads to a "health promotion opportunity" where the services of Waterford City Sports Programme could utilise the green to engage children in sports. This could also be part of a programme of activity in terms of employment such as the FAI training group which trains local people to become soccer coaches.

With the Regeneration of the St Johns Park area the community is now again composed of younger families with the older generation of people living in the area over three generations.

Safety again is a priority with so many living near the main airport road. The increased access roads to estates means that there is a volume of traffic and Ramps would definitely provide safety and employment.

An allotment area for families within Grange Cohan would benefit all, as there is a lack of activities for families in this area. This would provide children with gardening opportunities as in-increasing scientific knowledge and understanding, improves Children's confidence, resilience and self-esteem. It also gives them a sense of responsibility and fosters positive behaviour. This will also teach children/families to support healthy living and sustainable development!!

Michelle Mylett (Vice President)
Grange Cohan Residents Association

Lisa Grant

From: Muriel Tobin
Sent: 21 November 2014 10:06
To: Don Tuohy; Lisa Grant; Vinnie O'Shea (RAPID)
Cc: John Hawkes; Claire Loughnane
Subject: For Community Plan

FYI

From: Kate Douglas [<mailto:katedouglas500@gmail.com>]
Sent: 20 November 2014 16:24
To: Muriel Tobin
Subject: Re: JPC meeting on Thursday

Hi Muriel, thanks for following up my question for JPC. Following the meeting last night, can I give you two points for Vinnie O Shea for the Community Plan.

Point One.

As a new group- Friends of St Mary's, we find it difficult to navigate the various committees, the key or link people in the various offices, also how to access funding, and how to apply for grants/ funding. We are sure we are not alone.

Why not do a 5minute video for the web site explaining how a new group could access the PPN, and other linked departments.

Many thanks,

Kate Douglas.

Lisa Grant

From: Noel Lyons [nalyons@hotmail.com]
Sent: 24 November 2014 16:17
To: Local Community Development Committee
Subject: LECP Submission.

Ballyduff Tidy Towns Committee would endorse submissions that wish to substantiate the development of recreational facilities in the west of Waterford, particularly relating to the schemes it has at Mocollop and along the Blackwater. In conjunction with improving the access for walking it would also seek improvements to the biodiversity of the area and the the care and restoration of heritage sites.

For and behalf of Ballyduffs Tidy Town Committee.

Noel Lyons.
Secretary.
24/11/2014

Submission to Waterford County Council

Community & Economic Plan 2015

December 2014

Prepared by and Submitted on behalf of:

Mealla Fahey; Lismore Heritage Centre & Lismore Marketing Group

Eamonn Maxwell, Lismore Castle Arts & Lismore Marketing Group

David Murphy, Red Heaven Design & Lismore Marketing Group

Bernard Leddy, Lismore Mochuda Development Group

Mary O'Brien, Lismore Mochuda Development Group

Maurice Dunne, Lismore Mochuda Development Group

Aoife Dunne, Lismore Mochuda Development Group

We are delighted to have this opportunity to engage with the drafting process for the Local Community and Economic Plan 2015. We are all residents of Lismore and are actively engaged in the promotion of the town and its activities. We have a number of submissions which we would ask you to consider:

Objective:

To promote employment and tourism opportunities in the town of Lismore and its environs and to improve the quality of life for the locals.

Regeneration of the Main Street

The Main Street in Lismore has a number of vacant buildings which are available for occupation. However, many of these buildings have fallen into a state of disrepair and neglect so we are of the view that some form of maintenance/improvement work on the façade of these buildings would be a huge benefit.

The Lismore Marketing Company worked with 5 local craft workers, premises owners and Waterford County Council in early 2014 to establish the Lismore Craft Collective. This was a six week project where the Craft Workers occupied a retail premises on the Main Street rent and rates free from July 19th to September 30th. This was a hugely successful enterprise with over 2246 visitors from July 19th to September 30th, the majority of which were free independent travellers and also included coach tours.

As the initiative proved so successful, at the end of the allotted time, two members of the Craft Collective have decided to lease the premises for a further twelve months.

This is a prime example of how cohesion between the business owners, the Council and members of the public resulted in the development of an invaluable asset to the town

and Main Street of Lismore. We are of the opinion that creating other opportunities like this, by identifying other vacant and suitable properties and liaising with the Council and the property owners can also create other worthwhile enterprises.

This will have the effect of enhancing the vitality and vibrancy of the Main Street, it supports local businesses and the very strong local craft community evident in Lismore, it adds value to Lismore's tourist offering whilst also demonstrating the serious commitment of the community groups in Lismore to the economic regeneration of the town centre.

There can be no denying that Lismore has a very strong craft heritage. From our heritage town status, to the variety of local arts, crafts and food enterprises, local drama, our exceptional food and artisan food offering to the historic nature of the town itself, the town could be considered and developed as a "creative town" where these and all future artistic/cultural endeavours would be supported and promoted by the Council.

Development Opportunities:

Youth Hostel:

The Lismore Mochuda Development Group had previously engaged in exploring the opening of a Youth Hostel in Lismore. The Group had identified a building on Townspark East and had contacted the organisation An Óige, the Irish Youth Hostel Association, to discuss this possibility. The development of such an enterprise would undoubtedly increase the number of visitors to the town and add significant value to our tourism offering. It would also serve as an alternative means of accommodation to compliment those already in operation in the town.

Hydroelectricity Project at Ballyin Mill, Lismore:

The Lismore Mochuda Development Group has in the past, explored the possibility of restoring the mill building at Ballyin Flour Mill and changing its use to an education and visitors centre and also creating a hydro electricity generation plant, both at the mill itself and at various points along the river. This is an idea which could be explored further given the new awareness and focus on renewable energies.

Artisan Food:

As mentioned above, Lismore has a very strong artistic and cultural offering and our food offering definitely adds to this. The Lismore Mochuda Development Group has made attempts in the past to develop the artisan food concept as we are of the view that such an enterprise would suit and compliment the current offerings in the town.

The idea would be to develop a Lismore School of Artisan Food with the aim of equipping unemployed people with skills to form the basis of a new career and facilitating those who wish to change career. This would not be a cookery school, such as Ballymaloe, but rather a School which taught things such as, amongst others, preserving food, smoking and pickling food, ice cream production, curing meat and butchery, bakery and marketing and the running of a small food business. Arising from this, there would be several independent enterprises which would hopefully flourish in our Heritage Town.

Develop the walkway and viewing area at the Round Hill:

The Lismore Heritage Company recently explored the possibility of developing the walkway and viewing area at the Round Hill, Lismore. The Company has a very strong and pro-active history with key successes such as the West Waterford Trails, the Great Days Out and the Lismore Marketing Group which ran the very successful campaign 'Brand Lismore'.

This initiative focuses on the development of the infrastructure and amenities

surrounding the totemic but underutilised Round Hill Walk. Such a venture would open the path to Lismore's birthplace, the great Irish fort that gave the town its name. Lady Louisa's walk would be extended to bring people along the riverbank towards the Round Hill. Viewing platforms would be built with visitor information on relevant flora and fauna and local history along with suitable seating.

Several years ago, the Lismore Mochuda Development Group developed a walking trail in and around the town of Lismore and walking trail booklets, including the trail and local history are on sale in the Heritage Centre. New walkways could and would build on these existing trails.

Orienteering, hill-walking and cycling are hobbies which have grown immeasurably in popularity in recent years. By having such walks available, this would attract a whole new range of visitors to the town, whilst also being an additional leisure activity for the locals of Lismore. This project would benefit both locals and visitors alike.

Skate Park:

We have a very large young population in Lismore and there are many who use skateboards and ride BMX bikes throughout the town. If a skate park could be developed for the youth of the town, it would provide a safe and suitable environment for them to enjoy their leisure activities.

Tourism Opportunities:

Lismore, as a heritage town, attracts large number of tourists each year. These range from free independent travellers, to coach tours to cruise ship visitors to Irish natives holidaying locally.

Lismore also hosts a number of very popular Festivals throughout the year which are growing in popularity and success, year on year. Such festivals include the Immrama Festival, the Lismore Music Festival and the Opera Festival.

Given the success of these festivals, there is scope for the development of other festivals which may prove to be just as popular. An example of such festivals are set out below.

Film Festival: showcasing national and international films which could possibly be themed in similar veins to the Immrama Festival. This would also build upon the recent opening of Lismore's newest business, Dogsboddy Productions, a new film production company.

Digital Gaming Festival: this again would be a huge attraction for the youth of Lismore whilst also perhaps establishing Lismore as a digital hub in the South. Players could compete for a fee or a trophy and it could also incorporate a design and creative workshop element. A local CoderDojo could also be involved to again broaden and engage a new audience. New games could be released at the Festival, adding weight and kudos to the event.

Craft Festival : as set out above, our strong craft heritage would provide an ideal backdrop to a craft festival. The Festival could provide training courses, exhibitions and educational opportunities. It may be worth considering approaching an organisation such as [CELT](#) (Centre for Environmental Living and Training) to seek their input and involvement in such a Festival. They organise the popular '[Weekend in the Hills](#)' events.

Music Festival:

The Medicine Sessions (Vick Gunn & Alan Callaghan) have built up an impressive roster of acts who return time and again to play in Lismore. There is also the Lismore World Music event, organised by local John Collimore. These are two events which operate independently but they

could be developed and expanded into a yearly weekend of music.

River Blackwater:

The River itself is a huge asset to the town. Consideration should definitely be given to the development of fishing amenities along the river, the development of kayaking/canoeing facilities and perhaps using the river for races and regattas.

Art / Technology:

The already hugely successful Robert Boyle Science Festival could be expanded to include present day technology and scientific practices and techniques. This could also serve as a launch pad for new products and inventions and local vacant business premises could be utilised as viewing points for differing technology and science installations. This could also be applied to local artists where existing premises could be used in an innovative way to publicise new artists.

CamperVan Park:

It has become increasingly apparent in recent years and even more so in the summer of 2014 that Lismore is a popular destination for people visiting with a campervan. These are typically found parked in the local public car-parks which are not ideally suited to campervan use. A purpose built CamperVan friendly park would be a definite advantage to the town. It again would open the town to a new cohort of visitors whilst again adding to the tourism and accommodation offerings we currently have.

Farmers Market:

The Farmers Market in Lismore has been in existence now for several years. This has now become a very established Market and it operates in conjunction with the Lismore Mochuda Development Group. With some further development, such as the provision of electricity and perhaps some permanent structures, this Market would become more attractive for tourists and stallholders alike.

Advertising/Marketing:

Lismore is already readily recognised as a tourist attraction and heritage town. The

'brand of Lismore' recently developed by the Lismore Marketing Group has served to enhance the awareness and recognition of the town. If this branding could be developed further the implications could be tremendous. The town has a very successful Tidy Towns history, a strong sporting heritage and always features prominently in competitions consisting of other small towns. The town has a lot to offer and promoting this will always be a worthwhile venture.

New Investment:

The recent years have seen new businesses and enterprises develop and invest in the town. The Lismore Business Park, developed by the Lismore Mochuda Development Group, consists of 5 industrial units, all of which are currently occupied. One of the most significant investments in the town in recent times is the move of TQS to the Mayfield Road, Lismore. Such an investment again serves to promote the infrastructures that Lismore has available to attract and keep new and emerging businesses. Such investments should be used to promote the town as an ideal location for further investment.

Summary of Submissions:

Regeneration:

- The vacant buildings on the Main Street to be maintained / improved
- Explore other opportunities to utilise the vacant buildings for initiatives similar to the Lismore Craft Collective as developed by the Lismore Marketing Group
- Develop and support Lismore as a “creative town” where artistic and cultural endeavours are encouraged and supported

Developments

- Youth Hostel in development with An Óige
- Hydroelectricity project at Ballyin Mill, Lismore
- Lismore School of Artisan Food
- Walkway at the Round Hill, Lismore
- Skate Park
- New Festivals, including a Film Festival, Digital Gaming Festival, Craft Festival & Music Festival
- River Blackwater - development of the river as a tourist attraction
- Art/Technology
- CamperVan Park
- Farmers Market
- Advertising/Marketing
- New Investment

May we take this opportunity to thank you for your time and consideration and we look forward to reviewing the draft plan when it is available.



Economic Development Officer,
Waterford City and County Council,
City Hall,
The Mall,
Waterford

03 Dec. 2014

Dear Mr. O' Shea

**Submission to The Waterford Local Economic & Community
Development Plan 2020**

The following organisations: Tramore Development Trust Ltd, Tramore Tidy Towns Association, Tramore Community Radio, and the Queen Street Residents Group have Worked together to prepare a response to the Council's request for submissions to the Local Economic & Community Plan 2020.

We have examined the needs of the town with which our organisations are well familiar, and have agreed the attached joint submission to the Council.

We look forward to a positive response to these proposals from the Council. We are hopeful that the new administrative arrangements will allow for an active collaboration with our organisations in relation to the key proposals we make, such as the Restoration of the Old Railway Station as an economic hub for the town, and the improvement of the public realm.

Tramore needs a proactive approach to deal with the key issues we identify. We see a real need to deal with these issues now, given the beneficial publicity achieved for Tramore through the Supervalu Tidy Towns TV advertising campaign which is set to be repeated for a further number of years, and as new tourism attractions are being developed which will increase the footfall through the town.

Yours sincerely,

Agnes Aylward (087 667 7347),

Anne Cheasty (086 363 9628),

Anne Harpur (087 251 8976),

Joe Stokes

Garrett Wyse (087 653 6002)

SUBMISSION ON BEHALF OF THE FOLLOWING ORGANISATIONS TO THE WATERFORD LOCAL ECONOMIC & COMMUNITY PLAN 2020

**Tramore Development Trust Ltd
Tramore Tidy Towns Association
Tramore Community Radio
Tramore Queen Street Residents Group**

Summary of our Key Recommendations in relation to the Sustainable Economic Development of Tramore

- The creation of an economic hub/enterprise generator – and restoring the iconic old Railway Station in this context.
- Improvement of the public realm generally and, in particular, addressing the dereliction of sections of the town centre to encourage investment, commercial activity and tourism
- Development of Town parks(s) and Promenade
- Addressing gaps/opportunities in Communications and IT infrastructure
- Provision of significant visitor attraction in town centre such as the Lafcadio Hearn Gardens.
- A co-ordinated, planned strategy to exploit natural and manmade resources surrounding the town, e.g. The Metal Man, Newtown Cove & Guillamene, and the beach spine to the Sand Dunes. Of key value to the town would be the acquisition by the Council to access routes to the Metal Man and the provision of a Coastal Cliff Path.
- Upgrading of public transport service and infrastructure.
- Pedestrian and vehicular access to and through the town centre to be revisited and possibly altered along with parking

Summary of our Key Recommendations in relation to the Sustainable Community Development.

- Proactive approach to encourage and retain residents to remain in the town centre. Tax incentives for living over commercial premises should be investigated.
- Addressing gaps in the provision of essential amenities such as (i) recreational facilities for young people, particularly in the uppermost highly populated area of the town, and (ii) aspiration of a suite of services and facilities for older people, particularly a day care drop-in centre.
- The transportation and traffic flow system is of relevance to both of the above areas (Sustainable Economic and Community Development). Access and parking is critical for business in the town centre.
- Because of its location on a steep hill, and the separation of the beachfront area from the old town centre, and the distance of both from the new housing developments on the Ring Road and New Town, a practical and affordable town bus should be provided (perhaps an IMP

- service). TDT carried out a feasibility study for providing such a service. It was considered feasible, using initial grants and continuing sponsorship from local businesses
- The traffic flow directional system should be re-examined, and a taxi service (with ranks), rather than just hackney, provided.

1. PROVISION OF AN ECONOMIC HUB FOR THE TOWN

Tramore is the second largest population centre in Waterford City and County, but alone among the county towns it has no Enterprise Centre or hub to assist business start-up.

The Old Railway Station

To address this we propose that the derelict Railway Station – an iconic building in a central location – be designated as the Front Window at the main entrance/administration building for the town, which spearheads economic development for the town. Just as the train station once served as the transport entrance to the town, it is now proposed that it would once again serve as a commercial and business entrance to the town. By providing a first impression of Tramore, it also highlights the commercial services available in the town, together with the tourist facilities and services.

Tramore Development Trust has architectural survey drawings of this building and is currently examining these in the context of assessing the suitability of the premises for locating certain key high profile economic activities there. This could include a tourist information office, space for a number of small companies and service providers, Tramore Community Radio, and the provision of a common secretarial service and meeting room, IT and printing support.

There is a certain resonance about converting such an iconic building into the development hub of the town for the 21st century. We would like to work with the Council to further develop the concept outlined.

Potential Use of Christian Brothers School

Other sizeable and currently unused buildings such as the CBS School complex could provide space for business development requiring larger space. Tramore Development Trust, in association with the council and other organisations, are currently in discussion with the Edmond Rice Trust in relation to securing this building for community and commercial use.

2. ADDRESSING THE DERELICTION OF THE TOWN CENTRE – PRESENTING A BETTER IMAGE

The town has developed into three disparate areas – the middle historic town centre, the lower town centred along the Promenade and the beach area and more recently, the upper town, comprising of the retail and business core in Ballycarnane. The diversion of commerce away from the town centre has greatly damaged the core of Tramore. However, this problem also allows potential for the town centre to re-develop an identity unique to Tramore that could focus on niche markets. We recommend a strategy to:

- Reinforce and re-establish the old town centre. This area essentially lies within a diamond shaped grid, running from Holy Cross Church on the north to the Old Railway Station in the south, and from Tramore House to the east to Market Square to the west.
- Re-establish and market the centre as the “healthy heart” of the overall town. Establish an identity and activities to reunite the upper and lower town, including for example investigating the commercial potential of the redevelopment of Market Square.
- We propose that an assessment be made of the condition of the existing building fabric and the occupancy and use of buildings in the old town centre. This would provide essential information for the formulation of a redevelopment plan for this area.

The sadly neglected state of the old town centre discourages both economic development and community cohesion. We attach, in Appendix 1, a note provided by the Queen Street Residents Group which provides a graphic description of the state of that central corridor street at the present time as would be caught by a tourist leaving the Grand Hotel en route to the Japanese Gardens on Pond Road. The issues highlighted are replicated in other surrounding streets. It is imperative to address these issues if an economic and residential base is to be sustained in the town centre.

The dearth of quality hotel accommodation in the town has been exacerbated by the closure of the Grand Hotel. This is a grave deterrent to economic development. However, the dilapidated state of the public realm in this area, is itself a deterrent to potential investors.

The local authority urgently needs to address the issue of abandoned/derelict buildings and the state of the street paving, old poles, cabling, etc. to enable the town to present a better facade to the world.

3. TOWN PARK AND PROMENADE

We would seek a consultative meeting with the Council in relation to the emerging plans for a new Town Park. This is an important and welcome development.

- We have some suggestions in relation to features to be included. This would include, for example, a bowling green and/or Boules Court and Clubhouse, possibly adjacent to the impressive new entrance steps to the Park
- We are interested in proposals for the landscaping of the Park.
- There is an opportunity in the context of the new Council to plan the entire promenade and seafront area in a coherent fashion. The successful development of the eastern end of the promenade illustrates what could be done along the entire seafront area.
- We propose that a modern, secure and accessible boardwalk be extended from the end of the promenade towards the Sand Dunes, filling the dual function of providing an enhanced sea barrier and a significant amenity for locals and tourists alike. **This is a proposal potentially capable of drawing down support funding from the EU FLAG Programme.**

4. IT INFRASTRUCTURE AND COMMUNICATIONS

Information Technology infrastructure is crucial to development. The ability to attract modern companies is heavily reliant on access to, and speed of, internet access. While E fibre is being rolled out eventually in the town it is critical that the new high power fibre network, 'Aurora' should be looped from Cork via Tramore and Waterford.

It is of great benefit to a community to have an active, well functioning localised community communications system. Tramore Community Radio needs to secure premises and financial support to ensure its future viability. A Community radio station offers the opportunity for greater levels of social capital, cohesion, inclusion and integration. It facilitates the local authority, businesses, community, voluntary, sports and educational organisations to inform and engage with the local population directly. This in turn helps develop a vibrant urban centre, strengthens the tourist product, supports lifelong learning, strengthens the community of place and interest and greatly supports citizen engagement and participation.

5. IMPROVEMENT OF THE PUBLIC REALM, CREATING A VIBRANT AND SUSTAINABLE LOCAL COMMUNITY THROUGH STRENGTHENING THE COMMUNITY OF PLACE THAT IS TRAMORE.

A clean, tidy and organised town actively supports and encourages citizen engagement and participation and instills a sense of pride in the town. It fosters pride in locals and fundamentally makes Tramore a more attractive place to work, rest and play.

Tramore Tidy Towns along with other groups have worked tirelessly over the past few years, with the result of achieving 3rd place nationally in the Irish Business Against Litter (IBAL) league. This result gained Tramore a very much enhanced profile and many marketing opportunities, when the Super

Valu Tidy Towns commercial was shot in Tramore and its environs. This national television commercial will be aired in the run up to the summer season for the next 3 to 4 years.

The strategic activities of these groups include:

- Co-ordinated town cleaning between groups above.
- Care and development of natural amenities such as the Doneraile Walk, Beach and Back strand area.
- Upkeep and enhancement of housing estates, entrances to the town, footpaths and pedestrian zones.

It is imperative that visitors to the town experience a reality that lives up to the hard won positive national image that has been achieved. To this end, Tramore Tidy Towns, Tramore Tourism, Tus & CE scheme workers are working collaboratively with the Council. This work should be continued, formalised and expanded.

APPENDIX 1:

What the Tourist's Camera Caught on Exiting the Grand Hotel en Route through Queen Street.

- *The front of the hotel gave us a beautiful view of the bay, glistening in sunlight.*
- *Impeding the view was a row of ugly old timber electric light poles that were heavily laden with thick wires.*
- *Just below the hotel we reached the centre of the old town, know locally as "The Cross". Here the infestation of electric cables reached epidemic proportions, and ruined both the streetscapes and an otherwise elegant view of the bay.*
- *Just below The Cross, we saw a large, extremely derelict building that we were told was formerly Tramore Hotel that had not functioned for over forty years.*
- *Further derelict buildings appeared to lie between the hotel and the bay.*
- *We followed the ugly light poles along the footpath of Queen Street, a footpath that was disintegrating in places. When we remarked about the state of the footpath to a local, he laughed and warned us that this was nothing compared to the state of Train Hill, around the corner at the end of Queen Street.*
- *The functional industrial-style electric lights overhead, laden down with black cables were totally out of place in such a historic town centre. No attempt was made to match the traditional image of the town that probably originally had cast-iron gas lights.*
- *We would have expected to see some places of interest to tourists on this street – small cafes, arts and crafts shops, picture galleries, centres of cultural entertainment and the like that we saw near other tourist places here. Nothing of the kind in the centre of Tramore, however. There was one rather large public house that also served meals and a charity shop. On the plus side t there were two clothes shops interspersed among the many derelict eyesores. We stopped counting these when we reached the fifth one.*

WC & CC / SPC Member
Economic Development & Enterprise

Tel: 051-383285

Mob: 087-745 0994

Email: patfitzsf@hotmail.com

Waterford Community Development Committee
City Hall
The Mall

19 January 2015

To Whom it May Concern,

Observations on pre Draft Waterford's Local Economic & Community Plan 2015 -2020

(1) Waterford Regional Airport

Very little in the pre draft LE & CP relating to Waterford Regional Airport. I have spoken to the Chief Executive of the WRA regarding the lack of 'airport information' in the draft plan. The CE has indicated to me, he would like a WRA submission included in the final draft of LE & CP.

Although Waterford Regional Airport has suffered in the downturn of recent years, it is however a substantial piece of infrastructure with huge potential for further development and I believe a submission from WRA should be included in the final draft.

(2) University Hospital Waterford

No mention of University Hospital Waterford in pre draft LE & CP. UHW is a major regional public facility, a training facility for medical / nursing staff and a big employer in the South East. I believe an invitation to UHW to submit to LE & CP may be appropriate.

(3) Commercial Fishing Industry, Commercial & Tourism Workboat Sector

The Waterford coastline which runs from Youghal Bridge to Waterford Estuary has a variety of harbours listed from west to east. They are Kinsalebeg, Ardmore, Helbhic, Dunabratton, Newtown, Dunmore East, Passage East and Cheekpoint. While commercial fishing can be found in all of the coastal communities mentioned above, the harbour at Dunmore East being by far the most prominent, followed by Helbhic. Both of these harbours shelter modern middle distance and inshore commercial fishing fleets.

Although commercial fishing had been in overall decline for decades, recent years has bucked this trend with volume and value of fish landing increasing each year since 2010. In 2013 fish landings in Dunmore East alone was an estimated 11,718 tonnes with an estimated value 17.5 million euro. The economic importance of commercial fishing to Waterford and the local employment / local business opportunities it provides is crucial to Waterford's economic development.

The small harbours along Waterford's shoreline also provide a base for many tourist and marine leisure businesses. Visits to our county by touring yachts are increasing year on year. Marine Leisure Centres and Angling Charter Vessels play an ever increasing part in bringing tourist footfall to the county.

I believe it very important we try to persuade the various bodies such as fisherman's organizations and representatives of marine tourism/ leisure sector that represent the coastal harbour users to make submissions to the LE & CP 2015 - 2020.

It is also important that WC & CC continue to maintain the counties small coastal harbours to the very high standard that had been achieved by the previous local authority that was responsible for our coastal infrastructure.

(4) Harbour Facilities Dunmore East

The harbour at Dunmore East is unique among the counties fisheries harbours as it is the only harbour that is under the jurisdiction of the Dept. of Agriculture, Food & Marine. It is the biggest of Waterford's fisheries harbours and is recognized by the EU as a European Designated Fisheries Harbour.

It is an extremely valuable piece of public infrastructure which is presently underutilised. The underutilisation of the port is mainly due to neglect of basic harbour maintenance dredging. For almost a decade now the harbour has been unable to provide safe haven for the bigger fishing vessels as they often ground at low tide.

Substantial improvement work was completed on the Boat Slipway in the harbour in 2014 at a cost of €450,000. The improvements enhanced the harbour boat launching slipway, enabling the quick and easy launching / retrieval of small leisure and commercial craft. Increased tourist and commercial activity can be observed as a direct result of the capital investment on the slipway.

Although capital funding was allocated in 2014 for dredging of the harbour, the work has not been carried out to date. It is of the upmost importance that maintenance dredging of the harbour is carried out in the near future. Also of importance is when the dredging works are complete, local business is in a position to take full advantage of improved harbour facilities. The economic well being of East Waterford and Waterford Estuary is heavily dependent upon a fully functioning fisheries harbour at Dunmore East.

In 2012 a community 'Fisheries Local Action Group' (Dunmore East FLAG) was set up. The FLAG has being successful to date in bringing together the various local Committees / Bodies that have influence over the future of the harbour. Dunmore East FLAG has also aligned itself with WIT, Dept of Marine, BIM, WC & CC to draft a regeneration plan for the

harbour and surrounding area. A submission from Dunmore East FLAG committee would be an advantage to the LE & CP 2015-2020

(5) Coastal Walkways

Traditional coastal walkways in County Waterford are among the most scenic and interesting walkways to be found anywhere in the country. Generations of local people have used the pathways for both recreation and as a means of visiting neighbours and checking on livestock. Local fishermen also use these pathways to look for lost fishing gear such as lobster pots, buoys and the like. Further up the estuary, fishermen use these pathways to access the foreshore along the riverbank to tend their fishing weirs.

When accidents occur along the shoreline and at sea, these pathways prove invaluable providing access for emergency services such as Coast Guard/Search and Rescue and in the sad event when S & R turns into a search for the remains of those lost at sea the pathways can be walked by volunteers for up to 21 days after the tragedy.

In late 2009 work was completed on a section of coastal walkway that runs two kilometres west from Dunmore East to Portally Cove. This work included rebuilding stiles, cutting steps on steeper slopes of the pathway making it more accessible and safer for all. It was an immediate success with the public. The number of people using the pathway increased with birdwatchers, nature lovers, anglers and walkers all enjoying the benefits of the enhanced cliff walk.

Now that tourism statistics are now showing an increase in walking holidays, planned upgrading of walkway's along Waterford's coastline would provide a local amenity that may have the potential to increase this niche tourism sector in the county.

(6) Beaches and Coves and Boat Launching Slipways

Waterford coastline has numerous quality beaches and dozens of small secluded coves. While most of the beaches and coves are easily accessible by road, road access could be improved. There are also many boat launching slipways along the coastline, while in the present economic climate, the maintenance of small pieces of infrastructure can be overlooked or deemed unimportant in the overall scheme of things, the upkeep and development of rural public infrastructure like boat slips is essential.

Public slipways and quays giving access for launching small vessels to the sea are essential for small coastal communities. The slipways and harbours are not only an amenity for locals they also provide access to our coastline for tourists from at home and abroad. Investment will benefit the local coastal economies and preserve these small pieces of public infrastructure for future generations.

I trust my observations will receive your considered evaluation.

Is mise, le meas,

Cllr. Pat Fitzgerald

Waterford Public Participation Network
Comeragh Municipal Area

Submission relating to the Waterford Local Economic and Community Plan

A meeting of PPN member groups in the Comeragh Municipal Area held on 29th January 2015 at Crotty's Lemybrien wish to have the following points including in the Local Economic and Community Plan.

