

# MAYO LOCAL ECONOMIC AND COMMUNITY PLAN 2015 - 2021 AND LECP ACTION PLAN 2016 - 2017



MAYO LOCAL COMMUNITY DEVELOPMENT COMMITTEE AND  
MAYO COUNTY COUNCIL COMHAIRLE CONTAE MHAIGH EO





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# INTRODUCTION FROM CLLR. AL MCDONNELL

Cathaoirleach, Mayo County Council and Vice-Chair,  
Local Community Development Committee



I am delighted to introduce the Mayo Local Economic and Community Plan which has resulted from the endeavours of the 21 members of the Local Community Development Committee but which has also seen participation and involvement from a large number of other agencies and organisations across the state sector, the social partners, the local development sector and the community and voluntary sector.

This Plan consists of an economic element and a community element. The economic element considers the opportunities for economic development in Mayo, which I believe are many, and it identifies an ambitious but realistic approach to realising the economic potential of the County. As Cathaoirleach of Mayo County Council I am committed to working to develop these opportunities, as are all my colleagues on the Council and the Council Executive.

The community element considers local community development issues and identifies goals to assist in the delivery of community based services and initiatives. These goals and related actions are also vital in creating sustainable and vibrant communities throughout Mayo, both within the towns and villages and across our large rural areas. The broad consultation process undertaken before this Plan was drafted gave community groups and individuals the opportunity to identify many of the issues that need to be addressed and many of these are included in the Plan and the related Actions.

Like any Plan, the commitment of the various agencies and organisations needed to make it a success is of utmost importance and I am confident that the members of the LCDC, the Working Groups and others will give the necessary supports to achieve all that is set out in this Plan. Working together for the betterment of our County, both at the economic and community level, will lead to an improved quality of life for our residents and tourists alike – something I know we all have as our goal.





## FOREWORD PETER HYNES

Chief Executive, Mayo County Council and Chair,  
Mayo Local Community Development Committee



Since 2012 Local Authorities have been given a challenge to provide leadership and to focus on economic and community development at local level. To meet this challenge, it is critically important for the County Council to engage and work strategically with many other agencies and organisations. The Local Community Development Committee (LCDC) is the ideal vehicle for such collaborative effort and this Local Economic and Community Plan sets out our shared vision for County Mayo for the next six years.

Economic development provides the backbone for progress and sustainability in any County and for Mayo we have outlined key strategic goals and detailed actions to fulfil our potential. Tourism will play an important role and the launch last year of “Destination Mayo”, Mayo’s tourism development strategy, will guide us in this sector. We also need to grow many other aspects of our local economy to ensure employment for our people and I believe that this Plan and the commitment of the members of the LCDC, working with other key stakeholders will deliver the results to which we all aspire.

A thriving economy allows us to undertake new initiatives to support and nurture all of Mayo’s unique communities. This Plan includes a number of goals in promoting a healthy county, prioritising education and training opportunities and provides a detailed roadmap to support individuals who may experience exclusion or are in danger of being left behind. The further promotion of the image of Mayo and of our renowned environment and culture including our Irish language also features prominently.

I would like to commend all those who have contributed to this Plan and to thank all the Mayo County Council staff who support the LCDC and who coordinated this publication. The LCDC and the Working Group members should be proud of their achievements to date and I have no doubt that they will continue to put their shoulders to the Mayo wheel to deliver the economic and community development that the people of this County both need and deserve.

Peter Hynes



# INTRODUCTION AND BACKGROUND

## 1.1 INTRODUCTION

The Mayo Local Economic and Community Plan is a framework that identifies economic and local community issues in County Mayo and gives effect to the delivery of economic and community development in a manner which is consistent with higher level plans and strategies including the Regional Planning Guidelines for the West Region 2010-2022 and The Mayo County Development Plan 2014-2020.

The Government has committed to achieving economic recovery and integrated community development and have published a number of documents with specific strategies, targets and actions which support these initiatives including:

- West Region Action Plan for Jobs 2015 - 2017
- Food Harvest 2020
- The Report of the Commission for Economic Development of Rural Areas (CEDRA)
- National Action Plan for Social Inclusion 2007-2016.
- Better Outcomes, Brighter Futures - The National Policy Framework for Children and Young People 2014-2020.
- Further Education and Training Strategy 2014-2018.
- Healthy Ireland – A Framework for Improved Health and Wellbeing 2013–2025.
- National Strategy for Traveller/Roma Integration.
- National Disability Strategy: Towards 2016.
- 20 Year Strategy for the Irish Language 2010- 2030.





The Mayo Local Community Development Committee and Mayo County Council recognises their roles in delivering these strategies, targets and actions at a local level by continuing to support and promote innovation in business; develop the Green Economy; enhance environmental protection; promote education, training and skills; promote social inclusion; assist organisations in the reduction of poverty and assist with the provision of infrastructure essential to support community development, enterprise and employment.

### 1.1.2 Economic and Community Elements of the LECP

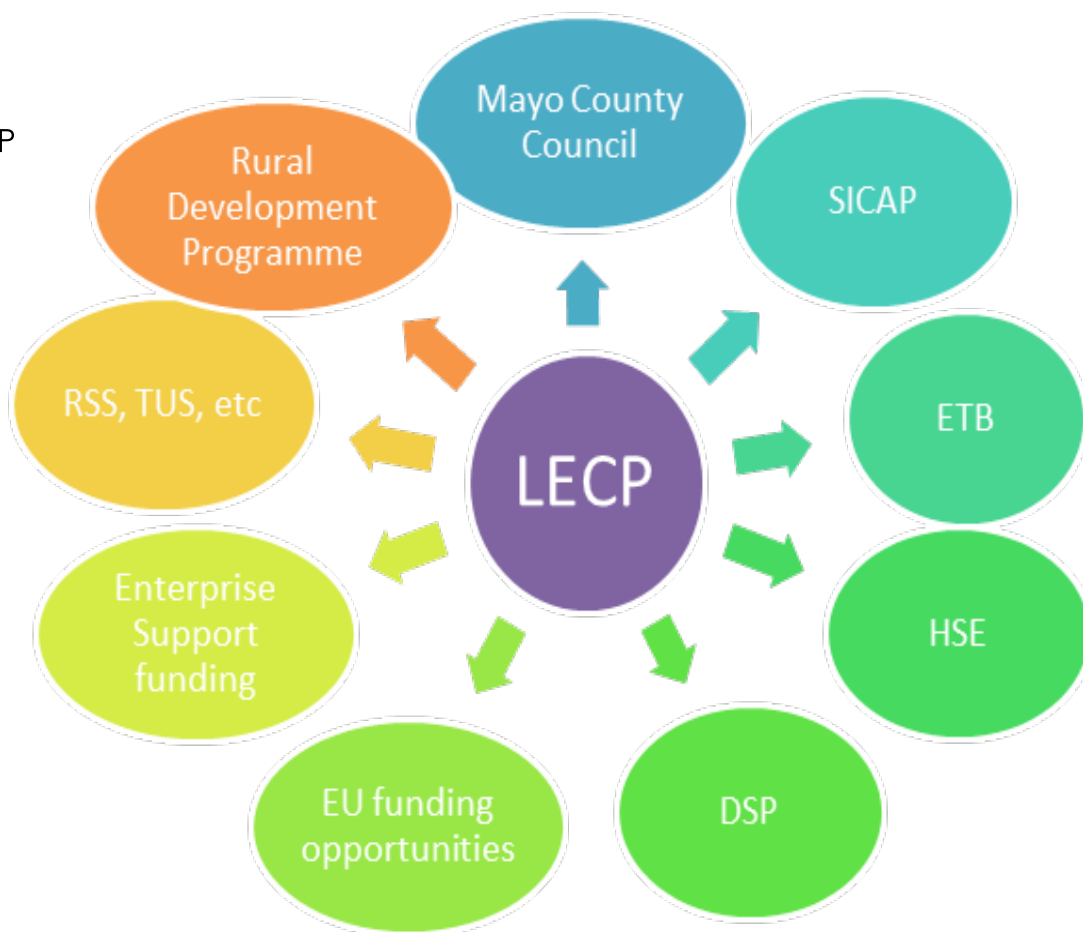
This Plan consists of an economic element and a community element. The economic element considers the context, strengths and opportunities for economic development in Mayo and identifies a three-pronged approach to realising the economic potential of the County. The community element considers local community development issues and identifies goals to assist in the delivery of community based services and initiatives and inform how resources are made available and allocated.

### 1.1.3 Making Optimum Use of Available Resources

Whilst Mayo LCDC has constitutional status as a Committee of Mayo County Council, it is essential to acknowledge that its scope and sphere of influence extends significantly beyond the Local Authority. While recognising the leadership and co-ordination role to be played by the Local Authority, the LCDC is particularly cognisant of the extent of state agency, local development sector, community, civic society and social partner representation on the Committee. In this context, the LCDC is mindful of the support and resources of all LCDC partner bodies and sectors that can be leveraged, influenced and co-ordinated in delivering on the strategic goals identified in this Plan.

**Diagram 1:**

Resources:  
Sphere of LECP  
Influence





It is envisaged that this Plan will assist the Mayo LCDC and Mayo County Council, together with a wide range of stakeholders, local government and state agencies, local development bodies and social partners in the development and delivery of services and initiatives and inform how resources are made available to support community and economic development in County Mayo.

## LOCAL COMMUNITY DEVELOPMENT COMMITTEE

### 1.2 Introduction

The first meeting of Mayo's Local Community Development Committee (LCDC) was held on 7th January 2014. Bringing together representatives of the local authorities, state agencies, local & community interests, civic society and social partners, the broad objective of the LCDC is to bring strategic direction and co-ordination to the work of a variety of bodies in the community, rural and economic development arena.

As one of the ten front-runner LCDCs established to give direction to the process nationally, Mayo LCDC has now completed the first phase of its work. This document is the Local Economic & Community Plan (LECP) of Mayo LCDC and has been developed following a thorough consultation process. This LECP is a strategic framework that identifies a series of themes and goals pertaining to the integrated development of the County. These agreed themes and objectives give direction to the work of a wide variety of developmental organisations, as represented on the LCDC.

#### 1.2.1 Origin of Local Community Development Committees

In 2012 the Government published 'Putting People First – Action Programme for Effective Local Government'. This policy document detailed a wide range of reforms for local government encompassing local authority functions, structures, funding, performance and governance. The recommendations of the programme were aimed at providing a more central co-ordinating role for local government in local and community development, achieving greater efficiency and effectiveness in local and community development programming and improving the delivery of services for communities and people.

The policy resulted in the dissolution of County Development Boards through the Local Government Reform Act 2014, and the establishment of Local Community Development Committees in each local authority area. Each LCDC consists of public private partnerships of socio economic interests comprising representatives of local authorities, other local state agencies, local and community interests, civic society and economic and social partners.

#### 1.2.2 Function of Local Community Development Committees

As per the Local Government Reform Act 2012 Mayo LCDC has a number of functions. These are:

- To prepare and agree the local community elements of this 6-year Local Economic and Community Plan (LECP) encompassing all state funded local and community development interventions. This together with the economic element, developed by the Local Enterprise Office and the local authority, forms the overall Local and Economic Community





Plan for Mayo. It is also responsible for undertaking a review of the community elements of the Plan at least once within six years of the plans adoption.

- To coordinate, manage and oversee the implementation of local and community development programmes delivered in Mayo.
- To give general co-ordination to local and community development activity within the operational area of the LCDC for the purposes of reducing overlap, avoiding duplication and improving the targeting of resources. It is also responsible for the preparation of a report in relation to the performance of its functions during the year for submission to the local authority.

**1.2.3 Structure of the Mayo LCDC**

There are 19 members of the Mayo Local Community Development Committee (Appendix 1 lists the members and the organisations they represent). The committee consists of nine representatives from the public sector which comprises of the Chief Executive of Mayo County Council, Head of Mayo Local Enterprise Office, three elected representatives and representatives from the Department of Social Protection, the Health Service Executive, the Education and Training Board and Údarás Na Gaeltachta. Ten members represent the community and private sector which include three members of the Mayo Public Participation Network, representatives from the business sector, Trades Council, the Irish Farmers Association, Local Development Companies and the Mayo Islands Committee.

**TABLE 1: COMPULSORY LCDC REPRESENTATIVES**

PUBLIC SECTOR	PRIVATE/VOLUNTARY SECTOR
Min. 3 Local Authority members Min. 2 Local Authority employees Min. 2 public service providers	Min. 2 community and voluntary reps Min. 1 environmental interests rep Max. 3 reps from local or community development bodies Min. 2 social inclusion reps

**1.2.4 Guiding Principles of the Local Community Development Committee**

The work of the Local Community Development Committee is guided by the following general principles:

- The strengths and experiences of all local actors, working in partnership and collaboration, and the harnessing of existing local and community development infrastructure, are key to ensuring the beneficial, effective and efficient use of resources for residents and communities. Accordingly, planning and programme implementation approaches that make the best use of local resources are developed and supported;
- The integration of sustainable development considerations into the development of this LECP is crucial in developing, supporting and maintaining vibrant communities;
- The promotion of enterprise and employment development, and training and education to support this, is an essential element in supporting sustainable communities and building their capacity.



- Acknowledgement of the value of a 'bottom-up' approach, with meaningful community participation in identifying priorities and solutions, shaping local initiatives and in developing a vision for local communities;
- The democratic mandate of the local elected members on the LCDC (and associated sub-structures) is recognised and respected;
- A clear focus on social inclusion – marginalised communities, and the marginalised within communities, are afforded opportunities to participate in local decision-making arrangements/processes and have the power to influence and shape local decisions.
- An acknowledgement of the resources, strengths and experience that each LCDC member brings to the process.





# LOCAL ECONOMIC AND COMMUNITY PLAN

## 1.3 Background to the Local Economic and Community Plan

In accordance with Section 44 Part 66B of the Local Government Reform Act 2014 each local authority shall make a six year local economic and community plan consisting of two elements: A local economic element (prepared and adopted by the local authority) and a community development element (prepared and adopted by the LCDC). The overall plan is adopted by the local authority. This plan has been formulated with regard to the relevant sections of the Local Government Reform Act 2014, a range of European, National, Regional and County plans and relevant guidelines (Appendix 2).

### 1.3.1 Guiding Principles of the Local Economic and Community Plan

This Plan is underpinned by a number of guiding principles which reflect how the European Commission wishes to see Europe grow and develop in a smart, inclusive sustainable manner by 2020. These guiding principles are:

- Promotion and main streaming of equality:
- Reducing the numbers at risk of poverty.
- Promotion of a more resource efficient, green and more inclusive economy.
- Maximizing returns from resources by avoiding unnecessary overlap and duplication and by achieving synergies through co-operation and collaboration.
- Participative planning through meaningful community participation and consultation through a bottom up approach.
- Greater consideration of community development principles.
- Accessibility and ownership: The plan should be the peoples plan and convey a sense of ownership by all stakeholders.
- Identification of key priorities and goals and an identification of leading/ co-ordinating partners.
- Consistency with the Mayo County Development Plan and The Regional Planning Guidelines for the West Region







### 1.3.2 The Plan Preparation Process

In April 2014 Department of the Environment, Community and Local Government Planning Sub-Group on Alignment circulated guidelines to assist LCDC's on the community elements of the LECP. This Plan has been prepared in line with those guidelines. (Subsequent guidelines were prepared in January 2015 on both elements of the plan, by which stage Mayo LCDC had made significant progress on LECP preparation).

Stage One involved a consultation phase and the development of the socio-economic framework which underpins the LECP. This was carried out by both the Local Authority and the LCDC.

Stage Two: The economic and community issues identified in the framework are drilled down in greater detail following a second wide reaching consultation. The economic element is prepared by the Local Enterprise Office, with regular interaction between those working on the community plan, through a Steering Committee.

Stage Three brings the three outcomes of the process – the socio-economic framework, the economic plan and the community plan – together in a single plan that is then presented to the LCDC and Local Authority members for adoption.

## SOCIO-ECONOMIC FRAMEWORK AND STRATEGIC VISION

### 1.4 Socio-Economic Framework

Stage one of the Local Economic and Community Plan process involved the development of a socio-economic framework, upon which the Plan is formulated. The socio-economic framework for the Mayo LECP encompasses a vision for Mayo as a county which is:

#### **“Sustainable, Inclusive, Prosperous and Proud”**

The framework has been prepared with a focus on high level policy themes relevant to the county. These themes provide a statement of goals that feed into the overall plan. The framework draws on a high level consultation with members of the Mayo LCDC, a range of European, National, Regional and County plans (listed in Appendix 2), relevant guidelines and guiding principles, as previously mentioned and data relating to the current economic, social and cultural situation in Mayo.

#### 1.4.1 EU 2020 – Key Themes

The socio-economic framework for the Mayo LECP centres around a number of key themes set out in Europe 2020, a document which identifies the EU's growth strategy for the coming decade. These themes have been transposed into targets in the European Commission's “National Reform Programme for Ireland 2013”. The themes are:

- Employment and economic activity;
- Education, training and skills;
- Poverty and social exclusion.

By assessing data relevant to County Mayo including up to date statistics, statutory plans and guidelines and high level consultation, these EU themes are transposed into the Mayo context, along with other key issues, relevant to County Mayo, which do not fall within EU2020. It is within this framework that the overall LECP is based.



## 1.4.2 Strategic Goals of the Mayo LECP

A number of strategic themes and related goals have been identified by Mayo LCDC following the consultation and planning phase. These correspond with key challenges faced by the county and are:

### Theme 1: Employment and Economic Activity

#### Goals

- To attract and support industry and investment to Mayo.
- That Mayo is equipped with the physical and other infrastructure necessary to make the County a more attractive place for investment, job creation and economic development.
- To support and develop indigenous enterprise and entrepreneurship.
- To support existing businesses in Mayo.

### Theme 2: Local and Community Development Goal

- That the capacity of local communities is supported to improve their quality of life.

### Theme 3: Poverty and Social Exclusion

#### Goals

- To endeavour to eliminate poverty and ensure people are afforded access to adequate resources so as to provide them with an acceptable standard of living.
- To ensure that all people living in Mayo feel valued, are respected as individuals, and feel part of an inclusive community.

### Theme 4: Education, Training and Skills.

#### Goal

- That everybody in Mayo has the opportunity to access appropriate education and training provision necessary to allow them to realize their full potential.

### Theme 5: Health and Wellbeing

#### Goal

- That Mayo is a healthy caring county for all.

### Theme 6: Environment, Culture, Language and Heritage

#### Goals

- To promote and protect Mayo's environment, culture and heritage
- To ensure that the Irish language, and our unique linguistic heritage becomes more visible and audible and integrated into all activities in Mayo.

### Theme 7: The Image of Mayo

#### Goal

- To recognize and project Mayo's unique identity in an appropriate manner and to promote and market the county to derive optimum social, cultural and economic benefits.





Mayo LCDC is committed to the fulfilment of these strategic goals with the aim of promoting and improving economic and community development in County Mayo. Throughout the Plan each theme is examined and supporting goals are also identified to ensure that the vision of Mayo as a sustainable, inclusive, prosperous and proud county is fulfilled.

## CONSULTATIONS

### 1.5 Consultation and Participative Planning

One of the guiding principles which underpin the LECP is participative planning through meaningful community participation and consultation. This Plan has resulted from extensive consultation which ensures that detailed bottom up actions can be developed. Community engagement has been a critical part of the priority identification process for the Plan.

#### 1.4.1 Steps Undertaken

Two consultation phases were undertaken during the plan preparation processes. Phase One took place between 7th May and 31st of July 2014 and consisted of the following:

- Individual consultation meetings with members of the LCDC.
- Individual meetings with representatives of key stakeholder groups.
- A consultation document and questionnaire were prepared and circulated to relevant key agencies and over 850 community groups in Mayo informing them of the LCDC, the LECP and inviting feedback, input and comments from each group.
- A number of county committee and partnership meetings were held where the LECP was discussed, with feedback and input invited from each committee/partnership.
- A number of consultation events for other strategies and plans were attended, questionnaires were distributed and submissions were requested.
- An invitation was circulated to key stakeholder groups and over 850 community groups throughout the county requesting their attendance at LECP consultation events which took place on 1st July 2014.
- Consultations were undertaken with members of the LCDC (or their representatives in some cases). Consultation meetings were also undertaken with a number of key agencies, committees, partnerships and stakeholder groups (See Appendices for list). The LECP questionnaire and consultation document were distributed at a number of Tourism Strategy Consultation events.
- Two LECP consultation events (afternoon and evening) were held in the Harlequin Hotel, Castlebar on 1st July 2014 where over 850 community groups throughout the county were invited to attend. Each event consisted of a presentation on the LCDC and the LECP process, a question and answer session, and a workshop where attendees were put in groups and asked to identify key priorities and challenges facing communities in Mayo and list actions which could be included in the LECP to address these challenges. 30 representatives attended over the course of the day. The agencies represented are listed in the Appendices.
- Twenty two written submissions and questionnaires were received during the consultation period.

#### 1.5.1 Phase Two Consultation

Phase Two of the consultation process included a number of steps as follows:

- The Draft Plan was put on public display on the Mayo County Council website and at Cedar House between 3rd November and 2nd December 2014. During this time



submissions on the Draft Plan were invited for consideration. A public notice was advertised in the Mayo News, the Connaught Telegraph, the Western People and the Mayo Advertiser newspapers on 4th November and 7th November detailing the purpose of the LECP and inviting submissions.

