



FLAG
SOUTH WEST

Fisheries Local Action Group Local Development Strategy 2016





This is an edited version of the full FLAG South West Local Development Strategy produced to inform potential project applicants of the themes and priorities contained therein. The full text of all FLAG strategies and their appendices may be found on www.bim.ie. E & O E.

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An Roinn
**Talmhaíochta,
Bia agus Mara**



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1 The Definition of the Strategy Area

1.1 Introduction

This section describes the FLAG area and sets out confirmation that the FLAG area meets the criteria set out in the European Maritime Fisheries Fund 2014 – 2020 (Section 5.1.2).

1.2 Description of the FLAG Area

The FLAG South West area comprises the coastal zones of County Kerry and County Limerick. In order to provide a snapshot of the nature of this area the 85 District Electoral Divisions have been used to provide aggregate statistics. The area of operation will typically be the 10 km coastal strip however should projects further inland positively impact the coastal strip they will be considered on a case by case basis.

The FLAG region has a relatively weak urban structure with just 10 settlements falling into the aggregate urban area category of over 1,500 inhabitants, however, there are many smaller settlements in the region. County Kerry is one of the most sparsely populated counties in Ireland with the most rural and peripheral areas in the county experiencing declining populations over the last 20 years. The coastal regions of Kerry have experienced a contraction in populations.

The scale and distribution of fishing and aquaculture dependent businesses along the coast of Kerry and along the Shannon estuary has led to the area being chosen. The fishery and aquaculture activity that authenticates that dependence is described in detail below. The area also coincides with local governance and development infrastructure, allowing greater synergies to be achieved without creating structures too unwieldy to function at the scale appropriate for the communities of fisheries and aquaculture dependent areas. According to the national fleet register in May 2016 the fleet in this area represents approximately 258 vessels included in the polyvalent general, specific, aquaculture and potting sectors. Only twelve of these vessels are over 18m, three of which are aquaculture vessels. There are a further forty vessels, between 12 and 18 meters, while 222 or 86% of vessels are under 12m showing the dependence of Kerry's coastal communities on inshore fishing. The majority of the inshore vessels are distributed across the smaller harbours and piers in the region prosecuting a variety of fish and shellfish species by a range of gear types as described later. Living in coastal areas requires a high degree of adaptability to survive economically, therefore even a part time job may “keep the lights on” in a small coastal community as it allows individuals to survive the inherent cash flow problems that those, dependent on maritime resources/ primary production, experience. An estimate of employment from the fishing sector not including aquaculture in Kerry is 207 jobs. The BIM Annual Aquaculture Survey published in 2016 puts employment from aquaculture at 361 which is circa 20% of the national employment figure for aquaculture which is significant both at local and national level. There are 40 production units across native oysters Gigas oyster, Rope Mussel and Seabed mussel, salmon, scallop and seaweed with a total volume of 3,694 tonnes and a value of €5.6 million. There are an estimated 16 processing companies in Kerry though clearly much of the raw product is sold before any form of processing occurs. Nonetheless the processing industry counts for 310 jobs. There is no account of ancillary jobs in boat building (3 in the region), Gear supply and construction, engineering, maintenance and transport services.

The proposed FLAG SW region is home to areas of local and international significance in terms of biodiversity. Within county Kerry and that of county Limerick's Shannon Estuary there are 23 Special Areas of Conservation (within the FLAG region) and 10 Special Protection Areas (within the FLAG region). Kerry also has eight Natural Heritage Areas (NHAs) designated to protect ecologically important habitats and a collection of 6 Nature Reserves allocated the purpose of conservation. Within the FLAG South West area, the marine NHAs include the Skelligs. All leisure and commercial activities proceed, or not, based on protection afforded by these designations.

The FLAG SW region has 3 very large ports with diverse economic activities; Dingle Fishery Harbour Centre, Fenit Harbour and Foynes. Furthermore, the Shannon Foynes Port Company operates Ireland's second largest port facility in the Shannon estuary. Three of its six terminals fall within the FLAG area, at Tarbert in Kerry and at Foynes and Aughinish in Limerick. The ferry link between Tarbert and Kilimer in Co Clare affords visitors the opportunity to remain close to the coast and experience the unique communities that live there. Elsewhere fishing and tourism activities occur at a relatively large number of smaller harbours and piers along the entire coastline. In Kerry piers and harbours with three or more vessels fishing on a seasonal basis include; Ballyheigue and to the north Cashen and Meenagahane followed by Fenit to the south which is the centre of the native oyster fishing. At the Maharees (Scaggane pier) there is a significant fleet of <12m vessels, some of which fish all year round. Brandon and Ballydavid are still active although they have been badly affected by the ban on mixed stock fishing for salmon. Ard na Caithne also serves the fishermen in Smerwick Harbour. Dún Chaoin, although affording no protection in swell or weather does serve fishing vessels seasonally. Ventry harbour has two piers - Ventry and Cuan which serve fishing vessels. Outside of Dingle Harbour, Dingle Bay is served by piers/slips on a seasonal basis in Minard and Kells Bay while The Point at Cromane is year round focal point for both fishing and aquaculture activity. The area south of Cahersiveen supports a strong potting fleet, the focal piers for which are Portmagee, Cahersiveen and Knighstown. Further south along the coast and around to the Cork border numerous small piers and slips dot the coastline, the foremost among them are Ballinskelligs, Bunawalla and Westcove with fishing vessels and several leisure craft; Oysterbed Pier outside of Sneem is used for lobster shrimp and mussel aquaculture; Tahilla and Blackwater serve a few of the inner Kenmare River fishers and much aquaculture, The south side of the Kenmare River is served by a number of small landing places between Tuosist and Kilmacilogue harbour. The prevalence of small vessel means that there are a variety of smaller informal though traditional landing places used particularly for shrimp and lobster fisheries.

In terms of pot fisheries there is a substantial dependence on this method of fishing particularly among smaller vessel <12 meter. Broadly prosecuted pot fisheries for Lobster feature all along the Kerry coastline. The brown Crab pot fishery is a valuable fishery with high dependency from north Kerry -Tralee Bay south to Kenmare Bay. The Shrimp pot fishery is particularly significant in the South West; Valentia Harbour into Dingle Bay, Kenmare River. Spider crab is significant top entry pot fishery in north Kerry - Tralee Bay with seasonal fisheries in other areas. There is also a significant crayfish bycatch to the top entry pot spider crab fishery. A limited Nephrops pot fishery exists in Kenmare River. There is a green crab fishery around Cromane which is often associated with shellfish production areas and the Velvet crab pot fishery is ubiquitous but not heavily exploited. There is an intermittent Whelk pot fishery with small fisheries in Kenmare River and in Tralee bay.

Tangle-netting is practised through the Kerry coast mainly targeting Crayfish. Scalloping occurs off the Blasket Islands and in the Kenmare River, Valentia Harbour. Inshore trawling occurs in Dingle Bay predominantly with some also occurring in Tralee Bay and North of the Kerry Head shoals. Fintan's Bay and the Kenmare River provide some towing areas also. Hook & line fisheries including trolling and jigging for whitefish happen all along the coast and particularly among the smaller inshore vessels. Gillnetting for demersal species also occurs within the region.

SW Region's Licensed Charter fleet has approximately twenty-five 10 meter vessels and five smaller vessels distributed along the Kerry coast with hotspots in Fenit, Dingle, Cahersiveen and Portmagee/Valentia. Substantial tourism is present along the coast. There are many attractions ranging from angling, eco tours, whale watching, sightseeing, adventure rides, sailing, self-drive boat hire, traditional Naomhog rowing, canoeing, kayaking, surfing including wind & kite, paddle boarding, diving and snorkelling. There are several hotspots including Castlegregory, Dingle, Inch, Valentia, Derrynane, and Dawros and a good dispersion of operators all along the coast coinciding with the Wild Atlantic Way and contributing to the Visitor experience.

1.2.1 Map of the FLAG Area

Figure 1.1: Map of FLAG South West area



Source: PACEC, 2016

1.3 Confirmation of Compliance of FLAG Area

Confirmation of compliance of the FLAG South West with the following criteria was addressed by the FLAG selection committee.

Table 1.1: FLAG Area – Compliance with Criteria

Criteria ¹	Compliant (✓ / ✗)
The area proposed must have at least one boundary comprising the coastline	✓
The area must have a significant level of employment in fisheries or aquaculture	✓
The population of Coastal Electoral Districts for proposed area must be over 70,000	✓
The area must have a minimum of 150 vessels in all fleet segments of the fleet register and preferably not more than 400	✓
The area proposed must have no more than one National Fisheries Harbour Centre	✓

1.4 Coherent Sub-Areas

As part of the development of the strategy the differing needs and priorities of differing areas of the FLAG were considered.

The differing needs of areas were identified through the socio-economic review, the needs identified were further explored through meetings with key stakeholders representing differing areas of the FLAG. The needs and priorities of the areas were identified through this process and there was found to be little need to establish a coherent sub-area as part of the FLAG strategy but rather any varying needs have been acknowledged and addressed as part of the main strategy.

¹ In accordance with Article 33 of Common Provisions Regulation 1303/2013 – December 2013.

2 ANALYSIS OF THE DEVELOPMENT NEEDS

2.1 Introduction

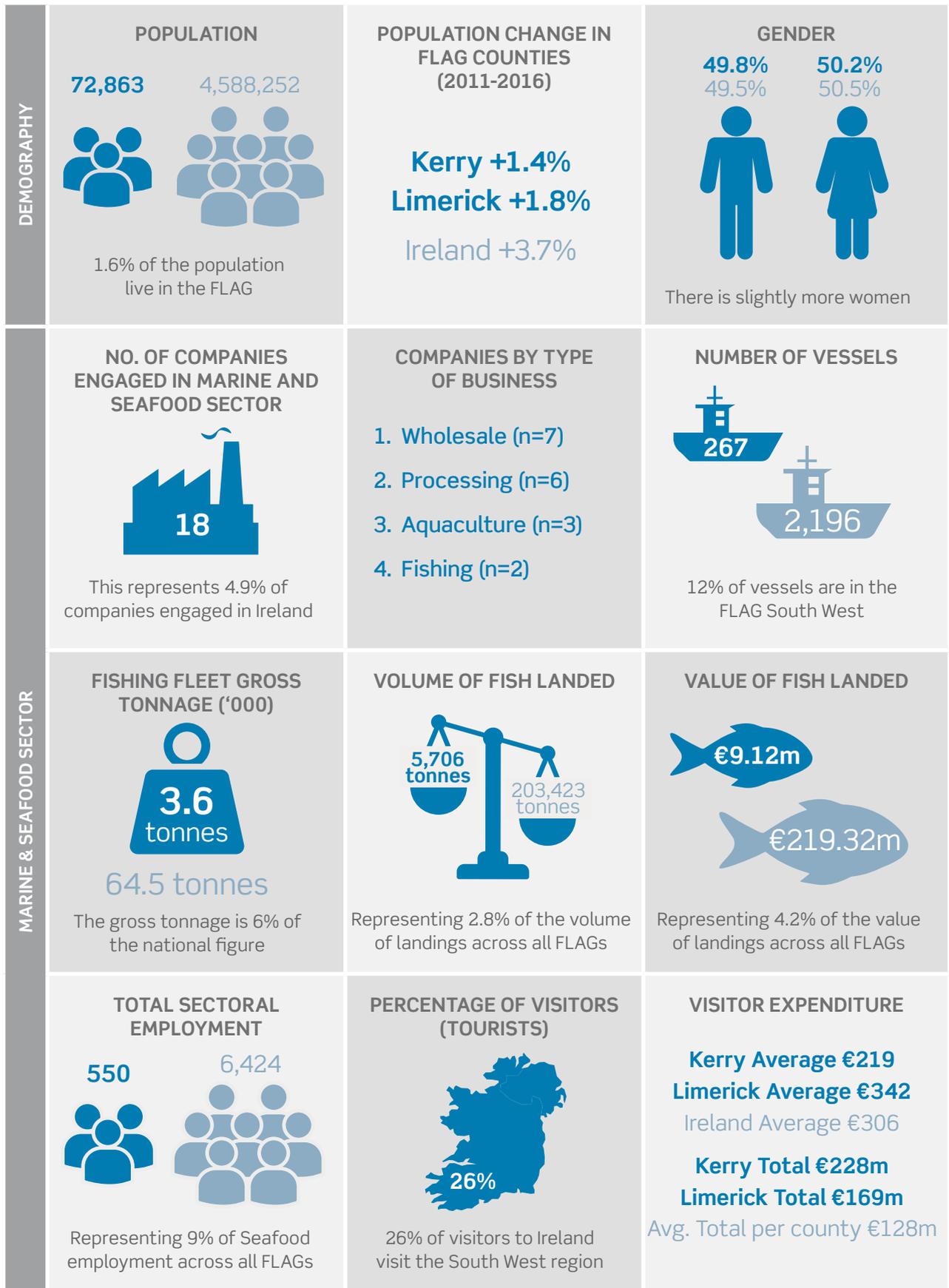
This section sets out the summary of the analysis of the development needs and potential of the FLAG Area. This includes an analysis of the strengths, weaknesses, opportunities and threats. It has been developed based on desk-based research along with consultation findings.