- The big picture of the LECP should not neglect the smaller plans and ideas of small communities or social or economic groups.
- Important for communities to have input into this LECP plan
- Support staff should be available to help communities and economic groups to fill in forms and access information.
- Schemes like TUS are important aids to communities and should be maintained in some similar form.
- Keep the supports and funding availability of LEADER in operation
- New LEADER to do roadshow on how groups and people apply for funds
- Worry among people that LEADER is not accessible as before
- Sewage plants and facilities should be in place before housing developments start.
- Toilet and tourist facilities should be in place before any major push to attract visitors to a site is made. Visitors coming to a lovely site and no toilets available, for example, will go away with a bad impression and tell other potential visitors of their bad experience.
- Separate tourist sites in Waterford should be package on a tourist trail – such as – visitor spends one day in Viking Triangle then moves onto Curraghmore and Portlaw for another day and return home via the Suir Railway on Mount Congreve. One all in ticket to cover entry and accommodation. This is to get a tourist to move around and experience the full Waterford experience.
- A tourist trail in each location and link up tourist trails by geographical area or the same type of location such as West Waterford Garden Trail.
- Facilitate tourist interaction with local people, e.g. a contact phone for a local historian or botanist to give the personal touch that an information board can never do. A story of a tourist on a world tour saw sights such as pyramids and Taj Mahal but the 3 hours in Portlaw guided around by two locals talking was the best part of the world tour.
- Lack of Waterford tourist sites and activity centres having their brochures in Waterford hotels and guest houses compared to situation in other counties needs to be addressed and reverse – we need to sell Waterford and be seen.
- A combined tourist booklet for Waterford

- Make it easy for groups to know where to go with their ideas – do they take it to a SPC or to the LCDC or JPC or some other letter abbreviated department.
- The LECP should link in with local development plans of towns and municipal areas and not conflict with each other.
- Facilitate a network of heritage sites in Waterford – community hall network – playground network – small business network – so people can share experiences and knowledge from doing similar things.
- Development of social media to broadcast Waterford business activity and tourist sites and activity.
- Develop international twinning of tourist sites such as Suir Valley Railway with Welsh railway to grow places beyond their individual separate abilities.
- Waterford in this submission means all of Waterford – county – city – and everywhere in between.

This submission document was prepared by Niall O'Brien, PPN representative for Community and Voluntary groups on the LCDC, from notes taken at the above meeting and the bullet points are the opinions of the member groups of the PPN assembled at that meeting.

30th January 2015

Economic Development & Enterprise Strategic Policy Committee

Maybe we should consider an input from the WIT, Enterprise Ireland and or IDA?

Review of the key focus and objectives of other strategies and plans

Include the South East Economic Development Strategy 2013 – 2013

Summary Report of Initial Engagement: Economic Plan

Introduction

Information and Communication Technology (ICT) could be considered as a priority potential sector with cluster and asset strength development as one of the fastest growing sectors of the global economy. Searching online will support this assertion with figures from the last two years highlighting Computer Systems Design and Related Services, Social Network Game Development, Online Education and Mobile Apps recurring in the fastest growing business sector lists, in the US alone. The Report already states that IDA Ireland has identified that the areas of most potential for Ireland includes ICT.

Currently ICT at whatever level it is at in Waterford is dispersed over a wide area; there is no 'hub' aside from Carriganore. Hubs are cool, and easy to pinpoint in any 'show-round' to potential investors in the region but an ICT hub could be in the centre of Waterford City adding to the much sought after 'suit' foot fall for local businesses.

I presume that Agri food covers the fishing industry, recreationally and commercially?

Life Sciences Sector

With the University Hospital being the biggest employer in the County at just under 1,800, we should possibly consider a potential health hub to complement a health and lifestyle hub on the back of the Food Sciences Department offerings at WIT in addition to the Carriganore Arena/Complex? The completion of the 2-3,000 capacity Area must be considered a priority to develop Business Tourism and a sporting/entertainment event destination. These could then be two complementary hubs creating a movement that will assist with vibrancy in addition to attracting inward investment

Services

As outlined, key requirements in this area are skills, property solutions in urban locations and the presence of reference companies. One proposal for the creation of suitable property solutions, particularly on the North side of the River and the development of the Port and estuary would be the consideration of a Estuary Development Authority on a smaller scale to the Dublin Docklands Development Authority to ensure Government backing and support to a physical, social and economic regeneration of North Quays & South Quays at required locations. This authority could be the backbone for the strategic development of the area, including the necessary transport hub upgrade incorporation, in attracting public/private investment with Waterford promoted as a second site location to Dublin's IFSC offering resilience and business continuity.

The enhancement of Waterford Regional Airport through private/public partnership must be driven forward as it is a crucial connector for development of tourism, University status, and attracting inward investment.

The public transport offering in Waterford City Centre needs to be addressed into the future, e.g.

- No bus services from Dunmore Road area to City on Sundays
- Regular & frequent City Centre service routes needs reviewing.
- Evening service irregularity

2. Create opportunities and support entrepreneurship

Introduce an Educational Pilot Programme of entrepreneur modules in primary/secondary schools in Waterford as an extra curricular activity with the LEO's department as the co-ordinator. This would also show local government engagement with our citizens from an early age changing the mindset from a Welfare dependency one to a Work dependence ethos. This could also be expanded into a schools outreach programme to bring them to city museums, Waterford Crystal, public buildings as the hosting 'classrooms'.

3. Develop vibrant urban centres

A consideration here for the City & county would be to aspire to what Galway achieved by the inclusiveness of embracing youth (3rd level etc) as part of the fabric of the city, cosmopolitan, social inclusive (e.g. the vibrant Polish community and others), welcoming and attracting people to Waterford (their kids will be Waterfordians). A National advertising campaign on television about moving to Waterford to work, study, holiday etc must be a consideration to change the mindset. If Waterford has a strong confidence in what it is and has to offer, there will no threat when people come, as they will become part of it.

Waterford City:

- As previously outlined, consider the Inner Port, North & South Quays for priority development.
-

Dungarvan:

- Recognise the Quays as a focal for night time economy
 - Consider Purple Flag accreditation for Dungarvan & Tramore

4. Strengthen the tourism product and brand

Consider the Norman and Maritime history influence for promoting a unique County trail as a hub for all South East tourism,

Expand the Estuary tourism offering through heritage trail, heritage fishing, and inland waterways opportunities.

An emphasis on the walking trails throughout the City & County is needed.

5. Expand the contribution of natural resources sector

Fishing

The ports of Dunmore East & Helvick have deteriorated as vibrant fishing villages and landing ports. Upon completion of the dredging at Dunmore East, a strategic plan must be put into place to have the port considered as a destination landing port, refuelling, provisioning and icing destination, to the benefit of local businesses. Whilst the adjacent coastal ports such as Kilmore Quay and Ballycotton are beginning to thrive, the prospect of revitalising a processing plant and re-entering the export markets must be a vision for the Fishing Co-Op or certainly a potential site for private investment.

6°, æ 1¹111#1#/1 "°%("111æ 1"°1 ,#
&1æ æ °11-Ê# ~ó~1øæ ~1-ß °1#

Background

The role of the Economic Development & Enterprise SPC is to consider matters relating to the functions of the local authority in relation to economic development and enterprise support. Its' role in relation to the development of the Local Economic & Community Plan are:

- To prepare and adopt the economic elements of the LECP and
- To consider and adopt a statement in respect of the economic elements of the Local Economic & Community Plan (LECP).

To this end, members of the Economic Development & Enterprise SPC were invited (at the meeting on 14th January at the Fumbally Exchange building in Waterford City) to make a submission for consideration into LECP. It was requested, these submissions be brief and presented in bullet point format. However, it is imperative submissions made provide clear reference to Irish and EU policy documents and to this end the policy documents from which this submission derives can be found in the references and appendices.

The LECP must be underpinned by a number of guiding principles and strategic actions which work towards achieving targets set out in Irish and EU policy and strategy documents. The overarching policy document is Europe 2020 from which National Governmental Policies flow and which centres on smart, inclusive and sustainable growth by 2020.

As stated in the draft LECP, the overall vision and priorities of the LECP is the creation of "a vibrant and sustainable Waterford" which clearly aligns itself to acting on the commitments as signed up to by our political representatives in Government in the Europe 2020.

Proposal

To build a "vibrant and sustainable" Waterford City and County it could:

1. Strategy for maximising EU opportunities i.e. Funding, R&D, Collaborations/Partnerships etc. We must maximise available EU funding, to ensure Ireland gets value for money out of EU. I propose Waterford City and County Council target resources towards drawing

- down ERDF funding for projects that: 1. facilitate collaborations with other regions; 2. pilot R&D in one or more of the areas listed in point 2 below. (*Reference: European Union 2014*).
2. Invest in growth areas (i.e. technology/food & agriculture/tourism/energy). (*Reference: European Union 2010 and 2014*).
 3. Invest in renewable energy research and infrastructure (futureproofing). Waterford needs a strategy for starting the steps towards transitioning to a carbon neutral economy. The first step is to secure ERDF funding (matching it with staff time e.g. from Energy Bureau) for a carbon neutral economy project. This is at zero cost to the Council with the potential to bring over €1 million to the Waterford economy, whilst working towards future proofing our communities. (*References: Intergovernmental Panel on Climate Change 2014 and; European Union 2010*).
 4. Specifically target enterprises working in “Internet of Things” and data storage, incentivising home-grown start-ups in this sector with the support of WIT Carriganore. (*Reference: Department of Jobs, Enterprise and Innovation, 2014*)
 5. Facilitate actions that builds community resilience (reduces need for intervention) such as targeting LEO supports towards social and community enterprises (offer the same to the third sector as to private enterprise), ensuring LEO partners with Waterford Area Partnership in such delivery to build staff understanding of the unique challenges facing organisations in this sector. (*European Union 2010*).

References

Department of Jobs, Enterprise and Innovation (2014). *Ireland's Smart Specialisation Strategy for Research and Innovation: Background Paper*. [Online]. Available from:

<http://www.djei.ie/science/technology/ris3.htm> [Accessed: 30 November 2014].

European Union (2014). *EU Funding*. [Online]. Available from: http://europa.eu/about-eu/funding-grants/index_en.htm [Accessed: 30 November 2014].

European Union (2010). *Europe 2020: A European strategy for smart, sustainable and inclusive growth* [Online]. Available from:

<http://ec.europa.eu/eu2020/pdf/COMPLET%20EN%20BARROSO%20%20%20007%20-%20Europe%202020%20-%20EN%20version.pdf> [Accessed 30 November 2014].

Intergovernmental Panel on Climate Change (2014). *Climate Change 2014, Synthesis Report: Summary for Policy Makers* [Online]. Available from: https://www.ipcc.ch/pdf/assessment-report/ar5/syr/SYR_AR5_SPMcorr1.pdf [Accessed 23 December 2014].

Intergovernmental Panel on Climate (2014). *Climate Change: Implications for Tourism* [Online]. Available from: <http://www.ipcc.ch/> [Accessed 23 December 2014].

APPENDIX 1

Europe 2020

Europe 2020 is the European Union's ten-year growth and jobs strategy that was launched in 2010. Each member state has set its own National targets to be achieved by 2020. The new Programming Period 2014-2020 has been designed to assist each member state achieve its National Targets under Europe 2020 which is designed on three mutually reinforcing priorities:

1. Smart growth: developing an economy based on knowledge and innovation.
2. Sustainable growth: promoting a more resource efficient, greener and more competitive economy.
3. Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion.

The areas in which activities are focussed include:

1. employment and skills
2. research and development
3. climate change and environment
4. education
5. poverty and social exclusion

The targets set by Ireland are set out below.

Europe 2020 Targets for Ireland

Employment Rate in %	R&D (in % of GDP)	Emissions reduction targets (compared to 2005 levels) ²	Renewable energy (in % of gross final energy consumption)	Energy efficiency ¹	Early school leaving in %	Tertiary education in %	Reduction of population at risk of poverty or social exclusion (in number of persons)
69-71%	approx. 2% (2.5% of GNP)	-20%	16%	13.9	8%	60%	200,000 (persons in combined poverty) ²

(Source: http://ec.europa.eu/europe2020/pdf/targets_en.pdf)

¹ The Energy Efficiency Directive 2012/27/EU sets out in article 3(1)(a) that the European Union 2020 energy consumption has to be of no more than 1474 Mtoe (Million tonnes of oil equivalent) of primary energy or no more than 1078 Mtoe of final energy. This table only reports on primary energy consumption levels in 2020 expressed in Mtoe.

² Ireland has expressed its national target using its own defined indicator, which is different to the EU headline target indicator.

APPENDIX 2

Priorities for Regional Operational Programme

80% of Ireland's allocation of ERDF Funding must be spent in what are called 'Thematic Objectives' the following areas

Thematic Objectives:

1. Research and innovation
2. Information and communication technologies (ICT)
3. Competitiveness of Small and medium-sized enterprises (SME's)
4. Shift towards low carbon economy

Further areas:

5. Climate change adaptation and risk prevention and management
6. Environmental protection and resource efficiency
7. Sustainable transport and removing bottlenecks in key network infrastructures
8. Employment and supporting labour mobility
9. Social inclusion and combating poverty
10. Education, skills and lifelong learning
11. Institutional capacity building and efficient public administration

APPENDIX 3

Risks and impacts caused by a changing climate: Taken from the IPCC CLIMATE CHANGE 2014 Synthesis Report Summary for Policymakers.

Available online at: https://www.ipcc.ch/pdf/assessment-report/ar5/syr/SYR_AR5_SPMcorr1.pdf

The Earth's surface temperature is projected to rise over this current 21st century under all the assessed emission scenarios. It is very likely that heat waves will occur more often and last longer, and that extreme precipitation (rain) events will become more intense and frequent in many regions. The ocean will continue to warm and acidify, and global mean sea level to rise.

The IPCC climate change scientific models evaluate risks using a medium to high confidence rating and conclude:

- Climate change will amplify existing risks and create new risks for natural and human systems. Risks are unevenly distributed and are generally greater for disadvantaged people and communities in countries at all levels of development.
- Greater risk of injury, disease, and death due to more intense heat waves and fires (very high confidence).
- Increased risk of under nutrition resulting from diminished food production in poor regions (high confidence).
- Consequences for health of lost work capacity and reduced labour productivity in vulnerable populations (high confidence).
- Increased risks of food- and water-borne diseases (very high confidence) and vector-borne diseases (medium confidence) .
- The global glacier volume, excluding glaciers on the periphery of Antarctica (and excluding the Greenland and Antarctic ice sheets), is projected to decrease by 15 to 55% for RCP2.6, and by 35 to 85% for RCP8.5 (medium confidence).
- Global mean sea-level rise will continue during the 21st century, very likely at a faster rate than observed from 1971 to 2010.

Urban Areas

In urban areas, climate change is projected to increase risks for people, assets, economies and ecosystems, including risks from heat stress, storms and extreme precipitation, inland and coastal flooding, landslides, air pollution, drought, water scarcity, sea-level rise, and storm surges (very high confidence). These risks are amplified for those lacking essential infrastructure and services or living in exposed areas.

Rural Areas

Rural areas are expected to experience major impacts on water availability and supply, food security, infrastructure, and agricultural incomes, including shifts in the production areas of food and non-food crops around the world

Displacement

Climate change is projected to increase displacement of people. Populations that lack the resources for planned migration experience higher exposure to extreme weather events, particularly in developing countries with low income. Climate change can indirectly increase risks of violent conflicts by amplifying well-documented drivers of these conflicts such as poverty and economic shocks.

Oceans

There is high confidence that ocean acidification, due to Carbon Dioxide being absorbed by them, will increase for centuries if CO₂ emissions continue, and will strongly affect marine ecosystems.

Coral reefs and polar ecosystems are highly vulnerable. Coastal systems and low-lying areas are at risk from sea-level rise, which will continue for centuries even if the global mean temperature is stabilized (high confidence).

Year-round reductions in Arctic sea ice are projected for all RCP scenarios.

Species Extinction

A large fraction of species faces increased extinction risk due to climate change during and beyond the 21st century, especially as climate change interacts with other stressors

Food Security

Climate change is projected to undermine food security. Due to projected climate change by the mid-21st century and beyond, global marine species redistribution and marine biodiversity reduction in sensitive regions will challenge the sustained provision of fisheries productivity and other ecosystem services (high confidence).

“The potential for runaway greenhouse warming is real and has never been more present. The most dangerous climate changes may still be avoided if we transform our hydrocarbon based energy systems and if we initiate rational and adequately financed adaptation programmes to forestall disasters and migrations at unprecedented scales. The tools are available, but they must be applied immediately and aggressively”. - The United Nations Environment Program

“Taken as a whole, the range of published evidence indicates that the net damage costs of climate change are likely to be significant and to increase over time.” - U.N Intergovernmental Panel on Climate Change

“Unless we act dramatically and quickly, science tells us our climate and our way of life are literally in jeopardy.” -U.S. Secretary of State John Kerry

“Failure to reduce emissions, could threaten society with food shortages, create refugee crises, the flooding of major cities and entire island nations, mass extinction of plants and animals, and a climate so drastically altered it might become dangerous for people to work or play outside during the hottest times of the year. Continued emission of greenhouse gases will cause further warming and long-lasting changes in all components of the climate system, increasing the likelihood of severe, pervasive and irreversible impacts for people and ecosystems,” -U.N. Panel Issues Its Starkest Warning Yet on Global Warming 2014

Waterford Regional Airport

PRESENTATION ON THE AIRPORT JANUARY 2015

Waterford Airport

- 1981: The Airport was established as South Eastern Airport Co Ltd, with broad based community support including the trade unions, in co-operation with Waterford City Council
- 1989: It became a PLC, with a board and full-time management team on-site, with the ability to raise capital
- The Airport is owned by over 1,100 individual shareholders
- Waterford City (and County) Council are shareholders and are also the owners of the most of the Airport's land
- The Airport is fully licenced and audited regularly by the Irish Aviation Authority and receives OPEX and CAPEX subvention funds from the Dept. Of Transport

Waterford Airport

• Management Team:

- | | |
|-------------------|--------------------------------|
| ○ Desmond O'Flynn | - Chief Executive |
| ○ Aidan Power | - General Manager |
| ○ Mattie Whittle | - Operations Manager |
| ○ Anne Wall | - Finance Manager |
| ○ Donal Leahy | - Air Traffic Services Manager |

• Employees:

- 29 staff on-site, all fully trained in airside and landside operations respectively
- Accredited and fully trained fire service



Waterford Airport: Core Activities (1)

• Scheduled Services

- | | |
|-------------------------------|-----------------------------|
| ○ Flybe service to Birmingham | 4 / week in summer 14 |
| ○ Flybe service to Manchester | 3 / week in summer 14 |
| ○ Flybe service to Birmingham | 3 / week for winter 14 / 15 |

• Search and Rescue Operations

- Irish Coast Guard Sikorski S 92 helicopter based at Waterford Airport
- Operated by CHC under contract with the Irish Coast Guard
- 24 hours 7 days a week emergency rescue cover for the South and the East of Ireland which now includes medical evacuation

• Based Aero Club with 80 /100 members



Waterford Airport: Core Activities (2)

- Corporate jet aviation
 - e.g. Genzyme / Sanofi, VW Audi, Nuvasive and West Pharma corporate jets all used Waterford Airport in the last quarter of 2014
- Based aircraft that are parked and kept at the Airport
- Light aircraft general aviation (visitors) and “circuit training”
- Maintenance operation for light aircraft
- A newly established pilot ground school
- Other aviation related activities at the Airport
 - Servicing of marine exploration sector

Waterford Airport
Connecting the South East



Waterford Airport: Core Activities (2)

- **Corporate jet aviation**
 - e.g. Genzyme / Sanofi, VW Audi, Nuvasive and West Pharma corporate jets all used Waterford Airport in the last quarter of 2014
- **Based aircraft that are parked and kept at the Airport**
- **Light aircraft general aviation (visitors) and “circuit training”**
- **Light aircraft maintenance facility on-site**
- **A newly established pilot ground school**
- **Other aviation related activities at the Airport**
 - Servicing of marine exploration sector



Waterford Airport: Operations

- **Operating Hours:**
 - 07h30 to 21h00 local, seven days week
 - The Airport Operations support team is available outside standard operating hours
- **Operational Equipment:**
 - Runway 21 /03 with a length of 1433 m with one taxi-way (alpha)
 - Apron for parking
 - Instrument Landing System (ILS)
 - Ground Power Units (GPU)
 - Stairs and baggage loaders
 - De-icing equipment
- **Jet A1 and Avgas fuelling facilities are also available on site**
 - The Airport has its own airside storage tanks and bowsers for both fuels



Why Waterford Airport ? (1)

- Our own management team supervises all key operational activities at the Airport:
 - Airside and ramp operations
 - Landside operations
 - The fire service
 - Re-fuelling services for Jet A1 and Avgas
- We offer one location and one company for all aviation and aviation-related services required, including ramp space, re-fuelling and hangarage
- We have a manned Air Traffic Control Tower, available 24 /7
- A full weather service is available on-site



Why Waterford Airport ? (2)

- Clement temperate climate and favourable weather conditions for all types of aviation throughout the year
- Hangarage facilities for a helicopter and /or small aircraft are available with advance notice (6 weeks)
- Ease of access and general usability
 - Close to Belleview Port and the City of Waterford
 - 12 minutes from the M9 motorway to Dublin / Cork
- and..... Waterford has experience in other aviation related activities such as servicing the marine exploration sector



The Waterford Airport Catchment



Passenger Traffic Highlights of 2014

- Passenger traffic was ahead by 17.9% for the full calendar year of 2014 vs. last year (2013)
- This is in spite of reduced frequencies on both Birmingham and Manchester services in 2014 compared to 2013
- The average Birmingham load factor for the year was 75.2%
- The average Manchester load factor for the year was 66.2%
- So, why was 2014 so good ?
 - A consistent and reliable service being offered by Flybe and the Airport
 - There is a renewed confidence in the Airport and its activities
 - The Airport has a more positive image
 - People like the access / easy use of the facility

Route Development at Waterford Airport, 2015

- The Airport needs to replace the Aer Arann / Stobart London Luton service which was discontinued back in January 2013
- A renewed London service is No 1 commercial priority for 2015
- Over 50,000 people flew to / from London in 2012
- The Airport also needs to replace the Flybe service from Manchester (discontinued in Nov '14) and the Flybe service to Birmingham which will cease at the end of March '15.
- The Airport is in detailed discussions with a number of airlines with a view to re-starting services in summer '15



Current Infrastructural Development at Waterford Airport

- **CPO lands at the Southern end of the airfield:**
 - Arbitration on 18 acres of CPO lands is now due in late April 2015
- **The Runway Extension:**
 - Planning application to extend the runway at the Southern end of the airfield by 350m was granted by Waterford County Council in December 2014
- **Fund Raising:**
 - Already in progress in order to finance the runway extension
 - A mixture of private and public funding is envisaged



The Govt's Role in Infrastructural Development

- The Irish Govt / Dept Of Transport is bound by EU regulations on State aid to regional airports in the three key areas of OPEX, CAPEX and PSOs
- OPEX to regional airports:
 - Is approved by the EU but now has a finite time limit of 10 years (2005 EU Guidelines, revised in April 2014)
 - OPEX is paid to compensate regional airports for costs incurred in providing core airport services
 - OPEX covers costs that cannot be fully met by prudent commercial management or by surpluses from non-core activities such as car parking or catering services
 - Waterford Airport receives OPEX of approx. €1 million a year but this figure will decrease over the coming years



The Govt's Role in Infrastructural Development

- CAPEX
 - Is only available from Govt / Dept of Transport for essential safety and security at the airport such as landing systems, runway safety ends, fire tenders, Air Traffic Control equipment and so on....
 - All other CAPEX such as runway extensions, terminal improvements etc. is considered a matter for the Board of the Airport and not for the Irish Govt / Dept of Transport, even if it is allowed in certain circumstances by the EU.
- The current OPEX and CAPEX schemes finished at the end of December 2014
- But.....in the Govt's draft aviation policy for Ireland, published in June 2014, there is a commitment by Govt for both OPEX and CAPEX to the regional airports beyond 2014 for up to 10 years, which again follows EU Guidelines.



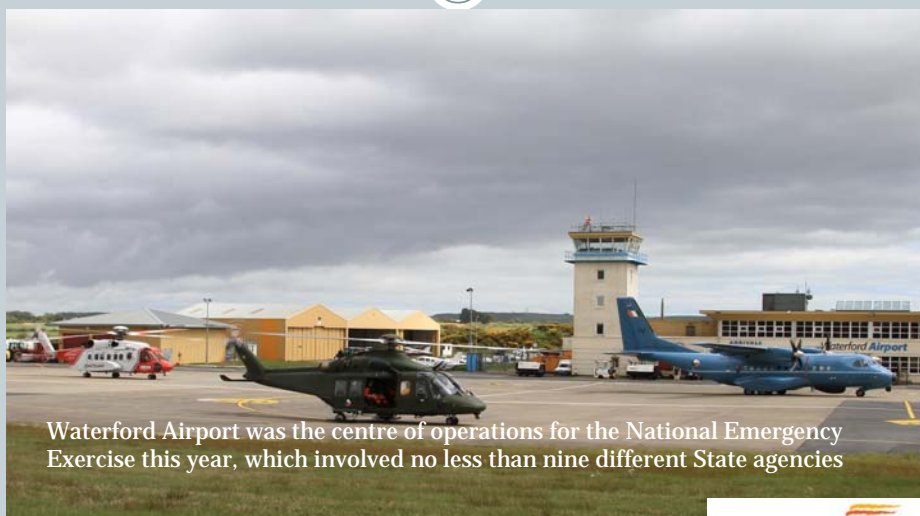
Waterford Airport and the Wider Community

- **Waterford Airport's overall role in the wider community:**

- The Irish Coast Guard Service is based at the Airport, which serves the needs of the greater South East and South regions and is now tasked with HEMS activity by the Govt
- Co-ordination of "Operation Elva" (the national emergency exercise) in May of this year
- Helping to maintain contact with the diaspora of Waterford / Kilkenny / Wexford and east Co Cork living in the UK
- Creating in-bound tourism
- Generating economic / commercial / tourist activity



"Operation Elva", May '14 at Waterford Airport



Waterford Airport was the centre of operations for the National Emergency Exercise this year, which involved no less than nine different State agencies



Waterford Airport: Marine Exploration Support



CHC marine exploration support at Waterford, July 2013

Waterford Airport
Connecting the South East

Waterford Airport

- And finally.....

Recently said to one of our Front Desk colleagues:

“The best thing about Waterford Airport is flying back into Waterford Airport !”

Waterford Airport
Connecting the South East

Waterford Airport: Management Contact Details

- Waterford Airport looks forward to working in the coming years with scheduled airlines, charter companies and other aviation services providers to offer a greater range of destinations and aviation-related services on-site
- Please contact:
 - Desmond O'Flynn - Chief Executive
 - Aidan Power - General Manager
- Tel: + 353 51 84 66 00
- Email: desmond.oflynn@waterfordairport.ie
- Email: aidan.power@waterfordairport.ie



Waterford Airport

THANK YOU
FOR YOUR INTEREST



Healthy Waterford Steering Committee

Submission to Waterford 2020: Local Economic & Community Plan



1) INTRODUCTION

The Healthy Waterford Steering Committee welcomes the opportunity to make a submission to Waterford 2020: Local Economic & Community Plan. This submission is further to representations made during the initial consultation phase.

2) ABOUT HEALTHY WATERFORD

Healthy Waterford – Making Health Our Business

*Our vision is to make health all of **our** business, to create a healthy, equitable, resilient and vibrant Waterford for all who live, work and visit; and supports all organisations and sectors to recognise the role they have to play in improving health and well-being.*

The Healthy Waterford mission is to promote health and well-being, provide inspiration and facilitate innovative actions and inform the development of good policies throughout Waterford City & County by:

- leadership and learning from the WHO European Healthy Cities Network and National Network of Healthy Cities in Ireland
- introducing and piloting innovative concepts and approaches
- supporting research, sharing evidence and building capacity
- collaborate with partners to maximise impact on health and inequalities
- support the delivery of the Healthy Ireland Framework at local level

Waterford City was initially designated a Healthy City by the WHO European Healthy Cities Network in 2010 – the first city in Ireland to be awarded under Phase V (2009-2013). As per changes to local administrative boundaries the Metropolitan District of Waterford is currently designated under Phase VI (2014 – 2018) WHO European Healthy Cities Network programme, one of only three in Ireland. A WHO Healthy City is a city committed to the development and maintenance of physical and social environments which support and promote better health and quality of life for residents. Going forward, the Healthy Waterford Steering Committee is committed to implementing the WHO Healthy Cities Phase VI principles throughout Waterford City & County.

The overall objectives of the Healthy Waterford project are to **reduce health inequalities** and **promote local leadership for health** through delivering the following goals:

- a) **To support and empower the people of Waterford to fulfill their health potential at each stage of their lives.**
- b) **To initiate and support the delivery of co-ordinated policies, strategies and interventions to deal with complex public health challenges including non communicable diseases.**

- c) **To advocate for health and social services and supports to be delivered using a person centred approach.**
- d) **To create resilient and empowered communities and settings that support good health and ensure the equitable distribution of the city's resources.**
- e) **To support leadership for health through communication and engagement with all stakeholders and the people of Waterford. Support the dissemination of robust information to inform decision making.**

The Healthy Waterford Steering Committee has prepared a 5 year strategy to guide implementation of the project. Please see appendix 1 for overview of Objectives, Goals & Actions.