- Individual consultation meetings were held with members of the LCDC.
- Individual meetings were held with representatives of key stakeholder groups.
- A number of county committee and partnership meetings were attended where the Draft LECP was discussed, with feedback and input invited from each committee/partnership.
- Presentations on the Draft LECP were made at the four county municipal district meetings in November and December 2014 where members were invited to make submissions on the Draft Plan.
- The economic elements of the Draft LECP were presented at the inaugural Economic SPC on 15th December 2014 and members were invited to make submissions on the economic elements of the Draft Plan.
- Consultations were undertaken with members of the LCDC. Consultation meetings were also undertaken with a number of key agencies, committees, partnerships, relevant sections of Mayo County Council and the four Mayo County Council Municipal Districts. These are listed in the Appendices.
- Nineteen submissions were received during the display period. The persons/ organisations that made submissions are listed in the Appendices. A number of issues were raised during the consultation process at the individual meetings, workshops and from the submissions and questionnaires received. Ten main themes were identified:
  - Education
  - Health – including mental health and suicide
  - Substance misuse
  - People with disabilities
  - Older people
  - Family resources
  - Children and child development
  - Communities development and community empowerment
  - The Gaeltacht and the Islands
  - Marginalised groups
  - Agriculture and Marine
  - Employment and economic activity
  - Infrastructural deficits

Part Two and Three contain chapters which relate to the key themes, as identified in the Socio-economic framework outlined in Part One. Strategic goals have been identified for each theme. Supporting goals are listed under headings which represent issues identified during the consultation phases of the plan process.







# POLICY CONTEXT, REVIEW OF EXISTING PLANS AND PROOFING STATEMENT

## OVERVIEW OF EXISTING PLANS

### 2.1 Context

The socio-economic framework upon which this Plan is structured stems from Europe 2020, a document which identifies the EU’s growth strategy for the coming decade. This Plan is therefore influenced by a hierarchy of international, national and regional and local level plans, programmes and legislation. It also establishes a framework for other lower level plans and programmes. This chapter provides an overview of a number of these plans and a review of the previous integrated strategy for County Mayo - Le Chéile le Neart 2002-2012, which was prepared and implemented by the Mayo County Development Board and the Community and Enterprise Section of Mayo County Council. A proofing statement is also included in this chapter ensuring that the plan is consistent with national policy requirements and that all areas of activity are considered in the plan.

Diagram 2 – Policy Hierarchy

#### 2.1.1 National Spatial Strategy and Regional Planning Guidelines for the West Region 2010-2022

In 2002, the Government published the NSS as an overall spatial policy framework for the country, setting out its detailed approach to achieving more balanced regional development. In a regional context the NSS aims to boost the performance of strategically placed “gateways” acting at the national level to drive development over the urban and rural areas they influence and support more balanced patterns of development. Galway and Sligo are the gateways which most likely influence development in Mayo. The combined gateway of Athlone/Tullamore/Mullingar also has significant impacts with the development of improved infrastructural linkages.

At the regional level, a number of strategically located hubs are identified which support and are supported by the gateways and act as drivers of local sub-regional development. In Mayo, Ballina and Castlebar are identified as a linked development hub. The Strategy also recognizes that towns such as Westport and Claremorris present opportunities for development and expansion through effective promotion and marketing in association with the Castlebar/Ballina linked hub.

The NSS identifies an important need to support the role of rural towns and villages at the local level, as a focus for investment, economic activity and housing development, which at the same time will support the vitality of wider rural areas. Mayo has a large number of lower order towns including the former scheduled towns of Claremorris, Ballinrobe, Ballyhaunis, Swinford and a wide network of smaller towns, each having different functions and strengths.

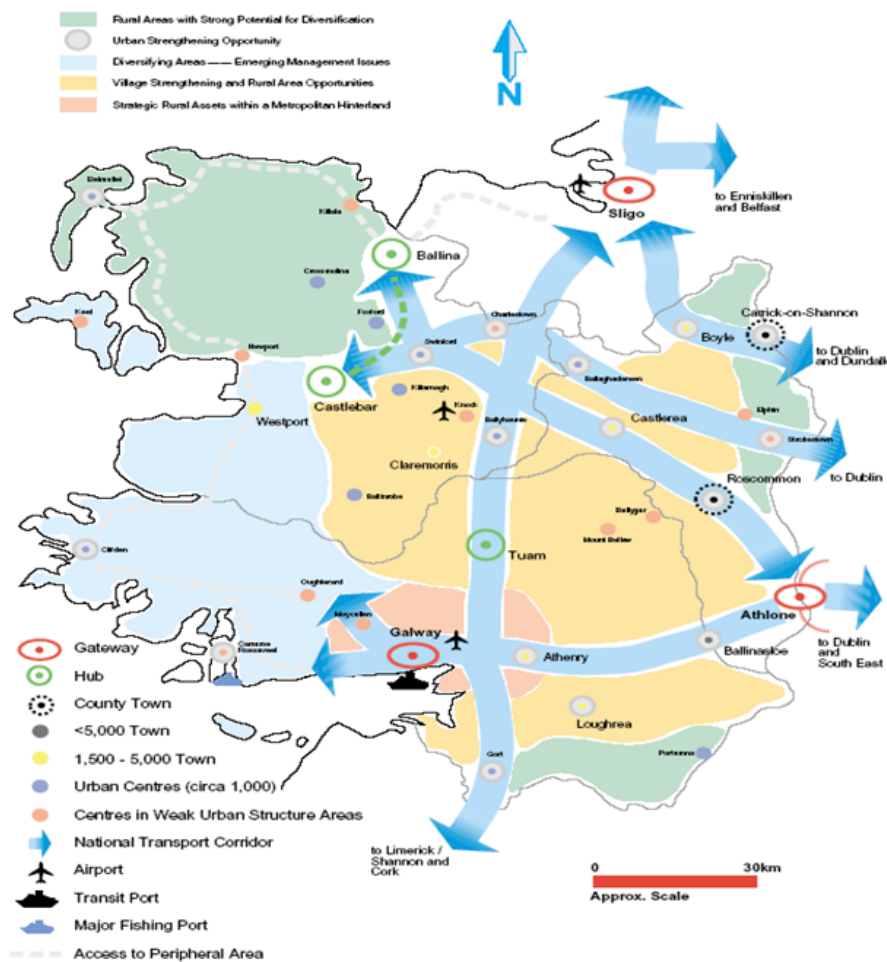




In 2010 the Regional Planning Guidelines 2010-2022 for the West Region were adopted, providing a framework for long term strategic regional development and ensuring the successful implementation of the National Spatial Strategy at regional, county and local level. This is achieved through the promotion of the Castlebar/Ballina linked hub and supporting key towns, the identification of key trends and priority infrastructure. The completion of a number of national routes are identified as investment priorities for Mayo as well as the re-opening of the Western Rail Corridor and continued investment in Ireland West Airport Knock.

The guidelines aim to see vibrant and diversified rural areas which benefit from local employment options and from the development of their resource potential. The West Region is identified in 'areas that are changing'; 'areas that are weak'; 'areas that are remote'; and 'areas that are culturally distinct'.

Community development is indicated in the guidelines as an essential component of regional competitiveness. Rural restructuring and a trend of low density population have been identified as difficulties in relation to social inclusion and community development. To maintain and re-establish the vitality of rural areas the need for local transport service provision which is frequent and reliable is identified as a priority as well as community services and educational outreach programmes for training and up-skilling. Local job creation is required to discourage unsustainable commuting patterns, reduce ecological footprints and create a better quality of life for rural based communities thereby facilitating social inclusion. The reliance within rural areas on the voluntary work of community groups is also noted. Policies are included which support the work of these groups and the programmes which contribute to rural development in the region.



A review of the National Spatial Strategy will commence in mid 2015. The RPG's for the West Region will be replaced with a Regional Spatial and Economic Strategy for the Northern and Western Regional Assembly by 2016. This plan will be modified where necessary to ensure compliance with the new strategies.

Spatial Framework for the West Region (Source: NSS)





## 2.1.2 Mayo County Development Plan 2014-2020

The Mayo County Development Plan is a spatial planning framework that gives effect to the delivery of sustainable and planned economic and social development in a manner consistent with higher levels plans and strategies such as the National Spatial Strategy and the Regional Planning Guidelines for the West Region. The Plan consists of 6 strategies including a core strategy, economic development strategy and a community development strategy. The goals and objectives in this plan are consistent with those identified in County Development Plan.

The Census of Population 2011 indicates that the population of Mayo has continued to increase. Since 1971 the population has increased by 19%. The most recent increase in population (2006-2011) is dispersed across the County with 72% of Electoral Divisions (EDs) experiencing population growth, ranging from 0.4% to 25.8%. The key message of the National Spatial Strategy and Regional Planning Guidelines is that critical mass in cities and large towns are essential to facilitate balanced regional development. By building up populations in the Linked Hub and Key Towns a number of services can be provided or extended in these towns such as public transport, amenities and water services infrastructure. This in turn will contribute to creating attractive settlements which in turn will attract investment and people.

The Core Strategy identifies a hierarchy of four categories of Settlements (Linked-Hub; Key Towns; Other Towns and Villages; and the Countryside including Rural Villages) and sets out policies and objectives for the future development of these settlements. The Core Strategy informs the Settlement Strategy of the amount of land required for development within the timeframe of the Plan based on evidence such as population forecasting, existing infrastructure, vacant units etc. The key element of the Core

Strategy and Settlement Strategy is to continue to focus growth into the Linked Hub and Key Towns and to relate growth of the smaller towns, villages and the countryside to the availability of infrastructure such as water and waste water. It is recognised that rural areas have an essential role in this settlement structure. Enterprise and employment and infrastructure (physical and social) provision in the towns and villages outside the Linked Hub and Key Towns will be considered in accordance with the relevant Strategies of the County Development Plan. Map 1 is a conceptual map of the Core Strategy and illustrates the classification of settlements; the extent of the two rural area types and relevant road and rail routes serving the settlements.

Other strategies in the County Development Plan including the Economic Development Strategy and Social Infrastructure and Community support and are aligned with the Core Strategy and Settlement Strategy. The settlements in the settlement hierarchy are served to varying degrees (depending on size and location on the hierarchy) by social infrastructure including housing, health, education, administration and various public facilities. The settlement strategy seeks to build up the critical mass which will support the maintenance and expansion of existing facilities in these settlements and the development of additional facilities.

The Economic Development Strategy recognises the Council's role in supporting and promoting innovation in business; developing the Green Economy to assist in reducing costs; enhancing environmental protection; and providing infrastructure essential to support enterprise and employment. The County's strengths and consequent economic opportunities are also identified in the Economic Development Strategy.

The strategic aim of the Social Infrastructure & Community Development Strategy of the County Development Plan is to maintain and improve social infrastructure under the control of the Council in the county; to work



with other agencies in maintaining and improving social infrastructure in the county; and to ensure the provision/improvement of social infrastructure and community development. The distinct culture of the Gaeltacht Areas and the Islands and their peripheral location are noted in the Strategy. These areas face significant challenges including maintaining population, services and their unique identity and policies are included in the plan to protect and enhance these areas.

### 2.1.3 Mayo County Council Corporate Plan 2010-2014

Mayo County Council's Mission Statement is "We work to improve the quality of life for people living in Mayo and enhance the attractiveness of the County as a place in which to live, work, invest in and enjoy". The Mayo Corporate Plan identifies principle strategic goals and priorities for the County having regard to the mandate and operating environment of the Council. These

relate to energy, culture, heritage, environment, quality of services and infrastructure, acceptable housing and a value based culture.

### 2.1.4 Le Chéile le Neart 2002-2012 – Integrated Strategy for County Mayo

The Mayo County Development Board, in conjunction with the Community and Enterprise Section of Mayo County Council produced a ten year strategy for Economic, Social and Cultural Development in Mayo in 2002. Maigh Eo, Le Chéile le Neart provided a framework within which all of the CDB partners could work towards realising the vision for the future development of Mayo as a 'A Great Place in which to Work, Invest and Visit', 'A Great Place to Live' and 'A Model of Sustainable Development'. The strategy led to the production of a number of implementation plans which set out the strategic and operational actions necessary to achieve the vision.





The Strategy represented a new departure in community development as for the first time, in a structured way, Mayo County Development Board brought local government and state agencies, local development bodies, social partners including the community and voluntary sector together to work in partnership and co-operation for the development of County Mayo. It represented a shared vision for Mayo and identified 11 goals and objectives that assisted in achieving the vision. It resulted in a number of successful outputs including the establishment of the Mayo County Child Care Committee and the Mayo Sports Partnership and a number of other multi agency development committees which have been successful in the delivery of services within their remit throughout the county. The strategy identified a number of weaknesses for community development in the county including a lack of entrepreneurial education, a high deprivation index, unequal geographic access to services and a low level of participation of young people in community development activities. The strategy provided an opportunity for all stakeholders in the community to get involved and work together in an integrated manner and utilise the CDB as a mechanism to assist each organisation at a strategic level. The main threat to the delivery of the objectives identified in the strategy is considered to be a lack of co-ordinated thinking at national level. Other threats in Mayo included loss of funding, loss of services, the global recession and associated job losses, delays in delivery of infrastructure, a decline in the culture of volunteerism and social isolation.

### **2.1.5 Other Strategies and Plans**

This Plan is also guided by a wide range of national policy statements (See Appendix 2 for list of plans and strategies) which have been assessed and utilised within each of the six themes. It is envisaged that this plan will add value and give additional local meaning to these national policies. This Plan will inform and guide other plans in County Mayo and objectives included within this plan aim to support the work of groups and

programmes which contribute to economic and community development in Mayo.

## **2.2 Proofing**

The National Spatial Strategy identifies four types of proofing required for all programmes, plans or strategies emanating from the Plan. These are poverty, equality, rural and environmental proofing.

### **2.2.1 Poverty Proofing**

The National Action Plan for Social Inclusion 2007-2016 sets a policy framework that promotes the tackling of poverty and its root causes. Poverty proofing aims to ensure that this Plan tackles poverty and assists those who are excluded and marginalised from participating in activities that are considered the norm for other people in society.

### **2.2.2 Human Rights and Equality Proofing**

Equality proofing is particularly concerned with ensuring that nobody is discriminated against and enshrines the principle of respect for diversity. Particular emphasis will be given to the Human Rights and Equality Commission Act 2014, which names 9 grounds on which discrimination should not take place. The grounds are gender, marital status, family status, age, disability, sexual orientation, race, religion and membership of the Travelling Community. Equality proofing also recognises that there is both direct discrimination and indirect discrimination involving practices that have discriminatory effects.

### **2.2.3 Rural Proofing**

The National Spatial Strategy, Regional Planning Guidelines for the West Region, County Development Plan together with the CEDRA Report 2014 recognises and promotes the needs of rural areas as distinct from urban areas. Special consideration must be given to the rural peripherality of Mayo and its islands and the level of disadvantage associated with its geographic location. This plan takes cognisance of the significant challenges rural areas face through an identification of objectives to protect and enhance these areas. The Gaeltacht is one such area and



we need to ensure that the Irish language and our unique linguistic heritage becomes more visible and audible and integrated into all activities in Mayo.

#### **2.2.4 Environmental and Sustainability Proofing**

The Plan has been subject to Strategic Environmental Assessment (S.E.A) screening and Habitats Directive Assessment (H.D.A) screening.

Following screening and consultation with prescribed environmental authorities, it has determined that the Mayo Local Economic and Community Plan is not likely to have significant effects on the environment. Therefore, Strategic Environmental Assessment

(SEA) and Habitats Directive Assessment are not required.

Sustainable development is generally defined as 'development that meets the needs of the present generation without compromising the ability of future generations to meet their needs'. However, sustainable development is not just about protection of the natural and man-made environment, it is equally about the economy and quality of life and therefore relates to social, economic and cultural sustainability and achieving a balance between these three dimensions. Central to the whole concept also is that development should allow future generations to enjoy a quality of life at least as high as our own and should respect our responsibilities to the wider international community.

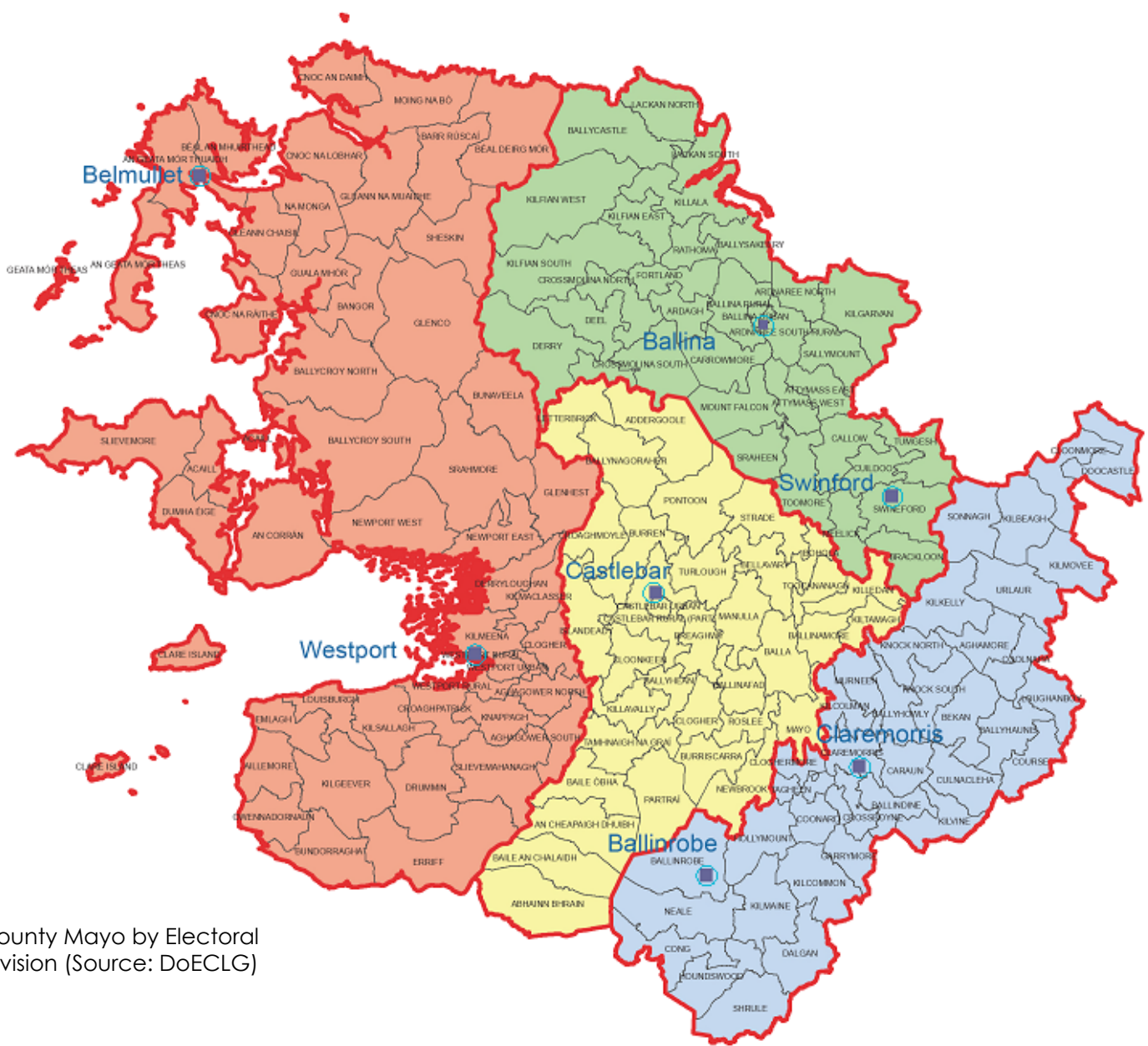




# SOCIO ECONOMIC PROFILE OF COUNTY MAYO

## 3.0 Introduction

This section provides a social and economic analysis of County Mayo, and includes an identification of the strengths and opportunities within the County. The information is based on the outcomes of the CSO Census of Population 2011, research undertaken by the All Island Research Observatory (AIRO) and also makes reference to the Pobal HP Deprivation Index (Haase and Pratchke, 2012). The CSO Census of Population data represents a snapshot in time. The 2011 Census of Population was undertaken in the night of Sunday, 10th April 2011. A detailed socio economic profile is available in Appendix 3 and also on the Mayo County Council Website.



County Mayo by Electoral Division (Source: DoECLG)



### 3.1 Strengths and Opportunities Analysis

**Table 2 - Strengths and Opportunities for County. Mayo**

<b>Strengths</b>	<b>Opportunities</b>
Location	Promote County as 'Gateway' to Europe. Attract transatlantic infrastructure landing points.
Good existing base of Foreign Direct Investment (FDI)	Develop multi-national location clusters. Encourage additional FDIs to locate to Mayo. Develop spin-off enterprises.
Improving infrastructure: Water Sewerage Telecommunications Energy Waste management Transport (road, air, rail, sea) Cycle ways/walk ways (Greenways)	Promote to attract investment. Attract ICT industries. Encourage e-working. Reuse & recycling of waste products. Production of renewable energy from waste products. Direct export or import of goods. Promote alternative freight transit choices. Provide alternative transport options.
Established agriculture, fishing and aquaculture industry	Production of high value foods. Production of 'value added' foods. Organic farming. Establish network of farmers markets. Diversify products. Sustainable agri-tourism. Promote sustainable attractive environment. Interaction between tourism and food sectors.
Designated Linked – Hub and 11 Key Towns	Develop towns to provide community, employment, retail and services to a wide catchment.
Educational Facilities High levels of educational attainment Third level institutions	Provide access to education for all including marginalised groups. Increase role in R&D support to enterprises and innovative industries (e.g. renewable energy). Provide courses relevant to skills required in the workplace. Continue to provide innovation in Business Centres for new businesses.
Marine environment with long varied and interesting coastline and off-shore islands	Develop a Blue Economy in line with <i>Harvesting Our Ocean Wealth</i> . Develop a Blue Playground, a sustainable marine leisure tourism sector. Attract cruise liners. Expand fishing and aquaculture. Develop Sea Technology. Establish centre for Marine Research and Development Derive an economic return from marine energy and renewable energy sources.





