

# Cork County Local Economic and Community Plan

# LECP



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REMOVAL OF BARRIERS TO  
FACILITATE INDIVIDUALS AND  
ORGANISATIONS IN ACHIEVING THEIR  
AMBITIONS





# Section 1 - Context and Background

## ABOUT THIS PLAN

This document describes how we want to organise our County over the coming years and some high level objectives for how this can be done. It takes into account National and Regional plans, surveys, and, has been compiled with the input and help of the people of County Cork. It will be used to guide the preparation of further plans that detail future local actions in your area. This document was prepared in 2015/16 and will be reviewed and updated in approx. 18 months (on publication of the National Planning Framework and Regional Spatial and economic Strategies).

The *Local Economic and Community Plan* (LECP) is a new process and it will take a period of time to socialise the concepts that underpin this work. It is recommended that the following questions and answers are read in advance of engaging with this new plan.

### **Why has this plan been prepared?**

This plan is the first step in a *process* that seeks to enhance the delivery of national social and economic policy at the local level. On completion of this public consultation, a final and more succinct LECP will be produced.

### **What is meant by a process?**

This plan should be seen only as a *first step*, with subsequent steps to follow immediately. No single plan can address all of the varied ambitions of the population it represents. However, it can provide a framework from within which personal, social and economic *opportunities* can be stimulated.

### **How will the plan achieve this?**

By identifying the things that are important to us (in community and economic terms) as people living in Cork County. These are described in the plan as our *Key Assets*. Thereafter, the plan identifies structures to be established that will protect and enhance those *Key Assets*.

### **What are Key Assets?**

*Key Assets* are identified as the things that – if managed well – will provide us with a high quality of life, as well as ensuring that we are provided with social and economic *opportunities*. Our *Key Assets* are physical (man-made and natural), personal, social, economic, and even psychological (our *Values* for example).

### **Why do we need new structures?**

All the *Key Assets* identified as important to us are influenced by a range of agencies and stakeholders. The new structures recommended in the plan seek to provide a *renewed clarity of purpose* to the collective actions of these groups within the Cork region.

### **Do these structures already exist?**

Agencies and stakeholders already cooperate across many sectors and various collaborative working groups are in place. This plan seeks to support those existing working groups, with some new groups established around additional *Key Assets*.



## **So this plan is aimed at agencies and stakeholder groups?**

This plan is for everyone – individual residents, communities, stakeholder groups, agencies (private and public) and government bodies. The plan has been developed following consultations with representatives from all of these sectors and it is hoped that representatives of all sectors will become actively involved in the next steps in the process.

## **Why is providing opportunity important?**

*Opportunity* is the key to harnessing our key social and economic raw material – *people*. By providing people with opportunities we give them the ability to fulfil their ambitions and to contribute to society in a positive manner. This benefits both the individual and society.

## **Is opportunity the key theme of this plan?**

There are three key themes to this plan, as follows:

- 1. Vision** – the plan seeks to provide clarity of purpose to our collective efforts in Cork County, in order to make Cork County a place where you can achieve your ambitions (whatever those ambitions may be). This theme reflects the strategic focus of the *Cork Brand Book*.
- 2. Opportunity** – the plan seeks to harness the collective endeavours of our public and private stakeholders / agencies, in order to effectively manage the assets that contribute to us having opportunities
- 3. Place** – the plan seeks to again harness our collective endeavours, but in this instance toward the creation of a choice of attractive and well-functioning places to live and work with in Cork County

## **How are those themes used in the plan?**

Although a large document, the plan is constructed in a very simple way. The plan identifies 30 Key Assets and recommends that each asset be managed by a *working group* made up of key stakeholders and appropriate agencies. It then allocates *initial 'opportunity actions'* and *'place actions'* to those asset management groups. It finally identifies a structural framework within which the asset management groups can co-operate to ensure that the vision for Cork County is achieved.

## **Why is the plan a large document?**

This document is a community and economic plan for Cork County. As such, it is required to address all of the important – and varied - aspects of life that contribute to our social and economic well-being. The plan making process has sought to do this in as succinct a manner as is possible and without repeating the work of other plans (such as, the *Action Plan for Jobs*, *The Commission for the Economic Development of Rural Areas Report*, *Harvest 2020*, *Construction 2020*, etc.). However, on completion of this public consultation, a final and more succinct LECP will be produced. The final LECP will reflect the thinking and findings of this draft plan, coupled with learnings achieved from this consultation.

## **Should I read only the part of the plan that matters to me?**

There are 13 sections to this plan, in order to facilitate easy navigation within the document. Additionally, the section that discusses our Key Assets (section 11) has a sub-section on each asset. The plan is structured as follows:

- |  |   |
|--|---|
| □ <i>Context and Background to the Plan:</i> | Section 1                                     |
| □ <i>Key Assets:</i>                         | Section 2 (with a sub-section for each asset) |
| □ <i>Summary of Assets and Actions:</i>      | Section 3                                     |

□ *Asset Management Structures:*

Section 3

□ *Appendices:*  
sults also

Includes *Cork County Quality of Life Survey re-*

### **Is this Local Economic and Community Plan similar to plans of other local authorities?**

Cork County is very large and diverse, with diversity considered as a strength of the region. Hence, this plan must address the breadth and depth of community and economic issues relevant to Cork County. It is this diversity that has determined the form of this plan.

### **What does this plan not contain?**

In accordance with government guidelines, this plan does not seek to be the repository of other plans and background data, but rather seeks to use those plans and data to support this plan. This is a draft plan and feedback is sought from individuals and agencies. On receipt of feedback, the plan will be finalised and adopted by Cork County Council. Once adopted, the plan recommends that the Asset Management Groups be established to commence their collaborative work around each Key Asset identified. Asset sub-plans will be developed by each working group, ultimately leading to the development of a suite of low level actions plans for each asset.

### **Abbreviation Within The Plan**

<b>APJ</b>	Action Plan for jobs
<b>CASP</b>	Cork Area Strategic Plan
<b>CCC</b>	Cork County Council
<b>CDP</b>	County Development Plan
<b>CEB</b>	County Enterprise Board
<b>CIP</b>	Capital Investment Plan
<b>CSAIP</b>	Cork Science and Innovation Park
<b>CSO</b>	Central Statistics Office
<b>CZM</b>	Coastal Zone Management
<b>CIT</b>	Cork Institute of Technology
<b>CFRAM</b>	Catchment Flood Risk Assessment Management
<b>CEDRA</b>	Commission on the Economic Development of Rural Areas (CEDRA)
<b>DAA</b>	Dublin Airport Authority
<b>DoECLG</b>	Department of Environment Community and Local Government
<b>ECD</b>	Economic Development Fund
<b>EPA</b>	Environmental Protection Agency
<b>ESRI</b>	Economic and Social Research Institute
<b>EIA</b>	Environmental Impact Assessment
<b>EU</b>	European Union
<b>ERSI</b>	Economic and Social Research Institute
<b>EI</b>	Enterprise Ireland
<b>FDI</b>	Foreign Direct Investment
<b>GIS</b>	Geographical Information Systems
<b>GAA</b>	Gaelic Athletic Association
<b>GVA</b>	Gross Value Added
<b>GDP</b>	Gross Domestic Product
<b>GNP</b>	Gross National Product
<b>HDA</b>	Habitat Directive Assessment
<b>IAA</b>	Irish Aviation Authority
<b>ICT</b>	Information, Communication & Technology
<b>IDA</b>	Irish Development Agency
<b>IMERC</b>	Irish maritime and Energy Resource Cluster
<b>JPC</b>	Joint Policing Committee

<b>KPI</b>	Key Performance Indicator
<b>LAP</b>	Local Area Plan
<b>LCDC</b>	Local Community Development Committee
<b>LECP</b>	Local Economic and Community Plan
<b>LEO</b>	Local Enterprise Office
<b>LUTS</b>	Land Use and Transportation Study
<b>MANs</b>	Metropolitan Area Networks
<b>NMCI</b>	National Maritime College of Ireland
<b>NCCS</b>	National Climate Change Strategy
<b>NESC</b>	The National Economic and Social Council
<b>NSS</b>	National Spatial Strategy
<b>NWCSP</b>	North and West Cork Strategic Plan
<b>NBS</b>	National Broadband Scheme
<b>NDP</b>	National Development Plan
<b>NPF</b>	National Planning Framework
<b>NRP</b>	National Reform Programme
<b>NRPE</b>	National Research Priorities Exercise
<b>NPP</b>	National Ports Policy
<b>NPWS</b>	National Parks & Wildlife Service
<b>NRA</b>	National Roads Authority
<b>NSS</b>	National Spatial Strategy
<b>NAP</b>	Inclusion National Action Plan for Social Inclusion
<b>OECD</b>	Organisation for Economic Co-operation and Development
<b>OPW</b>	Office of Public Works
<b>Qo L</b>	Quality of Life
<b>PHC's</b>	Primary Healthcare Centres
<b>POWCAR</b>	Place of Work Census of Anonymised Records
<b>PPN</b>	Public Participation Network
<b>RESE</b>	Regional Spatial and Economic Strategies
<b>RBD</b>	River Basin District
<b>RBMP</b>	River Basin Management Plans
<b>RDI</b>	Research, Development & Innovation
<b>R&amp;D</b>	Research & Development
<b>SAC</b>	Special Area of Conservation
<b>SEA</b>	Strategic Environmental Assessment
<b>SEAI</b>	Sustainable Energy Authority of Ireland
<b>SFRA</b>	Strategic Flood Risk Assessment
<b>SEO</b>	Strategic Environmental Objective
<b>SLAP</b>	Special Local Area Plan
<b>SME</b>	Small and Medium-sized Enterprises
<b>SPA</b>	Special Protection Area
<b>SPA</b>	Strategic Planning Areas
<b>SPC</b>	Strategic Policy Committee
<b>SWRAPJ</b>	South West Region Action Plan for Jobs 2015
<b>SWRPG</b>	South West Regional Planning Guidelines
<b>SWRBMP</b>	South Western River Basin Management Plan
<b>SWOT</b>	Strengths Weaknesses Opportunities Threats
<b>UCD</b>	University College Dublin
<b>UCC</b>	University College Cork
<b>WSIP</b>	Water Services Investment Programme
<b>WSSP</b>	Water Services Strategic Plan
<b>WWTP</b>	Wastewater Treatment Plant
<b>WFD</b>	Water Framework Directive
<b>NMCI</b>	National Maritime College of Ireland



# EXECUTIVE SUMMARY

## Foreword

Places that have a clear vision, that offer opportunities and that are pleasant to live in, are the places where people want to live. In turn, investment is drawn to those places to where people are attracted. Hence, if we can collectively make Cork a high quality place to live, focus on providing opportunities to residents and set our endeavours within a long-term sustainable strategy, we will set the foundation for Cork's continued success.

REMOVE BARRIERS TO OPPORTUNITY



OPPORTUNITY

CLARITY OF VISION & LONG TERM STRATEGY



VISION

ATTRACTIVE & WELL ORGANISED



PLACE

Overall, Cork has performed well in recent decades across a wide range of socio-economic considerations. This has resulted in Cork providing a high quality of life offering to residents and has contributed to the attraction of significant inward investment. However, emerging issues will challenge Cork's ability to continue in this regard – as they will challenge other locations.

In providing a future vision for Cork, this plan seeks to identify the key assets that have underpinned Cork's overall success as well as those that will be critical to its development in the future. By managing these assets successfully, this plan seeks to establish a process within which we can – collectively – ensure that Cork can compete internationally as a flourishing place to live and work.

This plan is only the *first step* in a process that it is hoped will result in the development of a *Future Cork* that is reflective of an ambitious, inclusive and modern society. However, this does not require the *wheel to be re-invented*, as much good work and productive collaborations are already in place within the region. The process that this plan seeks to stimulate will be built upon our existing, solid socio-economic foundations. This first LECP will be reviewed on publication of the NPF and the RSES and will be amended to ensure compatibility with same.

## Added Value of LECP

It is hoped that this LECP process will benefit Cork, by;

- ▣ *Providing a renewed focus for our collective destination as a region – economically and socially*

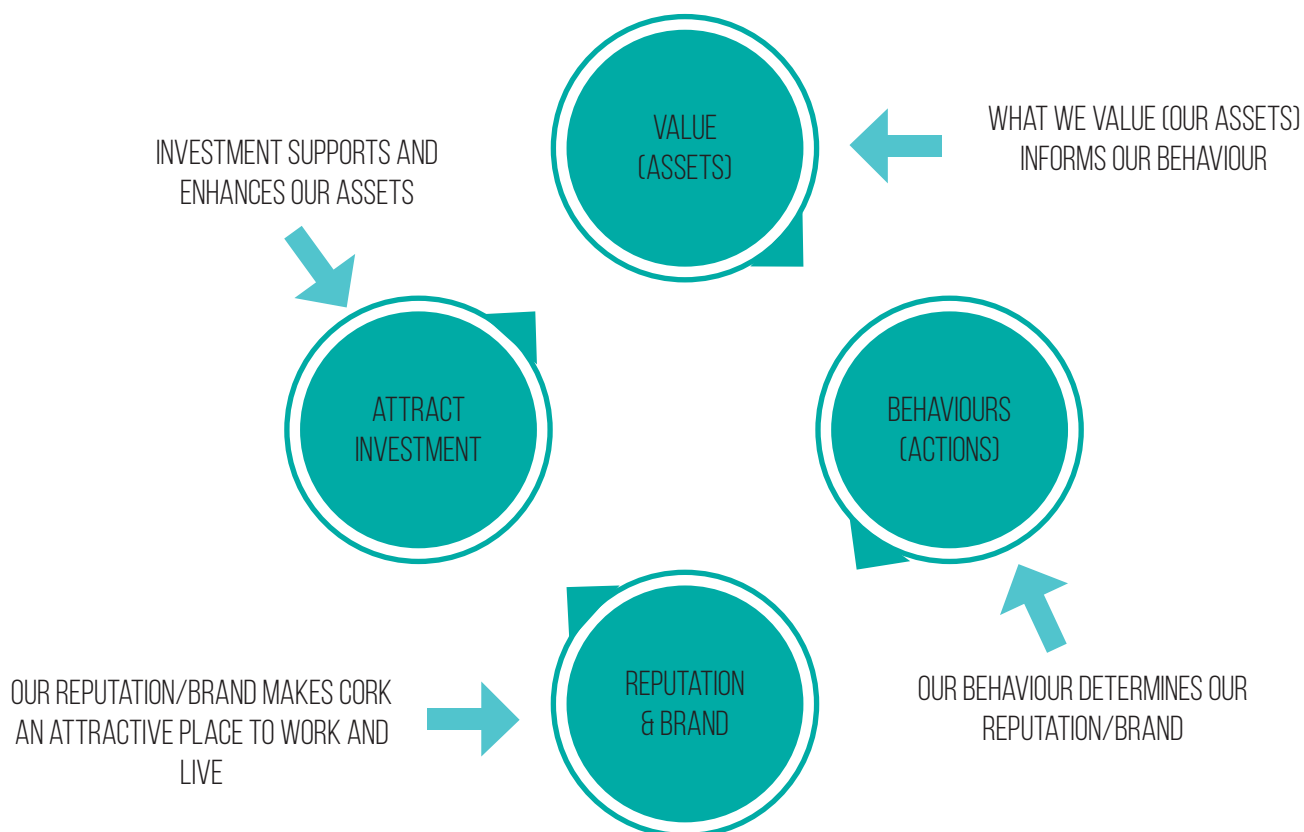
- ▣ Using innovative language to describe what is economically and socially important to us (our Key Assets)
- ▣ Providing a roadmap for our collective endeavours, toward the reaching of our desired destination
- ▣ Providing a methodology to allow us to measure, monitor and promote our economic and social progress

**This, it is hoped, will be achieved via:**

- ▣ Identification of the key issues that will inform County Cork’s future social and economic performance
- ▣ Identify the Key Assets – personal, social, economic and environmental – that underpin County Cork’s overall socio-economic offering
- ▣ Construct a process, that involves all stakeholders (residents, representative organisations, public and private) and delivery agencies, to facilitate the protection and enhancement of those Key Assets identified
- ▣ Stimulate the development of a Cork Asset Index to measure, monitor and promote the performance of Cork’s Key Assets and, by extension, our socio-economic performance and quality of life offering

**LECP – A Process**

This plan is not intended to be an end in itself, but should be viewed as part of a larger ongoing regional process, as follows.



This plan, in accordance with the *Local Economic and Community Plan Guidelines 2015*, identifies Objectives (*Key Assets*) and recommends Actions linked to those assets. However, this plan also sets out a roadmap / framework as to how those assets can be collectively *managed*, as well as identifying a strategy to *monitor* those assets and to use that monitoring process to promote the Cork region in order to maximise inward investment (human and capital). In doing so, it is hoped that this LECP process will ensure the future forward momentum of the cycle identified in the above graphic.

## Background to LECP

The Local Economic and Community Plan (LECP) is provided for in the statutory Local Government Reform Act 2014. This Act requires that a six-year plan be adopted by Cork County Council, setting out high level goals, objectives and actions required to promote and support local economic and community development within the county.

The strategic aim of this Local Economic and Community Plan (LECP) is, ultimately, the:



*Removal of barriers to facilitate individuals and organisations in achieving their ambitions, within a long-term and sustainable framework*



This strategic aim seeks to absorb and reflect the breadth and complexity of modern life, where opportunities exist for individuals and organisations to fulfil their ambitions, whether personal, economic or social. Places and societies that best provide for those ambitions, within a sustainable framework, are the places where people want to live and work. In turn, places where people want to live are the places that become socially and economically relevant. Impediments – be they linked to issues around physical, organisational, environmental, economic, educational, equality, access, or related to any of the other aspects of our collective lives – are the barriers to our ambitions. This plan seeks to commence a process that will lead to *removal of those barriers* by those with the capacities to do so.

## Evolving National and Regional Context

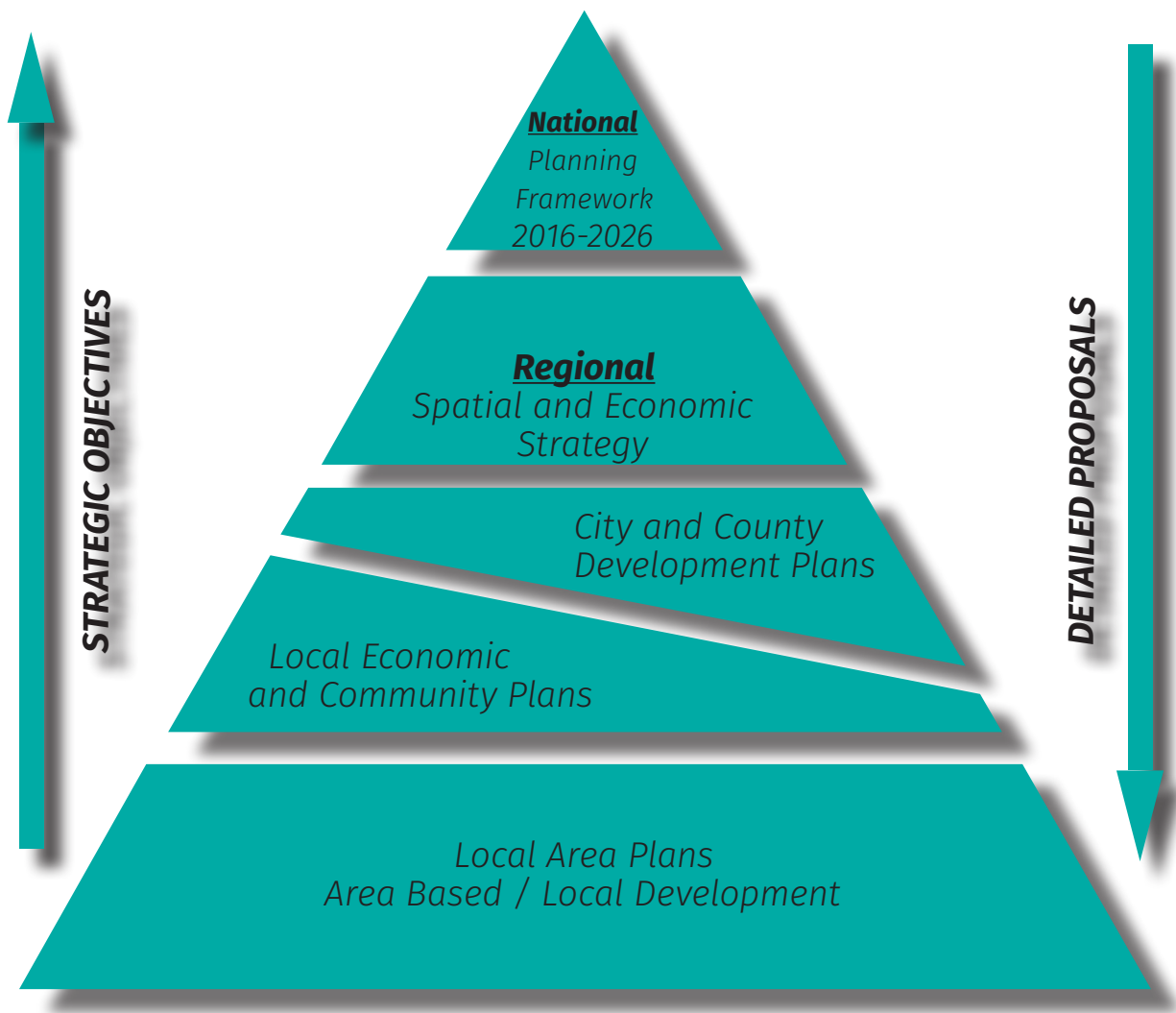
While, by regulation, the LECP is to be developed within a six-year cycle, the first iteration of this plan will be reviewed and updated on publication of the *Regional Spatial and Economic Strategy (RSES)* for the south-west region – expected to be published within approx. 12 months of this LECP. It is also recognised that the first iteration of this LECP is being developed whilst awaiting the publication of the *National Planning Framework*. It is hoped that this first LECP will assist in informing the work of the *National Planning Framework (NPF)* and, thereafter, the *Regional Spatial and Economic Strategy*. This first LECP will be reviewed on publication of the NPF and the RSES, and will be amended to ensure comparability with same.

The LECP process is new, ambitious and seeks to chart a new path for the delivery of national policy at the local level. Having regard to its new beginnings and the need to review the first LECP within the short-term, it is recognised that a period of evolution will occur – where the LECP will evolve



over the coming years adding additional detail and nuance as it evolves as a project. As set down in the South West region Action Plan for Jobs 2015:

The new streamlined regional planning structures provide opportunities for increased co-operation over wider geographic areas (including at inter, intra and sub-regional levels as appropriate). In this regard, and to reflect the important contribution regional spatial planning will play in sustaining the national recovery and delivering balanced growth, the Regional Planning Guidelines will be replaced by new Regional Spatial & Economic Strategies (RSEs) in 2016 ... Key considerations for the Southern RSEs will include identifying and promoting key priority projects for investment that will drive forecasted demographic and economic growth in a manner that maximises returns to the region from (1) the internationally important Cork City, County Metropolitan Cork and the Greater Cork Ring Strategic Planning Area ... and (3) maximises opportunities to develop dynamic rural-based communities.



Sources: Action Plan for Jobs 2015 and Towards a National Planning Framework 2016

## Collaborative Effort

Cork County Council, while facilitating the development of this plan, recognises that this project is wholly dependent on collaboration between all stakeholders – private/public, organisational/individual. It is further recognised that in order to achieve support for actions to be taken, the first LECP must reflect the collective socio-economic ambitions of all Cork stakeholders. Through agreed, co-ordinated actions Cork can advance as a prosperous, modern and forward-thinking region, with a high quality of life offering.

## Consultation Learnings

This plan is underpinned by a significant consultation process, with institutional and personal interaction having already been engaged with across the social and economic spheres. In addition to many submissions relating to specific issues, the following *strategic oversights* emerged:

- ❑ *Overall Cork is performing well, socially and economically – but with some marginalised groups and sectoral deficiencies*
- ❑ *Sustaining Cork’s success will come under increased pressure due to a range of social, environmental and economic factors*
- ❑ *There is a strong desire for leadership and a sense of common purpose in the Cork region*
- ❑ *There is a need for clarity of purpose at a national level, in order to provide a platform for future regional progression*

## Strategic Context

Our human capital – our residents – is our most important socio-economic resource. Economically, it is people who drive our productivity, our creativity and our overall economic performance, while also providing a domestic market for our goods. Socially, they determine the type of place within which we live and the overall quality of life that we have to offer. Our human capital is central to the future of our economy and our community.

At the beginning of the last century, Cork and Dublin populations were comparable – at approx. 400,000 persons each. However, since the early 1900s the Irish demographic trend has been dominated by a) emigration to other countries and b) internal migration to the Greater Dublin and Leinster region. This has resulted in Cork’s overall population only growing by approx. 115,000 in the past 115 years – a rate of only 1,000 additional population on average per year, although this annual average growth rate has been much stronger in the past twenty years.

Growing and sustaining our overall population, by a rate significantly higher than our historical average, is central to ensuring our economic and social relevance into the future.

Additionally, like all other areas in Ireland and across Europe, the Cork region will come under increasing pressure in the coming decades, as the older cohort of our population will increase relative to our overall population. Economically it is critical to maintain a high ratio between those residents who are economically active and those who are not (young, retired, unemployed). Socially, it is important to seek to retain our younger population in order to support our ageing communities.

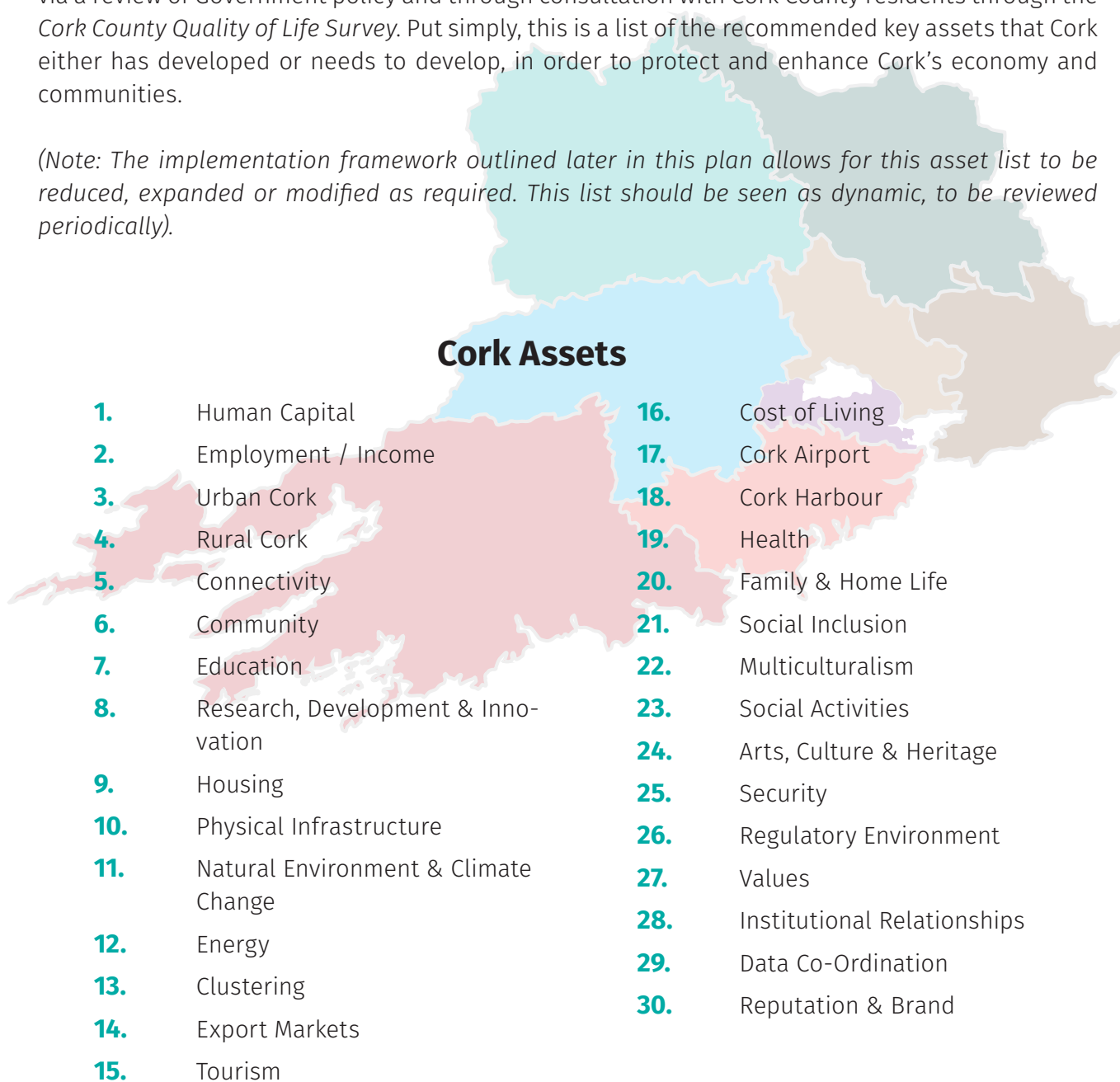
Growing our workforce, by creating a social and economic environment that is attractive to the economically active age-groups, is critical to the region's socio-economic future.

## Cork Assets

Essentially, the LECP – via the identification of *key social and economic assets* - seeks to reflect what it is that Cork residents value, what Cork's strengths are, what Cork's ambition is, what investors desire, and, how stakeholders might co-ordinate to protect and enhance those *Key assets*.

The *Key assets* identified within the Cork region are listed below. These assets have been identified via consultation with a wide range of stakeholders from across the broad socio-economic spectrum, via a review of Government policy and through consultation with Cork County residents through the *Cork County Quality of Life Survey*. Put simply, this is a list of the recommended key assets that Cork either has developed or needs to develop, in order to protect and enhance Cork's economy and communities.

*(Note: The implementation framework outlined later in this plan allows for this asset list to be reduced, expanded or modified as required. This list should be seen as dynamic, to be reviewed periodically).*





These assets reflect the collective endeavours that underpin Cork's overall quality of life offering – social, economic, environmental and personal. This plan seeks to offer a vision and framework to all agencies – public and private - and individuals, to co-ordinate our collective efforts (centred on these assets) in order to facilitate residents (and future residents) of Cork in achieving their ambitions.

## Asset Management

While this plan identifies *Cork's Key Assets*, it also recommends a post-LECP *process* to protect and enhance those *Key Assets*. It is proposed that each asset will be managed by an *Asset Management Group*, consisting of key stakeholders and key delivery agencies linked to that asset, led by a local *Lead Agency*.

In turn, it is proposed that the outputs of this suite of *Asset Management Groups* will be co-ordinated by an *Asset Management Co-Ordination Group* (consisting of representatives of the Local Community Development Committees, Economic Strategic Policy Committee, Lead Agencies and key stakeholders). It is further recommended that the overall process be overseen and co-ordinated at the strategic level by an *Asset Management Forum* (consisting of representatives of senior management from key regional stakeholders and delivery agencies, private and public sector).

This *asset management* approach to safeguarding and improving our social and economic well-being reflects:

- ▣ *The key assets that affect all our daily lives and underpin our regional strength*
- ▣ *Current Government policy focus*
- ▣ *The importance of agency interaction – public and private*
- ▣ *Importance of efficiencies achieved via mutually supportive inter-agency actions*
- ▣ *The corporate integrity of private and public agencies*
- ▣ *The future-proofing of the region*
- ▣ *Ireland's future needs*

As part of this asset management approach, the development of a *Cork Asset Index* is a potentially powerful tool in the monitoring and promotion of the Cork region. It is envisaged that each *Asset Management Group* will feed their monitoring outputs into a regional index that can be used to identify what Cork has to offer – economically and socially.

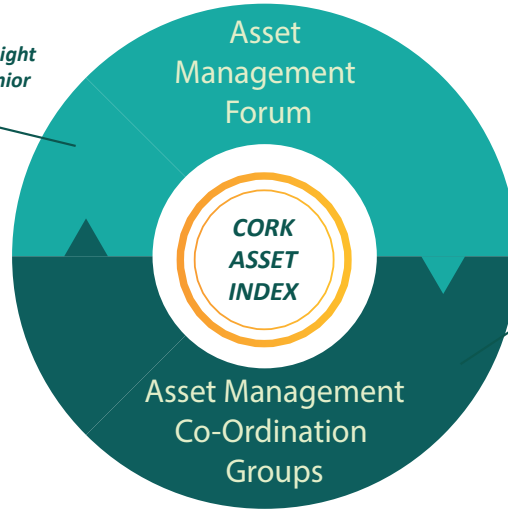
These overall asset management structures and the *Cork Asset Index*, it is envisaged, will provide a collective clarity of purpose within the Cork region, co-ordinate the regional endeavours of all key stakeholders and delivery agencies, maximise the attraction of investment – human and capital, maximise the cross-sectoral benefits of investment, and, be a powerful tool in the promotion of the Cork region.

# LECP Management Structure

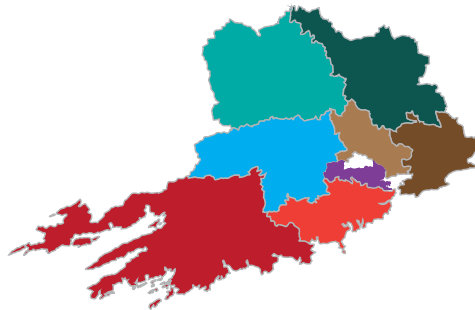
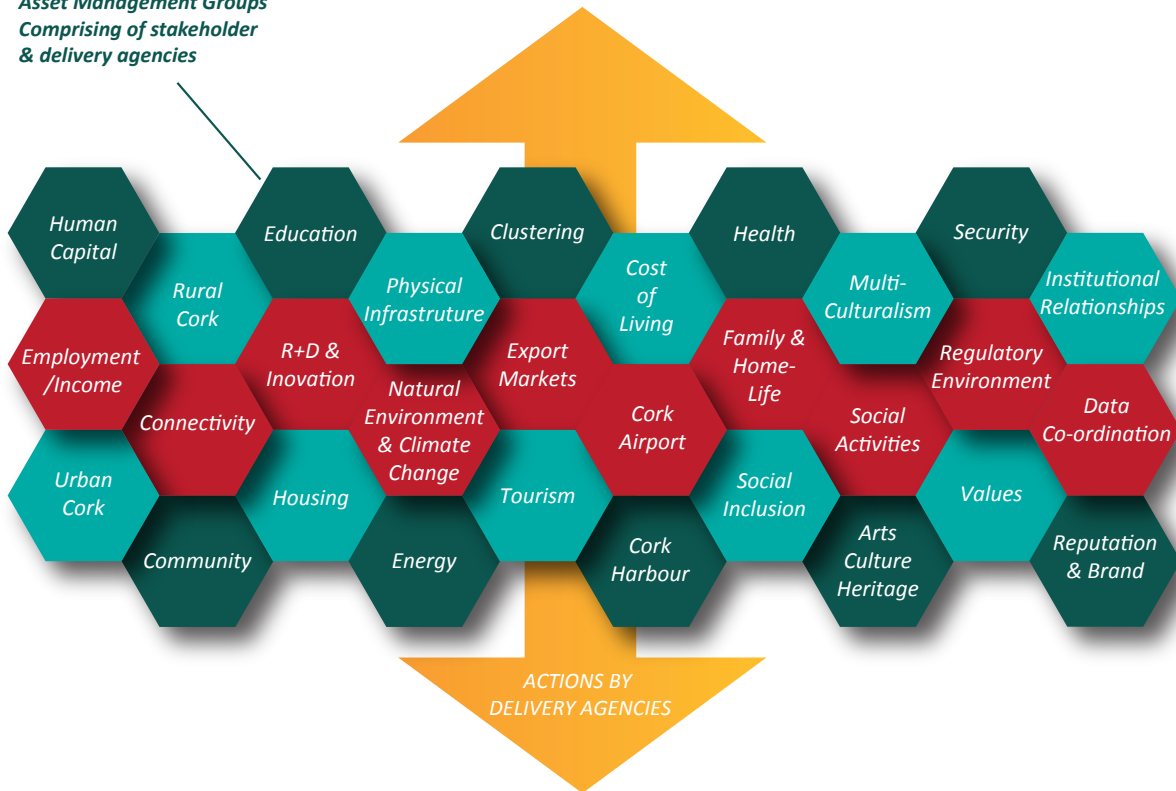
## Proposed LECP Asset Management Structures

*Cork Asset Management Forum is recommended as a strategic oversight group consisting of interagency senior management and stakeholder representatives*

*Cork Asset Management Co-Ordination Group is recommended as an operational oversight group consisting of Econ SPC, LCDCs, Lead Agency and Stakeholder representatives*



*Asset Management Groups Comprising of stakeholder & delivery agencies*



# PLAN STRUCTURE & NEXT STEPS

**Section 1** of this plan sets out the introduction and context for the LECP.

**Section 2** sets out the *Key Cork Assets*, a brief description of their relevance, the asset management goal for each asset and the action(s) for each asset.

**Section 3** sets out an implementation structure, a summary of the *Key Assets and* initial Actions.

The appendices set out the linkages between the LECP and the *National Reform Programme*, *South West Regional Planning Guideline* and the *Cork County Development Plan*, as well as the outputs from the *Cork County Quality of Life Survey* and a proofing of the plan.

## Next Steps

The LECP is not primarily a plan, but rather it is a *process*. Hence, to be effective it seeks the engagement and on-going support of all stakeholders. The assets identified in this plan, and their management methodology set out, are offered as a focus for that engagement and as a vehicle for mutually-supportive collective interactions.

During this second consultation period, it is hoped that all residents and stakeholders will engage with this LECP and provide feedback to be absorbed into the final plan.

On adoption of the final LECP, it is intended that *Asset Management Groups* will be formed to progress and monitor the performance of each asset and a *Cork Asset Index (Cork AI)* developed.

The *Local Community Development Committees*, as area based representative bodies, will have a key role in determining priorities for their respective constituencies, via interaction with the various *Asset Management Groups and the Asset Management Co-Ordination Group*.

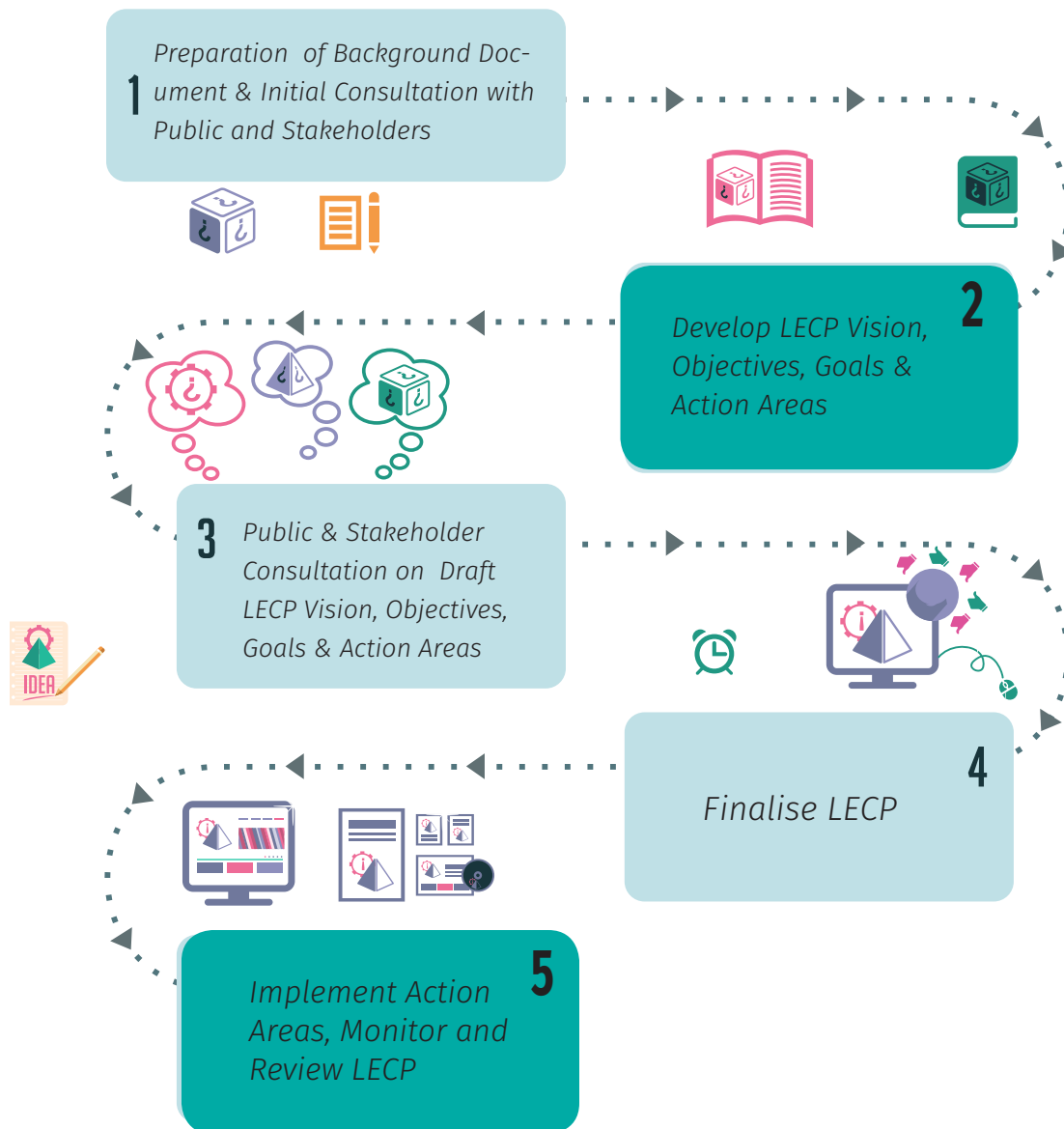
Similarly, the *Economic Strategic Policy Committee* will have a central role to play in informing and directing the management of key economic assets, again via their interaction with the various *Asset Management Groups and the Asset Management Co-Ordination Group*.





# PROCESS OF PREPARING THIS PLAN

The process set out below is reflective of government guidance, as well as recommendations received from stakeholders during initial consultation. We are currently at Stage 3 in the process – consultation on the draft *Local Economic and Community Plan*.



# MISSION STATEMENT

Following initial public and stakeholder consultation, the LECP process has identified as its mission:

“

*Removal of barriers to facilitate individuals and organisations in achieving their ambitions, within a long-term and sustainable framework*

”

*The removal of barriers to facilitate individuals and organisations in achieving their ambitions ...* forward-thinking places are inclusive and ambitious. In preparing this plan, the stakeholders have informed this process, stating that they want to work together to make Cork a place where people can live the life that they choose – reflective of their own priorities. This is achievable, via the removal of barriers to our individual and collective ambitions.

*... Within a long-term and sustainable framework ...* however, in facilitating our ambitions, we must also be mindful that we cannot take a solely short-term perspective. We must also ensure that the directions we take are sustainable. The word sustainable, as used in this document, means that ‘we have considered - and will continue to consider - the long-term net consequences on the natural environment (locally and globally), as well as on our personal and social well-being, *choosing a route that is most likely to give the best possible outcome.*’



# INTRODUCTION

Modern opportunities across the personal, social and economic spheres have increased decade after decade, accelerating in particular since the mid-1800s when energy expansion led to a technological revolution via specialisation. That revolution continues, from global transportation in the last century, to modern telecommunications in this century.

Within our increasingly complex societies - underpinned by a dynamic global economy and ever-changing supporting natural environment - personal, political and public policy choices have become increasingly complex.

Traditionally, financial market measures have been used to determine our success across the broad spectrum of human endeavour. *Gross Domestic Product (GDP)* and *Gross National Product (GNP)*, among a range of financial indices, have been used to underpin this ongoing narrative. However, while income levels are demonstrated to have measurable impact on happiness and personal satisfaction, increase in incomes shows diminishing returns at the higher levels. Hence, it is accepted that income is only one of a range of factors - albeit very important - that influence personal and community well-being.

This plan seeks to offer a modern, collective vision for County Cork, underpinned by the identification of specific socio-economic assets that can be enhanced if inter-agency co-operation is well organised. It also offers a methodology to identify and deliver specific, progressive actions around those key assets.

Our individual and collective well-being is enhanced by conditions that include:

- ▣ Financial and personal security
- ▣ Meaningful and rewarding work
- ▣ Supportive personal relationships
- ▣ Strong and inclusive communities
- ▣ Good health
- ▣ A healthy and attractive environment
- ▣ Values of democracy and social justice

Public policy and private enterprise seek to secure these conditions in order to allow residents, as individuals and as a collective society, to thrive.

The LECP seeks to facilitate this on-going process, by reconciling the desires of residents at a local level with the country's national goals and targets, as set down in the government's *National Reform Programme (NRP)*. The NRP gives direction to our collective work towards agreed high level goals for the nation, and, it is the function of the LECP to describe how the NRP can be delivered at the local level.

## Context

However, rather than being simply a distillation of government national policy, this LECP presents an opportunity to facilitate an on-going conversation that allows local opinion, knowledge and expertise to inform how government policy is most effectively implemented. The socio-economic statement issued as part of the initial LECP public consultation process (June 2015) was the first step toward building a bridge between national targets and local ambitions.

This project is an opportunity to co-ordinate the activities of all stakeholders – public sector, private sector, economic sector, community sectors, local agencies, regional agencies, national agencies and individual citizens, toward achieving our collective goals for Cork – and by extension, for Ireland.

The LECP project is driven initially by *Cork County Council*, in conjunction with its *Economic Strategic Policy Committee and Local Community Development Committees*. Thereafter, it will be required to be driven by all stakeholder agencies, groups and individuals. The LECP represents a transition phase toward further alignment, integration and implementation of local, regional and national policy – to be set out and aligned via the future *National Planning Framework, Regional Spatial and Economic Strategies, and, Local Economic and Community Plans*. At the local level, these strategic plans will be underpinned by sectoral and spatial strategic / actions plans that give low level effect to the higher policy directions. The roll out and alignment of all these plans will take some time, but will need to be underpinned by a clear, agreed collective vision.

It is initially critical to establish an effective process that will facilitate the development, socialisation, adoption – and ultimately protection – of a social and economic vision for Cork County. This vision must be relevant at a local, regional and national level, and this plan seeks to establish this process in order to give initial direction to this ambitious project.

## Strategic Focus, Goals & Actions

Having regard to the breadth and depth of issues that inform the combined efforts of the county's community and economic sectors, the first iteration of the LECP does not seek to identify specific, project level actions. Rather, this is an ongoing project that must first clearly identify – and agree with all stakeholders – our collective goals. By agreeing where we are going, it will be possible to identify thereafter the actions required to get there.

This project will of course be guided by established national, regional and local policy, however, it will also seek to inform future policy decisions at these levels that have the potential to impact on Cork's future. Hence, this plan will be both a conduit for existing policy implementation and a platform for future policy development.

Through the identification of key issues relevant to County Cork, the LECP seeks to identify Key Assets that will inform the future work of the *LCDCs, Economic SPC, complementary service delivery agencies and key stakeholders* during the first plan life cycle. However, this initial LECP will be required to be reviewed on adoption of the *Regional Socio-Economic Strategies and the National Planning Framework* – approx. mid-2017.

The *LECP Background Socio-Economic Document* previously issued to support the public consultation



phase of this project, sets out the process and context for the development of the LECP. This plan seeks to focus on the emerging vision, goals, actions and next steps toward the safeguarding and improving of quality of life (economic and social) for all living in County Cork.

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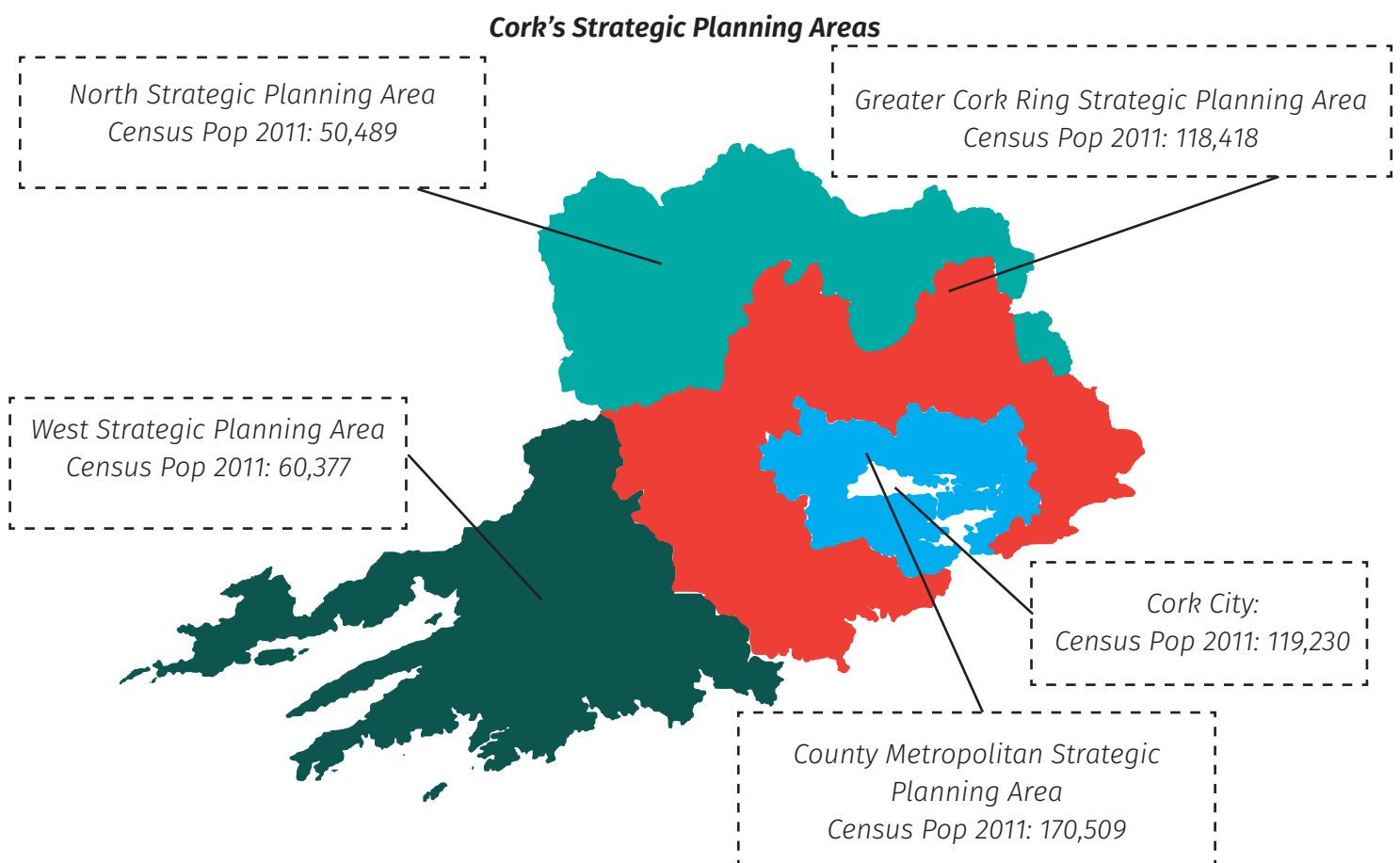
### **Social and Economic**

Regarding this plan, an important point of note is the relationship between social and economic considerations. While there is an understandable desire to separate social and economic actions, it almost always holds that actions in one sphere impacts upon the other – such as in education, employment, transport, etc.



# WHAT DO WE MEAN BY CORK

Cork is a metropolitan-based region, consisting of a number of distinct strategic spatial areas. These strategic areas – as identified in the map below – have overlapping but also distinct characteristics. However, as is the case in all city-based regions, the Cork region is ultimately defined by its proximity and level of connectedness with its core area of critical mass – Metropolitan Cork. For clarity, the term 'Cork Region' as used in this plan, refers to Cork County Council's operational area - but also recognises the important relationship of Cork County with Cork City.



Urban settlements interact with surrounding settlements in a very similar way to planets – the gravitation pull of the dominant urban area increases by its size and by its proximity to the surrounding town, villages and rural areas. We have a very pronounced example of this in Ireland in the form of the *Greater Dublin Area*. As 'urban Dublin' (its city and contiguous urban hinterland) grew over the past decades, so too did those settlement areas outside of Dublin – but within its 'gravitational pull.' As urban Dublin continues to grow, so too does its influence on towns and villages within Leinster.

A similar dynamic, albeit less pronounced, occurs in Cork. Cork City has a population of approx. 120,000 coupled with a County Metropolitan population of approx. 170,000. This combined approx.

population of 300,000 essentially represents ‘urban Cork’ – a single population unit that is connected to a high degree by its internal socio-economic interactions.

Outside of Metropolitan Cork, the Greater Cork Ring area consists of approx. 120,000 population. While again this area is connected in social and economic terms to ‘urban Cork’, it’s relationships in this regard has its own characteristics influenced by its distance from the urban core.

Further north and west, an additional dynamic exists– again due to separation distances with ‘urban Cork’ – where approx. 110,000 population in total reside. This plan in no manner suggests that, due to its further distance from ‘urban Cork’ that these areas are less relevant. This plan simply recognises that the socio-economic dynamic in each part of the county is influenced by its level of connectedness to ‘urban Cork.’ This plan identifies *Rural Cork* as an important socio-economic asset that needs to be protected and enhanced within a successful future for Cork.

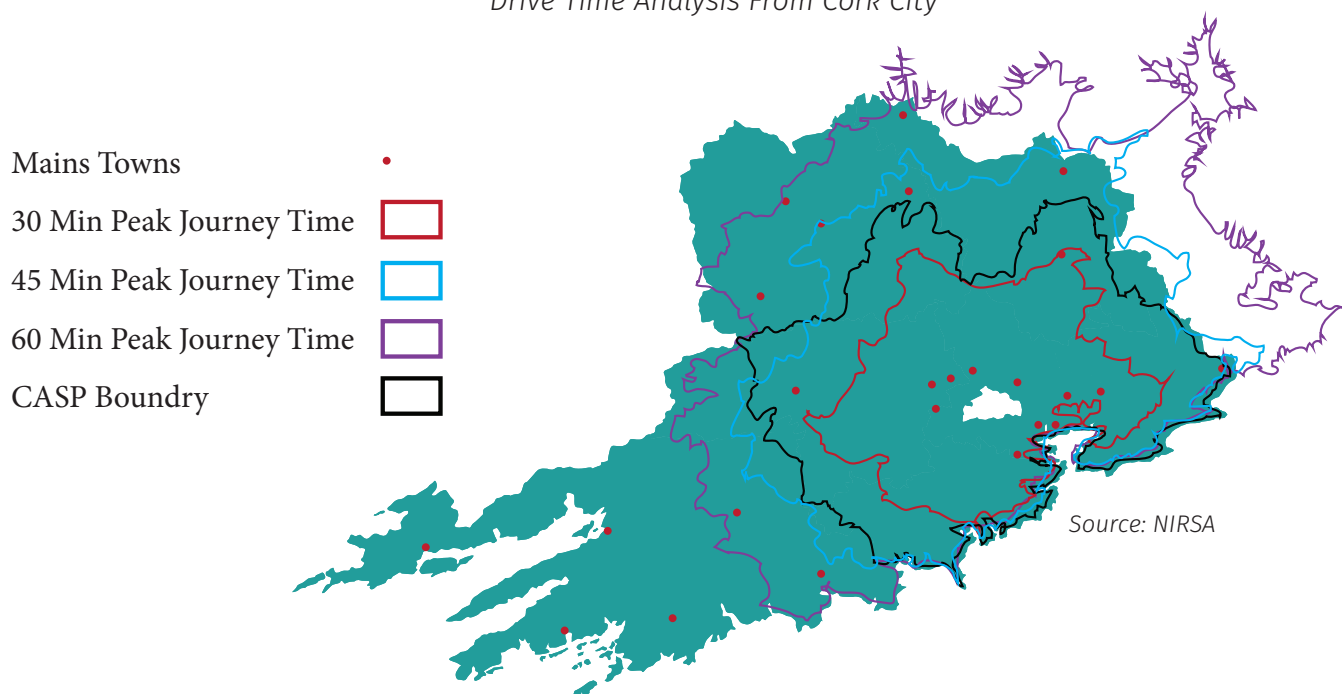
The OECD - reflecting on modern social, employment and economic profiles – states that the connections between cities and surrounding areas influence natural growth performance and quality of life. It further states that policies need to be tailored to the variety of urban profiles and growth models. (*Redefining Urban: A New Way To Measure Metropolitan Areas, 2012*).

Reflecting the OECD narrative as set out, Cork is a city-based region that can essentially be divided into two distinct areas - a population of approx. 400,000 that resides within an approx. 45 minute car journey of Cork City centre and a further important hinterland population of approx. 100,000 that has less pronounced, but nonetheless very important, socio-economic connections with the urban core.

Policy development and implementation must be mindful of the distinct, but overlapping, area-based characteristics and concerns of all Cork residents.

For clarity, the term ‘Cork Region’ as used in this plan, refers to Cork County Council’s operational area – but also recognises the important relationship of Cork County with Cork City.

Drive Time Analysis From Cork City



# NATIONAL & REGIONAL POLICY CONTEXT

National policy exists across a range of issues and operational areas – health, employment, housing, education, equality, security, and many more. This plan does not seek to be simply a literature review of those policies, rather it wishes to create a framework where all of the government’s operational areas can be facilitated in their delivery.

In particular, this plan and process is linked of the National Reform Programme and the National Planning Framework (currently under consideration).

The *National Reform Programme* identifies *five Key Objectives* – reflecting the Key Priorities of the European Union - listed as:

- Employment
- R&D / Innovation
- Climate Change / Energy
- Education, and,
- Poverty / Social Inclusion

This plan offers a sixth *Key Objective* which it is believed, following a consultative process, merits inclusion at the top policy level:

- Receiving Environment

It is offered herein that these six operational areas are the Key Objectives guiding our national policy endeavours at the local level.

## **National Planning Framework**

The *National Planning Framework*, currently under consideration by Government, is the successor to the *National Spatial Strategy* (NSS). Recognising, in the national context, the dominant economic role played by the Greater Dublin Area, the NSS identified as a key priority the need to build other places and areas to be similarly strong on a national and international scale – generating benefits closer to where people live.

Hence, the outcomes of the future *National Planning Framework* will have a critical role in shaping Cork’s future, as it will guide the Government’s strategic investment programme under the *National Reform Programme*.

This LECP seeks to, at once, deliver the current national community and economic priorities via co-ordinated regional actions, but to also influence the development of national policy by highlighting the economic and social growth potential of the Cork region.

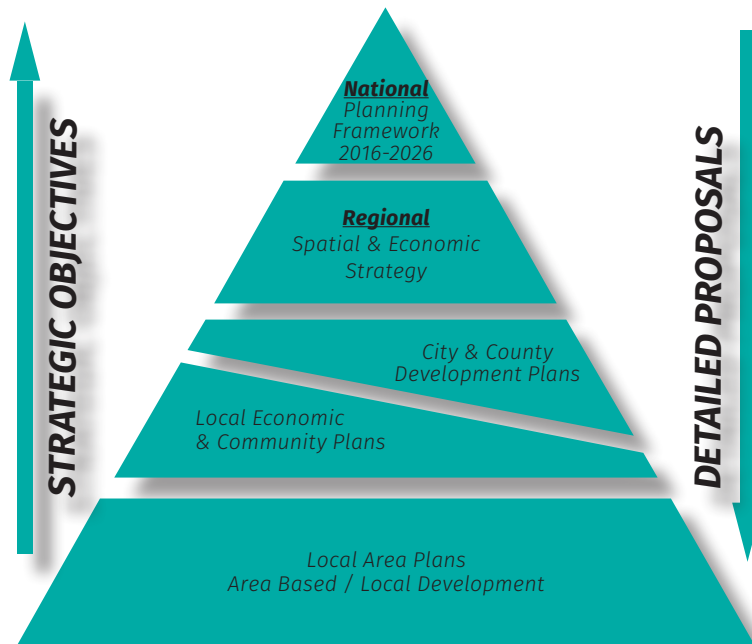
### Action Plan for Jobs & Regional Planning

The Southern Region Assembly has been established and is commencing its work on the development of the *Regional Spatial and Economic Strategy* (RSES) for the southern region. The RSES will replace the current *Regional Planning Guidelines* (RPGs) published in 2010.

This LECP is set within the context of the existing RPGs, however, it will also be reviewed following publication of the RSES to ensure continued compatibility.

As set down in the *South West region Action Plan for Jobs 2015*:

*The new streamlined regional planning structures provide opportunities for increased co-operation over wider geographic areas (including at inter, intra and sub-regional levels as appropriate). In this regard, and to reflect the important contribution regional spatial planning will play in sustaining the national recovery and delivering balanced growth, the Regional Planning Guidelines will be replaced by new Regional Spatial & Economic Strategies (RSESs) in 2016 ... Key considerations for the Southern RSES will include identifying and promoting key priority projects for investment that will drive forecasted demographic and economic growth in a manner that maximises returns to the region from (1) the internationally important Cork City, County Metropolitan Cork and the Greater Cork Ring Strategic Planning Area, (2) supports the strategically important Tralee – Killarney axis and (3) maximises opportunities to develop dynamic rural-based communities.*



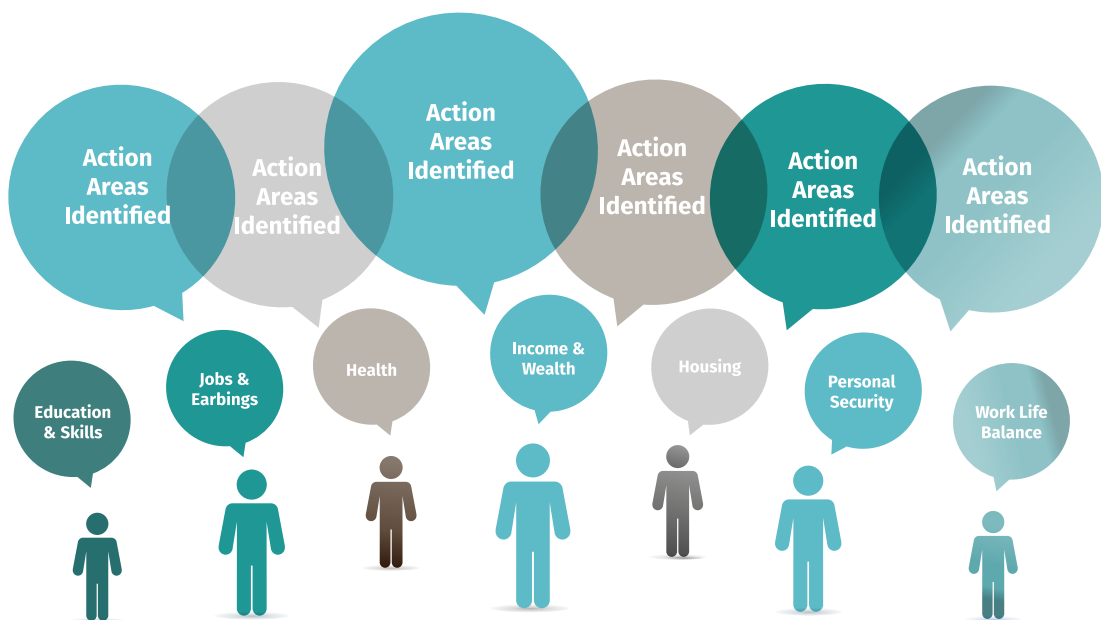
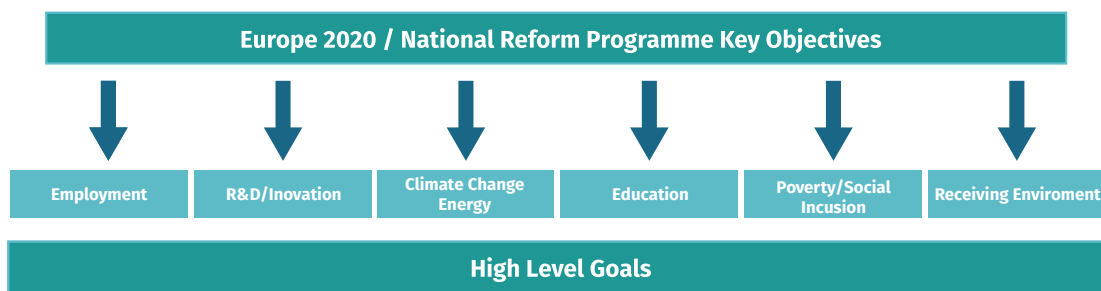
Source: Action Plan for Jobs 2015



# LECP HIGH LEVEL GOALS

In Government policy terms, this plan is cognisant of the *Key Objectives* of the *National Reform Programme*, as discussed in the previous section. The key Cork assets identified in this LECP, following consultations with all stakeholders, reflect and encompass the Government’s work under its NRP. This plan seeks to merge the national priorities already developed (*National Reform Programme*) and those being developed (*National Planning Framework*) with the economic and social priorities of the Cork residents that this process seeks to serve.

## Local Economic and Community Plan



Following consultation with economic and community stakeholders, the following *High Level Goals* were identified to reflect the focus of the *National Reform Programme* and *National Planning Framework* at the local level. There are 23 *High Level Goals* identified and these goals have been absorbed into the identification of *Cork’s Key Assets* – as well as the *Actions* identified for each asset.

## **Employment**

HLG 1: Provide for a wide range of employment opportunities, across the county, which enable all citizens to participate fully in society and the economy

HLG 2: Provide for a physical economic network consisting of land, premises, facilities and supporting infrastructure

HLG 3: Provide for a business environment and entrepreneurship that facilitates creation, innovation and growth within the sector

HLG 4: Promote Cork as Ireland's Second City Region and facilitate population growth above the natural growth rate, increasing the local economic market and workforce

HLG 5: Provide for access to other markets, nationally and internationally

## **RESEARCH & DEVELOPMENT / INNOVATION**

HLG 1: Drive growth through research and innovation, across social and economic sectors and throughout the county

HLG 2: Provide for the capturing, protecting and commercialising of ideas and know-how, large and small in scale

HLG 3: Provide for the building of a world class research network within Cork, linking existing and proposed institutes, physically and operationally

## **CLIMATE CHANGE / ENERGY**

HLG 1: Provide for the alignment of County Cork with the national targets for emission reductions

HLG 2: Provide for potential climate change impacts within County Cork, including adaptation

HLG 3: Ensure that our activities and places, existing and proposed, are robust in terms of energy choice

HLG 4: Provide for the harnessing of County Cork's energy potential, including the protection of Cork's locational and other energy assets

HLG 5: Provide for the creation of a local circular economy model of sustainability

## **EDUCATION**

HLG 1: Provide for education and training opportunities that facilitate all learners in accessing the knowledge and skills they need to participate fully in society and the economy

HLG 2: Provide for the alignment of education and training opportunities with the social and

economic needs and potential of the county

HLG 3: Provide for opportunities for citizens to access information that will contribute to positive life choices

### **POVERTY / SOCIAL EXCLUSION**

HLG 1: Provide for the removal of barriers that contribute to physical, social and economic exclusion, for all life stages

HLG 2: Facilitate citizen engagement with social and economic opportunities

HLG 3: Provide for the recognition that all citizens are valued equally and have the potential to contribute to County Cork society in a positive manner

HLG 4: Facilitate the enhancement of community identity, solidarity and civic engagement

HLG 5: Provide for access by all citizens to services that enhance their quality of life

### **RECEIVING ENVIRONMENT**

HLG 1: Optimise the sustainable environmental receiving capacity of the County in order to facilitate planned for growth and change

HLG 2: Provide for the physical enhancement of Cork County's rural and urban places



# OVERVIEW OF APPROACH TO ECONOMIC AND COMMUNITY DEVELOPMENT

## Context

Our human capital – our residents – is our most important socio-economic resource. Economically, they drive our productivity, our creativity and our overall economic performance, while also providing a domestic market for our goods. Socially, they determine the type of place within which we live and the overall quality of life that we have to offer. Our human capital is central to the future of our economy and our community.

## Population

At the beginning of the last century, Cork and Dublin populations were comparable – at approx. 400,000 persons each. However, since the early 1900s the Irish demographic trend has been dominated by a) emigration to other countries and b) internal migration to the Greater Dublin and Leinster region. This has resulted in Cork's overall population only growing by approx. 115,000 in the past 115 years – a rate of only 1,000 additional population on average per year, although this annual average growth rate has been much stronger in the past twenty years.

The Cork region is the second largest (by some margin) within the state, with significant social and economic assets. However, growing and sustaining our overall population, by a rate significantly higher than our historical average, is central to ensuring our economic and social relevance into the future.

## Age-Dependency

Additionally, like all other areas in Ireland and across Europe, the Cork region will come under increasing pressure in the coming decades, as the older cohort of our population will increase relative to our overall population. Economically it is critical to maintain a high ratio between those residents who are economically active and those who are not (young, retired, unemployed). Socially, it is important to seek to retain our younger population in order to support our overall ageing communities. Growing our workforce, by creating a social and economic environment that is attractive to the economically active age-groups, is critical to the region's socio-economic future.

## Spatial

The Cork Area Strategic Plan has served the Cork region well in recent decades, underpinning our growth within that period. It has allowed us to expand the Cork regional population, while minimis-

ing the negative consequences often associated with growth. Our ability to organise ourselves, spatially and operationally, will ensure that future growth evolves into planned for expansion – maximising economic and community gains to be achieved.

Additionally, as a large region, Cork is not homogeneous in socio-economic terms. Different locations within the County experience community and economic issues in various ways. However, all areas are socially and economically interconnected and the region does not in practice operate as separate divisions.

## Economic Overview

At the core of our economic performance is the maintenance of our relative per capita income. Hence, the immediate focus of this plan is to maximise the number and quality of regional employment, by identifying what is economically important and by facilitating the removal of any barriers to same.

The Cork region is a very strong economic performer with nationally competitive employment rates, per capita income, productivity rates, etc. Metropolitan Cork in particular is the key driver of our regional economic performance within the South West Region. The Cork region has worked hard in recent years, and will continue to do so, to expand its employment base in order to provide economic strength and stability to the region.

