

Appendix 4

Kerry LEADER Local Development Strategy – Objectives and Strategic Actions

Action	Page No.
Theme 1: Economic Development, Enterprise Development & Job Creation	
Sub Theme: Rural Tourism	
Local Objective 1.1 Rural Tourism	57
Strategic Action 1.1.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	58
Strategic Action 1.1.b: Capital & Marketing	59
Sub Theme: Enterprise Development	
Local Objective 1.2 Enterprise Development	60
Strategic Action 1.2.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	61
Strategic Action 1.2.b: Capital & Marketing	61
Sub Theme: Rural Towns	
Local Objective 1.3 Rural Towns	62
Strategic Action 1.3.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	63
Strategic Action 1.3.b: Capital & Marketing	64
Sub Theme: Broadband	
Local Objective 1.4 Broadband	65
Strategic Action 1.4.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	66
Strategic Action 1.4.b: Capital & Marketing	67
Theme 2: Social Inclusion	
Sub Theme: Basic Services Targeted at Hard to Reach Communities	
Local Objective 2.1 Provision of Basic Services	67
Strategic Action 2.1.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	68
Strategic Action 2.1.b: Capital & Services Support	70
Sub Theme: Rural Youth	
Local Objective 2.2 Rural Youth	71
Strategic Action 2.2.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	72
Strategic Action 2.2.b: Capital Support	73
Theme 3: Rural Environment	
Sub Theme: Protection & Sustainable Use of Water Resources	
Local Objective 3.1 Protection & Sustainable Use of Water Resources	74
Strategic Action 3.1.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	74
Strategic Action 3.1.b: Capital & Marketing	76
Sub Theme: Protection & Improvement of Local Bio-diversity	
Local Objective 3.2 Protection & Improvement of Local Bio-diversity	77
Strategic Action 3.2.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	77

	Strategic Action 3.2.b: Capital & Marketing	79
	Sub Theme: Development of Renewable Energy	
	Local Objective 3.3 Development of Renewable Energy	80
	Strategic Action 3.3.a: Animation Capacity Building, Analysis & Development, Training & Mentoring	81
	Strategic Action 3.3.b: Capital & Marketing	82

4.0 SECTION 4: LDS Action Plan

4.1 Action Plan

4.1.1 Overall Vision:

The overall vision of the LEADER Programme 2014-2020 in Co.Kerry will be to improve the quality of life of the people of the county and to diversify the rural economy of the area.

4.1.2 Context: Our socio-economic and area profiles illustrate that Co.Kerry generally ranks lower than the rest of Ireland on a number of key areas. The recent recession exacerbated this situation and indicates the need for new economic and social opportunities through the next round of LEADER Programme Funding which will address issues illustrated in the socio-economic and quality of life profiles. The LAG, by working with all communities, agencies, sectors and relevant groups on various themes, will implement this Local Development Strategy.

4.1.3 Our vision is to continue to enhance our community-led local development partnership approach ensuring a vibrant self-sustaining rural area, characterised by:

- involvement and interaction of our citizens;
- high quality services and amenities;
- a strong and enterprising business sector; and
- a protected clean natural environment.

4.1.4 Objectives & Strategies:

4.1.5 Rural Tourism – Local Objective 1.1

Economic Development, Enterprise Development and Job Creation Rural Tourism – Local Objective 1.1

Local Objective:

To support the development of Rural Tourism in Kerry by leveraging our scenic landscapes, pristine natural environment, rich culture, language, heritage & traditions, strengthening the vibrancy and increasing the capacity of our rural communities and businesses to maximise local opportunities & outcomes, enhancing the visitor offering & experience, in order to sustainably increase the economic and community impact of rural tourism.

Rationale for the Objective:

Tourism is vitally important to the economy of County Kerry with the accommodation and hospitality sectors a key driver of employment. Tourism also delivers substantial social and community benefits, as a significant number of tourism businesses in Kerry are micro-enterprises that are embedded in rural communities. Kerry's diverse and rugged landscape, its pristine natural environment, traditional culture & heritage and vibrant towns & villages are important factors in the appeal of Kerry as a tourism destination. Consultation with local communities and tourism interests has identified the opportunities of further leveraging our rich cultural, social and environmental assets in order to grow visitor numbers to rural parts of the county, increase the length of stay and visitor spend and address the seasonality issues which affect rural tourism in Kerry. The seasonality of tourism in Kerry is highlighted by Fáilte Ireland in their 'Wild Atlantic Way Operational Programme 2015-2019' where it is noted that '*Donegal, Kerry & Mayo are particularly affected by a very short season, 60% and more of overseas tourists visit these counties between June and September, mainly concentrated in the months of July & August*'. The SWOT analysis identifies the diversification and further development of tourism, such as Eco & Marine Tourism, Astro-Tourism, Adventure Tourism & Activities, Festivals and Events as further opportunities to be pursued. Local tourism businesses and communities have identified the need for animation, training and investment to enable them enhance and better align their product offering to complement and optimise on opportunities, such as those presented by the Wild Atlantic Way. This objective and the associated strategic actions are in alignment with the

strategic themes of The Kerry County Tourism Strategy (an integral part of the LECP 2015 - 2021) which is currently being prepared.

Financial Allocation: €2,029,694.00

No. of Strategic Actions: Two

4.1.6 Rural Tourism – Strategic Action 1.1.a

Rural Tourism – Strategic Action 1.1.a

Animation, Capacity Building, Analysis & Development, Training & Mentoring

Brief Description of Strategic Action:

To animate and develop the capacity of rural communities, businesses and individuals to maximise the rural tourism potential in the LDS area through a wide range of animation and capacity building initiatives. These will include, organising community, sectoral and business events to promote and highlight the tourism supports under the RDP programme. Advertising campaigns will be undertaken through social and print media.

Idea generation workshops focusing on specific tourism areas such as Astro-tourism, Nature and Eco-Tourism, Marine Tourism, Activity & Adventure Tourism, Festivals & Events etc. These will inform promoters of best practice locally, nationally and internationally. Follow up on the recommendations from (i) reports commissioned under the last LEADER programme e.g. (Rural Recreation Strategy), (ii) Kerry County Development Plan (2015-2021) and (iii) Kerry County Tourism Strategy, 2016-2020.

To provide initial advice and guidance to promoters wishing to establish new tourism businesses and / or develop / expand existing initiatives.

Tailored training and mentoring supports will be provided to stakeholders in the tourism sector to foster and support new and existing initiatives and to up-skill promoters to benefit from new market development opportunities and new e-technologies. Supports will also be provided for the development of new and existing tourism networks and clusters as well as collective marketing.

Primary Target Group:

Local Entrepreneurs, Tourism Businesses, Community groups, Walks Committees, Farmers, Tourism Networks & Cluster Groups, Culture and Heritage groups.

Geographic Area:

Co.Kerry - (See also 4.1.32 - 4.1.36).

Organisation who will deliver Action:

This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.

Collaborating Organisations:

Kerry County Council, Fáilte Ireland, Forestry Service, Coillte, Go Kerry, Destination Kerry, LAG member organisations and agencies.

Timeframe for Delivery of Action:

Q2 2016 - Q4 2020

Programme Indicators & Targets:

Projected Outputs / Indicators & targets:	Projects funded	New	65	Existing	42		
	Jobs created	FT	N/A	PT	N/A	SL	N/A
	Jobs sustained	FT	N/A	PT	N/A	SL	N/A
Projected number of each type of initiative funded:	Activity / Adventure	20	Marine & water based			12	
	Culture & Heritage	17	Agri-tourism			8	
	Rural recreation	20	Cluster / network			10	
	Eco tourism	5	Promotion of area as a			10	

	Health & Wellness	5	destination	
Number & (value) of funding:	Capital	N/A		N/A
	Training	32		€170,624.00
	Marketing	N/A		N/A
	Animation	75		€47,656.00
Projected number of visitors per annum:		N/A		

4.1.7 Rural Tourism – Strategic Action 1.1.b

Rural Tourism – Strategic Action 1.1.b Capital & Marketing.
<p>Brief Description of Strategic Action: This action will provide Rural Communities and businesses with capital and marketing supports to enhance the rural tourism infrastructure in a sustainable manner, develop new tourism products and services and support entrepreneurship and business development. It is underpinned by the aim that all supports envisaged under this strategic action will ultimately seek to protect the natural environment.</p> <p>Recreation and Amenity Tourism: Support for the development of marine tourism and water based activities, walks and cycling trails, camping and camper parks at appropriate locations. Seek to have Government and EU support for a 'farmer's dividend' under the REPS or similar schemes for landowners who provide free access to their lands for walking and cycling.</p> <p>Festivals and Events: Maintain and develop community festivals and events and support collective marketing of smaller festivals.</p> <p>Culture and Heritage Tourism: Development of heritage trails and craft and food trails at appropriate locations.</p> <p>Eco Tourism: Support existing and new tourism providers develop their product into Eco Tourism businesses and develop eco based tourism products such as angling, bird watching, whale and dolphin spotting.</p> <p>Wild Atlantic Way: Provide a range of supports including capital and marketing for communities and businesses to develop and enhance their product offering and develop new ideas that will optimise on opportunities presented by the Wild Atlantic Way and enable communities grow jobs locally.</p> <p>Astro-Tourism: Support for ongoing development of the International Dark Sky Reserve and optimising spin-off opportunities for the development of local businesses.</p> <p>Agri-Tourism: Encourage and support the development of on-farm agri-tourism based projects.</p> <p>Tourism Networks & Clusters: Provide a range of marketing supports to local tourism clusters/networks to support and further develop the marketing, branding, promotion and destination building of their regions.</p>
<p>Primary Target Group: Local Entrepreneurs, Tourism Businesses, Community groups, Walks Committees, Farmers, Tourism Networks & Cluster Groups, Culture and Heritage groups.</p>
<p>Geographic Area: Co.Kerry - (See also 4.1.32 - 4.1.36).</p>
<p>Organisation who will deliver Action: This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.</p>
<p>Collaborating Organisations: Kerry County Council, Failte Ireland, Forestry Service, Coillte, Go Kerry, Destination Kerry, LAG member organisations and agencies, Local tourism networks & clusters .</p>
<p>Timeframe for Delivery of Action: Q2 2016 - Q4 2020</p>
Programme Indicators & Targets:

