

A Socio-Economic Plan for Cahersiveen 2019-2023



"The town that climbs the mountain, and looks upon the sea"

The Socio-Economic Plan for Cahersiveen 2019-2023 was commissioned by South Kerry Development Partnership CLG and Kerry County Council. Funded by the Department of Rural and Community Development under the LEADER Programme 2014-2020, it was prepared by Ian Dempsey, Prescience Business & Management Development Ltd, between February and April 2019. Prescience wishes to acknowledge the active contribution of the many organisations and individuals in Cahersiveen, who throughout the process, gave willingly of their time and who shared their perspectives, ideals and ambitions.



**Coiste Forbartha Pobail
Áitiúil Chiarraí**
**Kerry Local Community
Development Committee**



**SOUTH KERRY DEVELOPMENT
PARTNERSHIP CLG.**



**The European Agricultural Fund
for Rural Development:
Europe investing in rural areas**



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Executive Summary

This socio-economic plan has been shaped by the people of Cahersiveen and reflects an ambition for social, economic and environmental renewal and development. Completed over a three month period from February to April 2019, it has been developed with an acute understanding and appreciation of the town's unique assets and resources as well as having due regard for its peripherality and its associated demographic and economic challenges. The socio-economic plan recognises and takes due account of the many demographic, cultural, economic, environmental and technological factors that will shape Cahersiveen's future over the medium term.

To sustain and thrive, Cahersiveen must use its unique assets and resources to great effect, innovating and collaborating to create a socially diverse, economically vibrant and sustainable future. It must define and develop a unique, competitive position; one that sustains its community while also attracting new skills, energies and resources. A place-based strategy is proposed, one which is required to be innovative, resilient and adaptable to the fast paced and dynamic environment in which it is delivered. Central to this is the capacity to align and co-ordinate local resources, energies and skills to agreed objectives, actions and impacts. Cahersiveen has its own unique journey to make. Envisioned as **A City of Fields**, the proposed development theme and actions reflect unique traditions and values while honouring a distinctive culture, sense of place and *muinín*.

The socio-economic plan is intended as an enabling framework with the agility and flexibility to adapt to and indeed, lead change. To this end, it suggests an optimal community-led forum; defining for it an overarching enabling, representation and advocacy role to better plan and co-ordinate a wide array of social, economic and environmental activities in the town and its environs. The roles and responsibilities of other stakeholders and interests throughout the town and further afield level are defined and aligned to the plan and its objectives and actions. The plan sets development priorities, focuses resources and aligns local interests and other stakeholders towards a shared vision. It builds agreement around intended outcomes and impacts; suggesting ways in which these results can be measured and communicated. Development that is well planned, integrated, incremental and mutually supportive offers the best path to social, economic and environmental sustainability for Cahersiveen.

The plan directs attention to the hierarchy of national, regional and local development strategies and policies linked to the social, economic and environmental development of Cahersiveen and the wider Iveragh peninsula. Guidance and information is also offered on relevant funding streams and support measures likely to be available from the European Union (EU) and national sources over the short and medium term; each of which is aligned to the strategic plan and relevant to its planned actions and recommendations. The plan also identifies the key enablers with the capacity to lead, support and resource development initiatives.

As with any strategy, it should be viewed as a guidance tool requiring evaluation and adaptation in line with changes in the policy, funding and economic development environment. As such, the socio-economic plan should be regarded as dynamic, requiring continual discussion and evaluation.

1. Logic Model, Methodology & Process

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The development of the Cahersiveen socio-economic plan is based upon five discrete but related stages as follows:

Figure 1: Methodology & Process



Active stakeholder engagement and participation has been to the fore in the preparation of the socio-economic plan. This has been facilitated by the use of a logic model as well as through public meetings; workshops; individual one-to-one meetings; sponsor and agency liaison meetings as well as online engagement through surveys, email and social media. The plan has also been shaped through knowledge and understanding gained in development work undertaken by Prescience Business & Management Ltd in County Kerry in 2018 and 2019. Throughout an extensive consultation and stakeholder engagement process particular care was taken to ensure the objectives, strategies and proposed projects outlined in the action plan accorded with relevant EU, national, regional, sectoral and local development policies, plans, strategies and reports (*see appendix 1*).

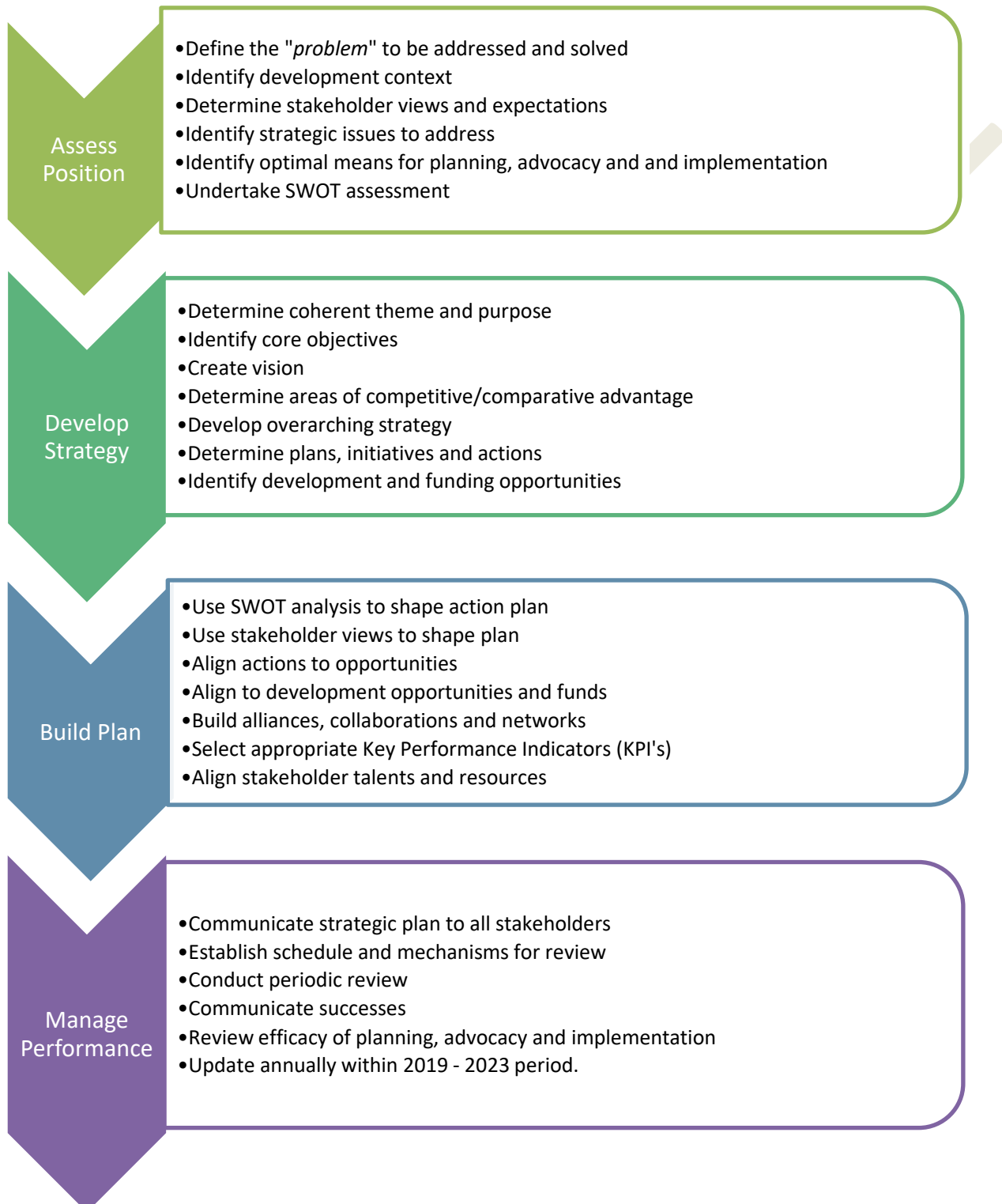
Stakeholder consultation and engagement has been framed through 16 key questions as follows:

Figure 2: 16 Key questions



A logic model is an explicit visual statement of the essential elements, activities and synergies in the development of the socio-economic plan. It depicts the relationship between the plan's proposed actions and activities and the intended outcomes and impacts. Moreover it represents a roadmap to focus multi-level stakeholder effort and resources, providing a common language as well as a point of reference for the development, implementation and review of the socio-economic plan.

Figure 3: Logic Model



Between March 6th and April 29th, 2019 a comprehensive online survey was widely circulated by stakeholder interests and community organisations in Cahersiveen. Detailed feedback and qualitative analysis was sourced from 60 adult respondents, with a survey completion rate of 93% and completion time of 19 minutes on average. In addition to this, a survey specifically tailored to elicit views and perspectives for young people in Cahersiveen was circulated by the Kerry Diocesan Youth Service. Responses were received from 43 people with the survey completed fully in all instances, taking on average 5 minutes. Both surveys were closed at the point at which saturation occurred i.e. the questionnaire no longer yielded additional perspectives or information. Summary data from each of the surveys presented in *Appendix 2* of this document has shaped the scope, objectives and actions of this socio-economic plan.

All told, the stakeholder consultation and engagement process sought to:

- Build upon previous strategic planning, developmental and stakeholder management initiatives delivered in the area, including those undertaken by Kerry County Council, Fáilte Ireland, Údarás na Gaeltachta and South Kerry Development Partnership, amongst others.
- Establish the current demographic and economic baseline in Cahersiveen using accurate, relevant data based on Census 2016 and other appropriate data sources.
- Ensure stakeholder engagement, shared ownership and commitment to the plan and its future delivery, in particular emphasising the requirement to engage with and collaborate with regional initiatives and partnerships; the objective of which is the best use of scarce resources to build scale and impact.
- Validate the need for Cahersiveen to “*speak with One Voice*” and suggest the optimal means by which it might do this.
- Establish a clear context for the future social, economic and environmental development of Cahersiveen.
- Assess the drivers and trends (*demographic, behavioural, political, cultural, technological, economic and environmental*) likely to shape the operating and funding environment over the medium to longer term.
- Identify key challenges and opportunities and present feasible, time-bound actions to optimise identified local strengths and mitigate weaknesses.
- Propose a planning, advocacy and implementing forum to address the longer term resilience and sustainability.
- Identify and define a shared vision and competitive positioning for Cahersiveen; aligning its resources, competences, and skills to identified development and funding opportunities.
- Identify credible initiatives and projects aligned to national, regional and local development strategies and funding supports.

- Develop, engage with and sustain multi-level agency and stakeholder collaborations & partnerships.
- Prioritise the principle of sustainability; for the purposes of this plan being defined as the optimal balance and integration of social, economic and environmental assets and resources.
- Consider the development and implementation process as incremental with each individual action being considered as distinct but inter-related phases adding value to and delivered within a unified, coherent development framework.
- Align local needs and aspirations with those of policy makers, development organisations and funders, highlighting the importance of relevant EU, national, regional, sectoral and local development policies, plans and strategies. Particular attention has been paid to the enabling national and local development context in ***Project Ireland 2040 plan*** and ***the National Planning Framework***.



2. SWOT Analysis

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Strengths

Table 1: Strengths

The provision of significant development support and financial resources from Kerry County Council, South Kerry Development Partnership, Failte Ireland and the Local Enterprise Office to local community and enterprise initiatives.

Strong, pro-active community and voluntary engagement with experience of and responsibility for planning and implementation of local projects.

An engaged community that embodies a culture of economic and community resilience, innovation & *muinín*.

A stunning local landscape and a compelling diversity and richness of history and antiquity.

The town fulfils an important commercial function, employment and service location for a large rural hinterland.

The existence of enabling EU, national, regional and local development strategies and resources.

Cahersiveen's role as the anchor urban location for the West Iveragh Local Area Plan.

An attractive social and cultural environment underpinned by strong *Quality of life* and *Quality of Place* factors.

An enviable cultural heritage with its landscape, folklore, historic, archaeological, musical, linguistic and literary diversity shaping a compelling character and sense of identity.

Quality and standard of schools, education, vocational training and skills development.

Local presence, outreach and engagement of third level education and research institutions such as Skellig Centre for Research and Innovation (UCC) and Skellig SMARTLab (UCD).

Interest in education and learning as evidenced by 3rd level progression rates and continuing education.

Social capital and goodwill from a diaspora network.

High value tourism location on the Wild Atlantic Way and the Ring of Kerry.

An exceptionally strong endowment in natural, environmental and coastal resources.

Significant public and private sector investment in new tourism and tourism related products and resources in the locality (*Valentia Cable Station, Skellig 618 Distillery, O'Connell Heritage Centre, Skellig Coast VEDP, etc.*).

Proximity to Skellig Michael UNESCO World Heritage site.

The Kerry Dark Sky Reserve, Ireland's only Gold tier dark sky reserve.

The town's waterside setting, harbour, marina, piers and coastal resources.

A socially cohesive, welcoming, open and tolerant community.

Proximity to areas of outstanding natural beauty and protected/designated heritage and *Natura 2000* sites of national and international significance comprised of Special Areas of Conservation (SAC), Special Areas of Protection (SPA) and Natural Heritage Areas (NHA).

Relative proximity and accessibility to Kerry Airport and direct connectivity to Dublin, Great Britain and mainland Europe.



Weaknesses

Table 2: Weaknesses

Remoteness, peripherality, distance and access to urban centres and service nodes.

Severely weakened demographics as a consequence of outmigration, resulting in aged dependency and a smaller cohort of economically active people in the town.

A low resident population which inhibits the capacity to build scale and critical mass in the town and its environs.

High levels of residential and commercial vacancy in the town.

The lack and relatively narrow range of suitable employment opportunities.

Reliance on tourism for economic activity and employment leading to high dependence on part-time and seasonal work.

A failure by local stakeholders/interests to speak with *One Voice*.

A lack of scale and critical mass in the tourism offering most particularly in the availability and range of tourism accommodation, visitor attractions and facilities.

Competing tourism locations in the County benefit from added value, agglomeration, location, scale or collaboration advantages.

The failure of the Cahersiveen to marshal its assets and resources to better complement the tourism profile, scale, product mix and offering of Killarney, Dingle and Kenmare.

The strategic, competitive positioning or market offering of Cahersiveen is not sufficiently defined or articulated.

The area’s exceptional environmental assets, natural features, resources and amenities are not showcased nor used to optimal effect.

Tourism seasonality, the lack of weather independent facilities and hotel accommodation.

Significant and persistent decline in the young and school going population of the town.

Limited engagement of younger people in the social, economic and environmental development of the town.

Exclusion and marginalisation of some cohorts and demographics from representative networks and decision-making structures.

The town morphology and layout militates against tourism dwell time.

For data collection and analysis purposes, the Central Statistics Office (CSO) defines an *urban* area as having a minimum population of 1,500. Thus, Cahersiveen with its population of 1,041 is classified as a *rural* area.

Opportunities

Table 3: Opportunities

The potential to build upon existing strengths and capacities to strengthen collaboration between Higher Education Institutes, research centres of excellence, government agencies, industry partners and the third sector in education, skills development and life-long learning.

The development and economic impact of the proposed South Kerry Greenway with direct access to Cahersiveen; the principal urban service centre along its 32km route.

The potential for Cahersiveen to stake out a competitive position as a champion and advocate for the 17 UN Sustainable Development Goals (UNSDGs) in the south-west region.

The product development, networking and marketing opportunities provided by the Wild Atlantic Way Brand and its supporting Operational Programme.

Capacity and scope to build a stronger relationship and to add greater value to the skills and resources of public or third sector development agencies and institutions.

Opportunities to engage local champions, advocates and the diaspora in the social, economic and environmental development of Cahersiveen.

The use and adoption of ICT and SMART strategies/technologies for social, economic and environmental development.

The potential of the *Our Public Libraries 2022* and the *My Open Library* strategy, actions and resources to inspire, connect and empower community engagement, wellbeing, creativity, education and learning.

The potential of the *Atlantic Economic Corridor* with a specific emphasis on ICT, knowledge generating clusters and networks, enterprise hubs and digital spaces.

Use of *Quality of Life* and *Quality of Place* factors to attract location independent entrepreneurs and digital nomads.

Development of location independent, flexible work and employment opportunities to promote distance and distributed work models.

The management of the social, economic, infrastructural and environmental assets of the area through the SMART town/village concept.

The expected future buoyancy of Irish tourism built upon record visitor volumes and revenues in the period 2016-2019.

The continued and sustained growth of outdoor recreation, active adventure and experiential tourism in Ireland.

Tourism product development, marketing and learning opportunities linked to Astro-tourism.

The Statutory status of the Gaeltacht Service Town designation.

Advocate and implement sustainable development, *zero waste*, circular economy, low carbon, climate adaptation and mitigation practices in the management and development of local environmental assets and resources.

Competitive positioning arising from innovative environmental management and landscape stewardship.

Scope for the public realm, sporting infrastructure and amenities in the town and its environs to create a strategic, physical link to the emerging network of *Greenways*, *Blueways* and activity and amenity trails.

The development and resource opportunities provided by the *Ireland 2040* Plan and the NPF for rural economic and place-based development.

The mutual dependency and potential for inter-village collaboration and networking to build scale and critical on the Iveragh peninsula.

Scope for the development of speciality retail and destination dining arising from consumer interest in the provenance, quality and variety of locally produced food and drink and the growing demand from discerning, informed, culturally curious and ethically-aware consumers.

UNESCO World Heritage site candidate status for the Valentia Transatlantic Cable Station

Enhanced presentation and use of local heritage assets and resources to include buildings, structures, monuments, folklore, traditions, etc.

Policy initiatives to support the development of regionally-based tourism propositions centred on historical, heritage, active adventure and recreation themes.

Changing patterns in work and employment with the potential for ICT-enabled portfolio work and remote working, independent of location and market.

Development possibilities arising from the proposed relief road and supporting traffic management measures outlined in the West Iveragh Local Area Plan 2019-2025.

Proposed Architectural Conservation Area (ACA) for Cahersiveen.

A generally positive business climate, sentiment and outlook with the economy expected to grow by 3.8% in 2019 and 3.2% in 2020 (source: ESRI 2019).

Figure 4: The United Nations Sustainable Development Goals



Threats

Table 4: Threats

A persistent pattern of demographic, economic decline and population loss.

Deficiencies in longer-term state-led strategic planning for rural development and the centralisation of vital decision-making structures and resources.

The political imperative to build urban scale in Ireland's second tier cities.

Demographic and behavioural trends towards urbanisation.

Attrition, loss and downgrading of important rural services and centralisation of same to larger urban settlements in County Kerry.

Failure by stakeholders to build scale and critical mass through collaboration.

Cahersiveen operates within a contested economic realm with other options for economic and enterprise development on offer in competing locations in the County.

Development funding for capital and operational purposes is made available on a limited and highly competitive basis.

Greater competition for limited resources and the failure by Cahersiveen to harness its unique assets and opportunities for social, economic and environmental development.

Limitations in transport, communications and energy infrastructure and networks.

Impact of automation, robotics artificial intelligence on traditional employment, work roles and jobs.

Competition for skills and talent and specific skills mismatches/deficits which inhibit economic development and employment uptake locally.

Inability or failure by Cahersiveen and its stakeholders to define its unique or inimitable competitive advantage.

Poor environmental stewardship, inappropriate or unsustainable development and threats to landscape and habitat.

Fossil fuel dependency, greenhouse gas GHG emissions and the failure to mitigate the effects of climate change.

Degraded streetscapes and public realm arising from vacancy and dereliction of residential and commercial properties.

Longer term viability of local retail and the migration of conventional retail and consumer spend to online platforms.

Decline in the British visitor market as a consequence of economic and cultural factors arising from Brexit.

Weakened social capital and diminution of community engagement and volunteerism.

Loss of competitiveness in tourism due to rising input costs, an increased VAT rate and weakened sterling/euro exchange rate.

Changes in EU development priorities, budgets and funding with direct consequences to the *Common Agricultural Policy* (CAP) and *Cohesion/Regional Development* (ERDF) funds.

The global economy appears poised for continued but slower growth in 2019 and 2020, with significant downside risks (Brexit, WTO, tariffs, etc).

The EU continues to display signs of an economic slowdown with clear signs of deteriorating economic conditions in the Euro Area.

3. The Shared Vision

Cahersiveen is a City of Fields; a living landscape, its social, cultural, economic and natural resources sustainably developed to meet the needs of all in our community.



A City of Fields

4. Objectives

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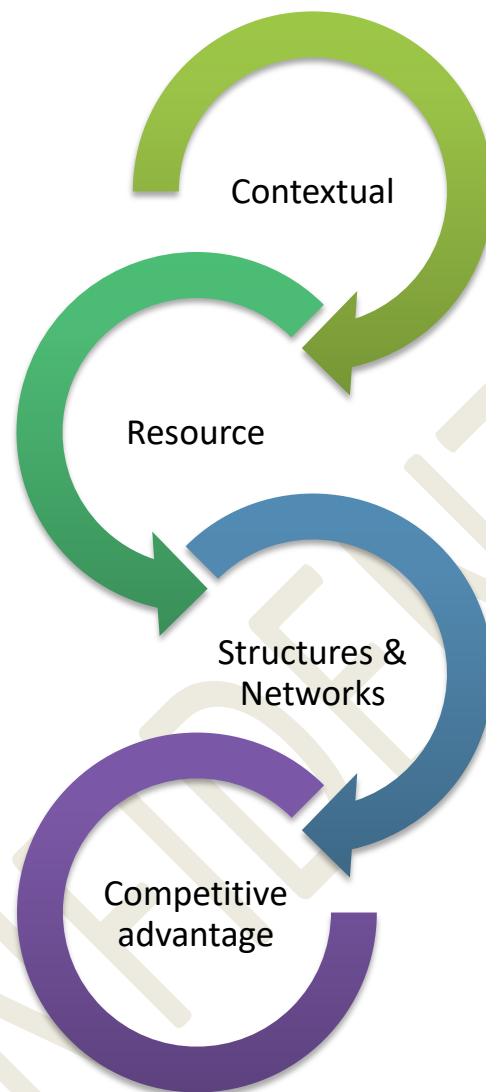
- To enhance liveability, *quality of life* and *quality of place* for all in Cahersiveen through the development of inclusive and equitable social, economic, and environmental initiatives.
- To build scale and critical mass to a minimum population of 1,500 over the medium term to ensure the sustainability of its resident population and essential supporting social and economic services and infrastructure.
- To promote active citizenship, community engagement, collaboration and resource-sharing in project planning and development.
- To empower and enable a culture of resilience and self-reliance in economic development.
- To sustain and develop an innovative, sustainable future-oriented local economy as a custodian and exemplar of the United Nations *17 Sustainable Development Goals*.
- To embed a culture and environment of education, life-long learning, training and skills development.
- To broaden the nature, range and scale of local economic and employment possibilities.
- To promote digital skills, devise SMART strategies and innovate with Information and Communication Technologies (ICT) for social and economic good.
- To embody best practice in environmental management and design, sustainable development and the management of the public realm.
- To respect the neighbourhood character, heritage and traditions that define and reflect Cahersiveen's *sense of place*.
- To optimise tourism development potential in Cahersiveen and its environs with an emphasis on sustainable development, activity and eco-tourism, health & well-being.
- To sustain and further enhance a vibrant, diverse retail and service offering within the town for the benefit of residents and visitors alike.
- To build and sustain robust structures for community-led local development which will represent and advocate a shared social, economic and environmental vision for Cahersiveen.
- To actively engage Young people in the planning and development of local amenities and activities.
- To achieve greater alignment, engagement and partnership between the town and its stakeholders interests with local, regional, national and EU development agencies, policies and strategies.
- To maximise funding, resources and development opportunities for local social, economic and environmental initiatives of benefit to the town and its citizens.

5. The Socio-economic Plan

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The socio-economic plan is shaped by an understanding of four interdependent value creating choices¹:

Figure 5: Value Creating Choices



¹**Contextual** – knowledge and understanding of operating environment; awareness of local needs; demographics; local territorial considerations; service delivery gaps; disciplines and structures to create opportunity; community-led local development; closeness to opportunity; organisational remit and reach; track record and experience; agility and responsiveness to change and opportunity.

Resource – skills and competences; capabilities and talent; sectoral and thematic knowledge and experience; development teams; relationships, networks and partnerships; trust, intuition and judgement; availability of financial resources and budgets; financial disciplines and competences; defined value proposition.

Structures & Networks – planning, advocacy and implementation structures; procedures and processes; strong governance; transparency and accountability; planning; implementation; decision making processes; engagement with networks, relationships with funders; stakeholder management; communications; accountability; review, monitoring and evaluation.

Competitive advantage – shared vision; enabling strategy; competitive advantage; trade-offs; resources aligned to strategy; embedded and collaborative.

The socio-economic plan proposes 85 interlinked, scalable and incremental development actions through which Cahersiveen's assets and resources can be aligned to achieve an improved quality of life and quality of place for residents and visitors alike. Designed to support the shared vision and to achieve the objectives set out in this plan, they provide a sound basis for the town's balanced social, economic and environmental development in the period to 2023. Moreover, these development actions are future oriented, taking account of the town's potential; the likely impact of demographic, economic, behavioural, technological changes as well as of the political, economic and environmental imperatives that will shape rural Ireland. All recommendations are aligned and accord fully with national, regional and local strategies for social, economic and environmental development with each action matched to enabling organisations or agencies capable of providing leadership, support and/or resources as appropriate.