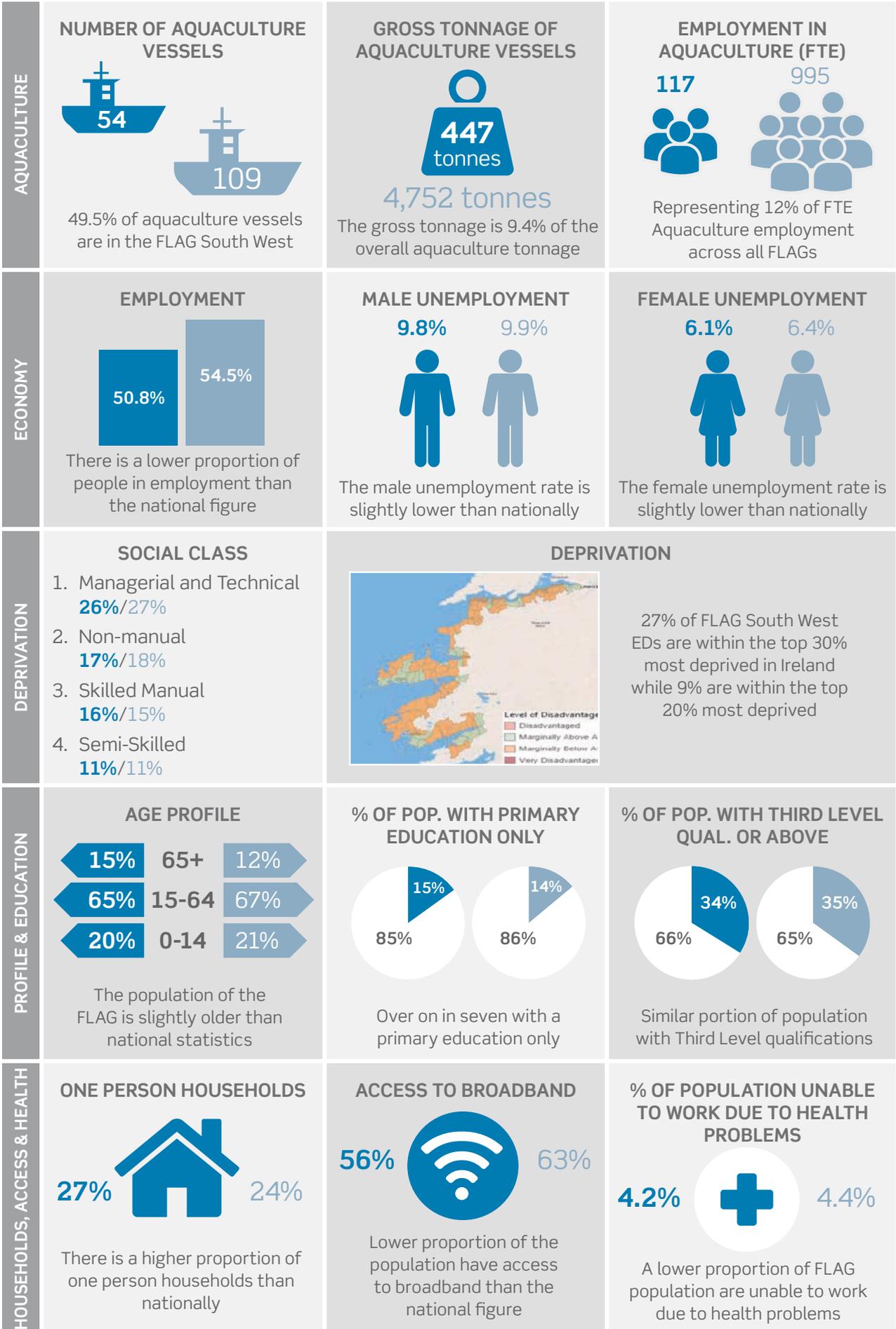
2.2 Summary of Socio-Economic Review

- Preliminary Census 2016 statistics suggest that population is increasing in Kerry (by 8.9% over the past five years). This is likely to place pressure upon local services, but could create further employment prospects for coastal communities and the fisheries sector.
- There is a significantly older population (over-65) in the FLAG South West area (14.6% of the population) than other FLAGs (12.6% overall) and across Ireland (11.7%), resulting in age dependency and public services implications for the communities. Almost one in three workers in the Agriculture, Forestry and Fishing sector are over the age of 65, compared to 25% across all sectors suggesting potential longer term supply issues.
- There is also a slightly larger proportion of persons aged under 15 in the FLAG South West (22.4%) in comparison to Ireland (21.3%).
- There is a significantly larger proportion of one person households in the FLAG South West (26.8%) than in Ireland overall (23.7%) and a smaller proportion of households occupied by two or more persons (73.2%) when compared to the national figure (76.3%). This may suggest potentially higher levels of social isolation affecting those living alone in the FLAG area.
- Vacancy rates are highest along the coast from Kenmare to Valentia Island. In 2011, 53,088 households were permanently occupied in Kerry. This represents roughly 71% of the total number of houses in Kerry in 2011 (74,747). 21,981 permanent private households were located in main settlements while 31,325 were located in the wider rural area.
- The FLAG South West has the higher proportion of those identifying as Irish (89.9%) across the seven FLAGs (average of 89.2%).
- There is a lower proportion of persons in the FLAG South West with no formal education completed (1.5%) than all FLAGs (1.7%). This is higher than the national figure (1.4%). The FLAG South West has fewer people qualified through a technical or vocational qualification (9.0%) than in other FLAG regions (9.3%) but marginally more than Ireland overall (8.6%); The FLAG South West has one of the lowest levels of people qualified to third level (34.3%) compare to the FLAG areas overall (35.8%) and Ireland as a whole (34.8%)
- PACEC estimates for Q1 2016 highlight unemployment within the FLAG South West (8.4%) to be higher than the national average (8.3%). Economic inactivity is also higher within the FLAG South West, as well as inability to work due to ill health (4.7% in FLAG South West against 4.4% in Ireland)
- Deprivation is highly prevalent in the FLAG South West zone (72% of EDs lower than the national average) which could present a disincentive to migration into the area and this could be a factor in the decrease in population.
- Ownership levels within the FLAG South West are 267, making up 12.2% of vessel owners in Ireland. Furthermore, the number of owners per 1,000 persons is one of the highest across FLAGs at 3.7 - this means that regarding ownership, the fishing industry is over seven times more important to the FLAG South West's local economy than at the Irish level. However, gross tonnage is considerably lower within the FLAG South West compared to other FLAGs consisting of 5.6% of total Irish gross tonnage indicating the high dependence if the fishing industry on vessels under 12 metres.

- Within Ireland, the top twenty ports consist of approximately 280,000 tonnes of fish (i.e. 95% of fish landed), and €323m (93%) of the value. Dingle Fishery Harbour Centre is the third port in terms of both weight of fish landed and the value of fish landed is Dingle, this represents 4% of the weight of overall landings at the top 20 ports and 8% of the value showing the significance of Dingle to the sector. Dingle is a Designated Port for specific species and volumes which tends to be whitefish and pelagic and is landed predominantly by national and European vessels over 18 metres.
- There are significant tourism opportunities for the area due to the scenic landscape and initiatives such as the Wild Atlantic Way route
- Information is not available at a FLAG level regarding exporting, however the points below summarise the general picture.
 - The overall value of Irish seafood exports was €564 million in 2015. The largest Irish seafood export by value is pelagic (€204m, 36%), followed by crustaceans (€113m, 20%), freshwater fish (€85m, 15%), molluscs (€82m, 15%), whitefish (€53m, 9%) and fish meat and oil (€26m, 5%). Sectorally, shellfish led the way – rising 12% to €195 million; followed by salmon – where exports increased to an impressive €75 million; and whitefish – where exports grew by 7% to €53 million. The only decline in 2015 was seen in pelagic, where exports fell 7% to €204 million as a result of falling trade and market prices.
 - 70% of the seafood industry exports are as a bulk commodity, it is anticipated that this needs to be reduced to 50% by 2025 to meet increasing market demands, with seafood demand expected to increase by 50% by 2030.
 - Looking at aquaculture specifically, France remains the main market for Irish oysters accounting for over 76% of all exports, however this has decreased by 10% in 2015 identifying the need for oyster producers to diversify outside the French market. France and The Netherlands are the primary markets for rope mussels with demand from The Netherlands increasing as processors there have developed techniques for handling and packaging of rope mussels.
 - Over two thirds of Irish seafood exports in 2015 were to EU countries (€388m, 69%), while just under a fifth of exports were to Nigeria and North Africa (€98m, 17%), (€47m, 8%) were to Asia which is seen as an expanding export market for certain species and the remaining €31m was to Non-EU countries (6%).

2.3 Summary - Infographic (■ FLAG ■ National)





2.4 Overview of the Consultation Process

The FLAG South West recognises the importance of the active engagement and participation of Kerry citizens in the sustainable development of their coastal communities and the opportunity for them to input meaningfully into the design, development and implementation of the FLAG South West Strategy. The FLAG Board has supported Public and Corporate Economic Consultants (PACEC) in the comprehensive public consultation process undertaken.

In keeping with the Community Led Local Development (CLLD) approach of FLAG, the FLAG Board undertook a comprehensive consultation process at a local level to ensure the local development strategy was informed by the active engagement and participation of those directly involved in fishing and aquaculture, those involved in the development and maintenance of coastal communities, those involved in marine tourism and promoting coastal areas and many others. The table below sets out the consultation activity undertaken by PACEC on behalf of the FLAG Board.

Table 2.1: Overview of the Consultation Process

Consultation Activity
<p>Public Meetings</p> <p>5 public meetings carried out in the FLAG South West region (Kenmare, Cahersiveen, Tarbert, Tralee and Dingle). Over the 5 public meetings there were approximately 65 attendees. Representation of the attendees in the FLAG South West was:</p> <ul style="list-style-type: none"> ● Representatives from local authorities made up 16% of attendees; ● Economic and social partners made up 44% of attendees; ● Other relevant bodies that represent civil society made up 40% of attendees.
<p>Meetings with Relevant Stakeholders</p> <p>As part of a strategy development process, interviews were held with a range of key stakeholders² including those from the statutory sector as well as industry representatives. In addition, FLAG board members had the opportunity to identify relevant stakeholders who were to be included in the consultation process.</p> <p>In some instances, despite attempts³ to gain input from stakeholders, some were unavailable to feed into the development process. These consultees were encouraged to make written submissions to the strategy development process.</p>

The format of the community consultation events was participatory in nature to promote meaningful engagement and to ensure the active participation of the local community in identifying the challenges and opportunities present in their local areas.

2.4.1 Inclusive Process that involved key stakeholders

All consultation events were promoted and well publicised to raise awareness of the process amongst all key stakeholders. The meetings held were publicised locally using a variety of different means including advertisements in local and trade press, notices on local and regional radio, signage and posters, broadcast emails to mailing lists and past FLAG applicants, SMS alerts to focus groups and word of mouth. The inclusive nature of these events can be witnessed from the diverse representation amongst the attendees.

2.4.2 Multi-Sector Approach that involves co-ordination with relevant sectors

The consultation processes directly engaged with various sectoral groups covering a very broad remit of different population cohorts, activity and geographic areas of coverage. The different sectoral group interests were captured from a combination of the public consultation events, stakeholder meetings and telephone consultations.

2 Dingle Business Camber; Dingle Peninsula Tourism Alliance; Comharchumann Forbartha Chorca Dhuibhne Teo; Northwest Kerry Shellfish Co-op; Tralee Oyster Fishery Society; Valentia Harbour Development Company; Kerry Aquaculture (BIM); Dingle Boat Owners Association; Dingle Marine and Leisure; Skellig Tour Operators; Údarás na Gaeltachta; Sea Synergy Centre and LEO Since the consultation took place a number of stakeholders were identified and telephone consultations have been arranged with Taste of Kerry; Shannon Port Company; Fáilte Ireland; Artisan Food.

3 All consultees were emailed three times seeking a meeting or telephone consultation. Each consultee was also contracted three time by telephone. This is standard practice.

