

AN ECONOMIC, SOCIAL AND CULTURAL DEVELOPMENT STRATEGY FOR COUNTY KERRY



Meitheal Chiarraí

2002 - 2011

WORKING TOGETHER FOR OUR FUTURE

KERRY COUNTY
DEVELOPMENT BOARD
BORD FORBARTHA CHONTAE CHIARRAÍ

The meaning of 'Meitheal'

'Meitheal' is a term which is derived from the co-operative labour system in rural Ireland. The term is recorded from twenty-two of the thirty-two counties, County Kerry being one of the twenty-two. In all cases meitheal means a team of more than three workers. Meitheal generally refers to any team of people and not necessarily those convened for co-operative labour.

(Source: A study of Co-operative Labour in Rural Ireland; Ms. Anne O'Dowd; published 1981)

Kerry County Development Board Membership

LOCAL GOVERNMENT SECTOR



Kerry County Council



Tralee Town Council



Killarney Town Council



Listowel Town Council

STATE SECTOR



CORK KERRY TOURISM



ENTERPRISE IRELAND



FAS



Garda Síochána
Kerry Division



IDA IRELAND



KERRY EDUCATION SERVICE
Seirbhís Oideachais Chiarraí



SHANNON DEVELOPMENT



Department of Social,
Community and Family Affairs



Southern Health Board
Boord Shútha an Deisceirt



teagasc



Údarás na Gaeltachta

LOCAL DEVELOPMENT SECTOR

Kerry County
Enterprise
Board



IRD Duhallo



Meitheal Forbartha
na Gaeltachta



North Kerry Together Limited



PARTNERSHIP
TRÁ LÍ



Slabh Luachra
ADM



South Kerry Development
Partnership Ltd.



Tuatha Chiarraí

SOCIAL PARTNERS



Agriculture
/Farming
Sector



Community
and Voluntary
Sector



Employers
/Business
Sector



Trade
Union
Sector

Adopted by the Members of the Kerry County Development Board on the 10 April 2002 and ratified by the Members of Kerry County Council on 15 April 2002.

Kerry County Development Board

Mission Statement

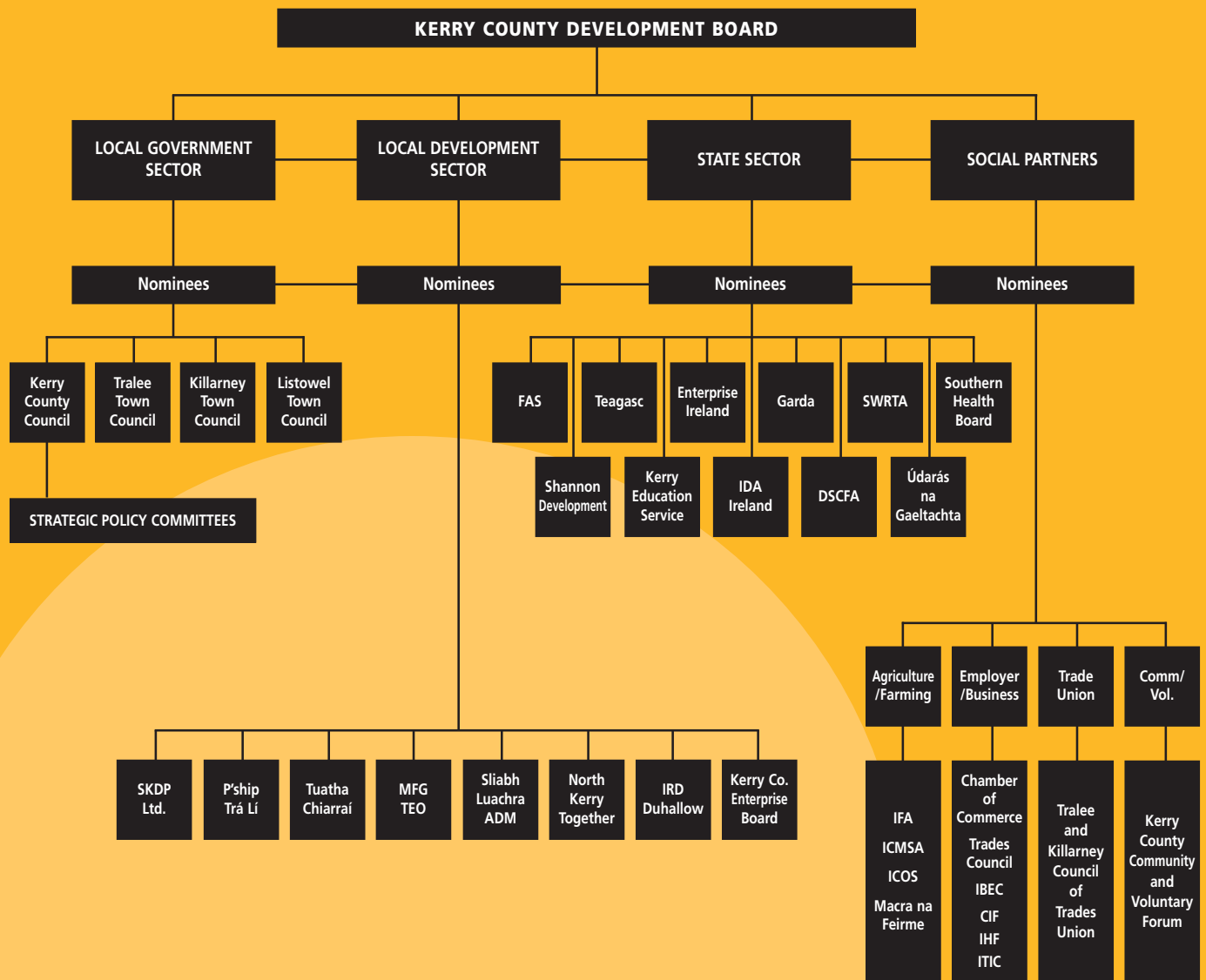
'To enhance the quality of life of the people of Kerry through economic, social and cultural progress by developing, agreeing and monitoring the implementation of a Strategy which will be inclusive, integrated and environmentally sustainable.'

Contents

	Foreword from the Chairman of the Board	5
	Why this Strategy is Necessary - Director of Services	6
	A Vision for County Kerry	8
Section 1	INTRODUCTION	9
	1.1 Our County	10
	1.2 Our Values and Philosophy	12
	1.3 Our Aims	13
	1.4 Our Work Methodology	15
Section 2	WHERE WE ARE NOW	17
	2.1 Statistical Summary of County Kerry	18
	2.2 The Challenges and Opportunities which face County Kerry	22
Section 3	THE STRATEGIC OBJECTIVES	26
	3.1 Economic	27
	- Agriculture	28
	- Food Industry	28
	- Fisheries	28
	- Research and Development	29
	- Enterprise and Foreign Direct Investment	29
	- Tourism	29
	3.2 Social and Health	30
	- Education and Training	31
	- Equality and Social Inclusion	32
	- Youth and Children	32
	- Childcare	33
	- Housing Accommodation (<i>Including Social and Affordable Housing</i>)	33
	- Disability	33
	- The Older Person	34
	- Travellers	34
	- Health	34
	- The Family	35
	- Sports and Recreation	35
	- Rural Isolation and Rural Development	35

3.3	Culture, Heritage and the Irish Language	36
-	Culture, Heritage and the Irish Language	37
3.4	Environment and Spatial / Sustainable Development	38
-	Environment and Spatial Development	39
-	Environment and Sustainable Development	40
3.5	Infrastructure	41
-	Roads and Transportation	42
-	Information and Communications Technology	44
-	Energy	44
Section 4	A REGIONAL PERSPECTIVE	45
Section 5	IMPLEMENTATION, REVIEW AND PROOFING OF THE STRATEGY	48
5.1	Implementation	49
5.2	Review	52
5.3	Proofing	54
Section 6	APPENDICES	55
Appendix I	Membership of the Kerry County Development Board 2000 / 2002	56
Appendix II	Membership of the Work Groups of the Kerry County Development Board	57
Appendix III	Membership of the Kerry County Community and Voluntary Forum	59
Appendix IV	List of written submissions received from the Public Consultation Process	60
Appendix V	Local Government Act, 2001, Part 13 Section 129	61
	GLOSSARY	64
	ACKNOWLEDGEMENTS	67

Consultative Channels and Mechanisms



Abbreviations

CIF	Construction Industry Federation
DSCFA	Department of Social Community and Family Affairs
IBEC	Irish Business and Employers Confederation
ICMSA	Irish Creamery Milk Suppliers Association
ICOS	Irish Co-operative Organisation Society
IFA	Irish Farmers Association
IHF	Irish Hotels Federation
ITIC	Irish Tourist Industry Confederation
MFG	Méitheal Forbartha na Gaeltachta
SKDP	South Kerry Development Partnership Ltd.
SWRTA	South West Regional Tourism Authority / Cork/Kerry Tourism
P'ship	Partnership Trá Lí

Foreword

Chairman of the Kerry County Development Board

The Kerry County Development Board was established on the 18th February 2000, as an initiative of Government, with the objective of developing a county-wide Strategy focusing on sustainable economic, social and cultural development.

The Board is one of 34 Boards established by Government in cities and counties throughout the country and is given statutory recognition under the Local Government Act, 2001. Never before has a gathering of all the major players in the County taken place in such a structured fashion. The potential of the Board containing representatives from Local Government, State Agencies, Local Development Groups and Social Partners is significant.

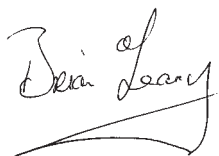
The Board and its processes offer the County a real opportunity to examine social, technical, environmental and cultural issues and ensure that public services are streamlined in a co-ordinated, efficient and democratic manner. The ownership of this process by the community is essential to its success.

The Board met on twelve occasions between the 18th February 2000 and 10th April 2002.

The draft of this Strategy was launched by the Minister for Justice, Equality and Law Reform, Mr. John O'Donoghue T.D. on the 3rd December 2001 and this was followed by an extensive and detailed public consultation process. The development of this Strategy has been highly consultative in nature and this has ensured a broad consensus on the key strategic objectives.

The success of this Strategy will be determined by the extent to which the various public and other authorities in this county move towards co-ordinated and integrated service delivery mechanisms in the future.

I sincerely hope that this Strategy engages people in the implementation process to the same extent witnessed in the consultative process and that together, we can meet the realistic expectations of the people of Kerry.



Brian O'Leary, MCC

Chairman, Kerry County Development Board

Why this Strategy is Necessary

There are many Strategies, Plans and Programmes operating within County Kerry. The question which may well be asked is why another Strategy is necessary? What does this Strategy mean for the County? And what new approach does this Strategy bring to the development of County Kerry?

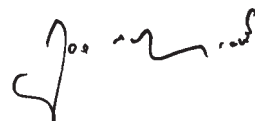
The Kerry County Development Board was established as an initiative of Government in February 2000 and since its establishment, the primary objective has been to develop an Economic, Social and Cultural Development Strategy for the County covering a ten year period. This Strategy, in a national context, will inform the mid term review of the National Development Plan 2000 - 2006.

This is **not just another Strategy**, another Plan, another Programme. It is an entirely new **way of doing business** in the County in that it gives the people of Kerry a real say in the quality, quantity and effectiveness of services delivered to them. Essentially, this Strategy is about **co-ordination and integration of services** within the County. A common Strategy of this nature is needed to set the framework within which all organisations and agencies will work towards over the next ten years. The objective is to work towards agreed priorities and to co-ordinate the activities of these agencies in enhancing the quality of life of the people of Kerry. This is the first time that a Strategy of this nature has been developed in County Kerry.

But, there is also a valid external reason for this Strategy because **County Kerry is operating in a competitive environment**. The County competes nationally for resources, investment and jobs and internationally for tourists, for internationally-traded business and for investment opportunities. To be effective, we must develop a team approach and be consistent about the priorities and the issues which are addressed in the County.

This Strategy is inclusive in recognising that we must focus on people to enable them to avail of opportunities, to be respected, to be treated with equality and to be adequately resourced.

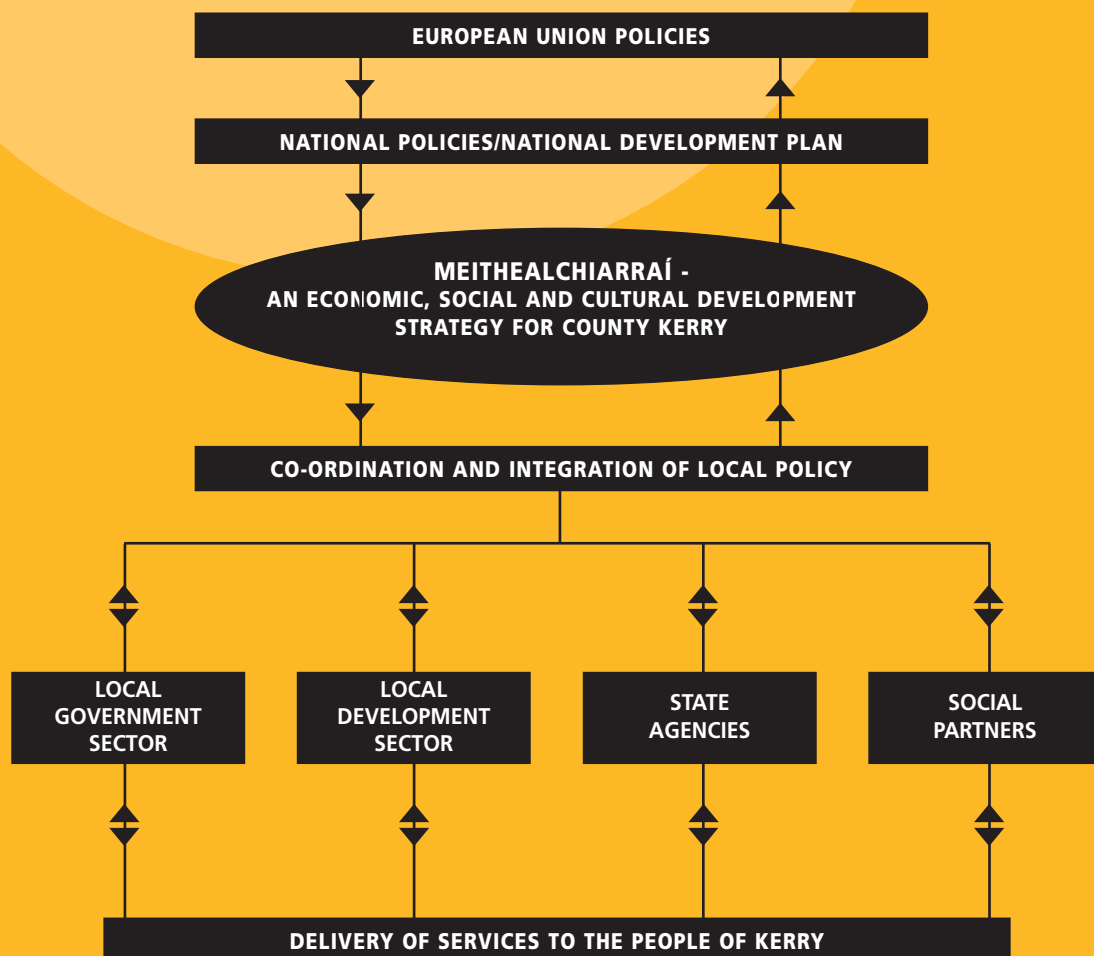
County Kerry is a strong County with a clear identity and a clear sense of purpose. The Kerry County Development Board, through this Strategy, aims to build on this team approach and place the County in a position that enables it to compete going into the future.