Given the town's peripherality as well as the scale of the demographic challenges it faces, consideration might be given to four proposed developments; which evaluated, planned and resourced appropriately, may have the potential to be seen as *game changers* for Cahersiveen and as catalysts for substantial direct and indirect investment and development. These are:

- The development of the South Kerry Greenway and its transformative effect; the direct economic impact of which is likely to be considerable. In 2017, 26% of all overseas tourists to Ireland engaged in some level of hiking or cross-country walking, accounting for expenditure of €1.3 billion. A further 451,000 took part in cycling activities. In the same year, approximately one-third of domestic tourists engaged in walking and cycling². Using the development of the 42km Great Western Greenway as a comparison, the estimated payback period on the investment of public funds is 6 years³.
- The appraisal and re-imagining of the town's public realm in order to create greater *dwell time*, in particular focusing on strategic sites located adjacent to or linked to the proposed Greenway. This includes the quayside/waterfront as well as the potential to create a town square and civic space to integrate the town centre, Fair Green and Beentee Loop. Allied to this is the potential relocation of the town Library to its original location in the Free Carnegie Library and the development of additional community and education facilities and services therein.
- The potential to align and further develop the existing (and future) education resources and skills of Coláiste na Sceilge, the Kerry Education and Training Board ETB; the town Library; the Institute of Technology Tralee (ITT), the Skellig Centre for Research and Innovation (UCC); Skellig SMARTLab (UCD), along with those of Development Agencies (Kerry County Council, Údarás na Gaeltachta, Teagasc, South Kerry Development Partnership, etc) to build a model of excellence and scale in education, skills development and life-long learning.
- The formal adoption of the 17 United Nations Sustainable Development Goals by local stakeholders; the integration of these goals with agreed social, economic and environmental objectives; the translation of these goals into practical and relevant actions; and the development of systems to measure and evaluate their outcome and impact.

The actions proposed for Social and Community (24); Economic Development (38) and for the Built, Natural and Cultural Environment (23) are as follows:

² Tourism Facts 2017; Fáilte Ireland

³ Measuring the success of the Great Western Greenway in Ireland; Deenihan, Caulfield, O'Dwyer, 2014

Social and Community

Table 5: Social & Community Development actions

Objective	Description of Action	Enablers	Delivery Date
1. Structures & Governance	Local stakeholders and agency representatives should convene to discuss the Cahersiveen Socio-economic Plan and if endorsed, in whole or in part, establish key objectives, action points, supporting projects and availability of financial and network resources.	KCC, SKDP, KPPN	2019
2. Structures & Governance	Local stakeholders and agency representatives should ensure that their objectives and action plans are fully represented and integrated within regional, county, sectoral and town-based development plans and structures.	KCC, SKDP, KPPN	2019
3. Structures & Governance	Representative structures and community organisations within Cahersiveen and its hinterland, affiliated to Kerry PPN, should agree to principles and protocols for representation, accountability and collaboration.	KCC, SKDP, KPPN	2019
4. Structures & Governance	Develop a Cahersiveen Chamber Alliance (CCA) as a representative forum aligning new and existing local community, economic and environmental stakeholders; the primary objective of which would be to foster collaborative initiatives in community, enterprise and environmental development, pooling of resources, exchange of skills and expertise.	KCC, SKDP, KPPN	2019
5. Structures & Governance	CCA should seek to actively engage, involve and align stakeholders and interests not previously involved or represented in community or voluntary structures within the town.	KCC, SKDP, KPPN, CCA	2019
6. Structures & Governance	In developing its own network and reach CCA should seek to increase the number of local community organisations affiliated to and represented by the Kerry PPN.	KCC, SKDP, KPPN, CCA	2019-2023
7. Structures & Governance	A collaboration charter and protocol detailing shared objectives to be agreed between local organisations under the umbrella of the CCA and aligned to the agreed vision for the social, economic and environmental development of the town.	KCC, SKDP, KPPN, CCA	2019
8. Structures & Governance	CCA to create a limited number of sub - committees with agreed development objectives, strategies and priorities for the social, economic and environmental development of the town. Cross-representation between community organisations and interest groups active in the town should be facilitated and enabled as necessary.	KCC, SKDP, KPPN, CCA	2019

9. Structures & Governance	CCA in partnership with other community organisations to agree in advance an annual programme of action with clear assignment of roles, delegated responsibilities, functions, supports and reporting lines to support agreed objectives.	KCC, SKDP, KPPN, CCA	2019-2023
10. Structures & Governance	In the medium term CCA should critically evaluate the merits of adopting a formal legal structure to better fulfil its representation, governance, town advocacy and project planning and development roles	KCC, SKDP, LEO, CCA	2021-2023
11. Network Development	CCA to seek collaboration on issues of mutual interest between Chamber Alliances in Tralee, Dingle, Castleisland, Listowel and Killorglin as well as with similar networking and representative structures in Killarney and Kenmare.	KCC, SKDP, KPPN, LEO, CCA	2019-2023
12. Representation & Engagement	CCA to formally communicate with Development Agencies and other stakeholders its role, objectives, actions and targets; committing to presenting progress reports publically at agreed intervals.	KCC, SKDP, KPPN, CCA	2019
13. Representation & Engagement	CCA to seek mentoring and facilitation support to assist organisational development, strategy and action plan implementation and communications, as appropriate and needed.	LEO, SKDP, CCA	2019-2023
14. Representation & Engagement	CCA to oversee and co-ordinate an annual Youth engagement strategy and align same with CCA objectives, strategies, actions and representation.	KCC, SKDP, KYDS, CCA	2019-2023
15. Representation & Engagement	CCA to build social capital, seek engagement and participation from the corporate memory, skills and experience of the active retired in the town to support its representative, project planning and development roles.	KCC, SKDP, KVC, KPPN, CCA	2019-2023
16. Representation & Engagement	CCA to formally review and adopt plans, policies and strategies of relevant to the town's social, economic and environmental development.	KCC, SKDP, UnG, CCA	2018-2021
17. Representation & Engagement	CCA to engage with the Kerry Local Economic and Community Plan (LECP) <i>post 2020</i> ensuring local development priorities and focus areas are aligned.	KCC, SKDP, CCA	2020
18. Representation & Engagement	The content of www.cahersiveen.ie and www.cahersiveen.com as well as social media to be reviewed and redeveloped as important information and communication resources for Cahersiveen; ensuring that its content is objective, accurate, timely and relevant.	KCC, SKDP, LEO, CCA	2019-2023
19. Representation & Engagement	CCA to encourage and support volunteerism that enhances social, economic and environmental development.	KCC, SKDP, KPPN, KVC, CCA	2019-2023

20. Representation & Engagement	CCA to establish objectives and a plan of action for the Pluvigner town twinning initiative.	KCC, CCA	2018-2021
21. Representation & Engagement	CCA to source funding for capacity building and training the objective of which will be the development of leadership skills and capabilities for those seeking to engage with and contribute to the development of local community organisations, social inclusion and voluntary initiatives and networks. Emphasis to be placed on engaging and involving new or unheard voices and perspectives that have the capacity and motivation to enhance and refocus community organisations.	KCC, SKDP, KVC, KPPN, CCA	2019-2023
22. Representation & Engagement	CCA to actively engage with Corporate Social Responsibility (CSR) and philanthropic initiatives to support local community initiatives to leverage socially responsible and ethical investments in local community initiatives through the provision of technical expertise, expert mentoring, staff volunteering, work placements, philanthropy and/or the donation of financial resources and assets.	KCC, SKDP, KVC, KPPN, CCA, Private Sector	2019-2021
23. Representation & Engagement	CCA to assess the opportunities to leverage capital grant funding where town centre property or land assets are donated for the benefit of the local community.	KCC, SKDP, CCA, Private Sector	2019-2023
24. Representation & Engagement	CCA to define and agree appropriate key performance indicators (KPIs) and performance metrics to be used for local project development monitoring and post-implementation evaluation.	KCC, SKDP, CCA	2019

Economic Development

Table 6: Economic Development actions

Action	Development Objective	Enablers	Time Frame for Delivery
1. Innovation	Establish an education and learning forum whose objective will be to develop a comprehensive and aligned education, life-long learning and skills development structure, strategy and implementation plan based on the social, cultural and environmental resources and attributes of the Iveragh Peninsula	KCC, KETB, , UCD, UCC, Teagasc, CnS, UnG, SCRI, SSL, CCA	2019-2023
2. Innovation	Collaborate with Killorglin and other Kerry towns to lead on the Smart Town/Village action set out in the <i>South West Regional Enterprise Plan 2020.</i>	KCC, SKDP, LEO, SSL, Private Sector, CCA	2019-2020

3. Innovation	Develop a commercial proposition for the town by documenting its ICT capability, infrastructure, innovation eco-system, STEAM and language competences and skills through a skills/talent heat map and database.	KCC, SKDP, LEO, KETB, SSL, CnS, CCA, Adoboo, Grow Remote, Private sector	2019-2023
4. Innovation	Ensure that the uniqueness and <i>quality of life, liveability and quality of place</i> factors extant in the town and environs are appropriately messaged promotions or campaigns targeted at mobile, digital nomads, remote workers and the diaspora.	KCC SKDP, EI, LEO, SSL, CCA, Adoboo, Grow Remote, Private Sector	2019-2023
5. Innovation	Promote a remote working model, ecosystem and strategy to encourage employers to pilot and locate develop ICT enabled work and distributed employment and service delivery opportunities in the town. Such strategies should accommodate flexible, portfolio, seasonal, distance and location independent working to meet address equality, caring and social inclusion issues.	KCC, SKDP, LEO, KETB, SSL, CnS, CCA, Adoboo, Grow Remote, Private sector	2020-2021
6. Innovation	Apply to The EU WiFi4EU scheme to install free Wi-Fi in public spaces and facilities in the town.	KCC	2020-2023
7. Innovation	Introduce and trial 3D printing and other additive manufacturing technologies for educational, enterprise, cultural, artistic, social and environmental use and benefit.	KCC, SKDP, SSL, DES, EI, LEO, KETB	2020-2021
8. Innovation	Foster collaboration with higher education institutes and public research bodies through the promotion of the Enterprise Ireland Innovation Voucher Scheme .	KCC, UCD, UCC, Teagasc, EI, LEO,	2019-2021
9. Retail & Services	Engage KCC to conduct a Town & Village Health Check to include land use, retailer, pedestrian and consumer attitudinal surveys to establish 1) current levels of commercial activity and outlook 2) town centre visitor numbers 3) visitor experience and satisfaction.	KCC, HC	2019
10. Retail & Services	CCA to act as town team co-ordinators to oversee the recommendations of the Town & Village Health Check and development of a Town Centre Renewal Plan.	KCC, LEO, SKDP, HC, CCA	2019-2021
11. Retail & Services	Enhance the built environment, streetscape and the presentation of commercial premises through a <i>Streetscape painting, bi-lingual Signage and Shopfront Improvement Grant</i> scheme. To build scale and impact this is to be done on a full street basis.	KCC, UnG, LEO, HC, FnG, CCA	2019-2013
12. Retail & Services	Develop and implement a <i>Retail Development Programme</i> with follow-on mentor supports, the objective of which will be to stimulate innovation, differentiation, collaboration and improve operational efficiencies within the retail offering.	LEO, CCA	2019

13. Retail & Services	Enhance the trading presence and effectiveness of local commercial retail and services through the Trading Online Vouchers scheme.	LEO, CCA	2019 -2023
14. Retail & Services	Evaluate the actions necessary (<i>transport, dining, entertainment, festivals and events, safety, Purple Flag accreditation. etc</i>) to manage and develop the evening and night time economy in Cahersiveen.	KCC, SKDP, LEO, CCA	2020-2023
15. Retail & Services	Critically appraise the commercial potential for community enterprise, shared manufacturing, production and co-working facilities (food, trade, craft, design, services, etc) within vacant or available town centre premises.	KCC, EI, DCCOI, LEO, SKDP, CCA	2019-2021
16. Retail & Services	Develop social enterprise or community-run initiatives to bolster tourism, heritage and environmental visitor attractions, facilities, accommodation and retail.	KCC, EI, UnG, LEO, SKDP	2019-2023
17. Retail & Services	Schedule and co-ordinate town festival, cultural, tourism, events, retail and promotional initiatives at strategic intervals throughout the year to stimulate consumer/visitor interest, footfall and spend.	KCC, LEO, SKDP	2019-2023
18. Tourism & Recreation	Local stakeholders should, through a comprehensive facilitated process, agree and define an overarching tourism proposition, vision and message for Cahersiveen.	KCC, FI. UnG, SKDP, SCTN	2019-2023
19. Tourism & Recreation	Town-based accommodation providers, attractions, activities and events must ensure active engagement with and representation on regional local and themed tourism marketing networks and implementation structures.	KCC, FI. UnG, SKDP, SCTN, CCA	2019-2021
20. Tourism & Recreation	A local experience audit should be conducted to explore the tourist infrastructure and the range of supporting and ancillary experiences to identify gaps/opportunities and areas for improvement. Analysis is required as to how well local experiences are aligned to the themes and itineraries of the Wild Atlantic Way and the Skellig VEDP. The audit should include an environmental impact component where appropriate in order to identify potential sustainability concerns.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019-2023
21. Tourism & Recreation	Audit the existing local walking and cycling product and infrastructure in Cahersiveen & environs to assess how an active adventure and rural recreation offering might be further developed to build scale and profile. Particular attention should be paid to the potential to create a linked network of these trails and routes not alone by connecting these to each other but also to the Kerry Way and the proposed South Kerry Greenway.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA, Landowners	2019-2023

22. Tourism & Recreation	Liaise with Fáilte Ireland to Identify, define and promote the local attractions, facilities and events that represent <i>Core Attractions</i> or <i>Hero Products</i> that are capable of supporting the iconic or flagship experiences defined in the Skellig Coast VEDP	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019-2023
23. Tourism & Recreation	Utilise Fáilte Ireland's <i>Toolkit for Storytelling interpretation</i> to refine and develop narratives aligned to and supportive of the Wild Atlantic Way brand proposition.	KCC, FI. UnG, SKDP, SCTN, KRSP	2019-2023
24. Tourism & Recreation	Local Stakeholders should ensure that a coherent, collective Cahersiveen tourism offer (<i>accommodation, activity, attractions, antiquities, services, festivals, heritage, etc</i>), aligned with the Wild Atlantic Way brand, is distilled within new printed or online guides, publications and maps.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2020-2023
25. Tourism & Recreation	Engage with Fáilte Ireland to tailor compelling itineraries that showcase the principal attractions and signature experiences in the area and use same for <i>familiarisation visits</i> by domestic and overseas media.	KCC, FI. UnG, SKDP, SCTN, KRSP	2019-2023
26. Tourism & Recreation	Implement the findings and recommendations of the SKDP feasibility study into the development and phasing of a coastal <i>Blueway</i> .	KCC, FI. UnG, SKDP, SCTN, KRSP	2020-2023
27. Tourism & Recreation	A network of safe access points to the water and recreation areas within or adjacent to it should be mapped, signposted and promoted in order to enhance the sea/river's sporting, recreation and amenity value.	KCC, FI. UnG, SKDP, SCTN, KRSP	2019-2023
28. Tourism & Recreation	Devise, map and signpost a coherent, compelling touring route with Cahersiveen as its base. Itineraries should link themed attractions and facilities throughout the Iveragh peninsula with a focus on year round, weather independent attractions or facilities.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019
29. Tourism & Recreation	An audit of local sporting and recreational amenities, facilities, clubs and resources that could be developed to complement an active outdoors, recreation or health and well-being strategy should be undertaken. Engage the areas sports clubs and organisations to adapt and further develop facilities, events and programmes individually and collectively, to support a health and wellbeing, active outdoors or adventure proposition for Kerry.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2021
30. Tourism & Recreation	To build scale and impact for the South Kerry Greenway, investment in new and existing land and water-based infrastructure & facilities for active adventure and rural recreation should be appraised. Collaboration and partnership with SKDP and KCC should ensure priority for capital support under measures 1, 2 & 3 of the <i>Outdoor Recreation Infrastructure Scheme (ORIS)</i> .	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019-2021

31. Tourism & Recreation	To improve customer care and welcome standards within accommodation, restaurants, visitor attractions as well as in ancillary services and activities, implement a multi-disciplinary, modular Tourism Training Programme to address local skills needs and gaps (<i>networking, marketing, digital & online, customer care, experience development, etc.</i>).	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2020-2021
32. Tourism & Recreation	Investigate opportunities and appropriate locations within the town to accommodate tourist coach and recreation vehicle parking.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2020-2021
33. Tourism & Recreation	Schedule commemorations, events and festivals around key national and local historical figures, events and dates.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019-2023
34. Tourism & Recreation	Critically appraise and update as necessary the online presence, messaging and content for local accommodation, attractions and facilities on www.discoverireland.ie , www.irishtrails.ie , https://www.wildatlanticway.com , www.ireland.com ,	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019-2013
35. Tourism & Recreation	Local stakeholders should ensure that high quality photography, imagery and video that showcases the prime local attractions, facilities, themes or events is uploaded to the Tourism Ireland/Fáilte Ireland www.irelandscontentpool.com website to aid overseas tourism trade and consumer promotions.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019-2013
36. Tourism & Recreation	Local stakeholders should ensure that collaborative or network marketing and promotional material, guides and information are circulated through the Fáilte Ireland network such as the <i>Killarney Discover Ireland Centre, Tralee Tourist Information Office, Dingle Tourist Information Office, Reeks District, Kenmare Heritage Centre, Valentia Island Tourist Office, etc.</i>	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019-2013
37. Tourism & Recreation	Promote Cahersiveen and its signature attractions within a collective Skellig Coast/Iveragh tourism offer at Tourism Ireland/Fáilte Ireland Meitheal, Business to Business and Meet The Buyer events.	KCC, FI. UnG, SKDP, SCTN, KRSP, CCA	2019-2013
38. Tourism & Recreation	Refurbish or redevelop and relocate the public toilet facilities.	KCC, CCA	2019-2020

Built, Natural & Cultural Environment

Table 7: Built, Natural and Cultural Environment Development actions

Action	Development Objective	Enablers	Time Frame for Delivery
1. Mobility and Accessibility	A programme of public realm and streetscape enhancement should be considered; the objective of which should be to prioritise modal shift and enhance the quality of public space to facilitate greater accessibility, mobility, walkability and dwell time for residents and visitors alike.	KCC, NTA, SKDP, TII, CCA	2019-2023
2. Mobility and Accessibility	Develop a bi-lingual Wayfinding strategy to optimally manage and facilitate pedestrian, cyclist and vehicular movement to regularly used, important or priority points of use/interest in the area. Whilst distinct from existing walks and trails it should link and align with same. Directional signage, mapping, noticeboards, interpretative and information panels, seating, etc to be erected at key decision making points and junctions in the area. Developments should incorporate aids for the infirm or immobile where possible.	KCC, SKDP, FI, UnG, FnG, CCA	2019-2023
3. Mobility and Accessibility	Evaluate the feasibility of and trial a once weekly looped Locallink bus service from Cahersiveen which would link destinations and selected visitor attractions throughout the Iveragh peninsula.	KCC, NTA, CCA, Locallink,	2020-2023
4. Streetscape & Public Realm	Critically assess the public realm and streetscape aesthetics – signage, street furniture, shared space, colour coordination, pavement standard and design, pedestrian crossing, street lighting, landscaping, planters, etc and ensure co-ordination, complementarity and consistency. Shared Space principles should be adopted to better facilitate access, mobility and inclusion for all.	KCC, SKDP, CCA	2019-2023
5. Streetscape & Public Realm	Secure specialist support to develop a Design Statement (DS); the purpose of which will be to give the town stakeholders a voice in its planning and presentation for the future. This should also include the community's shared vision over the medium to longer term and define the spatial planning and design principles that relate specifically to the town context. The DS would be used by all stakeholders to guide in-fill or new local residential or amenity developments in order to ensure that the existing character and distinctiveness identified through the DS process is conserved, celebrated and enhanced. The DS would also contain an action plan setting out specific and phased projects that should be delivered by the local community and its partners to ensure the effective planning, management and enhancement of its unique features.	KCC, SKDP, HC, CCA	2020

6. Streetscape & Public Realm	Conduct a study to address the causal effects and identify viable, sustainable opportunities for the reuse and repurpose of vacant and derelict residential and commercial properties.	KCC, SKDP, EI, LEO, EI, DCCOI, CCA, Private Sector	2019-2020
7. Streetscape & Public Realm	Critically evaluate 1) . The potential to develop new community and education services in the library, supported by the <i>Our Public Libraries 2022</i> strategy and its enabling actions and resources; which may involve 2) . The <i>possible</i> relocation of the library and its ancillary services from its existing location to the former Carnegie Free Library building; linked to which 3) . The redevelopment of the existing library site as a public square to represent a focal point/civic space for the town, accommodating features and social, commercial activities and facilities designed to enhance resident and visitor dwell time; allowing for 4) . The integration of the civic space, Fair Green and the Beentee Loop walk with the Main St.	KCC, SKDP, HC, CCA, Libraries Ireland	
8. Streetscape & Public Realm	Use site appropriate renewable energy sources to illuminate key buildings, features and structures of interest.	KCC, SEAI, OPW, SKDP, CCA	2019-2023
9. Environmental Management	Establish environmental objectives for a SMART strategy to include public realm, energy and utility management, public lighting, mobility, amenity management and metering/monitoring of environmental assets and resources.	KCC, SKDP, LEO, SEAI, EI, NTA, TII, CCA	2019-2023
10.. Environmental Management	Identify site-specific initiatives and co-ordinate community-led initiatives in biodiversity and conservation for the restoration and rewilding of critical habitats including wetlands, rivers and lakes, native woodlands, dune systems and hedgerows.	KCC, SKDP, OPW, NPWS, Coillte, CCA	2019-2023
11. Environmental Management	Where appropriate and permissible, enhance the access, presentation and interpretation of local antiquities, monuments and heritage sites.	KCC, OPW, NPWS, SKDP, Coillte, CCA	2019-2023
12. Environmental Management	Plan and co-ordinate a tailored programme of mentor and training supports to promote best practice in conservation, heritage management, biodiversity and climate adaptation and mitigation.	KCC, SKDP, CCA	2019-2023
13. Environmental Management	Make the health and wellbeing, environmental quality and the active outdoors manifest and visible throughout the town and its environs through a connected network of open spaces, trails and parks.	KCC, FI NTA, TII, SKDP, KRSP, CCA Private Sector	2019-2023

14. Environmental Management	Support festivals and events to develop greening and environmental management strategies which incorporate litter control, recycling and traffic management and sustainable mobility.	KCC, FI, SKDP, CCA Transition Kerry	2019-2023
15. Environmental Management	Co-ordinate a biodiversity programme to encompass local capacity building, training and technical support to develop local awareness, responsibility, and action plans to combat threats to biodiversity from invasive species, habitat loss and pollution and to maximise the contribution of nature in supporting the quality of life for all.	KCC, OPW, NPWS, SKDP, CCA.	2019-2023
16. Environmental Management	Develop a community greening and rewilding initiative to include site appropriate landscaping, the development of sensory gardens and pollination corridors at strategic locations in the town, on its approaches and environs.	KCC, OPW, NPWS, SKDP, CCA, Transition Kerry, Landowners	2019-2023
17. Environmental Management	Promote water conservation and drought mitigation measures through rainwater harvesting and the development of rain gardens comprised of native shrubs, perennials and flowers planted in a manner designed to temporarily hold and soak in rainwater runoff from roofs, driveways or lawns.	KCC, SKDP, CCA Transition Kerry.	2019-2023
18. Environmental Management	Engage the SEAI Better Energy Communities scheme and the Sustainable Energy Communities Network to (1) facilitate exchange of experience and skills with other local energy initiatives and (2) to secure technical and financial supports to implement an <i>Energy Master Plan</i> and associated sustainable energy initiatives.	KCC, SEAI, SKDP, CCA , Kerry Sustainable Energy Co-op, Transition Kerry,	2020-2023
19. Environmental Management	Assess potential for the development of small scale biomass district heating systems.	KCC, SKDP, SEAI, CCA, Kerry Sustainable Energy Co-op, Transition Kerry.	2020
20. Environmental Management	Develop and implement a <i>Circular Economy/Zero waste</i> initiative to reduce, re-use and recycle household and commercial waste including unsold food items and organic waste.	KCC, SKDP, CnS, CCA Transition Kerry, Private Sector.	2020-2023
21. Environmental Management	Create synergies between environmental management and conservation projects within the town and the SKDP <i>European Innovation Partnership for Agricultural Productivity and Sustainability</i> (EIP-AGRI) Sustainable Agricultural Plan for the MacGillycuddy Reeks.	SKDP, Landowners.	2019-2023
22. Culture & Heritage	Ensure that the distinctive and unique aspects of the built and natural environment, its heritage, folklore and traditions are recorded and presented in the appropriate medium, context and location for the benefit of residents and visitors alike. These unique features should be integrated within local, countywide and regional tourism marketing and promotional initiatives.	KCC, SKDP, UnG, FI, FnG, HC, CCA	2019-2023

23. Culture & Heritage	Assess opportunities for public art projects that reflect local heritage, traditions and folklore and are consistent with a <i>Sense of Place</i> .	KCC, AC, CCA	2019-2023



A mural in Cahersiveen

6. Resources & Funding

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Care has been taken to ensure that the development actions proposed in this plan accord with resources and funding currently or likely to be available from EU and exchequer sources to support social, economic and environmental development. Projects are likely to require support for capital investment, networking, training and marketing for the purposes of enterprise development; town development; placemaking; social and cultural development; development and strengthening of community structures and advocacy; education, life-long learning and training; environmental management and stewardship. It should be noted that there is increasingly a competitive element to the granting of public funds as well as an onerous requirement to demonstrate partnership, vision, coherence, value for money as well as defined outcomes and impacts in project implementation. In this regard, it is incumbent for local interests in Cahersiveen to collaborate on existing or planned initiatives for which resources have already been earmarked. It is not intended that development actions locally replicate, dilute or undermine strategically important, evidence based national or regional initiatives.

