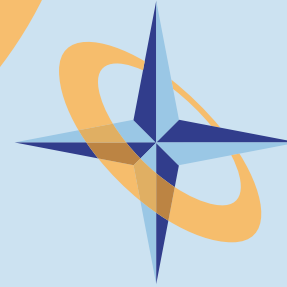


# CLARE COUNTY DEVELOPMENT BOARD NEWSLETTER



Autumn/Winter 2006

Clare County Development Board  
Bord Forbartha Contae an Chláir



Cllr Patricia McCarthy (New Cathaoirleach of the Clare County Development Board)

## fáilte

As the new Cathaoirleach of the County Development Board it gives me great pleasure to welcome you to this the latest edition of the CDB Newsletter. The objective of our Newsletter is to inform the people of Clare of the strategic actions currently being implemented that will benefit the county in the long-term. Earlier this year Clare CDB launched a review of its Priority Actions for the period 2006-2008. The articles contained in this edition clearly demonstrate how a number of these Priority Actions are being implemented.

The Boards were set up against the backdrop of concern regarding overlap and duplication of public services at local level. The CDBs' key role therefore, is to co-ordinate public and local development services at local level as well as facilitating agencies working closer together.

I wish to acknowledge the important work that each Lead Agency is doing on behalf of the community. The joint partnership approach of the County Development Board ensures that economic development is no longer dealt with in isolation from the social and cultural development and will therefore promote inclusiveness.

I believe that Clare County Development Board is making a fundamental difference for the better in the way State Agencies and Local Development bodies operate and that the implementation of the Priority Actions will enhance the quality of life for the people of Clare.

## Sustainable Energy in Clare

Lead Agency: Limerick Clare Energy Agency

*The Limerick Clare Energy Agency was established in July 2005 by co investment from: -*

- Limerick County Council,
- Clare County Council.

*The Agency is also fortunate to receive sponsorship from: -*

- Rural Resource Development Ltd. in County Clare
- West Limerick Resources Ltd. in County Limerick
- Ballyhoura Development Ltd. in County Limerick
- University of Limerick.

The Limerick Clare Energy Agency has published the Energy & Emissions Balance & Climate Change Strategy. The study identifies the measures that will enable Clare to have "Sustainable Development". Measures include developing the enormous energy potential available in the region for:

Wind, Wave, Tidal, Forestry and Energy Crops. In addition a lot of work is needed on; Energy labelling buildings and cars, energy management standards, transport habits.

Considerable progress is already being made with the conversion of Clare Accessible Transport buses to bio diesel, installation of 32 MW of wind turbines and the progress of the Clare Wood Energy Project. By fully implementing the measures outlined Clare could reduce its potential carbon bill by **€16 million** in 2010. Failing to alter our existing use of energy will see an energy bill of **€385 million** by 2010. The sustainable development of the county can be achieved with lower energy costs and a cleaner environment, but everybody must play their part.

*For Further information contact Pat Stephens, Manager.  
Or visit [www.lcea.ie](http://www.lcea.ie)*

# PROVISION OF PLAYGROUNDS (Services to Children)

Lead Agency: Clare County Council

The importance of play and recreation in the lives of children is recognised in both national and local strategies. The Play Policy and Action Plan 2004-2008 for Clare highlights the need for the provision of playgrounds in the county.

In 2006 Clare County Council allocated €500,000 towards the provision of community playgrounds, in line with the County Development Board Strategy Priority Actions 2006-8. The Playground Grant Scheme provides financial assistance to community groups for the design and development of playground and the purchase and installation of playground equipment. On completion, the local playground committees manage and maintain the playground, for use by the general public.



The following groups received grant funding in 2006: Kildysart, Kilkee, Lisdoonvarna, Corofin, Roslevan, Tulla, Sixmilebridge,

Meelick and Parteen. Kildysart, one of the more advanced groups hopes to have its equipment installed by December 2006. Mr Fintan Ginnane, chair of the Kildysart Parish Field Development Committee stated "We welcome the initiative of the County Development Board and Clare County Council in assisting us in achieving our goal. The voluntary effort of the community has played a vital role in progressing the playground"

Cllr Patricia McCarthy, Chair of the County Development Board and Environmental SPC, has welcomed the grant funding as an important step in rolling out the county's Play Policy. "Playgrounds form a vital part of the play and recreation needs of children. The grant scheme enhances the current situation of providing playgrounds in areas where a need has been recognised. I wish the participating groups success in their efforts to better the lives of young people in their communities."

