

# Offaly Local Development Strategy

## The LAG

### Organisation Details

<b>Name of LAG</b>	Offaly Local Community Development Committee
<b>Postal Address</b>	Offaly County Council, Áras an Chontae, Charleville Road, Tullamore Co. Offaly
<b>Telephone Number</b>	(057) 9346800

### Statutory Interests - 8 Members

Sector	Member Name	Organisation
Local Authority Elected Members	Cllr John Clendennen Cllr Declan Harvey Cllr Brendan Killeavy	Offaly County Council Offaly County Council Offaly County Council
Local Authority Officials	Declan Kirrane Orla Martin Anna Marie Delaney	Offaly County Council Offaly County Council Offaly County Council
State Agencies	Tony Dalton Con Feighery Graham Touhy	Laois & Offaly Education and Training Board Teagasc Department of Social Protection

### Non Statutory Interests - 10 Members

Community & Voluntary	Tom Finnerty Frances Walsh	Offaly Public Participation Network Community Representatives (2)
Social Inclusion	Elizabeth Fleming Margaret Murphy	Offaly Public Participation Network Social Inclusion Representatives (2)
Environment	Eimhin Shortt	Offaly Public Participation Network Environmental Representative (1)
Local development and community development	Brendan O'Loughlin	Offaly Local Development Company
Other civic society / 'local & community	Dominic Doheny John Keena Henry O'Shea Christina Byrne	Construction Industry Federation Offaly Irish Farmers Association SIPTU Slieve Bloom Rural Development Co-operative

## Area Profile

### Area Selection

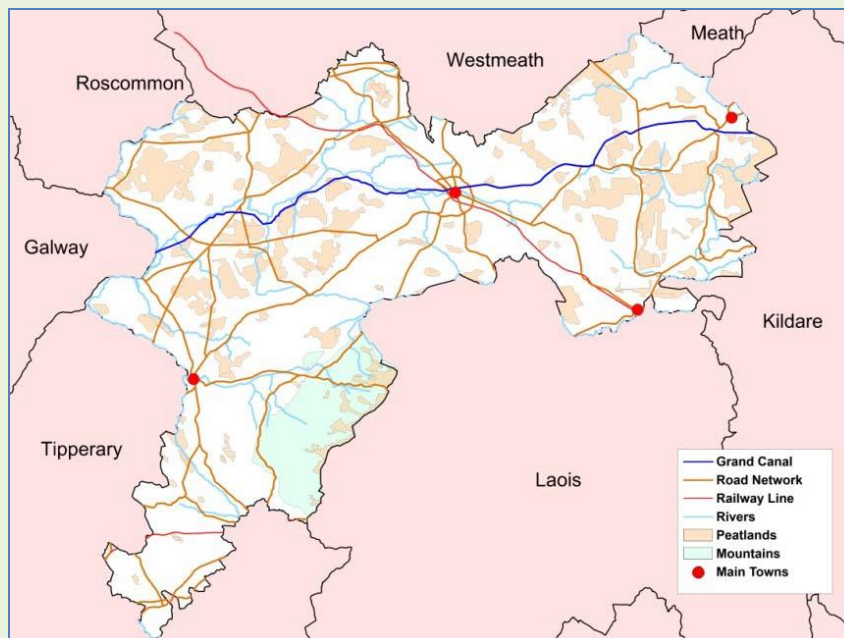
#### Overview:

The development of this area profile and socio-economic profile has been prepared as part of the development of a Local Development Strategy for Offaly, based on key socio economic indicators for the County; data contained in the Local Economic and Community Plan (LECP) for Offaly and feedback provided as part of a comprehensive stakeholder engagement and consultation process.

This provides the basis for key themes, objectives and actions for the County – outlined in Section Four of this LDS – that will contribute to the economic, social, educational, environmental and cultural development of the County and be consistent with promoting social inclusion, reducing poverty and ensuring the overall economic development of rural Offaly.

#### Area Selection:

The proposed geographical area for the LDS is County Offaly; a predominantly rural county with a population of 76,687 (Census 2011). Tullamore is the County Town with a population of 14,361, with other main centres of population being Edenderry, Birr, Banagher, Shinrone, Clara, Kilcormac, Daingean and Portarlington (based on population density of greater than 100 persons per square kilometre being classified as a rural town). The County is bordered by seven counties which are Galway, Roscommon, Tipperary, Laois, Westmeath, Kildare and Meath.



