

# County Tipperary

## Local Development Strategy 2014-2020

April 2016



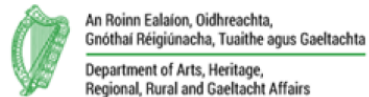
### Section 4 – Action Plan Variations

Approved May 2018

(Abridged)

### Tipperary Local Community Development Committee

Coiste um Fhorbairt Pobail Áitiúil Thiobraid Árann



# Co. Tipperary Local Development Strategy Action Plan

## Introduction

The key objective of the Local Economic and Community Plan (LECP) which was developed by Tipperary LCDC (the LAG for County Tipperary in respect to the Local Development Strategy) is to promote a more integrated and targeted approach to addressing the strategic social, community and economic issues facing County Tipperary in a way that meets the priority needs of the community. The needs of the community are heavily influenced by the views sought from the communities themselves through the LECP and the LDS consultation processes, and also within the context of Government Policies and priorities.

The LECP sets out the following vision:-

*'The quality of life of all citizens in County Tipperary will be significantly enhanced economically, environmentally, socially and, culturally by building a dynamic, sustainable, attractive, resilient and vibrant rural economy in a society that promotes and supports equality and inclusiveness for all.'*

The LAG has adopted the LECP vision for the LDS as it encompasses and succinctly outlines the mission and focus for the Rural Development Programme in Tipperary based on the consultation process. Thus the RDP is underpinned by a vision that focuses on improving the quality of life in Co. Tipperary from an environmental, social and cultural perspective with an emphasis on inclusion and equality. The LDS has been designed to ensure that it is informed by LECP key priorities relevant to the LDS. LECP key priorities are cognisant of the needs of the people identified through various consultation processes as identified above. The actions outlined in this chapter are a response to the identified needs and which can be addressed through the LDS.

Following is an example of some of the more appropriate high level priorities identified in the LECP that can be and are appropriate for the LDS to address.

- To support the development of sustainable resilient communities to enable them to have a meaningful quality of life and to respond to the needs of their communities.
- To maximise life opportunities for young people and support and facilitate their contribution to the sustainable development of their county.
- Develop the potential of alternative energy projects to reduce the impact of poverty in agreed areas where social deprivation is highest.
- To promote and enable economic development opportunities appropriate to their position within the settlement hierarchy in the county and to include support for tourism, food and creative industries.

- To proactively assist in enabling an increase in new enterprise start-ups.
- To maximise the attractiveness of Tipperary as a place to visit, live and work.
- To identify the most vulnerable economic sectors and areas within the county and identify ways of mitigating the impact.
- To address support deficiencies of existing enterprises who are entering 3 – 5 year life cycle
- To address infrastructural deficits in areas principally identified for economic / tourism development as identified in the County Development Plan.
- To address the challenge of driving continued local economic development including diversification of the rural economy to create employment and enterprise development opportunities for the local community, including those from disadvantaged groups and youth
- Within the context of this Local Development Strategy (LDS) **prioritised tourism areas** are those that fall within the remit of Fáilte Ireland propositions of Ireland's Ancient East and Lakelands and Inland Waterways.
- To improve sustainability of the County's energy use through supporting enterprises and community facilities in energy efficiency techniques

Due to limited resources, the intention of the LDS is to concentrate only on high level priorities as identified above and the following guiding principles will also be applied:-

- Funding will not be provided to projects where other funding sources are available
- The promoter must demonstrate a clear need for the funding and a clear need for the project.
- The promoter must demonstrate the he/she has the necessary experience to deliver the project
- The project must be sustainable
- The project must be consistent with national strategies and policies as appropriate and must be consistent with the Tipperary LECP
- The project must have an innovation element.
- Where relevant, the project must be consistent with and support the objectives of any relevant strategy adopted in the county appropriate to that particular sector

In addition to the above, a social inclusion and environmental proofing process will be applied to ensure that all projects actions are consistent with the vision of the LECP and the LDS.

## Theme No 1: Economic Development, Enterprise Development and Job Creation

### Local Objective 1: The development and promotion of tourism as a driver of rural economic development and job creation in Tipperary.