Joe MacGrath
Director of Services

This Strategy has been prepared under guidelines issued by the
Interdepartmental Task Force on the Integration of the Local Government
and Local Development Systems -
'A Shared Vision for County / City Development Boards'
(May 2000)

The Strategy in Context



A Vision for County Kerry

An Economic Vision

Focus on the comparative strengths of the County in areas such as tourism, agriculture, food production, fisheries and small enterprise development

An Environmental Vision

Balanced development between urban and rural areas and the protection of the unique landscape of the County

OUR VISION

Building, for the people of Kerry, not just an economy, but a society, which will enhance their quality of life

A Social and Health Vision

Address the social issues in the County, the need for education and training, the recognition that the quality of lifestyle can be achieved through healthy living and the specific recognition of the needs of people in rural areas

An Infrastructural Vision

Ease of access to the County for all transportation modes. Provision of an adequate information and communications technology infrastructure to overcome the peripheral location of Kerry.
The development of energy sources with particular reference to alternative energy methods

A Cultural Vision

Building on and preserving Kerry's cultural identity
- a unique Kerry experience

Section 1

INTRODUCTION

- 1.1 Our County
- 1.2 Our Values and Philosophy
- 1.3 Our Aims
- 1.4 Our Methodology



In this Section, we set the scene for our County identifying its unique attributes. We also set out the core values which underpin this Strategy together with the aims of the Kerry County Development Board and the methodology used by the Board to develop this Strategy.

1.1 | Our County

County Kerry is located in the South West of Ireland and covers an area of 1,815 sq. miles. In 1996, the population of the County was 126,130 people and is currently estimated at 136,000. Kerry is popularly known as 'The Kingdom'. It is the fifth largest County in Ireland and is bounded on the west by the Atlantic Ocean, to the north by the Shannon Estuary and to the east by Limerick and Cork. The latter County also forms its southern boundary.

The County can be divided geographically into low-lands and gentle hills in the North and rugged hills and mountains in the South and West.

The Northern area is sub-divided into:

- The hill region along the Limerick and Cork Borders and the Kerry Head Peninsula.
- The lowlands north of Lixnaw and south of Tralee.
- The lowlands between Lixnaw, Fenit and Tralee.

South Kerry can be sub-divided into:

- The lowlands from Killarney to Glenbeigh.
- The Iveragh Peninsula with the MacGillycuddy Reeks, and the Beara Peninsula.

West Kerry comprises the Dingle Peninsula, Chorca Dhuibhne. The Dingle, Iveragh and Beara Peninsulas are primarily mountainous in nature.

Over 41% of County Kerry is 500 feet above sea level. This contrasts with the national situation where only 22% of the country is above this elevation.

County Kerry is noted for its agriculture, tourism and beautiful landscapes and it contains Ireland's highest mountain, Carrauntuohill. Kerry has two Gaeltacht areas which are of national importance, Gaeltacht Chorca Dhuibhne which is situated on the Dingle Peninsula and Gaeltacht Uibhrathaigh which is situated on the Iveragh Peninsula.

Three main towns dominate: Tralee, the County town and administrative centre with a 1996 population of 19,056, Killarney, the main tourist town with a population of 8,689 people (1996) and Listowel, a more traditional market town, with a strong cultural identity has a population of 3,393 people. (1996)

The coastal nature of the County should not be underestimated. The County contains many unique off shore islands with strong heritage and faunal significance both for County Kerry and for Ireland as a whole. The climate is influenced by its maritime location and this produces considerable rainfall. This has meant that agriculture tends to be dominated by grassland based activities with limited arable production.

The climate, particularly the south western most tip, is noted for its mildness with frost being a rarity.

Kerry is often referred to as 'The Kingdom' because of its independent nature. It can also be called the Kingdom in terms of heritage. Aspects of this heritage are internationally and nationally recognised such as



Skellig Mhichil and Staigue Fort. The County's heritage and its location at the western edge of Europe have so far escaped from intense development pressure. Kerry's heritage is protected in a number of ways. There are several environmental designations including Natural Heritage Areas, Special Areas of Conservation and Special Protection Areas in the County.

Culture and the Irish Language are identifying aspects of the County. The County is home to many famous writers. Within this cultural context, it has been said that North and South Kerry have their own very distinct characteristics, that Chorca Dhuibhne had a life of its own and that the most elusive of geographical entities, Sliabh Luachra, could be reliably charted only by means of a musical walkabout.

In both linguistic and cultural terms, the Gaeltachts of Kerry are unique, with Irish being the living language of the people in everyday life. The Irish language is intrinsically linked to the heritage and culture of the Gaeltacht Regions.

Kerry also has a strong and proud record in sports. Kerry has a particularly strong tradition in Gaelic Games. There are 70 Gaelic Athletic Association Clubs in County Kerry. The County has won the All-Ireland Senior Football Championship on 32 occasions, a record which exceeds other counties in the country. The footballers of the County, too numerous to mention, are household names whose influence has extended throughout the length and breadth of the country.

The County's sporting infrastructure also includes 37 soccer clubs, 16 basketball clubs, 12 badminton clubs, 16 athletic clubs and 5 boxing clubs.

Kerry has some of the finest golf courses in the country including the internationally renowned Ballybunion Links Course, Killarney Golf Courses and Waterville Golf Course. Hill walking and mountaineering feature prominently within the recreation activities of the County which has 14 of Ireland's 21 highest mountains.

1.2 Our Values and Philosophy

Values are what shape and guide how we do our work. They can be implicit, be deliverable in practice and translated into behaviour on the ground. They are intended to guide people. They are not about what is desirable but what is essential.

In developing this Strategy, there are a number of values which underpin what we are trying to achieve.

Firstly, there is a people ethic, recognising the strengths of the County, putting people first and endeavouring to impact in a positive way on the quality of the life of people in the County. We value all our people, young and old alike, people who may or may not be socially excluded and the many people who visit our County each year and enjoy its unique environment.

Secondly, we must seek to ensure equal access and encourage participation for all and by all within the single County approach. This includes actively involving the Community and Voluntary Sector and encouraging self reliance through respecting individual dignity and promoting empowerment.

This Strategy is about recognising what we value. It then requires us to make choices. In developing this Strategy, the Board has been guided by the following philosophies and realisations:

- A recognition that **County Kerry has changed and is continuing to change**. The County will be a different place in which to live and work in ten years time. We can accept this change or **seek to influence it**. The philosophy of the Board is to seek to influence change within the County through **integrated service delivery**.
- **Quality of life** is important for the people of County Kerry. The Board accepts that quality of life must be a key determinant and outcome within the Strategy.
- The Kerry County Development Board is required to develop and oversee the implementation of a Strategy for the sustainable Economic, Social and Cultural Development of the County. **Social inclusion** and the need to '**level the playing field**' is a key theme throughout the Strategy. The Strategy is about recognising the reasonable needs of people and the desire to meet those needs.
- The Board recognises the need for **balanced development** within the County, that is, balanced development in all of its forms - geographic development, development amongst the people, opportunities and cross sectoral development.
- The Board operates through **mutual respect and a recognition** and acceptance that the relationship between the individual and their organisations/sector is one of shared learning.

1.3 Our Aims

*From an early stage, the Kerry County Development Board established, through consultation, the **priority issues** which need to be addressed in this County. In addressing these issues the Board accepts that:*

- There must be a **shared vision** of where we want County Kerry to be in ten years time. This shared vision can be achieved through open, honest and direct dialogue and consultation between the delivery agencies, the social partners, community and voluntary organisations and other sectors.
- The realisation of this vision will be achieved through **enhanced co-ordination in service delivery to the people of the County**. There is a need for the sharing of resources, the recognition of the interdependence between organisations and their people and a clear focus on the impact of services on the people of the County, our customers, and the people who visit the County.

The integration, co-ordination and streamlining of services is a core aim of the County Development Board. Part of this process includes encouraging organisations to proceed as far as possible along the ladder of integration, in particular where actions or projects are being considered on specific issues. This objective applies, not only to the organisations represented on the County Development Board but to the public sector in general and to private sector programmes and projects, where feasible.

- The rate of change in the County must be capable of **measurement** and be subject to **measurable targets**.
- The National Anti Poverty Strategy (1997) defines poverty as:
'People are living in poverty if their income and resources (material, cultural and social) are so inadequate as to preclude them from having a standard of living which is regarded as acceptable by Irish society generally. As a result of inadequate income and resources, people may be excluded and marginalised from participating in activities which are considered the norm for other people in society.'

The Kerry County Development Board recognises that consistent poverty affects people in Kerry and that its effects are preventing them from full participation in the mainstream of society. Poverty in Kerry is both an economic and social issue and fundamentally one that contributes to inequality and exclusion.

Consistent poverty impacts upon a broad range of people in our community: women, children, young people, older people, travellers, people with disabilities, migrants, members of ethnic minority groups, urban and rural people. Poverty is hugely damaging to those individuals and in turn the communities in which they live.

As members of the County Development Board we endeavour to tackle both the symptoms and causes of consistent poverty in Kerry through the implementation of Meitheal Chiarraí and by targeting areas for co-ordinated action. In Kerry, we will build

on the strong anti poverty infrastructure that has been developed nationally in the form of the National Anti Poverty Strategy, the National Development Plan, National Drugs Strategy, National Health Strategy and National Children's Strategy.

Our work will be guided by the principles of community development and therefore we commit to including those who experience consistent poverty in Kerry in the decision-making processes that affect their lives.

The priority areas which the Board is targeting and which it will seek to influence include:

- **Access to education**, lifelong learning and training.
- A **quality environment** in a County which recognises the vital interdependence between tourism, agriculture and the environment.
- **Quality healthcare** and a recognition of the importance of preventative health measures through healthy lifestyles.
- Co-ordination of **social inclusion measures** to make the spend go further in addressing the needs of our people.
- Development of **sustainable enterprise** within the County and **targeted investment** to the County.
- Recognising that there is a need to **substantially improve the physical, access, community and other infrastructure** in the County.
- **Marketing** the county; playing to our strengths.
- Revitalising our rural areas through a **spatial planning** approach.



1.4 Our Work Methodology

*The formulation of an integrated Strategy for the future development of the County is a complex and detailed task. The Board at its second meeting on 14th April, 2000 agreed the structures for the development of the Strategy based on the initiation of four simultaneous **Work Groups** which were assigned the key issues being addressed in the Strategy.*

Work Group 1 was assigned the broad areas of Agriculture, Food and Fisheries, *Work Group 2* Social Inclusion Issues, *Work Group 3* Education, Training and Information and Communications Technology and *Work Group 4* was assigned the issues of Enterprise, Infrastructure and Tourism. The membership of the Work Groups is contained in Appendix II.

Note: The Childcare priorities in this Strategy were developed by the Kerry County Childcare Committee.

The Work Groups commenced their work schedules in July, 2000 and developed their strategies through detailed consultative processes. These processes included:

- Meetings and consultations 89
- Organisations engaged in consultation c.350
- Total person hours in developing the Strategy c.2500
(excluding full-time executive)

Each Work Group was given the following remit:

To prepare a recommendation to the Kerry County Development Board on the development of a County Kerry Strategy for Economic, Social and Cultural Development 2002 - 2011 for the specific issues assigned to the Work Group. For each issue:

1. Develop a vision of where County Kerry should be in relation to that issue.
2. Develop a realistic strategic objective for the issue.
3. Outline actions necessary to achieve strategic objectives.
4. Identify lead partners/organisations for each action.
5. Identify timescales for attainment of actions.

To facilitate the detailed considerations and deliberations of the Work Groups, consultants/facilitators were appointed. The consultant to *Work Group 1* was the **Kerry Local Development Consortium**, *Work Group 2* **Development Solutions Ltd.**, *Work Group 3* **Strategic Project Partners** and *Work Group 4* **Tourism Development International**. The importance of a quality environment in the County necessitated the establishment of an **Environment Work Group** which was facilitated by **Environmental Resource Management (ERM) Consultants** (see Appendix II).

The methodology adopted by the Work Groups extended to direct consultations with organisations not directly involved through the Kerry County Development Board structures. It was possible, in this way, to spread the net to a wider group and to seek to influence the Strategy through informed and constructive dialogue.

In January 2001, the Board established a **Monitoring Group** which consists of the Chairs of the Work Groups, a nominee from each of the Work Groups and the Chair of the County Development Board. The remit of the Monitoring Group is to integrate and ensure consistency between the deliberations and outputs of the Work Groups, to guide the Board in its overall task throughout the strategic development process and to guide the Board in overseeing the implementation of the Strategy.

The Board recognises, in its aims and philosophy, that the development and implementation of the Strategy must be carried out in agreement with the people of the County. In order to develop a structure for the co-ordinated and effective consultation with Community and Voluntary organisations, a **County Kerry Community and Voluntary Forum** was established in January, 2000 consisting of 22 persons from various locations throughout the County (see appendix III). The Forum was established following consultation and meetings with Community and Voluntary Organisations in the following areas: Tralee, Killarney, Listowel, Dingle, Rathmore, Castleisland, Killorglin, Caherciveen and Kenmare. The Forum nominates the Community and Voluntary representatives to the Board and its Work Groups and advises the Board on matters directly relevant to that sector.

In December 2001 a draft of this Strategy was launched together with a detailed and inclusive public consultation process. The submissions from this phase were considered by the Board at their February 2002 meeting (see appendix IV).

While the Board has complied with the eight step process set out in the Interdepartmental Task Force Guidelines (A Shared Vision, May 2000) this additional step adopted by the Board has raised the general awareness of what this Strategy is seeking to achieve while ensuring a real opportunity for people to have their say in the development of the County over the next ten years.

The following documents have been prepared to support the development of this Strategy:

Directory of Countywide Service Providers 2002

Kerry County Development Board Economic, Social and Cultural Analysis of County Kerry (March 2002)

Meitheal Chiarraí: Working Together for our Future 2002 - 2011 *(Public Consultation Draft November 2001)*

An Economic, Social and Cultural Development Strategy for County Kerry 2002 - 2011
(Second Draft) (October 2001)

An Economic, Social and Cultural Development Strategy for County Kerry 2002 - 2011
(First Draft) (July 2001) (This forms the basis for the Boards Implementation/Action Plan (Draft))

Response from the Work Groups to issues raised by the Board at their meeting on 10/11th May 2001
(15th June 2001)

Kerry County Development Board Economic, Social and Cultural Analysis of County Kerry *(May 2001)*

Reports from the Work Groups *(March 2001)*

Kerry County Atlas: Kerry County Development Board *(2000)*

Report on Group discussions workshops: Step 1 process initiation and aims/philosophy *(June 2000)*

Work Group structures and terms of reference
(June 2000)

Section 2

WHERE WE ARE NOW

- 2.1 Statistical Summary of County Kerry
- 2.2 The Challenges and Opportunities which face County Kerry



Did you know that the relative income for Kerry in 1998 was significantly below the national average or that the County has the most extensive National Secondary Road Network in the country. This section gives some of the key statistics for the County and outlines some of the challenges which we face and the opportunities that we should embrace.