Planned actions to support the social, economic and environmental development of Cahersiveen will require resources and funding from a range of public and private sources. The principal resources and funding sources are likely to include legislative powers, EU and national exchequer funding as well as equity funds and financing leveraged from the private sector through investment, tax incentives and reliefs, fundraising, donation or philanthropy. Multiple stakeholders drawn from the public, private and community sectors who collaborate on a shared strategy with numerous individual projects but do so as individual legal entities represents the best possible means to maximise public funds and obviate de minimis constraints, which under EU regulation (EU) No. 1407/2013) limit the provision of certain public funds to a maximum of €200,000, irrespective of source, given to any one project over a rolling 3 year period.



Development initiatives seeking pre-development, operations, network or capital funding might consider policy measures and enabling resources provided from the following sources:

The Ireland 2040 Plan and the ***National Planning Framework (NPF)*** which includes a €1bn ***Rural Regeneration and Development Fund*** to stimulate renewal and investment. Initial funding of €315 million is being allocated over the period 2019 to 2022 on a scaled basis. This outlines a range of objectives and development priorities including compact growth, enhanced regional accessibility, sustainable mobility, access to quality childcare, education and healthcare services, strengthened rural

economies and communities and transition to a low carbon and climate resilient society. Implementation of the plan is costed at €115bn with each strategic outcome having a dedicated budget. Amongst these, a [Rural Regeneration Fund](#) is likely to be of particular interest with a €1 billion stimulus tailored to facilitate growth and development in rural towns. Initial funding of €315 million is being allocated over the period 2019 to 2022 on a scaled basis.



An Roinn Forbartha
Tuaithe agus Pobail
Department of Rural and
Community Development



Rialtas
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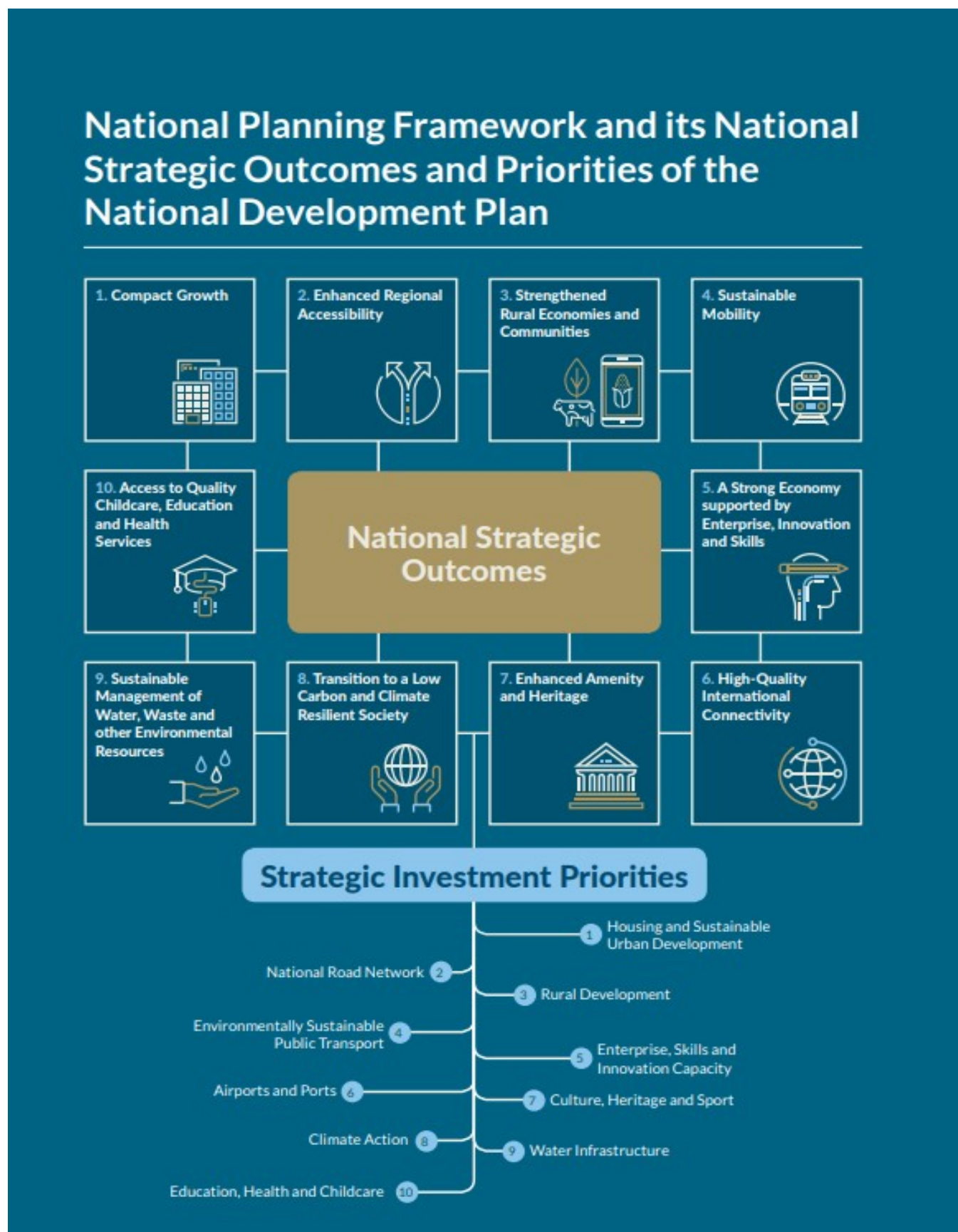
Tionscadal Éireann
Project Ireland
2040

Rural Regeneration and Development Fund Second Call for Applications

The fund provides an opportunity to support integrated, ambitious and strategic multi-annual projects involving a range of Departments, State agencies, and other partners. Proposals for funding are made through a competitive bid approach, based on delivering the objectives in the NPF. Applicants are limited to organisations such as Local Authorities, and other locally/regionally based organisations, Local Development Companies, Chambers of Commerce, etc., as well as Government Departments and State Agencies. For the purpose of accountability and oversight, the lead partner of all projects will be a State funded body; however, collaboration with the private sector is encouraged. Proposals may be made in respect of settlements of 10,000 or less and their outlying areas. In general, the fund will provide up to 75% of the total project value, with at least 25% of funding to be provided from other sources. A maximum of 80% funding will be considered where community contributions form a significant element of the match-funding. Proposals submitted for funding will have to demonstrate a stakeholder contribution in the form of a combination of wider Exchequer and/or State sector investment, Local Authority investment and/or land, community investment, private sector investment (where appropriate) or other asset contributions. Projects can currently be submitted under Category 1 which will seek to support shovel-ready projects of scale, seeking in excess of €500,000. The closing date is August 6th, 2019. Particular attention to Category 2 type projects for which pre-development funding and resources for organisational and competency development can be obtained. A second public call for proposals is expected to be made in the October 2019.

Proposals are required to demonstrate **1)** a relevance to the national strategic outcomes set out in the NPF; **2)** a sustainable impact on the social or economic development of rural communities through measureable outputs; **3)** collaboration between Departments, State agencies, Local Authorities, the private and/or community sectors and other bodies; **4)** an integrated strategic approach to rural development linked to the NPF strategic outcomes and consistent with County Development Plans, Local Economic and Community Plans and Regional Spatial and Economic Strategies; **5)** additionality and value for money and the leveraging of funding from Local Authorities, Exchequer/State sector, as well as from the community or private sector where appropriate, to enable investment to proceed that might not otherwise occur.

Figure 6: NPF National Strategic Outcomes



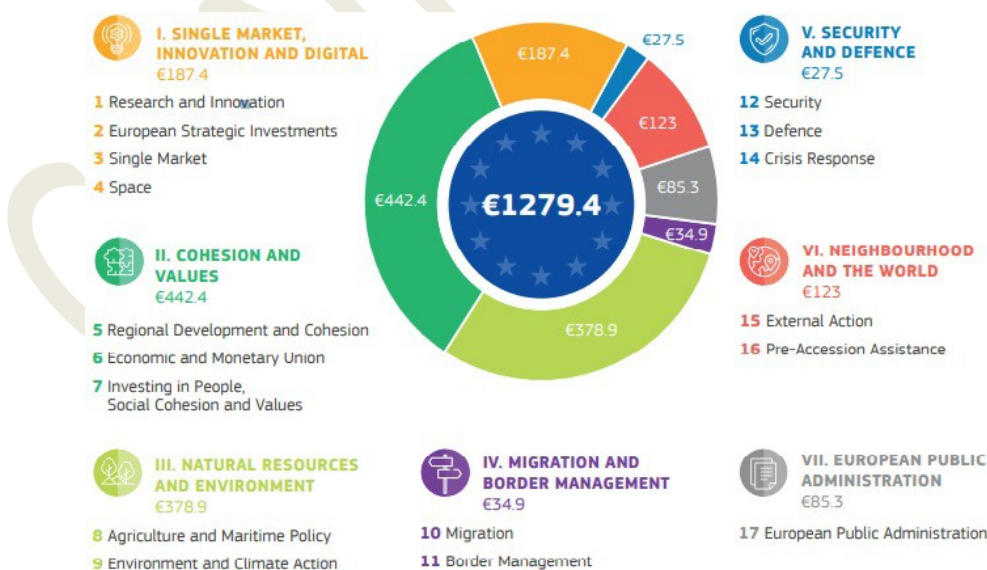
The current round of **EU funding** expires in 2020 and perhaps offers limited possibility of additional development funding for local projects in the short term. However, subsequent to this and during the active life of the strategic plan a successor EU budget, provisionally costed at €1.23tn for the period 2021-2027, will have a discernible shift in emphasis with priorities to include supports for climate action and mitigation, sustainability initiatives, social enterprise and innovation, technology, open science and climate friendly farming, amongst others. This reflects the EU priorities for the period within which can be seen a discernible shift in emphasis. Supports for climate action and mitigation strategies, sustainable mobility, migration, inclusivity, technology, open science and innovation are likely to benefit from additional resources while the *Common Agriculture Policy* (CAP) and *Cohesion Policy* – funds from which Ireland has benefited strongly - are likely to see their budgets cut from current levels. It's perhaps timely to note that under the new 2021-2017 EU budget arrangements Ireland will transition from a net beneficiary to a net contributor of funds, irrespective of the proposed cuts to CAP and to regional development funds. Programme arrangements and supporting budgets for the 2021-2027 period, have yet to be determined but are likely to include opportunities to support social, economic and environmental development in programmes such as:

1. **Horizon Europe** – a successor programme to Horizon 2020 – which will support EU policy priorities in areas such as the achievement of the UN Sustainable Development Goals, health, food and natural resources, resilience and security, climate, energy and mobility and other societal challenges in order to secure a low- carbon, circular and climate-resilient society and industrial competitiveness.
2. **Invest EU Fund** will target investments promoting sustainable infrastructure, research and innovation, digital transformation, the access to finance for small and medium-sized enterprises, education, skills, social infrastructure.
3. The **Connecting Europe Facility** will emphasise EU transition towards connected, sustainable, inclusive, safe and secure mobility and will contribute to the decarbonisation of transport, for example by constituting a European network of charging infrastructure and for alternative fuels or prioritisation of environmentally friendly transport modes. Smart and digitised energy grids and high capacity digital networks will also be supported.
4. The **Digital Europe Programme** will support ambitious projects that will make the best use of digital capacities and of the latest digital technologies in areas of public interest. It will seek to address societal challenges and bring the benefits of digital transformation to every citizen and business.
5. The **European Regional Development Fund** and **Cohesion Fund** will support research and innovation; climate change and environment; support to small businesses; services of general economic interest; telecommunications, energy and transport infrastructure; health, education, culture and social infrastructure; sustainable urban development and smart villages. It focusses on five objectives: **A smarter Europe** to

promote competitiveness, digital transformation, entrepreneurship and innovation (including inclusive growth and social enterprises), and enhance the business environment as a part of industrial adaptation to the challenges of globalisation, circular economy and climate change; **A greener carbon free Europe** to support clean and fair energy transition, to enhance energy efficiency; to support transition to low-carbon economy; to stimulate renewable energy; to support innovative use of low-carbon technologies, to support green and blue investment, including in sustainable natural resource management, circular economy, climate adaptation and mitigation; **A more connected Europe to enhance** mobility, energy and regional ICT connectivity to develop regional networks and systems to promote sustainable transport, smart energy grids and high-speed digital access in order to enhance regional, local and cross-border connectivity; **A more social Europe** to implement the principles of the European Pillar of Social Rights, in particular life-long learning, education and training infrastructure as well as health, culture and social infrastructure; **A Europe closer to citizens**: sustainable and integrated development, through local initiatives to foster growth and socio-economic local development of urban, rural and coastal areas.

6. The **European Social Fund+** will support the implementation of the principles of the European Pillar of Social Rights and will seek to address the current fragmentation of funding instruments in the social policy area.
7. The **LIFE Programme** will support the transition towards a circular, resource- and energy-efficient, low-carbon and climate-resilient economy.

Figure 7: Proposed EU Multi-Annual Financial Framework 2021-2027



Information and notifications on ongoing EU funding opportunities and collaborations can be accessed by signing up to the EU [Single Electronic Data Interchange Area](#) (SEDIA). [Welcome Europe](#) also offers an

extensive database of EU funding opportunities as well as a range of consultancy and project management services. Funding alerts are available on a subscription basis.

KCC offers funding from a variety of exchequer sources including *Town and Village Renewal Funding*, *Local Enterprise Office* and *Outdoor Infrastructure Investment Scheme* and *Rural Recreation Funding*. Development funding is also available for networking, cultural pursuits and events. For 2019, the *Town and Village* renewal scheme, which is complementary to the *Rural Regeneration Fund*, has as priority objective to enhance residential occupancy in town centres of 10,000 or fewer. The **CLÁR** programme funded by the Department of Rural and Community Development and delivered, for the most part, by Local Authorities provides funding for small scale capital projects in rural areas that have experienced significant levels of depopulation. The programme priorities for 2019 include school and community safety measures, multi-use games areas and community wellbeing. However priority themes and the level of financial support available can vary year on year.

The **Rebuilding Ireland Plan** has committed €6 billion to support the accelerated delivery of 50,000 additional social housing homes by end 2021, through build, acquisition and leasing programmes. The *Repair and Leasing Scheme* and the *Buy and Renew Scheme* will also enable Local Authorities to develop properties for social housing. Capital supports will also be provided to Approved Housing Bodies (AHB) to address targeted need. Rebuilding Ireland also relaxes some of the [regulatory and compliance constraints](#) to enable the re-use and re-purpose of vacant commercial premises for use as residential accommodation.

In addition to development funding the **Urban Regeneration and Housing Act 2015**, effective from January 2017 requires Local Authorities such as KCC to compile a *vacant sites register comprised of* lands suitable for housing but not currently available for development. From January 2019 onwards, a [vacant site levy](#) is chargeable on such sites at an initial rate of 3%, rising to 7% thereafter from 2020. The application of the levy is intended to bring underutilised and vacant sites and buildings in urban areas into beneficial use. The use of these powers will be particularly valuable in minimising the responsibility of and need for public funds to aid regeneration as well as offering the possibility of raising revenue that can be used to address dereliction, vacancy or their consequential impacts. Moreover, the extensive use of these powers will compel property owners to address ownership and usage issues potentially releasing a stock of attractive properties to the rental or purchase market.

The *Structures at Risk Funds* (SRF) provides limited amounts of funding to Local Authorities to address the deterioration of Ireland's architectural heritage and specifically aims to safeguard protected structures under the *Planning and Development Act 2000*. Private and publicly owned buildings can be considered for capital support.

SKDP offers development support and funding from the *LEADER* programme (including inter-territorial and transnational cooperation funds) and Social Inclusion Community Activation Programme (*SICAP*), amongst others. *LEADER* funds can be used to support a wide range of social, economic and environmental projects and for organisational, development or capital development for community and private projects. For the purposes of this socio-economic plan it might be noted that supports for community development, public realm enhancements and social enterprise might be particularly appropriate. Funds are awarded on a competitive basis and include specific calls for inter-territorial, transnational cooperation and food sector development measures funds. It should also be noted that community initiated projects can under certain circumstances maximise the available public funds by using the donation of assets and use of voluntary labour as part of the matched fund requirement.

Enterprise Ireland offers a range of funding supports to private and public economic development initiatives. These include commercialisation funds and innovation partnership funds and perhaps most relevant to enterprise projects which might anchor the project, funds for cluster initiatives and for [regional enterprise strategies](#). The latter comprises four separate streams of funding for capital and current costs such as major regional, multi-regional or national sectoral initiative grants of €2m up to €5m per project; funding to support significant county, regional or multi-regional sectoral and or enterprise initiative grants of €250k up to €2m per project; funding for local and community enterprise initiative grants of €50k up to €250k per project; clustering initiatives with grants of €50k up to €250k per project in funding towards current costs. This scheme has been notable for its extensive financial support in the development of enterprise hubs and co-working spaces in the regions. Each of the EI schemes requires matched funding however, as is the case with other programmes, opportunities exist to use other resources in kind.

Fáilte Ireland offers a range of funding supports to the public, private and voluntary sectors to support the continued development of the *Wild Atlantic Way* signature brand experience. This includes the [capital grant](#) programme for large tourism projects seeking up to €5m in support, based on a minimum matched fund requirement of 25%. It also includes a scheme for [National Festivals & Participative Events Programme](#) likely to be appropriate to Cahersiveen as it seeks to present and develop its rich heritage experience.

Figure 8: The Wild Atlantic Way Operational Programme 2015-2019



The **Revenue Commissioners** offer a range of incentive schemes. These include the [Employment and Investment Incentive Scheme](#) (EII), a tax incentive which provides for tax relief of up to 40% in respect of investments made in certain corporate trades including tourism traffic undertakings. This includes tourist accommodation; interpretative centres; tourist and ancillary activities. The scheme allows an individual investor to obtain income tax relief on investments for shares in certain companies up to a

maximum of €150,000 per annum in each tax year up to 2020. Initially relief is allowed on thirty fortieths [30/40] of the EII investment in the year the investment is made. Potentially, this can result in a tax saving for the investor of up to 30% of the investment.

Section 482 offers tax relief for owner occupiers of an approved building or approved garden for expenditure incurred for their repair, maintenance or restoration. The owner-occupier must then allow reasonable access to the public or use it as a tourist accommodation facility. The scheme is currently used by properties in Kerry such as Arabella House and Ballyseede Castle (Tralee), Dereen Gardens (Tuosist) and Tarbert House.

Eligible community organisations in Cahersiveen should seek to benefit from the [Charitable Donation Scheme](#) operated by the Revenue Commissioners. This allows qualifying bodies with charitable status to benefit from individual or corporate donor funds in a tax efficient manner. Where such funds can be availed of in the immediate term, this may prove to be a useful means of building financial reserves over time as well as raising the funds required to match development funding likely to be sought from public funds. It can also help to build local stakeholder buy-in, support and engagement.



Potential funding sources for environmental actions include the; [the Department of Communications, Climate Action and Environment](#) which provides funding for environmental initiatives and climate mitigation measures; [Local Agenda 21 Environmental Partnership Fund](#) which promotes sustainable development by assisting small-scale environmental projects at local level. Philanthropic funds are available on a selected basis through the [Social Innovation Fund Ireland](#), [Community Foundation of Ireland](#), [The Ireland Funds](#) and [Coca Cola Ireland](#). Corporate and Social Responsibility (CSR) funds or technical expertise might be accessed from multi-nationals or other corporate businesses with links or diaspora connections to Cahersiveen.

The Wheel, Ireland's largest network of community and voluntary organisations, charities and social enterprises, offers information on a wide range of funding opportunities through its [fundingpoint](#) subscription service.

Consideration might also be given to sourcing matched funds where needed from [Community Finance Ireland](#) and [Clann Credo](#) both established providers of social finance and lend bridging, operational and capital funds to social enterprise and community and voluntary initiatives throughout the country. [Linked Finance](#) and [Grid Finance](#) are *Peer to Peer* lending platforms for Irish Small and Medium sized enterprises. Active across all sectors they are enterprise-oriented and provide an alternative means of raising capital and operational funds for small businesses.

7. Monitoring, Review and Evaluation

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Monitoring, review and evaluation is an essential part of socio-economic planning. It should be considered as a periodic, participative, retrospective assessment of the socio-economic plan's outcomes and impacts. Qualitative and quantitative data gleaned from this process will help build an evidence base of sound stewardship and governance, inform advocacy representation as well as to build legitimacy amongst local organisations, stakeholders, Development Agencies and funders.

The socio-economic plan for Cahersiveen will be delivered over the medium term in the period 2019-2023. The end date of this socio-economic plan coincides with the scheduled release of *Census of Population 2021* data, allowing stakeholders an opportunity to objectively determine and analyse demographic and economic changes and trends in Cahersiveen against the 2016 benchmark. Changes can be observed and mapped in population; nationality; education; language; household type, size and composition; housing vacancy; family structure; social class; economic status, occupation, industries; commuting mode and distance; health and disability; ICT access and usage. Census data can be accessed and mapped at a number of geographic levels from county, municipal district, local electoral areas, town settlement and small areas, allowing a detailed appraisal of the town's demographics; a comparative analysis with other locations as well as between neighbourhoods within the town.

In addition to a comprehensive demographic appraisal, the planning and implementation of actions contained within the socio-economic plan and their contribution to achieving its objectives can be determined by themed and project level key performance indicators (KPIs) and metrics which may include:

Social & Community

Table 8: Social & Community KPI's

Metric	Output
Socio-economic Plan	
Approval by CCA	
Number of organisations endorsing the plan	
Number of organisations leading development actions	
Number of organisations supporting development actions	
Number of formal collaborations	
Number of informal collaborations	
Planning, Advocacy and Representation	
Development of overarching enabling structure	
Number of organisations aligned	
Number of PPN affiliates	
Number of organisations represented on sub-committees	
Increase in new paid membership	
Increase in number of volunteers	

Co-ordination, Networking and Collaboration	
Number of CCA meetings held	
Number of sub-committee meetings held	
Number of project actions approved	
Number of formal funding applications submitted	
Number of non-funded actions approved	
Number of non-funded actions completed	
Number of formal funding applications approved	
Value of funding approved	
Number of funded projects completed	
Value of funding received	
Communications	
Number of communications issued	
Number of progress reports issued	
Reach of communications issued	
Online reach and engagement	

Economic Development

Table 9: Economic Development KPI's

Metric	Output
SMART Initiatives	
Number of development actions	
Broadband penetration and use	
Number of Broadband/Wi-Fi enabled public or community facilities	
Number of innovative ICT practices	
Number of remote, distributed or e-workers	
Number of STEAM activities	

Co-ordination, Networking and Collaboration	
Number of formal collaborations	
Number of informal collaborations	
Development Activity	
Number of project actions approved	
Number of formal funding applications submitted	
Number of non-funded actions approved	
Number of non-funded actions completed	
Number of formal funding applications approved	
Value of funding approved	
Number of funded projects completed	
Number of capacity building & training initiatives	
Number of capital projects	
Value of capital projects	
Number of marketing & promotional initiatives	
Number of new businesses developed	
Number of existing businesses closed	
New employment created	
Unemployment rate	
Number of T&V Heath Check initiatives	
Commercial vacancy rate	
Buildings re-used/re-purposed for enterprise activity	
Number of online strategies developed	
Number of evening and night time events	
Number of outdoor active or recreational facilities developed	
Number of collaborative promotions developed	
Number of visitors to the tourist office	
Number of new tourism facilities or attraction developed	
Number of new tourism oriented festivals and events	

Number of new serviced, approved accommodation	
Capacity of new serviced, approved accommodation	
Number of domestic & overseas visitors	

Built, Natural & Cultural Environment

Table 10: Built, Natural and Cultural Environment KPI's

Metric	Output
SMART Initiatives	
Number of development actions	
Number of locations served	
Number of project actions approved	
Number of formal funding applications submitted	
Number of non-funded actions approved	
Number of non-funded actions completed	
Number of formal funding applications approved	
Value of funding approved	
Number of funded projects completed	
Mobility & Accessibility	
Value of infrastructure spend	
Modal shift achieved	
Streetscape & Public Realm	
Properties redeveloped/repurposed	
Properties engaged in streetscape enhancement initiatives	
Design Statement completed	
Locations enhanced under wayfinding strategy	
Sites utilising renewable energy sources	
Number of inclusive shared space sites	

Environmental Management	
Number of biodiversity initiatives	
Number of sites developed	
Number of natura 2000 sites enhanced	
Number of trail initiatives	
Number of park and active space initiatives	
Number of festival & event greening initiatives	
Number of landscaping/pollination initiatives	
Number of water conservation initiatives	
Number of SEAI Better/Sustainable Energy initiatives	
Number of circular economy initiatives	
Number of EIP-Agri Initiatives	
Festivals and Events	
Number of collaborative initiatives	
Number of new festivals & events	
Number of new promotional initiatives	
Value of promotional spend	
Number of cultural, heritage and folklore initiatives	
Number of heritage sites & antiquities enhanced	
Number of public art initiatives	

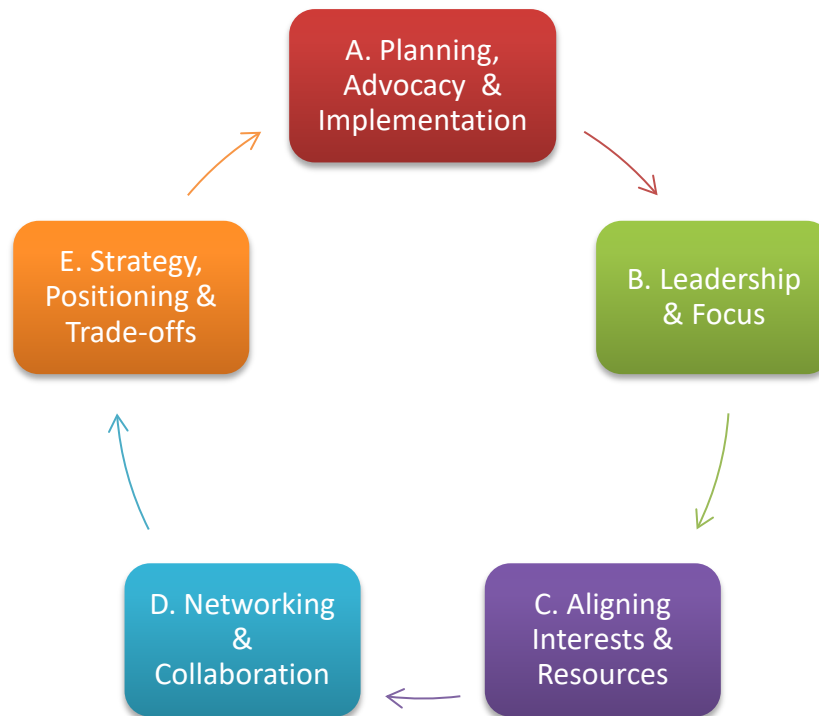
8. A Governance Model

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9.1 Context

The socio-economic plan for Cahersiveen is predicated on five interdependent critical success factors, outlined as follows:

Figure 9: Critical Success Factors



A. Planning, Advocacy & Implementation

The planning, advocacy and implementation of the socio-economic must cohere and align multiple local social, economic and environmental interests; foster dialogue and collaboration with other stakeholders and deliver upon a shared vision, agreed objectives and priority actions. It must demonstrate:

- Legitimacy and acceptance amongst local interests and external stakeholders including Development Agencies.
- A commitment to collaborate and share resources.
- Clarity of purpose and a strategic orientation aligned to a shared vision, objectives and action plan
- Developmental and financial support from external stakeholders.
- Effective channels for open and regular stakeholder communication and engagement.

