

CHAPTER 9

ECONOMIC DEVELOPMENT





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9.0 Economic Development

9.1 Introduction

This chapter sets out the planning policies and objectives in support of the economic development of the County and puts in place a spatial planning framework which will deliver the required development patterns that maximise the conditions for sustainable economic development in Kerry. The plan is supported by National and Regional economic strategies that seek to achieve this by identifying regional areas and the settlements within them which can, through targeted sustainable growth, create the critical mass in population, infrastructure, skills and connectivity necessary to compete with other economies and drive national economic growth.

9.1.1 Economic Resilience

Strategic development plans are shaped by the socio-economic, environmental and related challenges that prevail at given times. The health of the economy is impacted by both global impacts such as climate change, the ongoing COVID-19 pandemic, political decisions such as Brexit, government policy and the investment decisions of companies as well as the opportunities for staff mobility and the ability of locations to attract investment and skills. The economic crisis caused by COVID-19 has had widespread, rapid and profound economic consequences globally. In particular, the Kerry economy has been negatively exposed to the impacts of COVID-19. The dominant economic sectors in Kerry are tourism and related services, wholesale and retail, agriculture, manufacturing and local services all of which towns, villages and their hinterlands rely on to generate economic activity.

Ireland's trading relationship with the UK is presenting both challenges and opportunities arising from Brexit.

This draft plan aims to provide a spatial land-use planning framework that demonstrates Kerry's ability to adapt and react to these dual economic challenges.

Policy formulation in the County Development Plan must acknowledge the significant economic challenges posed by both COVID-19 and BREXIT in affected sectors while at the same time taking cognisance of new economic opportunities in the form of remote working, the use of new technologies and access to new markets. These opportunities have been coupled with a greater appreciation of the quality of life that Kerry offers both to residents and visitors.

The ***Kerry Economic Stakeholder Forum*** was convened in April 2020 to support the economic recovery of the County in response to the COVID-19 pandemic. Chaired by Kerry County Council, this **interagency** and business response is supported by a dedicated governance structure that led the co-ordination of COVID-19 business supports and resilience in the County.

The Kerry Economic Stakeholder Forum has, in consultation with key stakeholders, developed an **Economic Recovery Plan for County Kerry - 2021** in June 2021.

The Economic Recovery Plan is referenced throughout the County Development Plan as its pillars impact across a range of topics including the regeneration of our towns & villages, enhanced connectivity, education and training, marketing the county and also addresses the need to build resilience and diversification into the County's economy to respond to the additional challenges and opportunities faced by businesses in Kerry. The content of the Economic Recovery Plan is further detailed in Section 9.2.3.1.2.

9.2 Policy Context

Economic development policy transects many Government departments, regional bodies and local agencies, resulting in a wealth of policy documents, plans and guidelines. This policy context focuses on economic development policy from a spatial planning perspective.



In the preparation of this chapter of the draft Kerry County Development Plan 2022-2028, regard has been had for key National, Regional and Local policy documents and initiatives including:

9.2.1 National Policy

The government's economic policies have been directed towards attracting inward investment and driving future economic growth through the development of growing knowledge and technology-based industries and balanced regional development. The globalisation of the world's economy and the changing needs of new technology present opportunities for new investment and employment growth.

Job creation is supported at a national level by the Industrial Development Agency (IDA) which promotes Foreign Direct Investment (FDI) into Ireland and Enterprise Ireland (EI) which works with Irish companies to help them develop and grow their business in global markets. Enterprise Ireland forecast that Ireland has the potential to win new investment that will create thousands of high-quality jobs. These investments will come from the development of existing client companies, industries and markets and also from new types of companies, in new areas like green technology.

National Planning Framework – Project Ireland 2040

All of the National Strategic Outcomes (NSOs) relate either directly or indirectly to economic development and creating the conditions to support growth in the economy and employment while protecting our urban and rural areas, our environment and the natural and built assets.

NSO 6 aims to develop a strong economy, supported by enterprise, innovation and skills. This is dependent on creating places that can foster enterprise and innovation and attract investment and talent. It can be achieved by building regional economic drivers and by opportunities to diversify and strengthen the rural economy, to leverage the potential of places. This outcome will require the co-ordination of growth and place making with investment in world class infrastructure, including digital connectivity, and in skills and talent to support economic competitiveness and enterprise.

NSO 3 recognises that rural areas play a key role in driving our economy and they must be a part of our country's strategic development to 2040.

NSO 2 and NSO 4 are focused on achieving enhanced regional accessibility (transport) and high-quality international connectivity (digital), opening up opportunities to attract investment and growth.

The remaining NSOs focus on creating the conditions to make places more attractive to live and work in and to ensure that supporting social infrastructures, such as childcare and education, are in place to attract workers, enable people to work and provide an educated workforce. Under the umbrella of the National Planning Framework and National Development Plan the following key policy documents, the objectives of which will be expanded on in the relevant sections have influenced this plan.

- Our Rural Future Rural Development Policy 2021-2025
- IDA Ireland 'Driving Recovery and Sustainable Growth' (2021-2024)
- Food Vision 2030 – A world Leader in Sustainable Food Systems
- Economic Recovery Plan 2021
- Future Jobs Ireland (2019)
- Climate Action Plan 2019 - Climate Action and Low Carbon Development (Amendment) Act 2021
- National Marine Planning Framework
- Making Remote Work: National Remote Work Strategy



9.2.2 Regional Policy

Regional Spatial & Economic Strategy for the Southern Region (RSES)

The economic strategy of the RSES is focused on building an innovative and smart economy and its economic vision for the region is to enable sustainable, competitive, inclusive and resilient growth. The strategy also addresses the importance of digital and transport connectivity to underpin the Region's economic drivers.

The strategy is based on five key principles and requires employment development to follow the settlement hierarchy to deliver the greatest geographical alignment between future population and jobs growth including:

- Smart Specialisation
- Clustering (for business)
- Placemaking for Enterprise Development
- Knowledge Diffusion
- Capacity Building

Key towns are also highlighted as regional economic drivers, with a need to develop centre of scales in these towns to perform this role, and to attract further economic development and investment. Regional and district towns perform sub-regional economic roles, and the RSES support the strengthening of their service and employment functions.

The RSES contains a range of supporting objectives to guide economic development including: Locations for economic development (RPO 62), developing the region's tourism potential (RPO 53), developing the low carbon economy (RPO 56) developing skills and talent in the region through investments in education (RPO 63), supporting entrepreneurship (RPO 64 and 65) and growing the blue economy (RPO76-86).

The RSES also focuses on the economic role of the rural economy, and while it remains dependent on traditional sectors of agriculture, forestry, construction and fishing, there is a need to focus on rural diversification, optimising the many opportunities offered by tourism, leisure and recreation and renewable energy production.

South West Regional Enterprise Plan to 2020

The South-West Regional Enterprise Plan (SWREP) is one of the key policy documents through which the Government seeks to achieve balanced regional development and to enhance the overall enterprise environment in each region. In light of Covid-19 it is important that the impacts of the pandemic and the economic recovery need to be considered from a regional perspective. The Regional Enterprise Plan to 2024 South-West is currently under development with the Regional Enterprise Steering Committee and is expected to be finalised by Q1 2022.

Atlantic Economic Corridor (AEC)

Kerry is part of the Atlantic Economic Corridor network along the western seaboard. The NPF identifies the AEC as an enabler for regional growth and it is highlighted in the RSES as one of the Southern Region's economic drivers of collaboration and growth (RSES).

It is an objective to develop the Atlantic Economic Corridor initiative as a driver for enterprise growth, investment and attracting entrepreneurial skills and talent to rural settlements as an economic complement to the role of metropolitan areas and larger urban centres on the AEC. The RSES recognises the combined advantages and opportunities of the AEC including delivering a high-value and low-carbon economy.



9.2.3 Local Policy

Kerry County Council has a primary responsibility in relation to the economic development of the county, and through its structures provides both political and executive leadership in meeting the challenges that face Kerry.

9.2.3.1 The Role of the Council in Economic Development and Economic Recovery

Kerry County Council will continue to engage with the National Economic Development and Employment Creation Agencies; the IDA, Enterprise Ireland; the Education Sector within the County and Region, the wider business community in the Public and Private Sector as well as the community development agencies to promote the economic development of the County. The Council will continue to work with these agencies in the implementation of National, Regional and Local plans.

The Economic Development, Enterprise, and Community Strategic Policy Committee brings the knowledge and expertise of people working with external socio, economic and community bodies throughout the County and inputs in assisting and advising the Council in the formulation, development and review of policy and its implementation. The Elected Council is represented on the Kerry Economic Stakeholder Forum structure by both the Mayor and the Chair of the Economic and Community Strategic Policy Committee (SPC).

Kerry County Council recognises that much of the County's economy is underpinned by environmental attributes unique to the County and seeks to protect these environmental attributes by supporting the sustainable development of all sectors of the economy. Therefore, any plans, projects and activities requiring consent arising from economic development policy outlined in this chapter will be subject to the relevant environmental assessments including SEA, EIA and AA where appropriate.

9.2.3.1.1 Kerry Local Economic and Community Plan 2016-2021

The County Kerry Local Economic and Community Plan 2016-2021 (LECP) will be reviewed in parallel with the review of the Kerry County Development Plan and a new plan will be developed in line with national guidelines. This Draft Plan continues to support the Economic Development and Job Creation Higher Level Goals of the 2016-2021 LECP and will inform the development of the new LECP. The review of the Economic Goals of the new LECP will be significantly influenced by the work undertaken by the interagency Economic Stakeholders Group in the development of County Kerry's COVID-19 Economic Recovery Plan 2021 and the Economic Development, Enterprise and Community Strategic Policy Committee.

Economic Development and Job Creation Higher Level Goals

- Supporting existing businesses in Kerry
- Attracting investment to Kerry
- Sustainably maximise growth opportunities for Kerry
- Diversifying the Kerry Economy
- Marketing
- Skills Development
- Smart Technology
- Networking/Collaboration
- Natural Resources
- Energy
- Connectivity
- Social Enterprise

Higher Level Goals of the Kerry LECP 2016-2021 include Economic Development and Job Creation, Quality of Life and Community and Social Inclusion. (See Chapter 6 – Sustainable Communities for further information.)



9.2.3.1.2 County Kerry's COVID-19 Economic Recovery Plan 2021

County Kerry's COVID-19 Economic Recovery Plan 2021 has been developed in response to the ongoing global COVID-19 pandemic and provides an overall framework for the economic development of the County in the short to medium term.



Figure 9.1: Pillars for Economic Recovery & Growth

The 9 pillars for Economic Recovery & Growth contained in the plan contribute to the county's economic development and are shaped and influenced by the strategic objectives of the National Planning Framework (NPF) and the Regional Spatial & Economic Strategy for the Southern Region (RSES). Both the vision of the NPF and the RSES are led by the need for transformative change in a greater regional structural realignment of population and economic activity across the state and to achieve the ambitious targets set will require investment of an equally ambitious and targeted nature. The Economic Recovery Plan is also aligned with national, regional and local policy and plans, including the recently published National Economic Recovery Plan, which sets out a high-level framework outlining the Government's priorities for a jobs-led sustainable and inclusive recovery; and the Government's 5-year strategy for rural development 'Our Rural Future', that represents the Irish Government's blueprint for a post-COVID-19 recovery and development of rural Ireland over the next five years.

The Plan focuses on the broad themes of Digital Transformation, the Transition to a Low Carbon Economy, building on Kerry's Natural Resources and the necessary Training and Education to support these structural changes. The Plan also concentrates on the challenges of Regenerating our Towns and Villages, the overall Marketing of the County in relation to attracting investment, talent and visitors and the development of our Tourism, Culture, Heritage and Amenities to support the quality of life in the County both for its resident and visiting populations.

