



# Asdee Community Development Association



# Socio-Economic Development Plan 2020 - 2025



## Acknowledgments

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This plan was prepared by O'Raw Consultancy & Associates and Dr Brendan O'Keeffe.

The facilitators wish to acknowledge the support, guidance and enthusiasm invested by members of the Development Association and the residents of Asdee throughout this project.

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## List of Acronyms

ACDA	Asdee Community Development Association
CDP	County Development Plan
CSO	Central Statistics Office
ED	Electoral Division
EI	Enterprise Ireland
FLAGs	Fisheries Local Action Groups
KCC	Kerry County Council
LEADER	Liaison entre actions de développement de l'économie rurale (Links between actions for the development of the rural economy)
LEO	Local Enterprise Office
LNG	Liquid Natural Gas
NEWKD	North East and West Kerry Development
NGO	Non-Governmental Organisation
NPF	National Planning Framework
OPW	Office of Public Works
RSES	Regional Economic and Spatial Strategy
RSS	Rural Social Scheme
SA	Small Area
SDGs	Sustainable Development Goals
SEAI	Sustainable Energy Authority of Ireland
SIFP	Strategic Integrated Framework Plan
UN	United Nations

## Foreword

FLAGs (Fisheries Local Action Groups) are a Community Led Local Development initiative for fisheries and aquaculture dependent communities, under Ireland's *Seafood Operational Programme 2014-2020* and funded through the European Maritime and Fisheries Fund. The FLAG South West area comprises the coastal zone of County Kerry and the coastal zone of County Limerick bordering the Shannon Estuary.

We are focused on promoting innovative approaches to create growth and jobs in these coastal areas, with a particular emphasis on adding value to fishery and aquaculture products and diversifying the local economy towards new economic activities, in particular those offered by 'blue growth' and the broader maritime sectors.

The overall objective of FLAG South West's strategy is to promote the economic, environmental and social sustainability of fisheries and aquaculture areas, and to maintain and improve their employment prospects. FLAG South West's programme seeks to encourage communities involved in the fishery and aquaculture sectors to become drivers of the sustainable development of their areas through implementation of their Local Development Strategy.

We see the vision and foresight demonstrated by the people of Asdee in developing their Socio-Economic Plan as a hugely positive step towards determining their own future and we are proud to support it. Their resilience will be key to their future prosperity at a community level.

*Kevin Flannery*

*Chair*

*FLAG (Fisheries Local Action Group), South West*

## Preface

The “Village of Asdee” is not just a song title; it is identity, it is pride, it is community, it is inclusive, it is passion, it is scenery, it is location, and it is home.

Asdee Community Development Association was formed to nurture and harness the community spirit and pride in our locality. The purpose of our group is to provide a forum to facilitate community-driven initiatives, open discussion, and provide a platform for the community to share their ideas and work together.

In the past, Asdee was a vibrant village, but like most of rural Ireland, the recession hit us hard. Outward migration and the closing down of businesses have had a significantly negative social impact.

However, the community has found strength in adversity - coming together to breathe new life into the village and surrounding areas. The need for a development plan to be devised was identified as a key priority in order to restore the locality to its former glory.

This planning process allowed for people of all ages to discuss the community’s physical, social, and economic development priorities, thereby ensuring the plan is comprehensive, thorough, and beneficial to all. This process allows us to work in co-operation with agencies and public sector bodies to deliver our vision for Asdee.

The plan provides a roadmap with a list of short, medium, and long-term goals. In order to bring these plans to fruition, we will need community and voluntary co-operation with the various agencies mentioned in the actions. We will combine the best of the bottom-up and top-down approaches.

As Chairperson of Asdee Community Development Association, I would like to thank each member of the community who contributed in any way to this project. I would like to acknowledge the hard work and dedication of the Planning Committee. I would like to thank BIM/Kerry Fisheries Local Action Group, who funded the project, especially Ms Vera O’Donovan, Caroline Ní Curraoin, and Brenda O’Riordan for their help and direction during this planning process.

We also appreciate the help and support of Kerry County Council and our local councillors. Dr Hrish Ballal, of Geodesignhub, deserves special mention for his expert facilitation of our Geodesign workshop.

Finally, a huge thank you to Mr Paul O’Raw and Dr Brendan O’Keeffe for their immense contribution, professionalism, patience, and approachable manner, which made this process a thoroughly enjoyable experience.

*John Kennedy*

*Chair, Asdee Community Development Association*

*We'd like to have your company if you're ever passing through.  
We'll sing a song, we'll talk a while and have a cup of tea.  
For we know you'll love the life we live, in the Village of Asdee.*

- Dermot Henry



## Executive Summary

This community-led local development plan provides a roadmap for Asdee over the coming five years. The plan is the culmination of an intensive and in-depth consultation and engagement process that took place over several months. Local citizens participated actively in the entire process. Thus, the plan is rooted in the community. Furthermore, it is rooted in place. The strategic actions presented here are evidence based, and are supported by the local community. The plan is underpinned by objective research and independent facilitation. As a strategy, this plan is both ambitious and realistic. It sets out many targets and projects, the objectives of which are to improve Asdee – economically, socially, culturally and environmentally. It reflects sustainable development principles and it embodies a holistic and integrated approach to making Asdee a better place – for everybody.

Léiríonn an fhorbairt seo, faoi threoir an phobail, plean oibre d'Eas Daoi thar tréimhse cúig bliana. Is toradh é an plean ar dhianphróiseas comháirliúcháin a tháinig chun cinn thar chúpla mí. Ghlac muintir na háite páirt gníomhach sa phróiseas iomlán. Tá an plean fréamhaithe sa phobal dá bharr. Chomh maith leis sin, tá sé fréamhaithe sa cheantar. Tá na gníomhartha straitéiseacha anseo bunaithe ar fhianaise agus tacaíthe ag an bpobal áitiúil. Tá taca curtha faoin bplean seo trí thaighde oibiachtúil agus éascú neamhspléach. Mar straitéis, is plean uailmhineach agus réalaióch é. Léiríonn sé mórán spriocanna agus tionscadail le cuspóirí chun an Eas Daoi a fheabhsú ar bhonn – eacnamaíoch, sóisialta, cultúrtha agus ó thaobh na timpeallachta de. Léiríonn sé prionsabail d'fhorbairt inbhuanaithe agus cuimsíonn sé cur chuige iomlánaíoch comhtháite trí an Eas Daoi a fheabhsú mar áit – do chách.

Asdee Community Development Association (ACDA) has driven this plan, and will continue to provide local leadership and coordination in promoting its delivery, over the coming years. ACDA secured funding from the Fisheries Local Action Group (FLAG) to ensure that the compilation of the plan would benefit from professional research, guidance and facilitation. Local people responded with enthusiasm and generosity to ACDA's open invitation and inclusive approach to enabling this plan to come to fruition. Locals took ownership of the process, and all consultation meetings were extremely well attended. This document is the culmination of hard work, and more hard work will be required to make it a reality. The implementation of the plan will continue to require local people's involvement, and ACDA invites everybody to play their part. The Asdee website, which provided a valuable communication platform during the planning phase, will continue to act as a virtual gathering point for people in the community and beyond.

In addition to attending meetings and workshops, the people of Asdee contributed to this plan by completing survey questionnaires, and submitting ideas and proposals. The local national school took a very proactive approach, so that Asdee's youngest citizens would put their stamp on the plan. The children worked in groups to articulate their vision for Asdee; they completed a bespoke survey and they undertook an art project to outline how they would like to see the future of their community.

Local citizens are optimistic about Asdee's future. They are proud of its history, heritage, traditions and identity, and they will draw on the community's strengths as they give effect to this plan. At the same time, people are conscious of the challenges. Like many rural communities, Asdee has been adversely affected by population decline, loss of services and a lack of investment. While the neo-liberal economic model has increased peripherality and has caused the marginalisation of several rural and urban communities, there is evidence of green shoots emerging. All industries, including agriculture, recognise the critical importance of being sustainable – working with communities and with the natural environment. Our society is putting greater value on quality-of-life, wellbeing and



having a sense of place. The European Union continues to promote community-led local development, while the Organisation for Economic Cooperation and Development (OECD) is actively encouraging governments to invest in rural areas and to promote partnership – involving local communities, farmers, development organisations and local government. Several communities and regions across rural Europe are demonstrating that rural places and spaces can have a bright future. Rural communities merit support, so that bottom-up action is backed-up by the policies and practices of all statutory agencies and decision-makers.

People in Asdee are cognisant of difficulties, but they are determined not to succumb to negativity. Instead, as evidenced by this plan, they are motivated by vision, hope, determination, resilience, vibrancy and a commitment to working with one another and with other communities. Asdee has a strong suite of assets, including expansive beaches, the Shannon Estuary, a vibrant community spirit, abundant natural and historical resources and its location on the Wild Atlantic Way. ACDA and other local organisations welcome collaboration with, and sustainable investments from, local development, local government, the private sector and statutory bodies. The community is committed to working in partnership with all stakeholders. Local energy, cooperation and leadership will be important in ensuring the success of this plan. Agency support and investment will also be required, particularly the provision of a wastewater treatment system.

This plan successfully marries local priorities and visions with the objectives of the FLAG Operational Programme. Both emphasise the importance and merits of harnessing local resources and potential. Therefore, here in Asdee, there is a strong emphasis on landscape and on our coastal environment. Many of the projects elaborated in sections six and seven of this document capitalise on Asdee's coastal location and valuable natural resources. The various walkways will enhance quality of life for local people, and will make us more aware of our environment. Furthermore, they have the potential to attract visitors. The cultural and heritage projects listed here draw on Asdee's rich repertoire, and will strengthen our sense of place and community identity. Actions presented here cater for people in all stages of life – a playground for children, more social outlets for our youth, a nicer environment for families and enhanced services for our senior citizens. The plan notes the importance of Asdee's Community Centre – not just as a physical space at the heart of the community, but as a shared space, where people of all ages and interests feel welcome, and can socialise and have fun with friends and neighbours – new and old. The development of the community centre will act as a catalyst for other projects – like a rising tide lifting many boats.

Éiríonn leis an bplean seo físeanna agus tosaíochtaí áitiúla a nascadh le cuspóirí clár oibríochta na nGrúpaí Gníomhaíochta Iascaigh Áitiúla (GGIA /FLAG). Leagan siad béim ar an mbua agus an tábhacht a bhaineann le acmhainní áitiúla a úsáid. Dá bhrí sin, in Eas Daoi tá béim láidir ar an tírdhreach agus ar ár dtimpeallacht cois cósta. Baineann mórán de na tionscadail, mínithe i gcuid a sé agus a seacht den cháipéis seo, leas as an suíomh cois cósta in Eas Daoi agus na hacmhainní nadúrtha luachmhara. Feabhsóidh na siúlbealaí éagsúla, caighdeán saoil na ndaoine áitiúla agus cuirfidh sé lenár neolas ar ár dtimpeallacht. Ina theannta sin, tá an cumas ann cuairteoirí a mhealladh. Freastalaíonn na gníomhartha luaite anseo ar dhaoine i ngach gcearn den saol – clós súgartha do leanaí, níos mó ionaid shóisialta don aos óg, timpeallacht níos deise do theaghlaigh agus séirbhísí feabhsaithe do na seanóirí. Tugann an plean tábhacht Ionad an Phobail in Eas Daoi faoi deara – ní hamháin mar shuíomh fisiceach i lár an phobail ach mar shuíomh roinnte, ina gcuirtear fáilte roimh grúpaí idir óg agus aosta casadh ar a chéile agus cuideachta a bhaint le cairde agus comharsan araon – nua agus buan. Cuirfidh an fhorbairt ar halla an phobail go mór le tionscadail eile a thosnú – ar nós na báid uilig ag árdú ar an taoide.

