

**KERRY**

**KERRY LOCAL ECONOMIC  
AND COMMUNITY PLAN  
2023–2029**

Socio-Economic  
Statement





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## 1 LOCAL ECONOMIC & COMMUNITY PLAN - INTRODUCTION & CONTEXT



The Kerry Local Community Development Committee (LCDC) and the Economic Development, Enterprise and Community Strategic Policy Committee along with Kerry County Council have commenced a process to prepare a Local Economic and Community Plan (LECP) for the period 2023-2029. The Local Economic and Community Plan will provide a 6-year high-level framework and two-year implementation plan to address the needs of those who live, work and visit the County.

The LECP is part of the overall process for national transformation set out in Project Ireland 2040 and which includes the National Planning Framework (NPF) and the National Development Plan (NDP). The LECP must be consistent with the Local County Development Plan and the Regional Spatial and Economic Strategy (RSES)

The purpose of the LECP, as provided for in the Local Government Act 2001 (as amended by the Local Government Reform Act 2014), is to set out, for a six-year period, the objectives and actions needed to promote and support the economic development and the local and community development of the relevant Local Authority area.

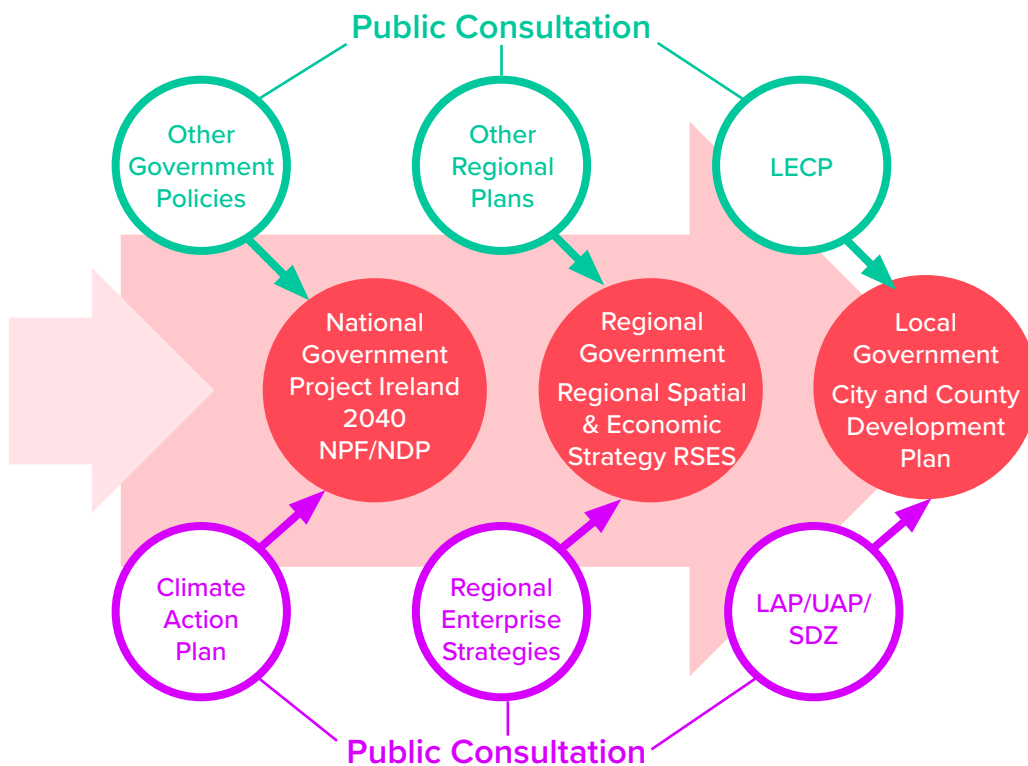


Figure 1: Legislative Context source: LECP Guidelines 2021

## 2 KERRY LOCAL ECONOMIC AND COMMUNITY PLAN (LECP) - AN INTEGRATED APPROACH



The aim of the LECP is to facilitate collaboration between partner agencies, business and the community and voluntary sector, to drive synergies and align with local, regional, national and European policy to leverage funding streams.

The actions identified are undertaken, both by the Local Authority itself directly and in partnership with other economic and community development stakeholders.

