

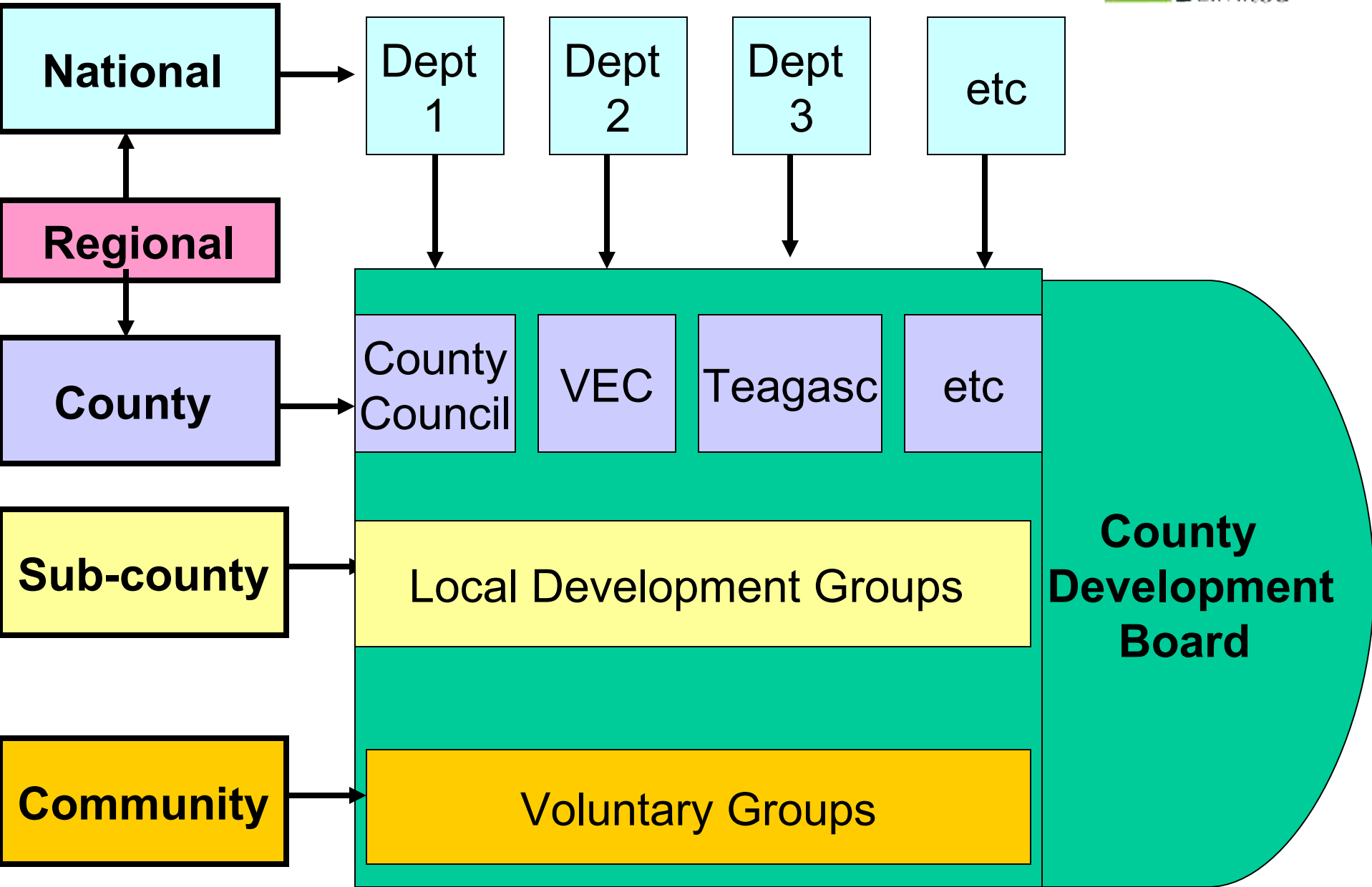
Ballyhoura Development Overview

To make the Ballyhoura Development Area a quality location in which to enjoy life and work and a favoured destination for investors, visitors, returning migrants and immigrants.

Structure of Presentation

- Irish Governance Context
- Ballyhoura Development Area -Profile
- The Process
- Conclusion

Irish Governance Context



Ballyhoura Area Profile

Ballyhoura Development



- Established 1989
- Manage **rural development** and **social inclusion**
Area and Client Focussed Agent of Development

Operation Structures

- Company Limited by Guarantee; Charitable Status
- Partnership: Community, Social Partners, Public Bodies, Elected Representatives

Aim

- Create and enhance opportunities by working in partnership and fostering participation, thereby making possible the enjoyment of quality life chances and economic security

Organisational Mission

Ballyhoura Development Ltd. working in partnership to foster a proactive and inclusive society, eager to preserve heritage and culture, embrace change and exploit new opportunities.

Overall Aim of the Ballyhoura Rural Development Strategy:

To facilitate the growth of a diversified rural-based economy whilst developing a knowledge-driven society to ensure superior quality of life opportunities in the Ballyhoura Development Area.

