Summary of Local Development Strategy

Mayo Local Community Development Committee

14th June 2017

2016

Introduction

The overarching aim of the LDS is to promote social inclusion, poverty reduction and the economic development in County Mayo. It is based on a comprehensive socio-economic analysis, the identification of needs, challenges and opportunities for the county and extensive public consultation.

LAG composition

The Local Action Group for the Local Development Strategy is the Mayo Local Community Development Committee (LCDC) together with Moy Valley Resources, IRD Kiltimagh and Comhar an Oileán.

LAG area

This Local Development Strategy is drawn up for all of Co. Mayo.

Co. Mayo is bounded on the north and west by the Atlantic Ocean; the south is adjacent to County Galway, the east is adjacent to County Roscommon; the northeast is adjacent to County Sligo. Mayo is the third-largest of Ireland's 32 counties in area and 15th largest in terms of population. It is the second-largest of Connacht's five counties in both size and population.

Co. Mayo includes 155 Electoral Divisions (EDs) within four Municipal Districts; Ballina Municipal District (MD), Castlebar MD, Claremorris MD and West Mayo MD. It comprises of 643 Small Areas (SAs).

There are 11 inhabited offshore islands with a combined population of 229 people in the 2011 Census.

There are three Gaeltacht areas; Tourmakeady, Achill (including the Currane peninsula and Inishbiggle Island and Erris).

Total available funding

The allocation for Co. Mayo for the LEADER programme 2014 – 2020 is €11,121,421.88.

Key local objectives

1. To support the development and improve the capacity of rural tourism providers to develop and create compelling and motivating visitor experiences both geographically and thematically throughout Mayo, thus increasing local employment, visitor stay and spend.
2. To increase employment and income generation and promote diversification of the rural economy in Mayo through inclusive models of support for local enterprises and entrepreneurs.
3. To support the regeneration of rural towns.
4. To contribute to the provision of reliable high-speed broadband in all areas of the county, particularly in hard to reach communities, and to ensure that people are educated in the use of IT for business and social purposes. These actions will complement national initiatives on rural broadband infrastructure.
5. To support the development of community facilities, community initiatives and targeted services for hard to reach communities.
6. Strategic interventions to provide services and facilities for young people, including youth mentoring, training, training of volunteers, youth facilities and equipment on a stand- alone basis or through existing community groups and youth agencies.
7. To support awareness creation, feasibility studies and practical initiatives relating to local water conservation plans and recycling schemes.
8. To promote and enhance biodiversity by awareness raising initiatives and guidance, and practical initiatives.

9. To promote local and community-based awareness raising and investment initiatives which mitigate the impact of climate change, reduce carbon dioxide emissions and enhance local energy independence.

Strategic actions and anticipated outputs/targets

1.1. <u>Support capital investment in innovative activities-based rural tourism projects and specific accommodation needs.</u>

- ➢ Activity / Adventure Tourism = 6 Capital Projects
- ➢ Cultural & Heritage Tourism = 4 Capital Projects
- ➢ Rural Recreation = 6 Capital Projects
- ➢ Eco-Tourism = 3 Capital Projects
- ➢ Health & Wellness Tourism = 2 Capital Projects
- ➢ Marine & Water Based Tourism = 6 Capital Projects
- ➢ Agri-Tourism = 5 Capital Projects
- ➢ Capital = € 782,570 / 32 projects
- ➢ Number of Visitors

1.2. <u>Marketing, networking and communications, events and festival initiatives which support rural tourism enterprises.</u>

- ➢ Activity / Adventure Tourism = 1 targeted Marketing /Networking /Communications Initiative (MNCI)
- ➢ Cultural & Heritage Tourism = 1 targeted MNCI
- ➢ Rural Recreation 8 Projects = 1 targeted MNCI
- ➢ Eco-Tourism 5 Projects = 1 targeted MNCI
- ➢ Marine & Water Based Tourism 8 Projects = 1 targeted MNCI
- ➢ Cluster/network of Tourism Businesses 9 Projects = 5 targeted MNCI Promotion of area as "destination" = 3 targeted MNCI
- ➢ Marketing & Animation (M&A) = €312,000 / 13 projects

1.3. <u>Training and mentoring to support the tourism industry to improve capacity, quality and visitor experience</u>

- ➢ Activity / Adventure Tourism = 1 targeted Training/Mentoring/Capacity Building Programme (TMCBP)
- ➢ Cultural & Heritage Tourism = 1 targeted TMCBP
- ➢ Rural Recreation = 1 targeted TMCBP
- ➢ Eco-Tourism = 1 targeted TMCBP
- ➢ Marine & Water Based Tourism = 1 targeted TMCBP
- ➢ Cluster/network of Tourism Businesses = 3 targeted TMCBP
- ➢ Promotion of area as "destination" = 2 targeted TMCBP
- ➢ Training = €240,000 / 10 projects
- ➢ Number of people trained: 600