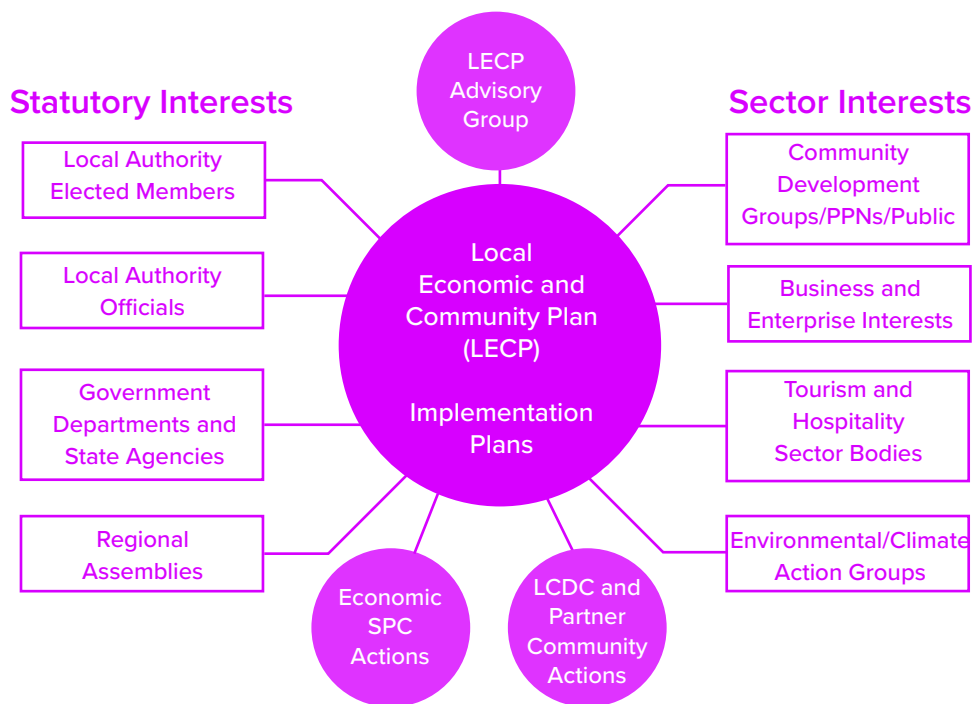


Figure 2: Key Economic & Community stakeholders. Source: LECP Guidelines 2021

### 3 LOCAL ECONOMIC AND COMMUNITY PLAN DEVELOPMENT STAGES



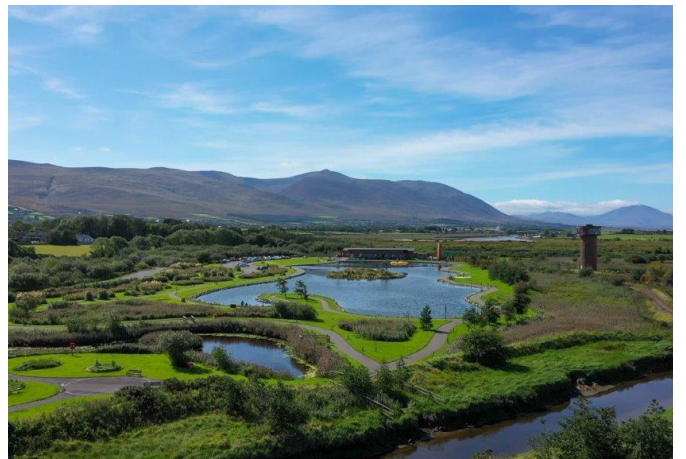
LECP Development Stages: The process for the development of the LECPs consist of four broad phases: preparation, public consultation, development of High-Level Goals, objectives and outcomes, and finalisation of the LECP.

Kerry County Council has commenced a process to prepare a Local Economic and Community Plan (LECP) for the period 2023-2029. This plan will build on the learnings and achievements of the previous LECP. It will seek to provide a strategic vision and framework for integrated and sustainable economic and community development across the county over the next six years. The plan is evidence based and informed by extensive research and stakeholder consultation that has been ongoing since mid-2023.

Kerry’s LECP is currently in Stage 2: Public Consultation of the Development stages, as outlined in the diagram below.

<b>Stage 1: Preparation</b>		Socio-economic Analysis	Socio-economic Statement and High Level Goals based on Socio-economic Analysis	Preparation by Advisory Group. Sign off by SPC and LCDC
<b>Stage 2: Public Consultation</b>		Public Consultation High Level Goals	Revision of Statement based on consultation	Preparation by Advisory Group. Sign off by SPC and LCDC
<b>Stage 3: Develop Objectives and Outcomes</b>		Develop detailed objectives and outcomes	Preparation by Advisory Group. Sign off by SPC and LCDC	Final Draft to MDs and RAS for input
<b>Stage 4: Finalise Plan</b>		SPC and LCDC to adopt final draft reflecting MD and RA input	LA to approve final draft	Submission to Minister and Published by LA
<b>Stage 5: Implementation</b>		Implementation Plans	Consideration of available Resources	Ongoing flexible Implementation
<b>Stage 6: Monitoring and Evaluation</b>		KPIs to address proposed outcomes	Outgoing data collection including case studies	Implementation Report

Figure 3: Development stages of the LECP. Source: LECP Guidelines 2021



## **4 SOCIO-ECONOMIC ANALYSIS – CENTRAL STATISTICS OFFICE (CSO) 2022**



To inform this LECP a detailed socio-economic analysis was undertaken by Octavian Economics. This analysis was based on the most recently available CSO data as well as data from other sources and is discussed below.

County Kerry has a growing population and an increasingly vibrant and diverse community and economy. The challenge of this LECP is to ensure that the growth highlighted in the following infographics results in a balanced and resilient economy, inclusive and connected communities.

Key trends evident during the period of the previous LECP point to significant progress in social and economic terms. The analysis shows an impressive rise in the numbers with a higher-level qualification. With Munster Technological University (MTU) now located on two campuses, Kerry Education and Training Board (KETB) and new education initiatives across the wider education sector, this provides a strong basis for achieving an inclusive and innovative education ecosystem. County Kerry’s population in 2022 is significantly higher, diverse, more economically active and digitally connected than was the case in 2016.

County Kerry is part of a dynamic South-West region<sup>1</sup> that accounts for 25% of the Gross Value Added in the State. However, the County’s level of disposable income remains below the State’s average. The High-Level Goals proposed look to maximise the County’s economic potential with a particular focus on sustainable development of natural resources.

County Kerry retains its vital role as a leading tourist destination, having the highest proportion of Tourism related businesses of any county in Ireland, ensuring good foundations for the goal of making Kerry a premier international sustainable and regenerative tourism destination.

Growth in entrepreneurial activity is strong in the Financial Services sector, and there is increased activity in the Professional, Scientific and Technical as well as Creative Arts and Entertainment sectors.

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<sup>1</sup> 2020 data (CSO) on Gross Value Added for Cork and Kerry (designed as the “South-West” region by the CSO).



# KERRY'S POPULATION

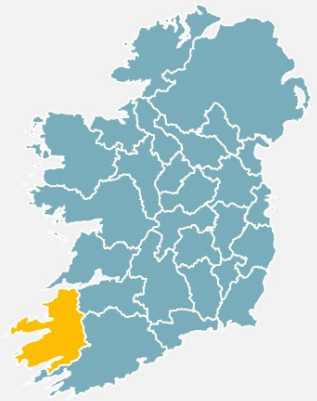
156,458

SOURCE - CSO CENSUS 2022



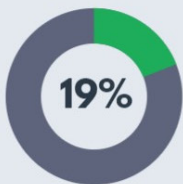
has risen  
**6%** SINCE 2016

Kerry accounts for **3%** of the population of Ireland



The average age of Kerry residents is **41.5**

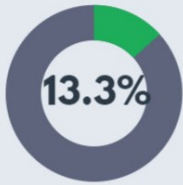
## POPULATION BREAKDOWN



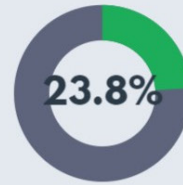
of Kerry's population is over 65 years of age



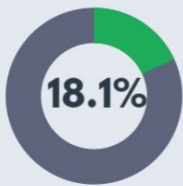
**24,664** people in Kerry speak irish weekly or more frequently. Kerry's Irish speaking Gaeltacht population makes up **9.3%** of the State's Irish speaking population



of Kerry's population are Non-Nationals



of Kerry's population have a higher level qualification

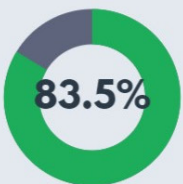


of Kerry's population was born outside Ireland compared to 20% for the State



There are opportunities for some **19%** who have left school before reaching 18 to re-engage with further education through Kerry Education & Training Board courses & programmes.