## Strategy for the Co-ordination of Public Services to the Traveller Community in Clare 2005 – 2008

Lead Agency: Clare County Council



The Social Inclusion Measures Group of the Clare County Development Board was tasked with preparation of the Strategy for the Coordination of Public Services to the Traveller Community in Clare, which was developed over the period November 2004 – June 2005 by representatives of agencies involved in the provision of services to the traveller community and by the Travellers themselves. Development of the strategy was facilitated by the staff of the Community & Enterprise Division of Clare County Council.

Its conception was in response to the recognition of the need for all agencies involved in the delivery of services to the Traveller community, to work together to ensure quality service delivery, and to achieve the most effective and best possible long term affects for Travellers. In Clare it was recognised that issues surrounding Traveller health, accommodation, education and work & employment were all interlinked and that only by co-operation between all agencies, in consultation with Travellers, could a real difference be made.

This approach has now been acknowledged at national level, through the work of the High Level Group on Traveller Issues, as set up by the Taoiseach, Bertie Aherne. The group has identified the Clare approach of consultation and co-operation as the model to be applied by other local authorities in addressing the need to coordinate public services for Travellers. This model is now being adopted nationally. The project was shortlisted for a Chambers Ireland Social and Community Development Award earlier this year.

# Accessible and Socially Integrated Rural and Urban Transport

Lead Agencies: Clare Accessible Transport, Iarnród Éireann, Bus Éireann.



Clare Accessible Transport has been in operation under the Rural Transport Initiative since January 2003. Initially formed as East Clare Accessible Transport the company took the step to enable a countywide service to develop in response to requests from agencies and communities in 2004.

The office and call centre, based in Feakle is currently scheduling approximately 3,000 passenger trips each month for the 2,200 members registered with the service. Currently four low floor buses are in operation. People of all ages are united by the common need to get out and about and are finding Clare Accessible Transport of great benefit in connecting them to the national bus and rail systems.

Already, two vehicles have recently been converted to Bio fuels with funding from Leader. A report on the pilot will be produced early next year.

The Clare Cohesion Process is supporting the development of services in North Clare. As before, all development will prioritise those most isolated within their communities. Once established, these services will be incorporated into a fully integrated schedule available to anyone within the community.

Clare Accessible Transport is working with Bus Éireann, Iarnród Éireann and the HSE to further develop a number of actions within the County Development Board Strategy involving accessible and socially integrated transport at county level.

Clare Accessible Transport can be contacted on 061 924 311 • Bookings and registrations can be made on 061 924 375  
Our web site will soon be available at [www.catconnects.ie](http://www.catconnects.ie)

## Third Level Development in Clare

Lead Agencies: Clare County Council, Clare VEC, Shannon Development.



Over the last two years a partnership between Clare VEC, Shannon Development and the Community & Enterprise Section of Clare County Council have been investigating the feasibility of developing an innovative model of third level provision for the County. The appointment of Harriet Cotter under the Equal Strand of the Clare Lifelong Learning Network represents the first phase in this development. In Clare the model that will now be tested acknowledges that no single Third Level College in Ireland is likely to commit to opening and maintaining an Outreach Centre in Co. Clare for the delivery of programmes from their portfolio. The Brokerage Model will involve the following elements.

- \* **Agency Support:** Clare County Council, The County Development Board, Shannon Development and Co. Clare Vocational Education Committee have all invested resources in the project. All are willing to act as part of a management structure.
- \* **Community Support:** The Clare Lifelong Learning Network (CLLN) supports the development through its five regional networks of education providers and through access to its learner database. This will facilitate access to learners who are ready to progress to locally based further and higher education programmes.
- \* **Access to a Network of Learning Locations** suited to adult learners. Clare VEC network of six adult learner centres and seven post primary schools will be available as well as learning locations managed by Clare County Council, Shannon Development and local community providers throughout the county.
- \* **Active collaboration with a Range of Third Level Programme providers:** Already a large advisory body, representative of all the regional third level colleges and other stakeholders has approved the feasibility study and its implications for development within the county.
- \* **Adult Guidance:** Learners will have access to advice and guidance services through the 'Clare Adult Learners' Guidance Service' to ensure appropriate decision making on the part of adult learners availing of programmes opportunities presented within the county.
- \* **Learner Support:** A strong learner support and basic education service is available to adults in Co. Clare. Learners availing of the new third level opportunities presented may wish to connect also with these services.