There will be a continued support of existing business in the efficient delivery of National Schemes and the prioritisation of local supports in training, mentoring, supporting the transition to online trading and lean programmes and assisting the National Pathways to Work Programme 2021-2025.

The delivery of key infrastructure through public sector investment is a central tenet in achieving economic recovery, in the provision of enabling infrastructure in digital and physical transport links, water and wastewater infrastructure, the delivery of an expanded social and affordable housing programme, investment in enterprise space and the development of key educational facilities.



The continued development of the County's tourism infrastructure, the enhancement of the public realm in towns and villages, universal access, facilities in our blue flag beaches, greenways, amenity trails, outdoor dining and recreation facilities and supporting infrastructure all generate economic activity and support the County's major tourism industry and deliver on the overall attractiveness of the County. The actions and investment proposed under these pillars are designed to stimulate vibrancy in our towns and villages, support sustainable growth of our key economic sectors and the futureproofing of our economy and environment.

This Economic Recovery Plan is a 'county-wide' plan developed through the Kerry Economic Stakeholder Forum. It has been developed in partnership with a number of stakeholders and its successful implementation will require continued collaboration across the County. While this plan is broad in ambition it is not intended to reflect the entire work plans of individual agencies and communities. Each of the partners involved in developing this plan will monitor the implementation of their actions. The Economic Development, Enterprise, Tourism Strategic and Policy Committee (SPC) will review the implementation of the plan annually. Following this review a progress report will be presented to the Elected Members of the Council for review. There will be on-going engagement with the Kerry Economic Stakeholder Forum partners who will support the implementation of actions contained within the plan. The Economic Recovery Plan as previously stated is not a statutory plan. However, the plan will inform the development of the new Kerry Local Economic and Community Plan, County Tourism Strategy and South West Regional Enterprise plan 2021-2024. It is intended that the plan is a living document and projects may arise in the future which can be included as part of the plan taking into account the uncertain economic operating environment post COVID-19 and post Brexit.

9.3 Sustainable Economic Development and Climate Action

Local government has a critical role to play under the Government's Climate Action Plan to tackle Climate Change, which sets ambitious targets for all public sector bodies by 2030 and identifies local authorities as key enablers of change. Kerry County Council has developed and is implementing a Climate Adaptation Strategy (2019), supported by the Atlantic Seaboard South Climate Action Regional Office (CARO).

The government's Action Plan for Jobs called for an assessment of the potential of Ireland's bioeconomy to further contribute to economic development and the transition to a low-carbon economy. Project Ireland 2040 highlights the potential of the bioeconomy in promoting the more efficient use of renewable resources while supporting economic development and employment in rural Ireland. In 2018, as part of Project Ireland 2040, the government published the first National Policy Statement on the Bioeconomy. This commitment recognises that the bioeconomy is crucial for sustainability while also providing an impetus to rural and regional development and employment.

The Green Economy is a term which is used to categorise a wide range of economic activities which contribute to lower greenhouse gas emissions (GHG) and better resource usage while also functioning as commercial businesses. There are a number of key sectors which have been associated with the green economy including, renewable energies, the manufacture of energy efficient products and green tourism.

Kerry has a number of strengths which it can leverage to create 'green' employment and growth opportunities both for indigenous companies and for foreign direct investment (FDI) in the county. Strengths include renewable energy and water resources; sectoral strengths including engineering, information and communication technologies (ICT), Fin-tech, science technology and research and development (R&D). It is the policy of the council to support initiatives that will contribute to the growth of Kerry's green/blue economy.

Kerry County Council recognises the need for a 'Just Transition' to a low carbon economy which can offer significant opportunities to achieve sectoral diversification in the Green Economy and lead the way to a greener future including the following:



- Support businesses and activities to transition to a low carbon economy, finding ways to reduce greenhouse gas emissions in their work practices such as Work Travel Plans and improving energy efficiencies in their operations, and to support them to become climate resilient.
- Encourage the integration of environmental considerations into the construction and design of buildings.
- Support the development of the green economy including appropriate renewable energy and bioenergy economic developments that will assist in reducing greenhouse gas emissions and assist with the transition to a low carbon economy.
- Support the agriculture sector to transition to economically and environmentally viable farming methods that reduce greenhouse gas emissions, are beneficial for local biodiversity and rural communities whilst still delivering high quality food and providing a high standard of animal welfare.
- Continue to create job opportunities within our county to counteract unsustainable commuting out of the county for work, to focus on developing jobs in our settlements, reduce the distance that people have to travel to work and to develop more sustainable modes of travel.
- Support the further development of remote/blended working in co-working hubs
- Sustainably support economic development to ensure that it does not contribute to coastal erosion or have a negative impact on areas vulnerable to flood risk.

Kerry County Council is also committed to transitioning to a Circular Economy and to embracing the opportunities and supporting businesses to reuse, repair, focus on resource consumption and reduce contamination levels. See Chapters 2 and 13 for more information.

Sustainable Economic Development and Climate Action

It is an objective of the Council to:

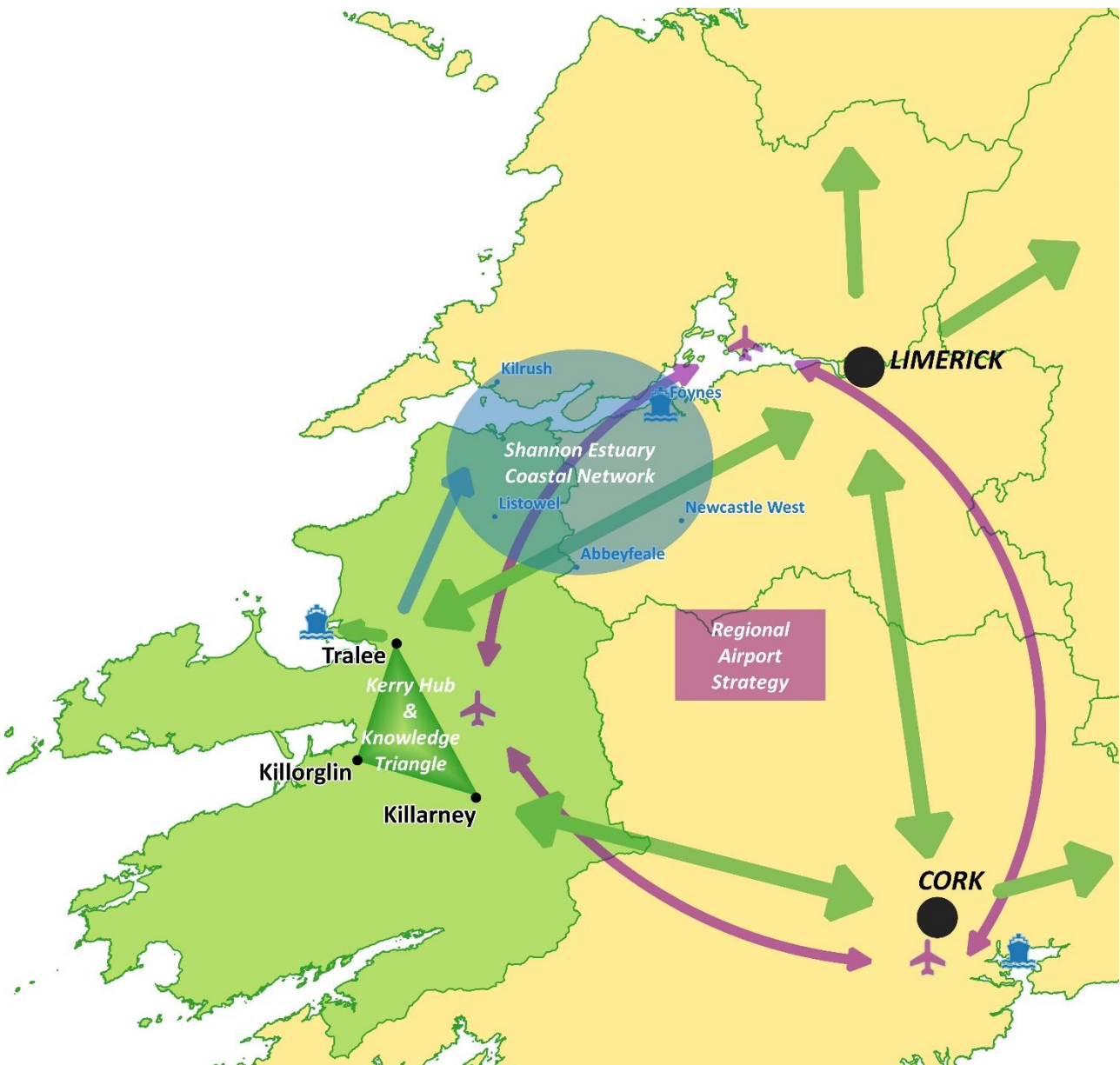
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| KCDP 9-1 | Ensure that a sustainable approach is taken to enterprise development and employment creation across all sectors of the Kerry economy. |
| KCDP 9-2 | Engage with all relevant government stakeholders, enterprise agencies and sectoral representatives in pursuing 'green' approaches to economic development, and actively collaborate with key industry and educational bodies to promote Kerry based initiatives across the economic sectors. |
| KCDP 9-3 | Facilitate and support employment opportunities for rural communities in areas such as renewable energy, sustainable tourism, energy retrofitting, the Bioeconomy and the Circular Economy. |

9.4 Economic Regions of Regional Economic Significance

The Draft County Development Plan supports the sustainable economic development of the entire County with appropriate level economic activity. National and Regional planning policy has recognised two areas within the County that have the potential of Economic Development of Regional significance due to the existing level of population, employment, education and research facilities and potential due to location as part of a wider regional economic zone.

9.4.1 Kerry Hub and Knowledge Triangle

The Kerry Hub and Knowledge Triangle is an Innovative economic hub within the established network of Killorglin, Tralee, Killarney and the Atlantic Economic Corridor. The RSES recognises the important economic role of Killorglin in this network and its strong association with Tralee, Killarney and third level institutions.



Map 9.1: Economic Regions of Regional Economic Significance

9.4.2 North Kerry/West Limerick/Shannon Estuary/Clare Settlement Network

The Council supports the economic role and potential of the established towns of Listowel, Abbeyfeale, Newcastle West and Kilrush as economic drivers in a potential North Kerry/West Limerick/Clare network connected with the Shannon Estuary. This includes the Shannon Integrated Framework Plan (SIFP) area and strategic locations identified under the SIFP as a Shannon Estuary Coastal Network which includes the Tarbert/Ballylongford Landbank.

Strategic Economic Objectives

It is an objective of the Council to:

KCDP 9-4	Facilitate and support County Kerry’s economic recovery through the sustainable implementation of County Kerry’s COVID-19 Economic Recovery Plan and the emerging Kerry Local Economic and Community Plan, focusing on a transition to a low carbon and digital economy [assisted by the encouragement of Smart Villages] and through sustainably
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	expanding the county's economic sectors, increasing innovation, product exports and access to new markets.
KCDP 9-5	Promote Kerry as a Regional, National and International location for investment, building on its outstanding natural environment, and the county's proven entrepreneurial success.
KCDP 9-6	Engage and collaborate with Regional Partners, Local Authorities, Third Level Education Sector and the broader business community as appropriate, to promote the continued development of the Kerry economy on a regional basis in the context of the Southern Regional Enterprise Plan, the Atlantic Economic Corridor (AEC) and other regional initiatives.
KCDP 9-7	Actively seek and facilitate continued opportunities for investment in and development of FDI and indigenous enterprises at appropriate locations in the County through engagement and collaboration with relevant agencies.
KCDP 9-8	Support the further development of the Kerry Hub & Knowledge Triangle and the North Kerry/Shannon Estuary Networks and their potential to create substantial economic benefit to the County.
KCDP 9-9	Maximise the amount of employment growth and enterprise creation across all economic sectors and ensure that growth is distributed in a sustainable manner across the County in accordance with the Settlement Strategy.
KCDP 9-10	Support economic growth within the Key Towns through consolidating, strengthening and promoting the strategic importance of Tralee and Killarney and of key employment locations around the county.
KCDP 9-11	Encourage employment growth in rural towns to support the population of these towns and their wider rural catchments.
KCDP 9-12	Prioritise the regeneration of areas in need of renewal, for instance in underperforming or outdated commercial and/ or industrial areas, brownfield land and in town and village centres where higher vacancy rates exist.
KCDP 9-13	Support and promote the recovery of the Tourism Sector in Kerry as it recovers from the effects of the Covid 19 pandemic and re-establishes itself as one of the county's key economic drivers.
KCDP 9-14	Undertake a review of the LECP and Tourism Strategy in tandem with the review of the CDP and ensure consistency with the overall Objectives of same.