- Sub-committees which co-ordinate, align and foster cross-representation, dialogue and collaboration amongst the local organisations fundamental to the shared vision.
- Effective channels for open and regular stakeholder communication and engagement.

B. Leadership & Focus

Planning and implementing the socio-economic plan depends on local leadership, buy-in and focus as well as a clear enabling framework to guide, resource and review strategy and project development. Leadership lies at the heart of strategy; defining and communicating objectives, building strategic and tactical alliances and creating *fit* among the many diverse local priorities, needs and activities. It must embody:

- An inclusive, community-led ethos.
- A coherent, realistic, shared vision that is readily understood and easily communicated.
- A vision that translates into a clear strategy.
- A capacity to manage and prioritise scarce inputs and resources.
- An ability to manage and reconcile expectations.
- A capacity to inspire and engage other stakeholders and interests to resource and deliver the agreed strategy.
- Systems to evaluate progress and impact and a means to communicate same as necessary.
- Openness, transparency, fairness and equity.

C. Aligning Interests and Resources

Local organisations and interests should operate as a unified force with a common goal to achieve positive outcomes for the town and its citizens. Scarce or limited resources within the town must be aligned in order to achieve the desired outcome and impact. Where local interests can be aligned around strategy and where the implementation of an action plan is focused and effective, a competitive advantage can be achieved for Cahersiveen. Conversely, where interests, positions and resources are fractured or where there is competition for resources, status and influence, silos are created, trust is eroded, opportunity is foregone and optimal impact is lost. Worse still, resources flow elsewhere.

D. Networking & Collaboration

Networking and collaboration is a cornerstone of any effective strategy or action plan. Collective action between stakeholders – locally, regionally and beyond – helps build connections, relationships and an understanding of shared ambitions and goals. It helps pool scarce or limited technical, human and

financial resources to leverage greater value-added and impact. Crucially, given Cahersiveen's demographic and geographic constraints and the social, economic and environmental opportunities it seeks to capitalise on, it can help build critical mass and scale.

E. Strategy, Positioning and Trade-offs

The strategy at the heart of the socio-economic plan requires a programme or system of activities, not merely a collection of disparate and unrelated actions and projects. As such, strategy should be seen as the combination of development activities. Competitive advantage arises from the way these different activities fit and reinforce one another, thus forming a coherent whole that's far more substantial, valuable and most likely inimitable. It is essential that there is a shared understanding by all of an agreed programme of activities in order to remove competition for resources and confusion and disagreement between disparate and competing interests.

Effective strategy is also about trade-offs whereby doing more of one thing necessitates doing less of another; essential given finite resources and a contested economic environment. Positioning and trade-offs determine not only which activities are prioritised and delivered but also how these activities relate to one another. Competitive strategy is essentially about creating points of difference from competing interests and locations; essentially it's a binary choice; ***be better or be different***.

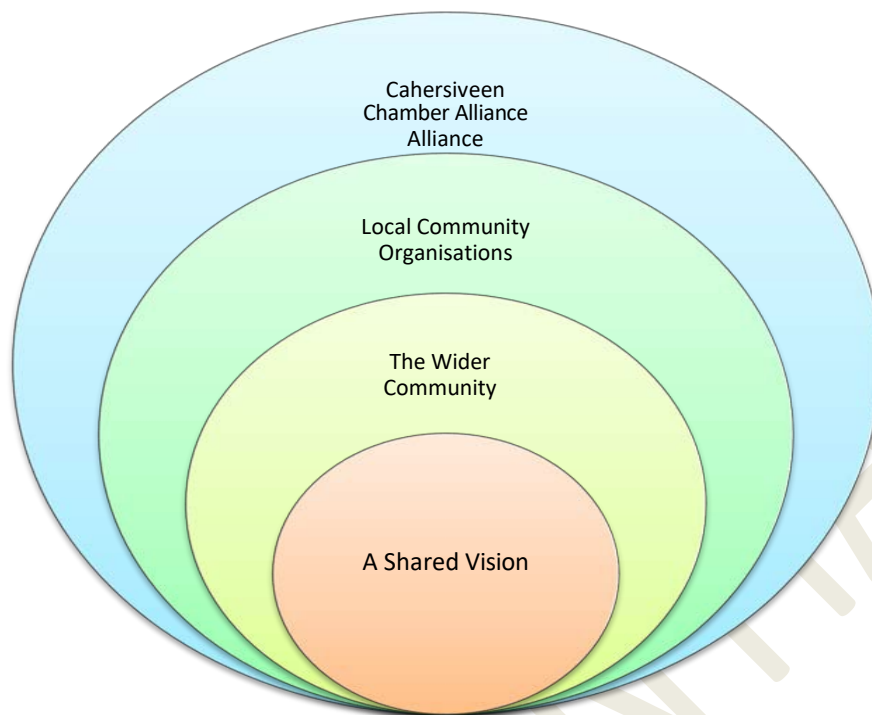
9.2 Defining a Chamber Alliance

The socio-economic plan is predicated on a coherent, unified community-led forum to represent and advocate for the social, economic and environmental development of Cahersiveen. Mirroring a model developed in other towns in Kerry, it is recommended that consideration be given to the establishment of a Chamber Alliance in Cahersiveen. It is not assumed that this should be a legal entity but rather an overarching, enabling framework that can align multiple – and at times competing – interests; foster local dialogue and collaboration and deliver upon the shared vision, objectives and actions for Cahersiveen.

Operating principally as a forum, its function would be to manage a “*network of conversations*” through which local interests, concerns and ambitions would be clearly articulated and shared. These “*conversations*” would help determine matters of local importance; allow motivations and expectations to be revealed; networks to be developed and most importantly, ensure that local commitment and energy is aligned to the supports and resources available from Development Agencies and other stakeholders.

It is not suggested nor is it feasible that a Cahersiveen Chamber Alliance (CCA), if established, would replace or duplicate the many excellent organisations active locally; many of whom are distinct legal entities with a specific focus, recognised expertise and capabilities as well as a long track record of delivery. It should, however, seek to align these individual organisations towards shared objectives; representing, advocating, communicating and collaborating with each as appropriate. Each individual organisation would remain separate and independent but aligned strategically and tactically.

Figure 10: A Nested Model for Representation & Advocacy



Modeled in this way, engagement and collaboration by the CCA is provided *as needs arise*. In all circumstances engagement should be enlightened, be in good faith and be supported by clear, evidential capacity to add scale and value to local organisations, initiatives and developments with the objective that citizen needs in Cahersiveen are addressed in the best possible way. An effective representative, advocacy and enabling role can only be achieved where it is readily apparent and evidenced that the objectives of individual organisations can be better shaped and satisfied *within the collective* and will thus benefit the wider social, economic and environmental interests in Cahersiveen. Whether and by what means the CCA might develop such a representative, advocacy and enabling role for Cahersiveen requires reciprocal discussion and agreement between local organisations and other stakeholders. Over time, if appropriate and with the agreement of its stakeholders, CCA might choose to evolve – or integrate - its structures, governance, representation, capacities and ambitions to engage directly in project planning and implementation as a distinct legal entity.

The Kerry Public Participation Network (PPN)⁴ is the main link by which KCC connects with social inclusion, environmental, community and voluntary organisations and facilitates co-ordination, communication, engagement and community participation in its policy making structures. 16 Cahersiveen-based community organisations, representing different strands of advocacy and developmental activity, are affiliated to the PPN (see *appendix 3*); the likelihood however is that not all local organisations active in development in the town and its environs are affiliated to the PPN. This gives rise to the risk that local organisations are not fully engaged with development, networking and funding opportunities; that functions, strategies and initiatives overlap; that they may be poorly focused, disparate and uncoordinated; that dialogue and communication is fractured; that energies and skills are dissipated and resources not effectively deployed.

⁴ One of 31 nationwide established to provide a mechanism by which citizens can have a greater say in local government decisions which affect their own communities

9. A Socio-economic Profile of Cahersiveen

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10.1 Location

The settlement of Cahersiveen is situated in the Electoral Division (ED) of Caher, in the Barony of Iveragh. For administrative and services purposes it forms part of the South and West Kerry Municipal District. It is situated 66km distant from Tralee – the county town, 62km distant from Killarney to the north and east and 77km from Kenmare to the south and east. The urban centres of Cork, Limerick and Dublin are 150km, 155km and 354km distant by road.

The ED of Caher comprises 25 townlands and a total land area of 44.2 km²

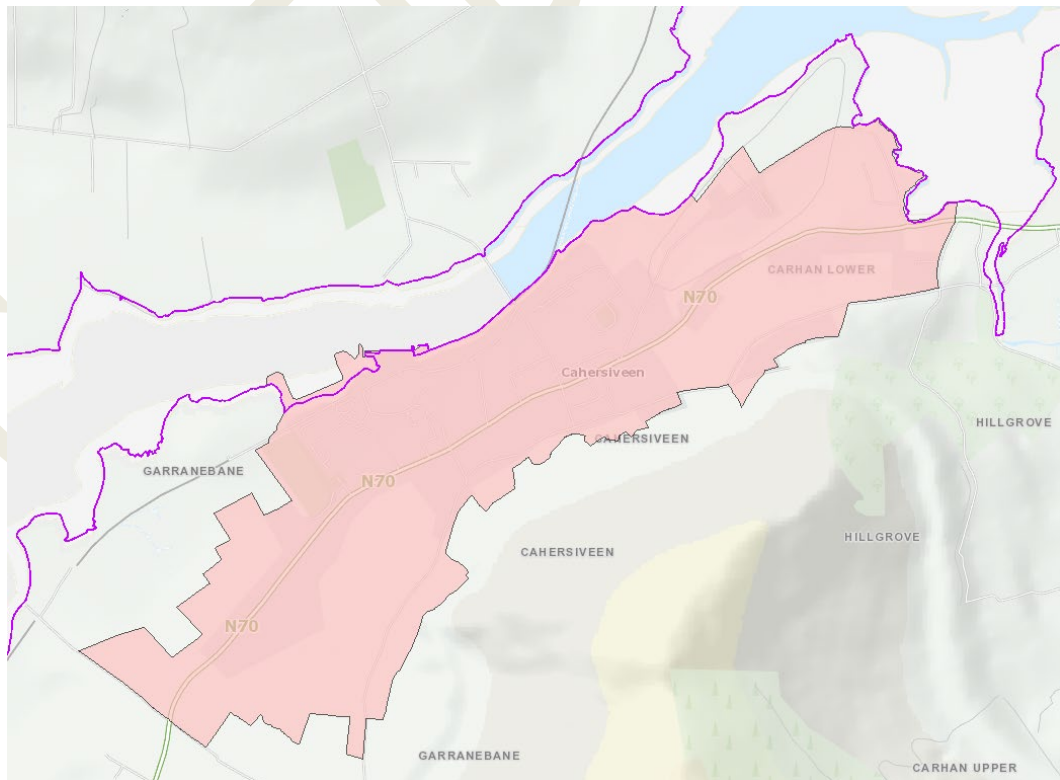
Table 11: Townlands within Cahersiveen ED

Boherboy	Boola	Cahersiveen	Canburrin	Carhan Lower
Carhan Upper	Dereen	Garranearagh	Garranebane	Gurteen
Hillgrove	Inchiclogh	Inchimacteige	Kilcoman	Killoe
Killogrone	Knockaunrory	Laharan South	Letter	Moneyduff
Oghermong	Reenard	Rehill	Toureenmore	Turnamucka

Source: www.townlands.ie

Within the ED, the townland of Cahersiveen along with the adjoining townland's of Garranearagh, Garranbane and Carhan Lower are considered to comprise the urban settlement.

Figure 11: Town Morphology



(Source CSO, census 2016)

10.2 Settlement Pattern & Hierarchy

In the Kerry County Development Plan 2015-2021 having regard to population size and morphology, Kerry County Council (KCC) has determined Cahersiveen to be a *Regional Town*, a designation shared with 5 other towns, which while smaller in scale than the hubs of Tralee and Killarney, are each regarded as strong active growth towns and as economically vibrant. As such *Regional Towns* are considered to have sufficient critical mass in population and services to support economic growth and act as employment centres for their hinterlands. KCC has a stated objective to ensure that these settlements can be self-sufficient and facilitate employment activities, sufficient retail services and social and community facilities. Their strengths lie in their capacity to accommodate employment, residential and other functions on the basis of their comparative advantage in terms of lower costs and good quality of life factors. Cahersiveen as, with other *Regional Towns*, has a Local Area Plan which identifies opportunities for economic development and plans infrastructural development and land zoning accordingly.

The Settlement hierarchy within the County is:

Table 12: Settlement Hierarchy

Type of Urban Centre	Location
Hub Towns	Tralee, Killarney
Regional Towns	Cahersiveen, Castleisland, Daingean Uí Chúis, Killorglin, Kenmare, Listowel
District Towns	Ardfert, Ballybunion, Ballyheigue, Ballylongford, Barraduff, Castlemaine, Farranfore, Firies, Kilcummin, Milltown, Rathmore, Sneem, Tarbert, Waterville
Villages	Abbeydorney, Annascaul, Ballyduff, Beaufort, Baile an Fheirtéaraigh, Brosna, Causeway, Castlegregory, Ceann Trá, Duagh, Fenit, Fossa, Glenbeigh, Gneeveguilla, Kilflynn, Kilgarvan, Knocknagoshel, Knightstown, Lixnaw, Moyvane, Portmagee, Scartaglin
Small Villages	An Mhuiríoch, Aughaclasla, Baile na nGall, Brandon, Boolteens, Camp, Caherdaniel, Cloghane, Castlecove, Chapelstown, Cordal, Currow, Dún Géagain, Knockanure
Development Nodes	Remaining Settlements

Source: Kerry County Development Plan 2015-2021

10.3 Gaeltacht Uíbh Ráthaigh

Caher ED adjoins the Uíbh Ráthaigh Gaeltacht to the east and south with many of its principal settlements accessed via the N70 and a variety of minor roads. The Gaeltacht comprises an area of roughly 220 km² and 127 townlands almost exclusively in coastal and upland areas. The legally defined area for the Uíbh Ráthaigh Gaeltacht does not neatly accord with ED boundaries, of which 4 are fully and 8 are partially designated. As such and despite its official designation, Uíbh Ráthaigh exerts a social and cultural influence beyond its formal boundaries. Uíbh Ráthaigh sustains a total population of 1,808, a marginal increase on the 2011 census, reflecting a stabilisation of its population following many decades of decline. In common with the wider Iveragh peninsula, Uíbh Ráthaigh has lower levels of economic activity, a high aged dependency, depopulation and considerable outmigration of its young people. In light of these challenges, an Interagency Taskforce, Tascfhórsa Ghaeltacht Uíbh Ráthaigh,

under the direction of Údarás na Gaeltachta, aims to develop enterprise, increase employment opportunities and best use the resources available in the regions. This initiative has been awarded €174,351 in development support under the Rural Regeneration Fund 2019 to support its implementation, central to which is the employment of a Project Manager for priority projects.

In 2019, Cahersiveen was announced as eligible for recognition as a Gaeltacht Service Town under the Gaeltacht Act 2012. The Statutory status gives particular recognition to a town in which services are provided to a Gaeltacht area. Specific criteria include a language plan; Irish-medium education at primary and post-primary level; use of the Irish language outside of the educational system; provision of services through the medium of Irish; availability of appropriate Irish-medium childcare, pre-school and family support services, including language support services; availability of use of the language by social, cultural and economic interests; and Irish-medium social activities. A primary objective in the preparation and implementation of a language plan is the expectation that the community, the voluntary sector and the public and private sectors work together, thus enhancing the use of the Irish language in so far as it relates to a broad range of activities, including family, community, educational, social, business and public matters.

Census 2016 reveals that 39% of Cahersiveen residents aged 3 and over can speak Irish, with use varying to a considerable degree. Most speakers do so within the education system and of those do so outside of the education, most use the language infrequently. Almost 20% of those with the ability and capacity to speak the language never do so.

10.4 Population, Gender and Age Profile

In the 2016 census, the population of the Caher ED was recorded as 1,823; a consistent and sustained decline in the inter-censal periods showing a 14.29% decrease since 2006 and in marked contrast to the national population growth of 12.3% in the same period. 57% of the ED resides in the urban settlement of Cahersiveen; a population of 1,041; a population density of 709.9/km². 51% of the town's population is female.

An analysis of population figures in the period for 2002-2016 for the County, South and West MD, Cahersiveen ED and urban settlements reveal that the population of Cahersiveen declined 19.5% since 2006, a sharper decline than in the wider ED; each in stark contrast to buoyant population growth in the County of 11%.

Table 13: Population Growth

Census Year	County Kerry	South & West MD	Caher ED	Cahersiveen
2002	132,527	n/a	2,043	1,272
2006	139,835	n/a	2,127	1,294
2011	145,502	38,873	2,012	1,168
2016	147,544	39,607	1,823	1,041

Source CSO, census 2016

The age profile for the settlement of Cahersiveen differs substantially than that recorded for the County and of that recorded nationally. There are notable divergences in all age bands with far fewer

younger people and a far greater proportion of older people, thus suggesting a greater dependency on the economically active in the town. The 20-39 age-band - notable as it accords with the family formation cohort - is closer to the national mean.

Table 14: Age Profile

Age Band	Cahersiveen	%	Kerry	%	National	%
0-9	111	10.7	19,173	12.9	687,076	14.4
10-19	116	11.1	18,742	12.7	622,292	13.2
20-39	222	21.4	34,576	23.5	1,322,467	27.7
40-64	322	30.9	50,200	34.0	1,492,463	31.3
65+	270	25.9	25,034	16.9	637,567	13.4

Source CSO, census 2016

The challenging demographics of Cahersiveen and the wider hinterland are exemplified by the persistent decline in student numbers in Coláiste na Sceilge from 778 when opened in 1999 to 469 in September 2018.⁵ This decline is all the more significant when measured against the recent significant increase in enrolment numbers nationally; a trend that is predicted to continue as a consequence of population growth.

Census 2016 reveals that 18.4% of the resident local population is categorised as disabled; a figure notably higher than that recorded nationally. In addition, a further 4.8% of the local population are categorised as *Carers*, again higher than the national figure of 4.1%. Combined, this represents over a fifth of the local population likely to require regular access to health, rehabilitation and other support services. However, only 1.5% of the resident local population regards their general health as *bad* or *very bad*; 85.3% determining it to be *good* or *very good*.

10.5 Predicted Population Change

The *National Planning Framework* (NPF) published in 2018 is the Government's high level strategic plan for shaping future growth and development throughout the country. It anticipates that Ireland's population will grow by almost 1m people in the period to 2040. This is based upon on a demographic and econometric model developed by the Economic and Social Research Institute (ESRI) which factors in econometric data, including employment, jobs and house prices and the spatial distribution of the projected population.

The NPF considers County Kerry as part of the Southern region, within which a population increase of up to 380,000 is planned which would bring the total population of the Southern region to 2m people by 2040. This will be anchored by the urban centres of Cork, Limerick and Waterford which are expected to accommodate a minimum additional population growth of 179,000, in effect doubling the populations of those cities. The NPF is not specific on the question or magnitude of population growth in County Kerry.

In the [County Development Plan 2015-2021](#) KCC predicts population growth in the County and within

⁵ www.education.ie

its Municipal Districts in the period to 2021. Derived from the South West Regional Planning Guidelines (RPG's) and applying the annual average increase predicted this anticipates a county population increase of 8,108, 15% of which is expected within the South and West Kerry MD. Based on a population of 1,168 in 2011, a target for additional population growth for Cahersiveen was set at 93 for the period to 2021. It was expected that this would necessitate an additional housing requirement of 36 units requiring the development of 4.5 hectares. It should be noted, however, that by 2016 –one year into the plan – the population of Cahersiveen had in fact declined by 127 persons (10.8%); it's weakening demographics now necessitating a substantial shift from the planning for growth to actively arresting a persistent decline.

10.6 Ethnicity & Migration

Cahersiveen's resident population is comprised of predominantly white, Irish nationals. 8% of the town's residents were born overseas; the largest number in the United Kingdom, though predominantly Irish Nationals. Lithuanian's comprise the highest proportion on non-Irish nationals at 7.1 %, one of the highest such concentrations in the State. The population flow in the town is stable with 95.1% of people resident at the same address as a year previously.

Table 15: Nationality & Ethnicity

Location	Birthplace	Nationality
Ireland	820	864
UK	72	28
Poland	23	28
Lithuania	68	73
Other EU 28	13	12
Rest of World	24	4
Not stated	0	11
Total	1,020	1,020

Source CSO, Census 2016

10.7 Housing Stock, Household Formation & Family Composition

There are 485 households in Cahersiveen town with the housing stock being predominantly private house or bungalow (86.6%). Flats or apartments comprise a further 11.3% of the accommodation stock. 12.9% of the accommodation stock predates 1919 with a further 22.9% of the accommodation built post 2001.

Table 16: Household Formation

Type of Occupancy	Households	Persons
-------------------	------------	---------

Owner occupied with mortgage	72	207
Owner occupied without mortgage	211	390
Rented from private landlord	81	171
Rented from local authority	88	182
Rented from voluntary body	17	19
Occupied free of rent	5	5
Not stated	11	28
Total	485	1002

Source CSO, census 2016

58.3% of households are owner occupied. 16.7% are rented from private landlords; slightly lower than the 18% recorded nationally. Residential housing rented from the Local Authority comprises 18.1% of the accommodation stock; double the level nationally. Oil provides the heat source for 55.9% of households. Peat accounts for the heat source of 16.4% households; a level far in excess of that recorded nationally (5.3%). 95.6% of households are connected to public main water supply and 94.6% connected to the public sewerage scheme.

Census 2016 records the vacancy rate for residential housing (including holiday homes) as 38.6%, a level far in excess of the 12.3% recorded nationally and more particularly the 19.9% vacancy rate of towns with a population profile of 1,500- 1,999. When holiday homes are excluded it can be observed that the residential housing vacancy rate in Cahersiveen increased from 27.8% in 2011 to 33.2% in 2016; a level exceeded only by Kilgarvan in the County. 50 people reside in 7 communal establishments in the town. Single person occupancy accounts for almost half (44.9%) of all residential housing. 50.7% of the town's residents are single, 8.9% are widowed and 33.3% are married compared to national figures of 53%, 4.1% and 38% respectively. There are 249 families with 727 family members resident in the town, 161 (64.6%) of which have children. In total, Census 2016 records 284 children which comprise 27.2% of the town's total population; 17.6% of whom are under 15 years of age, a figure notably below the national mean. 5.7% of the town's population is under four years of age again lower than the 6.9% figure recorded nationally.

Table 17: Family Cycle

Family Cycle	Number of Families	Number of Family Members
Pre-family	10	20
Empty Nest	39	78
Retired	39	78
Pre-school	17	54
Early School	23	87
Pre-adolescent	33	119
Adolescent	33	115

Adult	55	176
Total	249	727

Source CSO, census 2016

Table 18: Social Class

Social Class	Male	Female	Total
Professional workers	20	14	34
Managerial and technical	94	114	208
Non-manual	85	129	214
Skilled manual	125	65	190
Semi-skilled	74	73	147
Unskilled	28	25	53
All others gainfully occupied and unknown	82	113	195
Total	508	533	1041

Source CSO, census 2016

43.8% of the working population in Cahersiveen is engaged in professional, managerial, technical and non-manual labour activities. This is however lower than the County Kerry figure of 49.7% and the national figure of 53.7%.

Table 19: Education Level

Education Level	Males	Females	Total
No Formal Education	7	7	14
Primary Education	54	60	114
Lower Secondary	75	54	129
Upper Secondary	93	89	182
Technical or Vocational qualification	44	46	90
Advanced Certificate/Completed Apprenticeship	25	25	50
Higher Certificate	12	24	36

Ordinary Bachelor Degree or National Diploma	26	31	57
Honours Bachelor Degree, Professional qualification or both	14	21	35
Postgraduate Diploma or Degree	7	17	24
Doctorate(Ph.D.) or higher	0	1	1
Not stated	9	14	23
Total	366	389	755

Source CSO, census 2016

15.5% of town residents hold a minimum of an ordinary Bachelor Degree or National Diploma, notably lower than the County figure of 23.3% and substantially lower than the figure of 28.4% recorded nationally.