Harriett Cotter can be contacted at 065 6895421 or 086 8065545 or [harriet@clarelearningnetwork.org](mailto:harriet@clarelearningnetwork.org)

# clare farmer's survey

Lead Agencies:  
Rural Resource  
Development & Teagasc

The Clare Farmer's Survey, 'Farming Post Decoupling, A County Clare Survey' is an initiative of the Agriculture and Rural Development Implementation Group of the Clare County Development Board. The survey, which was published in June of this year, was funded through the LEADER Programme by Rural Resource Development and by Teagasc.

The survey sought to establish what changes farmers intend to make in the post-decoupling era. More than two hundred farm families throughout Co. Clare were interviewed as part of the study. The results reflect the current reality of farming in the county and in many ways raise serious concerns about the viability of family farms in a changing Irish landscape.

The study revealed a 'business as usual' response to the Single Farm Payment in that only two out of five farmers planned to make any changes to their farming practice following the introduction of the new

support system. Only a similar percentage of farmers planned further development of their farms over the next five years. This would however exclude grant-aided development to deal with issues such as the nitrate's directive.

Of considerable concern is the fact that 77% of farmers intend to spend some or all of their Single Farm Payment on farm running costs. These findings provide clear evidence that the Single Farm Payment is subsidising the production of food and not the income of farmers.

Other key findings include the fact that two of five farmers now hold off-farm jobs while 56% of households have a second source of income. The availability of off-farm jobs in the Ennis/Shannon/Limerick area is much greater than in other parts of the county. The main difficulty with off-farm employment is pressure on time affecting farm work and family responsibilities.

A surprising finding of the survey showed that 57% of farmers were satisfied with the introduction of the Single Farm Payment even though only one in ten felt that they would be better off financially as a result. A further surprise was that three quarters of farmers surveyed felt that their income from both farm and off-farm employment was sufficient for their needs.

The Agriculture and Rural Development Implementation Group, which comprises representatives from Clare County Council; Teagasc; Forest Service; Shannon Development; Clare LEADER; IFA; ICMSA; Kerry Group; Western Development Commission; Eiri Corca Baiscinn; Bord Iascaigh Mhara; Clare Community Forum; and the Department of Agriculture and Food, hope that the survey will assist them in developing specific actions to assist farm family viability in the county.

A copy of the complete study can be viewed on [www.rrd.ie](http://www.rrd.ie)

## INCREASED INTERNET USAGE BY TOURISM PROVIDERS IN CO CLARE

LEAD AGENCY: SHANNON DEVELOPMENT

Consumers are increasingly using the internet to research and book their holidays. Taking for example some of our most important markets:

- 35m internet users in the UK.
- In Germany over 30% of trips are at least partially booked over the internet.
- Over one third of all US travel was sold online in 2005.
- 1.2M Irish adults are online (92% of these have email), with 41% making an online purchase (travel being the most popular purchase)

Two E Seminars, organised by Shannon Development, were held in the Information Age Park, Ennis which were attended by 37 Tourism operators from all over the county. Many different aspects of

the industry were represented with an emphasis on the B&B and visitor attraction operators.

The seminars included an introduction to the web and its importance followed by presentations from a number of practitioners who are dependent on the web to generate additional business.

Alex French author of the internet book DOT ie published by Mercier Press. The book is a practical guide to using the internet in Ireland. Alex provided practical troubleshooting tips and advice geared to all standards of internet users.

Magico an Ennis based company and staff from Magico presented Website options available to small tourism operators at the E- Seminar.

Dominic Considine, Shannon Showcase is an Ennis based company with over five years experience of working with the leisure industry. The company provides direct revenue to over 2000 hotels and 6000 holiday homes worldwide, and undertakes a range of marketing services. Mr. Considine covered the topic of selling through the internet.

Niall Heenan, from Tir na Fiuse Cottages in Terryglass, Co. Tipperary, a self catering owner spoke at the seminar on how he has used the internet to successfully grow his business. 100% of Niall Heenan's business comes from internet bookings.

It is proposed for 2006/2007 to deliver additional training to the industry building on the E Seminars.

### Mission Statement of Clare County Development Board

*"To shape and support a strategy which will ensure that all the people and the places of the county are valued and respected."*

### Clare County Development Board

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