## KERRY A HEALTHY COUNTY



of Kerry's population rate their Health as "Good" or "Very Good"



Disabled Persons

**33,810**

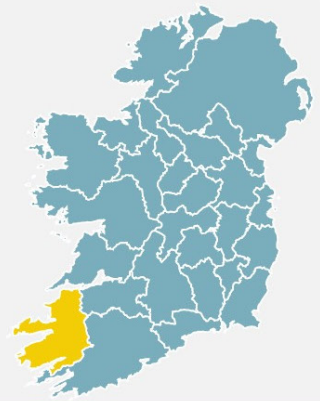
Figure 4: Statistics from the Central Statistics Office 2022

# KERRY'S ECONOMY



Kerry's level of disposable income per capita is **87.7%** of the State's average.

Kerry is part of a dynamic South-West region that accounts for **25%** of Gross Value Added in the State.



## ENTERPRISE



**11,596**

Businesses in Kerry in 2021



**12.48%**

Kerry has the highest proportion of **TOURISM** related businesses in Ireland

## HIGH GROWTH SECTORS

(2019 - 2022)



Financial Services

**+66.4%**

Creative Arts & Entertainment

**+15.2%**

Professional, Scientific & Technical

**+16.7%**

## HOUSING



**77,305**

Kerry has a relatively high **Housing Stock**. Kerry's **vacancy rate (11%)** is also high by comparison with the State average of 7.7%

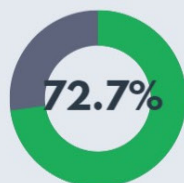


**75%**

**Median House Price** that indicates Kerry's high potential as a place to locate

(JULY 2023)

## INTERNET



of Kerry's population has access to the Internet. A significant rise from 2016.



## LABOUR FORCE



**72,243**

Persons in Labour Force (APRIL 2022)

**58.1%**

Labour Force Participation  
Males **63.7%** Females **52.6%**  
(APRIL 2022)



**5.3%**

Strong employment in traditional industries such as **Farming** and **Hotel/ Accommodation**



**4.5%**

## 5 KEY SOCIO-ECONOMIC TRENDS



### Economic Sectors and Occupations

Kerry's key employment sectors are, Wholesale and Retail Trade (12%), Health and Social Care (10%), Accommodation and food services (9%), Education (9%), Manufacturing (8%) and Agriculture, Forestry and Fishing (6%). The importance of the farming and hotel/ accommodation sectors relative to the national average reflects Kerry's rich agriculture and food production heritage and its position as a premier tourism location.

Employment Sector	Numbers Employed	Percentage
Wholesale and retail trade	8,786	12%
Health and social work activities	7,686	10%
Accommodation and food service activities	6,753	9%
Education	6,340	9%
Manufacturing	6,279	8%
Agriculture, forestry and fishing, mining	4,573	6%
Construction	4,154	6%
Public administration and defence; compulsory social security	3,813	5%
Professional, scientific and technical activities	3,269	4%
Administrative and support service activities	2,089	3%
Financial and insurance activities	2,068	3%
Information and communication	1,819	2%
Arts, entertainment and recreation	1,240	2%
Transportation and storage	1,633	2%
Other service activities	2,767	4%
Industry not stated	4,276	6%
Unemployed looking for first regular job	1,132	2%
Unemployed, having lost or given up previous job	5,666	7%
<b>Total in labour force</b>	<b>74,243</b>	<b>100%</b>

Figure 6: Statistics from the Central Statistics Office 2022

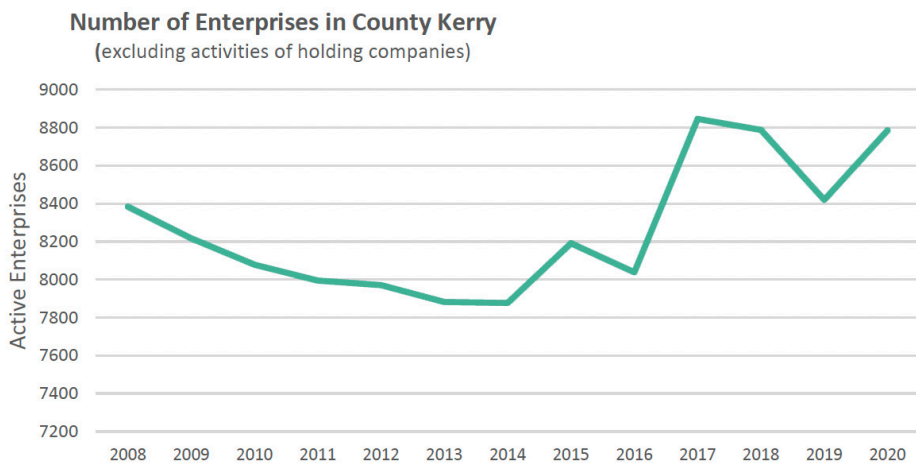
**Enterprise**

The latest “Business Demography” survey from the Central Statistics Office (CSO), covering developments up to 2021, reported a total of 11,596 enterprises active in the County. Kerry has the highest proportion of Tourism related enterprises of any county in Ireland, at 12.48%. Strong growth in entrepreneurial activity has been reported by the CSO in the Food Retail, Financial Services and Entertainment, Arts and Crafts sectors. The Food and Beverage Services and Accommodation sector suffered declines and weak growth over the 2019 to 2021 period due mainly to the impact of pandemic lockdown.

The data available indicates a positive upward trend in entrepreneurship following a decline during the Global Financial Crisis.

Number of enterprises by economic sector	2019	2020	2021	2019–2021 % change
Financial Service Activities, excluding Insurance and Pension Funding	107	143	178	+66.4%
Professional, Scientific and Technical	995	1058	1162	+16.7%
Creative, Arts and Entertainment Activities	198	206	228	+15.2%
Food Products, Beverages and Tobacco	102	105	126	+23.5%
Accommodation*	490	474	498	+1.6%
Food and Beverage Activities*	697	689	672	

*Figure 7: Statistics from the Central Statistics Office 2022 \* Accommodation, Food and Beverage Services were affected by the Covid-19 pandemic 2020 to 2021*



*Figure 8: Statistics from the Central Statistics Office 2022*

## Education

The 2022 Census reports that the share of the population who have a degree/post-grad/ PhD is 23.8%. While the statistics show 21.4% of Kerry's population aged 15+ left school before they reached 18 years of age this is also reflective of Kerry's older aged demographic. These figures compare with a national average of 27.6% for those with a degree/post-grad/ PhD and 18.8% aged 15+ who left school before reaching the age of 18. However, the improvements both in the rise in the percentage with a degree/post-graduate/ PhD and the fall in the percentage leaving school before reaching the age of 18 – were broadly in line with the national trend.