9.5 Employment Profile

The POWSCAR¹ data identify the towns of Tralee (16,613 jobs) and Killarney (10,835 jobs) as the dominant employment anchors in the County.

Together the two towns hold more than two-thirds (68 %) of all jobs located in the specified urban and rural employment nodes – and both have positive commuting balances.

¹ POWSCAR (Place of Work, School or College - Census of Anonymised Records) Data 2016



Killorglin records the strongest positive commuting balance, indicating a relatively strong economic performance, particularly for a town of its size.

Labour Force Employed by Sector	2011	% of at work 2011	2016	% of at work 2016	Change 2011/2016	% Change 2011/2016
Wholesale and retail trade; repair of motor vehicles and motorcycles	8,205	14.7%	8,250	13.5%	45	0.5%
Human health and social work activities	6,226	11.2%	6,839	11.2%	613	9.8%
Accommodation and food service activities	5,483	9.8%	6,450	10.5%	967	17.6%
Manufacturing	5,033	9.0%	5,782	9.4%	749	14.9%
Industry not stated	3,444	6.2%	5,380	8.8%	1,936	56.2%
Education	4,864	8.7%	5,215	8.5%	351	7.2%
Agriculture, forestry and fishing	5,461	9.8%	4,913	8.0%	-548	-10.0%
Construction	3,135	5.6%	3,439	5.6%	304	9.7%
Public administration and defence; compulsory social security	2,994	5.4%	2,945	4.8%	-49	-1.6%
Professional, scientific and technical activities	2,087	3.7%	2,368	3.9%	281	13.5%
Administrative and support service activities	1,598	2.9%	1,791	2.9%	193	12.1%
Financial and insurance activities	1,744	3.1%	1,697	2.8%	-47	-2.7%
Transportation and storage	1,415	2.5%	1,602	2.6%	187	13.2%
Other service activities	1,194	2.1%	1,225	2.0%	31	2.6%
Information and communication	1,020	1.8%	1,159	1.9%	139	13.6%
Arts, entertainment and recreation	883	1.6%	1,009	1.6%	126	14.3%
Electricity, gas, steam and air conditioning supply	372	0.7%	460	0.8%	88	23.7%
Water supply; sewerage, waste management and remediation activities	230	0.4%	280	0.5%	50	21.7%
Real estate activities	202	0.4%	212	0.3%	10	5.0%
Mining and quarrying	121	0.2%	121	0.2%	0	0.0%
Activities of households as employers producing activities of households for own use	55	0.1%	79	0.1%	24	43.6%
Activities of extraterritorial organisations and bodies	1	0.0%	6	0.0%	5	500.0%
Total at work	55,767		61,222		5,455	9.8%
Unemployed looking for first regular job	921		835		-86	-9.3%
Unemployed, having lost or given up previous job	12,598		7,866		-4,732	-37.6%
Total in labour force	69,286		69,923		637	0.9%

Table 9.1 Total Labour Force Employed by Sector in County Kerry 2011-2016 (CSO)

Of the estimated 69,000 people at work in Kerry the largest employment cohort is in the retail and wholesale trade with hotels and restaurants (accommodation and food services) shortly behind. Accommodation and food services are the core of the tourism sector, but parts of the transportation and 'other' also include tourist dependent activities.



Town	Workers	Jobs	Commuting Balance	Jobs/Workers
Tralee	11,726	16,613	4,887	1.42
Killarney	7,836	10,835	2,999	1.38
Listowel	2,085	3,111	1,026	1.49
Killorglin	1,231	2,432	1,201	1.98
Castleisland	1,246	1,765	519	1.42
Abbeyfeale	813	1,533	720	1.89
Dingle/Daingean Uí Chúis	962	1,441	479	1.50
Kenmare	986	1,222	236	1.24
Cahersiveen	592	897	305	1.52
Rathmore	369	205	-164	0.56
Tarbert	205	190	-15	0.93

Table 9.2: Economic Strength of the Principal Urban Settlements

9.5.1 Key Sectors and Employers

Kerry Employment by Sector		
Sector	Employment	% of Total
Agriculture, forestry and fishing	5729	8.3
Industry	8783	12.7
Construction	4431	6.4
Wholesale and retail trade	10107	14.6
Transportation and storage	1908	2.8
Accommodation and food service activities	10076	14.5
Information and communication	1622	2.3
Financial, insurance and real estate activities	1769	2.6
Professional, scientific and technical activities	2747	4.0
Administrative and support service activities	3137	4.5
Public administration and defence	2590	3.7
Education	4790	6.9
Health and social work	8563	12.4
Other NACE (Arts, Entertainment, Recreation)	3076	4.4
All NACE economic sectors	69328	100.0

Table 9.3 Source: Extracted from CSO Labour Force Survey, Q4 2019.



This chart on Employment by Sector shows the comparison of employment by sector with the rest of the country. It illustrates the importance of employment in the tourism and hospitality sectors (Accommodation and Food, Transportation) and the Agriculture, Forestry and Fisheries sector relative to the State.

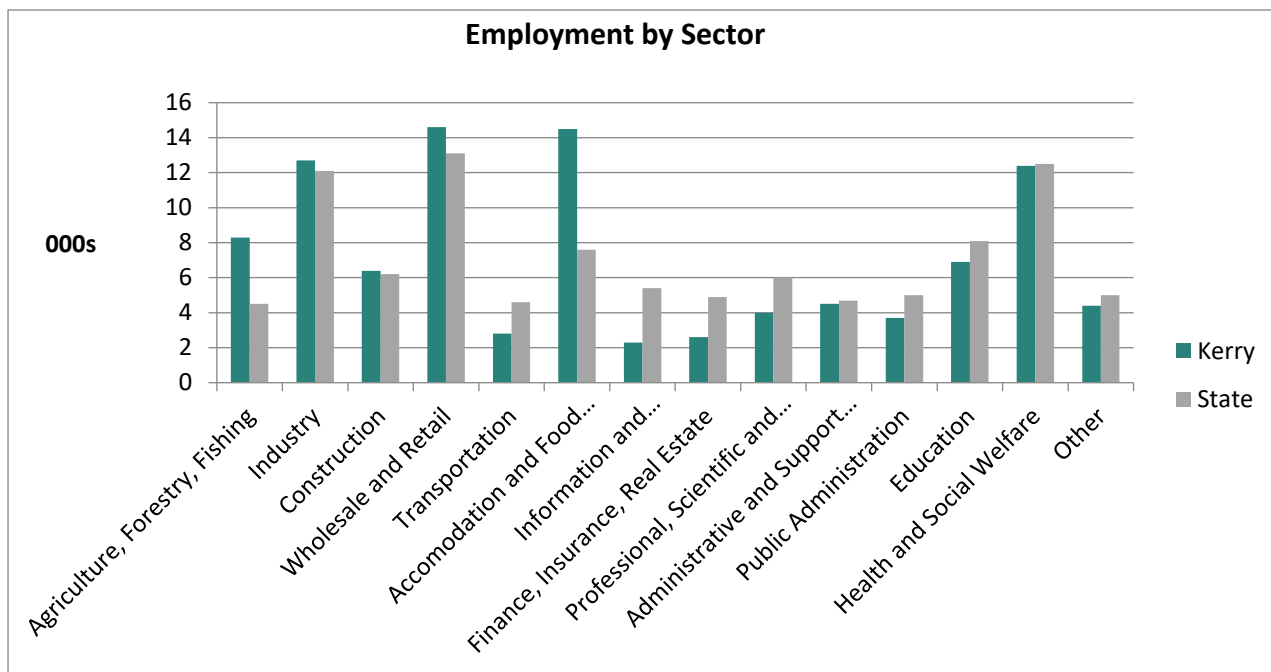


Fig: 9.2 Employment by Sector

Tackling Unemployment

The Council recognises that areas of higher unemployment, specifically among the younger population, do not always benefit from a focus on Further and Higher Education, jobs in the IT sector or enterprise and would benefit more by the provision of training and skills development as well as traditional forms of employment. The Council will support and facilitate a policy which will seek to employ skilled trades people to facilitate the employment of apprentices.

9.5.2 Travel to Work

In developing the Settlement Hierarchy, the plan recognised that population and employment size are not the sole determinant of a settlement’s functional role or in the consideration of its strategic regional significance. Some towns with a large population base located within the catchment of the Key Towns have emerged mainly as commuting towns, with a level of function significantly lower than their population base. Conversely, other towns have a level of function higher than their population base and play a key regional role. (See Chapter 4 Towns & Villages and Chapter 14 – Connectivity for further information.)

Employment Profile

It is an objective of the Council to:

- KCDP 9-15** Support the actions contained in the Kerry Economic Recovery Plan 2021 incorporating the Kerry Employment Creation and Retention Plan to support employment within the County.
- KCDP 9-16** Ensure there is sufficient quantity and appropriate types of lands zoned for commercial, enterprise and/ or industrial uses to facilitate a range of enterprise development and a mix of employment creation across all business and industry sectors in settlements in accordance with the Settlement Hierarchy.



- KCDP 9-17** Facilitate and support reskilling and retraining as opportunities arise with the transition to low carbon economy.
- KCDP 9-18** Support the work undertaken by the Education and Training Boards, in relation to courses provided under SOLAS and the establishment of Community Training Centres, Local Training Initiatives and Specialist Training Provision in Kerry.

9.6 Land Use Planning for Economic Development

The attractiveness of an area and a sense of place are important elements in realising economic development potential and attracting new investment and employees. The Council will actively pursue place making activities and local improvement measures including public realm improvements, regeneration of urban areas, the protection and enhancement of heritage towns and other measures to enhance the local environment. Placemaking is further discussed in Chapter 4 Towns & Villages.

Sustainable enterprise thrives in supportive business environments that enhance competitiveness and productivity with good supporting infrastructure. There are also critical links between the quality of urban place-making and business investment/job creation. This means that many sectors, but in particular those related to the information economy and knowledge development, tend to be very place specific. High skilled individuals are attracted together, as firms 'agglomerate' in the larger skilled labour markets found in the Kerry Hub & Knowledge Triangle (Tralee, Killarney and Killorglin).

In addition to scale and density, this is dependent on the attractiveness of places to highly skilled potential employees as well as having a steady stream of local talent and innovation associated with the Munster Technological University & Kerry Technology Park. International connectivity is also important, where short travel times to Kerry Airport with a good choice of destinations is a critical factor.

Infrastructural investment is critical for future economic development activity. It is essential therefore that infrastructure providers, such as Irish Water, Transport Infrastructure Ireland, National Transport Authority Connecting Ireland and electricity and broadband providers, support Kerry County Council's vision for economic development through their service provision. The Core & Settlement Strategy contained in Chapter 3 of this Development Plan, sets out envisaged levels of economic development and growth for the towns and villages of County Kerry based on their position on the Settlement Hierarchy which will ensure that lands are appropriately zoned to meet the needs of different users and to encourage a diversity of employment-generating development throughout the County. This approach aims to ensure that settlements fulfil their roles, and that the density of employment is achieved to maximise the efficiency of existing infrastructure and have regard to accessibility by sustainable transport modes to reduce car dependency.