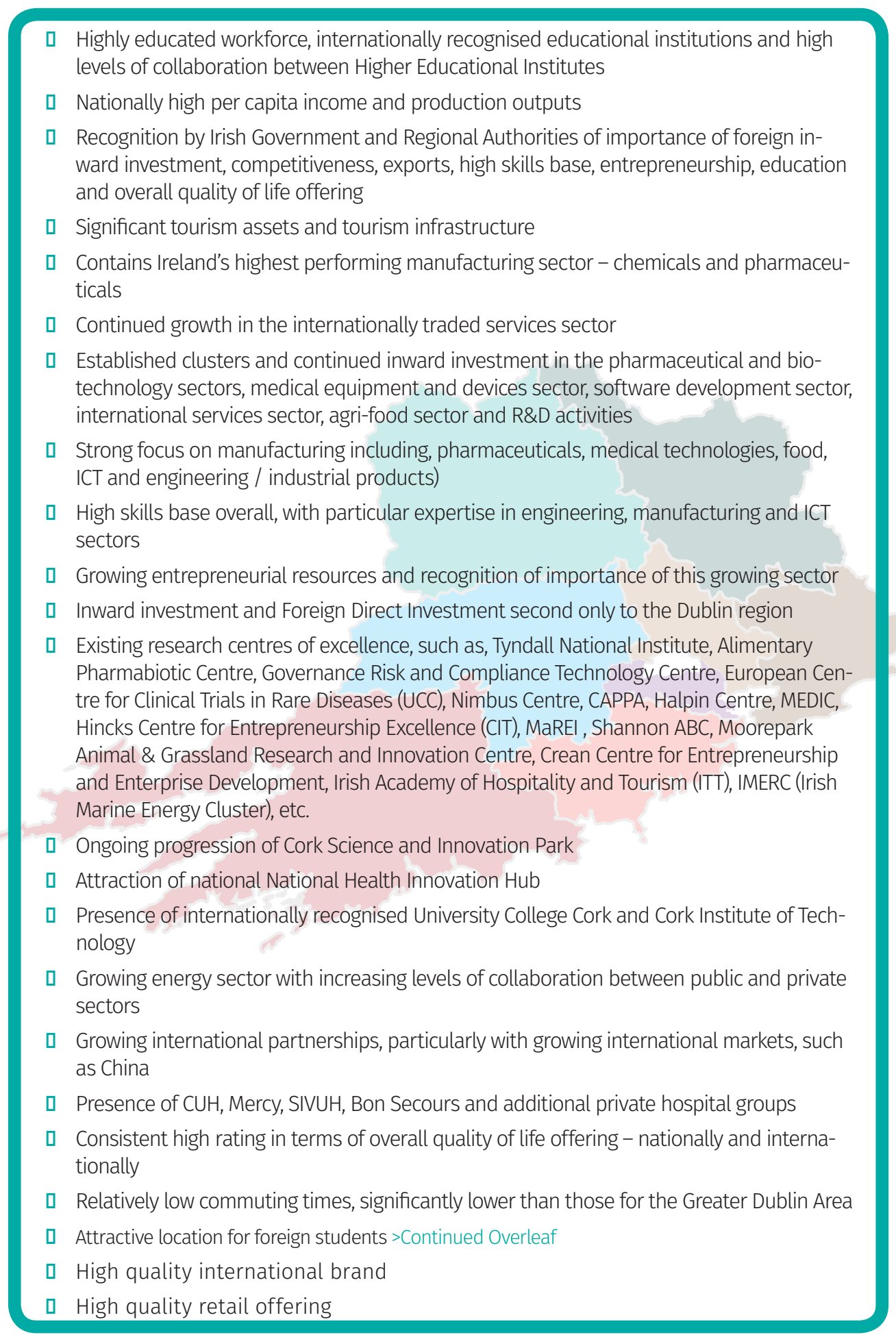
### Economic SWOT Analysis of Cork Region

- ❑ Overall regional population (Cork City and County) in excess of 500,000, with 400,000 living within one hour of Cork's urban core
- ❑ Significant natural assets, including, Cork Harbour, extensive agricultural lands, extensive coastline and plentiful water supply
- ❑ Significant built infrastructure, including, airport, harbour facilities, rail, road, water and waste water, electricity and gas, and, renewable energies
- ❑ High quality natural environment
- ❑ History of productive institutional co-operation
- ❑ Network of urban settlements, providing choice to residents
- ❑ International fibre telecommunications linkage and broadband connectivity
- ❑ Cork International Airport
- ❑ Lower cost of living than the only larger urban area within the State (Dublin)
- ❑ Lower labour costs in Cork than in Dublin, based on competitive living costs
- ❑ One of the highest labour participation rates in Ireland
- ❑ One of the lowest overall age-dependency ratios in Ireland
- ❑ High conversion rates for education to work >Continued Overleaf

1

## STRENGTHS



- 
- ❑ Highly educated workforce, internationally recognised educational institutions and high levels of collaboration between Higher Educational Institutes
  - ❑ Nationally high per capita income and production outputs
  - ❑ Recognition by Irish Government and Regional Authorities of importance of foreign inward investment, competitiveness, exports, high skills base, entrepreneurship, education and overall quality of life offering
  - ❑ Significant tourism assets and tourism infrastructure
  - ❑ Contains Ireland's highest performing manufacturing sector – chemicals and pharmaceuticals
  - ❑ Continued growth in the internationally traded services sector
  - ❑ Established clusters and continued inward investment in the pharmaceutical and biotechnology sectors, medical equipment and devices sector, software development sector, international services sector, agri-food sector and R&D activities
  - ❑ Strong focus on manufacturing including, pharmaceuticals, medical technologies, food, ICT and engineering / industrial products)
  - ❑ High skills base overall, with particular expertise in engineering, manufacturing and ICT sectors
  - ❑ Growing entrepreneurial resources and recognition of importance of this growing sector
  - ❑ Inward investment and Foreign Direct Investment second only to the Dublin region
  - ❑ Existing research centres of excellence, such as, Tyndall National Institute, Alimentary Pharmabiotic Centre, Governance Risk and Compliance Technology Centre, European Centre for Clinical Trials in Rare Diseases (UCC), Nimbus Centre, CAPPA, Halpin Centre, MEDIC, Hincks Centre for Entrepreneurship Excellence (CIT), MaREI , Shannon ABC, Moorepark Animal & Grassland Research and Innovation Centre, Crean Centre for Entrepreneurship and Enterprise Development, Irish Academy of Hospitality and Tourism (ITT), IMERC (Irish Marine Energy Cluster), etc.
  - ❑ Ongoing progression of Cork Science and Innovation Park
  - ❑ Attraction of national National Health Innovation Hub
  - ❑ Presence of internationally recognised University College Cork and Cork Institute of Technology
  - ❑ Growing energy sector with increasing levels of collaboration between public and private sectors
  - ❑ Growing international partnerships, particularly with growing international markets, such as China
  - ❑ Presence of CUH, Mercy, SIVUH, Bon Secours and additional private hospital groups
  - ❑ Consistent high rating in terms of overall quality of life offering – nationally and internationally
  - ❑ Relatively low commuting times, significantly lower than those for the Greater Dublin Area
  - ❑ Attractive location for foreign students >Continued Overleaf
  - ❑ High quality international brand
  - ❑ High quality retail offering

- ▣ Vibrant arts and cultural environment, supported by an educational network
- ▣ English speaking, but with increasing multi-lingual skills

- ▣ Slower historical population growth relative to Dublin region, not withstanding improved performance since mid-1990s
- ▣ Higher costs base than competing European locations
- ▣ Cyclical provision of housing
- ▣ High cost of residential rental accommodation
- ▣ Low public transport provision and use than competing European locations
- ▣ Limited airport connectivity from Cork Airport, albeit improving
- ▣ Limited new office provision
- ▣ Limited foreign language skills in indigenous population
- ▣ Poor broadband penetration in rural areas
- ▣ Limited rural public transport connectivity

**2**

**WEAKNESSES**

- ▣ Identify Cork as the country's second city region
- ▣ Grow the Cork region population, by absorbing a significant proportion (approx. 25% / 30%) of the future national projected population increases up to 2046 – via engagement with national Planning Framework and Regional Spatial and Economic Strategy
- ▣ Use the Action Plan for Jobs as a foundation to grow and diversity employment
- ▣ Continue to co-ordinate our collective endeavours, towards providing a cork voice
- ▣ Promotion of Cork region as internationally competitive / attractive to live and work (already underway)
- ▣ Improved regulatory environment, increasing ease of doing business
- ▣ Generate even greater business and educational research / innovation links
- ▣ Continue to develop a research network within the region
- ▣ Develop further Strategic alliances e.g. Education etc.
- ▣ Continue to develop creativity and entrepreneurship skills
- ▣ Grow further Cork based exports, by targeting markets and managing logistics
- ▣ Grow further Cork tourism
- ▣ Further grow our agri-food sector
- ▣ Strengthen further our indigenous and FDI manufacturing investment in the re-

**3**

**OPPORTUNITIES**

gion, building on established clusters of life sciences, ICT, global business services, global agri-food economy and emerging opportunities in marine and energy related research

- ▣ Develop rural enterprise, supported by extended broadband provision
- ▣ Develop economic cluster strategy for the Cork region
- ▣ Continue to enhance our innovation and entrepreneurship skills base
- ▣ Retain existing workforce, particularly targeting graduates to expand the region's knowledge based industries
- ▣ Attract the return of former residents who are working elsewhere
- ▣ Target foreign countries for students
- ▣ Work with industry to attract talent from abroad
- ▣ Co-ordinated international, national, regional and local public transportation network
- ▣ Expand Cork Airport connectivity
- ▣ Facilitate the relocation of industrial tenants from Cork's Upper Harbour
- ▣ Develop a strategic land use plan for the future Cork region, post- publication of the NPF and RSES, to provide for future economic land use needs
- ▣ Expand Cork, targeting public transport-orientated development
- ▣ Co-ordination of economic data collection
- ▣ Develop a climate change adaption strategy for Cork region, in order to protect economic investment
- ▣ Develop further strategic alliances within Cork (e.g. educations, etc.)

- ▣ Inability to consistently grow our regional population
- ▣ Ageing population
- ▣ Absence of clarity of purpose – locally, regionally and nationally
- ▣ Cost competitiveness – across all sectors
- ▣ Peripheral location, impacting on our connectivity – physical and communications
- ▣ Cyclical nature of construction sector
- ▣ Shortfall of premises to meet economic needs – dependant on emerging growth rates
- ▣ Absence of infrastructure investment
- ▣ Broadband roll-out, if not achieved across the region
- ▣ Cork City, Metropolitan Cork and the hierarchy of County Town and Rural Locations

4

THREATS

Having regard to the SWOT analysis set out above, it is recommended that our collective economic focus needs to incorporate the following:

- Retain and expand our workforce, via education and skills development
- Attract and create high value employment
- Maximise exports, via developing markets and managing logistics
- Continued diversification of our employment sectors, to facilitate future-proofing
- Target sustainable employment in rural areas
- Expand our tourism capacities, creating a connected network of offerings
- Ensure an adequate supply of land and suitable premises
- Advocate for advance infrastructure provision
- Enhance clusters and collaborations
- Provide for high levels of connectivity within the region – transport (for the movement of materials, goods and people) and telecommunications (for the movement of information and ideas)
- Remove barriers for those seeking to engage with third level accredited enterprise focused programmes and those wishing to build capacity in local communities

The above analysis and focus has been absorbed into the identification of Assets and Actions identified within this plan.

It is noted that the *South West Region Action Plan for Jobs 2015 – 2017* is the primary vehicle for identifying how our employment base can be grown and diversified. This LECP seeks to support the APJ rather than fulfil the role of the APJ. The LECP seeks to achieve this by identifying and progressing actions that complement the work of the APJ.

## Community Overview

Communities are at the heart of our society. They are the places where we live and often work, where our families are, where our friends are, and, where we largely interact with life. The family and community environments from which we emerge are significant determinants in the development of our human capital – our society, economic and social. However, barriers can exist within communities that frustrate this process. Community is also activity and interest based across a wide spectrum reflecting the breadth of life’s endeavors, such as, recreational, environmental, age, education, employment and many more interests around which people gather.

### Community SWOT Analysis of Cork Region

- Overall regional population (Cork City and County) in excess of 500,000, with a range of diverse communities
- Significant built infrastructure, including, airport, harbour facilities, rail, road, water and waste water, electricity and gas, and, renewable energies
- Community resilience

**1**  
**STRENGTHS**

- ▣ Community capacities supported by local authority, local development companies and government agencies
- ▣ High quality landscape
- ▣ High quality natural environment
- ▣ Network of urban settlements, providing choice to residents
- ▣ Lower cost of living than the only larger urban area (Dublin)
- ▣ Highly educated population
- ▣ Nationally high levels of employment
- ▣ Nationally high per capita income
- ▣ Recognition by Irish Government and Regional Authorities of importance of role of communities
- ▣ High levels of volunteerism
- ▣ Cork region has a positive reputation for living and working
- ▣ High levels of satisfaction from residents regarding where they live
- ▣ High levels of pride among residents in their communities
- ▣ Cork residents feel well connected to their communities
- ▣ Cork residents feel safe in their homes and communities
- ▣ High levels of interactions within Cork communities
- ▣ Most Cork residents are members of a network or social group
- ▣ Cork residents value highly their home life and community
- ▣ Cork residents are healthy when compared nationally and also report feeling healthy
- ▣ Overall, Cork residents report themselves to be very happy and have a high quality of life

- ▣ Rural areas furthest removed from urban core experiencing population and services decline
- ▣ Need to own at least one private vehicle
- ▣ Housing costs, for some age cohorts and locations, is high
- ▣ High childcare costs
- ▣ High cost of rental accommodation
- ▣ Low public transport use
- ▣ Poor broadband penetration in rural areas
- ▣ Limited rural public transport connectivity
- ▣ Limited provision of municipal recreational facilities, albeit improving
- ▣ Ageing population
- ▣ Distance of some areas from third level educational institutions

2

**WEAKNESSES**



### 3

#### OPPORTUNITIES

- Develop Cork as the country's second city region
- Co-ordinate our collective endeavours, towards providing a cork voice
- Grow the Cork region population, by absorbing a significant proportion (approx. 25/30%) of the future national projected population increases up to 2046 – via engagement with national Planning Framework and Regional Spatial and Economic Strategy
- Grow local employment, particularly in areas furthest from Metropolitan Cork
- Promotion of Cork region as internationally competitive / attractive to live and work (already underway)
- Develop rural enterprise, supported by broadband provision
- Attract the return of former residents who are working elsewhere
- Co-ordinated international, national, regional and local public transportation network
- Develop a strategic land use plan for the Cork region, on publication of the NPF and RSES
- Expand Cork, targeting public transport-orientated development
- Co-ordination of social data collection
- Further develop capacities within communities
- Further develop shared social facilities within communities
- Assist communities as custodians of their local environment and heritage
- Facilitate communities in determining their future collective destination
- Support innovation within communities
- Develop a climate change adaption strategy for Cork region to future-proof communities from environmental change
- Develop further and support social enterprise
- Remove barriers for those seeking to engage with third level

### 4

#### THREATS

- Absence of population growth
- Ageing population
- Co-ordination – locally, regionally and nationally
- Cost competitiveness – particularly with regard to housing and childcare
- Connectivity – physical and communications (broadband)
- Short-term policy focus
- Reduction in volunteerism and civic engagement
- Recognition of important economic role played by communities
- Cork City, Metropolitan Cork and the hierarchy of County Town and Rural Locations

accredited enterprise focused programmes and those wishing to build capacity in local communities

Having regard to the SWOT analysis set out above, it is recommended that our collective community focus needs to incorporate the following:

- ▣ *Recognition that communities are where we live our lives – physically, socially and psychologically*
- ▣ *Recognition that community and volunteerism play an important economic role in our lives*
- ▣ *Strengthening and support the role that home life / family plays in our lives*
- ▣ *Create opportunities for residents to choose their own life–work balance*
- ▣ *Support leisure and recreation through communities*
- ▣ *Recognition of the role communities play as a vehicle for the protection and enhancement of our natural environment, built environments, arts, culture and heritage*
- ▣ *Support the role communities and home life play in the development of our human capital*
- ▣ *Support communities in providing for our personal development*
- ▣ *Recognition that positive community activity supports the building of a healthy – physical and mental – society*
- ▣ *Recognition of the important role that transport plays in facilitating communities*
- ▣ *Encourage and empower local communities to fully participate in decision making processes*

The above analysis and focus has been absorbed into the identification of Assets and Actions identified within this plan. Encourage and empower local communities to fully participate in decision making processes.



# QUALITY OF LIFE

Amidst the strategic discussion on national policy priorities, key objectives and high level goals, it is important not to lose sight of why we are preparing this plan in the first instance. As the question posed during the first public consultation on this process asked, *What Matters To You?* This question can be used to summarise Government's goals as expressed in *Putting People First - Action Programme for Effective Local Government*. The vision at the centre of that document stated that:



Local government will be the main vehicle of governance and public service at local level - leading economic, social and community development, delivering efficient and good value services, and representing citizens and local communities effectively and accountably.



In the development of this leadership role for local authorities, the building of a bridge between national policy and local issues is critical. This *Local Economic and Community Plan* seeks to facilitate this coming together.

As stated previously, Government policy is clearly stated in a range of policy statements and operational plans and strategically, under the *National Reform Programme*. To complement that existing policy body, the LECP process commissioned a *Quality of Life Survey* of its residents to assist in identifying 'what matters to them'.

Internationally there is much debate regarding what issues inform our individual and collective quality of life, while priorities within those issues are also discussed widely. The *National Economic and Social Council (NES)*, the *Organisation for Economic Co-operation and Development (OECD)*, and other bodies, have discussed at great length the issues surrounding our quality of life. However, regardless of the exact architecture used to construct the narrative on this topic, it is clear that agreement exists that while financial indices such as GDP and GNP are very important, we must also look beyond financial indicators to fully understand the concept that is our contentedness.

It is critical at this juncture to acknowledge that quality of life is often seen as a primarily 'social' consideration. However, modern economic analysis and commentary is unambiguous in this regard. Overall quality of life is a key determinant in the choices that people make around their lives and work, and therefore, has a critical impact on attracting economic investment.

Hence, set out below are the key overall findings of the first *Cork County Quality of Life Survey*. This was a countywide survey undertaken on behalf of the LECP process, in order to establish a bench-

mark regarding our quality of life. It is anticipated that this survey work will be continued and updated at regular intervals in order to inform the future management of *Cork's Key Assets*.

### **2015 Cork County Quality of Life Survey – Results Overview:**

- ▣ 92% of residents think that Cork is a great place to live
- ▣ 90% of residents think the place they live is either the same (45%) or better (45%) than it was 5 yrs ago
- ▣ 86% of residents feel a sense of pride in the way their area looks and feels
- ▣ 77% of residents think that their area is becoming home for an increasing number of people with different lifestyles and cultures
- ▣ 51% of residents think that their area has a rich and diverse arts scene
- ▣ As an average of various scenarios, 87% of residents feel safe in their area / home
- ▣ 89% of residents think that it is important to feel a sense of community in their neighbourhood
- ▣ 88% feel a sense of community in their neighbourhoods
- ▣ 79% of residents are members of a social group, as follows:
- ▣ 84% of residents drive their private car every day
- ▣ 62% of all residents are satisfied with public transport in their area
- ▣ 85% of residents who use public transport at least monthly are satisfied

The following are the aspects of life that residents feel are the main things that are important to them:

- ▣ Family and home life – 91%
- ▣ Physical health – 62%
- ▣ Personal happiness – 60%
- ▣ Friendship – 48%
- ▣ Employment – 36%
- ▣ Mental health – 31%
- ▣ Suitable accommodation – 30%
- ▣ Money and prices – 28%
- ▣ Education – 27%
- ▣ Personal beliefs – 17%
- ▣ Social values – 16%
- ▣ Religion – 13%
- ▣ Natural environment – 10%
- ▣ Leisure activities – 8%
- ▣ Equality – 8%
- ▣ Holidays – 6%

- ▣ Justice – 5%
- ▣ Possessions – 3%
- ▣ Other – 0%
- ▣ 88% of residents rate their overall health as being good
- ▣ 83% of residents are either satisfied or very satisfied with their life
- ▣ 80% of residents feel either happy or very happy
- ▣ 83% of residents consider their quality of life to be either good (56%) or very good (27%)

The main reasons reported as contributing residents' high quality of life are:

- ▣ Personal reasons – 57%
- ▣ Health reasons – 16%
- ▣ Professional reasons – 11%

Reasons relating to area you live:

- ▣ Financial reasons – 3%
- ▣ Other – 3%
- ▣ Prefer not to say – 4%
- ▣ 55% of residents feel that their quality of life has remained the same over the past five years
- ▣ 23% of residents feel that their quality of life has improved over the past five years
- ▣ 86% of residents who are employed are either satisfied or very satisfied with their work / life balance

The above quality of life related outcomes are encouraging, with a significant majority of the overall population reporting a high quality of life rating.

This survey has also produced results at *Municipal District* level and it is anticipated that future sub-county analysis will identify localised trends for action at the community level. These Municipal District level results can be used by the Local Community Development Committees and the Economic Strategic Policy Committee to monitor performances at the local level and to benchmark results at the regional level.

Within the findings of the survey, of particular note is the identification by residents of the things that are most important to them. In particular, *family and home life, physical health, personal happiness and friendships* are noted as being strongly valued by residents – reflecting the results



of similar surveys conducted internationally over many years. This key finding is at the heart of our collective endeavours and, hence, at the heart of this LECP process.

Put simply, employment, income, public transport, education, wealth, etc. are critical tools – but they are only tools – in our achieving personal well-being. While engagement with employment, education and similar pursuits can be in themselves fulfilling, their fundamental purpose is as a supporting mechanism to our personal and collective (family and community) contentedness.

This is not to suggest that by identifying our personal and collective satisfaction as the centrepiece of this conversation we are relegating economic considerations. Quite the contrary, population seeks out places that can provide a high quality of life and investment follows population. Hence, by providing for the things that people value most, we also provide the foundation for economic investment and prosperity.



## Section 2 - Key Cork Assets

# KEY CORK ASSETS

The following section of this plan describes the Cork region under a number of asset headings. These headings reflect the key strategic Cork assets identified via the consultations, research and consideration of Government policy that underpins this LECP.

It is recommended that these issues, if managed well, will form a core body of Cork assets. Put simply, these are the potential strengths upon which the future Cork region can be built. It is important to note at this juncture that many plans, organisations and working groups are already in place to progress our region under the headings identified below. This LECP process seeks to build on those collaborative and productive efforts already being advanced (i.e. *CASP, Energy Cork, Cork Smart Gateway, Joint Cork Housing Strategy, Cork Tourism Taskforce, Cork Building Our Brand Strategy*, and many more similar collaborations).

It is also important to note that, as an economic and community process, this list of key Cork assets are likely to evolve over time – reflecting the dynamic nature of communities, environments and economies. The methodology employed within this process reflects this dynamism and the assets identified can be amended as required.

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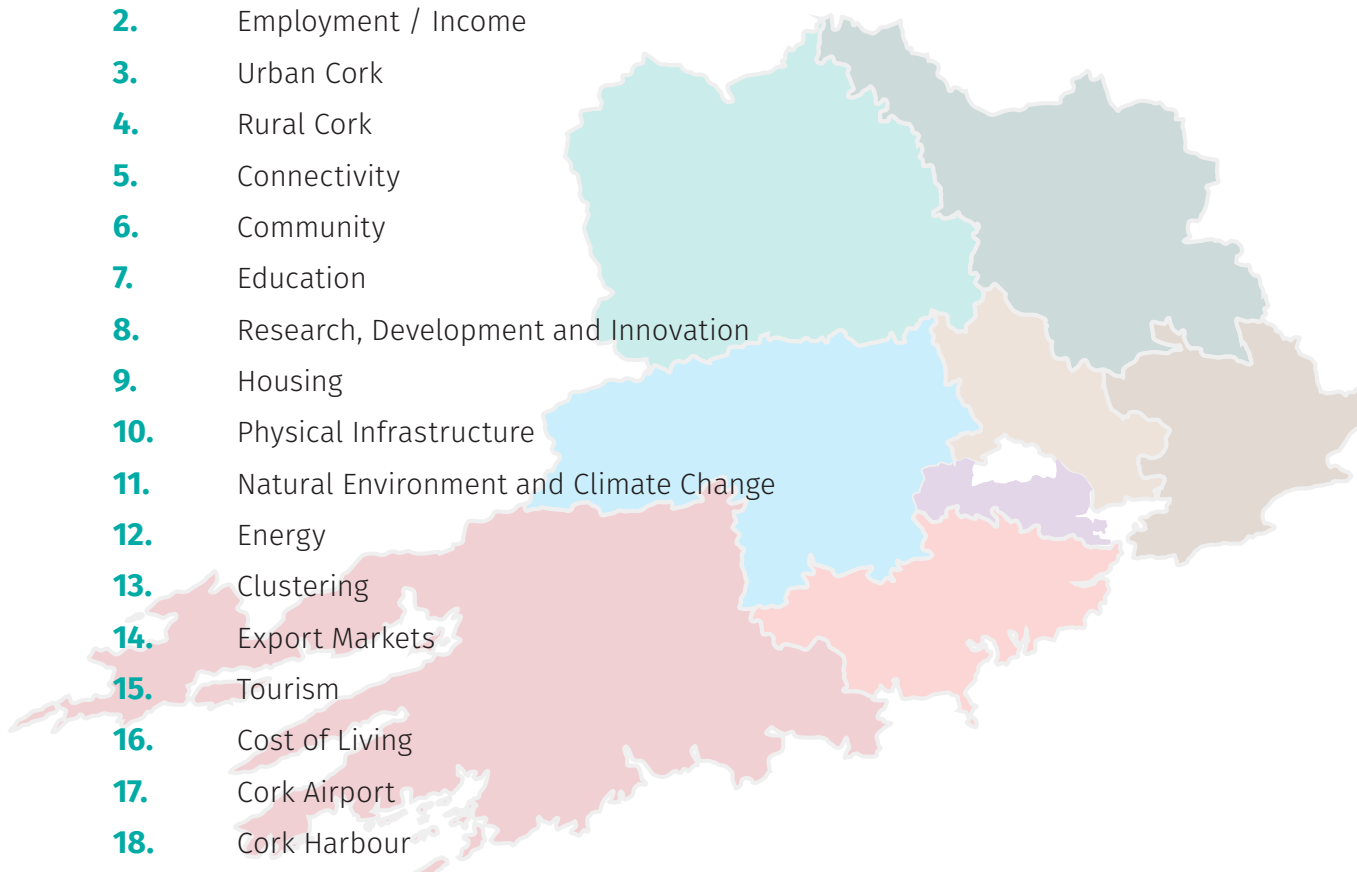
It should be further noted that:

- Different assets represent different priorities to individuals and groups. This list seeks to encompass the assets that are central to the ambitions of all existing stakeholders – economic and social – as well as potential future stakeholders (future residents, investors, etc.).
- Some assets are performing well and need to be protected
- Some assets only exist in part and need to be enhanced

- Some are new assets that need to be developed
- Not all assets are of the same scale or complexity
- Some assets will require significant energies applied, others not so much or very little actions at all
- Assets can be social, natural, economic, physical, or psychological
- Assets can be deleted, added or amended as the process evolves

### Key Cork Assets Identified

1. Human Capital
2. Employment / Income
3. Urban Cork
4. Rural Cork
5. Connectivity
6. Community
7. Education
8. Research, Development and Innovation
9. Housing
10. Physical Infrastructure
11. Natural Environment and Climate Change
12. Energy
13. Clustering
14. Export Markets
15. Tourism
16. Cost of Living
17. Cork Airport
18. Cork Harbour
19. Health
20. Family and Home Life
21. Social Inclusion
22. Multiculturalism
23. Social Activities
24. Arts, Culture and Heritage
25. Security
26. Regulatory Environment
27. Values
28. Institutional Relationships
29. Data Co-Ordination
30. Reputation and Brand





The followings section of this plan sets out a brief narrative around each asset and sets the context for the asset's future protection and progression. Also identified are the *key asset management goals and initial actions* for each asset.

It is appropriate that this LECP *process* allows for the goals and indicators identified to change as the process evolves over time. In fact, it is critical that change is facilitated, as required, to reflect the dynamic nature of social and economic planning. It is hoped that within the framework presented herein, that each asset will be collectively shaped, managed, progressed and monitored by the relevant agencies and stakeholders.



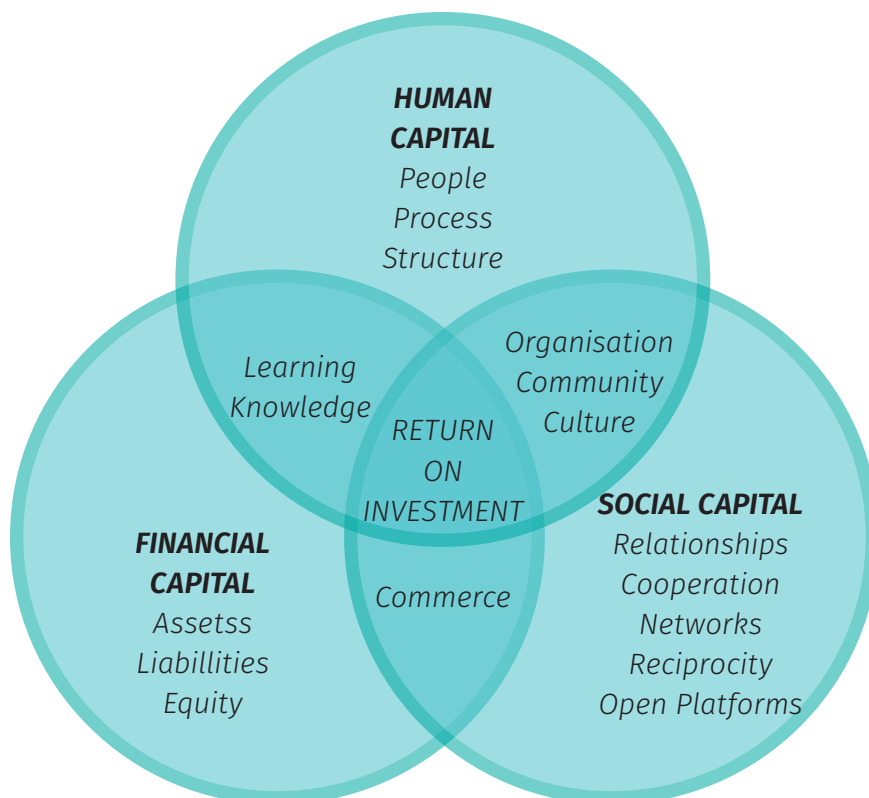
# 1. HUMAN CAPITAL

The OECD describes human capital as ‘*competencies and attributes embodied in individuals that facilitate the creation of personal, social and economic well-being.*’(OECD, 2001). It is essentially the raw material of our society. The concept of human capital recognises that the quality of all of us who contribute to society can be improved by investing in us. The education, experience and abilities of residents have an economic value for investors and the wider economy, as well as a social value for our communities and society as a whole.

The OECD has called skills the ‘*new global currency of 21st century economies*’ and many countries place a major focus on human capital development via investment in education and training, raising skill profiles, productivity and attractiveness to international investors. However, human capital development is not the sole preserve of our economic narrative. The creation and facilitation of residents who are engaged with society and motivated to improve our communities are a key asset that provide societal and economic benefits – *social entrepreneurship* being a case in point.

Human Capital is one of three key ingredients to delivering a successful economy with the other two ingredients being *Financial Capital* and *Social Capital*.

## Human Capital: A Key Catalyst for a Successful Economy





## Importance of Human Capital

Human Capital plays a critical role in the delivery of socio-economic success and higher levels of continued education – in the widest sense of the word – is a key factor in forming human capital. People with better education tend to enjoy higher incomes, better health, higher levels of life satisfaction, etc. – resulting in attendant benefits to society, economically and socially.

The Irish Government has recognised that human capital is the ‘*single most important horizontal enabler of the National Research Priorities Exercise (NRPE)*’. The active participation of the Department of Education and Skills, the Higher Education Authority and the Irish Research Centre has aligned a number of significant developments with the implementation of the NRPE. Published in 2011, the *National Strategy for Higher Education to 2030* is the roadmap for the future development of the higher education sector. This fundamental reform recognises that if Ireland is to achieve its ambitions for recovery and development within an innovation-driven economy, it is essential to create and enhance human capital by expanding participation in higher education.

Of course, our ability to facilitate the full participation in society of all residents is a key element in the development of our human capital. This plan sets out a roadmap for how our young, economically active population can be retained and a similar population cohort attracted to choose Cork as a place to live and work. However, we also recognise that it is economically and socially beneficial for us all to remove the socio-economic barriers that exist for some residents in fulfilling their own potential. As set out in the *Social Inclusion* section of this plan, we must strive to ensure equality of opportunity for all.

## Human Capital – Cultivated, Retained and Acquired

Policy makers acknowledge the critical role of a strong human resource base in complementing other investments and policies that seek to boost productivity and economic progress. The Irish Government seeks to ensure that citizens are equipped with the appropriate skills that are required to deliver a productive economy and a successful society. However, labour markets and societies are continually evolving and, hence, we are required to be flexible in how we develop our human capital and the relevant skill sets that underpin our economy and social evolution.

### The OECD states:

*‘Skills development is more effective if the world of learning and the world of work are linked. Compared to purely government-designed curricula taught exclusively in schools, learning in the workplace offers several advantages: it allows young people to develop “hard” skills on modern equipment in a workplace, and “soft” skills, such as teamwork, communication and negotiation, through real-world experience.’*

Of course this OECD narrative and sentiment can be extended to the realm of community also. Via the comprehensive LECP consultation process and the *Quality of Life Survey*, this plan process is reminded of the key societal characteristics that have been demonstrated by communities and continued to be highly valued, such as; resilience, engagement, connectedness, inclusivity, etc. The impacts of our education and public leadership processes have significant impacts on what form our human capital takes, and thereafter, what form our communities take.

A central issue for policy makers is to link education and human capital development to labour market and societal needs. In doing so effectively, we will retain the talent we create, become more attractive to overseas talent, reinforce our attractiveness to investors and, critically, create the society that we want.

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## Population Growth

Ireland's current population is predicted to grow from just over 4.5 million to between approx. 5.6 million and 5.9 million - using mid-range scenario planning from CSO's *Population and Labour Force Projections 2016 – 2046*.

Under the strongest scenario the population is projected to grow by 2.2 million to 6.7 million. Under the more moderate migration assumption the population is projected to be 5.6 million, while under the most negative scenario the population would not increase above 5 million. The difference in population between the highest and lowest outcomes by 2046 is 1.7 million.

**Current Population 4.5 million**

**Projected 2046 Population 5.75 million**

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## Historic Population Pattern

At the emergence of the 20th century, Cork and Dublin each consisted of approx. 400,000 population, while at the provincial level Munster and Leinster were each approx. 1.1 million population. At that time, the next largest county populations were of Mayo and Galway at just under 200,000, with Limerick at approx. 150,000. Provincially, Connaught and Ulster each has approx. 650,000 and 350,000 population respectively.

Today, the population of Dublin and its contiguous urban boundary stands in excess of 1 million, while the same figure for Cork is approx. 200,000. This divergence increases when comparing 'urban Dublin' (Dublin City and its contiguous urban area) and its hinterland (Greater Dublin Area) with 'urban Cork' and its hinterland – approx. 1.6 million and approx. 500,000 respectively. (Hughes, B.: *The Greater Dublin Area: Ireland's Potential City-State of the Early 21st Century*. Doctoral Thesis. Dublin, Dublin Institute of Technology, 2010.)

Hence, in just over 100 years and starting from a similar population base, urban Dublin has outgrown urban Cork by an approx. 8:1 ratio. In national terms, Dublin has emerged to dominate the state in terms of population and, hence, economically.

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## Future Spatial Implications

The CSO's *Regional Population Projections* for the period 2016-2031, states that it is likely that regional population increases will largely occur in Dublin and the Mid-East (the GDA) – accounting for 65% of projected total population growth. This is unsurprising, as population increases faster in locations adjoining larger urban areas.

The above growth prediction will result in all regions outside of Dublin and the Mid-East, albeit increasing actual population marginally, losing population share overall. It is clear that in the absence of an effective investment package to underpin an alternative to the above scenario, the national

spatial impacts of population growth (Dublin focussed) will continue.

### **National Spatial Policy**

The former *National Spatial Strategy* (NSS) identified and acknowledged this spatial and economic imbalance, seeking as a key priority the creation of other places to be similarly strong (to the GDA) on a national and international scale. The *National Planning Framework* currently being conceived by Government will update the NSS within our current national socio-economic context.

As discussed earlier in this document, population mass is known to be a critical stimulant for modern socio-economic growth. Larger population allows for local services to be actively supported, but perhaps more importantly it provides access to a larger employment population. This is a key consideration in supporting inward investment.

Population growth can occur in two ways – through natural growth rates and in-migration. Natural growth rates for Cork have historically been undermined by out-migration. However, with a base Cork population in excess of 500,000, the Cork region has a sufficient platform now to support its transition to an international standard city-region.

### **Age Dependency Ratio**

Age Dependency Ratio – often referred to as *Dependency Ratio* – simply indicates the ratio of economically active persons to those who are economically inactive. Dependency ratios indicate the potential effects of changes in population age structures for social and economic development, pointing out broad trends in social and economic needs.

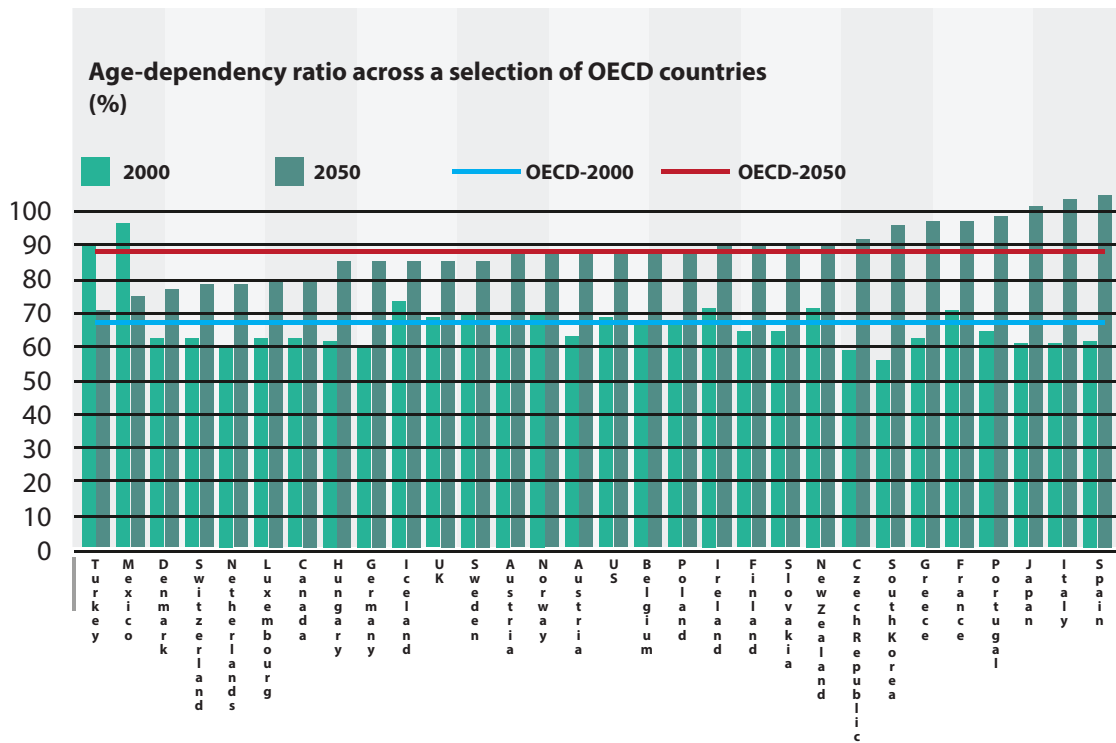
Economically active persons will pay more taxes – income, corporate, sales and VAT, etc. – while the economically inactive group tend to be recipients of government spending – education, pensions, healthcare, etc.

Hence, an increase in the Dependency Ratio can cause fiscal difficulties for governments and, by extension, can impact on the quality of life for residents. Countries where the economically active cohort significantly outweighs the economically inactive cohort feel the benefit of their combined socio-economic endeavours more than in countries where the opposite balance exists. Put simply, in an ageing scenario, more needs to be provided for with proportionally less to provide with.

### **Projected Dependency Ratio**

While predicting Dependency Ratios involves a number of variables, the following OECD *Demographic and Labour Force Graph* explains the overall future trend.

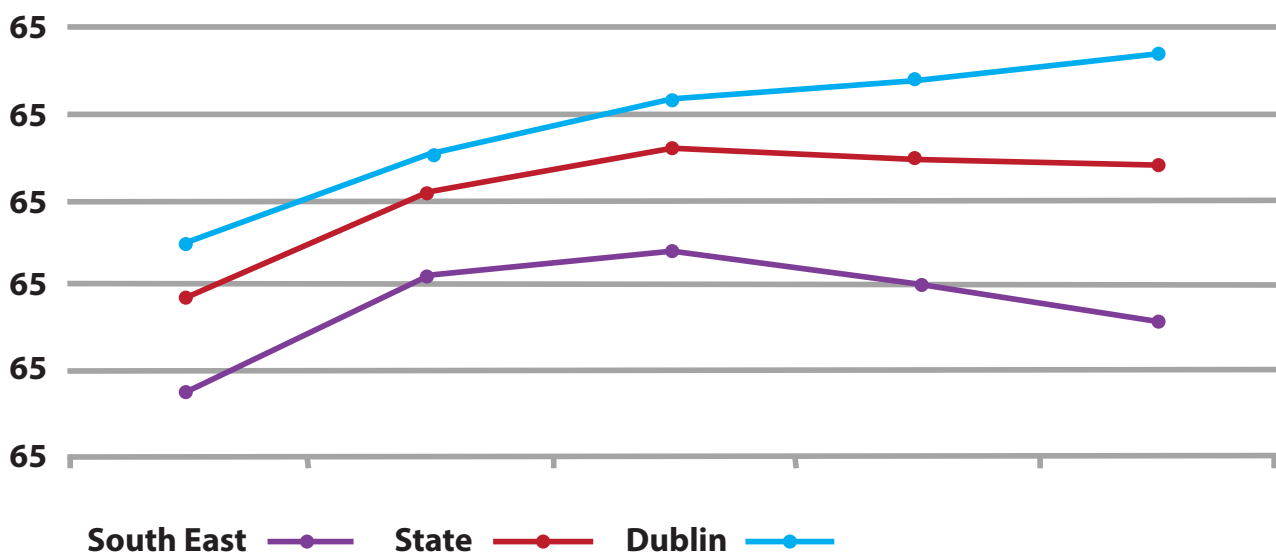




Note: Age-Dependency ratio is defined as the share of population aged less than 20 or more than 64 as a percentage of the 20 to 64 population.

The CSO, under its M2F2 Scenario (*Traditional*), projects that Ireland's Dependency Ratio will increase from 49% to 57% nationally by 2031, with 64% projected for Dublin - where under that scenario most population growth will continue to occur.

### Projected Total Dependency Ratios, Ireland: CSO Regional Population Projections 2016-2031



## Implications of Changing Dependency Ratio:

By comparing the group of the population most likely to be economically active to the group most likely to be economically dependent, changes in the Dependency Ratio provides an indication of the potential future social support requirements required to maintain our levels of service provision. This in turn allows us to identify services that may become stressed by increased demand which, if not planned for, will have an adverse impact on our collective quality of life. These services include our healthcare, transport, education, etc. and are critical to our quality of life.

Specifically in employment terms, Dependency Ratio has a critical role to play in terms of attracting private investment, as well as determining the type of employment we should be targeting. Firstly, within the modern, international economic system that we operate, a relatively young and well educated workforce is key in attracting inward private investment. Secondly, the ratio of economically active persons to economically inactive persons will play a significant role in determining the levels of social supports we can provide and, hence, our quality of life. Put simply, if we have a relatively reduced number of economically active persons in Cork, we need to offset this by a) increasing proportionally our per capita income (to pay for social supports that we all require) and b) deliver our services more efficiently.

### Asset Management Goal

To promote and co-ordinate actions that will ensure the development of human capital within Cork to meet the current and future socio-economic needs of the region

### Opportunity

#### Action 1

In 2017, in conjunction with the *Education Asset Management Group*, to identify the key educational needs (in conjunction with the *National Strategy for Higher Education to 2030*) required to meet the projected future economic vision for the Cork region

#### Action 2

In 2017, develop a programme of actions to achieve the Government's targets regarding entrepreneurship and start-ups, as set down in its *2014 National Entrepreneurship Policy Statement*

#### Action 3

In 2017, develop a programme of actions to meet the personal development needs of Cork residents

#### Action 4

In 2017, develop a programme of actions to facilitate residents in extending their economic and social participation



## Place

### Action 5

In 2016, to engage with the *National Planning Framework* process, in order to advocate for the sustainable growth of the Cork regional population in excess of its growth rates over the past 20 years.

### Action 6

In 2017, develop a programme of actions to enable the Cork region to retain its youth population into adulthood

### Action 7

In 2017, develop a programme of actions to enable the Cork region to attract former residents to return

### Action 8

In 2016, develop a programme of actions to enable the Cork region to be attractive for in-migration

## Vision

### Action 9

Within the lifetime of this plan, to develop a *Human Capital Index* to monitor and measure the key socio-economic attributes of Cork residents



# 2. EMPLOYMENT & INCOME

## Background

Our ability to create and sustain employment is crucial for the development of an advanced economy. Unemployment, and the corresponding lack of income, has significant social and economic costs, to both the unemployed and society as a whole. Unemployment is a barrier to individuals, families, neighbourhoods and communities, while job creation brings real, tangible, direct and indirect socio-economic benefits, not only for those employed but for wider society.

When discussing employment and income, an obvious starting point is to ask, *why do we work?*

Responses to this question can be varied, but largely are grouped around the following themes;

- ▣ *Life and society depends on our willingness to work*
- ▣ *Personal income and material needs*
- ▣ *Personal and social values*
- ▣ *Personal satisfaction*

While most employment analysis is based on the concept of income, deriving an income is not the sole reason we work – albeit the principle reason we do so. Hence, while this section seeks to focus primarily on the income derived from employment, it is important to acknowledge that in an ideal scenario we should strive to provide areas of work from which we derive satisfaction as well as income.

It is also important to note that our requirement to work is impacted upon by how efficiently we are collectively organised. For example, if our public services (healthcare, transport, education, housing, etc.) are delivered as efficiently as possible, our need to work is minimised and the benefits are maximised.

Furthermore, as set out in the *Human Capital* section of this plan, the number of persons we have working (our *workforce*) are key determinants in the type of employment we need to attract and the level of per capita income we require to maintain a relatively high overall standard of living. The EU, through its *Europe 2020 Strategy* is striving for full employment economies. In Ireland this is being delivered through targets set out in the *National Reform Programme* on education, employment and social inclusion.

The headline employment target in the *National Reform Programme 2015* is as follows:

*To raise to 69-71% the employment rate for women and men aged 20-64, including through the greater participation of young people, older workers and low-skilled workers, and the better integration of legal migrants.*

Progress is being made toward this target. The employment rate for women and men aged 20-64 was 67% in 2014, up by more than 3% since 2012, showing a continuing improvement in the labour market after a fall from 74% in 2007.

In Cork, the unemployment rate is approx. 10%, which is significantly lower than the national average. Furthermore, this figure is a significant reduction on the 14% unemployment rate recorded in 2014.

### **South West Action Plan for Jobs 2015 - 2017**

The regional *Action Plan for Jobs* (APJ) gives effect to themes and actions that will underpin the restructuring of the regional economy from an over-reliance on credit financed domestic consumption and residential property construction, to a more sustainable economic model. There are almost 300 actions in this plan across all sectors, involving all Government Departments and approx. 50 delivery agencies.

This is a comprehensive and detailed plan that addresses the needs of all relevant employment sectors within the region. It additionally identifies actions around cross-cutting and enabling measures that will support future employment growth.

There is significant overlap between the APJ and the LECP and, hence, this LECP does not seek to reproduce the detailed work undertaken by the APJ. Rather, this plan seeks to facilitate the implementation of the APJ via complementary actions and a complementary process.

The APJ sets out detailed actions regarding:

- ▣ *Agri-food and Drink sector*
- ▣ *Tourism*
- ▣ *Global Business Services*
- ▣ *Construction*
- ▣ *Engineering and Manufacturing*
- ▣ *Retail*
- ▣ *Lifesciences*
- ▣ *ICT sector*
- ▣ *Multimedia, Culture, Content and Design*
- ▣ *Energy, Green Economy and Marine*
- ▣ *New Sources of Growth and Demonstrating Solutions to Grand Challenges*

In addition, the APJ sets out additional detailed actions regarding enabling measures, including:

- ▣ *Branding and Marketing the South West Region*
- ▣ *Driving Entrepreneurship*
- ▣ *Building Enterprise Capability and Connections*
- ▣ *Fostering Innovation*

- ▣ *Attracting and Embedding Foreign Direct Investment*
- ▣ *Social and Community Enterprise*
- ▣ *Enhancing Skills and labour Market Activation*
- ▣ *Enhancing the Business Environment*
- ▣ *Key Infrastructure Requirements to Support Enterprise*

As a detailed employment plan of action for the region, the APJ sets out the next steps in the progressing of the above employment sectors – providing focus for the future endeavours of economic and employment-related delivery agencies. Those endeavours will ultimately result in the removal of many of the barriers that exist to employment growth, as well as stimulating employment opportunities.

While this LECP seeks to support all of the actions as set out in the APJ, it also extracts a small number of sectors identified by the APJ that have a locational or overarching importance for Cork.

These include:

- ▣ *Human Capital – reflecting importance of developing workforce and communities*
- ▣ *Tourism - reflecting benefits of enlarging our economic market, as well as the role that tourism plays in sustaining Cork’s rural economy*
- ▣ *Exports – again reflecting benefits of enlarging our economic market, as well as the growing role that exports can play in sustaining Cork’s overall economy*
- ▣ *Energy – reflecting not just the employment growth potential of this sector, but also the critical role that sustainable energy plays in underpinning our society*

A number of other themes identified in the APJ, such as, infrastructure, Cork International Airport, Cork harbour, connectivity, etc. are also included in this LECP as distinct assets.

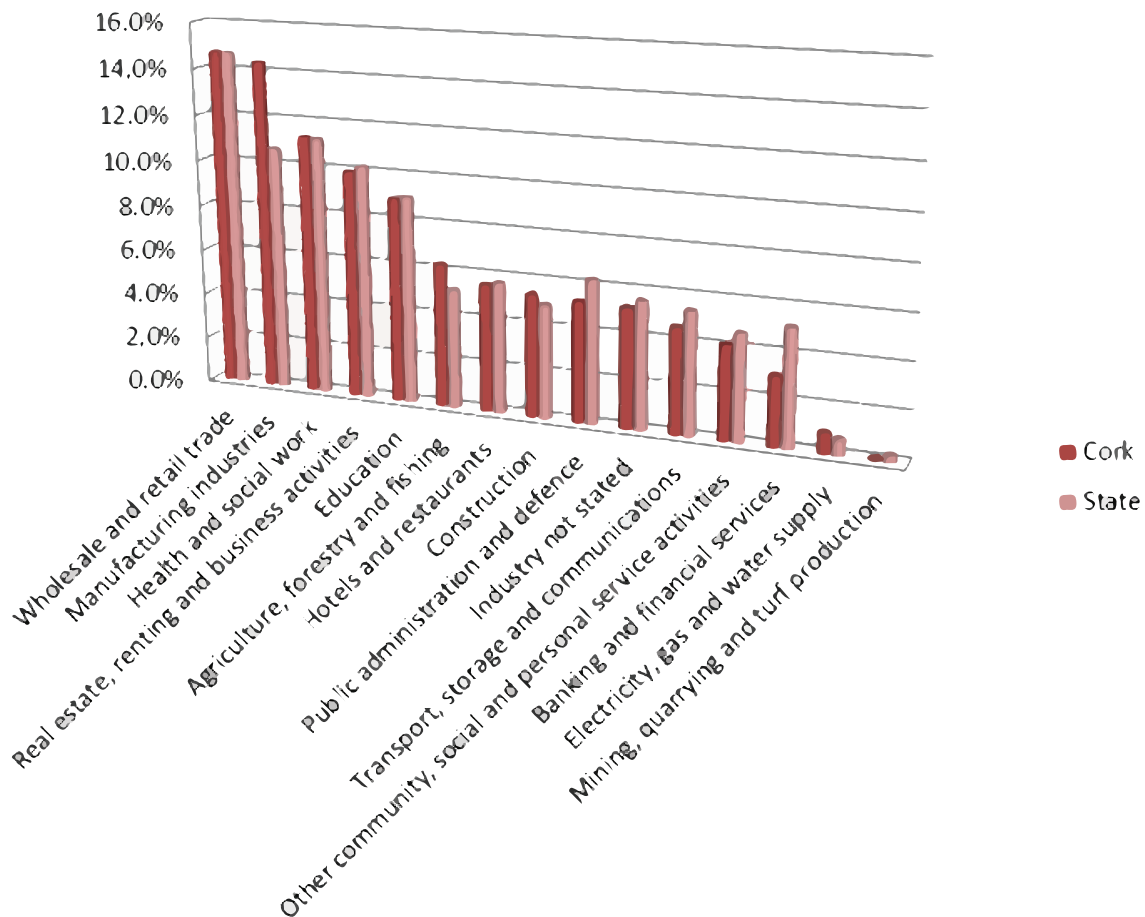
### **Cork Economy & Labour Market**

The economy of County Cork is broadly based and diverse in its makeup, reflecting its geography and its diverse employment asset base. This diversity of employment is as a direct result of significant collaborative efforts of key stakeholders and delivery agencies within the Cork region over the past two decades.

In recent decades, changes in the global market have seen the general manufacturing activities established in the mid 20th century decline, whilst increased access to European and world markets has stimulated the development of the agriculture, marine and food production sectors. However, there has also been significant investment in modern technology based manufacturing in sectors such as electronics, pharmaceuticals and medical devices. The service sector has also grown significantly as modern Information Communications Technologies developments have enabled Cork to serve global markets.

Cork’s employment base continues to grow and diversify, underpinning our future economic sustainability. The APJ, supported by this LECP process, gives direction to our future collective employment endeavours.

## Employment Sectors 2011 - Cork v State



### Modern Employment Needs

If Cork is to continue to grow its economy, it is critical that we create suitable supporting infrastructure at appropriate locations to support employment growth. Our employment sectors have significant growth potential, particularly within the agriculture/fisheries/food, office based industry, technology, innovation, education and tourism sectors – all aimed in particular at the export / foreign investment markets.

Cork, located at the edge of Europe, outside of the continental landmass, and with a limited domestic market, needs to protect and enhance its economic relevance within an international context. By removing barriers to Cork exporters, by creating real estate and other infrastructure that will attract foreign investment, by facilitating a creative operational environment that will stimulate entrepreneurship and innovation, by aligning education provision with our critical needs, and, by attracting tourism, we will continue to facilitate the provision of employment opportunities.

The removal of barriers to allow for our economic ambitions to be realised will entail a wide range

of specific actions. Those actions are outlined in the regional *Action Plan for Jobs*. However, further policy and regulatory shifts will be required across a number of other sectors to accommodate our future needs, such as; development of modern urban offices, public transport orientated employment locations, enhanced transport network, enhanced conduits for foreign market exports, increased agency interaction within innovation sector, etc.

## Income

Gross incomes are important, however, they must be set within a disposable income context – reflecting the relationship between overall income and cost of living. While per capita income in Cork is below, not unexpectedly, that of Dublin, it is telling that only Dublin, Kildare, Limerick and Cork have per capita *disposable incomes* that exceed the state average.

## Employment Focus

Underpinning the above narrative is the fact that, as a society, we are ageing. As set out in the *Human Capital* section of this plan, a proportional reduction in our economically active population cohort will put a strain on our ability to maintain our disposable income and standards of living. To this end, it is critical that we achieve three key aims:

1. Retain our young population as part of our economically active population cohort
2. Attract in-migration to Cork of economically active persons
3. Target employment that will increase our overall per-capita income

Cork certainly has the existing asset base to provide an attractive economic and social package within Cork to existing residents, future residents, and potential investors. If we collectively organise ourselves around those assets, sharing a common purpose, we will facilitate the sustainable growth that is required to sustain our living standards.

### Asset Management Goal

To maximise employment and income levels within the Cork region by supporting the programme of actions set out in the South West Region Action Plan for Jobs 2015 – 2017.

### Opportunity

#### Action 1

In 2017, develop a programme of employment related actions to increase the attraction of the Cork region in retaining its recently emerged and emerging workforce

#### Action 2

In 2017, develop a programme of employment related actions to increase the attraction for in-migration to the Cork region of economically active persons

**Action 3** >Continued Overleaf



In 2017, develop a programme of actions to facilitate employees who desire to extend their employment participations

#### **Action 4**

In 2017, to advise the *Human Capital and Education Asset Management Groups* in their identification of the key educational and skills needs required to meet the future economic and employment vision for the Cork region, as well as developing a programme of actions to facilitate collaboration between educational institutions and industry in the delivery of strategic programmes and research at third level.

### **Place**

#### **Action 5**

By 2018, to advise and assist the *Urban Cork and Rural Cork Asset Management Groups* in their completion of an audit of existing employment premises / facilities and in their development of a system of on-going monitoring

#### **Action 6**

During the lifetime of this plan, to advise the *Physical Infrastructure Asset Management Group* as to the protection and enhancement of Cork's key employment related infrastructure assets

#### **Action 7**

By 2017, in collaboration with the *Urban Cork and Rural Cork Asset Management Groups*, to develop a programme of actions to ensure the provision of a suitable choice of employment premises choice, by location, type and cost

### **Vision**

#### **Action 8**

In 2016, to develop a programme of priority actions for Cork arising from the *South West Region Action Plan for Jobs 2015 – 2017*.

#### **Action 9**

In 2017, to develop a programme of actions to increase the per capita income for the Cork region

#### **Action 10**

Within the lifetime of this plan, to develop an *Employment Index* to monitor and measure the key employment attributes of the Cork region



# 3. URBAN CORK

## Urbanisation

In 2008, for the first time, more than half the world's population are living in urban areas. This global trend has been influenced greatly by the expansion of the world's largest cities, as the number of mega-cities (more than 10 million inhabitants) and meta-cities (more than 20 million inhabitants) continues to increase.

However, it is also of note that smaller cities are playing a far more significant role in facilitating this process. More than 50% of the global urban population live in cities with less than 500,000 inhabitants and 20% of the global urban population live in urban areas of between one million and five million inhabitants. These smaller cities, cities that share greater similarities with Irish cities, are predicted to grow at a faster rate than the larger conurbations for the foreseeable future.

This urbanisation trend is also occurring in Ireland, with between 60% and 70% of Irish residents now residing within urban areas. That urbanisation is occurring in Ireland as well as internationally is not surprising, as the primary driver of this trend is the global economy. Economic growth generally, for a variety of reasons, favours urbanisation and reflects the specialisation that underpins modern economics. The section on *Cork Cluster* within this plan reflects on the important role of that clusters play for our industries, and urban areas play a key role in this regard also – as significant social and economic clusters that drive innovation and change.

In addition, urban areas tend to provide more choice to residents and, hence, are often socially (as well as economically) attractive. Therefore, urbanisation is set to continue within Ireland.

## Urban / Rural

However, how *urban* is defined is critical at this juncture - as not all *urban dwellers* live in our cities, but often live within a certain travel range outside of our cities. It is of note that between 2002 and 2006, the population within Irish city council boundaries increased at a significantly lower rate than for other areas. Furthermore, local authority areas closest to cities have experienced the highest population growth rates, for example; Fingal – 20%, Meath - 21 %, Cork County and Galway County – approx. 11% each.

Therefore, urban and rural areas cannot be described in simply spatial terms, but must also be described in socio-economic terms. We have choices to make that will determine the form that our future urbanisation will take and urbanisation should not be considered incompatible with the sustaining of rural areas within an Irish context (see also section on *Rural Cork*). As stated above, how we define urban is critical. Urban, in its general usage, refers to persons living and working within urban masses (cities and large towns), however, the reality is more complex.

The *Cork Area Strategic Plan* (CASP) reflected the above narrative, focussing on *Cork City* and *Met-*

*ropolitan Cork* – but also the population that lives within 45 min / 1 hr travel distance of Cork city centre, considered collectively as a single market for jobs and housing. This catchment, described as *Cork Ring*, reflects the reality of the social and economic choices that people make. We all engage with life – economic and social – in varying ways and construct lives that reflect our own values and priorities.

Therefore, to be considered an important active participant in *Urban Cork* does not require a person to reside within Cork's central urban mass, but rather to have relatively strong social and economic links with the urban core. How we organise these links, in spatial terms, will influence greatly how successful our social and economic development will be.

## Future Cork

If Cork is to achieve a population level that will allow it to continue to be economically relevant, as well as to play an important national role in facilitating the projected national population growth up to 2046, our socio-economic and spatial planning must inform how Cork's future overall population will organise itself. This is key to our future collective success – locally, regionally and nationally.

While this LECP process seeks to remove barriers to persons achieving their social and economic ambitions within Cork, an unstructured approach to this expansion would certainly lead to inefficiencies and a reduction in our overall quality of life. A future strategic spatial plan to give economic, social, environmental and spatial direction to our future growth is critical – similar to the important and successful regional role that CASP fulfilled.

A growing Cork, underpinned by a collective spatial, economic and social vision, offers the following opportunities:

- *Driver for regional inward investment*
- *Facilitates branding and promotion*
- *Offers choice to residents as to how they live*
- *Achieves regional critical mass*

Within this context, transport and density of development require particular mention.

## Transport and Density

While the provision of a range of social, economic and environmental infrastructure is vital to underpin planned for expansion, the provision of a transport *network* within *Metropolitan Cork* is critical - and with linkages into *Cork Ring* and its rural hinterland. Public transport in particular, if organised efficiently, has the potential to shrink travel times, increase cost competitiveness, enhance socio-economic choice to residents, allow for all residents to participate economically and deliver significant environmental savings.

Increased densities (residential and commercial) – but at *appropriate locations where density related trade-offs* are practical - will assist in the delivery of returns on public transport investment. In

particular, significant increases in commercial / office property densities and the replacement of the no longer suitable commercial / office premises within the urban core area is key to facilitating a planned expansion strategy to support the city centre. To complement this, by providing *dedicated* public transport corridors between Cork's urban core and those surrounding locations deemed appropriate for expansion, a range of densities can be facilitated that will provide important consumer choice.

The above narrative is predicated on the *National Planning Framework* identifying a role for the Cork region that envisages a significant population increase up to 2050, reflecting the goals of the former *National Spatial Strategy* (that sought to create viable alternative growth locations to the Greater Dublin Area). A transport-orientated planned expansion and centred on a modernised commercial urban core will give effect to any such strategy.



### Asset Management Goal

To promote *Urban Cork* as the key economic regional driver and to protect it from developing inefficiently, in order to retain its economic competitiveness.

### Opportunity

#### Action 1

By 2018, to complete an audit of existing residential stock and to develop a system of on-going monitoring

#### Action 2

By 2018, to complete an audit of existing employment premises / facilities and to develop a system of on-going monitoring

#### Action 3

By 2017, in collaboration with the *Housing Asset Management Group* and the *Rural Cork Asset Management Group*, to develop a programme of actions to ensure the provision of housing choice to residents, by location, type and cost

#### Action 4

By 2017, in collaboration with the *Employment / Income Assets Management Group* and the *Rural Cork Asset Management Group*, to develop a programme of actions to ensure the provision of a suitable choice of employment premises choice, by location, type and cost

### Place

#### Action 5

During the lifetime of this plan, to continue to advocate for, and facilitate, regional collaboration by local authorities, key stakeholders and delivery agencies

#### Action 6

On adoption of the planned for *National Planning Framework* >Continued Overleaf

and *Regional Spatial and Economic Strategy*, and in conjunction with the *Rural Cork Asset Management Group*, Cork City Council and other key stakeholders, develop a sustainable Cork spatial vision that will give effect to population growth targets set for Cork whilst ensuring the protection of natural environmental resources. This spatial vision for the Cork region will be consistent with the future NPF and RSES

## Vision

### Action 7

Within the lifetime of this plan, having regard to the targets for Cork as set out in the future National Planning Framework and Regional Spatial and Economic Strategy, and in conjunction with the Rural Cork Asset Management Group, Cork City Council and other key stakeholders, develop a sustainable spatial and transportation plan with the requirements of the SEA, Birds and Habitats Directives for the Cork region, to be co-ordinated with the programmes of infrastructure delivery agencies. The outputs of this spatial and transportation plan for the Cork region will be consistent with the future NPF and RSES

### Action 8

Within the lifetime of this plan, to develop an *Urban Cork Index* to monitor and measure the key socio-economic performance of *Urban Cork*





# 4. RURAL CORK

## Urbanisation

Globally, over 50 percent of the world's population reside in cities and within Europe over 70 percent are urban dwellers. This urbanisation is also occurring in Ireland, with between 60% and 70% of Irish residents now residing within urban areas – depending on how urban and rural are defined. This urbanisation – as discussed in more detail under *Urban Cork* herein – is set to continue for reasons largely connected to our modern economic system and personal choices.

However, urbanisation impacts on rural areas in varying ways. Some rural areas, particularly those within commuting distance of urban Cork, have experienced population increases while many other areas have seen continued decline. There is a clear relationship – in Cork, nationally and internationally – between population trends and proximity to urban centres.

## Population Shift

As stated under the *Human Capital* section of this plan, over 100 years ago Cork and Dublin each consisted of approx. 400,000 population, while at the provincial level Munster and Leinster were each approx. 1.1 million population. Today, the population of Dublin and its contiguous urban boundary stands in excess of 1 million, while the same figure for Cork is approx. 200,000. This divergence increases when comparing 'urban Dublin' (*Dublin City* and its contiguous urban area) and its hinterland (*Greater Dublin Area*) with 'urban Cork' and its hinterland (referred to as *Cork Ring*) – approx. 1.6 million and approx. 400,000 respectively.

Hence, the primary shift in population within Ireland over the past century has been toward Dublin and the Greater Dublin Area. That process, coupled with significant net emigration, has dominated the Irish population narrative. Rural population losses within Cork are not offset by a similar increase in urban dwellers within Cork city and its contiguous urban hinterland, as Cork's overall population has only increased by approx. 100,000 over the past century, most of which has occurred within the past 20 years. Allowing for a number of variables within a normal population growth rate range, it is reasonable to conclude that Cork's overall population would be approx. 50% higher if net out-migration was not occurring.

## Urban and Rural

In spatial, as well as socio-economic terms, urbanisation does not necessarily result in rural depopulation and general decline. In fact, in most jurisdictions, urbanisation has supported the rejuvenation of large rural areas. However, these positive impacts vary depending on the proximity and, critically, the *efficiency of connectedness* between the rural area and the urban centre. In most cases, those rural areas within a one hour travel distance of the urban centre have benefitted most from increased urban population. This effect can be clearly seen in Ireland within the historically rural counties close to Dublin, where significant growth has occurred in the most recent decades.



As also set out in the *Urban Cork* section, rural local authority areas closest to Dublin have experienced high population growth rates, for example, Fingal, Meath, Kildare and Wicklow.

Hence, urbanisation offers surrounding rural communities increased choice and makes investment into those surrounding rural areas more viable. This plan has acknowledged the long-term historical trend within Cork, where we have struggled to retain our overall natural population growth. This has created a significant barrier for Cork in general and for rural Cork in particular. If Cork can achieve the retention of its future population growth and attract inward migration also (supported by national policy) over the coming decades, we will provide the critical foundation for a sustainable urban and rural Cork.



## Connectivity

Critical to this vision however, is strategic planning and strategic investment in how we connect to our urban core. Unplanned for growth will always result in physical, social, environmental and economic inefficiencies. However, planned for growth can be accurately described as expansion that can bring increased efficiencies due to critical mass.

The *Cork County Development Plan* sets out a vision of a hierarchy of settlements, from central urban to rural village, with potential to plug into a public transportation network – as yet an unrealised network. This planned for interconnected hierarchy has the potential to offer real choice to residents as to how they wish to construct their social and economic lives.

This settlement hierarchy and its supporting transportation network are, however, critically linked to our future population. Within a future Cork population of up to one million, public transport investment becomes more realistic and will facilitate socio-economic choice – a critical tool in attracting people and investment. Hence, a Cork that has a long-term strategic vision could be a place where residents can choose a traditional urban lifestyle, a traditional rural lifestyle or a contemporary urban/rural life – without the social, economic and environmental inefficiencies that affect other locations.



## Peripheral Rural Areas

The above narrative focuses very much on urban / rural hinterland relationship. However, due to the geographic scale of Cork, approx. 100,000 residents live outside the 45mn/1hr travel distance zone. Furthermore, many communities are located within isolated coastal and islands areas. For these residents, their socio-economic relationship with urban Cork is less pronounced. However, that it not to suggest that these communities are less relevant within the modern socio-economic conversation.

In the first instance, these areas play an important economic role within Cork, and nationally, as centres of significant industry based on natural resources. Fisheries, agriculture, tourism, etc. are critical sectors of our economy, the importance of which will only grow. However, with the exception of tourism, these industries require less employee densities than previously. Therefore, within the economic future of these areas is a need to diversify their economic base, and, actions within this sphere are critical to the future viability of those areas (see also Employment section herein). A larger Cork, in population terms, will support economic diversification within rural Cork. Planned

expansion of Cork into its hinterland will bring a larger population closer to those peripheral communities and will, inevitably, allow for increased interactions (social and economic). In addition, targeted actions to grow exports (in particular, food related products) and imports (tourism) will be underpinned by a stronger urban Cork – where port, road, rail and air transport facilities can be expanded (see *Connectivity, Cork Airport and Cork Harbour* sections of this plan).

However, within this anticipated growth of Cork there remains the need to sustain rural communities as important participants in our regional future. If future overall regional growth will assist the sustainability of our rural areas, we must seek to protect our diverse rural communities in the immediate timeframe from further decline.

It is advocated in this plan that a combination of improved connectivity (transport and telecommunications) coupled with economic diversification will assist in protecting our rural communities in the short term. The provision of broadband connectivity (a significant issue raised during public consultations) will also be more feasible and affordable for all areas, within a significantly larger Cork. This connectivity will play a crucial role in rural economic diversification.

Urban and rural areas cannot be described in simply spatial terms, but must also be described in socio-economic terms. There is a clear and critical relationship between our traditional urban core and our traditional rural areas, and a stronger urban Cork will make for stronger rural areas within the county.

While we have choices to make that will determine the *form* that our future urbanisation will take, urbanisation should not be considered incompatible with the sustaining of rural areas within a Cork context. Our rural areas are a significant asset and a critical part of the suite of lifestyles that Cork can offer its residents.

Targeted interventions for rural area are important in this regard. For example, the REDZ (Rural Economic development Zones) initiative sought to develop and deliver a diverse range of projects with economic development objectives, aimed at enhancing the socio-economic vibrancy.

### **Asset Management Goal**

To promote Rural Cork as a key environmental, economic and social asset, to reverse depopulation where it continues to occur and to efficiently and sustainably manage growing rural area

### **Opportunity**

#### **Action 1**

By 2018, to complete an audit of existing residential stock and to develop a system of on-going monitoring

#### **Action 2**

By 2017, to complete an audit of existing employment premises / facilities and to develop a system of on-going monitoring

### Action 3

By 2017, in collaboration with the *Housing Assets Management Group* and the *Urban Cork Asset Management Group*, to develop a programme of actions to ensure the provision of housing choice to residents, by location, type and type and cost

### Action 4

By 2018, collaboration with the *Employment / Income Assets Management Group* and the *Urban Cork Asset Management Group*, to develop a programme of actions to ensure the provision of a suitable choice of employment premises choice, by location, type and cost

## Place

### Action 5

During the lifetime of this plan, to continue to advocate for, and facilitate, regional collaboration by local authorities, key stakeholders and delivery agencies

### Action 6

On adoption of the planned for *National Planning Framework* and *Regional Spatial and Economic Strategy*, and in conjunction with the *Urban Cork Asset Management Group*, develop a sustainable *Cork spatial vision* that will give effect to the population growth targets set for Cork whilst ensuring the protection of natural environmental resources

## Vision

### Action 7

Within the lifetime of this plan, having regard to the targets for Cork as set out in the future *National Planning Framework* and *Regional Spatial and Economic Strategy*, and in conjunction with the *Urban Cork Asset Management Group*, develop a sustainable spatial and transportation plan compatible with the requirements of the *SEA*, *Birds and Habitats Directives* for the Cork region, to be co-ordinated with the programmes of infrastructure delivery agencies. The outputs of this spatial and transportation plan for the Cork region will be consistent with the future NPF and RSES

### Action 8

Within the lifetime of this plan, to develop a *Rural Cork Index* to monitor and measure the key socio-economic performance of *Rural Cork*



# 5. CONNECTIVITY

Places that allow for the convenient and efficient *movement* of people, materials, goods and information form the centres of production where wealth is created. Our level of future connectedness – for people, goods and information – will play a critical role in our ability to grow Cork socially and economically.

Transportation brings goods and people together, and where commerce and culture are exchanged inevitably more people are drawn. Information sharing brings ideas together, stimulating innovations (see also *Clustering* section herein). Human settlements first clustered around seaports and waterways, while modern urban development typically revolves around useful transportation corridors, such as, roads and public transport systems.

Reflecting the importance of connectivity – physical and information – the Government last year established the *Connectivity Fund*. This fund will operate on a commercial basis, providing support for commercial investment projects with a connectivity theme, such as the development of ports and airports, but also open to providing support for projects that involve a wider definition of connectivity, including for example, data connectivity.

The way people use general transportation systems (physical and communications) informs the shape of our spatial development. In modern history, road transportation systems have dominated the spatial cycle allowing for the separation of employment, retail and housing areas. This separation, linked directly to the widespread use of private motor vehicles, has increased choice but has also increased the distances that residents travel on a regular basis. Such movement patterns have led to economic inefficiency, degradation of the natural environment and reduction in overall quality of life. Regarding telecommunications, those places with the highest levels of connectivity are the first to be explored for investment within our modern economy.

This plan seeks to build upon the established spatial development pattern of the Cork region, developed in recent years under the *Cork Area Strategic Plan (CASP)*. This plan also seeks to provide a potential vision for the region that will facilitate its transition to a region of up to one million population, facilitating growth generally, but also facilitating stability to those areas that have been affected by socio-economic decline. Our *connectivity* is at the heart of achieving this.