Chapter 1: Introduction



Asdee/Easa Daoi is located in North Kerry, in the Barony of Iraghticonnor/Oireacht Uí Chonchúir. It is beautifully situated on the Shannon Estuary. The parish has a varied landscape – with beaches, wetlands, marshes, fertile lowlands and panoramic uplands - with views extending to four counties and the Atlantic Ocean.

The village of Asdee is located between the uplands and the estuary, and sits on the R551 (regional road) between Ballybunion and Tarbert, about six kilometres west of Ballylongford. Asdee’s coastline is dominated by the scenic and expansive Littor Strand<sup>1</sup> (beach), and the locality’s coastal resources and environment feature strongly in this community development plan.

## 1.1 Context and Principles

This plan has been formulated through an extensive and inclusive process – driven and led by Asdee Community Development Association (ACDA), supported by the Fisheries Local Action Group (FLAG), and independently facilitated by Paul O’Raw and Associates (as independent consultants). The plan is strongly evidence based, and the entire planning process was characterised by tremendous local buy-in and active citizen participation.

Like many rural communities, Asdee has been grappling with the challenges of depopulation and the loss of public and commercial services. At the same time, the community is keenly aware of the locality’s abundant natural resources, and it has striven to tap in to the wealth of knowledge and social capital among local people and Asdee’s diaspora.

This plan represents a concerted and constructive effort, on the part of Asdee Community Development Association, to harness the totality of local resources – natural, environmental, physical, infrastructural, human and institutional – and to invest in them, in order to bring about sustainable economic and social development.

This document maps out the evidence-based and bottom-up approach through which this plan was devised. It presents the strategic aims and associated objectives, as articulated by the local community. It sets ambitious, yet realistic targets, and it conveys the vision of Asdee, as expressed by the community – a place with a vibrant local economy, an inclusive, welcoming and active community and a pristine natural environment.

This plan fully meets the objectives of the current *Local FLAG South West Development Strategy*, with particular reference to Theme 3 thereof: Promoting Social Well-Being, Coastal Cultural Heritage and Environmental Protection. The objectives of this theme are as follows:

**Table 1.1: FLAG Objectives in respect of social wellbeing, coastal cultural heritage and environmental protection**

Objective 1:	To tackle issues related to social isolation and strengthen the resilience and cohesion of coastal areas;
Objective 2:	To promote and share the rich cultural heritage of fisheries and aquaculture areas, and to make it accessible to all; and
Objective 3:	To support the protection of environmental assets.

<sup>1</sup> The Oxford English Dictionary defines a strand as ‘the land bordering a sea, lake, or †river; in a more restricted sense, that part of a shore which lies between the tide-marks; sometimes used vaguely for coast, shore’. In many communities and contexts, the term strand refers to a beach.

In addition to giving expression to the local vision and priorities, this plan has been informed by the policies and considerations of several statutory bodies, all of whom were specifically invited and enabled to input into it. Their contributions are appreciated, and the people of Asdee look forward to ongoing collaboration with them in implementing the strategic actions presented here.

**Fig. 1.1: Aerial view of Asdee, its coastline and wider environs**



Asdee’s coastline, along the Shannon Estuary, looks directly across at County Clare and offers wonderful panoramas, particularly on summer evenings when the sun is setting. Interactions between sea and land have shaped Asdee’s history, heritage and identity, and coastal resources feature prominently in this development plan.

The coastal lowlands, including the strand, mudflats and marshes, along with the Shannon Estuary itself, have achieved various designations from the National Parks and Wildlife Service – as indicated by the shading on the map on the following page. Asdee and its environs have a significant repository of historical sites and amenities, and these shape and influence this plan.

**Fig. 1.2 Locations (in red) of historical sites, artefacts and amenities, including national monuments and designated areas of natural or scientific interest and importance**



## 1.2 Strategic Framework

This plan does not exist in isolation. It forms part of a wider planning framework that affects Asdee. This framework extends from the global to the local.

**Globally**, the United Nations (UN) principles of sustainable development, as stated in the 1987 Brundtland Commission Report, are effectively summed-up in the motto ‘think global, act local’. The UN defines sustainable development as ‘meeting the needs of the present generation, without compromising the abilities of future generations to meet their needs’. This is relevant in Asdee’s context, as the UN identifies the local community as providing the spaces and places in which people can best come together to promote aspects of economic development (supporting local suppliers, retailers and services), create supportive and inclusive community structures and protect the local environment. Local communities have an innate knowledge, heritage and sets of insights that are important, and ought to be further harnessed, respected and included in decision-making. In this context, the UN supports Local Agenda 21 initiatives globally, including here in Ireland.

More recently, the UN members, including Ireland have agreed the following Sustainable Development Goals (SDGs). While these focus primarily on the ‘developing world’ and ending the gulf between the Global North and Global South, aspects are applicable and transferable to local development, in communities such as Asdee. The UN’s emphasis on the conservation of natural resources, notwithstanding climate change imperatives, tallies with the articulation, in Asdee, of a commitment to environmental protection, particularly the conservation of coastal resources.

**Fig. 1.3: United Nations (UN) Sustainable Development Goals (SDGs)**



**In Ireland**, several NGOs, the churches and statutory agencies are working effectively to deliver the SDGs nationally and through overseas aid and partnerships. The Irish government has put in place a monitoring framework to keep abreast of the country’s progress in respect of the SDGs. Government has also introduced a National Planning Framework (NPF) - *Ireland 2040*. This notes that between 2020 and 2040, the population of the State is expected to grow by a further million people. Therefore, we need to plan for this growth, and to ensure that the requisite infrastructure and facilities are in place to cater for communities and families – in line with the principles of sustainable development.

While *Ireland 2040* is clear in respect of its targets and indicators for metropolitan zones, targets are less specific in respect of rural regions. However, the NPF can bring about opportunities for Asdee and for other neighbouring rural communities. Rural development is named among ten investment priorities. Specifically, *Ireland 2040* refers to strengthening rural towns across North & West Cork and Kerry. The strategy notes the importance of cultural resources in coastal and island communities. In conjunction with *Ireland 2040*, Kerry is included in the Atlantic Economic Corridor – extending from Derry-Letterkenny to Tralee-Killarney.

**Regionally**, a *Regional and Economic Spatial Strategy* (RSES) has been put in place to give effect to Ireland 2040 in County Kerry and in the other counties that pertain to the Southern Region. This provides for specific investments in Tralee and Newcastlewest, as part of the promotion of economic growth across North Kerry and West Limerick. The RSES advocates networked and collaborative approaches to infrastructure development, and in this regard it specifically instances, the ‘North Kerry/West Limerick/Shannon Estuary/Clare Axis. In respect of the rural economy, the RSES refers to greenways, blueways and trails as important pieces of infrastructure.

The RSES cites, as a good example, the Strategic Integrated Framework Plan (SIFP) for the Shannon Estuary, noting that this involves inter-county and inter-agency collaboration. The SIFP and the RSES both reference the potential of the Ballylongford – Tarbert Landbank and the proposed siting of a liquid natural gas (LNG) terminal there. The SIFP identifies opportunities in the Shannon Estuary (between Beal Point and Aughinish Island/Foynes) in respect of energy generation and fish farming. It notes that the area is, in the context of Natura 2000, moderately sensitive to development, and it refers specifically to the bottlenose dolphins, who inhabit the area.

**In County Kerry**, the Kerry County Development Plan (2015-2021) gives effect to national policy and regional priorities, based on a bespoke approach for County Kerry. The County Council is currently preparing local area plans and undertaking the research and groundwork to prepare for the next iteration of the County Development Plan (CDP) – the statutory document that will guide planning and development in the county from 2022. The current CDP states, ‘rural and peripheral areas should, at least, retain their current population levels. This goal shall be best achieved by making them more attractive places to live, by increasing service provision in towns and villages’.

The Landscape Character Assessment (2012, p. A-12), which was among the documents to inform



County Council policy on planning and development in North Kerry had stated that the landscape in Asdee and Ballylongford was not important for scenery, tourism or recreation.

This contributed towards the opening-up of the area for the installation of windfarms, which are a matter of contention for many people locally.



**Locally**, this forthcoming community plan for Asdee builds on the efforts of community and voluntary groups. It also recognises the achievements of previous plans, and it seeks to build on their successes and to address any gaps that may be outstanding.

These include, among others, the Asdee Village Development Plan (2012) that was compiled with support from North East and West Kerry Development (NEWKD). Locally, the plan seeks to dovetail with similar initiatives in neighbouring communities – from Ballybunion to Glin. Our communities are linked together by our shared coastline – along the Shannon Estuary, and by many cultural, heritage and social bonds.





## Chapter 2: Methodology



Irish legislation (Planning and Development Acts, 2002 and 2010) espouse citizen input into the planning process, and local authorities, among other agencies, endeavour to consult with communities in the preparation of strategic plans. However, consultative processes are not well resourced, and planning in Ireland tends to be top-down, rather than bottom-up, thereby falling short in respect of capitalising on the knowledge, expertise, skills and insights of local communities. As a result, planning can become a costly and cumbersome exercise, and in some cases, planning has been adversarial and controversial. These problems are exacerbated by Ireland's highly centralised approach to decision-making and the absence of a sub-county tier of government, as is the norm in other countries. At the same time however, Ireland, and rural communities in particular are characterised by dynamism and energies associated with local leadership and collective action. Civil society organisations in many rural communities provide services, organise events, enable citizen participation and undertake planning in a manner that is similar to that pursued by municipalities across the European Union. Investments and support through LEADER and various local development programmes, over the past thirty years, have strengthened the capacity of civil society organisations and have demonstrated the abilities of rural communities to take decisions and to shape and affect their own futures. Thus, while Ireland lacks full statutory recognition of civil society, many of our rural communities have expertise in participatory and community-led planning and development. This plan is evidence of such expertise, commitment, leadership and vision.

## 2.1 Planning Principles

This plan is:

- **Evidence based:** it is informed by independent statistical data about Asdee, which identify local needs and potential, and which enable the setting of benchmarks and targets;
- **Community-led:** the entire process has been led and coordinated by Asdee Community Development Association – to ensure meaningful, active and consistent citizen input into decision-making;
- **Inclusive:** there have been ample opportunities and various channels to enable local citizens and the diaspora to input into the process – including public meetings with workshops and on-line and paper-based surveys, as well as specific engagement with young citizens (aged 9 to 12);
- **Democratic:** the process has been widely publicised, and the officers of Asdee Community Development Association have acted on the suggestions and recommendations they received in terms of enhancing the planning process; and
- **Technical and structured:** this plan is not a wish-list or assemblage of ideas; it is a structured articulation of an informed local vision and set of strategic objectives and actions that benefit from professional inputs, by way of independent facilitation, geodesign and the contributions of statutory bodies.

## 2.2 Building on Achievements

In February 2017, Asdee Community Development Association was established in an effort to rejuvenate the village and to try to restore our renowned community spirit. The community has responded with an incredible togetherness and sense of purpose which, through our exceptionally well-attended monthly meetings, has helped us to achieve more than we could have ever imagined at our inception.