The primary location for new commercial development will be in the Key towns and development in other towns and villages shall be commensurate with their level in the Settlement Hierarchy.

It is an objective of this plan to improve urban infrastructure and amenities, liveability/quality of life and the quality of the built environment to create appropriate conditions to attract enterprise development.

9.6.1 Economic Development Land Use Zonings

Whilst a range of employment uses are generally permitted in principle or open for consideration across a range of land use zonings, the County Development Plan seeks to guide enterprise and employment development to appropriate locations by identifying appropriate areas for sustainable future development. There are c.640 hectares of land zoned for enterprise and employment related uses in the County. Of this c.463 hectares remain undeveloped, offering potential for future economic development. There are c.52 hectares of brownfield land zoned for more intensive enterprise and/or residential led development. In



addition, this plan provides 437 hectares for industrial related development and employment creation opportunities in the Tarbert/Ballylongford strategic landbank

In accordance with RPO 43 Regeneration, Brownfield and Infill Development a number of sites have been identified for potential redevelopment. An increased level of density will be permitted on these sites subject to appropriate design and integration and used for new employment generating enterprises. Such developments contribute to regeneration and enhance the visual appearance of an area, make more effective use of land and stimulate economic activity in urban and rural areas. Additional incentives for the development of these lands also applies including reduced development contributions and parking requirements.

Development Management Standards and Guidelines are contained in Volume 6 and set out the appropriate uses for each land use zoning objective included in the County. In addition to these economic development land use zonings there is also significant potential for employment generation in Town Centre zonings particularly for office use, co-working facilities and existing retail within the existing Mixed Use/ Opportunity Sites/ Industrial /Enterprise / Employment/Retail zones.

Land Use Planning for Economic Development

It is an objective of the Council to:

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| KCDP 9-19 | Identify business parks and industrial estates that are in need of regeneration and revitalisation in line with sustainable measures and engage with all relevant stakeholders and interested parties to encourage their regeneration and revitalisation. |
| KCDP 9-20 | Ensure that employment areas maximise infrastructural provision and public transport networks. |
| KCDP 9-21 | Ensure that sufficient land is reserved around site boundaries, in both individual sites and industrial parks to accommodate landscaping which will soften the visual impact and reduce the biodiversity loss of the development and improve the quality of the environment. |

9.6.1.1 Shannon Estuary

Shannon Integrated Framework Plan (SIFP)

The Shannon Integrated Framework Plan (SIFP) is a land and marine based framework plan to guide future development of the Shannon Estuary. It has identified 9 no. strategic development locations in counties Clare, Limerick and Kerry and aims to build on existing industry connectivity and synergy as well as the existing infrastructure to create a more sustainable and attractive network for further investment. The RSES recognises the national and international importance of the Shannon Estuary, its potential to attract multinational development and the significant work that has been undertaken to progress its promotion and development.

Atlantic Offshore Energy Hub / Shannon Estuary Offshore Wind Potential Study

The Irish government has through Project Ireland 2040, the Climate Action Plan and most recently the Marine Planning and Development Management Bill, set ambitious plans for offshore renewable energy resource development in Ireland. There are significant opportunities to grow offshore wave and wind renewable energy in the Shannon Estuary reflecting the key natural assets of wave and wind energy, together with the presence of grid connections.

The development of the Offshore Renewable Energy (ORE) industry is critically dependent on the development of enabling infrastructure.



Tarbert-Ballylongford Landbank

The Strategic Development Location (SDL) at Tarbert/Ballylongford in North Kerry is recognised for its potential as an Energy Hub and for industrial development at a regional and national level. There are 437 Hectares of zoned lands available for development on the Southern shore of the Shannon Estuary with access to deep water (up to 23m). It is the policy of the council to support sustainable the development of the Shannon Estuary, in line with the SIFP and the recommendations of its environmental assessment, and recognise its potential as an Energy Hub.

Shannon Estuary

It is an objective of the Council to:

- KCDP 9-22** Support and promote the delivery of the Strategic Development Locations (SDLs) as set out in the SIFP for the Shannon Estuary subject to the implementation of mitigation measures outlined in the SEA and AA undertaken on SIFP and zoned in the Local Authority Development Plans.
- KCDP 9-23** Support the promotion, marketing and seeking of financial and expert support for the Strategic Integrated Framework Plan (SIFP) for the Shannon Estuary and specific projects emerging from the plan. Projects shall be subject to the relevant environmental assessment requirements including SEA, EIA SFRA and AA as appropriate.
- KCDP 9-24** Promote and facilitate the sustainable development of the Tarbert-Ballylongford landbank for industry, utilising the presence of deep water, existing infrastructure, natural resources, and waterside location to harness the potential of this Strategic Location. Proposals for marine related industry, general industrial development, and particularly those industries creating a synergism with existing uses and contributing to the development of a strategic energy hub at this location will also be encouraged.
- KCDP 9-25** Safeguard the role and function of the Power Plant Hub at Tarbert, including the NORA Strategic Oil Reserves Plant, as a key driver of economic growth in the Region, encouraging its sustainable growth and diversification, in accordance with Regional and National Energy Objectives.

9.6.2 Supporting Infrastructure

The NPF aims to enhance accessibility and connectivity between the key urban centres and their regions. Connectivity in terms of both digital and information systems and transport are equally important. The need to improve connectivity between Cork, Limerick, and the regions is essential. Good quality accessibility and connectivity between the Key towns and cities in the region and the larger centres of population in Kerry is key to ensuring that people can access higher order services in a sustainable way using high quality public transport.

Kerry International Airport acts as a catalyst to encourage people and investment to the county and the region, driving economic activity in the form of business and investment as well as tourism and travel. It is the policy of the Council to encourage and support the further development of Kerry International Airport in accordance with the proper planning and sustainable development of the area and the County. (See Chapter 14 Connectivity for further details)



Supporting Infrastructure

It is an objective of the Council to:

- KCDP 9-26** Require that proposals for economic development are served by quality supporting infrastructure with sufficient capacity. A sequential approach may be used for assessing economic developments to ensure their appropriate and sustainable delivery.
- KCDP 9-27** Encourage high quality sustainable design, permeability and pedestrian and/ or cyclist friendly environments within business parks and industrial areas.
- KCDP 9-28** An objective of the Council to Protect sites of significant historical military importance along the Shannon Estuary, including the Battery on Carrig Island, Carrigafoyle Castle, the Bastioned Star Shaped Fort in Tarbert and the core area of Fort Shannon at Ardmore point.
- KCDP 9-29** Facilitate and support public service providers in ensuring that zoned lands for economic development purposes are serviced in a timely fashion to facilitate opportunities for employment and enterprise creation.
- KCDP 9-30** Prepare Local Area Plans or Masterplans where indicated on economic development generating lands in collaboration with key stakeholders, relevant agencies and sectoral representatives.
- KCDP 9-31** Support sustainable innovative policies to boost the economic role of Kerry International Airport including through marketing partnerships with airlines, hotels, attractions and other hospitality and tourism sector stakeholders.

9.7 Economic Sectors and Opportunities

9.7.1 Knowledge Economy

The Council recognises the importance of the link between industry and higher education in providing for the economic and social wellbeing of the County's population. The development of a knowledge-based economy is dependent on a large number of sectors interacting in a focused manner to achieve the conditions for growth. The knowledge-based industries located with the Kerry Hub and Knowledge Triangle are extensive and include computer technology, life sciences, research and development, high-tech manufacturing, communications, business, finance, insurance and other market services.

One of the primary drivers of structural change in the global and national economy is the transformation to digital, accelerated by technological breakthroughs for e.g., digital technologies, artificial intelligence, automation, 3D printing, bio-based production, and nanomaterials. These technological changes are transforming the production and distribution of goods and services, creating new businesses and business models, and delivering private and public services in new ways (OECD, 2018b; World Bank, 2019)².

There is evidence that the transition to digitalisation can lead to high quality jobs, however there are also risks to some roles in the context of deployment across the economy. Continuous development of the workforce will be the primary driver of jobs and sectoral resilience and inclusive transformation. This will be delivered through **research, upskilling and reskilling** to match new opportunities.

Kerry ETB supports the transition to a digital economy through Further Education and Training (FET) courses that deliver digital literacy skills to citizens and communities across Kerry, as well as business and industry in the region. Provision such as Software Development, Programming, Cyber Security, Digital Media Production

² Addressing Employment Vulnerability as Part of a Just Transition in Ireland, National Economic & Social Council (NESC) No 149 March 2020.



and Social Media and Marketing are essential for the new digital era. ICT skills and technology enhanced learning are an important element of professional development for teaching and learning, management, and administration staff. These skills are incorporated into the everyday curriculum in schools and FET centres. Kerry ETB as part of its sustainability strategy is progressing the move to paperless delivery with advanced Technology Enhanced Learning (TEL) implementation across all Further Education and Training provision.

As a Technological University, the **Munster Technological University (MTU)** is rooted in its regional connectedness, while reaching out nationally and internationally through its teaching, learning and research collaborations. As a research-driven University, MTU researchers play a key role in preparing our students, our industries and businesses, and our society for a rapidly changing world with a focus on the needs of our surrounding regional economy and society. MTU researchers, located in six campuses across Munster, work on projects that address the needs of Ireland's South West region and beyond. The University campuses in Kerry, support a thriving research community of over 200 researchers including academic staff, research professional staff and research students many of whom are linked to one of our three research centres: Shannon ABC, IMaR and the UNESCO Chair. MTU's research is multi-disciplinary, sustainable and takes advantage and cognizance of the socio-economic profile of our surrounding region. MTU's activities support social and economic development through partnerships and delivers the talented individuals and informed leaders needed to respond to external challenges now and in the future.

MTU Kerry has always worked closely with employers, both regionally and nationally to ensure programmes are relevant to specific industry sectors. Uniquely, MTU Kerry is a campus with a Technology Park. This proximity has further enabled the development of links with a range of cutting-edge start-ups, global companies, and internationally recognised research centres. Companies operating from Kerry Technology Park provide work placement opportunities for students and work opportunities for graduates. In fact, 25% of those working in the Technology Park are MTU Kerry graduates. Also located on the Kerry Campus at Kerry Technology Park is the **Tom Crean Business Centre**. Funded by Enterprise Ireland, this business incubation centre celebrates 15 years in operation in 2021, during which time well over 100 sustainable jobs have been created by businesses at the Centre, and over €1 million investment raised. Today, the Tom Crean Business Centre is home to 30 businesses, directly employing over 70 people.

A collaboration of Kerry's skills and talent have been applied to develop several **Centers of Excellence**; **The Agritech Centre of Excellence** is an initiative of MTU Kerry in collaboration with Dairymaster, McHale Engineering, Abbey Machinery and supported by Enterprise Ireland and Kerry County Council. The centre will identify, research, share and implement best practice in innovation, processes and systems, people skills, company capability and internationalisation to deliver sustainable market growth. The project is a step change in the Agri-tech sector and offers a new and exciting approach to sectoral learning and development, through e-learning and virtual reality. **RDI Hub** is a world-class centre for design-led, digital innovation located in Ireland's South West. A first of its kind, RDI Hub focuses on digitisation, ideation and commercialisation of innovation and research in the Digital, AI, Data and related technologies' sectors. RDI Hub is a not-for-profit partnership between Private Enterprise (Fexco), Third level (MTU Kerry), Enterprise Ireland and Government (Kerry County Council).