## International

The sections of this plan under *Cork Airport* and *Cork Harbour* discuss in greater detail the critical roles that our airport and harbour play in the socio-economic performance of our region. As an island nation with a relatively small indigenous population, our ability to move people and goods in and out of our country is vital. Within Cork's future vision as an attractive place to live and work, our international connectivity will be critical.

In modern economies, separation distances between places are less important than travel times. For example, travel times from Cork to Dublin and Cork to London are similar and – as discussed

earlier in this plan – by reducing those travel times further we can ‘move’ Cork closer to these centres of commerce and increase the beneficial effects of our inter-relatedness.

International telecommunication connectivity is also critical, with much progress having been made in recent years in this regard. Critically, Tier 1 fibre connectivity from Cork to the UK and US has recently been announced and will underpin our future international telecommunications connectivity.



## National

Cork’s primary national linkage is with Dublin, via the M8 motorway and the inter-urban rail route (where almost three million passenger trips were made in 2015). Improvement in both services, particularly the development of the M8, has reduced travel times to approx two and a half hours. There are currently no scheduled air services between Cork and the country’s other main urban centres.

If Cork, as the second largest urban centre in Ireland and with a considerable existing asset base, is to fulfil its potential as a counterbalance to Dublin’s continued spatial expansion, national connectivity will play a central role in achieving this. Further reductions in travel times between Cork and Dublin will make Cork an even more attractive proposition to inward investment – both for new ventures or for the expansion of existing companies. It is difficult to see how travel times on our primary inter-urban road route (M8) can be reduced further and, hence, air and rail would appear to be where improvements can be achieved in the medium to long term. To this end, Iarnród Éireann has recently announced service investment that will reduce travel times further to 2hr 15m, while Cork Airport Authority has been extremely active in seeking the development of a cost and time effective service to Dublin.



## Regional

As has been the case for Dublin and the Greater Dublin Area, a larger Urban Cork (see also *Urban Cork* section herein) can provide the stimulus for an economically stronger region (including Cork’s county towns and extending ultimately to Waterford and Limerick). Existing and planned for regional road network improvements will reduce future travel times within the region, creating more economic opportunities therein. However, the optimum, long term, strategic regional vision would be appropriately based on public transport enhancements - and in particular the creation of a co-ordinated rail and bus *network*.

Existing rail connections from Cork City to Mallow, Cobh and Midleton offer real transport choice to travellers – and commuters in particular. Usage of all three services is increasing, with Midleton and Cobh recording passenger numbers in 2015 of 312,000 and 745,000. High quality transport linkages with *Urban Cork* will allow regional town, and rural areas generally, to benefit from future regional economic uplift.

In terms of telecommunications connectivity, the absence of broadband is a significant socio-economic barrier for rural areas. Implementation of the *Government’s National Broadband Plan* is critical for households, businesses, farming, health, tourism, education and public services generally in those areas currently without reliable, usable connections. These journey time improvements, coupled with important ongoing measures to minimise trip demand to safeguard capacity on all National Roads, provide Cork with a high standard of road connectivity with Dublin.



## Local

The most critical piece of the connectivity hierarchy – particularly for transport – is the local transport network. This is the network that all international, national and regional connections plug into and, hence, if the local network is inefficient it will impact negatively on all other services.

The *Cork Area Strategic Plan* set out a transportation based growth plan for the Cork region, laying the foundation for the growth and expansion of Cork. It was the CASP vision that led ultimately to the re-opening of the Cork-Midleton rail line. A number of public transport service improvements have also occurred within the Metropolitan Cork area, including the expansion creation of additional bus routes.

Ultimately, Metropolitan Cork will require a public transport *network*. A *network* provides users with the opportunity to construct their own routes in a time and cost efficient manner, and its creation requires the continued collaboration of all key stakeholders – government agencies, transport bodies and local authorities.

Of course, public transport usage and population size are directly linked. Hence, by identifying a long term population growth target for Cork via the NPF and the RSES, all Cork stakeholders will be able to form a strategic growth plan for Cork that will facilitate *public transport orientated development*. *Continued co-operation between the two local authorities in Cork and the National Transport Authority is key to meeting the existing and future public transport needs of Cork. Significant planning and service re-organisation in the area of public transport has produced service improvements to meet demand, with future co-ordination building on same.*

### Asset Management Goal

To identify and promote actions that will enhance Cork's physical and technological connectivity and to develop sustainable and flexible connectivity options that can adapt to the changing needs of business and the community - locally, regionally, nationally and internationally in a manner that is compatible with protection and sustainable management of our natural resources.

### Opportunity

#### Action 1

During the lifetime of this plan, advocate for and support the roll out to all areas of County Cork the broadband connectivity planned for within the Government's *National Broadband Plan*

#### Action 2

By 2019, to complete an audit of all existing telecommunications infrastructure within the Cork region and to develop a system of on-going monitoring

#### Action 3

By 2019, to complete an audit of all existing transport infrastructure within the Cork region and to develop a system of on-going monitoring

#### Action 4

By 2019, to develop a programme of actions that will facilitate [Continued Overleaf](#)

increased usage of public transport, walking and cycling by all residents within the Cork region, as well as actions to reduce trip demand

### Action 5

By 2019, to develop a targeted transport strategy (strategic vision) that will identify medium to long term actions to reduce travel times between *Cork and Dublin* and between *Cork and London*, as well as with identified regional Gateways and Hubs (e.g. *Limerick, Waterford, Mallow, and Tralee-Killarney*).

## Place

### Action 6

By 2018, to develop a sustainable *regional transport plan for Cork County* and a programme of actions toward the creation of a regional transport network that

- a) will provide real choice to residents as to how they travel and how they construct their journeys within Cork;
- b) that facilitates the efficient interaction of Cork County, Cork Ring and Metropolitan Cork transport assets;
- c) that facilitates the efficient interaction of road, bus, rail, air and marine transport infrastructure; and
- d) that accommodates industry needs regarding the movement of materials, goods and people. The plan and programme of actions will be prepared in a manner which is compatible with the requirements of the *SEA, Birds and Habitats Directives*.

This transport plan should be developed in conjunction with the Southern Regional Assembly and Cork City Council.

### Action 7

On adoption of the planned for *National Planning Framework and Regional Spatial and Economic Strategy*, and in conjunction with the *Rural Cork Asset Management Group*, develop a sustainable *Cork spatial vision* that will give effect to population growth targets set for Cork whilst ensuring the protection of natural environmental resources.

### Action 8

Within the lifetime of this plan, having regard to and compatible with the targets for Cork as set out in the future *National Planning Framework and Regional Spatial and Economic Strategy*, and in conjunction with the *Rural Cork Asset Management Group*, develop a sustainable spatial and transportation plan compatible with the requirements of the *SEA, Birds and Habitats Directives* for the Cork region, to be co-ordinated with the programmes of infrastructure delivery agencies.

## Vision

### Action 9

Achieve during the lifetime of this plan an increase in the levels of usage of and satisfaction with public transport as reported to the *Cork Quality of Life Survey* by residents within each Municipal District

### Action 10

Within the lifetime of this plan develop a *Cork Connectivity Index* that will identify, measure and monitor the local, regional, national and international connectivity of Cork

# 6. COMMUNITY

Community is usually described as group of people in a given geographical location, but community can refer to any group sharing something in common. We are all part of multiple communities, variously defined by location, shared interest, etc., while in Cork we have unique communities such as our Islands and our Gaeltacht communities.

Communities are at the heart of our society. They are the places where we live and often work, where our families are, where our friends are, and where we largely interact with life. From the *Cork Quality of Life Survey*, 89% of residents value their communities and a similar percentage feel that they live in good communities. Furthermore, four out of five residents are involved with organised social activities, normally within their own communities.

A positive and productive community environment can have a significant beneficial impact on its membership and the opposite also holds true. We are attracted – to live and work – within positive environments that reflect our own values and ambitions. The family and community environments from which we emerge are significant determinants in the development of our human capital (see *Human Capital* section herein).

However, barriers can exist within communities that frustrate those values or impede those ambitions. Where such circumstances exist, we collectively attempt to intervene and create the circumstances where those barriers can be removed.

## **Community Organisations and Civic Engagement**

Community organisations can be described in various ways and include varying sectors. However, they can be generally grouped as organisations that provide supports and services on a voluntary basis to the betterment of society. Involvement in community groups and other organisations enhances a resident's sense of belonging and such belonging is fundamental to our sense of happiness and well-being. These community organisations have been supported by the work of Local Development Companies and Local Authorities, aiding their empowerment at local, national and European levels.

Civic engagement refers to the ways in which citizens participate in the life of a community in order to improve conditions for others or to help shape the community's future.

According to the *OECD Better Life Index 2013* concerning the public sphere, there exists a strong sense of community and moderate levels of civic participation in Ireland. Voter turnout, a measure of public trust in government and of citizens' participation in the political process, was 70% during recent elections, below the OECD average of 72%. However, Ireland scored second highest in the OECD for citizens volunteering time, giving money and helping a stranger. The OECD estimates that community volunteerism in Ireland equates in financial terms to 2% of our national GDP.

It is estimated that approximately two-thirds of Irish adults engage every year in contributing to and supporting the voluntary sector. In addition, this sector is a significant employer nationally. As Ireland's diversity increases, community and voluntary organisations will have an even more significant role to play into the future.

Principles for Effective Community/Civic Engagement include:

- Empower residents through meaningful inclusion and partnerships
- Build capacity of communities to engage
- Prioritize community knowledge and concerns
- Target resources to support ongoing engagement
- Facilitate mechanisms that encourage mutual learning

### Self Determination

Community work is concerned with the development and empowerment of communities through facilitating the active participation of people in addressing issues that affect them collectively. It can be done in a variety of contexts: in neighbourhoods, with specific groups, with partnership groups, local authorities and state agencies.

The multiplicity of agencies involved in assisting communities is both a reflection of the complexity of those communities and the wide spectrum of issues that affect them. The *Cork Quality of Life Survey* results indicate that while overall Cork County is performing well and that communities are reasonably vigorous, some variances occur. Not every community is challenged in the same way and not every community is coping with those challenges.

### Cork

The recent *Local Government Reform Act 2014* has commenced the restructuring of all Community & Voluntary Forums nationally. The previous *Directory of Community and Voluntary Groups in County Cork* (Cork County Council) is no longer in operation but initially comprised of approximately 1400 registered member organisations. It is being replaced by the *Public Participation Network (PPN)*. This PPN will be a primary link through which local government continue to connect and engage with the community.

However, local government is not the only actor in the community sphere, with much good work being undertaken by local development companies and government agencies. The process that this plan advocates, seeks to bring together all key community stakeholders and agencies to collectively remove barriers to community ambition.

The post-LECP structures seek to create a pathway for community voices to be heard and for the work of various agencies to be aligned. In particular, the newly established *Local Community Development Committees* (North, South and West) will have an oversight and coordinating role in directing of initiatives at the local level – reflecting the different barriers that exist in various locations around the county.

## Asset Management Goal

To identify and promote actions that will remove socio-economic barriers and enhance the sustainability of all communities within Cork

## Opportunity

### Action 1

By 2018, to complete a geographical audit of all communities, set out by both activity and Municipal District. This audit should identify barriers (facilities, operational, etc.) experienced by those communities identified.

### Action 2

In 2017, to develop a programme of actions to encourage and facilitate enhanced civic and community engagement.

### Action 3

In 2017, to develop a programme of actions to enhance the ability of communities to shape their futures.

## Place

### Action 4

In 2017, to identify communities that are endangered and to develop a programme of actions to support their needs.

### Action 5

To advocate on behalf of communities regarding local and regional policy development and its implementation.

### Action 6

During the lifetime of this plan, identify social needs that could be clarified further by appropriate research that would empower local communities to develop solutions to local issues or exploit sustainable development opportunities.

## Vision

### Action 7

Achieve during the lifetime of this plan an increase in the levels of satisfaction regarding community reported to the Cork Quality of Life Survey by residents within each Municipal District.

### Action 8

Within the lifetime of this plan, develop a Cork Communities Index that will identify, measure and monitor the socio-economic well-being of communities within Cork.



# 7. EDUCATION

## Introduction

Economists have long held the view that investment in education, or human capital, is an important source of economic growth. A more educated labour force is more mobile and adaptable, more innovative and creative in its thinking. Beyond that, a more productive and better earning population may produce a healthier environment with better functioning civil institutions, as well as all the benefits that flow to the business sector from that environment.

Hence, education linked to employment is at the centre of both the *EU's Europe 2020 Strategy* and Ireland's *National Reform Strategy*.

## Education Sector in Cork

The formal education sector in Cork covers a variety of organisations which represent the needs of citizens at different life stages right through from early years education to lifelong and further education. In 2015, approx. 65,000 residents were engaged in full and part-time education – from primary education to further education and training.

Early years education lays the essential foundations for language acquisition, successful lifelong learning, social integration, personal development and employability (see also *Family and Home Life* section of this plan). Primary and secondary level schools also play a significant role in the development of healthy communities and are often one of the focal points of community life.

Third level institutions, such as *CIT*, *UCC* and the *Cork Education and Training Board* institutions, play a particularly important role in contributing to the socio-economic vitality of the region, as well as providing jobs and supporting local services, etc. They, and other associated institutions, also play a particularly important role in research and development. These third level institutions are further complemented by the work of other organisations and the private sector in providing courses and training for different needs - including further education and lifelong learning. This suite of institutions will be further enhanced by the creation of the planned for *Munster Technological University* (MTU), identified as a strategic structural change in the *Regional Action Plan* for Jobs.

Outside of the formal education sector, it is recognised that there is a very important social role played by education also, often providing essential services through after-school programs, community-based organizations, museums, libraries, etc.

## National Context for Education

The government continues to be very active in the educational sector. Numerous strategies and action plans either operate within the sector or are clearly linked to education. Some of these

include:

- *Five Year Strategy for Further Education and Training (2014-2019)*
- *South West Action Plan for Jobs 2015-2017*
- *ICT Skills Action Plan 2014-2018*
- *National Higher Education Strategy to 2030*
- *Education for Persons with Special Educational Needs (EPSEN) Act, 2004*
- *Better Outcomes, Brighter Futures: the national policy framework for children and young people 2014 - 2020.*
- *National Strategy on Education for Sustainable Development*
- *Intercultural Education Strategy, 2010-2015*
- *Literacy and Numeracy for Learning and Life Strategy*
- *Delivering Equality of Opportunity in Schools (DEIS) (2005)*

The headline target in relation to Education in Ireland is set out in the *National Reform Programme*, building on the targets set out in the *Europe 2020 Strategy*. It is composed of two elements as follows:

*To reduce the percentage of 18-24 year olds with at most lower secondary education and not in further education and training to 8%; to increase the share of 30-34 year olds who have completed tertiary or equivalent education to at least 60%.*

According to Eurostat, Ireland is close to achieving the 8% target outlined, whilst at 51.9%, Ireland's share of 30-34 year olds who have completed tertiary or equivalent education is the highest in Europe. As a nation we continue to make positive progress on these targets.

### **Determining Educational Priorities for Cork**

As a key regional asset, a strong and robust educational sector will be a key element in securing successful outcomes for many other of our key assets in Cork. Within an ageing population, the retention and attraction of high paying employment is critical to maintaining our economic status and overall quality of life.

Having regard to the breath of initiatives linked to the education sector, this plan does not seek to set out low level actions related to education. The formulation and delivery of such actions are largely in place already and can be enhanced by the identification of education as a key regional asset within this plan.

However, in terms of the economic and social development of the county, education has an important role to play in some of the following areas:

### **Education and Employment**

The *South West Region Action Plan for Jobs* identifies a number of areas in which the education sector can assist in contributing to employment and economic growth. In particular it:

- *recognises existing strengths and identifies additional opportunities for the education sector including training*
- *seeks more systematic collaboration and co-operation with the business sector particularly through the creation of a Skills Forum.*
- *seeks the promotion and development of entrepreneurship*
- *recognises the importance of delivering skills required by enterprise across the spectrum of science, technology, engineering, maths and the arts (STEAM), which extends from primary to tertiary education*
- *managing transitions to third level education*

As the Cork economy grows, a key challenge will be to ensure that the education and employment sector identifies and addresses skills deficits and secures the resilience of the labour market in a global economy. If Cork does not have employees with the appropriate skill set (or if it cannot retain them), then we will be left with a significant economic infrastructural deficit. Planning to provide for the appropriate skillset needs will require very strong and active collaboration between both educational institutions and the business community.

### **Education and Quality of Life:**

The role of education is a much broader one than merely delivering workers for the labour market. Education can benefit children and adults alike in becoming active participants in the transformation and betterment of their societies, through both formal and informal means. Opportunity exists to empower citizens, particularly those who are affected by disadvantage, and to improve their quality of life, by:

### **Tackling educational dropout**

The *Report on Retention Rates of Pupils in Second Level Schools* in 2014 demonstrates that Cork County has a retention rate of 91.7% (above the state average of 90.1%) whilst Cork city has a rate of 89% which was the highest in the state for a city area. Despite progress being made in recent years early school leaving still remains a serious challenge. It not only presents problems for the people involved but it also has economic and social consequences for society. Education is the most efficient means by which to safeguard against unemployment. The risk of unemployment increases considerably the lower the level of education. Participation in high quality education has benefits not only for young people themselves but also for taxpayers and society. These benefits typically last over the course of an individual's lifetime. Furthermore, there is a recognised cyclical effect associated with early school leaving, resulting in the children of early school leavers experiencing reduced success in education.

### **Promoting lifelong learning**

Those aged 25-64 with only primary level qualifications are three times more likely to be unemployed than those with a third level qualification. In Ireland it is clear that the lifelong learning opportunities of those who are socially excluded and educationally disadvantaged contrast sharply with the opportunities of those who have completed second level and third level education. Therefore, lifelong education is a basic need, and second chance education and continuing education are vital, particularly for those who experienced educational disadvantage at an early stage.

Lifelong learning also has an important role to play in the achieving of the Government's headline target adopted in the *National Reform Programme* on employment – where the overall target is to be reached through 'greater participation of young people, older workers and low-skilled workers and the better integration of migrants' (Government of Ireland, 2011).

More informal education also has a very important role to play in lifelong learning and for many it may be the only outlet they have to become informed. As such the value of community based education needs enhanced recognition because of its very important social role in allowing citizens to make positive lifestyle choices.



## Strengthening Society

Education has the potential to promote a more sophisticated and inclusive society which in turn attracts other like-minded and educated citizens. In a cyclical manner, this reinforces and benefits both the economy and society further. As an economically successful region founded on a strong educational infrastructure, Cork can afford its residents an opportunity to continue to live and work within the region. This in turn strengthens family, community and home life - which have been identified in the resident's *Quality of Life Survey* as central assets to our region.



## Smart, Sustainable and Inclusive Growth

A strong educational sector is a vital asset in the ongoing economic and social development of Cork. A high quality, efficient and equitable educational system at all levels, from early years through to adulthood, has a fundamental role to play in achieving the *Europe 2020* and *National Reform Programme* goal of smart, sustainable and inclusive growth. A focused educational strategy can achieve efficiency and can benefit the economy by providing a flexible, adaptable and skilled workforce. It can complement existing strategies such as the *South West Region Action Plan for Jobs* through a focus on creativity, innovation, problem solving and entrepreneurship. By increasing educational opportunities, including informal education, the scope exists to reduce inequality, tackle disadvantage and contribute to the betterment of society.



## Entrepreneurship

With specific regard to entrepreneurship, EU studies suggest that entrepreneurship education is effective in generating sustainable, innovative and profitable business development. Entrepreneurship education can positively impact at all education levels and in a wide number of contexts. Hence, there is potential for a wide variety of entrepreneurship education and facilitation programs, all of which can provide important outcomes at various stages of a learner's life.

The importance of entrepreneurship is reflected in the expansion of activity in this area by educational and enterprise related bodies, such as, CIT, UCC, Cork City and County Councils, Local Enterprise Offices, Cork Chamber, EI, Cork BIC, etc. These bodies have partnered to establish Cork Innovates, which seeks to foster an environment for the start-up, growth and retention of new enterprises.

Entrepreneurship and innovation has no boundaries, in both metaphorical and practical terms. For example, Cork now hosts the European Space Industry Business Incubation Centre (at Tyndall), co-ordinates National Space Week, will host the largest space event ever held in Ireland in 2017 in CIT, has companies in the Rubicon Centre who have received more funding from Horizon 2020 in the SME related call than any other companies in Europe, hosts the only science and discovery centre in the country based on the theme of

'space' in collaboration with Cork City Council (Blackrock Castle Observatory, engaging with over 70,000 people annually) and has the only satellite communications facility in the country in Milderton. 'Space' is also linked to advance manufacturing. This example highlights the vast potential of innovation for the region.

### **Asset Management Goal**

To promote and co-ordinate actions that will remove barriers to education for residents at all life stages, and to target in particular the future educational needs of our planned for employment growth sectors

### **Opportunity**

#### **Action 1**

In 2017, in conjunction with the *Human Capital Asset Management Group*, to develop a programme of actions to provide for the key educational needs (having regard to the *South West Action Plan for Jobs 2015-2017* and the *National Strategy for Higher Education to 2030*) required to meet the projected future economic vision for the Cork region

#### **Action 2**

In 2016, in conjunction with the *Human Capital Asset Management Group*, to identify the key educational needs required to reflect the social characteristics that we value most within the Cork region

#### **Action 3**

By 2018, in collaboration with educational institutions, to develop a programme of actions to facilitate access to further education by all residents who desire to do so

#### **Action 4**

By 2018, in collaboration with educational institutions, to develop a programme of actions to minimise costs to residents in accessing education

#### **Action 5**

During the lifetime of this plan, recognise the important social and economic role played by entrepreneurship by developing a programme of actions to further support and enhance entrepreneurial education and enterprise development within Cork.

### **Place**

#### **Action 6**

In 2017, to develop a programme of actions, relating to transport, accommodation, etc., that will facilitate access by students to education facilities

#### **Action 7**

During the lifetime of this plan, in collaboration with the local authorities and the Dept. of Education, to identify a programme of actions that will facilitate the enhancement of existing primary and secondary educational facilities and the delivery of new facilities in a manner that maximises the investment benefits



### Action 8

During the lifetime of this plan, in collaboration with third level and further education institutions, to develop a programme of actions that will facilitate UCC, CIT and other educational institutions in developing and enhancing their campuses

### Action 9

By 2018, to identify a programme of actions that will support UCC and CIT in enhancing their international educational rankings

### Action 10

During the lifetime of this plan, develop a programme of actions to further enhance alignment and collaboration between primary, post-primary and tertiary education to further embed the concepts and skills that underpin research and innovation.

## Vision

### Action 11

Over the lifetime of this plan, to reduce to 8% the percentage of 18-24 year olds with at most lower secondary education and not in further education and training; to increase the share of 30-34 year olds who have completed tertiary or equivalent education to at least 60%

### Action 12

Within the lifetime of this plan, to develop an *Education Index* to monitor and measure the key education attainments and experiences of Cork residents



# 8. RESEARCH, DEVELOPMENT & INNOVATION

Economic theory emphasises the accumulation of R&D and human capital in explaining economic growth. Ireland is one of the leading *Research, Development and Innovation* (RDI) locations in the world. It offers an excellent commercial, political and social environment for companies to carry out successful and profitable RDI activities. This has attracted global leaders in key high-tech industries to undertake RDI projects in areas such as pharmaceuticals, bio-technology, medical devices, ICT and financial services. A high degree of collaboration between industry, academia, state agencies and regulatory authorities drives Ireland's dynamic RDI sector. This is further supported by a highly pro-business government policy base.

Cork is home to a wide range of existing research centres of excellence and cluster enablers, such as, CIT, UCC, Rubicon Centre, Tyndall National Institute, Alimentary Pharmabiotic Centre, Governance Risk and Compliance Technology Centre, APC Microbiome Institute, European Centre for Clinical Trials in Rare Diseases (UCC), Nimbus Centre, CAPPA, TEC, Halpin Centre, MEDIC, Hincks Centre for Entrepreneurship Excellence (CIT), MaREI Centre for Marine and Renewable Energy, Shannon ABC, INFANT Irish Centre for Fetal and Neonatal Translational Research, Moorepark Animal & Grassland Research and Innovation Centre, Crean Centre for Entrepreneurship and Enterprise Development, Irish Academy of Hospitality and Tourism (ITT), IMERC (Irish Marine Energy Cluster), NMCI (National Maritime College of Ireland) and more.

In addition, development of the Cork Science and Innovation Park, the National Health Innovation Hub and other similar ventures, will add to the suite of research and development facilities and opportunities within the region.

A world-class research system, designed to work with and for the benefit of industry, is being further developed thanks to an ongoing investment of over €8 billion from the Irish government, recognising that talent, creativity, collaboration and networks are key characteristics of this process.

While innovation comes from human capital, it is supported by physical infrastructure. Smart specialisation and innovation needs to be underpinned by similarly smart infrastructure – as also set out in *Clustering, Physical Infrastructure and Connectivity* sections herein.

Innovation 2020: Ireland's Strategy for Research and Development, Science and Technology underpins Government's future focus in this area. This strategy commences the process of increased multi-disciplinary approaches to various socio-economic challenges. It also seeks to promote and support the coming together of disciplines, such as, engineering, science, business and the humanities.

## Unique Advantages

Ireland offers a strong and growing RDI environment, complemented by a robust Intellectual Property (IP) regime. A young, skilled and well-educated workforce, with strong technological and business skills, and a low corporate tax rate, further strengthens this environment. The retention and development of our young potential talent, within a collaborative network, is critical and is a central pillar that underpins this LECP.



## Cork

Cork has demonstrated itself to be a driver of innovation, knowledge creation and technology transfer and, therefore, has attracted high levels of national funding for research and development projects. The expansion of knowledge and innovation within the Cork Gateway (as represented by the growing number of the labour force who have third-level qualifications), is further reinforced by increasing research and development funding allocations.

Research Development & Innovation in Cork consistently outperforms EU averages:

- ❑ Largest amount of EU funding per capita in Ireland
- ❑ UCC is top-performing university in Ireland over past 5 years in terms of research income
- ❑ CIT is top-performing institute of technology over past 5 years in terms of research income
- ❑ Cork Smart Gateway – collaborative project to develop the next generation Smart Agenda for the Cork Region
- ❑ Top performing region in partnering with industry
- ❑ Annual spend on R&D is approx €150m between UCC and CIT Over 35,000 third level students in Cork
- ❑ Almost 50% of students in Cork are enrolled in science and engineering at 3rd level (reflecting the historic focus of RDI on these sectors and which is sought to be addressed via Innovation 2020)

## Promote Collaboration

Cork has strong collaborative linkages between industry, academia, public agencies and regulatory authorities to improve an already vibrant RDI sector. This collaborative success can be built upon, underpinned by smart infrastructure – such as the development of the *Cork Science and Innovation Park*, improved ICT, expanded public transport, etc.

The recent announcement (in January 2016) by the Minister of Jobs, Enterprise and Innovation and Minister for Health of the approval of *Health Innovation Hub Ireland* (a UCC led consortium with CIT, NUIG, TCD and their relevant hospital groups) to foster links between healthcare and vital technologies further galvanises collaboration and is an example of what can be achieved via collaboration. As noted by Minister Bruton at the announcement, "The commitment by Government to a facility such as the *Health Innovation Hub* also sends out a very strong message to international companies considering investing in Ireland that we are committed to developing even stronger links between the health and enterprise sectors and the high level R&D driving each sector. As part of our long term plan this will help turn good ideas into good jobs and ultimately make a major contribution in a drive towards full employment." At the same announcement Minister Varadkar commented that, "It's also a good example of joined-up Government as it involves two Government Departments, two Government agencies and the universities."

In addition to regional and national collaboration, international collaboration is also critical in the RDI sector, with Cork based researchers presenting and presenting research outputs in high ranking journals and conferences. This international focus is reflected in CIT's hosting of the 3E Conference - ECSB Entrepreneurship Education Conference in May 2017.

Furthermore, alignment and collaboration between primary, post-primary and tertiary education in the area of RDI has the potential to ensure that research and innovation concepts are embedded within our developing human capital.

## Unlocking Investment potential

Cork has opportunities to further enhance its existing world-class research system, which is already designed to work with and for the benefit of industry. This can be further developed by exploiting the Irish Government's €8.2 billion investment strategy for *Science, Technology and Innovation*.

## Centralised Data Centre

By establishing an infrastructure to deliver a centralised data centre or *data hub*, we will facilitate the delivery and sharing of public information and datasets. This will empower public sector authorities, citizens, research centres and business to make informed decisions and to feed research and innovation – see *Data Co-Ordination* section of this plan.

## Support Mechanisms & Financial Support

A centralised data centre could play a pivotal role in identifying the support mechanisms, opportunities and incentives for industry in the Cork region. The collation of information from organisations such as IDA Ireland, Science Foundation Ireland, Sustainable Energy Authority Ireland and Local Enterprise Offices into one central location would be a key asset in streamlining the work and

financing opportunities of business, industry and research centres. This will be essential to ensuring that companies are able to improve their facilities, resources and other supports needed to establish and expand their RDI operations.

### Action Plan for Jobs

The *South West Region Action Plan for Jobs 2015 – 2017* sets out a range of actions to develop regional research and innovation. The LECP seeks to support those actions identified, within the Cork context.

#### Asset Management Goal

To promote and co-ordinate actions that will create and sustain a culture and environment of innovation, resulting in a high functioning research eco-system within Cork that facilitates enterprise to flourish within the region

#### Opportunity

##### Action 1

During the lifetime of this plan, to develop a programme of actions relating to the RDI sector in the Cork region that will support the implementation of the *South West Region Action Plan for Jobs 2015-2017*

##### Action 2

In 2017, within the context of our existing centres of excellence and building on successes to date, identify further RDI opportunities within the Cork region

##### Action 3

In 2017, to develop a programme of actions for the Cork region focused on the delivery of the *14 Priority Areas for Government Investment in Research 2013-2017 – and beyond* (amended as required on implementation of *Innovation 2020*)

##### Action 4

During the lifetime of this plan, to engage with and support the Regional Innovation Forum to be established under the *South West Region Action Plan for Jobs 2015-2017*

##### Action 5

By 2018, to develop a programme of actions that will enhance the commercialisation of research within the Cork region

##### Action 6

During the lifetime of this plan, develop a programme of actions to further support and enhance international collaborations between researchers and research institutions based in Cork.

##### Action 7

During the lifetime of this plan, to develop a programme of actions to provide support for entrepreneurs (both start-ups and existing companies), to allow companies to develop within their own locations.



### **Action 8**

During the lifetime of this plan, develop a programme of actions to complement the future recommendations of the Irish Research Council's for the implementation of Innovation 2020, with particular focus on the promotion and facilitation of inter-disciplinary collaboration and interaction.

## **Place**

### **Action 9**

In 2017, to develop a programme of actions that will facilitate the retention and attraction of researchers to the Cork region

### **Action 10**

By 2018, in collaboration with the *Connectivity Asset Management Group* and in order to enhance research opportunities, to develop a programme of actions to facilitate the creation of a physical network of research facilities within the Cork region

### **Action 11**

During the lifetime of this plan, and in collaboration with the local authorities, landowners and infrastructure delivery agencies, to support the development of the *Cork Science and Innovation Park* to serve the Cork region

### **Action 12**

In 2017, building on successes to date in this sector, develop a programme of actions that will meet the demand for incubation spaces and hot desk facilities within the Cork region, including the development of Stage 2 Incubation facilities to support companies who have secured investment and are expanding without the need to provide capital for fit-out of facilities or sign long-term leases.

### **Action 13**

In 2017, to identify a programme of actions that will support research institutions in maximising their ability to attract research funding across all disciplines

## **Vision**

### **Action 14**

Within the lifetime of this plan, support the *Data Co-Ordination Asset Management Group* in the establishment of a centralised data centre or data hub, to facilitate the delivery and sharing of public information and datasets

### **Action 15**

Within the lifetime of this plan, to establish an RDI Index that identifies, and commences the measurement of, Actions for the RDI sector

### **Action 16**

During the lifetime of this plan, develop a programme of actions to complement the future recommendations of the Irish Research Council for the implementation of Innovation 2020, with particular focus on the promotion and facilitation of inter-disciplinary collaboration and interaction

# 9. HOUSING

As places, residential environments are critical for human well-being. The majority of our working time is spent in buildings and our leisure time is spent largely at home, or close by in our neighbourhoods. How, where and in what form we construct our houses, neighbourhoods and communities is also critical in terms our collective endeavours toward creating efficient, enjoyable and environmentally robust places to live. Furthermore, the financial cost of housing construction, its supporting infrastructure provision and running costs have a fundamental impact on our cost of living and our ability to maintain international cost competitiveness.

These matters combined makes housing a critical asset in terms of our individual and collective quality of life, as well as the sustainability of our overall well-being. Resident's desire housing that provides for; affordability, suitability for their needs, choice (type and location), reinforcement of individual values, and, is suitable to all life stages.

## Context

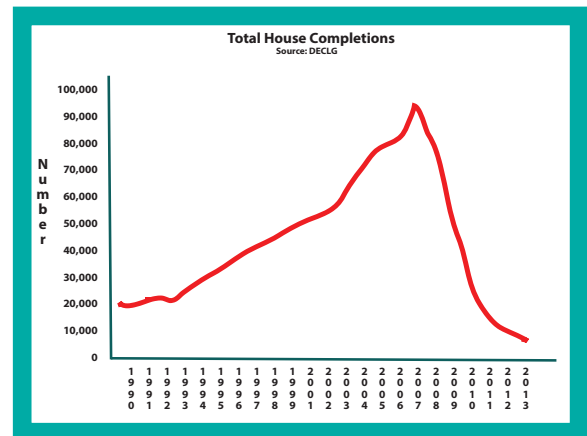
The importance of the housing sector is reflected in our national housing policies, under the *National Housing Policy* (2011), the *National Reform Programme* (2015) and the *National Planning Framework* (currently under consideration). In addition, the recent *Urban Regeneration and Housing Act 2015* seeks to implement measures to facilitate the delivery of new, suitable housing.

Our national history of boom and bust construction cycles is the manifestation of various influences that impact upon our construction sector. The stabilising of this sector into a consistent and reliable growth trajectory is central to the provision of high quality and affordable housing.

In addition, there is a need to reinforce the mainstreaming of the provision of housing for all sectors – private and public, owner occupation and rental, varying household sizes, minority needs within our society (disabled, student, travellers, homeless, etc.)

- supported by the provision of housing choice to all. This formula is achievable, but requires the combined and focussed efforts of all actors in this sector. The *Cork Joint Housing Strategy* suggests that a Joint Housing Strategy Stakeholders' Forum should be established, to include representatives of the main stakeholder groups dealing with housing issues in Cork.

In terms of housing scale, the projected population increase nationally up to 2046 is in excess of 1 million persons and for every one million additional population we will require approx. 400,000 additional housing units. These figures are echoed by the *Economic and Social Research Institute* (ESRI), who estimate that the country as a whole requires between 15,000 – 20,000 new homes to



be built each year. During 2012, a total of 8,488 houses were built in Ireland.

As discussed previously in this document, the future *National Planning Framework* has a key role in determining the spatial distribution of our future additional population and it is a central theme of this plan that Ireland will benefit from a targeted population growth for the Cork region. This is a key output that will frame housing policy and housing provision within the Cork region for the coming decades.

## Cork Housing

The overall requirement for housing in County Cork is set out in the *Core Strategy* of the *Cork County Development Plan 2014*, informed by the *Cork Joint Housing Strategy*. This *Core Strategy* indicates that about 7,094 units will need to be constructed per annum if the full South Western Regional Planning Guidelines (SWRPG) population target for the city and county is to be achieved.

The type, size and location of future Cork housing is informed by a number of critical inter-related considerations. These include; future population size, future population profile / needs, future employment / income profile, employment growth locations, transport network expansion, energy and environmental considerations, as well as the need to create sustainable residential communities (as referenced in the *Guidelines on Sustainable Residential Development in Urban Areas*). In summary, housing provision is at the very core of how we organise ourselves as a society.

## Socio-Economic Importance of Housing

Having a place to call home is at the very centre of our well-being. Having a suitable home reinforces our value to society and is a critical foundation for our productive engagement with society. Some sections of our communities, both economically active and inactive, struggle to afford a home that meets their household needs at an affordable cost.

The economic impact of housing affordability cannot be overstated. Housing costs (followed by transportation costs) represents the most significant element of household expenditure across the state. The *CSO Household Budget Survey 2009-2010* indicates that, on average, over 18% of our disposal income is spent on housing costs. This percentage rises to above 20% for the private owned and private rented sectors, while in urban areas it is approx. 20% and in rural areas is approx. 16%. For certain age and income cohorts, expenditure on housing can exceed 40% of their disposable income reflecting the cyclical and sometimes volatile nature of our housing sector.

A long term average financial commitment of approx. 20% of our disposable income to housing is a significant economic issue for our residents, our economy and our society. Housing access, choice and cost – to own or rent – are key issues for our future economic performance, where the retention and attraction of young, well educated workers is critical.

### Asset Management Goal

To promote and co-ordinate actions that will provide for sustainable stock and housing choice that enables the people of Cork, now and in the future, to have attractive places to live, suited to their needs and at costs that they can afford whilst ensuring the protection of natural environmental resources and in a manner that is compatible with the requirements of the Birds and Habitats Directives

## Opportunity

### Action 1

During the lifetime of this plan to develop a programme of actions to assist in the delivery of the *Cork Joint Housing Strategy 2013* and the housing objectives of the *Cork County Development Plan 2014*

### Action 2

During the lifetime of this plan to inform and collaborate with the *Physical Infrastructure and Connectivity Asset Management Groups*, to ensure that the physical infrastructure needs required to facilitate housing provision are adequately met whilst ensuring the protection of natural environmental resources and in a manner that is compatible with the requirements of the *Birds and Habitats Directives*

### Action 3

On publication of the key outputs from the *National Planning Strategy* and the *Regional Spatial and Economic Strategy*, develop a programme of actions to inform a future revision of the *Cork Joint Housing Strategy 2013* to have regard to the future *NSF* and *RSES*

### Action 4

During the lifetime of this plan, to develop a programme of actions that will contribute to the provision of a sustainable consistent supply of housing to serve the Cork region

### Action 5

During the lifetime of this plan, to develop a programme of actions that will minimise the costs – direct and indirect - to residents accessing housing within the Cork region

## Place

### Action 6

By 2018, to assist the *Rural Cork* and *Urban Cork Asset Management Groups* in their completion of an audit of existing residential stock and in their development of a system of on-going monitoring

### Action 7

During the lifetime of this plan, to develop a programme of actions that will maximise housing choice – by type and location – to residents within the Cork region whilst ensuring the protection of natural environmental resources and in a manner that is compatible with the requirements of the *Birds and Habitats Directives*

### Action 8

During the lifetime of this plan, to develop a programme of actions that will contribute to the provision of high quality housing within the Cork region

### Action 9

During the lifetime of this plan, to develop vernacular building standards that have a low environmental impact, both in construction and use, and are appropriate to our climate



## Vision

### Action 10

Achieve during the lifetime of this plan an increase in the levels of satisfaction regarding housing provision reported to the *Cork Quality of Life Survey* by residents within each Municipal District

### Action 11

During the lifetime of this plan, to establish a *Housing Index* that identifies, and commences the measurement of, permanent Actions for the housing sector within the Cork region





# 10. PHYSICAL INFRASTRUCTURE

The term infrastructure can mean different things. Historically, infrastructure was largely seen as physical assets on which a place relied – bridges, roads, piping networks, etc. However, our social and economic infrastructure now extends to also include, education, telecommunications, premises, networks, and many more aspects of our varied social and economic endeavours.

Collectively, the other sections in this plan address the overall infrastructure needs of the region. The sections of this plan on *Connectivity*, *Urban Cork*, *Rural Cork*, *Cork Airport*, *Cork Harbour*, *Employment / Income* and *Education*, address infrastructure needs and actions specific to those assets – including, public transport, telecommunications, community and employment facilities, air and sea linkages, etc.

This section, *Physical Infrastructure*, seeks to address overarching infrastructure - water service, flood risk management and waste management.

## Context

The driving force behind Cork's future infrastructure needs will be population and workforce growth. With Ireland's current population predicted to grow by between 1 million and 1.5 million by 2046, the future *National Planning Framework* and *Regional Spatial and Economic Strategies* will play a central role in establishing where future infrastructure investment will be required.

Cork has the physical and environmental capacity to accommodate significant spatial growth that can deliver the national vision as previously articulated under the former *National Spatial Strategy*. The Cork region has the potential to play a leading role in creating a balanced national socio-economic model and the critical policy path to achieving same is via the *National Planning Framework* process (which it is anticipated will ultimately feed into the targets and policies of the *Regional Socio-Economic Strategies* that will guide development at the regional and sub-regional levels).

With a clear population target in place for the Cork region, set by the future *National Planning Framework* and the *Regional Spatial and Economic Strategy*, it will be possible to identify a targeted infrastructure programme to deliver a plan-led expansion of Cork as a viable, competitive, international, city-based region.

In the absence of harnessing the growth potential of Cork, a number of important issues of national significance will likely arise:

- *Attracting inward investment to Cork will be constrained, thereby losing investment opportunities for Ireland*
- *The significant proportion of the approx. additional 1 million / 1.5 million national population*

by 2046 will locate in Leinster – which the former NSS identified as unsustainable

- ❑ Further stresses will be placed on GDA infrastructure provision, leading to a potential range of inefficiencies and lost national competitiveness
- ❑ Reduced choice for residents as to where to live and work within Ireland
- ❑ Having regard to our future national population projections, an important opportunity to achieve sustainable, balanced social and economic growth in Ireland will be lost

It is important to recognise that the rationale that underpins inward investment is directly linked to scale of existing and planned-for population. Within the national context, Cork has a sufficient population base upon which further growth can be built via infrastructure investment, as well as the *capacity* to potentially offer a high rate of return on that investment.

### Key Physical Infrastructure

Our key physical infrastructure (as opposed to *social and economic infrastructure*) includes:

- ❑ *Transport* – addressed generally under *Connectivity* section (with air and sea addressed under *Cork Airport* and *Cork Harbour* respectively)
- ❑ *Telecommunications* – addressed under *Connectivity* section also
- ❑ *Water Services*
- ❑ *Waste Management*
- ❑ *Surface Water and Flood Risk Management*

### Water Services

Water services include wastewater disposal, drinking water and general water supply. This infrastructure is now managed by *Irish Water* and is critical in facilitating community and economic growth – as can be seen from the current water services constraints experienced within the Dublin region.

Again set within the future *National Planning Framework* and the *Regional Spatial and Economic Strategy*, a strategic and medium / long term strategy is required in this sector. Cork is currently well served by its water services infrastructure, however, future water services management strategies will need to ensure:

- ❑ *Maximum gains from investment*
- ❑ *Ensuring that businesses and communities are adequately served*
- ❑ *Pricing certainty*
- ❑ *Supply certainty*
- ❑ *Environmental integrity*

### Surface Water and Flood Risk Management

The management of our surface water and potential flood risk is of paramount importance. Appro-

priate and effective management in this area protects our social and economic investments, while also mitigating impacts on our supporting natural environment.

Cork County Council has embedded rigorous flood risk analysis into its land use planning process and the *Office of Public Works (OPW)* (in partnership with *Cork County Council*) is advancing a number of Major Flood Relief Schemes in the county. *Flood Risk Assessments and Management Studies* are also being advanced for a number of areas which may lead to further works to mitigate flood risk.

## Waste Management

National policy on waste management is set out in *A Resource Opportunity*, published in 2012, and sets out the measures through which Ireland will make the further progress necessary to become a recycling society, with a clear focus on resource efficiency and the virtual elimination of land filling of municipal waste.

In 2014, the EU issued *Towards a Circular Economy – a Zero Waste Programme for Europe*, identifying a circular process that minimises residual waste through efficiencies in:

- ▣ *Product design*
- ▣ *Production*
- ▣ *Distribution*
- ▣ *Consumption*
- ▣ *Collection*
- ▣ *Recycling*

The delivery of national and European policy will be ensured through mandatory *regional waste management plans* currently under development.

## Innovation, Monitoring and Collaboration

Innovation in the provision of infrastructure is an area that is likely to yield significant gains linked to technological advancement. A good example of this is the development of *smart infrastructure* by the *Cork Smart Gateway*. By identifying and developing Cork as a region that identifies and develops technology-based solutions to supporting infrastructure provision, we will continue to create built-in efficiencies and enhance our international reputation.

Cork County Council continues to develop and maintain comprehensive monitoring of regional physical infrastructure. This monitoring regime, coupled with close working relationships with key service delivery agencies operating in these sectors, has facilitated strategic investment decision making that has resulted in maximum gain across a range of social, community and environmental considerations.

A combination of strategic oversight by all service delivery agencies in the physical infrastructure sphere, as well as consistent monitoring and sharing of information, will ensure that the region achieves maximum gains from investment, ensures that businesses and communities are adequately served, that supply and pricing certainty is in place, and, that environmental integrity is maintained.

## Asset Management Goal

To promote and co-ordinate sustainable actions that will protect and enhance Cork's existing physical infrastructure assets, by identifying the future physical infrastructural needs of the region

## Opportunity

### Action 1

During the lifetime of this plan and via ongoing consultation, ensure that the physical infrastructure needs of businesses and communities are adequately met in a manner which is compatible with protecting the natural environmental resources of the County.

### Action 2

During the lifetime of this plan and via ongoing consultation, ensure that pricing and supply certainty regarding physical infrastructure provision to meet the needs of businesses and communities are appropriately met

### Action 3

During the lifetime of this plan, advocate for and identify opportunities for the advance provision of physical infrastructure to serve the community and economic needs of the Cork region in a manner which is compatible with protecting the natural environmental resources of the County.

### Action 4

During the lifetime of this plan, to support and contribute to the development of smart infrastructure within the Cork region in a manner which is compatible with protecting the natural environmental resources of the County.

## Place

### Action 5

By 2018, to complete an audit of all existing physical infrastructure and to develop a system of on-going monitoring

### Action 6

During the lifetime of this plan, to develop a programme programme of actions that will maximise socio-economic gains from physical infrastructure investment in a manner which is compatible with protecting the natural environmental resources of the County.

### Action 7

During the lifetime of this plan, to continue to advocate for, and facilitate, regional collaboration by local authorities, key stakeholders and delivery agencies in the area of physical infrastructure provision

### Action 8

During the lifetime of this plan, to develop a programme of actions to avoid increasing flood risk, as well as identifying interventions that will both reduce flood risk and improve the natural environment



## Vision

### Action 9

Within the lifetime of this plan and having regard to the outputs of the *National Planning Strategy* and *Regional Spatial and Economic Strategy*, to collaborate with the *Rural Cork* and *Urban Cork Asset Management Groups* in their development of a *sustainable spatial and transportation plan* compatible with the requirements of the *SEA, Birds and Habitats Directives* for the Cork region, to be co-ordinated with the programmes of infrastructure delivery agencies. The outputs of this spatial and transportation plan for the Cork region will be consistent with the future NPF and RSES

### Action 10

Within the lifetime of this plan, to develop a *Physical Infrastructure Index* to measure and monitor Cork's regional physical infrastructure





# 11. NATURAL ENVIRONMENT AND CLIMATE CHANGE

*Our Sustainable Future: A Vision for Ireland* (Irish Government 2012), sets out ‘the challenges facing us and how we might address them in making sure that quality of life and general wellbeing can be improved and sustained in the decades to come.’ This strategy recognises the inter-connectedness of our economy, transport systems, educational sectors, etc. with our natural environment. It also recognises the real threat that climate related changes to our natural environment poses to our collective well-being – social and economic.

The word sustainable, as used in this LECP document, means that ‘we have considered - and will continue to consider - the long-term net consequences on the natural environment (locally and globally), as well as on our personal and social well-being, choosing a route that is most likely to give the best possible outcome.’

## Natural Environment

The environment within which we live is critical to our long term well being. Biodiversity, ecosystems and natural resources are our natural capital. It is widely recognised that our socio-economic prosperity depends on maintaining and enhancing these natural assets and to do so requires us to take the long term consequences into account when making decisions. Our natural resources (land, water and forests) provide us with food, clean water, building materials and other essentials, while the quality of our air is fundamental to our existence.

As an economic asset, the Irish Government estimates that our biodiversity is worth over €2.5 billion per annum, contributing to our economic performance in a wide range of ways. As a social asset, our natural environment plays an equally important role in our well-being, as the quality of *place* within which we live.

Hence, if Cork is to achieve its strategic goal of creating a place where people choose to live and work, it is critical that we underpin that goal by maintaining a high quality natural environment. Of course, natural habitats and ecosystems do not recognise political and other manmade boundaries, and so we are impacted upon by behaviours and events from all over the world. However, by managing the stewardship of our own natural environment, we will minimise impacts arising from our own behaviours and those of others. We can do this by stress testing our social and economic choices against likely environmental impacts arising.

Legislation and guidelines exist to facilitate the testing of our choices against environmental consequences, such as via *Strategic Environmental Assessment* and *Appropriate Assessment*. These processes ensure that the natural environmental impacts likely to arise from the choices we make are considered and amended if required. Categories for consideration include, but are not limited to, impacts upon:

- ▣ Air
- ▣ Soil
- ▣ Water / Groundwater
- ▣ Species
- ▣ Habitats

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## Climate Change

The scientific evidence indicates that the Earth's climate is changing, While climate change has occurred many times throughout the geological history of this planet, the international consensus is that the nature and pace of this change is being determined by mankind's behaviour. Furthermore, it is predicted that climate change will have disastrous effects for many areas of the planet and, in fact, these effects are already being observed.

While Ireland has been described as one of those global location that may be least impacted upon under various climate change scenarios, having regard to the complexities of climate systems this cannot be guaranteed. Furthermore, even minor climate changes can have significant impacts.

Climate change will result in a range of impacts across a number of sectors and is likely to exacerbate existing vulnerabilities. As our modern societies are largely linked to fixed infrastructure, removal from potential impacts will not be easily facilitated. Two central policy planks exist to climate change policy; *mitigation* and *adaption*.

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## Mitigation

Mitigation refers to actions to reduce emissions of the greenhouse gases that are driving climate change. It includes strategies to reduce activities that give rise to greenhouse gases and enhance sinks for greenhouse gas. However, it is accepted that, even if countries around the world succeed in limiting and then reducing greenhouse gas emissions, the climate system will continue to respond to the atmospheric build-up of greenhouse gases over past decades.

That is not to say that mitigation is not warranted. Without mitigation, we will simply make what looks like a bad situation very much worse. Ireland has a range of emission targets to meet by 2020 and is currently drafting a *National Mitigation Plan* to 2050, the primary objective of which will be to track the implementation of measures already underway and identify additional measures to reduce GHG emissions.

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## Adaption

Climate change adaptation refers to the adjustment or preparation of natural or human systems to a new or changing environment, with the aim of moderating harm or exploiting beneficial opportunities.

Local authorities are now charged with developing *Local Adaptation Plans* that must identify adaptation actions required to avoid or reduce the adverse impacts of climate change and to take advantage of any positive impacts. These plans will require the identification of key assets (human,

physical, social, economic, etc) and the likely impacts of climate changes on these key assets. A plan to protect these assets will then be prepared.

Clearly the LECPC process will contribute to the adaptation strategy for Cork county and our future strategy will be an important tool in protecting and enhancing those socio-economic assets identified herein.

### Key Management Goal

To promote and co-ordinate actions relating to the management of Cork's key assets that will ensure the long-term net consequences on the natural environment (locally and globally), as well as on our personal and social well-being, are considered in accordance with requirements of environmental legislation, choosing a route that will give the best possible outcome for the environment as well as for people

### Opportunity

#### Action 1

In 2017, to develop a programme of actions to promote the critical role that our natural environment plays in supporting our collective endeavours and in supporting our *Key Assets*

#### Action 2

By 2018, to complete an audit of Cork's natural infrastructure and to develop a programme of actions to monitor same

#### Action 3

During the lifetime of this plan, to develop a programme of actions to support Cork becoming a centre for excellence in climate change mitigation and/or emissions reductions

### Place

#### Action 4

By 2018, to develop a programme of actions to mitigate harmful emissions from within the Cork region, set within the context of the future *National Mitigation Plan* for Ireland

#### Action 5

In 2017, to advise Cork County Council in its development of a *Local Climate Change Adaptation Plan* in order to facilitate the future proofing the natural and built infrastructure supporting the Cork region

#### Action 6

In 2017, in consultation with the *Connectivity Asset Management Group*, to identify a programme of actions to support the creation of urban green corridors to facilitate the non-motorised movement of people and other species? Within the Cork urban environment

### **Action 7**

During the lifetime of this plan, support the implementation within Cork County of the National Biodiversity Plan & the National Pollinator Plan

## **Vision**

### **Action 8**

Within the lifetime of this plan, to develop a *Natural Environment and Climate Change Index* to monitor and measure the environmental performance and climate related future proofing of the Cork region

### **Action 9**

During the lifetime of this plan, to identify land use policies that will enhance carbon sequestration, woodland regeneration, retention of bogs and flood relief





# 12. ENERGY

Energy is at the core of all human endeavours. Since the mid-1800s when man first harnessed and exploited energy on an industrial scale, global production, consumption and innovation have grown exponentially. This growth has transformed modern life, providing for opportunity on a scale never previously witnessed by mankind.

However, if we are to maintain the gains made over the past one hundred and fifty years without endangering the planet via harmful emissions, we need to transition our fossil fuel energy based societies to energy sources that are more sustainable in the long term. This transition will provide social and economic security, as, without reliable, cost-effective and environmentally compatible energy sources, we are unable to plan for and deliver sustainable lifestyles.

The Government's recent publication, *Ireland's Transition to a Low Carbon Energy Future 2015-2030* is a complete energy policy update, which sets out a framework to guide policy between now and 2030.

## Ireland's Energy

During the period 1990–2012 Ireland's total annual primary energy requirement grew in absolute terms by 39% (1.5% per annum on average). However, since 2007, overall primary energy use has decreased by 19%, driven largely by the downturn in economic activity and by gains in energy efficiency. Primary energy use is expected to rise again in the coming decade, with population increases and improved economic performance.

With a continued significant reliance on oil as our primary energy source, and in particular imported oil, Ireland is susceptible to international oil price fluctuations, reducing emissions targets, geopolitical and other challenges. In Ireland we import a significant 90% of our energy supply, albeit reduced from 98% in the early 1990s. This compares poorly with an EU average of approx. 55%. Most of our imports are currently sourced in EU and OECD countries, however, these sources will also potentially come under threat in the next two decades from increasing scarcity. Future reliance on non-traditional trading partners, as well as having regard to our relatively small share of market demand and our peripheral location, leaves Ireland particularly vulnerable in energy terms.

The development of alternative energy sources and increased energy efficiency are central to overall energy policy in Ireland. However, energy use reduction is a complex subject, having regard to the various ways in which we use it. Electricity, transport fuels, construction and spatial formations, etc. will each require a targeted suite of policy responses and actions.

Furthermore, the EU energy vision for Europe is centred on a European energy network that is based on a high level of connectedness between member states. Ireland already has an interconnector with the UK through which electricity is imported and further interconnectors are high on the EU's list of priorities.



## Renewable Energy

Ireland's *National Renewable Energy Action Plan (NREAP)*, 2010, sets out the contribution envisaged from renewable energy in each of the electricity, heating and transport sectors. The target is for 16% of the national gross final consumption of energy should be from renewable sources by 2020.

The Government plans that by 2020 this overall target will be delivered by approximately:

- ▣ 40% consumption from renewable sources in the electricity sector,
- ▣ 12% of energy consumption in the heat sector from renewables and
- ▣ 10% of transport energy from renewables.

## Energy Efficiency

Complementary to energy production, is energy efficiency. Efficient use of energy is an area of broad consideration, including for example, improved building performance (e.g. insulation), increased use of technology, greater awareness of energy wastage, use of alternative transport modes, clustering of services, etc.

Government has initiated a range of supports to encourage reduced energy usage, such as, subsidies for electric vehicles, grants for home improvements, smart metering, etc. It has sought to encourage the transition to a more sustainable energy profile without undermining economic performance.

## Cork

Cork plays a strategic role in energy provision in Ireland, as in County Cork 1,238 MW of electricity is currently generated from conventional fossil fuel power stations and hydro electric plants. In addition, 25% of all national energy is produced in one square mile at the Whitegate refinery, with 90% of the oil reserves held in the state stored here and elsewhere in the Cork region. Furthermore, Cork is the only location to date in Ireland where offshore gas reserves have been brought ashore – from the Kinsale, Seven Heads and Ballycotton fields.

As EU and Government policy is centred on creating an interconnected European energy network that plugs into an efficient national grid, energy policy has not been discussed in detail at a County level. While Cork has policies to facilitate the exploitation of its energy potential and to give effect to national policies, it does not – for example – have a specific energy generation target to meet. Nor does Cork have a per capita energy reduction target to meet. This is not unreasonable, considering the national and European policy focus.

However, having regard to the Cork region's energy assets and the regional expertise developed within the energy sector, potential exists for Cork to take a leading role in the advancement of local energy policy and restructuring - building on the excellent work of Energy Cork, UCC, CIT, MERC, Tyndall, and many other bodies and institutes within the region. While energy generation within Cork is largely feed into the national grid, opportunities for local energy-related innovation exist to be exploited.

Micro and on-site generation, district heating, compressed natural gas and electric vehicles, spatial

planning and public transportation, etc. have the combined ability to play a not insignificant role in the energy story of Cork. By reducing our overall regional energy usage and increasing our sustainable energy sources, the Cork region has the potential to become a national and international leader in the energy sector (with a range of attendant benefits), increase its attractiveness for inward investment and minimise impacts from future energy fluctuations.

### **Asset Management Goal**

To identify and promote actions that will reduce Cork's overall energy usage, increase the proportional usage of non-fossil based fuels generated within the region in a manner which is compatible with protecting the natural environmental resources of the County and promote Cork's overall potential within the energy sector

### **Opportunities**

#### **Action 1**

Within the lifetime of this plan, in collaboration with key stakeholders, and, within the context of the policies set down in Ireland's Transition to a Low Carbon Energy Future 2015-2030, draft a Strategic Energy Plan compatible with the requirements of the SEA, Birds and Habitats Directives for the Cork region that will identify a range of actions required to achieve increased energy efficiencies and increased local sources of sustainable energy, within medium term targets set out for the region.

#### **Action 2**

By 2018, in collaboration with Cork's energy-based research institutions, to draft a scoping report on the development of an Energy Research Plan for the Cork region, to maximise the energy-based research potential within Cork in a manner which is compatible with protecting the natural environmental resources of the County

### **Place**

#### **Action 3**

In 2016, to develop a programme of policies to minimise the usage of energy in the residential, industrial and transportation use within the Cork region

#### **Action 4**

During the lifetime of this plan, to identify a programme of land use policies and actions to support renewable energy generation at, including micro-generation, subject to normal land use planning considerations

### **Vision**

#### **Action 5**

In 2018, develop a *Cork Energy Index* that will identify, measure and monitor energy use and generation within the Cork region

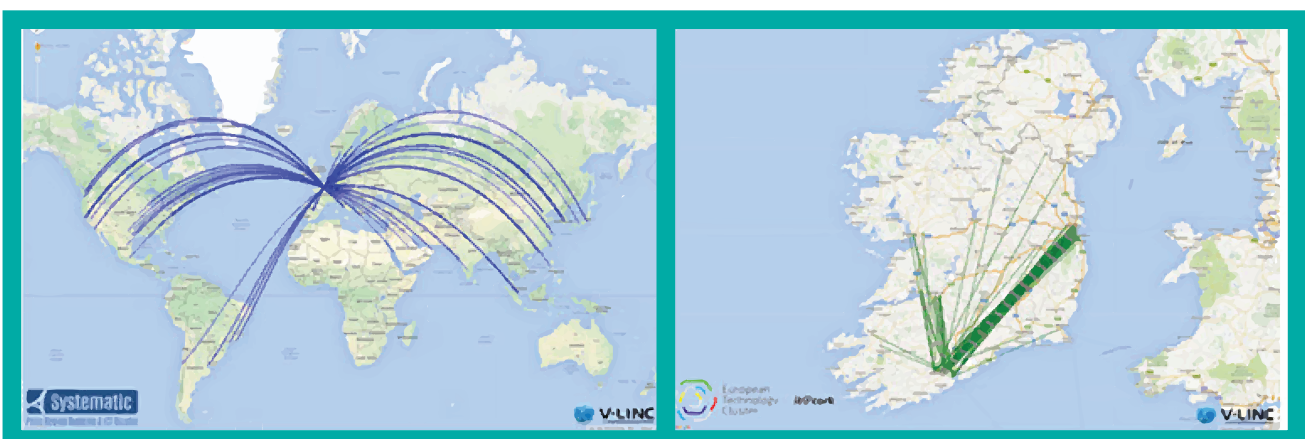
# 13. CLUSTERING

Many of Europe's most innovative and economically successful countries e.g. Denmark, Norway, Finland, Spain and Germany have implemented cluster policies with great success over the past two decades to support industry and increase employment at a regional level.

Professor Michael Porter, Harvard Business School who coined the term 'industry cluster' explains that clusters are geographic concentrations of inter-connected companies and institutions in a particular field that compete with each other but also co-operate to increase innovation and drive economic growth. Clusters encompass an array of inter-linked industries and other entities important to competition. Many include, for example, suppliers of specialised inputs such as components, machinery, services, and providers of specialised infrastructure. Clusters also often extend downstream to channels and customers and laterally to manufacturers of complementary products and to companies in industries related by skills, technologies, or common inputs. Finally, many clusters include governmental and other institutions - such as universities, standards-setting agencies, vocational training providers, and trade associations.

It is easy to see why one of the Department of Jobs, Enterprise and Innovation's five strategic ambitions included in the *2015 - 2017 National Action Plan for Jobs* is to build world-class clusters in key sectors of opportunity. Clusters which follow best in class approaches connect industry, academia and government to support job creation and economic growth across Ireland.

Some excellent research is being undertaken in Cork relating to industry clustering: in CIT the V-LINC research group informs and develops policy recommendations through mapping, visualising and analysing the strength of key relationships within Cluster Ecosystems. Their work across Europe through the Be Wiser<sup>1</sup> project in partnership with Cork County Council allows benchmarking of Irish clusters against the best in class. In UCC the Dept. of Economics undertake an annual Analysis of National Competitiveness. This cohort of research has sought to, in the first instance; understand the different clusters that Cork contains. Thereafter, it seeks to identify future potential economic cluster opportunities that can enhance our regional economic growth.



The image above (left) showcases the output linkages from firms based within Systematics' ICT Cluster in Paris, France. The map above (right) shows it@cork's member firm linkages with organisations across Ireland. Source: [www.cit.ie/vlinc](http://www.cit.ie/vlinc)

1 [www.be-wiser.eu](http://www.be-wiser.eu)

### Why is the concept of Clustering important for Cork?

Through a clear understanding of how Cork is - or can be - 'clustered' across key economic sectors, we can identify and improve the operational and physical infrastructure required to enhance the benefits of clustering in the region. Furthermore, the synergistic benefit of having clusters has the advantage of being a magnet for increased FDI investment to the region, which has the knock on effect of indigenous firm growth and new innovative start-ups. Existing examples in this area include *it@Cork* and *CEIA*, who continue to support and develop collaborations in the IT and ICT sectors respectively. .

Creating and supporting 'cluster eco-systems' in Cork can protect key relationships that exist - as well as target the development of new, productive relationships. This will provide the Cork region with a key asset in attracting and retaining investment and employment - as inward investment in the Cork region will provide investors with access to productive cluster eco-systems. Support for strong cluster eco-systems in Cork will lead to innovation, product development and research commercialisation to the benefit of both investors and the regional population.

#### Asset Management Goal

To support the sustainable development of internationally focused cluster eco-systems in the Cork region

#### Opportunities

##### Action 1

Via institutional research, to develop targeted policy actionable at a regional level with a focus on developing a sustainable Cluster Strategy for Cork which is cognisant of internationalisation, innovation, product development and research commercialisation while protecting the natural environmental resources of the County

##### Action 2

*In 2017, to develop a sustainable programme of actions relating to clustering in the Cork region that will support the implementation of the South West Region Action Plan for Jobs 2015-2017.*

#### Place

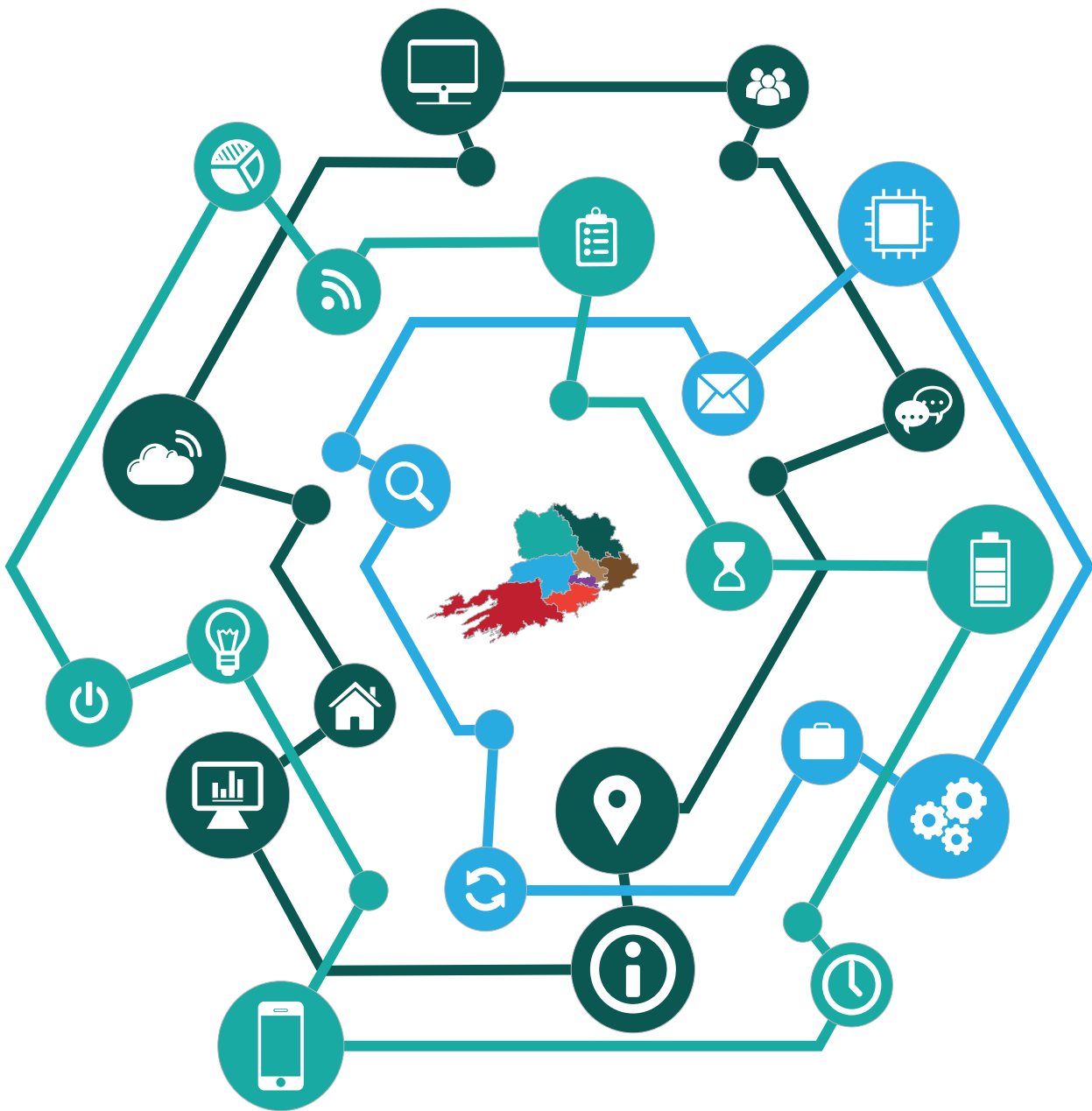
##### Action 3

By 2018, in collaboration with the Connectivity Asset Management Group and in order to enhance cluster opportunities, to develop a programme of actions to facilitate the creation of a sustainable physical network that will enable the creation of interactions and clusters within the Cork region

## Vision

### Action 4

During the lifetime of this plan, to establish a Cork Cluster Index that identifies, and commences the measurement of, key performance indicators for the cluster sector

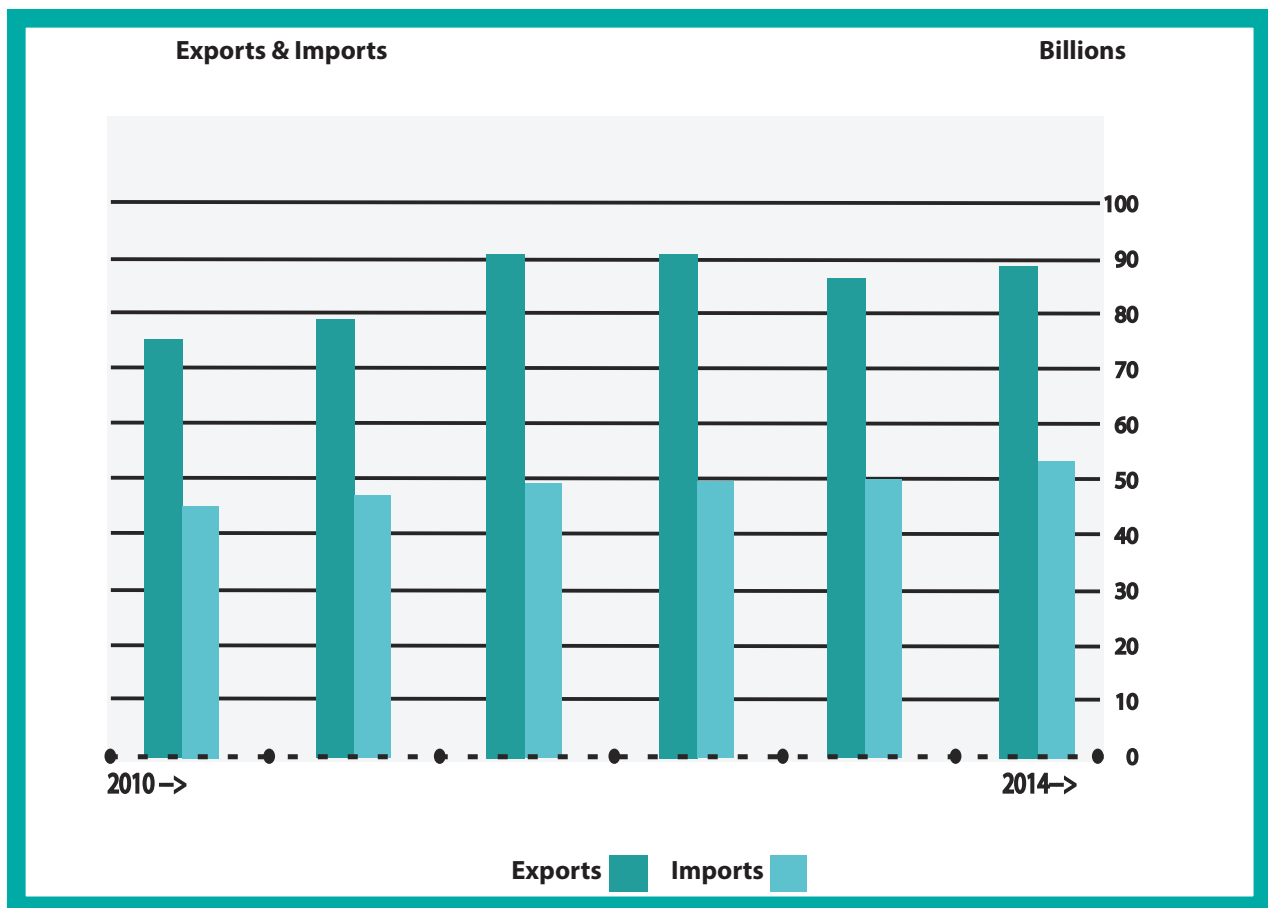




# 14. EXPORTS MARKETS

While *exports* could be viewed as a subset of the larger *Employment/Income* asset, it is appropriate to acknowledge that – as is the case with *Tourism* – it plays a significant role in generating income from outside of our own internal economy. Hence exports, like tourism, play an important role in growing our overall economy.

Exports play an important role in economic development, influencing our level of economic growth, employment and the balance of payments. Competitiveness, quality and value added of exports, exchange rates and long-run productivity, are the key determinants of our level of exports. As an island nation with a relatively small population, our export sector is key to our collective economic future.