2.1 Statistical Summary of County Kerry

• Arts and Culture

There are over 300 arts interests registered with the County Arts Office. County Kerry is home to nationally and internationally recognised festivals including the Rose of Tralee International Festival, Writers Week in Listowel, Puck Fair in Killorglin and a wide range of other local facilities. Siamsa Tire, the National Folk Theatre of Ireland is located in Tralee while the County has public libraries in Tralee, Killarney, Listowel, Caherciveen, Killorglin, Kenmare, Dingle, Ballybunion and Castleisland. (Source: Kerry County Council)

These libraries are a focal point for cultural activities in the community. Exhibitions, lectures and other educational/cultural/community activities are held in all libraries regularly.

• Childcare

There are 1,296 sessional places and 238 full day care places in Kerry. Additionally there are 834 four year olds and 1,936 five year olds in school. A County Childcare Committee indicative analysis suggests that there are over 1,000 children (aged 3-6) who do not have access to a preschool or national school place. It also suggests that the number of full day care places is insufficient to meet the needs. There is a need for services catering for the 6-12 age group, after school, in home support and respite care. (Source: Kerry County Childcare Committee)

• Crime

The reported crime rate of 11.46 per thousand population in Kerry is much lower than the national average which is 25.79 per thousand population. (Source: Kerry Atlas)

• Disability

It is estimated that approximately 10% of the population of the County i.e. approximately 13,000 people have disabilities. 40% of persons with disability live in rural areas. (Source: Kerry Network of People with Disabilities)

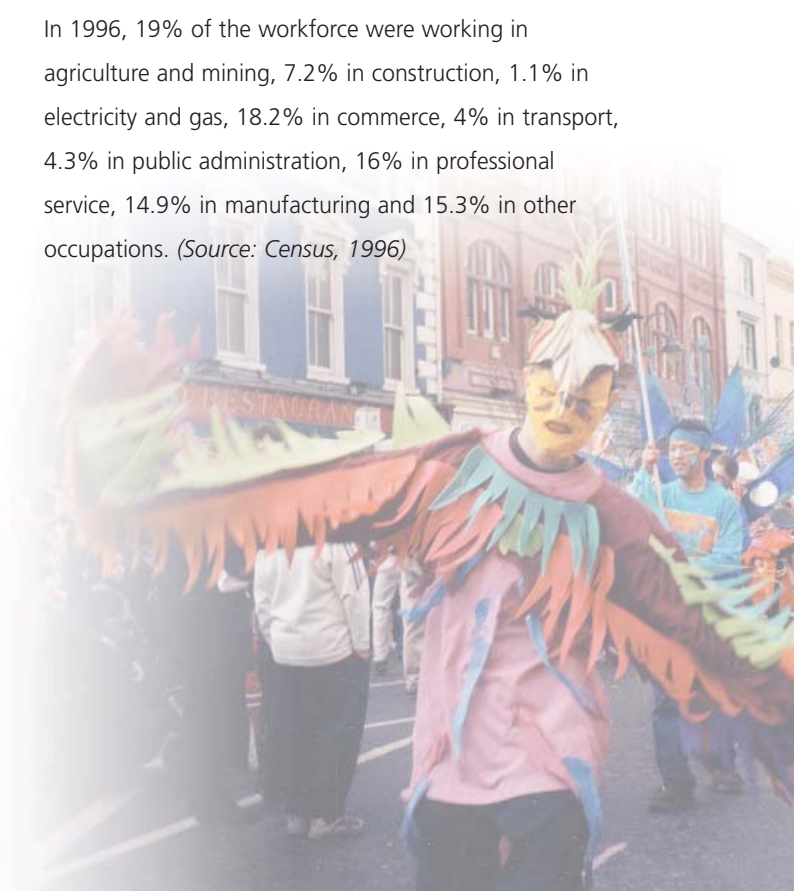
• Education / Training

There are 147 primary schools, 29 post primary schools and 1 third level college in the County. There are 11,684 pupils attending secondary school and 14,697 pupils attending primary school in the County. 1,032 students are in receipt of a higher education grant from Kerry County Council while 1,068 students received third level and post-leaving certificate grants from the Kerry Education Service (VEC) in 2000/2001.

(Source: Department of Education, Kerry Education Service and Kerry County Council)

• Employment

In 1996, 19% of the workforce were working in agriculture and mining, 7.2% in construction, 1.1% in electricity and gas, 18.2% in commerce, 4% in transport, 4.3% in public administration, 16% in professional service, 14.9% in manufacturing and 15.3% in other occupations. (Source: Census, 1996)



• Enterprise

There are twelve Enterprise Development Agencies in the County. There are twenty six Industrial Development Authority (IDA) supported companies, thirty seven supported by Shannon Development, sixty one by Enterprise Ireland, twelve by Údarás na Gaeltachta and a total of four hundred and ninety six smaller projects assisted by the County Enterprise Board. The newly constructed Kerry Technology Park (KTP) in Tralee and Kerry Technology Institute (KTI), Killarney provide incubation and soft supports to start up technology based industries. *(Source: Enterprise Agencies)*

• Health

There are two acute hospitals in Kerry, Tralee General Hospital and Bon Secours Private Hospital in Tralee. Tralee General Hospital treats 15,000 in-patients per annum and approximately 40,000 patients attend the out patients department annually. Acute hospital care for the mentally ill is provided in the acute unit in Tralee General Hospital. The five community hospitals in Kerry are located in Kenmare, Killarney (including St. Columbanus Hospital), Dingle, Caherciveen and Listowel. The dependency ratio i.e. the measure of those aged less than 15 and over 65 as a proportion of the rest of the population is higher in Kerry than the national average while the support ratio i.e. the number of people aged 15-64 is the lowest in Ireland. Injuries and deaths resulting from accidents are higher in Kerry than the national average. Suicide rates, especially in young males are also higher than average in Kerry. The standardised mortality rate (SMR) for cancer in Kerry has been at a lower level than the national rate for at least the past ten years. *(Source: Southern Health Board)*

• Heritage

There is a wealth of archaeological heritage spread throughout Kerry. The County has the largest area of native wood cover in Ireland. Oakwoods in Killarney lie alongside one of the only three yew woods in Europe. The heritage of Kerry encompasses our language, literature, pastimes, sport, culture and history. *(Source: Kerry County Council)*

• Housing Accommodation

There are 3,342 local authority houses in the County. The Housing Strategy estimates that the number of households in Kerry is expected to rise by approximately 5,199 units over the period 2001 to 2006. Specifically, there is an overall need to provide approximately 3,201 additional social and affordable housing units in this period. *(Source: Kerry County Council)*

• Income

The relative disposable income per capita for Kerry was 85.1% of the state average for 1998 representing a reduction from 86.8% in 1997. *(Source: CSO Household Incomes - May 2001)*

• Income/Wealth

A measure of the relative wealth of an area is usually carried out using a deprivation scale. County Kerry is second highest in Munster in the deprivation scale index scoring 5.54. By way of contrast, the overall Munster area scored 4.34 which is below the state average of 4.64. *(Source: T. Haase - Munster a Socio-Economic Profile 1999)*

- **Infrastructure/Broadband Network**

The national backbone network consists of a core of 40 Gbit/s fibre cable. Most of southern Ireland is serviced by this with the exception of Kerry which is served by two offshoot 2.5 Gbit/s Fibre to Listowel, Tralee and Killarney. (Source: *Shannon Development and Eurogise*)

- **Infrastructure/Energy**

All main urban areas in the County are served by 110 kv electricity supply with more rural areas being served by 38 kv supply. Two privately owned wind farms operate in the County, one with 3.96 MW and the other with 15.8 MW output. There are two privately owned hydro stations with 1,032 kw and 650 kw capacity respectively. Kerry County Council has recently constructed a hydro station at Lough Guitane, which began generating electricity in October 2001. There are existing ESB electricity generating stations in Tarbert and Caherciveen with a further station across the Shannon Estuary in Moneypoint, Co. Clare. There is no natural gas supply pipeline in Kerry.

(Source: *ESB, Saorgas, Kerry County Council*)

- **Infrastructure/Transport**

The County has 97 km of national primary road and 333 km of national secondary road, the latter being the highest of any County in Ireland. In 2001, 3024 new cars were licensed for the first time in Kerry which represents a 55% reduction in the numbers registered in 2000. About 40% of the rural population live in areas without any kind of scheduled public transport service.

(Source: *Kerry County Council and Report of Interdepartmental Work Group on Rural Transport*)

- **Irish Language**

Kerry has two Gaeltacht areas located on the Dingle and Iveragh Peninsulas. In 1996, 57,204 people over the age of three years claimed that they could speak Irish while 15,763 claimed to speak Irish on a daily basis. (Source: *CSO*)

- **Population**

The population of County Kerry in 1996 was 126,130 people. At present (2002) the population of the County is estimated to be 136,000 people (based on Central Statistics Office (CSO) Population projection models). The population of Kerry is ageing. This fact is illustrated by the 25% reduction in primary school pupils between 1988 and 2000. (Source: *CSO and Kerry Atlas*)

- **Population in Urban Areas**

There are significant population growth increases predicted for Tralee and Killarney. The population of Tralee is estimated to grow from 19,900 in 1996 to over 24,000 in 2011 while the population of Killarney, including the immediate environs of the town, is estimated to increase from 13,996 to approximately 17,000 in 2011. (Source: *CSO and Kerry Atlas*)

- **Sports and Recreation**

There are approximately 317 sports clubs in the County. The County has 4 sports centres and a water world (Aqua Dome). There is only one public swimming pool in the County. There are 13 blue flag beaches and 1 blue flag marina in the County.

(Source: *Kerry County Council Sports Facilities Report*)

- Rail

There is a single rail line access to the County measuring some 72 km from Mallow to Killarney through to Tralee.

- Tourism

County Kerry ranks third in overseas visitors (2000) in the country, behind Dublin and Cork. However, the County ranks fourth in revenue with County Galway earning the third highest in revenue. The total revenue (overseas plus domestic) generated from tourists in the County is approximately €380 million per annum. 80 - 85% of overseas tourists to the County arrive via the East Coast while 15 - 20% arrive via the South and Western Coast. The percentage of overseas visitors to Kerry in proportion to the overall national figure decreased by some 7% between 1996 and 1999. (Source: Bord Fáilte and Tourism Agencies)

- Travellers

There are 238 traveller families resident in Kerry, 205 in Local Authority housing units, 25 on residential sites and 8 on the roadside.

(Source, Kerry County Council - Jan. 2000)

- Unemployment

The live register figure decreased from 7203 in 1996 to 5860 in February 2000 with a further decrease to 4874 in May 2001. In December 2001 the numbers on the live register increased to 6162.

(Source: DSCFA and CSO)

- Waste Management

Approximately 60,480 tonnes of waste is disposed of annually at the Muingnaminnane facility located some 11 km north east of Tralee. This landfill is licensed by the Environmental Protection Agency (EPA).

(Source: Kerry County Council)

- Water supplies

There are 69 Public Water Schemes in the County.

(Source: Kerry County Council)

Note: for a more detailed statistical analysis, please refer to the following: The Kerry County Atlas (2000) which can be accessed from the Kerry County Development Board web site: www.kerrycdb.ie and the Economic, Social and Cultural Analysis of County Kerry (March 2002) which is available for reference purposes from the Office of Director of Community and Enterprise, Kerry County Council and on CD Rom.



2.2 The Challenges and Opportunities which face County Kerry...

The economic environment is changing. County Kerry, and Ireland as a whole, has benefited from positive economic trends over the last five years though recent trends suggest a downturn in economic growth.

The statistical analysis of Kerry (*paragraph 2.1*) displays growth in many areas and inward migration. However, these overall trends can mask the true situation in Kerry. For example, the relative disposable income was 85% of the state average for 1998 representing a reduction from 86.8% in 1997. **In addition the outbreak of foot and mouth disease in 2001 together with the sad events of September 11th 2001 in the United States highlighted the fragility of our local economy which is based on tourism and agriculture as the main sources of wealth.**

Looking to the future, the economic environment will change and present challenges for the County. In addressing these challenges, we recognise the inherent strengths of the County, address the weaknesses that exist and look forward to the future. To achieve this, we need to concentrate on some key themes, develop strategies for these themes, identify objectives and take action.

Prior to examining the specific challenges and opportunities for Kerry, it is important to consider some of the key influences on the national and local economy. These include:

• Globalisation and Competition are Realities

Globalisation is the increased integration of world markets. It can be seen in the increasing separation of where goods and services are produced and where they are bought or consumed. In 1998, it was estimated that in the period up to 2006, the value of world output would rise by between 2.0% and 2.5% per annum while the total value of total world trade will rise at three times that rate (National Institute of Economic Social Review (NIESR), 1998). While recent evidence suggests that the economy is beginning to slow down, the likelihood is that the overall value of total world trade will continue to rise. Globalisation represents a benefit as it allows for wider choice and increased competition. It also means that regions and counties that are not competitive and flexible will find the demands for their products being met from sources elsewhere and their incomes and opportunities correspondingly reduced. This is of particular relevance to Kerry which relies on tourism as a major source of income to the County.

Competition is also becoming more intense within national and regional economies. In addressing the issue of competition, we realise that we cannot operate in a vacuum and that there is a need for firms and businesses in this County to enter into collaborative relationships such as networks or clusters and meet the challenges of greater external competition through the pooling of resources and ideas. This collaborative process signifies a new way of doing business and it is a core principle of what the Kerry County Development Board is trying to achieve.

- **Technological Change is Rapid**

Technological Change leads to innovations such as changes in the way things are produced and how firms organise themselves. It is well established that manufacturing firms which introduce new and improved products or processes experience faster sales growth and higher profits than those which do not. For Kerry, technological advance is important because it means that the physical location of production is less important. This is significant for an area located in a peripheral location, not alone within a national context but also within a regional context. The Organisation for Economic Co-operation and Development (OECD) found that while overall manufacturing employment fell among its members during the period 1970 to 1993, it increased by 20% in technology based industries. The message here is that economies which are geared towards innovation are less likely to experience recession.

- **'Knowledge' is Essential**

Knowledge has become perhaps the most important factor determining the standard of living. The most technologically advanced economies are knowledge based. For example, around 70% of the production costs of a new car is now attributable to knowledge in the form of styling, design and software. Knowledge based economic activity is less location dependent and this provides opportunities for development of regions which are peripheral.

- **'Services' Provide a Real Alternative**

Traditionally, Kerry has had a low manufacturing base and this is clearly reflected in the relative income figures for the County. While manufacturing is important, services are more likely to be the main source of output and employment growth in the coming years.

For example, in 1975 11.1% of the European Union (EU) workforce was employed in agriculture, 39.55% in manufacturing and 49.4% in services. By 1996, these figures had changed to 5.1%, 29.8% and 65.1% respectively. Kerry has a low manufacturing base and the strategy of the Board is to seek to widen this base while recognising that real economic growth can also be achieved within the services sector. We are heavily dependant on agriculture and tourism as the main drivers of economic activity and therefore we must gear ourselves to take up the challenges in migrating to a service based County.

- **Work Patterns are Changing**

The nature and manner in which we do our work is changing. The so called nine to five job is fast declining with part-time work and contract work increasing. The availability of people for work has become a difficulty across all sectors. New methods are necessary, new approaches identified and this must continue to inform and be part of a flexible approach to working patterns.