10.8 Disadvantage & Deprivation

The 2016 [Pobal HP Deprivation Index](#) (Haase and Pratschke, 2016) provides a method of measuring the relative affluence or disadvantage of a particular geographical area using data compiled from various censuses. This index is particularly useful in analysing data on a county or small area basis. Within the Deprivation Index and using a range of indicators, its authors identify and define three dimensions of affluence/disadvantage:

- ❖ Demographic Profile – *“is first and foremost a measure of rural affluence/deprivation. Whilst long-term adverse labour market conditions tend to manifest themselves in urban areas in the form of unemployment blackspots, in rural areas the result is typically agricultural underemployment and/or emigration. Emigration from deprived rural areas is also, and increasingly, the result of a mismatch between education, skill levels and expectations, on the one hand, and available job opportunities, on the other. Emigration is socially selective, being concentrated amongst core working-age cohorts and those with post-secondary education, leaving behind communities with a disproportionate concentration of economically-dependent individuals as well as those with lower levels of education. Sustained emigration leads to an erosion of the local labour force, a decreased attractiveness for commercial and industrial investment and, ultimately, a decline in the availability of services”.*
- ❖ Social Class Composition - *“Social class background has a considerable impact in many areas of life, including educational achievements, health, housing, crime and economic status. Furthermore, social class is relatively stable over time and constitutes a key factor in the inter-generational transmission of economic, cultural and social assets. Areas with a weak social class profile tend to have higher unemployment rates, are more vulnerable to the effects of economic restructuring and recession and are more*

likely to experience low pay, poor working conditions as well as poor housing and social environments.”

- ❖ Labour Market Situation - *Unemployment and long-term unemployment remain the principal causes of disadvantage at national level and are responsible for the most concentrated forms of multiple disadvantage found in urban areas. In addition to the economic hardship that results from the lack of paid employment, young people living in areas with particularly high unemployment rates frequently lack positive role models. A further expression of social and economic hardship in urban unemployment blackspots is the large proportion of young families headed by a single parent”.*

The Pobal HP Deprivation Index combines data on population change, age dependency, single parent ratio, educational attainment, unemployment and Local Authority rented housing thus providing a measure of relative affluence or disadvantage. The 2016 Pobal HP Deprivation Index classifies County Kerry as *marginally below average* with a score of -1.31.

The key metrics which comprise this are listed as follows:

Table 20: County Kerry Pobal HP Deprivation Index

County	Co. Kerry
Pobal HP Index 2016	-1.31
Pobal HP Description 2016	marginally below average
Population 2016	147,707.00
Population change % (2011-16)	0.02
Age Dependency ratio 2016 (%)	36.57
Lone parent ratio 2016 (%)	19.04
Prop. Primary education only 2016 (%)	14.61
Prop. Third level education 2016 (%)	30.89
Unemployment rate - male 2016 (%)	14.21
Unemployment rate - female 2016 (%)	11.48

Source: Pobal

Caher ED is classified similarly, though marginally more disadvantaged at -5.08, a status it has maintained since Census 2006. It exhibits a higher age dependency and lone parent ratios and lower educational attainment than observed in the County as a whole. The key determinants of its status are listed as follows:

Table 21: Caher ED Pobal HP Deprivation Index

Electoral Division	Caher
Pobal HP Index 2016	-5.08
Pobal HP Description 2016	marginally below average
Population 1981	2,082.00
Population 1986	1,989.00
Population 1991	1,918.00
Population 1996	1,962.00
Population 2002	2,043.00
Population 2006	2,127.00
Population 2011	2,012.00
Population 2016	1,823.00
Population change % (2011-16)	-0.09
Age Dependency Ratio (%)	39.66
Lone parent ratio (%)	24.64
Prop. primary education only (%)	14.73
Prop. third level education (%)	26.02
Prop. local authority rented (%)	10.27
Unemployment rate - male (%)	13.48
Unemployment rate - female (%)	7.82

Within the urban settlement of Cahersiveen, 522 or 50% of the town's population reside in areas of the town classified as *disadvantaged*. It is notable that these areas demonstrate a significantly lower rate of third level education attainment; significantly higher age dependency and lone parent ratios as well as extremely high rates of unemployment, particularly amongst males, when compared to the county figures. The key metrics for each of the areas classified as disadvantaged in Cahersiveen are as follows:

Small Area ID	077035011
Within ED	Caher
Total Population 2016	228
Pop Change (2006-16)	-0.04
Pobal HP Index 2016	-16.08
Pobal HP Description 2016	disadvantaged
Age dependency ratio (%)	42.11
Lone parent ratio (%)	22
Prop. primary education only (%)	21
Prop. third level education (%)	14.79

Prop. local authority rented (%)	46.32
Unemployment rate - male (%)	26.00
Unemployment rate - female (%)	18.60

Small Area ID	077035007
Within ED	Caher
Total Population 2016	138
Pop Change (2006-16)	-0.01
Pobal HP Index 2016	-10.63
Pobal HP Description 2016	disadvantaged
Age dependency ratio (%)	39.13
Lone parent ratio (%)	43
Prop. primary education only (%)	12
Prop. third level education (%)	12.90
Prop. local authority rented (%)	20.90
Unemployment rate - male (%)	28.57
Unemployment rate - female (%)	3.45

Small Area ID	077035009
Within ED	Caher
Total Population 2016	156
Pop Change (2006-16)	-0.19
Pobal HP Index 2016	-15.01
Pobal HP Description 2016	disadvantaged
Age dependency ratio (%)	39.74
Lone parent ratio (%)	30
Prop. primary education only (%)	22
Prop. third level education (%)	14.41
Prop. local authority rented (%)	32.05
Unemployment rate - male (%)	22.22
Unemployment rate - female (%)	13.51

Source: Pobal

10.9 Unemployment

It should be noted that the *Unemployment Rate* referenced in these tables is determined by *Principal Economic Status* (PEC) data recorded in Census 2016. This records a higher level of unemployment that

would be the case with the [Quarterly National Household Survey](#) (QNHS)⁶; the principal means to measure unemployment in Ireland. The QNHS is not disaggregated to ED or settlement level. In 2019, nationally, the unemployment figures continued its downward trajectory from its January 2012 peak; the seasonally adjusted unemployment rate for March 2019 being 5.4%, down from 5.6% in February 2019 and down from 5.8% in March 2018. The seasonally adjusted unemployment rate for persons aged 15-24 years (youth unemployment rate) was 13.4% in March 2019, a decrease from 13.8% in February 2019.

The Principal Economic Status (PES) of the town's population *aged 15 years and over* indicates that 46% of the relevant cohort considered themselves 'At work' compared with 53.4% nationally. A further 7.7% of the town's population is recorded as "Looking for first regular job" or "Unemployed having lost or given up previous job"; a level broadly equivalent to the national figure. As is evident from the Small Area Statistics, unemployment clustered strongly, but not exclusively in areas classified as 'disadvantaged'. Retirees account for 26.6%; substantially higher than the figure of 14.5% recorded nationally.

Table 22: Principal Economic Status

Principal Economic Status	Male	Female	Total
At work	204	196	400
Looking for first regular job	3	4	7
Unemployed having lost or given up previous job	42	18	60
Student	32	32	64
Looking after home/family	6	62	68
Retired	109	122	231
Unable to work due to permanent sickness or disability	21	14	35
Other	3	0	3
Total	420	448	868

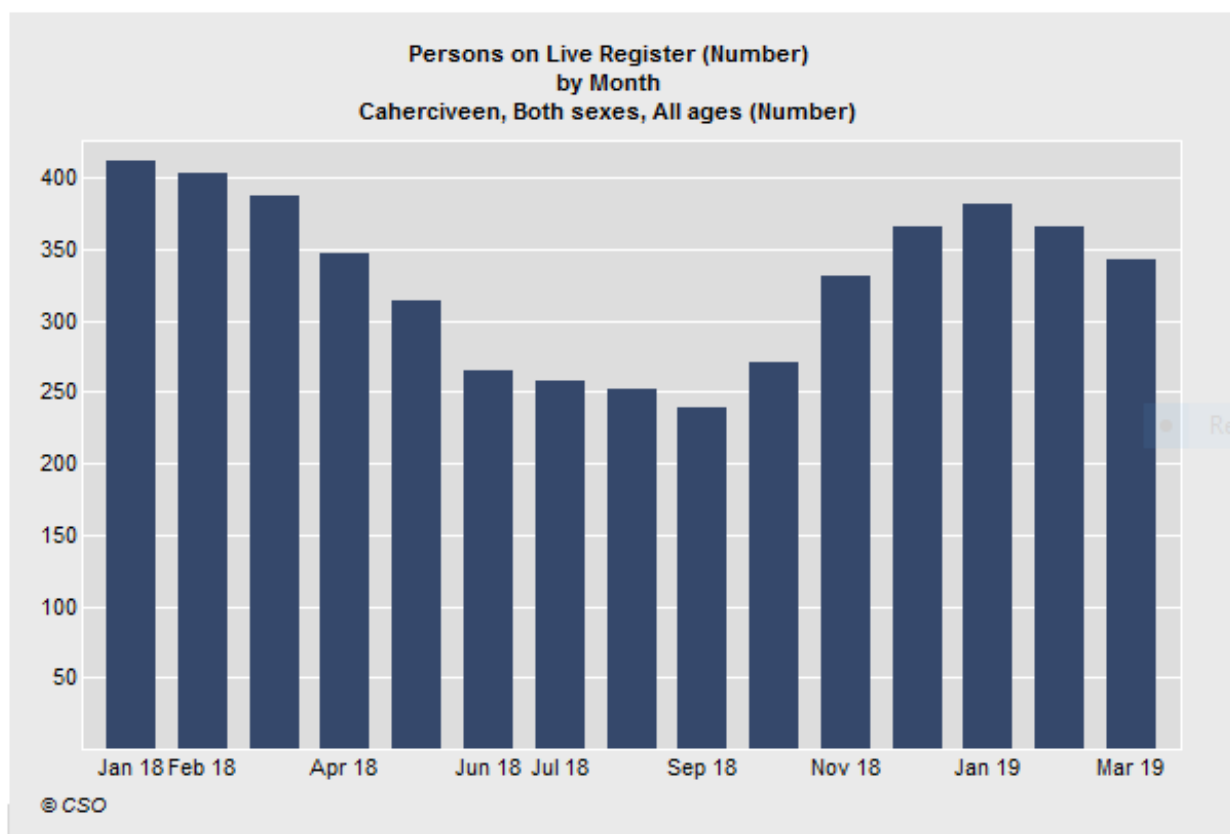
Source CSO, census 2016

⁶ The QNHS defines *unemployment* as 'persons who in the week before the survey, were without work and available for work and had taken specific steps, in the previous four weeks to find work'. In *employment* as 'persons who worked in the week before the survey for one hour or more for payment or profit, including work on the family farm or business and all persons who had a job but were not at work because of illness, holidays etc. in the week'. The *Labour Force* is the combination of these two totals. The QNHS also presents data on the *Marginally attached to the Labour Force*, a figure that refers to people who are unemployed but who have not actively sought work in the last four weeks. People in this category are not classified as 'unemployed'. It also presents data on the *Potential Labour Supply*; a figure that includes those classified as unemployed, the marginally attached to the labour force, underemployed part-time workers as well as those not in education but who want to work. It also enumerates the *Principal Economic Status*; respondents are asked what is their usual situation with regard to employment and given the following response categories; At work, unemployed, student, engaged on home duties, retired, other.

The Live Register is used to provide a monthly series of the numbers of people (with some exceptions) registering for Jobseekers Benefit (JB) or Jobseekers Allowance (JA) or for various other statutory entitlements at local offices of the Department of Employment Affairs and Social Protection (DEASP). It includes part-time workers (those who work up to three days per week), seasonal and casual workers entitled to JB and JA; Back to Education/Work Enterprise allowance (BTEA & BWEA); Activation programmes and Community Employment (CE) schemes.

Live register figures for Cahersiveen in March 2019 totaled 343 persons split evenly between males and females. 317 people (92.4%) on the Live Register were aged 25 years or over. The relatively low rate of unemployment for those aged Under 25 suggests that this cohort has likely moved elsewhere to take up employment. It should be noted that whilst the current Live Register figures represent a significant drop from a peak of 762 in January 2013, there has been a notable spike (43.5%) in the Live Register since the autumn of 2018.

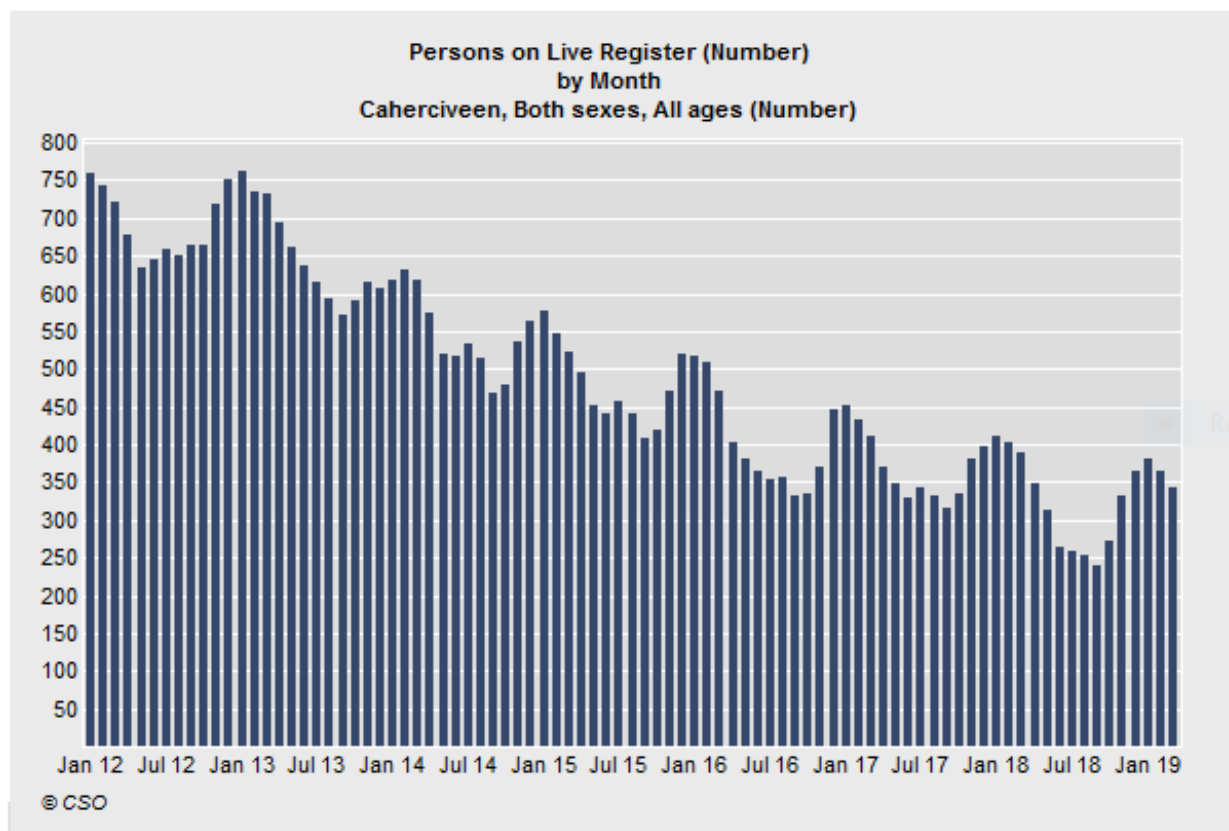
Figure 12: Live Register Jan 18-Mar 19



Source CSO, 2019

Whilst employment has declined significantly nationally it can be observed that the Live Register in Cahersiveen records significant seasonal fluctuations, likely accounted for by the seasonal and occasional nature of local employment, most particularly in agriculture, fisheries and tourism.

Figure 13: Live Register Jan 12-Jan 19



Source CSO, 2019

10.10 Economic & Employment Profile

Census 2016 records a working population of town residents of 400. Employment in *Professional Services* at 23.5% accords with County and National figures. Employment in *Commerce and Trade* at 22% exceeds that of the County figure of 20.4% while being lower than the national figure of 23.9%. Employment in *Public Administration, Manufacturing, Building and Construction* accords broadly with County and National figures. Employment in *Agriculture, Forestry and Fishing* at 4.25% is half that of the County figure. Employment in the *Transport and Communications* category is 3.75%; lower than the County figure of 4.5% and notably lower than 8.5% nationally.

Table 23: Industry Profile & Classification

Industry	Male	Female	Total Cahersiveen	Total Kerry	Total Ireland
Agriculture, forestry and fishing	15	2	17	4,913	89,116
Building and construction	23	1	24	3,439	101,849
Manufacturing industries	27	18	45	6,643	229,548
Commerce and trade	49	39	88	12,527	480,117
Transport and communications	10	5	15	2,761	171,194

Public administration	12	11	23	2,951	106,797
Professional services	26	68	94	13,845	471,656
Other	42	52	94	14,143	356,654
Total	204	196	400	61,222	2,006,641

Source: CSO, 2016

In 2016, the estimated daytime population of Cahersiveen was 1639 of which 897 were working in the town. There were 177 commuters who lived in the ED but worked elsewhere. Against this there were 542 commuters who traveled in to the ED to work, resulting in a net flow of 365 commuters. Data captured in the *Place of Work, School or College - Census of Anonymised Records* (POWSCAR) geocodes all workers resident in Ireland to their place of work and all Irish resident students from the age of 5 and upwards to their place of school/college on Census night 2016. For the Caher ED, out of a total of 870 travel movements to work, school or college, 55% of travel movements were within the ED itself. Other significant movements included 28 to Cork city and County; 18 to Portmagee, 16 each to Tralee, Killorglin and Valencia, 11 to Dublin with smaller numbers distributed elsewhere in the County and beyond. 75 people in the ED stated that they had no fixed work location while a further 65 in the ED worked or were schooled from home.

For those aged 5 years and over and resident in the town, vehicular traffic and most particularly the private car is the dominant mode of travel for work or education purposes accounting for 51.8% of those travelling; lower than the figure recorded nationally of 58%. Soft modes –walking and cycling account for 32.6% with the figure for those who cycle being a mere 2%.

Table 24: Travel Mode

Means of Travel	Work	School or College	Total
On foot	101	71	172
Bicycle	11	0	11
Bus, minibus or coach	2	3	5
Motorcycle or scooter	0	0	0
Car driver	176	6	182
Car passenger	20	89	109
Van	35	0	35
Other (incl. lorry)	1	0	1
Work mainly at or from home	24	0	24

Not stated	15	7	22
Total	385	176	561

Source: CSO, 2016

Cahersiveen's compact scale, as well as proximity to places of places of employment and education, allow its residents aged 5 years and over brief journey times of under 15 minutes for 61.6% and under 30 minutes for 81.2%.

Table 25: Journey Time

Journey time	Persons
Under 15 mins	331
1/4 hour - under 1/2 hour	105
1/2 hour - under 3/4 hour	29
3/4 hour - under 1 hour	12
1 hour - under 1 1/2 hours	16
1 1/2 hours and over	5
Not stated	39
Total	537

(Source: CSO, 2016)

Census 2016 reveals that 27.8% of households in Cahersiveen do not own a car, a figure considerably in excess of the County figure of 12.5% and the national figure of 15.2%. This suggests a high degree of dependency on the public transport system to access social, cultural and economic supports and services, beyond the town and indeed the Iveragh peninsula. Where the transport system, its availability, frequency, schedule and cost, does not facilitate this, there is a likelihood that such needs are not met.

Indeed car ownership may reveal a potential causality between levels of deprivation and transport disadvantage⁷. Using the *Pobal HP Deprivation Index*, research examined specific EDs experiencing high levels of disadvantage and poor access to vital social services, such as schools, health care, banks and post offices as well as employment centres in rural Ireland. It identifies what it terms potential *Forced Car Ownership* (FCO) hotspots, arising as a consequence of the high incidence of single households and the non-existent, limited or scarce availability of public transport. The research determined that the majority of transport disadvantaged areas in rural Ireland such as the Southern part of the Iveragh peninsula are also deprived in other socio-economic dimensions. It further concludes that in such circumstances car ownership is a symptom of deprivation rather than of economic growth. Put simply households in rural areas have little choice but to own a car in order to avail of and access services.

⁷ Transport Disadvantage and Forced Car Ownership in Ireland (Benevenuto, Carroll and Caulfield, 2017)

The town supports a range of economic and commercial activity in convenience, comparison and speciality retail; professional services; public administration; financial services; beauty, health and wellbeing; education, craft and creative industries; construction, tourism, hospitality and food. FEXCO established in 1981 in County Kerry and now a world leader in innovative fintech and business solutions operates a Managed Business Solutions and Outsourcing (MBSO) facility in the town. Remote and Co-working facilities are available from Office Light in the town.

10.11 Built Environment

The built environment of Cahersiveen is defined by its relationship with and proximity to the surrounding mountainous landscape to the south and east; the Atlantic Ocean to the north and west, and of its buildings, streets and public realm to each other. Constrained by topography, its urban fabric is configured in a markedly linear pattern, with a north east to south west axis. Its spectacular setting with some notable views and vistas creates interest and appeal on approach. As is often the case in Irish towns and villages, the aspect, relationship to and potential of its coastal and river setting is not best utilised, with the town core adjacent to it, rather than integrated within it. Cahersiveen's plan form and character has been shaped by its importance as trade and service centre for the Iveragh peninsula as well as by the influences of road, rail and river transport over the centuries. Each of these elements and influences has bequeathed to the town a visual character as evidenced in its stock of vernacular architecture. The [National Inventory of Architectural Heritage](#) lists 9 buildings and structures of different styles, scale and proportions, each having historical character, merit and architectural significance in a regional context. These include the Scots Baronial-style Old RIC Barracks Cahersiveen

Figure 14: Town Plan Form



Heritage Centre in Bridge St, the Carnegie Free Library, the O’Connell Memorial Church, the Gothic Revival former Church of Ireland on Main St., as well as the seven-span iron lattice girder railway viaduct over the Valentia River. Cahersiveen has a notable stock of original commercial premises, which in their form, presentation, design, detailing and signage are excellent examples of Irish vernacular architecture and when combined add individuality, appeal as well as a sense of place and community. Main St in particular hosts a stock of fine old commercial and residential premises which retain their original form and fabric, features, rendering and aspect and thus contribute to a streetscape of charm and diversity. Notable examples include Keatings/The Central Corner Bar, P McCrohan, Murphy’s and An Tigh Gaedhalach.

The [Record of Protected Structures](#) (RPS) lists 33 properties and structures in Cahersiveen. The inclusion of these structures in the RPS means that their importance is recognised, they are legally protected from harm and all future changes to the structure are controlled and managed through the development control process or by issuing a declaration under [Section 57 of the Planning and Development Act 2000](#). Planning permission is required for work carried out on a protected structure that would materially affect its character however recent legislative changes enacted in 2018 have relaxed some of the requirements and have as their objective, the re-use of former commercial premises as residential housing. Enviaible heritage assets and antiquities adjacent to or within the town include the Stone forts of Cahergal & Leacanabuaile and the remains of Ballycarbery Castle; an impressive looking 15th century castle once home to the McCarthy Clan. Prominently located waterside in the town is the old Royal Irish Constabulary (RIC) barracks. Designed and constructed between 1869 and 1871, it is now a heritage and visitor centre.

10.12 Public and Social Services

Given its scale and function as an important service centre for a large hinterland, Cahersiveen hosts and sustains a number of important public and social services. These also fulfil important economic functions through direct employment and indirect benefits such as consumer spend, etc arising from visitors to the town. Some of the principal services are as follows:

Table 26: Miscellaneous Services

State & Local Government	Service
Dept of Employment Affairs & Social Protection	Social Welfare
Dept of Employment Affairs & Social Protection	Intreo
Department of Justice & Equality/The Courts Service	Court
Legal Aid Board	Professional civil legal aid, advice and family mediation and management of certain criminal legal aid schemes.
Met Éireann	Weather observatory
Kerry County Council	Local Area Office
Kerry County Council	Waste transfer, disposal and recycling
An Garda Síochána	Policing

Kerry Fire & Rescue Service	Emergency services
NCT Test Centre	Vehicle Testing
ESB	Type-2 AC Socket 22kW EV charge (x2)

Education	Service
Scoil Saidhbhín	Primary
Colaiste na Sceilge	Post primary
O Connell Centre Kerry ETB	Adult education
Kerry Diocesan Youth Service	Youth Activities
Asana School of English	Language Training
Skellig CRI (UCC)	Outreach University Campus
Skellig SMARTLab (UCD)	Education, Research & Innovation

Health & Wellbeing	Service
HSE Iveragh Primary Care Team & Health Centre	Doctors, Community General Nurses and Public Health Nurses who carry out Clinical nursing e.g. dressings and injection; Assessment and care for older persons living in their own homes; Support for people with disabilities and people living with acute/chronic illness; Care of the terminally ill; Advice and support to all mothers and families in particular in regards to the care of new born babies and Information and advice on infant feeding, child development and childhood immunisations etc
HSE Kerry Community Services	Public health nursing, mental health services, disability services, Occupational therapy,, physiotherapy, GP's
HSE Community, Speech & Language Therapy	SLT services for children and adolescents
Cahersiveen Community Hospital/St Anne's	Care and services for older people
Fertha View Day Centre	Mental Health Services
Brian O'Donovan	GP/Family Doctor
Valentia Road Medical Centre	GP/Family Doctor
O'Neills Allcare	Pharmacy
Jeffrey's	Pharmacy
Cahersiveen Dental Practice	Dental surgery

University Hospital Kerry is located in Tralee and offers emergency and unplanned specialist care 24 hours a day. Southdoc operates a GP out of hours service throughout the county.