BOARD OF BALLYHOURA DEVELOPMENT

Aims

Tourism

**Enterpr
ise**

**Comm-
unity**

**Employ-
ment**

**Corporate
Support
Services**

**Sub-
Comm-
itees
Board
members
only**

Tourism

Enterpr
ise

Commu
nity

Employ
ment &
Training

Strategy
HR
Audit &
Finance

**Advisory
Councils
No Board
members**

Tourism

Enterp
rise

Comm-
unity

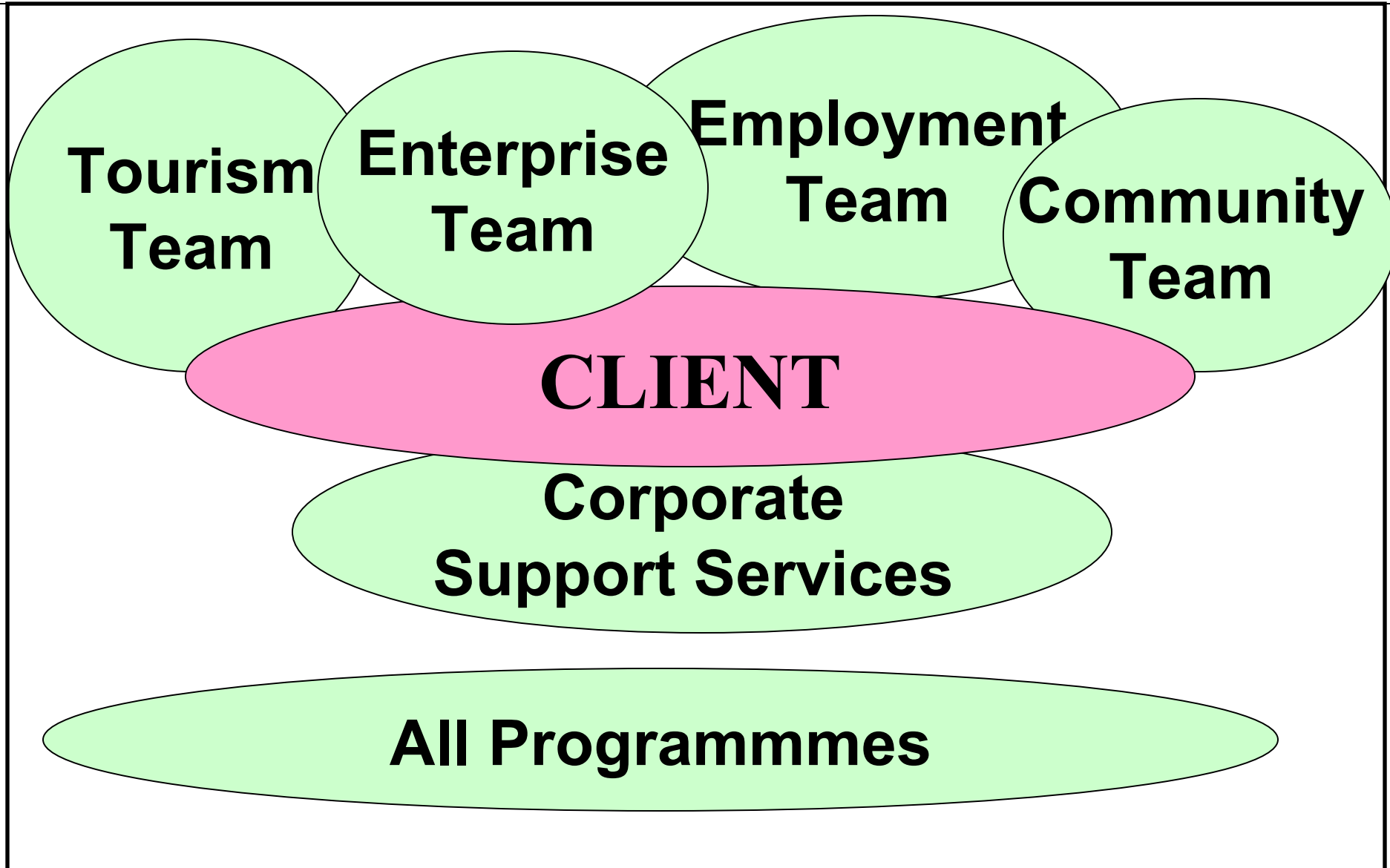
Employ-
ment &
Training

Projects
Advisory
Council
(PAC)

Social Inclusion Advisory Council

Ballyhoura Development

Client & Area Focussed Agent of Development



Area Profile

- East Cork/East Limerick
- Area:** 1,879 sq. km.
- ED's:** 89 of which 41 are CLAR designated
- Population:** 78,191 (Density 41.8 persons per sq. km)