The **Skellig Centre for Research and Innovation (Skellig CRI)** is a unique higher education and community development partnership between Kerry County Council, University College Cork (UCC), South Kerry Development Partnership (SKDP) and the local community. The Centre is based locally in Cahersiveen Library and facilitates the delivery of higher education programmes, research and practice locally in the Skellig Coast region.

KerrySciTech has always been focused on increasing career interest & awareness in STEM, on-boarding and integrating talent in our region and ultimately retaining and developing our talent to ensure that we have the leaders to drive our industries and create more jobs for the next generation of scientists, engineers and technologists. Over the last year KerrySciTech has significantly increased its activities in the areas of creating a robust STEM talent pipeline in the Kerry region.



Knowledge Economy

It is an objective of the Council to:

- KCDP 9-32** Recognise the strong link between a well-educated workforce and economic prosperity, support continued educational investment in the County and promote collaboration with third level institutions and other educational facilities.
- KCDP 9-33** Facilitate and promote synergies between education, technology and industry with an emphasis on participation on education labour market activation measures in order to improve economic development and life-long learning in Kerry.
- KCDP 9-34** Support existing companies, such as those in the manufacturing, fin-tech, and agri-food sectors, and promote new and emerging business opportunities across all economic sectors within the County.

9.7.2 Information & Communication Technology

Ireland has developed a world-leading reputation for Information and Communications Technology (ICT) sector development, and this has resulted in the formation of indigenous enterprises and service providers, ranging from research and development (R&D) enterprises, to large-scale manufacturing.

The newly established MTU will have a substantial economic impact on the region and will contribute both to direct economic activity and economic development. Kerry County Council, Munster Technological University (MTU) and companies such as Fexco and DairyMaster, who are global leaders in the Fin-Tech and Smart Agri disciplines are exploring the potential for targeted growth of these sectors within the Kerry Hub and Knowledge Triangle and throughout the wider Southern Region. There will be opportunities to build on the existing enterprise base in Kerry and develop strengths in emerging digital sectors and in the strategic growth areas of analytics and data.

It is the policy of the council to support the provision of ICT infrastructure for existing and emerging technologies which may arise which will assist in the economic development of the county.

Information & Communication Technology

It is an objective of the Council to:

- KCDP 9-35** Promote the continued growth of the ICT and Fin-tech sector in Kerry by facilitating the conditions conducive to such development including the creation of high-quality physical environments offering a range of building and office accommodation types, supported through the provision of the necessary services and transport infrastructure.
- KCDP 9-36** Engage and collaborate with key stakeholders, relevant agencies, and sectoral representatives to develop the ICT and Fin-tech sectors in Kerry and to ensure that the economic potential of the sectors is secured for the benefit of the local and national economy.

9.7.3 Rural Economy

The rural economy of Kerry consists of the district towns, villages and open countryside. Within these rural areas, traditional employment attached to resource-based activities such as agriculture, forestry, marine activity, aquaculture, mineral extraction, energy and hugely significantly tourism and recreation is very important. This economic activity is undertaken in the context of County Kerry's rich natural environment which includes a wealth of features that encompass the character of the County. These include the highest mountain ranges in the country, a diversity of wildlife, ecological sites of importance including Killarney National Park, coastal areas including blue flag beaches and sites of geological importance. It is necessary for



these features to be protected to the standards required by national legislation and European Directives, whilst accommodating sustainable development in appropriate locations to facilitate sustainable economic growth and development.

In addition to having its own intrinsic value, the natural environment is an immense economic and amenity asset, providing a platform for the County's major employment sectors as outlined above, while simultaneously providing sustainable recreational activities, enhancing the quality of life of residents and visitors alike and contributing natural resources such as drinking water and raw materials which can facilitate sustainable development. These resources are generally located in rural areas providing employment and contributing to the economy of these rural communities. The continued sustainable development of these resources at appropriate locations will serve to diversify and strengthen the economy of the County.

Rural economic activity has significant potential for expansion, due to advances in technology, digital connectivity and the potential for economic diversification across rural Ireland. Our Rural Future – Rural Development Policy 2021-2025 DRCD, published in March 2021 outlines the Governments Vision for Rural Development to 2025.

Our Rural Future Rural Development Policy 2021-2025

Our Rural Future provides a framework for the development of rural Ireland over the next five years. The Vision outlined in the policy *“is for a thriving rural Ireland which is integral to our national economic, social, cultural and environmental wellbeing and development, which is built on the interdependence of urban and rural areas, and which recognises the centrality of people, the importance of vibrant and lived-in rural places, and the potential to create quality jobs and sustain our shared environment.”*

Our Rural Future focuses on the following thematic objectives:

- Optimising the opportunities for rural communities from high-speed broadband
- Supporting improved quality employment and career opportunities in rural areas
- Assisting the regeneration, repopulation and development of rural towns and villages
- Enhancing the participation, leadership and resilience of rural communities
- Enhancing public services in rural areas
- Supporting a Just Transition to a climate neutral economy
- Supporting the sustainability of Agriculture, the Marine and Forestry
- Supporting the sustainability of our island and coastal communities
- Nurturing our culture and heritage

This Development Plan supports the objectives of “Our Rural Future”, both in this section in relation to rural economy and throughout the policies of the County Development Plan. Rural areas have a vital contribution to make to the achievement of balanced, sustainable economic development. This involves utilising and developing the economic resources of rural areas, particularly in agriculture and food, tourism, forestry, renewable energy, enterprise and local services, while ensuring that development does not affect the unique rural character of the county. While the rural economy and society is changing rapidly, in many instances it remains dependent on traditional sectors of agriculture, fishing, construction and tourism. Rural areas need diversification to retain their population and supplement income.

The development of a strong enterprise culture is central to the economic and social vibrancy of rural communities, in particular the development of micro enterprises and small and medium enterprises (MSMEs) is of particular relevance to the sustainability of smaller towns, villages and rural areas. Rural areas have significant potential in these sectors, and as digital links and opportunities for remote working and new enterprises continue to grow, employment is likely to increase in areas such as agri-tech, ICT, multi-media and creative sectors, tourism, and an added value bio-economy and circular economy. Improved digital connectivity, through the roll-out of the National Broadband Plan, offers unprecedented opportunities for businesses in rural areas to offer new services and to reach new markets over the coming years.



The primary/natural resource base offers many opportunities for diverse enterprise development, renewable energy production as well as tourism, leisure and recreational development. As Kerry is largely a rural County, there are opportunities to broaden the rural economy of the County by promoting small-scale retail services in the countryside that will not have a significant impact on retailing in the larger centres. Local village shops, small scale tourist related retail and farm shops ancillary to farm complexes will be considered in a rural location, where they do not have an impact on adjacent villages. Specific products and services, such as organic or fresh and processed products, including artisan foods, are developing as important enterprises in the county. The council will support farm diversification initiatives where the main agriculture use is maintained, where there is no significant loss of productive agricultural land, and where the residential and visual amenity of the area is protected.

In the face of declining farm incomes farming enterprises are expanding the range of economic activities they engage in as a means of supplementing farm incomes. Farm shops are one such enterprise and are becoming an increasingly common feature of rural Ireland. Farm shops can meet the demand for fresh produce and providing new sources of employment and services and may also serve a tourist related function, so contributing to the diversity and strength of the rural economy. The Council recognises the value of this form of retailing and will consider such retailing, where they do not have an adverse impact on the visual, environmental and traffic amenities of the area or affect the vitality of existing retail centres, or adjacent villages.

The Council supports innovation and technology as vital to the diversification and strengthening of the rural economy.

Rural Economy

It is an objective of the Council to:

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| KCDP 9-37 | Support and facilitate the thematic objectives outlined in “Our Rural Futures”, rural development policy 2021-2025, to strengthen economic activity and employment in rural areas. |
| KCDP 9-38 | Promote employment growth in rural towns to support the population of the towns and their wider rural catchments. |
| KCDP 9-39 | Facilitate and support sustainable employment initiatives and the development of value-added opportunities linked to food, horticulture and agriculture and also support the development of village shops in villages and small village settlements where the scale of the development is compatible with the rural character of the area. |
| KCDP 9-40 | Support investment in the sustainable development of fully accessible infrastructure that strengthens rural connectivity including rural public transport services. |
| KCDP 9-41 | Support rural development and facilitate Farm diversification and new employment / enterprise opportunities within the agriculture sector, subsidiary to agricultural uses, and where there is no significant loss of productive agricultural land and the residential and visual amenity of the area is protected, including initiatives addressing climate change and sustainability. |
| KCDP 9-42 | Support farm shops in rural areas where it is ancillary to an existing farm complex. |

9.7.3.1 Capital and Social Investment in the Rural Economy

Kerry is home to a number of social enterprises who work to support communities to find innovative solutions to social and environmental challenges to make a difference in their local communities.



There is a suite of investment opportunities available to assist in the development of the community and economic infrastructure of the county. Kerry County Council has been hugely successful in availing of these funding streams and delivering projects across a number of areas, through its own Council projects and in collaboration with partners throughout the county.

Some of the available funding schemes include:

- Rural Regeneration & Development Fund
- Enterprise Ireland Regional Development Fund
- Community Support Fund
- Town & Village Renewal Grants
- Outdoor Recreation Infrastructure Scheme
- Clár Scheme
- LEADER
- Social Inclusion and Community Activation Fund

These and other grants offer significant opportunities for investment in our communities and in developing projects that will have long-term social and economic benefits for the county. The objectives of the Kerry County Development Plan provide the overall framework to guide the types of projects that can be delivered under these schemes and can contribute in the most effective way to the long-term sustainable development of the County.

Capital and Social Investment in the rural Economy

It is an objective of the Council to:

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| KCDP 9-43 | Facilitate and support community innovation hubs, digital hubs, food hubs, start-ups and centres of excellence (with particular opportunities for innovation in agri-food, agri-tech, marine research, creative industries, knowledge economy etc.) as local drivers for growth. |
| KCDP 9-44 | Support community groups to avail of funding schemes for the development of the community and economic infrastructure. |
| KCDP 9-45 | Facilitate and support the development of the Social Enterprise sector in Kerry and develop appropriate fit for purpose land and buildings as spaces to enable development and growth of new services and products. |

9.7.4 Remote/Blended Working and Enterprise Hubs

The COVID-19 pandemic has rapidly accelerated the adoption of remote or blended working as a model of work. *'Making Remote Work'* is the new national Remote Work Strategy. The objective of this is to ensure remote work is a permanent feature in the Irish workplace and sets out actions to support this objective. The National Rural Policy 2021-2025 *'Our Rural Future'* identifies the investment in remote working infrastructure and supports as a key deliverable to enable more people to live and work in rural communities, with good career prospects, regardless of where their employer is headquartered.

Remote or blended working presents opportunities for Kerry, as employees or employers are no longer tied to a particular location. It has benefits for attracting and retaining talent that might otherwise locate to larger cities, improving work/life balance, supporting and revitalising local communities, potentially reducing the amount of time spent commuting and as a result, reducing transport related carbon emissions. It opens up possibilities for companies to locate outside of the major cities.



The **Kerry Hub Network** is comprised of a number of well-established and quality enterprise hubs. These include a mix of public and privately funded enterprise hubs, with a geographical spread throughout the County.