The list below gives a flavour of the activities, achievements, and endeavours undertaken in the past four years. Each has improved the village and the community's pride of place, while it is our burning ambition to add many more achievements to the list in the near future.

- 1 - Annual village Christmas Tree and Christmas lights around the village.
- 2 - Live Crib established for the duration of Christmas.
- 3 - Christmas market and Santa's grotto in the Community Centre.
- 4 - Held a public meeting with our local councillors and TDs.
- 5 - Feature programme on Radio Kerry with Frank Lewis, broadcast in July 2017.
- 6 - Commemorative seat for Fr Moore being established on Littor Strand.
- 7 - GoFundMe fundraising campaign for the seat.
- 8 - Fr Moore memorial walk to mark his birthday in June each year.
- 9 - Funeral stewarding services provided for all local funerals.
- 10 - After-funeral refreshments provided, if requested by the family.
- 11 - New road markings in the village.

- 12 - New electronic speed signs installed.
- 13 - Footpaths upgraded in the village.
- 14 - New signage for the Holy Well and the Community Centre.
- 15 - Funding for the upgrade of the Grotto.
- 16 - Community clean-up each year.
- 17 - Village in Bloom, setting an array of flowers in the village and on approach roads.
- 18 - Painting disused buildings in the village.
- 19 - Held a Tea Party fundraiser.
- 20 - Save our post office campaign.
- 21 - Distributed door-to-door information flyers.
- 22 - Organised and held retirement parties.
- 23 – Relocated the bottle bank with concrete base & secured upkeep funding.
- 24 - Community Centre classes - Keep fit, Circuits, Yoga, Dancing, Operation Transformation.
- 25 - After-school study in the Community Centre.
- 26 - Children’s dance classes in the Community Centre.
- 27 - Installed extra heaters in the Community Centre.
- 28 - Upgrading of street lights to LED.
- 29 - Facebook and Instagram pages established.
- 30 - Community environment action funding secured.
- 31 - A Community Plan submitted for Listowel Municipal District Local Area Plan 2019-2025.
- 32 - Over half the community actively involved during the development of 5-year community plan.
- 33 - Growing our own flowers in a polytunnel as part of our Village in Bloom.
- 34 - Co-operating and supporting local voluntary groups.

Finally, one of our most successful ventures was the development of our own website, [AsdeeVillage.com](http://AsdeeVillage.com), in September 2019. The initial objective of the website was to share updates about our 5-year community plan with the people of Asdee & our diaspora around the world.

We then expanded the content to include the history of Asdee, our places of interest, a community groups page, regular news updates, and our trips down Memory Lane, with old videos & photo galleries proving to be hugely popular.

The growth in popularity of the website has been phenomenal, with it attracting over 2,000 hits each week since the Covid-19 lockdown came into effect at the end of March.

The site has had over 35,000 hits in 8 months, is accessed from all over the world on a daily basis and has now been viewed in over 50 countries, as can be seen on our visitor map on the next page.



The list of visiting countries are as follows:

Ireland, UK, USA, Canada, Australia, New Zealand, South Africa, France, Germany, Spain, Netherlands, Belgium, Poland, Sweden, Finland, Italy, Hungary, Austria, Croatia, Slovenia, Brazil, UAE, India, Vietnam, Cayman Islands, Cyprus, Bahrain, Norway, Philippines, Mexico, Malta, Turkey, Czech Rep, Switzerland, Sri Lanka, Portugal, Zambia, Georgia, Japan, India, Curacao, Romania, South Korea, Belarus, Gibraltar.

The success of the website is a huge source of pride and with how it has become a focal point for Asdee people at home and around the world to keep up with local news and reminisce about days gone-by.

We can only thank everyone for their support and hope the site continues to be an asset for the community.

### 2.3 Steps in the Planning Process

The planning process took place between summer and Christmas 2019. In advance, Asdee Community Development Association had been doing the necessary groundwork, and had secured the support of the Fisheries Local Action Group (FLAG). The Association had also mapped out its vision of a planning process that would be inclusive, participatory and dynamic. Having engaged Paul O’Raw and Brendan O’Keeffe as independent consultants, they put in place a schedule that would allow for the formulation of the plan in a timely manner and with maximum citizen input. The Association stressed the importance of an evidence-based approach – to include the preparation of a demographic and socio-economic profile and a household survey. They agreed dates for community meetings, with workshops, and these were extensively advertised and promoted. The meetings were well attended, and they afforded participants opportunities to discuss and shape the plan’s content and strategic direction. Once strategic actions had been drafted, the consultants undertook one-to-one

engagements with statutory bodies to garner their expertise, inputs and supports. The final consultation meeting (December 2019) provided an opportunity for everybody in Asdee to review the draft plan and to ensure they were fully happy with the content. Throughout the entire process, Asdee Community Development Association used social media, establishing their own website [www.asdeevillage.com](http://www.asdeevillage.com) and social media to facilitate this, in addition to traditional methods. Lorraine McElligott and Eoin Kennedy took the initiative in ensuring that all material was posted on line in a timely manner. Among the material uploaded were notifications of meetings, progress reports/updates, photographs and invitations for inputs. This inclusive approach ensured that citizens were fully apprised, and had opportunities to contribute to the planning process. The Asdee website received hits from members of the diaspora all over the world, with people from all continents sending their best wishes to the community and encouraging them in devising this plan. The following table provides an overview of the methodology:


**Table. 2.1: Asdee Community Development Plan – methodology**

Research		Consultations	
Secondary	Primary	Local	Agency
Review of previous plans	Survey of Community and Voluntary Groups	Three public meetings	Invitations to geodesign workshop
Trawl of agency – statutory and non-statutory plans that relate to Asdee and North Kerry	Survey of local citizens	Half-day geodesign workshop	One-to-one feedback sessions on the content of the draft plan
	Survey among young citizens (aged 9 to 12)	House-to-house calls by representatives from Asdee Community Development Association	
Demographic and socio-economic profile		Extensive social media and local advertising	

The research strand, which comprised the area profile and a series of surveys, served to inform and structure the consultation meetings. Thus, the methods applied here were mutually re-enforcing and iterative.

Chapter three outlines Asdee’s demographic and socio-economic profile. Chapter four presents the main findings from the surveys. Chapter five summarises the deliberations of the consultation workshops, including the geodesign workshop. These strands – research and consultation – underpin the strategic framework and strategic actions that are presented in chapters six and seven.

Fig. 2.1: Flyer used to advertise the consultation process



**Eas Daai  
ASDEE**

# Community Planning

**ASDEE COMMUNITY DEVELOPMENT IS IN THE PROCESS OF PREPARING  
A 5-YEAR STRATEGIC PLAN FOR OUR COMMUNITY.**

## YOUR VILLAGE, YOUR SAY

- This project involves an initial survey & a series of Community Planning Workshops.
- The end result will be a comprehensive plan reflecting the needs, wants and desires of all our community.
- The goal is to help make Asdee a more attractive & sustainable place to live & work in.
- It's crucial for as many people to take part as possible, with any input from our diaspora also appreciated.
  - All suggestions are welcome.
  - The project will be professionally facilitated & is funded by BIM/FLAG (Fisheries Local Action Group)
    - Be sure to attend the workshops, where everyone will be afforded the opportunity to have their say.
  - All are welcome & encouraged to participate.






**MEETING 1 -  
WEDNESDAY  
4TH SEPTEMBER**

**MEETING 2 -  
WEDNESDAY  
9TH OCTOBER**

**MEETING 3 -  
SATURDAY  
2ND NOVEMBER**

**MEETING 4 -  
WEDNESDAY  
3RD DECEMBER**

**PLEASE TAKE THIS CHANCE TO PLAY YOUR PART IN CREATING  
THE BEST POSSIBLE FUTURE FOR OUR COMMUNITY.**

### Chapter 3: Demographic and Socio-Economic Profile





This chapter presents the main demographic and socio-economic facts in relation to Asdee. It is important to establish these facts:

- To establish the geographical context and background, thereby ensuring that the plan is rooted in local conditions and responsive to local needs;
- To map trends and patterns over time, so that the plan builds on existing resources and taps into potential in the community;
- To identify potential areas of need and to establish if any particular population cohorts have specific needs;
- To complement the local knowledge, insights and expertise that exist at community level; and
- To provide baselines against which progress can be measured over the coming years.

### 3.1 Geographical remit and data sources

The data presented here are drawn from the Census of Population. The Central Statistics Office (CSO) undertakes a census of population approximately every five years, with all persons being enumerated at the location at which they are habitually resident. The Census of Population is a reliable and reputable data source. The CSO publishes census data for all counties and for electoral divisions (EDs), of which there are over 3,400 in Ireland. Historically, some census figures have also been published at townland level. The most recent Census of Population took place in 2016. For the purpose of this profile, all ED-level data relate to the Asdee ED (ED ID: 19094). Most of the townlands in Asdee Parish come within the Asdee ED. However, some are also in the adjoining ED of Lisselton. The following table lists all the townlands that are directly covered by this plan. The table presents their populations in 2011 – the most recent year for which townland data are available. The table indicates that in 2011 the total population of the townlands was 611. In 2016, the population was 649<sup>2</sup>.

**Table 3.1: Townland populations (2011) in Asdee**

ED of Asdee		ED of Lisselton	
Asdee East	62	Tullahennel North	82
Asdee West	62	Tullahennel South	48
Ballynoneen	59		
Carrigane	21		
Cloonaman	52		
Curraghderrig	49		
Glanawillin	10		
Kilcolman	53		
Killelton	15		
Kylatallin	0		
Larha	50		
Litter	34		
Sliss	14		

The following map shows the locations of the townlands that constitute Asdee<sup>3</sup>.

<sup>2</sup> This figure includes the population of the townlands Kilcock Lower and Kilcock Upper, which in 2011, had a population of 18, and for which 2016 townland-level data have not been published.

<sup>3</sup> Asdee's townlands are indicated by the amber underlining. This map was supplied by the Ordnance Survey of Ireland (OSi) and is OSi copyright. The spelling of some townland names differs from the version used locally.



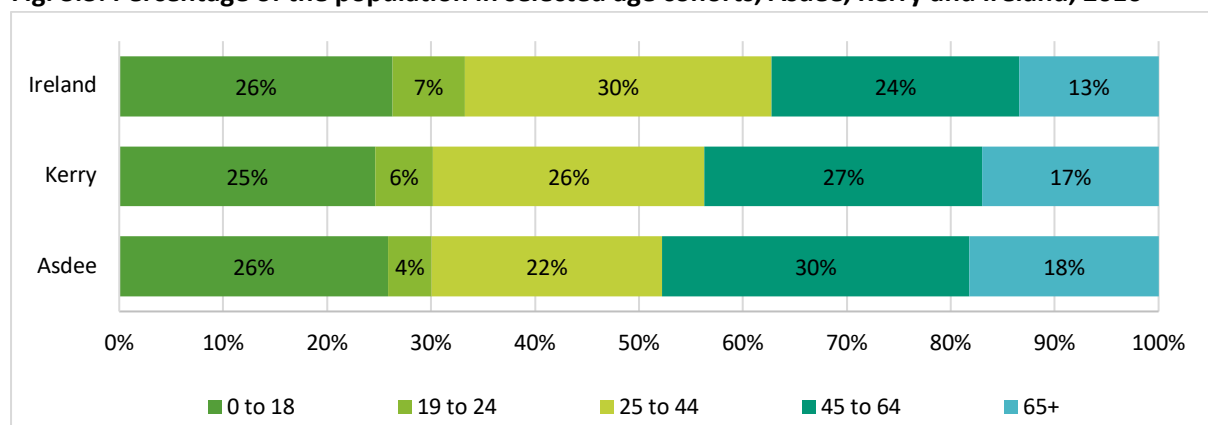
in other parts of Kerry, infrastructure is being upgraded, at significant cost to the exchequer, in order to keep up with demand. Therefore, population growth is a core objective of this plan. This is a strategic priority for Asdee, and it would represent a tangible and constructive contribution to County Kerry's sustained growth and development.