Projected Outputs / Indicators & targets:	Projects funded	New	82	Existing	45		
	Jobs created	FT	40	PT	30	SL	40
	Jobs sustained	FT	20	PT	10	SL	15
Projected number of each type of initiative funded:	Activity / Adventure	20	Marine & water based			20	
	Culture & Heritage	30	Agri-tourism			12	
	Rural recreation	20	Cluster / network			10	
	Eco tourism	5	Promotion of area as destination			5	
	Health & Wellness	5					
Number & (value) of funding:	Capital	95	€1,629,512.00				
	Training	N/A	N/A				
	Marketing	32	€181,902.00				
	Animation	N/A	N/A				
Projected number of visitors per annum:		120,000					

4.1.8 Enterprise Development – Local Objective 1.2

Economic Development, Enterprise Development and Job Creation Enterprise Development – Local Objective 1.2

Local Objective:

To support the sustainable development of both social & private enterprise, by supporting communities to identify and optimise on social enterprise opportunities, exploiting new technologies, encouraging entrepreneurship, providing networking opportunities, increasing the capacity of enterprises to establish and expand in order to strengthen and diversify the rural economic base of County Kerry, growing sustainable business and employment opportunities.

Rationale for the Objective:

Micro, small and medium enterprises are the backbone of the economy of Rural County Kerry. An economic analysis of the County reveals that over 90% of the active enterprises in the South West & Kerry employ less than 10 people while small and medium enterprises provide most of the employment opportunities. In many rural peripheral parts of the county, micro, small and medium enterprises face additional challenges over their urban counterparts, such as poor connectivity, lack of proximity and access to markets, lack of access to adequate financing facilities for expansion, lack of business support networks and challenges in terms of achieving sufficient scale to ensure the viability of their businesses. Feedback from the consultations and from meetings with business interests have clearly emphasised the need for increased investment in order to sustain existing enterprises, foster the development of new enterprises and support the expansion of enterprises seeking to expand their operations and grow local employment opportunities. The need for enhanced supports for economic development and enterprise growth in rural Kerry has been loudly articulated by many rural communities during the consultation process. These areas need a renewed focus on economic development, diversifying the economic base, focusing on potential growth areas (as identified in the Kerry draft LECP) of tourism, food, engineering & manufacturing, renewable energy, ICT, services, creative sector, Arts, sports & cultural activities. Many communities have suffered badly from out-migration and emigration, with the result of significant declines in population which have undermined their economic development potential. The development of Social Enterprises, providing important services to the populations in these areas, can also play a significant role in addressing the challenges of unemployment, lack of job opportunities, and diminished services as a result of the contraction/withdrawal of public services in these areas. Drawing on the best practice principles as articulated in the OECD Study 'Job Creation and Local Economic Development' (2014), and targeting the areas identified in the recent socio-economic study of the County (Meredith & O'Keeffe., 2015), namely Iveragh, Duhallow-Sliabh Luachra and Iraghticonor, the Rural Development Programme will enable communities be become increasingly enterprising as they turn structural weaknesses in to opportunities for the parallel sustainable development of the local

economy and the provision of bespoke social services.

Financial Allocation: €1,066,454.00

No. of Strategic Actions: Two

4.1.9 Enterprise Development – Strategic Action 1.2.a

Enterprise Development – Strategic Action 1.2.a

Animation, Capacity Building, Analysis & Development, Training & Mentoring

Brief Description of Strategic Action:

Animation and capacity building will be undertaken through a number of actions including: information seminars for promoters highlighting supports available under the new LEADER programme. Idea generation workshops will be organised with keynote speakers showcasing new business opportunities and practices. Provide initial guidance and advice to promoters with new business ideas. Collective marketing opportunities will be supported by utilising existing and new networks. Analysis and Development supports will be provided to businesses to develop new products, services and technologies and to examine the feasibility of new business ideas. Mentoring support will be provided for clients at different stages of their business development. These mentoring supports will also inform further training, workshops and initiatives.

Primary Target Group:

New and existing enterprises, Social Enterprises, entrepreneurs, Business and enterprise networks and farmers.

Geographic Area:

Co. Kerry - (See also 4.1.32 - 4.1.36).

Organisation who will deliver Action:

This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.

Collaborating Organisations:

Local Enterprise Offices, Enterprise Ireland, Kerry County Council, CEED (Centre for Entrepreneurship and Enterprise Development), Innovate Kerry, Kerry ETB, Institute of Technology Tralee, LAG Member organisations and agencies.

Timeframe for Delivery of Action:

Q2 2016 - Q4 2020

Programme Indicators & Targets:

Projected Outputs / Indicators & targets:	Enterprises funded		New			Existing		
			FT	N/A	PT	N/A	SL	N/A
			FT	N/A	PT	N/A	SL	N/A
Projected number of each type of initiative funded:	Agricultural diversification	8	Creative Industry			15		
			Social Enterprise			10		
	Food & beverage	8	Hospitality			5		
	Marine Diversification	5	ICT			9		
Number & (value) of funding:	Capital	N/A				N/A		
	Training	40				€148,118.00		
	Marketing	N/A				N/A		
	Animation	20				€29,624.00		

4.1.10 Enterprise Development – Strategic Action 1.2.b

Enterprise Development – Strategic Action 1.2.b

Capital & Marketing

Brief Description of Strategic Action:							
Capital and Marketing supports will be provided to further the development of new and existing indigenous and social enterprises. Supports will be provided for particular growth area such as tourism, food, craft, engineering & manufacturing, ICT services, social enterprises, creative sector, agricultural diversification, and renewable energy with emphasis on maximising the economic potential and development of natural resources in a sustainable manner whilst ensuring the protection of the natural environment.							
Primary Target Group:							
New and existing enterprises, Social Enterprises, entrepreneurs, Business and enterprise networks and farmers							
Geographic Area:							
Co.Kerry - (See also 4.1.32 - 4.1.36).							
Organisation who will deliver Action:							
This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.							
Collaborating Organisations:							
Local Enterprise Offices, Enterprise Ireland, Kerry County Council, CEED (Centre for Entrepreneurship and Enterprise Development), Innovate Kerry, LAG Member Organisations & Agencies.							
Timeframe for Delivery of Action:							
Q2 2016 - Q4 2020							
Programme Indicators & Targets:							
Projected Outputs / Indicators & targets:	Enterprises funded	New	38	Existing	35		
	Jobs created	FT	46	PT	30	SL	0
	Jobs sustained	FT	25	PT	15	SL	0
Projected number of each type of initiative funded:	Agricultural diversification	10	Creative Industry		19		
			Social Enterprise		10		
	Food & beverage	12	Hospitality		5		
	Marine Diversification	6	ICT		11		
Number & (value) of funding:	Capital	50	€788,593.00				
	Training	N/A	N/A				
	Marketing	23	€100,119.00				
	Animation	N/A	N/A				

4.1.11 Rural Towns – Local Objective 1.3

Economic Development, Enterprise Development and Job Creation	
Rural Towns – Local Objective 1.3	
Local Objective:	
To support the sustainable development of vibrant rural towns, villages and their hinterlands throughout County Kerry to enhance their economic, social, environmental and built attractiveness, making them better places in which to live, work, do business and visit.	
Rationale for the Objective:	
The CEDRA (2014) report outlines how many rural towns felt the impact of the economic downturn more acutely than urban areas and the experience in County Kerry is no different. Many of Kerry's towns and villages, particularly those in peripheral, rural areas, most distant from larger centres of population have been very adversely affected by the economic downturn, exacerbated by the recent sharp fall in agricultural income with increased business closures, decreases in employment levels and increases in unemployment rates.	
The 2015 profile of the County (Meredith & O'Keefe.) notes, "spatial analysis of the LFP (Labour Force Participation Rate) reveals that connectivity and accessibility to urban-based	

employment remained key determinants of the distribution of Kerry's labour force." Thus, outside of the Tralee - Killarney - Killorglin triangle in the core of the county, labour force participation rates and levels of educational attainment are much lower. Therefore, interventions are clearly needed in peripheral Kerry, so as to eliminate discrimination by geography and to empower individuals and communities. Thus, investment in the infrastructural fabric of smaller towns and villages is integral to local and regional competitiveness. Moreover, this investment strategy, by virtue of its focus on multiple centres and particularly by prioritising those in peripheral locations, is consistent with, and echoes the principles of the European Spatial Development Perspective and several studies by ESPON (European Spatial Planning Observation Network), which advocate urban-rural partnership and polycentric (i.e. multi-centre and collaborative) approaches to the promotion of territorial competitiveness. Indeed, the 2015 (Meredith & O'Keeffe.) study advocated that in addition to investing in the fabric, amenities and services in rural towns and villages, such towns ought to be developed from the outside-in, whereby towns are strengthened by building up the economic capacity and restoring the purchasing power of the adjacent rural communities.