Unique landscape	Protect to maintain high quality of life Develop a unique tourism sustainable product. Derive an economic return in a sustainable manner.
Off-shore natural gas and on-shore distribution network	Promote associated enterprises/industries. Expand gas distribution network.
Natural assets for renewable energy	Promote sustainable renewable energy developments in appropriate locations. Develop Green Enterprise. Pilot renewable energy developments. Develop wave test sites. Spin-off green industries and green economy. R&D in third level institutions.
High quality of life	Promote and assist the work of community groups and individuals. Protect and promote to entrepreneurs, multi-nationals and highly skilled individuals.
Built and cultural heritage	Protect, sustainably enhance and promote built and cultural heritage to derive an economic return and enhance quality of life. Encourage appropriate re-use of heritage structures. Protect and enhance Gaeltacht areas. Assist voluntary groups in these sectors.
World renowned attractions (e.g. Croagh Patrick, Westport House, Museum of Country Life, Ballycroy National Park, Knock Shrine, Ceide Fields, Moy River, Great Western Greenway)	Protect, sustainably enhance and promote attractions to derive an economic return and enhance quality of life. Increase the number of quality attractions. Extend the length and increase the number of Greenways in the County.
Ireland West Airport Knock	Create opportunities to facilitate new enterprise through the establishment of a Strategic Development Zone
Well developed community development structure	Promote and collaborate with Local Development Companies. Promote the work of the Public Participation Network. Support capacities of communities to improve quality of life.
Volunteerism and active citizenship	Address barriers to people getting involved.
Community infrastructure and facilities	Ensure services are utilised to their full potential Improved access to service. Protect existing services where necessary.
Sports and leisure facilities and involvement: Sports grounds Playgrounds Parks/amenities Greenways Swimming pools	Promote the ongoing work of the Mayo Sports Partnership to promote physical activity for all including marginalised groups. Collaborate with sporting groups and organisations to improve health and wellbeing Ensure services and facilities are utilised to their full potential
Social economy	Identify initiatives to attract EU finding such as INTERREG.



### 3.2 Population

Co. Mayo is the third-largest of Ireland's 32 counties in physical area, and is the 15th largest in terms of population. According to the Central Statistics Office Census of Population, Co. Mayo had a population of 130,638 persons, consisting of 65,420 males and 65,218 females in April 2011. The population of pre-school age (0-4) was 9,199, of primary school going age (5-12) was 14,531 and of secondary school-going age (13-18) was 10,441. The number of persons aged 18 years or over was 98,124. There were 19,539 persons aged 65 years and over.

#### 3.2.1 Population by Gender

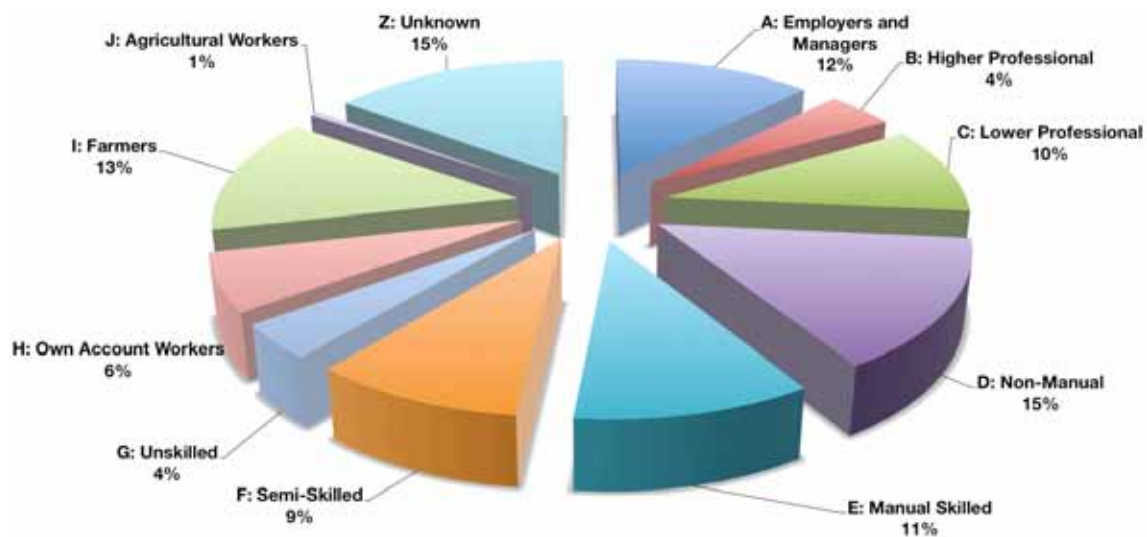
The CSO reports that Ireland had the most gender balanced population in the EU in 2007, with 100 females per 100 males in the national population. For older age groups the proportion of females in the population was higher with 80 males per 100 females in the 65 and over age group. This was driven by the greater longevity of females, at 81.6 years in 2006, compared with 76.8 years for men.

### 3.3 Marital Status, Household Structure and Socio Economic Groups

Of the 103,325 persons aged 15 years and over, 39,310 were single, 51,684 were married, 2,978 were separated, 2,382 were divorced, and 6,971 were widowed.

There were 48,070 private households in Mayo in April 2011, of which 13,043 were single person households. Of the 33,160 families in the area, 9,937 were couples with no children. The average number of children per family was 1.4 compared, identical to that recorded nationally.

**Figure 1 - Socio-Economic Groups**



### 3.4 Education Attainment

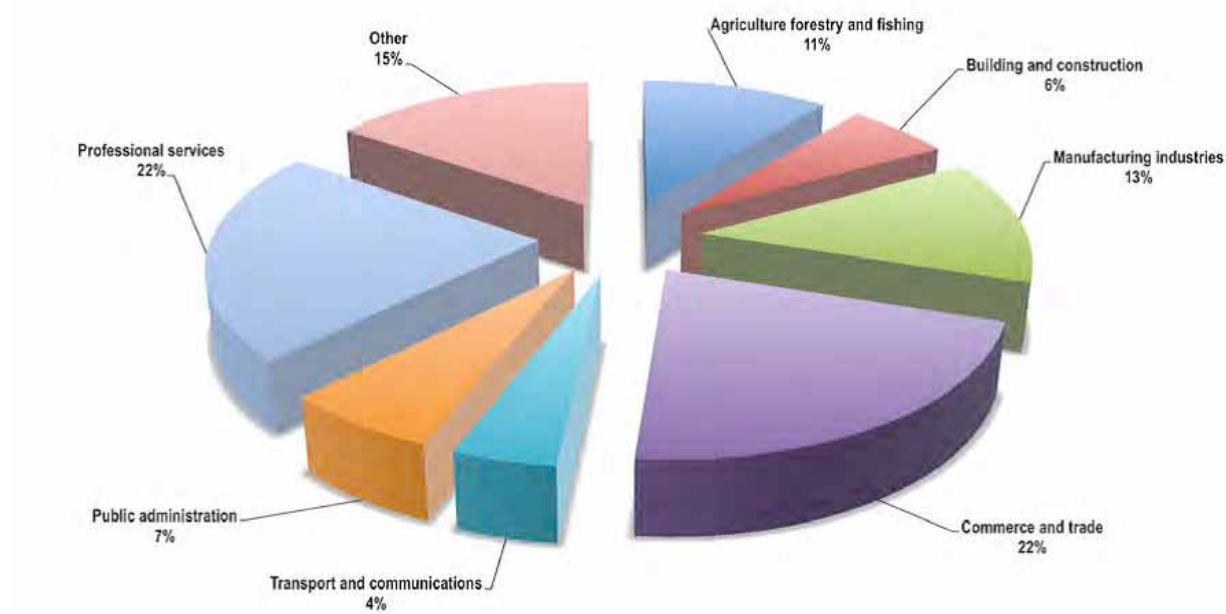
The CSO Census of Population 2011 show that in the State among those aged 25 to 39, women tended to stay in education longer than their male counterparts. Only 18 % of females in this age group completed their full-time education aged 17 or under compared with 26 % of males.

The differences for those aged between 40 and 59 were similar. Just over 36 % of males and 27 % of females in this group had completed their education before they turned 17. Approximately 18 % of both males and females in this age group completed their education aged 22 or older.

In County Mayo, of those aged 15 years and over whose full-time education had ceased, 21.3 % were educated to, at most, primary level only; a further 54.7 % attained second level while 24.0 % were educated to third level.

### 3.5 Employment Profile

Figure 2 – Employment by Sector 2011



Of the 42,383 persons aged 15 years and over who were outside the labour force, 24.9 % were students, 23.6 % were looking after the home/family and 38.2 % were retired. Of the 49,076 workers in Co. Mayo, 4,335 worked outside the area. The daytime working population (resident and non-resident) of Mayo was 36,944 with commerce and trade being the largest industry.

#### 3.5.1 Farming

Farming is a major generator of economic activity in rural areas, providing raw materials for processing and marketing and a corresponding inflow of money to stimulate other business through the purchase of goods and services. 8.3% (10,890 persons) of the county population are active farmers.

The average farm size in Mayo is 22.4 ha of Agricultural Area Used. The national average is 32.7ha. When compared nationally, farm size in Mayo is relatively small with only 6% of farms in excess of 50ha as against 15% for the country as a whole.

#### 3.5.2 Unemployment

The 2011 Census of Population indicated that in Co. Mayo there was 10.62 % of total working population (103,325 persons) who were unemployed having lost or given up their previous job. This compared to 10.83 % nationally.

### 3.6 Health Profile

Types of disability include physical, intellectual, mental health and chronic illness. 17,710 persons had a disability in April 2011, of whom 7,534, representing 42.5 % of the total, were aged 65 years and over. 44 % had a physical disability, 20% had an intellectual disability, 8.7% had mental health illnesses and 27% had chronic illnesses.





Of the number of people with a disability of working age only 32% were at work compared to 62% without a disability.

20% of people with a disability did not progress beyond primary education compared to 4% of people without a disability. 22% ceased education at lower secondary compared to 15% of people without a disability. Only 36% of people with a disability advanced to further education compared to 53% of people without a disability.

6,558 persons (2,665 males and 3,893 females) provided regular unpaid personal help for a friend or family member with a long-term illness, health problem or disability. 25.1 % of these provided care for more than 6 hours per day.

### 3.7 Languages

56,935 persons could speak the Irish language and, of these, 19,087 spoke the language daily. 9,838 persons spoke a language other than Irish or English at home, and of these, 2,239 could not speak English well or at all. In these instances Polish was the most common foreign language spoken at home with 2,837 speakers.

### 3.8 Religious Belief

There were 117,721 Roman Catholics in Co. Mayo at census time (90 %). A further 6,686 were adherents of other stated religions (e.g. Church of Ireland, Islam, Presbyterian, Orthodox), whilst 4,994 persons indicated that they had no religion.

### 3.9 Migration and Ethnicity

Non-Irish nationals accounted for 10.7 % of the population of Co. Mayo compared with a national average figure of 12.0 %. UK nationals (5,796 persons) were the largest non-Irish national group, followed by Polish (2,933 persons).





# EMPLOYMENT AND ECONOMIC ACTIVITY



## 4.1 Introduction

The economic element of this plan considers the context, strengths & opportunities for economic development in Mayo before identifying a three-pronged approach to realising the economic potential of the County. It is acknowledged that both the Regional Planning Guidelines for the West Region and the Mayo County Development Plan 2014-2020 will frame and underpin efforts to promote economic development in the County.

Economic development within the context of this plan includes, but is not limited to:

- Creating and sustaining jobs;
- Promoting the interests of the community including enterprise and economic development, foreign direct investment, indigenous industry, micro and small and medium enterprises, tourism, agriculture, forestry, marine sectors and other natural resources sectors;
- Identifying local attributes that are essential in enhancing local economic performance;
- Supporting training and up-skilling;
- Identifying opportunities to engage with local government on relevant matters;
- Identifying local strengths, weaknesses, opportunities and threats;
- Identifying economic potential and the requirements to realise it.

This economic development SWOT Analysis gives additional context to the work of the LECP in Mayo.



**Strength**

- Strong existing multinational base
- 3rd level presence with GMIT Castlebar
- Innovation Hub at GMIT Castlebar
- Ireland West Airport Knock
- Natural Resources
- Wild Atlantic Way & stunning environment
- Strong quality of life factors
- Progressive enterprise support infrastructure
- Geographically dispersed enterprise support structure
- Political base
- Existing Mayo business networks

**Opportunities**

- Branding and positioning of County
- Key sector development strategies for Energy, Adventure Tourism, Digital ICT & Software, and Food in place
- Potential to build enterprise & innovation capacity within GMIT
- Strong local government and agency landscape
- Transatlantic Fibre Pipeline project
- Diaspora networks and connections
- Potential associated with investment in road, rail, power/grid, broadband bandwidth and reach & Corrib Pipeline

**Weaknesses**

- Lack of awareness around the Mayo brand
- Lack of R&D / Innovation base in county
- Low / no cluster development
- Institutional and budget constraints

**Threats**

- Fiscal constraints at national and organisational level
- Macro economic uncertainty
- Underperformance of Mayo innovation investment
- Competition from other regions to capture investment in key sectors and knowledge services
- Regional peripherality

**4.2 Emerging Economic Sectors**

An analysis of emerging economic sectors in Mayo, carried out by PMG Consult in 2014 identified a series of economic sectors with the potential for the greatest level of sustainable job creation. These included the tourism sector, food & agriculture, the renewable energy sector and the ICT / creative sector. Adding existing strengths in the manufacturing (particularly pharmaceuticals and health care) and agri-engineering sectors presents a list of sectors upon which the future success of the Mayo economy will be built. In this context it is proposed that available enterprise supports and economic development resources be targeted at these sectors.

The provision of high quality education and relevant training is an essential vehicle for facilitating a sustainable economy in the county. This area of service provision is developed further in the Plan within the chapter dedicated to education, training and skills in Mayo.

Putting People First (October 2012) gives local authorities an explicit local economic development mandate and role in the strategic delivery of employment, jobs and economic promotion within the County. The role of facilitating job creation and sustaining employment levels is being driven across a number of Local Authority functions including Planning, Economic Development, Enterprise Support, Environment and Water Services. It is essential to note, though, that successful economic development in Mayo will be dependent on the continued collaboration and partnership of many state agencies and bodies





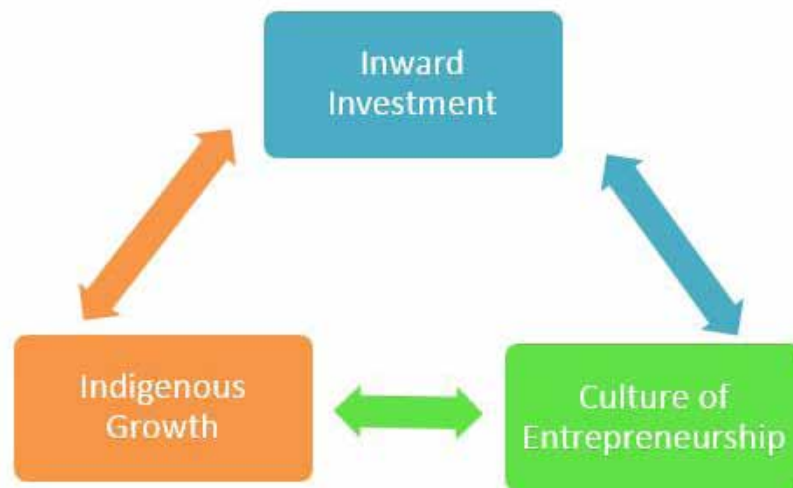
across enterprise development, education and training, health and recreation, community development, social inclusion, agriculture etc. In this context, this Plan and the work of the LCDC are integral.

### 4.3 Local Enterprise Office

Mayo Local Enterprise Office (LEO) was established in April 2014 and acts as a first-stop-shop for access to enterprise supports in the County. The LEO offers a range of supports and services in the areas of business information and advice, support for new and developing enterprise, supporting entrepreneurship and leading on local authority led initiatives that support local economic and enterprise development. The LEO also acts as a gateway to Enterprise Ireland support for manufacturing and Internationally Traded Services companies that have the capacity to grow quickly. Údarás na Gaeltachta offers qualifying businesses and companies at all levels of development from various sectors a range of incentives and supports to start up, develop, expand or locate in a Gaeltacht region.

Throughout the consultation process stakeholders including individuals, communities, representative groups and the business sector have been consulted. The following section outlines a three-pronged employment and economic development strategy, an identification and overview of priority areas, supporting goals and relevant implementation partners.

**Figure 3 - Priority Areas to support Employment and Economic Activity**



## SUPPORTING AND GROWING OUR INDIGENOUS SECTOR

### 4.4 Overview

Sustainable economic growth and employment opportunities in Mayo will only be achieved through the development of our enterprise base and our export performance. Supporting new and existing indigenous businesses to grow and export is central to our plans as a County for recovery, growth and jobs.

The approach to supporting indigenous companies is primarily based on three principles; encouraging start-ups, supporting existing businesses in the local economy, and helping existing enterprises to expand into export markets.



The Emerging Sectors research (2014) conducted a local resources and competitive position assessment. It concluded that the existing and emerging sectors that offer the best potential for sustainable employment growth, clustering and value added are considered to be:

- Tourism
- Energy
- Food and Agriculture (including agri-engineering)
- Digital, ICT & Creative sector
- Manufacturing (including pharmaceuticals & healthcare)

The Local Enterprise Office has been identified as a first-stop-shop for new and existing business that wish to access to enterprise supports in the County and, through the LCDC, it can play a co-ordinating role in allowing the County to leverage employment opportunities associated with the above sectors, and through indigenous local growth.

Inter-agency collaboration is, however, central to efforts to allow the County to deliver the optimum support service to its indigenous businesses. Existing enterprise support resources, including under relevant Rural Development Programme pillars should be co-ordinated to ensure that individual businesses can access tailored support appropriate to their developmental need.

#### 4.4.1 Supporting Goals

- OI 1: Develop a co-ordinated approach to supporting individuals at the start-up phase, through a combination of bespoke and innovative financial, mentoring, training and other guidance programmes.
- OI 2: Ensure Mayo builds on the 'Wild Adventure' brand and continues to position itself as the heartbeat of the Wild Atlantic Way in a sustainable manner that ensures no significant adverse effects on the environment, particularly the Natura 2000 network.
- OI 3: Develop opportunities for indigenous companies to commence or strengthen their export opportunities through, for example, utilising existing Memoranda of Understandings with Cleveland and Rhode Island.
- OI 4: Support existing indigenous companies through the delivery of unique networking events that allow the cross fertilisation of sectors, knowledge and technology.
- OI 5: To support Connect Ireland in rolling out its community partnership programme to create jobs.

#### 4.4.2 Supporting Partners

Supporting partners include but are not limited to: the DOELG, IDA, Mayo.ie, Mayo Local Enterprise Office, Mayo County Council, the Western Development Commission, Údarás Na Gaeltacht, Inter Trade Ireland, Enterprise Ireland, Local Development Companies, Connect Ireland, Mayo Diaspora etc.



## SUPPORTING AND ATTRACTING NEW INWARD INVESTMENT

### 4.5 Overview

Mayo has a long established multi-national manufacturing base particularly in the fields of pharmaceuticals and other areas of health care which is responsible for supporting over 6,000 jobs in the county. There are also a number of medium to large indigenous manufacturing firms located and founded in Mayo in the areas of engineering, sustainable energy solutions, digital development and creative industries.

Putting in place infrastructure and policies that will attract new and continued investment is extremely important. Foreign Direct Investment companies locate in regions and communities for many reasons i.e. lifestyle, cost effectiveness, access to markets, infrastructure, available workforce etc.

A key area of focus in this Plan relates to the development of opportunities which Mayo can offer in order to attract investment, with the aim of reinforcing our attractiveness, performance and potential as a competitive location. Dividends from this will directly create and sustain long term employment in the County. Central to attracting this investment is the Mayo Diaspora. 3.5 million people around the world claim to have Mayo lineage. This Plan recognises and acknowledges the potential of this group and will open a more direct two-way relationship with this community, leveraging their contacts and networks in order to attract additional investment.

#### 4.5.1 Supporting Goals

- OI 1: Identify actions which will help influence location experts when identifying potential investment locations, to think “Mayo”.
- OI 2: Develop a business “ask” for the Mayo Diaspora so a potential pipeline of ideas and possible investment proposals can be put in place for the enterprise agencies in regard to manufacturing and international traded services and for the LEO/Council for all other investment opportunities including tourism, and micro-enterprise investment.
- OI 3: Work with national and local stakeholders to ensure key economic infrastructure is delivered including the Transatlantic Sub Sea Fibre Optic Cable, Grid West Project, N5 upgrade, Harbour redevelopment and 4G where it can be demonstrated that there will be no significant adverse effects on the environment, and provided full compliance with the Habitats Directive.
- OI 4: Continued support to the successful growth and expansion of services at Ireland West International Airport and to freight and passenger services being delivered across the County by Irish rail provided it can be demonstrated that there will be no significant adverse effect on the environment, particularly the Natura 2000 Network.

#### 4.5.2 Supporting Partners

Supporting partners include but are not limited to: the DOELG, IDA, Mayo.ie, Mayo Local Enterprise Office, Mayo County Council, The Western Development Commission, Údarás Na Gaeltachta, InterTrade Ireland, Enterprise Ireland, Local Development Companies, Connect Ireland, Mayo Diaspora etc.





## DEVELOPING OUR CULTURE OF ENTREPRENEURSHIP

### 4.6 Overview

Mayo has an enviable track record of having grown strong indigenous businesses of the calibre of McHale Engineering, CBE, Portwest, Foxford Woollen Mills, Smyth's Toys, O'Hara's Bakery and Malone Farm Machinery. These companies range in size from 1 person investments to 20+ employees.

In terms of supporting local enterprise and economic development it is essential that those with a business idea feel that self employment or entrepreneurship is a viable option. Access to supports and services is imperative for entrepreneurs and appropriate training is required so that individuals who choose entrepreneurship have the capacity and skills to plan, sustain, protect and grow their business.

Existing initiatives like 'Ireland's Best Young Entrepreneur' and the annual 'Student Enterprise' programme assist in promoting entrepreneurship with young people. It is important that these initiatives are further developed and that entrepreneurship in all its forms is supported and resourced wherever possible.

Promotion of entrepreneurial success stories is also important in generating an appreciation of and interest in entrepreneurship. Associated profiles of local entrepreneurs and their successes can also play an important role in embracing and celebrating entrepreneurship.