Following a prolonged recession, Ireland is today the fastest growing economy in Europe and our exporting markets have been the primary driver of this turnaround. In 2007, Ireland's total goods exports amounted to €89.2 billion. Four years later in 2011, amid spiralling unemployment and collapsing tax revenues, they had risen to €91.2 billion. The fall-off between 2011 and 2013 was down to a once-off contraction in goods exports in 2013, equating to about €4.7 billion, which reduced

goods exports down from €91.7 billion to €87 billion. Figures from the *Central Statistics Office (CSO)* show the value of Irish exports rose 2% to €89 billion in 2014, while imports increased by 7% to €53.6 billion - the highest level since 2008.

The importance of exports to our overall economy, and to our employment growth specifically, is a cross cutting theme of the *South West Region Action Plan for Jobs 2015 – 2017*. Growing our export markets is a key strategy in growing many of our employment sectors.

### Export Locations

The EU accounted for over €5 billion (58%) of total goods exports in September 2015 of which approx. 15% went to Belgium (linked to pharmaceutical re-distribution) and approx. 14% to Great Britain. The USA was the main non-EU destination accounting for approx. 22% of total exports in September 2015. The US, Britain, Belgium and Germany accounted for 55% of the value of total goods exports.

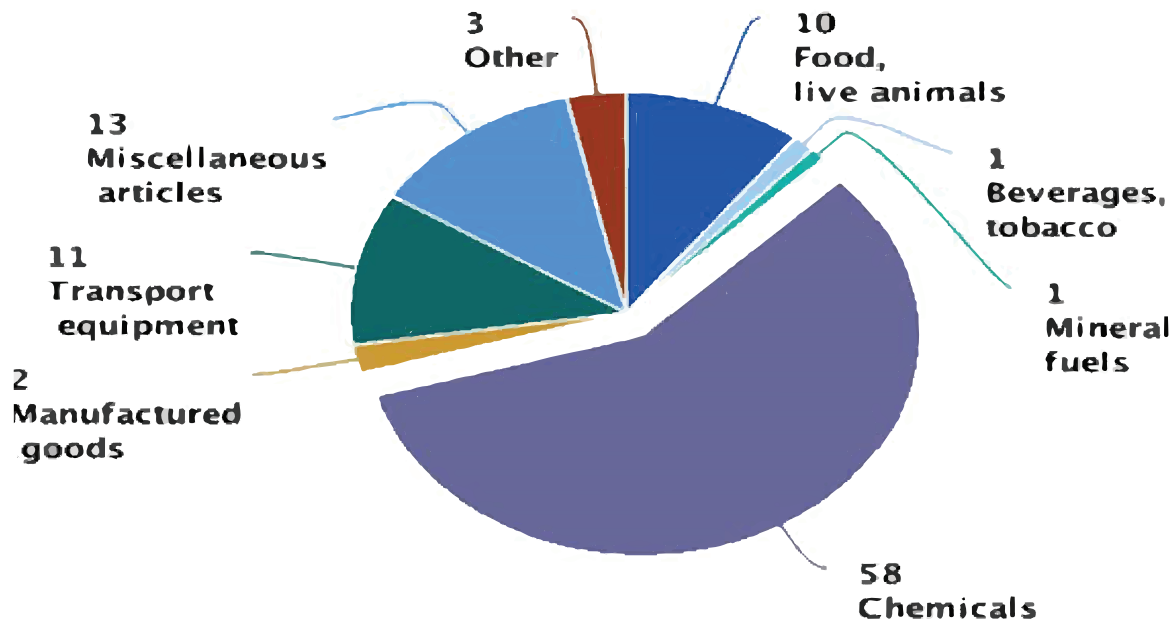


### Export Goods

Chemicals and related products accounted for 58% of the value of Irish exports in 2014, underscoring the role played by large pharmaceutical companies in the Irish and Cork economies. Medical and pharmaceutical products increased by €973 million or 5% to €22.2 billion last year. The next biggest export category is *miscellaneous manufactured articles*, which includes commodities, such as, scientific equipment, medical devices, etc., accounting for €11.3 billion in exports. Machinery and transport equipment (approx. €10 billion) and food / live animals (approx. 9 billion), are also significant exports.

Of particular note in recent years is the food sector, rising from just under €7 billion in 2010 to €9.3 billion in 2014, a 32% increase. The sector was heavily boosted by regaining access to the US and Chinese beef markets.

## Goods exports 2014 (percentage)



Source: CSO Ireland

### Regional Importance of Exports

As can be seen from the above data, our export activities are critical, as follows:

- Significant contributor to our overall economic performance
- Scope exists to build further those export sectors that have performed well in recent years
- Exports support the economic activities of more peripheral rural locations, as well as our urban population based economic activities

Having regard to the geographic extent of the Cork region, the development of our exports sector base can support the retention of local population within areas peripheral from Metropolitan Cork. For example, and as also highlighted by the APJ, the development of agri-food and drink related products for export markets within rural economies provides significant scope for assisting in their economic sustainability.

### Removal of Barriers via Collaboration

Key to supporting the development of this and other export sectors is, a) continued support for the development of individual sectors, b) continued building of connections between export sectors

and foreign markets, and, c) developing transport and logistics connections to facilitate exporters. The *National Export Campaign* (NEC) and *National Export Hub* (NEH) are part of an initiative lead by the *Irish Exporters Association and Partners* (Government and private) to increase the number of Irish businesses exporting for the first time, assist Irish businesses to enter new export markets and to support Irish exporters to grow their exports in existing markets.

The Cork *local authorities* continue to work with key delivery agencies to develop a range of infrastructure to support the export of goods and also continue to develop relationships with international regions in order to facilitate future trade expansion.

This LECP plan, and more importantly the *process* it identifies, seeks to support this work through all relevant local agencies and stakeholders.

### **Asset Management Goal**

To promote and co-ordinate actions that will provide for increased exports from the Cork region, by sustainably growing existing exports sectors and developing new export sectors

### **Opportunity**

#### **Action 1**

During the lifetime of this plan - in collaboration with local authorities, economic agencies (such as IDA, EI, etc) and the Irish Exporters Association - to develop a programme of actions to continue to assist Cork exporters in identifying international markets for their goods and services

#### **Action 2**

In 2017, to develop a programme of actions to reduce costs – direct and indirect - to Cork exporters in accessing international markets with their goods and services

#### **Action 3**

During the lifetime of this plan - in collaboration with local authorities, educational institutions, economic agencies (such as IDA, EI, etc) and the Irish Exporters Association – to develop a programme of actions to protect and enhance the existing export sectors operating within the Cork region

#### **Action 4**

During the lifetime of this plan - in collaboration with educational institutions and economic agencies (such as IDA, EI, etc) – to seek to identify potential new export sectors within the Cork region

#### **Action 5**

During the lifetime of this plan, to develop a programme of actions relating to the export sector that will support the work of the *South West Region Action Plan for Jobs 2015-2017*

### Action 6

During the lifetime of this plan, to develop a programme of actions to provide access to existing regional collaboration agreements for companies, developed by local authorities, chambers of commerce third level colleges and incubators

## Place

### Action 7

In 2017, to develop a programme of location-based actions that will protect and enhance existing export sectors operational within the Cork region, with particular reference to safe-guarding and growing rural export-based activities in a manner which is compatible with protecting the natural environmental resources of the County

### Action 8

By 2018, to identify Cork's export sector transport and logistics needs, as well as opportunities, to maximise access to markets and overall cost competitiveness – in collaboration with the work of the *Connectivity Asset Management Group*

## Vision

### Action 9

Achieve during the lifetime of this plan an increase in the overall relative export value of goods and services from the Cork region

### Action 10

Achieve during the lifetime of this plan a decrease in the overall relative costs associated with exporting goods and services from the Cork region

### Action 11

Within the lifetime of this plan, to establish an *Export Index* that identifies, and commences the measurement of, Actions for the export sector.





# 15. TOURISM

While tourism can be viewed as a subset of the larger *Employment/Income* asset, it is appropriate to acknowledge that – as is the case with *Exports*– it plays a significant role in generating income from outside of our own internal economy. Hence tourism, like exports, plays an important role in growing our overall economy.

Ireland has an exceptional tourism offering and this sector is of critical importance to our economy. Ireland's tourism performance has encountered periods of growth and decline, with wider economic trends at home and overseas significantly influencing overseas visitor numbers in each decade. The period of growth which had occurred from 2002-2007 turned into a sharp decline from 2008, fuelled by the worldwide economic crisis, as well as competitiveness issues within Ireland. Since 2011, in responding to the economic crisis, the Government placed tourism at the centre of its economic recovery plan and give a much need boost to the sector by implementing a range of fiscal measures - including lower tax rates and extending visa waivers.

## Government's Long Term Tourism Vision

The Government's long term vision for the Tourism sector has been mapped out in *People, Place and Policy: Growing Tourism to 2025*. The Government recognises that tourism is one of Ireland's most important economic sectors and has significant potential to play a further role in Ireland's economic renewal.

The tourism sector can be considered as similar to our export market, in that it generates income from abroad – a key economic consideration for a nation with a relatively small indigenous population. The tourism industry in Ireland supports 140,000 jobs within the accommodation and food sector alone and, overall, employment in tourism is estimated to be in the region of 200,000.

## Tourism is Local

Tourism is extremely important in supporting local communities and, in particular, rural communities. What is sometimes lost by peripheral communities due to travel time from urban centres can be offset by building on the natural tourism assets that they have to offer. This places tourism as one of the central economic tools for sustaining those communities that are struggling for economic relevance in our modern economic system. The tourism industry is often labour intensive and populated by small businesses and micro-operators, as well as larger tourism-based companies. Smaller tourism operators, in particular, allow for monies generated to flow more efficiently into local communities, and is directly related to a boost in local spending. For a community with the potential to become a tourist destination, there are a huge range of benefits available, including; additional employment, increased spending in the local community, economic diversification, infrastructure provision, social uplift, environmental protection and increased opportunities for residents.

In terms of specific targets, by 2025 the Government’s ambition is that overseas tourism revenue will reach €5 billion in real terms (i.e. in 2014 prices), with employment in the sector reaching 250,000. This, it is anticipated, will be underpinned by 10 million overseas visits per year by 2025, compared to 7.6 million in 2014.

### Tourism Product in Cork

Cork’s location in the South West region means that it is a direct beneficiary of being a part of a popular tourist region. Cork has a rich scenic beauty, a cultural and built heritage, and is also known for its strong maritime, sporting and music / language traditions.

A study of Ireland’s tourism performance in 2013 showed that Cork is only second to Dublin in terms of both overseas and domestic tourism.

Overseas visitors (000s) to counties in 2013					
County	Total	Britain	Mainland Europe	North America	Other areas
<b>Cork</b>	1,228	485	451	254	99
<b>Cork Revenue (€ m)</b>	433	128	152	119	34

Overseas visitors (000s) to Counties in 2013 (Source: ‘Regional Tourism Performance in 2013’ Fáilte Ireland)

Domestic Travel by Irish Residents Number of trips (000s) by main county visited, 2010 – 2013				
	2010	2011	2012	2013
<b>Total Domestic – Trips</b>	7,300	7,169	7,031	7,111
<b>Cork</b>	855	837	793	740

Domestic Travel by Irish Residents Number of Trips (000s) by Main County Visited, 2010-2013 (Source: ‘Regional Tourism Performance in 2013’ Fáilte Ireland)

### Policy Context

*Growing Tourism in Cork – A Collective Strategy* is a tourism strategy for the Cork region for the period 2015-2020 and was recently launched by the *Cork Tourism Strategic Taskforce*. Following extensive research and stakeholder consultation, the focus of this multi-agency taskforce is to target actions that will grow domestic and international visitor numbers to 2.8 million, with an associated increase in spend in the local economy of €865m.

The goals of this comprehensive regional tourism strategy are to:

- Increase visitor numbers and duration of stay, and extend seasonal patterns where possible
- Increase the revenue value of visits to Cork

- ▣ Increase visitor traffic throughout Cork
- ▣ Encouraging repeat visits by leveraging Ireland's Ancient East and the Wild Atlantic Way

These goals will be achieved via 28 actions set within four themes and will be delivered by a range of Lead Agencies and supporting bodies.

The delivery mechanism identified in *Growing Tourism in Cork* is sophisticated and will entail the establishment of *Visit Cork Ltd.* This company will be appropriately staffed and will develop *Service Level Agreements* with key funding/resourcing agencies. This tourism strategy implementation framework mirrors the proposed post-LECP structures, in that, it seeks to establish a co-ordinated approach to asset enhancement by complimentary delivery agencies.

Furthermore, *Growing Tourism in Cork* has identified a monitoring regime focussed on key tourism related metrics. This again complements the development of a Cork asset Index as advocated by this LECP process. In many respects, the work already undertaken by *Cork Tourism Strategic Taskforce* is a template for the asset management approach that this LECP is seeking to stimulate.

### Asset Management Goal

To identify and promote actions that will sustainably grow Cork's domestic and international tourism visitors and increase revenue accruing from same

### Opportunity

#### Action 1

During the lifetime of this plan, to develop a sustainable programme of actions that will inform and support the work of *Visit Cork Ltd.*, as set out in *Growing Tourism in Cork – A Collective Strategy 2015 – 2020* in a manner which is compatible with protecting the natural environmental resources of the County

### Place

#### Action 2

During the lifetime of this plan, to develop a programme of actions that will facilitate the development of a *tourism network* for the Cork region, via the alignment of actions of other *Asset Management Groups* and with the work of *Visit Cork Ltd*

### Vision

#### Action 3

During the lifetime of this plan, to establish a *Tourism Index* that identifies, and commences the measurement of, actions for the tourism sector

# 16. COST OF LIVING

Consumer costs are a key part of Ireland’s international competitiveness. High consumer costs lead to increased wage demands, which are the most significant cost component for most businesses. High wage demands lead to reduced international competitiveness – ultimately impacting on job-creation. They are also a factor in where people choose to live.

The Cost of Living can be defined as the price of goods and services (food, accommodation, clothing, fuel, etc.) required for maintaining the basic or minimal standard of living. The cost of living varies from place to place and is primarily measured by the *Consumer Price index* (CPI) which is the official measure of inflation in Ireland.

Eurostat’s harmonised consumer price index (HICP) is the most appropriate measure of inflation for inter-country comparison. Table 1 contains inflation rates for Ireland and the euro area-17 from 1997 to 2012.

Country	1997-1998	1999-2007	2008-2012	1997-2012
<b>Ireland</b>	1.7%	3.4%	0.6%	2.3%
<b>Euro area-17</b>	1.3%	2.1%	2.1%	2.0%

Source: Eurostat; Europe Economics’ calculations

There has been some disparity in inflation trends between Ireland and the euro area during the periods reviewed. Since the recession, inflation in Ireland has fallen to 0.6% per annum compared with euro area-17 annual inflation of 2.1%. This trend has continued into 2013 and 2014 with Irish inflation (average 0.4%) continuing to remain below the euro area average.

Our falling rate of inflation has been a contributory factor in benefiting our international competitiveness and our ranking as a country in this regard has improved from 24th in 2011 to 16th in 2015 based on the *IMD Competitiveness* rankings.

Although Cost of Living data is primarily gathered at a national level through the CPI, evidence exists that Cork has certain competitive advantages over Dublin in terms of cost of living.

There are significant cost and other savings to employees, principally cheaper rent (30% plus), lower property purchase costs, lower childcare costs (10% lower) and less time spent travelling to work and less congestion e.g. 60% of Cork residents reach work within 30 minutes against 48% in Dublin (Census 2011). Notwithstanding that salaries are 10% less in Cork, a *PWC Report on Key Differentiators for Companies Locating in Cork* (July 2015) estimated that a working couple’s net income is 8% higher in Cork (or by more than €3,220) after the key costs of living costs (rent and childcare) have

been met, based on a presented example. It determined that a cost of living indicator is 23% lower in Cork based on childcare and rental costs only.

The *Quality of Life Survey* carried out as part of this plan reinforces this narrative, as the majority (74%) indicate they believe their housing costs are affordable while more than half of Cork County Residents (53%) indicate that they have enough money to meet their household's basic costs.

## Securing Cork's Competitiveness

Ireland's cost base has improved across a range of metrics since 2009, making Irish firms more competitive internationally and making Ireland a more attractive location for firms locate in. While there are many external international factors that have the potential to affect our competitiveness, it is prudent to minimise those costs that we ourselves primarily have of control over. Concerted efforts and progress continues to be made at the national level to increase our competitiveness through the work of the *National Competitiveness Council* in recommending policy actions to enhance Ireland's competitive position.

At a local level co-operation and collaboration between all stakeholders in relation to the provision of goods and services has the potential to create additional efficiencies that benefit the consumer, reduce the cost of living and encourage additional investment. There exists a range of areas where intervention is possible.

For example, at the strategic spatial planning level it is possible to make Cork function more efficiently – and therefore, cheaper to operate. By locating and connecting residential, employment, health, education, leisure, etc. facilities we can make a place that is cost effective and environmentally sustainable.

At the personal consumption level, we can provide choice for residents in order to allow for cost efficiencies. An important example of this relates to housing. By providing housing choice – in terms of tenure, type, location and size, we will facilitate residents (existing and future) to make cost effective choices that facilitate their personal lifestyle choices. Considering that on average households spend in excess of 20% of their disposable income on their housing needs, choice and efficiencies in this sector are critical to Cork's competitiveness – and hence, our ability to retain and attract population.

Cost of Living is a cross-cutting measure that is informed by many of the key assets listed in this plan. Having identified Cork's key socio-economic assets, it is important to measure our performance in each area – and with particular reference to economic cost. This plan recommends that Cork's high performance in the area of cost of living is protected, monitored and enhanced where possible. Furthermore, it is important to recognise that some sections of Cork society are struggling to meet the basic costs of living. This plan seeks to identify additional assets – such as, supports, education, access, employment, etc – to assist in providing the opportunity for all residents to be capable of meeting their living costs.

### Asset Management Goal

To minimise the cost of living for residents of Cork, benchmarked nationally and internationally



## Opportunity

### Action 1

In 2016, to develop a programme of actions that will increase efficiencies and reduce costs across the range of goods and services provided within Cork, achieving during the lifetime of this plan a reduction in the overall cost of living for residents (index linked to inflation).

## Place

### Action 2

By 2018, to develop a programme of actions that will target reductions in the costs to Cork residents of the three principle disposable income expenditures - housing, transport and food

### Action 3

In 2016, to develop a *Cork Cost of Living Survey* that will monitor the cost of access by residents to all key services that contribute to Cork's cost of living competitiveness.

## Vision

### Action 4

Achieve during the lifetime of this plan an increase in the levels of satisfaction regarding cost of living reported to the *Cork Quality of Life Survey* by residents within each Municipal District.

### Action 5

During the lifetime of this plan, to establish a *Cork Cost of Living Index* that identifies, and commences the measurement of, Actions relating to cost of living within the Cork region



# 17. CORK AIRPORT

As stated in the section on *Connectivity* herein, places that allow for convenient and efficient transport of people, materials and goods from the centres of production tend to be where wealth is created. Historically, transportation centred on regional, national and limited international distribution. However, in our modern global economy the movement of people and goods internationally is the norm. In particular for Ireland, having regard to our relatively small indigenous population, our significant reliance on foreign investment, exports and tourism, international connectivity is a critical lifeline for our economic growth.

Only two methods of international transport are available to us from our island – by sea and by air. While marine transport remains the primary conduit for our international bulk goods distribution, air transport is key to the movement of people to and from Ireland – with over 80% of all passenger movements into and out of Ireland by air. As discussed throughout this plan, the importance of an efficient transportation *network* that connects the local, regional, national and international movement of people is a critical competitive asset for the Cork region.

## National Aviation Policy

The *National Aviation Policy* plots a pathway to enable the Irish aviation industry to build on its existing strong reputation to compete effectively in the growing global market place.

Specifically, the principal goals of this policy are:

- ❑ To enhance Ireland's connectivity by ensuring safe, secure and competitive access responsive to the needs of business, tourism and consumers;
- ❑ To foster the growth of aviation enterprise in Ireland to support job creation and position Ireland as a recognised global leader in aviation; and,
- ❑ To maximise the contribution of the aviation sector to Ireland's economic growth and development.

Direct transportation routes between Ireland and international markets are centrally important to the achievement to the above aims and those set out in the *Government Trade, Tourism and Investment Strategy*, as reviewed in February 2014. Within this context, central government is confident that the Irish airport network is well placed to grow its share of global passenger traffic over the next decade. By 2020, it expects that Irish airports will throughput approx. 33 million passengers per annum, up from 25 million passengers in 2013.

As an island nation, aviation infrastructure is of strategic importance to us and needs to reflect also the regional spatial dimensions of our national spatial and economic strategies.

## Regional Role Cork Airport

Cork Airport has welcomed the publication of the Government's first National Aviation Policy which outlines the Government's commitment to work with Cork Airport to exploit all opportunities for growth and to continue to develop the network of services from Cork Airport.

The new national policy states that Cork Airport *"has a strategic role in serving the connectivity needs of the city and its hinterland"* and adds that the airport, *"working with local stakeholders and with the necessary local and hinterland support, is encouraged to exploit all opportunities for growth, and to continue to develop its network of services"*.

The 2015 Economic Impact Study of Cork Airport reinforces the crucial role that Cork Airport plays in the economy of the South of Ireland. This study found that Cork Airport is fundamental to the growth of the local economy and contributes €727 million to Gross Domestic Product (GDP) via direct, indirect, induced and catalytic influences – equating to 2.2% of the total South West regional economy.

The airport's importance to the region is reflected in the fact that it supports or facilitates almost 11,000 regional jobs. Various economic studies show that there is a close connection between airports and regional development. The association between airport passengers and both metropolitan population growth and employment growth is established. There are also significant linkages between airport passenger activities and regional economic output, income and wages, high tech industry growth, levels of innovation, human capital levels and the concentration of knowledge, professional and creative class workforce within a region. Within the context of the key Cork assets identified in this plan, Cork airport plays a critical role in facilitating the protection and enhancement of many assets, including; population size, age-dependency ratio, tourism, employment, export markets, connectivity, research and innovation, etc. Furthermore, Cork Airport (and the aviation sector generally) is an important regional employer and the airport campus is itself is an emerging employment location.

## Special Local Area Plan (SLAP)

A *Special Local Area Plan (SLAP)* for Cork Airport has been prepared by Cork County Council with the purpose of facilitating the development of Cork Airport by providing for, and where necessary, protecting land for the future operation and development needs of the Airport, looking forward to the year 2040. This Special Local Area Plan has identified the future aviation needs and associated infrastructural requirements of Cork Airport in the long term and specifies policies and objectives to safeguard the continuing growth of the Airport as a key economic driver for the region.

## Future Cork Airport

As highlighted above, Cork Airport is a critical asset to the future of Cork, particularly if a Cork based region is to; achieve economic growth, provide access by residents to socio-economic opportunities and absorb a reasonable proportion of future projected national population growth. Hence, an economically viable airport that is plugged into a regional transportation network is critical if we are to achieve our regional economic and social potential.

Various economic studies, including those of the *Airports Council International (ACI)*, highlight the recent income trends of airports globally. The financial models that underpin modern airports are

changing fundamentally, moving from direct airline and passenger related charges to non-direct income sources. In fact, the global average for direct funding from airlines and passengers is now below 50% and airports are becoming more reliant on in-direct incomes to maintain competitiveness. Within this emerging economic narrative, we are required to consider potential alternative income streams from those direct charges that have historically supported Cork Airport. While *Cork Airport Authority* in recent years has expanded its strategic vision to take account of this dynamic funding environment, the importance of Cork Airport to our collective socio-economic well-being requires all stakeholders to consider policy options that will place Cork Airport on a sustainable financial trajectory – facilitating route and frequency expansion, to match our regional ambitions.

In addition, it is recognised that there is the need to safeguard the current role of the airport in terms of operation, safety and technical needs. This will be a key factor in attracting FDI and further capitalising on international connections into the future.

### Asset Management Goal

To identify and promote actions that will protect and enhance Cork Airport's key role in the economic and social development of the Cork region in a manner which is compatible with protecting the natural environmental resources of the County

### Opportunity

#### Action 1

In 2017, to develop a programme of actions to expand the revenue base of Cork Airport in order to underpin its future growth in a manner which is compatible with protecting the natural environmental resources of the County.

#### Action 2

During the lifetime of this plan, in collaboration with the *Tourism and Employment Income Asset Management Groups*, to develop a programme of actions to progress enhanced air services to locations that are most critical to Cork's future economic vision

### Place

#### Action 3

In 2017, to engage with key transport stakeholders to develop a programme of actions to enhance transport connectivity between Cork Airport campus and the Metropolitan Cork transport network, with particular emphasis on public transport connectivity

#### Action 4

In 2017, to engage with the local authorities and key stakeholders to develop a programme of actions to progress the objectives set out in the Special Local Area Plan for Cork Airport in a manner which is compatible with protecting the natural environmental resources of the County

### Vision

#### Action 5

Within the lifetime of this plan, and in conjunction with the *Department of Transport Tourism and Sport*, to develop and monitor a *Passenger Index* for Cork Airport

# 18. CORK HARBOUR

Cork Harbour is a large natural harbour of significant importance to the Cork region. It is strategically located in close proximity to important international shipping routes, directly links Ireland's southeast coast with Europe, as well as being in close proximity to Cork city and its urban hinterland. Cork Harbour has a critical economic, social and ecological influence on the Cork region.

The Harbour is one of the key natural assets that the Cork region has at its disposal. It is one of the largest natural harbours in the world and its sheltered coastal environment provides for a diverse natural heritage that accommodates a wide range of activities and uses.

The Harbour towns are generally well connected by road (e.g. the N25 on the north side of the Harbour, and the N28 on the south side of the Harbour) and a rail service connects Cork to Cobh. There are proposals to develop water taxi services, to link the Lower Harbour with the urban Cork.

## Strategic and Economic

Port operations and activities are dispersed throughout the harbour, facilitating a number of key regional activities, as follows:

- *Port of Cork is the premier port on Ireland's south coast offering sheltered deepwater facilities close to the main shipping lanes to Northern Europe, the Mediterranean and North America*
- *Destination for passenger ferries and cruise liners*
- *Home for a wide range of marine leisure and sailing activities*
- *Home to the Irish Maritime and Energy Resource Cluster (IMERC), a world class cluster of ocean energy expertise*
- *Home to a number of off-shore exploration companies*
- *Home to three education, training & research centres of excellence for the marine environment, namely the National Maritime College of Ireland, the MaREI centre (Marine Renewable Energy Ireland) and the Halpin Centre*
- *Home to eight out of ten of the world's largest pharmaceutical companies*

## Environmental

Cork Harbour is a natural, sheltered harbour environment that is home to a diverse range of natural habitats and species. It is:

- *One of the finest natural harbours in the world*
- *A large, sheltered harbour with many river estuaries including the Rivers Lee, Owenacurra and*



Douglas

- ▣ *The harbour's navigation channel is maintained at approx. 11m depth to facilitate shipping and marine transport*
- ▣ *Designated as a Ramsar wetland site of international importance and a Special Protected Area because of its ornithological significance*

## Social and Cultural

Cork Harbour is a natural amenity that has played a significant role in the establishment and development of the Cork region, and continues to be:

- ▣ *Home to a number of residential communities*
- ▣ *A significant natural public amenity*
- ▣ *Known for being the last port of call for the Titanic*
- ▣ *Home to three historic military installations, Spike Island & Fort Camden (Dún Meagher), both open to the public, and Fort Carlisle (Dún Daibhís)*
- ▣ *Home to five Martello Towers dating to the Napoleonic era*
- ▣ *Home to the oldest yacht club in the world, the RCYC, founded in 1720 as 'The Water Club of the Harbour of Cork'*

## Port of Cork

The *Port of Cork Company* is one of only two Irish ports, the other being Dublin, capable of handling traffic across all five principal traffic modes (LoLo, RoRo, Break Bulk, Dry Bulk and Liquid Bulk). It handles approx. 19% of all seaborne trade in the State. It is second only to Dublin in its importance in the LoLo sector, handling around 21% of all LoLo traffic in the State (IMDO, 2012a). The Port has four distinct public facilities: City Quays, Tivoli Industrial and Dock Estate, Ringaskiddy Deepwater and Ferry Terminals, and, Cobh Cruise Terminal.

In 2012 the total traffic in terms of volume amounted to in excess of 9 million tonnes. The company has an ongoing investment programme in port facilities and handling equipment, having invested €103 since its incorporation in 1997. In recent years the Port has invested in improvements to the cruise facilities in Cobh and in 2012, the Port of Cork welcomed 57 cruise liners, carrying in excess of 100,000 passengers and crew to the region.

## Defence

Cork Harbour continues to be influenced by naval activities and the Irish Naval Headquarters (NHQ) is co-located with Naval Operations and Naval Support Commands on Haulbowline Island in Cork Harbour.

The Naval Service is tasked with a variety of roles including defending territorial seas, deterring intrusive or aggressive acts, conducting maritime surveillance, maintaining an armed naval presence, ensuring right of passage, protecting marine assets, countering port blockades; people or arms smuggling, illegal drugs interdiction, and providing the primary diving team in the State.

## Education & Research

Cork Harbour has developed into a hub for education and research which is recognised through the development of four key maritime facilities:

- ▣ *The National Maritime College of Ireland*
- ▣ *Irish Maritime & Energy Resource Cluster (IMERC)*
- ▣ *The Beaufort Centre*
- ▣ *The Halpin Centre*

With physical links to Cork Harbour and operational links to key educational institutes regionally, these educational and research facilities will play an important future role in expanding the breadth of coastal / marine activities and contributing to the growth of Cork's economic outputs.

## Heritage & Tourism

Cork Harbour is also a major asset in terms of tourism, heritage and marine leisure activities and is extremely important from a tourist and economic development perspective. The harbour is essential to Cork's identity and history. It has been used for generations by Cork people for relaxation and leisure activities. Angling, sailing, rowing and water skiing are all popular activities around the harbour. The harbour lies at the heart of Cork's maritime heritage and plays a pivotal role in the promotion of maritime tourism.

## Future Harbour

Cork County Council, in whose jurisdiction most of the Harbour lies, has acquired significant understanding of the complexities and potential that the Harbour area presents – via its involvement with the *Bantry Bay Coastal Zone Charter*, the *COREPOINT Project*, the *IMCORE Project* and the *Cork Harbour Study*, as well as site specific projects such as the *Spike Island Masterplan* and similar.

Cork City Council manages the intersection of the Upper Harbour with Cork City, an area identified as key for the future expansion of the city's built form. This future expansion will be facilitated by the relocation within the Harbour of existing users adjacent to the city centre.

Hence, the need for a holistic management approach to the harbour is understood, one that is sensitive to the economic, environmental, social and cultural needs of this integrated area. In terms of public infrastructure provision, the upgrading of the N28 route to Ringaskiddy is important in this regard.

### Asset Management Goal

To promote and co-ordinate actions that will maximise the regional socio-economic potential of Cork Harbour by aligning the economic, environmental, social and cultural needs of this integrated area in a manner which is compatible with protecting the natural environmental resources of the harbour area

### Opportunity

**Action 1** >Continued Overleaf

By 2018, to draft a SWOT analysis of Cork Harbour and its immediate hinterland, set within the context of the NPF and RSES outcomes

### **Action 2**

Within the lifetime of this plan, to develop a programme of actions to protect and enhance the economic, cultural and social capacities of the Cork harbour area in a manner which is compatible with protecting the natural environmental resources of the harbour

### **Action 3**

Within the lifetime of this plan, to develop a programme of actions to facilitate the relocation of industries from the Upper Harbour area in a manner which is compatible with protecting the natural environmental resources of the harbour and which complies with the Habitats and Birds Directives

## **Place**

### **Action 4**

Within the lifetime of this plan, to develop a programme of actions to protect and enhance the natural and built environment of the Cork harbour area

### **Action 5**

Within the lifetime of this plan, in collaboration with the Connectivity Assets Management Group, to develop a programme of actions to enhance connectivity between the Cork Harbour area and Metropolitan Cork and, in particular, enhancing public transport and water-based connections in a manner which is compatible with protecting the natural environmental resources of the harbour and which complies with the Habitats and Birds Directives

## **Vision**

### **Action 6**

During the lifetime of this plan, to establish a *Harbour Index* that identifies, and commences the measurement of, permanent Actions for Cork Harbour.



# 19. HEALTH

## Introduction

Good physical and mental health is one of the cornerstones of a well functioning modern society. Without one's health, a person may struggle to accomplish the simple activities of daily life, as well limiting our ability to pursue our life interests. Our collective health and well-being is also one of our most valuable economic resources. A healthy population is an essential requirement for a vibrant economy, allowing people to fulfil their potential and to sustain jobs which are beneficial to the overall quality of life of the region.

The importance of our health is reflected in the results of the *Cork Quality of Life Survey* undertaken as part of this project. Not surprisingly, residents of Cork identified their physical and mental health as among the most important aspects of their lives.

## Ireland's Health Vision

*Healthy Ireland: A Framework for Improved Health and Well-being 2013 -2025* (Dept. of Health) describes our health vision as:



*A Healthy Ireland, where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone's responsibility*



## Health Factors

Internationally, a range of indices have been developed to assess our collective health. These indicators point to what action areas are critical in addressing our future health. These include:

**Behaviours**  
**Health Services**

**Education**  
**Genetics**

**Income**  
**Gender**

**Social Supports**  
**Physical Environment**

All of the above considerations have an impact on our overall health and, clearly, collaboration by a range of agencies is required to deliver a holistic approach to our health management.

## Framework for Change

The Irish government has embarked on a journey of improving the physical and mental well-being of the nation. This journey is based upon 4 *Key Goals* that are deemed fundamental to improving a person's life; *economic status, education, housing, and, the physical environment* in which people live and work.

The government recognises that in order to improve health and well-being there needs to be a *collaborative* approach from all sectors of society, including, policy makers, delivery agencies, communities and - most importantly - individuals. It is recognised that there needs to be a cultural change in relation to residents' health and well-being, particularly their perceptions around behaviours. Policy initiatives seek to encourage and educate individuals to take responsibility for their own health, but also supported by the environment that surrounds them - physical, natural, work and community.

The Government's framework to improve Ireland's health and well-being is designed around 4 *High Level Goals* and will be implemented through 64 detailed actions.

The Government's *High Level goals for Health & Well-being* are:

- Goal 1:** *Increase the proportion of people who are healthy at all stages of life*
- Goal 2:** *Reduce health inequalities*
- Goal 3:** *Protect the public from threats to health and well-being*
- Goal 4:** *Create an environment where every individual and sector of society can play their part in achieving a healthy Ireland*

## Cork Health

In overall terms, Cork residents' health is above the national average. However, while economic and service analysis can be useful on a collective basis, we do not engage with good health collectively - but as individuals.

Having regard to the 2011 Census for Cork County:

- *Approx. 47,274 persons have a disability, of whom 15,919, representing 33.7 % of the total, are aged 65 years and over.*
- *17,106 persons (6,750 males and 10,356 females) provide regular unpaid personal help for a friend or family member with a long-term illness, health problem or disability. 21.4% of these provide care for more than 6 hours per day.*
- *361,162 persons state they are in very good or good health, representing 90.3% of total persons. This compares to 88.3% of total persons nationally.*
- *4,461 persons state they are in bad or very bad health, representing 1.1% of total persons. Again this compares with 1.5% of total persons nationally.*

These figures are reflected in the *Cork Quality of Life Survey*, where 88% of residents stated that they considered their overall health as being very good. However, the above figures also indicate that there are approx. 50,000 residents – approx. 12.5% of our overall population – living with a disability, living with illness, or, providing significant unpaid care for another person.

## Implementing Change

The Government envisages that the *Healthy Ireland Framework* will be implemented through targeted actions grouped into six broad themes:



- ▣ Governance and Policy
- ▣ Partnerships and Cross-Sectoral Work
- ▣ Empowering People and Communities
- ▣ Health and Health Reform
- ▣ Research and Evidence
- ▣ Monitoring, Reporting and Evaluation

The guiding principles for implementation are to provide improved governance and leadership at a national level and the *Healthy Ireland Framework* has the support of all Government Departments.

### Local Partnerships

Reflecting the national Government’s strategic approach, local co-ordination and partnerships are central to removing barriers for residents who are, or will be, faced by illness or disability – directly or indirectly. Many such local partnerships are already in place between stakeholders and delivery agencies, and, this LECP process seeks to build upon those existing relationships. Collaboration occurs in many sectors, such as, health promotion, education, transport, physical environment, etc. and involves a variety of stakeholders and delivery agencies.

Many health related initiative, aimed at short and long term impacts, require co-ordinated and timed actions by a range of delivery agencies. Additionally, many actions undertaken in non-health related areas impact upon our health – positively or negatively.

Developing performance indicators for the health sector services is a broad undertaking, reflecting the many facets of our physical and mental health, such as; primary care, acute care, palliative care, mental health care, social care, etc. This plan, as a strategic document that seeks to stimulate further collective outputs, focuses initially on our overall health and well-being. For example, within Cork (and nationally) healthy eating and its benefits are promoted via a wide range of public and private agencies, with further collaborations possible. In the UK, Local Government Declarations on Healthy Weight have been adopted, with multi-agency support. As just one example of potential future collaborations within the health sector, local authorities, local development companies and other public / private bodies potentially could adopt healthy eating policies and roll such an initiative out to other organisations also.

#### Asset Management Goal

To identify and promote actions that will enhance the physical and mental health and well-being of Cork residents.

#### Opportunity

##### Action 1

By 2018, building upon existing collaborative initiatives, to develop a guide inter-agency action in improving the health and well-being, physical and mental, of residents

**Action 2** By 2018, to develop a programme of actions to remove barriers for residents in accessing health services, leading to equality of opportunity in the health sector for all residents

**Action 3**

In 2017, to develop a programme of actions to identify and address strategic health threats to residents

**Action 4**

In 2017, to develop a programme of actions to empower individuals and communities in contributing to the creation of a healthy region

**Place**

**Action 5**

By 2018, to complete an audit of existing health related facilities and to develop a system of on-going monitoring

**Action 6**

In 2017, in collaboration with the *Urban Cork, Rural Cork* and *Community Asset Management Groups*, to develop a programme of actions to enhance the role that our physical and natural environments can play in facilitating a healthy region

**Action 7**

During the lifetime of this plan, support Actions 32-37 of the National Physical Activity Plan to facilitate people in choosing active travel as an everyday mode of transport.

**Vision**

**Action 8**

Achieve during the lifetime of this plan an increase in the levels of satisfaction regarding our overall health reported to the National Census Survey by residents within each Municipal District.

**Action 9**

Achieve during the lifetime of this plan an increase in the levels of satisfaction regarding our overall health reported to the Cork Quality of Life Survey by residents within each Municipal District.

**Action 10**

In 2017, having regard to existing health surveys and indicators, to identify a programme of actions to establish a Cork Health Index that will measure and monitor the health of residents within the Cork region

# 20. FAMILY & HOME LIFE

The United Nations recognizes the family as the basic unit of society. Families have been transformed over the last number of decades as a result of changes to their structure, global trends in migration, the phenomenon of demographic ageing and the impacts of globalization. The United Nations states that, '*These dynamic social forces have had a manifest impact on the capacities of families to perform such functions as the socialization of children and care giving for their younger and older members.*'

*Family and Home Life* was identified as the most important asset to residents of Cork County in the Quality of Life Survey undertaken as part of the LECP public consultation process. The effectiveness of our *Family and Home Life* contributes to both the development of our human capital (see section on *Human Capital* herein), as well as our economic potential.

Our experiences learned through home life and during our formative years play a central role in our later endeavours as adults. The success, or otherwise, we have as a society begins for most at home. Conversely, our success – in the widest sense of the word – is often demonstrated in our creation of a new home life as adults. Hence, *Home and Family Life* is both a key tool for, as well as a key output of, a successful society – whatever form that family or home life may take.

## Home

While we are all affected and shaped by our wider communities and experiences, as the place where we live permanently, our homes have a critical role in shaping our development and potential. Problems that affect even one member of a family can have a significant influence, including in how people view and live their lives. Conversely, a positive home environment is identified as a core foundation for the fulfilling of our potential, providing us with the core life skills required for later life.

Learning is a complex process, beginning at birth and continuing throughout life. Parents are the first teachers and role models for their children and, therefore, have a strong influence on their learning. Yet, studies continue to show that many parents are not aware of the importance they play in their child's education and have a limited understanding of their role in their children's learning (*Department of Children and Youth Affairs*).

Our home life is also a key environment for testing and learning values (see also *Social Values* and *Community* sections herein). Ireland has a reputation of having positive societal values and this learning also emerged during the *Quality of Life Survey* undertaken for this project. *Family and Home Life*, *Community* and *Friendships*, were all rated highly as those things that we collectively value most. However, international experience indicates that increased social and economic inequality undermines our collective community values.

## Inter-Departmental Co-Ordination

The national policy focus on family and home life is based on an inter-departmental approach. Various government departments develop and implement national policy and actions, with the *Department of Children and Youth Affairs* focussing on harmonising policy issues that affect children in areas such as early childhood care, education, youth justice, child welfare, child protection, children and young people's participation, research on children and young people, youth work and cross-cutting initiatives for children.

The *2015 State of the Nation's Children* report is a temperature reading of the nation's children, identifying a range of supports (both formal and informal) including school, housing, antenatal care, immunisation and economic. Data is drawn from a wide range of sources and reflects the varied and often complex subject that is family life.

The *Child and Family Agency* (Tusla) was established on the 1st January 2014 and is now the dedicated state agency responsible for improving well-being and outcomes for children. It represents the most comprehensive reform of child protection, early intervention and family support services ever undertaken in Ireland.

Government policy is influenced by the significant volume of international research undertaken in this subject area over recent decades, with several strands of research producing compelling evidence justifying a focus on the family - with a particular emphasis on early years. Key research findings include:

- ▣ *Families and parents are critical to children's attainment. Parental involvement in their child's literacy practices positively affects children's academic performance and is a more powerful force for academic success than other family background variables, such as social class, family size and level of parental education.*
- ▣ *The home is crucial. Parents have the greatest influence on the achievement of young people through supporting their learning in the home rather than supporting activities in school. Early intervention is vital. The earlier parents become involved in their children's literacy practices, the more profound the results and the longer-lasting the effects.*
- ▣ *Children learn long before they enter formal education.*
- ▣ *Parents are a child's first educator. A child's family and home environment has a strong impact on his/her language and literacy development and educational achievement.*
- ▣ *This impact is stronger during the child's early years but continues throughout their school years.*

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## Holistic Approach

Many background variables affect family and home environment (such as socio-economic status, level of parental education, family size, etc.) but parental attitudes and behaviour, especially parents' involvement in home learning activities, can be crucial to children's achievement and can overcome the influences of other factors.

Hence, any actions aiming to improve educational standards cannot be limited to formal educational settings, where children spend only a small proportion of their time. On the contrary, it needs

to embrace the family as a whole and include parents as partners in their children's education from the very beginning of their children's lives.

Furthermore, the 2011 report *Family Structure in Ireland* by the ESRI and UCD, noted that one-in-three families in Ireland departs from the traditional model of a married couple both of whom are in their first marriage. One-in-four children under 21 years of age lived in a family which at that time of the study did not conform to this model.

Additionally, while children are often prioritized on the topic of family, the needs of other family or household members also require consideration. Grandparents, for example, are now the most prevalent (42%) source of childcare for working parents (Irish Times/Ipsos MRBI Family Values poll 2015 ). The needs of the elderly, as set out in strategy documents such as the *National Positive Ageing Strategy* recognize the importance of family from the perspective of the elderly.



### Cost of Living

As outlined in the section on *Cost of Living* herein, costs of accessing services and goods is critical to our long term economic competitiveness. However, cost of living is crucial to our overall quality of life and our ability to nurture the potential of future generations.

For example, the cost of living in most instances now requires that both parents need to work to some extent. However, the cost of formal childcare is a significant burden on young families – and particularly at a point in the life cycle that research indicates is critical in assisting children to fulfil their potential (economic, as well as social). Additionally, cost of accessing suitable family homes, education, transport, food, etc. have a significant limiting influence on our family-based choices. This has a long term social and economic impact on our society.



### Barriers

While family life is very important to us personally, socially and economically, it must be acknowledged that many real barriers exist that prevent families from fulfilling their potential. It is not reasonable to state that all Cork residents have the same access to opportunities, for a variety of personal, social, financial and economic reasons. While we cannot ensure equality of outcome for all, as a society we should strive for equality of opportunity for all.



### Cost and Benefits

Having regard to the complexities of how we, as individuals, are formed, it is difficult to put a precise single cost on our not achieving our full social and economic potential. Many studies exist that explore the significant long terms costs of particular behaviours, negative and positive; such as, alcoholism, smoking, poor diet, high educational attainment, well formed personal relationships, etc. However, a common theme in all studies reflects that early intervention maximises cost benefits and the central role that parents play in this early intervention.



### Access to Services

For those families that are struggling with some facets of their collective lives, it is critical that



access to - and availability of - support resources is made possible. Family support services exist for families and individuals who need help, recognising that by maximising the delivery of individual potential is in our collective interests. The main focus of these services is on prevention and early intervention aiming to promote and protect the health, well-being and rights of all children, young people and their families.

However, while priority must certainly be given to those families most in need of supports, access to services for all families is a central requirement of a high functioning society. As discussed above, the removal of barriers linked to the cost and ease of forming a family will provide greater choice and opportunities to those families (housing, education, work, etc.).



### Realigning the Conversation

Having regard to international socio-economic research around the topic of family, as well as listening to the residents of Cork as they identify *Family and Home Life* as a key asset that is valued, it is worth pausing to consider how central is the creation of positive family environments to our collective thought process.

If *human capital* is the basic ingredient for our future communities and economic performance, and if family and home life is the environment that significantly influences whether we reach our potential, it would appear that investment in supporting high quality family outcomes is a smart long term strategy.

As an ambitious region that seeks to remove barriers to opportunities, rather than viewing the family unit as just requiring support in certain difficult circumstance, perhaps we should view family life as a core social and economic regional asset – and a core conduit for the realisation of our collective ambition.

#### Asset Management Goal

To identify and promote actions which support *Family and Home Life* as a key conduit for the development of *Human Capital* and as an important destination for our collective life endeavors.

#### Opportunity

##### Action 1

In 2017, in collaboration with the *Education Asset Management Group*, to develop a programme of actions to continue to promote and enhance the key role played by parents / guardians in terms of early intervention regarding education and life skills

##### Action 2

By 2018, in collaboration with the *Cost of Living Asset Management Group*, to develop a programme of actions to reduce the financial costs associated with *Family and Home Life*

### Action 3

In 2017, in collaboration with the *Employment Asset Management Group*, to develop a programme of actions to facilitate engagement with employment that is compatible with a healthy and productive *Family and Home Life*

### Action 4

In 2017, to develop a programme of actions to remove barriers for families in accessing support services

## Place

### Action 5

By 2018, inform the outputs of the *Rural Cork, Urban Cork, Social Activities and Housing Asset Management Groups*, by developing a programme of actions that will lead to the provision of housing and public realm that facilitates the needs of *Family and Home Life*

### Action 6

By 2018, inform the outputs of the *Connectivity and Physical Infrastructure Asset Management Groups*, by developing a programme of actions that will lead to the provision of transport that facilitates the needs of *Family and Home Life*

## Vision

### Action 7

Achieve during the lifetime of this plan an increase in the levels of satisfaction regarding *Family and Home Life* reported to the *Cork Quality of Life Survey* by residents within each Municipal District.

### Action 8

Within the lifetime of this plan, to develop a *Family and Home Life Index* to monitor and measure the Actions of Cork's *Family and Home Life* environment



# 21. SOCIAL INCLUSION

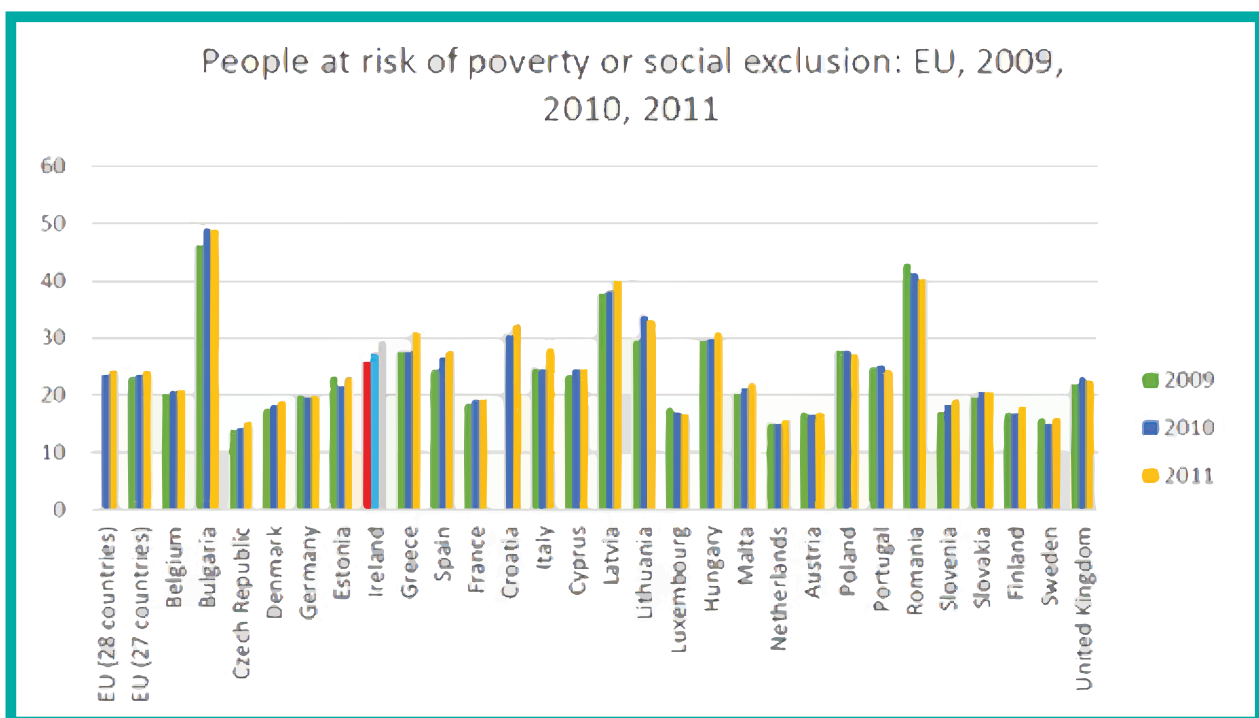
It is a *High Level Goal* of this process to ensure that every Cork resident is valued equally. By valuing every resident equally, we recognise that every resident has the potential to contribute positively to our collective social and economic well-being.

Social exclusion can be defined as the experience of social, cultural and economic inequalities. It is the process whereby certain individuals, groups or communities are pushed from the centre of society and are unable to participate fully - due to factors such as, poverty, inadequate education, unequal healthcare, etc. Poverty and social exclusion are inextricably linked.

Within the personal and social context, social exclusion is unfair. From an economic perspective, an inability to fulfil one's economic potential is both unfair and inefficient.

During the first decade of this century Ireland made significant progress on the issue of poverty, driven by increases in employment and social welfare payments. The rate of poverty significantly declined between 2001 and 2009, but rose again following our financial crisis.

When we look at Ireland's figures for those *at risk of poverty and exclusion* (the combined indicator used in the *Europe 2020 Strategy*), we have gone from 23.1% in 2007 to 29.4% in 2011, representing 1.3 million people by 2011. This is one of the highest rates of poverty or social exclusion in the EU.



Source: Eurostat

## Socially Excluded

People who are socially excluded are often referred to as target groups, as they are the groups towards whom the Government targets its social inclusion measures. These population cohorts are varied, but generally include:

- ❑ Lone parents (an individual who is living in a single adult household and raising dependent children and/or young people on their own. A lone parent may be a single parent or someone who is separated, divorced or widowed);
- ❑ New communities including migrants experiencing socio-economic disadvantage, refugees and asylum seekers who are from other EU member states or outside the EU and are resident/living in Ireland;
- ❑ People with disabilities, people with mental health challenges, and people with reduced mobility;
- ❑ Older people;
- ❑ Travellers;
- ❑ Homeless people or people at risk of housing exclusion;
- ❑ Unemployed people;
- ❑ Young people aged 15-24 years and not in employment, education or training (NEETs);
- ❑ Low income workers/households (people or households are considered to be at risk of poverty when their income is less than a particular threshold);
- ❑ Specific groups within a disadvantaged area who may be marginalised and experience social exclusion on the basis of a particular issue e.g. prisoners/ex-prisoners; drug/alcohol mis-users; homeless people; lesbian, gay, bisexual and transgender people.

These groups have differing reasons for their inability to fully participate in society, however, they are united in one characteristic; all have barriers that require to be removed in order to reach their full life's potential.

## Targets for Social Inclusion

The *National Reform Programme* goal regarding consistent poverty is:



*To reduce the number experiencing consistent poverty to 4% by 2016 (interim target) and to 2% or less by 2020, from the 2010 baseline rate of 6.3%.*

The Irish Government is committed to a coherent strategy for social inclusion through the *National Action Plan for Social Inclusion* (NAP Inclusion). This adopts a lifecycle approach which places the individual at the centre of policy development and delivery. The *NAP Inclusion* sets out a wide-ranging and comprehensive programme of action to address poverty and social exclusion. It is recognised that the challenges now are very different to when this plan was drawn up in 2007

and the plan is due to be reviewed in 2017.

### Cross-cutting Measures and Linkages

A joined-up and multi-disciplinary approach to policy, involving a wide range of actors, is critical to meet the Government's consistent poverty target. The lifecycle approach in the *National Action Plan for Social Inclusion* highlights three inter-connected policy themes for tackling poverty: *income support, activation and services*. The joined-up approach is underpinned by the EU concept of active inclusion based on *minimum income, inclusive labour markets and access to quality services*.

The policy focus in the NRP is on the linkages between *poverty, employment and education*, as emphasised in the integrated employment guidelines for the *Europe 2020 strategy*. The national priorities for tackling poverty are access to the labour market and to education and training in order to restore economic growth and to maximise employment – with additional supporting measures. The national policy response to poverty is supported at EU level through the flagship initiative, the *European Platform against Poverty and Social Exclusion: a European Framework for Social and Territorial Cohesion*.

The latest national programme for social inclusion co-funded by the *European Social Fund* is the *Social Inclusion and Community Activation Programme (SICAP)*. The aim of the programme is to reduce poverty and promote social inclusion and equality through local, regional and national engagement and collaboration.

### Cork

Cork is regarded as a successful county in many respects. The *Quality of Life Survey* carried out as part of this LECP process highlighted that a significant majority of residents feel a sense of community with others in their neighbourhood. A significant majority of residents surveyed also indicated that they were either happy or very happy.

Within the South West region, Cork County is economically performing strongest of all local authority areas and is the fourth strongest performing County in Ireland (*2011 Pobal HP Deprivation Index Scores*). However, variances in performance pertain within the County, with some areas in the north and west of the county performing least well. In general, those areas with the strongest economic linkages to the *Metropolitan Cork* employment market perform well overall. This situation is mirrored nationally, where analysis by *Pobal of HP Deprivation Index Scores* indicate that the most affluent areas of the country are distributed in concentric rings around the main population centres, mainly demarcating the urban commuter belts.

Employment and education are identified as the sustainable tools to tackle consistent poverty – supported by a range of interim measures. However, the scale, form and organisation of Cork's future strategic spatial development will also have a significant impact on the meeting of our NRP targets to reduce consistent poverty.

If threats exist to Cork's future economic performance (as highlighted under *Human Capital and Employment/Income* sections of this plan), those threats also extend to our ability to reduce consistent poverty and social exclusion.



### **Asset Management Goal**

To identify and promote actions that value every resident equally and contribute to reducing the number of persons in Cork experiencing consistent poverty, risk of poverty and social / economic exclusion

### **Opportunity**

#### **Action 1**

In 2017, and in consultation with the *Employment/Income* and the *Education Asset Management Groups*, to develop a programme of actions to facilitate equality of opportunity to all residents in accessing employment and education

#### **Action 2**

In 2017, building on the suite of interventions already in place, to develop a programme of priority actions to assist those Cork residents who are excluded from participating in the workforce education and civic engagement

### **Place**

#### **Action 3**

During the lifetime of this plan, to develop a programme of actions that result in an improvement in recorded deprivation levels in Cork (as measured by the *HP Deprivation index*) and particularly in those areas recorded as disadvantaged or very disadvantaged

#### **Action 4**

During the lifetime of this plan, in consultation with the *Connectivity Asset Management Group*, to develop a programme of actions to address the physical isolation of residents within the Cork region

### **Vision**

#### **Action 5**

To achieve during the lifetime of this plan an increase in the levels of satisfaction relating to civic engagement and sense of community reported to the *Cork Quality of Life Survey* by residents within each Municipal District

#### **Action 6**

Within the lifetime of this plan, to develop a *Social Inclusion Index* to monitor and measure social inclusion within the Cork region

# 22. MULTI-CULTURALISM

Multiculturalism is the preservation of different cultures, or cultural identities, within a unified society, as a state or nation. Multiculturalism is also a body of thought in political philosophy about the proper way to respond to cultural and religious diversity. The mere *tolerance* of group differences is universally viewed as falling short of treating members of minority groups as equal citizens. Multiculturalism grew exponentially as a result of expansion of international travel and trade in the past 150 years. Its earliest form was based on the sampling of foreign products, however, today it includes the acceptance and harnessing of cultural diversity for the benefit of societies.

Presently, multiculturalism is not only driven by ethics, but also by the imperative to efficiently management societies' diverse cultural groups to the benefit of one and all. Research has connected the presence of new cultural communities to benefits such as:

- ▣ *A source of diverse knowledge and experience*
- ▣ *The increase in innovation, creativity and prosperity in our city and region*
- ▣ *The enrichment of the cultural fabric by introducing new foods, music, traditions, beliefs and interests*
- ▣ *Enriching community life because of the diversity it brings*

Hence, multiculturalism is both a driver *and* outcome of social change *and* economic growth.

## **Multi-culturalism in Ireland**

Large-scale immigration to Ireland is a relatively new phenomenon. We are historically a country with a long history of emigration, however, this trend was reversed during a time of rapid economic expansion between 2000 and 2008. These trends – both our own history of emigration and our recent experiences of in-migration – are reflective of the population and demographic influences of economic growth. As highlighted in the section herein on *Human Capital*, people are our most important socio-economic asset.

Excluding refugees and asylum seekers, immigration into Ireland has largely been based on economic criteria, with the Irish work permit system for non-EEA workers aiming to fill labour market shortages and has become increasingly directed at highly skilled migrants. Ireland is not a particularly hostile environment for immigrants, when compared to other European countries, but ethnic groups can experience discrimination in various ways.

The *Census 2011* results, as set out in *Migration and Diversity – A Profile of Diversity in Ireland*, show that the number of non-Irish nationals living in Ireland grew from 224,261 persons in 2002 to 544,357 in 2011, an increase of 143% over this nine year period.

Over the past two decades the demographics of Ireland have profoundly changed. Ireland has gone from being almost exclusively a white, Irish and Christian country into one of the most diverse countries in the world. There are now people living in Ireland representing 199 different nationalities. This change in demographics has been the most comprehensive and rapid in any European country for the past 65 years.

In contrast to the past experience of our European neighbours, the profile of migrant coming to Ireland is highly educated, with enhanced professional skills and English speaking. In addition, they are heavily represented within the workforce, home ownership and voter registration is increasing, as is volunteerism.



### Inter-culturalism

Interculturalism views integration of minority cultures as a two-way process and consultation with minority groups forms an essential part of this process. There is a strong link between effective accommodation of diverse cultures cultural, social and economic benefits, such as:

- ▣ *Talent attraction and retention*
- ▣ *Creativity and innovation enhancement*
- ▣ *Enrichment of community life*
- ▣ *Contribution to attraction of Foreign Direct investment, as companies seek out regions that are welcoming to their potential overseas employees*

### Future Cork

The future socio-economic vision for Cork, as set out in this plan, is for a forward thinking, innovative, ambitious and growing region. It envisages the expansion of Cork up to one million residents in the future. This will be achieved via the retention of existing population, the return of Cork emigrants and the attraction of new population.

With regard to in-migration, the attraction of new, skilled, economically active persons from abroad, will be a critical within this process. Both as additional population in itself, and as a symbol of what Cork can offer to foreign investment, our ability to attract persons from abroad will assist in our positioning as an internationally competitive and attractive place to live and work.

#### Asset Management Goal

To identify and promote actions that will contribute to Cork's reputation as a high quality place to live and work for persons of all cultural backgrounds

#### Opportunity

##### Action 1

In 2017, to undertake a multi-culture related behaviours and attitudes survey of existing residents

### Action 2

In 2017, to identify a programme of actions to promote the social and economic benefits of multiculturalism

### Place

### Action 3

In 2017, to identify policies and actions that will enhance the experiences of cultural minorities living and working in Cork

### Vision

### Action 4

Achieve during the lifetime of this plan an increase in the levels of satisfaction regarding overall quality of life reported to the *Cork Quality of Life Survey* by residents originally from abroad living within each Municipal District

### Action 5

During the lifetime of this plan, to establish a *Multiculturalism Index* that identifies, and commences the measurement of, Actions of Cork's regional multiculturalism



# 23. SOCIAL ACTIVITIES

Engaging with activities that we do not *have* to engage with is central to what being human is. We do not simply exist, we *live*, and we do this *living* in an incredibly wide variety of ways.

The overall aim of this plan is to begin a process that will lead to the *removal of barriers to facilitate individuals and organisations in achieving their ambitions*. By ambitions, we are not simply referencing our work endeavours, we also include our social, community and personal ambitions. Social activities are, for most people, a central part of our life ambitions.

Reflecting the incredible variety of lifestyles and preferences that exist within our communities, the realm of social activities is extremely large. We have sporting, artistic, performance, environmental, education, literary, family, community and many more, social outlets. Furthermore, within each of these wide ranging pursuits are sub-categories and distinct organisations pursuing their own chosen social endeavours.

## Supporting Infrastructure

The physical infrastructure required to meet a community's social needs is facilitated in a variety of amenities, such as, health centres, day centres, schools, colleges, allotments, museums, parks, libraries, public halls, places of worship, cemeteries, sports fields, workplaces, countryside, coastline, rivers, towns, etc. This infrastructure can be purpose build or can have a dual use as part of where we also live and work.

Government agencies, local authorities, local communities and social organisations are the primary providers of social infrastructure. A deeper understanding has developed within Ireland in recent years of the importance of social infrastructure to support or social ambitions, as reflected in legislative changes requiring direct provision of social facilities as part of any new residential developments.

Various organisations within the Cork region have ongoing plans – at varying stages of advancement – to continue to develop the social infrastructure that they are responsible for, such as, Cork County Council's ongoing development of its Greenway route, its network of parks etc., Cork City Council's plans to redevelop the city landfill site, Cork County GAA Board's redevelopment of the Pairc Ui Chaoimh campus, CIT's and UCC's continued expansion programme, as well as individual organisations plans to develop facilities for their own use.

## Shared Infrastructure

However, the sharing of social infrastructure provides an opportunity for us to expand our supporting infrastructure and social opportunities while minimising costs. It also allows for a holistic, community based, approach to the facilitation of social activities.



Sharing of social infrastructure occurs regularly within the region – informally and formally. For example, cyclists, pedestrians and runners use our roads and footpaths, sporting clubs often use public parks, arts based organisations use schools and community halls, etc. Similarly, organisations sometimes formally share their facilities as a means of reducing the costs of developing and maintaining their required infrastructure.

However, many social organisations are also homeless or have difficulty access suitable infrastructure to meet their needs. While funding is often the most significant challenge, funding requirements can be offset to some degree by the development and organisation of shared facilities and shared infrastructure. Furthermore, and particularly with regard to government agencies, the continued integration of leisure-based requirements into infrastructure design has significant potential to remove barriers for social activities.



### Cross Cutting Benefits

As with many assets identified as part of this plan, actions to facilitate social activities will have positive impacts on other areas of our lives also – and vice versa. For example, social and recreation activities are inherently interlinked with our health and well-being, and in turn healthy societies demonstrating greater engagement with social outlets.

### Cork

As part of the *Quality of Life Survey* undertaken for this project, residents reported the following:

- ▣ *Four out of five residents were part of a social group*
- ▣ *Almost half of all residents were part of a sports organisation*
- ▣ *64% of residents were satisfied with leisure facilities*
- ▣ *Residents are normally physically active four days per week*
- ▣ *86% of residents are satisfied with their overall life/work balance*

While overall residents are engaged with social activities and have a good life/work balance, clearly a significant minority are less than wholly satisfied with the provision of social facilities. This is an area that merits further analysis, toward the identification of supporting actions.

#### Asset Management Goal

To identify and promote actions that will enhance access and quality of engagement of Cork residents to social activities

#### Opportunity

##### Action 1

By 2018, to complete an audit of public and private social and amenity infrastructure available for use by Cork residents and to develop a programme of monitoring of same

### Action 2

In 2017, to develop and undertake a residents' survey to establish the barriers that exist to their engaging with social activities

## Place

### Action 3

In 2018, to develop a programme of actions to meet the identified needs of residents and communities in accessing their preferred social activities

### Action 4

In 2018, to develop a programme of actions to identify where shared provision can maximise access by residents and communities to their preferred social activities

## Vision

### Action 5

Achieve during the lifetime of this plan an increase in the levels of engagement and satisfaction regarding social activities reported to the *Cork Quality of Life Survey* by residents within each Municipal District

### Action 6

Within the lifetime of this plan, develop a *Cork Social Activities Index* that will identify, measure and monitor the availability and quality of social activities to Cork residents.



# 24. ARTS, HERITAGE & CULTURE

## Introduction

Culture can be variously described, but an apt description is as follows; *culture is the arts and other manifestations of human intellectual achievement regarded collectively*. Hence, as mankind's progress has been determined largely by our intellectual outputs, culture is essentially the manifestation of all humanity's endeavours. Of course, outputs vary by region, country, population, etc. and, therefore, culture varies by place.

The role of culture in socio-economic development is multi-layered. It has its own intrinsic value, as a primary mode of creative expression and communication. It also possesses extrinsic benefits such as being a significant factor in regional development leading to increased attractiveness of regions for tourists, residents and investors. It may also be seen as an active agent in social development based on knowledge, tolerance and creativity.

*Arts and Culture* play a fundamental role across many aspects of social, economic and community life. These roles include:

- ▣ As a means of expression and creativity, individually and collectively
- ▣ In the cultural identity of a region and a people
- ▣ In the social well-being of individuals and communities
- ▣ In the integration and formation of cohesive communities (social inclusion)
- ▣ In developing healthy economies, including individual enterprise and tourism
- ▣ In place-making

Ireland's culture, as expressed in its language and architecture, through to its artistic production, its indigenous art forms, festivals, events and heritage sites, is becoming increasingly valued as an expression of our identity, history and achievements.

## Cork

County Cork has a rich and distinctive cultural aspect. It is important to distinguish between contemporary artistic and cultural production on the one hand and what is broadly termed cultural heritage on the other. Contemporary artistic and cultural production encompasses language, all art forms, symbols and modes of communication through which meaning is transmitted and understood. Cultural heritage is the legacy of physical artefacts (cultural property) and intangible attributes of a group or society that are inherited from past generations and maintained to the present. It includes tangible culture (such as buildings, monuments, landscapes, books, works of art, and artefacts), intangible culture (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally-significant landscapes, and biodiversity).

Culture is therefore continuously evolving, combining in a complex manner both contemporary meaning and communication with the historic cultural inheritance of previous generations.

Various organisations, including local authorities and educational institutions (CIT's. *Crawford College of Art & Design and Cork School of Music* for example), already have an important role in supporting the sustainable development of these cultural assets and will continue to do so by increasing local awareness of our heritage and cultural identity, and by promoting the cultural tourism industry. For example, Cork County's Arts and Heritage plans guides our endeavours in these areas, seeking to both preserve our cultural inheritance and support opportunities for creative expression.

## Culture and Quality of Life

The indigenous cultural, heritage, linguistic and sporting traditions of the County are a primary source of local identity, pride of place and cultural interaction. Collectively they contribute enormously to social cohesion. . What are termed the creative industries, which include the work of our artists and the commercial ceative sectors are increasingly seen as having significant potential to act as catalysts for economic regeneration through intellectual property, design, tourism and other areas. This plan recognises the difficult economic reality faced by many individual creative artists. The study *The Living and Working conditions of Artists* (2010) found that the average mean income derived from artists' creative output was less than €15,000 per annum. The study found that "the most important factor cited was the lack of financial return. The next three factors cited were a lack of work opportunities, a lack of time for creative work due to other responsibilities, and a lack of access to funding and other financial supports.

Apart from the professional creative industries, it is important to recognise the input of voluntary organisations and communities to sustain, promote and transmit cultural and other social activity. This plan seeks to promote a process that will support the work of those organisations and communities. Participation in the arts, culture and recreation provide important social benefits which contribute to the social capital and quality of life of communities. Access to facilities and opportunity to participate is critical in this regard. *The National Action Plan for Social Inclusion* notes that improving access to facilities for arts, culture and recreation is an important means of increasing participation in voluntary activities and has a positive impact on socially disadvantaged individuals, groups and areas. As set out in the *Social Activities* section herein also, our cultural facilities and cultural pursuits can be supported by cross-cutting measures. Investment in communities, tourism, regeneration, etc., if co-ordinated, can also play a significant role in the protection, and enhancement of our cultural assets.

While sports and other recreational infrastructure is often well accounted for, many areas in Cork County do not possess any significant cultural infrastructure to enable community access to and participation in the field of arts and culture. The Irish language plays an important part in the linguistic and cultural heritage of Ireland and Cork contains two Gaeltacht Areas, Oilean Chléire, and Gaeltacht Muscraí. In the *2011 Census* over 40% of Cork residents indicated they could speak the Irish language. The continued use and growth of Irish as a living language throughout the County needs to be promoted if this linguistic heritage is to be retained and is to prosper. In terms of tourism, arts and culture is an economic asset, From a cultural perspective the county is home to over thirty independent arts festivals, covering almost al artforms. These along with the resources of the broader cultural secotr can be used to cultivate cultural or creative tourist markets, thus contributing significantly to the overall tourism promotion of the country.



## Conclusion

The process provides an opportunity to promote our arts and culture as one of the building blocks of our social, economic and sustainable development. It requires a cohesive and integrated approach to the development of arts and cultural participation among all development agencies. Culture is inherently cross cutting, for example linking policies on economic growth and regeneration with those on environment, heritage and infrastructure provision.

### Asset Management Goal

To identify and promote actions that will enhance access and quality of engagement of Cork residents with all cultural activities

### Opportunity

#### Action 1

By 2018, to complete an audit of all arts, heritage and culture infrastructure available for use by Cork residents, to underpin the identification of barriers to residents accessing arts and culture

#### Action 2

By 2018, to develop a programme of actions to enhance the arts, heritage and culture offering within the Cork region including mutual understanding and inclusivity

### Place

#### Action 3

During the lifetime of this plan, to develop a programme of actions to create and promote a regional *network* of arts, heritage and culture facilities within the Cork region

#### Action 4

During the lifetime of this plan, to develop a programme of actions to assist community and volunteer groups in their supporting role in the development and maintenance of cork's arts, heritage and cultural assets

### Vision

#### Action 5

Achieve during the lifetime of this plan an increase in the levels of engagement and satisfaction regarding arts and culture reported to the *Cork Quality of Life Survey* by residents within each Municipal District

#### Action 6

Within the lifetime of this plan, develop a *Cork Culture Index* that will identify, measure and monitor the availability and quality of arts, heritage and culture in the Cork region



# 25. SECURITY

Security is the bedrock on which a society's cultural, social, economic and environmental achievements are built. In a modern state, security and safety are conceived as the ultimate guarantee of freedom and present themselves in many forms. While environmental, energy, economic, etc. security is critically important to our personal and collective well-being, this section deals specifically with personal and property related security. Various other sections in this document address the security of other assets under those heading.

As a small open economy, Ireland benefits from globalisation, which continues apace, and we are now more closely linked and inter-dependent on other nations than ever before. At the same time, Ireland is exposed to all of the threats, uncertainties and challenges that accompany modern life and globalisation.