<b>LEADER Theme/Sub theme</b>	<b>Rural Tourism</b>
<b>Brief Rationale for the objective</b>	To develop and promote the sustainability and growth of an integrated collaborative tourism sector in Tipperary through the enhancement and development of the product offering, adding value to a range of attractions, activities and experiences, encouraging engagement with all relevant stakeholders, improved marketing and promotions leading to increased visitor numbers, dwell time, spend and satisfaction in the area. Tipperary is currently ranked 13 <sup>th</sup> of the 26 counties in terms of overseas visitor numbers and 10 <sup>th</sup> in terms of overseas revenue expenditure.

### Local Objective 1: Strategic Action 1.1: Activity Tourism

<b>Strategic Action 1.1:</b>	Activity Tourism
<b>Description of Action 1.1:</b>	Development of amenities and activities based on Tipperary's natural resources such as its lakes, rivers mountains and unspoilt rural countryside which recognise Tipperary's inherent strengths in attracting domestic and international visitors e.g. Looped and linear walks; water based activities such as canoe trails; cycling hubs, equestrian trails etc.
<b>Primary Target Groups:</b>	Rural tourism trade providers and rural dwellers in prioritised tourism areas /hubs establishing or developing activity / amenity tourism related businesses, , community development organisations that have a track record in tourism development, emerging community tourism organisations.
<b>Geographic Area:</b>	Areas within Irelands Ancient East and Lakelands propositions in County Tipperary e.g. Lough Derg, River Suir, Slieve Felim and Munster Vales.

Local Objective 1: Strategic Action 1.2: Heritage Tourism	
<b>Strategic Action 1.2:</b>	<b>Heritage Tourism</b>
<b>Description of Action 1.2:</b>	Adopt a themed based approach to building on the inherent rich cultural and heritage strengths that already exists in the County. Themes to include built heritage, food, equine and cultural activities including music and sport.
<b>Primary Target Groups:</b>	Emerging and established broad based cultural and heritage focused organisations, including those with a remit around food and the equine heritage sector. Emerging groups clearly linked to an identified heritage theme
<b>Geographic Area:</b>	Areas within the Ireland's Ancient East and Lakelands propositions as identified in action 1.1. above

Local Objective 1: Strategic Action 1.3: Strategic marketing and promotion	
<b>Strategic Action 1.3:</b>	<b>Strategic Marketing and Promotion</b>
<b>Description of Action 1.3:</b>	To promote, market and develop the tourism experiences in Tipperary to make it Ireland's premier inland visitor destination in both the domestic and overseas markets.
<b>Primary Target Groups:</b>	Tipperary Tourism Company, new and recognised tourism groups and individuals in prioritised tourism areas (geographic or thematic) as per the Tourism Plan for the County; rural tourism trade providers with a particular focus on collaborative marketing and promotional initiatives.
<b>Geographic Area:</b>	Areas within the Ireland's Ancient East and Lakelands propositions in County Tipperary as identified in Action 1.1 above.

Local Objective 1: Strategic Action 1.4: Niche accommodation	
<b>Strategic Action 1.43:</b>	<b>Niche Accommodation</b>
<b>Description of Action 1.4:</b>	Provision of niche accommodation e.g. glamping, alternative accommodation (as per Fáilte Ireland Welcome Standard), or hostel accommodation, with priority given to projects that support the aims and objectives of the Tipperary Tourism Destination Strategy
<b>Primary Target Groups:</b>	Recognised tourism groups and private promoters in prioritised tourism areas (geographic or thematic).
<b>Geographic Area:</b>	All of County Tipperary with priority given to key routes, gateways and areas with strategic potential as per Tipperary Tourism Development Strategy and Irelands Ancient East and Lakelands propositions

## Local Objective 2: Integrated and targeted approach to sustainable enterprise and job creation in County Tipperary

<b>LEADER Theme/Sub theme</b>	<b>Enterprise Development</b>
<b>Brief Rationale for the objective</b>	To promote a more integrated, inclusive, sustainable and targeted approach to addressing the strategic economic and enterprise development needs of the county in a way that builds on its strengths and opportunities and by ensuring that there is a genuine prospect of economic opportunities for all in the County. 45 % of the unemployed in Tipperary are classified as long-term unemployed.