#### 4.6.1 Supporting Goals

- OE 1: Develop a co-ordinated approach to the support and promotion of entrepreneurship and self employment as a suitable career path.
- OE 2: Highlight leadership in the area of entrepreneurship and ensure an accessible platform is developed to engage new with existing successful business people.
- OE 3: Building on the success of the inaugural Best Young Entrepreneur competition and other youth entrepreneurship initiatives, to develop a co-ordinated strategy for youth entrepreneurship particularly in the areas of science, technology, engineering and maths (STEM).

#### 4.6.2 Supporting Partners

Supporting partners include but are not limited to the DOELG, IDA, Enterprise Ireland, local development companies, Údarás Na Gaeltachta, Connect Ireland, Mayo Sligo Leitrim Education and Training Board, Mayo Local Enterprise Office, Mayo County Council, and Galway Mayo Institute of Technology.



# LOCAL AND COMMUNITY DEVELOPMENT



## 5.0 Local and Community Development

The community elements of this plan consider community development in the county under key themes and headings which represent issues identified during the consultation phases of the plan process.

The community elements of the plan promote community development including: Tackling poverty, disadvantage and social exclusion through support for basic services and other initiatives;

- Supporting training and up-skilling;
- Creating and sustaining employment and self employment opportunities;
- Investing in local development through community focused support and services;
- Provision of infrastructure and community facilities;
- Investment in physical regeneration and environmental improvements;

- Supporting the capacity of local communities to improve their quality of life;
- Supporting social enterprise, social capital, volunteering and active citizenship;
- Developing integrated and evidence based approaches to local service planning and delivery;
- Identifying the needs and priorities of local communities to enhance their well-being – sustainable solutions to make the best use of local assets, strengths and opportunities to address those needs and priorities;
- Exploiting and co-ordinating funding sources from the public, private and community and voluntary sectors to stimulate local development;
- Community involvement in policy development and decision-making processes.

The strategic goal identified for this chapter is to promote community development by supporting the capacities of lo-



cal communities to improve their quality of life. Supporting goals are identified under each heading.

### 5.1 Community Development in Mayo

Mayo County Development Board came into being in March 2000. The Board brought together local government and state agencies, local development bodies and social partners including the community and voluntary sector to work in partnership and co-operation for the development of County Mayo. The primary objective of the Board was to co-ordinate the efforts of these stakeholders in order to realise the potential of all players, avoid overlaps and identify the needs and gaps which were not being met.

County Development Boards were dissolved through the Local Government Reform Act 2014 and replaced by Local Community Development Committees. The Mayo County Development Board left a legacy of successful forums some of which are still operational. The Mayo Public Participation Network (which replaced the Mayo Community Forum) provides a mechanism to facilitate and enable the public and the Community & Voluntary organisations to articulate a diverse range of views and interest within the Local Government system. The aim of the Network is to encourage and enable public participation in local decision making, to actively support inclusion of socially excluded groups and to identify issues of collective concern and work to influence policy locally in relation to these.

The Mayo 'Community Futures' Programme facilitates community action planning by assisting communities prepare action plans which identify existing services, key priority areas and opportunities for development and growth within their community. 'Community Futures' encourages more people to become active in their communities, helps strengthen and develop local community organisations, enables communities to identify and progress priority projects and actions

and enables them to effectively represent their interests at local, county, and national levels.

Local development companies continue to remain at the forefront promoting community development through a bottom up approach in the areas of social inclusion, inequality, and local development – economic and social. Local development companies are governed by a multi-sectoral partnership structure. Mayo has two local development companies which deliver a wide range of programmes including but not limited to the Rural Development Programme, Social Inclusion Community Activation Programme, Local Community Development Programme, Rural Social Scheme, Tús, Rural Recreation, Community Employment, Local Employment Services, and Local Training Initiatives. Local development companies also develop additional projects using a range of other funding sources. In addition to the 2 existing local development companies Comhar na nOileán Teo delivers the LEADER and the Local Community Development Programme to Mayo's inhabited islands.

Other agencies that assist community development in Mayo include the seven Mayo Family Resource Centres (Castlebar, Ballina, Westport, Claremorris, Ballinrobe, Ballyhaunis and Kilmovee) who provide practical assistance to community groups, such as training, information, advice and use of shared facilities. They also provide educational and training opportunities. Sectoral communities are also assisted in the county by agencies such as Mayo Intercultural Action, Mayo Traveller Support Group, Mayo Traveller Inter Agency Forum, Disability Federation of Ireland and Outwest.

Údarás na Gaeltachta assists community development offering a range of schemes and initiatives to support Gaeltacht communities to play active roles in the economic, social and cultural development of their communities. An tÚdarás administers a number of so-





## PROMOTING ACTIVE CITIZENSHIP AND COMMUNITY INVOLVEMENT

### 5.2 Overview

Mayo has a very active voluntary sector, and it is essential for community development that the work of this sector is recognized and supported in a meaningful way through agencies, programmes and forums such as the Mayo Public Participation Network, 'Mayo Community Futures' and Local Development Companies. The promotion and support of volunteerism and addressing the barriers to community people getting involved is important to ensure that volunteering continues and flourishes in partnership with the Local Authority and development agencies.

#### 5.2.1 Supporting Goals

OCD 1: To facilitate voluntary and community groups through the ongoing development of the Public Participation Network in Mayo.

OCD 2: To actively collaborate with agencies to improve the dissemination of relevant and timely community information.

## SOCIAL AND COMMUNITY INFRASTRUCTURE AND SOCIAL ENTERPRISE

### 5.3 Overview

Investment in social infrastructure and community development assists in achieving economic growth and employment and improves peoples well being and quality of life. Social and community infrastructure is provided by a range of agencies including Mayo County Council and also supported financially through LEADER, the Rural Recreation Programme, the Rural Social Scheme and others.

Community enterprise and social economy initiatives are important sources of employ-

ment and providers of essential community services and social inclusion initiatives. An identification of initiatives that may be suitable to attract EU funding streams such as INTERREG are also important for community enterprise.

#### 5.3.1 Supporting Goals

OCD 3: To support and assist the provision of a broad range of social and community facilities within settlements or in close proximity to existing facilities or new multipurpose centres or public transport routes to meet the changing needs of all sectors of the community.

OCD 4: To work with public service delivery bodies to improve the level of accessibility and facilitate the delivery of more effective and integrated services in communities.

OCD 5: To promote and support the community enterprise sector with key partners and identify initiatives that may be suitable to attract EU finding for community enterprise.

## RURAL AND COASTAL COMMUNITIES

### 5.4 Overview

Mayo is a peripheral rural and coastal county with nine inhabited islands. Clare Island and Inishturk are the most populated islands outside of Achill with populations of 168 and 53 persons respectively. Significant emigration over the past eight years has resulted in a decrease in population in many rural areas and the islands resulting in an older cohort of residents. Settlement patterns in the county are dispersed with some electoral divisions having no inhabitants, particularly in the north west of the county. There are high levels of deprivation in certain areas. There is a dependence on small scale farming and marine based activities in certain communities and a lack of services in peripheral rural locations. Gaeltacht and Island communities continue to face significant challenges such as maintaining population, services and their unique identity.



### 5.4.1 Supporting Goals

OCD 6: To maintain and support the communities of Gaeltacht Mhaigh Éo and Mayo's inhabited islands by facilitating sustainable social and economic development through the provision of infrastructure (social and physical), housing and services and the need to protect the cultural and natural heritage of the Gaeltacht and the Islands where it can be demonstrated that there will be no significant adverse effects on the environment, particularly on the Natura 2000 network.

OCD 7: To work with public service delivery bodies to improve the level of accessibility and facilitate the delivery of more effective and integrated services in disadvantaged rural and peripheral locations, including the islands, where it can be demonstrated that there will be no significant adverse effects on the environment, particularly the Natura 2000 network.

### 5.5 Supporting Partners/ Enablers

Enablers/partners include but are not limited to the HSE, the Department of Arts, Heritage and the Gaeltacht, the Department of the Environment and Local Government, The Department of the Fisheries and the Marine, Department of Justice, Community Futures, Mayo Public Participation Network, Joint Policing Committee, Mayo Social Services, Mayo Integration Forum, Mayo Intercultural Action, Family Resource Centres, Outwest, 'Tost?', Comhar Sustainable Development Council, Mayo Transport Coordination Unit, The Heritage Council, Enterprise and Investment Unit, Údarás na Gaeltachta, Foras na Gaeilge, Local Development Companies, North West Fisheries Local Action Group, Fáilte Ireland, Comhar na nOileán Teo, Northern and Western Regional Assembly, Mayo Island Committee, Clare Island Cliara Development Company, Comhdhail Oileán na hEireann, Inishturk Community Development Project, Mayo Volunteers Centre, county wide community groups, county wide voluntary groups, local development committees, Mayo Transport Coordination Unit, Rural Alliances.



### 5.6 Supporting Strategies

Strategies include but are not limited to the Department of Social Protection Statement of strategy 2011-2014, Department of Environment, Community and Local Government Statement Strategy 2011- 2014, Department of Arts, Heritage and the Gaeltacht Programme for Government 2011-2016, Corporate Social Responsibility Plan, Good for Business, Good for the Community 2014-2016, OECD Report on Local Development, National Action Plan for Social Inclusion 2007-2016, The 20 Year Strategy for the Irish Language 2010-2030, National Climate Change Strategy 2007-2012, The Report of the Commission on Economic Development in Rural Areas 2014, Mayo County Council Language Scheme, Local Gaeltacht language Plans, Community Futures Alliances Report, Gno Mhaigh Eo Strategic Plan, Mayo Arts Plan, Sustainable development strategies.



# AN INCLUSIVE COUNTY

## 6.0 Introduction

There are many reasons why some people are excluded from society and do not feel part of the broader community. This may be because of their culture, a disability or old age. Other factors such as living in isolation or living in poverty may also lead to people being excluded from society. Mayo has areas of deprivation because of its rural peripherality and also urban poverty in the form of poor households, high unemployment levels and a decline in environmental and social infrastructure in certain areas. Mayo has a higher age dependency rate and an above average elderly population than the rest of the country. The global economic downturn has resulted in significant changes in relation to unemployment levels, emigration and depopulation in rural areas placing Mayo amongst the most disadvantaged counties in the country.

A core aim of this plan is to assist organisations to ensure that all people in Mayo have access to the range of resources necessary to allow them to fully participate in their local communities, to facilitate the achievement of an inclusive county and to tackle the issues of poverty and social exclusion. A number of supporting goals are identified across a number of cross cutting areas.

## CHILDREN, YOUNG PEOPLE AND FAMILY SUPPORT

### 6.1 Overview

It is imperative that children and young people are encouraged and supported so as to achieve their full potential. Education, childcare, health care and access to social and recreational outlets are fundamental for children and young people's development and growth. Certain groups such as Traveller children, children and young people with disabilities and mental health issues have specific vulnerabilities and needs out-

side of mainstream society which must be addressed to ensure an inclusive county. Family support, particularly for single parent families, is also essential to allow families develop their own capacity to solve problems and achieve long lasting self reliance and interdependence within their communities. There are 4,783 single parent families in the county, the majority of which reside in urban areas.

A multi agency approach is required in assisting and supporting families, children and young people. In Mayo the work of the Mayo County Childcare Committee, Family Resource Centres, the HSE, the Traveller Inter Agency Forum, Local Development Companies, Mayo Disability Federation and the HSE are fundamental in this regard.

### 6.1.1 Supporting Goals

OSI 1: To assist and support children's and youth organisations in the county, and investigate ways of improving the quality and capacity of existing services and facilities in the county.

OSI 2: To support agencies in their roles to deliver integrated services for children and young people with complex needs or disabilities.

OSI 3: To support agencies in a cross agency approach to provide education, training and placement programmes which will enhance the employability of all young people, including those furthest away from the labour market.

OSI 4: To work with key agencies to actively promote participation in organised physical and recreational activities by vulnerable groups such as children and young people with disabilities, Travellers and migrants.







## PEOPLE WITH DISABILITIES

### 6.2 Overview

There are different types of disability, including physical, intellectual, mental health and chronic illness. People with disabilities have lower participation in education, far lower participation in the workforce and are at twice the risk of poverty of other people. According to the 2011 Census, in Mayo, of the number of people with a disability of working age only 32% were at work compared to 62% without a disability. 20% of people with a disability did not progress beyond primary education compared to 4% of people without a disability. 22% ceased education at lower secondary compared to 15% of people without a disability. Only 36% of people with a disability advanced to further education compared to 53% of people without a disability.

In order to ensure an inclusive society it is imperative that the requirements of people with disabilities are met appropriately and positively. There are many organisations in Mayo who assist in improving the lives of people with disabilities in areas of health, transport, accessibility and a key priority of this plan is to assist all relevant stakeholders in ensuring that people with disabilities are encouraged and supported in all aspects of their lives and make positive contributions in the communities in which they live.

#### 6.2.1 Supporting Goals

OSI 5: To promote accessibility by ensuring that every person with a disability has access to public spaces, buildings, transport, information, advocacy, health care, education and training, appropriate housing and public services.

OSI 6: To facilitate the delivery of supported education, training and employment initiatives for people with disabilities.

## PEOPLE OF WORKING AGE

### 6.3 Overview

One of the fundamental ways of promoting social inclusion and reducing poverty is to support people of working age to avail of opportunities to gain access to work, education or training. A range of supports are required for those experiencing poverty and social exclusion to ensure their well-being and that of their families. People of working age may be socially excluded because they are disabled, long-term unemployed, on low incomes, lone parents, or be members of vulnerable groups such as Travellers, migrants and ethnic minorities.

#### 6.3.1 Supporting Goals

OSI 7: To support the Department of Social Protection and relevant implementation bodies in the implementation and delivery of all labour activation programme.

OSI 8: To support local agencies to assist in the provision of community integration activities for asylum seekers, ethnic minority groups and migrants, and explore the development of a strategy to welcome newcomers into our county.

OSI 9: To enable people parenting alone and people with caring responsibilities to have access to appropriate supports to enable them to meet these responsibilities in addition to employment and other commitments.



## OLDER PEOPLE

### 6.4 Overview

Mayo has a significant level of older residents, many of which live in rural areas. Older people may be socially excluded for a number of reasons: poor health, a disability, living alone, poverty. In order to achieve an inclusive society it is essential that all people, including older people who may be socially excluded, are encouraged and supported to participate to the greatest extent possible in social and civic life. Priorities and objectives for older people at risk of social exclusion in Mayo identified through the consultation process include maintaining their health and wellbeing, reducing social isolation, improved access to support, information, services and accessibility and mobility generally and also to provide for the needs of carers. The implementation of the 'Age Friendly' Programme in Mayo will assist in the social inclusion and improved health and wellbeing for older people in the county.

#### 6.4.1 Supporting Goals

OSI 10: To support agencies and groups in the provision of opportunities for the continued involvement of people as they age in all aspects of cultural, economic and social life in their communities according to their needs, preferences and capacities.

OSI 11: To support agencies representing the interests of carers.

## COMMUNITITES

### 6.5 Overview

Inclusive communities are achieved by improving the lives of people living in disadvantaged areas and building social capital. Priorities to achieve inclusive communities include access to and availability of services, housing and infrastructure provision. Sectoral communities, including but not exclusively Travellers, migrants and the Gay, Lesbian, Bi-sexual and Transgender community must also be acknowledged and supported.

#### 6.5.1 Supporting Goals

OSI 12: To maintain and support all communities in Mayo by facilitating sustainable social and economic development through the provision of necessary infrastructure (social and physical) and services, where it can be demonstrated that it will have no adverse affects on Natura 2000 sites.

OSI 13: To promote equality of opportunity and freedom from discrimination to all people living in Mayo, irrespective of their background, gender or sexual orientation.

OSI 14: To work with public service delivery bodies to improve the level of accessibility and facilitate the delivery of more effective and integrated services in disadvantaged areas.

#### 6.6 Supporting Partners/ Enablers

The Department of Children and Youth Affairs, Department of Environment, Heritage and Local Government, the Department of Arts, Heritage and the Gaeltacht, The Department of the Fisheries and the Marine, Department of Justice, Department of Health, Department of Social Protection.

Mayo County Council, HSE, TUSLA, The Child and Family Agency, County Child Care Committee, Mayo Family Resource Centres, national and local youth organisations including Comhairle Na nOg, and Foroige Ireland, Mayo Suicide Prevention Alliance, West Regional Drugs Task Force, National Office for Suicide Prevention, Mayo Traveller Support Group, Mayo Traveller Interagency Group and Pavee Point, Mayo Integration Forum, Mayo Intercultural Action, Mayo Women's Support Services, Mayo Social Services, The National Disability Authority, Irish Wheel Chair Association, REHAB, Disability Federation Ireland, National Learning Network, Western Care, Irish Association of Supported Employment, Age Friendly City and Counties Programme, Active Retirement Groups, Age Action Ireland, Mayo Social Services, Young at Heart Groups, Alzheimer's Association, Mayo Local Enterprise Office, Local Employment Service, Enterprise

and Investment Unit, Local Development Companies, Comhar na nOileán Teo, Mayo Island Committee, Clare Island Claira Development Company, Comhdhail Oileán na hÉireann, Inishturk Community Development Project, North West Fisheries Local Action Group, Mayo Public Participation Network, Community Futures, Rural Alliances, community groups, Údarás na Gaeltachta, Foras na Gaeilge, Comhar Sustainable Development Council, The Heritage Council, Joint Policing Committee, Mayo Sports Partnership, Mayo Transport Coordination Unit, Mayo Rural Transport Scheme, Outwest, 'Tost?', Fáilte Ireland, The Education and Training Board, Teagasc, farming and fishery groups, Equality Mayo, Mayo Centre for Independent Living.



### 6.7 Supporting Strategies

The Department of Social Protection Statement of strategy 2011-2014, Department of Environment, Community and Local Government Statement Strategy 2011-2014, Department of Arts, Heritage and the Gaeltacht Programme for Government 2011-2016, Corporate Social Responsibility Plan, Good for Business, Good for the Community 2014-2016, OECD Report on Local Development, National Action Plan for Social Inclusion 2007-2016, The 20 Year Strategy for the Irish Language 2010-2030, National Climate Change Strategy 2007-2012, The Report of the Commission on Economic Development in Rural Areas 2014, Community Futures Alliances Report, Gno Mhaigh Eo Strategic Plan, Mayo Arts Plan, Better Outcomes, Brighter Futures –National Policy Framework for Children and Young People 2014-2020, National Children's Strategy – Our Children Our lives (2000), The Education Act 1998, The Education Welfare Act 2000, Education of persons with Special Needs Act (2004), Report of the commission of the Family – Family Support Agency, Investing in Families – Supporting Parents to Improve

Outcomes for Childres 2013, Youth Work Act 2001 and National Youth Work Development Plan 2003-2007, Children First, Whitepaper on Childcare, National Drugs Strategy, National Health Promotion Strategy Healthy Ireland – A Framework for Improved Health and Wellbeing 2013–2025, National Strategy for Traveller/Roma Integration, Report of the High Level Group on Traveller Issues 2006. The National Disability Strategy, The Disability Act 2005, Education for Persons with Special Needs Act 2004, European Union Supported Employment Toolkit for Diversity, The Citizens Information Bill 2006, The National Housing Strategy for people with Disabilities 2011, The Mayo Sports Strategy, The Food Harvest 2020, The Report of the Commission for the Economic Development of Rural Areas 2014, A New Agenda on Ageing, Ageing Well Network, 2012, National Positive Ageing Strategy 2013, The Irish Programme for Government, The National Development Plan, Towards 2016 Agreement, The Green Paper on Pensions, Quality and Fairness in Health, Vision for Change (Mental Health), The National Carers Strategy.





# EDUCATION, TRAINING AND SKILLS

## 7.0 Introduction

Education and training are key factors which contribute to a more equitable society as well as personal, social and economic well-being. In Mayo educational attainment has improved significantly over the past 20 years from early childhood to third level and beyond. Increasingly more and more research studies show the importance of early years education. Its importance stretches far beyond the realm of childcare, into a nation's economic development, its well being, its health and its wealth.

The establishment of Mayo Education Centre, the Castlebar campus of the Galway Mayo Institute of Technology and the Mayo Sligo Leitrim Education and Training Board have contributed to availability of lifelong learning and up skilling for the people of Mayo. The proportion of Mayo's population with third level education has grown from 9.6% in 1991 to 23.1% in 2011. However due to an older population and dispersed settlement patterns in rural areas there remain several EDs where considerable parts of the adult population have primary education only. There is also a lower uptake in education and higher level of early school leavers by Travellers. People with disabilities also have a lower level of educational attain-

ment. A priority therefore is to ensure that all members of society, particularly vulnerable groups, have access to education and improved educational status.

The global economic downturn has resulted in significant unemployment throughout Mayo causing a sharp increase in numbers of people signing on the live register. Semi skilled workers were particularly affected, including the construction sector. Given the challenges facing the people of Mayo in the current economic climate, the provision of education and training is essential in supporting and promoting enterprise and employment in the county which will in turn contribute to sustainable communities, building their capacity.

An inter agency partnership approach is considered the most appropriate way to identify gaps in education from pre-schools to third level and beyond. The work of the Mayo Education Working Group has been a valuable forum in this regard and it is imperative that the work of this forum continues to ensure that the returns from resources are maximised through collaboration and co-ordination of services.





### 7.1 Supporting Goals

OETS 1: To support an inter-agency approach in the delivery of education and training services and programmes.

OETS 2: To liaise with educational agencies, support agencies and employment providers to ensure that the training interventions provided meet the identified requirements of the individual learner and the labour market.

OETS 3: To support key strategic partners in the delivery of all education and training interventions

### 7.2 Supporting Enablers

Enablers/partners include but are not limited to the Department of Education and Skills, The Mayo Sligo Leitrim Education and Training Board, The Mayo Education Working Group, Galway Mayo Institute of Technology, Mayo Education Centre, National Adult Literacy Agency, National Learning Network, Comhairle Na nOg, Mayo County Childcare Committee, The Mayo Traveller Interagency Forum, Mayo Integration Forum, Mayo Intercultural Action, Family Resource Centres, Údarás na Gaeltachta, Disability Federation of Ireland Local Development Companies.