However, according to the World Health Organisation's *Global Peace Index 2015*, Ireland ranks 12<sup>th</sup> in the world in terms of safety as a place to live and work. Within an ever-more connected international context, this ranking represents a significant asset to Ireland. Personally, socially and economically, crime has a cost factor that undermines significant societal advances achieved over many years. The lower our crime rate, the wealthier we will be – in the widest context of the word – and the more attractive a place Ireland will be for people to live, work and invest.

A broad range of government departments and agencies are assigned with different security responsibilities. The Department of Justice, Equality & Law Reform oversee policing matters and the performance of An Garda Síochána, whilst the Department of Defence is primarily concerned with ensuring the secure and stable environment necessary for economic growth and social development via our Defence Forces.

In addition, it is important to note that the factors that contribute to the stimulation of crime – absence of opportunity, unequal sharing of wealth, marginalisation, absence of education, etc. – are also addressed via a range of Government Departments and initiatives, as well as this LECP itself. Hence, socio-economic inclusion and crime prevention are inextricably linked, contributing to our overall efforts to reduce crime and increase our overall security – personal, social and economic.

## **Crime Levels and Perceptions of Safety**

Safety is an important factor when measuring overall quality of life. Actual and perceived safety of citizens is one of a number of central factors that needs to be taken into account in this regard. The *Quality of Life Survey of County Cork* residents, undertaken as part of this project, indicates that a significant majority of residents are satisfied that the level of crime in their area, while unwelcome, is generally acceptable. An overwhelming majority of residents indicate that they felt either safe or very safe in their local areas – both during daytime and at night. These results suggest, overall, that Cork is a relatively safe and crime free location in which to live – reflecting Ireland's high ranking internationally in this regard.

However, it is recognised that a minority of residents do not have a positive perception of crime and safety in Cork. Further monitoring and analysis is required to tackle actual and perceived security issues in these areas.

In 2014, the CSO published a report *Garda Recorded Crime Statistics 2008-2012* demonstrating a reduction in crime rates across Cork County over the period. Some of the key findings were:

- ▣ *In the combined County Region, Cork had the ninth highest crime rate of the 21 Garda regions in the state*
- ▣ *In the combined County Region, in the period 2008 to 2012, crime levels fell by more than 25%. Cork West had experiencing the biggest reduction while reduction in Cork North was noticeably slower*
- ▣ *In the combined County Region, Cork had one of the lowest burglary rates in the entire country. There have been dramatic reductions in theft in Cork City and Cork West in recent years while these have remained unchanged in North Cork*

More recent figures from June 2014 show crime levels in the county are continuing to fall at a faster rate than the national average. Across the country, there was a 3.7% decrease in overall crime levels in the year. The number of recorded crimes has fallen across the three Garda divisions in Cork (CSO figures) by a combined average of 6.7% in a 12 month period.

## Co-Operation

There is already a significant level of co-operation between various agencies in relation to policing, security matters and emergency planning. For example, *Joint Policing Committees* (JPCs) aim to develop greater consultation, co-operation and synergy on policing and crime issues between An Garda Síochána, local authorities, stakeholders and elected local representatives. JPCs also facilitate the participation of the community and voluntary sectors in this regard. Additional initiatives - such as the *Text Alert* crime prevention system (a joint initiative of An Garda Síochána, Muintir na Tíre, Neighbourhood Watch and the Irish Farmers Association) - engage members of the community to assist in the reduction of crime, particularly in rural areas.

Local authorities are also required to have in place *Major Emergency Plans* under the requirements of 'A Framework for Major Emergency Management.' Such plans are the basis for interagency co-operation and have been prepared to facilitate the response to (and recovery from) major emergencies. Security is a crucial aspect of resident's lives and a key element in promoting Cork as a place to live, work and invest. Continuing co-operation between agencies and stakeholders will ensure that Cork continues to remain a safe, secure and attractive place.

### Asset Management Goal

To identify and promote actions that will enhance security – personal and property related – within the Cork region



# 26. REGULATORY ENVIRONMENT

Government regulations, and their implementation, can have a positive or negative effect on the processes that they serve. Regulation is necessary and important in the socio-economic conversation, in order to ensure that short-termism does not prevent the sustainable management of our resources and supporting infrastructure.

Administrative regulation governs the practical functioning of the public and private sectors – attempting to set the conditions for progress and growth. Regulatory reform is directed to making sure that these regulations are fully responsive to changes in the economic, social, environmental and technical conditions surrounding them.

However, regulation becomes a barrier to progress when it is inappropriately applied.

## Context

In order to understand the relationship between regulatory activities and people / organisations achieving their ambitions, it is appropriate to consider the following:

- *Understanding linkages - the regulatory process, regardless of what sector it relates to, must understand and measure its impact*
- *Facilitate competition - in all sectors, a certain degree of competition is essential to the innovative process*
- *Streamline regulations - in the interest of economic efficiency and innovation, regulatory reform should seek to remove duplicative, onerous and inefficient regulations*
- *Use technology based approaches - maximum use should be made of regulatory approaches that are technology-friendly, allowing for ease of interaction*
- *Compare internationally – by understanding how regulation is formulated and applied internationally, regions can ensure that they are competitive in attracting inward investment*

## Regulation in Ireland

Regulatory reform is an on-going governmental process, For example, in 2008, reacting to the country's emerging financial crisis, the *Department of the Taoiseach* commissioned a report to review the economic regulatory environment in Ireland. Recently, the *Department of the Environment, Community and Local Government* undertook a review of residential building standards in the context of housing costs and supply.

At the local authority level, a range of initiatives have been implemented to facilitate more streamlined regulatory application and ease of access by customers.

In fact, a 2015 World Bank Group Flagship Report identified Ireland as 13<sup>th</sup> out of 185 countries in terms of ease of doing business. This report uses a range of data collected across a number of themes to identify the level of ease which companies and individuals can operate around the world. In fact, as well as its overall high ranking, Ireland was also noted as one of the countries that most improved its regulatory environment, as measured by the report.

## Regional Regulation

While governmental organisations and local authorities continue to strive to achieve the highest standards of regulation, notwithstanding some collaboration in this area, regulation is not generally engaged with on a regional or spatial basis by companies and individuals.

However, inward investment is attracted principally to a region rather than to a specific location, allowing the regional benefits and advantages offered to be harnessed. Hence, developing a positive regional reputation in regulatory terms and by developing a regional brand that includes ease of doing business, the Cork region can add to its attractiveness as a place to invest in.

## Institutional Regulatory Relationships

One of the key assets identified in this plan is *Institutional Relationships*. By enhancing our inter-agency co-operation within the Cork region, we will maximise our collective strength. Similarly, by collectively ensuring that we manage and implement our regulatory functions in a way that ensure they are not barriers, we will gain an economic competitive advantage. Furthermore, this will also aid individuals in their interactions with regulators, contributing to a the creation of a high quality place to live.

It is important to note that, while identifying our regulatory environment as an important asset to our region, it is not advocated that we downgrade our regulatory function. Appropriate regulation is a key feature of a sustainable society and absence of regulation has been a significant factor in many historical societal difficulties.

### Asset Management Goal

To identify and promote actions that will enhance Cork's reputation as a location where regulation is applied effectively and where ease of doing business is facilitated

### Opportunities

#### Action 1

In 2018, and in collaboration with key regulatory agencies and key stakeholders, develop a programme of actions to enhance Cork's regulatory environment within the economic, social and environmental sectors

#### Action 2

By 2018, and in collaboration with key regulatory agencies and key stakeholders, develop a programme of actions to identify specific opportunities for inter-agency co-operation in the regulatory sector



## Place

### Action 3

In 2017, to identify the key regulatory functions undertaken within the Cork region and their linkages to enterprise and communities

### Action 4

In 2017, to develop a programme of actions to identify where enhanced technology application can benefit regulatory functions within the Cork region

### Action 5

By 2018, to undertake a comparative analysis with the regulatory performance of internationally competitive regions to Cork

## Vision

### Action 6

Within the lifetime of this plan, develop a *Cork Regulatory Index* that will identify, measure and monitor regulatory performance within the Cork region



# 27. VALUES

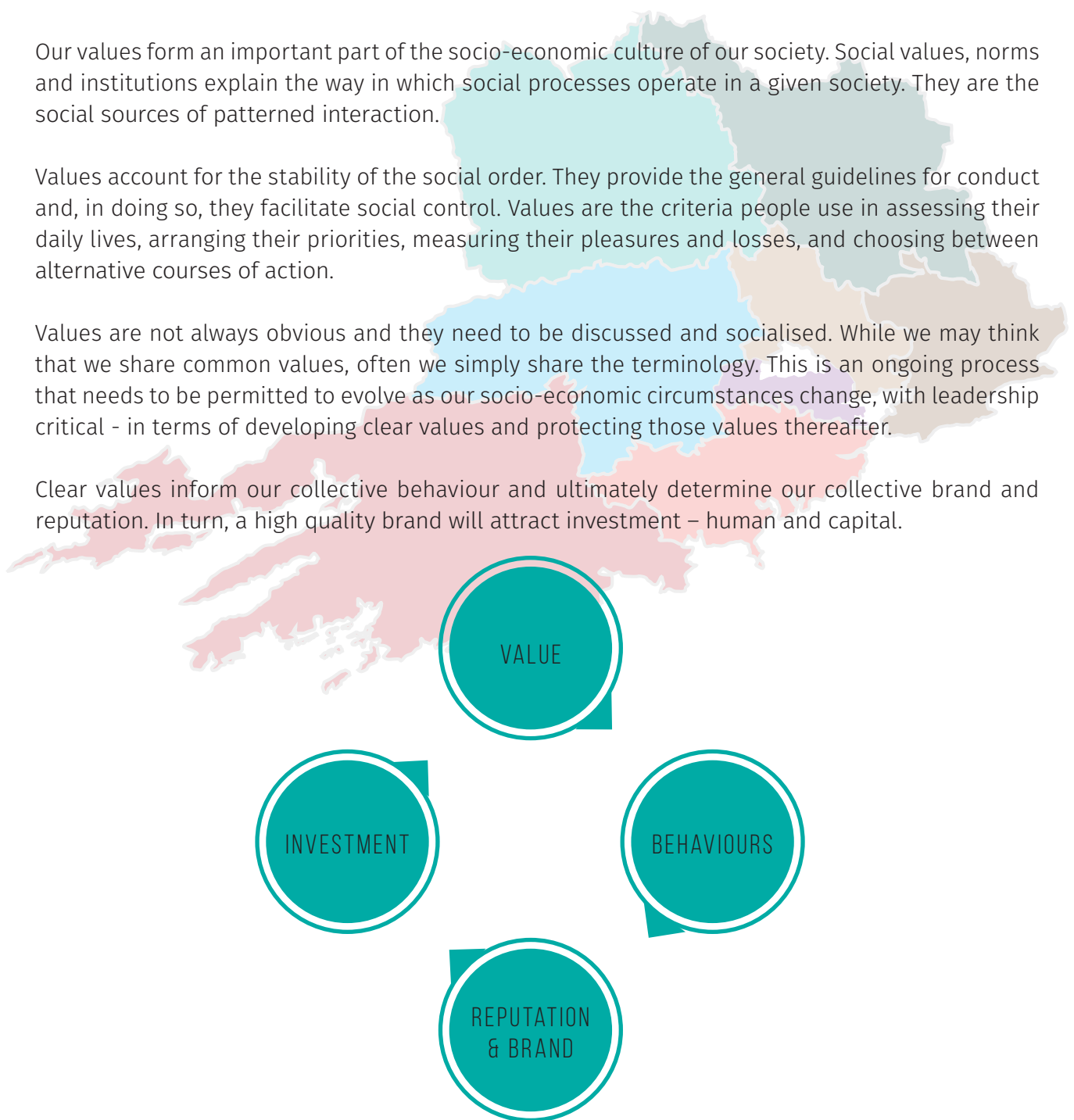
Societal and organisational values are often viewed as abstract and aspirational. However, successful societies and organisations view their values much differently and see them as the foundations on which their success is built. Values can be described in many ways, but one simple description is as follows; *values are what we want to be like and how we want to interact with each other and others.*

Our values form an important part of the socio-economic culture of our society. Social values, norms and institutions explain the way in which social processes operate in a given society. They are the social sources of patterned interaction.

Values account for the stability of the social order. They provide the general guidelines for conduct and, in doing so, they facilitate social control. Values are the criteria people use in assessing their daily lives, arranging their priorities, measuring their pleasures and losses, and choosing between alternative courses of action.

Values are not always obvious and they need to be discussed and socialised. While we may think that we share common values, often we simply share the terminology. This is an ongoing process that needs to be permitted to evolve as our socio-economic circumstances change, with leadership critical - in terms of developing clear values and protecting those values thereafter.

Clear values inform our collective behaviour and ultimately determine our collective brand and reputation. In turn, a high quality brand will attract investment – human and capital.



## Importance of Values

Our values tell us what we collectively *value* and this concept is at the core of this LECP process. The consultations undertaken to inform this plan asked, *What do you Value?* – personally, socially, economically, etc. Those conversations informed the identification of the key assets listed in this plan and, if managed well, those assets will assist us in providing the opportunities that residents of Cork want to have access to.

But the opportunities that existing residents of Cork wish to access to are also the opportunities that future residents of Cork seek. Comparative international socio-economic surveys (to the Cork *Quality of Life* survey undertaken by this project), shows that people all over the World value similar things – albeit to varying degrees.

Family, community, health, connectedness, life-work balance, etc. all feature highly in the list of things that people value, to be coupled with, productive employment, income, economic opportunity, etc. that provide people with the ability to shape their own lives.

The collective process identified within this plan, to protect and enhance the key assets identified, is informed by what are collectively important to us. In turn, these things that we value inform our collective endeavours and what we have to offer as a Cork society. Hence, our social values are at the heart of our socio-economic story.

## Reputation

This process of values identification underpins our collective reputation and brand. Branding is a key consideration when seeking to attract investment – human or capital. While branding may be historically seen as an economic vehicle, it is also a critical vehicle in retaining and attracting the people that are important to Cork's future.

Hence, the proposed *Cork Asset Management Forum* identified herein to strategically oversee the ongoing LECP process, will have a critical role in stimulating continued discussion around what it is that Cork values. By facilitating this discussion, Cork will remain relevant – socially and economically – and will also enhance and protect its reputation as a high quality place to live and work. The *Asset Management Structures* section of this plan sets out how a *Quality of Life Forum* could be a useful vehicle to facilitate this ongoing conversation.

### Asset Management Goal

To promote the continued identification, socialisation and protection of the socio-economic values which underpin the Cork region

### Opportunity

#### Action 1

On establishment, to become the *Cork Asset Management Forum* in order to promote the protection of the socio-economic values which underpin the Cork region

## Place

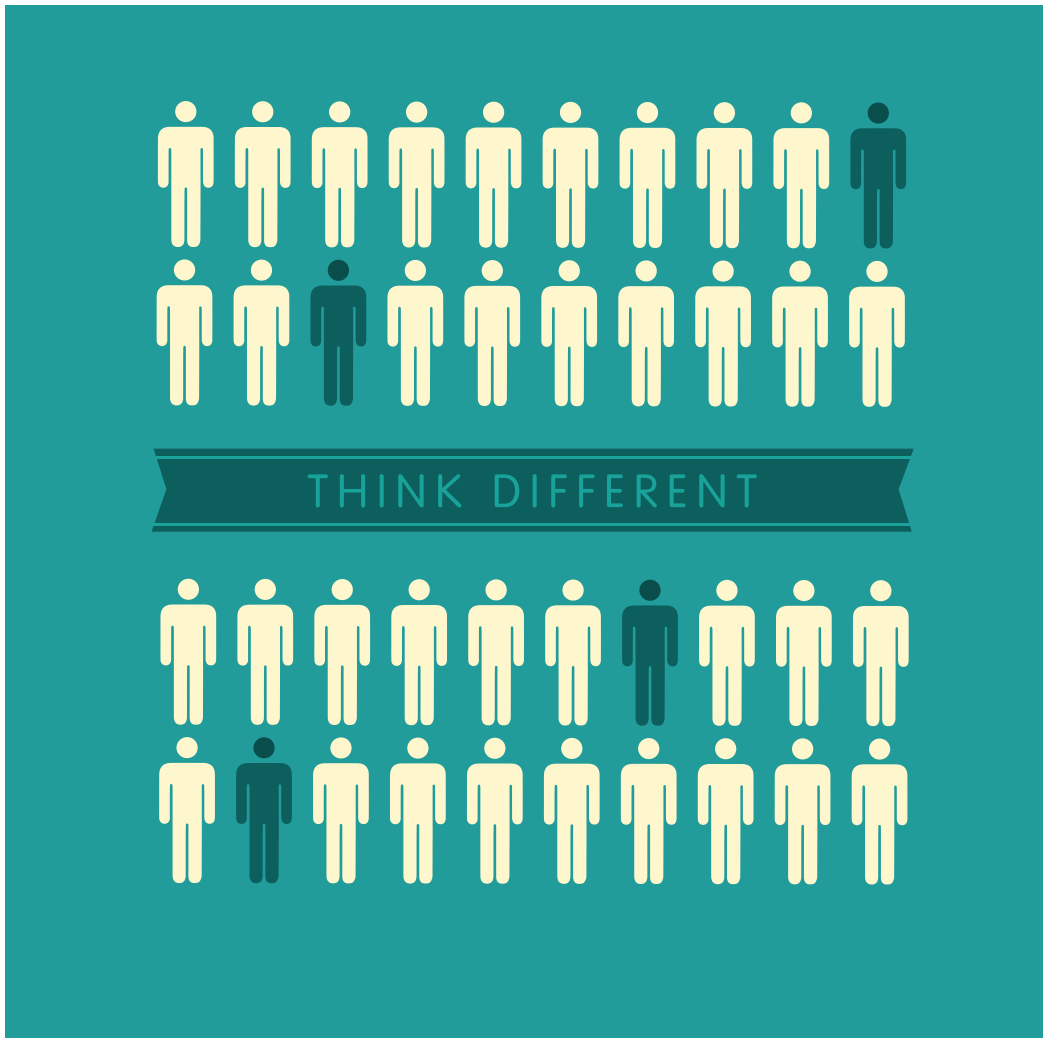
### Action 2

Within the lifetime of this plan, to organise the first *Cork Quality of Life Forum* event to stimulate socio-economic discussions within the region and to inform our future collective community and economic endeavours

## Vision

### Action 3

To update and undertake the *Cork Quality of Life Survey* on a five year cycle



# 28. INSTITUTIONAL RELATIONSHIPS

Removing barriers and increasing efficiencies can appear intimidating at first. Difficulties experienced with housing, employment, social inclusion, health, transport, energy, environment, education, and many more sectors, have complex and inter-related issues affecting them. Often it seems that a particular action will only achieve minor or insignificant progress.

However, pushing a car uphill presents us with a similar problem. On our own the task is impossible, but with the assistance of others it is wholly possible. In fact, with the help of many others, it is not beyond us to push a fire truck or bus up a hill. That is the power of relationships and by working together we can achieve anything we wish to.

This plan, and more importantly the process that is to follow, is about harnessing our collective strength and giving it clarity of purpose. By having a shared destination (vision) and clearly defined collective goals (key assets), we use our collective abilities to our mutual benefit. This includes private and public bodies, government and non-governmental agencies.

## Relationships

There exists a range of relationship types available to stakeholders in order to progress their common goals. These include:

- ▣ *Networking* – exchange of information
- ▣ *Co-ordination* – modification of activities
- ▣ *Co-operation* – both of the above, but also coupled with resource sharing
- ▣ *Collaboration* – all of the above, but also helping other agencies to be more effective
- ▣ *Multi-sector Collaboration* – all of the above and across multiple sectors, to effect systemic changes

The types of relationships listed above require different resources to be applied (human and financial), as well as varying levels of trust, time and skills. However, like any relationship, inter-agency relationships are built over time and go through various phases – from *networking* in its simplest form to *multi-sector collaboration* at its most complex.

Before entering into any significant relationship, it is important for each partner organisation to understand the purpose, nature and implications of the relationship proposed. Factors to be considered include:

- ▣ *What is the overall goal to be accomplished from the relationship?*
- ▣ *What kind of relationship is required?*



- *Are resources available to facilitate the relationship, or, can the resources be accessed?*
- *Is their sufficient commitment and trust to support the relationship?*

By first understanding the implications of the relationship, and by then socialising that understanding, solid and productive foundations can be laid between stakeholders.

## Challenges

When organisations and stakeholders work together the potential benefits are significant. However, challenges will always be present when groups are trying to work together in concert. These can include:

- *Cultural bias toward working individually*
- *Mistrust*
- *Absence of culture of inclusivity*
- *Poor communication skills*
- *Absence of clarity of purpose*
- *Absence of leadership*

By consciously working together to overcome these challenges, it is possible to create an operational environment that maximises our collective strength. Some of the key tools to overcome these challenges include:

- *Involve all stakeholders*
- *Collectively develop the vision, process and goals*
- *Create organisational structures that are a good fit and are mutually supportive*
- *Listen*
- *Build initially on areas of agreement*
- *Learn about each other's needs*
- *Respect the corporate integrity of all stakeholders*
- *Expect problems and have patience*

## Cork Relationships

In Cork we have many examples of inter-agency relationships that have borne significant fruit for the region – public and private. This plan seeks to build upon that track record of co-operation in order to protect and enhance the key Cork assets identified herein.

But we also wish for our institutional and stakeholder co-operation to be more than just a tool, and in itself become a key regional asset. By building upon our existing good relationships, in order to form a network of stakeholders with a shared clarity of purpose, we will create an attractive asset that will facilitate and enhance inward regional investment. In this regard, the continuation of the existing and productive relationship between the two local authorities in Cork will be of significant

benefit to the safeguarding and progression of the key assets identified within this LECP. Cork City and Metropolitan Cork is recognised as an important socio-economic driver within the southern region, with the city and county critical mass population in excess of 500,000 persons a vital asset.

A key finding of this LECP process was the desire that exists for all of Cork to speak as a single entity and to organise itself around a shared vision. Clarity of purpose, supported by stakeholder and delivery agency co-operation, is a powerful asset that is attractive to individuals, communities and investors. In this regard, the continuation of the existing and productive relationship between the two local authorities in Cork will be of significant benefit to the safeguarding and progression of the key assets identified within this LECP. Cork City and Metropolitan Cork is recognised as an important socio-economic driver within the southern region, with the city and county critical mass population in excess of 500,000 persons a vital asset.

### **Asset Management Goal**

To identify and promote actions that will expand, enhance and protect stakeholder relationships within the Cork region

### **Opportunity**

#### **Action 1**

In 2017, to become the *Cork Asset Management Co-Ordination Group* to oversee and coordinate the actions and outputs of all *Asset Management Groups*

### **Place**

#### **Action 2**

In 2017, building on existing relationships and initiatives, to develop a programme of actions to protect and enhance existing regional, national and international institutional relationships, and, to develop new institutional relationships.

### **Vision**

#### **Action 3**

During the lifetime of this plan, to establish a *Cork Institutional Relationships Index* that identifies, and commences the measurement of, the nature and extent of productive institutional relationships within the Cork region



# 29. DATA CO-ORDINATION

This LECP seeks to give direction, or clarity of purpose, to our collective endeavours within the Cork region. It begins by identifying what it is that is important to us – in economic and community terms – and then it seeks to develop a process to protect and enhance those things (assets) that we identify as important. The third step in this process is the monitoring and measurement of our key assets.

Users of socio-economic statistics rely heavily on the type, quantity and quality of the information they can access. Their needs have historically been met simply by more extensive data collection, subject to usual concerns over financial costs, survey respondent burdens, etc. However, users (both private and public sector) have expressed a continuing desire for an integrated and coherent system of socio-economic statistics and analysis. In this case, additional data will not be sufficient; the more important constraint is the absence of an agreed conceptual and organisational approach.

## Nature of Data Collected

The government, as well as public and private bodies, create, collect and hold large amounts of information and data – including, financial data, health data, educational data, transportation data, population data, environmental data etc. Public agencies, in particular, have become large repositories for essential data. The analysis of this data, coupled with government policy priorities, helps decide how to allocate public resources - such as, the provision of new infrastructure like roads, hospitals, housing and schools.

Traditionally, no local shared platform exists for public bodies and government departments to co-ordinate data collection and presentation. Data collection and presentation largely reflects the operational structures of each organisation, relative to the organisations available resources. There is significant scope to co-ordinate data collection at the local and regional levels – particularly in spatial terms, where complementary data outputs are at times generally aligned, but are often not spatially compatible.

The conventional formats for releasing data include, reports, strategies, press releases and statements, where the data is already interpreted and packaged. Below is a table of the types of data that is collected on a regular basis.

### Data Routinely collected by public agencies

finance data – government revenue and spending figures

health data – hospital waiting times or infection rates

transport data – timetables, real-time traffic updates and usage statistics

education data – statistics on early school leavers and educational achievements

population data – census information and household poverty statistics

environmental data – bathing water quality or air pollution level

## Open Data

There are many areas where we can expect open data to be of value and where examples of how it has been used already exist. There are also many different groups of people and organisations who can benefit from the availability of open data, including government itself. At the same time it is not possible to predict precisely how and where value will be created in the future. The nature of innovation is that advancements often spring from unlikely sources. This is perhaps the greatest strength and benefit of open data – it's potential for use in innovations that we cannot currently predict.

It is already possible to point to a large number of areas where open government data is creating value. Some of these areas include:

- *Transparency and democratic control*
- *Participation*
- *Self-empowerment*
- *Improved or new private products and services*
- *Innovation*
- *Improved efficiency of government services*
- *Improved effectiveness of government services*
- *Impact measurement of policies*
- *New knowledge from combined data sources and patterns in large data volumes*

The facilitation of access open data is an important tool in developing an innovative, growth economy. Public sector data is used as the basis for many products and services offered to citizens. The value of the *EU Public Sector Information* market is estimated at €27 billion.

## Data For Decision Makers, Business & Citizens

The modernisation of public administration, research expansion and commercialisation of research, have been identified as important underlying factors in assisting in the economic growth and competitiveness of Ireland. There is within this space an opportunity to use public sector data as a building block for the development of innovative ideas, services and business propositions.

There are clear advantages to be gained by moving toward a more co-ordinated, targeted, and open, model of data design, production and delivery that leverages collaboration between citizens, businesses and civil society. This goes hand in hand with the '*Digital Agenda for Europe*' which was launched to help the EU exit the economic crises and to face emerging societal challenges.

## Measuring What We Value

In addition to how data is collected and presented by each agency, there is also potential for greater alignment in terms of *what data* we collectively target to measure. This plan seeks to identify Cork's *key assets*, recommending the protection, development and management of these key assets via inter-agency co-operation. It is further recommended herein that our collective data measurements should reflect this focus on our *key assets* – put simply, we should *measure what we value*.

By agreeing what we value and what our priorities are in socio-economic terms, we can then focus our collective resources on targeted alignment and data collection. In addition, the presentation of this collective data – in the form of the *Cork Asset Index* – can be a powerful tool in promoting Cork as a high quality place to live and work.

Work in this area has already commenced via the *Regional Indicators Report* which was issued by the *South West Regional Authority* in 2014. That report sought to provide an innovative approach to monitoring the performance of the *Regional Planning Guidelines* and ancillary policy initiatives in achieving EU, National and Regional objectives. While the development of a co-ordinated and shared data base for the Cork region is no small undertaking, the potential regional benefits are considerable.

### Asset Management Goal

To identify, promote and co-ordinate actions to collect, organise and share data relevant to Cork's Key Assets

### Opportunity

#### Action 1

In 2017, to identify and agree with relevant agencies, a roadmap to achieve collective alignment in the collection, sharing and presentation of data by all public bodies and stakeholders within the Cork region

#### Action 2

By 2018, to develop a programme of actions required to create a *Cork Data Hub* as a repository of collective and aligned, regional data

### Place

#### Action 3

During the lifetime of this plan, establish a *Cork Data Hub* that collects, interprets and presents regional data centred on Cork's Key Assets

#### Action 4

During the lifetime of this plan and, via the establishment of the *Cork Data Hub* and combining the data outputs of the *Asset Management Groups*, make available at regional and Municipal District levels relevant information under Cork's Key Asset headings

### Vision

#### Action 5

Within the lifetime of this plan, to develop a *Cork Asset Index* that measures and presents the performance of the Cork region's Key Assets - utilising the data outputs of the *Asset Management Groups*



# 30. REPUTATION & BRAND

A *brand* is the cumulative perception people have about a place, product or organization, drawn from all sources. A brand is a promise of what to expect. It encompasses all of the experiences associated with it. Critically, a brand can be positive or negative.

In recent decades a greater understanding has emerged regarding the benefits associated with creating a *place brand* in particular. People are attracted to live and work in particular locations for a variety of reasons, but the overall quality of the life offered is central to that thought process. As the critical resource in economic development, human capital is followed by capital investment – where social and economic gains can be leveraged from productivity.

While the above narrative is a somewhat simplified version of the complex interactions that inform individual choices, all developed countries are competing to attract skilled workers to contribute to their planned socio-economic expansion. Those places that offer the best socio-economic opportunities are the places that are most successful in retaining their own skilled population and in attracting in-migration.

However, a place brand must be underpinned by a real offering. An initial positive brand will be soon eroded if the product offered does not match the preceding reputation. In terms of *place brand*, a region is wholly dependent on the collective efforts of all stakeholders – public and private. How well all stakeholders work toward a shared destination, and operate with a clarity of purpose, will determine its sustainable *place brand*.

As a nation with a relatively small indigenous population and economically dependent on attracting skills and investment into our regions, our ability to compete internationally is critical – across the full spectrum of social and economic considerations. The better the product we offer, the more successful we will be.

## **Cork Brand**

Cork has a reputation of being a high quality place to live and work. This is borne out by our economic success as a region (see *Employment and Income* section herein) and by high satisfaction ratings of residents (see *Quality of Life* section herein). This is despite our modest population growth rates over the past decades.

Both Cork City and County Councils, with the assistance and input from a wide range of stakeholders in the Cork Region, have developed a compelling and coherent regional brand strategy for the development of the Cork region as a whole.

The overall aim of the Cork Brand as stated in the strategy is to:



*Deliver a shared and coherent approach for the strategic branding and marketing that grows demand for the Cork Region to support business growth for the Cork Region and Ireland. Strategic branding and marketing means the promotion and development of what the Cork Region wants to be known for in terms of its offer, experience and reputation. This is the detailed homework, it is not about logos and strap lines. It should help all in the Cork Region “sing from the same hymn sheet.*



The LECP process seeks to support the fundamental concept contained in this strategy.

The *Cork Building Our Brand* strategy outlines the seven key messages that Cork as a region must communicate to both the general public and the wider global audience. These seven messages are seen as key to cork regional competitiveness both nationally and internationally. The seven key messages are as follows:

- ▣ Accessible & Connected
- ▣ Growth Sectors
- ▣ Champion Companies
- ▣ Talent
- ▣ Value Balance
- ▣ Quality of Life Balance
- ▣ Business Support & Collaboration

Coupled with the development of the key Cork assets identified in this plan, the promotion of Cork as a high quality place brand is critical to our future endeavours. Significant progress has been made in this regard, and the post-LECP structures identified herein seek to build on this progressive work. The goal in this regard is to not only have the Cork region known internationally as a great place to live and work, but to *actually* be a great place to live and work.

### Asset Management Goal

To continue and enhance the promotion of the Cork region, as commenced by the *Cork Building Our Brand* strategy

### Opportunity

#### Action 1

In 2017, to engage with the post-LECP *Asset Management Structures* identified within this plan as a platform to promote Cork’s socio-economic offering

### Action 2

During the lifetime of the this plan , building on existing relationships and initiatives, and in consultation with the *Institutional Relationships Asset Management Group*, to continue to promote the Cork region, nationally and internationally, as an attractive place to live, work and trade with

### Place

#### Action 3

Within the lifetime of this plan, to inform the work of, and to engage with, the first *Cork Quality of Life Forum* event

#### Action 4

To inform inputs into the *Cork Quality of Life Survey*, to be conducted by the *Values Asset Management Group*

### Vision

#### Action 5

Within the lifetime of this plan, to establish a methodology for the periodic monitoring of Cork's local, national and international reputation

“*Building The  
Cork Brand*”

## SECTION 3 - Summary & Asset Management

# SUMMARY OF COMMUNITY & ECONOMIC OBJECTIVES

It is important at this juncture to reflect on the relationship between social and economic policy – and, thereafter, the nature of socio-economic actions. While there is an understandable desire to separate social and economic actions, it almost always holds that actions in one sphere impacts on the other – such as, education, employment, transport, etc.

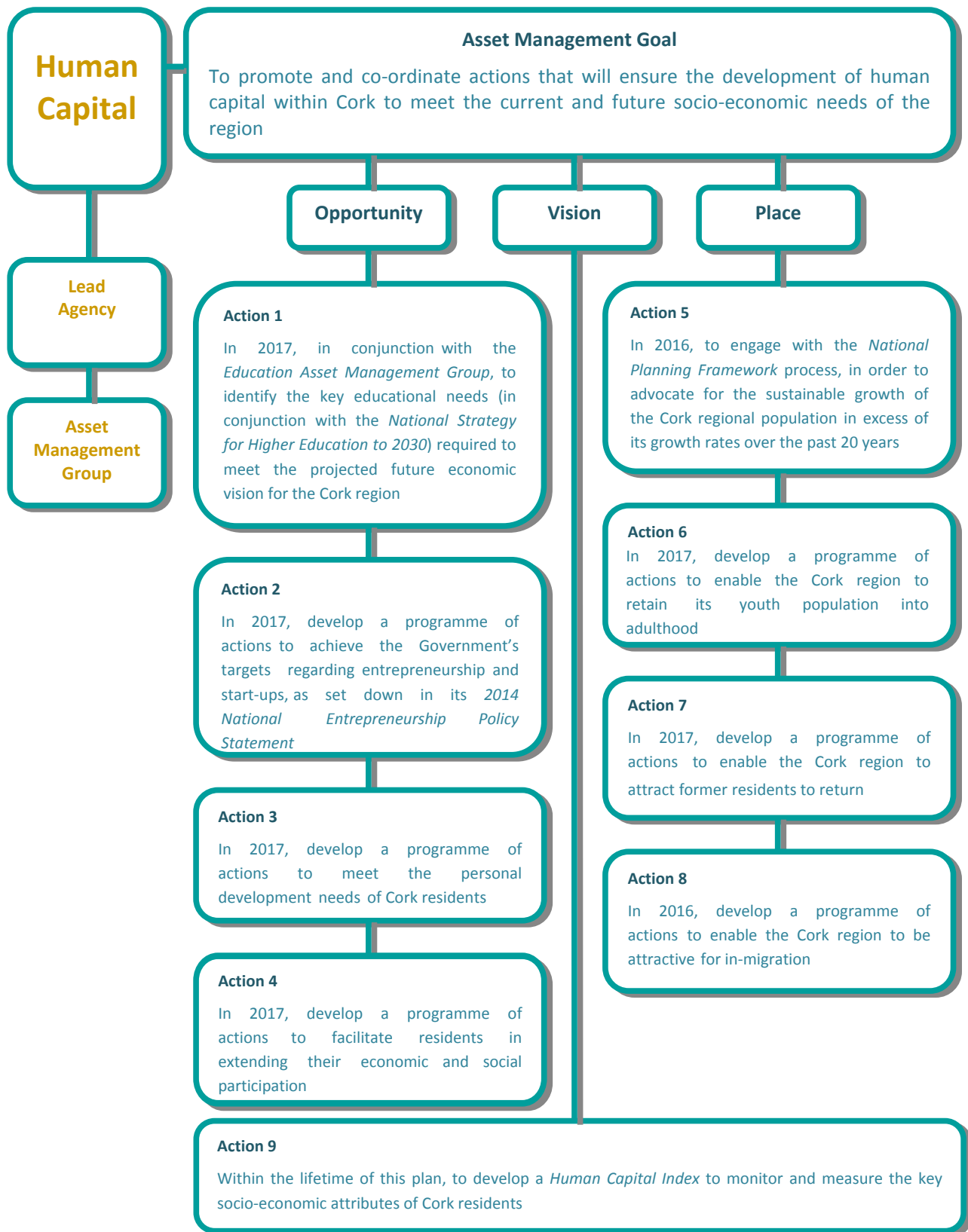
For example, high quality public transport is a key economic consideration, as it allows for the cost effective movement of people, contributes to lower wage demands and provides for fluidity within the labour market. However, an effective public transport network also allows for the accessing of services and goods by persons who cannot afford private transport, as well as the democratisation of employment (where residents have the ability to choose between employment locations). In addition, public transport has a significant role to play in the reduction of pollution and energy use, with positive local and global impacts. Hence, the enhancement of a single asset – in this example, public transport - can produce significant economic, social and environmental benefits.

This LECP seeks to identify our key socio-economic actions areas (assets) and a methodology to develop those assets. As part of the methodology to progress Cork's Key Assets, this plan is mindful of the *Local Economic and Community Plan Guidelines 2015* and the requirement for community and economic actions to be overseen by our *Local Community Development Committees* and our *Economic Strategic Policy Committee* respectively.

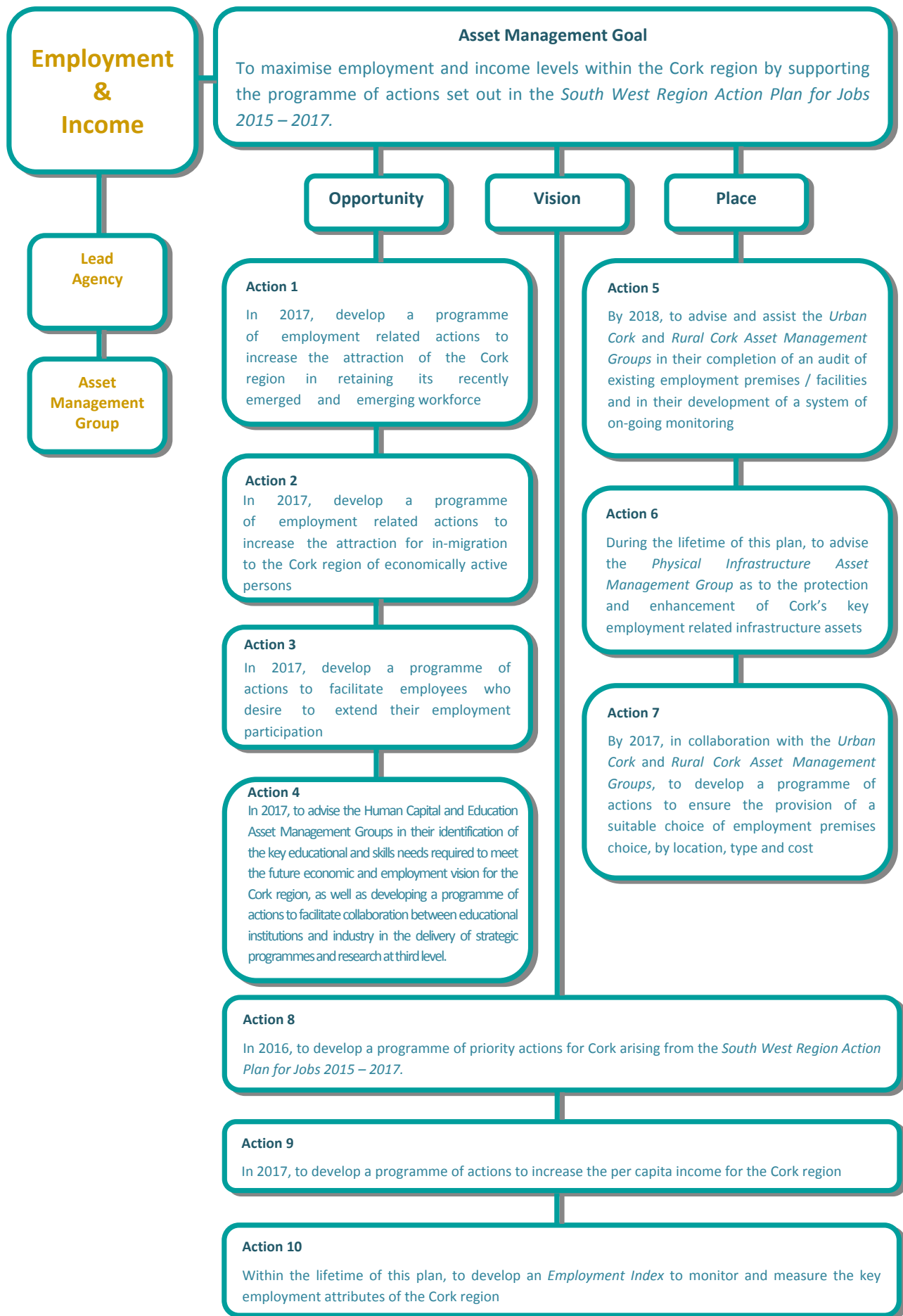
It is recommended that this be achieved via the formation of the *Asset Management Co-Ordination Group*, as referenced in the preceding sections. It is further recommended that this operational oversight group consist of *Economic Strategic Policy Committee*, *Local Community Development Committee*, *Lead Agency* and *Stakeholder* representatives. This will ensure that the dual aims of a) oversight of community and economic actions by the LCDCs and Economic SPC respectively and b) identification of cross-cutting actions can be achieved. This in turn will result in a reduction in service overlaps and a greater clarity of collective purpose – two key principles of the *Local Government Reform Act 2014*.

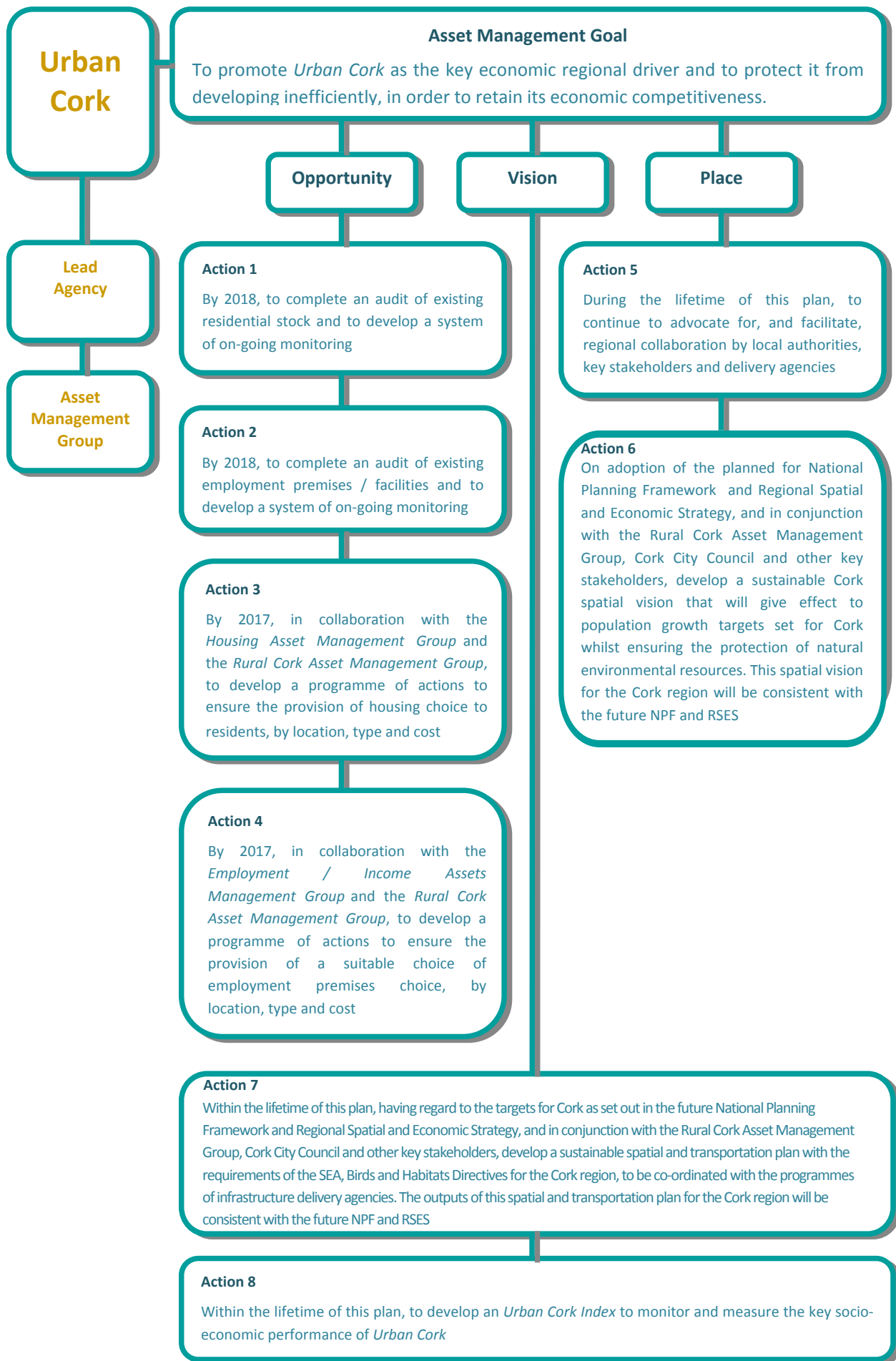
The following section sets out a summary of the *Community and Economic Objectives (Assets)* for the first *Cork County LECP*.

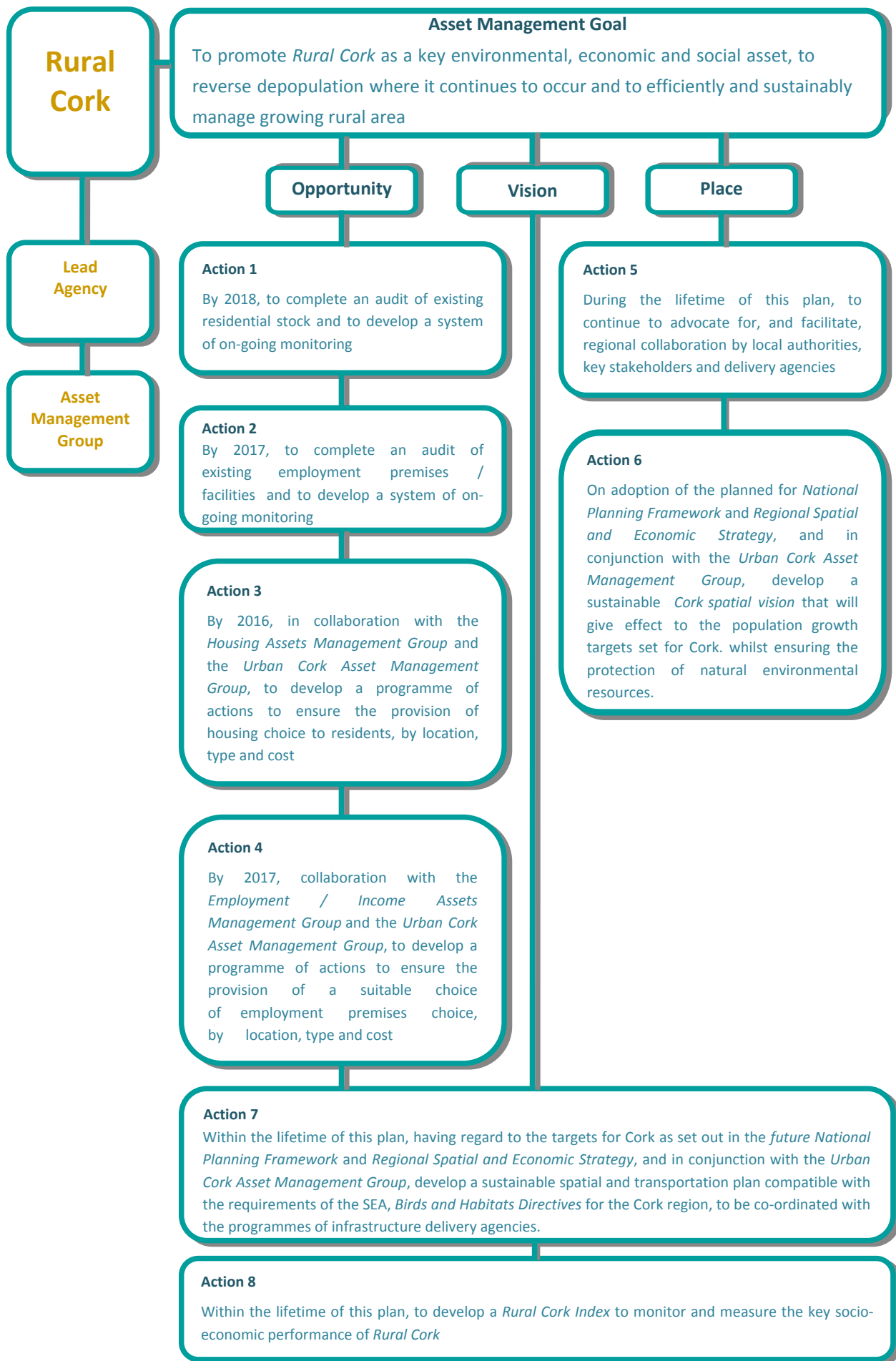


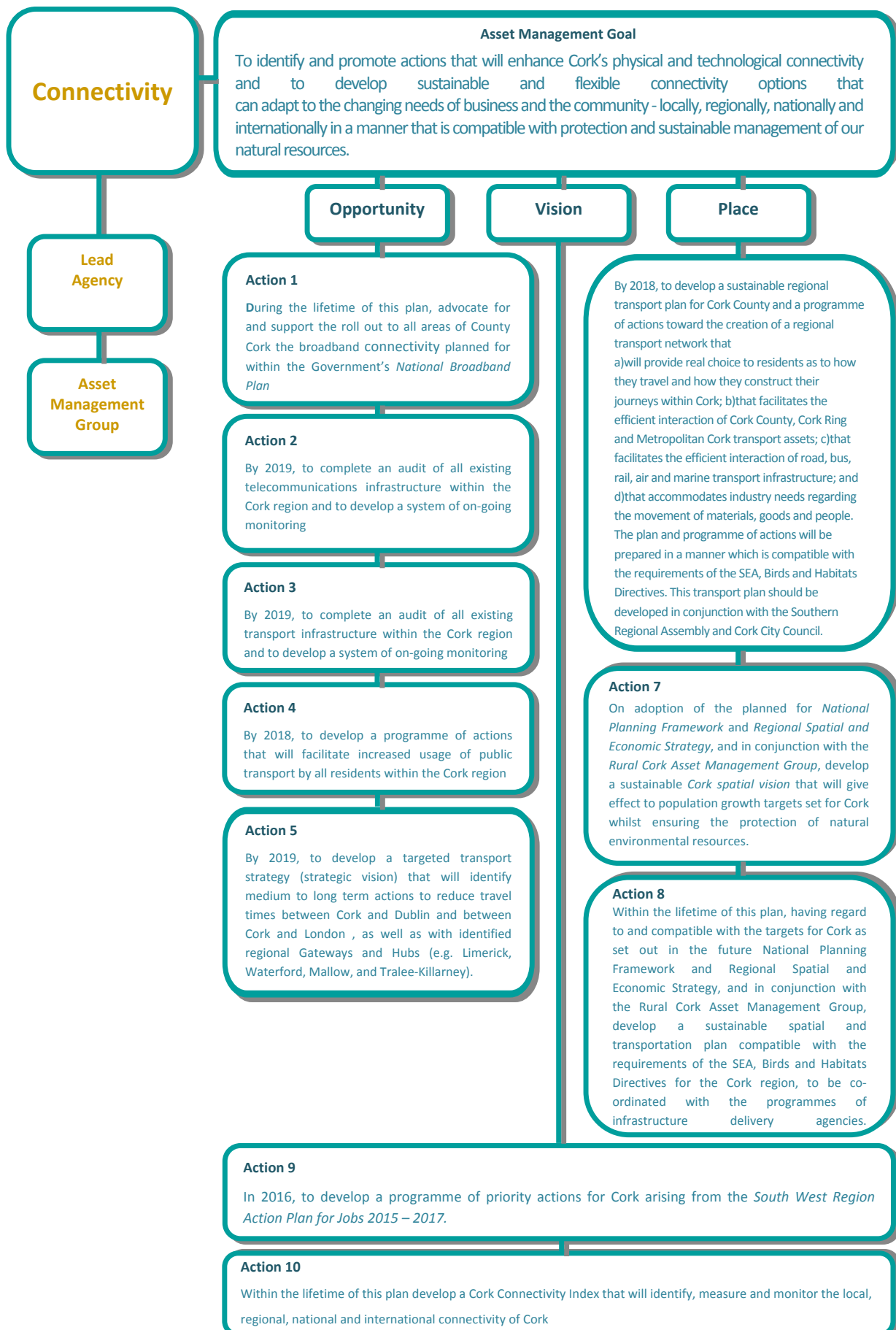


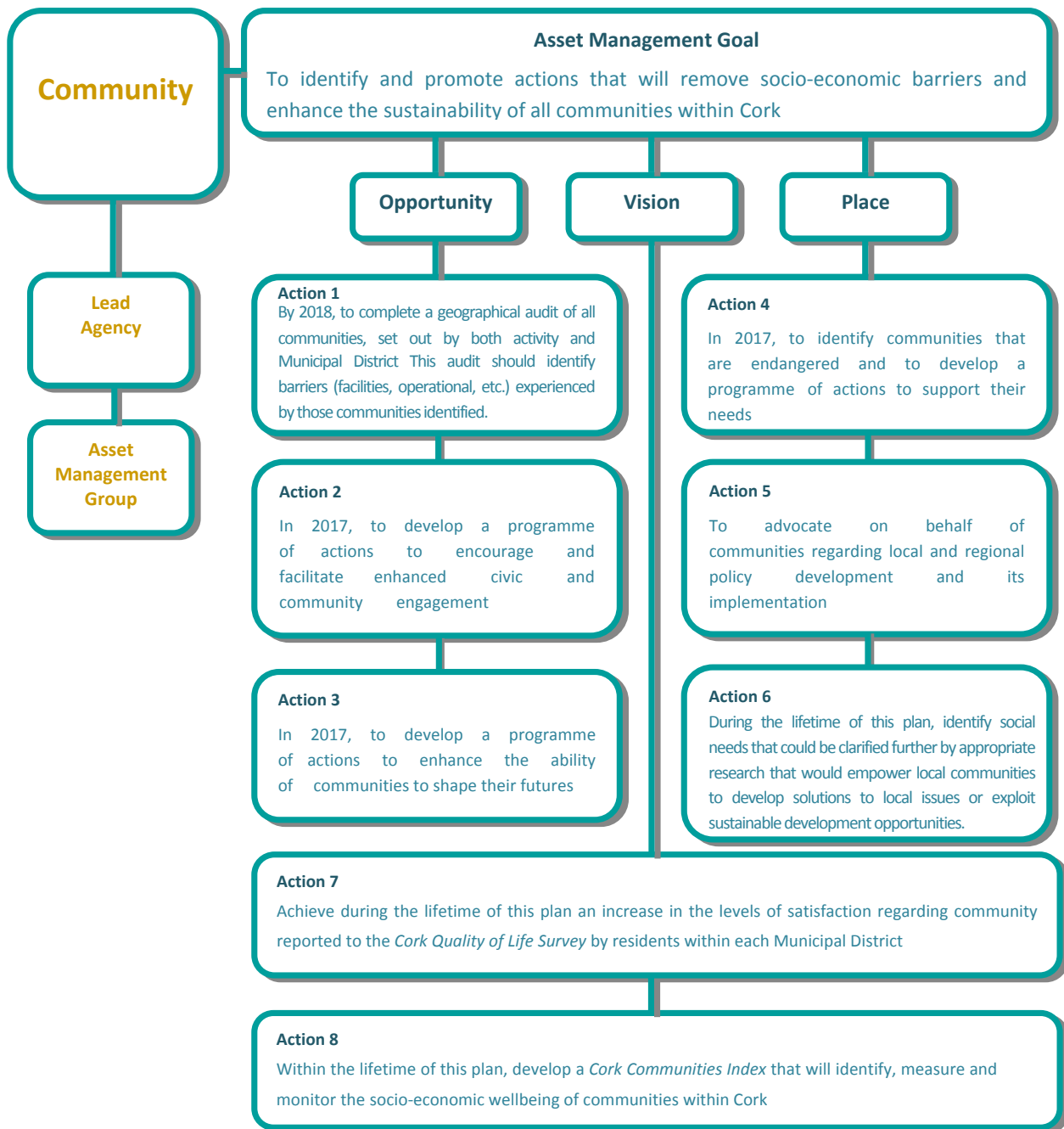




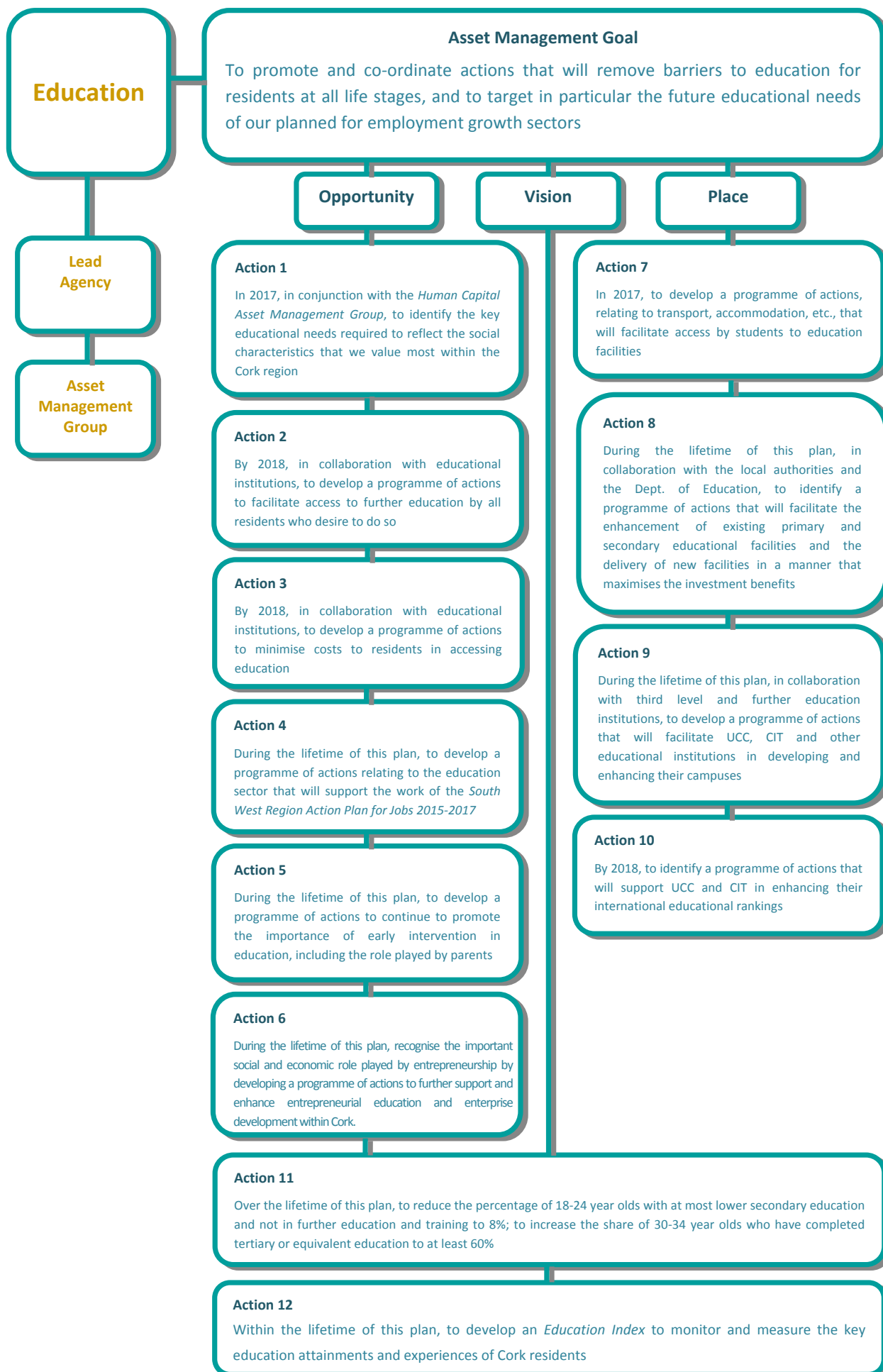


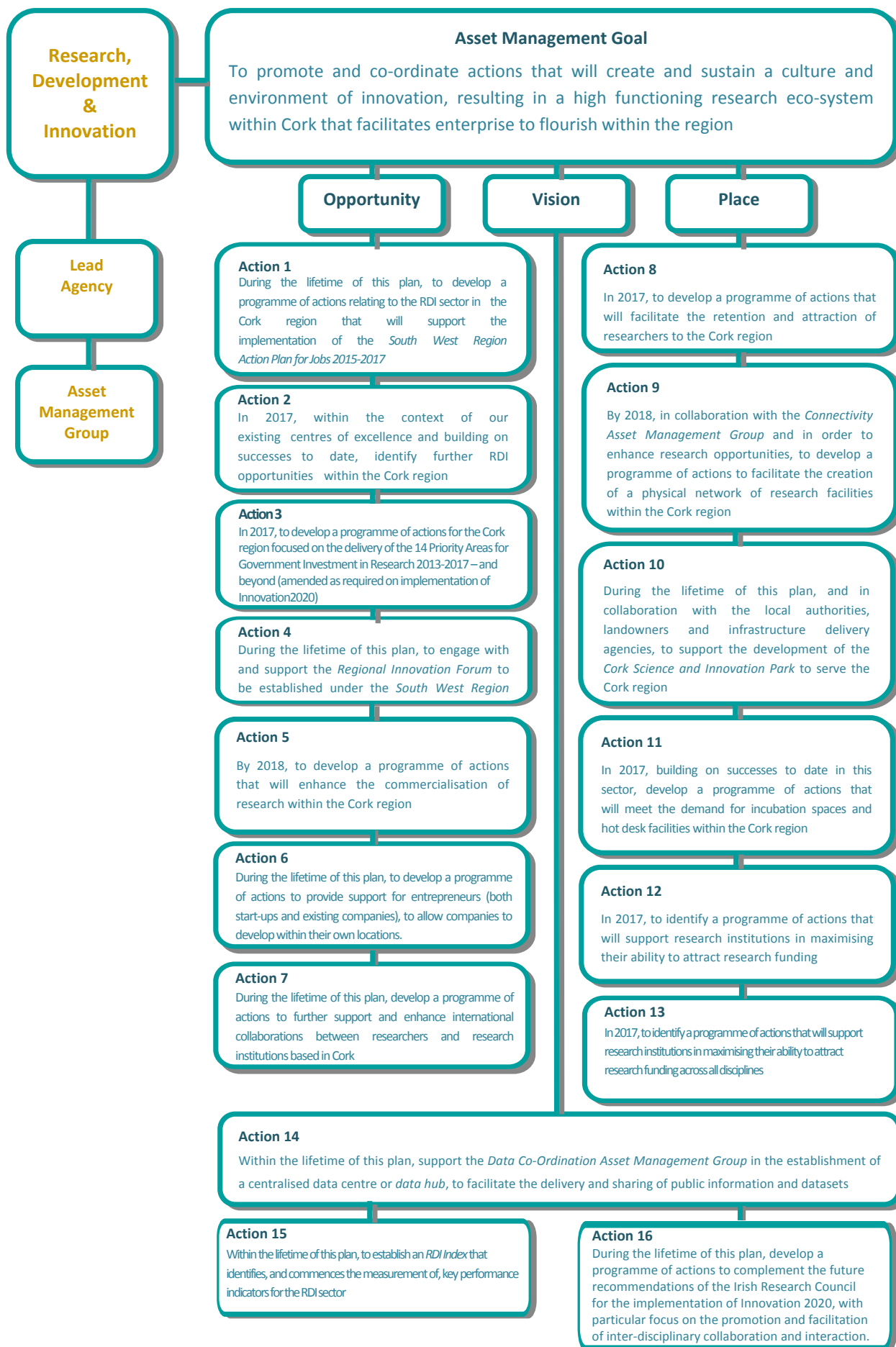




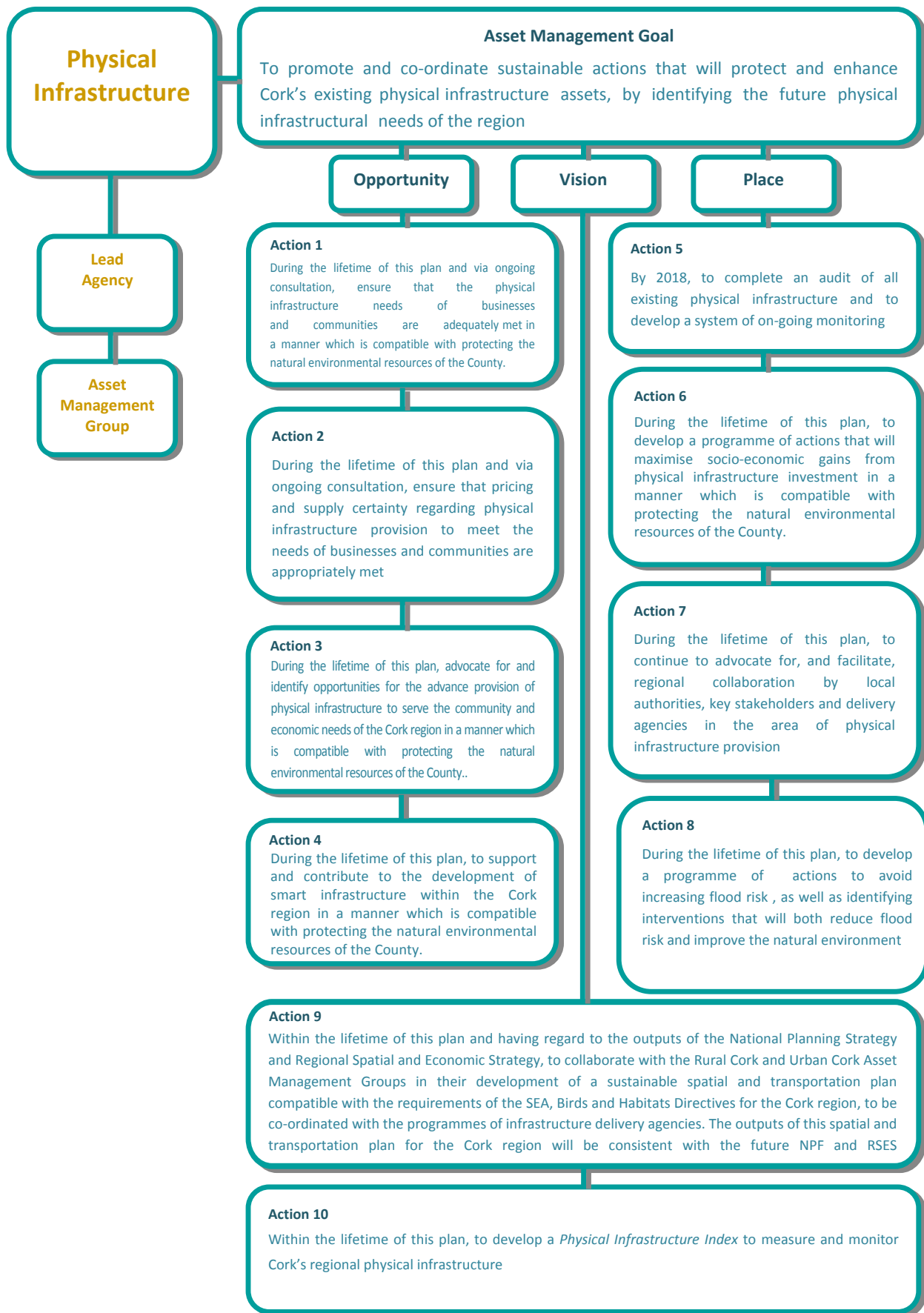


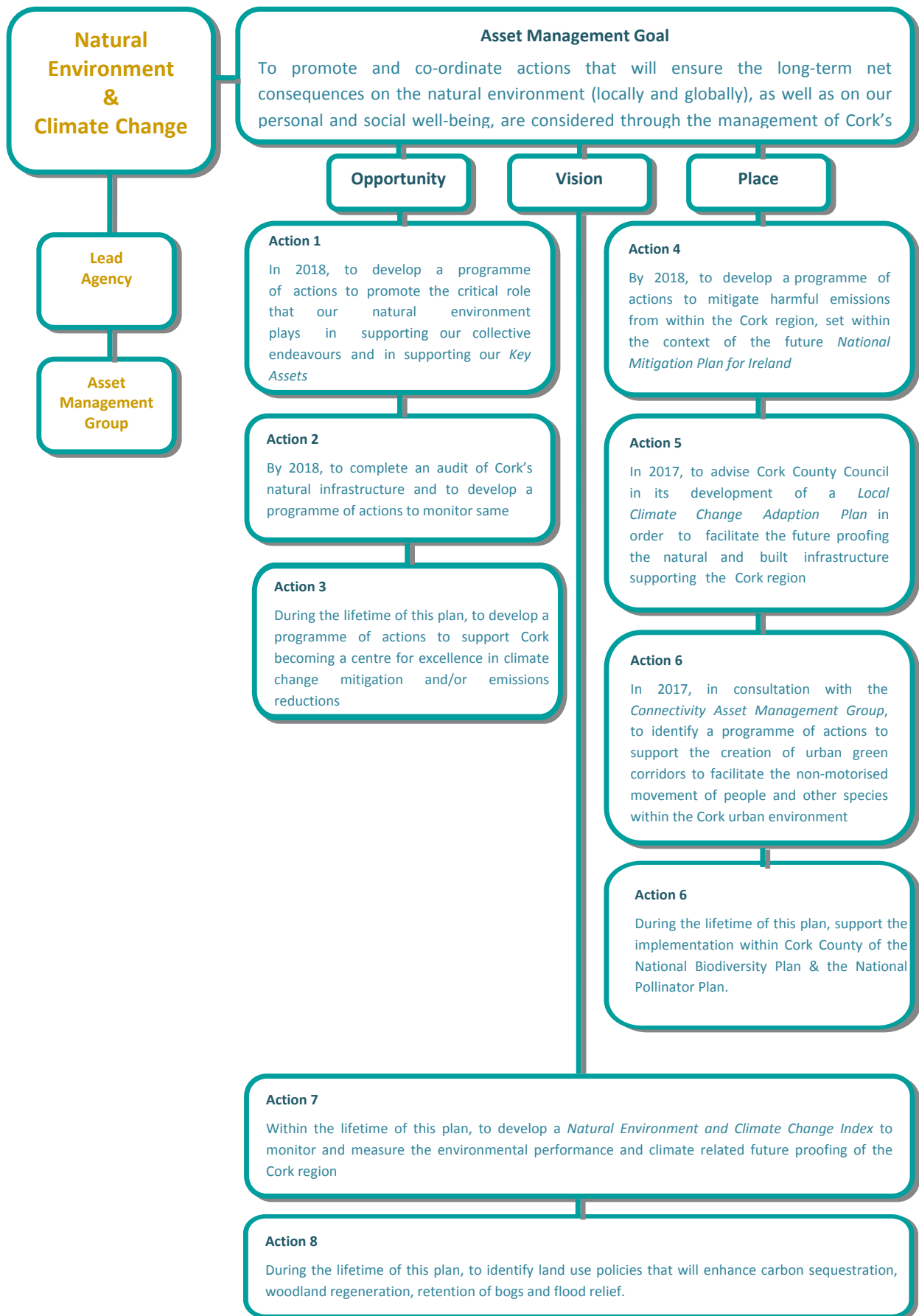




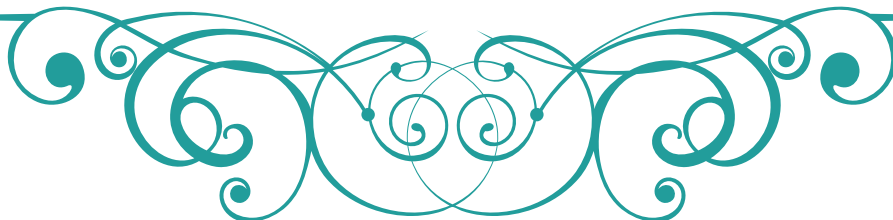
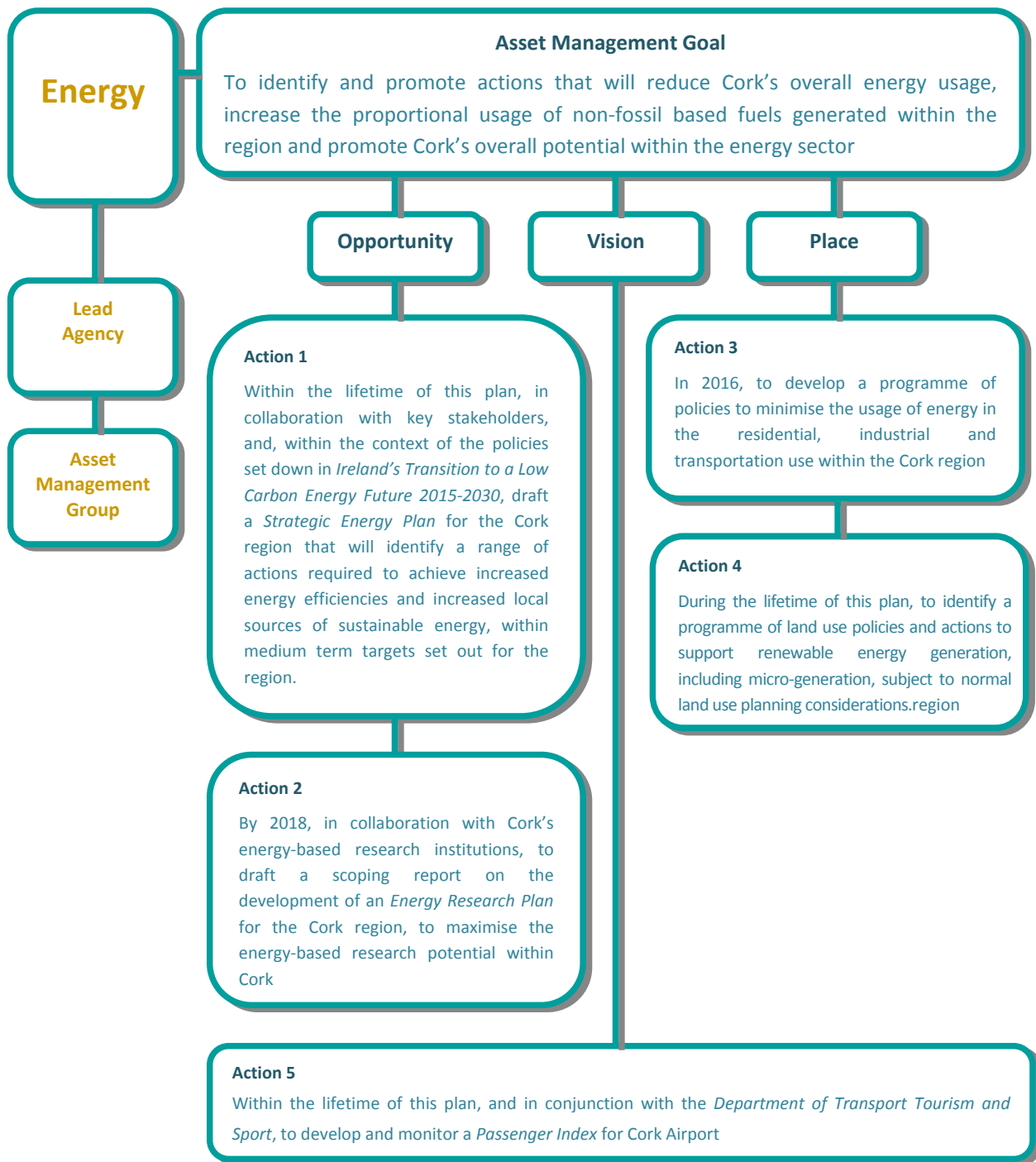