The Steering Committee is a partnership of the following organizations:

- HSE
- Waterford City & County Council
- Waterford Area Partnership
- Waterford Childcare Committee
- Waterford Sports Partnership
- Community Health Network
- Waterford Public Participation Network.

3) POLICY CONTEXT

Health 2020 is the European health policy framework which aims to support action across government and society to: “significantly improve the health and well-being of populations, reduce health inequalities, strengthen public health and ensure people-centred health systems that are universal, equitable, sustainable and of high quality”.

As a country, Ireland's response to Health 2020 was the development of a Government plan that involves every part of Irish society in improving our health and wellbeing. This plan - “Healthy Ireland” - was published in March 2013 and is the new national framework for action to improve the health and wellbeing of our country over the coming generation.

Healthy Ireland has four high-level goals, which reflect Health 2020, and are core to all actions and activities. These goals are to

- Increase the proportion of Irish people who are healthy at all stages of life
- Reduce health inequalities
- Protect the public from threats to health and wellbeing
- Create an environment where every sector of society can play its part

The framework for Phase VI of the WHO Healthy Cities Programme is based on Health 2020. In Ireland, the National Healthy Cities & Counties of Ireland Network¹ has been identified as a structure through which to implement and develop Healthy Ireland at a local level.

National Healthy Cities & Counties of Ireland Network

The National Healthy Cities & Counties of Ireland Network is founded upon the recognition that 'the solutions to health challenges in towns and cities do not lie with the health sector alone but with decisions made by others: in local government, education, urban planners, engineers and those who determine physical infrastructure and access to social and health services.' WHO Urban Health.

The National Healthy Cities & Counties of Ireland Network aims to:

- provide support, and build capacity for the further development of the WHO Healthy Cities framework and implementation of Healthy Ireland at a local level
- provide a forum for exchanging views and encouraging best practice in promoting urban health;
- provide a forum through which local issues can influence national policy;
- showcase to a wider audience the positive work being done in Ireland to promote urban health;
- encourage greater numbers of towns and cities to adopt the WHO principles for urban health; and,
- provide a representative voice for Ireland within the WHO Network of European National Healthy Cities Networks

4) KEY OBSERVATIONS & RECOMMENDATIONS

Community

- Recognising that social determinates of health and wellbeing are heavily influenced by economic, social, cultural and environmental conditions in which we live our lives, Waterford 2020: Local Economic and Community Plan will play a critical role in creating the conditions necessary to delivery health and wellbeing in Waterford over its lifetime.
- Waterford 2020 is an excellent opportunity to create a positive vision and coherent structure to the future development of Waterford. On this basis we

¹ Waterford is a founding member and currently chair of the National Healthy Cities & Counties of Ireland Network

would suggest that the revised socio-economic framework² better represents the areas of common interest between the economic and community elements of the plan.

- We welcome the inclusion of Healthy Waterford under the key action area: **Stronger, Safer, Healthier Waterford** but would also like the plan to acknowledge that the factors that contribute to health, wellbeing and a better quality of life are very much influenced by the other key areas: Stronger Futures; Stronger Connections between services and people; and Stronger Participation of all Waterford communities.
- As Healthy Waterford is the local implementation structure for Healthy Ireland: National Framework for Improved Health and Wellbeing and given the considerable overlap in the areas of common interest between the objectives of both plans, we are committed to liaising closely with the LCDC and supporting the delivery of Waterford 2020.

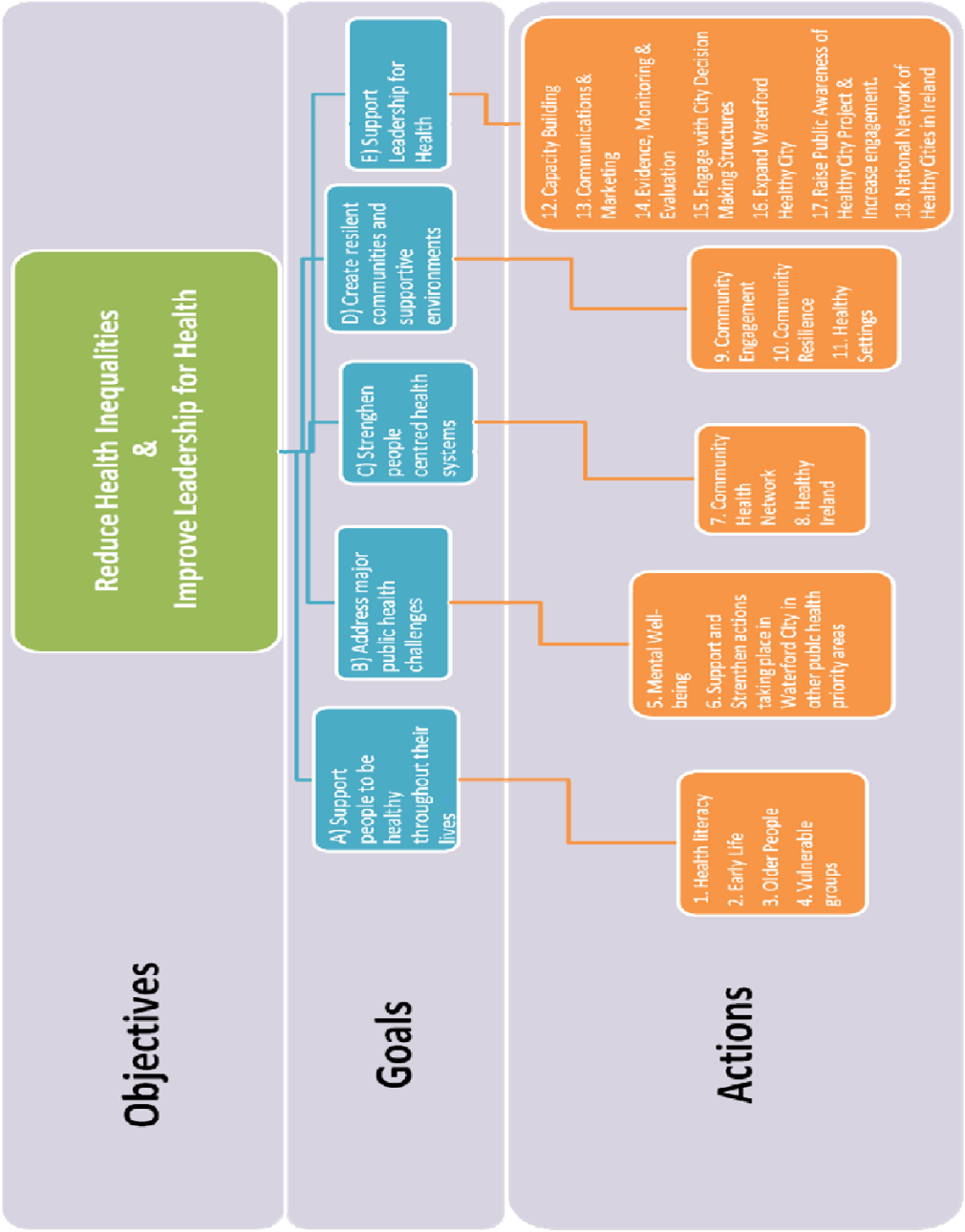
Economic Development

- We welcome the commitment to create strong and diverse urban centers within the economic plan. Strong and vibrant local economies positively influence the social determinants of health, which in turn will be critical in underpinning communities of place.
- The Greenway Project represents a significant investment in the tourism, recreational and transport infrastructure of the county. The greenway provides a safe, traffic free link that will enhance connectivity between communities, offer more opportunities to be physically active and make cycling a viable commuting option for many people. In order to realize the community benefits of the project we would suggest the following:
 - Develop a *Greenway Smarter Travel Plan*, based on the learning from GO Dungarvan. This plan will facilitate and support communities along the route to make best use of the project.
 - Connectivity – In order to facilitate onward journeys the access points along the greenway should be serviced by dedicated cycle paths to the urban centre.

² Waterford 2020: Report on Initial Engagement (Page 5, Figure 2)

- The Healthy City brand is a valuable commodity and can contribute to Waterford's competitiveness, in terms of drawing inward investment and promoting Waterford as an attractive place to live. Waterford is one of only 3 WHO designated Healthy Cities in Ireland and 100 in Europe. It is recognition of that Waterford actively supports better health and promotes a better quality of life for all who live and work here. As such we would suggest that the information about *Healthy Waterford* be incorporated in all marketing material.

APPENDIX 1: HEALTHY WATERFORD STRATEGY OVERVIEW (OBJECTIVES, GOALS & ACTIONS)



APPENDIX 2: WHO EUROPEAN NETWORK OF HEALTHY CITIES PHASE VI
NETWORK GOALS & REQUIREMENTS³

Phase VI goals and themes: overview

Overarching goals			
Tackling health inequalities Human rights and gender		Promoting city leadership and participatory governance for health Whole-of-government and whole-of-society approaches Health and health equity in all local policies City health diplomacy	
Core themes			
Life course and empowering people	Tackling public health priorities	Strengthening people-centred health systems and public health capacity	Creating resilient communities and supportive environments
Highly relevant priority issues			
Early life	Physical activity	Health and social services Other city services	Community resilience
Older people	Nutrition and obesity	Public health capacity	Healthy settings
Vulnerability	Alcohol		Healthy urban planning and design
Health literacy	Tobacco		Healthy transport
	Mental well-being		Climate change
			Housing and regeneration

³ Page 15 - http://www.euro.who.int/_data/assets/pdf_file/0017/244403/Phase-VI-20142018-of-the-WHO-European-Healthy-Cities-Network-goals-and-requirements-Eng.pdf

LECP Submission from Paul Flynn, 57 Marian Terrace, Tramore, Waterford.

I would like to commend all the hard work that has taken place in the preparation and development of the plan. I welcome the opportunity and invite to comment on the draft [Waterford Local Economic & Community Plan Report on Initial Engagement \(Waterford Local Economic & Community Plan\)](#). Having taken a look through the plan and can see the huge potential to steer our County on a truly sustainable path into what is going to be a challenging one, economically, environmentally and one which will test not only our County but without doubt all of our Planet. What we plan for now will decide what we inherit in the future. Two of our biggest challenges will be resource availability and climate change and how we adapt to both. On reading the copy of the guidelines issued by the Department of Community Environment & Local Government download [Circular LG 1/2015 Local Economic & Community Plans \(Circular LG 1/2015 Local Economic & Community Plans, 348 kbs\)](#) I noticed a paragraph which I feel is extremely important in relation to both of the those challenges and the resilience of the Plan:

Part (B) Economic Elements of the LECP *Content of Economic Elements* 11. It states ‘The core drivers of the LECP’s economic elements will be:-

- its Objectives - Sustainable Economic Development Objectives (SEDOs); and
- the Actions identified to achieve them, covering the full range of Economic Action Areas identified at paragraph 3, including matters contained in the Sectoral Strategy, Supporting Economic Recovery and Jobs – Locally

Section 14 provides an ‘indicative summary of some broad areas of action which are likely to warrant inclusion (with appropriate detail and adaptation to the local authority area) in the LECP’ and it is subsection **viii** which I ultimately refer to;

viii. action to support a shift towards low-carbon and climate resilient economic activity, including increasing efficiency in the use of resources and in energy use, reducing greenhouse gases, and promoting the supply and use of renewable energy sources, by-products and wastes;

I am strongly of the opinion that not including this action into the LECP Core Transformational Goals will seriously compromise our County’s resilience and ability to adapt as we head towards our future. We are putting off the inevitable.

Furthermore, the inclusion of this action would also open up huge funding potential as referred to in subsection **vi. measures to attract national and EU investment in the delivery of the strategy e.g. INTERREG funding and the new ERDF Urban Development Fund;**

See; http://ec.europa.eu/clima/tenders/2014/docs/awp_2014_en.pdf

Also: http://ec.europa.eu/budget/funding/ngos/main-funding-sources_en

Enshrining the above subsection **viii** within LECP Core Transformational Goals would also align the plan with the goals of the **European strategy for smart, sustainable and inclusive growth**

– **"Resource efficient Europe"** to help decouple economic growth from the use of resources, support the shift towards a low carbon economy, increase the use of renewable energy sources, modernise our transport sector and promote energy efficiency.

-EUROPE 2020 A European strategy for smart, sustainable and inclusive growth

See: <http://ec.europa.eu/eu2020/pdf/COMPLET%20EN%20BARROSO%20%20%20007%20-%20Europe%202020%20-%20EN%20version.pdf>

Also see: <http://www.fastcoexist.com/3024721/the-10-smartest-cities-in-europe>

I have included the following list with the aim of emphasizing the overwhelming importance of enshrining a low carbon development ethos into the 5 year LECD Plan being that carbon emissions are one of the main drivers of climate change

Future risks and impacts caused by Climate Change

The Earth's surface temperature is projected to rise over this current 21st century under all the assessed emission scenarios. It is very likely that heat waves will occur more often and last longer, and that extreme precipitation (rain) events will become more intense and frequent in many regions. The ocean will continue to warm and acidify, and global mean sea level to rise. The following was also found.

Greater risk of injury, disease, and death due to more intense heat waves and fires (very high confidence)

Increased risk of under nutrition resulting from diminished food production in poor regions (high confidence)

Consequences for health of lost work capacity and reduced labour productivity in vulnerable populations (high confidence)

Increased risks of food- and water-borne diseases (very high confidence) and vector-borne diseases (medium confidence)

The global glacier volume, excluding glaciers on the periphery of Antarctica (and excluding the Greenland and Antarctic ice sheets), is projected to decrease by 15 to 55% for RCP2.6, and by 35 to 85% for RCP8.5 (medium confidence)

Global mean sea-level rise will continue during the 21st century, very likely at a faster rate than observed from 1971 to 2010.

In urban areas, climate change is projected to increase risks for people, assets, economies and ecosystems, including risks from heat stress, storms and extreme precipitation, inland and coastal flooding, landslides, air pollution, drought, water scarcity, sea-level rise, and storm surges (very high confidence). These risks are amplified for those lacking essential infrastructure and services or living in exposed areas.

Rural areas are expected to experience major impacts on water availability and supply, food security, infrastructure, and agricultural incomes, including shifts in the production areas of food and non-food crops around the world

Climate change is projected to increase displacement of people. Populations that lack the resources for planned migration experience higher exposure to extreme weather events, particularly in developing countries with low

income. Climate change can indirectly increase risks of violent conflicts by amplifying well-documented drivers of these conflicts such as poverty and economic shocks

There is high confidence that ocean acidification, due to Carbon Dioxide being absorbed by them, will increase for centuries if CO2 emissions continue, and will strongly affect marine ecosystems.

Coral reefs and polar ecosystems are highly vulnerable. Coastal systems and low-lying areas are at risk from sea-level rise, which will continue for centuries even if the global mean temperature is stabilized (high confidence).

A large fraction of species faces increased extinction risk due to climate change during and beyond the 21st century, especially as climate change interacts with other stressors

Climate change is projected to undermine food security. Due to projected climate change by the mid-21st century and beyond, global marine species redistribution and marine biodiversity reduction in sensitive regions will challenge the sustained provision of fisheries productivity and other ecosystem services (high confidence).

Year-round reductions in Arctic sea ice are projected for all RCP scenarios.*

Climate change will amplify existing risks and create new risks for natural and human systems. Risks are unevenly distributed and are generally greater for disadvantaged people and communities in countries at all levels of development.

The above list is taken from the IPCC CLIMATE CHANGE 2014 Synthesis Report Summary for Policymakers

The risks are evaluated using a medium to high confidence rating

*RCP – Representative Concentration Pathways. They describe four possible climate futures, all of which are considered possible depending on how much greenhouse gases are emitted in the years to come

See: <http://www.ipcc.ch/report/ar5/syr/>

Further Suggestions including links to further information

Has a health check on our city been carried out?

http://www.heritagecouncil.ie/fileadmin/user_upload/Publications/Planning/Kilrush_Report/Kilrush_Town_Centre_Health_Check_Final_Report_1_.pdf

Plan to get to Green Capital Status

<https://www.bristol2015.co.uk/>

Seriously consider subsidizing Green Companies and startups and push for closed cycle business models

<http://www.ecpamericas.org/Initiatives/?id=62>

Reactivate the fair trade sector and reestablish Waterford City's Fair Trade Status

<http://www.thurles.info/2009/02/17/thurles-irelands-most-creative-fairtrade-town/>

Help reestablish the Waterford to Rosslare line. This would be a vital link to the ferry terminal

<http://irishrailwaymodeller.yuku.com/topic/1034/Proposed-Reopening-of-the-Waterford-to-Rosslare-line#.VSwjq9zF9ZN>

Establish a serious sculpture trail throughout the city

<http://www.visitennis.com/see-what-to-do/sculpture-trail/>

Open dialogue with the owners of land at Lower Gracedieu to establish the construction of three –six wind turbines. Waterford City and County Council could purchase power from this initiative, decreasing it's own carbon footprint.



Re-populate the city centre via tax incentive or other financial incentives. This would help bring life and community back to the heart of our city.

<http://www.thejournal.ie/noonan-spreads-living-cities-across-country-1130495-Oct2013/>

Allow tables to be placed on streets where room allows. This would encourage a cafe culture to develop

http://www.rtpi.org.uk/media/11209/re-imagining_urban_spaces_to_help_revitalise_our_high_streets_clg_july_2012_rtpi_partner.pdf

Establish a walking art gallery within all empty shop fronts throughout the city centre under the initiative 'meanwhile use'

<http://www.publicartonline.org.uk/>

Encourage a music entrepreneur to open or build a venue within the city. Waterford City has no existing medium to large size music venue. This could service the southeast area.

<http://www.mcd.ie/venues/>

Consider facilitating a Marquee Venue such as that in Cork

<http://www.aikenpromotions.com/Festivals/live-at-the-marquee-cork-2004-2010.html>

Waterford City & County Council,
City Hall, The Mall,
Waterford

Re: Waterford Local Economic and Community Plan Submission.

To whom it concerns,

I wish to offer the following opinions and suggestions in respect of the “draft” Waterford Local Economic Community Plan:

1. **Re. Plan-making process and general content:** Whilst seeing virtue in having a Plan of the general type proposed (but see below), and whilst accepting that the nature of the Plan has been largely prescribed by national government, I am of the view that the Plan, as prescribed, is significantly compromised by virtue of the following -
 - a. It seeks only to provide a framework for Economic and Community endeavours when broader policy and legislation would indicate that any such plan should provide a framework for Sustainable Development i.e. it should address economic, community and environmental actions and policies in equal measure.
 - b. It is required to integrate with a *plethora* of overlapping, stand-alone plans and policies, and to be consistent with even more. This seems, to me, to be the absolute antithesis of efficient and effective plan-making.

I would also perceive, in this regard, that the layers of committees which are required to co-ordinate the implementation of the Plan will equally strangle efficient and effective Plan implementation – particularly when one also considers the mosaic of existing economic and community stakeholder/interest groups who will also be involved in its implementation. It would seem to me that this complicated, bureaucratic implementation infrastructure has arisen within the context of the aforementioned plethora of overlapping, stand-alone plans and policies. I would, therefore, suggest that any streamlining of the former needs to be preceded by a streamlining of the latter – if the subject Framework/Action Plan is to be implemented in a meaningful and coherent manner.

Hence, from this perspective, it is my view that the drawing up of this Plan should have been preceded by a streamlining of all existing, relevant Plans and Policies (in keeping

with a. above) and their integration into one, initial draft, integrated Plan, in advance of the consultation process. I would perceive that a process of this nature would allow for a more coherent and clearer consultation process which could then focus on "filling" obvious gaps in "soft infrastructure" provision and action planning – thereby making for a more satisfying consultation process, avoiding duplication and "consultation fatigue" and allowing resources to be better targeted at the implementation of the Plan. Ultimately, I would see that a Plan of this nature would be complemented by geographically-based, fully-integrated Spatial Plans.

Where the suggested level of integration was not considered desirable, I would alternatively see that the Plan should be supported by a maximum of one sub-plan per sector.

- c. it is heavily weighted towards Economic Development - noting that this presents as being very much reflected in the Transformational Goals set out on page 4 of the draft Local Plan.
- d. I found the language used in the Guidelines/draft Plan to be inaccessible from an average-person-in –the-street-perspective, in the main, (with the exception of the section of the Plan which outlines the Action Points that arose from the previous consultation exercise). I would see that this has at least partially arisen from the numerous references to the plethora of plans, strategies and bodies referenced in b, the use of "institutional jargon" that arises in all sectors over time e.g. "Communities of place" and "...of interest" , and may also be, in some measure, reflective of the point raised in c. above.
- e. The draft Plan reads more like a summary of Submissions than a draft Action Plan and I found it difficult to discern the actual content of the Plan in this regard - is it the case that the Action Points which have been included and which arose from the consultation process to date are the proposed main elements of the Plan? My reading of the Guidelines is that the Plan (and draft) should constitute a "succinct", "clear" "action-focused document and hence, I am unclear as to why the document itself includes a summary of the consultation process.
- f. The Draft Plan should have been subjected to Appropriate Assessment and Strategic Environmental Assessment as aspects such as the overall aim to " *Expand the contribution of the natural resource sector*" have considerable potential to impact on the environment and Natura Sites. This potential is further borne out by the (seeming) inclusion of specific aims in relation to aquaculture development and the development of the river Suir (cSAC.....!) "*as an economic resource...*" , for instance. It is my view that the government have shirked their responsibility in leaving it to the Local Authorities to

decide whether to undertake these screenings/assessments – when the content of the Guidelines clearly suggest the need for same, in my view.

2. **Re. Tourism:** I would suggest that:

- a. consideration is given to the possibility that the title of the “Viking Triangle” may be somewhat “limiting” in attracting visitors. I would point out that this suggestion is not evidence-based but consider that it may be useful to collate “visitor feedback” in this regard, if it has not been obtained to date, as it seems to me that:
 - Most visitors – probably – arrive in Waterford via Dublin and may have “done the Viking thing” whilst there and hence, be “Vikinged-out” by the time they arrive in Waterford. If further development of the “Viking package” were to be offered in Co. Louth, as was mooted some years ago, this would almost certainly further impact on the attraction of the “Viking Triangle” owing to the proximity of the area to Dublin, and is perhaps also worthy of consideration in this regard.
 - The area at issue has a broader historical interest than is suggested by its present title.
- b. Consideration is given to the provision of a genealogy centre in a redeveloped Council Archives site on the High Street? I understand that there is a Waterford Heritage Genealogical Centre in Jenkins lane but one never hears about it in the media per se and I wonder how much this is promoted amongst American tourists who visit the Waterford Glass showrooms?

I would not be familiar with the extent of emigration to the US or Australia from Waterford (although I would be aware of the linkage with Newfoundland) and this would clearly need to be considered in embarking on any development of the current service. Where considered viable, it seems to me that a development/relocation and promotion of this service – at the suggested High street location – might help to make closer linkage between the Viking Triangle and the city centre, in addition to offering an attraction in its own right. The provision of DNA testing e.g. currently offered by Ireland’s DNA, National Geographic, etc, might add a further area of interest in this regard(might there be scope/potential for the WIT getting involved?).

Also in this regard, I consider that that the further development of the current Genealogy service, as proposed, could build on the suggestion by the Barony of Gaultier Historical Society to “*identify local genealogists*”, who could be an invaluable and enriching resource for any service provided in this regard – linking people to the localities where their ancestors were born/grew up, etc. A member of my family who has offered this service to many American people over the decades has also

emphasised how important it is for people to be able to see/touch any remaining ruins of their ancestors homes – even if it is only some stones which have been retained from the house, etc. Hence, from this perspective there would seem to be call for people being encouraged to retain such elements on their farmland.

Finally, in this regard, i would see that the suggested development/redevelopment of the Genealogy centre could offer a valuable educational/hobby resource for the city. Whilst the lifespan of interest in any such development would seem to need consideration, I am of the view that it is not an area which seems to have ben given due consideration to date.

- c. As suggested, in the Plan, I would consider that there is considerable room for improvement in respect of the presentation of the city, although I would note the considerable efforts which the Council have made in this regard in recent years. Is there any possibility that rate-based or other monitory incentives could be offered to retailers/property owners to paint buildings (upstairs and down), improve general appearance of building e.g. new windows (which may also be eligible for grant-aid), etc?
- d. Allied to this point, is a perceived need to improve the vibrancy of the city by way of incentivising the use of upper floors of city centre shops where they are not used for storage (and whilst also noting efforts already made in this regard/the over-the-shop scheme which I understand to have floundered in particular on health and safety matters).might there be potential to encourage use of these areas for clubs, classes, craft, etc – in addition to retail uses – in non-residential areas of the city?
- e. Any increased use of the river for Estuary boat trips, angling, etc should start with the aim of cleaning up the water in the river and of ensuring an attractive riverfront through the planning process i.e. by seeking to protect natural vegetation along the riverside (and enhancing it where possible), in addition to ensuring that development in such areas do not detract from its attractiveness. As previously submitted in respect of the City Development Plan, I would consider that there is need for a specific policy to guide slope and cliff development in the county/city, so as to aid any future (limited) development along the river/ estuary. I appreciate that the issues addressed under this point are essentially spatial/addressed under the Water Framework Directive Plans, but it seemed important to at least reference these points at this juncture.
- f. The Council consider inviting a local camera club (if agreeable), or engaging a photographer, to undertake a walking tour of the main urban centres/ scenic areas with a view to providing feedback on suggested public realm/presentation changes, -

as viewed through the eyes of a camera lens. It might offer an interesting perspective!

When trying to photograph the new bridge some weeks ago, I was struck by the potential views offered in an area of Grannagh which would make an ideal picnic/photo-stop point (a small field near the "quarry"). Equally, whilst considering that the installation of the long-boat beside Reginald's Tower greatly enhanced that area of the city, I was recently struck, when taking photographs in the area, by the "clutter" which had started to encroach on this area and which, in my view, takes from the character of this historically significant site e.g an explosion of planters. The inclusion of a bicycle rack, in recent weeks/ months, really left me wondering

I appreciate that this matter is likely to be more fittingly addressed in a Public Realm Plan.

- g. Any Public Realm improvements should seek to address all of the senses – both in terms of correcting negative sensory experiences, in addition to providing additional positive experiences in this regard e.g. scented plants in colder/shaded areas, addressing “bad odour areas” – persistent and new! There is considerable need for Pockets of green areas/planting in the city in my view.

3. Re. City Centre Vibrancy:

I would suggest that efforts are made/continue to be made to attract evening vibrancy to the John Robert’s square area of the city e.g. the area would greatly benefit from a restaurant.

4. Re. Retail:

I have noted a lack of variety in the existing retail offering in the city which could perhaps be addressed through retailer co-ordination.

5. Re. Education:

I would hope that the plan could acknowledge that not everyone is suited to third level education, as seems to have been the almost exclusive emphasis in educational policy in recent years. It is also my view that it is very difficult to source skilled workmen who take pride in their craft and skill – in an era in which apprenticeships have been downgraded and denigrated. The revival of some/availability of courses which teach skilled workmanship from a craft perspective would offer a more balanced approach to employment and overall service, in my view.

I have noted an increasing emphasis on certified courses to the detriment of “life-long learning courses” during the recession and hope that the plan will seek to address this

deficit.

In the hope that the above can be of assistance.

Yours faithfully, Rita Canney

Waterford Sports Partnership's
Submission
to the
Local Economic and Community Plan for
Waterford

Date 17 April 2015

Waterford Sports Partnership (WSP) welcomes the opportunity to make an initial submission to Waterford City & County Council/ Local Community Development Committee (LCDC) for the development of the Local Economic and Community Plan for Waterford (LECP).

We would welcome an opportunity to view the draft plan in due course and make a more detailed submission at that time.

Sport and physical activity have been effectively used to date by WSP, its Partner Agencies and stakeholders to significantly contribute to community and economic development and in doing so have addressed a range of priorities which the LECP seeks to achieve. WSP, as the umbrella body for the co-ordination of sport in Waterford is ideally positioned to oversee, manage and facilitate the delivery of sport and physical activity elements of the LECP.

This submission outlines the key areas where we see immediate opportunities for the LECP to incorporate an approach that will have a positive impact on both community and economic interests and also how WSP is well placed to be a key player in contributing to the future community and economic development of County Waterford.

1. Key Recommendations/Opportunities

- **WSP Strategy** - That the Vision, Mission and Goals of WSP's Strategic Plan 'Waterford – Active People, Active Place 2014-2017' be adopted and integrated into the LECP. See Appendix 1.
- **Strategic Approach to the development of the natural and built environment –**
 1. WSP aims to guide and develop a more integrated and co-ordinated approach to sports planning and in doing so has the capacity to contribute to the aims of the LECP. This approach serves the community better than ad hoc and isolated decision making about sport and recreation programming and facilities. An opportunity exists for greater collaboration and consultation with WSP on the development of facilities and recreational infrastructure in County Waterford under the LECP plan. The model of delivery which links facility provision with programming from the early planning stages is a best practice model and WSP has a contribution to make to decision making around facility development from the early planning stage. While the infrastructure development will be facilitated through the Local Authority, WSP can also play a key role in supporting programming to increase usage and participation. Hence, the formal inclusion of WSP in the new LECP as a key partner in the consultation process on facility and recreational infrastructure planning and development and the lead organisation on sports development would be welcomed.