### Local Objective 2: Strategic Action 2.1: Fostering Entrepreneurship

<b>Strategic Action 2.1:</b>	<b>Fostering Entrepreneurship</b>
<b>Description of Action 2.1:</b>	Training, and analysis and development (feasibility) supports to encourage rural entrepreneurs to develop and grow businesses in Tipperary
<b>Primary Target Groups:</b>	Entrepreneurs in Tipperary, as per sectoral agreement with Tipperary LEO
<b>Geographic Area:</b>	County Tipperary

### Local Objective 2: Strategic Action 2.2: Investment Programme for Rural Enterprises

<b>Strategic Action 2.2:</b>	<b>Investment Programme for Rural Enterprises</b>
<b>Description of Action 2.2:</b>	Supports for Micro and SME indigenous enterprises, existing social enterprises and support to new social enterprises where gaps exist. Supports to be in the form of capital investment.
<b>Primary Target Groups:</b>	Entrepreneurs in Tipperary, as per sectoral agreement with Tipperary LEO
<b>Geographic Area:</b>	County Tipperary

### Local Objective 2: Strategic Action 2.3: Farm diversification

<b>Strategic Action 2.3:</b>	<b>Farm Diversification</b>
<b>Description of Action 2.3:</b>	Support farmers/farm family members and potential and existing food businesses who are establishing on-farm businesses to improve farm income and add value to their farming enterprise and/or existing business. Support will be in the form of feasibility studies, training, capital and marketing supports.
<b>Primary Target Groups:</b>	Farming community wishing to diversify
<b>Geographic Area:</b>	County Tipperary

## Local Objective 3: The Revitalisation of Rural Centres

<b>LEADER Theme/Sub theme</b>	<b>Rural Towns</b>
<b>Brief Rationale for the objective</b>	<p>The revitalisation of rural centres of population is necessary by promoting them as attractive places to live, visit and do business in. Seven towns in the county were included in the Retail Excellence Ireland Report “A Town and City Review 2012”. None featured in the top 25. In fact two featured in the lower quartile.</p> <p>A number of structurally weak village areas have experienced population decline and a have lost basic community services which has impacted on the connectivity of the catchment community and has resulted in reducing the attractiveness of that area for investment, and as a better place to live.</p>

### Local Objective 3: Strategic Action 3.1: Improving quality of life of people living in rural towns and villages

<b>Strategic Action 3.1:</b>	<b>Improving quality of life of people living in rural towns and villages</b>
<b>Description of Action 3.2:</b>	Initiatives to make our communities better places to live, work, and do business in by improving the physical appearance of towns and villages in Tipperary through the implementation of training, research & development, maintenance and development of the built environment, and supporting festivals and events.
<b>Primary Target Groups:</b>	<p>Towns and Villages in County Tipperary where there is a clear requirement for economic development and support, with priority for</p> <ul style="list-style-type: none"> <li>• Towns and Villages of greatest disadvantage as per Pobal Deprivation Index,</li> <li>• areas at risk of disadvantage (as per LECP),</li> <li>• structurally weak areas that lack basic services and have the capacity to benefit from such interventions.</li> <li>• Priority will also be provided to those villages/towns that are identified as having a potential strategic role in the tourism destination plan.</li> </ul>

## Local Objective 4: Supporting Broadband Connectivity in Rural Tipperary

<b>Title of Local Objective</b>	<b>Supporting Broadband Connectivity in Rural Tipperary</b>
<b>LEADER Theme/Sub theme</b>	<b>Broadband</b>
<b>Brief Rationale for the objective</b>	Lack of Broadband is a block on attracting investment and investors to rural areas. There will be no capital investment in broadband delivery. The prime focus being on capacity building and animation for key target groups (elderly; non-Irish; etc), and boosting of the broadband signal in relevant community buildings.

### Local Objective 4: Strategic Action 4.1: Facilitation of broadband connectivity and small-scale capital interventions to maximise benefit of National Broadband Plan roll-out.