• Tom Crean Business Centre (Tralee)	• Dingle Creativity and Innovation Hub (Dingle)
• Killarney Innovation Hub (Killarney)	• RDI Hub (Killorglin)
• Sneem Digital Hub (Sneem)	• Castleisland Carnegie Coworking (Castleisland)
• gteic Baile an Sceilg	• HQ Tralee and Listowel
• Office Light (Cahersiveen)	• Kenmare Enterprise Hub (Kenmare)
• The Box Cowork (Killarney)	• Valentia Cable Station (Valentia)

Table 9.4 Enterprise Hubs in Kerry

Kerry is part of the **Atlantic Economic Corridor**, a linear network along the western seaboard supported by the Department of Rural and Community Development and the Western Development Commission. The **Connected Hubs Network** is operated by The National Hub Network, a Government of Ireland initiative that provides a vehicle for individual hubs to come together under a shared identity to maximise the economic opportunity of remote working. The Kerry Hub Network forms part of the Connected Hubs Network. The Connected Hubs network of Enterprise Hubs has a key role to play in supporting clients, their employees and companies looking for solutions to retain their staff and productivity. Enterprise hubs provide not only office space but can also act as the conduit for entrepreneurship and innovation. They are an important element in the economic landscape of our towns and villages and have the potential to offer larger employers 'dispersed' office solutions.

The Council considers it vital to maximise the opportunities afforded for remote-based working by developing infrastructure, technology and broadband access in hubs/co-working spaces in towns and villages as these developments can contribute significantly to the local economy and reduce the need to commute. It is the policy of the council to support remote working in co-working hubs. See Chapter 14 Connectivity for further information.

Remote/Blended Working and Enterprise hubs

It is an objective of the Council to:

KCDP 9-46 Facilitate and support co-working hubs/co-working spaces within the settlement network, preferably on Town/Village Centre Sites and encourage the reuse of existing vacant buildings within town/village centres for such purposes.

KCDP 9-47 Recognise and promote the need for remote working throughout the County, either from a designated hub/co-working space or an existing dwelling, which offers employees flexible work arrangements and contributes to a lower carbon output through the associated reduction in commuting.

9.7.5 Home-Based Economic Activity

Home-Based Economic activities are generally small-scale commercial activities undertaken by the owner/occupier of a dwelling which represents a subsidiary use to residential accommodation. Such an activity represents an important source of employment and the Council recognises the significant role played by this sector.



However, it is essential that that such uses, or activities remain subsidiary to the main use of the dwelling as a residence, does not involve the employment of staff or visiting members of the public or consist of services and facilities that are normally located in town and villages centres. This is necessary to protect the residential amenity of adjacent property owners, to prevent the loss of services from and to maintain the vitality and vibrancy of towns and villages, to reduce car dependency and achieve climate mitigation targets.

Home-Based Economic Activity

It is an objective of the Council to:

KCDP 9-48 Support home-based economic activities where the activity is subsidiary to the main residential use, does not involve the employment of staff or visiting members of the public, is not normally located in a town or village and does not have an impact on the residential amenity of adjacent property owners.

9.7.6 Agriculture, Agri-Food and Agri-Tech

Agriculture has traditionally been the most important contributor to rural economies, and it remains important as a significant source of income, providing both direct and indirect employment and as an integral component of the economy of Kerry. However, agricultural practices are changing and modernising and this can bring challenges including the need to restructure, source new markets and put in place measures to mitigate against climate change. An economically efficient agricultural and food sector, together with forestry, natural resources, new advancements in technology and diversification into alternative on-farm and off-farm activities, are essential components for the development of the rural economy.

In formulating this plan Kerry County Council has had particular regard to the Dept of Agriculture, Food and the Marine Strategy Document 2021-2024 and associated Action Plan. Sustainable agriculture means protecting incomes, food safety, animal welfare standards and soils. It also includes progression on action on climate and farmland biodiversity. Farm and farmlands vary as will sustainable agricultural practices and development. The transition to a low carbon energy future will require a wide range of responses across the agri-food sectors and in the wider agricultural rural communities.

A challenge for the agriculture sector is to meet the National Policy Position on Climate Action, which sets a national objective to achieve carbon neutrality, without compromising the capacity for sustainable food production. This plan will be supportive of developments and initiatives aimed at increasing agricultural and resource efficiency, biodiversity, water quality, climate adaptation and resilience outcomes.

Agri-food, fisheries and forestry represent Ireland's largest indigenous industry. Agriculture output in Kerry is valued at €358m (5.3% of the State) with additional output from farming amounting to €262m. Forestry and Aquaculture output is valued at €12m and €4.7m respectively.

The agriculture sector employs approximately 5,000 directly, at 9% of Kerry working population, it is 3% higher than South West and double the State average. According to the IFA agriculture supports an additional 2,800 jobs indirectly in food and drink processing alone, with further employment in the wider agri-industry, including input suppliers, agriculture contractors, jobs in transport and engineering, accountancy, legal, veterinary and other agri-advisory services.

Agriculture will continue to be an important component of the economy. The agricultural sector will continue to innovate and adapt to the challenges posed by modernisation, restructuring, market development and the increasing importance of environmental issues. An economically efficient agricultural and food sector, together with forestry, sensitive exploitation of natural resources and diversification into alternative on-farm and off-farm activities, are essential components for the development of the rural economy.



One of the aims of this plan is to heighten the sustainability of the traditional sectors of tourism and agriculture and ensure that they continue to play a significant role in driving Kerry's economy. This plan includes actions centred on diversifying both the tourism and agriculture sectors through further expansion of Kerry's local food economy.

Food Vision 2030 – A world Leader in Sustainable Food Systems

The Food Vision 2030 Strategy is a new ten-year Strategy for the Irish agri-food sector (taken to include primary agriculture, food and drink processing and manufacturing, fisheries, aquaculture and fish processing, forestry and forestry processing and the equine sector). Its Vision is that Ireland will become a world leader in Sustainable Food Systems (SFS) over the next decade. This will deliver significant benefits for the Irish agri-food sector itself, for Irish society and the environment. In demonstrating the Irish agri-food sector meets the highest standards of sustainability – economic, environmental, and social – this will also provide the basis for the future competitive advantage of the sector. By adopting an integrated food systems approach, Ireland will seek to become a global leader of innovation for sustainable food and agriculture systems, producing safe, nutritious, and high-value food that tastes great, while protecting and enhancing our natural and cultural resources and contributing to vibrant rural and coastal communities and the national economy.

At the heart of the Strategy are four high level Missions underpinned by a series of key goals and actions, which seek to strike this balance:

1. A climate smart, environmentally sustainable agri-food sector.
2. Viable and resilient primary producers with enhanced wellbeing.
3. Food, which is safe, nutritious and appealing: Trusted and valued at home and abroad.
4. An innovative, competitive and resilient agri-food sector, driven by technology and talent.

The Kerry agri-food industry operates globally and is experiencing both significant challenges and opportunities from economic changes in the world economy, however, it continues to be a strong economic driver of local economic recovery. Much of the economic benefits in the agri-food sector are dispersed throughout the country making it particularly vital to rural areas and economic development generally. Continued development of the agri-food sector will be supported through the implementation of strategic objectives of Food Vision 2030. This plan seeks to underpin and support the future sustainable development and expansion of this industry. It is the policy of Kerry County Council to support the sustainable development of the agri-food and associated sectors.

AgriTech Centre of Excellence – ACE

The Agritech Centre of Excellence is an initiative of MTU Kerry in collaboration with Dairymaster, McHale Engineering, Abbey Machinery supported by Enterprise Ireland and Kerry County Council. ACE is a new and exciting approach to Agritech sectoral learning, development and research. ACE uses immersive learning technologies such as e-learning and virtual reality platforms to deliver excellence in learning and development for the Agritech sector. Industry-led, ACE works to enhance the capabilities of Ireland's Agritech companies, enabling them to expand their reach and global ambition. The vision is to position Ireland at the forefront of the international Agritech industry.

The Council promotes the use of Agri-tech which is the use of technology for farming that is developed to improve efficiency and profitability. It aims to improve farming through information monitoring and data analysis.

9.7.6.1 Food Hubs

The development and expansion of the Food-Hub Network in the County is an important element in the growth of the indigenous food industry in Kerry, supporting local producers and locally sourced ingredients



producers. The **Kerry Food Hub** provides production facilities for start-up food entrepreneurs and growth directed food businesses. Blending naturally into the local environment, phase one (Concept to Launch) of this purpose-built facility on a greenfield site near Firies village began operations in 2016 with four units of 1000 ft² each finished to food-grade industry standards. Kerry Food Hub is a community run facility that aims to support job creation, encourage up-skilling, promote food tourism and will provide an online platform to connect buyers with artisan food producers. The Kerry Food Hub is currently expanding its facilities. The **Listowel Food Hub** will deliver a 12,000 ft² food hub facility at Clieveragh Business Park, Listowel, comprising of five food production units and a fully fitted Research and Development suit. The Listowel Food Hub will provide space for mobile projects and enterprises to graduate from the food hub to their own facilities.

Agriculture, Agri-Food and Agri-Tech

It is an objective of the Council to:

- KCDP 9-49** Support and facilitate the implementation of the strategic objectives of Food Vision 2030 – A World Leader in Sustainable Food Systems to sustainably develop the agricultural and food sectors that contribute enormously to the economic development of rural areas
- KCDP 9-50** Facilitate and support the development of sustainable agricultural practices and facilities within the county, subject to normal planning and environmental criteria and the development management standards contained in Volume 6 of this plan.
- KCDP 9-51** Protect good quality agricultural lands from large scale development which could be accommodated elsewhere and that would undermine the future agricultural productivity of the lands or irreversibly harm the commercial viability of existing or adjoining agricultural land.
- KCDP 9-52** Facilitate the sustainable modernisation of agriculture and to encourage best practice in the design and construction of new agricultural buildings and installations to protect the environment, natural and built heritage and residential amenity.
- KCDP 9-53** Ensure agricultural waste is managed and disposed in a safe, efficient and sustainable manner having regard to the environment and in full compliance with the European Communities Good Agricultural Practice for the Protection of Waters Regulations (2010-2020) and any subsequent updates and relevant best practice guidelines.
- KCDP 9-54** Ensure that intensive agriculture units will only be considered where it is clearly demonstrated by the applicant to the Council that the proposed development will not give rise to negative impacts on animal welfare, the environment, natural or built heritage or residential amenity. The scale and intensity of operations, including the cumulative impact of similar type developments in close proximity, shall be clearly detailed in the application and shall inform the assessment. All applications for such development shall be required to demonstrate that the proposal complies with the development management standards in Volume 6 of this plan.
- KCDP 9-55** To support and facilitate the development of food-hubs as a contributor to the growth of the indigenous food industry in Kerry, supporting local producers and locally sourced ingredients producers.
- KCDP 9-56** Recognise and promote the value of agricultural land to ensure sustainable food supply and the landscape value of the rural area.
- KCDP 9-57** Engage and collaborate with key stakeholders, relevant agencies, sectoral representatives and local communities to develop the agri-food sector in Kerry, to promote and showcase the agri-food sector, and to ensure that the economic potential of the sector is secured for the benefit of the local and national economy.



- KCDP 9-58** Support the maintenance of a vibrant and healthy agricultural sector based on the principles of sustainable development whilst at the same time allowing for engaging in alternative employment in or close to rural areas to sustain rural communities.
- KCDP 9-59** Ensure the economic benefits associated with promoting the County's agri-food sector are balanced with due consideration for the conservation and protection of the rural environment.
- KCDP 9-60** Support and facilitate research and development in the Agritech sector.

9.7.6.2 Natural Resources

County Kerry has a number of naturally occurring resources that contribute to the social and economic fabric of the County. These include water resources, soil, agriculture, forestry, fisheries, renewable energy and extractives. These resources are generally located in rural areas providing employment and contribute to the economy of these rural communities. The continued sustainable development of these resources at appropriate locations will serve to diversify and strengthen the economy of the County. Kerry's offshore resources are also considerable.

The nature and scale of the development and operations required to develop these resources can have a significant environmental impact that can damage other economic sectors such as tourism and recreation. Protecting the environment from undesired impacts is key to the development of sustainable communities and the preservation of our countryside and environment. Therefore, proper planning and sustainable development of natural resources require a balanced approach with appropriate policies for the growth and development of these resources while ensuring adverse effect on the environment and/or European sites.