The economic deterioration of many of Kerry's rural towns & villages impacts negatively on their vibrancy. Ensuring the vibrancy of Kerry's towns & villages is not only important for local residents, many of Kerry's towns & villages are located on the route of the Wild Atlantic Way and are an important factor in the appeal of Kerry to international & domestic visitors. Feedback from the consultation process with many community groups and residents of these rural towns & villages have highlighted the need for continuing investment in the sustainable development of community & recreational infrastructure, local amenities & civic areas, improved signage, enhancing the built environment of these villages & towns improving their aesthetic appearance, supporting the efforts of local tidy towns groups and local festival event committees in developing their local festivals & events, which are important contributors to local economic development efforts. The need to develop new, and strengthen the capacity of existing business networks to coordinate local efforts and collaborate with local authority and other statutory enterprise agencies in attracting inward investment in their towns and villages was also strongly emphasised during the consultation process. This objective is underpinned by both sustainable Economic and Community Objectives and associated actions in the draft LECP.

Financial Allocation: €1,284,624.00

No. of Strategic Actions: Two

4.1.12 Rural Towns – Strategic Action 1.3.a

Rural Towns – Strategic Action 1.3.a

Animation, Capacity Building, Analysis & Development, Training & Mentoring

Brief Description of Strategic Action:

This action will support community and voluntary organisations and business networks. Animation and capacity building supports will be undertaken to increase their capacity to develop and implement more inclusive plans for their towns and villages to include women, young people and the elderly. It will also focus on developing improved collaboration with local authority and statutory and enterprise agencies to focus efforts on enhancing both local and inward investment in their towns and villages.

It will provide Training and Technical supports to enable groups develop and implement area, tidy towns and socio-economic plans.

This action will focus on fostering all-inclusive participation and engagement by encouraging all community and sectors to participate. It will further develop the capacity of existing and new groups, structures and networks to develop tailored responses and make applications for funding. It will also provide specific project development, implementation and promotional support.

Primary Target Group:

Community groups, Business networks, residents associations, tidy towns groups, festivals committees, community facility management organisations and farmers markets.

Geographic Area: Co.Kerry - (See also 4.1.32 - 4.1.36).							
Organisation who will deliver Action: This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.							
Collaborating Organisations: Kerry County Council, Kerry ETB, TUS programme, RSS Programme, Local Community and Voluntary groups, Business Networks, LAG member organisations and agencies.							
Timeframe for Delivery of Action: Q2 2016 - Q4 2020							
Programme Indicators & Targets:							
Projected Outputs / Indicators & targets:	Projects funded	New	44				
	Jobs created	FT	N/A	PT	N/A	SL	N/A
	Jobs sustained	FT	N/A	PT	N/A	SL	N/A
Projected number of each type of projects funded:	Streetscape Enhancement	5	Development of recreation spaces			4	
	Tidy towns	15	Development of markets			4	
	Town Maintenance / restoration / upgrading	5	Development of festivals			11	
Number & value of funding:	Capital	N/A		N/A			
	Training	30		€178,420.00			
	Marketing	N/A		N/A			
	Animation	14		€35,684.00			
Population in towns receiving funding:		65,897					

4.1.13 Rural Towns – Strategic Action 1.3.b

Rural Towns – Strategic Action 1.3.b Capital & Marketing
Brief Description of Strategic Action: Capital support will be provided to bring to fruition and help implement recommendations from all Village, Tidy Town, Local Area, Biodiversity, Socio Economic and Heritage Plans by enhancing the built and natural environment and creating a welcoming atmosphere and improving the aesthetic appearance of our Rural Towns and Villages. Many towns and villages in Kerry are on the Wild Atlantic Way and thus have the potential to provide quality experiences and services to visitors and enabling communities to grow jobs locally This will be achieved by providing capital supports for initiatives such as renovating underutilised and derelict buildings, encouragement of take up of empty enterprise space, provision of street furniture and other tidy town initiatives, such projects that promote urban biodiversity and green and/ or blue infrastructure initiatives. Capital support will also be provided for the continued development of community and recreational infrastructure, local amenity and civic areas, providing appropriate signage and encourage the upgrading and development of parks and civil areas at appropriate locations. Again, these projects will be underpinned by measures that aim to protect the natural environment. Collective marketing initiatives will be supported to attract new businesses and promote existing business services and amenities thus helping create a positive image of our Rural Towns and Villages. Marketing and capital supports will also be provided to local festival committees to market and develop their festivals and events.
Primary Target Group: Community groups, Business networks, residents associations, tidy towns groups, festivals committees, community facility management organisations and farmers markets.

Geographic Area: Co.Kerry - (See also 4.1.32 - 4.1.36).							
Organisation who will deliver Action: This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.							
Collaborating Organisations: Kerry County Council, TUS programme, RSS Programme, Local Community and Voluntary groups, Business Networks, LAG member organisations and agencies.							
Timeframe for Delivery of Action: Q2 2016 - Q4 2020							
Programme Indicators & Targets:							
Projected Outputs / Indicators & targets:	Projects funded	New	57				
	Jobs created	FT	N/A	PT	N/A	SL	N/A
	Jobs sustained	FT	N/A	PT	N/A	SL	N/A
Projected No. of each type of projects funded:	Streetscape Enhancement	15	Development of recreation spaces			5	
	Tidy towns	15	Development of markets			2	
	Town Maintenance / restoration / upgrading	10	Development of festivals			10	
Number & value of funding:	Capital	47				€972,100.00	
	Training	N/A				N/A	
	Marketing	10				€98,420.00	
	Animation	N/A				N/A	
Population in towns receiving funding:		65,897					

4.1.14 Broadband – Local Objective 1.4

Economic Development, Enterprise Development and Job Creation Broadband – Local Objective 1.4	
Local Objective: To increase access by rural communities and businesses to high speed reliable broadband, Wi-Fi and 4G coverage in order to enhance the economic potential and social benefits for rural communities, by supporting investment by community and business interests in small scale broadband infrastructure & technology, increasing uptake & usage and developing the capacity of rural dwellers to optimise on the social, community & economic benefits from improved high speed broadband.	
Rationale for the Objective: <i>'There is a deficit of high quality telecommunication and broadband infrastructure and this is one of the most pressing infrastructural issues facing the county. The quality of broadband in many rural areas is poor' (Draft Kerry Local Economic & Community Plan – Socio Economic Statement and higher level goals' 2015).</i> The SWOT analysis notes as a weakness the poor mobile and broadband connectivity in the county. As well as being identified as an urgent issue to be addressed in the draft LECP, feedback received from numerous rural communities during the consultation process identified the absence of high speed reliable broadband as a major barrier to the further economic development of these areas. It was also identified as a significant negative impact on the quality of life for many rural citizens, as with so many social and economic services moving online, from private retail, travel, banking, educational programmes and government services, lack of access to reliable broadband inhibits rural citizen's ability to access these services and compounds the access issues arising from rural peripherally and physical remoteness. Dr Caroline Crowley & Dr Brendan O'Keeffe, commenting on the spatial patterns of households with no access to the internet in an area profile of South Kerry in 2014, noted that	

'The spatial patterns reveal that some households already disadvantaged by virtue of their physically remote locations are now also experiencing isolation from a modern society and economy increasingly dependent on ICT' (South Kerry Territorial Assessment - Dr. Caroline Crowley & Dr Brendan O'Keeffe 2014). The 2015 countywide profile (Meredith & O'Keeffe.) makes very similar observations in respect of other parts of Kerry, particularly Duhallow-Sliabh Luachra and rural areas around Listowel. The need to invest in broadband infrastructure was clearly identified from the consultation process, supporting communities with small scale investment in broadband infrastructure as well as facilitating investment by private broadband operators in their broadband network, to enhance reliable broadband coverage in rural areas. The need for capacity building supports to increase the ICT uptake and usage by certain cohorts of rural citizens, particularly older people was also identified.