2. WSP would welcome the development of a **Facilities and Recreational Infrastructure Plan** for County Waterford (taking a wide definition of facilities to include all areas of opportunity in the natural and built environment).
3. **The Greenway** presents the greatest recreational, health, economic and tourism opportunity for County Waterford in recent times. It cuts across community and economic interests on a number of levels. WSP would welcome inclusion in any opportunity to contribute to its success in providing sustainable and accessible recreational use to the people of Waterford.
4. **Trail Development and Outdoor Recreation** – A concerted and co-ordinated effort is required to develop Walking and Cycling Trails in the County and this presents a real opportunity to further develop the health of the population of Waterford while also contributing to economic and tourism interests. We recommend the prioritisation of appointing a Trails Officer with a view to preparing a clear and practical strategy for the development and maintenance of trails in Waterford.

2. WSP as a key player in contributing to the future community and economic development

- **Structure and positioning** - WSP, given its Board structure, co-ordination role and track record to date is very well positioned to oversee and facilitate the role of sport in future community and economic development. In addition, WSP has the capacity through the expertise, skills and experience of both the WSP Board of Directors and WSP staff to contribute in a very positive way to the delivery of the LECP plan.
- **Partnership** - WSP will continue to maintain and strengthen its relationship with partners at a statutory and community level and this partnership approach is in line with the working ethos of the LCDC and its plans for community and economic development. With ever reducing budget lines, joint working is not just desirable but an essential pre-requisite if local communities are to derive maximum benefit from the resources available and WSP is committed to this. WSP is well positioned to facilitate opportunities for networking, communication and the sharing of information between sporting bodies.
- **Common target groups** - The target groups of WSP reflect the priority groupings of the LCDC and given the range of programmes facilitated to date and the expertise within WSP an opportunity exists for WSP to oversee, co ordinate and manage the use of sport and recreation in developing socially inclusive communities.
- **Capacity Building** - WSP is ideally positioned to continue to build community capacity through sports training and development initiatives with opportunities to focus on key target groups. The outcome of empowered communities will be more sustainable communities and sport can contribute to this.



NCCWN Waterford Women's Centre Submission

One Waterford: Local Economic and Community Plan

Introduction

The National Collective of Community Based Women's Networks (NCCWN) Waterford Women's Centre welcomes the opportunity to comment on the community section of the Draft Waterford Local Economic & Community Plan. The NCCWN's work is key to promoting an inclusive and equitable society in Ireland and furthering government commitments to women's equality, particularly in relation to women from disadvantaged communities. As the only national programme specifically targeted at women from disadvantaged communities, the NCCWN, nationally, and its 17 Women's Projects, locally, are an important, established and experienced element of the infrastructure to promote equality for women and was the vehicle chosen to implement the Local Community Development Programme (LCDP). NCCWN employ and manage a core staff of 44, support indirect employment in their areas and lever in funding to coordinate and run development programmes including Equality for Women, health and wellbeing, active citizenship, community education, domestic abuse support and progression pathways to training and employment.

At local level, NCCWN Waterford Women's Centre engage and support women to name and address barriers that prevent them participating. The work has a gender equality, anti-poverty, and social inclusion focus. The specific focus is on women experiencing disadvantage and includes women living in poverty, lone parents, minority ethnic and migrant women and women experiencing domestic abuse. Using community development as a tool, the NCCWN Waterford Women's Centre engages marginalised women through outreach and provides community education programmes and supports. The services NCCWN Waterford Women's Centre provide include a community childcare centre (catering for 35 children), drop-in, information and referral and a first-step domestic abuse support service (DASS).

The focus of the NCCWN Waterford Women's Centre is on the empowerment and capacity building of women to contribute to benefitting their lives, their families and their local communities. The main activities include:

- Community development and community building
- Engagement and outreach

- Confidence building, personal development
- Community education programmes to support a pathway to education and training
- Childcare provision
- Support access to domestic abuse services
- Promoting women's community leadership and empowerment
- Women's health and well-being
- Awareness -raising on gender equality and women's human rights
- Improving access to local services
- Networking of women at the local, regional, national and international levels

Background to process

In 2011, NCCWN Projects met alignment criteria and delivered a reduction from seventeen legally constituted women's projects to one national legal structure with the NCCWN as the national co-ordinating body, employing 44 staff throughout the 17 projects. With regard to the further reforming of local structures context, in 2014 NCCWN actively engaged in the SICAP consultation process in an effort to ensure engagement of women in the new structures. However, the tendering process for implementation of SICAP, rendered it impossible for national organisations to apply nationally as tenders could only be submitted or considered on a county by county basis and only for the delivery of the programme in its entirety (i.e. across an entire county and across all areas of work and target groups). The NCCWN as a national organisation working exclusively on a single issue basis were therefore not in a position to tender nationally to deliver work under the SICAP. As the only route available to attempt to participate in the SICAP tendering process, the NCCWN directed its 17 local women's projects to seek to collaborate with local partners to form consortia to tender for the delivery of SICAP in their area. It proved unfeasible for NCCWN to participate as:

- Disadvantaged women were not as a named target group for SICAP so there was no requirement or directive for partners to include NCCWN Women's Projects in local consortia.
- Despite efforts to do so, many of the projects were unable to find partners to form a local consortium in their area.

Minister Kelly and Minister Fitzgerald announced, on the 27th February, the Government's commitment to social inclusion and community development through the continuation of a scheme supporting NCCWN to promote social inclusion and equality for women. Responsibility for supports to women under this new scheme, aimed at enhancing inclusion of women in communities, would become a function of the Department of Justice and Equality. This will entail a significant contribution from the Department of the Environment, Community and Local Government being made through the permanent allocation, already voted for through LCDP and SSNO to the Department of Justice and Equality to support the revised scheme. The scheme is based on the work of the National Collective of Community Based Women's Networks (NCCWN) and is aimed at promoting equality between men and women and to ensuring that women can achieve their full potential while enjoying a safe and fulfilling life. This scheme will enable the NCCWN community-based projects to deliver a programme of support to disadvantaged women while remaining outside *but closely linked* to the alignment structures. The NCCWN is committed to ensuring, through consultation with LCDCs in their local areas, that the scheme funding is used to help address poverty, social exclusion and gender inequalities experienced by disadvantaged women.

The Waterford Community Plan

In order to ensure the inclusion of women in Waterford who are most socially excluded, the work of the Waterford Women's Centre, since 1995, needs to be recognized and included in the Waterford Community Plan (Waterford Women's Centre 2015 Plan is attached). The attached plan outlines how this strategy meets the Community Plan Guiding Principles in relation to disadvantaged women in Waterford:

- Making a Difference – The three Strategic Areas of Work outlined in the Waterford Women's Plan under 1. Engagement, 2. Participation, 3. Women's Equality and Policy include SMART objectives and actions under each Strategic Area. These actions have and will continue to support disadvantaged women in Waterford
- Bigger Picture – Waterford Women's Centre can bring a wealth of knowledge, experience and expertise in providing supports and facilitating access to relevant services for women experiencing disadvantage in Waterford. The Women's Centre works in collaboration with all statutory and community agencies in order to facilitate ease of access for women to relevant, streamlined services. The Centre takes a holistic approach to the work, recognizing the multiple layers of disadvantage experienced by women.
- Citizen Engagement & Participation – Waterford Women's Centre have a history of capacity building of women experiencing disadvantage and engages women experiencing multiple forms of exclusion and isolation using an outreach strategy that is evaluated and updated on an ongoing basis. The attached Plan was developed through a consultation with all stakeholders, including participants of the Centre. Working in partnership with local community and statutory organisations to develop and offer more coordinated approach to local supports and services and address barriers for the women we work with also informed the Plan. Ongoing consultation and evaluation with participants direct and design programmes.
- Better information and capacity to inform decision making – Waterford Women's Centre already work in collaboration with many local voluntary and statutory agencies in order to provide streamlined services and supports to women experiencing disadvantaged. The Women's Centre facilitate representation, from our women's groups, on the management committee and on the NCCWN representational structures at regional and national level.

Community Plan Goals

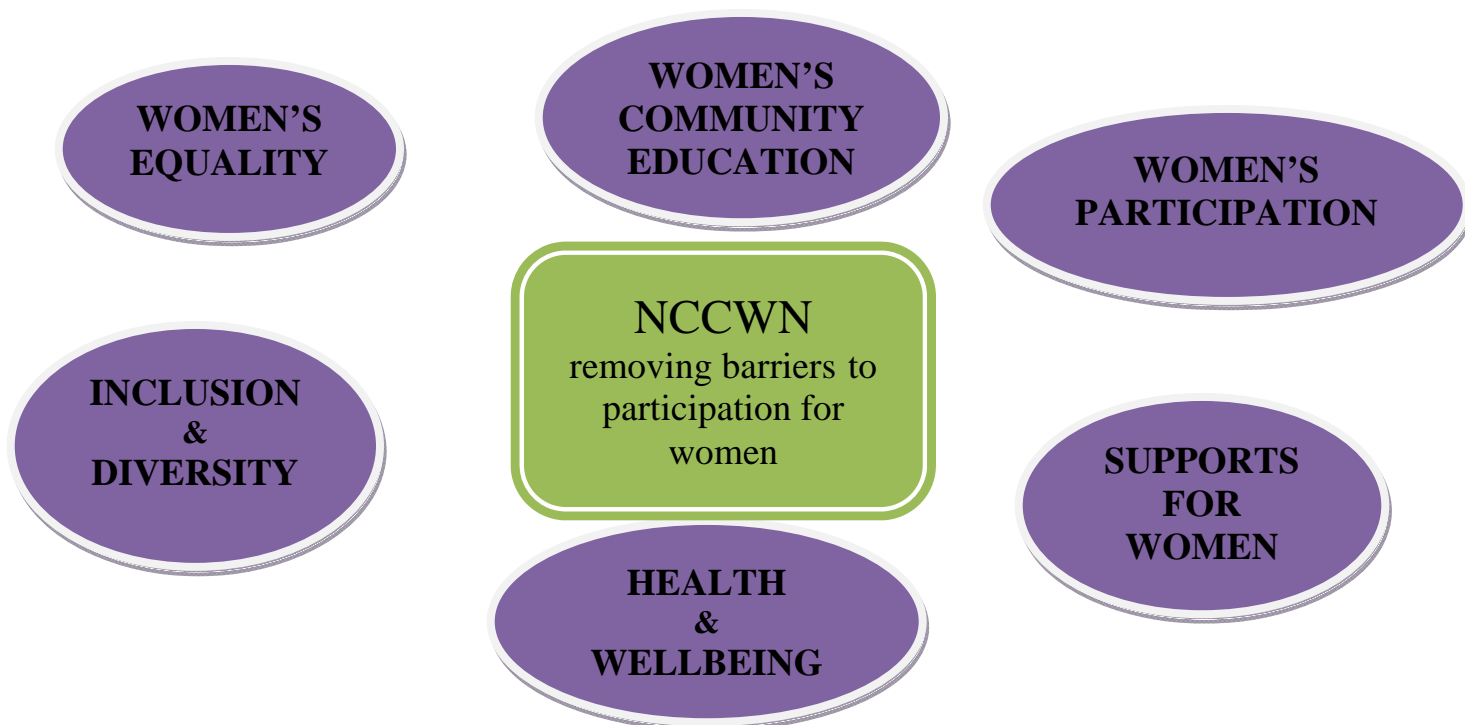
In order to ensure that the community plan's objectives are met in relation to women experiencing disadvantage, Waterford Women's Centre's Plan should be named and included under Goal 2 – Coherent Services to Communities, in particular, under transformational Goal 3. Stronger participation of all Waterford's Communities. While disadvantaged women are not specifically named, they belong to all named target groups under this goal. The Women's Centre has a long history of delivering positive outcomes for disadvantaged women in Waterford and a strong focus on combating social exclusion as outlined in the objectives of the Centre's attached plan. The work of the Women's Centre is underpinned by community development principles which recognise the value of working collectively using a bottom up approach. This ensures that needs based actions are put in place to address social exclusion in relation to disadvantaged women in Waterford.

NCCWN WATERFORD WOMEN'S CENTRE ANNUAL PLAN 2015

74-76 MANOR STREET, WATERFORD

STRATEGIC AREAS OF PRIORITY FOR NCCWN

NCCWN Key areas of work with grassroots women in 17 communities across Ireland:



NCCWN groups these themes under 3 objectives on our strategic work plan:

Strategy 1: Engagement

Strategy 2: Participation

Strategy 3: Equality and Policy

Strategy 1: Engagement overview of actions

Goal Objectives: **Engage women experiencing disadvantage through the development and implementation of an outreach strategy**

Design and implement an outreach strategy to engage women experiencing disadvantage and facilitate their participation in a variety of areas

Please provide a description of actions to be implemented. Please include the following in the text: *Need in local area, geographic area of operation, groups to be targeted, partners or collaborators, thematic area of work, new aspects of work to be undertaken, timeframe of work*

Waterford Women's Centre has for almost 20 years, since 1995, worked at many levels to challenge the multiple barriers working class women face. Situated in Manor Street, a busy thoroughfare close to the centre of Waterford city, the Women's Centre occupies three terraced houses and has a 35 place purpose built Childcare Centre. Recognising the impact of class and gender conditioning the Centre facilitates a space for women to build capacity and challenge internal and external barriers to support their participation at all levels of civil society. The work focuses on class & gender equality, anti-poverty and social inclusion, collectively challenging; cultural, political and economic structures that impact negatively on Working Class women's lives.

Using community development and community education ideology and through working collaboratively with all relevant statutory and community organisations, the Women Centre outreaches to women who do not engage in more formal programmes due to lack of confidence or prior negative experience in formal education. The Centre therefore provides an alternative education/development path that is more accessible to the women we work with and one which can support access to local services and progression onto formal education training and employment routes. 95% of our participants left school early and 30% left with primary education only.

The needs in this proposal have been identified through a consultation process which consulted with all stakeholders in the Women's Centre on how the consultation was conducted and on the content of the plan. Working in partnership with local community and statutory organisations in order to offer more coordinated approach to local supports and services and address barriers to participation for the women we work with also informed this plan. Ongoing consultation and evaluation with the participants direct the design of the community education programmes.

The Women's Centre engages women experiencing multiple forms of exclusion and isolation using an outreach strategy that is evaluated and updated on an ongoing basis: women attending the Centre bring in other women, we work in partnership with all relevant community and statutory organisations in the area to ensure seamless referrals, we remove barriers to participation e.g. onsite childcare. The women we work with encompass many target groups and include women who are: without formal education qualifications, short term unemployed, long term unemployed, lone parents, Travellers, older women, asylum seekers, refugees, members of low income families, members of new communities and homeless women.

Groups to be targeted: – Women experiencing disadvantage and barriers to participation

Partners/collaborators: SOLAS, Local GP's, Community Welfare, DSP, local CDP's, MABS, CIS, Local Social Workers, Probations Services, Oasis House Women's Refuge, Men Development Network, MEND Programme Partner Support, St. Bridget's Family and Community Centre, Education & Training Board ETB, Tintean Housing for Homeless Women, Respond Housing, Waterford City Council Tenant Liaison Office, Regional Education Guidance Service for Adults, Focus Ireland, Bereavement Counselling Pastoral Centre, Local Area Network on Violence Against Women, Barnardos, local Counsellor's, Waterford Rape & Sexual Abuse Centre, Focus Ireland, Community Drugs Programme, Sexual Abuse Treatment Unit, Mental Health HSE Social Workers, Sacred Hearth Family Resource Centre, St. Paul's Community College School Liaison Office.

Thematic area of work: Engagement, support to identify and remove barriers to participation, access to relevant information, supports and services. Working collaboratively with relevant agencies to provide a streamline service for women and identify and address gaps in relevant supports and services.

New aspects of work to be undertaken under goal 1: Expand drop in services, continue to develop new issue based support groups, complete building renovations and develop garden space,

1. Continue to develop and implement outreach strategy:

- engage women who face barriers to participating in other programmes such as: fear of literacy requirements, lack of confidence due to negative experience in formal education, negative associations with statutory organisations, fear of attending mixed gender programmes due to cultural taboos or have experienced abuse from men, feeling excluded from formal institutions due to their socio economic background and tradition, timetabling of programmes not suiting their role as primary carer or lack of childcare.
- develop and sustain referral strategy to ensure women are accurately referred both to the Women's Centre and to other services and supports, through raising awareness of the work we do and developing an understanding of the work of the relevant agencies in Waterford. We will work closely with relevant local organisations in order to ensure services and supports are seamlessly accessed by women experiencing disadvantage and gaps in services are identified and addressed.
- provide one to one interviews with each woman on entry to ensure an accurate needs and referral strategy is made and adequate supports are put in place to enable her continued engagement and ensure that she has access to other relevant information and support as needed.
- provide follow up contact in order to encourage and support continued attendance when necessary
- develop mechanisms to record qualitative and quantitative data in order to measure more accurately the impact of the work
- evaluate the outreach strategy through consultation with participants and partner organisations and implement changes

2. Expand the drop in service for women experiencing disadvantage:

- source funding to provide a full time for drop/information service in the Women's Centre
- support women who attend the drop in to access relevant information and services through advocacy and working closely with collaborating organisations
- provide in-service training, support and supervision for drop in facilitators and outreach development worker in order to ensure continued best practice in this area
- provide training and support for facilitators on domestic abuse support and child protection issues

3. Provide, maintain and develop a welcoming space for women experiencing exclusion:

- identify funding sources to support the continued renovations and maintenance of the building
- continue to work with Waterford Probation Service Community Service Programme
- develop and maintain the outdoor/garden space through the Community Service Programme

4. Provide a meeting space:

- provide a space for discussion and interventions that support women's equality e.g meeting space for women whose partners are attending the MEND (Men ending domestic violence) Programme, Local Area Network on Violence against Women, health related workshops and information sessions, relevant campaigns that support women's equality
- set up additional issue based support groups as required and continue to facilitate existing groups: women recovering from domestic abuse and young women living without limits

5. Organise annual events to highlight issues affecting women:

- organise public events to mark International Women's Day and mark 20 years of the Women's Centre. Highlight issues for women in consultation with the women's groups in the Women's Centre using local radio and newspapers to highlight and advertise it in collaboration with the NCCWN regionally and nationally.
- in partnership with the Local Area Network Opposing Violence Against Women organise annual public awareness raising event to mark the 16 Days of Action on Violence against Women to: highlight the local and national services across the country and raise awareness of the issue. Link into and participate in events at a regional and national level through the NCCWN.
- provide ongoing information workshops as identified for groups attending the Centre. Continue to develop the DASS (Domestic Abuse Support Service) and seek funding to develop this project.

Potential Outputs and Impacts of Actions

Please describe how the actions above will contribute to meeting the objectives and expected outcomes of this goal. What will be achieved? How will it impact on the most disadvantaged people and communities? This should not simply record 'outputs' of - such as the numbers of people or groups supported or the number of hours of training provided but also the qualitative impact on the individual/ community.

- Outreach and referral strategy is further developed in order engage women experiencing disadvantage and barriers to participation
- 55 women will attend the drop in/information services annually
- The drop in / information service will be furthered developed and be opened up to 5 days a week within this 3 year period 2014-2016
- 40 participants will be supported to access information and services in Waterford annually
- Funding sources identified for building renovation and development of the garden
- Host and participate in bimonthly meetings with the Local Area Network in the Women's Centre for 20 community and statutory organisations to facilitate greater cohesion between services supporting women experiencing domestic abuse
- Host and support the MEND Partners Support Programme, through provision of a space to meet with approximately 10 women annually
- provided a first step for approximately 10 women experiencing domestic abuse annually through the DASS (Domestic Abuse Support Service)
- 30 women across all the programmes within the Centre will attend various information workshops throughout the year
- International Women's Day public event March annually will be attended by approximately 50 including 10 community groups
- LAN awareness raising annual event will be attended by approximately 30 and will raise awareness of services and information in relation to domestic abuse
- Increased levels of confidence enabling women access: other services, training and education options, access available supports for literacy, domestic abuse and other issues that act as barriers to their participation

- Increased levels of mental health enabling: less visits to the doctor, more stable home life, improved parenting, combating feelings of depression and related effects
- Increased positive feelings: enabling participant to take responsibility for their own lives, increased care in physical health, value and express opinions, increase ability to speak in a group, address issues in their lives that are causing stress and blocking their progress
- Combats isolation loneliness and depression: enables friendships to develop across the normal barriers of culture, age and race.
- Improved quality of life: greater interaction with friend's neighbours and community. Women are facilitated to name their experience of exclusion and barriers and enabled to find their voice

Area 2:Active participation

Goal Objectives: *Participation – Support progression of women from engagement to active participation*
Facilitate progression of women experiencing disadvantage from engagement to active participation

Overview of actions for 2015 under Area 2 Active participation:

1. Deliver needs based community education programmes:

- secure funding for the delivery of needs based community education programmes with ongoing consultation with participations
- Support diversity through the inclusion of women from different cultures in all programmes
- Support the women's groups in the Centre to participate in all activities of the Centre e.g. IWD and LAN events and information workshops
- Address barriers to participating through provision of quality on site childcare
- Support and facilitate the group access swimming pool and gym, library, art galleries and local amenities and cultural events
- Support and facilitate women's group to attend other community events
- Support progression onto education programmes both within the Centre and outside
- Review programme and evaluate participants progression options
- Design and delivery of new programmes in consultation with participants
- Report to funders and submit funding application for programmes
- Support participants progression

2. Provide affordable quality childcare to support the childcare needs of women participating in the Centre and support their progression onto further training education and employment:

- continue to provide 35 full day care places
- proactively include parents in the Childcare Centre
- facilitate parents to identify and address their support needs
- source funding to develop a sensory room for children
- source funding to expand childcare centre to accommodate a parents room and reception area
- re-evaluate the food programme to ensure optimum nutrition needs are met
- ensure the sustainability and continued resources to meet the needs of the Childcare Centre through submission of funding application and fundraising
- maintain and develop the physical environment of the facility
- continue to work closely with the Women's Centre to support women attending programmes and refer mothers to the Women's Centre
- provide ongoing support/supervision and training of childcare employees including equality / diversity training
- fulfill administration and financial management requirements of the Childcare Centre

3. Increase access for women experiencing exclusion: ongoing throughout the year

- Dismantle barriers by using creative approaches in the delivery of education programmes to enable the participation of women who experience marginalisation within formal programmes.
- Facilitate and support access to recreational and cultural activities through attending swimming pool and gym weekly, local library, art galleries and other identified local amenities and cultural events
- Support women's participation in community health events and provide regular workshops on health related issues and weekly stress management programme

4. Administration and financial management

- Ensure policies and procedures are up to date
- Fulfill ongoing administration and financial management and employment requirements
- Prepare financial accounts and oversee the completion of the annual audit
- Organise and execute the AGM and ensure the company is fully compliant

Potential Outputs and Impacts of Actions

Please describe how the actions above will contribute to meeting the objectives and expected outcomes of this goal. What will be achieved? How will it impact on the most disadvantaged people and communities? This should not simply record 'outputs' of - such as the numbers of people or groups supported or the number of hours of training provided but also the qualitative impact on the individual/ community.

- 15 women will attend community education programmes within the Centre annually
- 10 women progress from drop In onto a program within the Centre annually
- 20 women will be enabled to take part in recreational and cultural activities in Waterford annually
- 5 information workshops provided enabling women to access and progress to further education and training options annually
- 30 women supported to access affordable quality childcare to enable their progression annually
- 6 childcare staff supported including senior childcare worker through management supervision and in service training to ensure a quality childcare service annually
- Improved mental and physical health Increased physical activity, reduction in stress related illness, greater physical, emotional and mental wellbeing
- Improved communication skills
- Improved quality of life; interaction with friends, neighbours, community, the process of forming friendships
- Development of skills to support increased access to other opportunities.
- Raised confidence to enable participation in cultural and recreational activities
- The organisation complies with all administration and financial requirement

Area 3: Equality & Policy

Goal Objectives: *Policy & Equality*

- *Develop strategies to provide women with the support, skills and confidence to articulate and voice the issues that matter to them and support their representation at local, regional and national level.*
- Key policy areas: Community Development, Community Education, Childcare, Women's Health, Equality & Inclusion, Violence Against Women*

Overview of Actions

1. Support progression for women to access further training, education and employment

- Secure funding for the delivery of Women Exploring Options programme
- Support progression from other programmes in the Centre and outreach and engage new participants for this programme.
- Design and delivery of community education programme in consultation with participants
- Explore and support accreditation requirements of the group
- Celebrate achievements annually

2. Set up and supervise work placement for Women Exploring Options Programme:

- Coordinate the setting up of the workplace placements
- supervise and develop work placement programme

Please insert your response here

3. Support participants progression options

- identify through one to one mentoring and group consultation and support progression option for participants
-
- Provide information workshops on education and training progression options
- Review and evaluate programme
- Design individual and group progression pathways based on needs
- Support the progression of the women attending other programmes within the Centre onto Women Exploring Options

4. Provide in service training programme for Women's Centre facilitators

- Deliver needs based training workshops for members of facilitators panel

5. Develop social enterprise café and second hand shop utilizing fully existing building, garden

- Work with Tus and Community Employment programmes to provide employees for social enterprise initiatives.
- Consult with key stakeholders within the Centre on the development of the social enterprise
- access social enterprise training programmes for key personnel in the organisation
- explore funding options for the social enterprise

6. Facilitate and develop the management structure of the Women's Centre

- examine and identify new ways to ensure that the management structure of the Women's Centre reflects the ethos of the Centre and facilitates participatory democracy

- in identifying new structures ensure that the views of women participating in the Women's Centre are represented at a management level
- put equality at the heart of our journey to sustainability
- provide ongoing needs based training for the management committee
- build the capacity of the management members to represent the Women's Centre on the NCCWN regional and national Board
- provide needs based training for the management committee / working groups
- facilitate and support promotion of candidates for election at the AGM
- support management committee to organise and host the AGM
- proactively participate in the development of democratic NCCWN organisational structures

7. Develop the Policy Working Group

- ensure all internal policies support and reflect the ethos of the Women's Centre
- develop an equality audit for the Childcare Centre and Women's Centre & propose it to the Women's Collective South East and NCCWN
- support and engage women from the groups to attend the Policy Working Group
- facilitate monthly meetings and feed back to the Management Committee
- Oversee the organisation of awareness raising events annually. International Women's Day, 16 Days of Action on Violence against Women, local, regional and national conferences in conjunction with NCCWN
- develop the website to increase our visibility and raise awareness of issues
- increase visibility and highlight our work through celebrating achievements locally, regionally and nationally

8. Fully engage in policy analysis and development with regard to issues and structures that impact on working class women's lives from local to global

- support and develop the capacity of working class women who have experienced exclusion to have their voices heard and participate at local, regional and national level in relevant policy arena e.g. Women's Collective South East, National Collective of Community Based Women's Networks, Community Development Committees, Local Area Network on Violence against Women, National Women's Council, AONTAS
- network and collaborate with NCCWN member groups regionally and nationally in order to share good practice and information
- host summer school on relevant issues impacting on women lives
- provide practical experience of participatory democracy for women through their participation in the structures in the Centre
- engage in relevant research, reflective practice and critical thinking discourse in order to bring forward working class women's equality through publication of materials and link into relevant campaigns
- develop a women's history project and campaign to highlight women's contribution locally

9. Explore ways to work in global solidarity with women

- Continue to develop an understanding of and work in solidarity on global issues for women
- explore the use of social media in global solidarity work
- Highlight the importance of civil society to the achievement of women's rights globally
- ensure that a human rights and social justice ethos underpins all out work thus supporting the inclusion of working class women in civil society
- explore ways to build on the work developed through the Tanzanian exchange
- feed into and support relevant global campaigns

10. Support increase of political representation of women

- feed into existing campaigns to increase political representation of women
- support and encourage women to become politicised
- facilitate ongoing engagement with local politicians and women's groups in relation to relevant issues

Potential Outputs and Impacts of Actions

Please describe how the actions above will contribute to meeting the objectives and expected outcomes of this goal. What will be achieved? How will it impact on the most disadvantaged people and communities? This should not simply record 'outputs' of - such as the numbers of people or groups supported or the number of hours of training provided but also the qualitative impact on the individual/ community.

- 18 women participate in women exploring options annually which will enhance their employment opportunities
- Increased confidence enabling participant to access further training education and employment
- Raised expectations allowing them to access to other education
- Increased access to and participation in social and cultural life of the area
- Increased performance in many areas of their lives
- Raised expectations and ability to seek employment options previously not considered
- Increased work readiness of participants
- will have the ability to transfers skill to others disciplines and related areas
- will open access to a variety of options through skills gained within the programme
- social enterprise established in the Women's Centre
- 10 staff and volunteers participate in social enterprise related training
- 4 workers are sourced through CE and Tus
- 30 people are consulted on the social enterprise
- The management committee is representative of the women participating in the Centre enabling the voices of marginalized women direct the work and development of the Women's Centre
- 15 women are supported to carry out their roles and responsibilities in relation to the management of the Centre thus ensuring that the organisation is fully compliant and accountable
- All internal policies and procedures are updated
- The NCCWN organisational structures are in place to enable clear links between local and national policy development
- Strategic representational structures identified and activated locally and nationally
- Representatives from the women's groups attend the Policy Working Group and feed in to policy development and analysis which is fed up to national level
- Relevant awareness raising events identified and organised in order to ensure participation of marginalised women
- Voluntary representation from the management committee on each of the following: National Collective of Community Based Women's Network, Women's Collective South East and Local Area Network on Violence Against Women ensuring that the voices of marginalised women are heard locally, regionally and nationally.
- Support participants from the women's group to continue to develop an understanding on a global vision of social justice and equality through training, information and working with relevant organisations

Age Friendly Submission to the XXXXXX Local Economic and Community Plan (LECP)



Summary version

This submission to XXXXXX Economic and Community Plan has been prepared on behalf of Age Friendly Ireland and the XXXXXX Age Friendly Alliance. The aim of the submission is for XXXXXX County Council and the newly developed XXXXXX Local Community Development Committee to consider the incorporation of age friendliness, in terms of both the Irish programme and the global movement, as a **cross-cutting theme** in the upcoming XXXXXX Local Economic and Community Plan.