### 7.3 Supporting Strategies.

Supporting strategies include but are not limited to Department of Education and Skills Statement of Strategy 2011-2014, Department of Social Protection Statement of Strategy 2011-2014, Further Education and Training Strategy 2014-2018, National Strategy for Higher Education to 2030, National Action Plan for Social Inclusion 2007-2016, Mayo County Council Language Scheme and local Gaeltacht Language Plans.



# HEALTH AND WELLBEING

## 8.0 Introduction

Health and wellbeing is a cross cutting theme as every aspect of our lives has an impact on our health and wellbeing, from the health services we receive to our environment, housing, employment, education, transport, where we live and our involvement in local communities. So it is in all our interests to improve our health and wellbeing.

In Mayo the issues of childhood obesity, mental health, suicide, drug and alcohol abuse amongst young people are areas of concern identified from the consultation process. As Mayo has an aging population the needs and requirements of our older residents must be acknowledged and addressed. Vulnerable groups such as people with disabilities, ethnic minorities and older people have a lower participation rate in sporting activities which may negatively impact on their health and wellbeing. Active engagement of all sectors and co-ordinated service delivery is a fundamental requirement in achieving improved health and wellbeing for all.

## MENTAL HEALTH, SUICIDE AND SUBSTANCE MISUSE

### 8.1 Overview

Mental health problems affecting young people have led to an increase in suicide levels in the county. Mayo has the third highest incidence of suicide in the country per 100,000 population. There has also been a dramatic increase in the number of older people in Mayo dying by suicide since 2011. Social isolation is identified as a contributing factor to mental health problems. Drug and alcohol addiction continues to affect many people in the county and their families.

### 8.1.1 Supporting Goals

OHW 1: To assist the collaboration of all service providers in the County to enhance health and wellbeing, in conjunction with the HSE.

OHW 2: To support the work of agencies in preventing drug and alcohol abuse and their work in assisting people and their families affected by drug and alcohol addictions.

OHW 3: To support the work of communities, groups and agencies in the areas of mental health promotion, suicide prevention and emotional wellbeing.

OHW 4: To ensure that agency available resources are used in the most effective way possible to counter mental health issues and ensure that services are maintained.

## PROMOTING HEALTHY LIFESTYLES FOR ALL

### 8.2 Overview

The importance of people taking personal responsibility for their health, to prevent future ill health is essential. In Mayo obesity in children and adults is on the increase which has contributed to increased levels of diabetes and other health problems. One third of adults in Mayo are obese. The promotion of physical activity and healthy eating is necessary to counteract these trends. The promotion of health screenings is also important in early detection of illnesses.

In Mayo there is a low level of participation in physical activities by vulnerable groups including people with disabilities, older people, migrants and ethnic groups, young people at risk and women and teenage girls. Increasing participation in sports and activities not only has the capacity to promote the health of the individual but to be an effective tool for social inclusion and community development.



OHW 5: To assist and support sporting organisations in the county and investigate ways of improving the quality and capacity of existing sporting facilities and leisure infrastructure, such as encouraging increased participation, more efficient use of sports facilities and encouraging shared use of existing facilities where it can be demonstrated that there will be no significant adverse effects on the Natura 2000 Network.

OHW 6: To promote healthy lifestyle choices and assist agencies in their roles in the promotion of healthy living.

OHW 7: To assist agencies in their roles in the promotion of age and opportunities for older people.

OHW 8: To work with public service delivery bodies to improve the level of accessibility and the standard of services delivered.

OHW 9: To promote outdoor recreation throughout the county and regionally in conjunction with the local authorities of Galway City, Galway County and Roscommon in a sustainable manner that ensures no significant adverse effects on the environment, particularly the Natura 2000 network.

### 8.3 Supporting Partners and Enablers

Enablers/partners include but are not limited to the HSE, Mayo Suicide Prevention Alliance, West Regional Drugs Task Force, Local Development Companies, National Office for Suicide Prevention, Irish Wheelchair Association, Western Care, Alzheimer's Association, Social Services Centres, Family Resource Centres, Disability Federation Ireland, County Child Care Committee, Mayo Trails Partnership, Community Action and Dementia Mayo, Mayo Youth Mental Health Initiative, national and local youth organisations including Comhairle Na nOg, Joint Policing Committee, TUSLA, Irish Sports Council, Mayo Sports Partnership, Fáilte Ireland, Mayo Integration Forum, Mayo Intercultural Action, Traveller Interagency Group, community groups, Active retirement groups and Age Action.



### 8.4 Supporting Strategies

Supporting strategies include but are not limited to Healthy Ireland – a Framework for Improved Health and Wellbeing 2013-2025, HSE and other agency publications and guidance including those on suicide prevention, mental health, health protection and public health, primary care, social inclusion, children, people with disabilities and older people, The Way Forward Second Strategic Plan of the Western Region Drugs Task Force 2011-2014, the Mayo Sports Partnership Strategic Plan 2010-2014, Border, Midland and Western Regional Assembly Study of Outdoor Recreation in the West 2014.



# ENVIRONMENT, CULTURE AND HERITAGE AND THE IMAGE OF MAYO

## 9.0 Introduction

Mayo has many unique physical and cultural characteristics which contribute to its distinctive heritage and identity as a special place along the western seaboard. It is important that the distinct environment, culture, language and heritage of our county are protected and enhanced and that its value is recognized and projected in an appropriate manner. Priority areas identified through the consultation phase are assisted by supporting goals in order to achieve the goal of promoting and protecting Mayo’s heritage and culture and sustaining and promoting our linguistic heritage.

## CULTURE AND HERITAGE AND THE ARTS

### 9.1 Overview

Mayo has a varied and unique heritage. It contains a broad range of natural and cultural resource including flora and fauna, architectural and archaeological heritage. Music, dance, art and the Irish language also lend to Mayo’s thriving arts and creativity culture. All of these areas form a rich tapestry which contributes to Mayo’s uniqueness.

It is important to recognize the potential of Mayo’s cultural heritage, the arts and creative industries to contribute to growth and job creation. Cultural tourism, investment and grant aid, promotion, education and preservation are key priorities.

#### 9.1.1 Supporting Goals

OECH 1: To support and acknowledge the existence of Mayo’s rich cultural tapestry and to support the types of activities and interactions that help to maintain its richness.

OECH 2: To support the conservation and management of Mayo’s unique built and natural heritage for the benefit of present and future generations, as a support to economic renewal and sustainable employment, and in compliance with environmental obligations.

OECH 3: To promote and support a co-ordinated and coherent approach with departments whose work impacts on Mayo’s culture, heritage, the arts and the Irish language.

OECH 4: To promote access to, and participation in, the arts by all members of society; to support the development of artistic and creative talent in the county.

OECH 5: To promote inter-culturalism and ensure the cultures of all people living in Mayo is recognised, valued and supported.

OECH 6: To promote the attractiveness of hub towns and other towns and villages throughout the county by assisting in the enhancement of the natural and built environment through the co-ordinated efforts of Mayo County Council, tidy towns organisations, village groups and local development companies.



# GAELTACHT MHAIGH EO AND THE IRISH LANGUAGE

## 9.2 Overview

It is important to recognise the significance of our Gaeltacht areas from a cultural, linguistic and economic viewpoint. Údarás na Gaeltachta have an important role in facilitating the improvement and quality of life of the Gaeltacht community through the provision of economic and social infrastructure and employment and economic supports so that the Gaeltacht community can be maintained and sustain itself as the primary source of the Irish language, a vibrant, living community language that will be seen and heard in Mayo.

The Mayo Gaeltacht encompasses a geographical area of 905km<sup>2</sup>. This represents 19% of the total Gaeltacht land area and comprises of three distinct areas – Iorrais, Acaill and Tuar Mhic Éadaigh. Údarás na Gaeltachta have selectively targeted certain areas of industry, in particular those which produce sophisticated and high value added products and services. These offer the best growth potential and the best prospects of generating long term sustainable employment.

Economic activities in the Mayo Gaeltacht include information and communications technology, engineering, food supplements, electronics, marinebased natural resources, medical research facilities, rubber manufacturing, environmental products, internationally traded services, including, call centres and shared services centres. Facilities such as Incubation and Enterprise Units as well as an Innovation Centre are available to facilitate enterprise development.

An tÚdarás also recognises the need for skills development, not only to enhance employment opportunities for the Gaeltacht community but also to assist employees to upgrade their skills which in turn will facilitate the development of new products, the discovery of new markets and as a result increase the growth potential and success of Gaeltacht businesses.

It is also vital to raise the profile of the Gaeltacht as a cultural tourism location and as a unique holiday destination as an area to learn, use, hear and speak Irish.

### 9.2.1 Supporting Goals

OECH 7: To support the unique linguistic and cultural heritage of Gaeltacht Mhaigh Éo by supporting and facilitating improved physical, social and economic infrastructure at appropriate locations throughout the Gaeltacht areas, in a sustainable manner that ensures no significant adverse effects on the environment, particularly the Natura 2000 network.

OECH 8: To support the growth of the Irish language in Gaeltacht areas and throughout the county. To further enhance the value and facilitate the expression of our linguistic heritage by identifying opportunities across social, community and economic sectors to integrate the use of Irish language as a standard component of day-to-day activities and in project/programme design and delivery including for example service delivery through the use of spoken Irish/in Irish, Irish only signage, or Irish and English signage





# SUSTAINABLE MAYO

## 9.2 Overview

Legislation and Conventions have been adopted at EU and national level to assist in the protection and management of our natural and cultural environment. The legislation and conventions require protection to be given, among other things, to:

- The Landscape
- The Natura 2000 network
- Natural Heritage Areas
- Water
- Protected Structures and Architectural Conservation Areas
- Recorded Monuments and Places

Deriving from our natural and cultural heritage are a number of amenities such as walkways, cycle ways, bathing areas, boating areas, fishing rivers and lakes etc. and many of our valuable assets including Croagh Patrick, Westport House, Ballycroy National Park, Turlough House, Ballintubber Abbey, the Céide Fields, Knock Shrine, Great Western Greenway, The Moy River, Tochar Phadraig, Atlantic Drive, Blue Flag Beaches to name just a few. The sensitive development and conservation of these resources is essential to the economy and quality of life of our citizens in that they provide amenity and recreation; water supplies; food; fuel; flood protection; coastal protection; and nutrient recycling.

Climate change is central to environmental management. Global warming is directly related to man-made greenhouse gas emissions and if unmanaged, climate change will have dramatic adverse effects on people's lives, the environment and the prospects for growth and development. There is an economic consensus that the costs of inaction will greatly outweigh the costs of action, and that progressive climate change policies, based on innovation and investment in low-carbon technology, are consistent with global economic growth.

The Regional Planning Guidelines (RPGs) support a common approach between Local Authorities in the Region in managing and protecting the landscape, with particular reference to the Atlantic Coast and the uplands of Mayo and Galway.

The environmental goal of this plan is, in conjunction with all relevant statutory agencies, to recognise the inter-relationship between the environment (natural and cultural); the economy; and well being of our citizens and thereby ensuring development in the County does not compromise the value of, or cause deterioration to, our natural and cultural resources. This plan has been subject to Strategic Environmental Assessment and Appropriate Assessment Screening which have indicated that the strategic and supporting goals in the plan are consistent, as far as practicable, with the conservation and protection of the environment.

### 9.2.1 Supporting Goals

OECH 9: To contribute to the development of sustainable, integrated communities throughout County Mayo where it can be demonstrated that there will be no significant adverse effects on the environment, and particularly the Natura 2000 Network.

OECH 10: To promote the development of innovative renewable energy solutions for businesses and communities and the adoption of energy efficiency technology in homes, businesses and community buildings whilst ensuring no significant adverse effects on the environment, including the integrity of the Natura 2000 network.



## THE IMAGE OF MAYO

### 9.3 Overview

The promotion and marketing of the county and its products positively is essential to derive optimum social, cultural and economic benefits. Appropriate branding including Mayo.ie is important in projecting an image of the county that its people can be proud of.

#### 9.2.1 Supporting Goals

OECH 11: To work in partnership with Fáilte Ireland, state agencies and organisations to facilitate the development of the Wild Atlantic Way and other tourism initiatives in a sustainable manner that ensures that there will be no significant adverse effects on the environment, particularly the Natura 2000 network.

OECH 12: To support the promotion, marketing and branding of Mayo in co-operation with Mayo Local Enterprise Office, Mayo.ie, Fáilte Ireland and other agencies.

#### 9.4. Supporting Partners and Enablers

Enablers/partners include but are not limited to The Department of Arts, Heritage and the Gaeltacht, The Department of the Environment and Local Government, The Department of the Fisheries and the Marine, Council, National Economic and Social Council, Mayo Transport Coordination Unit, The Heritage Council, Mayo County Council Arts Office, Heritage Office and Oifig na Gaeilge, The Arts Council, Mayo Heritage Forum, Mayo.ie, Mayo Enterprise and Investment Unit, Sustainable Energy Authority of Ireland (SEAI) Údarás na Gaeltachta, Foras na Gaeilge, Local Development Companies, North West Fisheries Local Action Group, Fáilte Ireland, Comhar na nOileán Teo, Mayo Island Committee, Clare Island Cliara Development Company, Comhdhail Oileán na hEireann, Inishturk Community Development Project, Gno Mhaigh Eo, Creative Industries Network European Window (CINEW), community groups.



#### 9.5. Supporting Strategies

Department of Arts, Heritage and the Gaeltacht Programme for Government 2011-2016, Mayo County Council Heritage Plan and Bio-diversity Plan, The 20 Year Strategy for the Irish Language 2010-2030, Regional Planning Guidelines for the West Region 2010-2022, Mayo County Development Plan 2014-2020, National Climate Adaption Framework 2012, National Climate Change Strategy 2007-2012, The Report of the Commission for the Economic Development of Rural Areas 2014, Organisation for Economic Co-Operation and Development (OECD) Report on Local Development, Gno Mhaigh Eo Strategic Plan, Mayo Arts Plan, Mayo Vounty Councils Language Scheme and Local Gaeltacht language Plans, Sustainable development strategies and relevant cultural and heritage plans, Landscape Appraisal of County Mayo, Record of Protected Structures, The Heritage Plan, Heritage inventories, Water Framework Directive, Western River Basin District Plan Water Matters, Environmental Liabilities Directive, and the Local Biodiversity Action Plan.



# LECP ACTION PLAN 2016-2017

## IMPLEMENTATION

This Local Economic and Community Plan (LECP) is a strategic document that has identified six themes and associated goals that frame and give co-ordination to delivery of economic, social, community and rural development programmes and initiatives in Co. Mayo.

To ensure the delivery of the objectives identified, a series of Action Plans will be prepared over the duration of the LECP. The first of these Action Plans is now developed and included herewith.

The Actions, grouped on the themes in the LECP include outcomes, targets and key performance indicators to be delivered within an 18 month time frame. It also identifies the Lead Agency who will have the primary responsibility for ensuring that the actions listed are implemented. Other organisations and agencies to be engaged in the delivery of each action are also included.

All stakeholders involved must ensure they collaborate and allocate the necessary resources for the successful implementation of the actions.

The monitoring and review of the Action Plan which is a living document is essential as this process will flag any actions that may be delayed or at risk of being delayed and it also allows for adjustment and for additional actions and ideas to be added as they emerge

The monitoring and reviewing of the action plan will be coordinated by Mayo County Council's Strategic Policy Committee for Economic Development and Enterprise Support and the four LCDC (Local Community Development Committees) working groups –

1. Health and Wellbeing
2. Education, Training and Skills
3. Community Development and Social Inclusion
4. Environment, Culture, Language and Heritage.

The Lead Agencies will be obliged to provide regular updates on the delivery of actions to the SPC and the working groups.

A final report on the delivery of actions will be prepared at the end of the 18 month period. This report which will also include an action plan for the following 12 months will be submitted to the LCDC for consideration.

The LECP is a reflection of the views and needs of service providers and communities across the County. The implementation of the Action Plan and the monitoring and review process will ensure the delivery of those views and ambitions, will ensure the delivery of the economic, social, community and rural developments programmes and initiatives for Co. Mayo and will also ensure that the ultimate goal of the LECP plan which is to promote and improve the economic and community life of the County is achieved.





# Employment and Economic Development

	Action Detail	Potential Partners	Timelines	How it will be measured	Outcomes	Resources Required	Cross-Cutting Themes
	<b>Theme 1: Supporting and Growing our Indigenous Sector</b>						
<b>OBJ 1</b>	<b>To Ensure Mayo builds on the 'Wild Adventure' brand and continues to position itself as the heartbeat of the Wild Atlantic Way.</b>	<b>Co-ordinator and lead agency:</b> <b>MCC Tourism Unit</b>					
Action 1.1	To deliver the Tourism Strategy 'Destination Mayo' with specific emphasis on infrastructural development and county promotion.	<b>Mayo LEO</b> Mayo Co Co, EIU, MNELP, MSWDC, Community groups, Failte Ireland, Udaras na Gaeltachta, Comhar na n'Oilean	18 months	Number of actions completed particularly infrastructure projects and promotional events	Delivery of actions /strategy  Greater awareness of Mayo as a tourist destination  Increased visitor numbers and improved infrastructure	Staff resources  Monetary  collaboration	Health and wellbeing  Culture and heritage  Social inclusion
	<b>Theme 2: Investment and Economic Development</b>						
<b>OBJ 2</b>	<b>Identify actions which will help influence location experts when identifying potential investment locations to think "Mayo".</b>	<b>Co-ordinator and lead agency:</b> <b>Mayo LEO</b>					
Action 2.1	To progress the actions identified in the Invest Strategy for Mayo including: <ul style="list-style-type: none"> <li>Business appreciation evenings</li> <li>Value propositions</li> <li>Development of creative hubs</li> </ul>	Mayo Co Co, EIU, Udaras na Gaeltachta, IDA, Enterprise Ireland, WDC	18 months	Number of events held  Number of participants  Development of hubs  Number of businesses assisted	Development of creative hubs  Relocation of businesses to Mayo  Increased employment	Staff resources  Monetary  collaboration  training	Education and training  Social inclusion
Action 2.2	Identify and develop appropriate branding and messaging	Mayo Co Co, EIU, Mayo.ie, Udaras na Gaeltachta, IDA, Enterprise Ireland, WDC	18 months	Roll out of branding for businesses in Mayo  Advertising campaigns	Co-ordinated and cohesive branding  Appropriate messaging	Staff resources  Monetary  collaboration	
	<b>Theme 3: Fostering a Culture of Entrepreneurship.</b>	<b>Co-ordinator and lead agency:</b> <b>Mayo LEO</b>					
<b>OBJ 3</b>	<b>Develop a co-ordinated approach to the support and promotion of entrepreneurship</b>						
3.1	To support initiatives which will assist promoting entrepreneurship by young people such as: <ul style="list-style-type: none"> <li>Student enterprise programmes</li> <li>Student summer bootcamp's</li> <li>Ireland's Best Young Entrepreneur competition</li> </ul>	Mayo Co Co, EIU, Udaras na Gaeltachta, IDA, Enterprise Ireland, WDC, Secondary Schools, NUI Galway, GMT, MNELP, MSWDC	9 months	Number of students enrolling  Number of attendees	Promotion of entrepreneurship for young people.  Capacity building.	Staff resources  Monetary  collaboration	Social inclusion  Education and training
3.2	Continue to develop and promote the following networking events and interagency entrepreneur support programmes: <ul style="list-style-type: none"> <li>Meet West</li> <li>Meet Mayo</li> <li>GO North</li> <li>Mayo Ideas Week</li> </ul>	Mayo Co Co, EIU, Udaras na Gaeltachta, IDA, Enterprise Ireland, WDC, NUI Galway, GMT, MNELP, MSWDC	18 months	Number of events held  Number of attendees	Introductions and linkages to local support bodies and processes  Promotion of businesses – existing and start ups  Knowledge and information sharing  Capacity building  Increased client base  Expansion of businesses	Staff resources  Monetary  collaboration	Education and training
3.3	Collaborate with and continue to build relationships with regional partners such as Enterprise Ireland, IDA Ireland, Udaras na Gaeltachta, NUI Galway and GMT.	Mayo Co Co, EIU, Udaras na Gaeltachta, IDA, Enterprise Ireland, NUI Galway, GMT,	18 months	Number of regional events  Number of regional initiatives undertaken  Number of additional regional jobs created	Development of regional initiatives  Knowledge and information sharing  Promotion of the region as a platform for attracting investment	Staff resources  collaboration	Education and training



	Action Detail	Potential Partners	Timelines	How it will be measured	Outcomes	Resources Required	Cross-Cutting Themes
	<b>Theme 4: Services and Supports</b>						
<b>OBJ 4</b>	<b>Develop a co-ordinated approach to supporting individuals at the start-up phase through a combination of bespoke and innovative financial, mentoring, training and other guidance programmes</b>	<b>Co-ordinator and lead agency: LEO Mayo</b>					
Action 4.1	Deliver appropriate financial support to Mayo companies that are at start-up and growth stages	LEO Mayo, SWMDC, MNELPC, Údarás na Gaeltachta, IDA, Enterprise Ireland	18 months	Number of businesses receiving financial support New jobs supported	Provision of suitable supports to businesses as they are established and grow Knowledge and information sharing	Staff resources Collaboration	Education & Training
Action 4.2	Build on the existing collaborate culture between local enterprise support agencies to ensure that local businesses receive co-ordinated and appropriate information, advice and guidance to meet their development or growth needs	LEO Mayo, SWMDC, MNELPC, Údarás na Gaeltachta, IDA, Enterprise Ireland	18 months	Number of businesses receiving mentoring support and attending appropriate training programmes Number of referrals between local agencies New jobs supported	Provision of suitable supports to businesses as they are established and grow Knowledge and information sharing	Staff resources Collaboration	Education & Training
Action 4.3	Mayo's enterprise support agencies work collaboratively to ensure the delivery of relevant actions contained in the West Region Action Plan for Jobs	LEO Mayo, SWMDC, MNELPC, Údarás na Gaeltachta, IDA, Enterprise Ireland	18 months	Identified actions delivered	Knowledge and information sharing	Staff resources Collaboration	Education & Training