<b>Strategic Action 4.1:</b>	<b>Facilitation of Broadband Connectivity and Small-Scale Capital Interventions to Maximise Benefit of National Broadband Plan Roll-Out</b>
<b>Description of Action 4.1:</b>	Education and animation to priority groups/sectors e.g. elderly, voluntary groups that manage multi-purpose community facilities, social enterprises etc. to support the roll-out of the National Broadband Plan and take-up of broadband in the county. One in six of our citizens have never used the internet. To address this education and animation will include e.g. basic IT Training, understanding how the Internet can be applied to everyday living e.g. how to pay bills, book flights, how to connect socially, the internet as a resource for communities etc. Provision of small-scale capital equipment e.g. boosters for community hall.
<b>Primary Target Groups:</b>	Rural communities
<b>Geographic Area:</b>	Areas identified as within County Tipperary as per National Broadband Plan.



## Theme No 2: Social Inclusion

### Local Objective 5: Support of and Investment in Social Inclusion Initiatives in Rural Areas

<b>Title of Local Objective</b>	<b>Support of and Investment in Social Inclusion Initiatives in Rural Areas</b>
<b>LEADER Theme/Sub theme</b>	<b>Basic Services for Hard to Reach Communities</b>
<b>Brief Rationale for the objective</b>	131 small areas in County Tipperary have a Pobal Deprivation Index of Disadvantage or very high Disadvantage. The LDS needs to ensure that the benefits of investment in community infrastructure in the previous RDP are maximised as service delivery hubs for overcoming all forms of social exclusion and to improve the quality of life and well-being for communities through supporting prioritised community infrastructural developments and relevant support services

### Local Objective 5: Strategic Action 5.1: To support and enable continuing improvement of access to services within the community for all citizens.

<b>Strategic Action 5.1:</b>	<b>To support and enable continuing improvement of access to services within the community for all citizens.</b>
<b>Description of Action 5.1:</b>	Service provision for hard to reach communities (geographical & sectoral) e.g. elderly, disabled, travellers; non-Irish nationals; lone parents, migrants / new communities etc.
<b>Primary Target Groups:</b>	Hard to reach rural communities and areas e.g. youth, children, people with a disability, elderly, NEET, Women, Small Farmers, unemployed, people living in disadvantaged areas, people living in remote and less accessible areas, traveller, and community development organisations, jobseekers, people disengaged from the Labour Market (economically inactive), and groups with emerging needs as selected by the LCDC
<b>Geographic Area:</b>	<ul style="list-style-type: none"> <li>• Areas of greatest disadvantage as per the Pobal Deprivation Index,</li> <li>• areas at risk of disadvantage (As identified in the LECP),</li> <li>• and/or projects that address the Social Inclusion needs of three of Primary Target groups as defined above</li> </ul>

**Local Objective 5: Strategic Action 5.2: Promoting Inclusiveness**

<b>Strategic Action 5.2:</b>	Promoting Inclusiveness
<b>Description of Action 5.2:</b>	Training and development support to strengthen inclusive community development e.g. community planning, rural isolation awareness programmes, inclusive access to services, ICT etc.
<b>Primary Target Groups:</b>	Hard to reach rural communities and areas e.g. youth, children, people with a disability, elderly, NEET, Women, Small Farmers, unemployed, people living in disadvantaged areas, people living in remote and less accessible areas, traveller, and community development organisations , jobseekers, people disengaged from the Labour Market (economically inactive), and groups with emerging needs as selected by the LCDC.
<b>Geographic Area:</b>	<ul style="list-style-type: none"> <li>• Areas of greatest disadvantage as per the Pobal Deprivation Index,</li> <li>• areas at risk of disadvantage (As identified in the LECP),</li> <li>• and/or projects that address the Social Inclusion needs of three of Primary Target groups as defined above</li> </ul>