Natural Resources

It is an objective of the Council to:

- KCDP 9-61** Maximise the economic potential and development of natural resources in a sustainable manner.
- KCDP 9-62** Maximise the employment potential of the natural resources within the County in a sustainable way through the promotion of associated industries at appropriate locations.
- KCDP 9-63** Ensure that the development and exploitation of natural resources does not result in any significant adverse effects on the local community.

9.7.6.2.1 Extractives Industry

The extractive industry provides essential raw materials for the construction industry as well as providing employment and economic growth in the local and regional economy. The continual supply of aggregates, including recycled construction and demolition material is necessary for continual economic growth, which is an integral requirement for the implementation of the National Development Plan, Transport 21, and private sector development. Reserves of suitable material are finite, and extraction can only take place where these reserves are found.

Quarry extraction works and ancillary activities have the potential to impact on the environment (e.g., noise, dust, vibration, visual intrusion, hydrological disruption, water pollution, loss or fragmentation of habitat, traffic generation, adverse impact on road network and archaeological impacts). In certain instances, quarries can also be beneficial to the environment, particularly at the decommissioning phase when opportunities for habitat creation and alternative uses can arise.

Extractive industries are resource and location based and the resource is often located in visually and environmentally sensitive areas and in close proximity to residential areas. It is however a necessary and vital



resource for the future development of the County. Consideration of this form of development is a difficult issue where environmental, heritage and visual considerations have to be weighed against economic, employment and development considerations.

Aggregate materials also form a key component of road making and road maintenance products. In particular having regard to the circular economy the reprocessing and reuse of these materials is increasingly important. This necessitates the use of reprocessing and bitumen plants. The council will look favourably on the siting and design of these facilities within existing quarry sites subject to detailed environmental assessment. The council will have regard to the Quarries and Ancillary Activities-Guidelines for Planning Authorities (2004).

Extractives Industry

It is an objective of the Council to:

- KCDP 9-64** Facilitate the sustainable development of the extractive industry and seek to ensure the ongoing availability of an adequate supply of aggregates for the construction industry.
- KCDP 9-65** Facilitate and support the development of bitumen plants and reprocessing aggregate facilities within existing quarries subject to environmental assessment.
- KCDP 9-66** Ensure all extractive development proposals comply with the objectives of this plan including development management standards, flood risk management requirements and the protection of landscape, biodiversity, infrastructure, water and air quality, built and cultural heritage.

9.7.6.2.2 Foreshore Extraction

The extraction of material from the foreshore, beaches, sand dunes and watercourses can have serious adverse impacts on the environment. It can alter the ecosystem in an area and in certain instances initiate or contribute to erosion. The Council will seek to prohibit such extraction from occurring.

Foreshore Extraction

It is an objective of the Council to:

- KCDP 9-67** Prevent, where appropriate, the extraction of inorganic material from the foreshore and watercourses. Proposals necessary for the purposes of flood risk management or navigation route protection will be considered on their merits and will be subject to detailed environmental assessment. As part of this the potential for impact on fisheries and Natura 2000 sites will be taken into consideration.

9.7.6.2.3 Forestry

The forest industry, comprising the growing, harvesting and processing of forest products makes a significant and increasing contribution to the Irish economy. Forestry is an important renewable resource with a major role to play in sustainable rural development. In addition to the direct benefits of planting, in terms of valuable crops and employment, forestry has an important impact on rural economies through the development of related industries, locally produced sustainable energy and rural tourism opportunities. The expansion of forestry is also a national objective specifically supported by the Climate Action Plan 2019.

Ireland's forests play an important role in helping with climate change mitigation, through carbon sequestration in forests and the provision of renewable raw materials. Irish forestry is a major carbon sink and afforestation is the most significant mitigation option that is available to Ireland's land use sector. As part of the Government's Climate Action Plan, there is an annual afforestation target of 8,000ha. The creation of new woodlands and the wider forestry sector have a critical role in contributing to carbon sequestration, decarbonisation and contributing to a post-carbon and climate resilient economy.

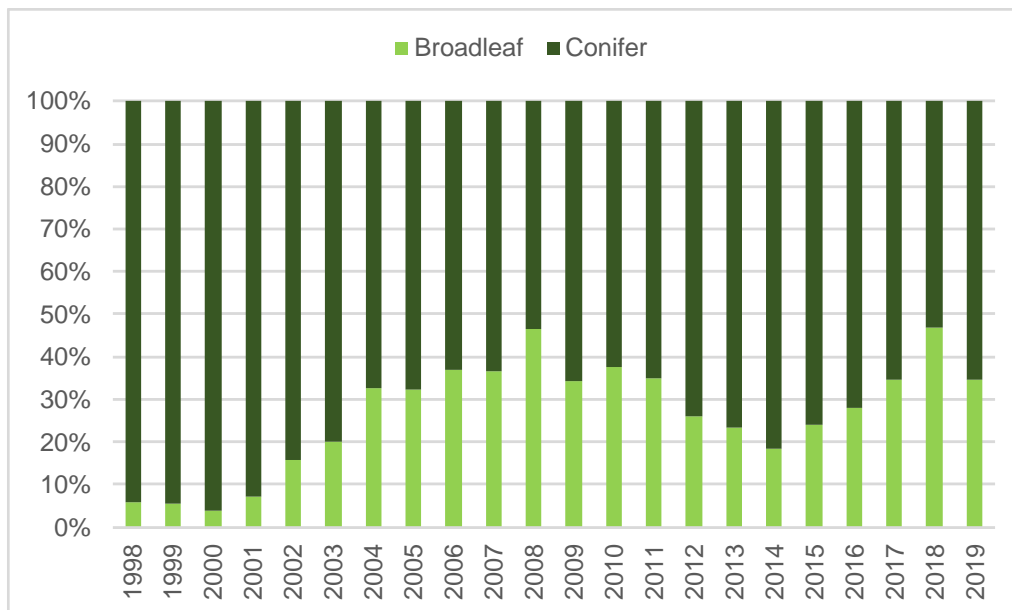
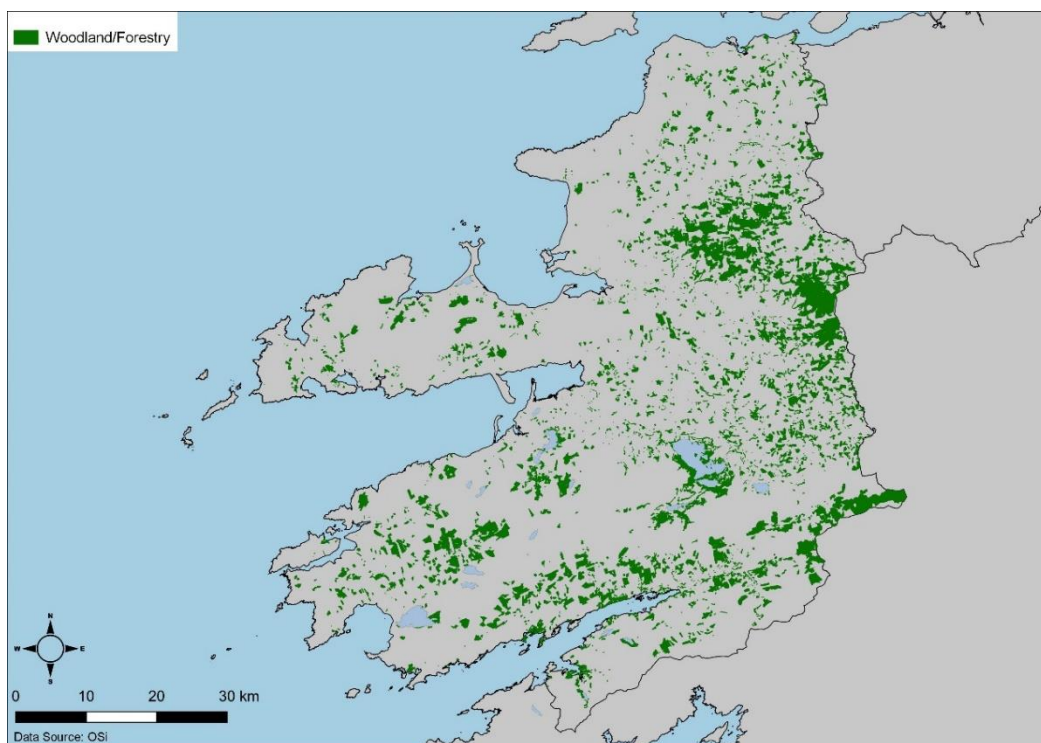


Fig. 9.3: Type of Planting (DoAFM)

The Department has introduced a Woodland Environmental Fund that provides an access point for business to further incentivise landowners to plant Native Woodland. Department of Agriculture, Food and Marine afforestation statistics show that there has been an increase in broadleaf planting, with 21% of all planting in the county since 1998 being broadleaf.



Map 9.2: Forests/Woodland in the County

The strategic plan for the development of the forestry sector *Growing for the Future* published by the Department of Agriculture, Food and Marine aims to increase the national forest estate to 17% of land cover by 2030. This target size for the sector will provide the critical mass necessary to support the range of



associated processing industries and related sectors, which provide much of the wealth and employment generated by forestry.

The total amount of land under forestry in the county according to CORINE (2018), all types, is 49,436.6 hectares. Of this figure, 18,427.7 hectares, are located at an elevation of over 200m above sea level. This equates to 37.3% of all forestry being over 200m. This elevation, combined with the area and height of the trees, contributes to a greater impact on the landscape.

The forest estate in Kerry is relatively unique to the rest of the country in that it is predominantly in private ownership. Over the last 20 years, as illustrated in Figure 9.4, the amount of forestry planted has reduced on an annual basis.

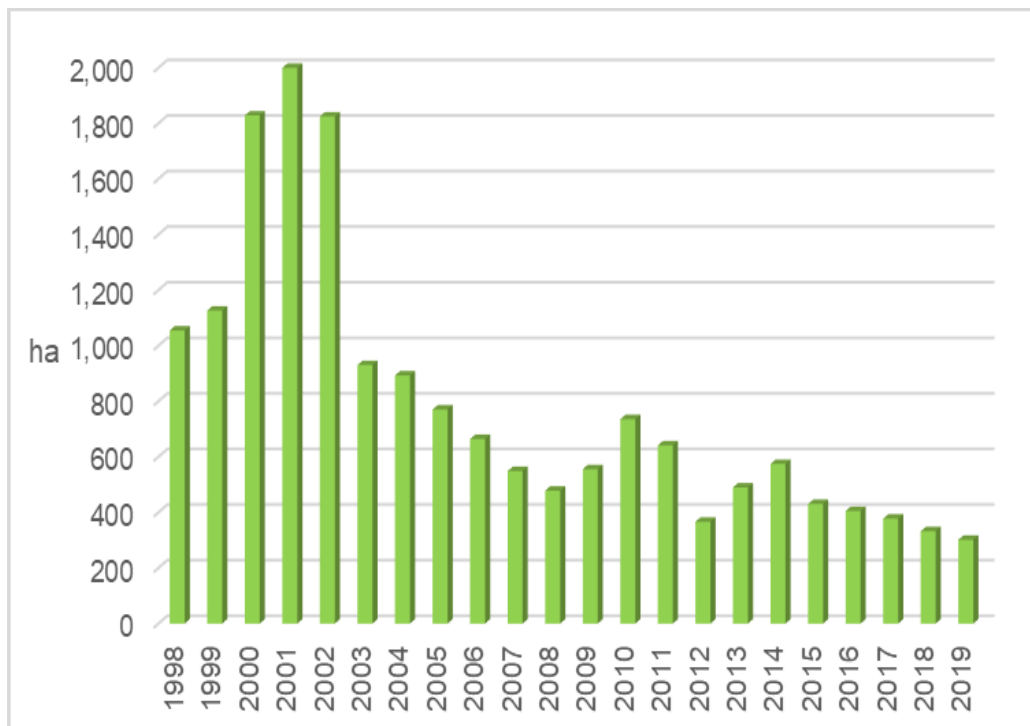


Fig. 9.4: Forestry Planting in County Kerry (DoAFM)

Over the last number of years there has been a move to divert forestry resources into biomass production with the view to penetrating the national and local heat markets. The use of the County’s forestry resources in biomass is supported by the Forest Service, Department of Agriculture, Food and Marine and the Teagasc Forestry Development Unit as well as other local partners.