# SOCIAL INCLUSION AND COMMUNITY DEVELOPEMENT

	Action Detail	Potential Partners	Timelines	How it will be measured	Outcomes Required	Resources	Cross Cutting Themes
	<b>Theme 1: Social Inclusion</b>						
<b>OBJ 1</b>	<b>Develop initiatives that support social inclusion amongst groups that are vulnerable to poverty and exclusion</b>						
1.1	To support the resettlement of UNHCR Programme Refugees in Mayo	<b>Co-ordinator:</b> <b>Mayo Interagency Resettlement Committee</b>  <b>Lead Agency: MCC</b>  <b>Others:</b> Dept of Justice, MIA, SWMDC, MNELP, FRC'S, HSE, MSLETB	12 months	Number of families resettled in Castlebar, Westport and Claremorris  Numbers accessing support services  Assessment of resettlement undertaken	Integration of 20 Syrian families in Castlebar, Westport and Claremorris  Improved language skills  Improved quality of life for families  Appointment of resettlement integration worker  Access to support	Available housing  Collaboration  Training  Funding	Health & Wellbeing  Education & Training
1.2	To develop the capacity of asylum seekers living in Direct Provision in Ballyhaunis, through Goal 1 of the Social Inclusion Community Activation Programme (2015-2017) by:  Outreach and advocacy support and training including courses for those moving out of Direct Provision	<b>Co-ordinator and Lead Agency: SWMDC</b>  <b>Others:</b> ETB, MNELP, MIA, MSP, FRC'S, training providers.	6 months	Provision of training  Number of attendees  Feedback mechanism	Participants have a better understanding of public structures and support systems  Confidence building  Participation in local structures	Training  Collaboration	Health & wellbeing  Education
1.3	To support a co-ordinated interagency approach to the delivery of services and supports for Travellers by re-establishing the Mayo Traveller Interagency Forum	<b>Co-ordinator: MCC</b> <b>Lead Agency: MTSG</b>  <b>Others:</b> Dept. of Justice, MCC, SWMDC, MNELP, JPC, HSE, ETB, FRC'S, Probation Services	18 months	Establishment of group  Number of agencies involved  Number of meetings held  Number of actions identified and delivered	The establishment of a coordinated interagency forum for the delivery of services and supports for Travellers in Mayo  Active promotion and effective consultation with Travellers at local level  Facilitating better communications	Collaboration  Staff resources	Health & wellbeing  Education & training  Culture  Comm dev
1.4	To explore the development of a pilot 'Horse Project' targeted at socially excluded groups in Ballina	<b>Co-ordinator and Lead Agency: MNELP</b>  <b>Others:</b> MCC, JPC, MTSG, FRC'S	9 months	Establishment of sub group  Stakeholders engaged with  Consultations undertaken  Report compiled	Identification of appropriate site and necessary steps to proceed  Active involvement by travellers, particularly males  Reduction in horses abandoned	Collaboration  Financial supports  Staff resources	Health & wellbeing  Education & training  Culture
1.5	To ensure that island communities are engaged with to identify and address social exclusion issues under SICAP (2015-2017) by:  Community engagement and outreach through - monthly clinics on Clare Island  Bi-monthly clinics on Inishturk  Bi-annual outreach to Inishbiggle	<b>Co-ordinator and Lead Agency: SWMDC</b>  <b>Others:</b> MCC, Claira Development Company, Comhar Bigil Teo, Inishturk Community Council, Mayo Islands Committee, Comhdail Oileain na hEireann, training providers	18 months	Engagement strategy in place for reaching groups  Identification of needs  Design and delivery of initiatives to address needs  Number of interventions delivered	Greater participation in a community development context  Improved governance to develop initiatives based on good practice to support islanders leverage funding  Increased and improved co-ordination, joint planning and delivery between service providers and groups on social inclusion initiatives	Collaboration  Staff resources  Training	Health & wellbeing  Education & training  Employment & training  Comm dev
1.6	To support and promote the roll out of the Community food initiative project in appropriate locations throughout the county	<b>Co-ordinator and Lead Agency: SWMDC</b>  <b>Others:</b> MCC, SafeFood, Foodcloud, FRC's, MNELP, GMIT, MCCC,	12 months	Information events and seminars planned and held  Publicity campaigns	Increased awareness on healthy eating alternatives for children, teenagers and adults	Collaboration  Staff resources  funding	Health & wellbeing  Education & training  Soc Inc
1.7	To explore the concept of social farming and support social farming initiative	<b>Co-ordinator: SFWG</b> <b>Lead Agency: SWMDC</b>  <b>Others:</b> MCC, IFA, WC Teagasc, Agricultural advisors, Aurivo farming co-operative, disability orgs, probation services, Gardai, MSLETB, LCG's, local farmers, HSE, FRC's	18 months	Information evenings held  Number of attendees  Number of farms involved  Number of participants in initiative	Address food poverty  Greater env. awareness  Training and capacity building  Health and wellbeing benefits	Collaboration  Available land  Staff resources  Training	Health & wellbeing  Education and training  Social inclusion





	Action Detail	Potential Partners	Timelines	How it will be measured	Outcomes	Resources Required	
	<b>Theme 2: Community Development</b>						
<b>OBJ 2</b>	<b>To empower and build capacity in communities and support participation in community development initiatives</b>						
<b>2.1</b>	<b>To assist communities to plan for the future of their villages and towns through the bottom up, participative and inclusive approach of the Mayo Community Futures process of community action planning.</b>  <b>To support communities with community plans to develop their areas</b>	<b>Co-ordinator and Lead Agency: MCC</b> <b>Others: SWMDC, MNELP, Local Community and Voluntary groups incl. FRC's, Older Persons groups etc. and Agencies committed to Community Development</b>	<b>Ongoing</b>	<b>Consultations and participation level in the planning process in communities</b> <b>No of Community Futures plans rolled out</b> <b>Engagement with communities who have participated in the Community Futures Programme</b>	<b>Increased and improved co-ordination and joint planning between MCC and other service providers and local communities</b> <b>Increased participation in communities</b>	<b>Staff resources</b> <b>Collaboration</b>	
2.2	To support communities by providing easy to access data for the purposes of developing plans and leveraging funding.	<b>Co-ordinator and Lead Agency: MNELP</b> <b>Others: MCC, SWMDC, FRC's</b>	12 months	Research project undertaken- Collection of data Services mapped Identification of gaps Directory of community services and providers compiled	Community groups will have access to relevant information for plans and funding applications Services and providers are easily accessible from one directory	Staff resources Collaboration	Social inclusion
2.3	To further develop and support the Public Participation Network in Mayo by: Support for the Secretariat Develop & support linkage groups Sharing and disseminating information to community groups Facilitating community participation in policy making Provide info/training to reps Ensure PPN reaches out to socially excluded groups	<b>Co-ordinator and Lead Agency: MCC</b> <b>Others: MCC, SWMDC, FRC's</b>	12 months	Elections undertaken Seats filled on committees Number of meetings held Number of roadshows/pleanerys Number of groups registering Number of training events Linkage groups established Website active Workplan compiled	Greater civic engagement Increase in membership Policy and wellbeing statements	Staff resources training	Social inclusion
2.4	Develop pilot model to measure Social Impact with Community Services Programme funded groups	<b>Co-ordinator and Lead Agency: MNE</b> <b>Others: MCC, Clann Credo</b>	18 months	Better understanding of Social Value/Social Impact in the delivery of Social Inclusion focused initiatives	Indicators developed and tested Improved articulation and understanding of Social Impact/Value	Staff Resources Collaboration	Social Inclusion
2.5	To develop an action research project in North Mayo which aims to deliver a model of child minding, similar to the childminding structure currently being implemented in Scotland.	<b>Co-ordinator and Lead Agency: MCCC</b> <b>Others: Mayo County Council, Childminding Ireland, SWMDC, MNELP, Pobal.</b>	18 months	Number of Childminders in the North Mayo area who migrate from the informal economy to the formal economy.	A sustainable model of full day care to meet the childcare needs of working parents in rurally isolated and disadvantaged areas.	Staff resources Collaboration Financial contributions	Employment Education Training
2.6	To develop and implement an integrated Community Transport Plan for Mayo	<b>Co-ordinator and Lead Agency: MCT</b> <b>Others: HSE, SWMDC, MNELP, LCG's, MCC</b>	18 months	Consultations undertaken Plan developed and approved	An integrated transport plan Increased and improved access to services	Staff resources Collaboration	Social Inclusion



# EDUCATION, TRAINING AND SKILLS

	Action Detail	Partners	Timelines	How it will be measured	Outcomes	Resources Required	Cross-Cutting Themes
	<b>Theme 1: Promotion of Education and Training availability in Mayo</b>						
<b>OBJ 1</b>	<b>To support an inter-agency approach in the promotion and dissemination of information on education and training services and programmes.</b>	<b>Co-ordinator &amp; Lead Agency: MSLETB</b>					
1.1	To develop and promote a Directory of Services and website detailing all educational services and provision in the County and how they can be accessed	<b>Others:</b> MNELP, SWMD, MCC, DSP, FRC's  NLN, PS, training providers	3-9 months	Development of directory  Development of website  Delivery of campaign  DoS reviewed and updated	Greater awareness of courses available  Greater take up of courses	Staff resources  Collaboration  Financial contributions	Employment
1.2	To assist dissemination of information on college and career options by supporting collaborative Expo events in the county including:  Careers Options Expo Castlebar  Motivation Days  Enterprise Days	<b>Others:</b> MNELP, SWMD, training providers, LEO, secondary schools, third level institutions	3-12 months	Number of attendees  Feedback and evaluation	School leavers have a broader knowledge of third level courses and career choices	Staff resources  Collaboration	Employment
	<b>Theme 2: Training Needs</b>						
<b>OBJ 2</b>	<b>To support Life Long Learning training initiatives, and identify training gaps in the County</b>	<b>Co-ordinator &amp; Lead Agency: LCDC ETWG</b>					
2.1	Evaluate previous 'Education, Training and Jobseekers' Expo's to determine the benefits and support future Expo's subject to evaluation	<b>Others:</b> MNELP, SWMDC, Training providers, ETB	6 months	Number of training providers involved  Number of attendees  Level of uptake on courses	Greater awareness of training courses available  Greater take up of training courses	Staff resources  Collaboration	Employment
	<b>Theme 3: Targeted Education and Training Supports</b>						
<b>OBJ 3</b>	<b>To support agencies to provide education, training and programmes and initiatives to support access to education particularly to those furthest away from the labour market</b>						
3.1	To ensure that marginalised target groups experiencing educational disadvantage are engaged with and supported to participate fully and achieve progression through life-long learning opportunities under the SICAP (2015-2017) by:  Pre development and pre-employment training supports  Unaccredited and Accredited training leading to return to education  Supports to tackle early school leaving and for early school leavers  Training and supports for participants on Activation programmes	<b>Co-ordinators &amp; Lead Agencies: MNELP &amp; SWMDC</b>  <b>Others:</b> LCDC (contracting body), DSP, HSE, MSLETB, Training Providers, FRCs, MIA, MTSG, schools in disadvantaged areas, UnG, MCCC	18 months	Number of participants in pre development supports Number of participants who progress to and complete unaccredited or accredited training/education Number of people who experience positive change in personal development and educational aspirations Evidence of above Number of people who progress from unaccredited into accredited education and/or employment	Increased participation by participants from target groups in training/ education interventions  Positive change in participants learning aspirations and personal development  Greater participation in training  Reduction in early school leavers  Supports for early school leavers  Health and Quality of Life benefits of education	SICAP programme and linkages developed through that programme	Soc Inc  Comm Dev  Wellbeing  Employment
3.2	To support the development of an interagency Education Training and Employment Task Group in Ballina	<b>Co-ordinator &amp; Lead Agency: MNELP</b>  <b>Others:</b> SWMDC, DSP,	18 months	Establishment of task group  Number of referrals between services	Identify gaps in service provision  Identify responses to gaps  Identify	Collaboration  Training provision  Staff resources	Soc Inc  Employment



	Action Detail	Partners	Timelines	How it will be measured	Outcomes	Resources Required	Cross-Cutting Themes
		HSE, Training Providers, FRC's, MIA			education/training needs for future growth sectors Referral system in place		
3.3	To support the primary needs of individuals and their families, including mental health needs to facilitate participation in education and learning through a targeted interagency approach	<b>Co-ordinator &amp; Lead: GMIT</b> <b>Others:</b> ETB, MMHA, HSE, NLN, IASIO, DSP	18 months	Establishment of interagency alliance and sub group  Number of individuals with autism and mental health issues consulted number of family members consulted	Greater participation in education  Support systems in place for people with autism and mental health issues	Collaboration  Training provision  Staff resources	Health and Wellbeing  Soc Inc  Employment
3.4	To develop a user led approach which will support people with chronic illnesses participate in purposeful education and development through self care	<b>Co-ordinator &amp; Lead: HSE</b> <b>Others:</b> ETB, NLN, WC, DFI	18 months	Programmes developed for people with chronic illness  Uptake on programmes	Greater participation in education  Empowerment  positive change in personal and educational development	Collaboration  Training provision  Staff resources	Health and Wellbeing  Soc Inc  Employment





# HEALTH AND WELLBEING

	Action Detail	Partners	Timelines	How it will be measured	Outcomes	Resources Required	Cross-Cutting Themes
	<b>Theme 1: Physical Activity</b>						
<b>OBJ 1</b>	<b>To support the implementation of the National Physical Activity Plan at local level</b>						
	<b>Co-ordinator:</b> <b>Mayo Sports Partnership</b>	<b>Lead Agency: MSP</b>					
1.1	Support 'Fit4Work' Activity Programme under National Physical Activity Plan and explore expansion & promotion options.	<b>Others:</b> MCC, GMIT, HSE	Ongoing	No. of programmes developed and promoted Evaluation undertaken	Improving physical, mental and social health in the workplace	Monetary Collaboration Promotion	Mental Health
1.2	Establishment of 6 new Walking Groups as part of 'Get Ireland Walking' Achill, Carrowholly, Ballintubber, Breaffy, Ballina, Ballyglass and Ballyhaunis	<b>Others:</b> MWP, HSE, MCC	9-18 months	Number of walking groups established Number of participants Monitor and review	Increasing number of people partaking in organised walking activities, improving health and fitness levels	Monetary Collaboration Volunteers Training	Positive Ageing Social Inclusion Community Dev Mental Health
1.3	Continue to develop Ballyhaunis Sports Hub Initiative	<b>Others:</b> MCC, MTSG, ETB, HSE, FAI, GAA, MDF, CI, Cricket and Basketball clubs, LDC.	Ongoing	Number of initiatives rolled out in Ballyhaunis Number of participants taking part	Increase in level of specific target groups partaking in sporting activities in Ballyhaunis	Monetary Collaboration Volunteers Training	Positive Ageing Social Inclusion Community Dev Mental Health
	<b>Theme 2: Mental Health</b>						
<b>OBJ 2</b>	<b>To support the local implementation of the 'Connecting for Life' Strategy</b>	<b>Co-ordinator: HSE</b>					
2.1	Support youth mental health by building community capacity by: Community outreach programmes Training in schools Advertising and promotion	<b>Lead Agency: MHI</b> Others: Mindspace, HSE, Foroige, Comhairle na n-Og, GMIT, ETB, MTSG, Secondary Schools, MSP, Tusla, GP's, PPN, Gardai	3-9 months	Numbers accessing services & training Number of schools partaking Evaluation	Improving mental health and wellbeing for young people Collaboration bt. agencies	Capacity building and training Volunteers Collaboration	Social Inclusion Community Dev Wellbeing
2.2	Establish Child and Parent Mental Health Initiative Working Group	<b>Lead Agency: Tusla</b> FRC's, Mindspace, MTSG	9 months	Establishment of WG Number of participants	Improving mental health and wellbeing for families	Staff resources collaboration	Wellbeing Social Inclusion
2.3	Support positive mental health through the promotion of the MSPA Directory and website	<b>Lead Agency: MSPA</b> MCC, MTSG, TUSLA, HSE, Mindspace, MLSETB, Education providers, GP's, LGBT groups, Choose Life, Mayo Reach Out.	18 months	Annual review of website Number of campaigns devised and delivered DoS reviewed and updated	Target group have better access to agencies/service providers Increased awareness amongst target groups of supports and services available. Increased profile of the Alliance locally/regionally	Staff resources Collaboration	Wellbeing



	Action Detail	Partners	Timelines	How it will be measured	Outcomes	Resources Required	Cross-Cutting Themes
	<b>Theme 3: Positive Aging</b>						
<b>OBJ 3</b>	<b>Support the implementation of the National Strategy for Positive Aging and the Mayo Age Friendly Strategy</b>						
	<b>Co-ordinator: Mayo Age Friendly Alliance</b>	<b>Lead Agency: MAFA</b>					
3.1	To finalise and implement the Mayo Age Friendly Strategy 2016-2021	Others: MNELP, SWMDC, MSPA, MTSG, FRC's Mayo Community Action of Dementia, older persons groups, Gardai	3-9 months	Completion of strategy  Number of actions completed including those relating to: older people engaging in the arts  older people accessing library services  groups partaking in events & sporting activities	Positive impacts on older people's quality of life and health  Increased number of older people engaging in the arts, accessing library services and taking part in events and activities	Staff resources  Collaboration	Positive Ageing  Social Inclusion  Community Dev
3.2	To allows older people the structure to both raise and be a partner in providing solutions that improve the quality of life for	<b>Lead Agency: MAFL</b>  Others: Mayo PPN, Active Age Groups,	3-9 months	Establishment of OPC.  Training opportunities	Provision of structure to help provide better quality of life	Staff Resources  Training	Positive Ageing  Social Inclusion



# ENVIRONMENT LANGUAGE CULTURE AND HERITAGE

	Action Detail	Partners	Timelines	How it will be measured	Outcomes	Resources Required	Cross-Cutting Themes
<b>Theme 1: Environment</b>							
<b>OBJ 1</b>	<b>To contribute to the development of sustainable, integrated communities</b>						
1.1	Support sustainable farming initiatives under the Aran Life Project including the locally led Agri-Environmental scheme pilot projects in Newport, Mulranny and the islands	<b>Co-ordinator:</b> <b>MNELP</b> <b>Lead Agency:</b> <b>SWMDC</b> <b>Others:</b> Teagasc, MCC, Aran Life CNNDC	3-9 months	Number of green cert's obtained  Number of farmers participating	Greater env. awareness  Improving env. protection  Incentives for farmers  Training and capacity building for young farmers	Training  Collaboration  Staff resources	Economic Dev
1.2	Support community based groups to develop Community Gardens in each municipal district as a means of addressing food poverty and social inclusion, and for therapy and recreational purposes in: Ballina, Swinford and Enniscoe and identify potential sites for gardens in Ballina, Moore Hall, Foxford, Westport and Claremorris MD	<b>Co-ordinator &amp; Lead Agency:</b> <b>MNELP &amp; SWMDC</b> <b>Others:</b> SWMDC, MTSG, MIA, MCC, FRCs, HSE, WC, Gardai	3-12 months	Numbers participating in existing programmes  Development of new gardens in Ballina, Foxford, Westport and exploratory work undertaken for gardens each MD including at Enniscoe, Moore Hall and Claremorris MD	Address food poverty  Therapeutic and recreational  enjoyment  Improved quality of life  Improved gardening skills	Staff resources  Land  Training	Soc Inc  Health & Wellbeing
1.3	Support Initiatives to control invasive species such as Japanese Knotweed through the Rural Development Programme and other environmental initiatives	<b>Co-ordinator &amp; Lead Agency:</b> <b>MCC</b> <b>Others:</b> MNELP MLCDC, SWMDC, CNN, MVR, KIRD, Teagasc, MCC, SEAI	12 months	Awareness training events  Number of people attending  Reduction in invasive species	Greater env. awareness  Improving env. Protection  Reduction of invasive species	Staff resources  Training  Financial Supports	Ed & Training heritage  Economic Dev
1.4	Support opportunities for renewable energy initiatives through European projects and other programmes	<b>Co-ordinator &amp; Lead Agency:</b> <b>UNG</b> <b>Others:</b> MCC, SEAI, SWMDC, MNELP, CnN, KIRD, MVR	18 months	Number of projects funded – new and existing  Type of project funded  Number of jobs sustained and created	Improving env. protection  Develop renewable energy  Address climate change	Staff resources  Training  Financial Supports	Economic Dev
<b>Theme 2: Irish Language</b>							
<b>OBJ 2</b>	<b>To support the implementation of the 20-Year Strategy for the Irish Language 2010-2030 at local level and the development of the Irish language capacity in the county</b>						
2.1	Support the development of Irish Language Plans in the 3 language planning districts in Mayo – Maigh Eo Thiaidh (Belmullet) and Maigh Eo Thair (Achill) and Thar Mhic Eadaigh	<b>Co-ordinator &amp; Lead:</b> <b>UNG</b> <b>Others:</b> Community groups, Chamber of commerce, Gno Mhaigh	3-18 months	Working groups in 2 districts established  Consultations undertaken  Completion of plans by Q4 2017	Promote Irish speaking in business and everyday life  Sustain and Increase number of Irish speakers	Staff Resources  Collaboration	Comm Dev  Ed & Training  Economic Dev  Soc Inc
2.2	Support Irish language courses for community group	<b>Co-ordinator &amp; Lead:</b> <b>UNG</b> <b>Others:</b> LDC's Comm groups	12 months	Number of groups undertaking courses  Difference in levels of Irish	Promote Irish speaking in business and everyday life	Staff Resources  Collaboration	Ed & Training  Economic Dev
2.3	To develop and promote a Directory of Services for Irish Language services and support organisations in Co. Mayo	<b>Co-ordinator &amp; Lead:</b> <b>MCC</b> <b>Others:</b> UNG, Foras na Gaeilge	3-9 months	Development, review and updating of Directory  Establishment of Network	Greater awareness of services available  Co-ordinated network of service providers	Staff resources  collaboration	Education