As noted at the outset of this chapter, the community of Asdee (and its constituent townlands) straddle two Electoral Divisions, namely Asdee and part of Lisselton. Therefore, in order to ensure that the demographics presented here are accurate and are fully embracing and inclusive of the totality of the community, three Small Area (SA) statistical units – two from the Asdee ED and one from the Lisselton ED are used. The two Asdee EDs correspond exactly with the full ED. The Lisselton SA included here corresponds with the townlands listed in Table 1<sup>5</sup>. As SA boundaries can be subject to inter-censal change, the data presented here relate to the most recent Census of Population (2016). They indicate that in 2016, the total population of Asdee was 649.

### 3.2 Age Profile

As the following bar graph illustrates, Asdee has an older age profile than is the case in County Kerry and in Ireland.

**Fig. 3.3: Percentage of the population in selected age cohorts, Asdee, Kerry and Ireland, 2016**



Eighteen percent of Asdee's population is aged over sixty-five. This is higher than the corresponding figures for County Kerry and Ireland (17% and 13% respectively).

Asdee's age profile underscores the importance of providing services for older people and age-proofing the design and provision of infrastructure.

<sup>5</sup> The three SAs from the Lisselton ED that are included here are as follows: SA2017\_077008001, SA2017\_077008002 and SA2017\_077126002.

The graph illustrates that almost a further one-third (30%) of the population is aged 45 to 64. This is six percentage points higher than the corresponding figure for Ireland. Therefore, the community can anticipate a more accelerated ageing of the population than will occur nationally over the next two decades. Thus, the need for services, recreational outlets and opportunities for social engagement will become greater, and these need to be addressed in this plan and by the relevant agencies.

The census data also show that, relative to Ireland, Kerry and Asdee have a smaller proportion of the resident population aged 25 to 44. This age cohort is integral to driving the local economy and to demographic renewal. Their relative under-representation in the community implies the need to make Asdee, as well as adjoining communities in North Kerry, more attractive to people in the family-formation stage of life and those with young families. This implies insuring an adequate supply of affordable housing and decent transport linkages to enable people to commute to work elsewhere in the event that their skills are commensurate with employment in Listowel, Tralee or further afield. During the community consultations, people stated that they and members of their families and their neighbours would be willing to commute and to carpool, provided they could live in Asdee. Specifically, people expressed great regard for the local national school, and they recommended that complementary services and amenities be put in place, including a playground, childcare and more amenities for youth.



The need to specifically cater for young people is very evident from Asdee's age profile, and the community is committed to ensuring that the wider locality is attractive to them. At present, many of Asdee's young people leave the locality and the county to access third-level education and to gain experience in the workforce. Our vision is that those who wish to would have the option to return to live in their community. This will require action at local level, but it will also require action from statutory bodies and policy makers.

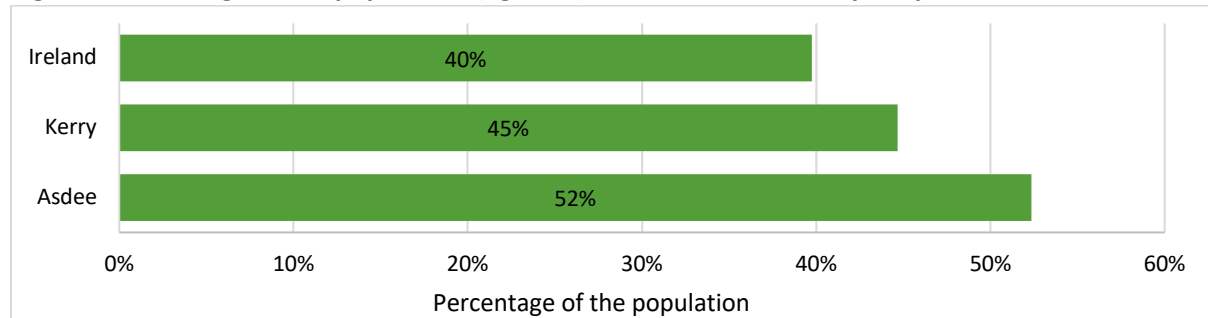
### 3.3 Diversity

The Census of Population data confirm that Asdee is more homogenous than County Kerry in respect of nationality and ethnicity. In Kerry, thirteen percent of the resident population has a nationality other than Irish. The corresponding figure for Asdee is four percent. This is despite Asdee being a

welcoming and inclusive place, and it is indicative of the need to drive investment in the local economy – and in North Kerry as a whole.

As the following graph shows, Asdee has a higher proportion of persons with the ability to speak Irish, than is the case in County Kerry and across Ireland as a whole.

**Fig. 3.4: Percentage of the population (aged 3+) with the stated ability to speak Irish, 2016**

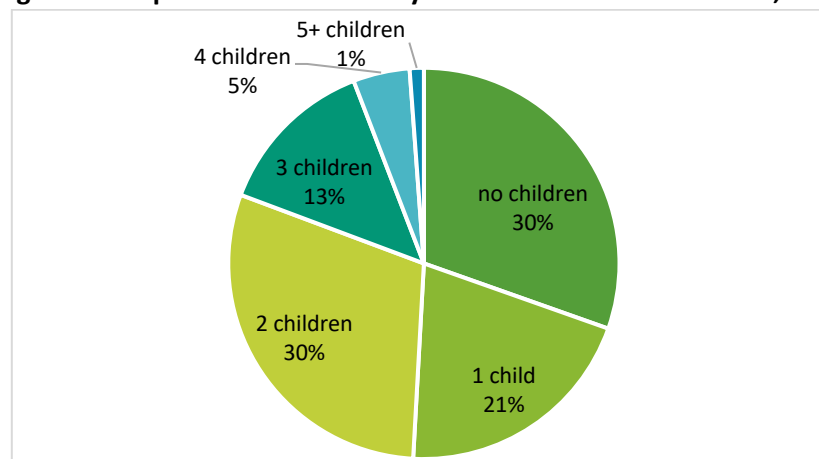


Over the course of the community consultations, several people stated that they would like to see the community build on its cultural and knowledge capital and to ensure more opportunities for people to be able to converse and do their business through the medium of the Irish language. They proposed holding a regular ciorcail comhrá and conversation classes for adults.

### 3.4 Households and Families

The Census of Population data reveal that there are 171 families in Asdee. As the following pie-chart shows, almost one-third of families do not have any children<sup>6</sup>. This figure includes those in the pre-family stage of life, but, in Asdee’s case, it is dominated by families whose children no longer live at home, as they have left the locality to access education and/or employment. There are 119 families (out of a total of 171) with resident children and a total of 240 children in Asdee.

**Fig. 3.5: Composition of families by number of children in Asdee, 2016**



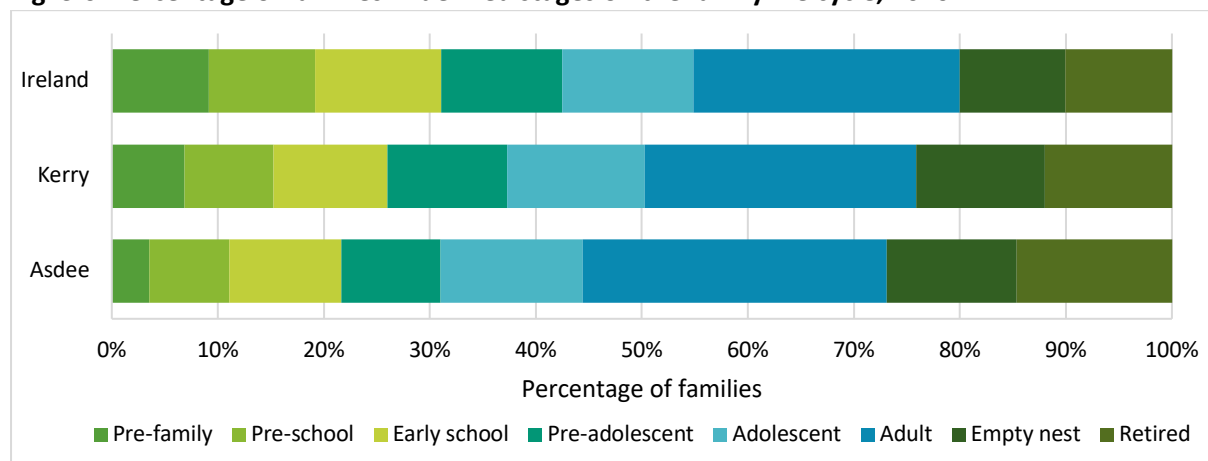
In Asdee, of the households with children, five are headed by a lone father, and nineteen are headed by a lone mother. As lone-parent families can face greater pressures than two-parent families and as

<sup>6</sup> A child is anybody aged under 16 years of age.

they are more likely to experience poverty and social exclusion, it is important to ensure that all stakeholders take a proactive approach to including one-parent families in every respect.

The following graph presents the proportion of families, in Asdee, Kerry and Ireland that are in each of the defined stages of the family life cycle. As the figures show, Asdee has a relatively high proportion (12%) of households that are described as 'empty nests'. This is the technical term for households that have raised their children, and the children now live elsewhere. Relative to Ireland and Kerry, Asdee has a higher proportion of families that comprise one or more retired persons. As the graph illustrates, Asdee has smaller proportions of families that are in the pre-family, pre-school, early school and pre-adolescent stages of the family life cycle. In Asdee, these four stages account for less than a third (31%) of all families. The corresponding figures for Kerry and Ireland are thirty-seven percent and forty-two percent respectively. These figures, and the contrast between Asdee and other geographies, further underscore the need to invest in the locality – to ensure demographic vitality.

**Fig. 3.6: Percentage of families in defined stages on the family life cycle, 2016**

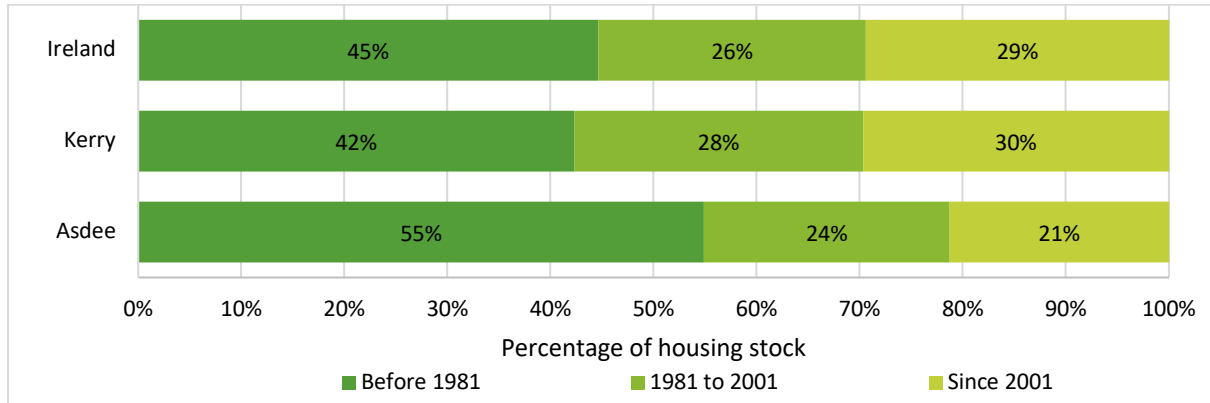


Asdee has a relatively high proportion of people who live alone. Over a quarter (28%) of all households are constituted by a person living alone; there are sixty-eight people living alone. These statistics point to the importance of promoting social inclusion and ensuring that those who live alone are enabled to play a full and active part in all aspects of community life.