Outline

Through the various sections of this submission, we provide evidence for the importance of including population ageing in future government and community planning, as well as offering an insight into solutions to identified community issues through the work of the Age Friendly Programme to date.

In sections 1 we introduce the national Age Friendly Cities and Counties Programme, identifying the reasons behind the establishment of the programme and the overall aims and objectives for the national roll-out. We also discuss the history and development of the XXXX Age Friendly Cities and Counties programme and provide some useful statistics on the local area.

Section 2 sets out some of the key demographic changes that make it particularly relevant to consider ageing as a cross-cutting theme in the upcoming LECP.

Section 3 outlines the broad ways in which the inherent structures and processes of the Age Friendly Programme can complement and support local government and community in realising the XXXXXX LECP

In section 4 we outline how the concept of age friendliness can support the five pillar themes set out under the current proposed guidelines for LECP development. For each pillar we summarise the evidence around the importance of an age-friendly community. In parallel a range of relevant and practical, change-led opportunities are put forward.

Section 5 outlines the current national policy context and Government policy direction. It looks at the potential impact and challenges presented by demographic ageing for government now and into the future. This document provides a summary of a longer document which provides a more detailed exploration of the evidence around the importance of ageing as a cross cutting theme in the upcoming LECP.

1. THE NATIONAL AGE FRIENDLY CITIES AND COUNTIES PROGRAMME

Age Friendly Ireland was established in 2014 to manage the now six year old national Age Friendly Cities & Counties Programme. This national Programme is hosted by Dublin City Council on behalf of

the Local Government Sector. Age Friendly Ireland's vision is for *"every county in Ireland to be a great place in which to grow old."*

Under the leadership of the Local Authority this initiative had been adopted by 26 of the 31 local authority areas, as of September 2014. Age Friendly Ireland has been tasked with supporting the completion of the national roll-out of this Programme to all Local Authority areas by the end of 2015.

The Age Friendly Cities & Counties Programme uses a model based on the World Health Organisation (WHO) Age-Friendly Cities Framework and Guidelines which were developed in recognition of the challenges and opportunities that will face societies as they respond to an unprecedented growth in the number of older people living in our communities.

The steadily increasing number of local authority areas that have actively engaged with the Programme to date have developed an evolving blueprint for how relevant state agencies, working under the aegis of the Local Authorities, can engage effectively together in ensuring that their combined resources are used optimally, delivering necessary services to older people within their own local communities. Conscious that the design and delivery of plans and services on a fragmented, silo-basis has proven to be inefficient - particularly at a time when public budgets are increasingly tight - the pursuit of a more joined-up, collaborative approach to planning and service delivery at a local level lies at the heart of the Programme.

In this submission, we highlight the importance of positioning ageing as a priority on the political agenda and highlight why the prioritization of ageing in the Local Community and Economic Plan for XXXXXX is essential for creating communities that offer a better quality of life for all.

Through XXXXXX's formal adoption of the Age Friendly Cities and Counties Programme, we will be able to offer access to many more of these 'proven wins' which will help to secure real change at community level through more effective collaboration and smarter use of existing resources.

The AFCC programme provides new approaches to citizen and community engagement through the establishment of Older Peoples Councils/Forums which play a role in both informing decision makers and in providing older people with a real and meaningful opportunity to influence the plans and policies of their local communities. The Age Friendly Programme's interagency based approach provides a more coherent approach to the matching of resources to local priorities. Through the programme's integrated approach, linking providers and delivery structures, value for money gains become attainable at local levels.

The ethos underpinning local government reform and the creation of the LECs recognises that voluntary activity and active citizenship are both vital elements of flourishing communities. The Age Friendly Programme has shown that using the 'whole-system approach', with policy makers, service providers, civic leaders and Older Peoples Councils sitting at the same table, provides an effective mechanism for community enhancement. A collaborative approach involving LECs and Age Friendly Programme working together in a defined way would further maximise opportunities for enhanced citizen involvement at local level while also further facilitating the successful roll out of the LEC.

The XXXX Age Friendly Cities and Counties Programme – History and Development.

At local level, in participating programme areas, each Age Friendly City or County has an Alliance, chaired at the outset by the county or city manager and bringing together a partnership of senior decision makers from the key Government agencies (local authority, Health Service Executive, Gardai) along with Third level institutions, employers, older people and voluntary and private organisations that have a role to play in transforming their communities.

**INCLUDE LOCAL STATISTICS HERE EG POPULATION OVER 65,
NUMBER/AGE OF CARERS, PERCENTAGE WITH INTERNET ACCESS,
NUMBERS IN URBAN/RURAL AREAS, LIVING ALONE ETC**

Further details of the history and evolution of the xxxx AFCC programme could be included here – the following is provided as an example to be amended as appropriate

The Clare Age-Friendly county programme was launched on the 27th September 2011. One of our first tasks was to coordinate a countywide consultation process that captured the true voice of older people in terms of their hopes and experiences of growing older in Clare. The feedback that was captured in our Consultation Report informed the different local organisations as to the needs in their community. It also influenced the development of our Age-Friendly county Strategy.

Our Age-Friendly Strategy and Action Plan was officially launched in Ennis in November 2013. Hundreds of older adults from across the county attended and set up the Older People's Forum which later appointed an Older People's Council of 18 members.

The Clare Older People's Council is the cornerstone of our whole programme. Since its initiation it has been supported by Clare Local Development Company (CLDC) through the Local Community Development Programme (LCDP), which is now being replaced by the Social Inclusion Activation Program (SICAP). With the support of CLDC they have undertaken a number of training opportunities and are working to create initiatives that they feel will respond to the voice of older people in the county.

At the moment our Age-Friendly Implementation Team is concentrating on implementing the Strategy's Action Plan. This team is drawn from a large number of agencies who are committed to ensuring 'Clare is a great place in which to grow old'. There are four members of the Older People's Council also working on the Implementation Team.

The Alliance Board draws on the experience of many agencies and organisations such as: Clarecare; Clare Older People's Council; Clare County Council; Clare Sports Partnership; Clare Local Development Company; The HSE; An Garda Síochána; Caring for Carers Ireland; Clare Community and Voluntary Forum and Age-Friendly Ireland. While the Alliance Board was initially chaired by the County Manager, Tom Coughlan, it is now led by an independent chair - Gerry Kelly. Gerry brings a wealth of experience from both his work as Assistant Commissioner with An Garda Síochána and his work with the community.

Our first annual progress report, which will be completed this year, will capture all the work that has been done to date and will highlight the opportunities that come from working in such a partnership approach. We strongly recommend that Clare's Age-Friendly Strategy and Action Plan be considered in the development of the Local Economic and Community Plan (LECP). We feel it directly addresses many of the themes that are central to that Plan and to the consideration of the Local Community Development Committees (LDCCs).

The following are a list of actions identified in the XXXX Age Friendly County Strategy that are relevant for the development of the LECP for XXXX.

- XX
-

2. DEMOGRAPHIC CHANGE

The CSO predicts that the number of older people will increase very significantly from the 2011 level of 532,000 to between 850,000 and 860,700 by 2026, and to continue increasing to 1.4 million by 2046. The number of people aged 80 years of age and over is expected to rise even more dramatically, increasing from 128,000 in 2011 to between 484,000 and 470,000 in 2046 depending on the scenario chosen.

- The dependency ratio has declined steadily since 1966 to reach a low point in 2006 but it is now projected to increase to reach between 57 per cent and 71 per cent by 2041.
- In Ireland the share of the oldest old is expected to increase by less than 5 percentage points between 2010 and 2050, and reach levels under 9%.(CSO 2011 Population projections)
- In Ireland the Old age dependency ratio in 2008 was 16.3 in 2060 it is predicted to be 43.6 (Eurostat 2008)
- Life Expectancy is predicted to increase from 76.7 years in 2005 to 86.5 years in 2041 for males and from 81.5 years in 2005 to 88.2 years in 2041 for females.

3. HOW THE LOCAL AUTHORITY LED, AGE FRIENDLY CITY & COUNTY PROGRAMMES CAN SUPPORT THE REALISATION OF THE XXXXXX LECP

In an age-friendly community, policies, services and structures related to the physical and social environment are designed to support and enable older people to “age actively” – that is, to live in security, enjoy good health and continue to participate fully in society regardless of any loss in physical ability. Public and commercial settings and services are made accessible to accommodate varying levels of ability.

Responding to real needs as identified by the local community

The ambition of all Age Friendly Programmes is to enhance the quality of life of citizens and communities at local level. The consultation process underpinning each Age Friendly county/city programme determines the priorities to be addressed and the strategy to achieve the vision. Consultation takes place using a variety of formats from one to one sessions with individual older people, service providers and businesses to large ‘town hall’ style meetings where issues are discussed at round tables and suggestions for what can be improved or changed in a city or county are recorded. Also recorded are details and case studies of successful programmes which have the opportunity for replication and expansion. Our experience to date shows us that communities tend to have the solutions to many of the problems facing society, but need the extra support and resources to develop programmes to the scale that they can have widespread impact.

These consultations have generated a wealth of valuable information on service delivery, use of local resources and the creation of better social and cultural environments for all. Such local information and data could help to inform the assessment of community needs which is to underpin the development of the new XXXXXX LECP. Mindful of the ambition to better align activities locally the Age Friendly City/County Programme would see the value in sharing this available data to inform the new XXXXXX LECP and to avoid unnecessary duplication of effort in respect of local consultation.

Improving citizen and community engagement

The new programme for government and the ethos behind the development of the XXXXXX LECP indicates a willingness to provide communities with important opportunities to participate in local development issues while also affording them the power to shape local decisions.

The Age Friendly Programme recognises the importance of having the voice of older people represented at senior level decision making tables and already, Older Peoples Councils/Forums have been established in 17 Programme areas and will be established in the remaining areas as the programme rolls out. The establishment of these Councils also fulfils a key commitment under the Programme for Government and the recently published National Positive Ageing Strategy to establish Older Peoples Councils in each Local Authority. The development of a strong relationship between these Councils and the XXXXXX LECP development would strengthen citizen and community engagement at local level and would further ensure local people are meaningfully involved in the decision making processes and procedures into the future.

Achieving greater efficiency and effectiveness

The focus of the Age Friendly Programme's interagency based approach to planning lies in making the best use of available resources. By bringing a more coherent approach to the matching of resources to local priorities and ensuring an integrated approach between providers and delivery structures, value for money gains become attainable at local levels.

The WHO framework underpinning the Programme allows for, and even demands, creative solutions to respond to the needs identified. Two simple examples are included below to illustrate:

- The Fingal programme provides an interesting example where the voluntary transport group, Vantastic, collaborated with the local hospital, Beaumont, the HSE and Fingal County Council to introduce a pilot health route to bring people from different towns outside the city to their hospital appointments. This reduced the health services transport costs, significantly reduced no-shows at Beaumont Hospital outpatient appointments while also providing older people with an enjoyable, user centred, social opportunity.
- The Louth Programme provides another relevant example through its development of the Cúltaca programme, an independent professional service that provides one-to-one community-based supports to older people depending on their needs and circumstances. Currently in its fourth year, two Cúltaca posts are supported by the HSE. In respect of the very frail and at risk clients the Cúltaca play a particularly effective role in hospital avoidance and in supporting early discharge where hospital admittance has occurred.

The Age Friendly City and County Programme sees the value in sharing these and other learnings and in supporting the development of the XXXXXX LECP through appropriate collaborative approaches, in designing and developing further relevant initiatives which contribute to a better use of available local resources and the achievement of value for money at local levels.

Enhancing involvement by citizens and communities in the design, implementation and targeting of services

The ethos underpinning local government reform and the creation of the LECs recognises that voluntary activity and active citizenship are both vital elements of flourishing communities. The Age Friendly Programme is demonstrating that when you create strong age friendly communities you unleash powerful forces for innovation and community enhancement. Using the whole system approach with policy makers, service providers, civic leaders and Older Peoples Councils sitting at the same table, agreeing what needs to be, and supporting the older peoples groups to make the changes needed – you have a powerful recipe for community enhancement.

Across a number of participating counties, Men's Sheds, RSS and Tus workers have built bus shelters and park benches; volunteers have been trained by An Garda Síochána to act as Crime Prevention Ambassadors; volunteers have led walk and talk groups and provided befriending services, older adults have engaged with Local Authority Engineers to inform the development of local town and area plans, and landscapers and gardeners have regenerated run down parks and green areas, making them safer and more attractive places to spend time. A collaborative approach involving LECs and Age Friendly Programme working together in a defined way would further maximise opportunities for enhanced citizen involvement at local level while also further facilitating the successful roll out of the XXXXX LEC.

4. ALIGNMENT OF AGE FRIENDLY TO THE XXXXX LEC – THE EVIDENCE

Pillar 1 - Employment & Economic Activity

Under Pillar 1 we look at employment and economic activity issues and why it is important for employers and employees to plan for a longer working life and greater numbers of older workers. For many people retirement is like a 'cliff-edge' and they would prefer later or more gradual retirement. Many employers have concerns about issues such as higher absenteeism, lower productivity etc. of older workers but the evidence does not support this view. In the future, as the proportion of older workers grows, companies will find that they need to retain older workers and the evidence suggests that with some small changes they can maintain and increase productivity.

Despite the many benefits that self-employment offers for older workers and the advantages that older workers have in terms of experience and in many cases available capital (eg from a redundancy or retirement payment) levels of entrepreneurship tends to be lower among older people. Research found that social norms and ageist attitudes can be an important barrier for older entrepreneurs. Many felt that they were perceived by others as being too old to start a business and there is great potential to increase this low level of entrepreneurial activity by increasing the perception of the appropriateness and attractiveness of business ownership in later life.

Pillar 2 looks at the evidence around the importance of continuing education and learning in later life. Although as people age, they are less likely to participate in formal education, there is ample evidence that learning in later life has many health and social benefits and should be seen as an important way of keeping older people active and engaged. In the past there was a view that older people were less able to learn new things. However in recent times it has been shown that ageing does not reduce adults' capacity for learning. It is now recognised that the brain benefits from mental exercise and exposure to new experiences throughout life to remain vital.

Pillar 3 looks at issues around Social inclusion and poverty. Although in recent years, the majority of older people have been taken out of poverty through the improvement in the value of the state pension, the statistics show that there are considerable inequalities among income groups of older people and that these inequalities are growing. Those in the lowest income group had incomes of just over half (53.2%) of the average in 2004 but this fell to 48.8% in 2009 and fell again to 47.0% in 2010. There is also evidence that particular groups are more vulnerable, such as women who receive less than half as much from occupational pensions as men and their income from private pensions is only 60% that of men (Central Statistics Office, 2011).

The challenge is to ensure that in the current period of budgetary cutbacks, the state pension remains above the poverty level to protect older people particularly those living alone and those who are solely reliant on the state pension for all their income. Many pensioners experience a fear of poverty, and there evidence that the recession has had an impact on the ability of many older people to pay their bills.

Social exclusion can occur for many reasons, not just financial. Research has shown that the impact of loneliness on premature death is nearly as strong as the impact of disadvantaged socioeconomic status, which they found increases the chances of dying early by 19 per cent. Loneliness was found to have twice the impact on early death as obesity.

Evidence around Pillar 4 shows how the local environment can impact the mobility and health of older people. Many older people spend a great deal of time in their local neighbourhood, shopping locally, using public facilities such as libraries and parks and participating in local social and recreation activities. The design of a community's built environment can be the determining factor between a healthy and active lifestyle and one characterised by limited mobility and high levels of social isolation. Evidence shows that the planning, designing and building of environments that are safe and accessible to older people, can increase wellbeing and support older people in continuing to live in their own homes and local communities.

It is generally recognised that health is determined by both collective and individual factors including the social and economic environment, the physical environment, health services, personal health practices, and individual capacity and coping skills. The evidence around Pillar 5 looks at the importance of health & wellbeing for older people and why it is important that a new approach to health promotion, disease prevention, and the planning and delivery of services will become increasingly necessary.

5. THE NATIONAL POLICY CONTEXT

In Ireland, the trend towards an ageing population is happening at a slower pace than in many other European countries. However, despite the slower rate of growth, there will be over a million people aged 65 and over by 2036 and by 2041 we expect to see a quadrupling of people in the over 80 age group. These changes will have profound implications for many areas of public policy at national level.

Impact on Government Revenue

Demographic change is expected to impact on both the revenue-raising capacity of government and associated expenditure.

- Public services will have to be funded by a smaller number of people as the ratio of people in employment to those in retirement is projected to fall from a peak in 2008 of 6:1 to a low point of less than 2:1 by 2050. (Green Paper on Pensions 2007)

- Total age-related public spending is projected to increase from 17.1 per cent of GDP in 2007 to 26.1 per cent in 2060. (Stability Update 2012 p 41).
- The current deficit of 1.5 bn in the Social Insurance Fund and is expected to double to €3bn by 2019 in the absence of action to tackle it, and will have increased to €25.7bn by 2066¹.
- It is predicted that significant Exchequer subvention will be required to meet ongoing expenditure requirements unless expenditure levels reduce or PRSI income increases most of this is due to an increase in the forecasted cost of pensions.
- There will be a 54% increase in the number of people over 65 across the period 2011-2025. In line with this increase, demand for home care is set to increase dramatically over the next decade. The ESRI has predicted that we will need an additional 13,324 long-term care places – 888 annually – to meet the increase in need from 2007 – 2021. Already there are indications that supply is not meeting the demand, the HSE National Operational Plan 2013 says that there are areas that currently that have an under supply of beds, particularly Dublin and other urban centres and that “based on population projections, there will be a significant national deficit of long stay beds by 2016 based on the HSE’s target of 4% of older persons in long stay care.”
- This could amount to 75,000 people seeking to avail of home help services in 2021 (compared with 48,000 in 2012) with 14,250 Home Care Packages (HCPs) required (compared with 10,942 currently). (Barry 2010)

Current Policy Response

National policy has increasingly pointed to the increasing importance of population ageing and in particular to the need for collaborative and innovative solutions to respond effectively to same. It has been recognised that in the current economic and social climate no one organisation can be really effective on its own. The transformation of service planning, integration and delivery in a responsive and cost-effective way has become a must. Innovation has become essential, and partnership, joint planning, collaboration, inclusion and cross-sectional working are now critical for success.

The National Positive Ageing Strategy was launched in April 2013 and aims to create conditions which support individuals and families to plan and prepare for older age. The strategy promotes the view that to ensure our future generations reach old age in a healthy and engaged way, we need to start planning early. The strategy is consistent with the whole-of-Government and whole-of-society approach to health and wellbeing adopted by Healthy Ireland, and it addresses the broader determinants of health. It also recognises the importance of stronger engagement, interaction and joint working around wellbeing and ageing issues. Many of the goals and objectives of the Strategy are of direct relevance for local government and in the future a closer alignment between national and local policy implementation could bring us closer to realising the aim of making Ireland a great place in which to grow old.

¹ 2010 Actuarial Review of the Social Insurance Fund (SIF) <http://www.welfare.ie/en/Pages/Social-Insurance-Fund-Financial-Reports-2010.aspx>

References

- Barry, U., Elderly Care in Ireland – Provision and Providers, UCD School of Social Justice Working Papers Series, April 2010.
- Barclays Economic Reports (2001) *Third Age Entrepreneurs - Profiting from Experience*, Barclays PLC, UK
- Desai, M. M., Lentzner, H. R., & Weeks, J. D. (2001). Unmet need for personal assistance with activities of daily living among older adults. *The Gerontologist*, 41(1), 82-88.
- European Commission (2010), European Employment Observatory Review: Self-employment in Europe 2010, <http://ec.europa.eu/social/BlobServlet?docId=6137&langId=en>
- Fries, J. F. (2005). Frailty, heart disease, and stroke: the Compression of Morbidity paradigm. *American journal of preventive medicine*, 29(5), 164-168.
- Garasen H, Windspoll R, Johnsen R: Intermediate care at a community hospital as an alternative to prolonged general hospital care for elderly patients: a randomised controlled trial. *BMC Public Health* 2007, 7:68.
- Global Entrepreneurship Monitor (GEM) 2013 Entrepreneurship in Ireland 2013. <http://www.enterprise-ireland.com/en/publications/reports-published-strategies/gem-report-2013.pdf>
- Göbel, C., & Zwick, T. (2013). Are personnel measures effective in increasing productivity of old workers?. *Labour Economics*, 22, 80-93.
- Hawkey, L. C., & Cacioppo, J. T. (2010). Loneliness matters: a theoretical and empirical review of consequences and mechanisms. *Annals of Behavioral Medicine*, 40(2), 218-227.
- Hershey, D. A., & Henkens, K. (2013). Impact of different types of retirement transitions on perceived satisfaction with life. *The Gerontologist*, gnt006.
- Heimonen T., Närhi M., Kauppi J. and Gustafsson-Pesonen A. (2010) Entrepreneurship in golden years– Creative opportunity or not Hillyard, P., & Patsios, D. (2010). Inequalities in old age: the impact of the recession on older people in Ireland, North and South.
- Hornstein, G.A. and Wapner, S. (1985), “Modes of experiencing and adapting to retirement”, *International Journal of Aging and Human Development*, Vol.21 No.4, pp.291-315.
- Jackson, C. T., Trygstad, T. K., DeWalt, D. A., & DuBard, C. A. (2013). Transitional care cut hospital readmissions for North Carolina Medicaid patients with complex chronic conditions. *Health Affairs*, 32(8), 1407-1415.
- Kautonen T., Tornikoski E. T. and Kibler E. (2011) “Entrepreneurial intentions in the third age: the impact of perceived age norms”, *Small Business Economics*, 37(2), 219-234
- Kautonen T., Tornikoski E. T. and Kibler E. (2011) “Entrepreneurial intentions in the third age: the impact of perceived age norms”, *Small Business Economics*, 37(2), 219-234
- LaPlante, M. P., Kaye, H. S., Kang, T., & Harrington, C. (2004). Unmet need for personal assistance services: Estimating the shortfall in hours of help and adverse consequences. *The Journals of Gerontology Series B: Psychological Sciences and Social Sciences*, 59(2), S98-S108.
- Liu, K., Daviglus, M. L., Loria, C. M., Colangelo, L. A., Spring, B., Moller, A. C., & Lloyd-Jones, D. M. (2012). Healthy Lifestyle Through Young Adulthood and the Presence of Low Cardiovascular Disease Risk Profile in Middle Age Clinical Perspective The Coronary Artery Risk Development in (Young) Adults (CARDIA) Study. *Circulation*, 125(8), 996-1004.
- Peel, N., R. McClure, and H. Bartlett. 2005. “Behavioral Determinants of Healthy Aging.” *American Journal of Preventive Medicine* 28:298-304.
- Perek-Białas, J., & Turek, K. (2012). Organisation-level policy towards older workers in Poland. *International Journal of Social Welfare*, 21(s1), S101-S116.
- Richardson, V., & Kilty, K. M. (1991). Adjustment to retirement: Continuity vs. discontinuity. *The International Journal of Aging and Human Development*, 33(2), 151-169.
- Rotefoss, B. and Kolvereid, L. (2005). Aspiring, nascent and fledgling entrepreneurs: An investigation of the business start-up process. *Entrepreneurship & Regional Development*, 17, 109-127.

TNS Opinion & Social (2012), Standard EU Barometer, Public Opinion in the EU, European Commission
http://ec.europa.eu/public_opinion/index_en.htm

Van Dalen, H. P., Henkens, K., & Schippers, J. (2010). How do employers cope with an ageing workforce? Views from employers and employees. *Demographic Research*, 22(32), 1015-1036.

Van Dalen, H. P., Henkens, K., & Schippers, J. (2009). Dealing with older workers in Europe: a comparative survey of employers' attitudes and actions. *Journal of European Social Policy*, 19(1), 47-60.

Walker, E. A., & Webster, B. J. (2007). Gender, age and self-employment: some things change, some stay the same. *Women in Management Review*, 22(2), 122-135.

Weber, P., & Schaper, M. (2004). Understanding the grey entrepreneur. *Journal of Enterprising Culture*, 12(02), 147-164.

Age Friendly Submission to the XXXXXX Local Economic and Community Plan (LECP)



CONTENTS

Executive Summary.....	2
1. The Age Friendly Cities and Counties programme : Summary	5
2. Why a new focus on older people?	6
3. How the Local Authority led, Age Friendly City & County Programmes can complement and support the realisation of the XXXXXX LECP	7
4. Alignment of Age Friendly to the XXXXXX LECP – the Evidence	10
Pillar 1 - Employment & Economic Activity.....	10
Pillar 2 - Education Training & Skills.....	15
Pillar 3 - Social Inclusion & Poverty.....	18
Pillar 4 - Climate Change and Environment	21
Pillar 5 - Health & Wellbeing.....	22
5. The National Policy Context.....	27
6. Current National Government Approach	28
Key Resources	29
Appendix A : Taken From WHO Global Checklist for Healthy Cities 2002	30
Appendix B – Objectives under the National Positive Ageing Strategy.....	31
References	32

Executive Summary

This submission to XXXXXX Economic and Community Plan has been prepared on behalf of Age Friendly Ireland and the XXXXXX Age Friendly Alliance. The aim of the submission is for XXXXXX County Council and the newly developed XXXXXX Local Community Development Committee to consider the incorporation of age friendliness, in terms of both the Irish Programme and the Global Movement, as a **cross-cutting theme** in the upcoming XXXXXX Local Economic and Community Plan.

The Age Friendly Cities and Counties programme was developed in response to demographic change and the increasing number of older people living longer, healthier lives. It is predicted that this will have considerable implications for public policy, service provision, long-term planning and society as a whole across areas as diverse as housing, planning, transport, health, local government, education, work, tourism, enterprise development, the arts and volunteering.

The Age Friendly Programme embraces the multi-faceted challenges and opportunities that ageing presents by providing structures and supports which enable Local Authorities to take the lead on changing thinking about ageing, and the way services are planned and delivered. The programme offers local authorities a way of complementing and supporting the realisation of the LECP by responding to the priorities and needs as identified by the local community through an extensive consultation process. This has generated a wealth of valuable information on service delivery, use of local resources and the creation of better social and cultural environments for all.

The AFCC programme provides new approaches to citizen and community engagement through the establishment of Older Peoples Councils/Forums which play a role in both informing decision makers and in providing older people with a real and meaningful opportunity to influence the plans and policies of their local communities. The Age Friendly Programme's interagency based approach provides a more coherent approach to the matching of resources to local priorities. Through the programme's integrated approach, linking providers and delivery structures, value for money gains become attainable at local levels.

The ethos underpinning local government reform and the creation of the LECPs recognises that voluntary activity and active citizenship are both vital elements of flourishing communities. The Age Friendly Programme has shown that using the 'whole-system approach', with policy makers, service providers, civic leaders and Older Peoples Councils sitting at the same table, provides an effective mechanism for community enhancement. A collaborative approach involving LCDCs and Age Friendly Programme working together in a defined way would further maximise opportunities for enhanced citizen involvement at local level while also further facilitating the successful roll out of the LECP.

Under Pillar 1 we look at employment and economic activity issues and why it is important for employers and employees to plan for a longer working life and greater numbers of older workers. For many people retirement is like a 'cliff-edge' and they would prefer later or more gradual retirement. Many employers have concerns about issues such as higher absenteeism, lower productivity etc. of older workers but the evidence does not support this view. In the future, as the proportion of older workers grows, companies will find that they need to retain older workers and the evidence suggests that with some small changes they can maintain and increase productivity.

Despite the many benefits that self-employment offers for older workers and the advantages that older workers have in terms of experience and in many cases available capital (eg from a redundancy or retirement payment) levels of entrepreneurship tends to be lower among older people. Research found that social norms and ageist attitudes can be an important barrier for older entrepreneurs. Many felt that they were perceived by others as being too old to start a business and there is great

potential to increase this low level of entrepreneurial activity by increasing the perception of the appropriateness and attractiveness of business ownership in later life.

Pillar 2 looks at the evidence around the importance of continuing education and learning in later life. Although as people age, they are less likely to participate in formal education, there is ample evidence that learning in later life has many health and social benefits and should be seen as an important way of keeping older people active and engaged. In the past there was a view that older people were less able to learn new things. However in recent times it has been shown that ageing does not reduce adults' capacity for learning. It is now recognised that the brain benefits from mental exercise and exposure to new experiences throughout life to remain vital.

Pillar 3 looks at issues around Social inclusion and poverty. In 2010, elderly people living alone had the lowest average weekly income (£352.18) when compared with those living in a household with another person aged 65 or over (£446.94) and those living in 'other household compositions' (£401.98). Although in recent years, the majority of older people have been taken out of poverty through the improvement in the value of the state pension, the statistics show that there are considerable inequalities among income groups of older people and that these inequalities are growing. Those in the lowest income group had incomes of just over half (53.2%) of the average in 2004 but this fell to 48.8% in 2009 and fell again to 47.0% in 2010. There is also evidence that particular groups are more vulnerable, such as women who receive less than half as much from occupational pensions as men and their income from private pensions is only 60% that of men (Central Statistics Office, 2011).