## LDS Action Plan

The LDS has nine key objectives outlined below. These are aligned with relevant local, regional, national and EU strategies

<p><b>Local Objective 1</b></p>	<p>To support enterprise development and job creation in Offaly, that will generate economic activity in rural communities; encourage entrepreneurship at all stages from new start-ups to established enterprises and maximise the County's potential opportunities in this area; through a range of community based and private projects; targeted and sector specific based initiatives and collaborative actions.</p> <p>Overall budget allocation: €800,000            Strategic Action 1.1: €400,000            Strategic Action 1.2: €280,000            Strategic Action 1.3: €120,000</p>
<p><b>Local Objective 2</b></p>	<p>To develop tourism and the tourism product (amenities, accommodation, facilities and activities) as a key economic and employment generator for the County; combining the natural resources available, diversification of rural land uses, the County's cultural and heritage assets and the central location.</p> <p>Overall budget allocation: €1.2m            Strategic Action 2.1: €900,000            Strategic Action 2.2: €300,000</p>
<p><b>Local Objective 3</b></p>	<p>To animate and facilitate the development of a Rural Towns Initiative in Offaly that seeks to promote the regeneration and sustainability of these areas; enabling the local community to develop the resilience and capacity to find local solutions to local issues and capitalise on local opportunities.</p> <p>Overall budget allocation: €600,000            Strategic Action 3.1: €240,000            Strategic Action 3.2: €120,000            Strategic Action 3.3: €240,000</p>
<p><b>Local Objective 4</b></p>	<p>To support local actions in Offaly that will complement the national strategies on broadband so as to enhance the social and economic development of rural areas in the County.</p> <p>Overall budget allocation: €200,000            Strategic Action 4.1: €200,000</p>
<p><b>Local Objective 5</b></p>	<p>To promote social inclusion, reduce exclusion and improve quality of life and access to services for people living in Offaly, through actions that provide for basic services tailored to meet the needs of communities and individuals within those communities in both an urban and rural context.</p> <p>Overall budget allocation: €1.2m            Strategic Action 5.1: €900,000            Strategic Action 5.2: €300,000</p>

Offaly LDS Summary

<p><b>Local Objective 6</b></p>	<p>To provide tailored supports that meet the needs of rural young people including those target groups who are at risk of early school leaving and / or not in education, employment or training (NEETS).</p> <p>Overall budget allocation: €600,000 Strategic Action 6.1: €600,000</p>
<p><b>Local Objective 7</b></p>	<p>To support the protection and sustainable development of Offaly’s water resources based on creating an awareness of their value and contribution the overall environmental development of the County.</p> <p>Overall budget allocation: €350,000 Strategic Action 7.1: €350,000</p>
<p><b>Local Objective 8</b></p>	<p>To provide a package of environmental actions that support the protection, awareness, enhancement and development of the natural landscape and wildlife, the flora and fauna integral to this landscape and the ecosystems that these support; as a key contributor to sustaining the rural environment of Offaly.</p> <p>Overall budget allocation: €350,000 Strategic Action 8.1: €350,000</p>
<p><b>Local Objective 9</b></p>	<p>To promote and support the development and use of community based renewable energy initiatives as a basis for contributing to the long term sustainable development of rural communities in Offaly – yielding social, economic and environmental results for communities, rural businesses, households and target populations.</p> <p>Overall budget allocation: €700,000 Strategic Action 9.1: €700,000</p>

**Local Objective 1**

**Strategic Action 1.1**

**Title of Strategic Action:**

**Expanding the SME Base**

To support and expand the SME base in Offaly; providing tailored interventions based on the stage of enterprise development – from pre-development – to start up – to new and existing enterprises.

**Anticipated  
Outputs/Indicators &  
Targets:**

Number of Enterprises funded: 52 (start-up)  
 Number of Enterprises funded: 78 (established)  
 Number of Jobs Created: 195 (new)  
 Number of Jobs Sustained: 390 (sustained)  
 Number of Enterprises funded in each sector:

- Agriculture Diversification: 6
- Hospitality: 33
- Manufacturing and other: 91
- ICT: 32

**Strategic Action 1.2**

**Title of Strategic Action:**

**Supporting Sectoral Growth**

To target specific sectors (Artisan Food, Craft and indigenous sectors) for growth and development, building on the high quality which currently exists and with the potential to contribute significantly to the rural economy in Offaly.

**Anticipated  
Outputs/Indicators &  
Targets:**

Number of Enterprises funded: 45 (start-up)  
 Number of Enterprises funded: 68 (established)  
 Number of Jobs Created: 113 (new)  
 Number of Jobs Sustained: 136 (sustained)  
 Number of Enterprises funded in each sector:

- Food & Beverage: 56
- Creative Industries: 57

**Strategic Action 1.3**

<p><b>Title of Strategic Action:</b></p>	<p><b>Developing Social Enterprise</b> To support and facilitate the development of Social Enterprise in Offaly, recognising the critical role that these play in assisting enterprise and employment creation and in providing much needed services and / or products.</p>
<p><b>Anticipated Outputs/Indicators &amp; Targets:</b></p>	<p>Number of Enterprises funded: 8 (start-up) Number of Enterprises funded: 25 (established) Number of Jobs Created: 49 (new) Number of Jobs Sustained: 99 (sustained) Number of Enterprises funded in each sector:  <ul style="list-style-type: none"> <li>• Social Enterprise: 33</li> </ul> </p>