Community Services	Service
South Kerry Development Partnership	Community development, enterprise, social inclusion & employment supports
South West Kerry Family Resource Centre	Family Support, counselling, childcare, adult education
South Munster Citizen's Information Services	Information and Advocacy
Iveragh Mart	Livestock
ACARD	Enterprise and community services
Cúnamh Iveragh	Advocacy for young adults with intellectual disabilities
Cahersiveen Social Services	Social services
Iveragh Mental Health Services	Mental health
Cahersiveen Traders Association	Enterprise & events
Cahersiveen Community Resource Centre	General community services
Kerry Diocesan Youth Services	Youth
Cahersiveen Active Retired Association	Older persons
St Vincent de Paul	Charitable services
Cahersiveen Parish Council	Miscellaneous
Cahersiveen Men's Shed	Social
Cahersiveen Tidy Towns	Amenity enhancement
Busy Bees Cahersiveen parent & Toddler Group	Childcare
Puffins Childcare	Childcare

Financial and Communications	Service
AIB	General Banking
Bank of Ireland	General Banking
Cahersiveen Credit Union	Credit Union
An Post	Postal and Banking services

10.13 Commercial Vacancy

For Q2 2018, Geoview records the commercial vacancy rate in County Kerry as 10.4%, the joint lowest in the country comparing with a national average vacancy of 13.1% and a rate of 12.8% in Munster.

While data specific to Tralee, Killarney and Listowel is recorded, data for Cahersiveen is not. However there is much concern locally about the high level of vacancy and dereliction of commercial properties throughout the town; likely mirroring an already high level of residential vacancy recorded in the 2016 census.

10.14 Sports, Recreation & Amenities.

Sports and recreational activity reflects the strong social capital of Cahersiveen accounting for and facilitating widespread community engagement and volunteerism. The town hosts a range of sporting and recreation activities for all ages, interests and abilities including GAA, rugby, soccer, basketball, water and adventure sports, seine boat racing, coastal rowing, bike rental, Skellig Stars special Olympics, sailing, yachting, clay pigeon shooting, salt and fresh water angling. The Cahersiveen Sports Centre, located at Castlequin overlooking the town, has three pitches for GAA, soccer, a floodlit astroturf pitch, a walking and running track, dressing rooms, administration office and indoor facilities for basketball, tennis and volleyball. There is a 2 hectare (ha) Town Park, which incorporates the newly restored Sive ringfort on the northern approach to the town, its former playground now relocated centrally at the Fair Green in the town. A Blue Flag beach is located locally at White Strand, with those of Kells, Ballinskelligs, Glenbeigh and Derrynane further afield.

A 2.5 km heritage trail highlights attractions and points of interest in the town. Added to which there is a variety of walking routes and trails including an 11km spur linking Cahersiveen to the 200km national waymarked trail, the Kerry Way which meanders throughout the Iveragh peninsula to the trailhead at Killarney. The 14km Laharn Bog/Beentee Loop affords easy access from the town centre to Beentee mountain, passing through a traditional Irish rural landscape of hillside farms and famine fields with fine views of the surrounding mountains and out over a stunning Atlantic coastline. Cnoc na dTobar, 4.5km from the town has been a sacred pilgrim site since prehistoric and medieval times; being the site of ancient mountain assemblies, especially the festival of Lughnasa, where harvest was celebrated on the mountain's summit. It is also one of just twelve pilgrim trails in the country. The Top of the Rock Viewing Platform is situated in Kimigo 3kms over the water from Cahersiveen. It is approximately 3kms from the town of Cahersiveen. From the summit there is an aerial view of the layout of Ballycarbery Castle, stone ringforts and other antiquities. Other trails in close proximity to Cahersiveen can be found at Portmagee, Ballinskelligs, Valentia, Beaufort and Sneem. Cahersiveen's location benefits from its proximity to the MacGillycuddy Reeks proclaimed by the Rough Guide as 3rd on its must visit list for 2019; an accolade that followed the nearby Skellig Ring's designation as one of the top 10 must visit locations in 2017.

Despite the County's prominence as a golfing destination, Cahersiveen does not have a course, although 18 hole courses are located within at comparatively short drive at Dooks, Killarney, Killorglin, Kenmare and the Ring Of Kerry Course at Templenoe. 9 hole golf courses are located at Parknasilla and Ross Killarney.

Cahersiveen hosts a number of festivals and events including the Daniel O'Connell Summer School, the Cahersiveen Festival of Music and the Arts held every August Bank Holiday weekend and the Mountain Roots festival in May. The former Carnegie Free Library serves as a locus for many social and entertainment events. A Farmer's Market takes place weekly in Cahersiveen.

10.15 The Importance and Impact of Tourism

The tourism industry supports 325,000 jobs on the Island of Ireland. In 2018, 10.6m overseas visitors travelled to Ireland, generating revenues of €6.8bn. This represents a 6.9% increase on visitor numbers and a 6% increase in revenues on 2017; heretofore a record year for Irish tourism. Overseas travellers to Ireland spent a total of almost 71m nights in the country in 2018, an increase of 3.3% on 2017. In 2018 key overseas source markets were:

Table 27: Source Markets Overseas Tourists to Ireland 2018

Source Market	2017	2018	% Change
Britain	3,729,000	3,759,000	0.8
North America	2,102,000	2,384,000	13.4
Mainland Europe	3,482,000	3,813,000	9.5
- France	549,000	565,000	2.8
- Germany	681,000	818,000	20.0
- Italy	363,000	409,000	12.6
- Spain	443,000	443,000	-
All Other Europe	1,445,000	1,578,000	9.2
Other Areas	619,000	661,000	6.7
- Australia/New Z	209,000	228,000	9.4
- Other Long Haul	411,000	432,000	5.2
Total Overseas	9,932,000	10,616,000	6.9

Source CSO, 2019

Tourism markets in North America, Mainland Europe, the Antipodes and the Far East continue to exhibit strong growth demonstrating the success of overseas promotional initiatives and a clear understanding of and appeal to tourism segments, their profile and interests. The growth in these markets has offset the weakening of the British market, the largest overseas market for Irish tourism.

Fáilte Ireland research (2016) reveals that visitors to Ireland are drawn by a combination of factors including friendliness, landscape, environment, attractions and activities. It is noteworthy that over 2m overseas visitors engaged in active leisure pursuits whilst holidaying in 2016. Domestic holidaymakers also favour activities such as hiking/walking (25%); Historical houses/castles (24%); heritage centres (20%); water sports (excluding swimming) (19%); monuments and antiquities (18%) and cycling (8%); all activities that the Iveragh peninsula is well endowed with or has the capacity to develop with relatively modest investment. The tourism industry itself offers some useful insights⁸ for the strong performance in Irish Tourism in 2018. When prompted, the principal factors identified include repeat visitors (64%),

⁸ Tourism Barometer; Fáilte Ireland; 2018

own marketing (51%), own investment in business (45%), Wild Atlantic Way (43%), buoyancy of domestic tourism (40%), festivals and events (38%), perceptions of safety (37%), improved overseas access (29%), marketing by tourism agencies (26%) and improved local visitor attractions (24%). However, preliminary data from Fáilte Ireland's annual overseas visitor's survey has shown a significant decline in the number of visitors who say the country offers good or very good value for money with half of the near 2,000 people surveyed at exit ports in 2018 suggesting that Ireland offered fair, poor or very poor value for money.

For overseas visitors the internet remains a powerful tool in the planning (74%) and selection (49%) of tourism choices. For 2018, Tourism Ireland reports that its ireland.com website had in excess of 20m unique visits. Furthermore, each of its social media channels (Facebook, Twitter & YouTube collectively accounting for 5m followers) each rank #4 worldwide. The World Economic Forum lauds Ireland as being the 3rd most effective country globally "in its effectiveness of branding and marketing to attract tourists". Research conducted by *Behaviour and Attitude* in 2017 suggest that each €1 spent on overseas promotional activity yields a return of €41 for the Irish economy.

Record growth from 2018 has continued with overseas visitors to Ireland increasing by 2.7% by the end of February 2019. The south west comprising the Counties of Cork and Kerry attracted 2.4m tourists and revenues of €968m, of which holiday makers represented 1.8m visitors and €729m in revenue. Fáilte Ireland has determined their profile to be:

Figure 15: Overseas Visitor Profile



Source: Fáilte Ireland: 2017 Performance, South West Region, 2018

In 2017, Irish residents took 9.7m trips within Ireland spending €1.9bn. Of this amount, hotel accommodation accounted for 40% of all overnight trips with an average of length of stay of 1.9 nights per trip. A further €300m was earned from Northern Ireland visitors. Irish residents visiting the south west accounted for 2.1m visits and revenues of €419m in 2017. Of this amount, 1.2m were holiday trips yielding revenues of €284m. The south west region also attracted 69,000 visitors from Northern Ireland and revenues of €36m.

In 2017, Kerry attracted 1.27m overseas visitors who accounted for tourism revenues of €337m. This was supplemented by 964,000 domestic visitors and tourism revenues of €205m. While it is evident that urban areas like Dublin, Belfast, Cork and Galway find particular appeal with visitors, tourism has a pronounced distributive effect to the regions, notably contributing to the economic viability and

sustainability of many peripheral rural areas. It is estimated that 1 in 5 of all jobs (14,000) in County Kerry are in tourism⁹. Killarney¹⁰ remains the tourism hotspot in Kerry with approximately 10,000 beds available. The town achieves an average room rate of €113 peaking in August at €126, compared to €117 nationally – one of only two months of the year when the town had a rate higher than the national average. However, Killarney's rate was still lower than Dublin's rate (€139) during August. The North American market remains the most lucrative, with the US/Canadian guest spending 80% more per day than domestic tourists, an average daily spend of €191.50 – 30% more than UK tourists and more than double that of Mainland European visitors. While the town anticipates a 30% growth in the market by 2025; expected to yield 1.4m visitors and €600m in revenue, some seasonality and peripherality/access challenges persist. The former evidenced in occupancy rates, with the annual average for Killarney at 64% (74% nationally). Killarney has, however, twice the national average of beds per head of population. Nonetheless, seasonality remains an issue, with an average occupancy of just 20% in December – its weakest performing month – compared to 48% in the south west region, 71% in Dublin and 60% nationally. All told in 2017, 1.1m visitors generated €410m in revenue and supported 3,122 local jobs in Killarney. Despite Kerry's prominence and success in tourism, it is notable that Muckross House Gardens and Traditional Farm with 522,923 visitors, is the sole visitor attraction in County Kerry which currently features in either the *Top 20 Fee Paying* or the *Top 20 Free Visitor attractions*¹¹ in the Country; the minimum threshold for inclusion being 211,000 for the former and 164,546 for the latter.

Tourism directly supports a wide range of accommodation, hospitality, food, retail and activities and supports ancillary employment in construction, transport, professional and public services in Cahersiveen; making a notable contribution to *quality of place* and *quality of life*. The town occupies an enviable location on the Ring of Kerry and the WAW; the latter being a notable success in driving sustainable growth and economic benefit. At 2600km linking Kinsale in the south of Ireland to the Inishowen peninsula in the north, it is claimed to be the longest defined coastal route in the World. Fáilte Ireland has defined the principal target market for the WAW brand as the *Culturally Curious*; visitors looking for authentic, high-quality experiences that are memorable and enriching. Fáilte Ireland has determined that the *Culturally Curious* want to be active participants, rather than passive spectators and consumers; wanting to learn from the places they visit and interacting and connecting with the people and culture. Fáilte Ireland research for 2018 cites hotel room and bed occupancy on the Wild Atlantic Way (WAW) as 65% and 49% respectively; lower than that for its Ireland's Ancient East Signature Brand and likely accounted for by the large local hotel stock on the route.

Strategically, the WAW seeks to create unique and inimitable tourism propositions of scale and singularity that appeal to defined consumer markets. The brand proposition is underpinned by defined signature experiences of a quality, appeal and magnitude to motivate international visitors to Ireland. Generally the experiences, whether story-based, thematic or geographical, are of a scale that unifies and combines a range of associated or linked experiences. The WAW brand is supported by an [Operational Programme](#) which defines a strategy and an implementation framework for its development for the period 2015-2019. A local manifestation of this is Skellig Coast Visitor Experience Development Plan (SCVEDP); a medium term plan through which Fáilte Ireland seeks to align its own resources and those of local key stakeholders and deliver a commercial development plan to build capacity and capability; prime demand; and deliver world class visitor experience in South Kerry. Outputs from the SCVEDP are expected to be a tiered product development pipeline comprising new

⁹ RSES Joint submission – Kerry Business Representatives

¹⁰ Killarney Tourism Economic Impact Review (TEIR 1)

¹¹ Tourism Ireland, 2018

signature and *hero* visitor attractions, activities, festivals and events with a strong emphasis on enhanced dwell time; new saleable experiences; infrastructure and public realm improvements; improved industry marketing and market focus. In 2018 under the *New Horizons on the Wild Atlantic Way* initiative over €650,000 in funding was announced to develop and improve visitor experiences along the Skellig Coast. Projects prioritised for support are the *Transatlantic Cable Story*, Valentia Island (€161,437); *Leading Lights at Cromwell Point*, Valentia Island (€90,000); *Portmagee Whiskey Experience and Seine Boat Experience* (€200,000) and *Daniel O'Connell at the Old Barracks Heritage Centre*, Cahersiveen (€200,000).

10.16 Transport & Connectivity

The backbone for intra-regional and local transport to, from and on the Iveragh Peninsula is the N70 (Kenmare to Tralee) national secondary route; linked to which are a variety of local and minor roads of generally poor quality. Notable for its large volumes of commercial and tourist traffic accessing onwards destinations as well as daily commutes, the N70 *Ring of Kerry* route is of variable quality making travel times and distances a challenge. Inter-urban connectivity via the motorway network is accessed from Limerick and Cork cities; 155km and 149km distant respectively. With the exception of proposed enhancement works on the N22 from Ballyvourney to Macroom and the N21 Adare Bypass, the NDP 2018-2027 does not specify inter-urban road improvements of direct relevance to the Iveragh Peninsula or Cahersiveen. Transport Infrastructure Ireland (TII) does not specifically monitor traffic volumes in Cahersiveen town. However, it does so at two locations on the N70; at Gortaforia (between Cahersiveen and Glenbeigh) and at Templenoe (between Sneem and Kenmare). The *Annual Average Daily Traffic* (AADT) measure is used to estimate the mean daily traffic volume over the course of a year. An exact computation of AADT involves dividing the total traffic volume in the year by the number of days in the year. Summary information for each of the locations is represented in as follows:

Table 28: Annual Average Daily Traffic N70

Location – N70 Gortaforia	2018	2017	2016	2015
AADT	2,930	2,871	2,784	2,595
%Heavy Goods Vehicles	3.9%	4.1%	4.6%	3.5%
Location – N70 Templenoe	2018	2017	2016	2015
AADT	2,284	2,237	2,203	2,090
%Heavy Goods Vehicles	1.9%	2%	2.1%	1.9%

Source: TII, 2019

Traffic volumes on the N70 rise significantly with a peak generally achieved in the month of August of each year. In August 2018, traffic volumes at Gortaforia exceeded 4,300 vehicles in a 24 hour period with mid-morning and late afternoon peaks accounting for approximately 380 vehicles per hour. Similarly, traffic volumes at Templenoe are lower but account for over 3,300 vehicles with mid-morning and late afternoon peaks of approximately 275 vehicles per hour.

Bus Eireann operates a single regional service, 279a between Cahersiveen and Killarney twice daily (once on Sundays and public holidays) arriving and departing in mid-morning and late afternoon.

Killorglin and Killarney offer onwards connectivity to other locations in the County and beyond. A single daily service operates southwards to Waterville. Bus Eireann services are augmented by Locallink Kerry which connects the 279A service in Cahersiveen and offers semi-flexible demand responsive transport to outlying villages and settlements on the southern end of the Iveragh peninsula. However, schedules vary and the service does not operate to each location on a daily basis. An evening service is not provided. Locallink Kerry also co-ordinates regular transport services on behalf of organisations and agencies throughout Kerry (HSE, day care centres, Cahersiveen and Valentia community hospitals, community childcare centres); once off services for social, recreational events and social inclusion (KDYS, KETB, older peoples network, rural men's initiative) as well as a social car initiative. A €5 single or day return fare generally applies for adults; €2.50 for children under 12 years of age. Persons aged 66 and over, legally resident and living permanently in the State, are entitled to the Free Travel Scheme which is accepted for use of State transport services including Locallink.

Cahersiveen is situated 63km from Kerry Airport at Farranfore, which operates daily scheduled services to Dublin, Luton as well as to London Stansted, Frankfurt-Hahn, Alicante, Faro and Berlin – Schönefeld. A Public Service Obligation (PSO) contract facilitates flights from Kerry to Dublin, which in 2018 saw load factors increase by 12% to in excess of 50,000 passengers. In the same year, Kerry Airport accounted for 300,013 passenger movements to and from foreign airports. The airport also facilitates charter flights and business executive traffic and is a key gateway for corporate and executive jet traffic especially from the USA seeking direct access to Kerry's high quality hotel, leisure, recreation and golf offerings. In 2017, the *Oireachtas Library and Research Service* estimated that Kerry Airport had a direct economic impact of €70m per annum, accounting for 640 full time equivalents; of which 80 were employed directly. In 2018, overall passenger movements were up 9% on 2017 making it Ireland's fastest growing airport. Shannon airport situated 180km from Cahersiveen offers transatlantic services to the United States and Canada as well as scheduled, charter and seasonal services to the United Kingdom, Spain, Germany, Poland. In 2018, it accounted for passenger movements of 1.86m; an increase of 6.5% on 2017. Cork airport located 148km to the east offers daily scheduled flights to Britain and Amsterdam, Paris and Barcelona; weekly or seasonally scheduled services to Spain, Germany, Austria, Italy Poland, Switzerland, Portugal, France as well as three-times weekly transatlantic to Boston/Providence during the summer and autumn months. In 2018, the airport handled over 20,634 flights and accounted for over 2.4m passengers representing a 3.8% increase from 2017. New scheduled services are expected to drive passenger numbers to 2.6m in 2019. Great Britain accounts for almost 50% of all passenger movements through Cork with the London routes the most popular.

The nearest Rail Head to Cahersiveen is located at Killarney, 62km distant. This is located on the Dublin-Tralee inter-urban route which operates up to eight services daily with onward connections possible to Cork, Limerick and Waterford. Tralee station itself is 66km from Cahersiveen.

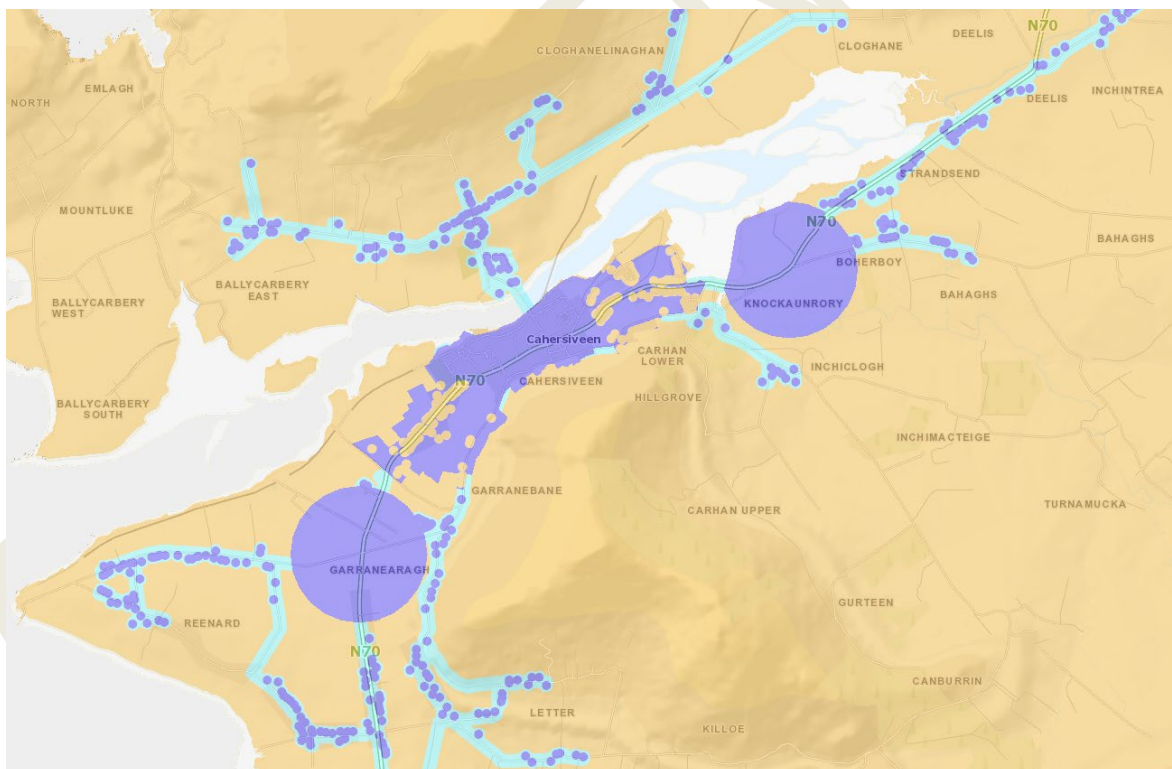
The Port of Cork is located 150km from Cahersiveen and offers Lift-on Lift-off, Roll-on Roll-off, Liquid Bulk, Dry Bulk, Break Bulk and Cruise services. Freight services operate to Dublin, Britain, Belgium, Germany, Netherlands, Sweden, Central America and Africa. Scheduled passenger ferry services operate to France and Spain with the latter route having commenced in 2018. In 2017 the roll on/roll off service to France accommodated 79,000 passengers, 25,581 passenger vehicles and 48 buses. However, this is dwarfed by connectivity via Rosslare; being a 1/3 of the volume to/from France and a mere 14% of the traffic between Rosslare and the United Kingdom. In contrast to the buoyancy in air travel, ferry passenger numbers between the island of Ireland, the UK and Continental Europe saw only marginal growth of less than 1% in 2017. This follows two years of decline in this market in 2016 (-2%)

and 2015 (-3%). In contrast to passenger ferry volumes, the Port of Cork's cruise business has recorded steady growth since 2011, with 57 cruise ships hosting 89,686 passengers in 2016, the bulk of which arrived between May and September. Cahersiveen is 129km from Shannon Foynes Port, the second largest in the state. It is 75km from Fenit Harbour, a mixed function sea port, where fishing, freight import and export, and a 136 berth marina are the main forms of business. Cahersiveen itself has a 93 berth marina within its sheltered harbour.

10.17 Communications Infrastructure

The Commission for Communications Regulation (COMREG) states that Ireland's 92% population coverage for the 4G network exceeds the EU average; its mapping suggests that Cahersiveen town has reasonable 4G coverage – defined as a strong signal with good data speeds - provided by Eir, Tesco Mobile, Vodafone, Three and Virgin Media. It is evident that adjacent coastal and upland areas in the ED do not have 4G coverage; largely due to topographical factors and are therefore reliant on more basic 2G and 3G services. There is no requirement for mobile operators to provide 3G and 4G to remote, less populated areas. Census 2016 records that 59.4% of the town's households had a personal computer with 57.5% of households accessing the internet via broadband. The broadband coverage map for Cahersiveen town and environs as of April 2019 as illustrated as follows:

Figure 16: Broadband Coverage Map



Source: www.dccae.gov.ie; 2019

Launched in 2012, the National Broadband Plan (NBP) is a Government wide initiative committing to deliver high speed broadband services to all businesses and households in Ireland, irrespective of location. The NBP defines high speed broadband as a minimum speed of 30Mbps download and 6Mbps upload. The Government intends that the NBP will be delivered through a combination of commercial investment by the telecommunications sector and a state intervention in areas where commercial providers acting alone will not provide the service. The areas marked in *violet* indicate where

commercial operators are delivering or have indicated plans to deliver high speed broadband services. This illustrates that the town itself is fully serviced by commercial operators who are currently enhancing their service offering in these areas to improve access to high speed broadband. Areas marked in *light blue* illustrate locations where commercial provider Eir had committed to commercial deployment plans to rollout high speed broadband to individual premises by the end of 2018. However, it is believed that take up nationally has yet to exceed 20% of households. The map illustrates that extensive areas in the environs of Cahersiveen represent the target areas for the state intervention of the National Broadband Plan.

Cahersiveen-based firm Ivertec offers a range of wireless and fibre to the home (FTTH) solutions with up to 1000mbps download speeds available for residential and commercial users throughout the Iveragh peninsula.

10.18 Climate, Natural Resources and the Environment

The dominant influence on the local climate is the Atlantic Ocean. The influences of the prevailing south westerly winds and the warming effects of the Gulfstream result in a comparatively mild climate. With south westerly winds from the Atlantic dominating, annual distribution of rainfall follows a west to east gradient within the region highlighting the correlation that exists between relief and precipitation. It experiences mild winters 60C and cool summers. The mean average rainfall is 1,263 mm per year, with 223 days in the year typically having more than 1mm. In the elevated areas of the Iveragh peninsula rainfall can increase to 3000mm. As a result of the high rainfall, poor agricultural soils and the mountainous topography, the area is designated as severely handicapped under the European Less Favoured Areas Directive (Regulation 950/97)¹². In line with global trends, Ireland's average temperatures have increased and are predicted to increase by 1.25-1.5 degrees Celsius by 2040, with south-western areas becoming warmer and drier in the summer months. Nationally, rainfall is expected to increase in winter by about 15%. Extreme rainfall events show more marked changes with more events occurring in the autumn and a 20% increase in 2-day extreme amounts. Given global, EU and national priorities it can be assumed that climate mitigation and adaptation policies will exert a significant impact on land use, agricultural activity, fishing, habitation, recreation and on the natural environment in the region.