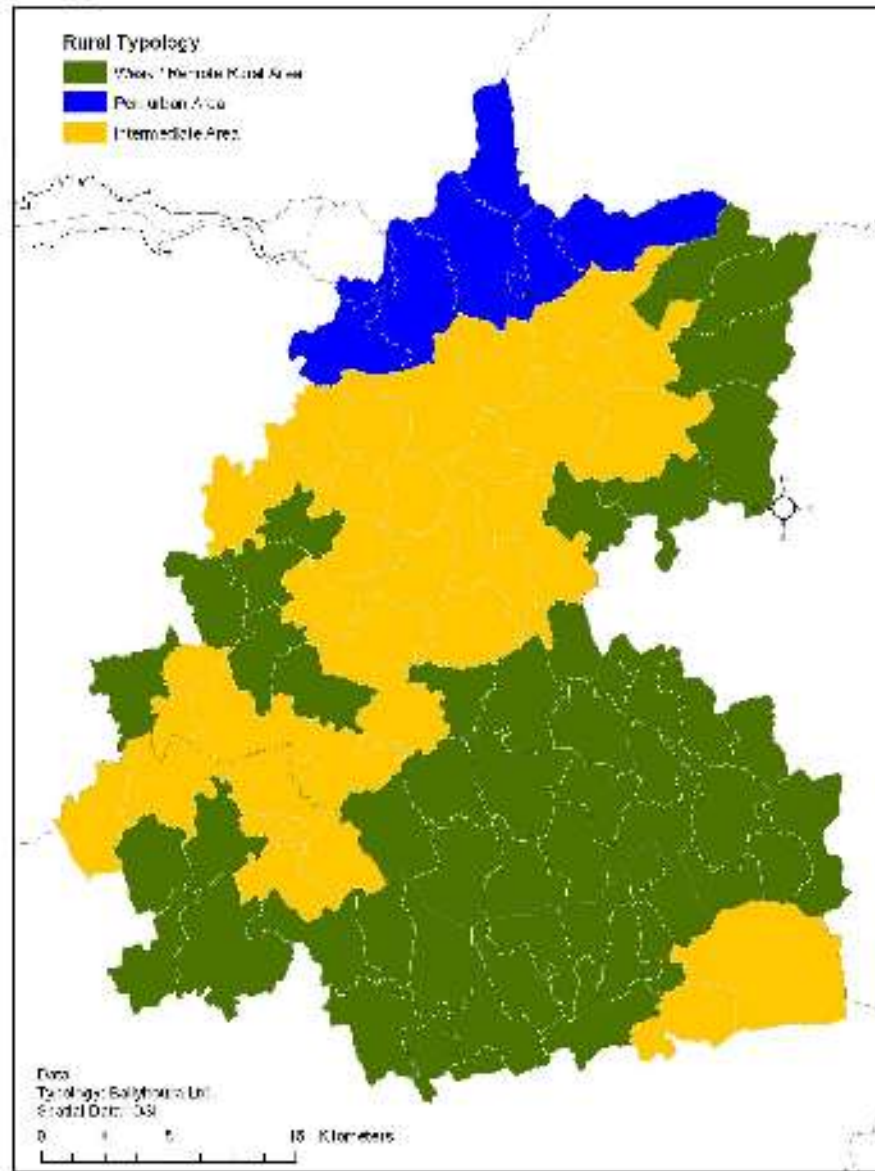
Area Profile

- **Social Organisation:** 54 local communities
- **Settlement Patterns:** Dispersed
 - **13 Towns** (3 categories)
 - **T1: Population of 2,500-3,500:** 2 Towns
 - **T2: Population of 1,000-<2,500:** 4 Towns
 - **T3: Population of 500-<1,000:** 7 Towns
- **Secondary Schools:** 17
- **Primary Schools:** 84
- **University:** University of Limerick

Statistics from the area

- -Population: Increase by 16.2% from 1991-2006 to a total population of 78,191;
- Population density 41.8 persons per sq. km ranging from 371.5 to 5.8
- Age and gender imbalance
 - - Increasing non-Irish national population
 - - Proportion of lone parents 15.4% compared to a national figure of 21.3%.
 - - Labour force participation rate: 58.3% compared to national figure of 62.5%
 - - Employment hubs of Limerick, Charleville, Fermoy, Kilmallock, Mallow and Mitchelstown.