**Local Objective 2**

**Strategic Action 2.1**

<p><b>Title of Strategic Action:</b></p>	<p><b>Tourism Products, Services and Events</b> To support the growth of the tourism offering in the County through the enhancement and development of high quality tourism products, visitor services and tourism events as key elements to the overall experience of visitors and locals alike.</p>
<p><b>Anticipated Outputs/Indicators &amp; Targets:</b></p>	<p>Number of Projects funded – New: 38 Number of Projects funded – Existing: 87 Number of Jobs Created – New: 187 Number of Jobs Sustained: 174 Number of each type of initiative funded:  <ul style="list-style-type: none"> <li>• Activity/Adventure Tourism: 25</li> <li>• Culture &amp; Heritage Tourism: 18</li> <li>• Rural Recreation: 18</li> <li>• Eco-Tourism: 18</li> <li>• Health &amp; Wellness Tourism: 12</li> <li>• Marine &amp; Water-based Tourism: 20</li> <li>• Agri-Tourism: 7</li> <li>• Cluster/network of Tourism Businesses: 7</li> </ul> Number of Visitors: 75,000</p>

**Strategic Action 2.2**

<p><b>Title of Strategic Action:</b></p>	<p><b>Branding and Marketing County Offaly</b> To support a County wide branding and marketing campaign that packages and promotes tourism in the County.</p>
<p><b>Anticipated Outputs/Indicators &amp; Targets:</b></p>	<p>Number of Projects funded – New: 5                  Number of Jobs Created – New: 20                  Number of Jobs Sustained: 15                  Number of each type of initiative funded:  <ul style="list-style-type: none"> <li>• Promotion of area as “destination”: 5</li> </ul>                 Number of Visitors: 75,000</p>

**Local Objective 3**

**Strategic Action 3.1**

<p><b>Title of Strategic Action:</b></p>	<p><b>Facilitating Community Planning</b> To facilitate an integrated community planning process in twelve communities in Offaly; reflecting geographic spread around the County and differentiated by their social and economic profiles.</p>
<p><b>Anticipated Outputs/Indicators &amp; Targets:</b></p>	<p>Number of projects funded: 90                  Population in towns receiving funding: 36,000                  Number of projects funded by type  <ul style="list-style-type: none"> <li>• Tidy Towns 48</li> <li>• Development of recreation spaces: 12</li> <li>• Development of markets: 6</li> <li>• Development of festivals: 24</li> </ul>                 Number of jobs created – new (FT/ PT/ seasonal): 18                  Number of existing jobs supported (FT/ PT/ seasonal):180</p>

**Strategic Action 3.2**

<p><b>Title of Strategic Action:</b></p>	<p><b>Fostering Community Engagement</b> To create a small scale development fund to support communities to undertake engagement strategies and short-term actions as part of the integrated planning process.</p>
<p><b>Anticipated Outputs/Indicators &amp; Targets:</b></p>	<p>Number of projects funded: 60 Population in towns receiving funding: 36,000 Number of projects funded by type</p> <ul style="list-style-type: none"> <li>• Maintenance/Restoration/Upgrading of built environment in town:18</li> <li>• Tidy Towns: 42</li> </ul> <p>Number of jobs created – new (FT/ PT/ seasonal): Number of existing jobs supported (FT/ PT/ seasonal): 90</p>

**Strategic Action 3.3**

<p><b>Title of Strategic Action:</b></p>	<p><b>Revitalising Town Resources</b> To develop a streetscape enhancement programme which will focus community based responses to dereliction and dis-used buildings, land areas</p>
<p><b>Anticipated Outputs/Indicators &amp; Targets:</b></p>	<p>Number of projects funded: 8 Population in towns receiving funding: 40,000 Number of projects funded by type</p> <ul style="list-style-type: none"> <li>• Streetscape enhancement: 8</li> </ul> <p>Number of jobs created – new (FT/ PT/ seasonal): 12 Number of existing jobs supported (FT/ PT/ seasonal): 160</p>

**Local Objective 4**

**Strategic Action 4.1**

<p><b>Title of Strategic Action:</b></p>	<p><b>Facilitating Community-Based Broadband</b> To facilitate the development of community based broadband initiatives that support access to high quality broadband in rural areas to stimulate the social and economic development of these communities.</p>
<p><b>Anticipated Outputs/Indicators &amp; Targets:</b></p>	<p>No. of capacity building/training/information projects funded: 16 Number of individuals participating in capacity building/training/information activities: 400 No. of new jobs created (FT/ PT/ Seasonal): 8 No. of existing jobs sustained (FT/ PT/ Seasonal): 200</p>



**Local Objective 5**

**Strategic Action 5.1**

**Title of Strategic Action:** To support and enhance the social, economic, physical and recreational development of communities in Offaly so as to ensure social inclusion, access to services and regeneration of local areas.