Highest Educational Achievement Aged 15+	2011	2022
<b>Kerry</b>		
Lower Secondary and Below	29.3%	21.4%
Degree, Post Grad, PhD	17.3%	23.8%
<b>National Average</b>		
Lower Secondary and Below	26.5%	18.8%
Degree, Post Grad, PhD	20.5%	27.6%

*Figure 9: Statistics from the Central Statistics Office 2022*

## Disability and Health

The percentage of people citing “Good,” or “Very Good” health was 83.5% compared to 86.3% in 2016 and 87.9% in 2011. This compares with a national average of 82.9% in 2022, 87.0% in 2016 and 88.3% in 2011.

The number of people with a disability, as defined by the latest Central Statistics Office definition, was 33,810 or 21% of the population.

Population in “Good” or “Very Good” Health	2011	2016	2022
<b>Kerry</b>	87.9%	86.3%	83.5%
<b>National Average</b>	88.3%	87.0%	82.9%

*Figure 10: Statistics from the Central Statistics Office 2022*

## Housing

Housing stock in The County is 77,305, and is equal to 3.7% of the State’s total, higher than the county’s share of the State population. This is partially explained by the relatively high proportion of holiday homes, with for example 8,896 unoccupied holiday homes recorded in the 2022 Census.

At 11.0%, Kerry has the eighth highest vacancy rate in the country and compares to a State average vacancy rate of 7.7%. According to the Central Statistics Office latest<sup>2</sup> Residential Property Price index, the Median Price of House in Kerry was 75% of the Median Price for the State.

Housing Stock and Vacancy Rates 2022	Kerry	Ireland	Kerry’s Share
Housing Stock	77,305	2,112,121	3.7%
Unoccupied Holiday Homes	8,896	66,956	13.1%
Vacant Dwellings	8,487	166,752	5.2%
Vacancy Rate	11.0%	7.7%	
Share Unoccupied Holiday Homes	11.5%	3.2%	

*Figure 11: Statistics from the Central Statistics Office 2022*

## Commuting, Working from Home & Broadband

There has been a significant improvement in broadband access, with the share of households with internet rising to 72.7% in 2022, representing an improvement on 2016 figures.

The number of persons working from home at least 1 day a week in County Kerry was recorded at 25.3% in 2022. Given the high relative importance in Kerry of sectors such as agriculture and tourism - sectors that require a physical presence - a comparison with other coastal counties rather than the national average is more appropriate: The equivalent figures for Clare, Donegal and Mayo were 29%, 22.6% and 23.8% respectively.

County	Working From Home	Year
<b>Kerry</b>	23.5%	2022
<b>Clare</b>	29%	2022
<b>Donegal</b>	22.6%	2022
<b>Mayo</b>	23.8%	2022

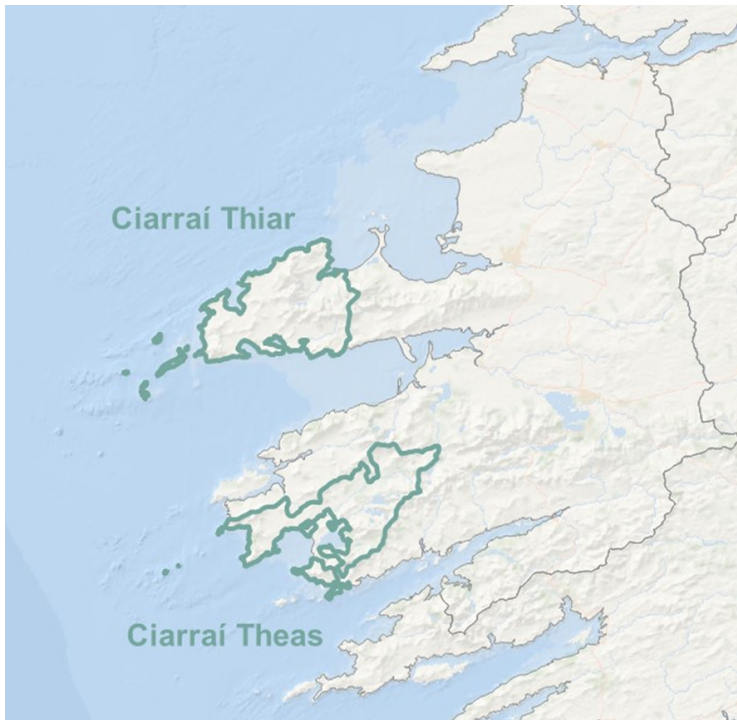
*Figure 12: Statistics from the Central Statistics Office 2022*

<sup>2</sup> Source: Central Statistics Office: 12 months to July 2023.

## An Ghaeltacht

The population of the two Gaeltacht language planning areas – Ciarraí Theas and Ciarraí Thiar - rose from 8,756 to 9,036, or 3.7%, during the 2016 and 2022 intercensal period. The share of persons speaking Irish was 71.8% in 2022, making it joint third highest after Cork and Waterford. This is up from 71.2% in 2016 but down from 74.5% in 2011.

The share of persons in Ciarraí Theas speaking Irish fell significantly from 62.7% to 58.7% but rose modestly from 71.2% to 71.7% in Ciarraí Thiar. Access to the Internet has improved significantly in both areas rising to 61.1% in Ciarraí Theas and to 71.6% in Ciarraí Thiar.



*Figure 13: Map of Kerry Gaeltacht Language Planning areas*

## Diversity

The share of non-nationals resident in the county has risen from 12.5% recorded in 2016 to 13.3% in 2022.

The county has added to its diverse population by welcoming a significant number of migrants, particularly from the Ukraine.

As of the end of 2023 there were 9,512 Ukrainian arrivals in Kerry, the highest figure for any county outside of Dublin and the highest number of arrivals for any local authority in the State. Some 9.3% of all Ukrainian arrivals are hosted in Kerry. The Local Electoral Areas (LEA) of Kenmare, Killarney and Tralee host, at 2,814, 2,539 and 2,520 respectively, the top three highest numbers of Ukrainian arrivals out of the 166 LEAs across the state. (CSO data from 15th December 2023).



## **6 STRENGTHS, CHALLENGES, OPPORTUNITIES AND THREATS (SCOT) ANALYSIS**



Based on the socio-economic analysis conducted of County Kerry a SCOT analysis has been produced. This looks at the Strengths, Challenges, Opportunities and Threats to the County.