- **Environment and Quality of Life are our Strengths**

The Mission Statement of the Kerry County Development Board recognises that the Strategy must meet with the criteria of environmental sustainability. There is increasing awareness of environmental issues in the County. An inherent strength of our County is its clean environment which is consistently identified as one of the primary reasons for visiting Kerry. Together with environmental awareness, there is also a greater appreciation of what is meant by quality of life. As the County progresses, quality of life will become a bigger issue for all of us.

For Kerry the challenges are:

- Recognising that we do not operate in isolation but in a wider context. We must look beyond the boundaries to what is happening in other economies. Whether we accept or deny it, globalisation is a reality.
If County Kerry is to maintain or increase its share in the tourism market, we must recognise this.
- There are certain institutional and geographic configurations within the County that must be addressed. **Kerry is divided north and south for enterprise promotion purposes, tourism marketing and within the Gaeltacht regions.**
- The **peripheral location of Kerry** within a national and european context poses certain challenges in areas such as manufacturing and enterprise based activities.
- While the population of the County is increasing and more people are returning to Kerry than before, it is also true that **the population is ageing.**
The dependency ratio in Kerry is higher than in other counties while the County has a higher proportion of under twenty five's on the live register than the national average.
- There are identified **infrastructural deficiencies** within the County in areas such as roads, broadband and energy. There is no natural gas pipe line in Kerry and current proposals do not envisage the provision of a natural gas pipeline within the County.
- There is **an increasing tendency towards urbanisation within the County.** While the population of the County is increasing overall, this increase is almost exclusively due to significant increases within the urban areas of Tralee and Killarney. There is significant population decline in rural areas within the County, a fact which is re-inforced by the recent designation of large areas of the County under the CLÁR Programme (*Department of Agriculture, Food and Rural Development*).
- While the County remains the preferred destination for overseas visitors after Dublin and Cork, **Kerry has been losing its percentage share of the market.** In addition, the average spend by overseas visitors in the County is significantly less than in other regions e.g. Cork and Galway.

The opportunities for Kerry are:

- A well **educated and innovative people** who have displayed the capacity to adapt and to lead in key areas of Irish society. The Kerry Group, a leader in global food ingredients markets and a leading consumer foods processing marketing organisation is an example of this innovation and leadership quality.
- The County has a **unique environment and a quality of life** which is unparalleled in other parts of the country.
- The National Spatial Strategy public consultation document (published by the Department of Environment and Local Government (DOELG)) identifies **Kerry as a functional area within its own right**. This is a recognition of the homogeneous nature of the County and the strong County identity.
- The County's **Gaeltacht areas represent a significant asset of people, resources and place**. This fact must be recognised by people, organisations and agencies operating within and without the Gaeltacht areas.
- The County has a **strong cultural identity and a range of cultural and recreational facilities** which underpin its location as a desirable place to visit.
- County Kerry has a **low reported crime rate**, a rate which is significantly lower than the country as a whole. Safe people and safe places are inherent strengths of the County.
- Kerry possesses an **attractive business environment**. The County has an attractive physical environment, a relatively low cost of living particularly when compared with the major cities in the country and good quality public services. These factors help to make it more attractive to inward investors.
- Kerry has a **range of services, particularly within the retail sector** which are equal to the smaller cities within the country.
- The **marine environment of the County is yet to realise its full potential**. Kerry has an extensive coastline affording opportunities in marine based leisure activities which complement the County's tourism product.



Section 3

THE STRATEGIC OBJECTIVES

- 3.1 Economic
- 3.2 Social and Health
- 3.3 Culture Heritage and the Irish Language
- 3.4 Environment and Spatial/Sustainable Development
- 3.5 Infrastructure



This Section sets out the Strategic Objectives under thematic headings. These headings are clustered under five general headings i.e. Economic, Social and Health, Culture, Environment and Spatial/Sustainable Development and Infrastructure. These Strategic Objectives were developed following the detailed considerations and recommendations of the Work Groups of the Kerry County Development Board outlined in the work methodology (see paragraph 1.4) and the public consultation process.

3.1 Economic Strategic Objectives

The themes addressed under the Economic Strategic Objectives include:

THEME	STRATEGIC OBJECTIVE NO'S
Agriculture	EC1 - EC2
Food Industry	EC3 - EC6
Fisheries	EC7 - EC8
Research and Development	EC9 - EC10
Enterprise & Foreign Direct Investment	EC11 - EC15
Tourism	EC16 - EC20

The Economic Vision for the County, while recognising the difficulties which lie ahead, focuses on the comparative strengths of the County in areas such as tourism, agriculture, food production, fisheries, sustainable economic development and small enterprise development. Kerry has a particularly strong tourism product but market share is being lost. Access to the west of the country is a major issue. If this is to be addressed, quality and the control of the growth of the accommodation base in over provided zones must be achieved. The Strategy is high spend as distinct from high numbers.



Theme	AGRICULTURE	FOOD INDUSTRY	FISHERIES
Strategic Objectives	<p>EC1 Ensure the number of people in rural and farming communities in County Kerry are maintained as at the present day through improved household income.</p> <p>EC2 To achieve a sustained improvement of the quality of life in rural communities together with improved access to education, training and improved skills levels.</p>	<p>EC3 Develop a strong food marketing brand image for the County ensuring that the food sector benefits from the influx of visitors.</p> <p>EC4 Improve the quantity and quality of indigenous food production in the County.</p> <p>EC5 Promote the food sector as a vehicle for rural development.</p> <p>EC6 Actively promote, encourage and foster the development of small food and organic food production enterprises within the County.</p>	<p>EC7 Develop fisheries into a sustainable, attractive, unified, innovative and progressive industry through management of the fisheries industry.</p> <p>EC8 Build the political capacity of the fishing industry, ensuring that it is recognised and supported as the base industry in coastal Kerry.</p>
Sample Indicators	<p>Number of farm families.</p> <p>Analysis of year on year changes in household incomes within the agriculture sector within the South West Region.</p> <p>Number of young entrants to the farming sector.</p> <p>Number of persons in rural areas in skills/reskilling programmes.</p> <p>Numbers on Farm Assist.</p> <p>Number of farms on the Rural Environment Protection Scheme (REPS)</p>	<p>Number of large retailers in the County with shop space dedicated to the Kerry food sector.</p> <p>Percentage change in the number of small food and organic food production enterprises.</p>	<p>Fish catch landed in Kerry Ports as a percentage of the total national catch.</p> <p>Fish processed as a percentage of total fish landings to ports in the County. (Measured in both weight and value).</p> <p>Value (percentage) of fish catch to Kerry ports as a proportion of the national value.</p> <p>Numbers employed in the fisheries industry and annual output .</p> <p>Number of new jobs created in the fish processing industry (measured annually).</p>

RESEARCH AND DEVELOPMENT	ENTERPRISE AND FOREIGN DIRECT INVESTMENT	TOURISM	Theme
<p>EC9 Foster a climate of research and development and innovation in industry and education.</p> <p>EC10 Co-ordinate on a County basis allocation of research and development grants.</p>	<p>EC11 Ensure speedy and effective response mechanisms to attract foreign direct investment and new business start-ups and upskilling.</p> <p>EC12 Maximise opportunities for improvements in telecommunications and enhanced e-business.</p> <p>EC13 Development of new key strategic enterprise sites in Farranfore (Kerry Airport), Tarbert/Ballylongford in addition to promotion and support of existing sites e.g. <i>Kerry Technology Park</i>, Tralee and the <i>Kerry Technology Institute (KTI)</i>, Killarney.</p> <p>EC14 Development of rural information technology based enterprises.</p> <p>EC15 Identification and development of a range of enterprise incubation units in the County.</p>	<p>EC16 Creation of a zonal tourism product base to ensure the spread of economic benefits from tourism throughout the County.</p> <p>EC17 Control the growth in the accommodation base in over provided zones in the County.</p> <p>EC18 Improve yield of tourism industry by enhancing shoulder and off season products and promotions and addressing the issue of unapproved accommodation.</p> <p>EC19 Ensure a real commitment to the delivery of a genuine sustainable tourism product in County Kerry, while protecting the County's landscape and environment.</p> <p>EC20 Unify the County's marketing effort by encapsulating the County's core strengths and projecting them to identified target markets.</p>	Strategic Objectives
<p>Level of research and development investment in the County.</p> <p>Amount of research and development grants availed of in the County.</p>	<p>Average incomes for persons employed in enterprise in the County.</p> <p>Numbers employed in Enterprises.</p> <p>Number of third level graduates employed by Enterprises within the County.</p> <p>Number of new business start-ups on an annual basis.</p> <p>Number of strategic zones identified for enterprise development and number of enterprise start-ups in these zones together with number of new jobs created.</p> <p>Number of incubation units in towns.</p> <p>Number of social economy projects.</p> <p>Percentage change in live register (quarterly).</p> <p>Average disposable income (annually).</p>	<p>Percentage of overseas visitors who visit County Kerry.</p> <p>Number of repeat visits in the County by visitors from overseas and within the country.</p> <p>Annual profile of visitors to County Kerry.</p> <p>Analysis of numbers of visitors on an area basis within the County.</p> <p>Annual profile of point of entry of visitors to the County.</p> <p>Annual average occupancy level for hotels and guesthouses.</p> <p>Average spend by overseas visitors and domestic visitors to the County.</p> <p>Percentage of accommodation in the County which is classified as approved accommodation.</p> <p>Tourism satisfaction surveys.</p>	Sample Indicators

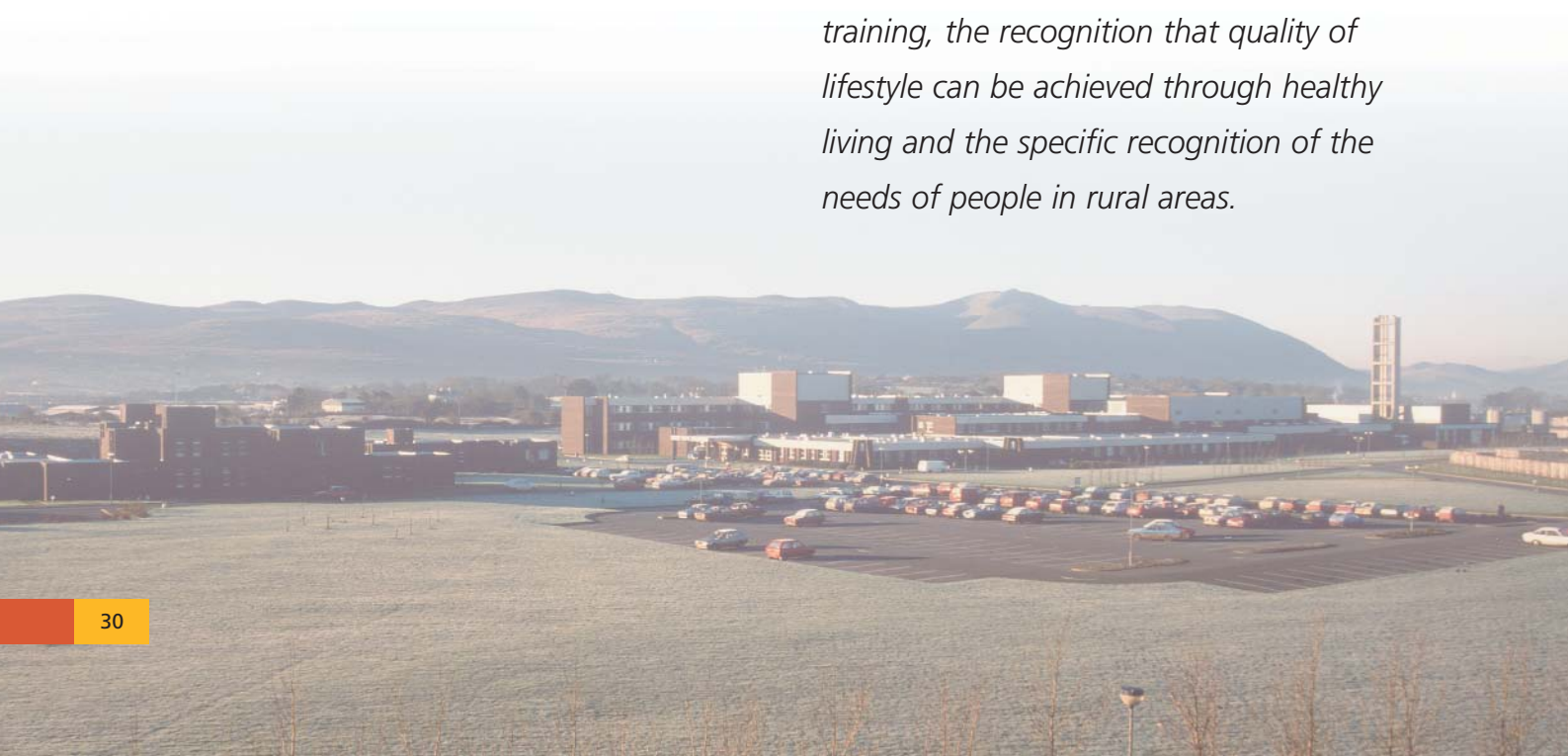
3.2 Social and Health Strategic Objectives

The Social and Health Strategic Objectives address issues under the following themes:

THEME	STRATEGIC OBJECTIVE NO'S
Education and Training	SAH1 - SAH8
Equality and Social Inclusion	SAH9 - SAH11
Youth and Children	SAH12 - SAH17
Childcare <i>(Kerry County Childcare Committee)</i>	SAH18 - SAH22
Housing Accommodation <i>(including Social and Affordable Housing)</i>	SAH23 - SAH25
Disability	SAH26 - SAH28
The Older Person	SAH29
Travellers	SAH30 - SAH34
Health	SAH35 - SAH40
The Family	SAH41 - SAH43
Sports and Recreation	SAH44 - SAH47
Rural Isolation & Rural Development	SAH48 - SAH49

Social Inclusion has been an objective of public policy for over a decade. There is widespread acknowledgement that unemployment is a key contributor to social exclusion. However, the National Anti Poverty Strategy recognises that unemployment is not the only contributor but that educational disadvantage, poverty and rural disadvantage also result in social exclusion.

This Strategy has a strong social inclusion focus. Reference was made earlier to the need to 'level the playing field'. These Strategic Objectives are designed to address the social issues in the County, the need for education and training, the recognition that quality of lifestyle can be achieved through healthy living and the specific recognition of the needs of people in rural areas.