2.1. <u>Support capital investment in new and expanding rural enterprises.</u>

- ➢ Agricultural Diversification = 6 projects
- ➢ Food & Beverage = 4 projects
- ➢ Marine Diversification = 3 projects
- ➢ Creative Industry = 7 projects
- ➢ Social Enterprise = 2 projects
- ➢ ICT = 7 projects
- ➢ Capital = € 686,570 / 29 projects

2.2. <u>Support research, feasibility studies, networking, marketing and sales development activities of rural enterprises</u>

- ➢ Agricultural Diversification = 2 projects A&D /Networking /Marketing Programmes
- ➢ Food & Beverage = 2 projects A&D /Networking /Marketing Programmes Marine Diversification = 2 projects A&D /Networking /Marketing Programmes
- ➢ Creative Industry = 4 projects A&D /Networking /Marketing Programmes Social Enterprise = 1 projects A&D /Networking /Marketing Programmes ICT = 3 projects A&D /Networking /Marketing Programmes
- ➢ Marketing & Animation = €336,000 / 14 projects

2.3. <u>Training and mentoring for rural enterprises.</u>

- ➢ Food & Beverage = 2 Training

- ➢ Marine Diversification = 1 Training
- ➢ Creative Industry = 3 Training
- ➢ Social Enterprise = 2 Training
- ➢ ICT = 5 Training
- ➢ Training = €312,000/ 13 projects
- ➢ Number of people trained = 800

3.1. Support initiatives to enhance streetscapes, the built environment, recreational spaces and tidy towns.

- ➢ Number of projects funded 12
- ➢ Populations in towns receiving funding 20,000 approx
- ➢ Streetscape enhancement /Tidy Towns 4
- ➢ Maintenance/Restoration/Upgrading of business regeneration and built environment in towns 4
- ➢ Development of recreation spaces 4
- ➢ Capital, 12, (€288,000)
- ➢ Training N/A
- ➢ Marketing N/A
- ➢ Animation N/A
- ➢ Number of jobs created – new (20 FT/ 40 PT/ 50 seasonal)
- ➢ Number of existing jobs supported (1000 FT/ 1000 PT/ 1000 seasonal)

3.2. Build the capacity of communities to maximise the potential of rural towns through festivals, markets and events.

- ➢ Number of projects funded 5
- ➢ Populations in towns receiving funding 10,000 approx
- ➢ Streetscape enhancement N/A
- ➢ Tidy Towns N/A
- ➢ Maintenance/Restoration/Upgrading of built environment in town N/A
- ➢ Development of recreation spaces N/A
- ➢ Development of markets 2
- ➢ Development of festivals/events 3
- ➢ Capital N/A
- ➢ Training & Animation, 3 (€72,000)
- ➢ Marketing, 2 (€48,000)
- ➢ Number of jobs created – new (FT/ PT/ seasonal)
- ➢ Number of existing jobs supported (500 FT/ 500 PT/ 500 seasonal)

4.1. Support investment of research and development, animation, technical support, studies, mapping, planning, training, skills development and soft supports to the community and private sector to enhance the provision and usage of NGFOB in rural areas.

- ➢ Number of Capacity Building /Training /Information / Research / Marketing projects funded : 6
- ➢ Number of individuals participating in Capacity Building /Training /Information/ Research / Marketing Initiatives :300
- ➢ Number of new jobs created :2 FTE
- ➢ Number of existing jobs sustained:100 FTE

4.2. Support capital investment for small scale broadband infrastructure, works and equipment that will complement that supported by national programmes.

- ➢ Number of small scale equipment projects funded: 5
- ➢ Population benefiting from enhanced broadband as a result of equipment funding: 750
- ➢ Number of new jobs created : FT 4 PT14 Seasonal 20*
- ➢ Number of existing jobs sustained : 300* see Strategic Action 4.1

5.1. Support capital investment for the development and enhancement of community facilities including recreational facilities and social enterprises.