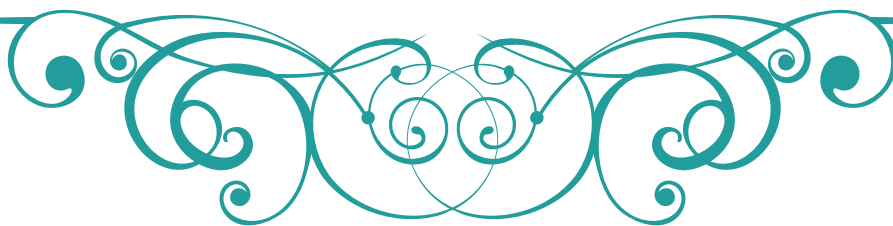
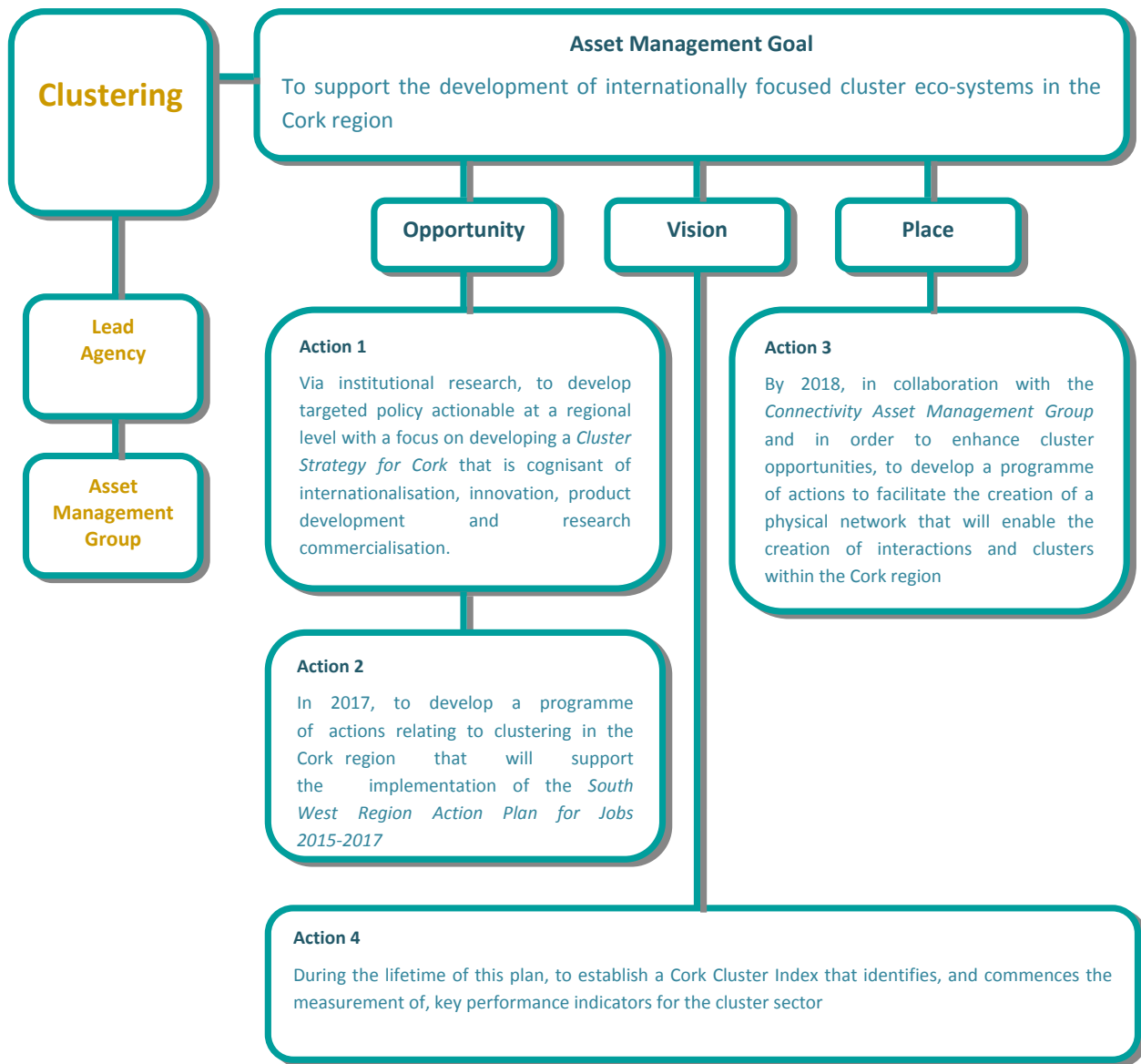


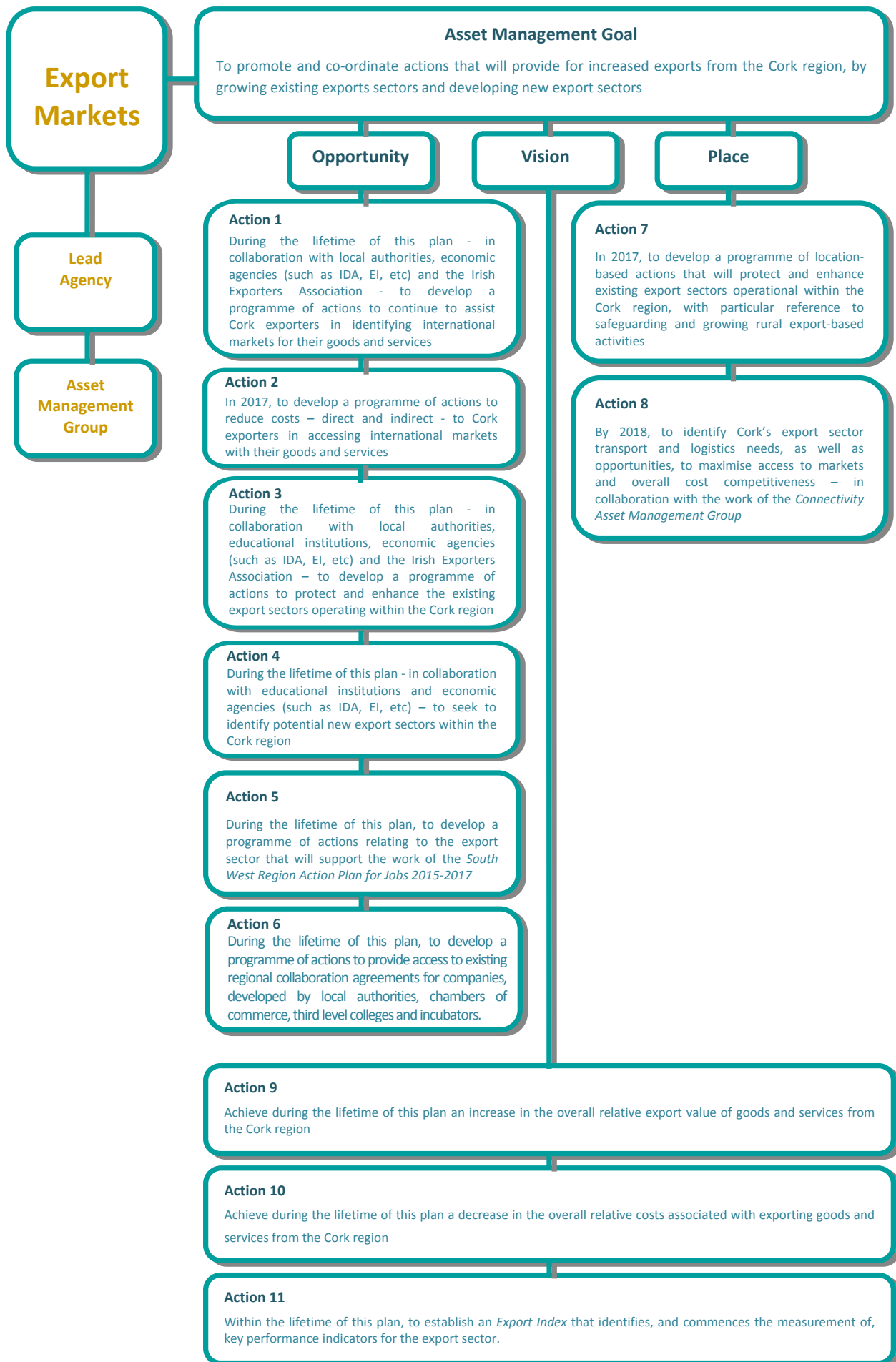


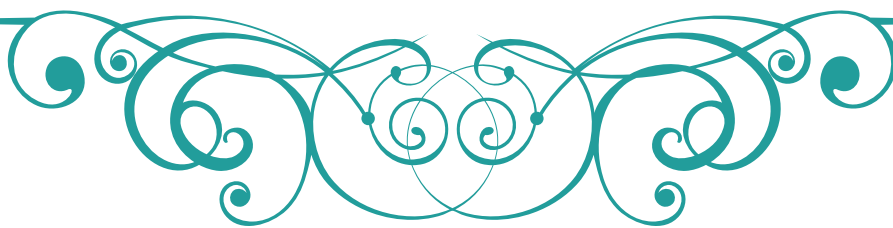
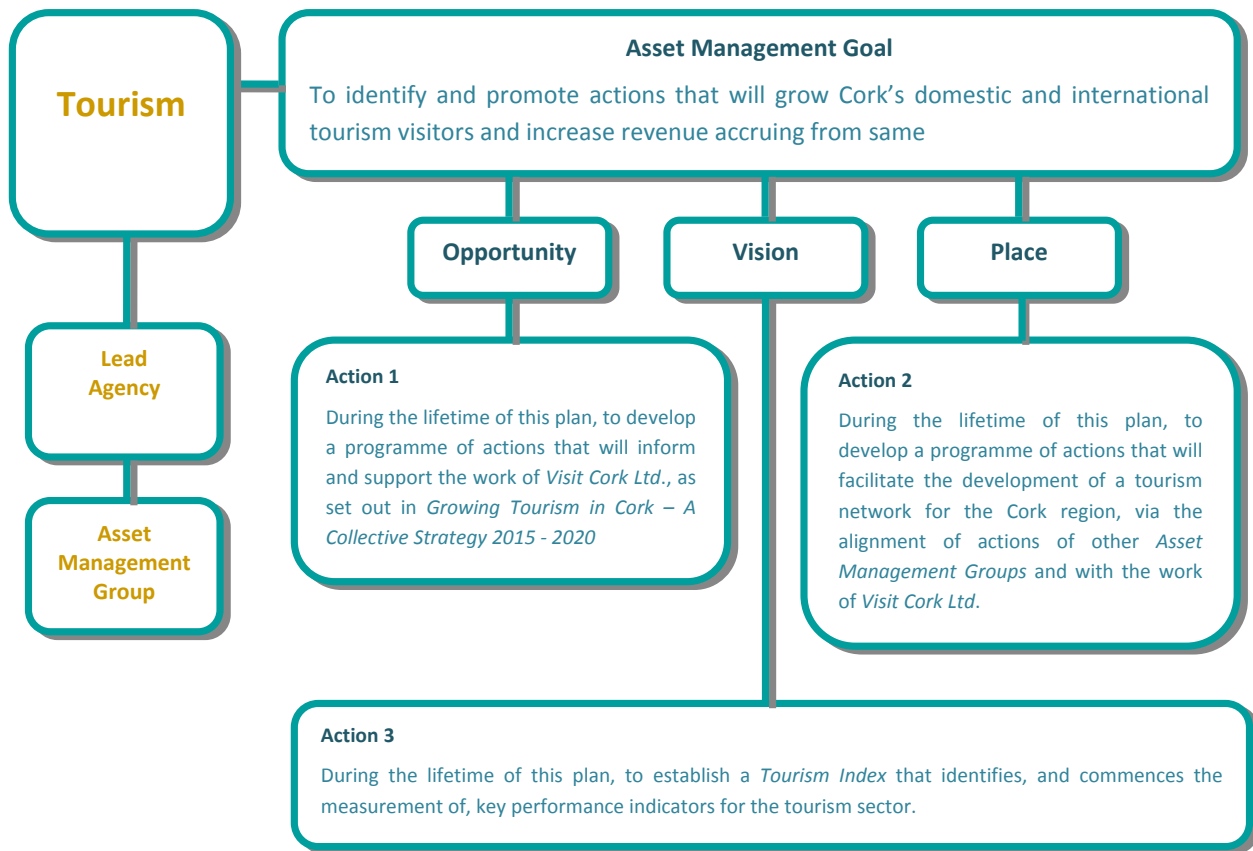


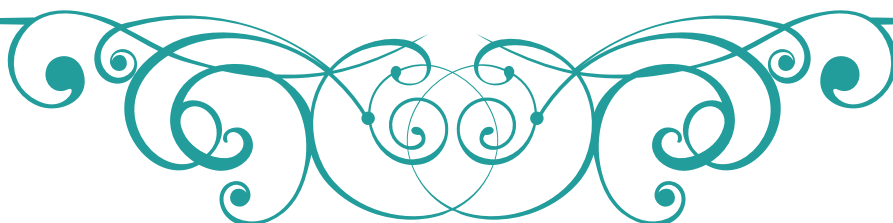
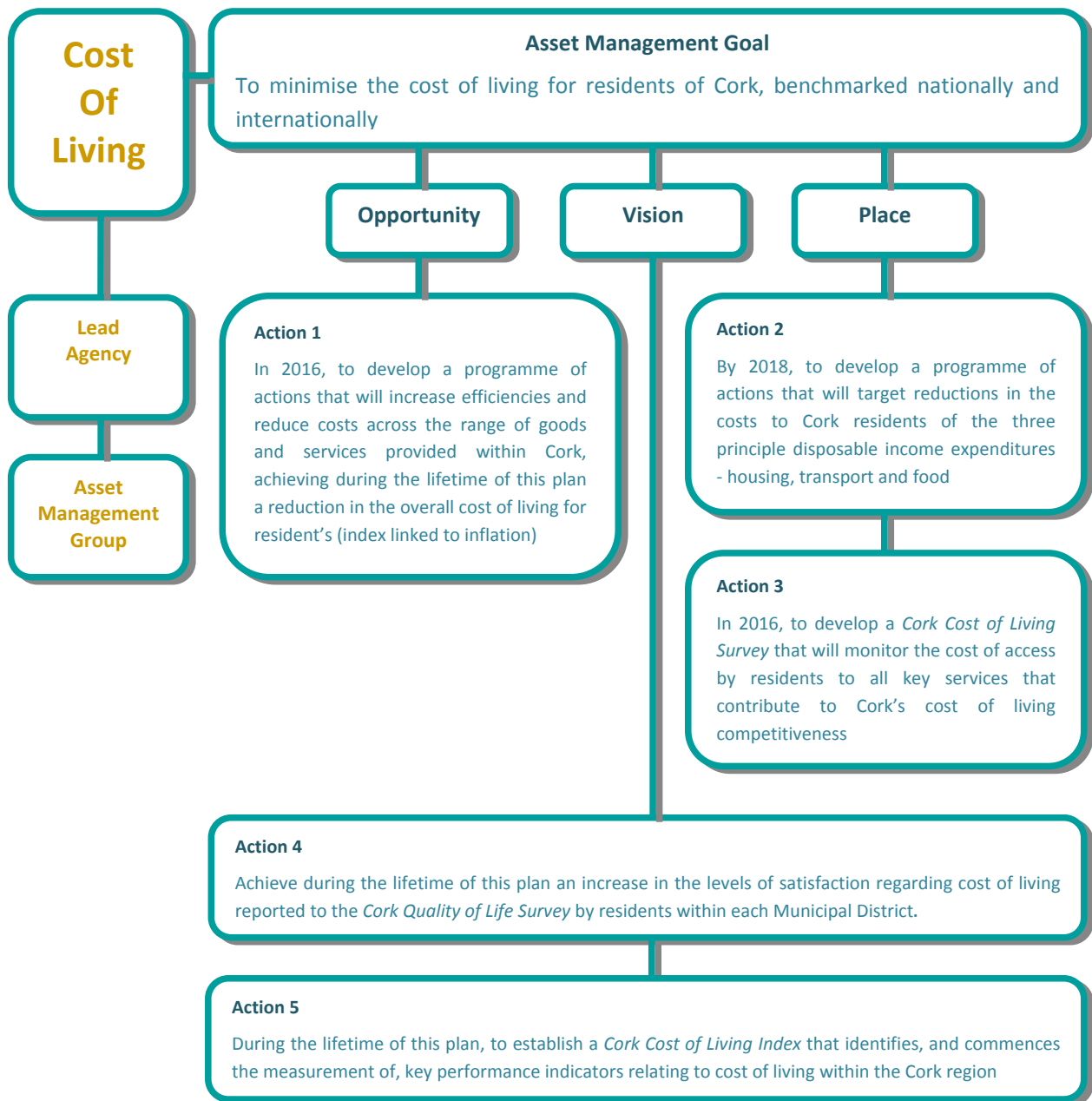




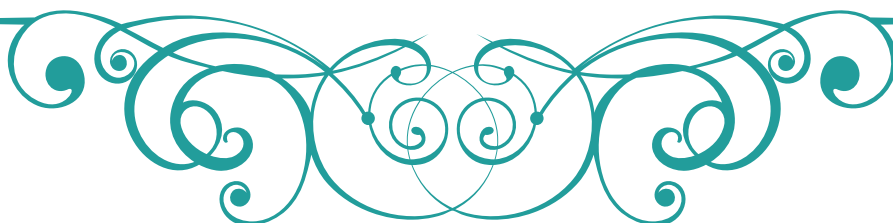
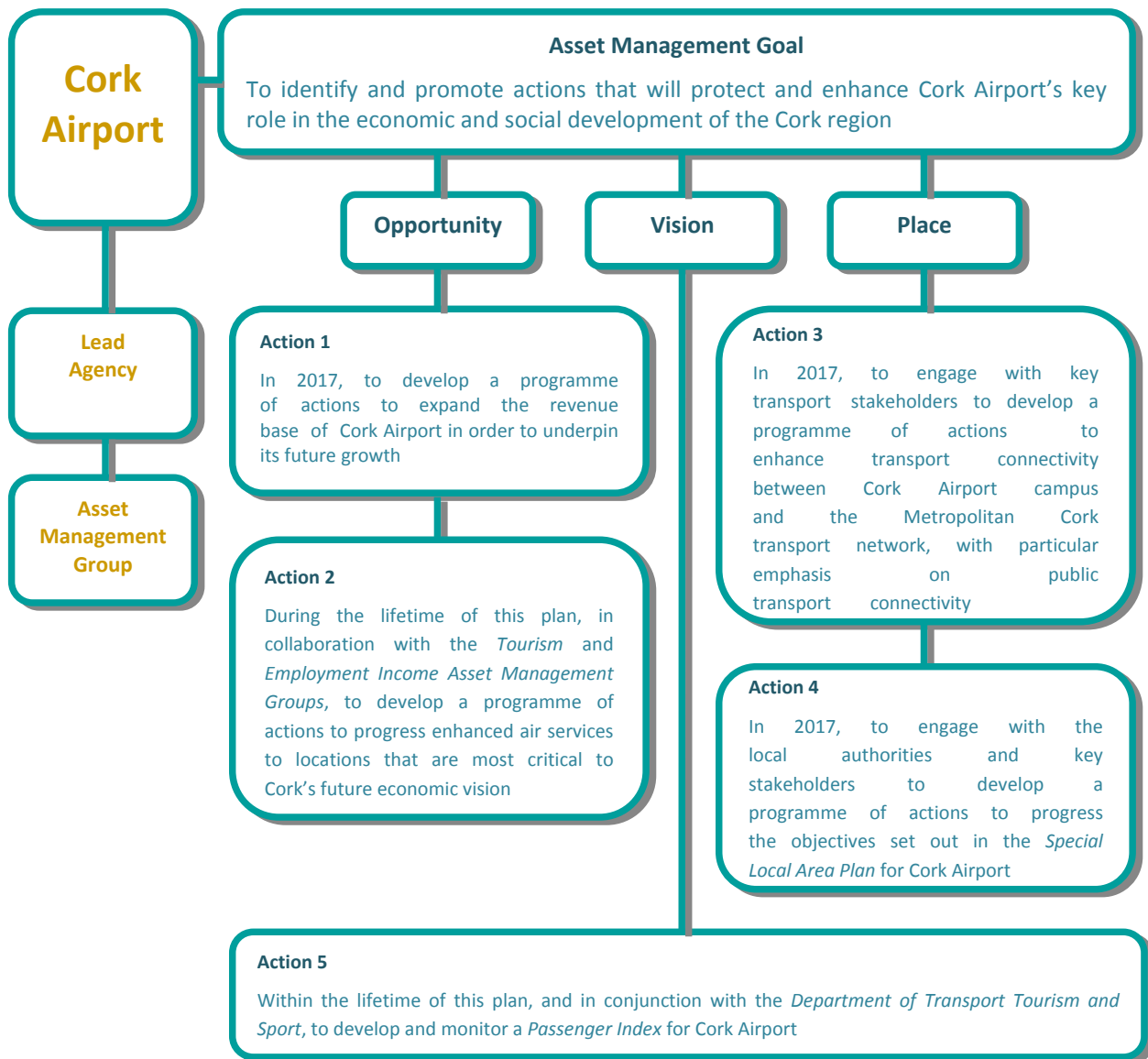


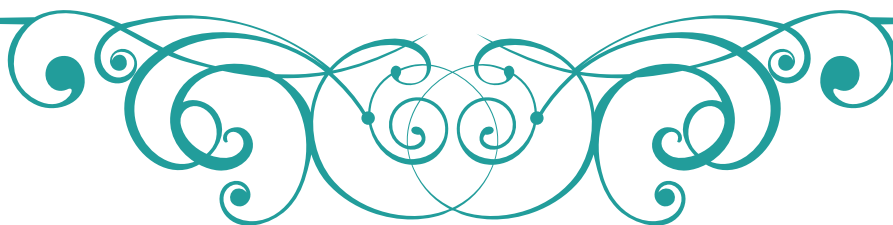
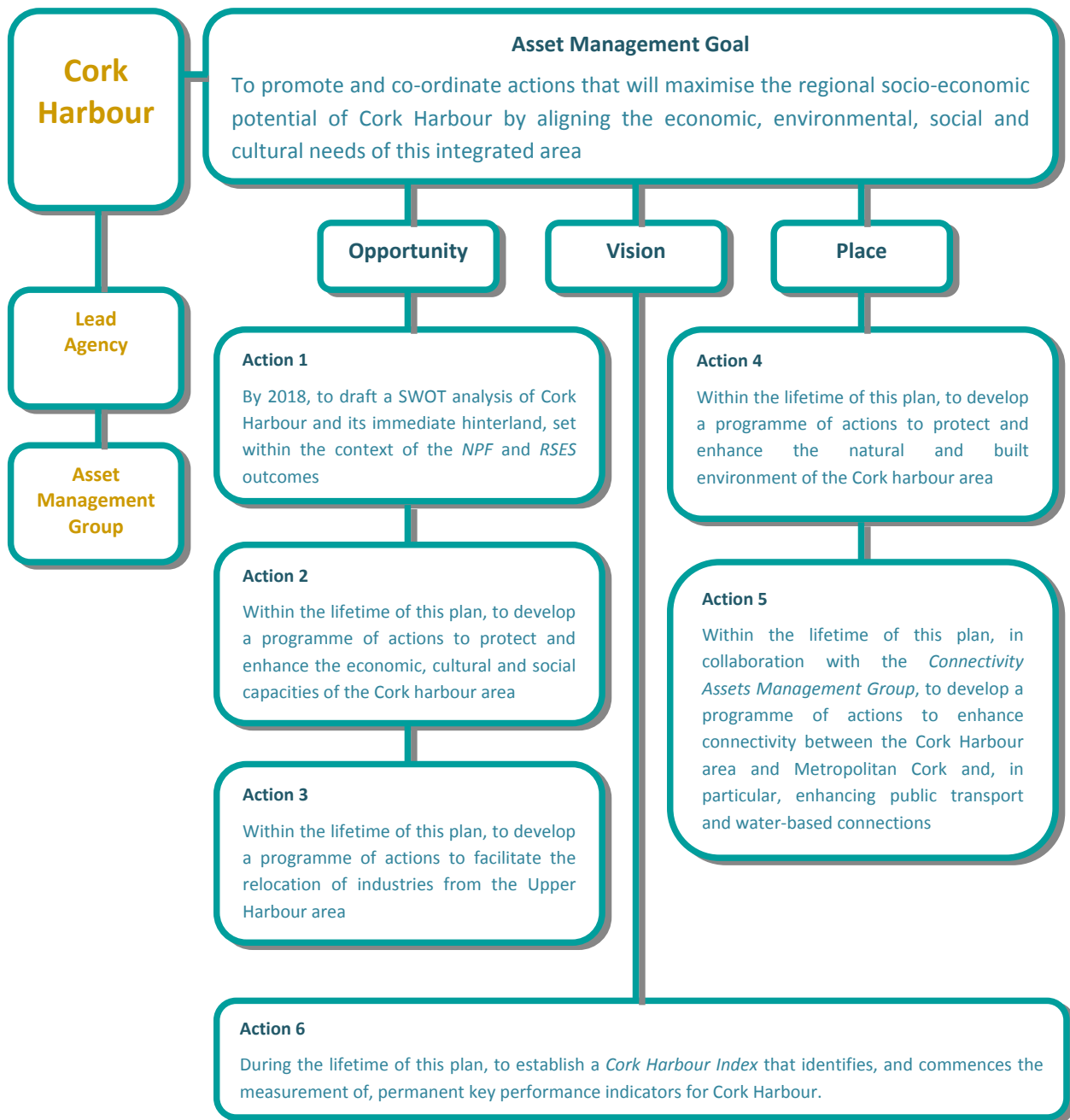


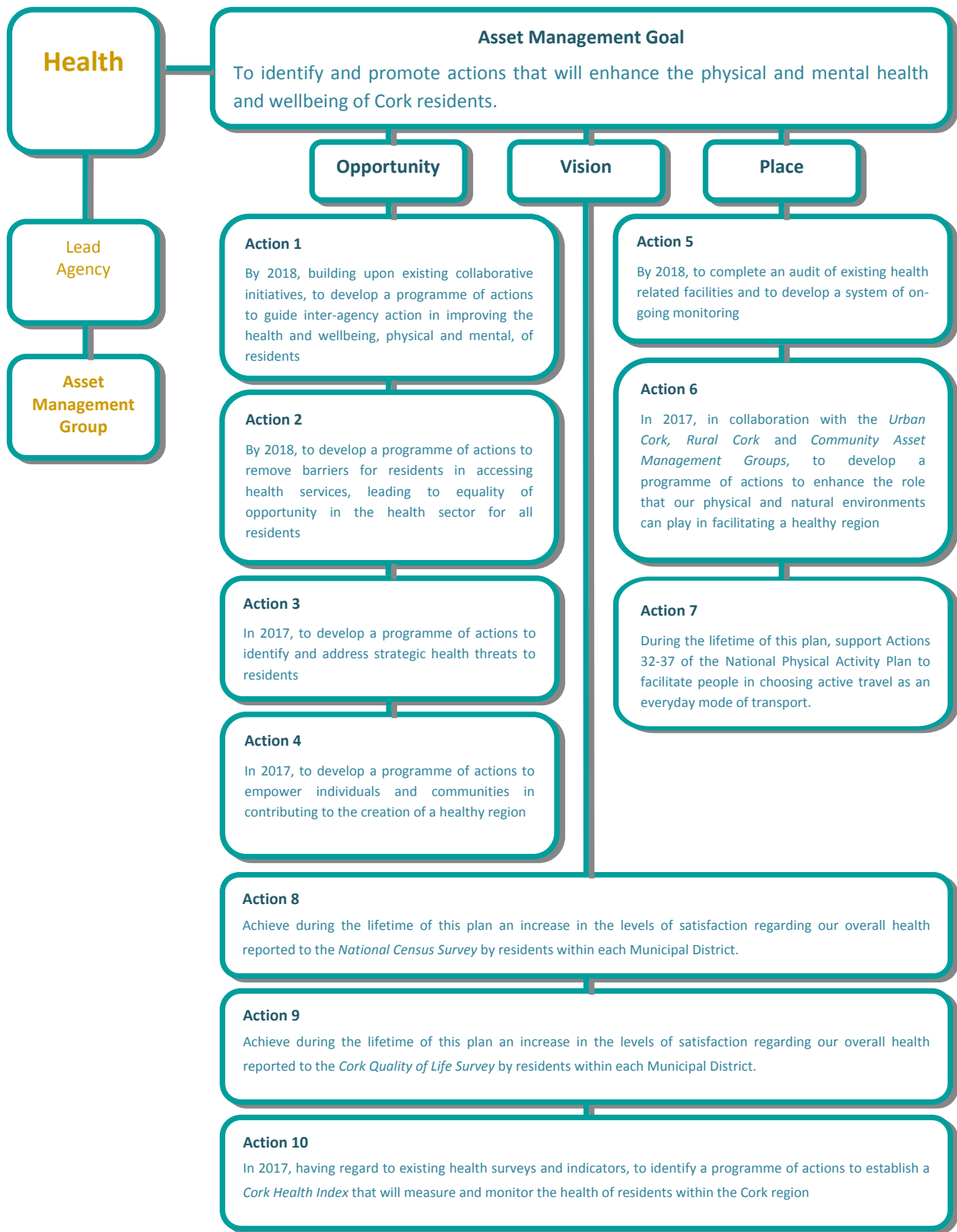


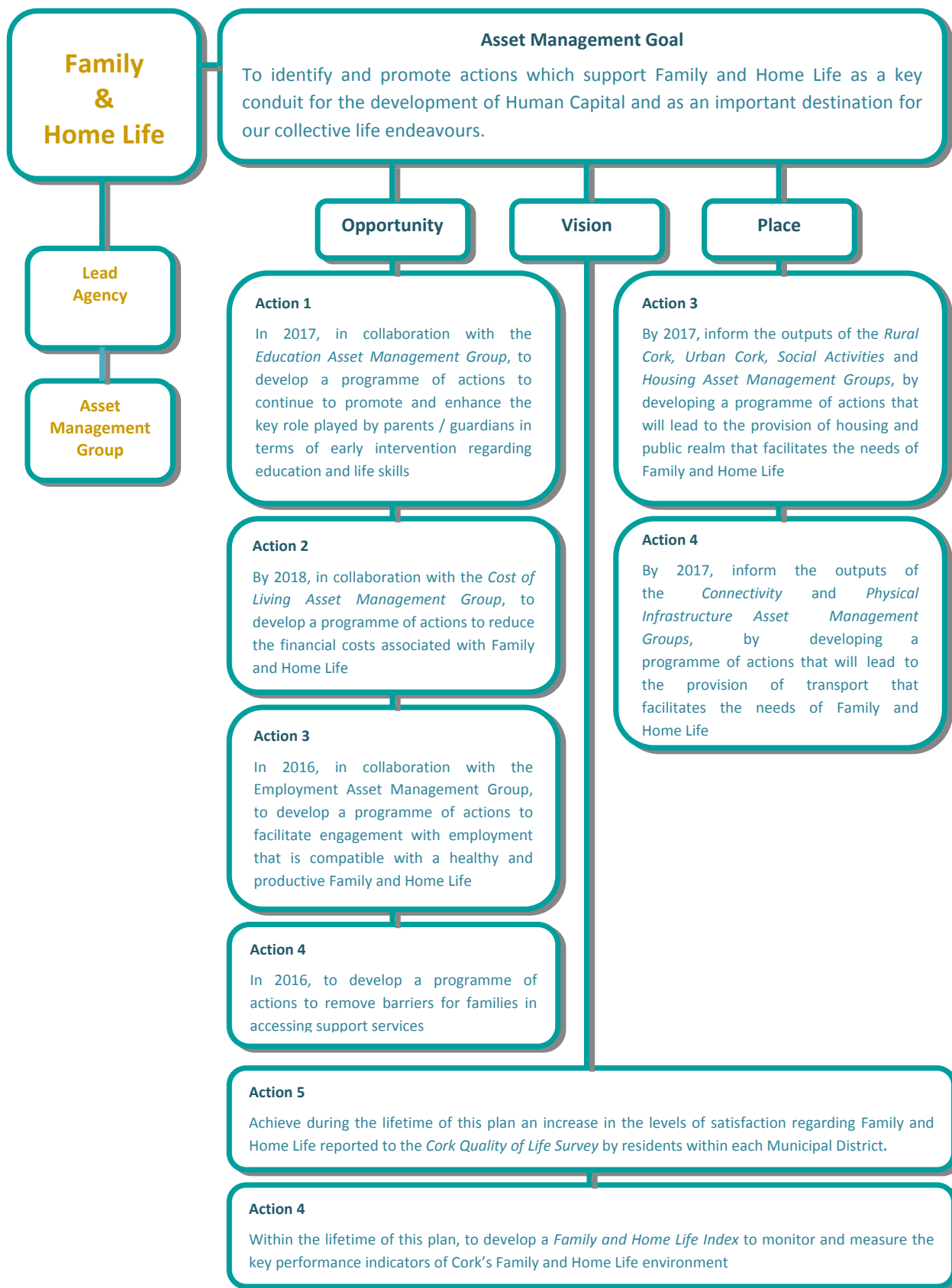


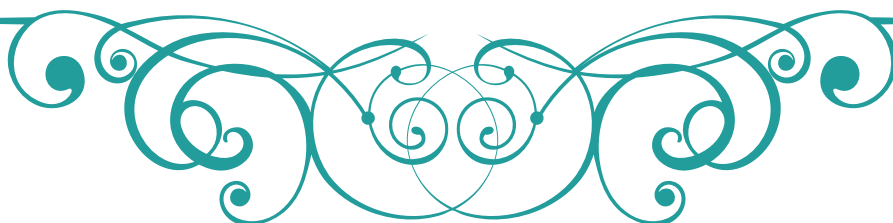
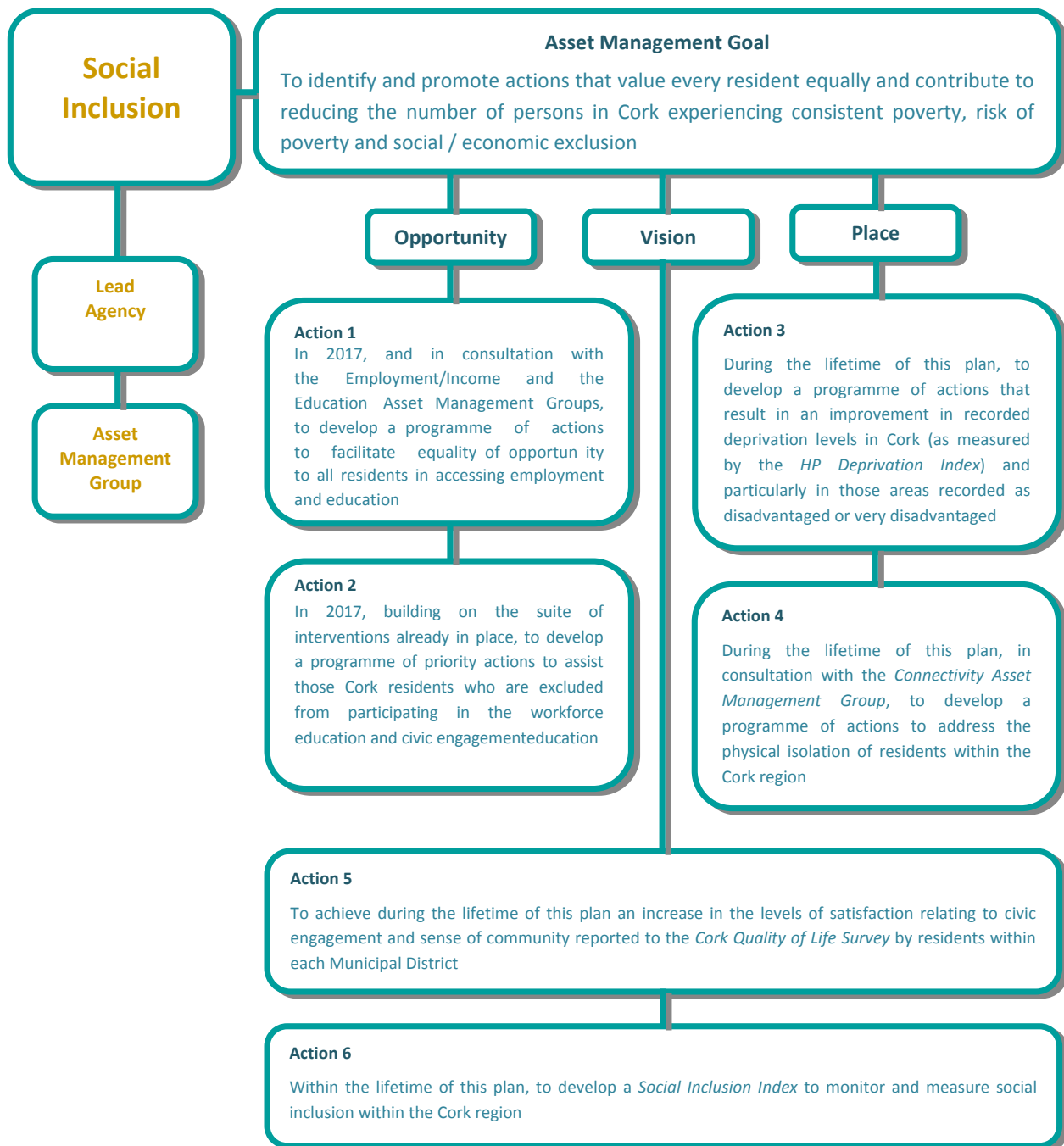


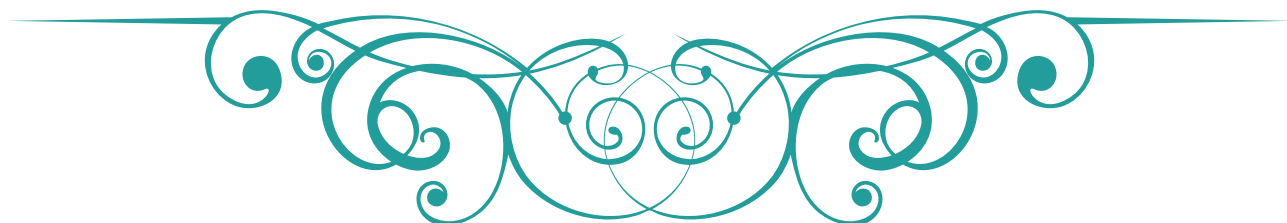
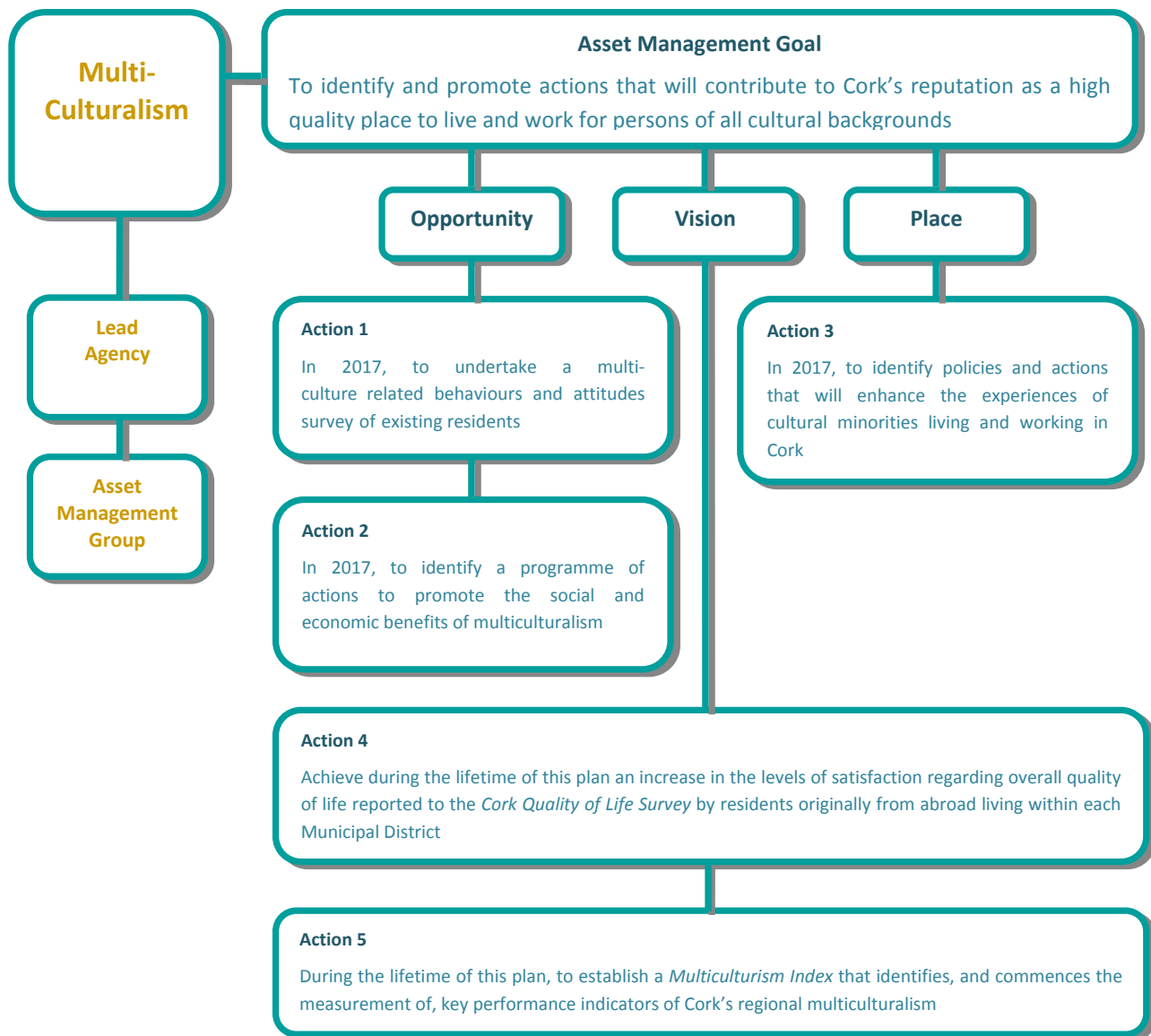




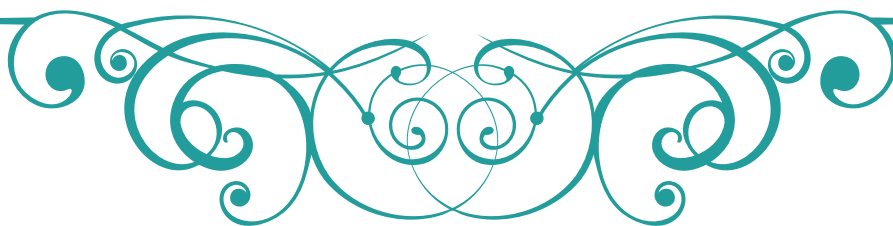
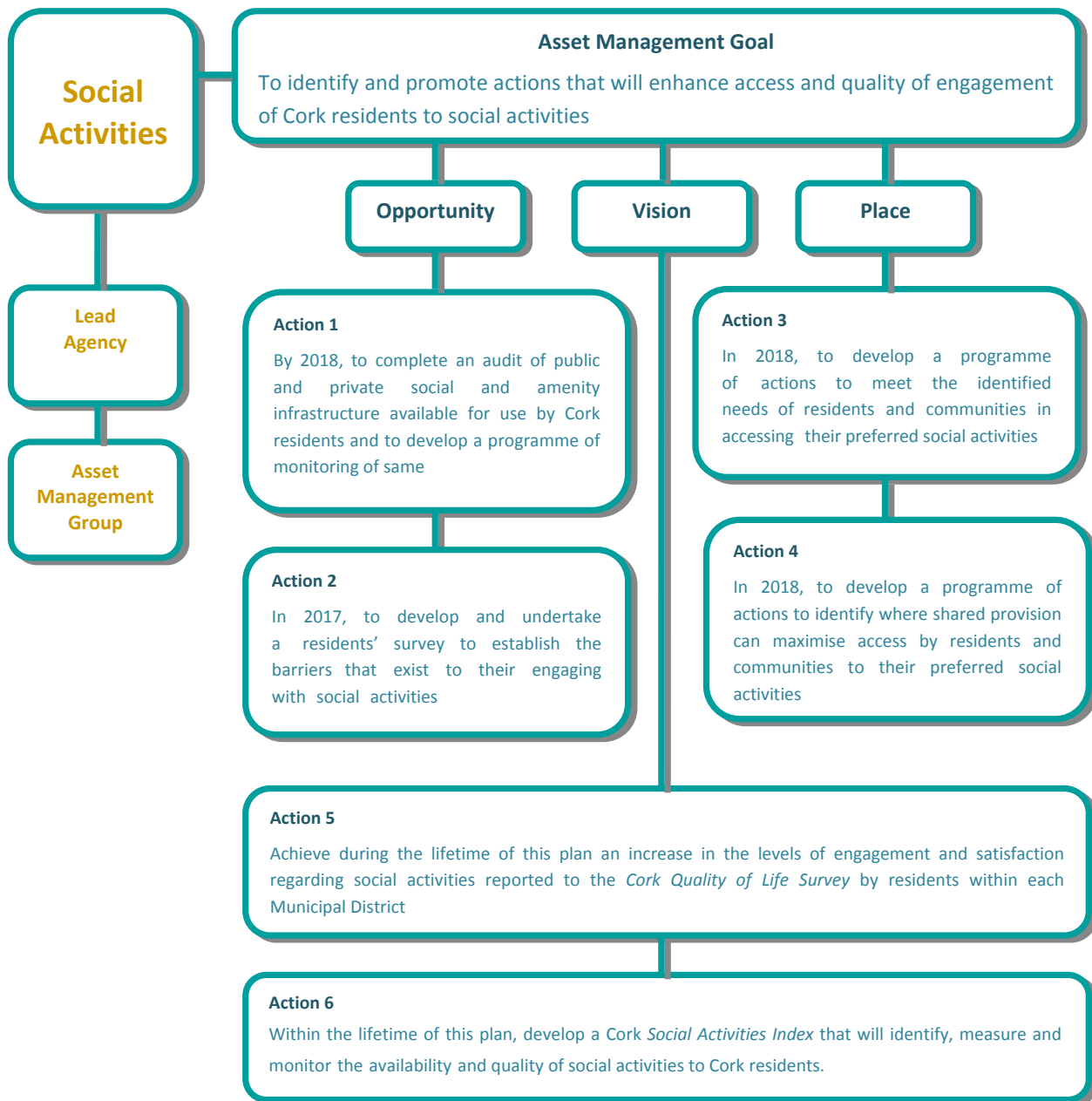


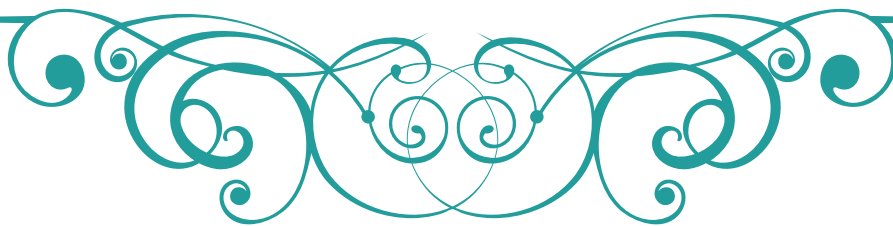
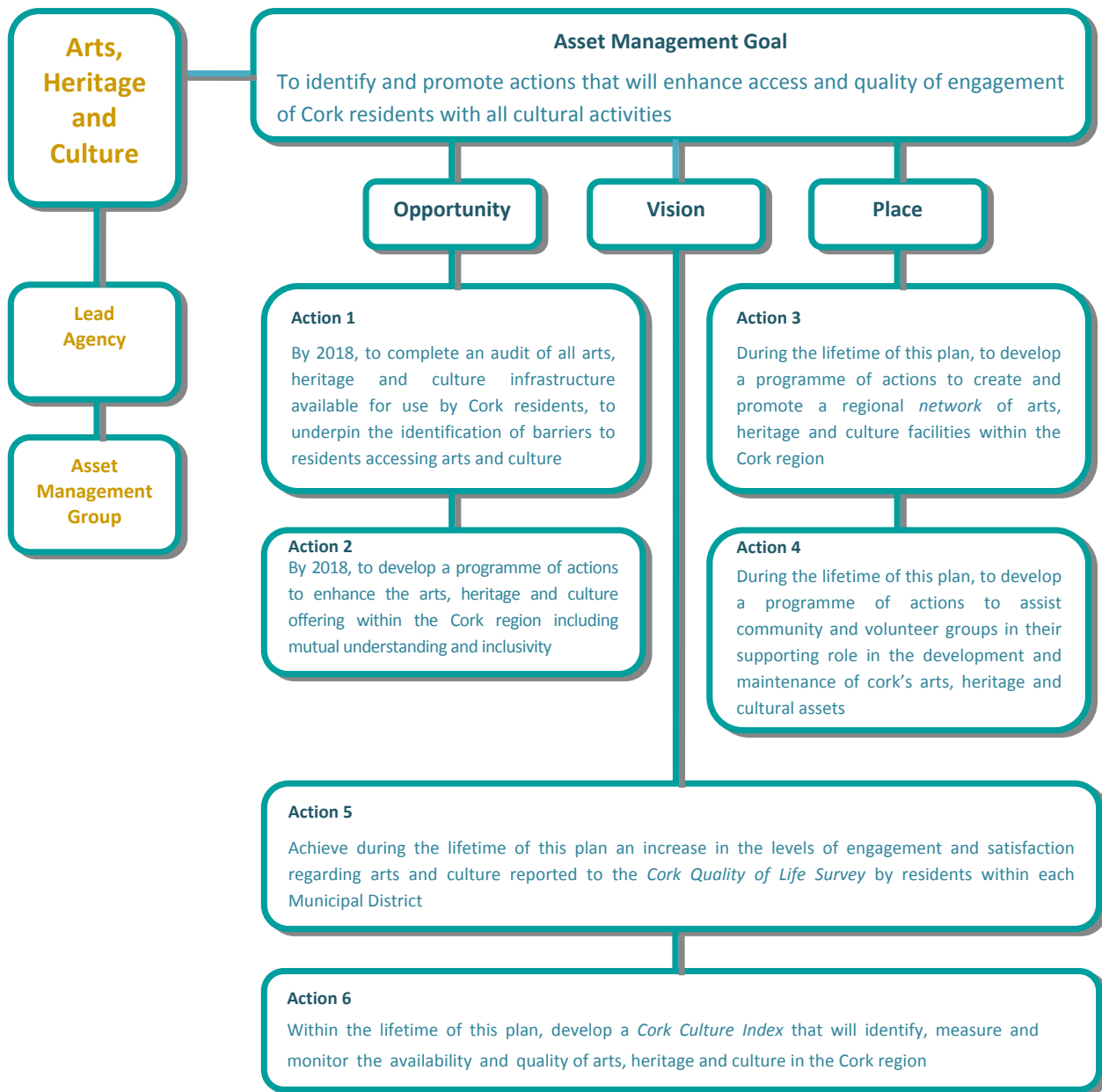


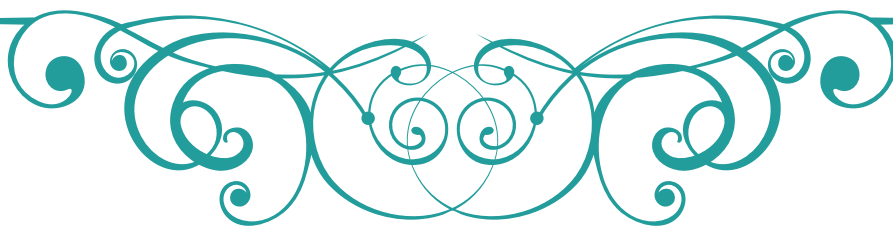
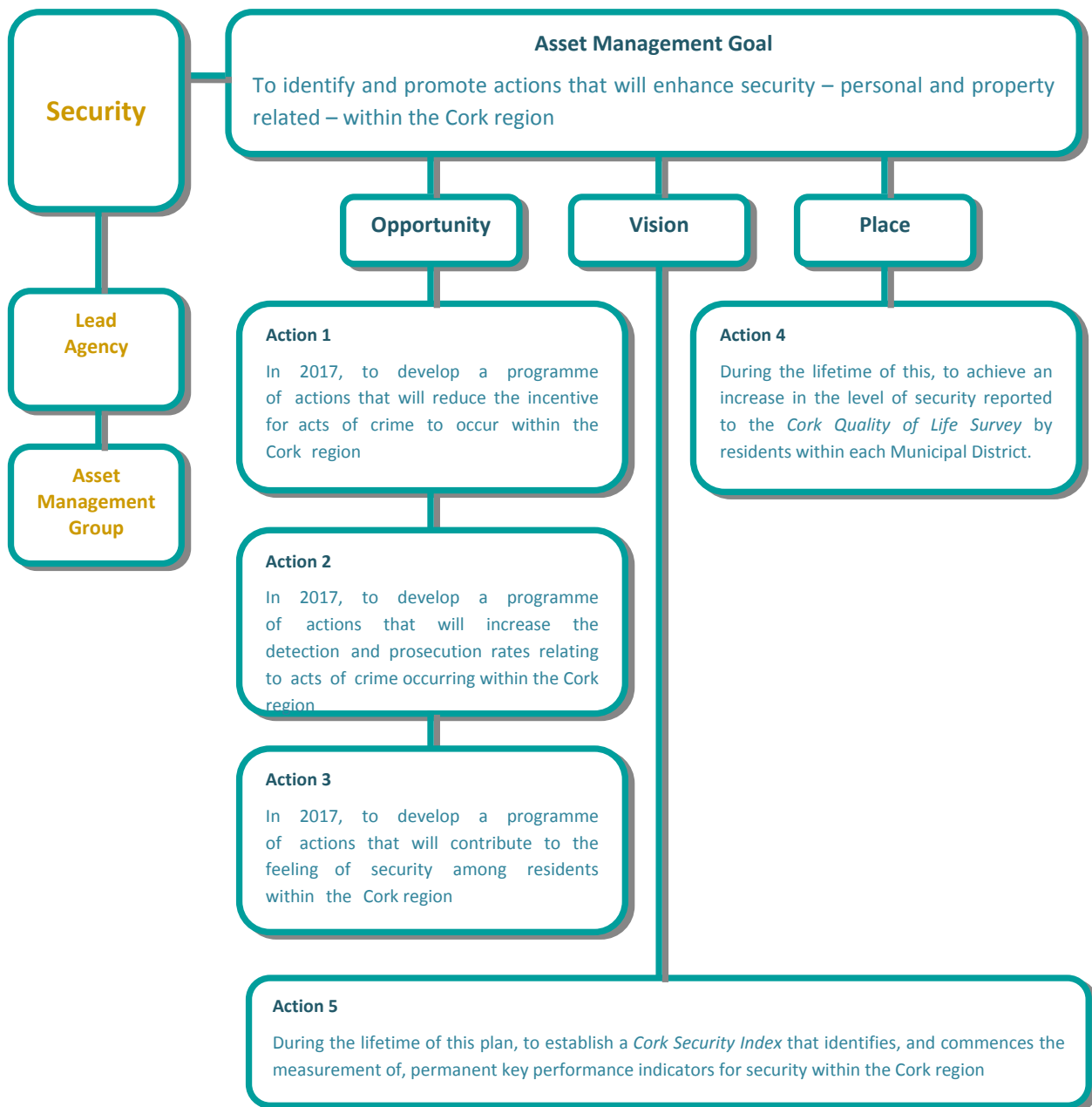


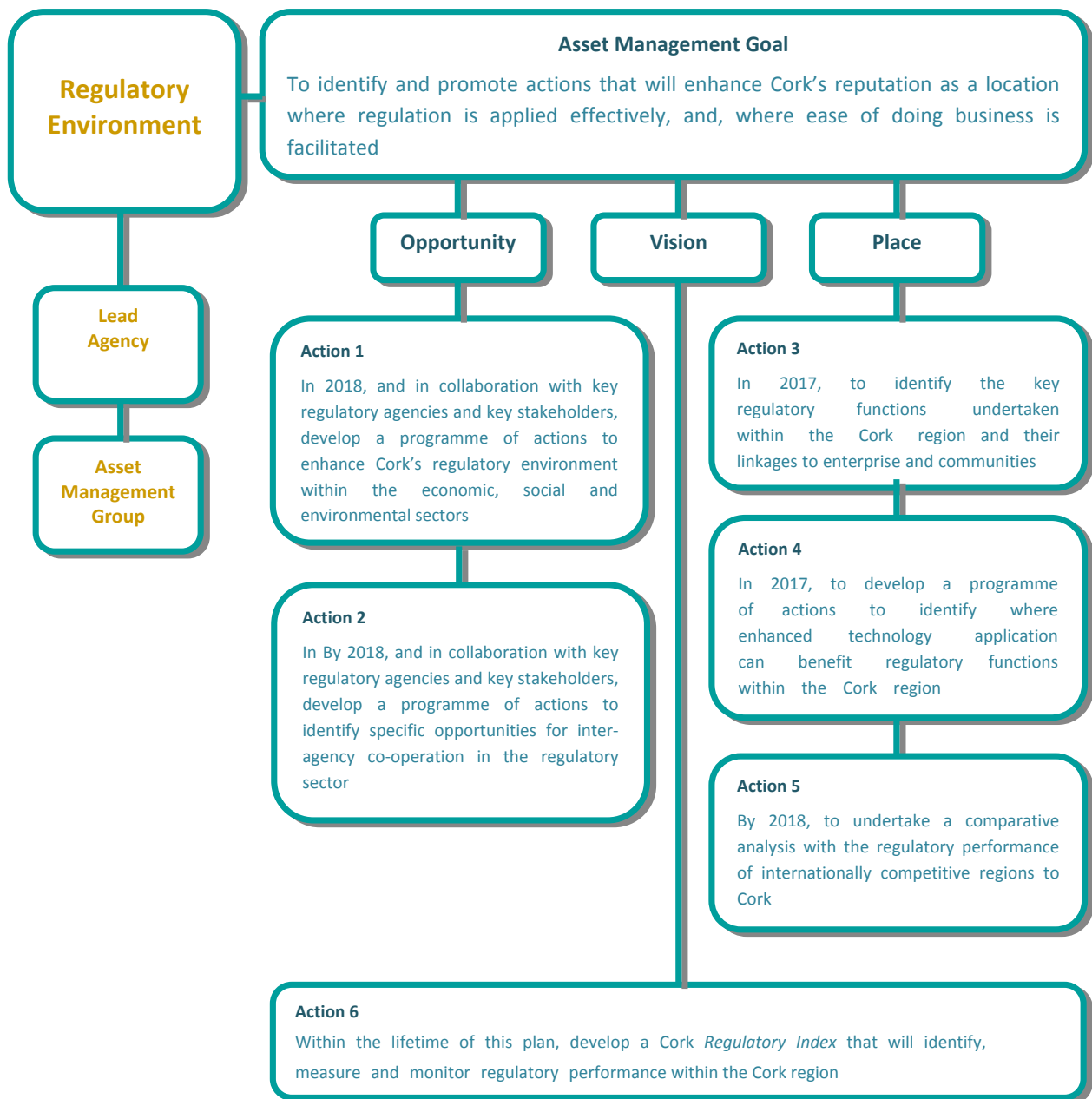


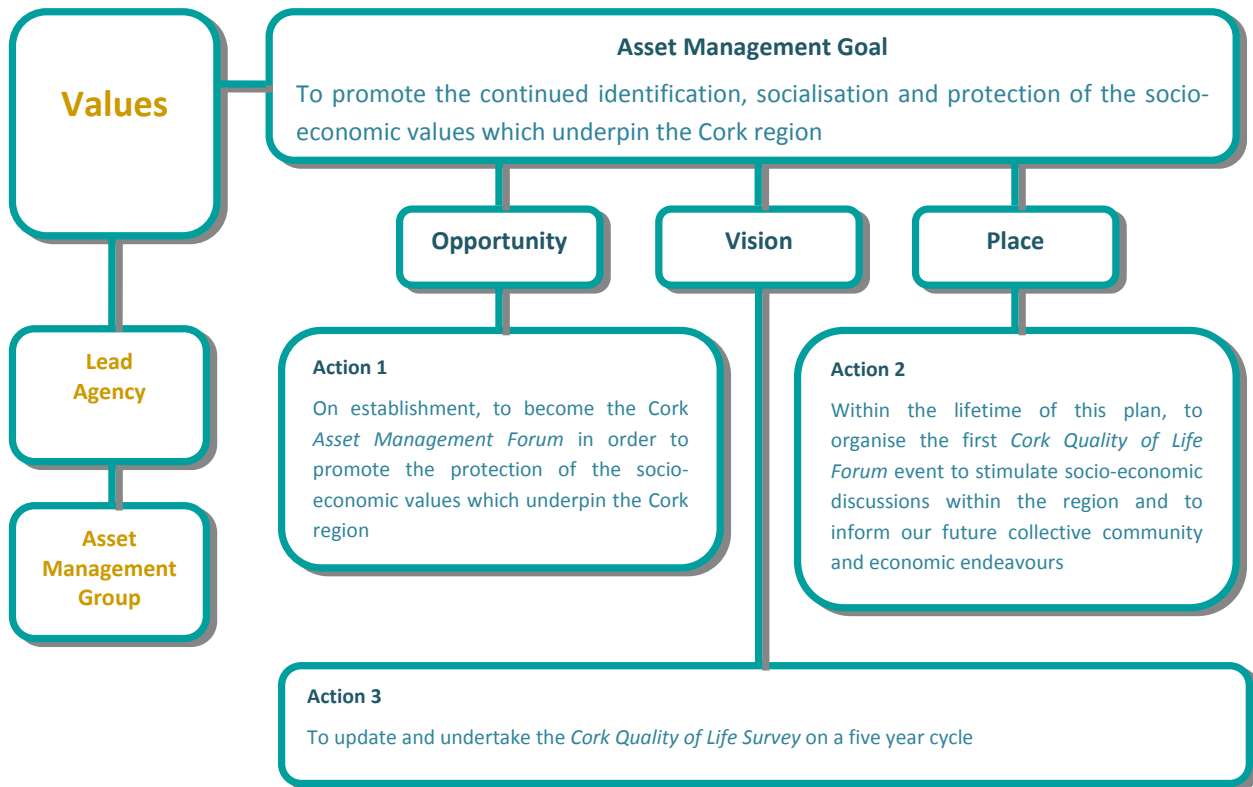


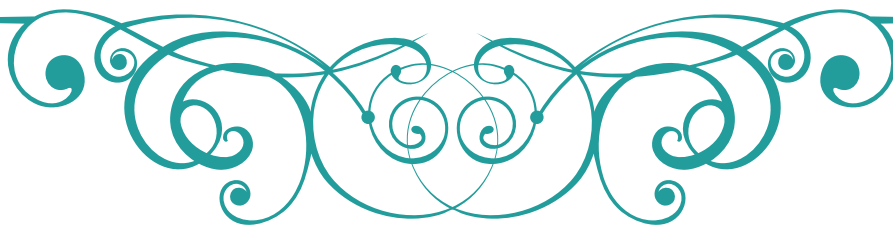
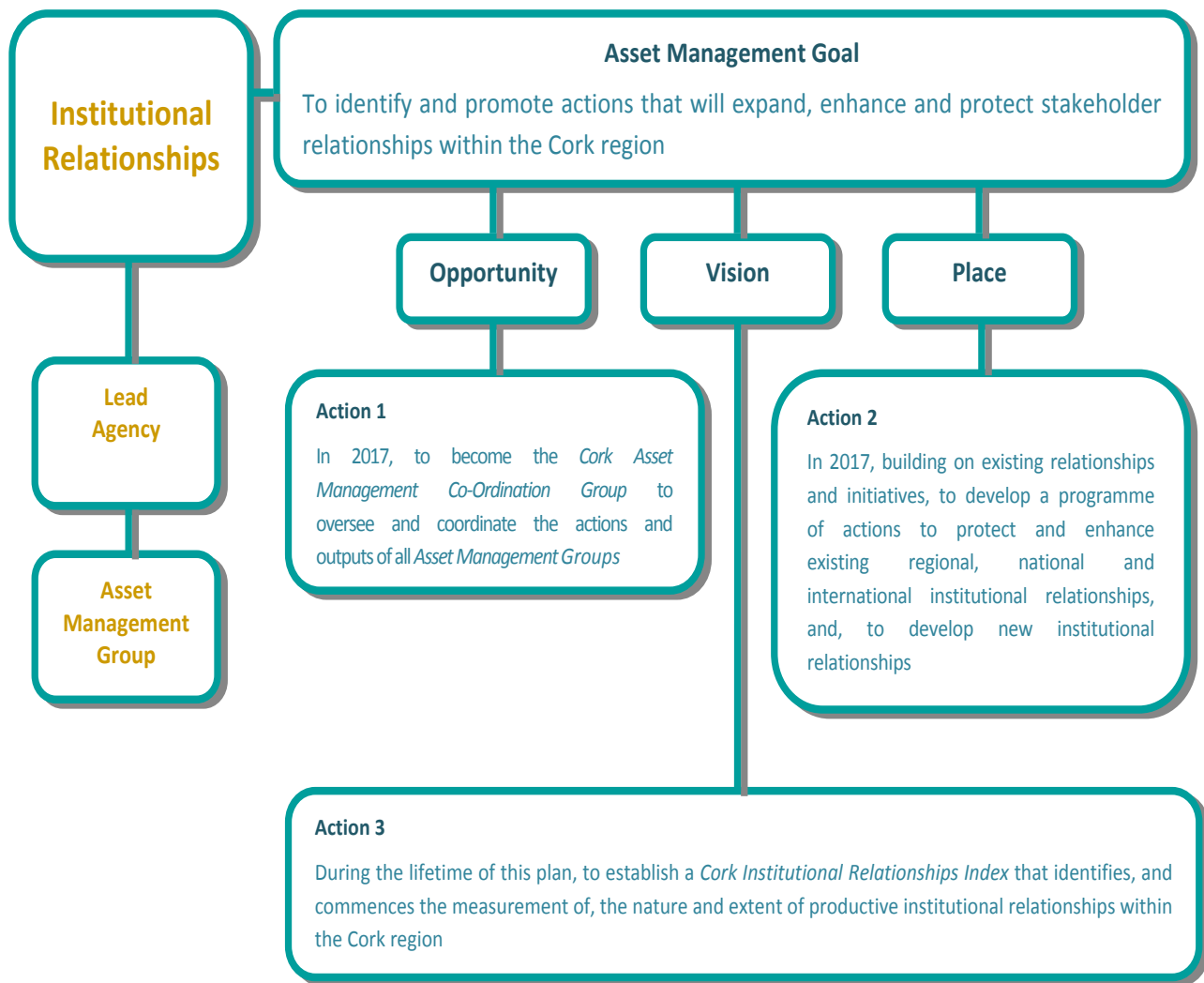




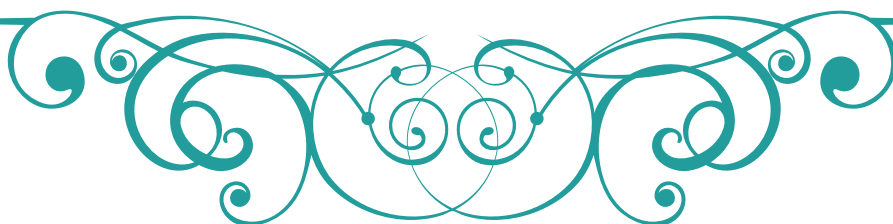
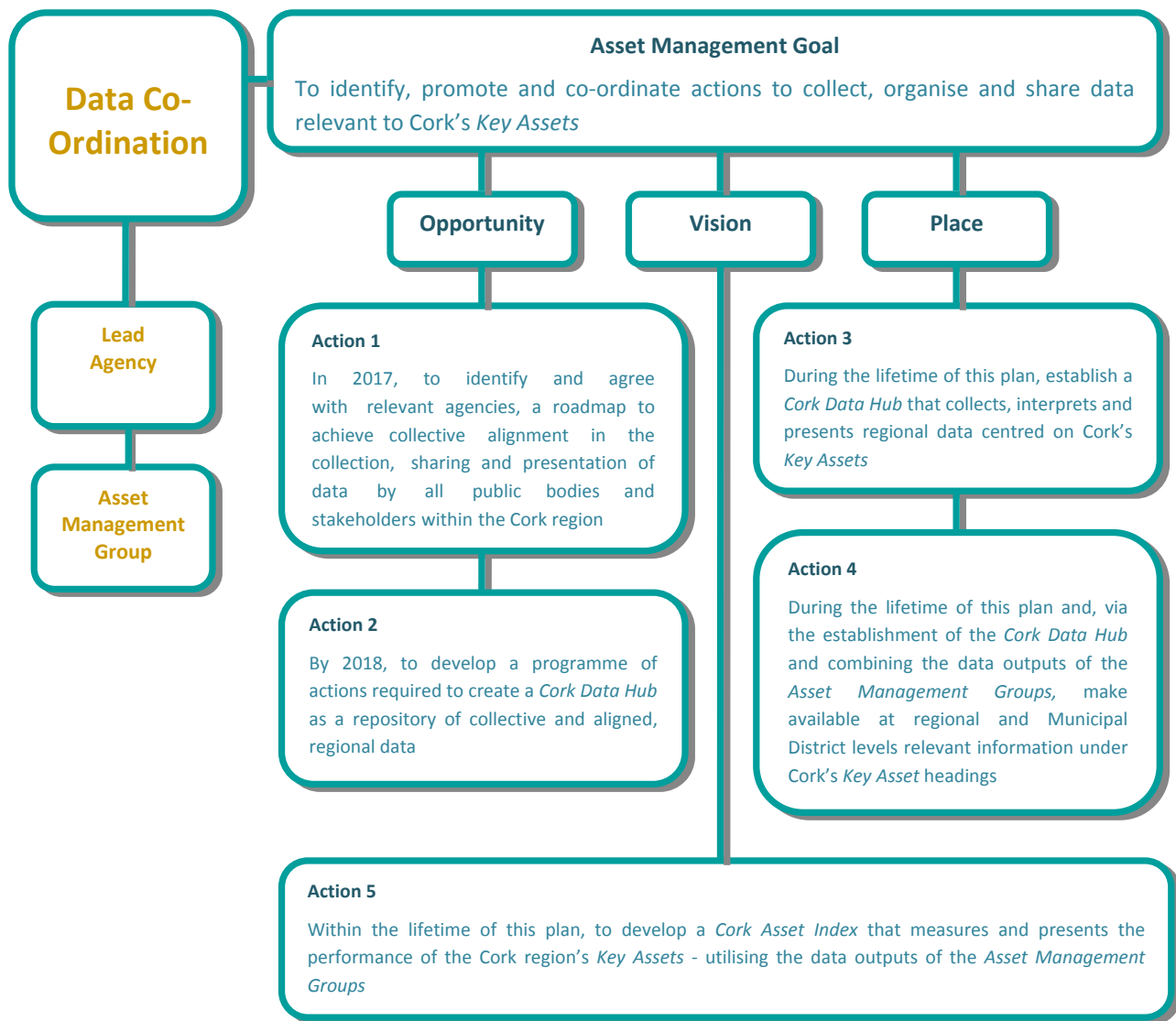


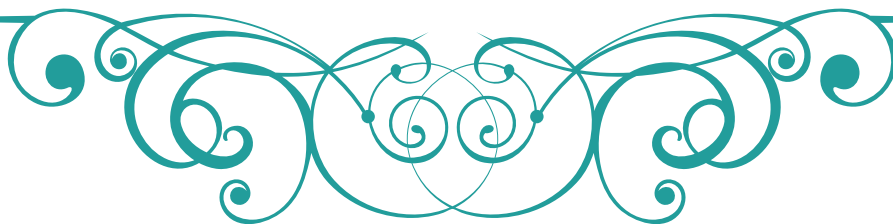
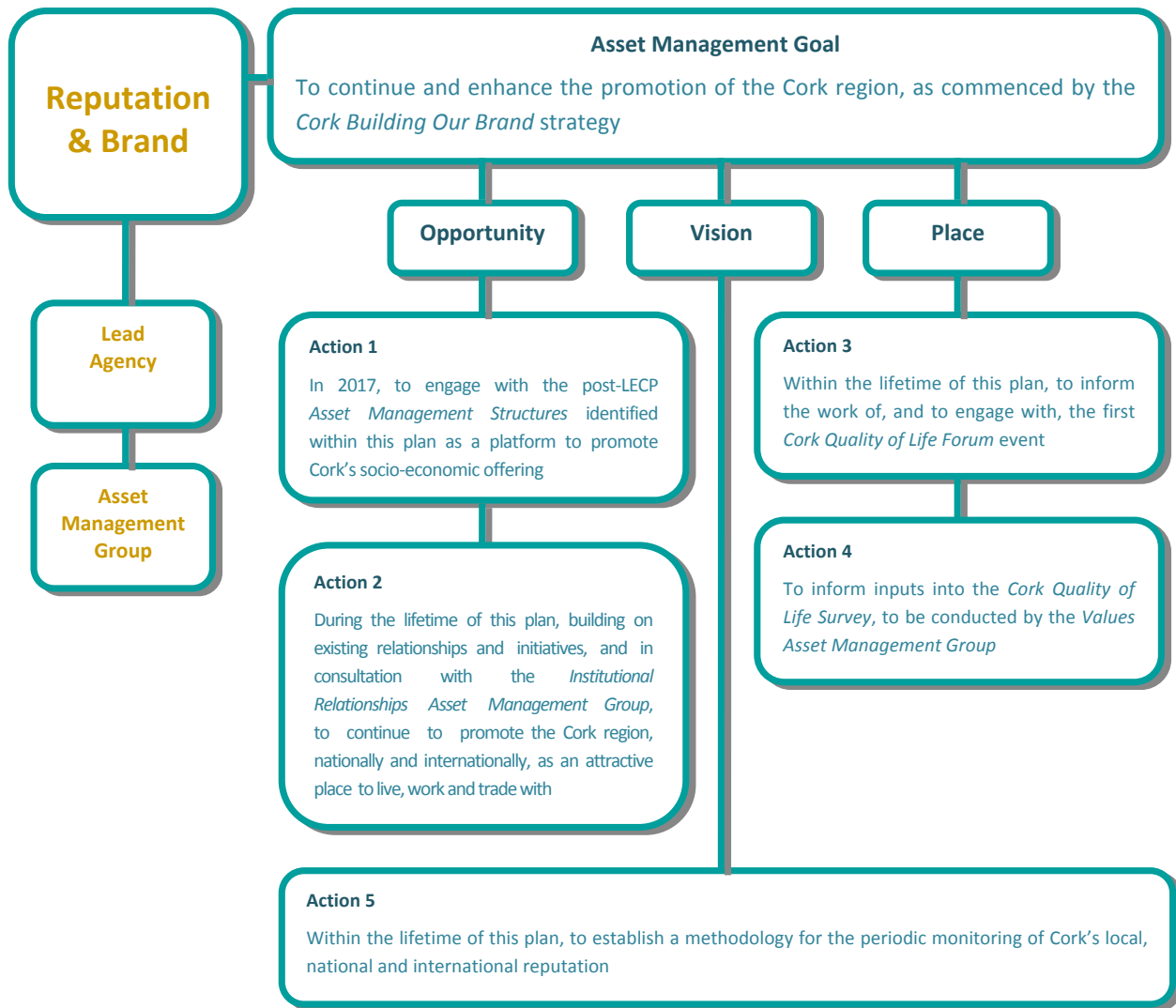












# CORK ASSET MANAGEMENT STRUCTURES

Having identified Cork's recommended key assets, as well as the initial *management goals / actions* for each asset, the process requires that a delivery mechanism be also identified. However, it is noted that – while some of the assets identified represent a renewed focus and use of differing language – many existing working groups are already in place that work collaboratively within these asset areas. This process seeks simply to build on these established relationships, such as, *CASP, Energy Cork, Cork Smart Gateway, Joint Cork Housing Strategy, Cork Tourism Taskforce, Cork Building Our Brand Strategy*, and many more similar collaborations within the region.