Theme	EDUCATION AND TRAINING
Strategic Objectives	<p>SAH1 Establish a forum to effectively co-ordinate consultation on the planning and delivery of education and training in Kerry so as to maximise utilisation of these services in the County.</p> <p>SAH2 Ensure that adults disadvantaged by location have access to education and ensure that adult education is fully inclusive with regard to social grouping and disadvantage.</p> <p>SAH3 Encourage students to continue in education at primary, post primary, third level and non formal education.</p> <p>SAH4 Provide access to all pupils of a full range of senior cycle post primary 'programme options' (transition year, leaving certificate vocational programme, leaving certificate applied programme).</p> <p>SAH5 Encourage youth to consider self-employment as a realistic option through the development of an innovative enterprise culture.</p> <p>SAH6 Promote delivery of information technology training at different levels to increase awareness and skills.</p> <p>SAH7 Ensure that the workforce is adequately trained in key sectors to maintain competitive advantage and overcome staff retention issues.</p> <p>SAH8 Retain a larger percentage of the educated workforce within the County.</p>
Sample Indicators	<p>Percentage of students continuing from primary to post primary education, and third level education.</p> <p>Number of schools, both primary and post primary with artistic and physical/sports education programmes.</p> <p>Percentage of Kerry second level students who pursue third level education within the County.</p> <p>Percentage of third level graduates from the Institute of Technology (ITT) who secure employment in the County.</p> <p>Adult participation rates in further education.</p> <p>Number of young people who participate in the graduate enterprise programme at the Institute of Technology (ITT) each year</p> <p>Analysis of the educational attainment level of the population in the County.</p> <p>Number of adults sitting Leaving Certificate.</p> <p>Number of apprentices qualifying each year.</p> <p>Number and age profile of participants on the Back To Work Enterprise Allowance Scheme.</p> <p>Number of young people who participate in full time start your own business courses.</p>

Theme	EQUALITY AND SOCIAL INCLUSION	YOUTH AND CHILDREN
Strategic Objectives	<p>SAH9 Identification of barriers to participation and creation of a fair and inclusive society by securing participation and realising outcomes, (through the establishment of a County Equality Committee).</p> <p>SAH10 Identify and recognise what the barriers to participation actually are and create awareness at all levels of society and the workplace to eliminate discrimination and promote equality for all persons.</p> <p>SAH11 Influence Government and National Policy through various lobbying measures and develop arrangements for mainstreaming equality issues.</p>	<p>SAH12 Enable young people to develop in an holistic manner which will allow their development in order to enrich their own lives and those of their community.</p> <p>SAH13 Address youth issues including underage drinking, drug misuse and sex education in a comprehensive, holistic and long term manner by providing information and awareness. Support the work of the Regional Drugs Task Force.</p> <p>SAH14 Ensure consistent, sustainable, long term funding for youth work programmes including youth clubs to respond to youth needs.</p> <p>SAH15 Encourage volunteer involvement in youth, community and sporting activities.</p> <p>SAH16 Monitor implementation of the National Children's Strategy: <i>'Our Children/Their Lives'</i> with specific reference to the following national goals:</p> <ul style="list-style-type: none"> • <i>Children will have a voice in matters which affect them and their views will be given due weight in accordance with their age and maturity.</i> • <i>Children's lives will be better understood: their lives will benefit from evaluation, research and information on their needs, rights and the effectiveness of services.</i> • <i>Children will receive quality supports and services to promote all aspects of their development.</i> <p>SAH17 Develop a county-wide policy on playgrounds and play areas.</p>
Sample Indicators	<p>Number of public sector and other agencies/organisations etc. in the County which equality proof their strategies and programmes.</p> <p>Level of understanding of the equality and social inclusion themes in the County based on sample survey.</p> <p>Number of agencies delivering social inclusion measures in the County and level of expenditure.</p>	<p>Numbers of youth in the County involved in voluntary work through organisations registered on the County Community and Voluntary Register.</p> <p>Analysis of trends in underage drinking.</p> <p>Level of annual funding for youth work programmes.</p> <p>Implementation of National Children's Strategy to be assessed by international panel established by the Minister for Children.</p> <p>Increase in the number of play and recreational areas in the County.</p> <p>Number and type of youth facilities in both urban and rural areas</p>

CHILDCARE <i>(The following are priorities identified and submitted by the Kerry County Childcare Committee.)</i>	HOUSING ACCOMMODATION <i>(Including social and affordable housing)</i>	DISABILITY	Theme
<p>SAH18 Increase the number of childcare places and support existing provision, (including the provision of sites to community based childcare services).</p> <p>SAH19 Collect and disseminate accurate information on all relevant aspects of childcare to parents, childcare providers and the general public in Kerry.</p> <p>SAH20 Enhance the quality of childcare in Kerry.</p> <p>SAH21 Promote childminding as part of a high quality service in the County.</p> <p>SAH22 Provide further childcare places for children with special needs.</p>	<p>SAH23 Based on the Housing Strategy (2001-2006 Kerry County Council) the provision of 3,200 social and affordable housing units by 2006.</p> <p>SAH24 Specifically, the social housing waiting lists to be reviewed annually to determine the housing needs of people with special needs including people with disabilities, Travellers, homeless persons, older persons, single parent families, refugees and asylum seekers.</p> <p>SAH25 A housing information and advice service to be actively promoted within the County to assist people in making appropriate housing decisions and to provide an early intervention service in housing crisis situations.</p>	<p>SAH26 Recognise and remove physical barriers to disability through the implementation of infrastructure improvements in the built environment, both internal and external.</p> <p>SAH27 Identify, implement and communicate the necessary equality measures to ultimately lead to the inclusion as opposed to integration of people with disabilities in the mainstream of society.</p> <p>SAH28 Ensure ease of access to employment and recognition of employment as a key to participation and equal citizenship.</p>	Strategic Objectives
<p>Targets to be published by the Childcare Committee in their action plan.</p>	<p>Number of social and affordable housing units provided annually.</p> <p>Changes in demand for housing based on Local Authority housing waiting lists.</p> <p>Percentage of units which meet the housing needs of people with special needs.</p> <p>Analysis of the provision of housing in rural and urban areas and the extent to which such provision meets demand.</p>	<p>Number of organisations/agencies in the County which include needs of people with disabilities in their safety statements.</p> <p>Number of inspections carried out under Part M of the Building Regulations.</p> <p>Number of state agencies which fill their target in relation to the employment of people with disabilities.</p>	Sample Indicators

Theme	THE OLDER PERSON	TRAVELLERS	HEALTH
Strategic Objectives	<p>SAH29 The Board endorses the recommendations in the 'Ageing with Confidence' Strategy (October 1999) prepared by the Southern Health Board.</p> <ul style="list-style-type: none"> • Keeping older people well. • Supporting the older person at home. • Acute care • Continuing care 	<p>SAH30 Acknowledge and accept that discrimination exists and challenge it and promote greater awareness of equal status legislation amongst the settled community.</p> <p>SAH31 Encourage agencies to create employment and self-employment opportunities for Travellers.</p> <p>SAH32 Promote effective communication of the respective cultures thus ensuring the existence of equality, anti-discrimination and anti-racist ethos and social inclusion within the County.</p> <p>SAH33 Actively encourage Travellers to become involved in social sport and recreational activities.</p> <p>SAH34 Provision of choices and availability of accommodation options for Travellers in accordance with five year assessment of accommodation needs plan (Kerry County Council).</p>	<p>SAH35 Seek early diagnosis and access to services for healthcare.</p> <p>SAH36 Ensure that appropriate services are delivered at local level particularly to all 'at risk' groups.</p> <p>SAH37 Promote health and healthcare in the County through a topics, settings and population approach. (<i>see glossary</i>)</p> <p>SAH38 Promote a cultural change regarding health through education, policy development, supportive environments, strengthening community action, developing of personal skills, and reorienting health services.</p> <p>SAH39 Enable people to make healthy choices, encourage healthy lifestyles and recognise the intrinsic link between sports/fitness and a healthy lifestyle.</p> <p>SAH40 Assess access to the emergency health services in towns with high tourist populations during the tourism season.</p>
Sample Indicators	<p>Compliance/progress of recommendations contained in the 'Ageing with Confidence' Strategy.</p> <p>Number of older persons living at home.</p> <p>Number of older persons living alone.</p> <p>Hospital admissions and causes of hospitalisation.</p>	<p>Number of agencies/organisations in the County which designate a member of staff to handle anti-discrimination and anti-racist codes of practice within their organisations.</p> <p>Number of work placements for Travellers within Public Bodies.</p> <p>Number of Travellers provided with accommodation either in housing accommodation or serviced residential sites.</p> <p>Number of Travellers on the roadside or unauthorised sites.</p>	<p>Dependency ratio in the County.</p> <p>Number of organisations/agencies in the County which promote and operate employee health and welfare programmes.</p> <p>Analysis of causes of deaths in the County.</p> <p>Number of persons admitted as in-patients/out-patients in Tralee General Hospital.</p> <p>Changes in the number of persons covered by medical cards and comparison with changes in other Health Board areas.</p> <p>Changes in the suicide rate.</p>

THE FAMILY	SPORTS AND RECREATION	RURAL ISOLATION AND RURAL DEVELOPMENT	Theme
<p>SAH41 Ensure the provision of support services to families including intervention and prevention.</p> <p>SAH42 Recognition of the Family as the basic and most fundamental unit within our society and the development of family friendly policies by all organisations and agencies within the County.</p> <p>SAH43 Establish integrated infrastructure to support families at local levels on a geographic basis.</p>	<p>SAH44 Co-ordinate, devise and implement policies which deliver inclusive sustainable sport and recreation infrastructures.</p> <p>SAH45 Co-ordinate the planning, development and maintenance of sporting and recreational facilities including amenities and the natural environment within the County.</p> <p>SAH46 Increase participation in and awareness of the benefits of involvement in sports and recreational activities.</p> <p>SAH47 Develop and support those people who are engaged or who may want to engage in the provision of sports and recreation at all levels.</p>	<p>SAH48 In a social development, cultural development, economic and environmental context, to consider 'people first' and to protect and maintain the 'living countryside'.</p> <p>SAH49 In the context of the villages in County Kerry, preserve strengthen and expand the range and scale of community, educational, youth work and social services.</p>	Strategic Objectives
<p>Number of networks of family and community services established in the County.</p> <p>Changes in Family structures in the County.</p> <p>The number of Family Resource Centres and facilities in those centres.</p>	<p>Number of professional and voluntary bodies involved in sports and recreation.</p> <p>Number of sports centres in the County, including membership.</p> <p>Number of new bike paths, walks etc. developed in the County.</p>	<p>Percentage of county population living in rural areas.</p> <p>Numbers of elderly people living in rural areas.</p> <p>Numbers of elderly people with free access to health-care services.</p> <p>Expenditure under the CLÁR Programme in each of the designated rural areas.</p> <p>Number of houses provided in villages.</p> <p>Number of people with disabilities accommodated in their own village.</p> <p>Number of new housing associations established in the County.</p>	Sample Indicators

3.3 Culture, Heritage & the Irish Language Strategic Objectives

This Section includes Strategic Objectives under the following themes:

THEME	STRATEGIC OBJECTIVE NO'S
Culture	CHI1 - CHI8
Heritage	
The Arts	
The Irish Language	

The objectives in this section, together with the objectives being pursued under the rural isolation and rural development theme, promote a respect for rural areas and seek balanced development.

In particular, the Strategy recognises that our Culture, Heritage and Irish Language make a contribution which adds significant value to the County. This is an identifying feature for the many people who visit Kerry and particularly those who visit Gaeltacht areas within the County.



Theme	CULTURE, HERITAGE AND THE IRISH LANGUAGE
Strategic Objectives	<p>CHI1 Ensure long term sustainability of quality art and culture through support and grant aid thus progressing art initiatives, community development and access to the arts countywide.</p> <p>CHI2 Protect, enhance and restore the natural and built heritage of the County whilst recognising the central role of community involvement.</p> <p>CHI3 Develop a pro-active approach (including on-going monitoring) to built and natural heritage conservation and foster development, education and tourism opportunities.</p> <p>CHI4 Monitor and create a pro-active approach to developments and in particular those that have a strong potentially negative impact on local landscapes or views.</p> <p>CHI5 Recognise and foster the unique links between the national games and other sports and their contribution to the cultural development of the County.</p> <p>CHI6 Encourage organisations in the County to ensure the option of availability of services through the medium of Irish in dealing with customers and the public.</p> <p>CHI7 Ensure that language impact studies on the influence of all major developments schemes or programmes in Gaeltacht areas are carried out as part of the planning process.</p> <p>CHI8 Public service organisations in the County to assess the impact of their strategies, plans and programmes on the Irish Language throughout the County with particular reference to Gaeltacht areas.</p>
Sample Indicators	<p>Level of funding obtained in the County under the public arts scheme.</p> <p>Level of funding availed of in the County from the Arts Council and other arts grants providers.</p> <p>The percentage of architectural, archaeological and heritage sites which are on a database.</p> <p>Number of purpose built art centres in the County and rates of usage.</p> <p>Number of public service organisations in the County which proof their strategies, plans, programmes for language purposes.</p> <p>Number of library members and usage of Library service.</p> <p>Percentage of population who use Irish on a daily basis.</p> <p>Number of Gael Scoileanna.</p> <p>Number of public agencies that have a bilingual service policy.</p>

3.4 Environment & Spatial/Sustainable Development Strategic Objectives

This Section addresses the priorities in the following areas:

THEME	STRATEGIC OBJECTIVE NO'S
The Environment & Spatial Development	ENV1 - ENV5
The Environment & Sustainable Development	ENV6 - ENV10

All of these thematic areas are inextricably linked. The objective is to state and recognise Kerry's position within a national context in both environmental and spatial terms, followed by the identification of the key priorities within the County including the need for balanced development between urban and rural areas, and the protection of the unique landscape of the County.



Theme	ENVIRONMENT AND SPATIAL DEVELOPMENT
Strategic Objectives	<p>ENV1 Implement the vision of County Kerry as a functional area under the National Spatial Strategy and the identification of a gateway growth axis within County Kerry.</p> <p>ENV2 The development of an integrated rural land use development policy by all relevant agencies within the County recognising the importance of the farming community and others in rural areas as key stakeholders within this policy context.</p> <p>ENV3 To develop a County policy which seeks to balance the positive economic benefits of afforestation with potential environmental impacts with particular reference to impacts on soil, water quality, landscape effects and biodiversity.</p> <p>ENV4 Preparation of Strategic Planning Studies in each of the electoral areas to inform the planning process and to develop a more coherent understanding of spatial planning within the County.</p> <p>ENV5 Identification and designation of development zones, with particular reference to the identification of priority locations for industrial and enterprise development within the County.</p>
Sample Indicators	<p>Analysis of number of new households within rural areas in the County as a percentage of total household increases.</p> <p>Level of investment in urban/village renewal projects.</p> <p>Percentage change of land use under forestry.</p> <p>Adoption of best forest practice.</p>

Theme	ENVIRONMENT AND SUSTAINABLE DEVELOPMENT
Strategic Objectives	<p>ENV6 Protect the unique landscape of the County whilst supporting sustainable development.</p> <p>ENV7 Environmental services infrastructure: (i) To minimise the adverse effects of all forms of waste on the environment. (ii) To supply and maintain good quality drinking water in compliance with national and EU Legislation.</p> <p>ENV8 Environmental Quality: To improve environmental quality by preventing pollution.</p> <p>ENV9 Environmental Awareness: To raise public awareness of environmental issues by highlighting civic responsibilities and providing opportunities for best practice.</p> <p>ENV10 To support the farming community as custodians of the environment.</p>
Sample Indicators	<p>Percentage of total waste generated in the County which is consigned to landfill, recycled or reused.</p> <p>Changes in classification of water quality in rivers and lakes.</p> <p>Number of blue flag beaches and marinas.</p> <p>Private housing units classified by water supply.</p> <p>Private housing units classified by sanitary facilities.</p> <p>Changes in amount of litter collected in public areas/street cleaning annually and number of litter fines issued.</p> <p>The percentage reduction in waste tonnage landfill.</p> <p>Percentage of waste recycled.</p> <p>Number of additional recycling facilities (measured annually).</p>

3.5 Infrastructure Strategic Objectives

This Section includes Strategic Objectives under the following themes:

THEME	STRATEGIC OBJECTIVE NO'S
Roads and Transportation	INF1 - INF14
Information & Communications Technology	INF15 - INF18
Energy	INF19 - INF21

Throughout the strategic process, the County Development Board has identified a number of deficiencies in infrastructural provision within and to the County. The Strategic Objectives on Spatial Development have identified the importance of the designation of the County as a functional area and the identification of a gateway growth axis within the County. This has implications for infrastructural development in view of the fact that the balanced regional development vision within the proposed National Spatial Strategy highlights the provision of infrastructure in advance of need within the gateway areas.