### 3.5 Housing

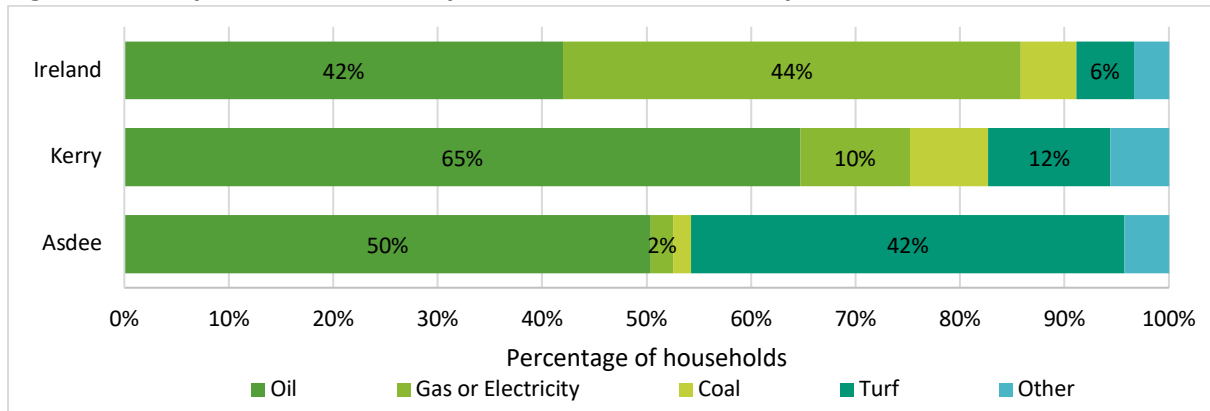
As the following graph shows, Asdee has an older housing stock than is the case in County Kerry and Ireland. Over half (55%) of the houses were built before 1981; this is thirteen percentage points higher than in County Kerry. Just over one-fifth (21%) of houses in Asdee were built since 2011. This is considerably below the proportion in County Kerry (30%) and across Ireland (29%). Between 2011 and 2016, there were six houses built in Asdee.

**Fig. 3.7: Percentage of houses built during particular periods, Asdee, Kerry and Ireland**



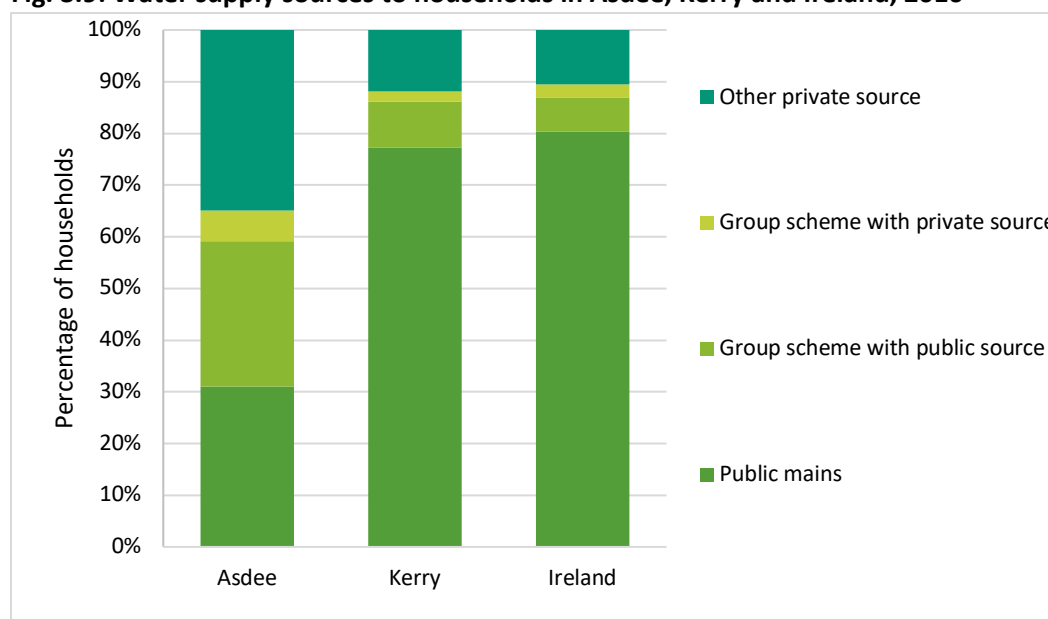
In Asdee, as is the case across Kerry and Ireland, there is a high level of dependency on imported fossil fuels. The following diagram shows that half of households in Asdee and almost two-thirds in County Kerry use oil as their primary source of heating. The data also reveal that turf/peat is the second-most widely used fuel source in Asdee. Given the growing concerns about climate change and environmental degradation, and considering the legal impediments to turf-cutting, there is a push to enable householders to make a just transition to a zero-carbon society. Over the course of the community consultations, local people talked about the potential for hydro-generation of electricity, and they pointed to features in the Asdee landscape that would enable this to happen.

**Fig. 3.8: Primary fuel sources used by households in Asdee, Kerry and Ireland, 2016**



In Asdee, just under sixty percent (59%) of households access a public water source. The corresponding figures in County Kerry and Ireland are in excess of eighty-five percent, as the following graph shows. Over a quarter (28%) of households in Asdee access the public supply via a group water scheme. Locally, over one-third (35%) of households have their own bored well or other private water supply. Investment in water and wastewater connections is integral to enabling Asdee, among other communities in County Kerry, to grow their populations and avoid water contamination – in the interest of the environment and public health.

**Fig. 3.9: Water supply sources to households in Asdee, Kerry and Ireland, 2016**



Among the 239 houses in Asdee, 220 have their own individual septic tanks, whilst the remainder have an alternative treatment system. While septic tanks can be perfectly functional, there are associated maintenance costs, and not all households may be in a position to undertake such maintenance. Shortcomings in this regard can lead to environmental pollution. The figures for Asdee underscore the imperative to install a sewage treatment plant in the village – as a priority.

### 3.6 The Economy

There are 515 persons in Asdee who belong to the labour force (persons aged 15-74, not in full-time education). The following table presents the occupational status, in comparative context.

**Table 3.3: Occupational status (percentage) of the workforce in Asdee, Kerry and Ireland, 2016<sup>7</sup>**

	At work	Looking for first regular job	Unemployed	Student	Looking after home/ family	Retired	Unable to work
<b>Asdee</b>	49%	1%	5%	9%	12%	20%	5%
<b>Kerry</b>	51%	1%	7%	10%	8%	18%	4%
<b>Ireland</b>	53%	1%	7%	11%	8%	15%	4%

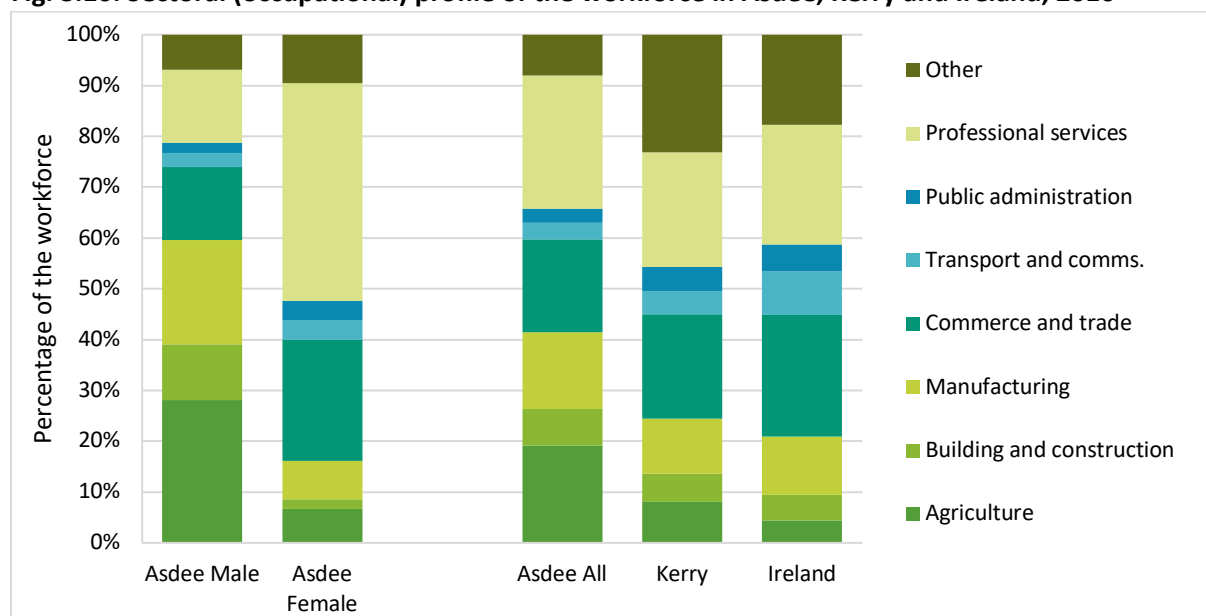
<sup>7</sup> Ireland's Central Statistics Offices applies the ILO (International Labour Office) labour force classification system. The rates given in this release are based on the ILO classification. The participation rate is the number of persons in the labour force expressed as a percentage of the total population aged 15 or over. The employment rate is the number of employed aged 15 to 64 expressed as a percentage of the total population aged 15 to 64.



As the table shows, Asdee has a lower percentage of persons at work, than is the case in County Kerry or across Ireland, as a whole. The unemployment rate is also lower locally, as is the case in many rural areas, due to the out-migration of job seekers. Relative to Kerry and Ireland, Asdee has a higher proportion of the labour force devoted to caring duties and a higher proportion of retired persons. The latter is associated with the older age profile of the local population. These figures point to the need for investment in local economic development, and specifically job creation – locally and in areas that are within a comfortable commuting distance of Asdee. When the economic data are viewed in the context of the social and demographic data already presented in this chapter, they point to potential for community business and social economy development locally – whereby the local community would be supported to establish a business/enterprise providing local services. This business, which would be part-funded by government, would create jobs, generate an income and provide vital local services. Such models exist in other communities.

The following graph presents the sectoral breakdown (classification of jobs) of those who are at work.

**Fig. 3.10: Sectoral (occupational) profile of the workforce in Asdee, Kerry and Ireland, 2016**



These figures shows that Asdee has a more traditional economic profile, with higher proportions of workers in the primary (agriculture) and secondary (manufacturing and construction) sectors than is the case in across County Kerry and the State.