**Anticipated Outputs/Indicators & Targets:**

Number of services funded – new: 25  
 Number of services funded – existing: 60  
 Number of jobs created – new: 24 (Tús; RSS; CE etc)  
 Number of existing jobs sustained: 80 (Tús; RSS; CE etc)  
**Number of projects funded by type:**  
*Total = 85*  
 Recreational/Physical Amenities: 34  
 Social Amenities: 17  
 Cultural Amenities: 17  
 Health/Bereavement/Suicide Prevention Services: 9  
 Education: 4  
 Personal Support Services: 4  
**Nature of services provided:**  
 To provide a service that isn't there: 25  
 To enhance participation/outcomes of a service: 60  
**Number of projects funded by target group:**  
 Disadvantaged rural / urban communities: 60  
 Rurally isolated communities: 25

**Strategic Action 5.2**

**Title of Strategic Action:** **Capacity Building:** To undertake actions that build the capacity of specific target groups in Offaly, strengthening their capacity to reduce social exclusion, disadvantage and poverty and improve their quality of life and wellbeing.

**Anticipated Outputs/Indicators & Targets:**

Number of services funded – new: 8  
 Number of services funded – existing: 17  
 Number of jobs created – new: 10 (Tús; RSS; CE etc)  
 Number of existing jobs sustained: 34 (Tús; RSS; CE etc)  
**Number of projects funded by type:**  
*Total = 25*  
 Education (Training/Animation/Capacity building): 16  
 Health/Bereavement/Suicide Prevention Services: 5  
 Personal Support Services: 4  
**Number of projects funded by target group:**  
 Disadvantaged rural / urban communities: 15  
 Rurally isolated communities: 10

**Local Objective 6**

**Strategic Action 6.1**

**Title of Strategic Action:**

A continuum of supports will be developed to meet the needs of rural young people in line with the local context in terms of existing service delivery and gaps to harness their potential; identify opportunities and facilitate their engagement in the social and economic development of their local areas.

**Anticipated  
Outputs/Indicators &  
Targets:**

**Number of projects funded:** 40  
**Number of projects funded by type:**  
 Youth Clubs/Cafes: 20  
 Youth Entrepreneurship: 5  
 Sport/Recreation: 5  
 Arts: 5  
 Youth Development: 5  
**Nature of services provided:**  
 To provide a service that isn't there: 12  
 To enhance participation/outcomes of a service: 28

**Local Objective 7**

**Strategic Action 7.1**

**Title of Strategic Action:**

**Community-based water resource management**  
 To design and implement a package of community based conservation initiatives that seek to address water resource management and the sustainable development of the County's waterways and their intrinsic environmental as well as social and economic value.

**Anticipated  
Outputs/Indicators &  
Targets:**

Number of projects funded – new: 10  
 Number of projects funded – existing (and when founded): 10  
 Number of jobs created – new (FT/ PT/ Seasonal): 30  
 Number of existing jobs sustained (FT/ PT/ Seasonal): 60  
 Type of project funded:

- Energy other (Water conservation): 6
- Education and awareness programmes: 10
- Local co-ordination initiatives: 2
- Technical/ scientific cooperation: 2

**Local Objective 8**

**Strategic Action 8.1**

**Title of Strategic Action:** **Environmental Conservation and Management**  
To develop and implement a package of environmental conservation and management initiatives that seek to support the County’s natural heritage and landscape.

**Anticipated Outputs/Indicators & Targets:**  
 Number of projects funded – new: 24  
 Number of projects funded – existing (and when founded):  
 Number of jobs created – new (FT/ PT/ Seasonal): 36  
 Number of existing jobs sustained (FT/ PT/ Seasonal): 72  
 Type of project funded:  
 • Education and awareness programmes: 12  
 • Nature conservation initiatives: 12

**Local Objective 9**

**Strategic Action 9.1**

**Title of Strategic Action:**  
To (i) research and develop (ii) implement a package of community based environmental energy production, conservation and management initiatives that support and underpin the future sustainability of communities in the County – creating an environment that will encourage people to live and work in the County.

**Anticipated Outputs/Indicators & Targets:**  
 Number of projects funded – new: 6  
 Number of projects funded – existing (and when founded): 3  
 Number of jobs created – new (FT/ PT/ Seasonal): 13  
 Number of existing jobs sustained (FT/ PT/ Seasonal): 27  
 Type of project funded:  
 • Wind energy / Solar power / Energy other: 5  
 • Education and awareness programmes: 4