	Action Detail	Partners	Timelines	How it will be measured	Outcomes	Resources Required	Cross Cutting Themes
	<b>Theme 3: Culture and Heritage</b>						
<b>OBJ 3</b>	<b>To support and acknowledge the existence of Mayo's rich cultural tapestry and to support the types of activities and interactions that help to maintain its richness.</b>						
3.1	Support the exploration of the development of 'Moore Hall' through:  A series of information evenings, lectures and guided walks relating to the Moore Family and history of Moore Hall  The establishment of a working group to strategically plan the development of the Moore Hall Estate and Walled Garden	<b>Co-ordinator &amp; Lead Agency:</b> <b>MNELP</b> <b>Others:</b> Coillte, MCC, SWMDC, GMIT, NUIG, Carnacon CC	6-18 months	Number of attendee's at event  Evaluation and feedback Establishment of WG Consultations undertaken	Broader awareness of history of Moore Hall  Protection and enhancement of cultural asset	Staff resources  Collaboration Financial supports	Education Comm Dev Soc Inc Health & Wellbeing
3.2	To support the hosting of a cultural conference entitled 'Atlantic Republicanism'	<b>Co-ordinator &amp; Lead Agency:</b> <b>MNELP</b> <b>Others:</b> French Embassy, MCC, MSLETB, GMIT, History Ireland	3 months	Number of attendee's at event  Evaluation and feedback	Broader awareness and strengthening of French-Mayo links  Support for cultural and heritage activities	Staff resources Collaboration Financial Supports	Education



## Appendix 1

Representatives on the Mayo Local Community Development Committee 2015 and the organisations they represent:

Mr. Peter Hynes	Mayo County Council
Mr. John Magee	Mayo Local Enterprise Office
Cllr. Al McDonnell	Mayo County Council
Cllr. Richard Finn	Mayo County Council
Cllr. Neil Cruise	Mayo County Council
Ms. Rosaleen Lally	Public Participation Network – Social Inclusion
Ms. Mary Keane	Public Participation Network – Environmental
Ms Breege Grealis	Public Participation Network – Community
Mr Pat Smyth	Public Participation Network – Community
Mr. Eoin Brown	Department of Social Protection
Mr. Gerry O'Neill	South West Mayo Development Company
Mr. Justin Sammon	Mayo North East Leader Partnership
Mr. John O'Donnell	Irish Creamery Milk Suppliers Association
Mr. Denis O'Boyle	Irish Congress of Trade Unions
Ms. Stephanie Colombani	Westport Chamber of Commerce
Ms. Barbara Ronayne	Mayo Sligo Leitrim Education and Training Board
Mr. Martin Greaney	Mayo Health Service Executive
Mr. Tadhg Ó Conghaile	Údarás na Gaeltachta

## Appendix 2

List of relevant high level plans, guidelines and documentation:

- OECD Report on Local Development.
- The Government's policy on sustainable development as articulated in Our Sustainable Future: A Framework for Sustainable Development for Ireland (2012).
- National Action Plan for Social Inclusion 2007-2016.
- Better Outcomes, Brighter Futures - The National Policy Framework for Children and Young People 2014-2020.
- The Report of the Commission for the Economic Development of Rural Areas (CEDRA).
- Further Education and Training Strategy 2014-2018.
- Corporate Social Responsibility Plan, Good for Business, Good for the Community 2014-2016.
- Healthy Ireland – A Framework for Improved Health and Wellbeing 2013–2025.
- National Strategy for Traveller/Roma Integration.
- National Disability Strategy: Towards 2016.
- Report of the High Level Group on Traveller Issues 2006.
- 20 Year Strategy for the Irish Language 2010- 2030.
- West Region Action Plan for Jobs 2015 - 2017.
- Delivering Our Green Potential.
- Harnessing Our Ocean Wealth.
- Strategy for Renewable Energy.



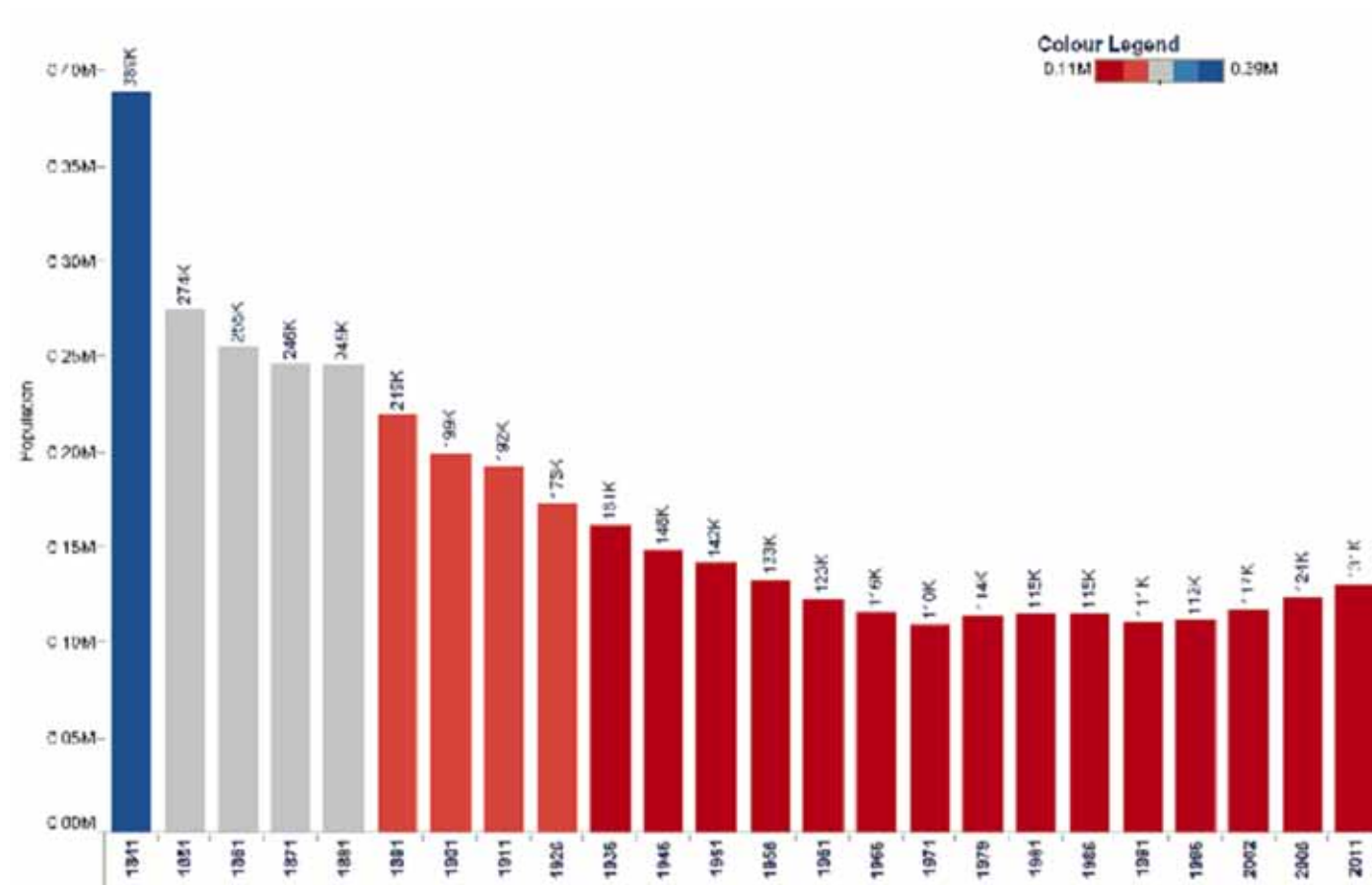
# Appendix 3

## Socio Economic Profile of County Mayo

### Population

Over the intercensal periods 1991 to 2011 the population of Co. Mayo had increased by 19,925 persons (18.00 %). Over the same period the population of the State increased by 30.14 %, with the bulk of this increase occurring around the major cities.

Figure 4 – Co. Mayo Long-Term Population Trend



Source: AIRO

### Population by Gender

Table 2 – Population Baseline by Gender

	Total Males	Total Females	Total	% Males	% Females	%
Co. Mayo Total	65,420	65,218	130,638	50.08	49.92	100.00
National Total	2,272,699	2,315,553	4,588,252	49.53	50.47	100.00

Source: CSO Census of Population 2011





The male population in Co. Mayo was some 0.55 % higher than that to be found nationally. The female population in Co. Mayo was, reciprocally, 0.55 % lower than that to be found nationally.

### Age Profile

The CSO reports that 'Co. Mayo has a comparatively more elderly population with no significant decrease in the population between the ages of 30 and 65, after which there is a steep decline up to age 75. Unlike the State overall, where the low point in the total population is mirrored by births 17 years previously, for Co. Mayo the low point is age 21 reflecting the rural nature of the county as young people move away to work and study'.

'Other counties to show a broadly similar structure are the predominantly rural counties of Donegal and Kerry'.

The CSO Census of Population 2011 classifies males and females by single year of age up to 18 years (19+ = 19 years of age and over).

### Population ≤19 Years of Age

**Table 3 – Co. Mayo Population ≤19 years of Age**

	Male Population		Female Population		Male Population as % of ≤19		Female Population as % of ≤19		As % Total Population	
	Co. Mayo	State	Co. Mayo	Females State	Males Co. Mayo	Males State	Females Co. Mayo	Females State	Male Co. Mayo	Female Co. Mayo
Age 0	935	36,850	881	35,560	5.17	5.71	5.07	5.76	1.43	1.35
Age 1	952	37,230	900	35,415	5.26	5.77	5.18	5.74	1.46	1.38
Age 2	950	37,153	891	35,413	5.25	5.76	5.13	5.74	1.45	1.37
Age 3	948	36,382	960	35,075	5.24	5.64	5.52	5.68	1.45	1.47
Age 4	914	34,461	868	32,790	5.05	5.34	4.99	5.31	1.40	1.33
Age 5	924	33,199	908	31,738	5.11	5.14	5.22	5.14	1.41	1.39
Age 6	962	33,534	875	31,442	5.32	5.20	5.03	5.09	1.47	1.34
Age 7	923	32,829	926	31,612	5.10	5.09	5.33	5.12	1.41	1.42
Age 8	903	32,578	892	31,238	4.99	5.05	5.13	5.06	1.38	1.37
Age 9	882	31,897	908	30,703	4.87	4.94	5.22	4.97	1.35	1.39
Age 10	905	31,514	891	29,915	5.00	4.88	5.13	4.85	1.38	1.37
Age 11	921	31,114	917	29,720	5.09	4.82	5.27	4.82	1.41	1.41
Age 12	938	31,430	856	29,804	5.18	4.87	4.92	4.83	1.43	1.31
Age 13	930	30,717	823	29,275	5.14	4.76	4.73	4.74	1.42	1.26
Age 14	927	30,301	903	28,701	5.12	4.69	5.19	4.65	1.42	1.38
Age 15	934	29,416	831	27,811	5.16	4.56	4.78	4.51	1.43	1.27
Age 16	859	28,577	850	27,428	4.75	4.43	4.89	4.44	1.31	1.30
Age 17	911	28,600	816	27,265	5.03	4.43	4.69	4.42	1.39	1.25
Age 18	811	29,107	846	27,733	4.48	4.51	4.87	4.49	1.24	1.30
Age 19	669	28,562	643	28,520	3.70	4.43	3.70	4.62	1.02	0.99
<b>Total</b>	<b>18,098</b>	<b>645,451</b>	<b>17,385</b>	<b>617,158</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>27.66</b>	<b>26.66</b>

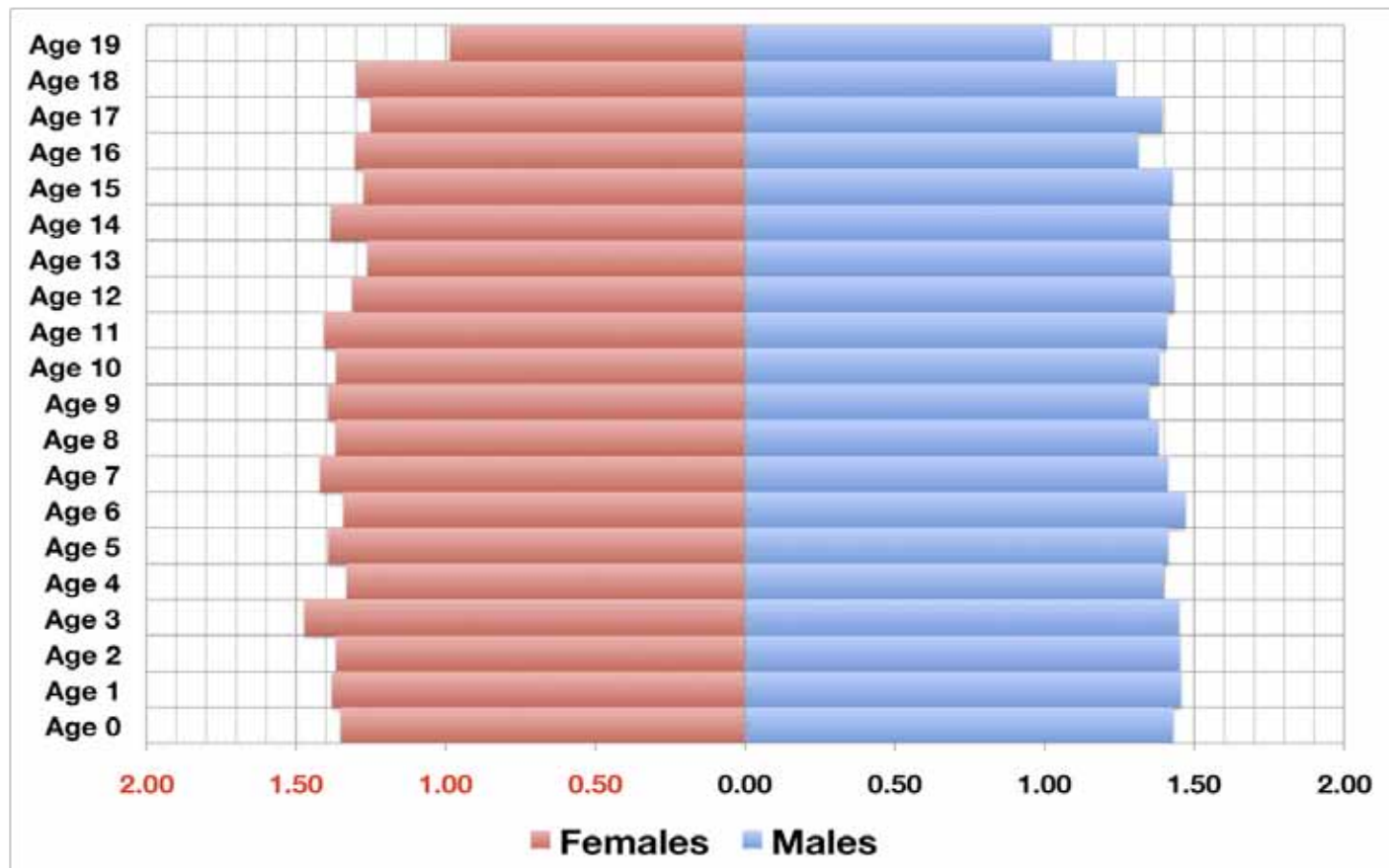
Source: CSO Census of Population 2011

<sup>1</sup> Census of Population 2011: Profile 2 – Older and Younger (CSO 2012)

Both the table above and the population pyramid below serve to illustrate the loss of population at age 19, which is symptomatic of the rural nature of the county with young people moving away to work and study.



Figure 5 – Co. Mayo Population Pyramid 0-19 Years of Age



Population >20 Years of Age

Table 4– Co. Mayo Population ≤20 years of Age

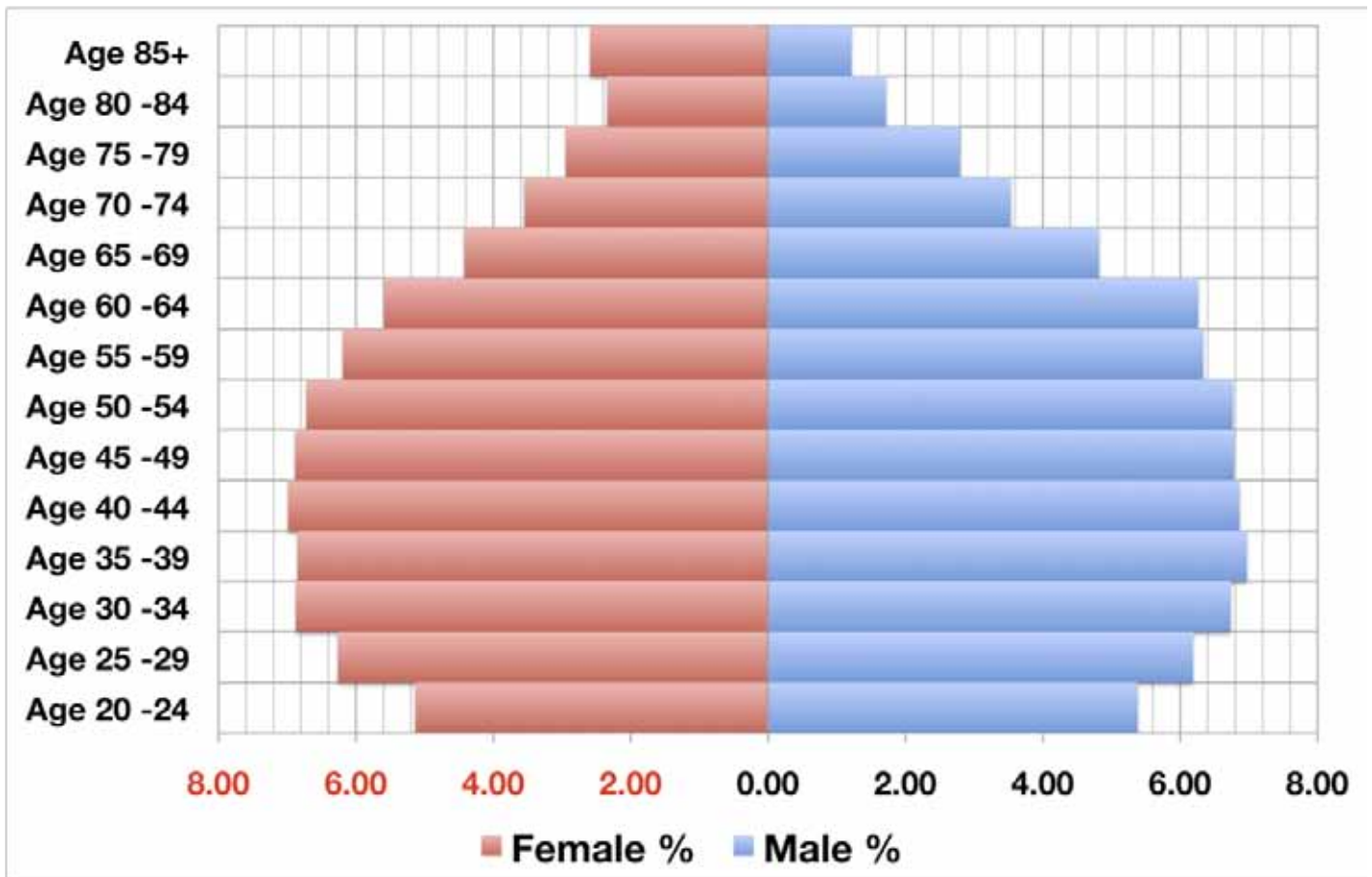
	Male Co. Mayo Total	Male National Total	Female Co. Mayo Total	Female National Total	Co. Mayo Male %	Co. Mayo Female %
Age 20 -24	3,520	146,636	3,348	150,595	5.38	5.13
Age 25 -29	4,046	173,714	4,084	187,408	6.18	6.26
Age 30 -34	4,404	194,774	4,484	199,171	6.73	6.88
Age 35 -39	4,559	182,237	4,468	182,024	6.97	6.85
Age 40 -44	4,490	166,330	4,557	164,482	6.86	6.99
Age 45 -49	4,435	151,516	4,491	153,669	6.78	6.89
Age 50 -54	4,426	136,737	4,383	137,649	6.77	6.72
Age 55 -59	4,143	122,121	4,038	122,401	6.33	6.19
Age 60 -64	4,096	109,869	3,644	108,917	6.26	5.59



Age 65 -69	3,152	86,298	2,885	87,340	4.82	4.42
Age 70 -74	2,311	63,476	2,313	67,714	3.53	3.55
Age 75 -79	1,822	46,631	1,922	55,405	2.79	2.95
Age 80 -84	1,123	28,423	1,527	41,690	1.72	2.34
Age 85+	795	18,486	1,689	39,930	1.22	2.59
Total 20-85+	47,322	1,627,248	47,833	1,698,395	72.34	73.34
Total Pop,	65,420	2,272,699	65,218	2,315,553	100.00	100.00

Source: CSO Census of Population 2011

Figure 6 - Co. Mayo Population Pyramid 20-85+ Years of Age





The population profile above confirms that the life expectancy in Co. Mayo in 2011 was generally tracking that of the State. In 2010 the CSO<sup>2</sup> reported that the 'life expectancy for women was 81.6 years in Ireland, compared with 76.8 years for men'.