**Local Objective 5: Strategic Action 5.3: Infrastructure to Facilitate Community Participation**

<b>Strategic Action 5.3:</b>	<b>Infrastructure to Facilitate Community Participation</b>
<b>Description of Action 5.3:</b>	Recreational and multi-functional infrastructures provided or enhanced to respond to identified needs within communities.
<b>Primary Target Groups:</b>	Hard to reach rural communities and areas e.g. youth, children, people with a disability, elderly, NEET, Women, Small Farmers, unemployed, people living in disadvantaged areas, people living in remote and less accessible areas, traveller, and community development organisations , jobseekers, people disengaged from the Labour Market (economically inactive), and groups with emerging needs as selected by the LCDC.
<b>Geographic Area:</b>	<ul style="list-style-type: none"> <li>• Areas of greatest disadvantage as per the Pobal Deprivation Index,</li> <li>• areas at risk of disadvantage (As identified in the LECP),</li> <li>• and/or projects that address the Social Inclusion needs of three of Primary Target groups as defined above.</li> </ul>

## Local Objective 6: Rural Youth (15-35)

<b>LEADER Theme/Sub theme</b>	<b>Rural Youth</b>
<b>Brief Rationale for the objective</b>	Youth unemployment is at approximately 11% in the county. However there are concentrated areas of very high youth unemployment in pockets around the county. There are limited services for young people not wishing to engage in sporting facilities. Access to services in rural isolated areas is problematic. Interventions are required to maximise life opportunities for young people and to support and facilitate their contribution to the sustainable development of the County.

### Local Objective 6: Strategic Action 6.1: Development of Youth Infrastructure

<b>Strategic Action 6.1:</b>	<b>Development of Youth Infrastructure</b>
<b>Description of Action 5.1:</b>	Use of existing facilities and enhance programme supports for rural youth in areas identified as having gaps in provision e.g. youth clubs and cafes. Provision of supports to communities and clubs to engage with youth.
<b>Primary Target Groups:</b>	Rural disadvantaged youth and unemployed youth
<b>Geographic Area:</b>	Areas in County Tipperary, where gaps in provision are evident and where the enhancement of existing services is required.

### Local Objective 6: Strategic Action 6.2: Youth Empowerment through Cultural Initiatives

<b>Strategic Action 6.2:</b>	<b>Youth Empowerment through Cultural Initiatives</b>
<b>Description of Action 6.2:</b>	Develop culture based youth programmes to empower rural youth e.g. music, arts, ICT & digital media, non-mainstream sport etc.
<b>Primary Target Groups:</b>	Rural disadvantaged youth and unemployed youth
<b>Geographic Area:</b>	Areas in County Tipperary, where gaps in provision are evident and where the enhancement of existing services is required.

### Local Objective 6: Strategic Action 6.3: Youth Activation and Entrepreneurship

<b>Strategic Action 6.3:</b>	<b>Youth Activation and Entrepreneurship</b>
<b>Description of Action 6.3:</b>	Promote youth activation and entrepreneurship through the provision of training. <i>Note: Training should complement existing programmes and supports e.g. Youth Employment Initiative, Self-Employment Options Programme, Jumpstart</i>
<b>Primary Target Groups:</b>	Rural disadvantaged youth and unemployed youth with particular emphasis on youth groups with an activation focus.
<b>Geographic Area:</b>	Areas in County Tipperary, where gaps in provision are evident and where the enhancement of existing services is required.

## Theme No 3: Rural Environment

<b>Local Objective 7: Safeguarding Our Water Resources</b>	
<b>Title of Local Objective</b>	<b>Safeguarding Our Water Resources</b>
<b>LEADER Theme/Sub theme</b>	<b>Protection &amp; Sustainable Use of Water Resources</b>
<b>Brief Rationale for the objective</b>	Water resources are under increasing pressure from industry, agriculture and domestic demand. Greater protection of local water resources is essential for sustaining rural communities. Environmental schemes have the potential to play a pivotal role in addressing pressures on water reserves and in supporting the local economy to conserve this valuable resource.