2.4.3 Specific Methodologies for engaging with more difficult to reach groups

Several specific methodologies were adopted to ensure the engagement of more difficult to reach groups. Consultation meetings were held within local communities, the timing of the meetings (i.e. during the day or early evening) tried to accommodate those who may be at sea and unable to attend meetings during the day. This outreach approach through which communities were directly engaged in their own areas (avoiding the need for them travel long distances) was important in ensuring that more remote, peripheral and isolated communities were afforded the opportunity to actively participate in the preparation of the Local Development Strategy.

In addition, efforts were made to include Islands and other isolated communities. Meetings and consultation events were held on islands and specific travel and meeting arrangements were made to ensure that these important areas of the FLAG were included in the process.

Other specific actions were taken including meeting with organisations that represent migrant workers, who have a key role to play in the fishery, aquaculture and seafood processing industries. These stakeholders may have been restricted from participating in consultation events due to issues related to language etc.

In addition to this, when a FLAG area included a Gaeltacht area efforts were made to ensure that the meetings were conducted in Irish, or that an Irish interpreter was present to ensure that the views of Gaeltacht areas were also taken on board.

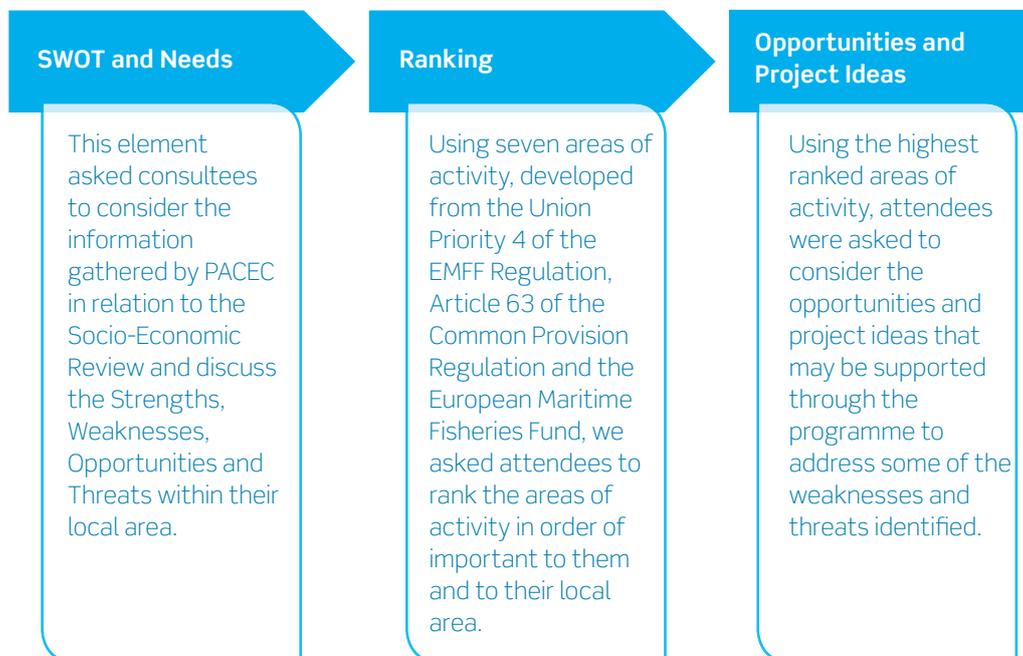
2.5 Feedback from Consultation

2.5.1 Introduction and Methodology

The public consultation and the engagement with local stakeholders is the most important element in the development of the strategy. Given this the meetings were designed such that pertinent information, that would clearly inform the strategy, was collected at each.

The engagement had three main components which are described in the diagram below.

Table 2.2: Consultation Methodology



Source: PACEC, 2016

The outworking was a bank of information which we have used to inform the development of the strategy in constant liaison with the FLAG South West Board. A summary of the information gathered through the public consultation process is included in the sections that follow.

2.5.2 SWOT and Needs

The consultation exercise undertaken included a discussion of the needs of the local area and through this a SWOT analysis was developed. The key findings from this analysis are presented in Figure 2.1.

Figure 2.1: SWOT Analysis – South West Fisheries Local Action Group

Strengths	Weaknesses
<ul style="list-style-type: none"> ● The region boasts a vast experience amongst those involved in fishing and aquaculture; ● There is a particularly strong skills base in the Kerry area and the county is particularly entrepreneurial; ● Strongly networked coastal community ● Well-developed diaspora resulting from emigration pressures ● High level of entrepreneurial activity within communities ● Strong sense of community, heritage and it's preservation ● Recognition of the sustainable management of the marine resource ● Global food demand is rising and local fishing communities can supply this growing market ● High level of tourism activity within the coastal region. 	<ul style="list-style-type: none"> ● Young people leaving coastal areas for education and employment and not returning because of limited employment prospects; ● Young people seeking employment in more secure sectors e.g. ICT and do not see fishing and aquaculture as secure employment; ● Very limited access to existing marine / environmental assets. Significant barrier to utilising and promoting these; ● Licensing system, specifically issues around dual licensing providing significant barrier to development of those in the fisheries sector. ● No young people in the fishing and aquaculture industry is a significant weakness for future planning and succession planning; ● Infrastructure issues in relation to broadband and mobile telephone signal are barriers to new business development in coastal or rural areas; ● Limited access to finance for private individuals or businesses making it difficult to apply for grant aid; ● Seasonal unemployment is very high (circa 18%) and this impacts young people on welfare.

Opportunities	Threats
<ul style="list-style-type: none"> ● Significant opportunities related to marine tourism particularly in relation to boats trips to view wildlife such as whales and dolphins; Kerry boasts the largest population of dolphins in Europe which could support these opportunities. ● Regional fisheries festivals could be used to promote the sea / marine life; ● Projects to be supported which specifically target young people which aim to educate them about the marine environment and the potential careers within it; ● The development of a blue way, particularly in the more sheltered bays and water courses. ● Opportunities to develop seafood trails on the Wild Atlantic Way. This may include opportunities for catch and cook initiatives which will bring new people to the area. ● Opportunities in relation to the growth of sports angling in the region. ● Significant assets in relation to Tourism in Tarbert and along the Shannon which could be exploited; ● Brexit provides opportunities in relation to the exploration of new markets and changes in markets and exports; ● There is a long history of maritime heritage which could be developed including through canoe / kayak trails, maritime tourism initiatives and the establishment of walking groups. 	<ul style="list-style-type: none"> ● Threat of reducing fish stocks, despite quotas, impacting on growing tourism sector related to sports angling; ● No new capacity for employment being created in the sector due no new licenses being granted; ● Threat to supply chain as existing domestic and export markets are full; ● Significant threat in balancing competition for water and marine infrastructure use between fishing vessels and tourism / personal use vessels; ● Increase in the number of marine predators (e.g. Seals and Green Crab) have impacted upon fish stocks; ● Perceptual lack of communication between authorities and local coastal communities and industry; ● Lack of co-operative working within fishing and aquaculture sectors; ● Potential impact of Brexit and the implications on exports and trade ● Limited private financial support for industry particularly in relation to business startup / expansion of activities; ● Existing markets, both domestic and foreign are at capacity and therefore there is little room for additional producers; ● Limited access to existing maritime assets including Shannon Estuary; ● Restricting on access to Fishing threatens the development of the angling tourism industry; ● Brexit poses threats to established trading and export markets; ● No access to training for volunteers or support for the time and cost of existing courses.

Source: PACEC, 2016

2.5.3 Ranking

A key element of the consultation exercise was the ranking of the Areas of Activity in order of importance and priority for the FLAG. The Areas of Activity are taken from Article 63 Implementation of Community Led Local Development of the Common Provision Regulations. The table below details the out workings of this process including the overall assessment of the ranking of areas based on feedback from the consultation process.

Table 2.3: Ranking of Areas of Activities

Area of Activity	Overall Ranking
1. Adding Value to Fishery and Aquaculture Products	2.2
2. Job Creation/Maintenance	1.3
3. Supporting Innovation and Diversification	2.2
4. Lifelong Learning & Attracting Young People	2.3
5. Promoting Environmental Assets	3.0
6. Promoting Social Wellbeing and Cultural Heritage	2.8
7. Strengthening Role and Governance	2.8

Source: PACEC, 2016

Table 2.3 indicates that across all the consultation activity:

- Job creation and maintenance was identified as the highest ranked priority area;
- Supporting innovation and diversification and adding value to fisheries and aquaculture products were identified as the 2nd most important areas for the FLAG;
- Lifelong learning and attracting young people was identified as the 4th most important area;
- Promoting social well-being and cultural heritage and strengthening the role and governance were identified as the 5th most important areas; and
- Promoting environmental assets was identified as the least important area for the FLAG board.

After the consultation exercise and taking into account feedback from the consultation meetings the areas of activity were refined and remodelled to better reflect the framework of activities. The main change in the framework is that ‘creating and maintain jobs in coastal areas’ was seen as an overarching goal and that all of the other Areas of Activity could contribute to. In addition, another area was added in relation to the development of marine tourism and diversification. The outcome of this process is displayed below.

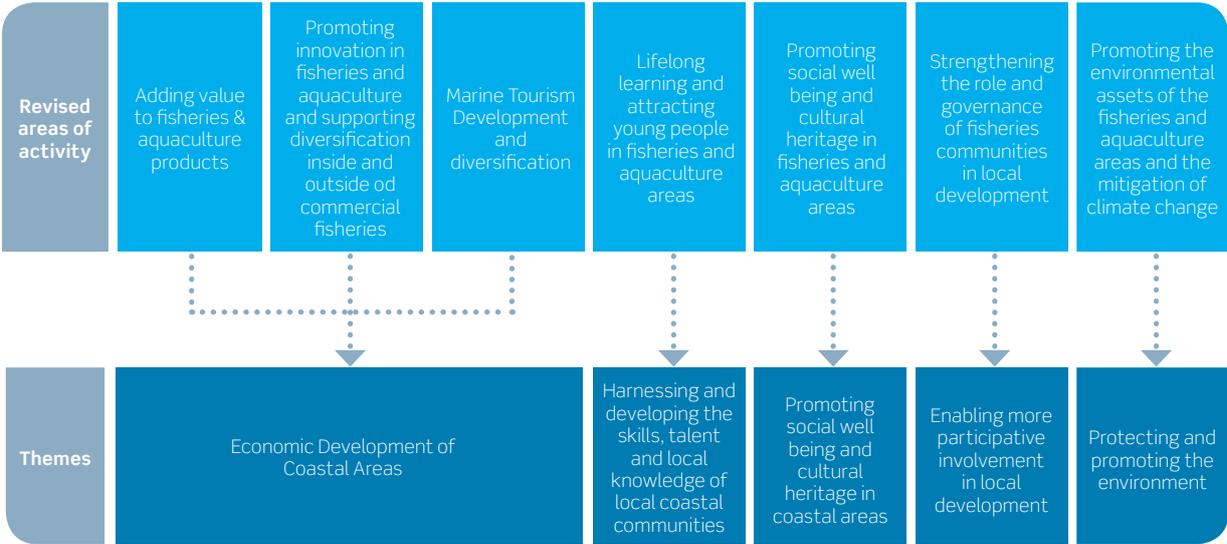
Figure 2.2: Refinement of the Areas of Activity



Source: PACEC, 2016

Continuing the development of the framework it was acknowledged that some of the areas above were overlapping and could be grouped together to streamline the focus of the strategy to be developed. PACEC, in consultation with the FLAG Board, developed five themes for which the prioritised areas of activity would fit. The breakdown of these themes is detailed in figure 2.3.

Figure 2:3: Areas of Activity to Themes



Source: PACEC, 2016

The five themes detailed above are the bedrock on which the strategy is built. All of the proceeding sections of the strategy use the themes detailed.

2.5.4 Project Ideas / Opportunities

The final element of the consultation work considered the opportunities and project ideas that attendees had in relation to the areas of activity. Using the themes detailed above we have included the tables below a summary of the key needs and project concepts against each theme.

Whilst the tables below set out all the project concepts / needs identified through the consultation the FLAG Board have assessed this feedback and have identified areas that are ineligible or illegal for FLAG support according to State Aid rules. There are also issues arising which are the core remit of other agencies or the state or that are better supported through other programmes or funding streams. Therefore, not all the areas detailed below have been progressed in to the intervention logic for the strategy.