### **STRENGTHS**

- An innovative and entrepreneurial County with a supportive business environment and access to skills and talent.
- Kerry is serviced by a cluster of international airports providing access to 18 airlines and 180 worldwide destinations, including 86 direct routes to North America, Europe and the UK.
- A University County, located in a region, recognised as a significant centre for 3rd level education with access to four universities.
- An innovative County and a location for global companies in Fintech, Agri-tech, Engineering, Manufacturing, and renewable technologies.
- A network of enterprise/innovation hubs that are modern centres where entrepreneurs, innovators and enterprises collaborate.
- Access to strong business networks and established clusters in the Science, Pharma, Technology, Engineering and Tourism sectors.
- National Clusters, namely the circular Bio-Economy Cluster and the AgriTech Ireland Cluster are based in Kerry.
- A County with strategic economic infrastructure including the Kerry Technology Park.
- A thriving ecosystem of small to medium sized enterprises.
- Strong culture of co-operation and collaboration across key stakeholders in both the public, community, and private sectors.
- Proactive and resilient community and voluntary structures.
- A national and international iconic tourism brand with globally recognised tourism sites such as the Wild Atlantic Way, Killarney National Park, the Ring of Kerry and the UNESCO designated Skellig Michael.
- Vibrant, attractive towns and villages which support commercial, social and residential activity.
- Outstanding natural landscapes and assets that are among the best in Europe.
- Outdoor recreational facilities including greenways, sport infrastructure, blue flag beaches, mountain ranges, golf courses and walking trails.
- UNESCO Chair in Inclusive Physical Education, Sport, Fitness and Recreation, based in MTU Sports Campus.
- Vibrant Gaeltacht areas and Gaeltacht service towns.
- A County rich in creativity, culture, heritage and the Irish language.
- Supportive Kerry diaspora.



## CHALLENGES

- Development of enhanced and upgraded water and waste-water infrastructure to sustain and grow economic & residential development.
- Continued need for social and affordable housing.
- Connectivity to urban locations and main international airports require additional strengthening of N21 & N22 and increased connectivity through public transport.
- Due to size, location and topography, sustainable transport mobility is a challenge.
- An aging population.
- Retention of younger population.
- The changing demographic in the population presents challenges for support services and integration supports.
- Imbalanced demographic and growth within the County.
- Challenges to secure skills and talent for certain sectors and the development uptake of trades and apprenticeships.
- Increasing the level of third level educational attainment.
- Meeting climate action targets ensuring a fair and just transition for all sectors.
- Ongoing competition within and outside Ireland for Foreign Direct Investment and increased development of exporting businesses.
- Economic Diversification.
- Supportive Kerry diaspora.



## **OPPORTUNITIES**

- Success of indigenous and global companies demonstrate the ability to operate internationally from Kerry.
- Promote Kerry as a business base for international operations and Second Sites.
- Maximise air connectivity to the County, through Kerry International Airport, and the regional airports of Shannon and Cork.
- Increase access and connectivity through the extension of the N22 to Tralee and the completion of the Adare N21 bypass.
- To further enhance public transport services and provide additional capacity and higher frequency of rail services.
- Planning for the growth of urban centres and the development of additional commercial capacity.
- To develop Agri-Tech technology and broader innovations at international service level.
- To strengthen the internal ecosystem that supports the growth and expansion of Micro enterprises and SME's.
- Develop sustainable tourism with a focus on eco-tourism, culture, nature, wellbeing and festivals/events, which will attract a new visitor demographic and extend the season.
- Facilitate the sustainable development and management of outdoor recreation and ancillary services, including Greenways, National Parks, Beaches, Walking Trails etc.
- UNESCO designation and associated opportunities for the local community and economy.
- To maximise the potential of Fenit Port and other opportunities in offshore wind and other renewable energy sources.
- Maximise climate adaptation opportunities and support the transition to digitalised and decarbonised communities.
- Outstanding natural landscape offering an attractive destination for people to live, work, visit and invest.
- A coastline that offers significant potential to develop community focussed fishery, aquaculture enterprises and blue ways.
- A thriving education ecosystem that offers opportunities to attract students, skills and talent.
- Strong collaboration with Chambers of Commerce, Community Alliances, Business Networks representing Micro, SME and FDI businesses and local communities.
- Strong governance structures and relationships in place to support Kerry residents to be active, connected and engaged in their communities.
- The changing demographic presents economic and community opportunities.



## THREATS

- Global geopolitical instability.
- The physical, environmental and economic impact of climate change.
- Ageing population.
- The migration of the younger age demographic.
- The pull factor of larger population centres for employment and lifestyle.
- Impacts on businesses due to increased operational costs such as energy and supply chain management.
- Changing economic environment.
- Vulnerability to global economic and/or health changes, especially in key sectors like tourism and agriculture.
- Changing Policy Landscape: Potential impact of national or EU policy changes on the local economy.