The challenge is to ensure that in the current period of budgetary cutbacks, the state pension remains above the poverty level to protect older people particularly those living alone and those who are solely reliant on the state pension for all their income. Many pensioners experience a fear of poverty, and there evidence that the recession has had an impact on the ability of many older people to pay their bills.

Social exclusion can occur for many reasons, not just financial. Research has shown that the impact of loneliness on premature death is nearly as strong as the impact of disadvantaged socioeconomic status, which they found increases the chances of dying early by 19 per cent. Loneliness was found to have twice the impact on early death as obesity.

Evidence around Pillar 4 shows how the local environment can impact the mobility and health of older people. Many older people spend a great deal of time in their local neighbourhood, shopping locally, using public facilities such as libraries and parks and participating in local social and recreation activities. The design of a community's built environment can be the determining factor between a healthy and active lifestyle and one characterised by limited mobility and high levels of social isolation. Evidence shows that the planning, designing and building of environments that are safe and accessible to older people, can increase wellbeing and support older people in continuing to live in their own homes and local communities.

It is generally recognised that health is determined by both collective and individual factors including the social and economic environment, the physical environment, health services, personal health practices, and individual capacity and coping skills. The evidence around Pillar 5 looks at the importance of health & wellbeing for older people and why it is important that a new approach to health promotion, disease prevention, and the planning and delivery of services will become increasingly necessary.

Submission Outline

Through the various sections of this submission, we provide evidence for the importance of including population ageing in future government and community planning, as well as offering an insight into solutions to identified community issues through the work of the Age Friendly Programme to date.

In sections 1 we introduce the national Age Friendly Cities and Counties Programme, identifying the reasons behind the establishment of the programme and the overall aims and objectives for the national roll-out.

Section 2 sets out the rationale for a new approach to both planning for and working with older adults. Here we highlight what the unprecedented shift in longevity means and why we need to take action now.

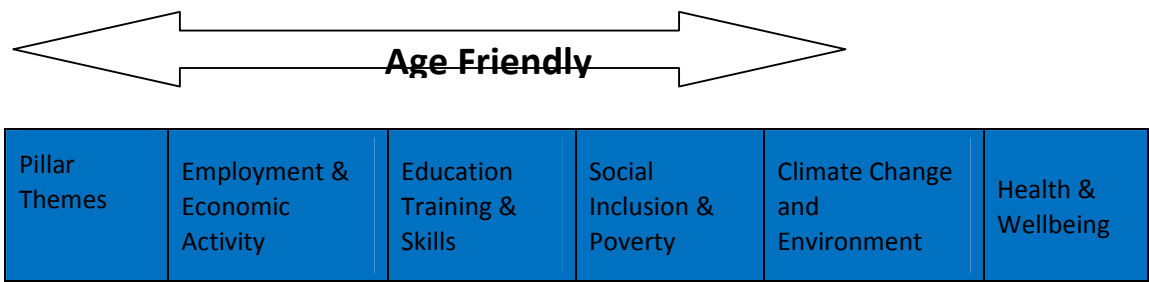
Section 3 outlines the broad ways in which the inherent structures and processes of the Age Friendly Programme can complement and support local government and community in realising the XXXXXX LECP



In section 4 we outline how the concept of age friendliness can support the pillar themes set out under the current proposed guidelines for LECP development. For each pillar the evidence around the importance of an age-friendly community is set out. In parallel a range of relevant and practical, change-led opportunities are put forward.

Through XXXXXX’s formal adoption of the Age Friendly Cities and Counties Programme, we will be able to offer access to many more of these ‘proven wins’ which will help to secure real change at community level through more effective collaboration and smarter use of existing resources.

Sections 5 outlines the current policy context and Government policy direction and the implications of an ageing population for national and local government in the future.



1. THE NATIONAL AGE FRIENDLY CITIES AND COUNTIES (AFCC) PROGRAMME

Summary

Age Friendly Ireland is a recently established organisation, whose key purpose is to manage the now six year old national Age Friendly Cities & Counties Programme. This national Programme is hosted by Dublin City Council on behalf of the Local Government Sector. Age Friendly Ireland's vision is for *"every county in Ireland to be a great place in which to grow old."*

Under the leadership of the Local Authority this initiative was, as of end August 2014, operational in 21 of the now 31 Local Authority areas¹. Programme adoption is at a very advanced preparatory stage in a further five Local Authority areas². It is fully expected that Age Friendly Programmes will be operational in each of these seven areas by the end of 2014. Age Friendly Ireland has been tasked with supporting the completion of the national roll-out of this Programme to all Local Authority areas by the end of 2015.

The Age Friendly Cities & Counties Programme uses a model based on the World Health Organisation (WHO) Age-Friendly Cities Framework and Guidelines which were developed in recognition of the challenges and opportunities that will face societies as they respond to an unprecedented growth in the number of older people living in our communities.

The programme was developed as a way of responding to demographic change and planning for the increasing number of older people living longer, healthier lives. The Age Friendly Programme embraces the challenges and opportunities that ageing presents by providing a structure and the necessary supports to enable Local Authorities to take the lead on changing thinking about ageing, and how services are planned and delivered. It is predicted that change will be needed in relation to public policy, service provision, long-term planning and society as a whole across areas as diverse as housing, planning, transport, health, local government, education, work, tourism, enterprise development, the arts and volunteering.

The steadily increasing number of local authority areas that have actively engaged with the Programme to date have developed an evolving blueprint for how relevant state agencies, working under the aegis of the Local Authorities, can engage effectively together in ensuring that their combined resources are used optimally, delivering necessary services to older people within their own local communities. Conscious that the design and delivery of plans and services on a fragmented, silo-basis has proven to be inefficient - particularly at a time when public budgets are increasingly tight - the pursuit of a more joined-up, collaborative approach to planning and service delivery at a local level lies at the heart of the Programme.

In this submission, we highlight the importance of positioning ageing as a priority on the political agenda and highlight why the prioritization of ageing in the Local Community and Economic Plan for XXXXXX is essential for creating communities that offer a better quality of life for all.

¹ Carlow, Cavan, Clare, Donegal, Dublin City, Fingal, Galway City, Galway County, Kildare, Kilkenny, Leitrim, Limerick City and County, Louth, Mayo, Meath, Monaghan, South Dublin, Waterford City, Westmeath, Cork City, Laois

² Cork County, Longford, Offaly, Sligo, Waterford County

The XXXX Age Friendly Cities and Counties Programme – Summary.

At local level, in participating programme areas, each Age Friendly City or County has an Alliance, chaired at the outset by the county or city manager and bringing together a partnership of senior decision makers from the key Government agencies (local authority, Health Service Executive, Gardai) along with Third level institutions, employers, older people and voluntary and private organisations that have a role to play in transforming their communities.

**INCLUDE LOCAL STATISTICS HERE EG POPULATION OVER 65,
NUMBER/AGE OF CARERS, PERCENTAGE WITH INTERNET ACCESS,
NUMBERS IN URBAN/RURAL AREAS, LIVING ALONE ETC**

Further details of the history and evolution of the xxxx AFCC programme could be included here – the following is provided as an example to be amended as appropriate

The Clare Age Friendly county programme was launched on the 27th September 2011 and is currently managed by the Clare Age Friendly Alliance board which comprises members from Clarecare, Clare Older Persons Forum, Clare county Council, Clare Sports Partnership, Clare Local Development Company, the HSE, An Garda Síochána, Caring for Carers Ireland, Clare Community and Voluntary Forum and Age Friendly Ireland. The alliance was initially chaired by County Manager Tom Coughlan, but is now led by independent chair Gerry Kelly who has brought with him a wealth of experience from both his time as Assistant Commissioner with An Garda Síochána and his personal experience of working in the community.

One of the first tasks for the alliance was to coordinate the roll out of a consultation process for the county to capture the true voice of older people in terms of the hopes and experiences of growing older in Clare. This involved consultation with xxx people in xxxx consultation sessions carried out throughout the county. The valuable feedback gained through the consultation has since been used to influence both the development of our Age Friendly county Strategy as well as to inform organisations in the local area as to the needs in their community. We would recommend that this report be considered in the creation of the LECP as we feel there is direct correlation between many of the themes.

The Clare Older Persons Council is the cornerstone of our whole programme and was set up and supported by Clare Local Development Company. The Council is growing in strength and confidence and is an influential voice at the Alliance Table. With the support of CLDC they have undertaken a number of training opportunities and are working to create programmes that they feel will respond to the voice of older people in the county.

The Clare Age friendly Strategy was officially launched in Ennis in November 2013 with hundreds of older adults from across the county in attendance. The strategy is now in implementation phase through the work of our Age Friendly Implementation Group, working together to fulfil the commitments outlined in our action plan. We will produce our first annual progress report in late 2014 which will capture all the work to date and hopefully highlight the opportunities that come from working in such a partnership structure.

The following are a list of actions identified in the XXXX Age Friendly County Strategy that are relevant for the development of the LECP for XXXX.

– XXX

2. WHY A NEW FOCUS ON OLDER PEOPLE?

“If you design for the young you exclude the old, but if you design for the old you include everyone.”

Glenn Miller, Director of Education and Research, Canadian Urban Development Institute

The twentieth century brought great changes in longevity. Globally, average life expectancy at birth has increased by 20 years since 1950 to 66 years and is expected to extend a further 10 years by 2050. In the developed world, the very old (age 80+) are the fastest growing population group. People are experiencing older age differently from their grandparents' generation, enjoying longer lives, better health and more active lifestyles.

The World Health Organisation (WHO) identifies population ageing as one of humanity's greatest triumphs. It is also one of our greatest challenges. At the beginning of the 21st century, global ageing is putting increased economic and social demands on all countries. At the same time, older people are a precious but often ignored resource that make an important contribution to the fabric of our societies.

The WHO argues that countries can afford to get old if governments, international organisations and civil society enact “active ageing” policies and programmes that enhance the health, participation and security of older citizens. They stress that the **time to act is now**.

“Making cities age-friendly is one of the most effective policy approaches for responding to demographic ageing” (WHO Policy Framework on Active Ageing 2002)

What is an Age-Friendly Community?

Older people face increasing challenges due to the sensory and other changes that age brings. In an age-friendly community, policies, services and structures related to the physical and social environment are designed to support and enable older people to “age actively” – that is, to live in security, enjoy good health and continue to participate fully in society. Public and commercial settings and services are made accessible to accommodate varying levels of ability. Age-friendly service providers, public officials, community leaders, faith leaders and business people:

- recognize the great diversity among older persons,
- promote their inclusion and contribution in all areas of community life,
- respect their decisions and lifestyle choices, and
- anticipate and respond flexibly to aging-related needs and preferences.

For a list of features which highlight how aspects of urban and rural development and services can contribute to the participation, health, independence and security of older persons in an age friendly county please see Appendix A.

3. HOW THE LOCAL AUTHORITY LED, AGE FRIENDLY CITY & COUNTY PROGRAMMES CAN SUPPORT THE REALISATION OF THE XXXXXX LEC

Responding to real needs as identified by the local community

The ambition of all Age Friendly Programmes is to enhance the quality of life of citizens and communities at local level. The consultation process underpinning each Age Friendly county/city programme determines the priorities to be addressed and the strategy to achieve the vision.

The approach to age friendly strategy development at local level is informed by a developmental 'bottom-up' approach. Meaningful community participation in identifying priorities and solutions is vital to the process. A core element of the Programme involves the conduct of county/city wide consultation which explores, under a series of categories defined by the WHO, the needs of the whole community as they age.

The Programme recognises the importance of engaging with older people from all walks of life as part of this process to ensure that the final county/city plan is informed by the voice of the entire community from the most active to the marginalised. New approaches to citizen and community engagement have been tested as part of this process. Consultation takes place using a variety of formats from one to one sessions with individual older people, service providers and businesses to large 'town hall' style meetings where issues are discussed at round tables and suggestions for what can be improved or changed in a city or county are recorded. Also recorded are details and case studies of successful programmes which have the opportunity for replication and expansion. Our experience to date shows us that communities tend to have the solutions to many of the problems facing society, but need the extra support and resources to develop programmes to the scale that they can have widespread impact.

These consultations have generated a wealth of valuable information on service delivery, use of local resources and the creation of better social and cultural environments for all. Such local information and data could help to inform the assessment of community needs which is to underpin the development of the new XXXXXX LECP. Mindful of the ambition to better align activities locally the Age Friendly City / County Programme would see the value in sharing this available data to inform the new XXXXXX LECP and to avoid unnecessary duplication of effort in respect of local consultation.

Improving citizen and community engagement

The new programme for government and the ethos behind the development of the XXXXXX LECP indicates a willingness to provide communities with important opportunities to participate in local development issues while also affording them the power to shape local decisions. The Age Friendly Programme recognises the importance of having the voice of older people represented at senior level decision making tables and already, Older Peoples Councils/Forums have been established in 17 Programme areas and will be established in the remaining areas as the programme rolls out. These Councils/Forums play an important role in each of the multi-agency Alliances and in having the voice of the older person heard at a range of different decision making tables. The establishment of these Councils also speaks directly to a key commitment under the Programme for Government and the recently published National Positive Ageing Strategy to establish Older Peoples Councils in each Local Authority.

The Councils/Forums play a role in both informing decision makers on the needs of local communities and in providing older people with a real and meaningful opportunity to influence the development of plans which affect the health and wellbeing of their local communities. The

development of a strong relationship between these Councils and the XXXXXX LECP development would strengthen citizen and community engagement at local level and would further ensure local people are meaningfully involved in the decision making processes and procedures which will shape the future of their own local communities.

Achieving greater efficiency and effectiveness

The focus of the Age Friendly Programme's interagency based approach to planning lies in making the best use of available resources. By bringing a more coherent approach to the matching of resources to local priorities and ensuring an integrated approach between providers and delivery structures value for money gains become attainable at local levels.

The WHO framework, underpinning the Programme approach provides a means to assess a city or county in a holistic way through the lens of the older person. Most importantly it allows for, and even demands, creative solutions to respond to the needs identified. Two simple examples are included below to illustrate:

- The Fingal programme provides an interesting example where the voluntary transport group, Vantastic, collaborated with the local hospital, Beaumont, the HSE and Fingal County Council to introduce a pilot health route to bring people from different towns outside the city to their hospital appointments. This reduced the health services transport costs, significantly reduced no-shows at Beaumont Hospital outpatient appointments while also providing older people with an enjoyable, user centred, social opportunity.
- The Louth Programme provides another relevant example through its development of the Cúltaca programme, an independent professional service that provides one-to-one community-based supports to older people depending on their needs and circumstances. Currently in its fourth year, two Cúltaca posts are supported by the HSE. In respect of the very frail and at risk clients the Cúltaca play a particularly effective role in hospital avoidance and in supporting early discharge where hospital admittance has occurred.

The Age Friendly City and County Programme sees the value in sharing these and other learnings and in supporting the development of the XXXXXX LECP through appropriate collaborative approaches, in designing and developing further relevant initiatives which contribute to a better use of available local resources and the achievement of value for money at local levels.

Enhancing involvement by citizens and communities in the design, implementation and targeting of services

The ethos underpinning local government reform and the creation of the LECPs recognises that voluntary activity and active citizenship are both vital elements of flourishing communities. The Age Friendly Programme is demonstrating that when you create strong age friendly communities you unleash powerful forces for innovation and community enhancement. Using the whole system approach with policy makers, service providers, civic leaders and Older Peoples Councils sitting at the same table, agreeing what needs to be, and supporting the older peoples groups to make the changes needed – you have a powerful recipe for community enhancement.

Across a number of participating counties, Men's Sheds, RSS and Tus workers have built bus shelters and park benches; volunteers have been trained by An Garda Síochána to act as Crime Prevention Ambassadors; volunteers have led walk and talk groups and provided befriending services, older adults have engaged with Local Authority Engineers to inform the development of local town and area plans, and landscapers and gardeners have regenerated run down parks and green areas, making them safer and more attractive places to spend time.

A collaborative approach involving LCDCs and Age Friendly Programme working together in a defined way would further maximise opportunities for enhanced citizen involvement at local level while also further facilitating the successful roll out of the XXXXXX LECP.

4. ALIGNMENT OF AGE FRIENDLY TO THE XXXXXX LECP – THE EVIDENCE

Pillar 1 - Employment & Economic Activity

Employment Key Issues

- Older people want the choice to be able to continue working if they wish. Some may have to continue working in order to increase or maintain their income.
- For many people retirement is like a 'cliff-edge' and they would prefer later or more gradual retirement.
- In the future, as the proportion of older workers grows, companies that rely on physical work may experience difficulties in protecting the health of their workers while preventing any reduction in physical performance.
- There is little awareness among employers of the benefits of employing older people. In fact many employers have concerns about issues such as higher absenteeism, lower productivity etc. of older workers. The evidence does not support this view.

The Evidence

As people enter the workforce later and retire earlier, the average number of years that people work has fallen significantly. At the same time, the average number of years spent in retirement has doubled between 1950 and 2004. Pension reforms announced in 2010, will mean that older people in Ireland will now not qualify for a pension until they are 68 (by 2028). These reforms are intended to address the potential costs of increasing numbers of retired people being supported by fewer people of working age. However unless people remain in the workplace, the reforms will not be effective. It is important therefore that employers and employees plan for a future with increasing numbers of older workers.

Research suggests that employers have mixed views on the benefits of older workers. The HSBC Future of Retirement Survey (2006) – an international study - found that while older workers are seen as more loyal and flexible, younger workers are regarded as quicker learners, more technologically oriented, somewhat more flexible, and somewhat less expensive. However the survey found that the tendency towards negative stereotyping of older workers is relatively weak: 49% of employers feel that older workers are at least as technologically oriented and 43% find them at least as quick to learn as younger workers. The HSBC research was confirmed by two recent European studies (carried out in Poland and the Netherlands) which found that older workers tend to be valued more for their 'soft skills' (ie, social skills, management skills, reliability and loyalty),

while younger workers are preferred for their 'hard skills' such as creativity, physical health, new technology skills, willingness to learn and flexibility. (Perek-Białas and Turek 2012; Van Dalen, Schippers and Henkens 2010).

A comparative analysis ³(Van Dalen et al 2009) found that despite knowledge of the perceived challenges presented by an ageing workforce, many employers took no substantial measures to retain and recruit older workers or improve their productivity. However, when they did the results were very positive. A German study looked at the benefits of making workplaces more age-friendly. They identified a range of personnel measures that could help to increase productivity and retain older workers such as flexible working times, physical changes to the work places, a shift of older employees to workplaces with reduced requirements, mixed-age teams, and the inclusion of older employees in continuing training measures. The study found that actions such as reducing the work requirements and equipping the workplaces to suit older employees resulted in a significantly higher level of relative productivity of older employees. They also found that age-mixed teams not only result in higher productivity of older employees but also had a positive impact on the productivity of younger employees. (Göbel and Zwick 2010)

Older people have a strong preference for later and more gradual retirement. A Euro barometer report (2012) found that six out of ten respondents think people should be able to continue working past the official retirement age if they want to (61%). Only a third believes that they should have to stop working.

The rate of employment in the 55-64 age-group increased in most EU countries between 2005 and 2010, the EU average rose from 51% to 54%. However, in Ireland the rate fell from a high of 68% in 2007 to 58% in 2010. Employment among those in the 65-74 age-group was comparatively high in Ireland – 18.5% of men in this age-group were employed in 2010 compared to an EU average of 10% although again the Irish rate fell from a high of 21% of men in 2007.

From the employee's perspective, being able to work in later life is an important choice. For some older people the desire to continue working is motivated by an enjoyment of work and the importance of the social role it provides while others may need to maintain a standard of living gained through work (Walker and Webster, 2007), increase their income or to compensate for poor returns from an occupational or private pension.

In addition to financial benefits, research suggests that working into later life can have positive physical and psychological effects. There is evidence that being deprived of the routines and roles associated with work can be psychologically stressful and damaging (Hornstein & Wapner, 1985; Richardson & Kilty, 1991) and that older people who left the workforce voluntarily had higher levels of wellbeing than those who continued in work while those who are forced to retire (due to health reasons, organizational reasons) were found to have the lowest levels of satisfaction with life. (Hershey and Henkens 2013)

Working longer is also associated with some physical benefits. There is evidence that work had a modest beneficial impact on limitation in activities of daily living (ADL), instrumental activities of daily living (IADL), and on positive mood indicators. Paid work at older ages reduced the likelihood of having any ADL or IADL limitation by 2%, and of reporting negative mood indicators also by 2%,

In Ireland, the ESRI study (2001) found that few companies (12 per cent) provide special supports aimed at workers aged over 45. Of those that do those that do provide supports, three quarters provide flexible working, 41 per cent provide retraining in new areas of work and 12 per cent give

³ Greece, Spain, The Netherlands and the UK

exemptions from shift work. None of the respondents provided partial or gradual retirement options.

Research shows that older workers are less likely to take sick leave than younger workers, and while some abilities such as manual dexterity do decline with age others, such as managerial capability, show no such reduction after the early 20s. An ESRI survey found that the main characteristics of older workers welcomed by employers were experience, reliability, loyalty to the job, maturity, and having a good influence on younger staff.

Some Irish employers when surveyed have expressed concerns that older people have inappropriate skills, are less productive, less flexible, less ambitious, and take more sick leave than younger people (quoted in Green Paper Section 14.21). However a 2001 ESRI survey found that attitudes of Irish employers were generally positive and that larger companies appear to particularly value the positive influence that older workers can have. Others have argued that while older workers have more technical and firm-specific knowledge, they say these advantages come only with increased tenure within the firm and that hiring older workers will not bring these advantages.

Self Employment

Key issue; While the participation of older people in the labour force has increased over the past decades, the level of self-employment is still low.

The Evidence

Self-employment offers many potential benefits for individuals and the economy in general. As people age, opportunities for career enhancement and mobility tend to reduce. Self-employment offers more flexibility and control over their time. Evidence suggests that, being made redundant or being unsatisfied with current employment can lead to higher levels of risk-taking amongst older workersⁱ and increase the likelihood of starting a business. Unskilled and lower-skilled people, particularly men over 50, are more likely turn to self-employment when they cannot obtain paid employment in the workforce. (TNS Opinion & Social 2012)

In Ireland, across the age groups, there was an increase in early stage entrepreneurial activity among those aged between 55 and 64 (from 3.5% in 2008 to 4.8% in 2010). However, the level of entrepreneurial activity among this age group, however, is considerably below that of the most active age group (35-44 years) among whom almost one in ten (9.8%) were involved in early stage entrepreneurial activity in 2010. The majority of Irish early stage entrepreneurs are aged between 25 and 44 (59%). Seventy percent of early stage entrepreneurs are less than 45 years old. (Compared to 45% of owner managers) 55% of owner managers of established businesses are aged 45 and over. (GEM 2013)

EU research found that 16% of older respondents were either considering entrepreneurship as a late career alternative or were already engaged in entrepreneurial activities. However, this proportion is considerably lower than prime age workers, at 37%ⁱⁱ. (European Commission 2010)

UK evidence shows that the survival rates of businesses established by older entrepreneurs are higher than those of younger entrepreneurs perhaps because older entrepreneurs have built up financial, human and social resources over a lifetime of work. (Kautonen et al 2008). A report published by Barclays Bank in the UK found that companies started by older people had a 70%

chance of surviving the crucial first 5 years compared with 28% for companies started by younger people. (Barclays Economic Reports 2001)

A Norwegian study of entrepreneurs found that although entrepreneurial competencies increase with age, the intention to start a business tends to decrease. (Rotefoss and Kolvereid, 2005). While older people frequently have the necessary skills and attributes to be successful in business, many are failing to convert these skills into entrepreneurial activity. This would suggest a need for greater analysis of the potential barriers and obstacles that prevent older people from becoming entrepreneurs. Research has identified some barriers such as health or caring responsibilities, perceived age discrimination and lack of access to networks or finance. (Weber & Schaper, 2004).

Adequate capital to support the development and growth of a new business is central to the success of entrepreneurial activity at any age and failure to access finance can be one of the main obstacles to their growth and/or their survivalⁱⁱⁱ. While access to finance can be a challenge for all entrepreneurs, it seems that this is likely to be less of an issue for older entrepreneurs than for younger ones. However, a recent survey revealed that more than 10% of older entrepreneurs identified access to finance as a barrier to self-employment^{iv}.

Research carried out in the UK found that social norms and ageist attitudes can be an important barrier for older entrepreneurs. Many felt that they were perceived by others as being too old to start a business. No link was found between objective measures of entrepreneurship (e.g. the number of entrepreneurs/small firms in existence) and the likelihood of starting a business. This suggests that even countries with a low level of entrepreneurial activity would have the potential to increase the level of entrepreneurial intention by increasing the perception of the appropriateness and attractiveness of business ownership^v. (European Commission (2009), Entrepreneurship in the EU and beyond: A survey in the EU, EFTA countries, Croatia, Turkey, the US, Japan, South Korea and China, Analytical Report, Flash Eurobarometer No. 283)

Economic Activity

Key issue; The ageing of the population provides opportunities to businesses to create new markets among the growing “silver market”. However many businesses have not yet considered the potential value of this market.

The Evidence

There is limited data available on the potential spending power of the ‘silver market’ in Ireland. However in other countries there is clear evidence that this is a growing and valuable market. In the US it is projected that, by 2010, most spending (54%) will be by people over age 50, and that this age group will control the bulk of household disposable income (53%) and more than 80% of net worth (Nomura 2009).

An analysis of the UK household income and expenditure among older people (Department for Business Innovation and Skills 2010) found that older households devote a greater proportion of their total expenditure to necessities like food and drink and housing, fuel and power. Luxury items related to recreation and culture are also areas of significant expenditure for older households. The research also found that people aged over 50 bought 80% of all top-of-the-range cars, 80% of cruises and 50% of skincare products.

Many companies are either not aware of the potential or have failed to respond and adapt to the changing market and demand for products. It has been speculated that because many companies are dominated by younger executives they continue to direct their marketing efforts at that segment of the market. Research has found that only 10% of marketing spend is aimed at the over 50s and most communication sent about brands and services is either irrelevant or insulting to them.

Assumptions about the kind of products that will appeal to the older consumer have also been found to be incorrect in many cases. Studies show that over half of the 60-75 age group in the US see themselves as middle aged and not old and therefore products which make incorrect assumptions about their abilities are likely to be unappealing. Many companies hold incorrect assumptions about older people such as the fact that older consumers don't use new technologies. In fact, Facebook usage amongst the over 64's has surged in the last 12 months - 390% in the UK, 1230% in the US and 1600% in Italy.

Tourism - older people are an increasingly diverse group. This increase in diversity is only likely to increase as people reach older age more educated, engaged and more active. Older people, in the main, have access to income and have time to go on extended breaks and to explore new locations. Active retirement groups are demonstrating their desire to undertake holidays on a group basis engaging in sporting (golf, walking, fishing, hiking etc.) and cultural activities. The growth of holiday companies such as Saga holidays bears witness to this growing trend.

According to Eurostat 43 (2012), by 2020 the share of the total European population will reach 20% and by 2035 it will have reached 25%. As a share of the tourism market in 2011, the 65+ market accounted for 20% of total tourism expenditure and 30% of package travel expenditure. This report recorded that in the period 2006 – 2011 the 65+ market segment was the only segment to show increases in tourism activity, increasing by 10% over this period. Between 2006 and 2011 The 65+ market segment made 29% more trips, 23% more overnight stays and their tourism expenditure grew 33% over this period to 20% of all tourism spending of Europeans (compared to 15% in 2006). These increases demonstrate important role that the 65+ market segment plays in tourism today and shows the potential and opportunities that they can play going into the future.

The potential of this change for the tourism industry has been recognised by the EU. In a communication (Com- 2010- 352, final) from the Commission to the EU Parliament, the Council, The European Economic and Social Committee and the Committee of the Regions, the Commission calls for the tourism industry to adapt quickly to these changes in order to retain its level of competitiveness. The EU has established a number of projects to help member states to prepare and capitalise on these demographic changes such as the TOURage project, funded under INTERREG IVC, with the key objective:

- “To enhance regional economy by the means of senior tourism development and to support active and healthy ageing. The project aimed to enlighten the responsible personnel of regional authorities, decision makers and politicians in the field: its challenges and benefits, its future and trends and above all good practices exchanged and deployed”.

www.tourage.eu

Some Relevant Opportunities for Action

Business mentor Panels – Engage with local Chambers of Commerce to develop a panel of suitably experienced older people that are in a position to offer business set up and development advice and support. This would provide an opportunity for business younger business owners and managers to engage with and learn from those who have, previously, sustained and successfully grown business through periods of recession.

Over 65 business start up support - Many people forced to retire at 65 are not in a position to effectively or sufficiently fund their retirement, which could potentially last 30 or more years. There is currently a dearth in opportunity for the over 65s to avail of enterprise training and support.

TourAge – Use the experience of European programmes such as TourAge to harness the growing older adult tourist industry. XXXXXX is in a unique position with its alignment to the WAW and its hosting of the Fleadh. Both of these offer opportunities for the introduction of practical initiatives such as age friendly business, cultural ambassadors to support the generation of increased economic activity for the local hospitality industry.