At the core of any effective architecture to protect and enhance our key assets, is the understanding that no single agency or body can deliver what Cork needs and values. Our success as a region is wholly based on our collective endeavours and this has been a significant regional strength developed over the past decades.

However, neither does this process seek to restrict the ability of agencies to fulfil their own corporate vision and operational agenda. This process is not in any manner recommending the transfer of powers away from existing agencies, but rather to provide those agencies with shared delivery conduits from which they may benefit from.

## Asset Management Groups

The mechanism offered herein recommends the formation of *Asset Management Groups* around each key asset, populated by key stakeholders, representative bodies and delivery agencies, in order that:

- ▣ *Asset management goals and performance indicators can be confirmed and amended via further plan reviews*
- ▣ *Asset-specific data is identified, as required, for monitoring*
- ▣ *Asset related actions can be prioritised and progressed to protect and enhance each Key Asset*
- ▣ *The Key Asset performance is monitored and reported*
- ▣ *Communication conduits are supported and enhanced between complementary agencies*

It is anticipated that each *Asset Management Group* will consist of the primary stakeholders and delivery agencies working in that asset area, headed by a *Lead Agency* (who it is envisaged already has a significant role in this asset area). While many of the supporting agencies or stakeholders it is recommended will remain largely constant within the groups, scope exists for additional participation to be added as may be required as issues emerge.

## Asset Management Co-ordination

Co-ordination and cross-pollination between *Asset Management Groups* is also critical to effective delivery of actions. This co-ordinating function can be facilitated by an *Asset Management Co-Ordination Group* that it is recommended be populated by a representative of each *Asset Management Group* (the *Lead Agency* is recommended), as well as representatives of each of the three *Local Community Development Committees* and the *Economic Strategic Policy Committee*.

This *Asset Management Co-Ordination Group* can deliver:

- Overall responsibility for the monitoring and progression of Key Assets identified
- Ensuring co-ordination between *Asset Management Groups*
- Identifying cross-cutting actions that can benefit multiple assets
- Identifying actions that are likely to deliver greatest cost-benefit outcomes
- Respond to the varied needs of different locations within Cork
- Inform the development of the *Cork Asset Index*

## Strategic Oversight

At the strategic level, a *Cork Asset Management Forum* is recommended – consisting of CEOs (or substitutes) of key Cork public and private agencies / representative bodies to co-ordinate at the highest strategic level our collective focus for Cork.

This *Cork Asset Management Forum* can deliver:

- This *Cork Asset Management Forum* can deliver:
- Regional shared leadership
- Protect and promote Cork's clarity of purpose and values
- Protect and promote Cork's institutional relationships
- Strategic regional guidance to overall asset management process
- Provide inter-agency corporate alignment
- Oversee the development of the *Cork Asset Index*
- Oversee the hosting of the periodic *Cork Quality of Life Forum* event

This overview role could be supported and informed by a periodic *Cork Quality of Life Forum* event that would facilitate discussion around this large socio-economic topic by all stakeholders, residents and representatives. Such an event, as well as being a facility to stimulate interactions, generate ideas and build consensus, could also be used as a significant marketing tool for the Cork region – similar to, or even connected with, the *Global Cork Economic Forum*.

## Cork Asset Index

As stated above, on adoption of the final LECP it is recommended that *Asset Management Groups* will be formed to progress and monitor the performance of each asset, The monitoring outputs of each *Asset Management Group* can be relatively easily utilised to develop a *Cork Asset Index (Cork AI)*.

- This *Cork AI* can be used to:

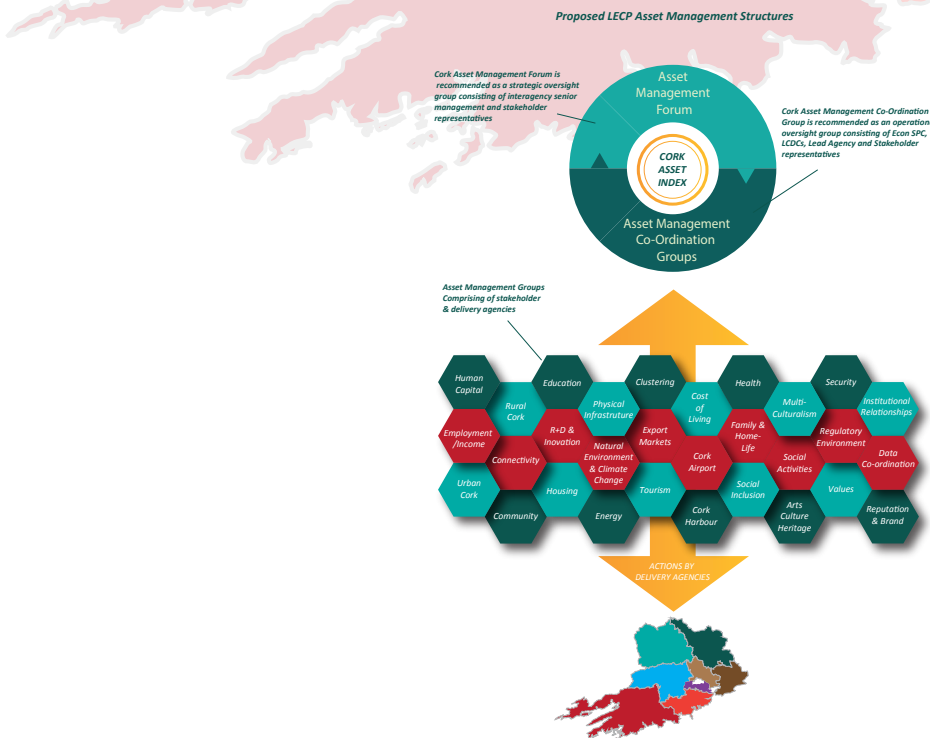
- Monitor Cork's Key Assets
- Identify emerging trends within assets
- Identify the need for additional Key Assets to be added, or, that existing assets are no longer relevant
- Promote Cork as a region with a high quality economic and social offering, underpinned by leadership and a collective clarity of purpose

## Local Community Development Committees and Economic Strategic Policy Committee

The *Local Community Development Committees* (north, south and west), as area based representative and co-ordinating bodies, and the *Economic Strategic Policy Committee* as a countywide economic forum, will have a key role in determining priorities for their respective constituencies and sectors, via interaction with the various *Asset Management Groups* and the *Asset Management Co-Ordination Group*.

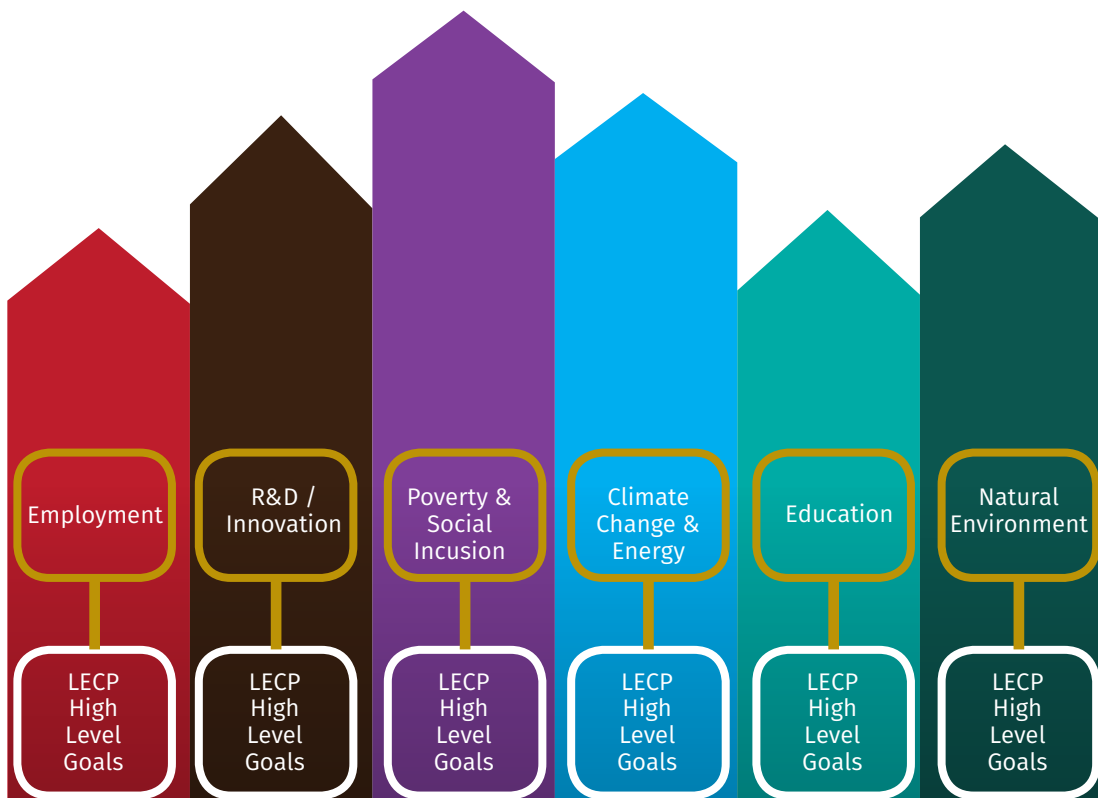
As envisaged in the *Local Economic and Community Plan Guidelines* issued by the Dept. of Environment, Community and Local Government, the *LCDCs* and the *Economic SPC* will have a critical oversight role in the progression of the key objectives (referred herein as *key assets*) of the *LECP*. However, recognising the reality that each objective (or *asset*) identified within this plan will require the support and collaboration of a wide spectrum of public and private agencies and stakeholders, it is recommended that the *LCDCs* and *Economic SPC* are supported in their work by the key regional delivery agencies in particular – meeting collectively as part of the *Asset Management Co-Ordination Group*.

It should be noted that these asset management structures are not intended to in any way replace the *LCDCs* or the *Economic SPC*. It is envisaged that the existing roles and duties of the *LCDCs* and *Economic SPC* would continue as presently constituted, but with additional support from all regional stakeholders and agencies.



# APPENDIX 1 OVERVIEW OF LINKAGES BETWEEN EU 2020 / NATIONAL REFORM PROGRAMME WITH LECP OBJECTIVES (ASSETS)

## EU 2020 & National Reform Programme Key Objectives



## LECP Community and Economic Objectives (Assets)

## LECP Community and Economic Actions (KPIs)



## EU 2020 / National Reform Programme Theme & LECP High Level Goal - Employment

<b>Employment</b>		
High Level Goal 1	<i>Provide for a wide range of employment opportunities, across the county, which enable all citizens to participate fully in society and the economy</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Employment / Income	TBD	TBD
Social Inclusion	TBD	TBD
Cost of Living	TBD	TBD
High Level Goal 2	<i>Provide for a physical economic network consisting of land, premises, facilities and supporting infrastructure</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Physical Infrastructure	TBD	TBD
Connectivity	TBD	TBD
Urban Cork	TBD	TBD
Rural Cork	TBD	TBD
Cork Airport	TBD	TBD
Cork Harbour	TBD	TBD
High Level Goal 3	<i>Provide for a business environment and entrepreneurship that facilitates creation, innovation and growth within the sector</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Employment / Income	TBD	TBD
Institutional Relationships	TBD	TBD
Regulatory Environment	TBD	TBD
Human Capital	TBD	TBD
Clustering	TBD	TBD
Education	TBD	TBD
Research, Development and Innovation	TBD	TBD
High Level Goal 4	<i>Promote Cork as Ireland's Second City Region and facilitate population growth above the natural growth rate, increasing the local economic market and workforce</i>	

LECP Objectives (Assets)	Lead Agency	Supporting Stakeholders
Reputation and Brand	TBD	TBD
Human Capital	TBD	TBD
Clustering	TBD	TBD
Institutional Relationships	TBD	TBD
Regulatory Environment	TBD	TBD
Urban Cork	TBD	TBD
Rural Cork	TBD	TBD
Data Co-Ordination	TBD	TBD
Housing	TBD	TBD
Values	TBD	TBD
Cork Harbour	TBD	TBD
Cost of Living	TBD	TBD
High Level Goal 5	<i>Provide for access to other markets, nationally and internationally</i>	
LECP Objectives (Assets)	Lead Agency	Supporting Stakeholders
Reputation and Brand	TBD	TBD
Employment / Income	TBD	TBD
Regulatory Environment	TBD	TBD
Connectivity	TBD	TBD
Cork Airport	TBD	TBD
Cork Harbour	TBD	TBD
Tourism	TBD	TBD
Exports	TBD	TBD
Institutional Relationships	TBD	TBD

### EU 2020 / National Reform Programme Theme & LECP High Level Goal – Research and Innovation

Research and Innovation		
High Level Goal 1	<i>Drive growth through research and innovation, across social and economic sectors and throughout the county</i>	
LECP Objectives (Assets)	Lead Agency	Supporting Stakeholders
Employment / Income	TBD	TBD
Human Capital	TBD	TBD
Clustering	TBD	TBD

Education	TBD	TBD
Research, Development and Innovation	TBD	TBD
Institutional Relationships	TBD	TBD
High Level Goal 2	<i>Provide for the capturing, protecting and commercialising of ideas and know-how, large and small in scale</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Employment / Income	TBD	TBD
Education	TBD	TBD
Research, Development and Innovation	TBD	TBD
Institutional Relationships	TBD	TBD
High Level Goal 3	<i>Provide for the building of a world class research network within Cork, linking existing and proposed institutes, physically and operationally</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Research, Development and Innovation	TBD	TBD
Clustering	TBD	TBD
Connectivity	TBD	TBD
Institutional Relationships	TBD	TBD
Urban Cork	TBD	TBD
Rural cork	TBD	TBD
Data Co-Ordination	TBD	TBD

## EU 2020 / National Reform Programme Theme & LECP High Level Goal – Climate Change / Energy

<b>Climate Change / Energy</b>		
High Level Goal 1	<i>Provide for the alignment of County Cork with the national targets for emission reductions</i>	
LECP Objectives (Assets)	Lead Agency	<b>Supporting Stakeholders</b>
Energy	TBD	TBD
Natural Environment and Climate Change	TBD	TBD

Physical Infrastructure	TBD	TBD
High Level Goal 2 <i>Provide for potential climate change impacts within County Cork, including adaption</i>		
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Energy	TBD	TBD
Natural Environment and Climate Change	TBD	TBD
Physical Infrastructure		
High Level Goal 3 <i>Ensure that our activities and places, existing and proposed, are robust in terms of energy choice</i>		
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Energy	TBD	TBD
Natural Environment and Climate Change	TBD	TBD
Regulatory Environment	TBD	TBD
Connectivity	TBD	TBD
Housing	TBD	TBD
Urban Cork	TBD	TBD
Rural Cork	TBD	TBD
Physical Infrastructure	TBD	TBD
High Level Goal 4 <i>Provide for the harnessing of County Cork's energy potential, including the protection of Cork's locational and other energy assets</i>		
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Energy	TBD	TBD
Regulatory Environment	TBD	TBD
High Level Goal 5 <i>Provide for the creation of a local circular economy model of sustainability</i>		
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Energy	TBD	TBD
Natural Environment and Climate Change	TBD	TBD
Employment / Income	TBD	TBD

Research, Development and Innovation	TBD	TBD

## EU 2020 / National Reform Programme Theme & LECP High Level Goal – Education

<b>Education</b>		
High Level Goal 1	<i>Provide for education and training opportunities that facilitate all learners in accessing the knowledge and skills they need to participate fully in society and the economy</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Human Capital	TBD	TBD
Education	TBD	TBD
Human Capital	TBD	TBD
Social Inclusion	TBD	TBD
Connectivity	TBD	TBD
Institutional Relationships	TBD	TBD
Family and Home Life	TBD	TBD
High Level Goal 2	<i>Provide for the alignment of education and training opportunities with the social and economic needs and potential of the county</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Education	TBD	TBD
Employment / Income	TBD	TBD
Institutional Relationships	TBD	TBD
High Level Goal 3	<i>Provide for opportunities for citizens to access information that will contribute to positive life choices</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Education	TBD	TBD
Data Co-Ordination	TBD	TBD
Community	TBD	TBD
Institutional Relationships	TBD	TBD

## EU 2020 / National Reform Programme Theme & LECP High Level Goal – Poverty / Social Exclusion

<b>Poverty / Social Inclusion</b>		
High Level Goal 1	<i>Provide for the removal of barriers that contribute to physical, social and economic exclusion, for all life stages</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Employment / Income	TBD	TBD
Institutional Relationships	TBD	TBD
Regulatory Environment	TBD	TBD
Human Capital	TBD	TBD
Education	TBD	TBD
Research, Development and Innovation	TBD	TBD
Social Inclusion	TBD	TBD
Cost of Living	TBD	TBD
Urban Cork	TBD	TBD
Rural Cork	TBD	TBD
Connectivity	TBD	TBD
Security	TBD	TBD
Multi-Culturalism	TBD	TBD
Social Activities	TBD	TBD
Arts, Heritage and Culture	TBD	TBD
High Level Goal 2	<i>Facilitate citizen engagement with social and economic opportunities</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Employment / Income	TBD	TBD
Education	TBD	TBD
Social Inclusion	TBD	TBD
Regulatory Environment	TBD	TBD
Connectivity	TBD	TBD
Community	TBD	TBD
Cost of Living	TBD	TBD
Data Co-Ordination	TBD	TBD
Social Activities	TBD	TBD
Arts, Heritage and Culture	TBD	TBD



High Level Goal 3	<i>Provide for the recognition that all citizens are valued equally and have the potential to contribute to County Cork society in a positive manner</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Values	TBD	TBD
Education	TBD	TBD
Social Inclusion	TBD	TBD
Community	TBD	TBD
Housing	TBD	TBD
Human Capital	TBD	TBD
Connectivity	TBD	TBD
Family and Home Life	TBD	TBD
Multi-Culturalism	TBD	TBD
Social Activities	TBD	TBD
Arts, Heritage and Culture	TBD	TBD
High Level Goal 4	<i>Facilitate the enhancement of community identity, solidarity and civic engagement</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Values	TBD	TBD
Education	TBD	TBD
Social Inclusion	TBD	TBD
Community	TBD	TBD
Human Capital	TBD	TBD
Family and Home Life	TBD	TBD
Data Co-Ordination	TBD	TBD
Multi-Culturalism	TBD	TBD
Security	TBD	TBD
Social Activities	TBD	TBD
Arts, Heritage and Culture	TBD	TBD
High Level Goal 5	<i>Provide for access by all citizens to services that enhance their quality of life</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>

Values	TBD	TBD
Education	TBD	TBD
Social Inclusion	TBD	TBD
Community	TBD	TBD
Health	TBD	TBD
Employment / Income	TBD	TBD
Housing	TBD	TBD
Connectivity	TBD	TBD
Cost of Living	TBD	TBD
Urban Cork	TBD	TBD
Rural Cork	TBD	TBD
Family and Home Life	TBD	TBD
Arts, Heritage and Culture	TBD	TBD
Social Activities	TBD	TBD
Security	TBD	TBD

## EU 2020 / National Reform Programme Theme & LECP High Level Goal – Receiving Environment

<b>Receiving Environment</b>		
High Level Goal 1	<i>Optimise the sustainable environmental receiving capacity of the County in order to facilitate planned for growth and change</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Energy	TBD	TBD
Natural Environment and Climate Change	TBD	TBD
Physical Infrastructure	TBD	TBD
Regulatory Environment	TBD	TBD
Urban Cork	TBD	TBD
Rural Cork	TBD	TBD
Cork Harbour	TBD	TBD
High Level Goal 2	<i>Provide for the physical enhancement of Cork County's rural and urban places</i>	
<b>LECP Objectives (Assets)</b>	<b>Lead Agency</b>	<b>Supporting Stakeholders</b>
Urban Cork	TBD	TBD

Rural Cork	TBD	TBD
Connectivity	TBD	TBD
Physical Infrastructure	TBD	TBD
Regulatory Environment	TBD	TBD
Cork Harbour	TBD	TBD
Social Activities	TBD	TBD
Arts, Heritage and Culture	TBD	TBD

**Note: Table to be updated with regard to Lead Agencies and Supporting Stakeholders during initial implementation phase.**



# APPENDIX 2

## ALIGNMENT WITH SOUTH WEST REGIONAL PLANNING GUIDELINES 2010 - 2022

<b>Alignment with South West Regional Planning Guidelines 2010 - 2022</b>			
<b>Policy / Recommendation</b>	<b>RPG Indicator Action</b>	<b>LECP Aligned</b>	<b>Relevant LECP Objective / Assets</b>
<i>RV-01(realising economic potential, high quality of life etc)</i>	Overall	✓	All Objectives / Assets
<i>RES-01 (growth of companies across economic sectors, ensuring adequate suitable locations etc)</i>	<i>National /International benchmarking of land, labour, transport costs etc. GVA, GDP, GNP. Numbers of new jobs created, new company start ups, use of renewables, access to sustainable methods of transport.</i>	✓	Human Capital Urban Cork Rural Cork Employment / Income Connectivity Energy Education
<i>RES-02 (Growth in market services/ retail)</i>	<i>National /International benchmarking of land, labour, transport costs etc. numbers of new jobs created, new company start ups, especially within Gateway and hubs as well as sustainability in terms of access and energy issues.</i>	✓	Human Capital Urban Cork Rural Cork Employment / Income Connectivity Energy Education
<i>RES-03 (Tourism)</i>	<i>Facilitation through CDPs/ LAPs, Tourism Plan for the SW.</i>	✓	Tourism Employment Rural Cork Connectivity
<i>RES-04 (primary resource based sectors)</i>	<i>Numbers employed in forestry agriculture fishing, aquaculture etc. Levels of new forestry plantations.</i>	✓	Employment Rural Cork Connectivity

RES-05 (Rural Diversification)	Broadband penetration, Business start up data from enterprise boards etc.	✓	Employment / Income Connectivity
RES-06 (Strategic Locations)	Levels of strategic land reserves, implementation of strategic infrastructure, Numbers of FDI and large scale industries.	✓	Employment / Income Urban Cork Rural Cork Connectivity Physical Infrastructure Clustering
RSS-01 (Zoned Land Study)	Zoning provision in each local authority area in accordance with table 4.5. Provision of infrastructure.	✓	Urban Cork Rural Cork Housing Physical Infrastructure Natural Environment and Climate Change
RSS-02 (Cork Gateway – key driver)	Levels of infrastructure provision, roll out of new transportation services, modal shift targets regeneration of Docklands and other older areas/ brownfield sites, reduction in numbers of one offs outside of the urban areas.	✓	Urban Cork Rural Cork Connectivity Housing Physical Infrastructure Natural Environment and Climate Change
RSS-03 (Mallow Hub)	Levels of infrastructure provision, roll out of new transportation services, modal shift targets regeneration of older areas/ brownfield sites, reduction in numbers of one offs outside of the urban areas.	✓	Urban Cork Rural Cork Connectivity Housing Physical Infrastructure Natural Environment and Climate Change

RSS-04 (Tralee-Killarney Linked Hub)	Levels of infrastructure provision, roll out of new transportation services, modal shift targets regeneration of older areas/ brownfield sites, reduction in numbers of one offs outside of the urban areas	✓	N/A
RSS-05 (Ring Towns)	Increase in local services and employment levels, reduction in commuting, modal shift targets, reduction in numbers of new housing outside of the urban areas.	✓	Employment / Income Urban Cork Rural Cork Connectivity Community Housing Physical Infrastructure Natural Environment and Climate Change
RSS-06 (Northern Area)	Levels of employment, startups, population levels, provision of services and infrastructure.	✓	Employment / Income Urban Cork Rural Cork Connectivity Community Housing Physical Infrastructure Natural Environment and Climate Change
RSS-07 (Western Area)	Levels of employment, startups, population levels, provision of services and infrastructure.	✓	Employment / Income Urban Cork Rural Cork Connectivity Community Housing Physical Infrastructure Natural Environment and Climate Change



RTS-01 (Modal Split, integrated transport strategies)	Census travel to work data, delivery of T21 programme, modal split, climate change indicators POWCAR	✓	Employment / Income Urban Cork Rural Cork Connectivity Community Housing Physical Infrastructure Natural Environment and Climate Change
RTS-02 (Public transport actions)	Census travel to work data, delivery of T21 programme, modal split, climate change indicators POWCAR	✓	Employment / Income Urban Cork Rural Cork Connectivity Community Housing Physical Infrastructure Natural Environment and Climate Change
RTS-03 (cycling, walking)	Levels of construction of new cycleways and walkways, retrofitting of new facilities, census travel to work data, delivery of T21 programme, modal split, climate change indicators, POWCAR	✓	Connectivity Physical Infrastructure Natural Environment and Climate Change
RTS-04 (Road infrastructure)	Delivery of T21 infrastructure, completion of regionally important projects, detailed environmental assessments where appropriate. POWCAR	✓	Connectivity Physical Infrastructure Natural Environment and Climate Change
RTS-05 (Airports)	Provision of new facilities, passenger/cargo numbers.	✓	Connectivity Cork Airport
RTS-06 (Ports, Harbours)	Passenger /cargo numbers, improvement of N28, relocation of Port of Cork and Seveso sites, construction of port at Ballylongford.	✓	Connectivity Cork Harbour

RTS-07 (Water, waste water)	Implementation of WSIPs	✓	Physical Infrastructure Natural Environment and Climate Change
RTS-08 (Waste management)	Implementation of waste management plans, provision of MRFs.	✓	Physical Infrastructure Natural Environment and Climate Change
RTS-09 (Energy)	Enhancement of grid capacity, provision of additional renewable resources. Energy consumption/capita	✓	Energy
RI-03 (Telecommunications)	Broadband penetration.	✓	Rural Cork Connectivity
REAS-01 (Landscape Character)	Designation of landscape areas of high value	✓	Rural Cork Natural Environment and Climate Change Tourism Arts, Culture and Heritage
REAS-02 (Regional Coastline)	Development of integrated coastal management strategies.	✓	Rural Cork Natural Environment and Climate Change Tourism Arts, Culture and Heritage
REAS-03 (Natural Heritage)	Implementation/inclusion of biodiversity objectives in CDPs, carrying out of screening for H.D.A.	✓	Rural Cork Natural Environment and Climate Change Tourism Arts, Culture and Heritage
REAS-04 (Environmental Quality)	Additional soil, air and water quality monitoring systems. Achievement of WFD targets.	✓	Natural Environment and Climate Change
REAS-05 (Flood Risk)	Completion of CFRAM studies.	✓	Physical Infrastructure Natural Environment and Climate Change

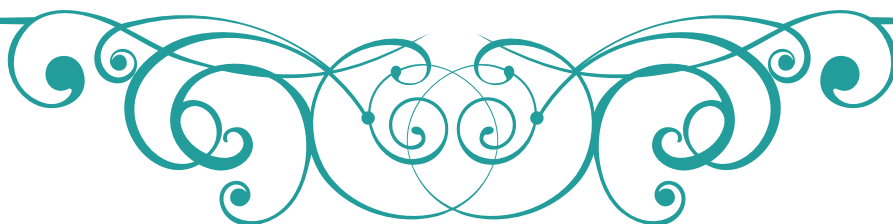
REAS-06 (Built heritage, archaeology)	Identification of areas of special character, inclusion of building in the RPS. Implementation of design statements.	✓	Urban Cork Rural Cork Arts, Culture and Heritage
REAS-07 (Social/Community Infrastructure)	Protection and provision of community infrastructures and services in towns and villages.	✓	Urban Cork Rural Cork Community Physical Infrastructure Social Activities Arts, Culture and Heritage
REAS-08 (Cultural Heritage)	LAPs for the Gaeltacht areas	✓	Rural Cork Community Tourism Social Inclusion Social Activities Arts, Culture and Heritage
REAS-09 (Island communities)	Broadband penetration, provision of infrastructure/facilities.	✓	Rural Cork Connectivity Community Natural Environment and Climate Change Tourism Social Inclusion Multiculturalism Arts, Culture and Heritage
REAS-10 (Social inclusion and regeneration)	Provision of infrastructure and facilities. Quality of life reports from CSO.	✓	Human Capital Community Physical Infrastructure Natural Environment and Climate Change Family and Home Life Social Inclusion Social Activities Values




**Note: Table to be updated as action programmes are developed and on adoption of the future RSES**

# APPENDIX 3

## ALIGNMENT WITH CORK COUNTY DEVELOPMENT PLAN CORE STRATEGY 2014

Alignment with Cork County Development Plan Core Strategy 2014		
County Development Plan Core Strategy Objective	LECP Aligned	Relevant LECP Objectives / Assets
<p><i>CS 3-1: Network of Settlements: Higher Order Settlements gateway Hubs and Main settlements</i></p> <p>The LECP recognises the value to the region of the settlement hierarchy established in the current Cork County Development Plan and advocates for the strengthening of this hierarchy by advocating for the growth of the Cork region population through settlement focussed, transport orientated development.</p>	✓	Urban Cork Rural Cork Connectivity Housing
<p><i>CS 3-2: Network of Settlements: Lower Order Settlements</i></p> <p>The LECP recognises the socio-economic value of the Lower Order Settlements network and advocates for a range of social and economic actions to support these smaller communities.</p>	✓	Employment / Income Urban Cork Rural Cork Connectivity Community Housing



<p><i>CS 4-1: County Metropolitan Cork Strategic Planning Area</i></p> <p>The LECP recognises Metropolitan Cork as a key regional driver of growth, providing a socio-economic focus for the Cork region. In accordance with this Core Strategy Objective, the LECP supports the strategic management of Cork Harbour, Cork International Airport, as well as other key strategic socio-economic asserts within Metropolitan Cork, such as, housing, employment, transportation, etc.</p>		<p>Human Capital Employment / Income Urban Cork Rural Cork Connectivity Community Housing Cork Harbour Cork Airport</p>
<p><i>CS 4-2: Greater Cork Ring Strategic Planning Area</i></p> <p>The LECP recognises the important role that Cork Ring plays within the Cork region, having both significant socio-economic linkages with Metropolitan Cork and fulfilling significant rural functions also. Furthermore, and in alignment with the Core Strategy, the LECP envisages an important future role for Cork Ring – particularly the network of county towns – in facilitating future regional population growth, linked to a regional transport strategy.</p>		<p>Human Capital Employment / Income Urban Cork Rural Cork Connectivity Community Housing</p>
<p><i>CS 4-3: North Cork Strategic Planning Area</i></p> <p>The LECP recognises the important regional role that the North Cork settlement network will play in supporting employment and housing growth within the region. It further supports the economic diversification and provision of increased connectivity (physical and communications) of North Cork, as set out in the Core Strategy.</p>		<p>Employment / Income Urban Cork Rural Cork Connectivity Community Housing</p>

<p>CS 4-4: <i>West Cork Strategic Planning Area</i></p> <p>The LECP recognises the important regional role that the West Cork settlement network will play in supporting employment and housing growth within the region. It further supports the economic diversification and provision of increased connectivity (physical and communications) of West Cork, as set out in the Core Strategy.</p>	<p>✓</p>	<p>Employment / Income Urban Cork Rural Cork Connectivity Community Housing</p>
<p>CS 5-1: <i>Climate Change Adaptation</i></p> <p>The LECP recognises the importance of climate change adaption and supports the drafting of a climate change adaption strategy for the Cork region, in order to future-proof our communities and regional economy.</p>	<p>✓</p>	<p>Natural Environment &amp; Climate Change Adaption Energy</p>

**Note: Table to be updated as action programmes are developed and expanded to include reference to Municipal District Plans currently under review.**





# APPENDIX 4

## CASE STUDY - OVERVIEW OF TOURISM

### Overview

Cork County Council and Cork City Council, in conjunction with Fáilte Ireland, established a high level *Tourism Strategy Group* to develop a vision and action plan to give cohesive direction to the future growth of Cork tourism. This group was charged with delivering a realisable but challenging strategy to maximise the economic return from tourism to Cork.

### Process Overview & Output



## Process Overview & Output

*The Growing Tourism in Cork – A Collective Strategy states, ‘Collaboration amongst the key stakeholders is crucial. We must develop a single-minded focus which will help to ensure the brand is developed in a seamless and measurable way to the visitor. To realise this, a well-coordinated execution of the agreed actions and a supporting structure to lead this with the many stakeholders will be essential. The efforts of the Cork strategic tourism group and local authorities in fostering this collaboration and partnership is invaluable.’*

## Local Economic and Community Plan Process

The tourism sector is just one example of how regional inter-agency collaboration within Cork has benefitted the development of a key regional asset. This LECP seeks to promote a similar collaborative approach to the protection and enhancement of all our key regional assets.



# APPENDIX 5 - QUALITY OF LIFE SURVEY OUTCOMES

**amárach**  
**research**



October 2015

TD

S15-0138

## **Quality of Life within the Cork County Council Area.**

*A Presentation Prepared For:*



**Cork  
County Council**  
Comhairle Contae Chorcaí

# Profile

- **Cork County Council sought to explore the perceptions of Cork County Council area residents in relation to aspects of both the local area and their quality of life.**
- **Amárach Research conducted the fieldwork between August and September 2015 using face to face surveys in respondents' own homes.**
- **Quotas were set to ensure the sample represented the local population, this included respondents in each of the eight districts including the gaeltacht region and members of the travelling community.**
- **The total sample was weighted using census data for age, gender, social class and district to ensure that the total sample was representative of the Cork County Council area.**
- **Some questions that were deemed sensitive were completed using "self-complete" whereby the interviewer handed the tablet to the respondent to answer a series of questions. These are identified at the bottom of each slide by "SELF COMPLETE".**

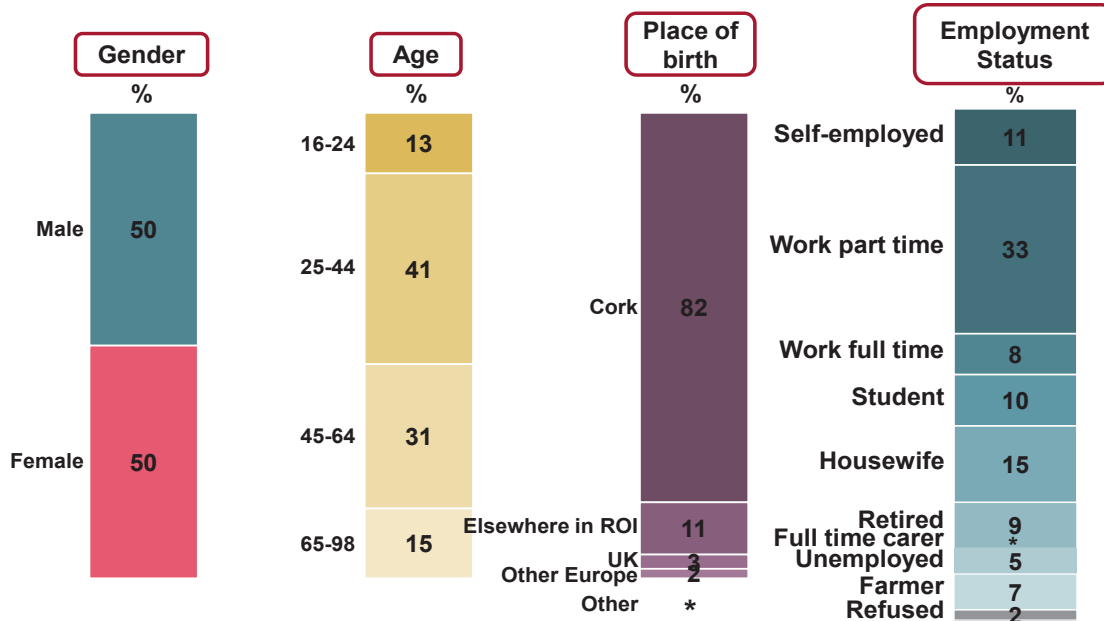
## Sample Size per District

- **A minimum of three sampling points (30 surveys) per district were allocated. The surveys within the travelling community were conducted in Kanturk/ Mallow but were excluded from the overall Kanturk/ Mallow district results.**
- **The surveys were weighted back using census data to ensure that the "total" Cork County figures were representative of the districts.**
- **Throughout the report the key results for each district are outlined. However, please note that these are relatively small in size (c. 50 respondents) and have not been weighted within each district for age/ gender etc.**

	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
	Ballin-collig	Cobh	Blarney/ Macroom	Bandon/ Kinsale	East Cork	Fermoy	Kanturk/ Mallow	West Cork	Travelling Community
<b>Count</b>	112	100	40	41	51	98	38	40	10
<b>Weighted</b>	95	69	58	58	58	58	62	69	1

# Profile of Sample – I

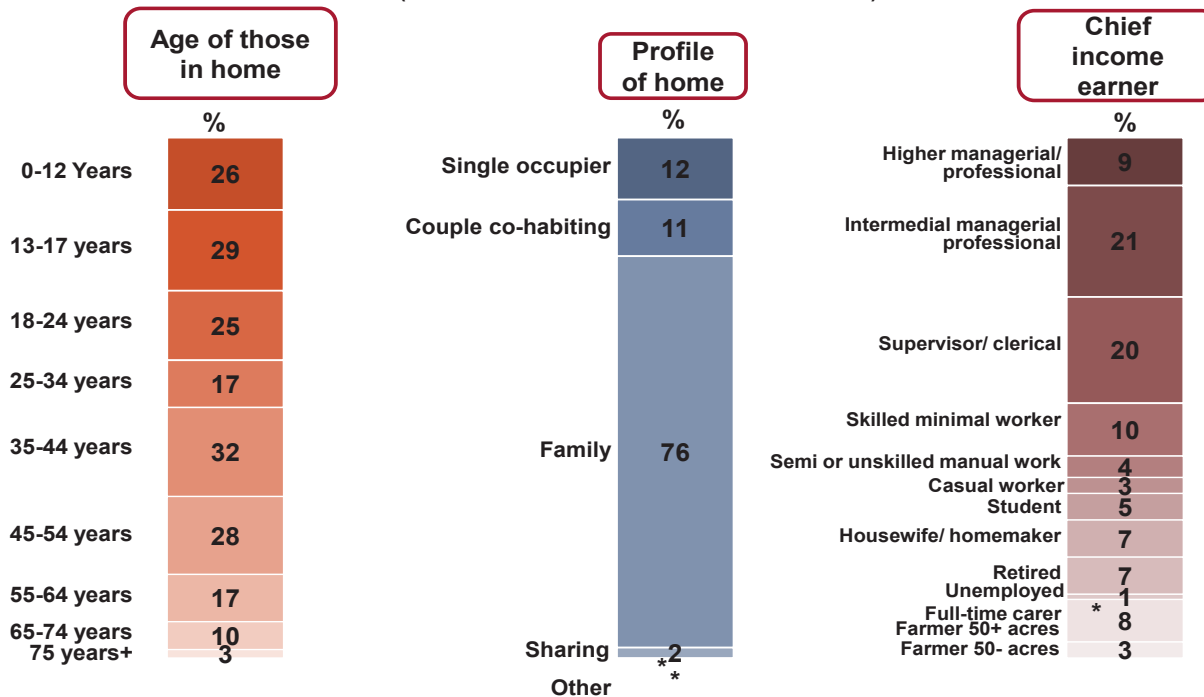
(Base: All Cork Co. Council Residents – 530)



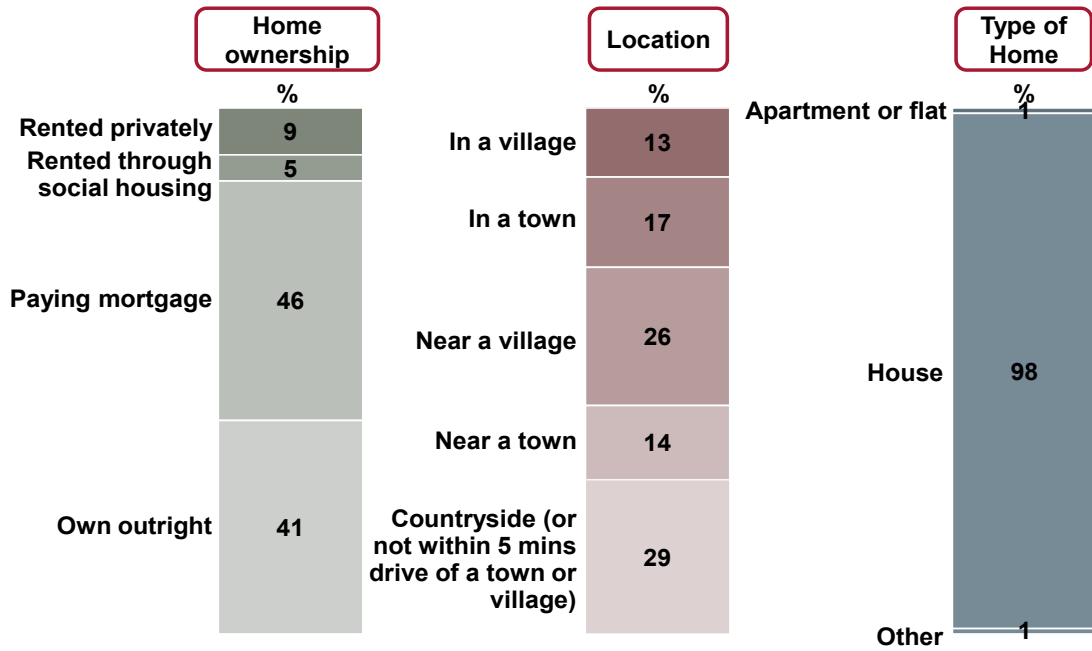
Quotas were set for age, gender, social class and district.

# Profile of Sample – II

(Base: All Cork Co. Council Residents – 530)



(Base: All Cork Co. Council Residents – 530)



# Results



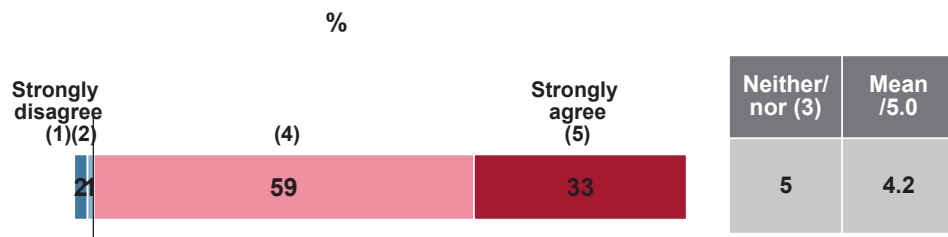
# Section 1: Perception of Cork County

## Agreement with Statement: “My Local Area is a Great Place to Live”

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research

10

(Base: All Cork Co. Council Residents – 530)



Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
<u>4.2</u>	4.2	4.2	4.2	4.5	4.1	4.1	4.1	4.2	3.4

Cork County Council residents overwhelmingly agree (92%) that their local area is a great place to live. This was particularly high (4.5/5.0) in the Bandon/ Kinsale district.

Q.2. On a scale of 1-5 where 1 is Strongly Disagree and 5 is Strongly Agree how much do you agree with the following statement?

# Area Compared to Five Years ago

(Base: All Cork Co. Council Residents – 530)



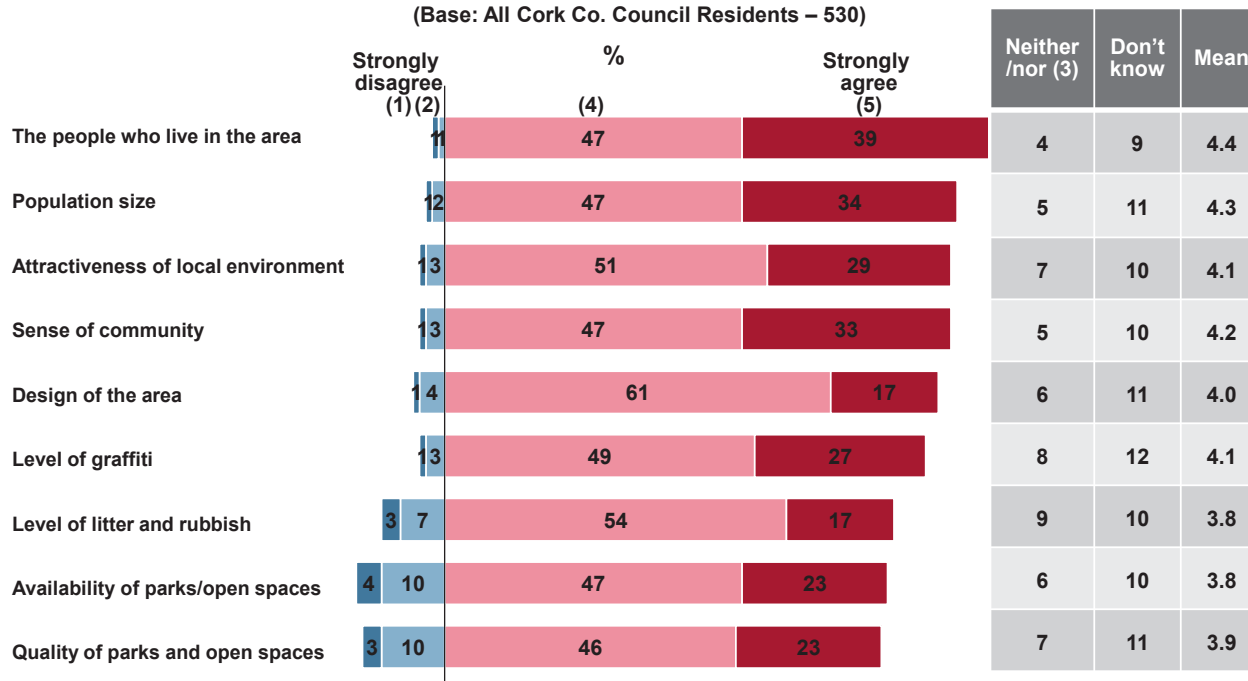
Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
<u>3.5</u>	3.6	3.7	3.5	3.3	3.5	3.5	3.6	3.5	3.3

Residents perceive that their local area is better (45%) or much the same as a place to live (45%) compared to five years ago.

Q.4 Overall, compared to five years ago do you think the area you live in is ....

# Satisfaction with Aspects of the Area (i)

(Base: All Cork Co. Council Residents – 530)

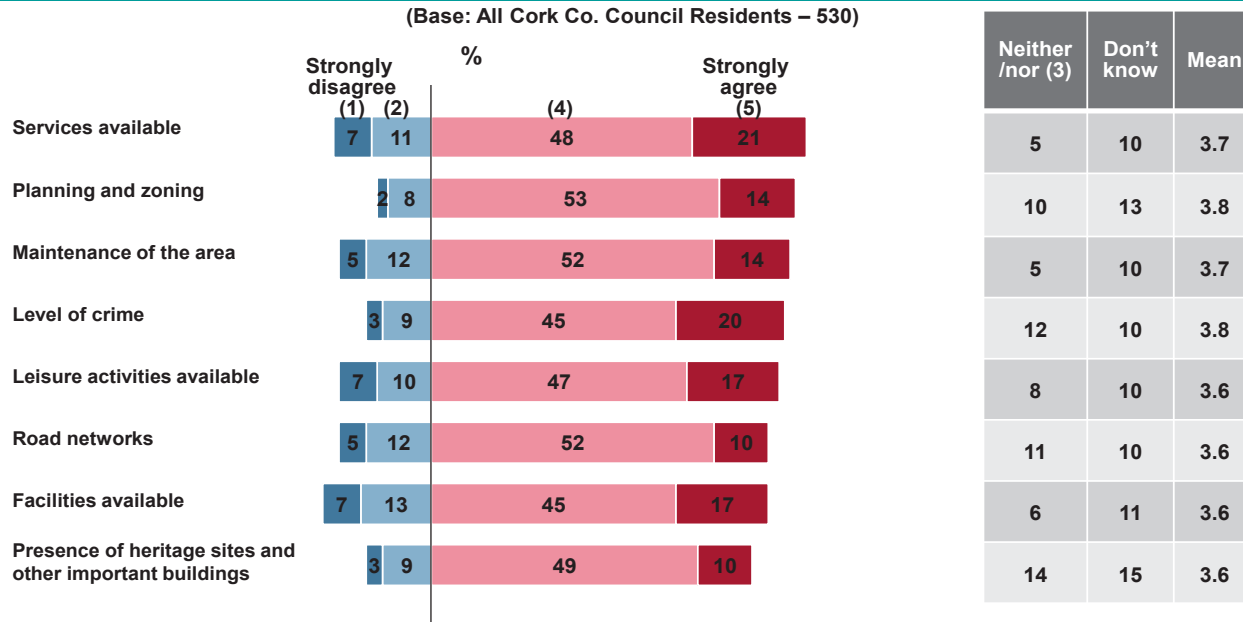


Satisfaction with the area is very high across a wide range of aspects.

Q.3. On a scale of 1-5 where 1 is Extremely Dissatisfied and 5 is Extremely Satisfied how satisfied are you with the following aspects of your local area?

# Satisfaction with Aspects of the Area (ii)

(Base: All Cork Co. Council Residents – 530)



While satisfaction remains high, the aspects residents are less satisfied with include facilities, overall maintenance and road networks.

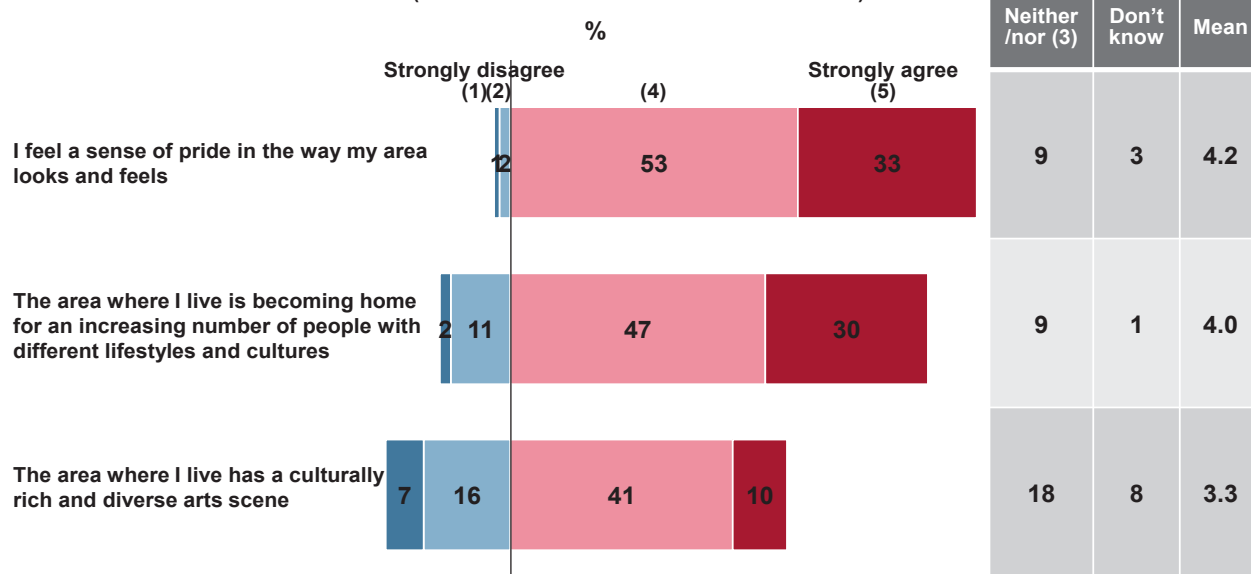
Q.3. On a scale of 1-5 where 1 is Extremely Dissatisfied and 5 is Extremely Satisfied how satisfied are you with the following aspects of your local area?

# Satisfaction with Aspects of the Area (mean scores per district)

Mean scores out of 5.0	Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
The people who live in the area	4.4	4.4	4.2	4.4	4.5	4.3	4.2	4.2	4.5	4.0
Population size	4.3	4.2	4.0	4.2	4.7	4.2	4.2	3.8	4.5	4.0
Sense of community	4.2	4.1	4.0	4.2	4.5	4.1	4.1	4.1	4.5	4.0
Level of graffiti	4.1	4.0	3.7	4.1	4.6	4.2	4.0	4.1	4.4	4.0
Attractiveness of local environment	4.1	4.2	3.9	3.8	4.7	4.2	4.0	4.2	4.0	4.0
Design of the area	4	3.8	3.8	4.1	4.4	3.7	3.9	4.0	4.1	3.7
Quality of parks and open spaces	3.9	4.2	3.9	4.1	4.0	3.6	3.7	3.9	3.3	3.9
Planning and zoning	3.8	3.6	3.6	4.0	4.3	3.5	3.7	3.6	3.9	4.0
Level of litter and rubbish	3.8	3.8	3.5	3.8	3.9	4.0	3.9	3.9	3.9	4.0
Availability of parks and open spaces	3.8	4.2	4.0	4.1	4.0	3.5	3.6	3.9	3.3	4.0
Level of crime	3.8	3.8	3.4	3.1	4.2	4.0	3.6	3.9	4.1	3.7
Maintenance of the area	3.7	4.0	3.7	4.0	3.1	3.8	3.8	4.2	2.8	4.0
Services available	3.7	4.0	3.9	4.2	3.5	3.7	3.7	3.4	3.2	4.0
Presence of heritage sites and other important buildings	3.6	3.2	3.9	4.0	3.6	3.7	3.7	3.9	3.5	3.5
Road networks	3.6	3.5	3.6	4.0	3.1	3.5	3.8	3.4	3.4	4.0
Leisure activities available	3.6	4.2	3.7	4.3	3.3	3.5	3.5	3.6	3.0	4.0
Facilities available	3.6	4.1	3.8	4.4	3.1	3.4	3.5	3.7	2.9	4.0

# Pride in Area and Cultural Aspects

(Base: All Cork Co. Council Residents – 530)



In line with the findings that the area is a great place to live the majority of residents (86%) feel a sense of pride in their area. More than 3 in 4 residents (77%) have noticed an increasing number of people with different lifestyles and cultures in the area. Just over half (51%) agree that there is a culturally rich and diverse arts scene in his or her area.

Q.5. On a scale of 1-5 where 1 is Strongly Disagree and 5 is Strongly Agree how much do you agree with the following statements

# Pride in Area and Cultural Aspects (mean scores)

(Base of Total: All Cork Co. Council Residents – 530)

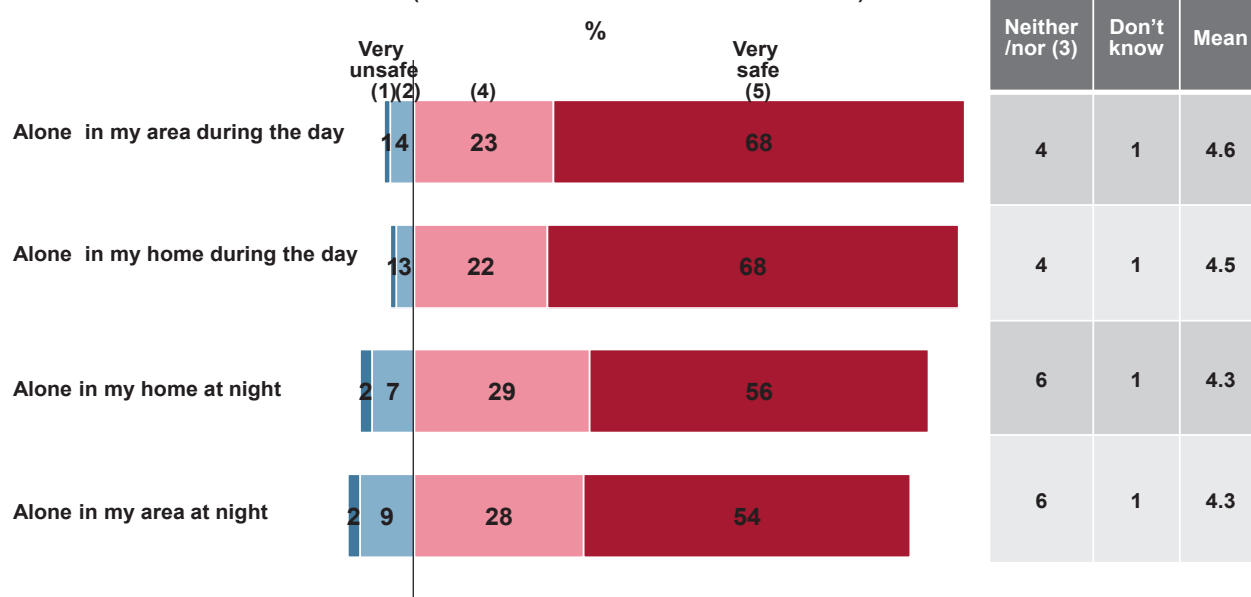
	Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
I feel a sense of pride in the way my area looks and feels.	<u>4.2</u>	4.1	4.0	4.2	4.6	4.0	4.0	4.2	4.4	3.6
The are where I live is becoming home for an increasing number of people with different lifestyles and cultures	<u>4.0</u>	4.1	3.9	4.2	4.1	3.8	3.7	3.8	4.0	3.9
The are where I live has a culturally rich and diverse arts scene	<u>3.3</u>	3.0	3.5	3.6	3.5	3.0	3.2	3.7	3.5	3.2

Those in Bandon/ Kinsale and in West Cork indicate stronger agreement that they feel a sense of pride in their area. Ballincollig and East Cork are the two areas with the lowest (albeit neutral) agreement with having a culturally rich and diverse arts scene.

Q.5. On a scale of 1-5 where 1 is Strongly Disagree and 5 is Strongly Agree how much do you agree with the following statements

# Level of Safeness Felt by Residents

(Base: All Cork Co. Council Residents – 530)



**Cork County residents feel very safe alone in their home and their areas both during the day and during the night.**

Q.11. Now thinking about issues of crime and safety, in general how safe or unsafe do you feel in the following situations, on a scale of 1-5 where 1 is very unsafe and 5 very safe.

# Level of Safeness Felt by Residents (mean score)

(Base of Total: All Cork Co. Council Residents – 530)

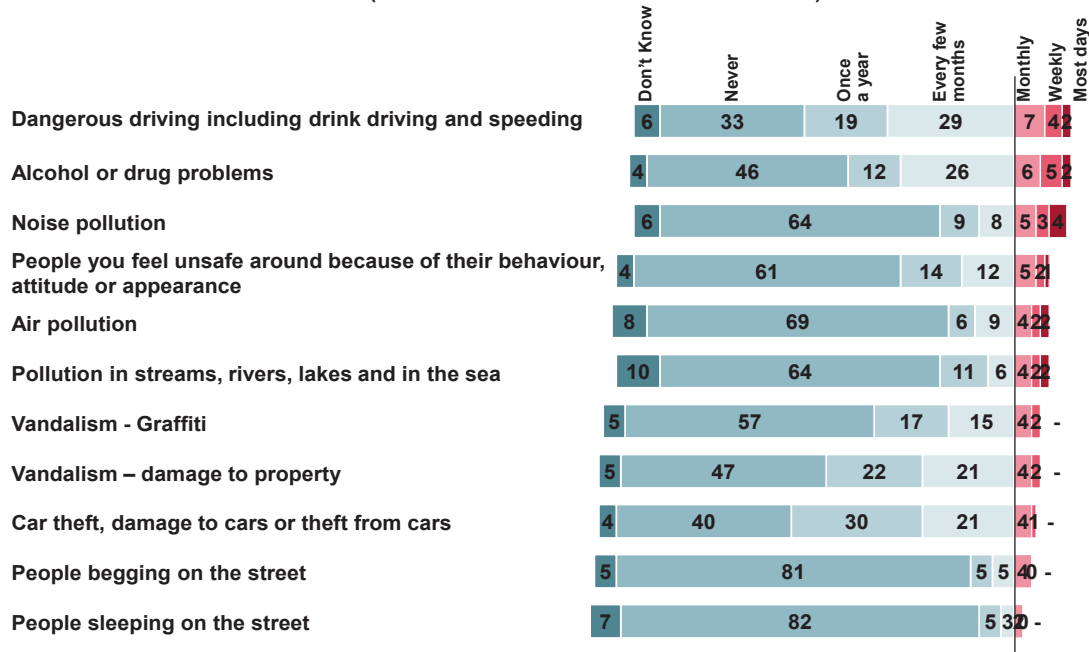
	Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
Alone in my area during the day	<u>4.6</u>	4.4	4.5	4.6	4.8	4.8	4.5	4.1	4.8	3.9
Alone in my home during the day	<u>4.5</u>	4.3	4.6	4.6	4.8	4.8	4.5	4.1	4.8	3.7
Alone in my home at night	<u>4.3</u>	4.1	4.4	4.6	4.6	4.6	4.1	3.8	4.5	3.9
Alone in my area at night	<u>4.3</u>	4.0	4.4	4.5	4.7	4.5	4.0	3.8	4.4	3.6

**While the level of safeness felt was very high, the highest ratings of feeling safe were recorded in Bandon/ Kinsale, East Cork and West Cork. Those in the Travelling Community recorded the lowest ratings of feeling safe.**

Q.11. Now thinking about issues of crime and safety, in general how safe or unsafe do you feel in the following situations, on a scale of 1-5 where 1 is very unsafe and 5 very safe.

# Frequency of Negative Incidents in Area

(Base: All Cork Co. Council Residents – 530)

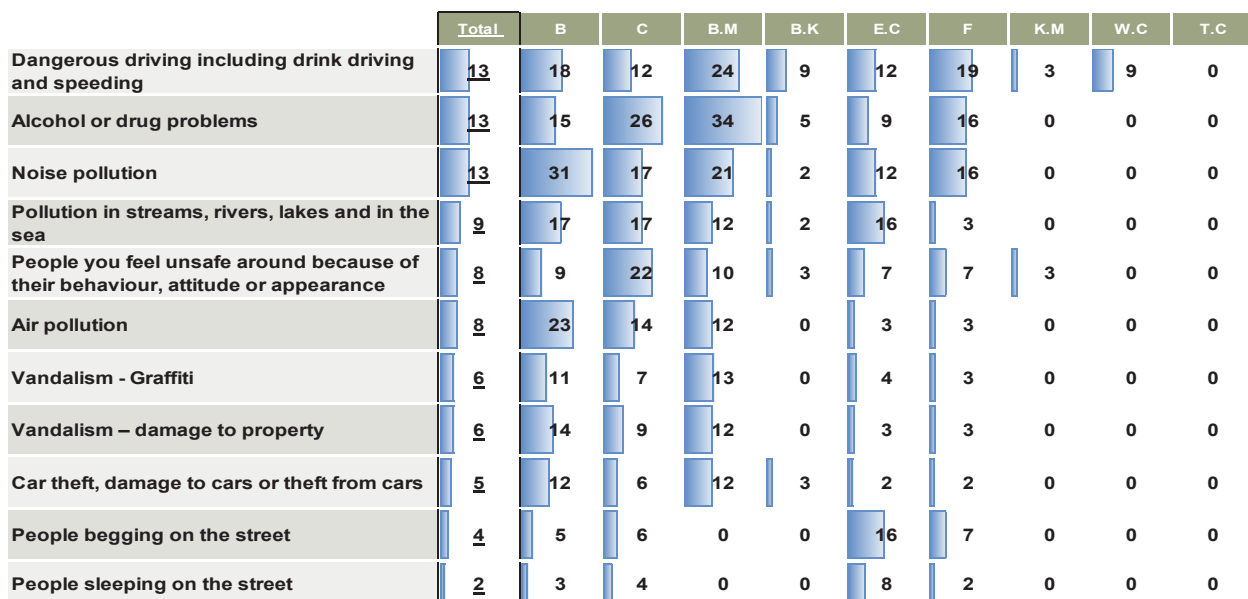


Residents report low incidence and low frequency of negative incidents.

Q.12. How often, if at all, do the following occur in your local area? The wording “problem” would have biased respondents.

# Negative Incidents Reported as Occurring at Least Monthly

(Base: All Cork Co. Council Residents – 530)



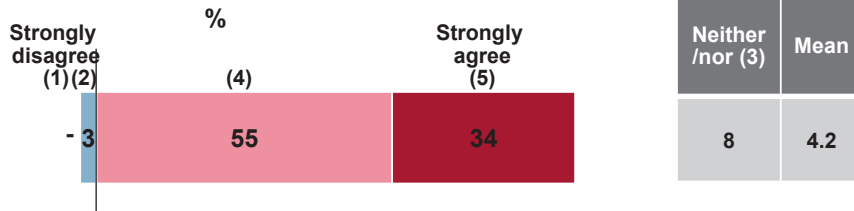
Looking specifically at the proportion of residents stating negative incidents occur at least monthly it is evident there is some variation between districts with those closest to the city experiencing more of these incidents.



# Section 2: Community in Cork County

## Importance of Feeling a Sense of Community

(Base: All Cork Co. Council Residents – 530)



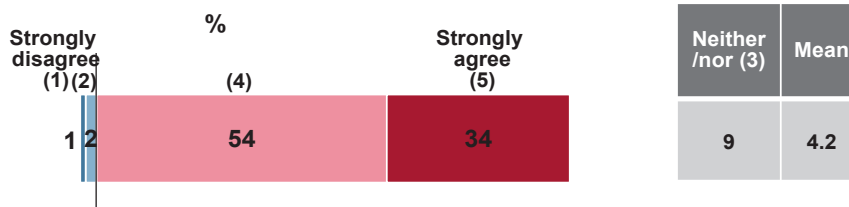
Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
<u>4.2</u>	4.1	4.1	3.9	4.4	4.3	4.3	4.3	4.3	3.2

Residents of Cork County agree (89%) that it is important to feel a sense of community in their neighbourhoods.