## 7 LÁIDREACHTAÍ, DÚSHLÁIN, DEISEANNA AGUS BAGAIRTÍ



### LÁIDREACHTAÍ

- Contae nuálach fiontraíochta ina bhfuil timpeallacht ghnó thacúil agus teacht ar scileanna agus tallann.
- Déanann braisle aerfort idirnáisiúnta freastal ar Chiarraí, rud a thugann rochtain ar 18 n-aerlíne agus 180 ceann scríbe ar fud an domhain - 86 bealach díreach go Meiriceá Thuaidh, go dtí an Eoraip agus go dtí an Ríocht Aontaithe san áireamh.
- Contae Ollscoile, atá lonnaithe i réigiún a aithnítear mar ionad suntasach don oideachas 3ú leibhéal ina bhfuil teacht ar cheithre ollscoil.
- Contae nuálach ina bhfuil cuideachtaí domhanda i dteicneolaíocht an airgeadais, teicneolaíocht talmhaíochta, innealtóireacht, déantúsaíocht agus teicneolaíochtaí in-athnuaite lonnaithe.
- Líonra de mhoil fiontraíochta/nuálaíochta ar ionaid nua-aimseartha iad, ina mbíonn fiontraithe, nuálaithe agus fiontair ag comhoibriú.
- Teacht ar líonraí láidre gnó agus ar bhraislí atá bunaithe cheana féin sna hearnálacha Eolaíochta, Cógaisíochta, Teicneolaíochta, Innealtóireachta agus Turasóireachta.
- Tá Braislí Náisiúnta áirithe lonnaithe i gCiarraí: is iad sin an Bhraisle um Bitheheilleagar Ciorclach agus Braisle Teicneolaíochta Talmhaíochta na hÉireann.
- Contae ina bhfuil bonneagar straitéiseach eacnamaíoch, Páirc Theicneolaíochta Chiarraí san áireamh.
- Éiceachóras rathúil de ghnóthais bheaga agus mheánmhéide.
- Cultúr láidir comhair agus comhoibrithe ar fud na bpríomhpháirtithe leasmhara san earnáil phoiblí, san earnáil phobail agus san earnáil phríobháideach.
- Struchtúir phobail agus struchtúir dheonacha atá réamhghníomhach agus athléimneach.
- Branda turasóireachta a aithnítear go náisiúnta agus go hidirnáisiúnta le láithreáin turasóireachta atá aitheanta ar fud an domhain, e.g. Slí an Atlantaigh Fhiáin, Páirc Náisiúnta Chill Airne, Mórchuard Chiarraí, agus Sceilg Mhichíl atá ina láithreán ainmnithe de chuid UNESCO.
- Bailte agus sráidbhailte bríomhara mealltacha a thacaíonn le gníomhaíocht tráchtála, gníomhaíocht shóisialta agus gníomhaíocht chónaithe.
- Tírdhreacha nádúrtha den scoth agus sócmhainní atá ar na cinn is fearr san Eoraip.
- Áiseanna áineasa allamuigh - glasbhealaí, infreastruchtúr spóirt, tránna brataí goirme, sliabhraonta, cúrsaí gailf agus conairí siúil.
- Tá Cathaoirleach UNESCO maidir le Corpoideachas, Spórt, Aclaíocht agus Áineas lonchuimsitheach lonnaithe i gCampas Spóirt Ollscoil Teicneolaíochta na Mumhan.
- Gaeltachtaí agus bailte seirbhíse Gaeltachta bríomhara
- Contae atá saibhir ó thaobh na cruthaitheachta, an chultúir, na hoidhreachta agus na Gaeilge de.
- Diaspóra tacúil Chiarraí

## DÚSHLÁIN

- Bonneagar feabhsaithe agus uasghrádaithe uisce agus fuólluisce a fhorbairt chun forbairt eacnamaíoch agus forbairt chónaithe a chothú agus a mhéadú.
- Gá leanúnach le tithíocht shóisialta agus tithíocht inacmhainne.
- Tá gá le neartú breise a dhéanamh ar an N21 & N22 agus nascacht a mhéadú tríd an gcóras iompair phoiblí ar mhaithe le nascacht le suíomhanna uirbeacha agus leis na príomh-aerfoirt idirnáisiúnta.
- Is dúshlán é soghluaisteacht iompair inbhuanaithe mar gheall ar mhéid, suíomh agus topagrafaíocht an chontae.
- Daonra atá ag dul in aois.
- Daoine óga a choinneáil.
- Cruthaíonn déimeagrafaic athraitheacha an daonra dúshlán do sheirbhísí tacaíochta agus tacaíochtaí imeasctha.
- Déimeagrafach agus fás éagothroime laistigh den Chontae.
- Dúshlán ó thaobh scileanna agus tallann a bhaint amach d'earnálacha áirithe agus líon na ndaoine a thugann faoi cheirdeanna agus printíseachtaí a fhorbairt.
- Leibhéal gnóthachtála san oideachas tríú leibhéal a mhéadú.
- Spriocanna um ghníomhú ar son na haeráide a bhaint amach chun trasdul atá cothrom agus cóir a chinntiú do gach earnáil.
- Iomaíocht leanúnach in Éirinn agus lasmuigh di chun Infheistíocht Dhíreach Eachtrach agus forbairt mhéadaithe ar ghnóthais easpórtála a bhaint amach.
- Éagsúlú Eacnamaíochta.



## **DEISEANNA**

- Léiríonn rath cuideachtaí dúchasacha agus domhanda an cumas atá ann oibriú go hidirnáisiúnta ó Chiarraí.
- Ciarraí a chur chun cinn mar bhonn ghnó d'oibríochtaí idirnáisiúnta agus Dara Láithreán.
- Nascacht aeir chuig an gContae a uasmhéadú, trí Aerfort Idirnáisiúnta Chiarraí agus aerfoirt réigiúnacha na Sionainne agus Chorcaí.
- Rochtain agus nascacht a mhéadú tríd an N22 a shíneadh go Trá Lí agus Seachbhóthar Áth Dara an N21 a chur i gcrích.
- Tuilleadh feabhais a chur ar sheirbhísí iompair phoiblí, agus acmhainn agus minicíocht na seirbhísí iarnróid a fheabhsú leis.
- Pleanáil a dhéanamh maidir leis an bhfás a tharlóidh sna hionaid uirbeacha agus maidir le hacmhainn bhreise tráchtála a fhorbairt.
- Teicneolaíocht talmhaíochta agus nuálaíochtaí níos leithne a fhorbairt ag an leibhéal seirbhíse idirnáisiúnta.
- Neartú A Dhéanamh ar an éiceachóras inmheánach a thacaíonn le fás agus leathnú Micreaghnóthais agus FBManna.
- Turasóireacht inbhuanaithe a fhorbairt agus béim á cur ar éiceathurasóireacht, cultúr, dúlra, folláine agus féilte/imeachtaí a mheallfaidh déimeagrafach nua cuairteoirí agus a chuirfidh leis an séasúr.
- Éascú a dhéanamh ar fhorbairt agus ar bhainistiú inbhuanaithe áineasa allamuigh agus seirbhísí coimhdeacha, Glasbhealaí, Páirceanna Náisiúnta, Tránna, Conairí Siúil san áireamh
- Ainmniú UNESCO a lorg agus deiseanna gaolmhara a fháil don phobal agus don gheilleagar áitiúil.
- Acmhainn Chalafort na Fianaite agus deiseanna eile a bhaineann le fuinneamh gaoithe amach ón gcósta agus foinsí fuinnimh in-athnuaite eile a uasmhéadú.
- Deiseanna oiriúnaithe aeráide a uasmhéadú agus tacú leis an aistriú go pobail dhigitithe agus dhícharbónaithe.
- Tírdhreach nádúrtha den scoth atá ina áit tharraingteach do dhaoine le maireachtaint agus le hoibriú ann, le cuairt a thabhairt air agus le hinfheistíocht a dhéanamh ann.
- Cósta atá ina acmhainn shuntasach ó thaobh fiontair a bhaineann le hiascach pobaldhírithe, gnóthais docharshaothraithe agus gormbhealaí.
- Éiceachóras oideachais rathúil a chuireann deiseanna ar fáil chun mic léinn, scileanna agus tallann a mhealladh.
- Comhoibriú láidir le Cumainn Lucht Tráchtála, Comhghuaillíochtaí Pobail agus Líonraí Gnó a dhéanann ionadaíocht ar mhicrighnóthais, fiontair bheaga agus mheánmhéide agus gnólachtaí IDC (infheistíocht dhíreach eachtrach), agus pobail áitiúla.
- Struchtúir láidre rialachais agus caidrimh a chur i bhfeidhm chun tacú le cónaitheoirí Chiarraí a bheith gníomhach, nasctha agus rannpháirteach ina bpobail féin.
- Cruthaíonn an t-athrú déimeagrafach deiseanna eacnamaíocha agus pobail.