Classification of Electoral Divisions in the Ballyhoura Area



Area Types



Peri-Urban



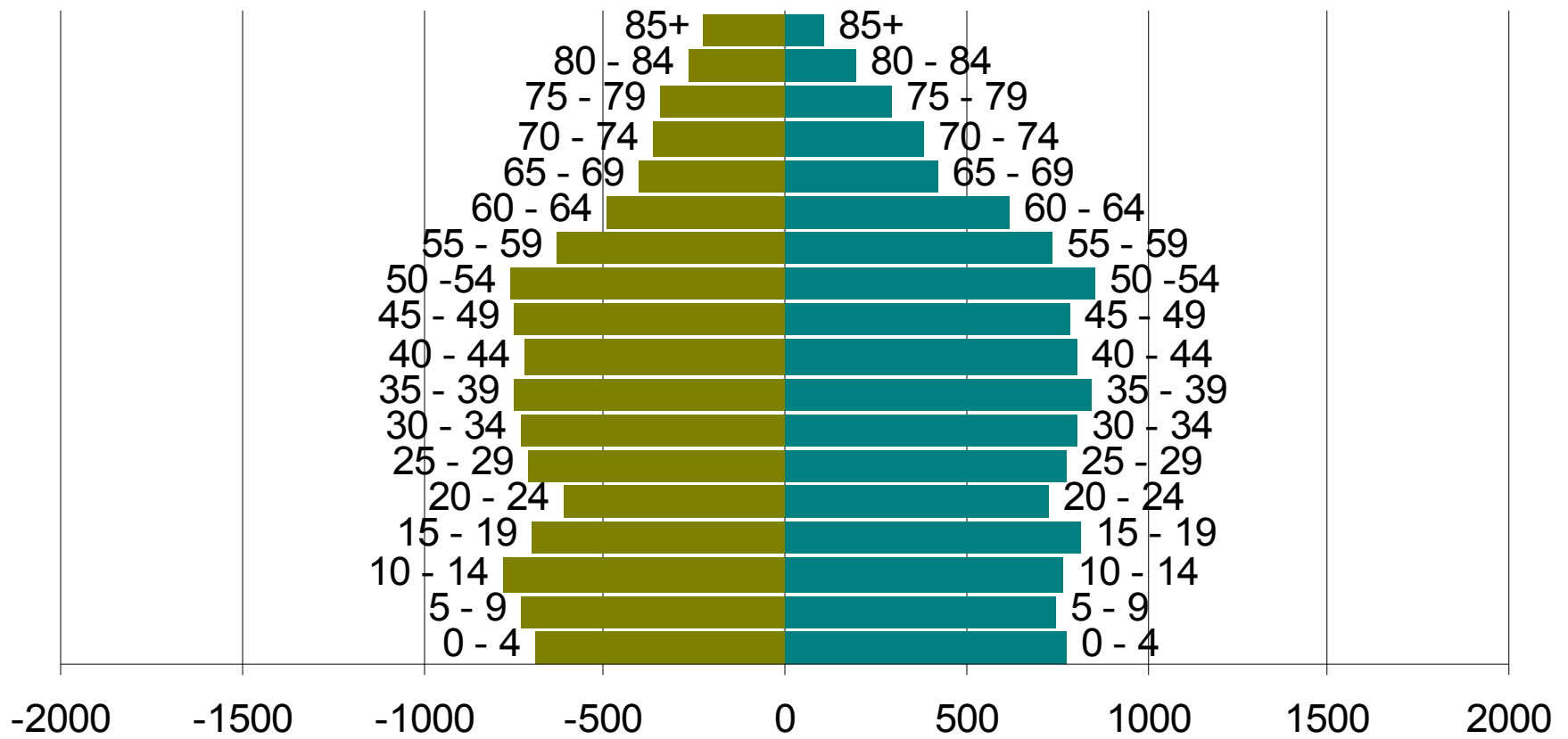
Intermediate



Weak/
Remote Rural

<i>Area Type</i>	<i>Key Issues</i>
Peri-Urban	<ul style="list-style-type: none"> - Focus on community identity - Structures to support socially excluded & to develop understanding of social inclusion - Childcare, youth, community & leisure facilities.
Intermediate	<ul style="list-style-type: none"> - Strengthen market towns - Local quality employment opportunities - Diversification opportunities - Service provision incl communications <p>Model of inter-agency networks</p>
Weak/ Remote Rural	<ul style="list-style-type: none"> - Social economy opportunities - Environment, recreation, heritage, culture and landscape initiatives <p>Repopulation strategy</p>

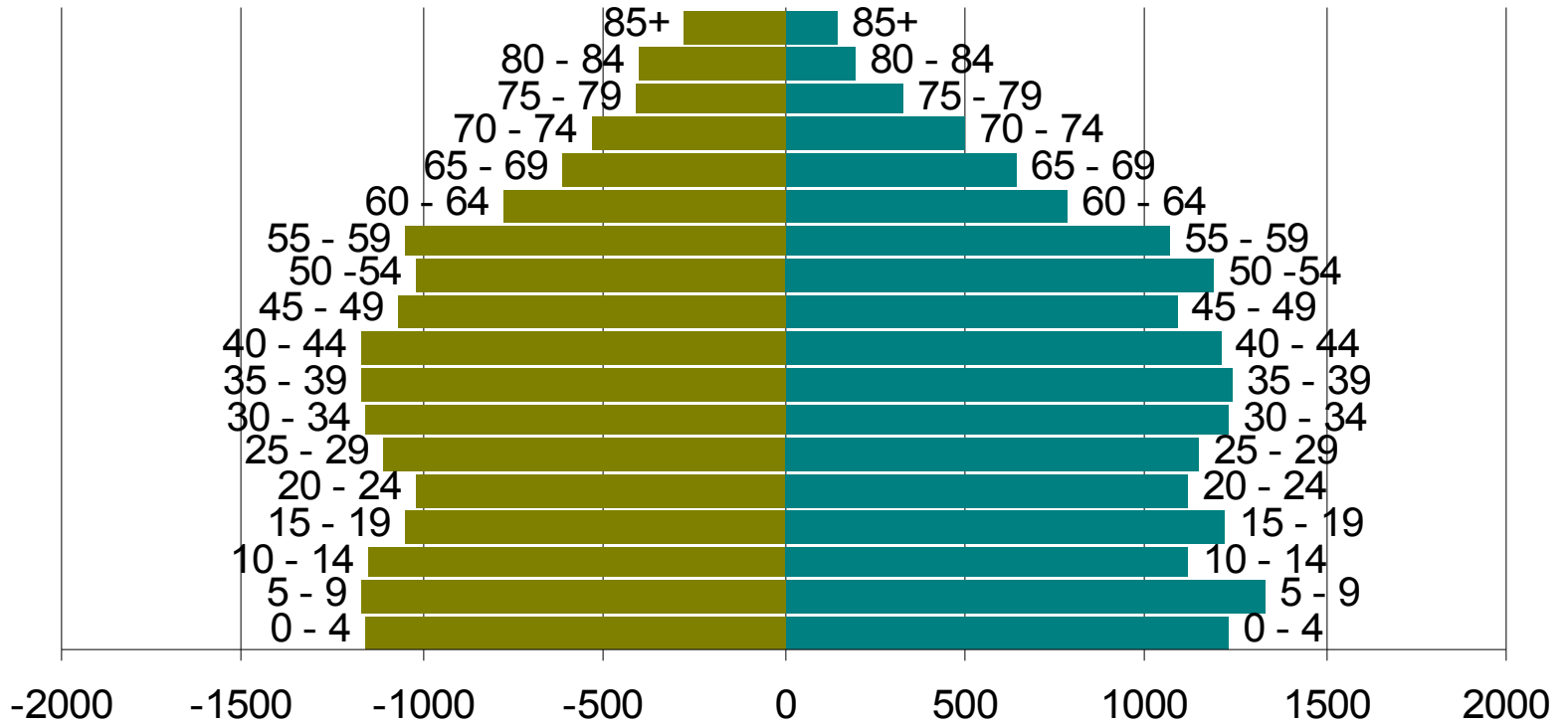
Ballyhoura: Demographic Structure of Remote Areas 2006