## Older Population Distribution

**Table 5 – Distribution of Older Population**

ED ID	ED Name	ED Total Population	Age 65 -69 Total	Age 70 -74 Total	Age 75 -79 Total	Age 80 -84 Total	Age 85+ Total	Total Over 65s Population	65+ Total as percentage of County
29003	Castlebar Urban	6,049	287	236	198	152	186	1,059	0.81
29004	Westport Urban	5,543	307	284	180	117	88	976	0.75
29002	Ballina Urban	4,021	174	153	113	84	96	620	0.47
29089	Claremorris	3,987	143	94	102	57	108	504	0.39
29119	Swineford	2,622	161	126	103	67	47	504	0.39
29074	Castlebar Rural	7,209	188	119	83	50	50	490	0.38
29034	Ballinrobe	3,678	126	117	87	57	64	451	0.35
29001	Ardnaree South Urban	2,455	120	81	72	35	67	375	0.29
29055	Belmullet	2,073	87	74	69	59	70	359	0.27
29085	Ballyhaunis	2,994	107	98	71	36	45	357	0.27
29010	Ballina Rural	2,905	97	82	50	27	23	279	0.21
29121	Toomore	1,621	71	54	49	44	45	263	0.20

Source: CSO Census of Population 2011

The table above ranks the EDs that have the highest percentage of the County's population of over 65 years of age in 2011.

## Marital Status and Household Structure

**Table 6 – Household Profile 2011**

Household Type	No. of Households	Mayo percentage Breakdown	State percentage Breakdown
Single Person	13,043	27.1	23.7
Couple Without Children	9,720	19.3	18.9

<sup>2</sup> Women and Men in Ireland 2010 (CSO 2011)





Couple With Children	16,731	34.8	34.9
Lone Parent Family	4,783	10.0	10.9
Other Household Type	4,243	8.8	11.6
Total	48,070	100.0	100.0

### Lone Parents

The CSO Census of Population 2011 returned 27.13% of households in Co. Mayo being of single persons, compared to 23.70 % in the State.

**Table 7 – EDs Greatest % Lone Parents**

ED ID	ED Name	One Person Households (No of households)	% One Person Households
29003	Castlebar Urban	961	2.00
29002	Ballina Urban	653	1.36
29004	Westport Urban	641	1.33
29074	Castlebar Rural	597	1.24
29089	Claremorris	441	0.92
29034	Ballinrobe	350	0.73
29119	Swineford	342	0.71
29001	Ardnaree South Urban	308	0.64
29085	Ballyhaunis	282	0.59
29007	Ardnaree South Rural	218	0.45
29116	Kiltamagh	201	0.42
29010	Ballina Rural	195	0.41

The table ranks the top EDs where the one-person households are measured as a percentage of the total number of households in the county.

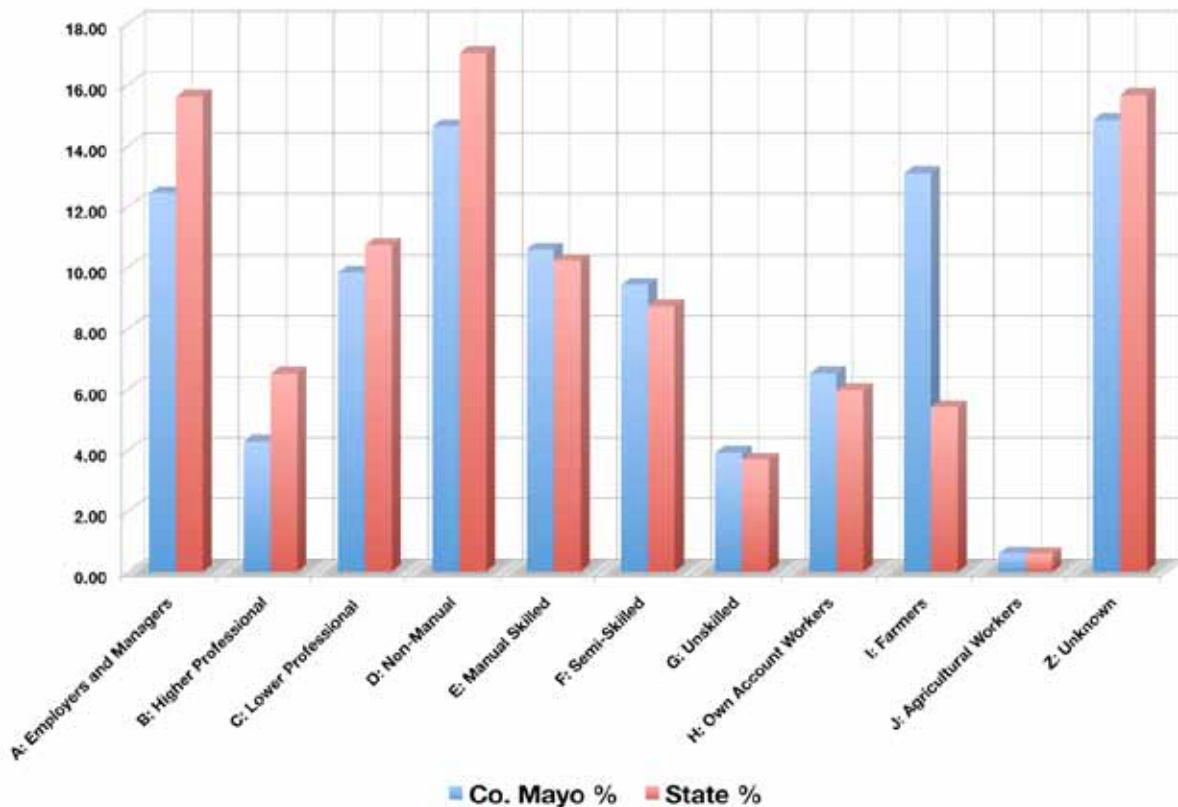
### Housing

In Co. Mayo, 95.7 % of households lived in houses or bungalows while a further 4.0 % lived in apartments, flats or bedsits. 36,698 dwellings (76.6 %) were owner occupied while 10,610 dwellings (22.1 %) were rented. 26.9 % of the dwellings in Co. Mayo were built in the ten years before the census. The average number of persons per household was 2.7, in line with the national profile.



### Socio-Economic Group

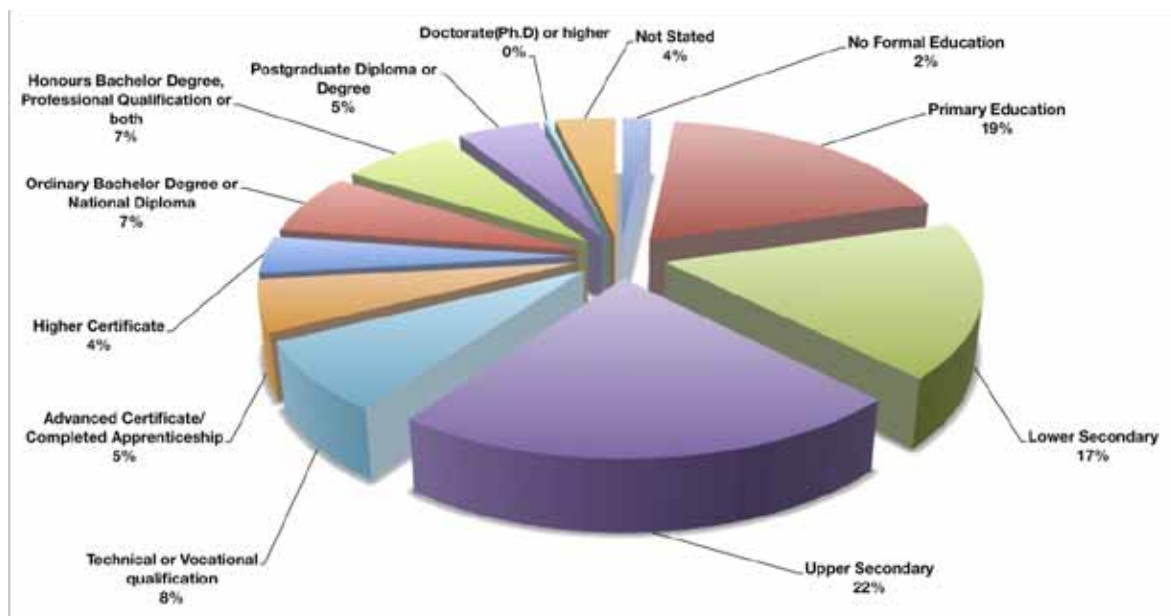
#### Figure 7 - Socio-Economic Groups Comparison 2011



Source: CSO Census of Population 2011

Comparison of the profile of socio-economic groups in Mayo with that of the state shows a higher percentage of farmers, with relatively reduced numbers of employers and managers and higher and lower professionals. This profile is generally consistent with a predominantly rural population.

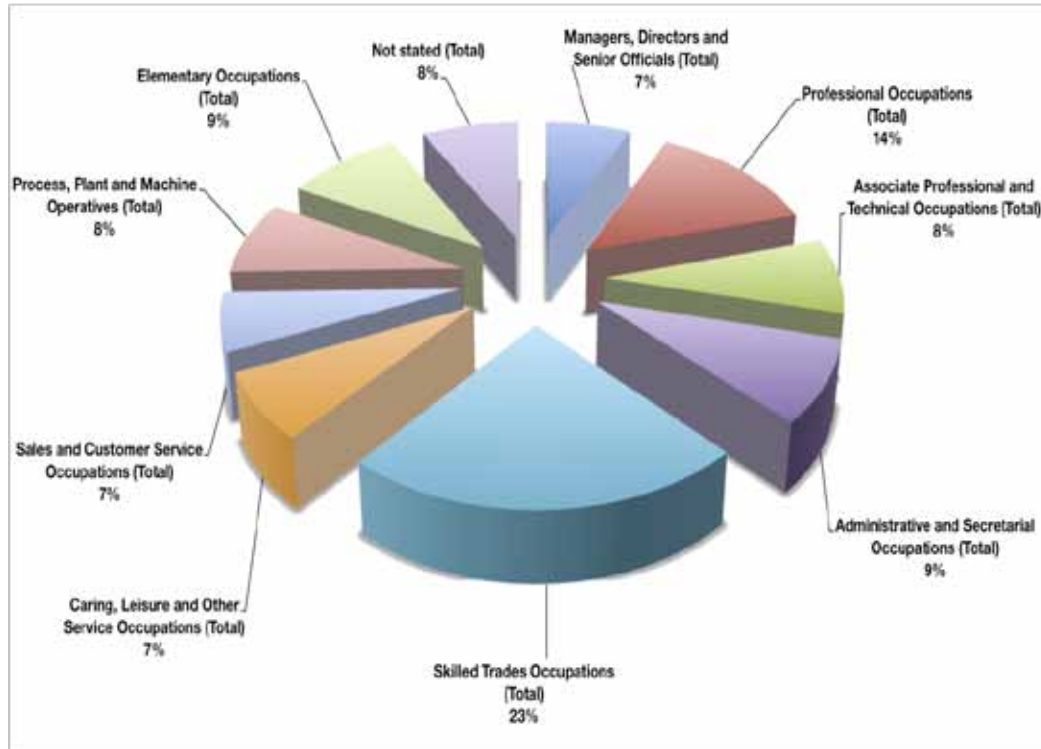
#### Figure 8 – Co. Mayo Education Attainment Profile 2011



## Employment by Sector 2011

Of the 42,383 persons aged 15 years and over who were outside the labour force, 24.9 % were students, 23.6 % were looking after the home/family and 38.2 % were retired. Of the 49,076 workers in Co. Mayo, 4,335 worked outside the area. The daytime working population (resident and non-resident) of Mayo was 36,944 with commerce and trade being the largest industry.

**Figure 9 - County Mayo Employment Profile 2011**



**Source: CSO Census of Population 2011**

### Commuting

The most popular means of travelling to work was by car (driver) with this mode accounting for 63.6 % of all journeys. 445 persons commuted using public transport (bus or rail). The average journey time was 23 minutes and 18.7 % of workers faced a commuting time in excess of 30 minutes.

### The Live Register

The Live Register is compiled from returns made directly to the CSO by each of the local offices of the Department of Social Protection<sup>3</sup>. It is specifically not designed to measure unemployment.

However, it provides an invaluable short-term trend indicator of unemployment.

Included on the Live Register are the following:

- All those on Jobseekers Benefit (JB) - excluding systematic short-time workers;
- All those on Jobseekers Allowance (JA) - excluding smallholders/farm assists and self-employed persons;
- Part-time workers (those who work up to 3 days per week), seasonal and casual workers entitled to Jobseekers Allowance or Benefit; and
- Those signing on for 'PRSI credits' but receiving no payment.

**Table 8 – Average Numbers Signing on the Live Register in each DSP Office in Mayo**

Office	2010M09	2011M09	2012M09	2013M09	2014M09
Achill	480	447	451	432	364
Ballina	3,153	3,117	3,168	3,126	2,911
Ballinrobe	1,035	999	947	866	805
Belmullet	1,035	1,098	979	916	759
Castlebar	2,388	2,414	2,373	2,417	2,107
Claremorris	1,341	1,315	1,355	1,266	1,149
Swinford	1,681	1,567	1,470	1,473	1,357
Westport	1,741	1,793	1,768	1,643	1,409
Mayo County	12,854	12,750	12,511	12,139	10,861

**Table 9 – Age Profile of People with a Disability in Mayo**

Age	Number
0-14	1,262
15-24	999
25-44	2,798
45-64	5,117
65+	7,534
Total	17,710

<sup>3</sup> The DSP Offices in Co. Mayo are located in Achill, Ballina, Ballinrobe, Belmullet, Castlebar, Claremorris, Swinford, and Westport.

**Table 10 – Co. Mayo Population Health 2011**

	Very Good	Good	Fair	Bad	Very Bad	Not Stated	Total
Co. Mayo Total	72,799	40,194	13,236	1,959	459	1,991	130,638
State Total	2,767,681	1,282,956	368,131	57,243	12,418	99,823	4,588,252
Co. Mayo Total %	55.73	30.77	10.13	1.50	0.35	1.52	100.00
State Total %	60.32	27.96	8.02	1.25	0.27	2.18	100.00

Source: CSO Census of Population 2011





## Appendix 4

### List of agencies, groups and individuals who were involved in the consultation processes

**Table 11 – Key agencies, committees and partnerships who were consulted in Phase One of the LECP Preparation Process**

Mayo Family Resource Centres
Mayo County Childcare Committee
Mayo Sports Partnership
Department of Social Protection
HSE
Teagasc
Irish Farmers Association
Irish Congress of Trade Unions
Mayo Sligo Leitrim Educational Training Board
Educational Working Group
Age Friendly Group
Tourism Strategy Group
Local Enterprise Office
Údarás na Gaeltachta
Heritage Officer, Mayo County Council
Westport Chamber of Commerce
Mayo Community Forum
The Mayo Traveller Inter-Agency Forum
Comhar na nOileán Teo
Mayo North East Leader partnership
South West Mayo Development Company
Fáilte Ireland
Ireland West Airport Knock
Fáilte Ireland
Outwest Mayo

**Table 12 – Community Groups/ Key Stakeholders who attended LECP Consultation Events on 1st July 2014 at The Harlequin Hotel Castlebar.**

Kiltimagh Women's Group
Disability Federation of Ireland
Mayo Centre for Independent Living
Tochar Valley Rural Community Network
Clare Island Clíara Development Company
Mulranny Tidy Towns Committee
Mulranny Community Futures Group
Western Care Association
IRD Kiltimagh
Castlebar Social Services
Achill Tourism/RSS
Mayo Suicide Prevention Alliance



Local Enterprise Office
Community and Integrated Development Section, Mayo County Council
Heritage Officer, Mayo County Council
Mayo Community Forum
Mayo Island Committee
Comhdhail Oileán na hEireann
Inishturk LCDP
Mayo Cancer Support Group
Mayo Intercultural Action
Irish Wheelchair Association
HSE
Roskey Community Council

**Table 13 - Persons/Organisations that made submissions or submitted questionnaires for the LECP**

Name	Company/Agency
Jim Power	Mayo County Child Care Committee
Pattie Stundun	Comhar Naionrai Na Gaeltachta Teo
Michael Corbett	Disability Federation of Ireland
Sarah Wetheraid	Age Friendly Ireland
Angela Burke	Greenway Gifts
PJ Nally	Castlebar Social Services
Rosaleen Lally	Irish Wheelchair Association
Michelle O'Mahoney	Clare Island Community Development Project
Mary Heanue	Inishturk Community Development Project
Majella Ni Chriochain	Comharna nOileán Teo.
Mary O'Sullivan	Mayo Suicide Prevention Alliance
Brendan Sammon	Mayo Community Forum
Siobhan Gough	Crossmolina Community Council
Mary Moran	Kiltimagh Womens Group
Natalia Pestrova	Mayo Intercultural Action
Stephanie Colombani	Westport Chamber of Commerce
Substance Misuse Dept.	Health and Safety Authority
Area of Disability	Health and Safety Authority
Area of Primary Care	Health and Safety Authority
Area of Mental Health	Health and Safety Authority
Fiona Cunnane	Mayo Volunteer Centre
Rose Conway Walsh	Iorras le Chéile Community Development Project

**Table 14- Key agencies, committees and partnerships who were consulted in Phase Two**

Mayo Family Resource Centres
Mayo County Childcare Committee
Mayo Sports Partnership



Department of Social Protection
HSE
Teagasc
Mayo Sligo Leitrim Educational Training Board
Mayo Education Working Group
Claremorris Municipal District
Ballina Municipal District
Castlebar Municipal District
West Region Municipal District
Mayo Public Participation Network
Local Enterprise Office
Údarás na Gaeltachta
Heritage Officer, Mayo County Council
Westport Chamber of Commerce
Mayo County Council Arts Office
Mayo Traveller Inter-Agency Forum
Mayo Intercultural Forum
Comhar na nOileán Teo
Mayo North East Leader partnership
South West Mayo Development Company
Mayo County Council Irish Officer
Forward Planning Mayo County Council
County Councillors on the Mayo Local Community Development Committee
Mayo County Council Enterprise and Investment Unit

**Table 15 - Persons/Organisations that made submissions in Stage Two**

<b>Name</b>	<b>Company/Agency</b>
Jim Power	Mayo County Child Care Committee
Paddy Martin	TUSLA - HSE
Kealan Flynn	Claremorris Chamber of Commerce
John Moran	Castlebar
Katrina Cusack	HSE
Pat McHale	Mayo Education Working Group
Thelma Biranne	Health Promotion Unit - HSE
Pippa Daniels	Mayo Traveller Support Group
Rosemary Doyle	West Mayo Municipal District
Kevin Corrigan	Moy Valley Resources
Mary O'Sullivan	Mayo Suicide Prevention Alliance
Anne McCarthy	Mayo County Council Arts Office
Charlie Lambert	Mayo Sports Partnership
Justin Sammon	Mayo North East Partnership
Oonagh Kelleher	Mayo County Council Irish Officer
Mary Jackson	Family Resources Centre
Rhoda Twombly	Cliara Development Company Ltd.
Jimmy Flynn	Claremorris Chamber of Commerce
Detle Cunningham SEP	Forward Planning, Mayo County Council



## ABBREVIATIONS

AFI	Age Friendly Ireland
BIM	Bord Iascaigh Mhara – Marine Fisheries Board
CADM	Community Action on Dementia Mayo
CDP	County Development Plan
CE	Community Employment
CEDRA	Commission for the Economic Development of Rural Areas
CI	Cricket Ireland
Coillte	State Agency for Forestry Development
Comhairle na nOg	Child and Youth Council
Comhar na nOilean CNND	Irish Islands and Gaeltacht Local
Comhdhail Oileain na hEireann	Development Company Irish Islands Federation
CSO	Central Statistics Office
CSP	Community Services Project
DAFM	Department of Agriculture, Food and the Marine
DAHG	Department of Arts, Heritage and Gaeltacht
DCENR	Department of Communications, Energy and Natural Resources
DECLG	Department of Environment, Community and Local Government
DFI	Disability Federation of Ireland
DSP	Department of Social Protection
EI	Enterprise Ireland
EPA	Environmental Protection Agency
Faillte Ireland	Tourism Agency
FAI	Football Association of Ireland
FDI	Foreign Direct Investment
Foras na Gaeilge	Agency for promotion of the Irish Language
Foroige	Youth Organisation
FRC	Family Resource Centre
GAA	Gaelic Athletic Association
GMIT	Galway Mayo Institute of Technology
Gno Mhaigh Eo	Agency for the promotion of the Irish language in business
HSE	Health Service Executive
ICT	Information Communication Technology
IDA	Industrial Development Agency
IFA	Irish Farmers Association





IASIO	Probation Services
JPC	Joint Policing Committee
KIRD	Kiltimagh Integrated Rural Development
LAG	Local Action Group
LCDC	Local Community Development Committee
LCDP	Local Community Development Programme
LCG	Local Community Group
LDC	Local Development Company
LDS	Local Development Strategy
LEADER	EU Rural Development Programme
LECP	Local Economic and Community Plan
LEO	Local Enterprise Office
LGBT	Lesbian, Gay, Bisexual and Transgender
MAFG	Mayo Age Friendly Group
MCC	Mayo County Council
MCCC	Mayo County Childcare Committee
MD	Municipal District
MIA	Mayo Intercultural Action
MNELP	Mayo North East Leader Partnership
MSLETB	Mayo Sligo Leitrim Education and Training Board
MSP	Mayo Sports Partnership
MSPA	Mayo Suicide Prevention Alliance
MTSG	Mayo Traveller Support Group
MVR	Moy Valley Resources
MWG	Mayo Walking Group
NLN	National Learning Network
NPWS	National Parks and Wildlife Service
NSS	National Spatial Strategy
NUIG	National University of Ireland Galway
NWRA	Northern and Western Regional Assembly
PPN	Public Participation Network
PS	Probation Services
RPG	Rural Planning Guidelines
SEAI	Sustainable Energy Association of Ireland
SICAP	Social Inclusion Community Activation Programme
SWMDC	South West Mayo Development Company
Teagasc	Agriculture and food advisory
UNG	Udaras Na Gaeltachta
WC	Western Care
WDC	Western Development Commission









# MAYO LOCAL ECONOMIC AND COMMUNITY PLAN 2015 - 2021 AND LECP ACTION PLAN 2016 - 2017



MAYO LOCAL COMMUNITY DEVELOPMENT COMMITTEE AND  
MAYO COUNTY COUNCIL COMHAIRLE CONTAE MHAIGH EO