Among the resident population of Asdee, 251 persons belong to the workforce; of these 146 are males and 105 are females. As the data presented in figure 3.9 illustrate, there are notable gender-based differences in the occupational composition of the resident workforce. Farmers and those who work in forestry account for almost twenty percent (19%) of the resident workforce. There are forty-eight Asdee residents working in this sector; of these 41 are males and 7 are females. Thus, among males, farmers and those working in forestry account for over a quarter (28%) of the resident workforce. The corresponding figures (across both genders) for County Kerry and Ireland are eight percent and four percent respectively. Asdee has a slightly higher percentage of workers engaged in construction than is the case across Kerry and Ireland; these workers account for seven percent of the resident workforce. The equivalent figures for County Kerry and Ireland are six percent and five percent respectively. Although Asdee does not have any factories, it has a larger proportion of its resident

workforce employed in manufacturing than is the case in Kerry and Ireland; the respective figures are fifteen percent in Asdee and eleven percent in both County Kerry and Ireland. Over one-in-five (21%) males in Asdee's resident workforce is employed in manufacturing. Asdee has relatively few workers (6%) employed in transport, communications or public administration. Just under one-fifth (18%) of Asdee's resident workforce (14% of males and 24% of females) is employed in commerce and trade, and much of this cohort commutes to work in Listowel, Ballybunion and Tralee. Professional services account for over a quarter (26%) of the occupations held by Asdee's resident workforce. These include local services (e.g., services to agriculture), but the bulk of these jobs are based outside of Asdee – in nearby towns and further afield. Females in Asdee are over three times more likely than are males to work in professional services.

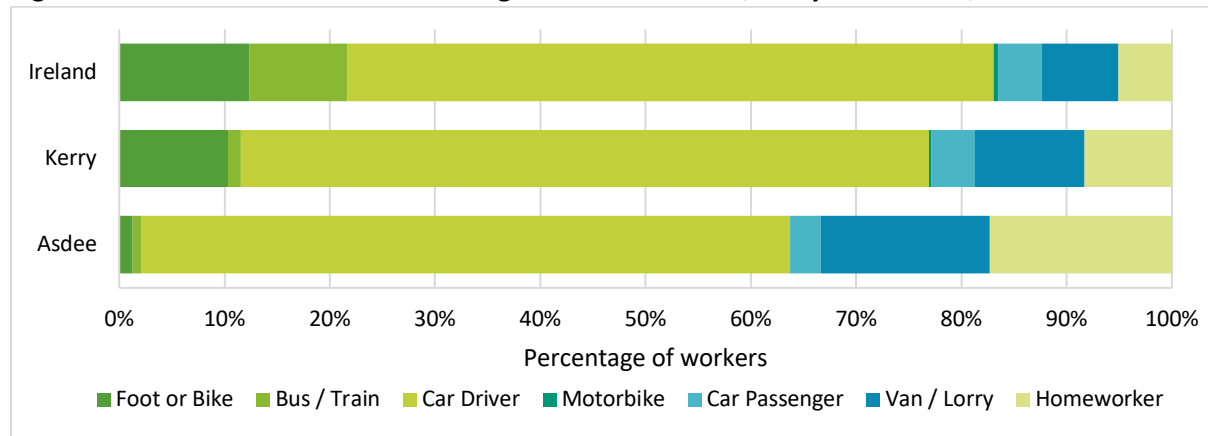
Asdee's economic profile points to the need for investment in economic diversification and in enabling those with third-level qualifications to live and work locally. As in many rural communities, broadband infrastructure is integral to enabling local economic development. During the community consultations, local citizens referred to Asdee's tourism potential. Conserving, promoting and harnessing the locality's natural assets would benefit the local economy and environment. Among the primary natural assets are Littor Strand and Cnoc an Óir (Knockanore).



The Shannon Way Trail and North Kerry Cycle Route traverse Asdee, and the village is on the Wild Atlantic Way. Thus, tourism can play a part in enabling local economic diversification. The Covid-19 travel restrictions of 2020 emphasise the importance of the domestic Irish market, and underscore the importance of not being overly reliant on tourism or any one sector. Communities need to have diverse economic bases.

Investment in Asdee's tourism infrastructure and the marketing and promotion of its assets, as part of the set of assets along the Shannon Estuary and across North Kerry, would represent a valorisation of natural resources and give effect to a commitment to the environment – as articulated in the consultation process, particularly by young people. Environmental conservation will also require investment in active travel (walking and cycling) and in public transport. Public transport provision is important in reducing car dependency, which, as the following graph reveals, is a challenge locally in Asdee and across Kerry.

**Fig. 3.11: Modes of travel to work among residents of Asdee, Kerry and Ireland, 2016**



The travel-to-work data reveal that almost two-thirds (62%) of Asdee’s resident workforce travel to work by private car (as a driver), with a further sixteen percent travelling in a van / lorry (either as drivers or passengers). The figures also indicate that the rate of car-pooling (based on the proportion of passengers) is lower in Asdee than across County Kerry. The promotion of car-pooling will require local people to communicate more with their neighbours and to organise themselves to coordinate their times. It will require support from employers and will necessitate the construction of secure car parks, where people can leave cars / bicycles during the day. Thus, like many elements of local development, bottom-up and top-down efforts are required.

Data on travel-to-work times reveal that, relative to the county and the State, Asdee has a higher proportion of commuters whose one-way journey times are in the range 30 to 60 minutes. The following graph illustrates the journey-to-work times, in comparative context. The figures suggest the significance of Tralee (40km, via Listowel) as a destination. Limerick City is over an hour’s commuting time, while the Raheen Industrial Estate on the western outskirts of Limerick can be accessed in about one-hour (depending on traffic).

**Fig. 3.12: Average journey-to-work times in Asdee, Kerry and Ireland, 2016**



### 3.7 Data Analysis and Implications

The data presented in this chapter provide one element of the evidence that underpins this plan. Other elements include the various surveys and the consultation meetings. The Census of Population figures point to the need for investments and strategic actions in respect of the following:

- Rural Repopulation;
- Housing;
- Economic Diversification;
- Social Services;
- Natural and Heritage Resources; and
- The Built Environment.

While Asdee is socially vibrant and there is a strong local commitment to community development, the community's ability to drive development and to sustain local commercial services is being undermined by depopulation and demographic weaknesses. Depopulation is also leading to social problems, such as loneliness, poor self-esteem and a reduction in neighbourliness. This is not good for the health and wellbeing of local citizens. Therefore, population growth has to be integral to this plan. Population growth will require investment in job creation – particularly diversification of the local economic base and the facilitation of access to employment outside the locality. Such growth is also contingent on increasing the housing supply locally. Thus, the installation of a wastewater treatment facility in Asdee has to be a priority. Wastewater treatment is also essential from an environmental perspective.

Asdee's natural resources have been described (in the consultation process) as 'hidden gems'. If these gems are to shine and to contribute to local economic diversification, they need to be protected, promoted and marketed, and Asdee is committed to collaborative approaches, in these respects, with all neighbouring communities and with the relevant agencies. Asdee is a part of a network of communities – along the Shannon Estuary and in North Kerry – and inter-community networking in areas such as heritage, environment, public transport provision, agriculture and the social economy ought to be hallmarks of the community.



Asdee's current and projected population profile point to the importance of local service provision, and they suggest that the social economy can offer innovative ways of reaching out to all population cohorts while also boosting the local economy. Such activities will need a suitable premises and an effective base. The current Asdee Community Centre – adjacent as it is to the church and school – already serves as a focal point and centre of activities. Investment in this location would represent a logical building-on the roles and functions of the community centre.



## Chapter 4: Survey Results



This chapter presents the main findings from three parallel surveys that were undertaken in Asdee during the second half of 2019. They are:

- A survey of civil society (community and voluntary organisations);
- A survey of local citizens on community vibrancy; and
- A bespoke survey with the children of Asdee National School.

These three surveys add to the evidence base that underpins this plan. The data presented here are largely quantitative (statistical), and they complement the mainly qualitative (stories and lived experiences) data that were garnered during the consultation workshops, stakeholder meetings and consultations with agencies. The survey questionnaires can be accessed on [AsdeeVillage.com](http://AsdeeVillage.com).

#### 4.1 Civil Society Survey

Community and voluntary groups have valuable experiences and insights. They will also have particular roles to play in the delivery of the plan, and it will be necessary to support and strengthen these organisations to ensure they have the capacity and resources to effectively achieve their objectives over the lifetime of the plan. Therefore, an online survey questionnaire was administered to enable them to set baselines, identify their capacity and put forward views and recommendations.

The questionnaire sought feedback on demographics and membership of groups, issues of governance and regulations, local communications, coordination and networking, achievements and challenges, links with agencies and priorities for the community for the coming years. Of the thirteen groups surveyed, nine responded.

The findings reveal a strong level of mutual support between groups and from the community in general. The feedback stated there was very good local communications and coordination. The responses also demonstrated a high level of community energy, commitment and cooperation. This is evidenced by the sense of achievements and pride in local activities. Areas of activity include fund-raising events, general village enhancements, environmental protection and conservation, sports facilities and competitions, health and well-being. The responses also revealed an appreciation and recognition of the role of Asdee Development Association. The following statements are indicative of the groups' sentiments:

- *There is a great community spirit in Asdee, and people are very willing to get involved in new initiatives.*
- *We have a tight-knit community, with an amazing understanding of truly belonging.*
- *We all help each other, and come together for the common good of our village.*
- *It's a small tight-knit community, which means networking is not a problem between groups.*

A further analysis of the feedback indicates some areas that may need attention. These include training and capacity building in respect of governance and ensuring compliance with regulations issued by the Charities Regulator as well as developing greater linkages and communications with various agencies.

The survey respondents put forward the following recommendations in respect of the forthcoming plan:

**Table 4.1: Themes and recommendations identified by community groups**

Theme	Strategic Actions
Families and Children	A playground; Develop the hall as a community hub; Enhance amenities, especially access to natural resources e.g., local walks;
Older people	Tackle isolation;
Environment	Promote greater care of the local environment;
Economy	Provide / access more supports for local entrepreneurs; Stimulate more tourism-related activities;
Infrastructure	Provide more parking in the village; Make the local roads safer for pedestrians;
Demographics	Make the area more attractive to young couples – jobs, infrastructure, quality of life; Incentivise the refurbishment of derelict and vacant properties; and Strengthen linkages with agencies.





## 4.2 Community Vibrancy Survey

During the summer and early autumn of 2019, the members of Asdee Community Development Association called to every household in the community and invited local citizens to complete a survey questionnaire. The survey questionnaire was adapted from the community vibrancy measuring tool that had previously been used to inform the Cromane Community Local Economic Development Plan. It comprises a set of indicators to allow local citizens to express their perceptions of the vibrancy of the locality. The responses generate baseline data against which this plan can be appraised and reviewed over the coming years. In addition, the survey responses enhance the needs' analysis; they enable local citizens to identify strengths on which Asdee can build in addition to any gaps/challenges that need to be addressed. The survey questionnaires are particularly relevant for those who were unable to attend any of the consultation meetings and for those who wished to make their contributions privately and/or from their own homes. A number of the Asdee diaspora utilised the on-line version of the questionnaire, thus adding their voices to the consultation process. A total of 136 completed survey questionnaires were received. The results were computed and presented at the second community workshop – thereby feeding into the community's deliberations.

The questionnaire included a series of statements (all affirmative), and respondents were asked to use a five-point Likert scale – from strongly agree to strongly disagree – to indicate their level of agreement or disagreement with each statement. The survey findings are presented here in respect of economic vibrancy; socio-cultural vibrancy; and environmental vibrancy.