Q.7. How much do you agree or disagree with the following statements on a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree: It's important to me to feel a sense of community with people in my neighbourhood

# Agreement with Feeling a Sense of Community with Neighbours

(Base: All Cork Co. Council Residents – 530)



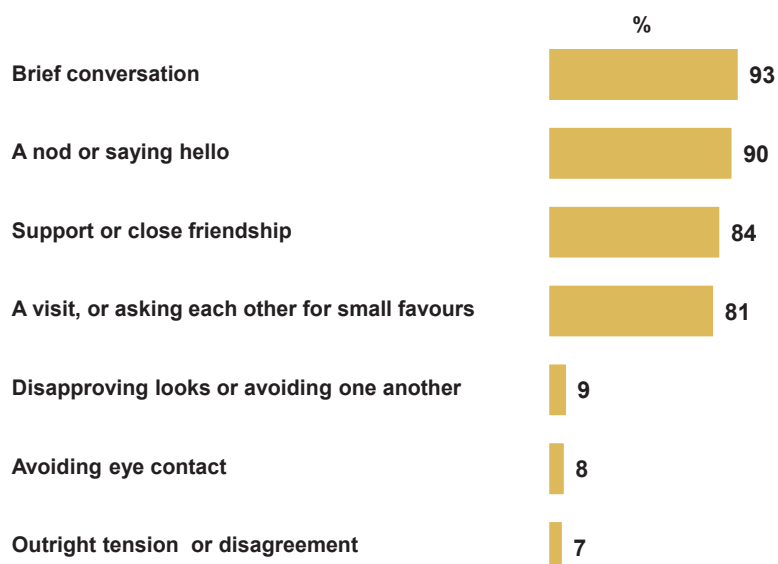
Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
4.2	4.0	4.1	4.0	4.4	4.1	4.2	4.3	4.4	3.8

A similar proportion (88%) agree that they do feel a sense of community in their neighbourhoods. Of the small proportion (69 people) who did not agree the primary reasons given were due to their preference to socialise with family and friends (11 people), preferring to keep to themselves (11 people) and due to their own busy lives (9 people).

Q.7. How much do you agree or disagree with the following statements on a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree: I feel a sense of community with others in my neighbourhood.

# Types of Interaction with Neighbours

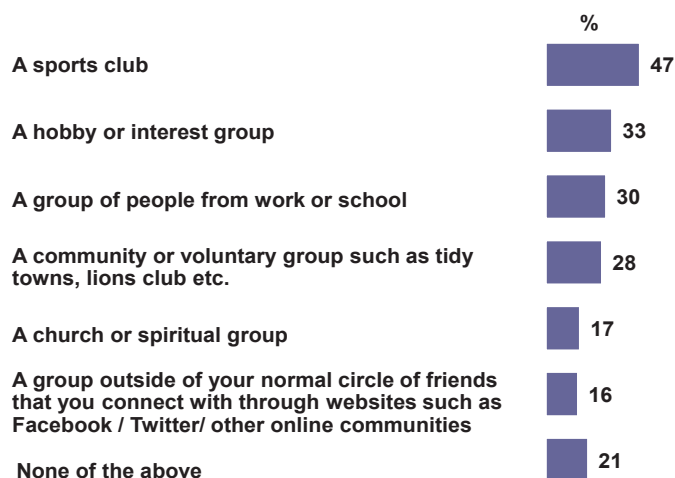
(Base: All Cork Co. Council Residents – 530)



The vast majority of Cork County residents experienced positive interactions with their neighbours ranging from a simple nod or saying hello (90%) to support or close friendship (84%). Less than one in ten reported experiencing tension.

Q.9. In the last 12 months, have you had any of the following types of contact with someone in your area?

(Base: All Cork Co. Council Residents – 530)



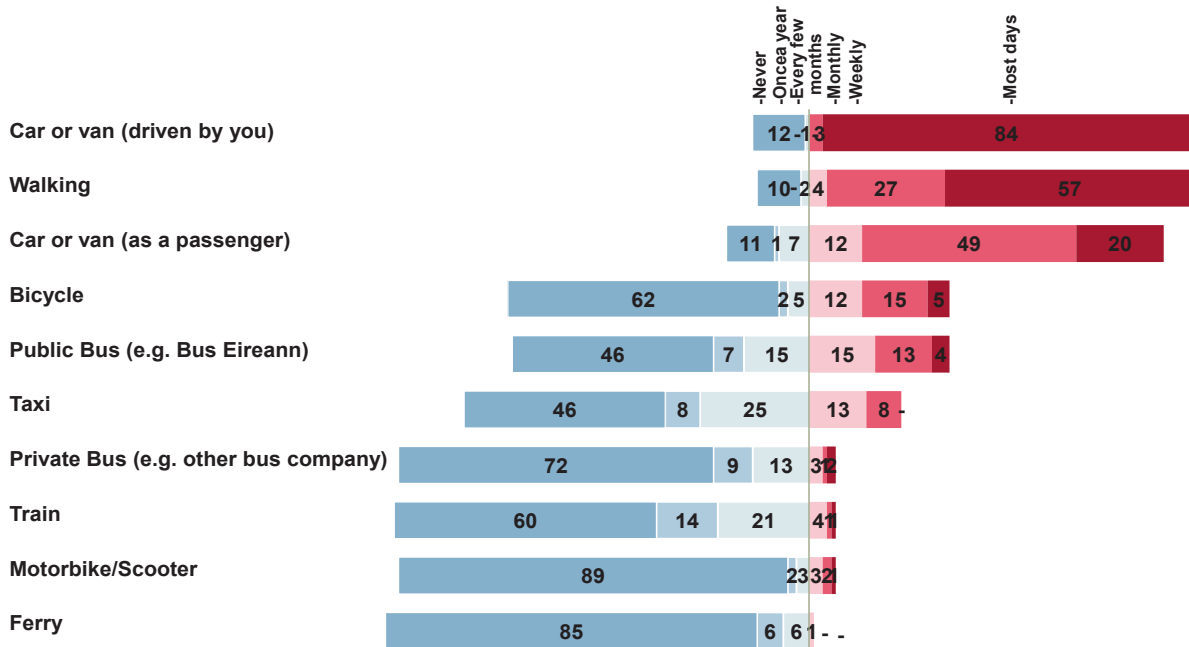
Almost 4 in 5 (79%) residents indicated that they are members of a social group of some description, with sports clubs being the most popular (47%).

Q.10. To which of the following social networks and groups, if any, do you belong?

## Section 3: Transport in Cork County

# Frequency of Using Different Modes of Transport

(Base: All Cork Co. Council Residents – 530)

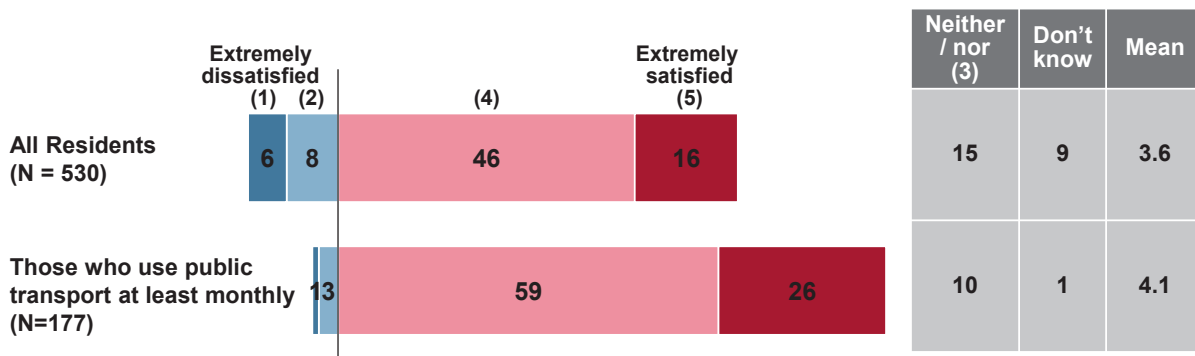


Residents primarily drive in Cork County, with low incidence of public transport usage reported.

Q.13. Thinking of the transport available either within or to/ from your local area: within the past year how often, if at all, did you use the following forms of transport?

# Satisfaction with Public Transport

(Base: All Cork Co. Council Residents – 530)



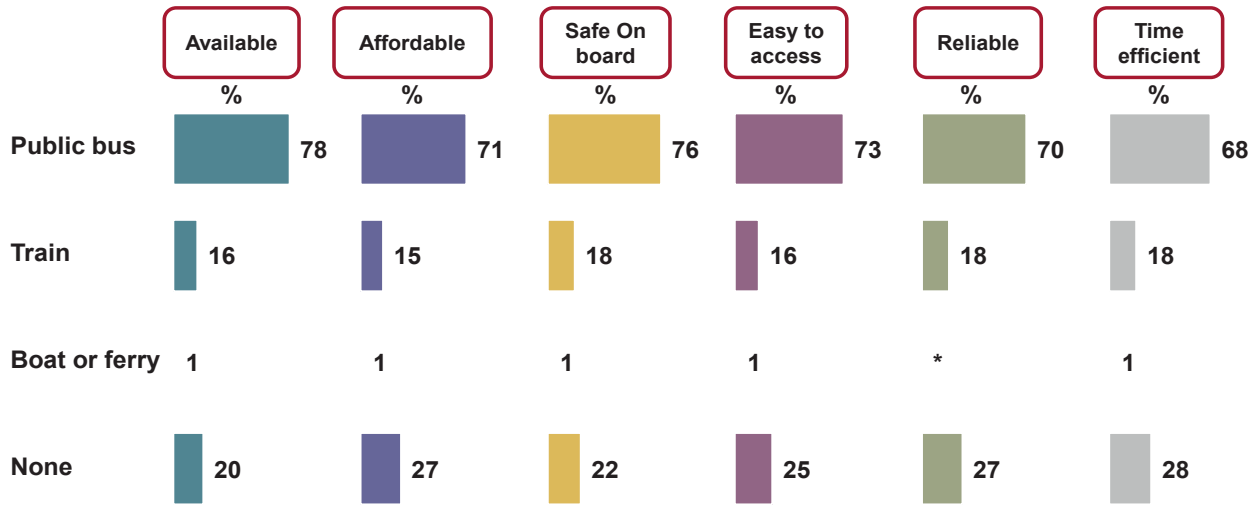
Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
3.6	4.1	3.8	3.6	3.3	3.7	3.6	3.2	3.4	3.8

Satisfaction with public transport is good and is highest amongst those who use public transport at least monthly.

Q.14. Based on your experiences or perceptions of public transport in your area how satisfied overall are you on a scale of 1 to 5 where 1 is Extremely Dissatisfied and 5 is Extremely Satisfied?

# Perception of Public Transport

(Base: All Cork Co. Council Residents – 530)



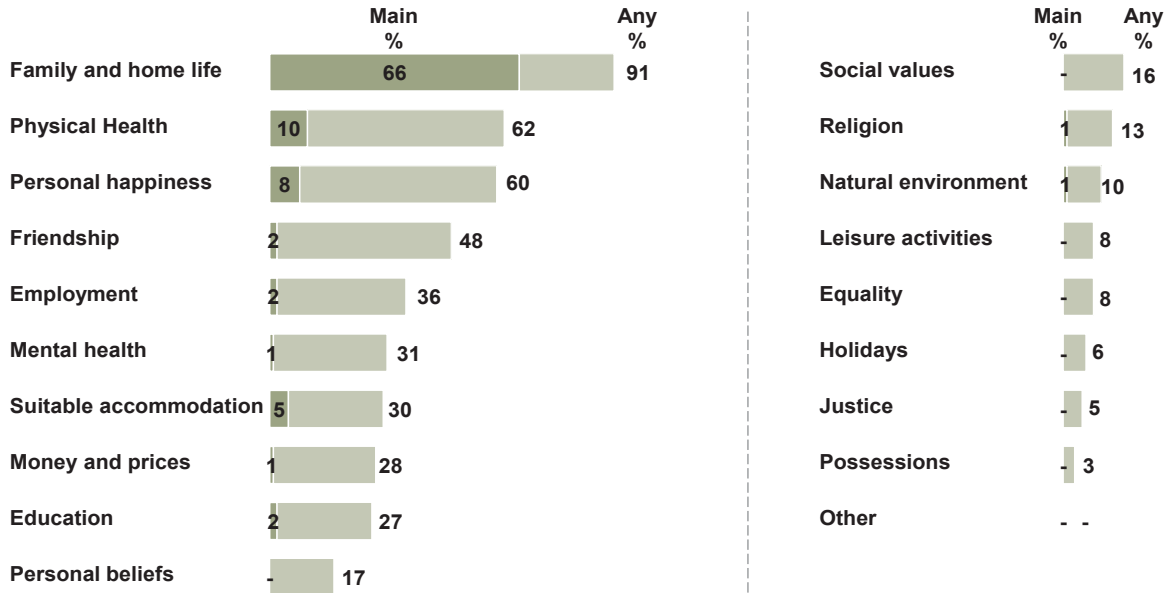
The public bus service is the most available and most positively perceived form of public transport.

Q.15. Thinking about your area specifically: which types of public transport do you think are ...

## Section 4: Wellbeing of Residents

# Most Important Things to Residents

(Base: All Cork Co. Council Residents – 530)

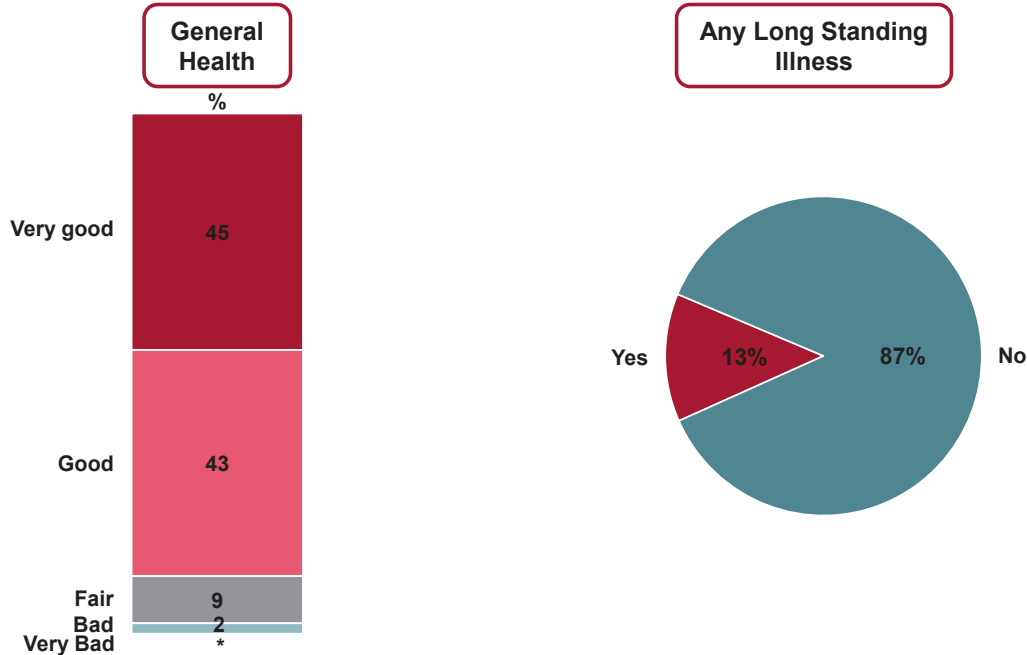


When asked to rank the five most important things in their lives family & home life, physical health and personal happiness were deemed the most important.

Q.1. Different things are important to different people in any area. From the following list, what are the five most important items to you?

# General Health

(Base: All Cork Co. Council Residents – 530)



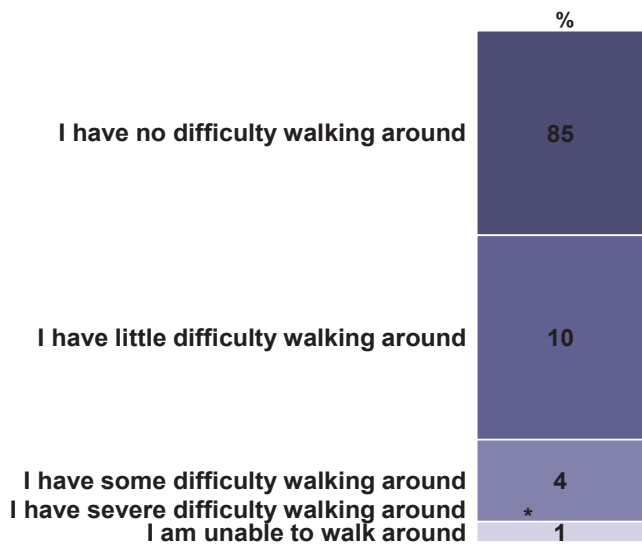
The majority of Cork Residents rated their health as good or very good (88%) with just over 1 in 10 (13%) stating they had a long standing illness.

Q.18 How is your health in general ? Is it...



# Mobility of Respondent

(Base: All Cork Co. Council Residents – 530)

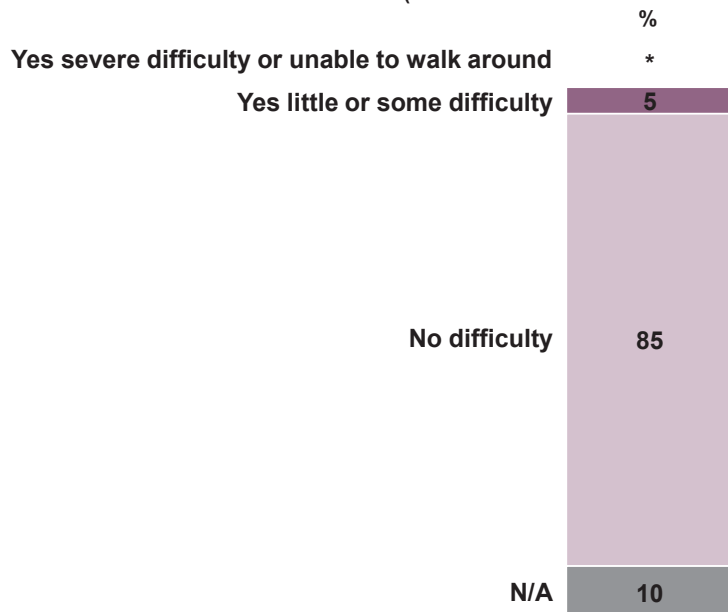


Just 5% of respondents reported having difficulty in relation to mobility.

Q.20a Which statement best describes your mobility?

# Mobility of Others in Household

(Base: All Cork Co. Council Residents – 530)

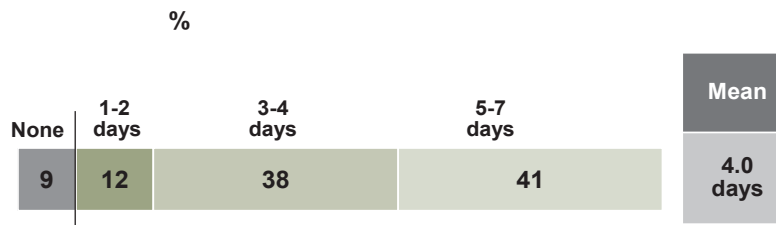


A similar proportion reported limited mobility amongst other members of the household.

Q.20b Does anyone else in your household have difficulty walking around?

## Number of days in the last 7 days respondent was “active”.

(Base: All Cork Co. Council Residents – 530)



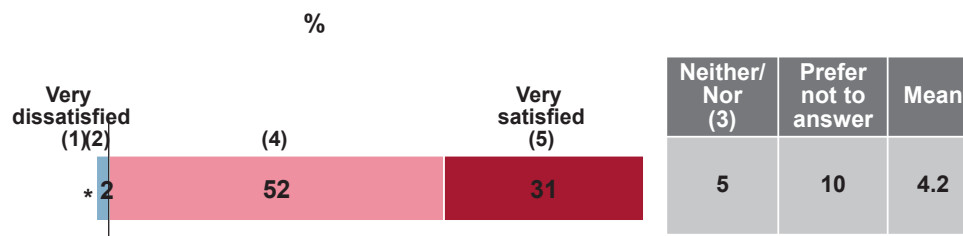
Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
<u>4.0 days</u>	4.4	4.1	3.7	4.3	4.4	3.6	4.2	3.6	4.3

The average number of days that a respondent indicated they were active was 4 days in the past week.

Q21 Thinking about ALL your physical activities (including any physical tasks you might do at work, doing housework or gardening, travelling from place to place or playing sports), on how many of the last 7 days were you active? By 'active' we mean either: 15 minutes or more of vigorous activity: - which makes you breathe a lot harder than normal (like running or fast swimming) 30 minutes or more of moderate activity: - which makes you breathe just a little harder than normal (like brisk walking, light swimming, carrying light loads).

## Satisfaction with Life in General

(Base: All Cork Co. Council Residents – 530)



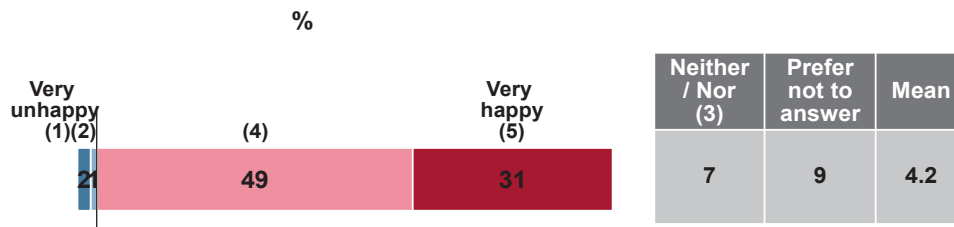
Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
<u>4.2</u>	4.3	4.2	3.9	4.5	4.3	4.1	4.2	4.3	3.6

Satisfaction with life in general is very high amongst Cork County residents with over 4 in 5 (83%) stating they are either satisfied or very satisfied.

Q.22a Taking everything into account, how satisfied or dissatisfied are you with your life in general these days? SELF COMPLETE.

# Happiness in General

(Base: All Cork Co. Council Residents – 530)



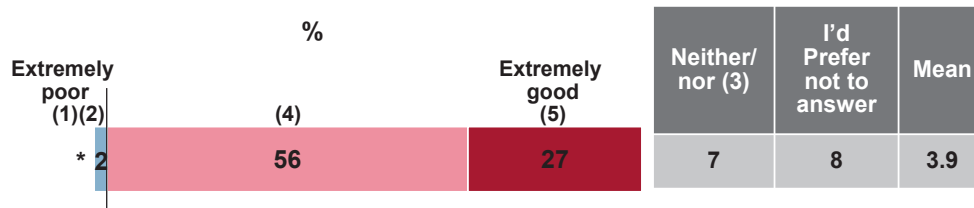
Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
<u>4.2</u>	4.3	4.1	3.8	4.6	4.1	4.0	4.1	4.3	3.8

Similarly overall happiness these days is high amongst Cork County residents with 4 in 5 (80%) stating they are happy or very happy. This is highest amongst Blarney Kinsale residents.

Q.22b In general how happy or unhappy would you say you are these days? SELF COMPLETE.

# Rating of Quality of Life

(Base: All Cork Co. Council Residents – 530)



Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
<u>3.9</u>	3.9	3.8	3.7	4.0	3.8	3.8	3.9	4.0	3.4

Cork County residents consider their quality of life to be good (56%) or very good (27%).

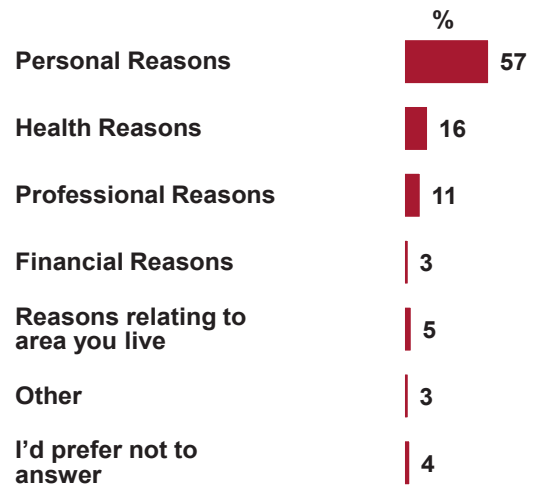
Q.23 Would you say that your overall quality of life is .... SELF COMPLETE.

# Rating of Quality of Life – Rationale

## Main Reasons for Poor Rating (Base: All with poor quality of life - 13)

Health Reasons	5 mentions
Financial Reasons	3 mentions
Reasons relating to area you live	3 mentions
Professional Reasons	1 mention
I'd prefer not to answer	1 mention
Personal Reasons	0 mentions
Other	0 mentions

## Main Reasons for Good Rating (Base: All with good quality of life - 437)

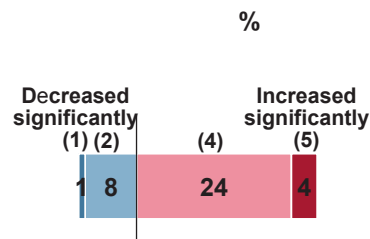


The primary rationale for good quality of life was cited as being “personal reasons” (57%), which is in line with the aspects of life deemed to be the most important to Cork County residents.

Q24 What is the main reason for giving your quality of life this rating? SELF COMPLETE.

# Change in Quality of Life

(Base: All Cork Co. Council Residents – 530)



Stayed the same	I'd prefer not to answer	Mean
55	9	3.3

Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
3.3	3.4	3.3	3.0	3.1	3.3	3.2	3.4	3.3	3.0

While over 1 in 4 residents (28%) indicated their quality of life had increased in the past 12 months the majority of Cork County residents (55%) feel it has remained the same.

Q.25 And compared to 12 months ago, would you say your quality of life has ... SELF COMPLETE.

# Change in Quality of Life - Rationale

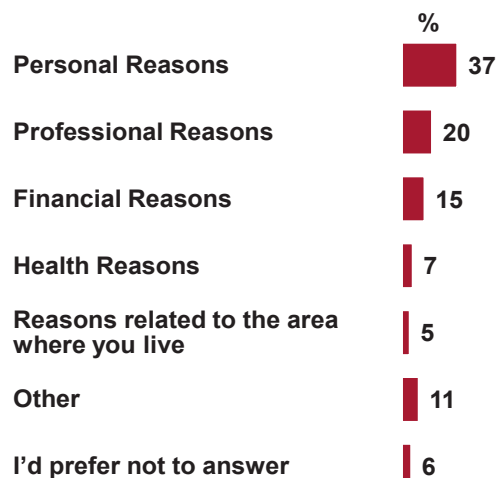
## Main Reasons for Decreased Quality of Life

(Base: All with quality of life that has decreased- 45)

Health reasons	17 mentions
Financial reasons	7 mentions
Personal reasons	5 mentions
Professional reasons	4 mentions
Reasons related to the area where you live	4 mentions
Other	4 mentions
I'd prefer not to answer	4 mentions

## Main Reasons for Increased Quality of Life

(Base: All with quality of life that has increased- 148)



Of those who indicated their quality of life had decreased the primary reason cited was “health reasons” (17 mentions). “Personal reasons” was once again cited as the primary reason for any improvements in quality of life.

Q.23 Would you say that your overall quality of life is .... SELF COMPLETE.

# Satisfaction with Work Life Balance

(Base: All Cork Co. Council Residents who are employed – 276)



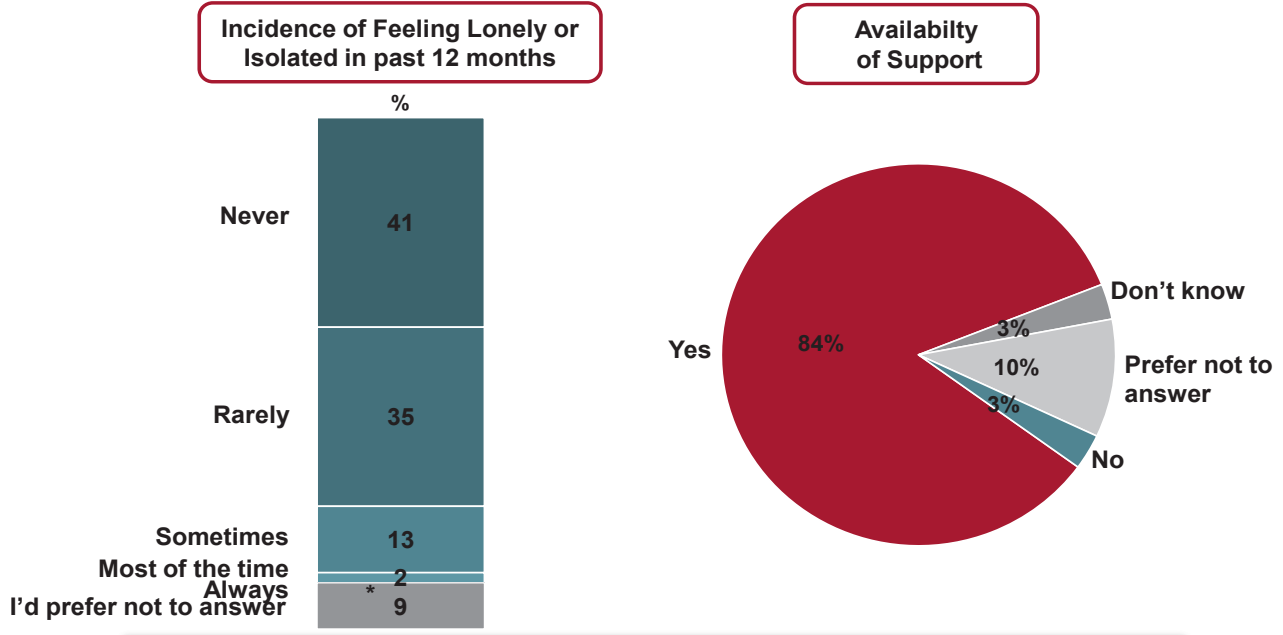
Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
<u>3.9</u>	3.8	3.8	3.8	4.0	3.7	3.9	4.1	4.2	3.0

Of Cork County residents who are employed the majority are satisfied (86%) with their work life balance.

Q.17 Overall how satisfied or dissatisfied are you with the balance between your work and other aspects of your life such as time with your family or leisure on a scale of 1-5 where 1 is very dissatisfied and 5 is very satisfied?

# Feeling of Loneliness/ Isolation

(Base: All Cork Co. Council Residents – 530)

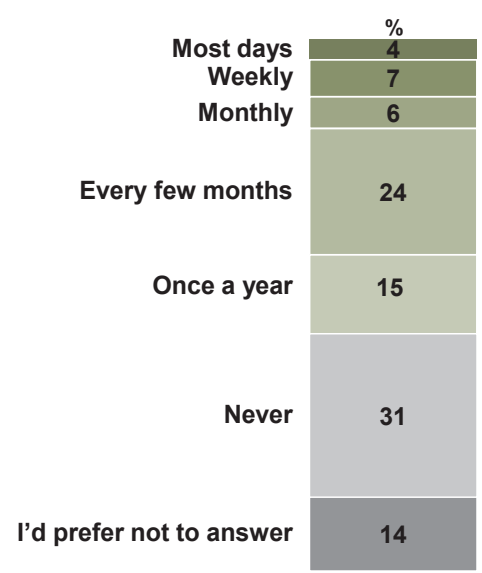


The majority of Cork County Residents indicated they had access to personal support.

Q.27. Over the past 12 months how often, if ever, have you felt lonely or isolated? SELF COMPLETE.  
 Q.28. If you were faced with a serious illness or injury, or needed emotional support during a difficult time, is there a friend or family member you could turn to for help? SELF COMPLETE.

# Experiences of Stress Over Last 12 Months

(Base: All Cork Co. Council Residents – 530)



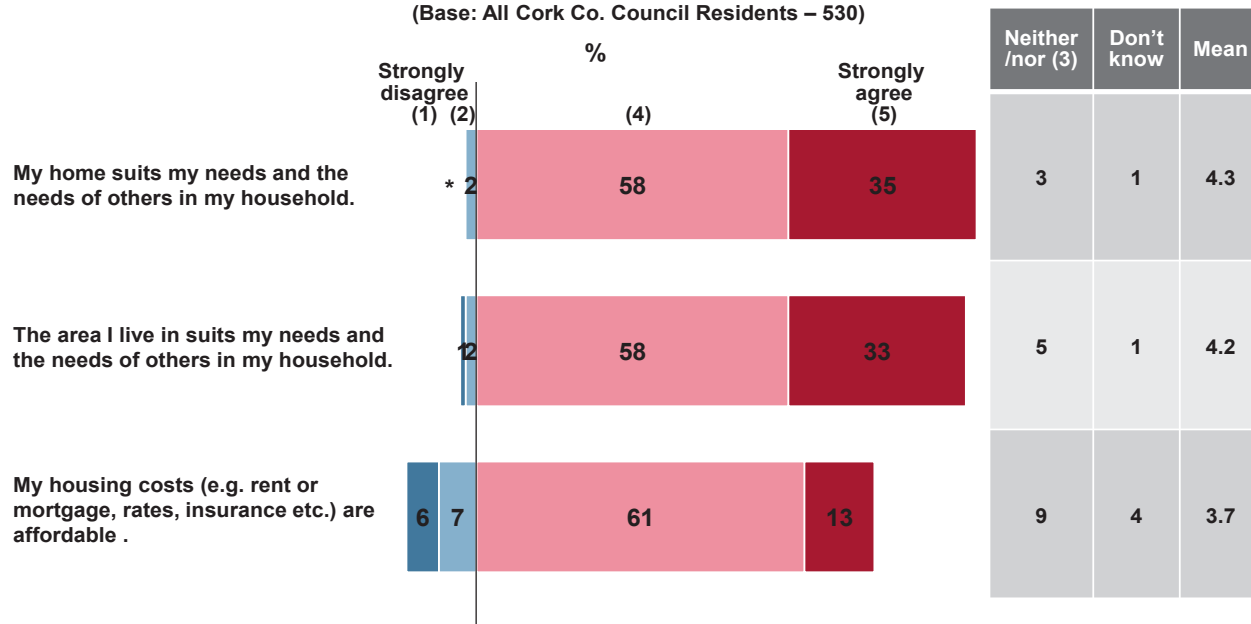
Almost one in five residents (17%) indicate feeling stressed at least monthly over the past year. A further quarter (24%) indicate feeling stressed at least every few months.

Q.30 Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress that has had a negative effect on you? SELF COMPLETE.



# Suitability of Area and Housing

(Base: All Cork Co. Council Residents – 530)



Residents in Cork feel that their homes and areas suit the needs of their household. The majority (74%) feel their housing costs are affordable while just over 1 in 8 disagree.

Q.6 On a scale of 1-5 where 1 is Strongly Disagree and 5 is Strongly Agree how much do you agree with the following statements with these statements about the home in which you currently live?

# Suitability of Area and Housing (mean scores)

(Base of Total: All Cork Co. Council Residents – 530)

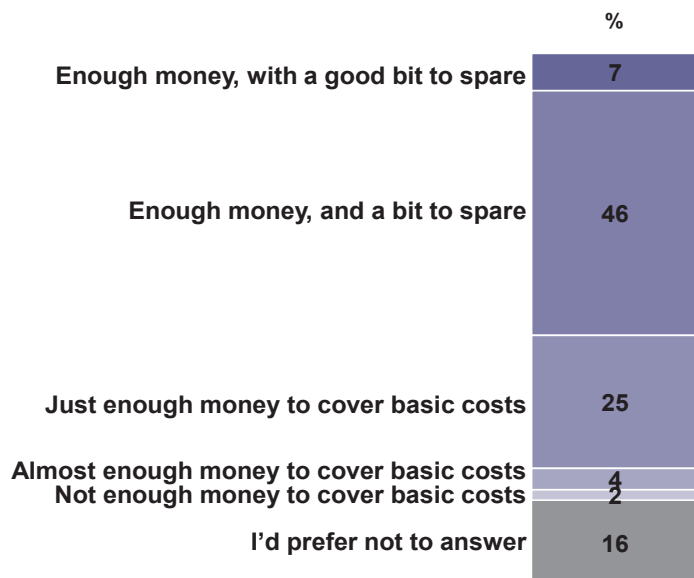
	Total	B	C	B.M	B.K	E.C	F	K.M	W.C	T.C
My home suits my needs and the needs of others in my household.	<u>4.3</u>	4.4	4.0	3.9	4.7	4.1	4.2	4.3	4.4	3.8
The area I live in suits my needs and the needs of others in my household.	<u>4.2</u>	4.3	4.0	4.0	4.7	4.1	4.3	4.2	4.4	3.9
My housing costs (e.g. rent or mortgage, rates, insurance etc.) are affordable .	<u>3.7</u>	3.8	3.4	2.6	4.1	3.8	3.7	4.0	4.2	3.4

Those living in Blarney Macroom district are least inclined to indicate their housing costs are affordable.

Q.6. On a scale of 1-5 where 1 is Strongly Disagree and 5 is Strongly Agree how much do you agree with the following statements with these statements about the home in which you currently live?

# Ability of Household Income to meet Household's Basic Costs

(Base: All Cork Co. Council Residents – 530)



**More than half of Cork County Residents (53%) indicate that they have enough money to meet their household's basic costs.**

*Q.31 Which of the following best describes how well your total household income meets your household's basic costs (accommodation, food, basic clothing and other necessities)? SELF COMPLETE.*

# Conclusions

- **Satisfaction with the local area is very high amongst residents in the Cork County Council area with over 9 in 10 agreeing that their local area is a great place to live (92%), and satisfaction across a range of aspects averaging at over 70%.**
  - Residents are particularly satisfied with the people living in their area (86% satisfied), population size (81%), attractiveness of the local environment (80%) and sense of community (80%).
  - While levels of dissatisfaction are low these tend to relate to aspects that are in control of Cork County Council (services, facilities, maintenance of the area and road networks).
  - Satisfaction levels are relatively consistent across districts. West Cork is the one district that has lower level of satisfaction across a number of features (availability of parks and open spaces, maintenance of the area and services/ facilities/ leisure services available). Blarney/ Macroom is less satisfied with the level of crime than other areas.

- **These high levels of satisfaction are reinforced in other responses where residents indicate they feel a sense of community (88%) with positive interactions with neighbours. Residents also feel safe and report low frequency of negative incidents. While infrequent, the frequency of negative incidents are higher amongst districts closest the city (Ballincollig, Cobh and Blarney/ Macroom).**
- **Public transport is used infrequently in Cork County with just one in three (33%) using any form of public transport at least once a month. However, 3 in 5 (62%) of residents are satisfied and of those who use it monthly the vast majority (85%) are satisfied.**

- **In relation to overall wellbeing of residents in Cork County few reported issues with mobility or general health.**
- **Satisfaction with life in general is very high amongst Cork County residents with over 4 in 5 (83%) stating they are either satisfied or very satisfied. Similarly overall happiness these days is high amongst Cork County residents with 4 in 5 (80%) stating they are happy or very happy. This is highest amongst Blarney Kinsale residents.**
- **It is evident from the research that residents of the Cork County Council area are satisfied with the area they live in and with their quality of life overall. The features that are considered most important (family and physical health) are the primary contributors to satisfaction with quality of life.**

# APPENDIX 6 - PROOFING OF THE LECP

In addition to ensuring consistency between the LECP, the Regional Spatial and Economic Strategies/ Regional Planning Guidelines RSES/RPG and the Core Strategy of the Cork County Development Plan 2014, six horizontal priorities were used to proof the LECP. The purpose of this process was to mitigate the potential for any negative impacts to emerge from the implementation of the plan.

## Proofing Process

The Strategic Environmental Assessment, Screening and Appropriate Assessment process is designed to determine whether or not significant effects on the environment would be likely to arise from the implementation of the LECP. This process particularly focuses on the environmental component of the actions and is, therefore, highly appropriate to the economic dimensions of the actions where these have a physical impact on the locality. The LECP has been proofed against six horizontal priorities.

Horizontal Priorities for Proofing the LECP

1. Sustainability;	4. Rurality;
2. Equality;	5. Age;
3. Poverty;	6. Disability and Accessibility;

The proofing process adopted for the development of the Cork DRAFT LECP was a multistage process that was in general alignment with that suggested in the Guidelines on Local Economic and Community Plans 2015.

The 2015 Guidelines on Local Economic and Community acknowledge that proofing any LECP can be an extremely difficult and time-consuming process, and that the extent of proofing required for the community elements of the LECP could be significant given the range of issues it is intended to address. Similarly, LCDCs must ensure that the community elements of the LECP meet the proofing obligations set out in national policy in relation to other policy areas.

In the case of Cork County, the proofing of the Plan is an iterative process which is being undertaken throughout the Plan evolution from consultation stage to Implementation stage. The themes Sustainability, Equality, Poverty, Rurality, Age and Disability & Accessibility have been included throughout the plan as areas for consideration in the DRAFT LECP for both the public consultation process and by the Advisory Steering Group.

The proofing process was used to inform the consultation procedure to ensure that the range of issues being identified were ultimately appropriate for inclusion in the plan. Similarly, the process was used in the policy review to ensure that the community elements of the LECP were in conformity with the proofing obligations set out in national policy.

## Screening Process

This part of the proofing process was used to identify those elements of the LECP that would have a significant impact on the various priority areas. The screening process was implemented at three stages during the plan preparation, firstly at the initial Consultation Stage, secondly at the stage of preparing the Socio-Economic Statement/Public Consultation Document Finally a more comprehensive screening process was implemented during the Objectives and Actions Stage where actions, outcomes and impacts were being developed.

## Scoping Process

Using the likely action profile emerging from the Screening Process, the LECP framework was interrogated to identify the relevant issues arising. This process used a number of key indicators associated with each objective as they were developed, and was designed to confirm the likely bearing on each of the six horizontal priorities.

## Assessment Process

Having estimated the extent to which the action profile related to the six horizontal priorities, the Assessment Process considered the likely impact in more detail. Given the multitude of variables that are involved, the assessment was undertaken to an indicative level, and was used to identify the likely direction and scale of any impacts. These were defined as being positive, neutral or negative in nature, and minor, medium or major in terms of scale.

## Review and Mitigation

Reconsideration was given to any objective or associated action where the Assessment Process identified a potential negative impact with respect to any of six horizontal priorities. Where possible, mitigation measures were considered to ameliorate particular negative impacts.

## Horizontal Priorities

The six horizontal priorities against which the Cork Draft LECP has been proofed are considered to be particularly appropriate for the profile of Cork as outlined in the Socio-Economic Statement/Background Consultation Document June 2015 and as an outcome from the public consultation process.

## Horizontal Priority 1: Sustainability



*Our Sustainable Future: A Framework for Sustainable Development for Ireland' defines sustainable development as that which ...'takes place where there is economic stability based on a model of national progress and development that respects the three core pillars of sustainability: the environment, the economic and the social.*



It is accepted that the scope of sustainability is particularly broad, and tie together the dimensions



of the environment, the local economy and the community. In the context of sustainability, eight proofing tools were employed in the preparation of the Cork DRAFT LECP. These were identified as encompassing the capacity to focus on the likely key challenges presented by the implementation of Cork DRAFT LECP.

### Sustainability Proofing Tools

	<b>Our Sustainable Future<sup>1*</sup></b>	<b>Cork County LECP 2016</b>
<b>Themes</b>	<b>Principles</b>	<b>Proofing Summary</b>
Economy.	Promote an innovative, competitive and low-carbon economy with the aim of achieving smart, sustainable and inclusive growth.	The LECP will work with all of the key agencies in the targeted development of the economy. In so far as is practicable, the actions supported by the LECP and its implementation partners will promote the prudent use of resources and technologies to support an innovative, low-carbon economy.
Satisfaction of human needs by the efficient use of resources.	Prices should reflect the real costs to society of production and consumption activities and polluters should pay for the damage they cause to human health and the environment.	Many of the economically biased actions of the LECP will be delivered through Cork County Council or other agencies that are fully conversant with the principles of avoiding or ameliorating any potential for damage to the natural environment or human health.
Equity between generations.	The needs of current generations should be addressed without compromising the ability of future generations to meet their needs	The LECP is fundamentally concerned with the sustainable use of the environment and the need protect it for future generations.
	Resources should be used within the capacity for regeneration.	In so far as is practicable, the actions supported by the LECP and its implementation partners will promote the use of sustainable resources.
Gender equity.	Women have a vital role in environmental management and development and their full participation is therefore essential to advance sustainable development.	The LECP notes that women are one of the key target groups who will be positively supported by the platform of actions.

Respect for ecological integrity and biodiversity	The abundance of wildlife and extent of habitats should be maintained, improved and restored where necessary, through sustainable management.	The LECP is fundamentally concerned with the sustainable use of the environment and will address any matters that might adversely impact on the natural environment.
Social equity.	Social inclusion should be promoted to ensure an improved quality of life for all.	The community dimensions of the LECP are built upon a full understanding of social inclusion principles and has included Social Inclusion as a key asset for Cork
Respect for cultural heritage and diversity.	The quality of landscapes, the heritage of the man-made environment and historic and cultural resources should be maintained and improved.	The actions of the LECP are designed to recognise the quality of the natural and built environment of the county. Where development of the natural, historical and cultural aspects of the county is supported, the actions will be fully compliant with all of the requisite permissions that protect their integrity.
Equity between countries and regions.	Promote fundamental rights, by combating all forms of discrimination and contributing to the reduction of poverty.	The community dimensions of the LECP are built upon a full understanding of social inclusion principles. The LECP recognises that Corks key assets include Social Inclusion and Multiculturalism.
	Promote coherence between local, regional, national, EU and global actions in order to increase their contribution to sustainable development.	The LECP is fundamentally concerned with the better use of resources and the need to create coherence between all levels of actions.
Good decision-making.	Guarantee citizens' rights of access to information and public participation procedures. Ensure access to review mechanisms. Develop adequate consultation with stakeholders, including citizens', businesses and social partners, and participatory channels for all interested parties.	The community dimensions of the LECP are built upon a full understanding of social inclusion principles. The LECP recognises that Corks key assets include Social Inclusion and Multiculturalism.

\* *Our Sustainable Future: A Framework for Sustainable Development for Ireland, Irish Government*, 2012.

## Horizontal Priority 2: Equality

In 2008 the Equality Authority produced ‘An Equality Proofing Template for the City and County Development Boards’. The activity of the LCDC, and the purpose of the LECP are built upon the experience of the County Development Board, and in this context the Equality Proofing Template formed the basis of the adopted proofing process.

The *Equality Proofing Template* introduced An *Equality Impact Assessment* as an instrument for assessing the impact of policy on agreed equality objectives and on specific groups experiencing inequality. It is based on an assessment of the impact on the relevant groups from within the nine grounds of equality.

### Equality Proofing Tools

Nine Grounds of Equality	Commentary
Gender.	Both the economic and community dimensions of the LECP are built upon a full understanding of social inclusion principles and the need to uphold the equality of all within society. The LECP recognises that Corks key assets include <i>Social Inclusion</i> and <i>Multiculturalism</i> .
Marital Status.	
Family Status.	
Sexual Orientation.	
Religious Belief.	
Age.	
Disability.	
Race	
Membership of the Traveller Community.	

## Horizontal Priority 3: Poverty

The *National Action Plan for Social Inclusion (NAPInclusion) 2007-2016* sets out a comprehensive programme of action to address poverty and social exclusion. It defines the situation of people living in poverty as instances where: ‘...their income and resources (material, cultural and social) are so inadequate as to preclude them from having a standard of living which is regarded as acceptable by Irish society generally. As a result of inadequate income and other resources people may be excluded and marginalised from participating in activities which are considered the norm for other people in society.’

*Poverty Impact Assessment* (formerly *Poverty Proofing*) was introduced in 1998 as a result of a commitment in the original *National Anti-Poverty Strategy*. The Department of Social Protection *Poverty Impact Assessment Template* was used as the basis for the poverty proofing process applied to the Cork DRAFT LECP. In particular, the high-level goals and objectives were used to assess the relevance to those groups who have been identified as being most vulnerable to poverty or social exclusion. Where possible, an assessment was made with respect to the potential impacts on ine-

qualities that might lead to poverty.

### Social Exclusion Proofing Tools

Groups Most Vulnerable to Poverty or Social Exclusion	Commentary
Women	<p>Both the economic and community dimensions of the LECP are built upon a full understanding of social inclusion principles and the need to uphold the equality of all within society. The LECP recognises that Corks key assets include <i>Social Inclusion</i> and <i>Multiculturalism</i>.</p> <p>The LECP contains a number of key actions that are specifically designed to support a positive engagement with those who are socially excluded. The LECP recognises that Corks key assets include <i>Social Inclusion</i> and <i>Multiculturalism</i>.</p>
Lone Parent Families	
Families with Large Numbers of Children	
People with Disabilities	
Unemployed	
Members of the Travelling Community	
People Experiencing Rural Disadvantage	
People Experiencing Urban Poverty	
Homeless	
Migrants and Ethnic Minorities	

### Horizontal Priority 4: Rurality

There is no single agreed definition of ‘rurality’. The CSO *Census of Population* designates all those living in settlements of less than 1,500 inhabitants as the ‘*rural population*’. The category of ‘*aggregate rural areas*’ includes villages of fewer than 1,500 residents, together with those living in the ‘*open countryside*’.

The *Operating Rules for the Rural Development Programme* (September 2015) note that for the purposes of implementing the Programme, rural areas are defined as all parts of Ireland outside the city boundaries of Dublin, Waterford, Cork, Limerick and Galway.

The *Research Report of the Commission on the Economic Development of Rural Areas* (CEDRA) notes that the collapse in domestic demand has disproportionately affected rural towns. The associated CEDRA report entitled ‘*Energising Ireland’s Rural Economy*’ provides the following vision for rural Ireland: ‘*Rural Ireland will become a dynamic, adaptable and outward looking multi-sectoral economy supporting vibrant, resilient and diverse communities experiencing a high quality of life with an energised relationship between rural and urban Ireland which will contribute to its sustainability for the benefit of society as a whole.*’ The report continues: ‘*If we are to pull Ireland out of recession*

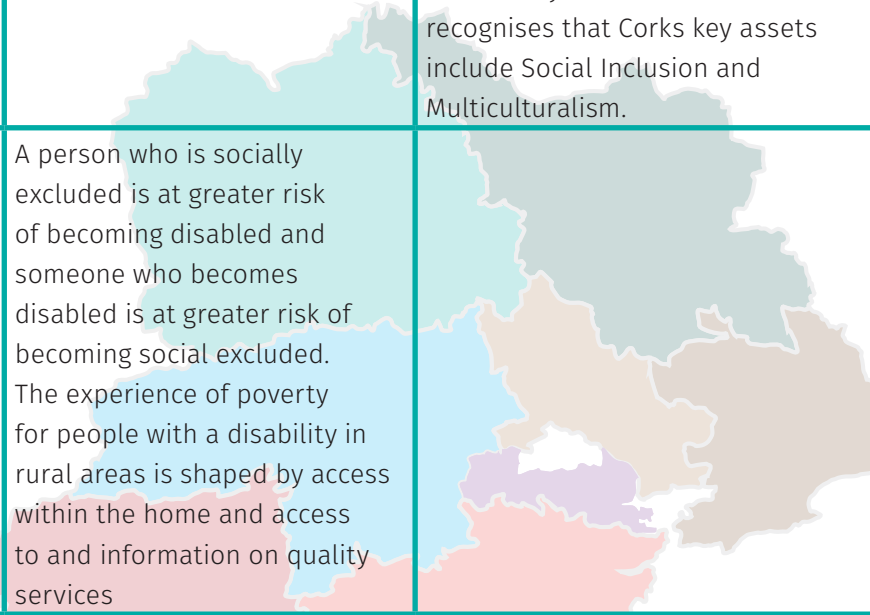
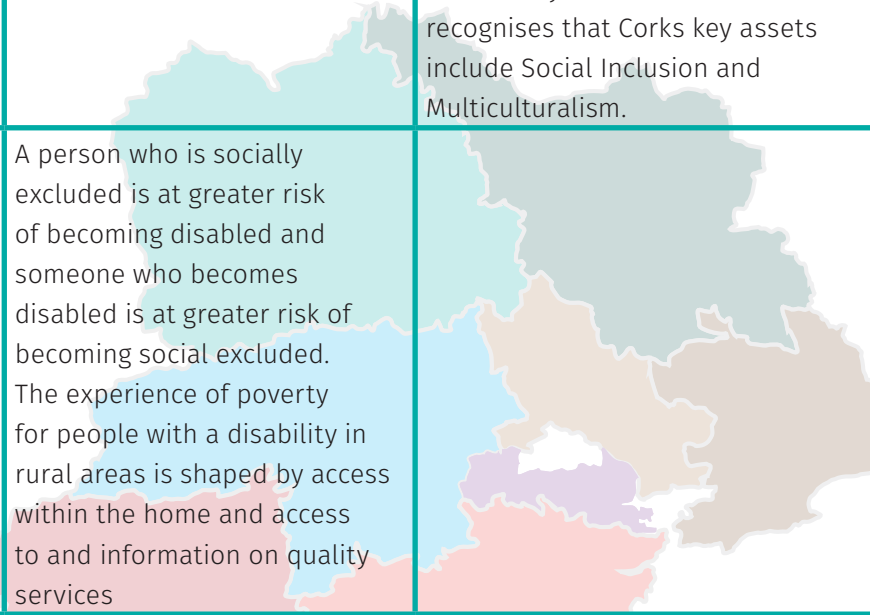
faster, and also reduce the brain drain leaving the country to seek out work, then we now need to home in on the regions..... We need to provide 'on the ground' supports for people in rural communities. This is so they can create ideas and spot opportunities to develop enterprises. The positive spin-offs could be new job creation at the local level, taking people off the dole, and generating local wealth that feeds back into rural economies.'

'Thinking Rural: The Essential Guide to Rural Proofing' notes the importance of considering the impact of proposed policies and actions on rural areas. It further notes that policies and actions should treat rural areas in a fair or reasonable way: not that rural areas should have an equal level of resources as urban, but rather that proportionality should apply to rural areas, taking into account their unique characteristics.

'Rural Poverty and Social Exclusion on the Island of Ireland – Context, Policies and Challenges' identifies key groups at risk of poverty in rural areas, and many of these definitions were used to proof the goals and objectives of Cork DRAFT LECP.

### Rural Proofing Tools

Group/Issue	Summary of Issues	Commentary
Older People	Aging population, many of whom may have a disability. Will be impacted by pensioner poverty. Specific concerns in relation to isolation and access to and quality of services.	Both the economic and community dimensions of the LECP are built upon a full understanding of social inclusion principles and the need to uphold the equality of all within society.  The LECP contains a number of key actions that are specifically designed to support a positive engagement with those who are socially excluded. The LECP recognises that Corks key assets include Social Inclusion and Multiculturalism.
Children and Young People	Isolation, limited access to plan and social activities (facilities then to be focused in relatively population dense areas) lack of childcare, lack of employment and education opportunities for parents.	

<p>Women</p>	<p>Poverty has a gender dimension and in rural areas there are specific issues linked to access. Those most at risk of poverty include lone parents (the majority of whom are female), those with a disability, minority ethnic women and older women.</p>	<p>Both the economic and community dimensions of the LECP are built upon a full understanding of social inclusion principles and the need to uphold the equality of all within society.</p> <p>The LECP contains a number of key actions that are specifically designed to support a positive engagement with those who are socially excluded. The LECP recognises that Cork's key assets include Social Inclusion and Multiculturalism.</p>
<p>Disability</p>	<p>A person who is socially excluded is at greater risk of becoming disabled and someone who becomes disabled is at greater risk of becoming social excluded. The experience of poverty for people with a disability in rural areas is shaped by access within the home and access to and information on quality services</p>	
<p>Farmers and Farm Families</p>	<p>Farming is the backbone of economic activity in rural Ireland. The farming and agri-food sector is Ireland's largest indigenous productive sector.</p> <p>Rural Ireland is unique by European standards with over 440,000 families choosing to live in the countryside and contribute to sustainable communities. However, there are many challenges. Communications infrastructure such as broadband is totally inadequate; rural roads are often left unmaintained for long periods and rural security continues to be a real concern.</p>	



Carers	<p>Low pay coupled with high transport costs, high costs of goods and services and cultural pressures in rural areas mean that many rural carers live in poverty.</p> <p>Careers in rural areas find it difficult to combine paid work or training and care due to the lack of transport and difficulties obtaining support services.</p>	
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### Horizontal Priority 5: Age

It is a requirement of the LECP to be cognisant of all people in society both young and old and significant consideration has to given to how best to proof the differing needs of both young and older generations.

### Young People

The *National Strategy on Children and Young People’s Participation in Decision-Making 2015-2018* is designed to ensure that children and young people have a voice in their individual and collective everyday lives across the five national outcome areas set out in *Better Outcomes, Brighter Futures: The National Policy Framework for Children and Young People, 2014-2020*. The national outcomes areas are:

1. To be active and healthy;
2. To be achieving in all areas of learning and development;
3. To be safe and protected from harm;
4. To enjoy economic security and opportunity; and
5. To be connected, respected and contributing.

The strategy focuses on the everyday lives of children and young people and the places and spaces in which they are entitled to have a voice in decisions that affect their lives, including in community, education, health and well-being, and legal settings. It is primarily aimed at children and young people under the age of 18, but also embraces the voice of young people in the transition to adulthood. It is guided and influenced by the *United Nations Convention on the Rights of the Child* and the *EU Charter of Fundamental Rights*.

Compliance with the five national outcome areas of the National Strategy was used to proof the objectives and actions of the Cork DRAFT LECP in respect of young people’s participation.

### Older People

Demographic aging is a characteristic of the State that will, over time, impact upon Cork. The Cork

county Council document ‘Services and infrastructure for Older Persons’ Strategy, 2014 noted the importance of the following issues for older people in the county:

- *Participation and Opportunity for older persons;*
- *Support for Healthy aging;*
- *Housing, accommodation and the built environment;*
- *Research and evidence to better inform policy responses to the needs of an aging population;*

Cork County Councils –“*Services and infrastructure for Older Persons’ Strategy’*, 2014, was used as the primary tool for proofing the objectives and actions of the Cork DRAFT LECP in respect of aging persons s participation

### **Horizontal Priority 6: Disability & Accessibility**

Cork DRAFT LECP was proofed for disability using the process provided in the Guidelines for Government Departments: ‘*How to Conduct a Disability Impact Assessment’*’.

A *Disability Impact Assessment* was undertaken on the Objectives of the Cork DRAFT LECP. The *Disability Impact Assessment* was used to identify any difficulties or barriers that might exist or arise within the framework of the objective, and that might inadvertently impact negatively on a person with a disability.

The five-step *Disability Impact Assessment*, as identified in the Guidelines, was applied to the Objectives and Actions of the LECP.

- Step 1:** *Initial assessment of the likelihood of an impact on people with disabilities;*
- Step 2:** *Evidence base for the initial assessment of potential impact;*
- Step 3:** *Definition of the likely impact for people with disabilities;*
- Step 4:** *Amelioration factors to be applied where the potential impact for people with disabilities is negative; and*
- Step 5:** *The extent to which monitoring of the impact for people with disabilities is being implemented.*

Compliance with the five-step *Disability Impact Assessment*, as identified in the Guidelines was used to proof the objectives and actions of the Cork DRAFT LECP in respect to disability.



# APPENDIX 7

## PUBLIC CONSULTATION TO DATE

This draft plan has been underpinned by a wide range of public consultation, with individuals, organisations, stakeholders and delivery agencies. Consultation was facilitated within both the economic and community spheres, as well as within the public and private sectors.

The initial public consultation stage for the LECP took place from 2<sup>nd</sup> June to the 10<sup>th</sup> of July 2015.

### Advertisement:

The public consultation stage was advertised through a number of media:

- ▣ Launch of web-page in County Hall;
- ▣ An advertisement was placed in a number of Newspapers circulating locally;
- ▣ A notice was placed on the Cork County Council website;
- ▣ Notification was issued through Cork County Council’s twitter feed;
- ▣ Notification was issued through Cork County Council’s Facebook account;
- ▣ Prescribed authorities were notified;
- ▣ Radio Advert;
- ▣ Presentation of Process to Strategic Policy Committees and Public Participation Networks.

### Notifications:

List of Prescribed Authorities and other Bodies notified of Commencement of LECP Review

Bodies	No. notified	Notified by
List of Prescribed Bodies Notified	78	Letter
PPN	734	Flyer/Email
Economic Stakeholders	252	Letter
Community and Voluntary Stakeholders List	70	Flyer/Email
<b>Total notified</b>	<b>1134</b>	

*Public Consultation Events :*

A series of day (community and economic) conferences and public information evenings were held in order to provide an opportunity for members of the public to learn about the LECP process, to highlight some of the strategic issues facing the county and facilitate feedback from the public about issues they felt should be taken into account in the preparation of the draft LECP.

Day conferences and public information evenings were held in the following locations:

- ▣ County Hall - 11 June 2015
- ▣ Douglas: Rochestown Park Hotel - 16 June 2015
- ▣ Skibbereen: West Cork Hotel - 17 June 2015
- ▣ Mallow: Mallow GAA Sports Complex - 18 June 2015

<b>Date</b>	<b>Location of Event</b>	<b>Day Events</b>	<b>Evening</b>
11 June 2015	County Hall	9	N/a
16 June 2015	Douglas: Rochestown Park Hotel	85	6
17 June 2015	Skibbereen: West Cork Hotel	38	4
18 June 2015	Mallow: Mallow GAA Sports Complex	35	5
		167	15
Note: A number of Key Stakeholders ( e.g. Cork Chamber, NTA, CIT, Cork Airport, etc) have also met with the project team via individual meetings.			

*Submissions Received :*

<b>Breakdown Submissions Received</b>				
<b>Type</b>	<b>Number</b>	<b>South</b>	<b>West</b>	<b>North</b>
Statutory Bodies	6	n/a	n/a	n/a

Citizen	11	5	1	0
Economic	6	1	1	1
Community	66	27	19	7
Sectoral	15	0	0	9
	Total of 104 submissions			

<b>Geographical Representation of Submissions</b>	
North Cork	17
South Cork	33
West Cork	21
Other/General	33
Total	104 new total

*Economic Consultation Events :*

Three economic focussed breakfast consultation events were held in County Hall, as follows:

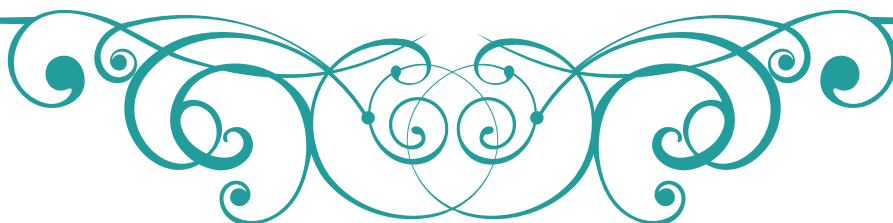
**October 22<sup>nd</sup> 2015 at 7:30am**

**October 30<sup>th</sup> 2015 at 7:30am**

**December 1<sup>st</sup> 2015 at 9:00am**

At these events, attendees were allocated to a specific facilitator who guided a targeted discussion regarding economic growth within Cork. The issues raised at these events were used to underpin the identification of Cork's Key Assets and initial actions.

92 representatives from a wide range of sectors attended these events.




# APPENDIX 8

## LECP BACKGROUND DOCUMENTS

- *20 Year Strategy for the Irish Language 2010-2030*
- *2011 Census Area Profile for County Cork*
- *A National Aviation Policy for Ireland - 2015.*
- *Action Plan for Jobs 2015*
- *Action Plan for Jobs for South West Region 2015*
- *Action Programme for Effective Local Government – Putting People First*
- *An Overview of the Irish Forestry and Forest Products Sector – 2013 (IFFPA, IBEC)*
- *An Overview of the Irish Forestry and Forest Products Sector 2013*
- *Annual Report of the Department of the Environment, Community and Local Government 2014*
- *Apprenticeship Implementation Plan*
- *Better Outcomes, Brighter Futures (National Policy Framework for Children & Young People 2014-2020)*
- *Building Ireland's Smart Economy 2010*
- *Building on Recovery: Infrastructure and Capital Investment 2016-2021.*
- *CEDRA – Energising Ireland's Rural Economy (Report of the Commission for the Economic Development of Rural Areas)*
- *Census of Agriculture 2010 – Final Results*
- *Children First – National Guidance for the Protection & Welfare of Children (DCYA)*
- *Circular LG/1/2015 AL/1/2015 Local Economic and Community Plans (2015).*
- *Climate Action and Low Carbon Development Bill 2015*
- *Construction 2020 – A Strategy for a Renewed Construction Sector*
- *Cork Area Strategic Plan 2001 – 2020 & Update 2008*
- *Cork City Development Plan 2015*
- *Cork County Council Major Emergency Plan*
- *Cork County Development Plan 2015*
- *Cork County Local Area Plans 2011*
- *Cork Economic Forum Outputs 2014*
- *Cork Gateway Report 2013*
- *Cork Tourism Strategy 2016. Growing Tourism in Cork a collective Strategy.*
- *Cork's Agri-Food & Drinks Opportunities – Cork Chamber, 2014*
- *Corporate Social Responsibility Plan, Good for Business, Good for the Community 2014-2016*
- *Costs of Doing Business in Ireland 2014*
- *County Cork Local Sports Partnership Strategic Plan*
- *County Incomes and Regional GDP Reports (CSO)*
- *Craft Council of Ireland's Strategic Plan 2013-2015*



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- **DECLG Housing Policy Statement 2011**
  - **Delivering Equality of Opportunity in Schools (DEIS) (2005)**
  - **Delivering our Green Potential – Government Policy Statement on Growth and Employment in the Green Economy**
  - **Department of Justice and Equality Strategy Statement 2015-2017**
  - **Department of the Environment, Community & Local Government’s Strategy Statement (2011 – 2014)**
  - **Developing the Arts - Arts Council Strategic Statement - 2013.**
  - **Education for Persons with Special Educational Needs (EPSEN) Act, 2004**
  - **Employment Equality Acts 1998–2015 and the Equal Status Acts 2000–2015**
  - **Europe 2020**
  - **European Convention on Human Rights**
  - **Evaluation of Enterprise Supports for Start-Ups and Entrepreneurship**
  - **Fact Sheet on Irish Agriculture – October 2014**
  - **Family Structures in Ireland: 2011 – ESRI/UCD**
  - **Five Year Strategy for Further Education and Training (2014-2019)**
  - **Food Harvest 2020**
  - **Foreign Languages in Education Strategy**
  - **Forestry Programme 2014 -2020**
  - **Forfas Regional Competitiveness Agendas – South West**
  - **Further Education and Training Strategy 2014-2019**
  - **Garda Recorded Crime Statistics 2008-2012**
  - **Gateways and Hubs Development Index 2012**
  - **Government’s Action Plan for Jobs 2012 & Pathways to Work 2013**
  - **Government’s Infrastructure and Capital Investment Programme and associated strategies (e.g. Health Strategy, Childcare Strategy, National Anti-Poverty Strategy)**
  - **Green Paper on Energy Policy in Ireland - 2014**
  - **Harnessing Our Ocean Wealth – An Integrated Marine Plan for Ireland, 2012**
  - **Harvest 2020**
  - **Healthy Ireland – A Framework for Improved Health and Well-being 2013-2025**
  - **Homelessness Policy Statement 2013 – 2016 (DECLG)**
  - **Horizon 2020 – IDA Ireland Strategy**
  - **Human Rights and Equality Act 2014**
  - **ICT Skills Action Plan 2014-2018**
  - **Implementation Plan on the State’s Response to Homelessness 2014–2016 (DECLG)**
  - **Integration, Multiculturalism & Combating Racism**
  - **Intercultural Education Strategy, 2010-2015**
  - **Ireland National Climate Change Strategy 2007 – 2012**
  - **Ireland’s Forestry Programme – 2014-2020**
  - **Ireland’s Forests – Annual Statistics, 2014**
  - **Ireland’s Greenhouse Gas Emission Projections 2012-2030**
  - **Ireland’s National Skills Strategy 2025**
  - **Ireland’s Transition to a Low Carbon Energy Future 2015 – 2030**

- ***Ireland's Competitiveness Scorecard 2014***
- ***Ireland's National Reform Programme 2015***
- ***Ireland's National Traveller/Roma Integration Strategy 2011-2016***
- ***Jobs and Growth 2010***
- ***Joint Housing Strategy (Cork Planning Authorities)***
- ***Literacy and Numeracy for Learning and Life Strategy***
- ***Local Government ICT Strategy Implementation Plan***
- ***Local Government Reform Act 2014 (S.44 – 46) & DECLG Circular LG 1/2015 of 21/01/2015***
- ***Local Government Sectoral Strategy to Promote Employment and Support Local Enterprise - Supporting Economic Recovery and Jobs***
- ***Making it Happen – Growing Enterprise for Ireland***
- ***Making Life Better – strategic framework 2013-2015***
- ***Medium Term Economic Strategy 2014-2020***
- ***Mental Health – A Vision for Change***
- ***National Access Plan 2015-2019***
- ***National Action Plan for Social Inclusion 2007-2016***
- ***National Biodiversity Plan 2011-2016***
- ***National Children's Strategy***
- ***National Climate Change Adaptation Framework 2012***
- ***National Climate Change Strategy 2007-2013***
- ***National Digital Strategy - “Phase 1 - Digital Engagement” 2013***
- ***National Disability Strategy – Implementation Plan 2013-2015***
- ***National Drugs Strategy (Interim) 2009-2016***
- ***National Enterprise Policy 2015-2025***
- ***National Higher Education Strategy to 2030***
- ***National Housing Strategy for People with a Disability 2011 – 2016 (DECLG)***
- ***National Policy Framework for Children 2014 – 2020 (Dept. Children & Youth Affairs)***
- ***National Positive Ageing Strategy - April 2013***
- ***National Reform Programme for Ireland***
- ***National Spatial Strategy 2002-2020***
- ***National Strategy for Higher Education to 2030***
- ***National Strategy on Education for Sustainable Development***
- ***National Women's Strategy 2007-2016***
- ***National Youth Strategy 2015-2020***
- ***Needs Analysis for the ERDF and ESF Co-Financed Operational Programmes 2014-2020***
- ***OECD Report on Local Development***
- ***Our Cities: Drivers of National Competitiveness - 2009***
- ***Our Sustainable Future – A Framework for Sustainable Development for Ireland 2012***
- ***People, Place and Policy. Growing Tourism to 2025***
- ***Planning Policy Statement 2015***
- ***Policy Statement on Foreign Direct Investment in Ireland***
- ***Polish Migration to Ireland – Antje Roeder***

- **Promotion of Equality in the Delivery of the Local Economic and Community Plan (LECPs) - 2015**
- **Reach Out – Irish National Strategy for Action on Suicide Prevention 2005-2014**
- **Regional Labour Markets Bulletin 2014**
- **Regional Operational Programmes 2014 – 2020 for NUTS 2 Areas**
- **Regional Planning Guidelines for NUTS 3 Areas**
- **Regional Tourism Performance in 2013, Failte Ireland**
- **Report of the High Level Group on Traveller Issues 2006**
- **Report on Growth & Employment in the Green Economy in Ireland - 2013**
- **Report on Retention Rates of Pupils in Second Level Schools in 2014**
- **Review of Business Mentoring Services in Ireland**
- **Rural Development Programme (LEADER) 2014-2020**
- **Social Housing Strategy 2020 (DECLG)**
- **South West Action Plan for Jobs 2015-2017**
- **Southern Region Waste Management Plan 2015-2021**
- **Southern Regional Assembly OP 2014-2020**
- **Special Local Area Plan for Cork Airport - 2010**
- **Strategy for Renewable Energy 2012 – 2020**
- **Strategy for Science, Technology and Innovation 2006-2013**
- **Supporting Enterprise, Local Development & Economic Growth (Analysis of Local Authority Activities)**
- **The 2011 Pobal HP Deprivation Index for Small Areas (SA)**
- **The Arts in Irish Life 2014, Arts Council**
- **The Effects of Investing in Early Education on Economic Growth - Brookings Institution**
- **The National Strategy for Higher Education to 2030**
- **The National Strategy to Improve Literacy and Numeracy Among Children and Young People 2011-2020**
- **This is Ireland - Highlights from Census 2011**
- **Tourism Facts 2013, Failte Ireland**
- **Towards 2016 (Ten Year Framework for Social Partnership Agreement 2006 – 2015)**
- **Towards a National Planning Framework**
- **Transforming our World: the 2030 Agenda for Sustainable Development - UN**
- **Traveller Accommodation Programme 2014 – 2018 (DECLG)**
- **Understanding Contemporary Ireland**
- **West Cork Islands Integrated Development Strategy Document**
- **Some Illustrations supplied by [www.freepik.com](http://www.freepik.com)**
- **European Regional Development Fund 2014 – 2020**
- **Innovation 2020: Ireland's Strategy for Research and Development, Science and Technology**
- **Spatial Planning and national Roads Guidelines for Planning Authorities (DoELG, 2012)**



# Cork County Council

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