Table 2.4: Economic Development of Coastal Areas

Economic Development of Coastal Areas

Adding Value to Fisheries and Aquaculture

County Kerry produces an abundance of fisheries and aquaculture products, particularly in the diverse inshore fisheries e.g. lobster, brown crab, crayfish, mussels, oyster, scallop, pollock, mackerel, tuna, monkfish, winkles, spider crab, salmon, shrimp, herring and sprat. In addition, the seaweed industry is expanding and includes *Laminaria Spp*, *Saccharina*, *Ascophyllum nodosum*, *Palmaria Palmata*, *Chondrus crispus* and *Fucus serratus*. Despite this the following needs were identified:

- Adding value through improved infrastructure
 - Need for improved landing facilities at smaller piers and harbours e.g. (cranes / hoists for removing catch from boats more quickly, storage facilities and ice to ensure product remains fresh, equipment for boats to allow catch to be frozen at sea)
- Adding value through development of new products
 - Need to develop new products for local market and for new export markets particularly in Asia and Middle East;
- Adding value through local processing
 - Need to develop and encourage local processing of fisheries and aquaculture products so that the full value of the product is retained in the local economy;
 - Need to consider alternative processing i.e. improving existing products through existing traditional processing e.g. filleting, salting, drying, smoking etc.
 - Need to consider the development of processing units for product testing and development at a local level.
- Adding value through improved product offering
 - Need to promote local produce further through: improving the appearance, marketing and packaging of local products; using official quality labels and symbols (e.g. Protected and Traditional Specialty Guaranteed); using eco-labelling and organic labelling; exploring new supply chains and improving local supply chains; improved collaboration with partners and actors in the supply chain; research and feasibility studies on market demand, shelf life, catchment areas etc.

Diversification and Innovation

Limited availability of jobs in coastal areas is a major issue resulting in lack of employment, underemployment and leading to decline and contraction of coastal areas. Key to the rejuvenation of coastal areas is the creation of new enterprises through diversification and innovation. Some of the needs identified in relation to this include:

- Support for business diversification and development
 - Need to encourage entrepreneurship and business startup through support through pilot projects and seed funding for idea exploration through feasibility study and business case development;
 - Need to provide appropriate space to encourage business developed e.g. incubation units / hubs / innovation space;
 - Need to provide and support on-going mentoring and networking between local people and agencies that can provide soft support (e.g. training)
 - Need support for product testing, marketing and branding outside of the centre in Clonakilty which has limited capacity
 - Need to support diversification into new areas such as marine tourism, heritage, arts and crafts etc.
 - Need to explore renewable energy and seaweed biomass products.

Economic Development of Coastal Areas

Marine Tourism

Tourism is vitally important to the economy of County Kerry with the accommodation and hospitality sectors a key driver of employment. Tourism also delivers substantial social and community benefits, as a significant number of tourism businesses in County Kerry are micro-enterprises that are embedded in rural and coastal communities. Some of the key needs in relation to marine tourism included:

- Developing the tourism offering
 - Need for support for the development of marine tourism and water based activities, walks, and cycling trails;
 - Need for support for the development heritage trails seafood trails and cultural information;
 - Need for support for exploring the development of eco-tourism and wildlife tourism including bird watching, whale and dolphin tours, seals and other marine species;
 - Need for support for seafood festivals and coastal community festivals;
 - Need for support for astro-tourism promoting the dark sky to star gazers etc.
 - Need to encourage people to stay in the region rather than day-trippers who travel back to main towns and cities for accommodation.
- Enhancing the Tourism Infrastructure
 - Need for support for signage and information boards to enhance existing tourism offerings
 - Need for support improvement to marine infrastructure e.g. pier to improve safety and facilities and issues regarding shared usage for tourism and fishing/aquaculture;
 - Need for improvements to marine infrastructure in relation to pontoons and marines and ensuring that access to water is safe and accessible for all including those with disabilities;
- Marketing and Promoting the Tourism Offering
 - Support for the animation and marketing of tourism products;
 - Support for the development of new marketing including feasibility studies and training;
 - Support for the development of networks and clusters to encourage local tourism business to work more closely together and also work with other local businesses e.g. hotels and restaurants.

Source: PACEC, 2016

Table 2.5: Harnessing the Skills, Talent and Knowledge of Local Coastal Communities

Harnessing and Developing the Skills, Talent and Knowledge of Local Coastal Communities

Developing Skills in Local Coastal Communities

Those involved in fishing and aquaculture are, by the nature of the industry, highly skilled with regard to marine life, eco-systems and bio-toxins as well practical skills such as navigation, boat management etc. However, the fishing and aquaculture community also have significant knowledge of heritage and historic events which have happened in coastal areas. Some of the needs in relation this included:

- Developing Skills in Fisheries and Aquaculture Areas
 - Need to support those involved in fishing and aquaculture in training and upskilling;
 - Need to support those involved in fishing and aquaculture in advanced training and courses;
 - Need to support the development of basic skills
- Promoting the knowledge and experience present in local coastal areas
 - Need to support the exchange of knowledge between older and young generations
 - Need to ensure that information on coastal heritage is not lost to young generations.

Attracting Young People to Fisheries and Coastal Areas

Like many rural and peripheral locations, coastal areas struggle to attract young people who wish to remain, work and live in the area. Partly this is due to a lack of employment opportunities with many leaving for education and not returning, however many young people are not aware of the opportunities within local coastal areas that may be an attraction and encouragement for them to return. Some of the needs identified included:

- Introducing young people to the marine environment early
 - Need to support the development of educational resources to enable children and young people to explore and learn about the marine environment;
 - Need to support the development of information on the career opportunities related to the marine sector (e.g. fishing, aquaculture, tourism, scientific roles i.e. marine biologist etc.)
 - Need to support existing infrastructure which invites and encourages young people to interact and learn about the marine sector.
- Supporting young people training in marine sectors
 - Need to support young people through grants for taking courses in marine sector skills
 - Need to encourage the development of apprenticeships for young people seeking to gain employment in the fisheries and aquaculture sectors;
 - Need to support young entrepreneurs who have business ideas for coastal areas.

Source: PACEC, 2016

Table 2.6: Promoting Social Well-Being and Cultural Heritage in Coastal Areas

Promoting Social Well-Being and Cultural Heritage in Coastal Areas

Improving Social Well-Being in Coastal Communities

Issues related to social isolation and access to service came up during the consultation process. In particular there were issues raised in relation isolation amongst older single men in coastal areas as well as access to services for fishing families. Some of the needs highlighted included:

- Lack of services in coastal communities
 - Support for the development and sustainability of existing coastal community assets;
 - Targeted initiatives to address isolation such as fishermen living alone e.g. Men's Sheds type initiatives;
 - Supported needed for vulnerable people in coastal communities;
 - Need to develop services linked to the coast e.g. coastal walks which are accessible, community health and well-being projects.
- Promotion and Development of Coastal Cultural Heritage
 - Support for historical events and exhibitions in relation to coastal heritage
 - Support for the development of heritage centres
 - Support for research into local history
 - Support for festival and other activities to promote seafood and the marine;
 - Support for information boards and signage in relation to points of interest
 - Development of coastal heritage trails.

Source: PACEC, 2016

Table 2.7: Enabling more Participative Involvement in the Governance of Fisheries

Enabling more Participative Involvement in the Governance of Fisheries

Throughout the consultation events there was a strong sense of a disconnect between authorities and decision makers and local fisheries and aquaculture. In particular there was a need to improve the capacity of local fisheries to better govern themselves and to be involved in decision making.

- Improving the capacity of local fishing and aquaculture organisations
 - Need to improve the co-operation and networking being local fisheries;
 - Need to improve the capacity in local fisheries through training in relation to good governance and group management
 - Need to improve the training and support offered to local fisheries organisations.
 - Need to improve the networking and consultation between local actors and authorities and agencies.

Source: PACEC, 2016

Table 2.8: Protecting and Promoting the Environment

Protecting and Promoting the Environment
<p>County Kerry is arguably one of the most scenic part of Ireland and boosts many natural areas of outstanding beauty. This provides both opportunities and issues for the local area. Whilst there are opportunities to promote and exploit these areas as attractions for tourists there are challenges in relation to the protection and maintenance of these regions as well. Some of the needs identified include:</p> <ul style="list-style-type: none">● Promoting the Natural Environment● Need to improve the offering exploiting the natural environment through information, wildlife tours, walking routes etc.● Need to improve the access to and safety of existing sites to enable more people to enjoy them without damaging the environment● Protection the Environment● Need to raise awareness of bio-diversity in coastal areas● Need to protect inland water courses such as rivers and lake which fall into the FLAG areas;● Need to protect coastal areas from floods and storms;● Need to invest in community based conservation trails.

Source: PACEC, 2016

2.6 Summary

This chapter presents all of the desk based and consultation data collected which will form the basis of the strategy going forward. The socio-economic review considered the data and statistical evidence in relation to the FLAG region. In addition, the consultation work including the public consultation and stakeholder meetings collected the views of over 70 people (over 60 people in the public workshops and over 10 in individual stakeholder meetings) in relation to the challenges, weakness and strengthens of the region, their priorities for the FLAG Programme and the project ideas that they had.

Using this information, the next chapter of the strategy now considers the overall prioritisation of areas to be supported under the FLAG South West Programme based on a number of components. The intervention logic is then progressed with the development of objectives and actions.

3 STRATEGY AND OBJECTIVES

3.1 Introduction

Using the information collected so far this chapter sets out the intervention logic for the programme taking into consideration the findings of the socio-economic review and the programme of consultation.

3.2 Consistency with the Overarching Strategy set out in the Operational Programme

As per section 5.1.1 of the EMFF Operational Programme this strategy has been developed to be consistent with the overarching strategy set out in the operational programme. In particular the strategy has been developed to meet the requirements that the evaluation committee will assess the strategy against.

More over the strategy has been developed recognising the aims of the overarching strategy in relation to Union Priority 4, namely in relation to the employment created and maintained, and will seek through all actions to promote these outcomes so as they may be achieved by 2023.

3.3 Level of Change Required

The FLAG South West Region is has a strong history of fishing and aquaculture and of having a strong coastal community. This is being threatened by several issues including:

- A decline in fisheries;
- Limitations on licensing for aquaculture sites;
- Population migration away from coastal areas to urban centres for opportunities in education and employment; and
- An aging population.

However, there are also areas which are once again promoting coastal areas these include tourism, the revival of food tourism and artisan products and crafts.

The FLAG South West Programme aims to support fishing dependent coastal communities. The programme aims to support the development of coastal areas by supporting the fishing and aquaculture industry as well as coastal community groups to upskill, diversify, innovate regenerate and exploit the opportunities that are available.

The overall aim of the strategy is to see the rejuvenation of coastal communities.

3.4 Prioritisation of Identified Areas of Activity

3.4.1 Introduction

The process for prioritising the areas of activity was an iterative one ensuring that all views elicited were heard and that relevant internal and external documents were objectively examined. It was also evident from this process that the local knowledge on the ground and in all the relevant organisations and agencies was consistent with the comprehensive statistical information available and analysed.

The FLAG Board were heavily involved in the prioritisation, receiving all information from the public consultation meetings and having workshops with the consultants.

3.4.2 Prioritisation

The following section considers the prioritisation of the areas of activity which were developed from the following sources:

- Union Priority 4 of the European Maritime and Fisheries Fund Regulations;
- Article 63 of the Common Provision Regulation; and
- The European Maritime Fisheries Fund Priorities.

The prioritisation exercise was carried out by examining the following four criteria:

- Strength of support for the need (using information from ranking exercises carried out within the public meetings);
- Strength of the evidence of need (using information gathered through the socio-economic review of the FLAG Region);
- Fit with the European Maritime Fisheries Fund 2014 - 2020 - Union Priority 4; and
- Opportunities/Project Pipeline.

Each of these criteria were assigned a weighting and a score between 1 and 5. The details of the scoring are included in the table below.

Table 3.1: Scoring Methodology

Criteria	Weighting		Scoring Rationale
	Weighting	Rationale	
Strength of support for the need	25	<ul style="list-style-type: none"> • This weighting reflects the importance attributed to the information provided through the public engagement. 	<ul style="list-style-type: none"> • A stronger score will be awarded for this criterion if the findings from the public consultation have highlighted this area of activity as a key priority.
Strength of evidence of the need	30	<ul style="list-style-type: none"> • This criterion has been awarded the highest weighting as it is based on the socio-economic review of the FLAG region which supports the need for intervention under certain areas of activity. 	<ul style="list-style-type: none"> • A stronger score will be awarded for this criterion if the findings from the socio-economic review have highlighted this area of activity as a key priority.
Fit with European Maritime Fisheries Fund 2014 - 2020	20	<ul style="list-style-type: none"> • Given that the areas of activity are derived from the EMFF Regulations all of them fit with the EMFF to a certain degree. This criterion has been allocated the lowest weighting for this reason. 	<ul style="list-style-type: none"> • A stronger score will be awarded for this criteria if the area of activity fits with the priorities and objectives of the EMFF. The highest score is awarded to those which will directly contribute to UP4.
Opportunities/Project Pipeline	25	<ul style="list-style-type: none"> • The project pipeline is an indication of the opportunities that the FLAG will have to spend money on a projects under a particular area of activity. Therefore, a weighting of 25 has been attributed to this criterion. 	<ul style="list-style-type: none"> • A stronger score will be awarded for this criterion if through the stakeholder engagement a larger pipeline of potential projects has been identified.