Financial Allocation: €151,018.00

No. of Strategic Actions: Two

4.1.15 Broadband – Strategic Action 1.4.a

Broadband – Strategic Action 1.4.a

Animation, Capacity Building, Analysis & Development, Training & Mentoring

Brief Description of Strategic Action:

This action will facilitate meetings between existing providers, communities and businesses in the LDS areas, by using existing networks, to inform them on the resources available under the RDP LEADER Programme and opportunities to exploit this potential. It will organise workshops and seminars showcasing best practice on community broadband and organise field trips. Analysis and Development supports will be provided to enable groups undertake feasibility studies in relation to the potential development of community broadband schemes, and small-scale infrastructural works.

We will raise awareness in the LDS area by providing Training and Educational Programmes on the benefits of high quality telecommunications and broadband infrastructure showcasing the potential of e-commerce, social media, home-working and other developments. Through this action we will highlight the importance to communities and businesses of having a comprehensive online presence.

Support will be provided to up skill communities, businesses and individuals by working with the main training agencies in the provision of ICT courses to enable rural dwellers optimise on the social community and economic benefits from improved high speed broadband.

Primary Target Group:

Businesses, Community Groups and Individuals.

Geographic Area:

Co.Kerry - (See also 4.1.32 - 4.1.36).

Organisation who will deliver Action:

This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.

Collaborating Organisations:

Broadband Providers, Mobile Phone providers, Kerry County Council, Business Networks, LAG member organisations and agencies.

Timeframe for Delivery of Action:

Q2 2016 – Q4 2020

Programme Indicators & Targets:

Number of small scale equipment projects funded	N/A
Population benefiting from enhanced broadband as a result of equipment funding	N/A
Number of capacity building / training / information projects funded	9
Number of individuals participating in capacity building / training / information activities in relation to broadband	100

Number of new jobs created	FT	N/A	PT	N/A	SL	N/A
Number of existing jobs sustained	FT	N/A	PT	N/A	SL	N/A

4.1.16 Broadband – Strategic Action 1.4.b

Broadband – Strategic Action 1.4.b Capital & Marketing.						
Brief Description of Strategic Action: Capital support will be provided to communities and businesses for small scale broadband infrastructure, such as boosters, at appropriate locations. Small scale capital and marketing support will also be provided to private providers to invest in their broadband networks.						
Primary Target Group: Businesses, Community Groups and Individuals.						
Geographic Area: Co.Kerry - (See also 4.1.32 - 4.1.36).						
Organisation who will deliver Action: This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.						
Collaborating Organisations: Broadband Providers, Kerry County Council, Business Networks, LAG member organisations and agencies.						
Timeframe for Delivery of Action: Q2 2016 – Q4 2020						
Programme Indicators & Targets:						
Number of small scale equipment projects funded						9
Population benefiting from enhanced broadband as a result of equipment funding						540
Number of capacity building / training / information projects funded						N/A
Number of individuals participating in capacity building / training / information activities in relation to broadband						N/A
Number of new jobs created	FT	4	PT	2	SL	N/A
Number of existing jobs sustained	FT	6	PT	4	SL	N/A

4.1.17 Provision of Basic Services (Targeted at Hard to Reach Communities) – Local Objective 2.1

Social Inclusion Basic Services Targeted at Hard to Reach Communities – Local Objective 2.1	
Local Objective: To promote more inclusive sustainable rural areas by supporting the capacity of rural communities to develop and enhance appropriate needs based Community infrastructure, and to sustain, improve and provide new Community, Social, Cultural and Recreational services.	
Rationale for the Objective: <i>‘The findings reveal that levels of service provision in most communities fall below the targets set by government under the National Spatial Strategy in 2002. In fact over the last decade public service provision has been reduced and the closure of some vital services, the downgrading of others and the under-funding of many are adversely affecting the vibrancy of rural communities....The loss of services is also having negative social consequences and is compounding isolation and peripherality’ (Rural Vibrancy in North-West Europe – The case of South Kerry - Dr. Brendan O’Keeffe 2015). Dr Brendan O’Keeffe’s findings as part of a study of</i>	

rural vibrancy in South Kerry are applicable to many other rural areas of the County. The structural weaknesses in the rural economy associated with low population densities, distance from urban centres, declining population levels from out-migration and emigration are compounded by the contraction and withdrawal of many key services, as the practices in the State sector have become determined more by the austerity agenda than by traditional models of local and public service delivery. As the countywide profile records, *“rural Kerry exhibits an increased level of deprivation, while the peri-urban commuter zones have generally been less affected by the recession and austerity... (Meredith & O’Keeffe., 2015).* Deprived neighbourhoods are also concentrated in peninsular Kerry, Sliabh Luachra/Western Duhallow and North Kerry east of Castleisland and north of Listowel. Reduction and loss of service provision impacts negatively on the quality of life of rural citizens and also inhibits the vibrancy of their communities. Inability by rural residents to access services compounds their experience of isolation and peripherality. Walsh and Harvey (2013, in a study commissioned by Pobal) echo the recommendations of several bodies such as Social Justice Ireland and a number of NGOs in stating that in tackling disadvantage and social exclusion there is need to move away from a focus on income poverty *“towards a greater emphasis on processes, policies and the multiple dimensions of poverty... such as isolation, distance from services, flanking policies such as transport and being on the periphery of decision-making” (2013: 15).* They also note that areas of inequality linked to social exclusion include *“educational achievement, employment, health, and social care, housing and communities, participation in public life and prejudice” (ibid.).* Feedback from the community consultations highlighted growing deficits in service provision in many rural parts of the county and some communities emphasised the need for new community facilities and services whilst others sought support to enable them maintain and improve existing community infrastructure & service provision. Many communities’ highlighted supports required to enable them attract, and retain a broader range of volunteers and develop more inclusive community planning processes.

Financial Allocation: €1,956,476.00

No. of Strategic Actions: Two

4.1.18 Basic Services Targeted at Hard to Reach Communities – Strategic Action 2.1.a

Basic Services Targeted at Hard to Reach Communities – Strategic Action 2.1.a

Community Animation, Capacity Building, Analysis & Development, Training & Mentoring

Brief Description of Strategic Action:

This strategic action will support a broad range of local community based organisations with a community, cultural, social, recreation & education / training, environmental and heritage focus. This action will animate and develop the capacity of these groups to develop innovative & more inclusive approaches to sustaining existing and developing new services and facilities to respond to the community, social, cultural, training environmental & recreational needs of their rural areas. Animation & capacity building supports, complemented by the provision of mentoring, training and technical assistance will empower and enable rural communities to undertake more inclusive community planning processes, enhance community engagement and participation, and to develop more holistic, responsive and sustainable solutions to local service provision and consumption. A community led local development approach will be utilised to engage and support rural communities. Supports provided may include awareness raising activities, facilitating local community group meetings, provision of general advice & guidance with regard to group governance and operations, project development supports, assistance with the preparation of project applications, group training & mentoring to develop group capacity & technical assistance to support the preparation of feasibility studies and group plans.

Primary Target Group:

This action will engage community & voluntary organisations, including community councils, local development associations, youth groups, care of the elderly groups, tidy towns and active retired groups, social, environmental and cultural groups, local organisations engaged in the maintenance

and management of community facilities, sport, leisure & recreational organisations, local education & training groups, disability groups, and people living in remote and less accessible rural parts of the county, self employed, unemployed & underemployed people and small holder farm families.

Geographic Area:

The action will cover communities across the LAG area, with a particular focus on more remote & peripheral rural areas. (See also 4.1.32 - 4.1.36).

Organisation who will deliver Action:

This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.

Collaborating Organisations:

Community & voluntary organisations, LAG member organisations & agencies and the Dept. of Social Protection.

Timeframe for Delivery of Action:

Q2 2016 – Q4 2020

Programme Indicators & Targets:

Projected Outputs / Indicators & targets:	Projects funded	New	17	Existing	23		
	Jobs created	FT	N/A	PT	N/A	SL	N/A
	Jobs sustained	FT	N/A	PT	N/A	SL	N/A
Number of projects funded per type of service:	Transport	0	Education	2			
	Health	2	Personal support services	2			
	Social amenities	8	Retail / financial services	2			
	Recreational / physical amenities	20	Bereavement / suicide – prevention services	2			
Nature of services provided:	To provide a service that isn't there			20			
	To enhance access to a service that is not in the locality			10			
	To enhance participation / outcomes of a service (through tailored supports for marginalised groups)			10			
Number of projects funded that have the following as primary (P) or secondary (S) target groups:	Older people	P	12	S	6		
	People with disability	P	10	S	8		
	Children	P	5	S	3		
	Young people	P	10	S	5		
	Travellers	P	5	S	4		
	Migrants / new communities	P	5	S	2		
	Unemployed people	P	8	S	1		
	People living alone	P	4	S	5		
Number of people availing of the services provided (by type of service):	Transport	N/A	Education	N/A			
	Health	N/A	Personal support services	N/A			
	Social amenities	N/A	Retail / financial services	N/A			
	Recreational / physical amenities	N/A	Bereavement / suicide – prevention services	N/A			
Number & (value) of funding:	Capital	N/A	N/A				
	Training	25	€121, 332.00				
	Marketing	N/A	N/A				
	Animation	15	€54,347.00				

4.1.19 Basic Services Targeted at Hard to Reach Communities – Strategic Action 2.1.b

Basic Services Targeted at Hard to Reach Communities – Strategic Action 2.1.b Community Capital & Services Support

Brief Description of Strategic Action:

This action will support the provision of appropriate needs based community infrastructure & services on the community, social, recreational, cultural and education / training spectrum. Local community & voluntary organisations, in rural communities suffering the negative impacts of rurality, peripherality and isolation will be supported to:

- Refurbish, upgrade, equip and enhance existing community infrastructure to ensure that rural dwellers can continue to access appropriate community facilities & amenities.
- Develop new inclusive community facilities to address identified gaps and enable rural dwellers access high quality community facilities that would otherwise be unavailable.
- Improve existing community services, and support communities to take ownership and manage local assets/resources for the benefit of the community.
- Establish new inclusive community services to address the deficits in community service provision identified during the consultation process.