The Strategic Objectives on infrastructure pursue the following:

- Ease of access to the County for all transportation modes.
- Provision of an adequate information and communications technology infrastructure to overcome the peripheral location of Kerry.
- The development of energy sources with particular reference to alternative energy methods.

Theme	ROADS AND TRANSPORTATION
Strategic Objectives	<p>INF1 Improve road safety for all road users.</p> <p>INF2 Upgrading of the National Primary Road Network to the best modern standards to achieve an average inter urban speed of 80 kph.</p> <p>INF3 Improvement of the National Secondary Roads Network in the County to a modern acceptable standard with particular reference to the following roads N86 (Tralee/Dingle), N70 (Tralee/Caherciveen/Kenmare), N71 (Killarney/Kenmare towards Glengarrif), N72 (Mallow/Rathmore/Killarney) and N69 (Limerick/Tarbert/Listowel/Tralee).</p> <p>INF4 Improvement of the Non-National Roads Network to a modern acceptable standard.</p> <p>INF5 Creation of a bridge management system for the entire road network.</p> <p>INF6 Develop a Signage Proofing Programme for non-national roads and implement same for regional roads by 2005.</p> <p>INF7 Reduce the number of accident blackspots on the County Road Network.</p> <p>INF8 Co-ordination of public transport services within the County including the examination and development of alternative transport systems and the determination of the feasibility of a commuter rail link between Tralee and Killarney.</p> <p>INF9 Continued future investment in the Tralee/Killarney/Mallow railway line to a standard which is on a par with inter city line railways in the country.</p> <p>INF10 Actively support the Board of Kerry Airport in the development of the airport and seek collaboration between the tourism authorities, transport authorities, airlines and Kerry Airport in identifying new business and new routes.</p> <p>INF11 Having regard to the countywide audit of rural passenger transport services (Department of Environment and Local Government (DOELG) July 2001), the development of a rural transport service which meets the reasonable needs of commuters within the County with particular reference to the following target groups: older people, people who are ill or people who have disabilities, people on low incomes and young people.</p> <p>INF12 Develop public and school transport systems as an alternative to the private car and ensure that such transport systems are supported and used by the public.</p> <p>INF13 Continued development of landing facilities within the County with particular reference to the development and promotion of Dingle and Fenit Harbours and the identification of enterprise opportunities which are complementary to these Harbours.</p> <p>INF14 Encourage and actively promote the development of a ferry service between the Dingle and Iveragh Peninsulas, specifically targeting tourist traffic during the summer months.</p>

Theme

ROADS AND TRANSPORTATION

Sample Indicators

- Number of fatalities and serious injuries arising from road accidents (measured annually).
- Length of roads improved (or realigned) annually (measured in km).
- Average journey times from rural areas to the towns of Tralee/Killarney and Listowel.
- Annual investment in public roads programme.
- Air traffic and number of passengers through Kerry Airport (annually).
- Analysis of passenger traffic through Kerry Airport (source, destination and reason for journey).
- Length of rail line upgraded (measured in km).
- Investment in rail line.
- Average length of journey time from Tralee to Mallow by rail.
- Number of rural passenger transport routes developed in the County.
- Percentage of people using private car for work purposes, education purposes or other needs compared to percentage usage of public transport services.
- Changes in sea freight volumes to and from Dingle and Fenit harbours.
- Length of new footpaths constructed.
- Number of lay-bys or viewing areas provided.
- The percentage increase of motor vehicles taxed annually.

Theme	INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT)	ENERGY
Strategic Objectives	<p>INF15 Commission a broadband needs study and seek to provide for the availability of high specification telecommunications which maximises information technology opportunities within the County.</p> <p>INF16 Enhance community access to information and communications technology through provision of inclusive Information and Communications Technology (ICT) access and equitable access for public services.</p> <p>INF17 Foster a culture of awareness of information technology capabilities and awareness through networking.</p> <p>INF18 Seek the ample supply of information technology competency at all skill levels for all current and future business education and social needs.</p>	<p>INF19 Commission an Energy Plan for the County which will assess current demands, likely future demands and the range of possibilities by which such demand can be met.</p> <p>INF20 Seek and lobby for the supply of natural gas to Kerry.</p> <p>INF21 Promote energy efficiency, develop and maximise renewable energy resources, and ensure security of supply.</p>
Sample Indicators	<p>Annual investment and level of improvement of broadband infrastructure servicing the County.</p> <p>Number of new jobs created in the information and communications technology sector.</p> <p>Number of state bodies who use information technology broadband within the County.</p>	<p>Average cost of annual electricity bills for domestic and commercial purposes.</p> <p>The level of public awareness in relation to energy conservation and alternative energy sources based on sample survey method.</p> <p>Number of alternative energy projects developed within or outside the County which serve the energy supply needs of County Kerry.</p> <p>Percentage of energy demand supplied through alternative sources.</p>

Section 4

A REGIONAL PERSPECTIVE



County Kerry is in the South and Eastern Regional area for National Development Plan purposes and the South Western Region for Regional Authority Purposes. If we are to achieve our Strategic Objectives in Section 3, we will need co-operation from agencies in other regions. The priority themes which require a regional perspective are set out in this Section.

4.1 | A Regional Perspective

Kerry is located within the South West Regional Authority functional area and the South and East Regional Assembly area. This Strategy advocates an outward looking approach and it is recognised that the achievement of certain objectives will require collaboration with other counties and authorities in other regions. The purpose of this section is to identify areas where this collaboration is necessary. These include:

TRANSPORT

The development of the main access routes to the County including the N22 from Cork to Killarney/Tralee, the N72 from Mallow to Killarney, the N21 from Limerick to Castleisland/Tralee and the N69 from Limerick to Listowel/Tralee. It is an objective of the Board to seek the upgrading of the status of the N69 road to a national primary route and to seek co-operation from Limerick County Council and the National Roads Authority in meeting this objective. It is also an objective of the Board to seek the upgrading of the status of the N72 road, from Mallow to Killarney, to a National Primary Route and to seek co-operation from Cork County Council and the National Roads Authority in meeting this objective. Furthermore, it is an objective of the Board to request Cork County Council and the National Roads Authority to improve substantially the N22 National Primary Route from Macroom to Ballyvourney.

ENERGY

The development of a higher grade electricity network within the County has been identified. It is an objective of this Board to work with adjoining counties including Cork, Limerick and Clare and electricity providers in lobbying for upgrading the capacity of electricity lines serving the region. This Strategy identifies alternative energy sources as an integral objective in meeting the future energy needs of the County. The development of key alternative energy sites within the South West and Mid West Regions is important to the future development of County Kerry and to the Regions. Within this framework, it is recognised that, while self sufficiency in energy terms is desirable, the fact is that the future development of the County may rest with the provision

of energy needs from outside the County. In turn, Kerry is uniquely placed to develop alternative energy sources and could therefore develop opportunities which would be of benefit to adjoining counties and regions.

INFORMATION AND COMMUNICATIONS TECHNOLOGY

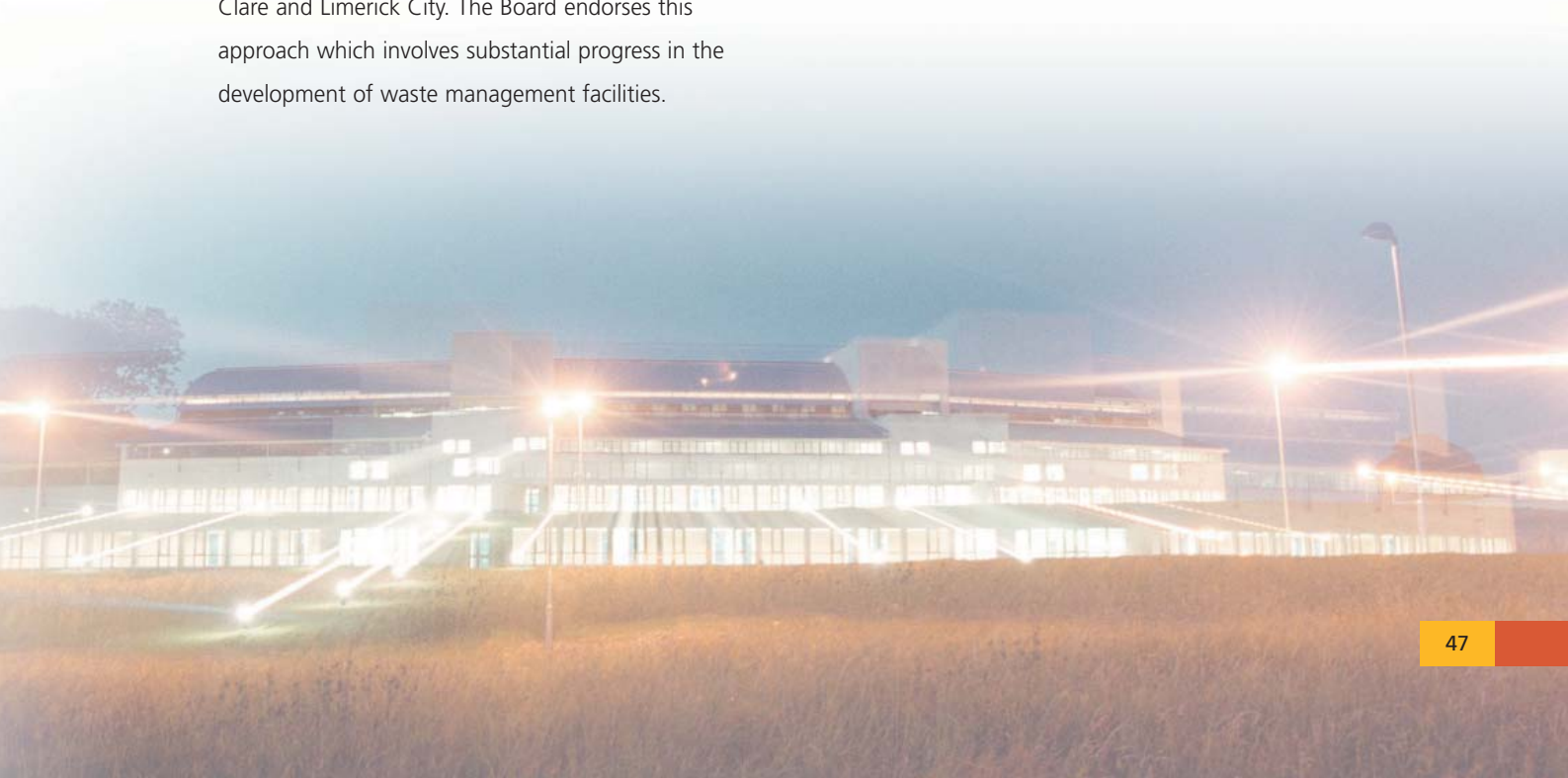
The Kerry County Development Board will collaborate with County Development Boards in Clare, Limerick and Cork to identify actual and proposed broadband infrastructure needs in the region, business requirements and the likely requirements for broadband infrastructure in the medium term with a view to promoting projects for funding under the National Development Plan.

WASTE MANAGEMENT

The Kerry County Development Board recognises that the achievement of the objectives in the Waste Management Plan for Limerick/Clare/Kerry Region (June 2000) requires a shared approach between the local authorities and people of counties Kerry, Limerick and Clare and Limerick City. The Board endorses this approach which involves substantial progress in the development of waste management facilities.

GAELTACHT REGIONS

There are Gaeltacht regions in seven counties throughout the country. The sensitive and sustainable development of these Gaeltacht regions is an objective of this Strategy. The Kerry County Development Board proposes to co-operate, particularly through the NASC Partnership, in developing consistent approaches to Gaeltacht areas with particular reference to the linguistic heritage of these areas.



Section 5

IMPLEMENTATION, REVIEW AND PROOFING OF THE STRATEGY



The task of converting this Strategy into chosen results will require commitment and resources by all of the implementing agencies. Strategy Implementation is essentially an administrative function which means that structures must be developed to support this function. This Section should be read in conjunction with the Implementation/Action Plan prepared by the Board.

5.1 Implementation

The Kerry County Development Board does not, itself, directly implement the Strategy but relies on the agencies and organisations operating within the County to deliver and take responsibility for specific elements of implementation.

Critical success factors for implementation include:

- Clarity within the Kerry County Development Board of the role of each organisation and agency.
- A clear understanding of the nature and purpose of the Strategy.
- Buy-in by agencies and organisations providing the services locally.
- The actions flowing from the Strategy being realistic and achievable.
- Proofing by agencies of their plans and strategies against this Strategy.
- The quality, clarity and language of this Strategy as a written document.
- Identification of early wins in the strategic implementation process.

Under the County Development Board process, all public service bodies operating in County Kerry will be expected to ensure that their **policies** and operational plans are consistent with this Strategy. This includes the priorities embodied in the Strategy as agreed by the Board or reflected within the operational plans and programmes of the agencies. Adherence to this requirement will be an acid test of the success or otherwise of implementing the Strategy.