The Age Friendly Business Programme

- There are more than 1 million older (60+) people living & in Ireland.
- Those aged 50+ own 70% of the world's wealth and account for spendingIt is easy to make your business age friendly. Most age practices are low or zero cost and can mean a big difference in your bottom line. Simple changes such as making your easier to find, enter, move make purchases in are your customers and better business. By advertising an age friendly business, letting older people know value their custom and committed to serving Becoming an Age Friendly community will help you retain this powerful base.



shopping

55% of friendly

business around and good for for your yourself as you are that you you are them. Business attract and customer



"We really started focusing on the older customer market about 2 years ago and since then we have changed how we do business. Through focus groups and mystery shopping we stopped guessing what the mature consumer wanted and started asking. This knowledge allowed us to create a better service; without doubt we have seen a marked increase in our business to this market"

(Colin Ahern, Manager Kilkenny Ormond Hotel)

friendly

Case Study - Kilkenny Age Business Awards

The Ormond Hotel was the first winner of the Kilkenny Age Friendly Business Award, a new initiative introduced by the Kilkenny Chamber of Commerce under their commitment to the county-wide Age Friendly programme.

PILLAR 2 - EDUCATION TRAINING & SKILLS

Key Issues

- As people age, they are less likely to participate in formal education, particularly in programmes of education leading to qualifications.
- Learning in later life has many health and social benefits for older people and should be seen as an important way of keeping older people active and engaged.
- In the past there was a view that older people were less able to learn new things. However in recent times it has been shown that ageing does not reduce adults' capacity for learning.

It is now recognised that the brain benefits from mental exercise and exposure to new experiences throughout life to remain vital.

The Evidence

The share of adult learners (aged 40 and above) in Ireland is one of the lowest in the EU at less than 0.5% (Eurostat 2011) The highest rate was seen in countries such as Belgium, Finland, Portugal and Sweden, (5%).

There is growing evidence of the benefits of continued mental stimulation in later life with regard to the maintenance of good physical health (Khaw, 1997). Recent neurological research also suggests that mental training in later life can boost intellectual power, assist in maintaining mental function and help to reverse memory decline. (Kotulak, 1997). In fact evidence shows that there are four factors linked to retention of mental agility: (1) education level, (2) strenuous activity, (3) adequate lung function, and (4) the absence of chronic disease (Singh Kalsa, 1997).

Research carried out by the Institute for Public Health in Ireland - Health Impacts of Education has also identified a link between lower levels of education and poor health and showed that taking part in some form of educational activity helps keep body and mind healthy and active (Higgins et al., 2008)

Education can also help to combat social isolation and help older people face change in their lives and communities (Mercken, 2004). Participating in learning has also been found to enhance quality of life, increase motivation, coping skills, maintenance of independence and gains in knowledge. As the number of older people increases and people live longer, developing and implementing strategies for maintaining cognitive health should be a priority for both individuals and societies (Butler 2004).

Irish research which involved older and younger students in the Waterford Institute of Education looked at the motivations for learning among older people. It found that personal development and making up for lack of opportunities in the past was one of the main reasons for participating in education. Many also participate for social reasons whereas the younger students participate predominantly to enhance their career prospects. Some of the older men who participated in the Waterford research study were pursuing higher education qualifications to enhance their careers while the majority of older women said that they would be pleased to gain employment after their studies but did not pursue education for that reason (Bunyan 2005). This confirms earlier research which found that older women are more likely to return to education for personal reasons whereas older men are more likely to pursue job-related qualifications (Scala, 1996).

Case Studies

Log on and Learn: Some successful intergenerational initiatives have been undertaken in assisting older people learn computer skills. The Log on Learn Programme devised by INTEL has been rolled out in a number of schools and has had highly successful outcomes. The Louth Leader Partnership, in association with DkIT under their Age Friendly initiative has trained over 1,500 older people in computers and IT over the past three years

Age Friendly Universities - NUIG is partnering with AFI to become an Age Friendly University. DCU achieved this status last year, making it the first in the world. Among its initiatives is the '**Taste of DCU**', specifically designed for older adults from the local community to give participants a taste of the range and breadth of courses and other activities we offer, as well as providing an opportunity to visit the campus and meet with DCU staff and students.

It is the overall intention to create a network of Age Friendly Universities and 3rd level Institutions across Ireland, and it is hoped that XXXXXX IT will pursue this status.

Some of the initiatives being developed/implemented in NUIG include;

- Galway Click and Connect – a student driven training programme for older adults to reduce the number of non-liners in the county. The programme was developed in partnership with the Galway Older Persons Council to respond directly to the key internet priorities raised by older adults in the county
- Expansion of semester teaching time to allow for the delivery of lifelong learning opportunities across the traditional summer break
- Business mentorship linking business study students with experienced older business people from the community

Older Persons Councils - As part of every Age Friendly Programme, an Older Persons Council is established in each county. This council acts in an advisory role to the Age Friendly Alliance and is a key stakeholder group which provides the opportunity for older people to share their concerns and experiences as well as to ensure consistence of services, supports and outcomes for the Age Friendly County Programme.

The key purposes of the Older Peoples Council are to;

- Provide an active channel of communication between the Older peoples council and the Age friendly County Initiative;
- Provide the opportunity to comment on and influence the Age Friendly County Strategies, plans and projects;
- Work co-operatively and represent the views of older people at local, regional and national level;
- Identify key actions for implementation with the Age Friendly County Alliance and strive to achieve a number of the objectives in the Age friendly County Strategy as a council;
- Discuss concerns and issues for older people;
- Ensure consistency of arrangements across the county in relation to the implementation of the Age Friendly Strategy;
- Provide advice and information with regards to the Age Friendly County Initiatives.

An inherent part in the development and strengthening of this council is the delivery of training in partnership with Age & Opportunity who have a remit to support the roll out of the Age Friendly programme through building the capacity of older adults. Age and Opportunity work with the councils and tailor a training programme to their specific needs to allow them to begin to influence and support the delivery of change in the community.

PILLAR 3 - SOCIAL INCLUSION & POVERTY

Key issues

- In 2007, 73 per cent of older people were dependent on social transfers for three-quarters or more of their household income, which compares to 15 per cent of working age adults. (ESRI 2010) Social welfare pensions account for 54% of gross income, occupational and private pensions contribute 24% of income and income from work and self-employment makes up 11% of income. (Office of Social Inclusion 2008)
- In recent years, the majority of older people have been taken out of poverty through the improvement in the value of the state pension. However, in the current economic situation, the challenge is to ensure that the state pension remains above the poverty level to protect older people particularly those living alone and those who are solely reliant on the state pension for all their income.
- Many pensioners experience a fear of poverty, and there evidence that the recession has had an impact on the ability of many older people to pay their bills.

Social exclusion has been defined as “...being unable to participate in society because of a lack of resources that are normally available to the general population”⁴. By definition therefore social inclusion focuses mainly on the impact that poverty can have on a person’s ability to fully participate in society.

The Survey on Income and Living Conditions (SILC) found that in both 2009 and 2010, older people who were unable to work because of illness or disability (16.0% and 25.8% respectively) and those living in rural areas (12.5% and 14.7% respectively) had some of the highest ‘at risk of poverty’ rates. In 2010, elderly people living alone had the lowest average weekly income (€352.18) when compared with those living in a household with another person aged 65 or over (€446.94) and those living in ‘other household compositions’ (€401.98).

Older people in Ireland depend heavily on the state pension as their main source of income, representing well over half of gross income in both 2004 and 2009, and nearly two-thirds of gross income in 2010. In 2010, there was a considerable gap between the proportion of income coming from social transfers in the different income quintiles. Almost 89% of the income of those in the lowest income quintile came from social transfers, while the figure for those in the highest quintile was just over 37%. (CSO 2012)

A study carried out by the Vincentian Partnership for Social Justice found that all categories of female pensioners over 70 living alone had no discretionary income and instead had income shortfalls of between €11.79 and €63.83 per week. The state living alone allowance is therefore not enough to mitigate the ‘dis-economies’ of scale experienced by people living alone. As a consequence, increasing numbers of people who are solely dependent on the State pension are unable to pay for basic items.

An analysis of the impact of the current recession on older people has found that although the living standards of older people were better than those in other age-groups, the recession is having a very

⁴ <http://www.socialinclusion.ie/poverty.html#whatis>

real impact on all households. Older people across Ireland are worried about reduced or frozen incomes, higher taxes, cuts in services and charges for services that are now free. (Hillyard 2010)

Both single pensioners and pensioner couples are finding it more difficult to afford to keep their homes warm. There has been an increase in the proportion of single pensioners unable to keep their house warm from 2.4% in 2007 to 4.7% in 2009. There has been a large increase in the number of single pensioners who are unable to afford an annual holiday from 13.3 per cent in 2007 to 40.5 per cent in 2009. The proportion of pensioner couples who were unable to afford an annual holiday increased from 14.9 per cent to 26.3 per cent.

These large changes suggest that the annual holiday is one of the first things on which to cut back. The inability to pay bills is another good indicator of how the recession is affecting different households. There has been a doubling (from a very low base) in the proportion of single pensioners unable to pay their utility bills. There has also been a slight increase in the proportion of pensioner couples unable to pay these bills. (Hillyard 2010)

Pension plans lost 38% of their value in 2008 (OECD, 2009)

Social Isolation

Older people may also be isolated from society for a variety of reasons such as bereavement and ill health.

Feeling extreme loneliness can increase an older person's chances of premature death by 14 percent, according to research by John Cacioppo, professor of psychology at the University of Chicago. Cacioppo and his colleagues' work shows that ***the impact of loneliness on premature death is nearly as strong as the impact of disadvantaged socioeconomic status, which they found increases the chances of dying early by 19 percent***. A 2010 meta-analysis showed that ***loneliness has twice the impact on early death as does obesity***.

One of the main determinants of health and wellbeing is a sense of social inclusion or feeling part of a network of family, friends and community. In fact research has found that the health risks associated with lower levels of social integration are comparable to those of smoking, high blood pressure and obesity. A recent analysis of the *Survey of Health, Ageing and Retirement in Europe* (SHARE) data found that social engagement contributes to better health status in all countries and that the impact of social engagement on health has the potential to raise the number of people in good/very good health from 57% to 63% on average.

Numerous other studies have found links between engagement in meaningful and productive activities and reduced risk of mortality in later life. For instance, Wolinsky, et al. found that involvement in activities such as volunteer work, social contact, and religious activities, significantly reduced the mortality risk in a group of older people. Research has found positive effects on the well-being, quality of life, health and longevity of older people as a result of their volunteer activity.

According to the TILDA study (2011) the lowest quality of life was found in people who never volunteer. (TILDA 2011) TILDA also found that one in five older people do voluntary work at least once a week or more, that over one third (36%) of older people provide household help to their (non co-resident) adult children and nearly half (47%) provide childcare for their grandchildren. (TILDA 2011)

Researchers in the US (Ageing Today, 2004) found that in addition to feeling better about themselves, older volunteers experienced additional mental and physical health benefits, felt happier, and enjoyed a better quality of life as well as increasing social status, and reinforcing

knowledge and skills. (Hinterlong and Williamson (2006) found that. Volunteering is also said to provide a role identity and sense of purpose for those retired from paid work.

Volunteering by older people is also of significant benefit to others in the community and a study which examined the kind of informal assistance given between friends and neighbours found that two thirds of older Americans (over 60 years of age) give help to friends and neighbours, a service that reduces social isolation and delays the need for formal paid services for those supported. The study looked at the link between time spend in 'productive activity' such as volunteering or employment related volunteering and found that as time committed to productive activities increased, life satisfaction also increased and that involvement in a greater number of productive activities was linked to higher levels of happiness (Baker et al 2005).

Intergenerational Contact

In recent years a number of factors have contributed to an increasing social distance between generations. There has been a growing tendency for the generations to associate with and value their contemporaries to the exclusion of other age groups; an increased emphasis on self-sufficiency also contributes to intergenerational 'distance' and finally as families become more geographically dispersed, intergenerational contact within the family has reduced, leading to a gap in understanding between old and young.

EU data shows there are few opportunities for old and young people to meet and exchange ideas. In a survey carried out in 2009, 64% of the EU-27 population (aged 15 and above) agreed that there were not enough opportunities for older and younger people to meet and work together in associations and local community initiatives. (Eurostat 2011)

Research in the UK found that significant numbers of younger people are isolated from older people in their communities: a third (36%) say they 'never' or 'hardly ever' speak to people over 40, other than parents, teachers or people at work, while older people often have very little personal contact with younger people outside their immediate family circle. Since age segregation contributes to a lack of understanding people tend to fall back on stereotypes, which in turn reduce the possibility of contact between the generations.

Most Europeans do not believe that their governments are doing enough to promote a better understanding between the young and the old. In a Euro-barometer study, a higher proportion of Irish respondents (45%) strongly disagreed that the Irish government was doing enough to promote intergenerational understanding, this compares to the EU average of 27%. (Eurostat 2011)

Case Study

Coole Active Elderly - Coole Active Elderly Group identified social isolation as one of the most pressing issues facing older people in rural Ireland. The group wanted to identify activities that would allow older people to meet and interact with others. In 2011 the group supported the development of a playground for children of the area. The initiative led to the development of an outdoor area with exercise machines placed beside the children's playground to support grandparents who would like to enjoy time, play and exercise with the younger generations in their family. The development of this outdoor area also mobilised support from the wider community which raised local funding to support the initiative. The group were also successful in seeking support and engaging other organisations in the funding and development of the project eg WCC, local Partnership company, local mother and toddler group.

Case Study

In **Ennis, Co. Clare**, a group of enterprising Transition Year students took action to close this generational gap through a range of creative activities under the Age Friendly partnership

What was done

The students first carried out extensive research into the needs of the town's older population, and as a result, set up a number of initiatives to help address those issues.

The pupils' survey showed that 85% of older people felt unsafe crossing the road, and so the students secured high-visibility jackets from the Road Safety Authority (RSA) to distribute to older people in the community.

In addition, the students provided computer lessons for the older people in the town in a programme called Log and Learn, and ran a grave-cleaning service for older people who are unable to tend the graves of their loved ones.

Key achievements

The work of the students has made significant changes for the older people in their town, while at the same time creating a strong bond between the generations. Not only did the pupils help to improve the town for older residents, but the process also brought about a heightened sense of respect and value, within the wider community, for the older population.

The students were nominated for the Young Social Innovators national award in 2012.



PILLAR 4 - CLIMATE CHANGE AND ENVIRONMENT

The Evidence

Local authorities can improve older people's well-being and quality of life by basing their planning decisions and resource allocations on the known needs of older people. Physical changes that often accompany ageing, such as reductions in vision, hearing, or difficulty in depth perception, as well as physiological changes such as reduced muscle mass or slower reflexes can pose risks for older people when they are out and about in their community. The ideal for older people is a compact community with locally available facilities and services that are environmentally sustainable.

Research has found that there are many ways in which independence can be reduced by the characteristics of the built environment. People with reduced or declining physical abilities experience greater dependence in activities of daily life when they live in a community characterized by what they described as 'limited land-use mixtures' (Clarke et al 2005). Such environments mean that older people experience more difficulty travelling independently to shops, pharmacies, and banks. Physical accessibility can determine whether older people can make regular use of the public spaces, services and facilities provided. For example, one study found that 60-70% of people using a park live within 800m of it (Stoneham, 1996).

It is well known that exercise offers psychological and physical benefits. Walking has been found to be the preferred physical activity of choice for older people, both as a form of exercise and transport. Research suggests that those who regularly walk a mile are less likely to lose physical function, less likely to suffer falls and more likely to remain living independently for longer. However, despite the abundance of evidence suggesting that physical activity is beneficial, many older people are not exercising enough.

In recent years there has been a growing understanding that the characteristics of the built environment can increase or decrease physical activity and in particular walking. Factors such as the aesthetic qualities of the area, perceptions of safety and walkability, as well as personal attributes and motivations can all increase the likelihood of walking in the local area. In areas where the built environment is adapted, such as through the provision of safe footpaths, older people were more physically active than those who did not have such access.

The design of a community's built environment can often become the determining factor between a healthy and active lifestyle and one characterised by limited mobility and high levels of social isolation. Findings indicate that traffic, poor pedestrian access to shops or shopping centres, and falls hazards are particularly important for older people in making the decision to walk in their local area. Other studies found that older people chose their route based on factors such as the quality of the footpath, the presence of other people along the route, absence of heavy traffic and traffic lights with sufficient crossing time. Other contributory factors included safety from crime, having places to stop and rest while walking and scenery or gardens.

Rather than simply impacting on the level of physical activity, public footpaths can actually be an injury hazard for people with limited mobility. The World Health Organisation consultations with older people found that inadequate footpaths were an almost universal problem: 'footpaths that are narrow, uneven, cracked, have high curbs, are congested and have obstructions, present potential tripping hazards and impact on older people's ability to walk around.' (WHO, 2007).

A UK-based study in 2008 found 24% of pavements unfit for use, and established that in one year (2006) a total of 2.5 million older people fell over on pavements alone. Such falls sometimes result in fractures which take months to heal, leaving the older person more frail, physically restricted and socially isolated, and possibly very fearful of falling again (OISE, 2007). A survey carried out by Enable Ireland found that footpaths were the biggest barrier to older people's mobility and well-being (Enable 2008).

Studies by AGE-UK also found that for older people who are becoming frail or less mobile, public seating can make the difference between living a full life and feeling cut off and isolated. Without the security of knowing there is adequate provision of benches etc in places such as shopping centres, post offices, supermarkets, bus-stops, and public parks, these older people may be less inclined to go out. As with other forms of Age Friendly provision, improving availability of seating is also in the interests of others, such as younger people with disabilities, and parents with young children.

Crossing at complex intersections with a high volume of traffic presents a challenge for many older people and older pedestrians often express concern about the short time programmed for the walk phase at controlled intersections. A recent study carried out in Dublin, compared the walking speed of older people, gained through the Technology Research for Independent Living (TRIL) gait assessments (using GAITRite™) with the standard times allocated by pelican pedestrian lights in Dublin. The study found that walking speed decreases with age and that pedestrians over the age of 80 are unlikely to have sufficient time, especially when crossing wider roads. The average walking speed of pedestrians aged over 89 was likely to be lower than the minimum speed needed to cross the narrowest standard road, according to the research. The study also found some evidence that younger old people experience difficulties with times allocated by the Pelican crossings. (Romero-Ortuno et al 2010)

PILLAR 5 - HEALTH & WELLBEING

The Evidence

It is generally recognised that health is determined by both collective and individual factors including the social and economic environment, the physical environment, health services, personal health practices, and individual capacity and coping skills. A new approach to health promotion, disease prevention, and the planning and delivery of services will become increasingly necessary in response to societal changes such as increases in longevity, chronic health conditions and levels of disability.

Many diseases stem from a combination of risk factors that cannot be changed such as age, sex, and genetic makeup. Other risk factors can be changed by taking action either individually or as a society to improve health outcomes. These include (i)poor diet; (ii)physical inactivity; (iii)tobacco use; and (iv)harmful alcohol use. Research carried out in the US, which studied a group of well-educated relatively affluent people with good access to medical services (to remove the possibility of socioeconomic factors influencing the outcome) found that the effects of good health habits on subsequent disability were extremely large. Their results showed that the cumulative lifetime disability for those who smoked, were obese, and did not exercise was four times as great as in those who were lean, exercised, and did not smoke. (Fries 2005)

A recently published US study showed that maintaining a healthy lifestyle throughout young adulthood and middle age led to low cardiovascular disease risk in middle age. The health of participants was monitored over a period of 20 years and the majority of people who maintained five healthy lifestyle factors from young adulthood (including a lean body mass index (BMI), no excess alcohol intake, no smoking, a healthy diet and regular physical activity) were able to remain in this low-risk category in their middle-aged years. (Liu et al 2012; Peel et al 2005)

Many common conditions although not life-threatening, if left untreated can lead to disability and can negatively impact on the quality of life of older people. Chronic conditions can be prevented, deferred or mitigated through good health promotion, screening and preventative measures. In the future, it will become increasingly important to find ways in which such approaches can reduce overall costs while increasing health and wellbeing.

We need to take a life course approach to the prevention of conditions that are prevalent in later life. Primary prevention could take place from teenage years and focus on improving nutrition, exercise and immunisation rates, preventing accidents and increasing awareness about the risks of smoking. Secondary prevention treats known risk factors such as blood pressure, cholesterol and low bone mass and can be most relevant to people aged 40 to 50 and finally tertiary prevention occurs when the disease is present, such as rehabilitation from stroke etc.

There is considerable evidence to demonstrate the success of such policies. Even simple measures can contribute to a reduction of the level of premature death. WHO and the NCD Alliance, estimate that primary prevention measures can prevent 80% of premature heart disease, 80% of Type 2 diabetes, and 40% of all cancers. Similarly, there is some evidence that secondary prevention can lower service use by between 7 and 17% at a very low cost. Earlier and more effective treatment initiatives have reduced the number of people with heart disease and improved survival after cardiovascular events, which, in turn has lowered Cardiovascular (CVD) deaths.

Access to services can be hugely important in helping older people remain living independently in the community. One Canadian study found that while the needs of urban and rural patients were likely to be similar, the likelihood of receiving home care services such as palliative care and physiotherapy was significantly lower for persons in rural/remote locations. The low home death rates in both urban and rural settings may pose particular hardship for rural families who may need to travel extensively or temporarily relocate to be closer to the hospital where their loved one is dying. (Goodridge et al 2010)

In a general sense there is evidence that people experiencing unmet need for services and support were more likely to develop more serious problems which potentially lead to admission to hospital or nursing home. The TILDA longitudinal study found that there is a significant difference between the level disease reported by participants and objective measures of disease; for example, the study found that 58% of men and 49% of women with objective evidence of hypertension are undiagnosed. In the US, analyses of the 1994 National Health Interview Survey found that individuals who had unmet needs were more likely to experience weight loss, dehydration, falls, and burns (Desai et al 2001; Laplante et al 2004). In a study of participants of the Program for All Inclusive Care (PACE), older people who reported unmet need were also more likely to be admitted to a hospital. There was also evidence that this risk for hospital admissions disappeared once participants' needs were met (Sands et al., 2006).

Hospital Care

In most countries, older people represent the largest group presenting to acute hospitals with medical illnesses accounting for approximately 20% of emergency department (ED) attendances and 40% - 50 % of acute medical admissions. Frail older adults who are discharged from the ED are at increased risk of death, functional decline and ED re-attendance and hospital admission in the next 3 months.

The acute hospital tends to be organised into 'specialities' which means that staff knowledge and training will tend to lie within these specialities. This can impact on the ability of staff to respond to the complex needs of older people with a number of co-morbidities and complicating factors. Acute hospitals are most suited to single diagnoses, rapid treatments, and short stays, and as a result they are not always the best settings for the treatment of older people.

Older people often have multiple complex disease-related conditions and need comprehensive, integrated physical and psychosocial assessment. Currently, older people may be inappropriately admitted or have a delayed discharge from acute hospitals, or be admitted to nursing homes because of the unavailability of timely multidisciplinary team care and other specialist services. Their complex needs are most appropriately met by multidisciplinary teams, made up of physicians, nurses, therapy professionals and medical social workers. Geriatric medicine has been shown to be effective, with a reduction of 25% in death and disability for older people who are admitted to an acute geriatric medicine ward as compared to those admitted to a general medical ward (Ellis, 2004).

There is evidence that increased investment in community based health services such as transitional care could significantly reduce the time older people spend in hospital and outpatient hospital services. A US study found that those who received transitional care were 20 percent less likely to experience a readmission during the subsequent year, compared to similar patients who received usual care. This study suggests that locally based, targeted care coordination interventions can bring about a reduction in hospitalization among those in high-risk groups. (Jackson et al 2013) This would have significant benefit to both the patients and the state, producing better health outcomes and reduced costs.

A study carried out in Norway found that patients who receive care at a community hospital, after an initial period in a general hospital, had lower readmission rates than patients given traditional prolonged care at a general hospital. The study also found that intermediate care at a community hospital increased the number of patients being independent of community care after 26 weeks of follow-up, without any increase in mortality. (Garåsen, Windspoll and Johnsen 2007)

Some Relevant Opportunities for Action

Consider the age-friendliness of significant buildings such as the hospital and health care centres...Do they have adequate seating? Are appointments organised with distance and transport in mind, Is there water available?

Why not work with the Older Peoples Council to undertake an audit of centres in order to inform the development of practical recommendations for improvements? A checklist of essential features is available on <http://www.who.int/ageing/publications/Age-Friendly-PHC-Centre-toolkitDec08.pdf>.

Case Studies

The Dublin Age Friendly Alliance, in partnership with the HSE, will promote **Age Friendly Hospitals** through the dissemination of evidence- based findings and recommendations from initiatives such as the Mercer's Institute for Successful Ageing at St. James's Hospital, the Age Friendly Hospital Project at Beaumont Hospital, the Genio project and other relevant initiatives.

OPRAH – (Older People Remaining at Home) Age Friendly Ireland is currently rolling out the implementation of a programme which will investigate the feasibility of a new approach to the provision of care in the community. Developed and supported by an Expert Advisory Working Group, the programme has completed its first phase which will inform the development of recommendations on a new approach, which will be trialed during the next three years.

The objectives of the initiative are: to enable frail older people to stay living in their own homes where they might otherwise have been at risk of multiple hospitalisations, or admission to long-term nursing home care; to reduce the number of hospital admissions; and, where appropriate to enable some of this group of older people return home from a nursing home.

In order to test the approach, a trial involving 20 older adults at five sites across the Age Friendly County network is currently underway and will be rolled across the next 16 months. The position of a "Support Coordinator" to coordinate and manage the support package identified for each older adult is central to the approach. Their role is to identify the 20 participants, complete a holistic care plan and imaginatively bring together the different supports they need to stay living at home. The Support Coordinator will provide relevant access to a broad range of supports from the variety of public, voluntary, private and community agencies in the area as informed by the individual older adult's needs and wishes.

The Health Fitness and Wellbeing Initiative

This initiative is an action contained within the Fingal Age Friendly County Strategy. It was developed by the Sports Development department in the Institute of Technology, Blanchardstown in association with Fingal County Council and the members of the Fingal Senior Citizen's Forum. It aims to raise awareness of the importance of good health throughout the lifecycle and to give older people the opportunity to learn in a structured educational environment and participate in a 10 week and participate in a 10 week educational programme with BSc students on health and wellbeing

In Phase 1 of the initiative 50 older people from Dublin 15 attended a 10 week Course on Health Fitness & Well Being. As part of the course each participant had an exercise regime tailored to their own needs. They also learned how objects in their own home could be used to support them as they performed their exercise regimes.

In phase 2 of the initiative, 4th Year Sports Management Students developed a two Day Course for 45 older people from around the county. This two day course involved one day of information on nutrition, horticulture, computers and familiarisation in the use of gym equipment. It is hoped that leaders will emerge from these groups and that people will continue to meet on a weekly basis in their local park to keep up the exercises.

Parlours - The Parlours Initiative is an access to information scheme currently operating in four locations across Louth, two in Dundalk and two in Drogheda. The Parlour is a place where older people can drop-in at any time for a chat or to get advice and information on any of the services available in the community; health, housing, transport, lifelong learning, leisure and exercise opportunities etc., which facilitate inclusion and wellbeing in later life.

This initiative complements the existing Cúltaca programme, an independent service dedicated to improving the quality of life and well-being of people over 65 years of age. There are currently two Cúltaca working in Dundalk. Over the past three years the Cúltaca have worked with over five hundred older people, providing a range of supports depending on the need and circumstances of each person.

5. THE NATIONAL POLICY CONTEXT

In Ireland, the trend towards an ageing population is happening at a slower pace than in many other European countries. However, despite this slower rate of growth, this change is happening. The CSO predicts that there will be approximately 1.1m people aged 65 years and over living in Ireland by 2036, an increase of almost 250% over the 2006 figure. The greatest increase is anticipated in the over 80 age group where numbers are expected to quadruple from 110,000 to 440,000 by 2041.

As older people, will, in the future, encompass a broader spectrum of socioeconomic, physical, ethnic and cultural conditions and capacities, policymakers and community leaders will need to review and amend their policy and programming tools now to connect with and respond meaningfully to this generation in a way that creates maximum value for all of society.

Impact on Government Revenue

Demographic change will affect both the revenue-raising capacity of government and associated expenditure. The ratio of people in employment to those in retirement is projected to fall from a peak in 2008 of 6:1 to a low point of less than 2:1 by 2050. (Green Paper on Pensions 2007) To ensure that there is fiscal space to finance expenditure on items such as pensions, health and long-term care at an acceptable level, it is important that change takes place at national and local level.

Total age-related public spending is projected to increase from 17.1 per cent of GDP in 2007 to 26.1 per cent in 2060. The projection for 2030 is 20.4 per cent of GDP. (Stability Update 2012 p 41).

There is currently a deficit of 1.5 bn in the Social Insurance Fund and it is expected that significant Exchequer subvention will be required to meet ongoing expenditure requirements unless expenditure levels reduce or PRSI income increases. This deficit is due to double to €3bn by 2019 in the absence of action to tackle it, and will have increased to €25.7bn by 2066⁵.

Current Irish Pension related expenditure (€ billions) – 5.1 in 2011

Predicted Pension related expenditure (€ billions) – 13.2 in 2030 and 42.0 in 2066

KPMG predicts that exchequer subventions will need to more than treble (from 2011 levels) by 2030 and increase by a factor of almost eight by 2040 and most of this is due to an increase in the forecasted cost of pensions. In the medium to long term pension related expenditure is projected to become the main component of Fund expenditure, rising from 57% in 2011 to 85% in 2066.

The total care budget for older people was c. €1.4bn in 2013. Close to €1bn of this was spent on residential care through the Fair Deal Scheme, with a further €324m spent on home care through home help hours (€195m) and the home care package scheme (€129m).