<b>Local Objective 7: Strategic Action 7.1: Water Awareness Raising Programmes</b>	
<b>Strategic Action 7.1:</b>	<b>Water Awareness Raising Programmes</b>
<b>Description of Action 7.1:</b>	Awareness raising actions on water and the importance of water protection, conservation and quality water to our lives and future.
<b>Primary Target Groups:</b>	Rural Communities
<b>Geographic Area:</b>	River Shannon and River Suir catchment areas within County Tipperary.
<b>Organisations who will deliver the Action:</b>	NTLP & STDC

<b>Local Objective 7: Strategic Action 7.2: Water Conservation and Quality Supports</b>	
<b>Strategic Action 7.2:</b>	<b>Water Conservation and Quality Supports</b>
<b>Description of Action 7.2:</b>	Feasibility studies and conservation planning and implementation supports around water conservation and quality on lakes and rivers.
<b>Primary Target Groups:</b>	Rural Communities, Sectoral interests
<b>Geographic Area:</b>	County Tipperary with a focus on the River Shannon and River Suir catchment areas

## Local Objective 8: Safeguarding Our Biodiversity

<b>LEADER Theme/Sub theme</b>	<b>Protection &amp; Improvement of Local Biodiversity</b>
<b>Brief Rationale for the objective</b>	Biodiversity which encompasses natural wildlife, flora and fauna is an important foundation to the healthy functioning of ecosystems. The protection of biodiversity is a growing concern, with the loss of various species of wildlife, flora and fauna as well as their natural habitat.

### Local Objective 8: Strategic Action 8.1: Biodiversity Conservation & Management Supports

<b>Strategic Action 8.1:</b>	<b>Biodiversity Conservation &amp; Management Supports</b>
<b>Description of Action 8.1:</b>	Awareness programmes, feasibility studies and conservation plan implementation and supports around biodiversity e.g. invasive species management and general habitat protection <i>Note: Mapping exercise carried out by the local authority in relation to biodiversity will inform and contribute to this action</i> The objective will also support the development of Environmental and habitat improvement projects e.g. parks, river walks, support native species etc. to support biodiversity
<b>Primary Target Groups:</b>	Rural Communities, Environmental Groups & Sectoral interests
<b>Geographic Area:</b>	County Tipperary with a focus on Natura 2000 and NHA sites.
<b>Organisations who will deliver the Action:</b>	NLTP & STDC

## Local Objective 9: Development of Renewable Energy

<b>LEADER Theme/Sub theme</b>	<b>Development of Renewable Energy</b>
<b>Brief Rationale for the objective</b>	Clean sources of energy have a lower environmental impact on nature than conventional energy technologies. This sub theme is premised on the need to mitigate against the impact of recent environmental trends, which include climate change. It is considered that community based initiatives will play a key role in supporting national and EU environmental targets, particularly in the reduction carbon dioxide emissions through energy infrastructure. Renewable energy technologies have the potential to promote economic development and job creation in rural areas. In the Community & Social Inclusion element of the LECF, increasing energy efficiency measures and the use of renewable energy within communities is prioritized. Introducing energy efficiency and renewable energy in business operations can impact positively on cost savings and as result competitiveness.

### Local Objective 9: Strategic Action 9.1: Early Stage Supports for Renewable Energy Initiatives

<b>Strategic Action 9.1:</b>	<b>Early Stage Supports for Renewable Energy Initiatives</b>
<b>Description of Action 9.1:</b>	Support for feasibility and technical studies relating to green technologies e.g. studies focusing on the development and optimization of renewable energy resource exploitation; renewable energy as a means of business innovation and development, etc.
<b>Primary Target Groups:</b>	Potential Green Entrepreneurs, both private and community
<b>Geographic Area:</b>	County Tipperary

### Local Objective 9: Strategic Action 9.2: Renewable Energy Production

<b>Strategic Action 9.3:</b>	<b>Renewable Energy Production</b>
<b>Description of Action 9.3:</b>	Support for priority business and community based renewable energy production models e.g. solar, biomass, AD, community wind generation and community based district heating schemes, and support for local supply chain development, particularly for biomass and forestry residue. <i>Note: Projects that displace fossil fuels, reduce CO2 emissions and generate local economic activity will be prioritised</i>
<b>Primary Target Groups:</b>	Rural communities, green entrepreneurs, social enterprises and producer groups.
<b>Geographic Area:</b>	County Tipperary with consideration for areas identified as high potential in the forthcoming County Tipperary Renewable Energy Plan.