This investment in community infrastructure and services will support the sustainable development of these rural communities and will improve the quality of life of their rural residents.

Primary Target Group:

This action will engage community & voluntary organisations, including community councils, local development associations, youth groups, care of the elderly and active retired groups, tidy towns groups, Social, environment focused and cultural groups, local organisations engaged in the maintenance and management of community facilities, sport, leisure & recreational organisations, Local education & training groups, disability groups, and people living in remote and less accessible rural parts of the county, self employed, unemployed & underemployed people and small holder farm families.

Geographic Area:

The action will cover communities across the LAG area, with a particular focus on more remote & peripheral rural areas. (See also 4.1.32 - 4.1.36).

Organisation who will deliver Action:

This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.

Collaborating Organisations:

Community & voluntary organisations, LAG member organisations & agencies, Dept. of Social Protection and Adult Education Centres

Timeframe for Delivery of Action:

Q2, 2016 – Q4 2020

Programme Indicators & Targets:

Projected Outputs / Indicators & targets:	Projects funded	New		Existing		32		
	Jobs created	FT	N/A	PT	N/A	SL	N/A	
	Jobs sustained	FT	N/A	PT	N/A	SL	N/A	
Number of projects funded per type of service:	Transport	0	Education				5	
	Health	6	Personal support services				3	
	Social amenities	20	Retail / financial services				2	
	Recreational / physical amenities	20	Bereavement / suicide – prevention services				2	
Nature of services provided:	To provide a service that isn't there						20	
	To enhance access to a service that is not in the locality						20	
	To enhance participation / outcomes of a service (through tailored supports for marginalised groups)						18	
Number of projects	Older people	P	10	S	0			

funded that have the following as primary (P) or secondary (S) target groups:	People with disability	P	6	S	2
	Children	P	0	S	4
	Young people	P	4	S	6
	Travellers	P	2	S	6
	Migrants / new communities	P	3	S	1
	Unemployed people	P	3	S	6
	People living alone	P	2	S	2
Number of people availing of the services provided (by type of service):	Transport	0	Education	60	
	Health	120	Personal support services	50	
	Social amenities	400	Retail / financial services	4	
	Recreational / physical amenities	400	Bereavement / suicide – prevention services	20	
Number & (value) of funding:	Capital	55		€1,749,065.00	
	Training	N/A		N/A	
	Marketing	5		€31,732.00	
	Animation	N/A		N/A	

4.1.20 Rural Youth – Local Objective 2.2

Social Inclusion	
Rural Youth – Local Objective 2.2	
Local Objective:	
To improve the economic, community involvement & social opportunities for young people in rural communities by developing the youth and community organisations capacity to actively engage, support investment and maximise opportunities for their participation in economic, community, environmental & social activities.	
Rationale for the Objective:	
The CSO census of population (2011) shows that county Kerry has 36,777 individuals (25% of the overall population for the County) in the 15 to 34 age cohort. A comparison of the population structure of Kerry with that of the state shows that the proportion of those in the 20-34 age cohorts is noticeable lower in Kerry than that of the state reflecting the resurgence of economic emigration by young adults and a tendency by young adults and couples at the pre-family stage to live closer to jobs and higher education centres in urban areas. The SWOT analysis for the county notes as a threat the fact that <i>'High aged dependency has social and economic implications'</i> . In their feedback during the consultation process many rural communities highlighted the negative impact, in terms of rural sustainability, of the loss due to the out-migration and emigration of significant cohorts of their young people and all rural communities underscored the need to retain their existing youth populations to ensure the economic and social sustainability of their rural areas with one notable exception, Rathmore, the lack of involvement and difficulties of engaging young people in community development activity and in civil society generally was also highlighted during the consultation process. Community groups pointed to the need for supports to enable them attract and retain active youth involvement in their activities and to support the retention of young people in their rural communities by providing them with economic and social opportunities.	
Financial Allocation: €395,545.00	
No. of Strategic Actions: Two	

4.1.21 Rural Youth – Strategic Action 2.2.a

Rural Youth – Strategic Action 2.2.a

Animation, Capacity Building, Analysis & Development, Training & Mentoring.

Brief Description of Strategic Action:

This action will support young people, youth groups, and a broad range of local community & voluntary organisations. Through animation & capacity building supports, complemented by the provision of training and mentoring, this action will:

- a) Support the engagement and active participation of young people in community & voluntary activity.
- b) Promote greater collaboration between youth groups and other community organisations.
- c) Strengthen the capacity of young people and youth groups to engage with and meaningfully contribute to their community's efforts to promote local economic & community development.
- d) Increase opportunities for their participation in economic and social opportunities.

A community led local development approach will be utilised to encourage and engage the participation of young people, youth groups and local community & voluntary organisations. Supports provided may include awareness raising activities, facilitating local community group meetings, provision of general advice & guidance with regard to group structures, governance and operations, specific project development supports, assistance with the preparation of project applications, the provision of training & mentoring supports to youth groups and local community & voluntary organisations, the provision of youth development & youth entrepreneurship training & mentoring programmes, technical assistance funding to examine the feasibility of youth led infrastructural projects.

Primary Target Group:

Community & Voluntary Groups, Youth Groups & Young People aged 15-35

Geographic Area:

The action will cover the entire LAG area, with a particular focus on more peripheral rural areas. (See also 4.1.32 - 4.1.36).

Organisation who will deliver Action:

This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.

Collaborating Organisations:

Community & voluntary organisations, LAG member organisations & agencies, Local Youth groups, Secondary schools, Macra Na Feirme, Kerry Diocesan Youth Service (KDYS). Comhairle na nÓg.

Timeframe for Delivery of Action:

Q 2 2016 – Q 4 2020

Programme Indicators & Targets:

Projected Outputs / Indicators & targets:	Projects funded	15		
Number of projects funded by type of initiative:	Youth clubs / cafes	6	Arts	1
	Youth entrepreneurship	3	Youth development	5
	Sport / recreation	2		
Nature of services provided:	To provide a service that isn't there			6
	To enhance access to a service that is not in the locality			4
	To enhance participation / outcomes of a service (through tailored supports to young people in disadvantaged areas etc)			5
No's of young people directly participating (by type of initiative):	Youth clubs / cafes	250	Arts	150
	Youth entrepreneurship	250	Youth development	150
	Sport / recreation	250		

Number & (value) of funding:	Capital	N/A	N/A
	Training	7	€54,937.00
	Marketing	N/A	N/A
	Animation	8	€10,987.00

4.1.22 Rural Youth – Strategic Action 2.2.b

Rural Youth – Strategic Action 2.2.b			
Capital Supports			
Brief Description of Strategic Action:			
<p>This action will support the development of youth-focused infrastructure and facilities in rural communities. Local community & voluntary organisations and youth groups will be provided with capital supports to:</p> <ol style="list-style-type: none"> Refurbish, upgrade and enhance existing community-based youth infrastructure and facilities to ensure that young people living in rural communities can continue to access appropriate social, recreational and sporting infrastructure and facilities. Develop new community-based youth infrastructure and facilities at appropriate locations to address identified gaps and enable young people in rural communities to access high-quality social, recreational and sporting infrastructure and facilities that would otherwise be unavailable. Organise and deliver youth focused artistic, cultural and environmental events. Development of youth led social enterprises and support entrepreneurial young people to start up their own businesses. <p>This investment in youth infrastructure and facilities will support the retention of young people in their rural communities by providing them with increased economic, recreational, sporting and social opportunities.</p>			
Primary Target Group:			
Community & Voluntary Groups, Youth Groups & Young People aged 15-35			
Geographic Area:			
The action will cover the entire LAG area, with a particular focus on more peripheral rural areas. (See also 4.1.32 - 4.1.36).			
Organisation who will deliver Action:			
This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.			
Collaborating Organisations:			
Community & voluntary organisations, LAG member organisations & agencies, Local Youth groups, Secondary schools, Macra Na Feirme, Kerry Diocesan Youth Service (KDYS) and Foróige.			
Timeframe for Delivery of Action:			
Q 2 2016 – Q 4 2020			
Programme Indicators & Targets:			
Projected Outputs / Indicators & targets:	Projects funded	18	
No. of projects funded by type of initiative:	Youth clubs / cafes	10	Arts
	Youth entrepreneurship	0	Youth development
	Sport / recreation	4	
Nature of services provided:	To provide a service that isn't there		10
	To enhance access to a service that is not in the locality		4
	To enhance participation / outcomes of a service (through tailored supports to young people in disadvantaged areas etc)		4
Numbers of young	Youth clubs / cafes	300	Arts
			150

people directly participating:	Youth entrepreneurship	N/A	Youth development	0
	Sport / recreation	160		
Number & (value) of funding:	Capital	18	€329,621.00	
	Training	N/A	N/A	
	Marketing	N/A	N/A	
	Animation	N/A	N/A	