Notwithstanding this the Council recognises that afforestation can have less favourable visual and environmental impacts unless it is appropriately located and of a scale and design that is sympathetic to the physical nature of the landscape and environment. The *Irish National Forest Standard* is published by the Forest Service and follows the principles of Sustainable Forest Management (SFM). As the national regulatory body for forestry, the Forest Service implements SFM through environmental guidelines that acknowledge environmental considerations at all stages in the forestry sector. In addition, there are a suite of guidelines from the Department of Agriculture, Food and the Marine that cover water quality and other environmental issues including *Forestry and Water Quality Guidelines*, *Forestry and Freshwater Pearl Mussel Requirements*, *Forest Biodiversity Guidelines*, *Forest Harvesting and Environmental Guidelines*; *Forestry and Archaeology*; *Forestry and Landscape*, *Forest Protection Guidelines*, *Forestry and Otter Guidelines*, *Forestry and Kerry Slug Guidelines* and *Bats and Forestry Guidelines*.



The Council will, therefore, in conjunction with the relevant authorities, encourage the sustainable development and expansion of forestry, in a manner that is compatible with the environmental guidelines listed above.

Forestry	
It is an objective of the Council to:	
KCDP 9-68	Support sustainable forestry developments at appropriate locations in the County and the continued sustainable expansion and diversification of the forestry sector.
KCDP 9-69	Support the appropriate use of forests for timber, energy, biodiversity, recreation and tourism and development of associated businesses and enterprise at local level.
KCDP 9-70	Ensure that the County's valuable remaining non-plantation native woodlands are protected and enhanced through the use of appropriate planning and development measures.
KCDP 9-71	Support sustainable forestry development, including the planting of native trees, throughout the County where it is deemed appropriate and to ensure that the development is compatible with the protection of the environment and nature conservation areas including sensitive areas, water supplies and fisheries.

9.7.6.2.3.1 Forestry Location

The Council will co-operate with the National Parks and Wildlife Services, Coillte, The Department of Agriculture, Food and Marine/Forestry Service and any other relevant authority in the preparation of the strategy for the County and in identifying environmentally sustainable locations. The Council in its consultative role shall support the sustainable implementation and further development of best forest practice, as defined by the Forest Service's publication '*Forest Service Guidelines and the Code of Best Forest Practice*' for all forest developments and operations.

Under the planning code initial afforestation does not require planning permission. In addition, development (other than the replacement of broadleaf high forest by conifer species) that is licensed or approved under section 6 of the Forestry Act 2014 (No. 31 of 2014) and that consists of the thinning, felling or replanting of trees, forests or woodlands, or ancillary works, is also exempted development.

The planting of large-scale forestry can impact on the residential amenity of adjacent landowners and adversely affect the maintenance of public roads. There are also concerns regarding the impact of forestry, coniferous forestry in particular, on the landscape of the county. Careful consideration to these impacts therefore needs to be given when planting.

The Forest Service prepared a national *Indicative Forestry Strategy*³ which identifies areas in the state suitable for forestry, having regard to the sensitive areas of high amenity, listed views, archaeological sites and Natural Heritage Areas. The strategy also has regard to the impact on water quality, bogs, wildlife, rural dwellings and the need for sustainable development generally.

³ Forest Service Indicative Forestry Strategy 2008, Department of Agriculture, Fisheries and Food.



9.7.6.2.4 Fishing / Aquaculture

Fishing, fish distribution, processing, aquaculture⁴ and related activities generate significant levels of employment and remain an important resource for the County which has potential for further sustainable development.

It is essential that a balance is achieved between generating a sustainable and economically viable industry on the one hand and complying with EU policies and quota on the other hand. The Council will support the sustainable development of the operations of the fishing and aquaculture industry while protecting and preserving the biodiversity and ecosystems in our oceans and watercourses, so they can continue to provide essential monetary and non-monetary goods and services.

While in recent years there has been a decline in the marine fishing industry due in part to the EU quota restrictions, there has been an expansion in the aquaculture and secondary sectors of the industry as a whole and overall fishing remains an important and vital sector in the economy of the County.

Aquaculture and food processing both have the potential to continue to expand in the County, while opportunities for the development of a service industry exist particularly in South Kerry with approximately 300-400 Irish and foreign fishing vessels operating off the coastline. The Council recognises the importance of the industry as a whole to the economy of the County and will continue to play a supportive role to ensure fishing and aquaculture is managed and assisted where necessary.

In addition to commercial fishing and aquaculture the aquatic environment (marine, estuarine and freshwater) supports smaller scale fishing and angling activities. The protection and support of water quality and habitats as natural resources necessary to safeguard these activities is therefore of importance.

It is the policy of the Council to support and promote the sustainable development of the marine/aquaculture sector in order to maximise its contribution to employment and growth in coastal communities and the economic wellbeing of the County.

Fishing/Aquaculture

It is an objective of the Council to:

- | | |
|------------------|--|
| KCDP 9-72 | Support and promote the sustainable development of the marine and aquaculture sectors. |
| KCDP 9-73 | Facilitate and support aquaculture developments where the cumulative effects of existing and proposed aquaculture developments will not have a significant negative effect on the visual amenity of the area. |
| KCDP 9-74 | Support the sustainable use of existing port facilities for the catchments and processing of fish as an economic activity that contributes to the food industry in the County. |
| KCDP 9-75 | Support added-value marine and freshwater foods and service industries in a sustainable manner and at appropriate locations where they comply with the general policies and development management standards of this plan. |
| KCDP 9-76 | Support the protection of water quality, key habitat, and other natural resource requirements necessary to safeguard coastal, estuarine and freshwater fisheries. |

⁴ Aquaculture includes the culture or farming of fish, aquatic invertebrates, aquatic plants or any aquatic form of food suitable for the nutrition of fish.



9.7.7 Manufacturing

The Local Authority will continue to support investment in the future development of manufacturing facilities at appropriately zoned locations throughout the county. Manufacturing encompasses a broad range of activities from research and development through design, production, logistics and distribution and production activities in food, pharmaceuticals, engineering and green technologies.

It is the policy of Kerry County Council to stimulate the opportunities in the manufacturing sector, thereby promoting the County as the location of choice for a range of manufacturing enterprises and create high-quality built environments offering a range of building sizes and formats, supported by necessary infrastructure.

Manufacturing

It is an objective of the Council to:

KCDP 9-77 Promote the growth of the manufacturing sector in Kerry by responding to the varying needs and requirements of the different components within the sector and by supporting the development of high-quality built environments offering a range of building sizes and formats, supported by the targeted provision of necessary infrastructure.

9.7.8 Retail Sector

The future growth of the retail sector plays an important role in the economy of Kerry and it is the policy of the Council to support this growth throughout the County. See Chapter 4 Towns & Villages for further information on Retailing in Kerry.

9.7.9 Marine Sector

The National Marine Planning Framework (NMPF) promotes the sustainable development of a thriving marine economy and the development of vibrant, accessible and sustainable rural coastal and island communities while realising the potential of marine resources in a fair, balanced and transparent manner. The Framework focuses on the development of key marine assets including aquaculture and fisheries, energy, marine aggregates and mining, ports, harbours and shipping and tourism.

The marine economy provides employment to many people in coastal areas making a valuable economic contribution to local communities in the county and marine economic activities include ports, fisheries and tourism. Kerry County Council recognises the strategic importance of Fenit Sea Port and Dingle Fishery Harbour Centre as amenity, commercial and important transportation links to facilitate the growth of the marine economy.

The NMPF supports the development of offshore renewable energy (ORE) in Ireland as a driver to significantly reduce greenhouse gas emissions and accelerate the move to cleaner energy in line with national and EU policy. The NMPF advises that opportunities for land-based, coastal infrastructure that is critical to and supports development of ORE should be prioritised in plans and policies, where possible.

The opportunities offered by the Marine Sector are discussed further in Chapter 14 Connectivity and Chapter 12 Energy.



Marine Sector

It is an objective of the Council to:

- KCDP 9-78** Support the existing diverse nature of the marine sector in Kerry, and identify and promote sustainable growth opportunities, while protecting European sites. This shall be achieved through engagement and partnership with the relevant agencies, sectoral representatives and local communities.
- KCDP 9-79** Ensure that proposals for economic development associated with the marine sector are cognisant of the sensitivities of Kerry's coastal locations and that relevant environmental issues are appropriately considered.
- KCDP 9-80** Support the sustainable growth and development of the marine sector and marine economy through the implementation of the National Marine Planning Framework and by facilitating marine related development at appropriate locations in the towns, villages, ports and harbours of the county subject to compliance with the relevant Directives, the relevant objectives in this Plan and normal planning and environmental criteria.
- KCDP 9-81** Support the export, fisheries, marine tourism and marine economy potential of ports and harbours in the county. All development proposals will be subject to environmental assessment, implementation of mitigation measures outlined in applicable SEAs and AAs and feasibility studies to establish that any expansions can be achieved without adverse effects on any European sites and within the carrying capacity of the receiving environment of the ports.
- KCDP 9-82** Facilitate the sustainable development of the fisheries and aquaculture and support its diversification at appropriate locations having regard to best environmental practice in order to maximise its contribution to employment and the economic well-being of rural coastal communities.
- KCDP 9-83** Support the National Marine Planning Framework, the Offshore Renewable Energy Development Plan (OREDP)2014 and its successors in the progressive sustainable development of Ireland's offshore renewable energy potential and cooperate with state and semi-state agencies in relation to the implementation of these and supporting projects in the Shannon Estuary in a sustainable manner.
- KCDP 9-84** Support the sustainable development of land-based, coastal infrastructure that is critical to and supports development of Offshore Renewable Energy, including the sustainable development of port infrastructure to service such developments.
- KCDP 9-85** Ensure that adequate measures are taken to protect designated shellfish areas as an important economic and employment sector.
- KCDP 9-86** Ensure that the highest environmental standards and controls are maintained in dealing with proposals relating to the extraction of marine aggregates and mining sector and protects the amenities of local communities.
- KCDP 9-87** Sustainably improve road networks that link port facilities to the larger urban centres.



9.8 SEVESO Sites

The SEVESO III Directive (2012/18/EU) is the main EU legislation dealing with the control of on-shore major accident hazards involving dangerous substances. The Directive is implemented in Ireland through the Chemicals Act (Control of Major Accident Hazards involving Dangerous Substances) Regulations 2015. A Major Accident Hazard Site (SEVESO Site) is a site where the occupier has notified the Health and Safety Authority that they meet a specified threshold for quantities of hazardous substance as outlined in the above-mentioned Regulations.

SEVESO Sites

It is an objective of the Council to:

KCDP 9-88 Control the following, for the purposes of reducing the risk or limiting the consequences of a major accident (regard will be had to the provisions of the SEVESO III Directive and any regulations, under any enactment, giving effect to that Directive)

- The siting of Major Accident Hazard sites.
- The modification of an existing Major Accident Hazard site; or
- Specified development in the vicinity of a Major Accident Hazard site.