## BAGAIRTÍ

- Éagobhsaíocht gheopholaitiúil ar fud an domhain.
- Tionchar fisiceach, comhshaoil agus eacnamaíoch an athraithe aeráide.
- Daonra atá ag dul in aois
- Imirce daoine óga.
- Tosca tarraingthe na mórionad daonra ar chúiseanna fostaíochta agus stíl mhaireachtála.
- Tionchair ar ghnóthais mar gheall ar mhéadú i gcostais oibriúcháin, e.g. fuinneamh agus bainistíocht slabhra soláthair.
- Timpeallacht eacnamaíoch atá ag athrú.
- Leochaileacht i leith athruithe domhanda eacnamaíocha agus/nó sláinte, go háirithe sna príomhearnálacha amhail turasóireacht agus talmhaíocht.
- Tírdhreach athraitheach na mBeartas: Tionchar ionchasach athruithe sa bheartas náisiúnta nó AE ar an ngeilleagar áitiúil.



## 8 DRAFT HIGH-LEVEL GOALS



Draft High-Level Goals have been proposed based on the Socio-Economic and SCOT analysis conducted. These are categorised by Economic, Community and cross-cutting themes.

### Economic High-Level Goals (HLG)

#### HLG1 A diverse and balanced economy supporting job creation and sustainable vibrant communities

##### Objectives:

1	Supporting the growth of micro and small -medium sized enterprises.
2	Enhancing the enterprise ecosystem including Innovation Hubs and Cluster Organisations.
3	To market and promote Kerry as a place to work, live, invest and visit.
4	Facilitate an integrated, place-based approach to regeneration.
5	Maximise the potential of Kerry’s strategic sites and Foreign Direct Investment.

#### HLG2 A premier international sustainable and regenerative tourism destination

##### Objectives:

1	Develop a new Tourism Strategy 2024 – 2029.
2	Develop key strategic infrastructure in support of sustainable and accessible tourism.
3	Enhance activity tourism experiences (e.g. greenways, walking routes and coastal routes).
4	Support the delivery of the Destination Experience Development Plans (DEDPs).

#### HLG3 A smart, innovative and connected county

##### Objectives:

1	Support the decarbonisation of transport systems and promote sustainable modes of travel.
2	Enhance regional and national connectivity.
3	Support the retention and expansion of regional air access.
4	Promote the national and international importance of the Shannon Estuary and Fenit Port.
5	Position Kerry as a Smart County.



**HLG 4 A County that maximises the economic potential and development of natural resources in a sustainable manner**

**Objectives:**

1	Support sustainable forestry developments.
2	Sustainably develop the marine and aquaculture sectors.
3	Develop sustainable food production and Agri-tech.
4	Support and facilitate the sustainable provision of a renewable energy supply.

**Community High-Level Goals (HLG)**

**HLG 5 Connected, inclusive and resilient communities**

**Objectives:**

1	Develop rural towns and villages as vibrant hubs for commercial, community and social activity.
2	Deliver key strategies (Age Friendly Strategy 2024-2029, Migrant Integration Strategy etc).
3	Address social exclusion through local engagement and partnerships and increase capacity for communities to access and engage with technology.
4	Implement the National Housing Programme.
5	Ensure young people are facilitated to participate in decision making and have access to appropriate services and amenities.

**HLG 6 A Healthy and Active County which promotes well-being**

**Objectives:**

1	Deliver the Healthy Kerry Framework 2021-2027.
2	Develop creative initiatives to promote health and wellbeing for all.
3	Encourage a culture of active participation, supporting inclusive access to sport and physical activity.



**Economic and Community High-Level Goals (HLG)**

**HLG 7 A low carbon, climate resilient and environmentally sustainable economy**

**Objectives:**

1	Deliver the Kerry Climate Action Plan and the Climate Adaptation Plan
2	Increase community awareness and resilience to climate change
3	Develop and progress sustainable, regenerative community and local economy initiatives

**HLG 8 An inclusive and innovative education ecosystem**

**Objectives:**

1	Maximise Kerry’s status as a University County.
2	Promote the development of life-long & life wide learning.
3	Support the expansion of Third Level Institutions and their research capacity, aligning programmes with industry needs.

**HLG 9 A creative County rich in Arts, Culture and Heritage**

**Objectives:**

1	Deliver the Kerry Arts Strategy & Kerry’s Creativity & Cultural Strategy.
2	Protect and enhance Kerry’s cultural and linguistic heritage.
3	Support the implementation of the Irish Language Plans and Gaeltacht Services Towns.



## 9 DRÉACHTSPRIOCANNA ARDLEIBHÉIL



### Spiocanna Ardleibhéil (SAL) Eacnamaíochta

#### SAL 1 Geilleagar éagsúil cothrom a thacaíonn le cruthú post agus le pobail bhríomhara inbhuanaithe.

##### Cuspóirí:

1	Tacú le fás na micrifhiontar agus na bhfiontar beag agus meánmhéide.
2	An t-éiceachóras fiontraíochta a fheabhsú, lena n-áirítear Moil Nuálaíochta agus Cnuas-eagraíochtaí.
3	Ciarraí a mhargú agus a chur chun cinn mar áit le hoibriú ann, le maireachtaint ann, le hinfheistiú a dhéanamh ann, agus le dul ar cuairt ann.
4	Cur chuige comhtháite áitbhunaithe a éascú maidir le cúrsaí athnuachana.
5	Acmhainneacht shuíomhanna straitéiseacha Chiarraí agus IDC (Infheistíocht Dhíreach Choigríche/Eachtrach) a uasmhéadú.