4.1.23 Protection & Sustainable Use of Water Resources – Local Objective 3.1

Rural Environment Protection & Sustainable Use of Water Resources - Local Objective 3.1
Local Objective: To sustainably manage the natural resource potential of the Freshwater, Estuarine and main water bodies in County Kerry through an integrated programme of initiatives and measures following international best practices to deliver on Ireland's commitment under the Water Framework Directive and other European Directives (e.g., Marine Strategy Framework Directive). This will include the promotion of sustainable water based activity, citizen science and community engagement, community based bottom up approaches to water conservation and protection including designated annexed habitats and species listed under the EU Habitats Directive.
Rationale for the Objective: The water resource of Co. Kerry is not only of regional but is also of national importance. The Co. Kerry water resource ranges from freshwater rivers and lakes, transitional water to the marine. Some water bodies occur within areas of International significance (e.g., Killarney National Park is a UNESCO Biosphere Reserve). Tourist angling provision, freshwater and marine recreational angling, together with commercial fishing are important sectors providing significant local employment. Aquaculture (especially shellfish) is also an industry of importance for the County. Other water based activities are also becoming more prominent including kayaking, surfing and sub-aqua diving. Managing our water is essential to support life and protect our ecosystems. The EU Water Framework Directive (WFD) (EUROPA, 2003) governs water management in Ireland. Its regulations forms the basis for standardising water quality measurements across catchments and remind member states that they should be seeking to achieve and maintain good water quality status. Governments are required to take a holistic approach to the management of water bodies, and to encourage the involvement of interested parties and non-governmental organisations (NGOs) in water quality issues. They must facilitate access to the information for the preparation of River Basin Management Plans (RBMPs) (EEA 2014). A number of rivers e.g., Kenmare River, Kerry Blackwater, River Feale, Laune and Caragh River catchments are designated individually or occur within Special Areas of Conservation (SAC) for a range of Annex II species listed under the EU Habitats Directive. Designated fish species include Atlantic salmon <i>Salmo salar</i> and Twaite shad <i>Alosa fallax</i> . Killarney National Park is home to a unique form of Twaite shad known as the Goureen or Killarney shad <i>Alosa killarneyensis</i> which is endemic to the area. Local communities are key stakeholders as well as consumers of water and hold an important role in the sustainable management of water quality and quantity.
Financial Allocation: €172,176.00
No. of Strategic Actions: Two

4.1.24 Protection & Sustainable Use of Water Resources – Strategic Action 3.1.a

Protection & Sustainable Use of Water Resources – Strategic Action 3.1.a Animation, Capacity Building, Analysis & Development, Training & Mentoring.
Brief Description of Strategic Action: Local communities are key stakeholders as well as consumers of water and hold an important

role in the sustainable management of water quality and quantity. The engagement of communities together with other key stakeholders such as industry in water management will lead to greater sustainable use. Communities will be supported to identify the important issues effecting water management at the local level and develop a vision for water management in their area for present and future sustainable usage. Through the consultations a range of initiatives that individuals and communities can undertake have been identified to improve sustainable water use in Co.Kerry and also protect water as a resource for recreation, environmental education, heritage and tourism, including fishing stands, stiles, car parks, fishing access, boat slips and moorings, greenways, trails and biodiversity corridors.

This will include the promotion of sustainable water based activity, citizen science and community engagement, community based bottom-up approaches to water conservation and protection including designated annexed habitats and species listed under the EU Habitats and Birds Directives. Supports will be provided to:

- a) Facilitate Information meetings, community and one-to-one meetings, work-shops on water management including conservation, sources of pollutants ranging from nutrients to micro-plastics, educational lectures, river field trips, angling engagement events, water bug bio diversity initiatives and raising awareness and demand for retro-fitting water harvesting measures to homes, business premises and community buildings.
- b) Co-ordinate the development of the River Catchment management and restoration plans.
- c) To develop river restoration plans in parallel with the Integrated Catchment Management process to address a range of biological and ecological needs of the rivers, lakes, estuaries and coastal waters in Co. Kerry. Pressures on these water bodies include river bank erosion, invasive species, exploitation, water abstraction, pollution including excessive diffuse run-off from farms, private dwellings and other economic units.
- d) To support sustainable water management and conservation information initiatives, Analysis and Development, Feasibility Studies, general awareness raising including media, Audiovisual and stakeholder group outreach programmes.
- e) Develop Integrated Catchment Initiatives for sub-catchments in the relevant hydrometric areas in the sub region. These would build on the lessons learnt through the River Allow Catchment Management Initiative, the IRD Duhallow LIFE projects, Kerry LIFE and LEADER Initiatives.
- f) Support the development of an integrated coastal zone management initiative.

Primary Target Group:

Community groups, farmers, fishermen and coastal communities, anglers and businesses, individuals and tourism interests, and interest groups.

Geographic Area:

Co.Kerry - (See also 4.1.32 - 4.1.36).

Organisation who will deliver Action:

This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.

Collaborating Organisations:

Community Groups, landowners and local farmers, Farming Organisations, Teagasc, Inland Fisheries Ireland, Kerry County Council, EPA, Coillte, SWAN, Tralee Institute of Technology, volunteers, BIM, Marine Institute, Inland Fisheries Ireland, DAFF, DOELG, Irish Water, EPA and National Parks and Wildlife Service.

Timeframe for Delivery of Action:

Q 2 2016 – Q 4 2020

Programme Indicators & Targets:

Projected Outputs / Indicators & targets:	Projects funded		New		Existing		5	
	Jobs created		FT	N/A	PT	N/A	SL	N/A
	Jobs sustained		FT	N/A	PT	N/A	SL	N/A
Type of project	Wind energy	0	Local coordination initiatives				2	

funded:	Solar Energy	0	Technical / scientific cooperation	2
	Other Energy	0	Nature conservation initiatives	0
	Education & awareness	4	Recycling	0
	Impact assessment	3		
Number & value of funding:	Capital	N/A		N/A
	Training	5		€23,913.00
	Marketing	N/A		N/A
	Animation	6		€4,783.00

4.1.25 Protection & Sustainable Use of Water Resources – Strategic Action 3.1.b

Protection & Sustainable Use of Water Resources – Strategic Action 3.1.b					
Capital & Marketing.					
Brief Description of Strategic Action:					
<p>To contribute to sustainable water management a range of capital projects will be supported. These projects will aim to not only enhance the habitats and water quality for aquatic species but will also help with the appreciation of the amenity value of water bodies. Techniques for water harvesting and to reduce water consumption will be supported focusing on good practice, protection of the environment and where appropriate innovation.</p> <p>Capital supports will be provided for:</p> <ol style="list-style-type: none"> Measures to restore degraded river habitats, projects to enhance fishing, marine and ecotourism associated with rivers and coastal areas including canoe trails, river bird watching, and natural flood prevention measures (e.g. constructed wetlands). Fitting or retrofitting of rainwater harvesting to community and other buildings for water conservation together with other sustainable solutions including recycling of grey water for buildings and farms/businesses. River restoration and coastal areas projects including rivers and coastal areas, angling projects, protection of Natura 2000 sites, fishing stands, styles, car parks, fishing access, boat slips and moorings. Ensuring that all projects proposed, in themselves will follow best practice in the protection of the environment and not adversely affect the environment / Natura 2000 sites. Where supports to the coastal fishing communities cannot be provided by other programmes such as the FLAG, BIM, etc., the LAG will endeavour to provide LEADER 2014-2020 project support where possible (e.g. food, innovation, etc.). 					
Primary Target Group:					
Communities, SME's, young people, hard to reach communities including coastal communities, anglers, tourism operators, farmers and forestry interests.					
Geographic Area:					
Co.Kerry - (See also 4.1.32 - 4.1.36).					
Organisation who will deliver Action:					
This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.					
Collaborating Organisations:					
Inland Fisheries Ireland, NPWS, EPA, Kerry County Council, and angling clubs.					
Timeframe for Delivery of Action:					
Q 2 2016 – Q 4 2020					
Programme Indicators & Targets:					
Projected Outputs / Indicators &	Projects funded	New	9	Existing	5
	Jobs created	FT	3	PT	4
				SL	

targets:	Jobs sustained	FT	2	PT	1	SL	
Type of project funded:	Wind energy	0	Local coordination initiatives				2
	Solar Energy	0	Technical / scientific cooperation				5
	Other Energy	0	Nature conservation initiatives				7
	Education & awareness	0	Recycling				0
	Impact assessment	0					
Number & value of funding:	Capital	10				€119,567.00	
	Training	N/A				N/A	
	Marketing	4				€23,913.00	
	Animation	N/A				N/A	