The Board proposes the following steps in pursuit of monitoring progress on implementation of the Strategy:

Step 1

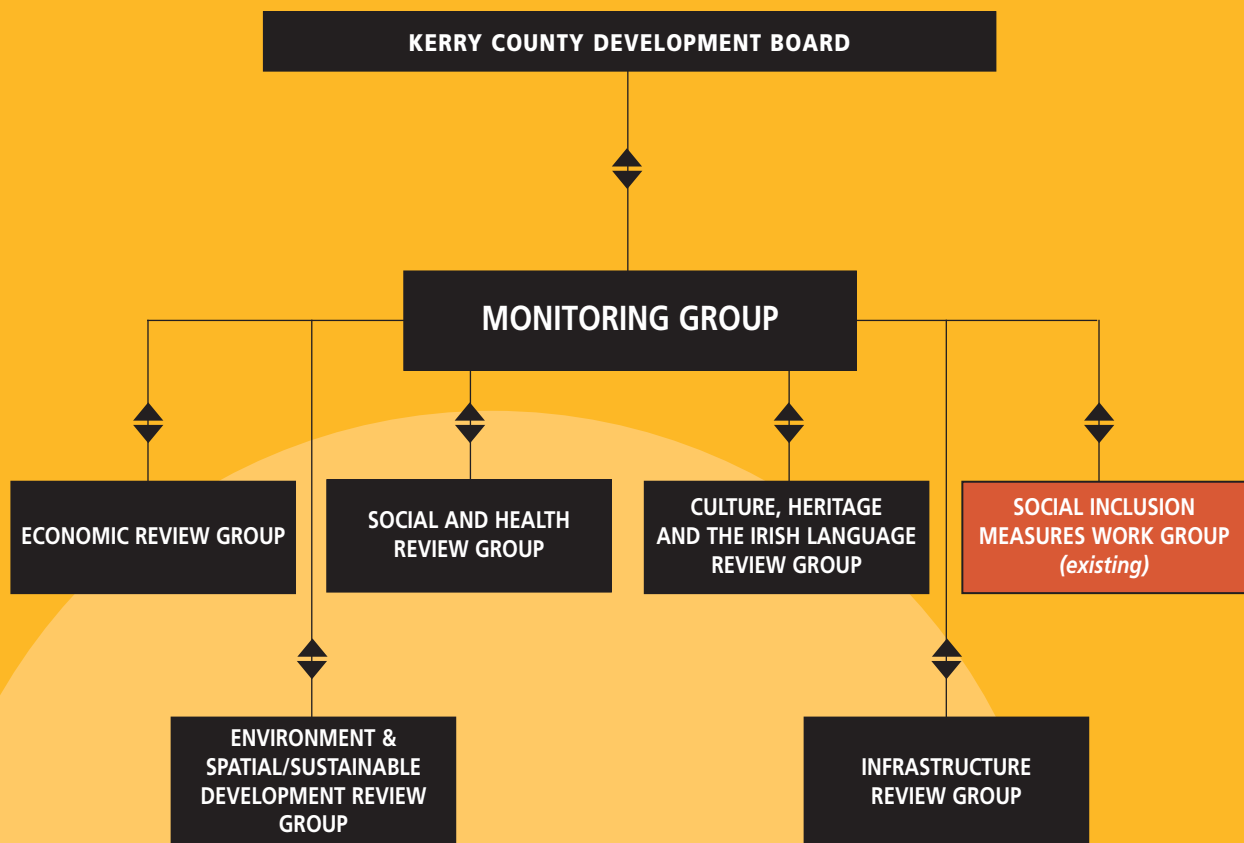
An **Implementation/Action Plan** will be prepared for this Strategy. This plan will outline how each of the Strategic Objectives in this document will be implemented. It will indicate an action or actions for each objective, identify the lead partner for that action and identify other partners which have a role in implementing the action. The role of the lead partner will be to take responsibility for implementing the action including the commitment of financial and human resources, while also involving the other partners in the process. It is the intention of the Board to commence with the publication of a short-term Implementation/Action Plan.

Step 2

The Kerry County Development Board will form appropriate sub-structures which will oversee the implementation of the Strategy and determine progress in relation to the Implementation/Action Plan.

The sub-structures needed to implement the Strategy have different aspects, namely the Board, the individual delivery agencies and where those agencies have to co-operate in order to deliver on the objective.

Implementation / Action Plan Structures



The sub-structures proposed by the Board include:

- The establishment by September 2002 of a Review Group for each of the five different sections of the Strategy:
 - Economic Review Group
 - Social and Health Review Group
 - Culture, Heritage and Irish Language Review Group
 - Environment and Spatial/Sustainable Development Review Group
 - Infrastructure Review Group
- A Board Monitoring Group which will consist of the Chairperson of the Board, the Director and the Chairpersons of each of the Review Groups.

Note: The Board has already established a Social Inclusion Measures (SIM) Work Group to achieve objectives identified by the Interdepartmental Task Force on the Integration of the Local Government and Local Development Systems.

The principles underlying the selection of the members of each of the Review Groups include:

- Each of the Review Groups will be chaired by a member of the County Development Board.
- The membership of each of the Review Groups may consist of both Board and non-Board members from agencies/organisations deemed to be most appropriate to the Review Group.
- Each of the Review Groups will consist of membership which is determined on a cross sectoral basis.

While recognising the importance of effective structures to oversee and steer the implementation process, it is recognised that this process represents a new way of working for each of the implementing agencies and organisations. Each of the players commit themselves to reviewing their structures to assess whether they support the co-operation which this Strategy entails. This includes an examination of financial and human resources to deliver on commitments. Each agency is required to examine the critical success factors that are necessary for the successful implementation of their part of the Strategy.

Step 3

The Board will undertake a review of progress on implementing the Strategy on an annual basis, which will be published in the Board's Annual Report.

5.2 Review of the Strategy

Strategy formation is concerned with the realisation of change. In a world of changing technologies, transforming economies, shifting demographics, reforming Governments and dynamic competition, strategy involves change. In this kind of environment, the mission of the County Development Board and indeed the vision for the County may not change but the objectives and actions will repeatedly need to change. A regular review of this Strategy is therefore necessary.

The review process and implementation process are inextricably linked. Difficulties which arise in the implementation phase will need to be looked at to determine if change is required in order to realise certain objectives. It is therefore proposed to:

Step 1

Conduct an annual review of the Strategy to determine progress or otherwise on its implementation.

Step 2

Conduct an analysis of changes within the environmental, economic, social and cultural areas to determine likely future impacts on the Strategy which will have implications for the review process.

Step 3

Develop a consultation process surrounding the review. The type, extent and depth of this consultation process will be determined by the extent and depth of the review that is necessary.

Step 4

Amend the Strategic Objectives and Implementation/Action Plan as a result of the review.

An Annual Report will be prepared by the Kerry County Development Board on its activities showing progress in relation to the implementation of the Strategy and proposals for review of the Strategy which are deemed necessary by the Board within this process.

The processes for both the implementation and review of the Strategy are outlined on the following page.

KERRY COUNTY DEVELOPMENT BOARD



5.3 Proofing

The Kerry County Development Board is committed to long term sustainable development. This is based on a collaborative and participative approach to development which seeks to balance social, cultural, economic and environmental needs of present and future citizens of County Kerry. To ensure this commitment is carried through the lifetime of the Strategy and beyond proofing of all actions must take place.

Proofing, whether it be equality, rural, health impact, poverty, environmental or disability focused, involves placing such issues at the centre of decision-making. Essentially, the term 'proofing' is synonymous with 'mainstreaming'. It is a mechanism or method, which can be applied to implement certain objectives, where the beneficiaries of the mainstreaming approach in Kerry are the citizens of Kerry. In relation to the selection of specific objectives, the kind of society that people want will usually determine which objectives should be adopted. Therefore, consultation is a key element of any proofing mechanism.

Consultation has been an integral part of the development of Meitheal Chiarraí where the participation of disability groups, Travellers, environmental groups, rural groups and people experiencing inequality was facilitated in the planning process. Prior to the publication of the first draft, over 350 organisations were consulted, a number of which represented specific social groups. After its publication, the general public was invited to make submissions on the key Strategic Objectives. This was supported by a series of public consultation meetings and specific meetings with groups and individuals. The draft was also available on the

Internet and in a range of formats, such as braille, Irish and audio, to maximise the opportunity for further consultation before it was finalised.

While it is possible to identify individual actions in Meitheal Chiarraí, which directly relate to social inclusion and equality, it is not possible to carry out a detailed impact assessment on the overall combined impact of the actions contained within the Strategy. These actions will form part of individual organisations policies and work programmes which should be subject to equality impact assessments, by the individual organisations. Over time, as this information becomes available to the Board, it may be feasible to carry out a comprehensive equality impact assessment.

Likewise environmental proofing will be undertaken to ensure that environmental considerations are integrated into all policy areas, safeguarding sustainable development in the long run. The Board, in consultation with other agencies, will proof actions at the implementation stage. This methodology will be based on national guidelines and is specific to a Kerry environmental context.

Poverty proofing also will become part of the core business of the County Development Board and the implementation agencies. Essentially it will assess the impact individual actions will have on people in, or at risk of, poverty in Kerry.

A Health Impact Assessment of the actions taken during implementation phase is also an essential part of the process. The appropriate methodology for proofing would however need to be developed. A system for proofing actions during the Strategy implementation phase, will be undertaken on the basis of National Proofing Guidelines.

Section 6

APPENDICES

Appendix I  Membership of Kerry
County Development Board
2000/2002

Appendix II Membership of the Work Groups of
Kerry County Development Board

Appendix III Membership of the Kerry County
Community and Voluntary Forum

Appendix IV  List of written submissions received
from the Public Consultation Process

Appendix V Local Government Act, 2001,
Part 13 Section 129

Appendix I

Membership of Kerry County Development Board 2000 - 2002 (April)

Local Government

Mr. Brian O'Leary, MCC, Kerry County Council (<i>Chairman 2001-03</i>)	Mr. Martin Nolan, County Manager,, Kerry County Council
Mr. Ned O'Sullivan, MCC, Kerry County Council	Mr. Michael Healy-Rae, MCC, Kerry County Council
Mr. Michael Connor-Scarteen, MCC, Kerry County Council	Ms. Maeve Spring, MCC, Kerry County Council
Mr. Paul O'Donoghue, MCC, Kerry County Council	Mr. Denis Stack, Listowel Town Council
Mr. Terry O'Brien, Tralee Town Council	Mr. Michael Courtney, Killarney Town Council

Cllr. Ted Fitzgerald chaired the Board from February 2000 to June 2000 and Cllr. Tom Fleming chaired the Board from June 2000 to June 2001. Cllr. Brendan Cronin replaced Cllr. Maeve Spring from September - December 2001.

Local Development

Mr. Martin Collins, Kerry County Enterprise Board	Mr. John P. O'Connor, Kerry County Enterprise Board
Mr. Paddy O'Callaghan, South Kerry Development Partnership Ltd.	Mr. Tom O'Donnell, Tuatha Chiarraí
Mr. Seamus O'Hara, Partnership Trá Lí	Ms. Marian Keane, Sliabh Luachra ADM
Mr. Antaine Ó Sé, MFG Teo	Mr. John Moynihan, IRD Duhallow
Mr. Robert Carey, North Kerry Together	

Mr. Tommy O'Connor represented Partnership Trá Lí from February 2000 to March 2002

State Sector

Ms. Ann Doherty, Southern Health Board	Chief Superintendent Fred Garvey, Garda Síochána
Mr. Terry McCarthy, FÁS	Mr. Bill O'Brien, Teagasc
Ms. Mary Buckley, IDA Ireland	Dr. Barney O'Reilly, Kerry Education Service
Mr. Liam Kelly, Enterprise Ireland	Mr. Ogie Moran, Shannon Development
Mr. John Herlihy, DSCFA	Mr. Risteard MacGearailt, Údarás na Gaeltachta
Mr. Seamus Fitzgerald, MCC, Údarás na Gaeltachta	
Mr. Declan Murphy, South West Regional Tourism Authority, Cork/Kerry Tourism	

Mr. Dónall MacGiolla Bhríde and Mr. Pdraig Ó Scannláin also represented Údarás na Gaeltachta at various times during this term. Mr. Brian Fitzpatrick and Mr. Paddy Gallagher also represented the IDA during this term.

Social Partners

Ms. Kathleen O'Regan Sheppard, Employer/Business Sector	Mr. Andrew McCarthy, Trade Union Sector
Mr. Don MacNamara, Agriculture/Farming Sector	Ms. Helen Fitzgerald, Community and Voluntary Sector
Mr. Joe Walsh, Community and Voluntary Sector	

Mr. Tom Griffin represented the farming sector for a period during the year 2000.

Appendix II

Membership of the Work Groups of Kerry County Development Board

Work Group 1

Chair Mr. Brian O'Leary, MCC, Kerry County Council

ISSUES

AGRICULTURE

FISHERIES

FOOD PRODUCTION

MEMBERSHIP

Mr. Martin Nolan, County Manager, Kerry County Council

Mr. John P. O'Connor, Kerry County Enterprise Board

Mr. John Moynihan IRD Duhallow

Mr. Bill O'Brien, Teagasc

Mr. Seamus Fitzgerald, MCC, Údarás na Gaeltachta

Mr. Tom Griffin, Farming Sector

Mr. Don McNamara, IFA/A Taste of Kerry

Mr. John O'Leary, ICMSA

Mr. James Brosnan, ICOS

Mrs. Margaret Casey, Ban Chara, Community and Voluntary Sector

Mr. Denis C. Teahan, Fisheries Sector

Work Group 2

Chair Mr. Paddy O'Callaghan, Chairman, South Kerry Development Partnership Ltd.

ISSUES

DISABILITY

ELDERLY

EQUALITY

HEALTH

TRAVELLERS

FAMILY

YOUTH

SPORTS/RECREATION

RURAL ISOLATION

MEMBERSHIP

Ms. Maeve Spring, MCC, Kerry County Council

Mr. Terry O'Brien, Tralee Town Council

Mr. Antaine Ó Sé, Meitheal Forbartha na Gaeltachta

Mr. John Herlihy, Dept. of Social, Community and Family Affairs

Ms. Ann Doherty, Southern Health Board

Chief Superintendent Fred Garvey, Garda Síochána

Mr. Joe Walsh, Community and Voluntary Sector

Mr. Tony O'Keeffe, Kerry County Board, Community and Voluntary Sector

Ms. Michelle Gilligan, South Kerry Development Partnership Ltd.

Mr. Donal Dowd, Cappanalea Centre/Kerry Education Service

Mr. George Dineen, CPI, Disability Sector/Community and Voluntary Forum Sector

Mr. Jim O'Shea, Kerry County Board, Athletic Association of Ireland, Community and Voluntary Sector.

Work Group 3

Chair Dr. Barney O'Reilly, CEO, Kerry Education Service

ISSUES

INFORMATION TECHNOLOGY/

TELECOMMUNICATIONS

RESEARCH AND

DEVELOPMENT

ENERGY

EDUCATION/TRAINING

MEMBERSHIP

Mr. Ned O'Sullivan, MCC, Kerry County Council

Mr. Robert Carey, North Kerry Together

Mr. Tomás Hayes, Kerry County Enterprise Board

Ms. Mary Buckley, IDA Ireland

Ms. Marian Keane, Sliabh Luachra ADM

Mr. Terry McCarthy, FÁS

**CULTURE, HERITAGE
IRISH LANGUAGE**

Ms. Helen Fitzgerald, Community and Voluntary Sector
Ms. Mary Fenton, Institute of Technology, Tralee
Ms. Kate Kennelly, Arts Officer, Kerry County Council
Mr. Larry Long, Lyreacrompane Community Development Company
and Sliabh Luachra Development, Community and Voluntary Sector
Mr. Seamus MacGearailt, Roinn na Gaeltachta

Work Group 4

ISSUES

**ENTERPRISE
INFRASTRUCTURE/
TRANSPORT
SPATIAL STRATEGY
TOURISM**

Chair Ms. Kathleen O'Regan Sheppard, Employer/Business Sector

MEMBERSHIP

Mr. Michael Connor-Scarteen, MCC, Kerry County Council
Mr. Denis Stack, Listowel Town Council
Mr. Michael Healy-Rae, MCC, Kerry County Council
Mr. Tom O'Donnell, Tuatha Chiarraí
Mr. Denis Cournane, Kerry County Enterprise Board
Mr. Liam Kelly, Enterprise Ireland
Mr. Dónall MacGiolla Bhríde, Údarás na Gaeltachta
Mr. Ogie Moran, Shannon Development
Mr. Declan Murphy, South West Regional Tourism Authority, Cork/Kerry Tourism
Mr. Andrew McCarthy, Trade Union Sector
Ms. Caroline Toal, Partnership Trá Lí
Mr. Robert Casey, Tralee Chamber of Commerce, Business Sector
Mr. Bernie Goggin, An Taisce
Mr. Tadhg O'Donoghue, Kilgarvan Community Council, Community and Voluntary Sector
Mr. Derek Daly, Senior Executive Planner, Kerry County Council

Environment Work Group

Chair Mr. Declan Murphy, South West Regional Tourism Authority, Cork/Kerry Tourism

ISSUES

**ENVIRONMENT AND
SPATIAL/SUSTAINABLE
DEVELOPMENT**

MEMBERSHIP

Mr. Matt Hodd, Earthwatch
Mr. Tom O'Donnell, Tuatha Chiarraí
Mr. Flor McCarthy, Kerry IFA
Mr. John Roche, Sliabh Luachra ADM
Ms. Catherine McMullin, An Taisce
Ms. Mary Tuohy, Cunamh Energy Action
Mr. Bernie Goggin, An Taisce
Mr. Tim Gleeson, Community and Voluntary Sector
Mr. Oliver Ring, Director of Services, Kerry County Council
Mr. Fergus Dillon, Senior Engineer, Kerry County Council
Mr. John J. O'Connor, ICMSA
Mr. Derry Dillon, North Kerry Together
Ms. Kathleen O'Regan-Sheppard, Employer/Business Sector
Ms. Barbara Eames, Partnership Trá Lí
Ms. Linda Deady, IRD Duhallow
Mr. Dermot Curran, Earthwatch
Mr. Pat O'Riordan, Shannon Development

Appendix III

Membership of the Kerry County Community and Voluntary Forum

Mr. Sean Quinlan, Chairman

Ms. Helen Fitzgerald

Mr. John O'Neill

Mr. Antóin Ó Caoimh

Mr. Joe Walsh

Mr. Diarmuid Ó Sé

Mrs. Margaret Casey

Ms. Eileen Mayse

Mr. George Dineen, Snr.