#### SAL 2 Príomhcheann scríbe turasóireachta idirnáisiúnta atá inbhuanaithe agus athspreagthach

##### Cuspóirí:

1	Straitéis nua Turasóireachta 2024 - 2029 a fhorbairt.
2	Príomhbhonneagar straitéiseach a fhorbairt chun tacú le turasóireacht inbhuanaithe agus inrochtana.
3	Eispéiris turasóireachta gníomhaíochta a fheabhsú (e.g. glasbhealaí, bealaí siúlóide agus bealaí cósta).
4	Tacú chun Pleananna Forbartha Eispéireas Ceann Scríbe a chur i ngníomh.

#### SAL 3 Contae atá cliste, nuálach agus nasctha.

##### Cuspóirí:

1	Tacú le dícharbónú na gcóras iompair, agus modhanna inbhuanaithe taistil a chur chun cinn.
2	Nascacht réigiúnach agus náisiúnta a fheabhsú.
3	Tacú chun aer-rochtain réigiúnach a choinneáil agus a leathnú.
4	Tábhacht náisiúnta agus idirnáisiúnta Inbhear na Sionainne agus Chalafort na Fianaite a chur chun cinn.
5	Ciarraí a chur chun cinn mar Chontae Cliste.

**SAL 4 Contae a dhéanann acmhainn agus forbairt eacnamaíoch a chuid acmhainní nádúrtha a uasmhéadú ar shlí inbhuanaithe**

**Cuspóirí:**

1	Tacú le forbairtí foraoiseachta inbhuanaithe.
2	Na hearnálacha muirí agus dobharshaothraithe a fhorbairt go hinbhuanaithe.
3	Táirgeadh bia agus agra-theicneolaíocht inbhuanaithe a fhorbairt.
4	Tacú le soláthar inbhuanaithe fuinnimh in-athnuaite, agus éascaíocht a dhéanamh air.

**Spríocanna Ardleibhéil (SAL) Pobail**

**SAL 5 Pobail atá nasctha, ionchuimsitheach agus athléimneach**

**Cuspóirí:**

1	Bailte agus sráidbhailte tuaithe a fhorbairt mar mhoil bheoga do ghníomhaíochtaí tráchtála, pobail agus sóisialta.
2	Príomhstraitéisí a chur i ngníomh (Straitéis Aoisbhá 2024-2029, Straitéis um Imeachadh Idirceach 2024-2029, etc.).
3	Aghaidh a thabhairt ar eisiamh sóisialta trí rannpháirtíocht agus comhpháirtíochtaí áitiúla, agus acmhainn a mhéadú do phobail ar mhaithe le rochtain a fháil ar an teicneolaíocht agus leas a bhaint aisti.
4	An Clár Náisiúnta Tithíochta a chur i bhfeidhm.
5	A chinntiú go réitítear an tslí do dhaoine óga chun páirt a ghlacadh sa phróiseas cinnteoireachta agus rochtain a bheith acu ar sheirbhísí agus taitneamhachtaí cuí.

**SAL 6 Contae Sláintiúil Gníomhach ina gcuirtear folláine chun cinn**

**Cuspóirí:**

1	Creat Chiarraí Sláintiúil 2021-2027 a chur i ngníomh.
2	Tionscnaimh chruthaitheacha a fhorbairt chun sláinte agus folláine do chách a chur chun cinn.
3	Cultúr na rannpháirtíochta gníomhaí a spreagadh, ag tacú le rochtain chuimsitheach ar spórt agus ar ghníomhaíocht choirp.



**Spriocanna Ardleibhéil (SAL) Eacnamaíochta agus Pobail****SAL 7 Geilleagar ísealcharbóin atá athléimneach ó thaobh na haeráide agus inbhuanaithe ó thaobh an chomhshaoil de****Cuspóirí:**

1	Plean Gníomhaíochta Aeráide Chiarraí agus an Plean Oiriúnaithe Aeráide a chur i ngníomh.
2	Méadú a dhéanamh ar fheasacht agus athléimneacht an phobail i leith an athraithe aeráide.
3	Tionscnaimh inbhuanaithe athspreagthacha pobail agus geilleagair áitiúla a fhorbairt agus a chur chun cinn.

**SAL 8 Éiceachóras oideachais atá ionchuimsitheach agus nuálach****Cuspóirí:**

1	Uasmhéadú a dhéanamh ar stádas Chiarraí mar Chontae Ollscoile.
2	Forbairt foghlama ar feadh an tsaoil agus ar fud an tsaoil a chur chun cinn.
3	Tacú le leathnú na nInstitiúidí Tríú Leibhéal agus a n-acmhainn taighde, agus a gcláir a chur i gcomhréir le riachtanais an tionscail.

**SAL 9 Contae cruthaitheach atá saibhir ó thaobh na nEalaíon, an Chultúir agus na hOidhreachta de****Cuspóirí:**

1	Straitéis Ealaíon Chiarraí & Straitéis Cruthaitheachta & Cultúir Chiarraí a chur i ngníomh.
2	Oidhreacht chultúrtha agus teanga Chiarraí a chosaint agus a fheabhsú.
3	Tacú chun na Pleananna Gaeilge agus na Bailte Seirbhísí Gaeltachta a chur i bhfeidhm.



## 10 NEXT STEPS: AGREE HIGH LEVEL GOALS, OBJECTIVES & OUTCOMES



### Linking High-Level Goals to Economic and Community Elements

The main feature of the overall Framework LECP will be a set of High Levels Goals for the integrated plan which will be supported by specific Sustainable Objectives under the respective economic and community streams. Each objective will in turn consider potential outcomes and high-level indicators for the 6-year planning period.



High-Level Goals



Objectives



Outcomes

*Figure 14: Linking high-level goals, objectives and outcomes*

## 11 IMPLEMENTATION PLAN



Achievement of the specified outcomes will be supported by Actions as part of the 2 year Implementation Plan process. The implementation plan will outline the specific, time-bound and measurable actions to be delivered in that period based on evidence-based prioritisation and taking into consideration the resources available in that plan period, including funding through various funding streams.

The Implementation Plan will be a multi-agency plan and will include actions by a wide range of service providers relevant to the High-Level Goals and objectives identified. Key Performance indicators will be established to monitor the overall success of the plan.



**Actions**



**Key Performance Indicators**



**Monitoring & Evaluation**

*Figure 15: Action, Key Performance Indicators & Monitoring & Evaluation*

## 12 HAVE YOUR SAY – PUBLIC CONSULTATION



The public is invited to an online webinar taking place on Wednesday the 7th of February 2024 at 5.30pm. Submissions will be invited during the event on the proposed High-Level Goals and Objectives.

An online questionnaire will be live on [www.KerryCoco.ie](http://www.KerryCoco.ie) to facilitate further public participation.

The feedback received from the consultations will be used to inform the LECP.