In Ireland, there will be a 54% increase in the number of people over 65 across the period 2011-2025. In line with this increase, demand for home care is set to increase dramatically over the next decade. The ESRI has predicted that we will need an additional 13,324 long-term care places – 888 annually –to meet the increase in need from 2007 – 2021. The Centre for Ageing Research &

⁵ 2010 Actuarial Review of the Social Insurance Fund (SIF) <http://www.welfare.ie/en/Pages/Social-Insurance-Fund-Financial-Reports-2010.aspx>

Development in Ireland (CARDI) has argued that the number of people needing specialist care will increase from 12,270 to 14,502 to 2021 from 2006 numbers. Already there are indications that supply is not meeting the demand, the HSE National Operational Plan 2013 says that there are areas that currently that have an under supply of beds, particularly Dublin and other urban centres and that “based on population projections, there will be a significant national deficit of long stay beds by 2016 based on the HSE’s target of 4% of older persons in long stay care.”

This could amount to 75,000 people seeking to avail of home help services in 2021 (compared with 48,000 in 2012) with 14,250 Home Care Packages (HCPs) required (compared with 10,942 currently). (Barry 2010)

Current Policy Approach

Evolving national policy (Health Ireland, National Positive Ageing Strategy and Putting People First among others) points to the increasing importance of population ageing and in particular to the need for collaborative and innovative solutions to respond effectively to same.

In the current economic and social climate no one organisation can be really effective on its own. The transformation of service planning, integration and delivery in a responsive and cost-effective way has become a must. Innovation has become essential, and partnership, joint planning, collaboration, inclusion and cross-sectional working are now critical for success.

By placing the interests and needs of older people at the heart of policy, planning and programmes whole communities will benefit. That is because what is essential for older people is good for everyone: everybody likes to have access to services and leisure opportunities locally, near to where they live, and close to their social networks of family, friends and neighbours. With services, infrastructure, housing and public spaces which are designed to be inclusive, Age-Friendly Cities and Counties are the kinds of locality that people want to bring up children in, and to grow older in. In addition:

- Families experience less stress because they know that support is available for older relatives.
- Communities benefit from the contribution of older volunteers and workers.
- The local economy gains from the spending of older consumers.
- Local democracy is enhanced because older people have a real voice in the planning and delivery of services.
- Social cohesion improves through showing just how much older people contribute to community life.

The National Positive Ageing Strategy was launched in April 2013 and aims to create conditions which support individuals and families to plan and prepare for older age. It is a strategy not only aimed at those who might already be considered ‘old’, but is also of critical relevance to the ongoing planning and work of all agencies in Ireland. The strategy promotes the ethos that to ensure our future generations reach old age in a healthy and engaged way, we need to start planning early.

The strategy is consistent with the whole-of-Government and whole-of-society approach to health and wellbeing adopted by Healthy Ireland, and it addresses the broader determinants of health. It also recognises the importance of stronger engagement, interaction and joint working around wellbeing and ageing issues. Many of the goals and objectives of the Strategy are of direct relevance for local government and in the future a closer alignment between national and local policy implementation could bring us closer to realising the aim of making Ireland a great place in which to grow old.

Key Resources

The Irish National Positive Ageing Strategy is broken down into four goals, under each of which there are a number of objectives (see Appendix B);

- 1) To remove the barriers to participation and provide more opportunities for the continued involvement of people as they age in all aspects of cultural, economic and social life in their communities according to their needs, preferences and capacities.
- 2) To support people as they age to maintain, improve or manage their physical and mental health and wellbeing.
- 3) To enable people to age with confidence, security and dignity in their own homes and communities for as long as possible.
- 4) To support and use research about people as they age to better inform policy responses to population ageing in Ireland.

WHO Healthy Cities Guide; A New Agenda on Ageing, Ageing Well Network, 2012; National Positive Ageing Strategy, April 2013

Key Public Policy Initiatives in the Republic of Ireland on Ageing

The Irish Programme for Government	The National Development Plan
Towards 2016 Agreement	The National Action Plan on Social Inclusion
The Green Paper on Pensions	Quality and Fairness in Health
Vision for Change (mental health)	

Towards 2016: Ten Year Framework Social Partnership Agreement 2006– 2015

The vision and goals set out in relation to older people are useful in building a public policy agenda on age. In particular Section 32 which states:

“The parties to this agreement share a vision of an Ireland which provides the supports, where necessary, to enable older people to maintain their health and well-being, as well as to live active and full lives, in an independent way in their own homes and communities for as long as possible.

To achieve this vision, the Government and social partners will work together over the next ten years towards the following long-term goals for older people in Ireland in the context of increased longevity and greater possibilities and expectations for quality of life of older people.”

Appendix A : Taken From WHO Global Checklist for Healthy Cities 2002

Many aspects of urban and rural development and services can contribute to the improved participation, health, independence and security of older persons in an age friendly county. A list of these features is shown in the following table.

Active Ageing Age-friendly community

Participation

- Positive images of older persons
- Accessible and useful information
- Accessible public and private transportation
- Inclusive opportunities for civic, cultural, educational and voluntary engagement
- Barrier-free and enabling interior and exterior spaces

Health

- Places and programs for active leisure and socialization
- Activities, programs and information to promote health, social and spiritual well-being
- Social support and outreach
- Accessible and appropriate health services
- Good air/water quality

Security and independence

- Appropriate, accessible, affordable housing
- Accessible home-safety designs and products
- Hazard-free streets and buildings
- Safe roadways and signage for drivers and pedestrians
- Safe, accessible and affordable public transportation
- Services to assist with household chores and home maintenance
- Supports for caregivers
- Accessible stores, banks and professional services
- Supportive neighbourhoods
- Safety from abuse and criminal victimization
- Public information and appropriate training
- Emergency plans and disaster recovery
- Appropriate and accessible employment opportunities
- Flexible work practice

Appendix B – Objectives under the National Positive Ageing Strategy

- Develop a wide range of employment options (including options for gradual retirement) for people as they age and identify any barriers (legislative, attitudinal, custom and practice) to continued employment and training opportunities for people as they age.
- Promote access (in terms of affordability, transport availability, accessibility of venue) to a wide range of opportunities for continued learning and education for older people.
- Promote the concept of active citizenship and the value of volunteering, and encourage people of all ages to become more involved in and to contribute to their own communities.
- Promote the development of opportunities for engagement and participation of people of all ages in a range of arts, cultural, spiritual, leisure, learning and physical activities in their local communities.
- Enable people as they age ‘to get out and about’ through the provision of accessible, affordable, and flexible transport systems in both rural and urban areas.
- Prevent and reduce disability, chronic disease and premature mortality as people age by supporting the development and implementation of policies to reduce associated lifestyle factors.
- Promote the development and delivery of a continuum of high quality care services and supports that are responsive to the changing needs and preferences of people as they age and at end of life.
- Recognise and support the role of carers by implementing the National Carers’ Strategy
- Provide income and other supports to enable people as they age to enjoy an acceptable standard of living.
- Facilitate older people to live in well-maintained, affordable, safe and secure homes, which are suitable to their physical and social needs.
- Support the design and development of age friendly public spaces, transport and buildings.
- Continue to implement An Garda Síochána Older People Strategy and empower people as they age to live free from fear in their own homes, to feel safe and confident outside in their own communities, and support an environment where this sense of security is enhanced.
- Continue to address the problem of elder abuse at all levels of society through raising awareness, improving reporting rates and developing services.
- Continue to employ an evidence-informed approach to decision-making at all levels of planning.

References

- Barry, U., Elderly Care in Ireland – Provision and Providers, UCD School of Social Justice Working Papers Series, April 2010.
- Barclays Economic Reports (2001) *Third Age Entrepreneurs - Profiting from Experience*, Barclays PLC, UK
- Desai, M. M., Lentzner, H. R., & Weeks, J. D. (2001). Unmet need for personal assistance with activities of daily living among older adults. *The Gerontologist*, 41(1), 82-88.
- European Commission (2010), European Employment Observatory Review: Self-employment in Europe 2010, <http://ec.europa.eu/social/BlobServlet?docId=6137&langId=en>
- Fries, J. F. (2005). Frailty, heart disease, and stroke: the Compression of Morbidity paradigm. *American journal of preventive medicine*, 29(5), 164-168.
- Garasen H, Windspoll R, Johnsen R: Intermediate care at a community hospital as an alternative to prolonged general hospital care for elderly patients: a randomised controlled trial. *BMC Public Health* 2007, 7:68.
- Global Entrepreneurship Monitor (GEM) 2013 Entrepreneurship in Ireland 2013. <http://www.enterprise-ireland.com/en/publications/reports-published-strategies/gem-report-2013.pdf>
- Göbel, C., & Zwick, T. (2013). Are personnel measures effective in increasing productivity of old workers?. *Labour Economics*, 22, 80-93.
- Hawkey, L. C., & Cacioppo, J. T. (2010). Loneliness matters: a theoretical and empirical review of consequences and mechanisms. *Annals of Behavioral Medicine*, 40(2), 218-227.
- Hershey, D. A., & Henkens, K. (2013). Impact of different types of retirement transitions on perceived satisfaction with life. *The Gerontologist*, gnt006.
- Heimonen T., Närhi M., Kauppi J. and Gustafsson-Pesonen A. (2010) Entrepreneurship in golden years—Creative opportunity or not Hillyard, P., & Patsios, D. (2010). Inequalities in old age: the impact of the recession on older people in Ireland, North and South.
- Hornstein, G.A. and Wapner, S. (1985), “Modes of experienceing and adapting to retirement”, *International Journal of Aging and Human Development*, Vol.21 No.4, pp.291-315.
- Jackson, C. T., Trygstad, T. K., DeWalt, D. A., & DuBard, C. A. (2013). Transitional care cut hospital readmissions for North Carolina Medicaid patients with complex chronic conditions. *Health Affairs*, 32(8), 1407-1415.
- Kautonen T., Tornikoski E. T. and Kibler E. (2011) “Entrepreneurial intentions in the third age: the impact of perceived age norms”, *Small Business Economics*, 37(2), 219-234
- Kautonen T., Tornikoski E. T. and Kibler E. (2011) “Entrepreneurial intentions in the third age: the impact of perceived age norms”, *Small Business Economics*, 37(2), 219-234
- LaPlante, M. P., Kaye, H. S., Kang, T., & Harrington, C. (2004). Unmet need for personal assistance services: Estimating the shortfall in hours of help and adverse consequences. *The Journals of Gerontology Series B: Psychological Sciences and Social Sciences*, 59(2), S98-S108.
- Liu, K., Daviglus, M. L., Loria, C. M., Colangelo, L. A., Spring, B., Moller, A. C., & Lloyd-Jones, D. M. (2012). Healthy Lifestyle Through Young Adulthood and the Presence of Low Cardiovascular Disease

Risk Profile in Middle Age Clinical Perspective The Coronary Artery Risk Development in (Young) Adults (CARDIA) Study. *Circulation*, 125(8), 996-1004.

Peel, N., R. McClure, and H. Bartlett. 2005. "Behavioral Determinants of Healthy Aging." *American Journal of Preventive Medicine* 28:298-304.

Perek-Białas, J., & Turek, K. (2012). Organisation-level policy towards older workers in Poland. *International Journal of Social Welfare*, 21(s1), S101-S116.

Richardson, V., & Kilty, K. M. (1991). Adjustment to retirement: Continuity vs. discontinuity. *The International Journal of Aging and Human Development*, 33(2), 151-169.

Rotefoss, B. and Kolvereid, L. (2005). Aspiring, nascent and fledgling entrepreneurs: An investigation of the business start-up process. *Entrepreneurship & Regional Development*, 17, 109-127.

TNS Opinion & Social (2012), Standard EU Barometer, Public Opinion in the EU, European Commission http://ec.europa.eu/public_opinion/index_en.htm

Van Dalen, H. P., Henkens, K., & Schippers, J. (2010). How do employers cope with an ageing workforce? Views from employers and employees. *Demographic Research*, 22(32), 1015-1036.

Van Dalen, H. P., Henkens, K., & Schippers, J. (2009). Dealing with older workers in Europe: a comparative survey of employers' attitudes and actions. *Journal of European Social Policy*, 19(1), 47-60.

Walker, E. A., & Webster, B. J. (2007). Gender, age and self-employment: some things change, some stay the same. *Women in Management Review*, 22(2), 122-135.

Weber, P., & Schaper, M. (2004). Understanding the grey entrepreneur. *Journal of enterprising culture*, 12(02), 147-164.

ⁱ Galbraith C.S. and Latham D.R. (1996) *Reluctant entrepreneurs: factors of participation, satisfaction and success*, Frontiers of Entrepreneurship Research

ⁱⁱ European Commission (2009), *Entrepreneurship in the EU and beyond: A survey in the EU, EFTA countries, Croatia, Turkey, the US, Japan, South Korea and China*, Analytical Report, Flash Eurobarometer No. 283

ⁱⁱⁱ Lussier R. and Pfeifer S. (2001) "A Crossnational Prediction Model of Business Success", *Journal of Small Business Management*, 39(3): 228-239

^{iv} European Commission (2009), *Entrepreneurship in the EU and beyond: A survey in the EU, EFTA countries, Croatia, Turkey, the US, Japan, South Korea and China*, Analytical Report, Flash Eurobarometer No.283

^v



Inland Fisheries Ireland: Submission to Public Consultation on the development of the Waterford Local Economic & Community Plan

Inland Fisheries Ireland welcomes the opportunity to make a submission to the Public Consultation on the development of the Waterford Local Economic & Community Plan (LECP).

About Inland Fisheries Ireland

Inland Fisheries Ireland (IFI) is the state agency responsible for the protection, management, conservation and promotion of the Republic of Ireland's inland fisheries and recreational sea angling resources. The Republic of Ireland has over 70,000 kilometres of rivers and streams, 144,000 hectares of loughs and over 5,600 kilometres of coastline, all of which fall under the remit of IFI.

The fisheries goals for IFI are:

- To improve the protection and conservation of the resource.
- To develop and improve wild fish populations.
- To increase the number of anglers.
- To generate a better return for Ireland from the resource

There is an emphasis in the Waterford LECP on sustainability and the former two of IFI's fisheries goals reflect the work done by IFI to preserve the natural fisheries resource available in Ireland. The latter two of IFI's fisheries goals are key to providing sustainable economic development in rural, peripheral areas and, as such, are also consistent with goals of the LECP.

Recreational Angling in Ireland and Waterford

In 2012, Tourism Development International (TDI), on behalf of IFI, conducted their 'Socio-Economic Survey of Recreational Angling in Ireland' to try and gather information in relation to domestic anglers and the level of angling tourism from overseas markets. The report, which was published in 2013, estimated the total economic value of recreational angling in Ireland to be approximately €755 million with an estimated 406,000 individuals having participated in angling over the course of 2012. Over 150,000 of these anglers travelled from Northern Ireland and overseas and tourism angling spend was estimated at approximately €280 million on an annual basis. Over a quarter of a million Irish adults (252,000) held a fishing rod in 2012 and sea angling, along with salmon and brown trout angling were seen as the most popular categories where domestic anglers were concerned.

The southern coastline of Ireland is widely regarded as having some of the finest recreational sea angling potential in Europe and, in particular, a sea bass fishery capable of rivalling that of any other European country. Sea bass are highly sought



after with both domestic and overseas anglers prizing them highly. Irish bass anglers spend an estimated €2,685 per angler per annum on angling for bass and an estimated 33,000 overseas anglers participate in bass angling in Ireland each year.

The excellence of the Irish sea bass fishery is due, in part, to a ban on commercial fishing of this slow growing species in Irish inshore waters. European sea bass are at the northernmost limits of their range in Ireland and, in Ireland's cooler waters, they take longer to mature than in the warmer waters of continental Europe; any decline in bass stocks takes far longer to recover in Ireland than in warmer southern seas. The coastline of Ireland from southern Wicklow to northern Kerry is seen as being the most prolific in terms of angling for bass in Ireland with the Waterford coastline being central to this. The Waterford coastline with its many estuaries and broken shores consisting of varied rock, sand and weed, provides a perfect habitat for both juvenile and adult sea bass.

While sea bass do play an important role as an angling species there are also many other species available to the shore angler; other target species include gilthead bream, cod, dogfish, flounder, pollack, mackerel, whiting and dabs. Deep sea angling is also popular along the Waterford coast with several charter boats available for hire. There are three licensed deep sea charter boats based in Dunmore East, one boat based in each of Youghal, Duncannon and Ballyhack and up to three deep sea licensed charter boats at Dungarvan & Helbhick. Offshore reefs yield ling, pollack, coalfish, cod, conger and pouting with excellent cod fishing in the Waterford estuary from autumn to spring. Species available during the summer months are blue shark, pollack, ling, cod and coalfish with some offshore marks and wrecks offering quality catches of conger eel.

There are an estimated 75,000 domestic sea anglers in Ireland (those who target sea species other than bass) and these anglers, when surveyed, indicated an average expenditure of €1,331 per angler per annum. A further 31,000 overseas anglers participate in sea angling in Ireland each year.

In terms of freshwater angling, Waterford is also well endowed with excellent trout and salmon fisheries in the rivers Blackwater, Bride, Suir, Colligan, Finisk, and Mahon. The Blackwater is Ireland's fourth-longest river and is noted for its big run of salmon; it is one of the most prolific salmon fisheries in the country with annual catch statistics to rival most other Irish rivers. Some of the prime salmon fishing stretches of the Blackwater are in Waterford; these include Ballyduff, Lismore and Cappoquin. Irish salmon anglers spend an average of €2,179 per person per annum on their sport and are very willing to travel to the best angling locations in search of their quarry.

In terms of trout angling, the river Suir is regarded as one of the premier trout fisheries in Ireland. The Suir is unusual in that almost the entire river channel is a continuous series of shallow and deep glides interrupted occasionally by shallow riffles which helps to maintain a very good trout carrying capacity over practically its entire length. The type of brown trout angling available on the river Suir is highly



sought after in certain overseas markets, including those of both France and the United States.

There is a wide variety of recreational angling available in Waterford and the locations of these excellent fisheries provide a tourism attraction to both domestic and overseas anglers which will draw these tourists away from urban centres and into more rural and peripheral regions in the county. Similarly, there are many small local enterprises which provide direct angling support services for these fisheries; these include angling lodges and guesthouses, angling instructors and guides, fishing tackle dealers, chandleries and charter boat operators.

On a local level, angling in Ireland has historically been organised with a strong community and club led focus with the voluntary work of club members integral to the upkeep and conservation of Ireland's fisheries. This club involvement brings an improved social cohesion and community integration in often rural and marginalised areas; the angling resource often providing a focus and hub through which community activities are organised.

LECP Guiding Principles

Many of the guiding principles of the LECP reflect the approach IFI has taken with regard to the improvement and development of Ireland's fisheries and angling product. These include:

- A participative, 'bottom up' approach
- A clear focus on social inclusion and marginalised communities
- Work in partnership and collaboration, and harnessing existing local and community development infrastructure to make best use of resources
- Integration of sustainable development into policy development
- Voluntary activity and active citizenship
- Clear focus on making the best use of available resources and achieving value for money

The Waterford LECP has identified tourism as having the potential to be a key driver for economic growth in the region with tourism numbers in the south east currently not achieving their potential. The natural resources sector has also been identified as an area whose contribution to the economy needs expansion. Tourism sectors that have been identified with possibilities for growth include those of green and sustainable tourism, categories whose criteria are met by recreational angling.

National Angling Development Plan

The Waterford LECP recognised in its guiding principles the vital need for the active participation of all sectors of society in consultation and decisions relating to sustainable development. In line with this, IFI is in the process of preparing a National Angling Development Plan (NADP). It is envisaged that the NADP will provide criteria, support and proposals to ensure the sustainability of Ireland's angling



resource and the continuing sustainable development of that resource to maximise the social and economic benefits to all regions of Ireland.

An essential part of IFI's consideration will be how a development plan can be implemented, the resource requirements and how the support of fishery owners, anglers, state bodies and other stakeholders can be garnered so that the sector prospers. The NADP will provide a mechanism whereby all interested parties at all levels of society can provide input into the enhancement of Ireland's fisheries resource for the benefit of the economy at both local and national levels. The essence of the NADP will be involvement at a community level to identify opportunities to grow and strengthen the angling product; it is envisaged that any enhancement of the existing resource will have a beneficial effect both within the local community and in the wider context of increased tourism opportunities.

IFI is seeking input from any interested parties regarding the substance of the plan and submissions are invited which may include: strategies for the development of angling, physical development projects, novice angler initiatives, evaluation criteria of fisheries status by species/discipline type (i.e. what makes a good fishery) and angling/fishery support service requirements; submissions can be formulated on a national, regional or local basis as necessary. Angling projects/initiatives will be prioritised on the basis of their social and/or economic impacts taking into account conservation and biological imperatives.

Conclusions

IFI believes that County Waterford has significant potential to expand its economic benefit in rural and peripheral areas from fisheries related domestic and overseas tourism. Through the mechanism of the NADP, IFI hopes to work with any stakeholders interested in improving and developing Waterford's angling potential; this is with a view to increasing the numbers of individuals who actively participate in recreational angling in the county and, as a consequence of this, generating a better economic return for Waterford and, in particular, its rural and peripheral regions. While it is difficult to identify specific economic projects that are angling based, IFI hopes to actively work with stakeholders and interested parties to improve the protection and conservation of the natural fisheries resource and to develop and improve the wild fish populations inherent to them. It is through this conservation and enhancement of the existing fisheries resource that IFI anticipates an increase in economic activity and, as a consequence, increased benefit to local and rural enterprises in a mutually sustainable manner.

Waterford Institute of Technology Enterprise Functions Support of the Waterford Local Economic & Community Plan

New Frontiers Entrepreneur Development Programme

The New Frontiers Entrepreneur Development Programme at Waterford Institute of Technology is funded by Enterprise Ireland. It is an intensive training and support programme that provides desk space, mentoring, business master classes, networking plus €15,000 in financial support to accelerate business start-ups (*Subject to eligibility).

The New Frontiers Programme is for potential entrepreneurs who have a well thought-out innovative business idea or an innovative technology that has the potential to be developed into a scalable high potential start-up company. Applicants should have enthusiasm, confidence and single-mindedness about setting up and running your own business and should be committed to spending time on researching the market potential and launching a new business.

In the past ten years New Frontiers and its predecessor SEEPP have supported over 160 companies and created more than 400 jobs. These include companies such as NearForm, Taoglas, Sonru, Hybrid Energy Solutions and Nutri-Science. In the past six years alone, eighty-four of the businesses supported at WIT have achieved a combined turnover of €29 million, with €8.5 million in export sales, and have generated 249 jobs in this period. New Frontiers and SEEPP have been instrumental in supporting companies and as a conduit in securing investment and increasing the emergence of high-potential start-ups in the South East by providing comprehensive levels of support to their promoters.

Arc Labs Research & Innovation Centre

[ArcLabs](#) is the research & innovation centre at [Waterford Institute of Technology](#). At our business incubators in Waterford and Kilkenny we help entrepreneurs to harness amazing ideas, creativity and innovation and to convert concepts into thriving, commercial businesses.

We believe that entrepreneurs are the key to creating jobs, prosperity and economic growth in Waterford. Our incubators support a community of high-tech startup companies and growing businesses. We enable entrepreneurs to collaborate with each other and with our research teams in a unique collaborative working environment. One clear advantage recognised by businesses situated in ArcLabs is the exchange of ideas with other companies often leading to new business opportunities. From modest beginnings in 2005 ArcLabs has housed over 60 companies and generally has 16 to 18 resident companies at any one time. Employment in these companies is generally over 100 and has been as high as 160. Some of the companies who 'graduated' from ArcLabs include [Feedhenry](#), [Nearform](#) and [Picstash](#).

BUSINESS SUPPORTS

- Direct access to an experienced team that is dedicated to helping companies grow
- Access to Waterford Institute of Technology's research and development community
- Be part of a vibrant community of entrepreneurs
- Mentoring on business strategy and operations
- Access to an extended ecosystem of mentors, investors, researchers and advisers.
- Access to specialised IT equipment
- Relationships with state agencies, business angels and strategic partners
- Help with grant and research proposals, investment finance and seed capital
- Training and development programmes

SPACE & FACILITIES

- High-quality, professional, flexible office space. This means that someone who avails of free Hot-desk space during New Frontiers can progress to renting a single desk space or an enclosed office as their business grows and their needs change.
- 24 X 7 secure access
- High-speed resilient broadband
- Fast WiFi throughout the campus
- bookable meetings rooms available: capacity of 25-50 and 10-12 respectively
- Bookable room for sales calls or ad-hoc meetings

- Full-service canteen operating between 08:30 and 15:00
- Catering for meetings and events
- Phone instruments and DDI numbers provided.
- Equipment co-location available in our on-site data centre
- Free parking for 130 cars
- Security patrols and remote monitoring on campus outside normal working hours
- Direct access to national motorway network (approx. 100 minutes to Newlands Cross and 120 minutes to Dublin Airport.
- Reception and postal services

ArcLabs and New Frontiers collaboration with the Waterford Local Economic and Community Plan

Plan Action No.	Partner / Implementation structure: Please add...	Comment
2.1	ArcLabs (AL) & New Frontiers (NF)	AL & NF have effective working relationships with all enterprise support agencies in the region
2.3.1	ArcLabs & New Frontiers	Offer desk space, mentoring and business development knowledge to start-ups
2.3.2	New Frontiers	New Frontiers can provide a pipeline of applicants for CSF and CSF 'Top-ups'
2.3.3	ArcLabs & New Frontiers	New Frontiers & ArcLabs can provide a pipeline of credible applicants for Business Awards'
2.4	ArcLabs	ArcLabs are the largest provider of Innovation Vouchers outside Dublin
2.5.2	ArcLabs	AL can use its networks and Innovation Voucher expertise to support emerging clusters

11th May 2015

Mr. Michael Walsh,
Waterford City & County Chief
City Hall,
Waterford,
CO. WATERFORD.

RE: LOCAL ECONOMIC AND COMMUNITY PLAN (LECP)

Dear Michael,

ConnectIreland has been engaging with local authorities over the past year and is aware that your council is in the process of preparing a six year Local Economic and Community Plan (LECP) with the aim of promoting economic and community development in your county.

ConnectIreland has also been engaging with the new Regional Action Plan for Jobs strategy meetings and a ConnectIreland job creation model will be included in the Plans.

The ConnectIreland job creation model has a very important role to play in your county. ConnectIreland believes that the inclusion of its job creation model is ideally suited to any local job creation initiative as it reaches out to the whole community and offers everyone in that community the opportunity to play their part in partnership with the council in bringing economic investment to their county. This model will also assist in;

- Supporting social enterprise, social capital, volunteering and active citizenship.
- Creating and sustaining employment and promoting the interests of the community in areas such as enterprise, economic development and tourism.
- Exploiting and co-ordinating funding sources from the public, private and community and voluntary sectors.
- Identifying opportunities for existing and prospective businesses to engage.
- Promoting the economic development of the County, including rural and urban areas.

The purpose of ConnectIreland is to create jobs. The model operates simply by asking people, through their connections to our 70 million global diaspora, to identify leads of companies outside of Ireland who are considering expanding internationally. ConnectIreland will then seek to secure these jobs for Ireland. The connector will receive a Government reward of up to €1,500 for each job created (minimum 3 jobs) to a maximum of €150,000.

ConnectIreland is part of the Governments' Action Plan for Jobs and is delivered under the

ConnectIreland.com

IDA Business & Technology Park
Ring Road, Kilkenny, Ireland

   @ConnectIreland

Phone

+353 56 7797322

Email

info@connectireland.com

Registered Company Office

IDA Business & Technology Park
Ring Road, Kilkenny, Ireland

Directors

T. Clune
K. Devereux

Registered in Ireland
Number 505308

IDA's 'Succeed in Ireland Initiative'. It complements the work of the IDA and gives an opportunity to local authorities to reach out and harness the resources of every sector of their community in its job creation efforts. ConnectIreland has the support of the Government Departments, IDA Ireland, Enterprise Ireland, OPW, Airport Authorities, Irish Hotels Federation, Dublin and Airport Taxi Groups, GAA, FAI, IRFU, and many more. To date, over 1,100 jobs have been announced with a further 3,000 in the pipeline. Without the leads from individual connectors and the intervention of ConnectIreland these jobs would have gone to other European countries.

ConnectIreland is convinced that there is a further significant connection power in the residential and business communities throughout Ireland. It is this potential which can play a key role in sustainable job creation using the ConnectIreland job creation model.

We believe that a community partnership programme with the local authorities has real potential to open the minds of local communities and businesses by developing awareness that they can assist in creating jobs for their local areas. This is building on the success of The Gathering 2013 and the new awareness and knowledge communities have of their diaspora.

With this in mind, I would request that you consider including actions that would underpin your council's commitment to the ConnectIreland job creation model as one of the economic development actions of your plan.

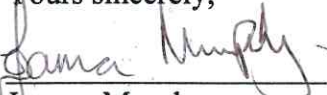
Perhaps the following suggested wording would be of assistance to you;

"that the council, agencies, business and community organisations will actively engage with and support ConnectIreland in rolling out its community partnership programme to create jobs."

In addition, you might like to include a pre-amble to the statement above outlining the purpose of ConnectIreland.

Please do not hesitate to contact me if you have any questions on the above or the work of ConnectIreland.

Yours sincerely,



Joanna Murphy
COO ConnectIreland