Source: PACEC, 2016

The prioritisation of the areas of activity has led to the following summary.

Table 3.2: Summary of Prioritisation

Area of Activity	Score	Ranking
Adding value to fisheries and aquaculture products	400	2nd
Creating and maintaining jobs in coastal areas	475	1st
Promoting innovation in fisheries and aquaculture and supporting diversification inside and outside commercial fisheries	375	3rd=
Lifelong learning and attracting young people in fisheries and aquaculture areas	375	3rd=
Promoting the environmental assets of the fisheries and aquaculture areas and mitigation of climate change	225	7th
Promoting social well-being and cultural heritage in fisheries and aquaculture areas	275	5th=
Strengthening the role and governance of fisheries communities in local development	275	5th=

Source: PACEC, 2016

The prioritisation exercise has established a ranking for all of the seven areas of activity. This is broadly in line with the findings from the consultation exercise.

In addition, the FLAG Board considered that the interlinkages between adding value, job creation and maintenance and innovation and diversification meant that these would work best in co-ordination and therefore collected them under one thematic heading of Economic Development in Coastal Areas.

In consultation with the FLAG Board it was agreed that the strategy would pursue the three thematic areas:

- Economic Development of Coastal Areas;
- Developing the Skills and Knowledge of the Local Coastal Community; and
- Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection

The one area which has been omitted relates to strengthening the role and governance of fisheries communities in local development. The rationale for this being omitted is detailed in the points below:

- Supporting the governance and voice of fisheries and aquaculture was the remit of the Regional Inshore Fisheries Forum and therefore FLAG did not want to support activities which could provide competition of duplication to this body;
- Governance training for organisations is already provided through several sources including the Local Enterprise Office, other BIM schemes including through the Technical Assistance budget.

The next sections of this Chapter set out the development of the intervention logic.

3.5 Intervention Logic of the FLAG South West Strategy

3.5.1 Components of the Intervention Logic

The components of the intervention logic have been developed using the latest guidance from FARNET “Results Orientated Community Led Local Development”⁴.

4 <https://webgate.ec.europa.eu/fpfis/cms/farnet/publications/guides>

Table 3.3: Components of the Intervention Logic

Component	Description
Vision	The vision describes the overall goal of the entire programme. This is a high level, often qualitative metric.
Theme	The theme in this instance sets out a group of areas of activity which are similar in nature and which can lead or support the achievement of joint goals.
Area of Activity	The areas of activity are the areas which the FLAG programme can legally support and are based on the EMFF and Common Provision Regulation documents as well as the European Maritime Fisheries Fund.
Objective	The objectives are high level outcomes which intervention under a particular theme aims to achieve. These are often macro-level and qualitative.
Action	The actions are the direct supports that will be provided to applicants in order to enable them to complete project which will contribute to the achievement of the earlier components of the intervention logic.
Output	The outputs describe the tangible impact of the programme and are often specific to individual projects. These are quantified and used to assess the performance of the programme overall.

Source: PACEC, 2016

The remainder of Chapter 3 sets out the components above for the FLAG South West Strategy.

3.5.2 Strategy Vision

The FLAG South West will have innovative, sustainable fishing and aquaculture dependent communities.

3.5.3 Objectives and Supporting Actions

3.5.3.1 Introduction to Indicators

An indicator is a tool that defines, measures and values progress in the implementation of the local strategy. This information will help the FLAG to determine whether and to what extent the objectives are being reached and to review and update the local strategy⁵. There are several different types of indicators including impact⁶, result and output indicators. The types most relevant to the FLAG programme are:

- Result Indicators – these measure products or services delivered because of implementing a set of activities. These have been defined as per the overall European Maritime Fisheries Fund 2014 – 2020.
- Output Indicators – these measure the immediate tangible product of support. These have been defined for each objective and action of the FLAG Local Development Strategy.

3.5.3.2 Result Indicators

Result indicators measure the products or services delivered because of implementing the set of actions that are outlined in this strategy. The FLAG Programme is funded under Union Priority 4 of the European Maritime Fisheries Fund and therefore must report against a set of targets at both the mid-point of the programme (2019) and the ex-post evaluation (2023). All FLAGs must contribute to these overall objectives and therefore they are standard across all FLAG Regions. The value of the indicators however is dependent on the allocations to each FLAG region and therefore these vary between FLAG Regions.

5 FARNET Factsheet 2 - Results Orientated CLLD in Fisheries Areas - Selecting the Indicators and Setting Targets.

6 these measure the effect of the intervention on the wider environment and its contribution to wider policy objectives

The two overarching targets that the FLAG programme must achieve are in relation to FTE jobs created and maintained. Since these specific result indicators are cross-cutting rather than tied to any specific theme or action, they have been included as result indicators.

Table 3.4: Indicator Tables – Programme Level Result Indicators

Programme level indicators: Total Programme Budget €1,361,400						
*assume that Theme 1 – Economic Development of Coastal Areas makes the largest contribution so indicators based on this allocation of 50% of the programme budget (i.e. €680,700)						
Action	Financial Allocation	Indicator(s)	Measurement Unit	Milestone (2019)	Target (2023)	Estimated Cost per Job
FTE Jobs created	€680,700	# of FTE Jobs created	#	4	12	55,000
FTE jobs maintained	€680,700	# of FTE jobs maintained	#	12	30	€22,300

These are complemented by output indicators across all of the themes for the FLAG South West.

3.5.3.3 Objectives, Actions and Output Indicators

The following tables set out the detail of the intervention logic for the strategy. This includes the indicators which will be used to measure the output of the FLAG South West Programme. In particular, these contain two target values as follows:

- Milestone (2019) - this sets out the proportion of the final target value that is expected to be achieved by the mid-point of the programme in 2019. This will be used to measure the success of the programme during the mid-term review of the overall FLAG Programme and the whole EMFF Programme for Ireland; and
- Target (2023) - this sets out the final value of the target to be achieved throughout the lifetime of the programme. This is the value that will be used to measure the level of success the programme has been able to achieve overall and will be used for the official programme reporting and evaluation.

Table 3.5: Theme 1 – Economic Development in Coastal Areas – Objective 1

Theme 1 - Economic Development of Coastal Areas (€680,700)					
Objective 1 - To assist in securing the future of the seafood and related industries through greater added value (€272,280)					
Rationale for the Objective					
<p>Fisheries and aquaculture is a fundamentally important industry to the County Kerry economy; however, the sector faces unprecedented challenges which threaten its viability including challenges beyond the sectors control (i.e. European Legislation / natural stock issues/ disease). Ways to help the sustainability of the industry are; by adding value to the product already landed and innovative solutions in relation to processing, marketing, exporting etc. Also through improvements to the landing infrastructure. The support under this objective aims to encourage those involved to consider the future of the industry outside of simply landing more produce.</p>					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
1. New product development	Actions to support the development of new products including market testing, incubation space development (relates to fit out or access- not new build) and exploration of new export markets, including within the blue growth / maritime sector.	€68,070 (25%)	# of new products developed	2	4
2. Development of new local processing activities	Actions to develop and encourage local processing using both traditional (linked to cultural heritage) and modern methods (efficiency).	€68,070 (25%)	# of businesses supported	1	4
3. Improving product quality, appearance and marketing	Support for improving the appearance, marketing and packaging of local products to promote added value of the product; using official quality labels and symbols; using eco-labelling and organic labelling; exploring new supply chains and improving local supply chains; improved collaboration with partners and actors in the supply chain; research and feasibility studies on market demand, shelf life, catchment areas etc. Investment in quality labels should only be approved if it relates to value add activities (not protected geographical indications).	€68,070 (25%)	# of businesses supported	3	7
4. Improving pier and harbour infrastructure for fishing and aquaculture	Support to improve landing facilities at smaller piers and harbours e.g. (cranes / hoists for removing catch from boats more quickly, storage facilities and ice to ensure product remains fresh).	€68,070 (25%)	# of marine infrastructure improvements	3	4

Table 3.6: Theme 1 – Economic Development in Coastal Areas – Objective 2

Theme 1 - Economic Development of Coastal Areas (€680,700)					
Objective 2 - To further develop the South West Region as tourist destination through the development of marine based tourism activities focused on extending the season (€272,280)					
Rationale for the Objective					
<p>Tourism is the largest growth sector for the economy of County Kerry, this increase is based on the regional and national strategies, such as the Wild Atlantic Way, which have created a joined up approach to tourism for the first time. Many of the key tourism assets are linked to the sea and the coastal areas and these are breathing new life into many areas. The continued development and growth of the marine tourism sector is a key driver of economic development in coastal regions which in turn can bring investment in facilities and services e.g. hotels, restaurants and shops but also vital employment opportunities for local people in coastal areas. The support under this objective aims to promote the development of the marine tourism product in coastal areas.</p>					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
5. Development of Coastal Tourism and water based activities	<p>Support for the development of coastal tourism and water based activities with emphasis on activities that:</p> <ul style="list-style-type: none"> ● increase off-season activities and extend the tourism season; and ● encourage people to stay in the area (i.e. increased bed nights). 	€217,284 (80%)	# of marine leisure / tourism activities supported	8	15
6. Out of Season Festivals	<p>Support for coastal festivals however all applications to this must contribute to the following criteria</p> <ul style="list-style-type: none"> ● supporting locally produced goods; and ● happen outside the main tourism season. 	€54,456 (20%)	# of seafood/ marine festivals or events supported	4	10

Table 3.7: Theme 1 – Economic Development in Coastal Areas – Objective 3

Theme 1 - Economic Development of Coastal Areas (€680,700)					
Objective 3 - To increase the economic well-being of coastal areas through diversification and innovation (€136,140)					
Rationale for the Objective					
Coastal areas, like all rural areas, were more deeply affected by the economic downturn. Linked to this was the closure of many businesses and the migration of many people to urban centres to secure employment. Key to the rejuvenation of coastal areas is the creation of new enterprises and the development of existing enterprises through diversification and innovation, including within the blue growth / maritime sector.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
7. Coastal Diversification	Support to encourage entrepreneurship and business startup through support for pilot projects.	€136,140 (100%)	# of businesses supported	5	12

Table 3.8: Theme 2 – Developing the Skills and Knowledge of the Local Coastal Community – Objective 1

Theme 2 - Developing the Skills and Knowledge of the Local Coastal Community (€340,350)					
Objective 1 - To build on the knowledge and experience present within fisheries and aquaculture areas to improve the communities economic and social viability (€85,088)					
Rationale for the Objective					
Those involved in fishing and aquaculture are, by the nature of the industry, highly skilled regarding marine life, eco-systems and bio-toxins as well practical skills such as navigation, boat management etc. There is potential to build on this inherent potential to improve the vibrancy of coastal communities.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
8. Developing Skills in Fisheries and Aquaculture Areas	Support for those involved in fishing and aquaculture to partake in: training and upskilling; advanced training and specialist courses; and the development and sharing of basic marine skills in line with the Leech Report. Training supported by the FLAG should complement / not duplicate training already provided by BIM.	€85,088 (100%)	# of participants on training courses	20	40

Table 3.9: Theme 2 – Developing the Skills and Knowledge of the Local Coastal Community – Objective 2

Theme 2 - Developing the Skills and Knowledge of the Local Coastal Community (€340,350)					
Objective 2 - To promote the fisheries and aquaculture sectors to young people including the promotion of the sector as a career path (€170,175)					
Rationale for the Objective					
<p>Like many rural and peripheral locations, coastal areas struggle to attract young people who wish to remain in the area to work and live. Partly this is due to a lack of employment opportunities with many leaving for education and not returning, however many young people are not aware of the opportunities within local coastal areas that may be an attraction and encouragement for them to return. However, the fishing and aquaculture community also have significant knowledge of heritage and historic events which have happened in coastal areas. Support under this area will promote the maintenance and sharing of this knowledge.</p>					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
9. Young People Training in Marine Sectors	Support for young people through grants for taking courses in marine sector skills, and to support young entrepreneurs who have business ideas for coastal areas in line with the Leech Report. Training supported by the FLAG should complement / not duplicate training already provided by BIM.	€68,070 (40%)	# of participants on training courses	5	10
10. Marine, Heritage, Environment and Education	Support for the development of educational resources to enable children and young people to explore and learn about their marine environment /heritage and support for the development of information on the career opportunities related to all aspects of the marine sector.	€102,105 (60%)	# of educational/information schemes	2	5