■ Female

■ Male

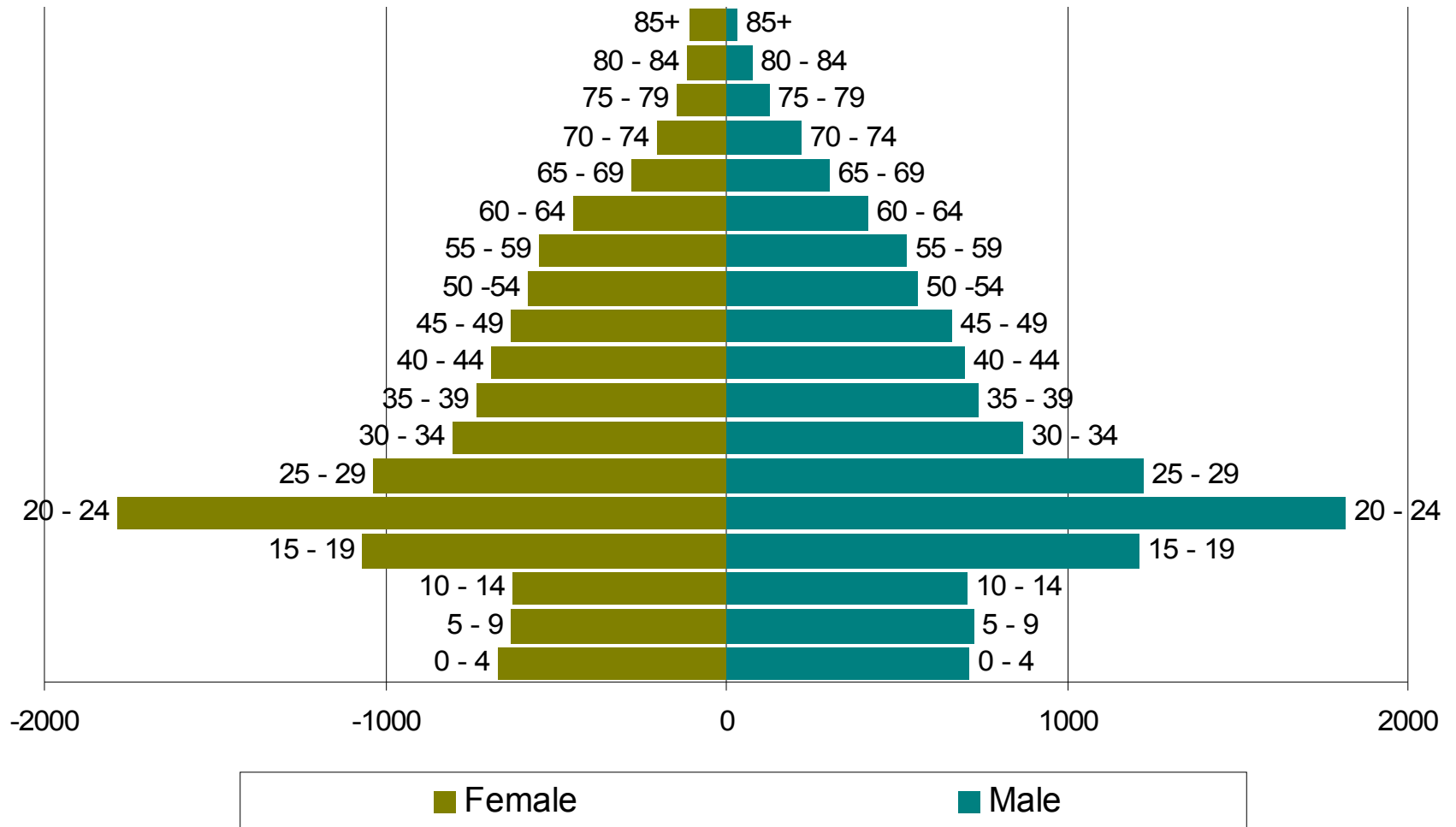
Ballyhoura: Demographic Structure of Intermediate Areas 2006