- ➢ Support min 4 playgrounds
- ➢ Develop/upgrade min 10 community centres
- ➢ Support min 5 social enterprise initiatives
- ➢ Number of services funded – 19
- ➢ Number of jobs created – new (5 FT/ 5 PT/ Seasonal 5)
- ➢ Number of existing jobs sustained (FT/ PT/ Seasonal) - 0
- ➢ Number of projects funded per type of service:
- ➢ Transport 0
- ➢ Education 5

- ➤ Health 5
- ➤ Social Amenities 15
- ➤ Recreational/Physical Amenities 4
- ➤ Retail/Financial Services 2
- ➤ Personal support Services 0
- ➤ Bereavement/Suicide-prevention Services 0
- ➤ Nature of services provided
- ➤ To provide a service that isn't there 12
- ➤ To enhance access to a service that is not in the locality (through transport) 0
- ➤ To enhance participation/ outcomes of a service (through tailored supports for marginalised groups 0 i.e. mentors for isolated men to support them to participate in an existing education action)
- ➤ Number of projects funded that have the following as primary or secondary target groups
- ➤ Older people 12
- ➤ People with a disability 12
- ➤ Children 14
- ➤ Young people 14
- ➤ Travellers 19
- ➤ Migrants/New communities 19
- ➤ Unemployed people   19
- ➤ People living alone 19
- ➤ Capital - €1,920,000
- ➤ Training N/A
- ➤ Marketing N/A
- ➤ Animation N/A

5.2. <u>Facilitate the development of social initiatives and community services that promote inclusion and cultural integration.</u>

- ➤ Support min 4 initiatives including Men's Sheds
- ➤ Min 6 programmes to promote social inclusion and cultural diversity
- ➤ Provision of 2 community services
- ➤ Number of services funded – new 6
- ➤ Number of services funded – existing (and when founded) 6
- ➤ Number of jobs created – new (FT/ PT/ Seasonal)
- ➤ Number of existing jobs sustained (FT/ PT/ Seasonal)
- ➤ Number of projects funded per type of service:
- ➤ Transport 1
- ➤ Education 3
- ➤ Health 3
- ➤ Social Amenities 2
- ➤ Recreational/Physical Amenities 1
- ➤ Retail/Financial Services 1
- ➤ Personal support Services 1
- ➤ Bereavement/Suicide-prevention Services
- ➤ Nature of services provided
- ➤ To provide a service that isn't there 4
- ➤ To enhance access to a service that is not in the locality (through transport) 4
- ➤ To enhance participation/ outcomes of a service (through tailored supports for marginalised groups i.e. mentors for isolated men to support them to participate in an existing education action) 4
- ➤ Number of projects funded that have the following as primary or secondary target groups
- ➤ It is expected that projects will have a mix of participants from more than one of the groups listed below.
- ➤ Older people 6
- ➤ People with a disability 6
- ➤ Children 4
- ➤ Young people 4
- ➤ Travellers 4
- ➤ Migrants/New communities 4
- ➤ Unemployed people 3
- ➤ People living alone 3
- ➤ Capital N/A
- ➤ Training N/A
- ➤ Marketing N/A
- ➤ Animation - €288,000

5.3. <u>Provide training in community development, governance, leadership, ICT and social media, event and festival organization and management.</u>

- ➤ Provide 4 community development training programmes
- ➤ 4 no ICT & Social Media training
- ➤ Deliver 3 countywide programmes in Governance & Leadership
- ➤ Min 1 training initiatives to build capacity for social enterprise

- ➢ Number of services funded – new 12
- ➢ Number of services funded – existing (and when founded) N/A
- ➢ Number of jobs created – new (FT/ PT/ Seasonal)
- ➢ Number of existing jobs sustained (FT/ PT/ Seasonal)
- ➢ Number of projects funded per type of service: N/A
- ➢ Transport
- ➢ Education 12
- ➢ Health
- ➢ Social Amenities
- ➢ Recreational/Physical Amenities
- ➢ Retail/Financial Services
- ➢ Personal support Services
- ➢ Bereavement/Suicide-prevention Services
- ➢ Nature of services provided N/A
- ➢ To provide a service that isn't there 12
- ➢ To enhance access to a service that is not in the locality (through transport)
- ➢ To enhance participation/ outcomes of a service (through tailored supports for marginalised groups 12 i.e. mentors for isolated men to support them to participate in an existing education action)
- ➢ Older people 5
- ➢ People with a disability 6
- ➢ Children
- ➢ Young people
- ➢ Travellers 5
- ➢ Migrants/New communities 5
- ➢ Unemployed people 6
- ➢ People living alone 5
- ➢ Capital N/A
- ➢ Training - 1000 +, €288,000
- ➢ Marketing N/A
- ➢ Animation N/A

6.1   Support capital investment in youth clubs/cafes, sports and arts recreation facilities.

- ➢ Number of projects funded by type of initiative: 14
- ➢ Youth Clubs/Cafes 4
- ➢ Youth Entrepreneurship 4
- ➢ Sport/Recreation 4
- ➢ Arts 2
- ➢ Youth Development 2
- ➢ Nature of projects funded by type of initiative
- ➢ To provide a service that isn't there 5
- ➢ To enhance access to a service that in is not in a locality 4
- ➢ To enhance participation/ outcomes of a service (through tailored support to young people in disadvantaged areas to encourage their participation in particular activities/ enhance outcomes in key areas (employment training for example) 5
- ➢ Number of young people directly participating 900
- ➢ Capital €556,106.00

6.2   Support investment in youth development, youth entrepreneurship and enhance participation of young people from disadvantaged areas.