Table 3.10: Theme 2 – Developing the Skills and Knowledge of the Local Coastal Community – Objective 3

Theme 2 - Developing the Skills and Knowledge of the Local Coastal Community (€340,350)					
Objective 3 - To improve the capacity of fisheries communities in relation to better self-governance (€85,088)					
Rationale for the Objective					
<p>There is a need to improve the capacity of local fisheries to better govern themselves and to be involved in decision making. Support under this objective aims to provide local fishing and aquaculture groups with the skills and training required to enable better local governance. There was a strong sense of disconnect between authorities and decision makers and local fisheries and aquaculture. Support under this objective aims to improve the linkages and networking between local groups and decision makers.</p>					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
11. Capacity Building in Fisheries and Aquaculture Organisations	Support for capacity building and training in local fisheries through training in relation to good governance and group management in line with the Leech Report. Training supported by the FLAG should complement / not duplicate training already provided by BIM or available through the Inshore Fisheries Scheme or the Regional / National Inshore Fisheries Forums.	€42,544 (50%)	# of community/ user groups with enhanced capacity	20	40
12. Developing the voice of fisheries and aquaculture	Support to improve the co-operation and networking between fisheries and local groups, authorities, agencies and relevant bodies.	€42,544 (50%)	# of community/ user groups with enhanced capacity	1	3

Table 3.11: Theme 3 – Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection – Objective 1

Theme 3 - Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection (€340,350)					
Objective 1 - To tackle issues related to social isolation and strengthen the resilience and cohesion of coastal areas (€136,140)					
Rationale for the Objective					
Issues of social isolation are important and often under reported issues impact on the social wellbeing of coastal communities. This objective seeks to support and improve the quality of life and social wellbeing of coastal residents.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
13. Improving social cohesion, resilience through community based initiatives which strengthen identity and co-operation of coastal communities	Support for the sustainability and enhancement of existing coastal communities including: targeted collective activities or initiatives for the benefit of the wider coastal community including courses (e.g. CPR and first aid), discussion groups, supports for exchange of knowledge including between older and young generations.	€136,140 (100%)	# of projects which improve quality of life or social well-being	2	4

Table 3.12: Theme 3 – Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection – Objective 2

Theme 3 - Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection (€340,350)					
Objective 2 - To promote & share the rich cultural heritage of fisheries and aquaculture areas to make it accessible to all (€68,070)					
Rationale for the Objective					
The promotion of cultural heritage is an important area of development for coastal areas in two ways. Firstly, it ensures that the history and heritage of coastal regions is maintained throughout generations strengthening community's identity and secondly it promotes the local area's tourism offering which can improve and increase economic activity.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
14. Ensuring the survival of coastal heritage & coastal maritime identity	Support for the dissemination of maritime coastal heritage including education, historical events and exhibitions in relation to coastal heritage, information boards and signage in relation to points of interest and of coastal heritage trails.	€68,070 (100%)	# of projects supported to promote local fishing heritage, knowledge and culture	1	2

Table 3.13: Theme 3 – Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection – Objective 3

Theme 3 - Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection (€340,350)					
Objective 3 - To support the protection of environmental assets (€136,140)					
Rationale for the Objective					
<p>Whilst there are opportunities to promote and exploit these areas as attractions for tourists there are challenges in relation to the protection and maintenance of these regions as well. Support under this objective aims to protect the coastal and marine environmental assets of the FLAG South West area.</p>					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
15. Protecting the Environment	Support for: raising awareness of bio-diversity in coastal areas and community based conservation measures in relation to marine coastal environment.	€136,140 (100%)	# of projects supported to enhance environmental conservation, awareness and protection	3	7

Table 3.14: Cross - Cutting Theme - Networking and Co-Operation

Cross-Cutting Theme - Networking and Co-Operation - €50,000					
Rationale for the Objective:					
<p>The budget for this FLAG includes a provision of €50,000 over the lifetime of the programme for networking and co-operation with other FLAGs nationally and internationally, including the ability to contribute funding to multi-territorial projects where there is a mutual benefit for the involved FLAGs e.g. sharing of best practice, ability to foster a relationship with a comparable European FLAG area and promote trading, learning and knowledge exchange, or to learn from other projects supported by FLAGs across member states.</p>					
Action	Description	Financial Allocation €	Indicator(s)	Milestone (2019)	Target (2023)
To support networking and co-operation between FLAGs at a regional, national and international level.		€50,000 (100%)	n/a	n/a	n/a

4 COMMUNITY INVOLVEMENT IN THE DEVELOPMENT OF THE STRATEGY

4.1 Introduction

This section sets out an overview of community involvement in the development of this strategy including details of public consultation events held (location, attendance at each and the sectors represented) as well as information on stakeholder consultation undertaken to inform the strategy.

This details the number, organisations and categorisation of all of those consulted with in the development of the strategy.

4.2 Overview of Public Consultation Events

The table below sets out the overview of the public consultation events held

Table 4.1: Consultation Events

Stakeholders to be Involved ⁷	Details
Preliminary interviews with key stakeholders	As part of a strategy development process, interviews were held with a range of key stakeholders ⁸ including those from the statutory sector as well as industry representatives. In addition, FLAG board members had the opportunity to identify relevant stakeholders who were to be included in the consultation process.
Public meetings ⁹	 <p data-bbox="560 1518 1390 1706">As part of the consultation process during the development of the strategy, public meetings were held in 5 locations within the FLAG Region¹⁰. These locations were distributed across the FLAG Region, including other remote locations to ensure that all coastal communities and stakeholders had the opportunity to participate (see map). Approximately 60 people attended these 5 meetings.</p>

7 FARNET GUIDE #1 – A Start-Up Guide for Fisheries Local Action Groups (FLAGs) – Stakeholders.

8 Dingle Business Camber; Dingle Peninsula Tourism Alliance; Comharchumann Forbartha Chorca Dhuibhne Teo; Tralee IT; Northwest Kerry Shellfish Co-op; Tralee Oyster Fishery Society; Cumainn Gleamaigh Chorca Dhuibhne; Iveragh Fisherman’s Co-op; Cromane Community Council; Valentia Harbour Fisheries Society; Valentia Harbour Development Company; Iascairi Intire na Eireann; Inshore Fisheries; Kerry Aquaculture (BIM); Dingle Boat Owners Association; Dingle Marine and Leisure; Skellig Tour Operators; Údarás na Gaeltachta; Sea Synergy Centre; LEO; Kerry Farmer’s Market. Since the consultation took place a number of stakeholders were identified and telephone consultations have been arranged with Taste of Kerry; Shannon Port Company; Fáilte Ireland; Artisan Food.

9 Public meetings should be held to inform the local community and to consult on the strategy development and building of partnership. A series of public information meetings will be held in the FLAG Regions to ensure that all parts of the area have the opportunity to participate. FARNET GUIDE #1 – A Start-Up Guide for Fisheries Local Action Groups (FLAGs).

10 Kenmare, Cahersiveen, Tarbert, Tralee and Dingle.

4.3 Categories of Stakeholders

The table below categorises the stakeholder who have fed into the strategy, this includes both those who attended public consultation events and those consulted with separately either in individual meetings or telephone consultations. The categories are based on those identified in the Common Provisions Regulation (Article 9).

Table 4.2: Representation from Categories of Stakeholders

Category of Stakeholder	Number attending public meetings	Key stakeholder meetings
Competent regional, local, urban and other public authorities	7 (16%)	4 (16%)
Economic and social partners	20 (44%)	10 (40%)
Other relevant bodies representing civil society, including environmental partners, non- governmental organisations and bodies responsible for promoting social inclusion, gender equality and non- discrimination, including, where appropriate, the umbrella organisations of such authorities and bodies.	18 (40%)	11 (44%)
Total	45 (75% of the 60)¹¹	25 (100%)

Source: PACEC 2016

Public engagement is, by its nature, non-discriminatory, in that anyone is welcome to attend. In developing the strategy there are no specific requirements set out in European or national legislation in relation to the proportion of stakeholders to be involved from each category. However, in the interests of facilitating a bottom-up approach it is accepted that good practice is to ensure that those representing civic society and economic and social partners provide the majority of the input and that those representing regional and public authorities should have a lesser role in the development of the strategy.

The table above shows that this has been achieved with 80%+ of those participating in the consultation representing economic and social partners and other relevant bodies representing civic society. Whilst this is no measure of the quality of the input, it does demonstrate that the strategy has been developed from the bottom up.

¹¹ It was not possible to identify and therefore categorise some of those attending public meetings. This is the rationale for the percentage being lower than 100%.

5 ACTION PLAN

5.1 Introduction

This section sets out the Action Plan for FLAG South West demonstrating how the objectives of the strategy are translated into actions. This builds on the work conducted through the public workshop events and the meetings with the FLAG Board and BIM.

Table 5.1: FLAG South West Action Plan – 2016/17

Action	Responsibility	Dec '16	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Overarching Activities														
FLAG Board Meeting	FLAG Board	X		X				X					X	
Decide Dates for Calls	FLAG Board	X												
Training														
Skills Training e.g. Governance / Conflict of Interest	FLAG Board		X	X	X									
Assessing Applications Training	FLAG Board/ BIM Centrally				X	X								
Monitoring and Evaluation Training	FLAG Board/ BIM Centrally						X	X	X					
PR / Animation / Communication Training	FLAG Board/ BIM Centrally		X	X	X									
PR / Animation / Communication														
PR / Communication	FLAG Board		X			X			X			X		
Animation / Public Workshops	FLAG Board		X			X			X			X		
Initiation of Call														
Call Publicity/Animation	FLAG Board	X	X	X			X			X			X	
Open Call	FLAG Board			X			X			X			X	
Close Call	FLAG Board				X			X			X			X
Assessment Process														
Assessment Against Eligibility Criteria	BIM					X			X			X		
Assessment Against Criteria	FLAG Technical & Investment Committee					X			X			X		
Recommendations approved/rejected	FLAG Board					X			X			X		
Issue Rejection Letters	FLAG Board via BIM					X			X			X		
Issue LoOs	FLAG Board via BIM						X			X			X	
Monitoring & Evaluation														
Project monitoring	FLAG Board / BIM							X						X
Post Project Evaluation	External													X
Strategy Review	FLAG Board / BIM												X	X

Table 5.2: FLAG South West Action Plan – 2018 - 2022

Action	Responsibility	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Overarching Activities													
FLAG Board Meeting	FLAG Board	X			X			X				X	
Decide Dates for Calls	FLAG Board	X											
PR / Animation / Communication													
PR / Communication	FLAG Board	X			X			X			X		
Animation / Public Workshops	FLAG Board	X			X			X			X		
Initiation of Call													
Call Publicity/Animation	FLAG Board / BIM	X	X			X			X			X	
Open Call	FLAG Board / BIM		X			X			X			X	
Close Call	FLAG Board / BIM			X			X			X			X
Assessment Process													
Assessment Against Eligibility Criteria	BIM				X			X			X		
Assessment Against Criteria	FLAG Technical & Investment Committee				X			X			X		
Recommendations approved/rejected	FLAG Board				X			X			X		
Issue Rejection Letters	FLAG Board via BIM				X			X			X		
Issue LoOs	FLAG Board via BIM					X			X			X	
Monitoring & Evaluation													
Project monitoring	FLAG Board / BIM						X						X
Post Project Evaluation	External												X
Strategy Review	FLAG Board / BIM											X	X
Networking and Co-Operation													
Co-operation	FLAG Board				X								X
Networking	FLAG Board				X								X

6 FINANCIAL PLAN

6.1 Total budget

The overall allocation for the FLAG Programme across all seven FLAG Regions is €12m. This is considerably greater than the total investment (direct and indirect) delivered to coastal communities by the previous FLAG previous programme, an approximately eight-fold increase. The previous programme made over €1.5 million available via direct and indirect investment over the period 2012-2015.

The allocation for FLAG South West is €1.53m, this is across the 6 years that the programme will be operational (i.e. from 2017 -2022). The tables in this section profile budget for the FLAG South West.

The proposed budget reflects the Board's investment strategy based on information available at the time of developing the strategy and appropriate use of FLAG funds to address identified needs.

The FLAG Board will keep the budget, funds committed and funds spent under regular review. It will also take into account demand for funding and project pipeline as well as external factors which emerge in the FLAG area over the course of the FLAG programme. Based on this information, the FLAG Board will consider the need to transfer funds between themes, objectives and actions as required and in such situations, will put forward a proposed reallocation supported by a robust rationale to BIM Head Office for approval.