4.1.26 Protection & Improvement of Local Bio-diversity – Local Objective 3.2

Rural Environment Protection & Improvement of Local Bio-diversity – Local Objective 3.2	
Local Objective:	To improve the status of annexed habitats and species (Special Areas of Conservation and Special Protected Areas) and locally important biodiversity sites (high nature value sites, e.g., Natural Heritage Areas) in inland, coastal and island areas of County Kerry through community engagement and facilitation projects, on the ground restoration at appropriate locations and promotion of innovative techniques to incorporate biodiversity into Village Plans and retrofit measures into existing town and farm buildings to accommodate greater biodiversity 2015-2020.
Rationale for the Objective:	Kerry is famous for its biodiversity due to the occurrence of certain Lusitanian (i.e., more typical of Spain and Portugal) species which have an Irish distribution, although not exclusively, centred on Kerry. Examples include; the Kerry slug <i>Geomalacus maculosus</i> , Natterjack Toad <i>Epidalea calamita</i> and the Strawberry Tree <i>Arbutus unedo</i> . Biodiversity is not however only confined to rare or threatened species but also includes more common species that are widespread. The habitats where they live often have biological aspects forming important ecosystems which are important in their own right. Therefore when considering biodiversity and its conservation, the interconnectedness and indeed interdependence between organisms must be considered. As humans, we form part of the biodiversity make up and many activities, especially the food industry; farming, forestry, recreational and tourist based activities are underpinned by healthy biodiversity. Scientists recognise the need to maintain biodiversity for our survival. These services include pollination, carbon sequestration, food production, even climate amelioration. Human induced climate change will not only result in increasing global temperatures, but also more severe weather events including increased flooding. Biodiversity can help reduce risk to these factors and increase our ability to mitigate against climate change effects. A cross cutting theme is the promotion of the value of ecosystem services to the public and the practical application of this concept to the wider community including the agriculture and forestry sector. Consultations have highlighted that it is important that more people reconnect with the environment, not only from the point of nature conservation but also as a necessity as we enter a period of greater climate change. A range of community based environmental projects have been identified to support awareness, education and conservation across locally important biodiversity sites.
Financial Allocation:	€262,885.00
No. of Strategic Actions:	Two

4.1.27 Protection & Improvement of Local Biodiversity – Strategic Action 3.2.a

Protection & Improvement of Local Biodiversity – Strategic Action 3.2.a
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Animation, Capacity Building, Analysis & Development, Training & Mentoring.

Brief Description of Strategic Action:

An aim of the LDS is to make biodiversity more accessible to local stakeholders. Ultimately these stakeholders are crucial in influencing successful outcomes for the conservation of biodiversity in the county. This action will also seek to address this deficit, to establish base-line knowledge of biodiversity and its importance through animation. In parallel with this, will be the demystifying of the EU Habitats Directives for local communities, who view these EU Directives negatively and as an imposition onto their way of life.

Critical to this, will be engagement with people of all ages across Co.Kerry including schools. Bringing biodiversity concepts from general awareness to more positive action requires a good understanding of what the biodiversity issues are and what realistically can be done at the community level. Training such as habitat mapping and species identification are important tools which must be mastered before the evaluation of any biodiversity programme can be undertaken. Engaging communities through a network of "citizen scientists" brings about multifunctional data bases providing immense data sets against which improvements (or dis-improvements) can be measured. Furthermore, by engaging citizens through citizen science, a heightened awareness of biodiversity issues can be realised as hands-on learning is far more powerful than passive forms of learning. Other relevant issues affecting biodiversity such as water conservation, land management, persecution of protected species and invasive species can be tackled through the heightened awareness and peer learning associated with citizen science. Mentoring for focus groups such as Tidy Towns and Fishing and Farming interests are extremely important also as it provides the vehicle for positive actions rather than what can sometimes be well meant but destructive initiatives. Mentoring for Young people will also be an important part of this action.

Supports will be provided for:

- a) Biodiversity information initiatives, community engagement in the field and citizen science, general awareness raising - including media, audiovisual and stakeholder group outreach programmes.
- b) Works shops, educational lectures, training, field trips, biodiversity day and bio blitz's,
- c) Support to baseline studies, biodiversity action plans, habitat mapping, species identification, education and awareness projects and initiatives and the development of collaborative initiatives to create green corridors.
- d) Coastline studies and development and support of best practice initiatives (e.g., dolphin watching, marine tourism and angling). Support community and special interest groups to include bee keeping for cross pollination.

Primary Target Group:

Individuals, Landowners, Farmers, Fishermen, Forestry interests, SME's, Community Groups and Young People.

Geographic Area:

Co.Kerry - (See also 4.1.32 - 4.1.36).

Organisation who will deliver Action:

This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.

Collaborating Organisations:

Individuals, Landowners, Farmers, Coillte, Community Groups, Kerry County Council, Farm Organisations, Tidy Towns Groups, Coillte, Teagasc, Science Foundation Ireland and Biodiversity Data Centre.

Timeframe for Delivery of Action:

Q 2 2016 – Q 4 2020

Programme Indicators & Targets:

Projected Outputs / Indicators & targets:	Projects funded	New	9			Existing	3	
	Jobs created	FT	N/A	PT	N/A	SL	N/A	
	Jobs sustained	FT	N/A	PT	N/A	SL	N/A	

Type of project funded:	Wind energy	0	Local coordination initiatives	5
	Solar Energy	0	Technical / scientific cooperation	0
	Other Energy	0	Nature conservation initiatives	4
	Education & awareness	2	Recycling	0
	Impact assessment	3		
Number & value of funding:	Capital	N/A	N/A	
	Training	6	€36,512.00	
	Marketing	N/A	N/A	
	Animation	6	€7,302.00	

4.1.28 Protection & Improvement of Local Biodiversity – Strategic Action 3.2.b

Protection & Improvement of Local Biodiversity – Strategic Action 3.2.b Capital & Marketing
<p>Brief Description of Strategic Action: Targeted capital supports can dramatically improve the quality of biodiversity in an area. These supports can include more traditional good practices such as placement of bird nest boxes, coastal sign posted walks, hedgerow management, and wildflower planting. More recently the value of combining biodiversity with other environmental objectives is seen as bringing a multiplier effect to nature conservation. It presents a win-win scenario, even for people not fully engaged in nature conservation. Examples include rain water harvesting, planting of arable crop field margins with wild flower to increase not only plant biodiversity but also increased crop production through increased pollination. In urban environmental retrofitting buildings with a range of nature conservation measures (from bat boxes to bird boxes and feeders to grass roofs) in an integrated fashion can bring nature to everybody's doorstep, increasing the range of species in decline. Capital supports will be provided for:</p> <ol style="list-style-type: none"> Practical project measures to address Raptors in the area including monitoring (including sea eagle and hen harrier). Measures to increase wildlife in coastal communities, village and town areas through restoring, enhancing or creating habitats at appropriate locations. Measures to improve biodiversity of farmland, forestry, hedgerow and road sides. Measures to improve aquatic biodiversity. Measures to target issues affecting the conservation status of Natura 2000 sites. Measures to address more common species to increase community access to biodiversity Removal of invasive species such as Himalayan Balsam and Japanese Knotweed. Support for small-scale Bee Keeping and pollination projects. Support for 'Grow Your Own' initiatives and Community Gardens.
<p>Primary Target Group: Individuals, Landowners, Farmers, Fishermen, Forestry interests, Community Groups and Young People, SME's and hard to reach communities.</p>
<p>Geographic Area: Co.Kerry - (See also 4.1.32 - 4.1.36).</p>
<p>Organisation who will deliver Action: This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.</p>
<p>Collaborating Organisations: Individuals, Landowners, Farmers, Coillte, Community Groups, Kerry County Council, Farm Organisations, Tidy Towns Groups, Teagasc, Science Foundation Ireland and Biodiversity Data Centre.</p>

Timeframe for Delivery of Action: Q 2 2016 – Q 4 2020							
Programme Indicators & Targets:							
Projected Outputs / Indicators & targets:	Projects funded	New	12		Existing	6	
	Jobs created	FT	N/A	PT	N/A	SL	N/A
	Jobs sustained	FT	N/A	PT	N/A	SL	N/A
Type of project funded:	Wind energy	0	Local coordination initiatives				4
	Solar Energy	0	Technical / scientific cooperation				5
	Other Energy	0	Nature conservation initiatives				9
	Education & awareness	0	Recycling				0
	Impact assessment	0					
Number & value of funding:	Capital	14			€182,559.00		
	Training	N/A			N/A		
	Marketing	4			€36,512.00		
	Animation	N/A			N/A		