- ➢ Number of projects funded by type of initiative: 24
- ➢ Youth Clubs/Cafes 4
- ➢ Youth Entrepreneurship 4
- ➢ Sport/Recreation 4
- ➢ Arts 4
- ➢ Youth Development 6
- ➢ To provide a service that isn't there 6
- ➢ To enhance access to a service that in is not in a locality 8
- ➢ To enhance participation/ outcomes of a service (through tailored support to young people in disadvantaged areas to encourage their participation in particular activities/ enhance outcomes in key areas (employment training for example) 10
- ➢ Number of young people directly participating
- ➢ Training €125,000
- ➢ Marketing €28,000
- ➢ Animation €125,000

7.1.   Support capacity-building initiatives; training, seminars, awareness information provision soft supports.

- ➢ Number of projects funded: - new :6
- ➢ Number of jobs created – new (FT/ PT/ Seasonal)

- ➢ Number of existing jobs sustained (FT/ PT/ Seasonal
- ➢ Education and awareness programmes:
- ➢ Impact assessment:
- ➢ Nature conservation initiatives:
- ➢ Recycling:
- ➢ €100,000
- ➢ Studies: 1
- ➢ Training: 3
- ➢ Animation: 2

7.2. <u>Support capital investment in projects which contribute to the protection and sustainable use of water resources.</u>

- ➢ 10 number of recreational/physical projects funded
- ➢ 5 number of new services provided in rural areas/.
- ➢ Number of projects funded: - new: 8
- ➢ Number of projects funded: - existing: 7
- ➢ Number of jobs created – new (FT/ PT/ Seasonal)
- ➢ Number of existing jobs sustained (FT/ PT/ Seasonal
- ➢ Local co-ordination initiatives
- ➢ Technical/ scientific cooperation
- ➢ Nature conservation initiatives
- ➢ Recycling
- ➢ €400,404.78
- ➢ Capital: 15

8.1. <u>Support capacity-building initiatives; training, seminars, and awareness information provision soft supports.</u>

- ➢ number of training/awareness raising initiatives
- ➢ Number of projects funded: - 8
- ➢ Number of jobs created – new (FT/ PT/ Seasonal)
- ➢ Number of existing jobs sustained (FT/ PT/ Seasonal
- ➢ Education and awareness programmes
- ➢ Impact assessment
- ➢ Local co-ordination initiatives
- ➢ Technical/ scientific cooperation
- ➢ Nature conservation initiatives
- ➢ €192,000
- ➢ Training: 6
- ➢ Animation: 2

8.2. <u>Support investment in capital projects such as upgrading of parks, woodlands and river walks, establishment of nature corridors, habitat creation and planting of native species.</u>

- ➢ 20 no of capital projects funded
- ➢ Number of jobs created – new (FT/ PT/ Seasonal)
- ➢ Number of existing jobs sustained (FT/ PT/ Seasonal
- ➢ Technical/ scientific
- ➢ Nature conservation
- ➢ Restoration, replanting, re-stocking
- ➢ €475,285
- ➢ Capital: 20

9.1. <u>To promote local and community-based awareness raising and investment initiatives which mitigate the impact of climate change, reduce carbon dioxide emissions and enhance local energy independence.</u>

- ➢ Number of projects funded: - 8
- ➢ Number of projects funded: - 3
- ➢ Number of jobs created – new (FT/ PT/ Seasonal)
- ➢ Number of existing jobs sustained (FT/ PT/ Seasonal
- ➢ Wind energy
- ➢ Solar power
- ➢ Energy other
- ➢ Education and awareness programmes
- ➢ Impact assessment
- ➢ Local co-ordination initiatives
- ➢ Technical/ scientific cooperation

9.2. Support awareness and capacity-building initiatives on environmental issues, including renewable energy technologies, energy conservation in community buildings.

> Number of projects funded: - new:5
> Number of projects funded: - existing: 5
> Number of jobs created – new (FT/ PT/ Seasonal)
> Number of existing jobs sustained (FT/ PT/ Seasonal
> Wind energy
> Solar power
> Energy other
> Local co-ordination initiatives
> Technical/ scientific cooperation
> €236,464
> Capital: 10

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> Solar power