6.2 Rationale for Spend

The use of the financial resources in relation to the proposed actions have been robustly justified through:

- A bottom-up process seeking feedback and input from local stakeholders;
- A robust review of socio-economic data.

The evidence collected in this way has been used to build and shape the objectives, actions and outputs for the programme. The budgetary allocation across each areas has also been determined by taking into account:

- The need for the type of intervention;
- The indicative project pipeline;
- The anticipated size and scale of projects to be supported (i.e. infrastructure projects attributed more given capital and large nature compared to perhaps training which requires less investment).

6.3 Allocation of total budget between Project and Administration Spend

Table 6.1 profiles the FLAG budget by project (i.e. grant aid for projects) and administration (i.e. supporting the operation of the programme) spend by year.

Table 6.1: Summary Sheet

	2017 (€)	2018 (€)	2019 (€)	2020 (€)	2021 (€)	Total (€)
Implementation of Operations / Projects under the LDS						
Theme 1: Economic Development of Coastal Areas	€136,140	€170,175	€170,175	€136,140	€68,070	€680,700
Theme 2: Developing the Skills and Knowledge of the Local Coastal Community	€68,070	€68,070	€68,070	€68,070	€68,070	€340,350
Theme 3: Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection	€68,070	€68,070	€68,070	€68,070	€68,070	€340,350
Cross Cutting Theme - Networking and Co-operation.	€10,000	€10,000	€10,000	€10,000	€10,000	€50,000
Sub-Total	€282,280	€316,315	€316,315	€282,280	€214,210	€1,411,400
FLAG Administration and Animation Costs						
Overall Admin Costs	€23,720	€23,720	€23,720	€23,720	€23,720	€118,600
Total	€ 306,000	€ 340,035	€ 340,035	€ 306,000	€237,930	€1,530,000

6.4 Project Spend by Theme, Objective and Year

Table 6.2 considers project spend in more detail setting out the budget by theme and objective across the programme period.

Table 6.2: Implementation of Operations / Projects under the LDS

	2017 (€)	2018 (€)	2019 (€)	2020 (€)	2021 (€)	Total (€)
Implementation of Operations / Projects under the LDS						
Theme 1: Economic Development of Coastal Areas						
Objective 1: To assist in securing the future of the seafood and related industries through greater added value	€54,456	€68,070	€68,070	€54,456	€27,228	€272,280
Objective 2: To further develop the South West Region as tourist destination through the development of marine based tourism activities focused on extending the season	€54,456	€68,070	€68,070	€54,456	€27,228	€272,280
Objective 3: To increase the economic well-being of coastal areas through diversification and innovation	€27,228	€34,035	€34,035	€27,228	€13,614	€136,140
Sub-Total	€136,140	€170,175	€170,175	€136,140	€68,070	€680,700
Theme 2: Developing the Skills and Knowledge of the Local Coastal Community						
Objective 1: To build on the knowledge and experience present within fisheries and aquaculture areas to improve the communities economic and social viability	€17,018	€17,018	€17,018	€17,018	€17,018	€85,088
Objective 2: To promote the fisheries and aquaculture sectors to young people including the promotion of the sector as a career path	€34,035	€34,035	€34,035	€34,035	€34,035	€170,175
Objective 3: To improve the capacity of fisheries communities in relation to better self-governance	€17,018	€17,018	€17,018	€17,018	€17,018	€85,088
Sub-Total	€68,071	€68,071	€68,071	€68,071	€68,071	€340,350
Theme 3: Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection						
Objective 1: To tackle issues related to social isolation and strengthen the resilience and cohesion of coastal areas	€27,228	€27,228	€27,228	€27,228	€27,228	€136,140
Objective 2: To promote & share the rich cultural heritage of fisheries and aquaculture areas to make it accessible to all	€13,614	€13,614	€13,614	€13,614	€13,614	€68,070
Objective 3: To support the protection of environmental assets	€27,228	€27,228	€27,228	€27,228	€27,228	€136,140
Sub-Total	€68,070	€68,070	€68,070	€68,070	€34,035	€340,350
Cross Cutting Theme - Networking and Co-operation.						
Networking and Co-operation.	€10,000	€10,000	€10,000	€10,000	€10,000	€50,000
Sub-Total	€10,000	€10,000	€10,000	€10,000	€10,000	€50,000
Total	€282,280	€316,315	€316,315	€282,280	€214,210	€1,411,400

6.5 Administration Spend

Another important element of the budget is the administration spend. At present this is set at a maximum of 10% of the grant aid spend across the programme period. This will be used to cover necessary administration to support the FLAG to deliver on its role. This includes communication / PR, evaluation, monitoring, buying in services, travel and subsistence for FLAG board members, networking and co-operation, etc.

Article 35 of the Common Provisions Regulation states what can be supported under the Administration budget.

“Support from the ESI Funds concerned for community-led local development shall cover:

- (d) running costs linked to the management of the implementation of the community-led local development strategy consisting of operating costs, personnel costs, training cost, costs linked to public relations, financial costs as well as the costs linked to monitoring and evaluation of that strategy as referred to in point (g) of Article 34(3);
- (e) animation of the community-led local development strategy in order to facilitate exchange between stakeholders to provide information and to promote the strategy and to support potential beneficiaries with a view to developing operations and preparing applications.
- Support for running costs and animation as referred to in points (d) and (e) of paragraph 1 shall not exceed 25 % of the total public expenditure incurred.”

The breakdown of administration spend is detailed in Table 6.3.

Table 6.3: Administration and Animation Costs

	2017 (€)	2018 (€)	2019 (€)	2020 (€)	2021 (€)	Total (€)
FLAG Administration and Animation Costs						
Communication / Publicity / Advertising ¹²	€2,220	€2,220	€2,220	€2,220	€2,220	€ 11,100
Meeting Facilitation ¹³	€3,000	€3,000	€3,000	€3,000	€6,000	€ 15,000
Travel & Subsistence ¹⁴	€6,000	€6,000	€6,000	€6,000	€6,000	€30,000
Buying in service/person ¹⁵	3,000	3,000	3,000	3,000	3,000	€ 15,000
Labour Replacement Costs ¹⁶	€9,500	€9,500	€9,500	€9,500	€9,500	€ 47,500
Total	€23,720	€23,720	€23,720	€23,720	€23,720	€ 118,000

12 Budget for communication, publicity and advertising is based on the acknowledgement that all common activity in relation to this (i.e. communication, publicity and advertising that is common to all FLAGS) will be covered centrally by BIM. The FLAG Board have remit to conduct their own individual activity in relation to this area and a budget has been set. The FLAG anticipates expenditure of approximately €3,000 per annum for communication, publicity and marketing; this may include printing informational materials, local news and radio advertising, signposting calls for applications, photography, content creation for the website, and events to showcase successful projects.

13 Includes allowance for meeting room hire, refreshments and one meal allowance for Board members in attendance. This is anticipated to cost approximately €300 per meeting, subject to attendance. This is capped at €3,000 per annum.

14 The rates paid for all travel and subsistence costs are based on the following rates: 0.3125c per km, lunch - up to €15, Dinner - up to €30 and overnight accommodation costs of up to €70. Mileage expenses will be payable in full to all board members attending FLAG Board meetings excluding those who can re-coup mileage expenses through their own organisation or employer. The Travel and Subsistence budget is based upon six FLAG Board meetings per year, and includes provisions that travel, hotels and accommodation may be reflected within this budget line where appropriate for meetings external to the regular board meetings.

15 The FLAG cannot legally hire a member of staff; however, it has the right to commission an individual(s) on a consultancy basis to support with the administration of the FLAG. This budget assumes such a commission may take place for approx. 10 days per annum at €300 per day. This is capped at €3,000 per annum.

16 Labour Replacement Costs have been agreed at a National FLAG Level to be an important part of the administration expenditure to ensure continued engagement with the FLAG Programme. Labour Replacement costs will be paid to voluntary board members, who, through attendance at a FLAG Board meeting, lose their normal income (i.e. this Labour Replacement Cost is specifically for those involved in the fisheries, aquaculture and in some specific instances other marine industries.) The LRC is payable to a maximum of €200 per day assuming that a full 8 hour day has been completed. In addition the payment is not payable if - FLAG Board meetings are not held during the day or they are held on a day when board members would not normally be working or earning an income. In these instances when LRC is not payable members are still eligible for travel and subsistence payments. In line with similar structures (RIFF), the Board will reserve budget for payment of approximately nine members for five meetings (i.e. up to 45 payments of this kind per annum, totalling to €9,500 per annum.

In comparison, the previous (pilot) programme incurred admin spend of around €165K across 6 FLAGs (which equates to around 11% of the previous programme budget of €1.5m). This included strategy development costs, T&S, Networking events costs, advertising for project calls, etc. However the current programme is of a larger scale and is split across 7 rather than 6 FLAGs.

6.6 Mobilisation of Other Resources

An important element of the FLAG programme is the imperative to mobilise other resources both financial and human.

Financial resources: This is facilitated by grant aid intensity rates which vary by type of applicant as outlined in the table below.

Table 6.4: Grant Aid Intensity Rates

	Beneficiary	Project Type	Maximum support rate %	Maximum Aid per project	Total Investment
1	Public bodies e.g. State agencies or Local Authorities	Public good projects	100%	€200,000	€200,000
2	Community Groups (non commercial) and Registered Charities	All	80%	€200,000	€200,000
3	SSCF vessels owners or collective thereof	Investment ashore adding value directly related to SSCF fisheries	80%	€80,000	€100,000
4	Collectives and co-operatives	Related to seafood	60%	€100,000	€166,666
5	Seafood & Marine Enterprises* (incl. sole traders)	Related to seafood or marine sector and diversification	50%	€100,000	€200,000
6	Enterprises* & sole traders outside seafood sector	All	40%	€50,000	€125,000
7	FLAG	All	100%	€100,000	€100,000

**Micro-enterprise means a person(s) carrying on a business, including but not limited to sole traders, partnerships, limited companies and cooperatives, and having less than 25 employees (FTE) and turnover of less than €5 million per annum.*

Definitions wrt thresholds between processing and aquaculture schemes to be confirmed following further discussion.

Source: FLAG Grant Rates Final - BIM 14 November 2016

These rates mean that for most applications other resources, finance and human, will need to be mobilised to see the successful completion of the project. This in turn will ensure that the FLAG programme will leverage in additional private investment into the region. It is important to note that in all cases match funding cannot come from another European Funding Programme (i.e. LEADER cannot match fund FLAG) or from statutory monies (i.e. council cannot match fund a FLAG project). However, match funding can be private monies including bank loans and other private funding mechanisms; however the private match funding must be secured at the time of application. Given the variable grant rates available it is difficult to estimate the value of the additional private investment that could be generated by the programme. However, PACEC estimate that this will be in the region of €612,630¹⁷.

17 This is calculated on the assumption that the majority of those apply under Theme 1: Economic Development of Coastal Area will be applying for the 50%, 60% or 80% grant rates; that those applying under Themes 2 - 4 will be applying under the 60% or 100% grant rates.

Human Resources: There is also significant scope for the mobilisation of human resources both those involved in the project application (i.e. volunteers involved in community groups and initiatives) as well as FLAG board members. The time invested by voluntary FLAG Board members is not insignificant. Whilst this will depend on the number of meetings, calls for applications and application received as well as other Board member duties including PR, monitoring and evaluation, it is expected to be in the region of 10-15 days per board member per year across the life-span of the programme.

7 The Fisheries Local Action Group

7.1 Organisation Details

Table 7.1: Organisation Details

Element	Detail
Organisation Details	Fisheries Local Action Group South West
Primary Contact Details	Contact Name: Vera O'Donovan Website: TBC Role: FLAG SW Co-ordinator Address: BIM Office, An Chúilín, Daingean Uí Chúis, Co Chiarraí Email: odonovan@bim.ie Direct: +353 (0) 66 915 0909 Mobile: +353 (0) 87 224 6518
Date of FLAG Establishment	December 2016
Legal Structure	The Fisheries Local Action Group is the South West Fisheries Local Action Group with Bord Iascaigh Mhara fulfilling the role of Financial Partner and Implementation Partner.

7.2 FLAG Composition and Decision Making

7.2.1 Basis for FLAG Membership

Number of Members: At any given time, it is expected that overall board membership will not be less than ten and not more than seventeen members, but may evolve to ensure that there is democratic accountability across the programme area.