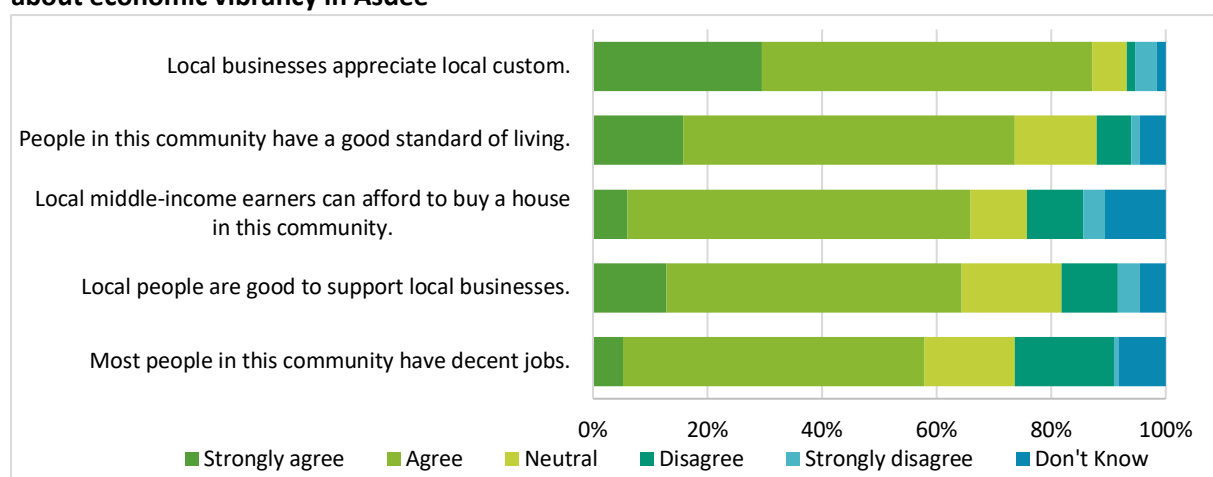
### Economic Vibrancy

The survey responses reveal that the statements that command the highest levels of agreement, among the people of Asdee, are as follows:

- Local businesses appreciate local custom;
- People in this community have a good standard of living;
- Local middle-income earners can afford to buy a house in this community;
- Local people are good to support local businesses; and
- Most people in this community have decent jobs.

Over half of survey respondents either agree or strongly agree with each of these statements, as the following graph shows.

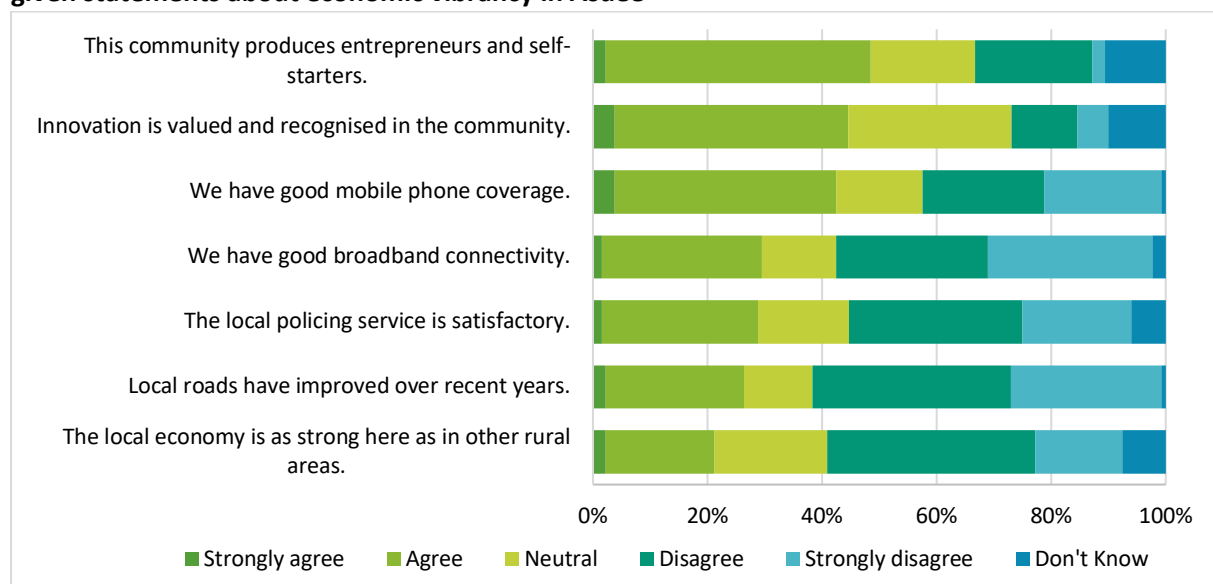
**Fig. 4.1: Perceived economic strengths- levels of agreement/disagreement with given statements about economic vibrancy in Asdee**



These findings indicate that the relationship between local businesses and their customers is among Asdee’s key strengths. As in many rural communities, small businesses are under pressure due to competition from larger firms, particularly the supermarket multiples. The survey findings point to the importance of local people continuing to support local businesses – retail, service providers and small-scale manufacturers. The responses also indicate that local people appreciate their quality of life and the fact that they can access decent jobs either locally or within a reasonable commuting distance. The relative affordability of housing in Asdee is a significant asset, and together this set of survey responses indicates that communities such as Asdee have an important role to play in promoting balanced spatial development in Kerry and across the Southwest and Mid-West Regions.

The following graph presents the indicators on which local people perceive Asdee to have a moderate level of economic vibrancy. In each case, the level of agreement (based on agree and strongly agree, combined) ranges from twenty percent to fifty percent.

**Fig. 4.2: Perceived moderate levels of economic vibrancy – levels of agreement / disagreement with given statements about economic vibrancy in Asdee**



This set of findings points to the need to better support entrepreneurship and innovation locally. Such actions are integral to enabling Asdee’s diaspora to locate their enterprises in the community or to telework more frequently. These dovetail with the recommendations in respect of improving mobile phone coverage and broadband connectivity.

Such infrastructural investments, together with the upgrading of local roads and improved connectivity, are necessary to enable Asdee to better realise its economic potential. Specific road improvement projects are also required to enhance safety and to promote walkability.

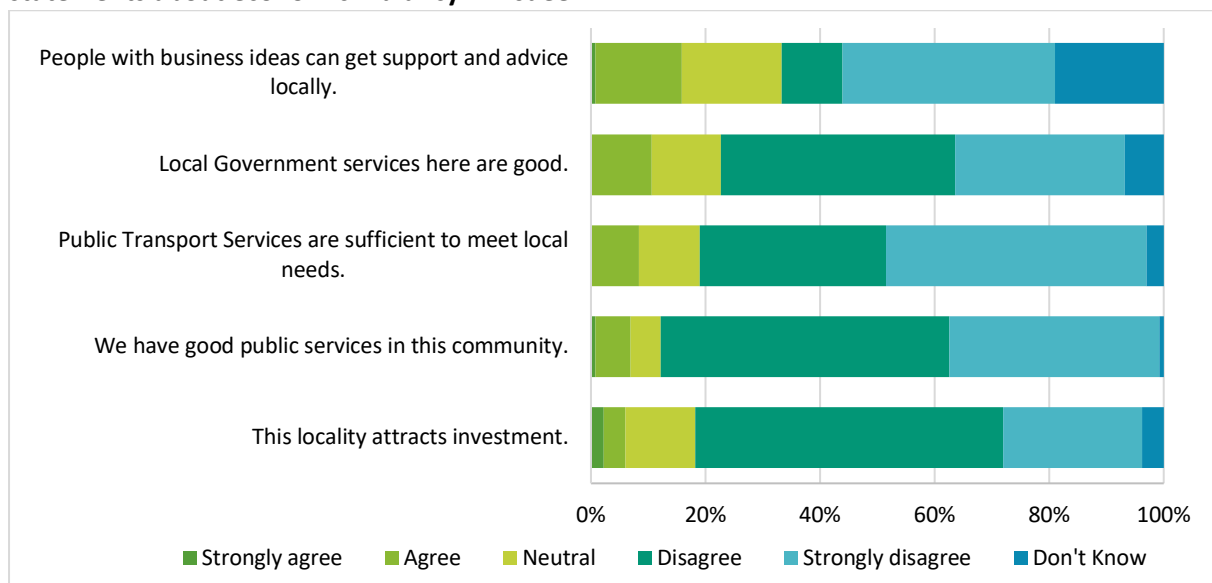


*Lacey's Cross has been identified by Kerry County Council as an accident black spot.*

The final set of responses in respect of economic vibrancy points up the specific obstacles and challenges that need to be addressed. These include improving public services, particularly transport, and providing more information and advice to entrepreneurs and those who have business ideas.

The findings here point to the importance of interfacing and collaboration between the local community, Kerry County Council and North, East & West Kerry Development – to support private and community businesses and to ensure that hard and soft infrastructure are conducive to enterprise development and job creation in Asdee.

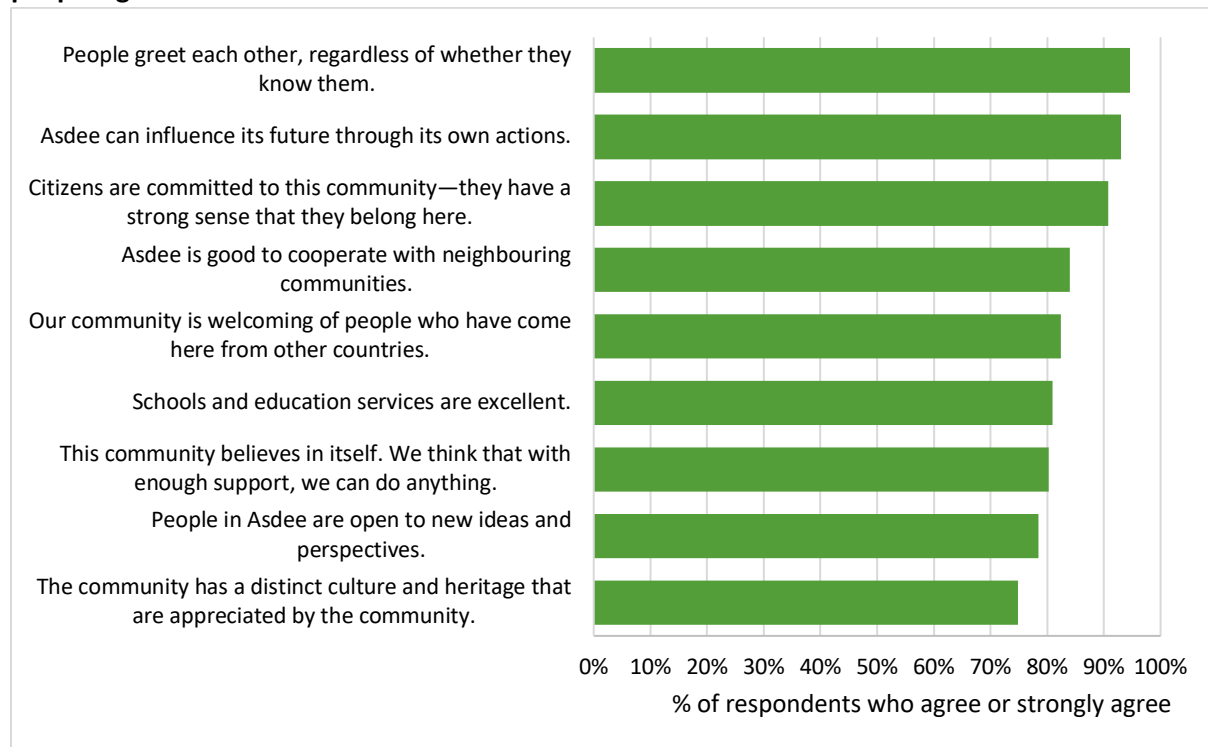
**Fig. 4.3: Perceived areas of economic weakness – levels of agreement / disagreement with given statements about economic vibrancy in Asdee**



### Socio-Cultural Vibrancy

The survey responses indicate that Asdee has a much higher level of socio-cultural vibrancy than economic vibrancy; levels of agreement with the various statements about the community were much higher on this indicator than on most economic indicators. The following bar graph presents the statements with which at least three-quarters of respondents either agree or strongly agree.