Ms. Margaret Carmody

Mr. Jimmy Bambury

Mr. Michael Dowling

Mr. Tim Gleeson

Ms. Ann O'Dwyer

Mr. Larry Long

Mr. Mike Dowd

Mr. Jim O'Shea

Mr. Tadhg O'Donoghue

Ms. Karen Gearon

Mr. Teddy Healy

Ms. Christina Maguire and Ms. Aileen D'Arcy were also members of the Forum until November 2001.

Appendix IV

List of written submissions received from the Public Consultation Process

- Mr. Alan Glenn, Philips
- An Taisce
- Banchara Mid-Kerry/Sliabh Mish Women's Group
- Bord Iascaigh Mhara(BIM)
- Birdwatch Ireland
- Ms. Caroline Sweeney and Mr.Conor Burke
- Castlecove Women's Group
- Children's Play Development Workshops
- Comhchoiste Ghaeltachtaí Chiarraí Theas
- Mr. Damien MacAodha
- Mr. Daniel Kavanagh
- Ms. Delia O'Brien,
- Ms. Denise Collins
- Dingle Peninsula Tourism Group
- Dochas, Dingle
- Mr. Douglas Brennan
- Earthwatch
- Mr. Eric Purtage
- Ms. Fiona Carroll
- Mr. Francie O'Driscoll
- Greater Kenmare Forum
- Greater Kenmare Youth Development Project
- Heritage Office, Kerry County Council
- Irish Hotels Federation
- Mr. Joe Forde
- Mr. John Hunt
- Mr. John Hurley
- Mr. John Treacy
- Ms. Kate O'Sullivan
- Mr. Keith Cockburn
- Kenmare Chamber of Commerce, A Vision For Kenmare
- Kenmare Environment Group
- Kerry Action For Development Education (KADE)
- Kerry Area Rapid Transit (KART)
- Kerry County Council Roads and Transportation Strategic Policy Committee (SPC)
- Kerry County Library
- Kerry Diocesan Youth Service (KDYS)
- Killarney Chamber of Commerce
- Killarney Town Council
- Killorglin Traders Association
- Ms. Mary O'Brien
- Ms. Maureen Hartney-Cronin
- Mr. Michael Hayes
- Mr. Michael Healy Rae
- Mr. Michael O'Connor
- Mid Kerry Forum
- National Disability Authority
- North Kerry Arts and Culture Society
- An tAthair Padraig Ó Fiannachta
- Mr. Patrick Teahan
- Public Consultation Meetings:
 - Caherciveen
 - Castleisland
 - Dingle
 - Kilgarvan/Kenmare
 - Killarney
 - Killorglin
 - Listowel
 - Rathmore
 - Tralee
- Quills Cross Residents Group
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- Mr. Seamus Ó Ceilleachair
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- South West Kerry Women's Association
- South West Regional Fisheries Board
- Mr. Tadhg O Donoghue
- Teamworks
- Mr. Tony Murphy
- Vocational Training Opportunity Scheme (VTOS) Killarney
- West Kerry Dairy Group
- Women in Farming Group
- Young Citizens in Action

Appendix V

Local Government Act, 2001, Part 13 Section 129

1. There shall be established, by order of the Minister under this subsection, in each county and city a body to be known as the '... County Development Board' or '...City Development Board' as the case may be (in this section referred to as the 'Board') with the name of the appropriate county or city prefixed.
2. A Board shall, in so far as is provided by this section, operate under the aegis of the relevant county council or city council but is otherwise independent in the performance of its functions.
3. Subject to and in accordance with guidelines issued under sub-section (9), the membership of a Board comprises -
 - (a) the members of the county council's corporate policy group or city council's corporate policy group (as the case may be) and the relevant county manager or city manager;
 - (b) representatives of public authorities operating in the county or city concerned;
 - (c) such representatives of social interests, to be known collectively in the context of a Board as the social partners, as may be provided for in such guidelines;
 - (d) such representatives of publicly funded or supported local development bodies concerned with local enterprise, rural development or community development as may be provided for in such guidelines;
 - (e) such other persons (if any) as may be provided for by such guidelines.
4.
 - (a) Subject to paragraph (b), the chairperson of a Board shall be appointed by the Board on nomination by the corporate policy group of the county council or city council concerned from among members of the group.
 - (b) After the commencement of Chapter 3 of Part 5 the chairperson of the Board shall be the Cathaoirleach of the county council or city council concerned.
5. The functions of a Board are -
 - (a) To take such steps, as the Board may consider appropriate, to enable each of the bodies and interests, whose functions affect the economic, social or cultural development of the county or city or any part of the county or city and its people (in this section referred to as the 'community') to provide the maximum benefit each of them can to such development, both individually and collectively;
 - (b) To draw up a strategy (in this section referred to as the 'strategy') for the economic, social and cultural development of the county or city and the community;
 - (c) To seek to secure that the policies and operations of the bodies and interests represented on the Board and of others accord generally with the strategy;
 - (d) To encourage and promote on an ongoing basis the co-ordination of the activities of the bodies and interests represented on the Board and co-operation generally between such bodies and interests so as to optimise resources and combined effort for the common good of the community.

6. (a) A public authority, local authority, or other body which is represented on a Board, shall in so far as is not inconsistent with the performance of its functions -
 - (i) co-operate with the Board in its work, and
 - (ii) endeavor to comply with a request from the Board in respect of information of relevance to its functions.
- (b) A Board may make recommendations to any public authority, local authority or other person as to the way in which the policies and programmes of such body or person should develop or operate as regards the county or city concerned and the community.
- (c) Subject to the requirements of any other enactment, any public authority, local authority, or body referred to in paragraph (a), shall in the performance of its functions as regards a county or city, have regard to the strategy and to any recommendations made under paragraph (b).
7. In performing its functions a Board shall have regard to Government policy and shall comply with any general policy directives as may be given to it by the Minister.
8. The chief officer of a Board shall be an employee of the relevant county council or city council.
9. The Minister may issue general guidelines for the purposes of this section as regards -
 - (a) representation on a Board in accordance with subsection (3) and the selection and tenure of such representatives;
 - (b) the involvement of other bodies and interests in the work of a Board;
 - (c) the funding and administration of a Board;
 - (d) the preparation of the strategy and its ratification by the county council or city council concerned;
 - (e) Such other matters as he or she considers appropriate.
10. A Board has all such powers as are necessary for or incidental to the performance of its functions under this section.
11. (a) This section applies and has effect in relation to a county development board or a city development board constituted before the commencement of an order under sub-section (1).
- (b) Any guidelines relating to county development boards and city development boards which were issued by the Minister before the commencement of this section and current at such commencement apply and have effect as if issued under this section.
- (c) Guidelines issued under this section may be revised by the Minister from time to time as required, or withdrawn, and new guidelines issued.

GLOSSARY



Glossary

BIODIVERSITY	Indicating or involving life or living organisms. Flora/Fauna etc.
DEPENDENCY RATIO	Ratio of those aged less than 15 years and over 65 years to the total population.
DEPRIVATION SCALE	The Haase Index of Relative Affluence and Deprivation is a composite index based on the 1996 census of population. It shows the relative deprivation for each of the 3,421 District Electoral Divisions (DEDs) on a scale of 1 to 10 with a score of 10 indicating that a DED is among the most disadvantaged decile. The index utilises data measuring social class, education, unemployment, as well as the age dependency ratio and the proportion of small farmers in all occupations.
FUNCTIONAL AREA	Functional areas are defined in the National Spatial Strategy Consultation Document. A total of twelve functional areas are defined. Kerry, together with parts of Limerick and Cork are defined as the South West functional area. Functional areas have characteristics in terms of the social and economic relationships such as patterns or journeys to work and catchment for shopping, social facilities and amenities or schools.
GATEWAY	The National Development Plan has identified Dublin, Cork, Limerick/Shannon, Galway and Waterford as existing gateways. The National Spatial Strategy proposes the development of a further three/four gateways. Gateways are seen as centres which have a strategic location relative to a surrounding area. They possess good social and economic infrastructure and support services and have the ability to energise their surrounding zones of influence through, for example, good transporting etc.
NATIONAL SPATIAL STRATEGY	This is a Strategy being developed by Government which is about people and places, the places where people live, the places where they work, and how people move between one and the other. It is also about how we utilise, to best effect, the territory of the state and its land and sea resources.
SOCIAL EXCLUSION	This is a term to describe marginalisation from employment, income, social networks such as family, neighbourhood and community, decision making and from an adequate quality of life.
SPATIAL DEVELOPMENT	This refers to the location of development activity, industrial, tourism, residential, retail, leisure etc. and the nature of transport connections between locations.

STANDARDISED MORTALITY RATE

Crude death rates for different populations cannot be properly compared because of different age profiles. One method used to allow for this is the use of direct methods of standardisation. Age specific mortality rates of a region are compared to the corresponding age groups in a standard. This yields the number of deaths that would occur in that standard population if it were subject to the mortality rates prevailing in each region. Usually the national population is used as the standard population. Comparison in direct standardised mortality rates (DSMR) can then be made more easily.

STANDARDISED MORTALITY RATIO

The standardised mortality ratio is the ratio of the number of observed deaths in a study population to the number of expected deaths.

STRATEGY

A long-term plan, a vision for the future. It is a fundamental framework through which an organisation can assert its continuity, while at the same time adapting to a changing environment. The ultimate objective of a Strategy is to address stakeholders benefits.

SUPPORT RATIO

Ratio of those aged over 15 years and less than 65 years to the total population.

SUSTAINABLE DEVELOPMENT

Sustainable Development is about a more inclusive society, which provides for better protection of the environment and use of natural resources, and shares the benefits of economic growth as widely as possible. It is about achieving a better quality of life.

TOPICS, SETTINGS AND POPULATION GROUP APPROACH

These terms are used to describe how health promotion is approached. Health promotion can take three approaches, topics, settings and population groups. Topics could include physical activity, nutrition or smoking. An example of settings are in schools, at work and in the community. Population groups could be youth, teenagers, middle aged, older persons. A mixture of these three approaches are usually used in a promotional campaign. For example, the topic could be smoking, the setting work, targeted at the middle aged population group.

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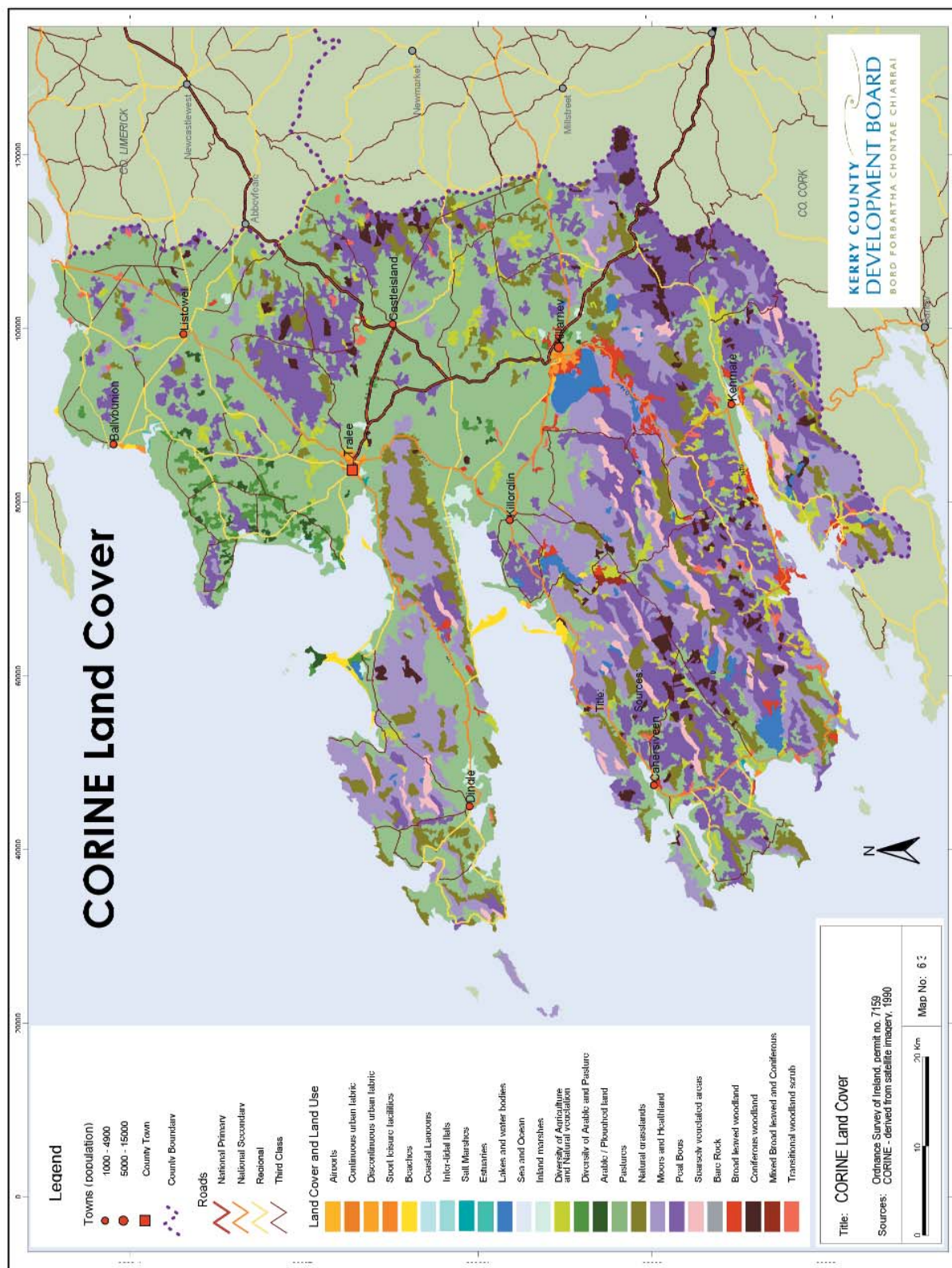
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