Sectoral Representation: The FLAG comprises public and private partners from the defined geographical areas and includes representatives from different sectors of the local economy/ community that reflect the main focus of the strategy and the socio-economic composition of the area through a balanced representation of the main stakeholders, including private sector, public sector and civil society and ensure a significant representation of the fisheries and/or aquaculture sectors. In keeping with Article 58 of the EMFF Regulation¹⁸ 508/2014 and Article 32 (2) (b) of the Common Provisions Regulation¹⁹, it is important that no single interest group has more than 49% of the voting rights in the decision-making. It is recommended that membership of the FLAG should have a maximum of 40% representation from the Statutory/Public Sector²⁰ and a minimum of 60% representation from the fishing, seafood, coastal communities sector²¹. The balance of organisational representation will be retained throughout the replacement/ rotation process.

18 Article 58 of the EMFF Regulation 508/2014: "Community-led local development should be implemented through a bottom-up approach by local partnerships that are composed of representatives of the public, private and civil society sectors and that reflect correctly the local society. Those local actors are best placed to draw up and implement multisectoral community-led local development strategies to meet the needs of their local fisheries area. It is important to ensure that no single interest group has more than 49 % of the voting rights in the decision-making bodies of Fisheries local action groups (FLAGs)."

19 Article 32 (2) (b) of the CPR 1303/2013: "2. Community-led local development shall be: (b) led by local action groups composed of representatives of public and private local socio-economic interests, in which, at the decision-making level neither public authorities, as defined in accordance with national rules, nor any single interest group represents more than 49 % of the voting rights;"

20 These are likely to include Údarás na Gaeltachta, County Councils including LEOs, Education and Training Boards, LEADER LAGs, Fáilte Ireland, and Enterprise Ireland, among others deemed as statutory.

21 This can include representatives or individuals within the fishery, aquaculture or processing sectors; as well as representatives from the community and voluntary sector.

Gender Balance: In line with Government Policy the gender balance on FLAG boards is to be at least 40% female²². In the previous FLAG programme, the Policy was to ensure that at least 30% of committee members²³ were female and whilst some met this requirement, not all did. Ideally, during the lifetime of the strategy, if at any stage the gender balance does not reflect at least 40% female, the FLAG Board will actively try to recruit suitably qualified female volunteers. To help to achieve this, all nominating bodies will, in future, be asked to nominate two candidates, one male and one female, to the FLAG for any vacant position; in addition, assistance will be sought from respective Public Participation Networks²⁴ (PPN) in identifying appropriate female candidates for any relevant vacancy on the FLAG. This commitment to gender balance will also apply to relevant sub-committees.

Declaration of Interests: All FLAG members will, on appointment, declare their employment status, all business interests and community and voluntary involvement which might involve a conflict of interest or might materially influence the FLAG member in relation to the performance of their duties.

Term of membership: The FLAG Board members will commit to implementing the objectives of the FLAG Local Development Strategy, and will act as a focal point for consultations, implementation and delivery, and promotion of the FLAG. To ensure continuity, appointed members shall remain in place until the end of the current programme.

Annual Review of Membership: The FLAG shall carry out an annual internal review of the membership to account for any change to FLAG objectives or actions, where this is appropriate e.g. where the strategic need for member organisations has been satisfied or new member organisations are required to meet a specific Local Development Strategy need or member organisations are not attending on a regular basis.'

22 Consistent with approach in LEADER Local Development Strategies and reflects aspirations in government policy on gender parity e.g.: Towards Gender Parity in Decision-Making in Ireland - An Initiative of the National Women's Strategy 2007-2016 (2013)

23 <http://www.bim.ie/media/bim/content/newsandevents/START%20UP%20GUIDE%20FOR%20FISHERIES%20LOCAL%20ACTION%20GROUPS.pdf>)

24 Public Participation Networks are the chosen method for recruiting community representatives to the FLAG Board.

7.2.2 Experience and Expertise of FLAG Members

The FLAG South West has 13 members, and is representative of a wide range of sectors and areas. The table below sets out the current membership of the FLAG.

Table 7.2: FLAG Members - Experience²⁵

Organisation	Member	Sector ²⁵	Area	Experience
Mid Kerry Draft nets Assoc.	Denis Teahan	Private	Fishing Aquaculture	Denis is an active member of the Mid Kerry Draft Net Association whom he represents at the Fishery District Committee on behalf of the licensed draftnets men in Cromane. He depends on aquaculture in Castlemaine Harbour and has worked in this industry for the last 30 years. He is also a member of Castlemaine Harbour Co-op. He has a first-hand experience of the dependence of his community on fishing and aquaculture.
Tralee Oyster Fishery Society	Denis O'Shea	Private	Aquaculture	Denis has a biological background and has worked with Tralee Oyster Fishery Society for over 25 years as manager. He represents TOFS on local and national issues and is a proponent of the fishing and aquaculture industry in Kerry. He is based in North Kerry and acutely aware of the importance of public fishing resources such as Tralee Oyster Fishery to the community in north and mid Kerry.
SW RIFF	Edward Moore	Private	Fishing industry	Eddie fishes out of Smerbhic Harbour and Dingle having with over 30 years' experience. He participated in the brown Crab LAC and is now the Chair of the SW RIFF. He is an active member of Chumainn Gleamaigh Chorca Dhuibhne. He is familiar with the challenges facing coastal communities.
Iveragh Fisherman's Co-op	Joe O'Shea	Private	Fishing industry	Joe is a longstanding member of Iveragh Fisherman's' Co-op and also the IFPO. He fishes out of Cahersiveen & has fished all over Ireland. He represented the Co-op on the last FLAG SW 2013-15 and has great interest in the development of the fishing industry.
Údarás na Gaeltachta	Máire Ní Shé	Public	Business Development	Máire works in Business Enterprise Development in the Kerry and Cork Gaeltacht. She has been an active and engaged member of the last FLAG SW 2013-2015 representing local development from the public perspective in Gaeltacht areas. She has a strong awareness of the challenges facing coastal communities through her work.
LEADER	TBC	Public	Community Representation	TBC

²⁵ As per Article 5 of CPR: private sector (fisheries and/or aquaculture sectors), public sector, civil society.

Organisation	Member	Sector ²⁵	Area	Experience
Castlemaine Harbour Co-op	Liam O'Connor	Private	Aquaculture	Liam is treasurer with Castlemaine Harbour Fisheries Cooperative Society Ltd. Which operates the collective management of the Mussel Order Area, to maximise the output and the collective benefit to the community for 57 permit holders who grow mussels producing a harvest of significant economic and social benefit to the area. He has 30 year experience in shellfish growing.
NW Kerry Shellfish Co-op	Seamus O'Grady	Private	Fishing industry	Seamus was the Co-ops representative on the last FLAG SW and brings that experience with him to the current FLAG. He represents NWKS Co-op on the SW RIFF and is also an active member of TOFS.
Sneem Fisherman's Co-op	Stephen Casey	Private	Aquaculture & Fishing	Stephen is an active member of Sneem Fisherman's Co-op. They successfully ran a collaborative project with the aid of the FLAG SW during the last programme. He represents the Co-op whose members are dependent on aquaculture and fishing in South Kerry.
Local Enterprise Office	Tomas Hayes	Public	Business Development	Tomás is CEO of the Local Enterprise Office working to generate sustainable jobs by encouraging and supporting entrepreneurial activity in county Kerry. He has an in-depth understanding of coastal communities as a result of his involvement in oyster farming In addition to active and engaged involvement in the previous FLAG SW 2013-2015.
Mara Beo	Kevin Flannery	Civic	Environment	Kevin is a long time campaigner on biodiversity and environmental issues. He was the Chair of the previous FLAG SW 2013-2015 and holds a position on OPMC. Through his work with Mara Beo he has a unique appreciation of the environmental and tourism issues as they pertain to coastal communities. He is also a member of the SW RIFF.
Kerry LCDC	William Morrell	Civic	LEADER NEWKD Kerry PPN	William is the Vice Chair of Kerry County Local Community Development Committee and is their nomination to the FLAG board. Over the last decade he has gained a vast amount of Community development experience and knowledge in Kerry through his work with NEWKD, Community Awards, Public Participation Network, Recreation and Sports Partnership and Community & Voluntary Forum. His understanding of issues facing people will be an asset to coastal communities in the FLAG SW area.
Kerry LCDC	TBC	Public	LEADER Rural Development	TBC

In accordance with Regulation²⁶ in relation to Fisheries Local Action Groups (FLAGs) it is desirable that the FLAG Board has balanced representation from all relevant sectors and industries to broadly reflect the main focus of their strategy and the socioeconomic composition of the area. At the time of writing the FLAG Board are still working to fill some gaps in the skills, experience and expertise on the FLAG Board. In particular the following issues are noted:

- The FLAG has 5 representatives from the fisheries sector and 4 representatives from the aquaculture sector. It is recognised that these proportions are reflective of the sectors in the FLAG region.
- While the FLAG does not have a tourism representative sitting on the Board, the FLAG Board recognise the importance of this sector as well as the need for input from tourism representatives in project scoring and decision making. In instances where expertise are required in relation to tourism the FLAG Boards have put in place a mechanism for accessing tourism expertise by which tourism representatives (e.g. Fáilte Ireland) will make written submissions to information / feedback requests from the FLAG Board. This mechanism will ensure that tourism is adequately represented as part of the FLAG Board.
- It is recognised that the FLAG Board does not have sufficient representation in terms of training. The FLAG Board are working, through the recruitment of new members, to address this issue, although it is noted that potential members must to be nominated by parent organisations and have a mandate to act on their behalf.

In addition, it is recognised that the FLAG Board members have a greater role to play in the implementation of the 2014-2020 FLAG Programme and that capacity building training will be vital to the successful implementation of the FLAG programme. To equip and support Board members to effectively fulfil their role, a number of actions are planned:

- A training syllabus has been developed – this details a programme of relevant training which will be delivered to address the identified training needs of FLAG Board members; and
- BIM intend to host at least 2 national networking events annually, this will provide an opportunity for networking and the sharing of good practice amongst the Irish FLAGs which in turn will help develop the capacity of board members.

7.2.3 Decision Making Structure and Procedures

The FLAG Board is representative of a wide range of sectors and areas thus providing for effective and accountable decision making. As the core decision-makers, members of the FLAG Board are responsible for the proposal of a community-led local development strategy and are responsible for its implementation²⁷. This means that they are key in fulfilling the financial, strategic, policy and promotion remit of the FLAG, with support at the administrative level by DAFM and BIM. This will enable the FLAG to deliver the LDS from the bottom-up, consistent with the CLLD approach²⁸.

The FLAG will adhere to all required local, national, and European guidance and requirements within decision making, and will fully support principles of human rights, equality and social justice.

The FLAG has a review and decision making role with regard to the implementation of individual, community, and social benefit projects. The FLAG will operate in accordance with relevant FLAG programme operating rules, as set out within the Procedures Manual.

It is expected that decisions will be made on a consensus basis, and where this is not possible, votes will be cast in accordance with the Committee Standing Orders. Decision-making procedures will be representative, and that no sector may have more than 49% of voting rights at any such times²⁹ to protect accountability. The FLAG Board will be assisted by the implementing partners in its capacity to make recommendations for decision-making and provision of awards.

Ultimately, the FLAG Board will recommend projects for funding subject to final confirmation by BIM.

26 REGULATION (EU) No 508/2014, Article 61.

27 Regulation (EU) 508/2014 (EMFF) - Article 61.

28 Regulation (EU) 1303/2013 (CPR) - Article 32

29 Regulation (EU) 1303/2013, Common Provisions Regulation - Article 32 and also Regulation (EU) 508/2014, European Maritime and Fisheries Fund Regulation - Article 58

BIM also plays a role in the project selection process at the eligibility check stage which is final in the absence of further information or clarification which might allow such a decision to be appealed.

7.2.4 Frequency of FLAG Meetings

The number of meetings to be held by the FLAG depends on a number of factors including how many calls there will be per year and how often the board need to meet for assessing projects, monitoring and evaluation purposes. In addition there may be different cycles of meetings with the whole FLAG Board meeting a different number of times per year to any sub-groups or sub-committees established.

Guidance from FARNET, Managing Effective Partnerships³⁰, suggests that from experience that FLAG Boards should be between four and five times a year, depending on the number of project applications submitted. Making a calendar of meetings well in advance helps to ensure good attendance at meetings as it is often difficult to arrange meetings at short notice for a large number of busy people.

In line with governance good practice, minutes should be recorded and circulated in advance of each subsequent meeting.

³⁰ FARNET Guide 4 – Steps for Success – Managing Effective Partnerships https://webgate.ec.europa.eu/fpfis/cms/farnet/files/documents/EN_GUIDE_4_4-16.pdf

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