■ Female

■ Male

Ballyhoura: Demographic Structure of the Peri-urban Areas 2006



Ballyhoura Development Area

Issues

- Relative quality of life
- Dependence: agriculture, construction, transport
- Much of area losing population
- Peri-urban / commuter growth commence
- Deteriorating infrastructure & declining services

Challenges

- Diversification of the Rural Economy
- Improve Quality of Life

Issues to Consider in Rural Community Work Practice

Differentiating between Rural and Urban -

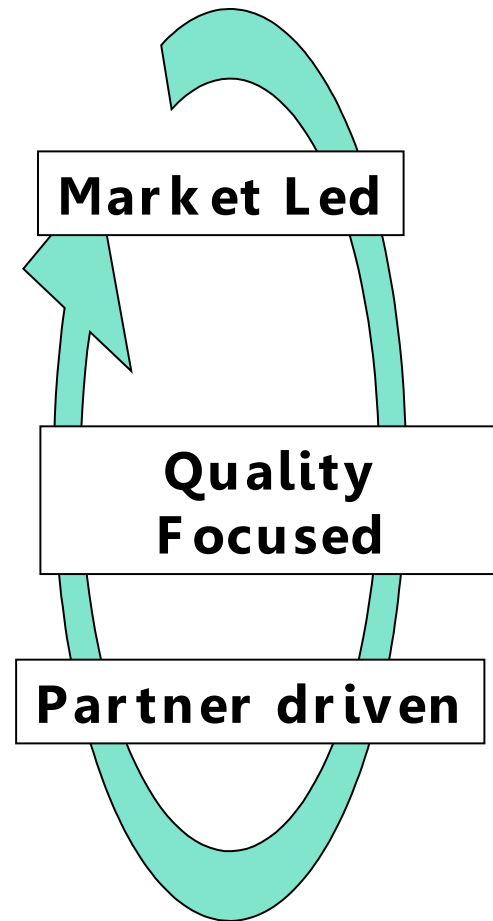
- **Settlement:** Dispersal of Target Groups
- **Access:** physical access, social access, access to services, access to education, access to employment opportunities and social outlets. Distance to service.
- **Economy:** Agriculture -> decline -> underemployment. Distance from labour market
- **Services:** low population density => fewer services
- **Local Attitudes and Interpersonal Relationships:** Private nature of rural dwellers

Support Measures

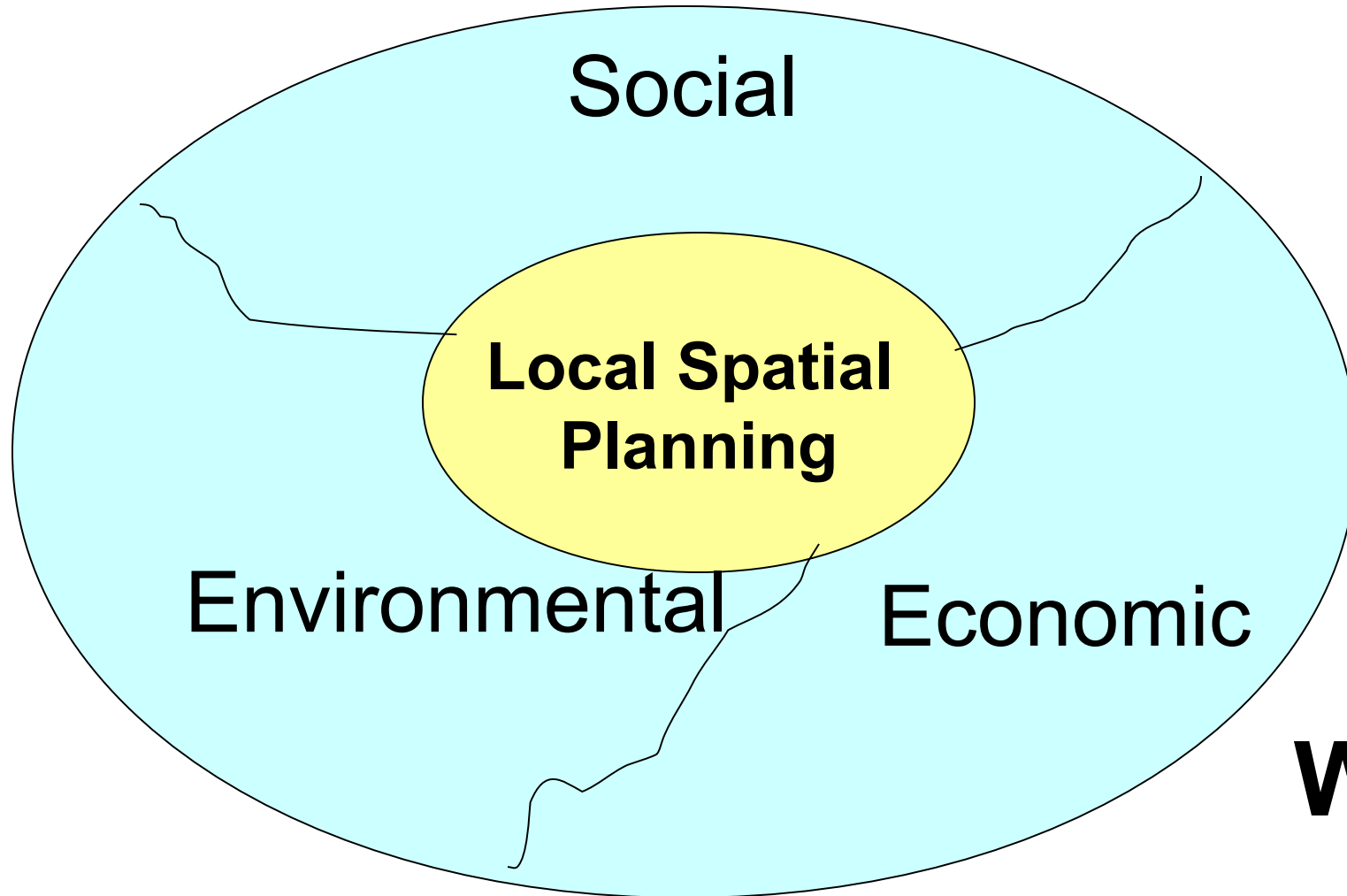
- ☞ Animation, Mobilisation and Facilitation
- ☞ Research and Development
- ☞ Brokerage of Resources
- ☞ Piloting of initiatives
- ☞ Training
- ☞ Capital Support for:
 - Rural Tourism
 - Small and Medium Enterprises
 - Environment and Living Conditions
- ☞ Inter-territorial and Transnational Co-operation