10.19 Agriculture and Land Use

Development potential on the Iveragh peninsula depends significantly on its topography, natural resources and attendant land use capability. Commonage accounts for 52% of the farmland. Agriculture is largely characterised by low input/low output farming, dominated by pasture-based activities with higher value dairying no longer significant locally. Nationally in 2016, direct payments for pasture-based farming averaged between €14,400 for cattle to €17,496 for sheep per annum and accounted for up to 115% of individual farm income¹³. With its terrain an extensive patchwork of blanket bog, upland heather moor and forestry, much of the farming on the Iveragh peninsula is considered as High Nature Value (HNV), characterised by extensive mixed livestock grazing, minimal agro-chemical input combined with labour-intensive management practices. HNV has a particular significance locally as it acknowledges the role of traditional farmers as custodians of unique and highly valued cultural landscapes and of their traditions from generation to generation. Furthermore, HNV is

¹² High Nature Value Farmlands, Case Study Report, Iveragh Peninsula, The Heritage Council; 2010

¹³ Teagasc National Farm Survey 2016

based on the explicit recognition that nature conservation goals in cultural landscapes cannot be met solely by protecting particular habitats or species, or by designating Special Areas of Conservation (SAC), but rather is dependent on the continuation of the traditional land uses¹⁴. The quality of the local landscape and environment is indicated by a number of unique habitats including *Special Protection Areas* (Iveragh peninsula, Puffin Island, Skelligs) *Special Areas of Conservation* (Valentia Harbour/Portmagee Channel) and a *Natural Heritage Area* (Knockroe Bog), each of which possess considerable biodiversity, conservation, recreational and amenity value and all of which are of strategic national and international importance as wildlife conservation areas and habitats. All areas so designated carry restrictions and limitations in terms of their use for farming, planning and development, amenity and recreation with a view to protecting and encouraging greater biodiversity. Water quality for rivers, lakes, transitional and coastal waters is generally of a high standard, deemed unpolluted.

The traditional employment role of agriculture and fisheries has declined to the extent that these activities must be coupled with another source of income. Viable agri-diversification opportunities exist in agri-tourism, services, care activities¹⁵ and food. The 200km Kerry Way and the proposed South Kerry Greenway offer significant potential for landowners to develop on-farm accommodation, tourist activities and ancillary services. Agriculture and fisheries are vitally connected to the food sector – sales, processing, manufacturing, logistics and retail – a significant employer and creator of added value locally; their presence derived from the multiple factors of location, tradition, raw materials, skills and innovation. Importantly these enterprises are well placed to meet consumer interest for sustainably produced foods of known provenance as well as dietary, nutrition and wellbeing issues. Agriculture and Fisheries are also important activities that influence biodiversity and other aspects of environmental quality, having both positive and negative effects. Environmental quality is one of Cahersiveen's prime resources with landscape character and its natural resources of critical value to the agriculture, food and fisheries sectors. Furthermore, the environment exerts a strong influence on the *Quality of Life* and on *Quality of Place* locally.



Abandoned Homestead, Iveragh Peninsula

¹⁴ Farming the Iveragh Uplands: A Tale of Humans and Nature; 2010

¹⁵ An Evaluation of Kerry Social Farming 2017; Crowley, O'Sullivan, O'Keeffe

10. Appendices

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Appendix 1: Strategic Integration

This socio-economic strategy, its' proposed vision, objectives, strategy and actions is aligned to and coordinated with relevant local, regional, national or international strategies and policies, identified stakeholders and potential funders. These include but are not limited to:

- Europe 2020: A Strategy for Smart, Sustainable and Inclusive Growth (and associated development and funding programmes).
- European Commission: EU Action for Smart Villages
- United Nations: Transforming our World: the 2030 Agenda for Sustainable Development.
- National Planning Framework: Project Ireland 2040.
- Department of Public Expenditure & Reform: Building on Recovery: Infrastructure and Capital Investment 2016-2021.
- Department of Transport, Tourism & Sport: Investing in our Transport Future.
- Department of Transport, Tourism & Sport: Smarter Travel – A Sustainable Transport Future
- Transport Infrastructure Ireland; Statement of Strategy 2016- 2021
- Department of Housing, Planning, Community and Local Government; Rebuilding Ireland
- Enterprise 2025 Ireland's National Enterprise Policy 2015-2025.
- Department of Business, Enterprise and Innovation: Action Plan for Jobs; Southern region 2015-2017 et al.
- Department of Communications, Climate Action & Environment; National Mitigation Plan & National Adaptation Framework
- Department of Communications, Climate Action & Environment: National Digital Strategy
- Department of Education and Skills: National Skills Strategy 2025 – Ireland's Future
- Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs; Culture 2025
- National Transport Authority: Statement of Strategy 2018-2022
- Government of Ireland: 20 Year Strategy for the Irish Language 2010-20
- Government of Ireland: Our Public Libraries 2022
- Realising Our Rural Potential: Action Plan for Rural Ireland
- Commission for the Economic Development of Rural Areas: Energising Ireland's Rural Economy
- Retail Consultation Forum: A Framework for Town Centre Renewal
- National Landscape Strategy 2015-2020

- National Biodiversity Plan 2017-2021
- Fáilte Ireland: Tourism Development & Innovation: A Strategy for Investment 2016-2022
- Fáilte Ireland: Wild Atlantic Way Operational Programme 2015-2019
- Fáilte Ireland: National Experience Development Framework
- National Inventory of Architectural Heritage.
- Heritage Council: National “Pilot” Town Centre Health Check (TCHC) Training programme.
- National Biodiversity Data Centre: All-Ireland Pollinator Plan 2015-2020.
- South West Regional Authority: South West Regional Planning Guidelines 2010-2022.
- South West Regional Authority: Draft Regional Spatial Economic Strategy for the Southern Region
- Kerry County Development Plan 2015-2021.
- Kerry County Local Economic and Community Plan 2016-2021.
- County Kerry Tourism Strategy and Action Plan 2016-2022
- Kerry Local and Community Development Committee LEADER Local Development Strategy 2014-2020.
- South Kerry Development Partnership Social Inclusion Community Activation Programme Strategy 2018-2022.
- Kerry Recreation & Sports Partnership Strategic Plan 2017-2022.
- West Iveragh Local Area Plan 2019-2025
- Cahersiveen Functional Area Local Area Plan 2010-2016.
- Imagining Iveragh; Institute without Boundaries.
- Society Chartered Surveyors Ireland Rejuvenating Ireland’s Small Town Centres
- ACARD Enterprise Strategy 2017.

Appendix 2: Summary of survey responses

General Survey

Selected feedback from the General Survey is presented in summary form. Please note that all data has been anonymised and that detailed information offered by respondents, while used in framing the objectives and actions in the socio-economic plan, has been kept confidential.

What best describes your current role in the social, economic and environmental development of Cahersiveen?

ANSWER CHOICES	RESPONSES	
Interested party/observer	23.73%	14
I have never been a member of a community development or voluntary organisation in the town	22.03%	13
I am currently an active member of a community development or voluntary organisation in the town	20.34%	12
I was previously - but am not currently - active in any community or voluntary development organisation in the town	16.95%	10
I am currently an active member of multiple community development or voluntary organisations in the town	13.56%	8
I am a volunteer with a local community organisation active in the town	11.86%	7
Other	6.78%	4
I represent a publically funded organisation that delivers services and supports in Cahersiveen	5.08%	3
Total Respondents: 59		

How long have you lived in Cahersiveen?

ANSWER CHOICES	RESPONSES	
Greater than 10 years	56.67%	34
I do not live in Cahersiveen	20.00%	12
3 - 5 years	10.00%	6
I no longer live in Cahersiveen	6.67%	4
5-10 years	5.00%	3
Less than 1 year	1.67%	1
Total Respondents: 60		

What age are you?

ANSWER CHOICES	RESPONSES	
51 - 64	36.67%	22
31 - 40	23.33%	14
41 - 50	18.33%	11
19 - 30	15.00%	9
Over 65	6.67%	4
Under 18 years of age	0.00%	0
Total Respondents: 60		

What are the principal challenges facing the town of Cahersiveen? (Please tick any or all deemed relevant)

ANSWER CHOICES	RESPONSES	
Dereliction and vacant properties	85.00%	51
Lack of suitable employment opportunities locally	83.33%	50
Population decline	80.00%	48
Limited opportunities for younger people	78.33%	47
Failure to showcase the town's assets and resources	71.67%	43
Lack of a coherent vision to guide development	66.67%	40
The town does not recognise or take advantage of its many opportunities	66.67%	40
Poor public sector investment in infrastructure and services	63.33%	38
Lack of amenities, facilities and activities	61.67%	37
Poor co-ordination of development activity between competing interests	58.33%	35
Lack of joined up thinking between policy makers and development agencies	56.67%	34
Poor community engagement in local development	55.00%	33
Failure to communicate successes	40.00%	24
Limited collaboration or pooling of resources between local organisations	38.33%	23
Social exclusion, disadvantage and deprivation	35.00%	21
Peripherality and distance to larger population centres	33.33%	20
Loss of essential public services	33.33%	20
Poor or ineffective local advocates and champions	30.00%	18
Limited or narrow range of supports for Older People	23.33%	14
Poor physical and ICT access and connectivity	21.67%	13
Limited education, training and skills development available	21.67%	13
Other (please specify)	13.33%	8
Total Respondents: 60		

Do you believe that an agreed vision with defined objectives and supporting actions is necessary to guide the future development of Cahersiveen?

ANSWER CHOICES	RESPONSES	
Yes	96.67%	58
I don't know	3.33%	2
No	0.00%	0
Total Respondents: 60		

Have you been involved directly in the planning, development or resourcing of social, economic or environmental initiatives or projects in Cahersiveen?

ANSWER CHOICES	RESPONSES	
No	Responses 77.19%	44
Yes	Responses 22.81%	13

When asked if familiar with past strategies, 55% of all respondents were unable to identify area-based or thematic strategies and plans that had been successful in Cahersiveen. Of those who could, examples most frequently cited include the development of the Wild Atlantic Way, the Marina, the Old Barracks, Tidy Towns, assorted local festivals, the Skellig Coast brochure, Cnoc na dTobar pilgrim path and the development of the ring forts.

However, when asked to suggest area-based or thematic strategies or plans (EU, national, regional, county or local) relevant to Cahersiveen's future development 75% answered in the affirmative with the Greenway dominant amongst responses. The development of Aldi also featured prominently and to a lesser extent the proposed hotel in Ballinskelligs. Numerous references were also made to the enabling role of the Kerry County Development Plan in facilitating public realm and amenity improvements in the town.

Can you identify Cahersiveen's specific strengths as well as opportunities for its future development?

Respondents placed significance emphasis on the town's setting, landscape and endowment of natural resources suggesting much potential for future development. Particular mention was made of its coastal resources and their potential for further development in tandem with the proposed Greenway. There was a keen appreciation that tourism transience represented a real opportunity and that investment should be focused on activity and eco-tourism to better differentiate the tourism offer.

Allied to an appreciation of its natural resources, was a strong sense of belonging, community spirit and pride amongst respondents with a clear understanding of the value of Cahersiveen's history, heritage and of the key figures that have shaped its development over the generations. While noting its traditional role as a market town for a large rural hinterland, a common thread was that its 'authenticity' and traditional feel should define its tourism offer.

Its peripherality and distance from urban Ireland was also cited by some as a strong point and an area of opportunity, particularly in relation to the development of tourism and a speciality learning and

education proposition with reference to STEAM activities and the cultural and heritage potential of its living landscape.

Can you identify specific weaknesses and threats that will hinder the development of Cahersiveen?

Respondents offered perspectives on a wide range of issues including the low level of resident population; weak demographics; lack of joined up thinking and leadership amongst stakeholders; poor alignment and cohesiveness between community organisations; vacancy and dereliction; a degraded public realm; infrastructural deficits; limited employment opportunities; an over-reliance on tourism for economic development and the narrow and limited range of tourism activities; remoteness; poor public transport and connectivity; limited engagement of young people and a dearth of non-sporting facilities; limited ambition and resistance to change; anti-social behaviour; malaise and general apathy.

Can you identify 5 important problems or issues that Cahersiveen must solve or address?

Respondents were united in the view that greater economic development and employment opportunities needed to be created in Cahersiveen, the failure of which will only serve to precipitate ongoing population loss and the migration from the town of the economically active.

Particular emphasis is placed on the transformative effect of the Greenway development and ancillary tourism businesses, visitors and revenues. However, it is understood that Cahersiveen must re-imagine its wider tourism offering to encompass accessibility; accommodation; activities; dining; retail; events; marketing and promotion; the presentation of its history and antiquities; wayfinding and signage; the management of its public realm and streetscape (including bus and car parking) in order to maximise dwell time and tourist spend.

There is significant concern at the debilitating effects of widespread vacancy and dereliction in town centre residential and commercial properties. In tandem with this, is the oft-expressed concern for the quality of the public realm, general infrastructure and streetscape. While generally cited as a blight on liveability and tourism potential, notable mentions on infrastructural and public issues were made by respondents with concern for those with mobility or related issues.

The need to achieve greater inclusiveness, coherence and collaboration between stakeholders in project planning and development in order to ensure that the Town speaks with *One Voice*; its priorities and ambitions agreed locally and clearly communicated to and understood by development agencies and other enablers.

A wide range of issues related to the wellbeing of young people in the town including the prospects of suitable local employment; their engagement in local development; the development of suitable activities and amenities as well as mental health and drug issues.

Can you identify local resources (locations, assets, products, themes, organisations, people, events, etc) that may have been undervalued or unused in the past but which may now represent important social, economic or environmental development opportunities for the Town?

81% of respondents offered suggestions which for the most part focused on sites and locations to maximise the potential for tourism development. These include the waterfront, quayside and Marina; the Main St., miscellaneous heritage sites and walks and infrastructure to connect these where adjacent to the town; markets, and festivals particularly those commemorating important or valued

traditions, historical dates, events and personalities.

Resources relating to climate, meteorology and communications were also cited frequently. While valuable as tourism possibilities, particular mention was made of the distinctiveness of these resources and the potential to link them to experiential learning and education opportunities, particularly on a transnational or inter-territorial basis.

Can you suggest products, activities, attractions, themes or events that can increase visitor numbers, spend and *dwelt time* in the town?

94% of respondents offered a wide range of suggestions with town centre and public realm improvements prominent throughout. Specific suggestions include the development of trails and parks at Canglass, the Old Railway Bridge, Killaleen loop, an enhanced Cnoc na dTobar trail, Carahn Wood and watersports activities at Carahn river and Reenrusheen tidal basin; Pedestrianisation at selected town centre locations; improved and centrally located tourist information office; more effective promotion of existing assets and resources; enhance the presentation of historical buildings and figures of note; Distillery visitor centre; Water sports and activities; themed tours and trails; family friendly events and activities; greater promotion of the quality of its food and drink offering; cycle friendly infrastructure.

In your opinion what could be the positive "game changer" for Cahersiveen?

All respondents offered perspectives with the development of the Greenway seen as the development most likely to impact most positively on the town's social, economic and environmental development. The Greenway should also be seen as a catalyst for further tourism development and an important signal that Cahersiveen could be a tourism destination in its own right. Improvements to key strategic sites in the town for commercial and tourism purposes were also suggested with notable references to the development of an Aldi as an addition to the town's retail offering.

A greater appreciation and understanding of its existing assets was also frequently cited with specific mention made of its natural resources, heritage, traditions, food, drink and craft; all of which could be better harnessed collectively for tourism development and promotion.

In your opinion what could be the negative "game changer" for Cahersiveen?

64% of respondents offered views on potential negative developments, chief amongst which was the possibility that the Greenway might not proceed. Specific and regular mention was made of inertia and lack of action amongst stakeholders; the continued blight of vacant and derelict properties and depopulation and the continued out-migration of young people;

In your opinion what could be the creative "game changer" for Cahersiveen?

61% of respondents expressed diverse view on issues including greater use and adoption of new technologies for learning, education and skills development as well as for commercial use in retail and tourism; themes for town branding to include the *Birthplace of the Information Superhighway*, the *Home of Nature's Food*, the *Peninsula on the Edge of Europe*; tax incentives for investment; creative uses for vacant buildings; development of artistic and cultural themes for events and experiences; enhanced family orientation; recognition of latent creative talent and 'unheard voices'.

If Cahersiveen harnessed its assets, resources and opportunities to best effect, what could success look like?

88% of respondents offered suggestions with a number specifically identifying established or emerging tourism destinations in Kerry (Kenmare, Dingle, Portmagee,) and elsewhere (Clonakilty, Dungarvan) as templates for development; each of which are characterised by active, cohesive community engagement; careful stewardship of the public realm; attractive liveability; presentation of natural and cultural assets. Irrespective of any comparative destination, respondents suggested factors such as vibrancy, bustle, colour, diverse, quirky, characterful, uniqueness, engagement, unity, community cohesion, cooperative and welcoming, a thriving economy, enhanced employment, increased population, retention of young people and a better utilisation of the town's assets and strengths would define success.

Can you identify the key stakeholders (agencies, organisations, companies, individuals, communities, voluntary organisations, etc) whose capabilities and resources are essential to the sustainable development of Cahersiveen?

89% of respondents identified the key agencies with Kerry Council; South Kerry Development Partnership and Fáilte Ireland most prominent. Specific mention was made of various Governments Departments whose policies and resources are essential to the social, economic and cultural life of the town. The Industrial Development Authority, Enterprise Ireland, Bord Bia, Health Service Executive, Kerry Education and Training Board, Údarás na Gaeltachta and Bus Éireann were each mentioned on a single occasion.

ACARD and the Tidy Towns were most frequently cited as the key community organisations active in the town. Mention was also made of the Skellig Coast Tourism Network, the town traders, event organisers, the GAA and other sports clubs, Cahersiveen Hospital, the Family Resource Centre, Credit Union, St Vincent de Paul, Iveragh Mental Health, the Men's Shed and Cahersiveen Social Services,

A wide range of employers and individuals in the private sector were identified as having the potential to lead and support development activity.

What networks, alliances and collaborations are required within the town to ensure that development in Cahersiveen is planned, developed, resourced and managed to best effect?

65% of respondents offered thoughts on the representative and enabling structures to lead or support development in the town. Views expressed are mixed with some support for the existing structures and entities such as ACARD that has a proven track record of project planning and implementation. However, there is also notable support for the creation of a Chamber Alliance, thus mirroring structures in other towns in the County. Such an entity is seen as important and useful in its own right but also a means by which greater community engagement can be facilitated and representation broadened. As a forum, the Chamber Alliance must align local interests and build consensus on local development priorities, pooling resources and energies to support the implementation of the socio-economic plan. It is also thought that a Chamber Alliance might assist Cahersiveen to network and potentially build scale with other towns in the County. Irrespective of the entity or structure favoured, there is a strong consensus that Cahersiveen must speak with *One Voice* in order to maximise the development possibilities and funding available to it; there being a keen sense that failure to do so will see valuable development and funding opportunities foregone at a time the Town can ill afford it.

Youth Survey

Selected feedback from the Youth Survey is presented in summary form. All data has been anonymised and detailed information, perspectives and opinions offered by respondents, while used in framing the objectives and actions in the socio-economic plan, have been kept confidential.

What age are you?

15 or younger	Between 15 -18	Between 18-21	Older than 21
14%	27%	19%	40%

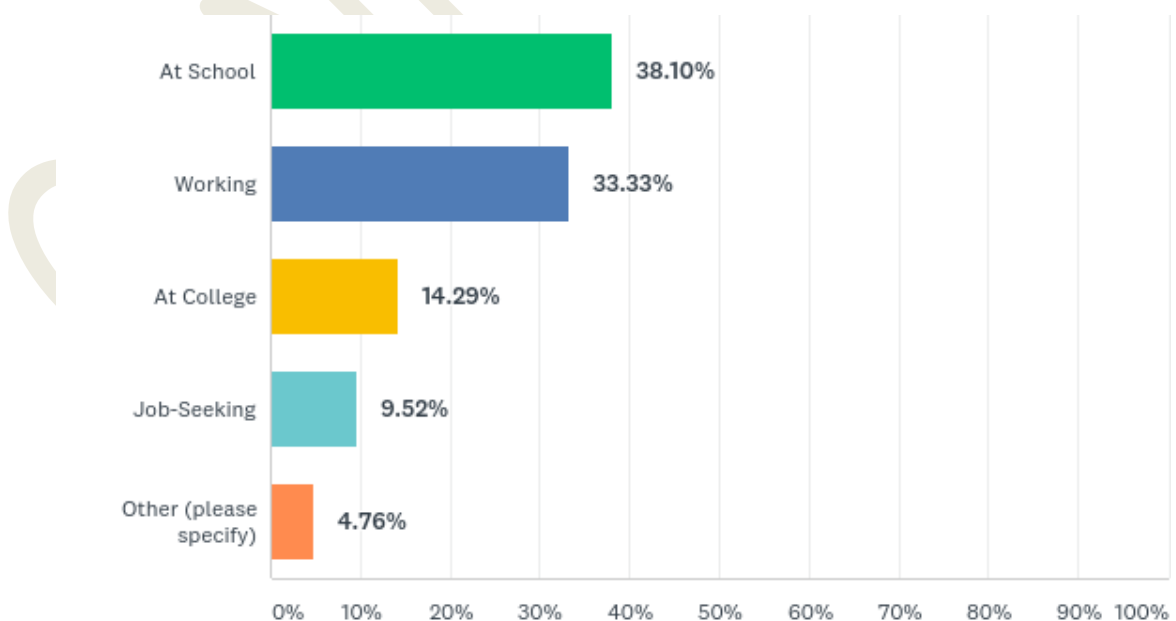
What gender are you?

Male	Female
46%	54%

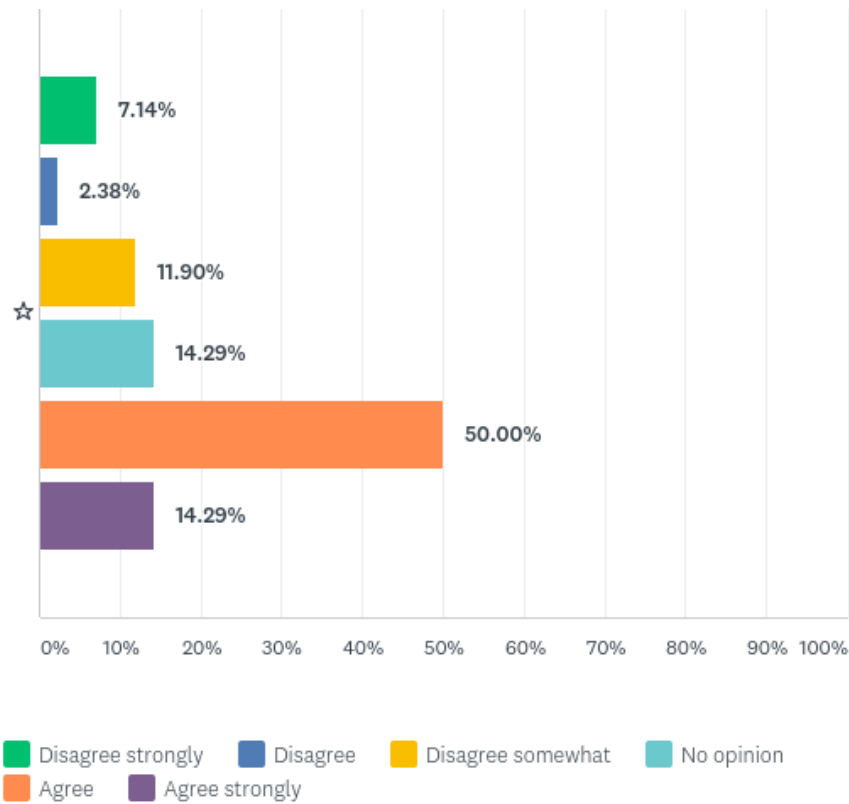
How long have you lived in Cahersiveen?

95% of respondents stated that they currently live in the town; almost all of whom had lived in Cahersiveen all their life.

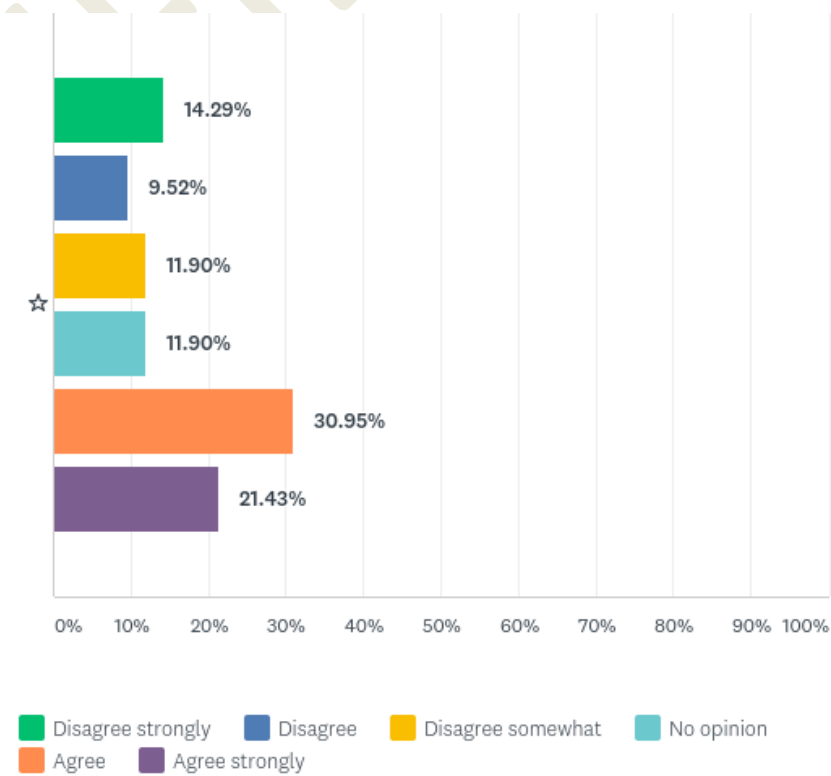
What best describes you now?