4.1.29 Development of Renewable Energy – Local Objective 3.3

Rural Environment Development of Renewable Energy – Local Objective 3.3
Local Objective: To promote environmentally and socially complimentary renewable energy initiatives, which enhance communities, reduce the carbon foot print, address fuel poverty through sustainable resource use, increase energy efficiency (insulation and other energy saving measures) thereby reducing fossil fuel consumption by rural homes and SME's. On a wider landscape scale an increase in carbon sequestration will be promoted thereby increasing County Kerry's resilience to climate change between 2015-2020.
Rationale for the Objective: Approximately 90% of energy utilised in County Kerry is obtained from non-renewable resources, which include fossil fuels such as oil and coal. In addition all such resources are imported, which means that energy expenditure in Kerry represents a constant drain on local resources. In contrast renewable energy resources such as wind and bio-power are in abundant supply locally and they represent a reliable, recession-proof supply opportunity potentially involving locally managed resources. Where large-scale renewable energy projects - excluding the construction phase have traditionally been of only marginal value to local development, small projects, finely-tuned to meet their specific local needs represent a far more beneficial approach. The key approach within the Co.Kerry LDS area is a focus on environmental sustainability across all operations and projects delivered. There is an opportunity to realise significant commercial sustainable activity through the generation of greater renewable energy for power, heating and transport fuel, while simultaneously decreasing use through energy reduction measures. Research highlights that it is the transport sector which showed the greatest energy consumption increase and CO ₂ emissions, while energy consumption in buildings also accounts for a large percentage of all energy consumption in the area. Currently the main source of renewable energy creation is wind. Consultations and research to date have highlighted that Co.Kerry is well suited for the production of renewable energy opportunities to develop a strong bio-energy presence particularly through anaerobic digestion, bio-fuels, supply chain management and ESCO's. The actions identified through the consultations and research focus on reducing carbon emissions in line with national targets through energy reduction initiatives, creating sustainable employment through locally-based energy generation activities and supporting community based energy conservation initiatives, including insulation, that lead to more resilient local economies.

An increased level of community participation, via CLLD methodologies, in renewable energy projects will ensure that communities benefit from local renewable energy projects. Furthermore, investment in renewable energy infrastructure projects and capacity building actions will support the cross cutting objectives of innovation, environment and climate change, raising awareness of, and protecting the environment, reducing Ireland's greenhouse gases, while piloting innovative ideas and improved technology.

Financial Allocation: €332,030.00

No. of Strategic Actions: Two

4.1.30 Development of Renewable Energy – Strategic Action 3.3.a

Development of Renewable Energy – Strategic Action 3.3.a

Animation, Capacity Building, Analysis & Development, Training & Mentoring

Brief Description of Strategic Action:

Animation will be an on-going strategic component of the LDS to increase participation in all sectors and organisations across community, economy and society throughout Co.Kerry. CLLD methodologies will be adopted to encourage participation and engagement in local issues and organisations in the adoption and sustainable development of renewable energy and in reducing energy demand. This may include facilitation of local community meetings, newsletter articles, social media, awareness raising, intensive group supports, tailored project development supports, project development officer support and preparation of project applications. These supports will mobilise communities, people living in rural areas, villages and towns and SME's to engage in the delivery of innovation driven renewable energy services, networks, research and infrastructure, informed via local engagement, participative planning and the bottom-up ethos. Animation actions will support community development, improved quality of life, protection and improvement of the environment, economic growth and the creation of rural jobs. This strategic action is also designed to support and manage a cohesive and research / best practice approach to the implementation and management of renewable energy as a viable alternative to conventional energy technology and to implement conservation measures, utilising the bottom-up approach.

The LAG recognises that community based initiatives will play a key role in realising national and EU environmental targets and a reduction in carbon dioxide emissions through renewable energy infrastructure. However, this requires considerable capacity building and up-skilling among community representatives and local SME's including key co-ordination and co-operation actions that link key local drivers. Support will be provided for the:

- a) Animation of community groups, small and micro enterprises and social enterprises in preparation for training, mentoring, technical support and capital projects relating to renewable energy and conservation.
- b) Development of local networks, community groups / small and micro enterprises through one-to-one animation supports, community meetings, publications, awareness raising and media to increase participation at all levels
- c) Community organisations / small, medium and micro enterprises supported to avail of advice and support, R&D, training, and mentoring for innovative renewable energy production and conservation.
- d) Technical support for the development and testing of new products and ideas aimed at rural job creation in the renewable energy sector.
- e) Co-ordination / networking of groups through capacity building measures focusing on the installation and use of renewable energy technologies and energy conservation measures.
- f) Co-operation project supported to share best practice through inter-territorial and trans-national cooperation projects.
- g) Renewable energy projects that adhere to County Kerry's Renewable Energy Strategy (RES) as contained in the Kerry County Development Plan (2015-2021).

Primary Target Group:

All community groups / organisations, SME's (including agriculture and social enterprises)

throughout Co. Kerry							
Geographic Area: Co.Kerry - (See also 4.1.32 - 4.1.36).							
Organisation who will deliver Action: This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.							
Collaborating Organisations: Local Authority, Teagasc, SEAI, Chambers, Coillte, Tralee IT, Energy Companies, Local Businesses, Community Groups and Co-ops.							
Timeframe for Delivery of Action: Q 2 2016 – Q 4 2020							
Programme Indicators & Targets:							
Projected Outputs / Indicators & targets:	Projects funded	New	7			Existing	6
	Jobs created	FT	N/A	PT	N/A	SL	N/A
	Jobs sustained	FT	N/A	PT	N/A	SL	N/A
Type of project funded:	Wind energy	2	Local coordination initiatives				2
	Solar Energy	2	Technical / scientific cooperation				0
	Other Energy	2	Nature conservation initiatives				0
	Education & awareness	3	Recycling				2
	Impact assessment	0					
Number & value of funding:	Capital	N/A			€		
	Training	7			€46,115.00		
	Marketing	N/A			€		
	Animation	6			€9,223.00		

4.1.31 Development of Renewable Energy – Strategic Action 3.3.b

Development of Renewable Energy – Strategic Action 3.3.b Capital & Marketing	
Brief Description of Strategic Action: The LDS will support communities and small and micro enterprises to invest in local sustainable energy production, with lower environmental impacts. The action will focus on creation of micro generation using waste, wood, water and solar and community based approaches to anaerobic digestion, supply chain management and ESCO's cooperative energy reduction measures, waste reduction measures, greater building efficiencies, tackling fuel poverty and increasing uptake of local energy supply solutions. Capital support will be provided for the: a) Development of low energy / carbon community initiatives. b) Support for collaborative waste reuse and reduction initiatives. c) Establishment of renewable energy consumer Co-ops. d) Support for greater building efficiencies, tackling fuel poverty and increasing uptake of local energy supply solutions. e) Support for sustainable energy production projects. f) Renewable energy projects that adhere to County Kerry's Renewable Energy Strategy (RES) as contained in the Kerry County Development Plan (2015-2021).	
Primary Target Group: All community groups / organisations, SME's (including agriculture and social enterprises) throughout Co.Kerry.	
Geographic Area: Co.Kerry - (See also 4.1.32 - 4.1.36).	

Organisation who will deliver Action: This strategic action will be delivered by the LAG implementing partners, South Kerry Development Partnership Ltd, North, East & West Kerry Development Ltd and IRD Duhallow. Each implementing partner will deliver the action in their respective geographic areas.							
Collaborating Organisations: Local Authority, Teagasc, SEAI, Chambers, Coillte, Tralee IT, Energy Companies, Local Businesses, Community Groups and energy supply companies.							
Timeframe for Delivery of Action: Q 2 2016 – Q 4 2020							
Programme Indicators & Targets:							
Projected Outputs / Indicators & targets:	Projects funded	New		Existing			
	Jobs created	FT	4	PT	10	SL	0
	Jobs sustained	FT	3	PT	2	SL	0
Type of project funded:	Wind energy	3	Local coordination initiatives				2
	Solar Energy	4	Technical / scientific cooperation				3
	Other Energy	4	Nature conservation initiatives				0
	Education & awareness	0	Recycling				4
	Impact assessment	0					
Number & value of funding:	Capital	15			€230,575.00		
	Training	N/A			N/A		
	Marketing	5			€46,115.00		
	Animation	N/A			N/A		

4.1.32 Geographic location

The County Kerry Socio Economic Profile makes reference to three specific regions, the Iveragh Peninsula, North Kerry and rural areas outside the influence of Tralee, Killarney, Kilorglin, Dingle and Kenmare. While these areas will be targeted with intensive animation and capacity building the LAG has decided that LEADER 2014 -2020 should be available throughout the county.

4.1.33 County Kerry has no major urban or peri-urban regions in that the main town of Tralee is a largely rural market town therefore all towns and villages will be considered under our rural tourism actions.

4.1.34 **Tourism** on the other hand is well developed in Killarney especially with regard to accommodation therefore the rural tourism initiative will mainly target the other regions and will have regards for National Strategies such as the Wild Atlantic Way.

4.1.35 **Enterprise development** will not be confined geographically as calls for proposals will determine where projects come from. The roll out of REDZ will be taken into consideration in making project decisions.

4.1.36 **Environment;** This plan was screened under both the Strategic Environmental Assessment (SEA) Directive and the Habitats Directive by Kerry County Council. The renewable energy measure will take account of the District Heating Project which was already developed between the existing LAGs and Kerry County Council. The Biodiversity as well as water resources actions will take account of the two EU Life projects which are being implemented in the South East and North East of the County.