Overall Development Strategy

- Partnership and participation
 - Relevant partners
 - Structure
- Strategic Planning/Consultation, Ownership
 - Innovation, Initiatives
 - Pilots
- Animation and Capacity Building
 - Tailored Targeted Response
 - Need for ‘ring-fenced’ budget
- Training
- Research

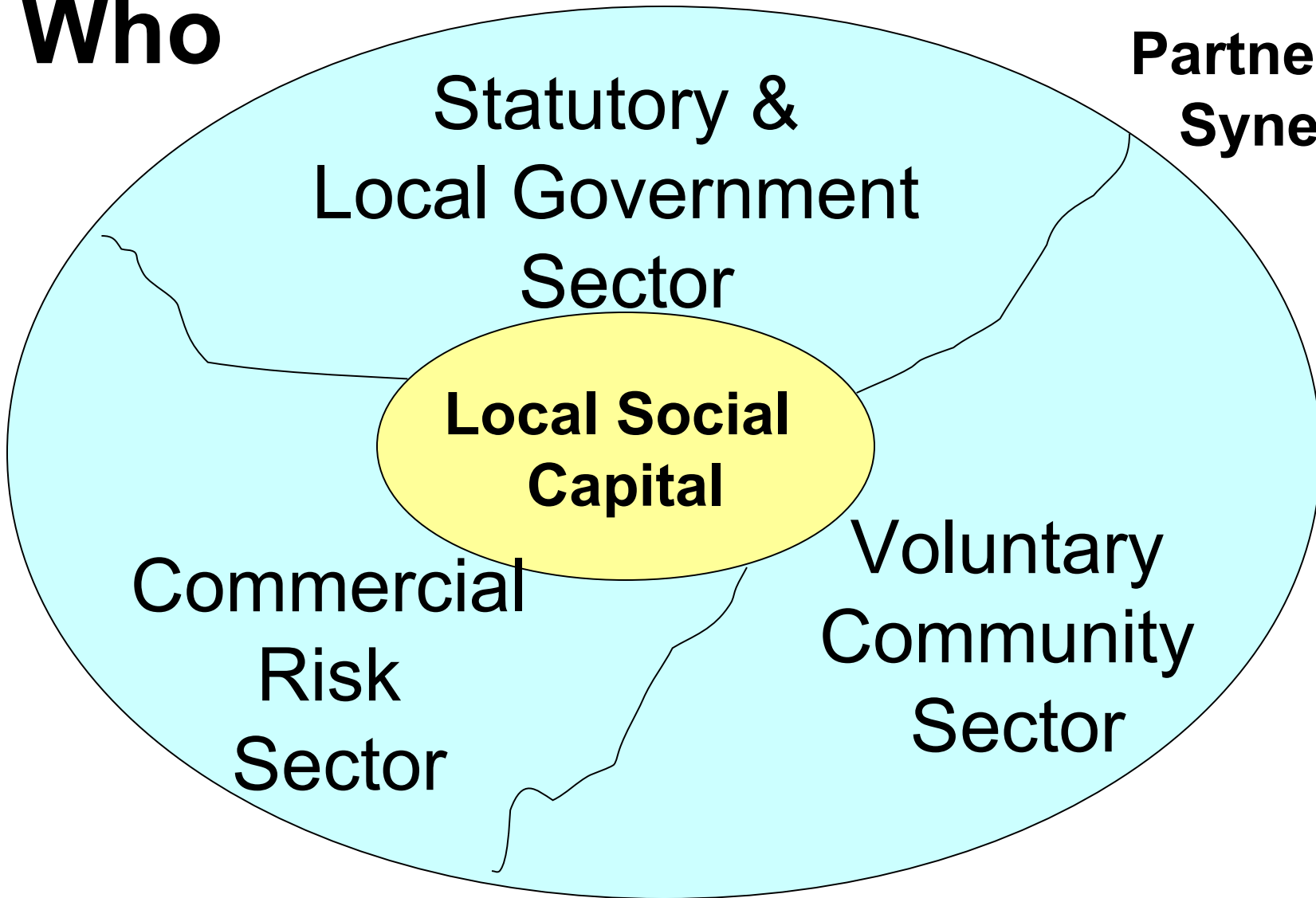


Rural Sustainable Community



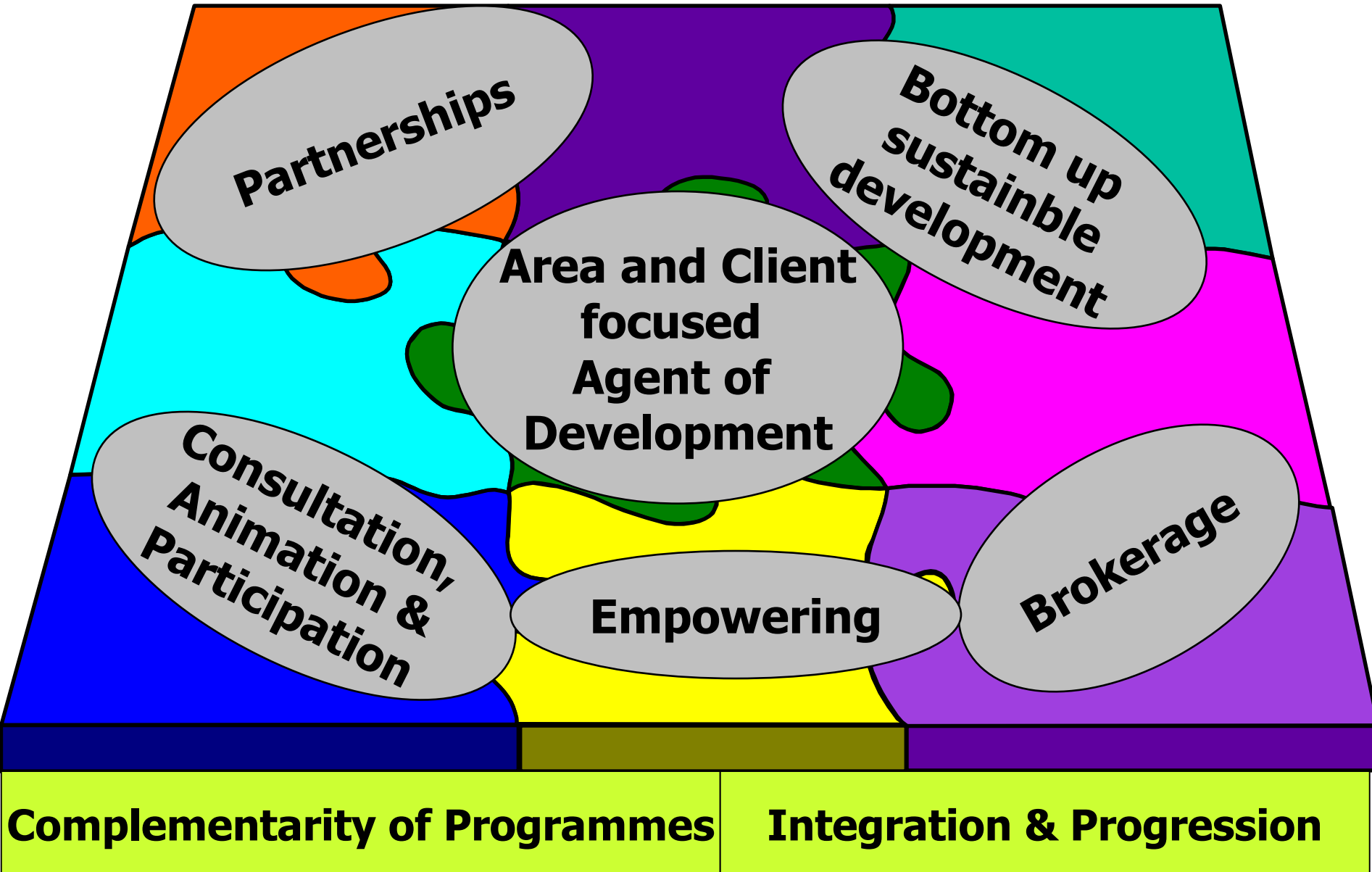
What

Who



**Partnership
Synergy**

Initiating Local Development



Contact Ballyhoura Development
Ltd
for further information
+353 63-91300
localdev@ballyhoura.org
www.ballyhouradevelopment.com