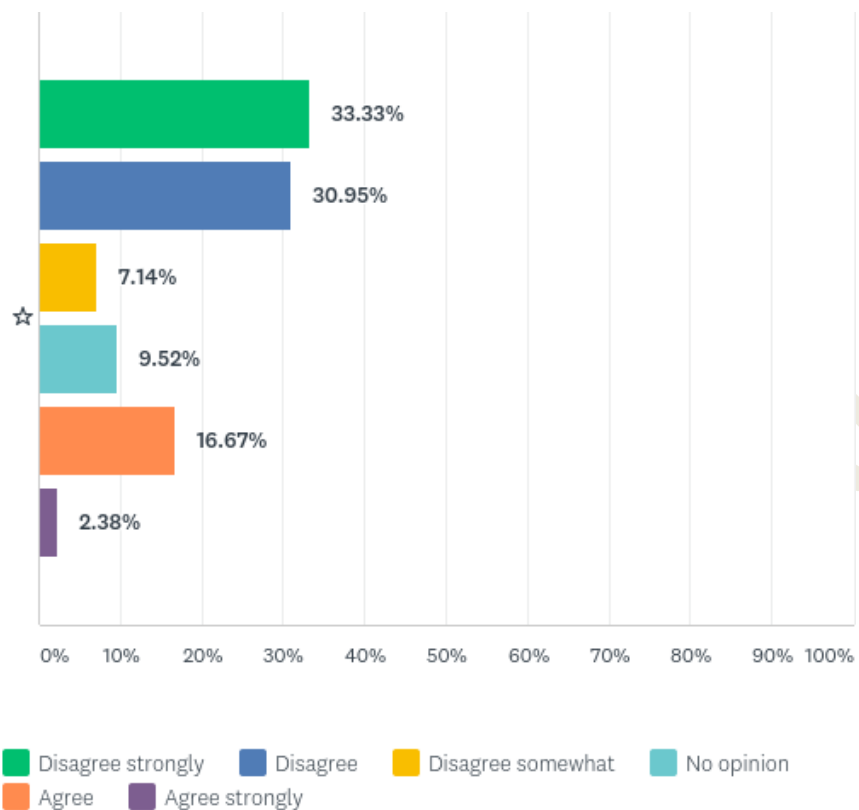
I get involved in activities in my area



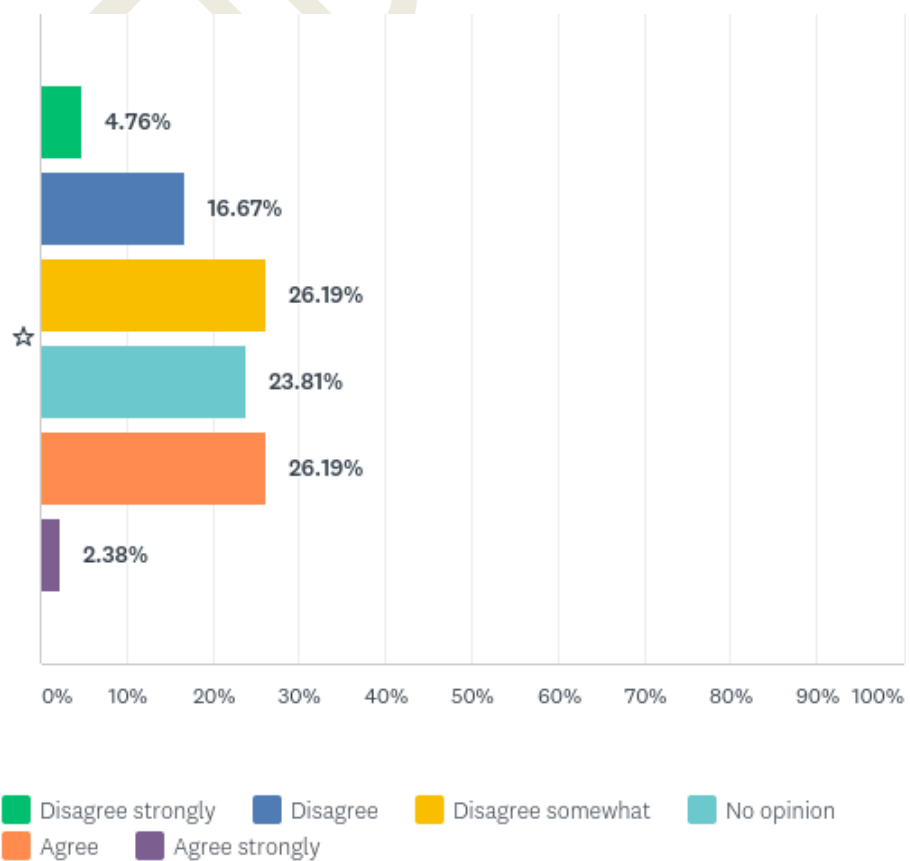
I feel that my views matter to older people in the community



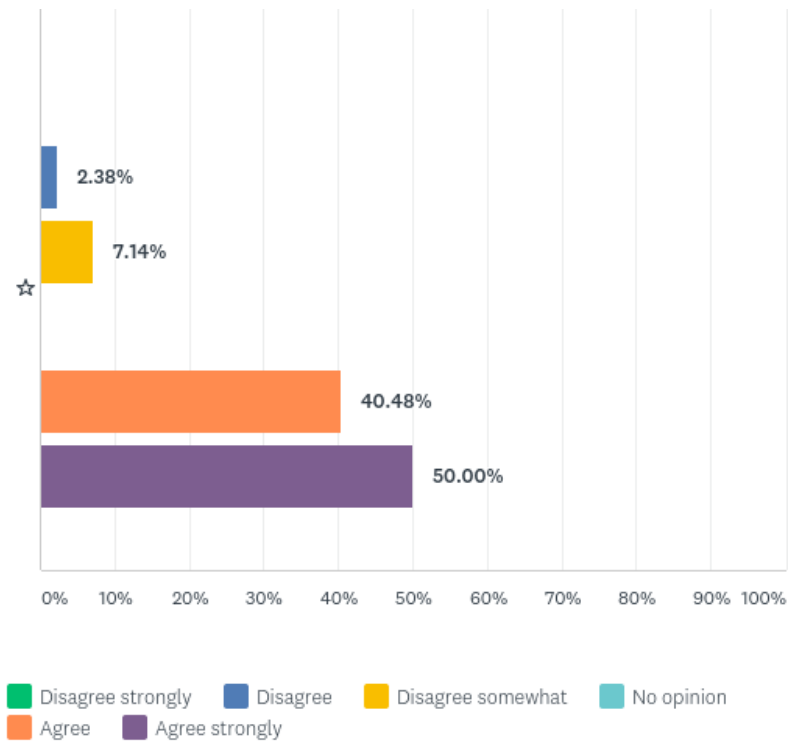
I feel consulted about the kind of services there are for young people



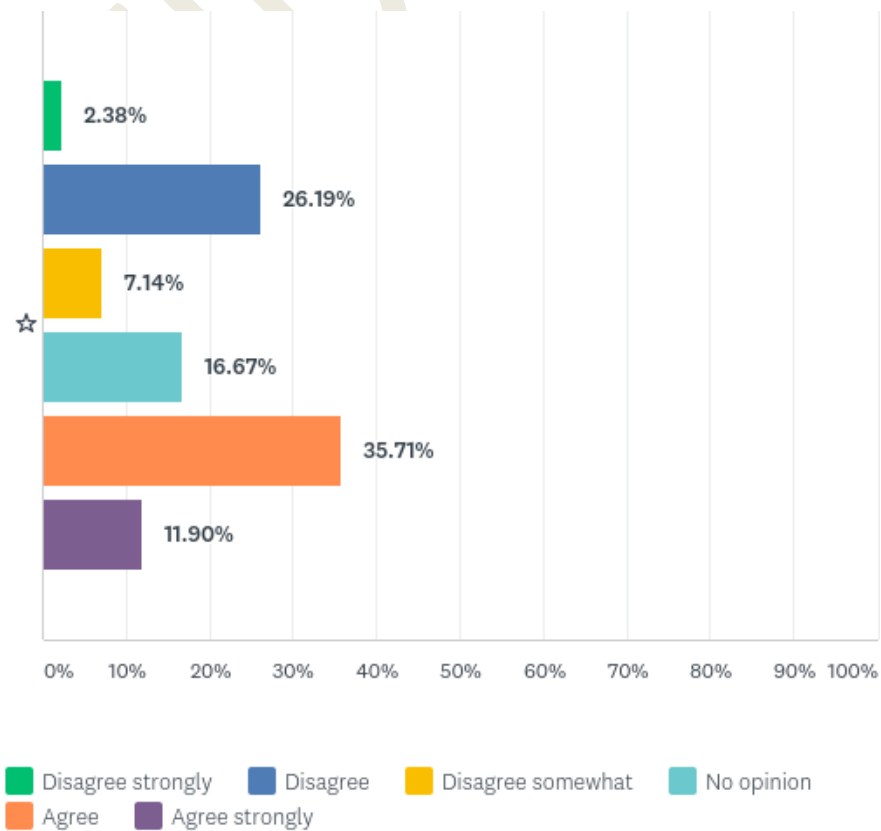
The quality of life in my community is good



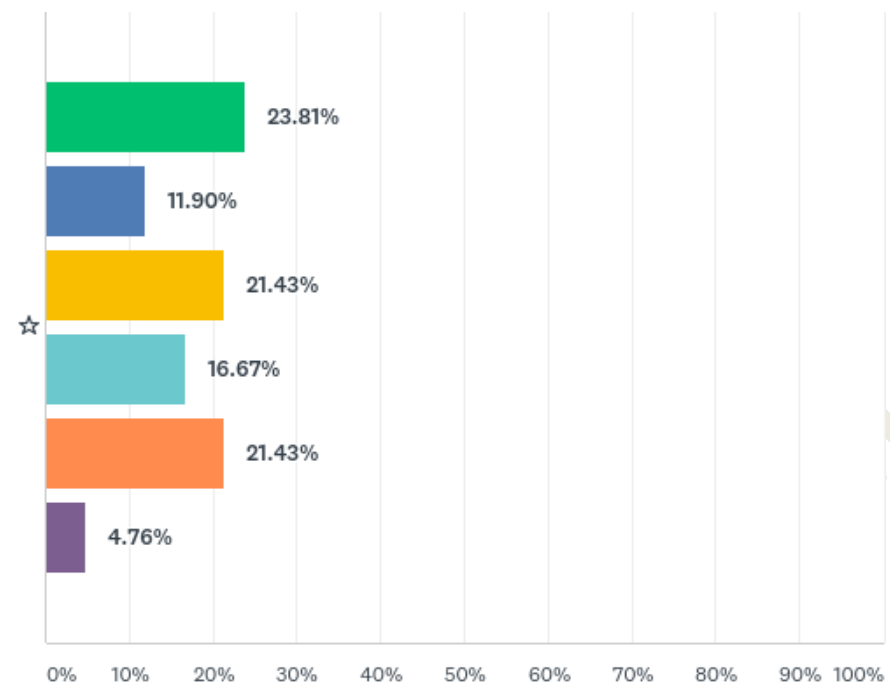
Unless you like sport, there’s not much to do in my area



I don’t get involved in activities in my area because of a lack of transport

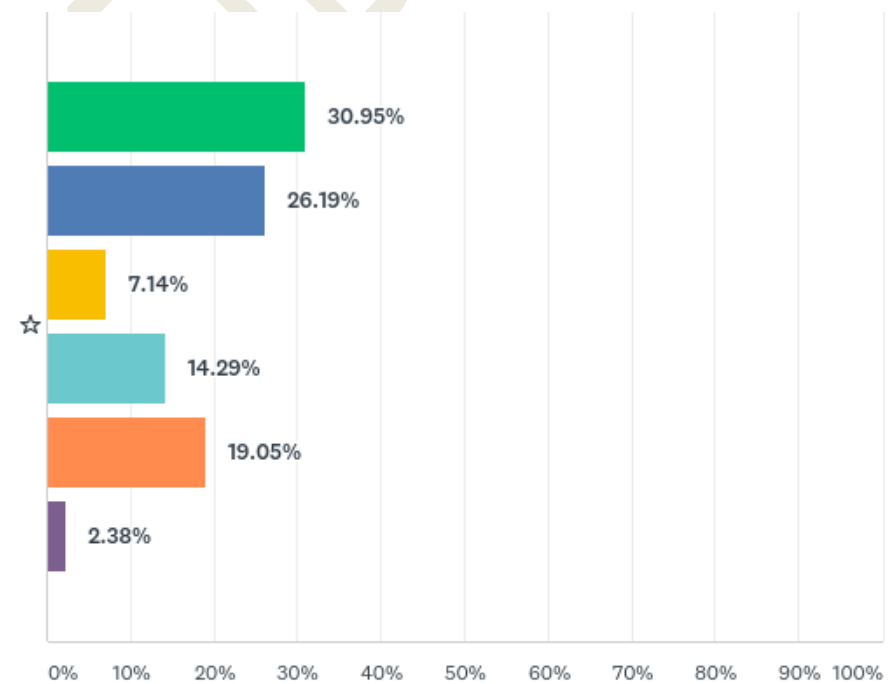


It feels OK to be different in my local community



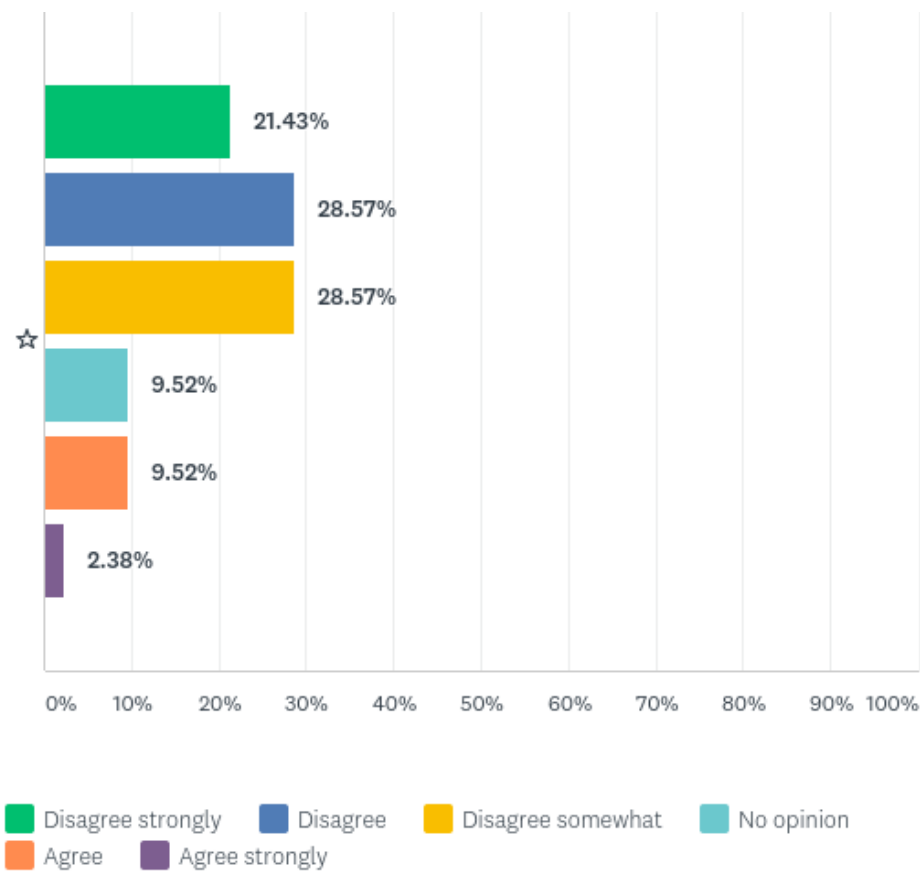
Disagree strongly Disagree Disagree somewhat No opinion
Agree Agree strongly

My family is not involved in the community

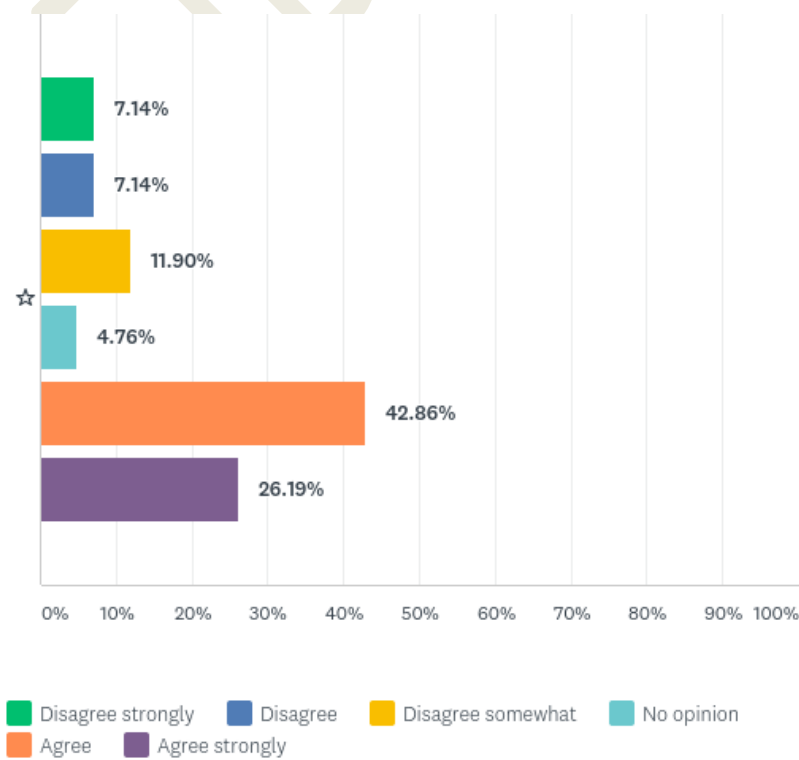


Disagree strongly Disagree Disagree somewhat No opinion
Agree Agree strongly

I feel positive about the kind opportunities available to me and my family



If I need it, I can get help easily from family or friends



What do you like most about living in Cahersiveen?

The vast majority of respondents cited the appeal of home and family emphasising the importance of community and camaraderie. Sports and activities feature strongly though by no means for all. The scenery and its mountain and coastal features was important to many respondents who also valued its tranquility and quiet. However, perhaps unsurprisingly, such factors did not appeal to all.

What is the most challenging thing about being a young person in Cahersiveen?

Respondents offered numerous views and perspectives on the downsides to Cahersiveen *as they perceive it*. Frequent mentions were made of '*nothing to do*', exemplified by limited local employment; few activities or supports; isolation and distance from services and facilities; poor transport options; alcohol and drug misuse; limited facilities and social outlets; an over-emphasis on sport; housing availability; disengagement and marginalisation.

What would make you stay in or return to Cahersiveen after school/ college?

ANSWER CHOICES	RESPONSES	
▼ Close to my family	35.71%	15
▼ A job I'd like	23.81%	10
▼ Nothing	16.67%	7
▼ Quality of life in Cahersiveen	7.14%	3
▼ Other (please specify)	Responses 7.14%	3
▼ I couldn't imagine living anywhere else	4.76%	2
▼ Close to my friends	2.38%	1
▼ Other	2.38%	1
TOTAL		42

What would you most like to see happening in Cahersiveen by 2025?

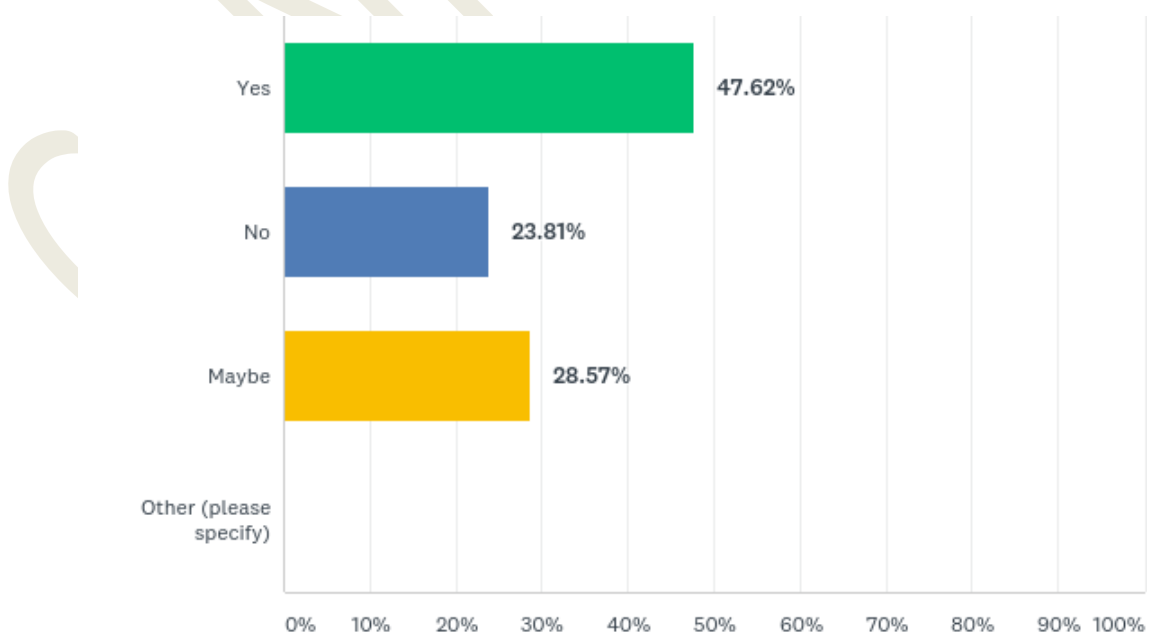
Respondents offered a good understanding of current and planned development initiatives in the town frequently citing the importance and value of the Greenway as well as the development of Aldi and the Skellig 618 distillery in driving economic development and employment. For most respondents, the provision of suitable employment locally is key determinant in whether they choose to leave (or subsequently return) to Cahersiveen. Tourism is noted as a key component of the local economy but there is also a keen desire for career opportunities in other sectors. Economic development is regarded as the catalyst to address infrastructural deficits; facilitate the development of amenities, cultural activities and events; promote retail diversity; address dereliction and vacancy thereby creating vibrancy and appeal in the town.

There is a strong desire for new facilities, attractions and leisure activities oriented specifically for young people with social outlets such as cinema, bowling and skate parks favoured.

Which projects would you like to make happen?

ANSWER CHOICES	RESPONSES	
▼ New activities for young people	21.43%	9
▼ Make use of unused buildings	14.29%	6
▼ Improve the town appearance	9.52%	4
▼ Activities other than sports	9.52%	4
▼ Festivals and events	9.52%	4
▼ Other (please specify)	9.52%	4
▼ More activities for tourists and visitors	4.76%	2
▼ New technologies	4.76%	2
▼ new training opportunities	4.76%	2
▼ Create a buzz	4.76%	2
▼ Climbing frames and park equipment for teenagers	2.38%	1
▼ Interesting shops	2.38%	1
▼ Plans and strategies that involve young people	2.38%	1
▼ Utilise the community centre for young peoples activities	0.00%	0
▼ Less traffic	0.00%	0
▼ A better natural environment	0.00%	0
▼ Creative activities	0.00%	0
TOTAL		42

Would you like to connect with other change makers to help make these ideas happen?



Appendix 3: The 16 community organisations affiliated to Kerry Public Participation Network (PPN) in the Caher Electoral District are as follows:

Organisation
ACARD Ltd
Cahersiveen Basketball Club
Cahersiveen Community Resource Centre Ltd
Cahersiveen Festival of Music and the Arts
Cahersiveen Men's Shed Ltd
Cahersiveen Parish Council
Cahersiveen Tidy Towns
Cahersiveen Traders Association
Iveragh Technology Training
Naisc Skellig Kerry Diaspora Network
Reenard Development Group
Reenard GAA CLG
Rocky Road Residents Association
Southern Gaels GAA Club
St Mary's GAA Club
Woodbrook Residents Association

(Source: www.kerryppn.ie)



Líonra Páirtíochta Pobail Chiarraí
KERRY PUBLIC PARTICIPATION NETWORK

Appendix 4: Abbreviations

An Garda Siochana	AGS
Cahersiveen Chamber Alliance	CCA
Central Statistics Office	CSO
Colaiste na Sceilge	CnS
Department of Agriculture, Food and the Marine	DFAM
Department of Education & Skills	DES
Design & Craft Council of Ireland	DDCOI
Enterprise Ireland	EI
Fáilte Ireland	FI
Foras na Gaeltachta	FnG
Health Service Executive	HSE
The Heritage Council	HC
Kerry County Council	KCC
Kerry Diocesan Youth Services	KYDS
Kerry Education and Training Board	KETB
Kerry Public Participation Network	KPPN
Kerry Sports and Recreation Partnership	KRSP
Kerry Volunteer Centre	KVC
Local Enterprise Office	LEO
Local Sports Clubs	LSC
Office of Public Works	OPW
Naisc Skellig Diaspora Network	NSDN
National Parks & Wildlife Service	NPWS

National Transport Authority	NTA
Transport Infrastructure Ireland	TII
South Kerry Development Partnership	SKDP
Skellig Coast Tourism Network	SCTN
Skellig Centre for Research and Innovation	SCRI
Skellig SMARTLab	SSL
Údarás na Gaeltachta	UnG

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Appendix 5: Acknowledgements



North Square, Rosscarbery, Co. Cork P85Y268

www.prescience.eu

With thanks to Noel (South Kerry Development Partnership) and Siobhan (Kerry County Council) and the good people of Cahersiveen.

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Leacananuaile Stone Fort: Johannes Rigg/Alamy Stock Photo
Abandoned Homestead: Holger Burmeister/Alamy Stock Photo

*"Reaching for the world, as our lives do,
As all lives do, reaching that we may give
The best of what we are and hold as true:
Always it is by bridges that we live."*

Bridge for the Living, Philip Larkin