**Fig. 4.4: Statements about Asdee’s socio-cultural vibrancy with which at least three-quarters of people agree.**



The responses indicate that people perceive Asdee to be a place/community that is friendly, confident, optimistic, purposive, cooperative, open and welcoming. These are clearly very strong assets. The literature on regional and local development refers to these intangibles as soft infrastructure and



social capital, and acknowledges that they play a significant role in enabling regions and localities to grow and prosper.

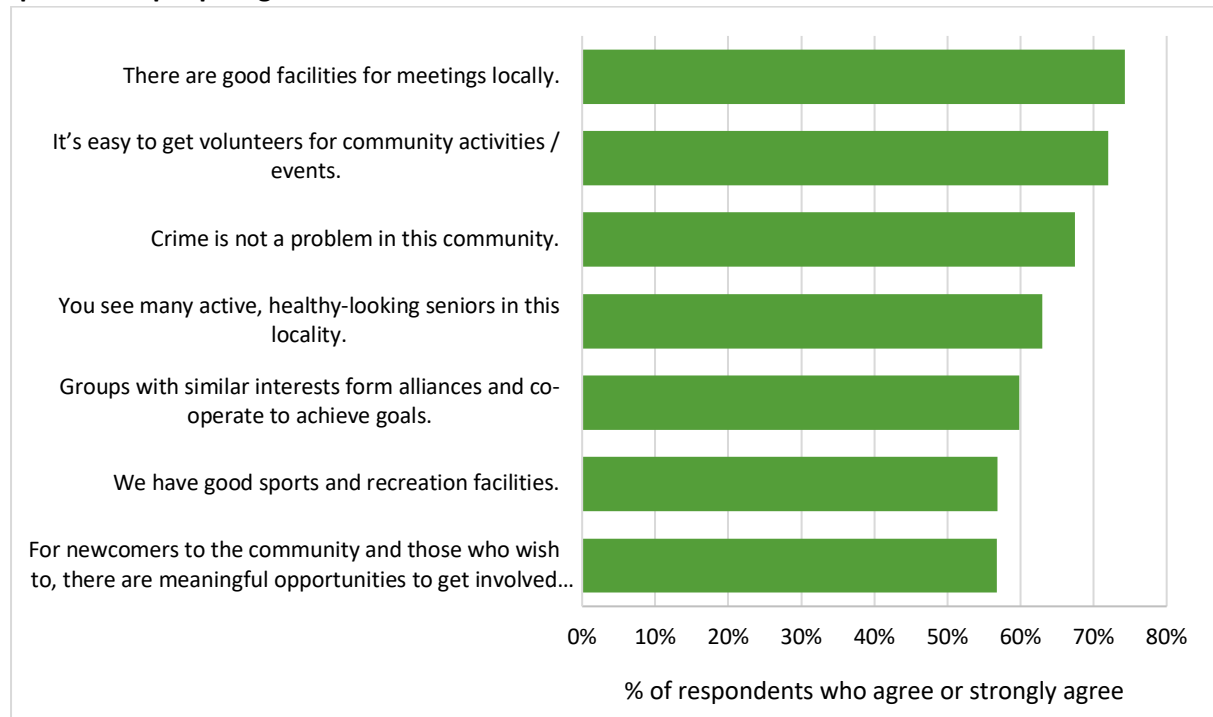
Specifically, in relation to Asdee, the survey findings indicate the merits of enabling community and voluntary groups to

harness goodwill, to expand their range of activities and to encourage new members to join them.

The responses also indicate support for the local national school – not just as a place of learning, but, as this planning process has shown, as an integral element of the community’s fabric.

The following graph identifies other socio-cultural assets in Asdee. While these are strong, they are perceived to need particular investment and support.

**Fig. 4.4: Statements about Asdee’s socio-cultural vibrancy with which between half and three-quarters of people agree**



These responses indicate, as was stated during the consultation workshops, that the community centre is an important focal point for meetings and activities. Indeed, the community centre is increasingly under pressure to cater for a growing demand for space, and it is necessary to upgrade it, so that social capital can be grown and further enhanced. The survey findings indicate that volunteerism is reasonably strong in Asdee. Investing in community amenities is likely to further strengthen volunteerism and to enable people of all ages and backgrounds to join local organisations and to participate in community development.

The results suggest that, for the most part, groups collaborate with one another, but that there is room for improvement in this regard. The findings tally with observations made at the community meetings – lauding the work of the GAA, but suggesting that connectivity between the GAA pitch and the village ought to be improved, particularly at the junction known locally as Lacey’s Cross. The data and wider consultations point to the importance of local walking routes – to build on Asdee’s social strengths and to highlight its attractiveness as a place for residents and visitors alike.

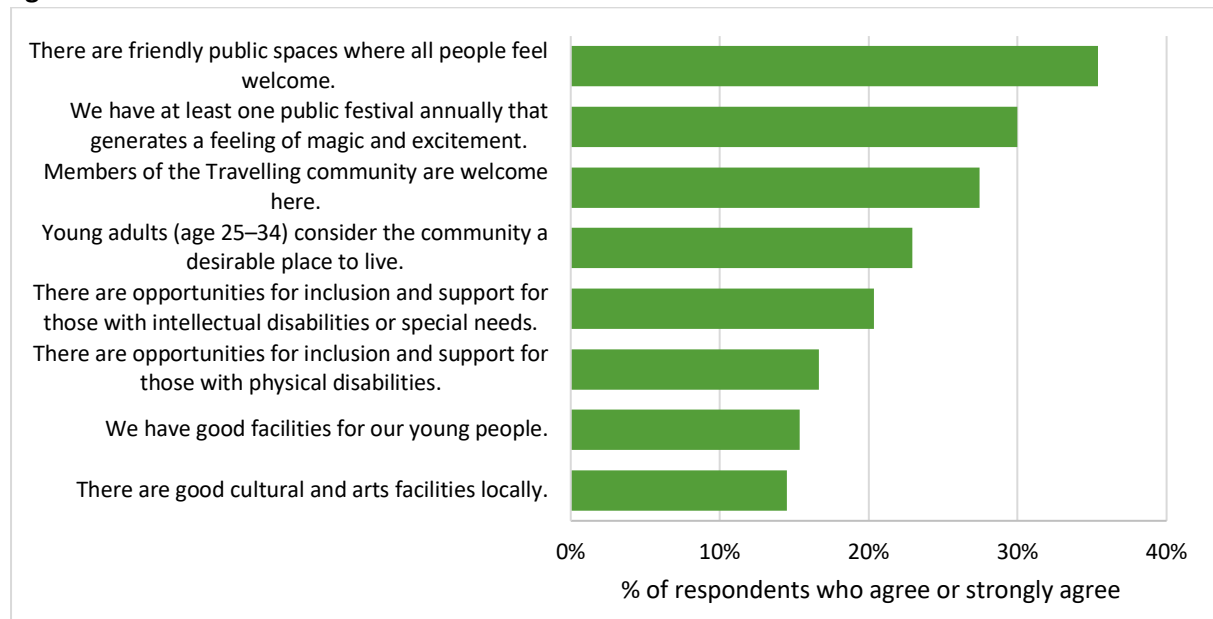


*Asdee GAA (above) & Asdee Rovers (below) team photos*



The third set of results in respect of Asdee's socio-cultural vibrancy identifies the areas that are most in need of investment and support. These are presented in the following graph; they relate to the statements with which fewer than half of respondents agree.

**Fig. 4.5: Statements about Asdee’s socio-cultural vibrancy with which fewer than half of people agree**



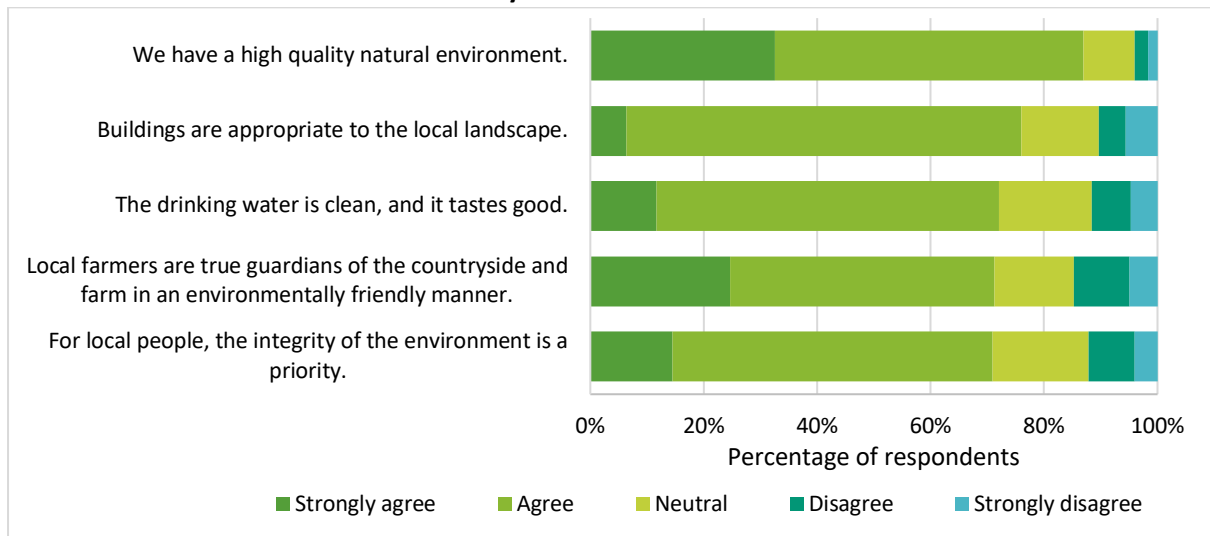
This set of results provides further evidence to support the proposals that emerged at the community meetings in respect of ensuring that the community centre is not just a place for meetings and recreation, but is a multi-purpose and welcoming space that can cater for a wide range of interests and activities. Given Asdee’s heritage and folklore and the affection for the local culture – among residents and beyond – a revamped community centre ought to cater for cultural and artistic expression. The survey findings also point to the need for better facilities for young people and those with disabilities.

### **Environmental Vibrancy**

The survey findings in respect of environmental vibrancy tally with the observations and recommendations that came forward at the consultation workshops. Local people value and appreciate Asdee’s natural environment and ecological resources. The area’s natural resources and amenities are the bedrocks on which agriculture rests and on which a set of tourism and recreational offerings can be developed. Natural resources are integral to further enhancing the quality of life of local people and to making the area attractive to potential incomers and returned migrants. Thus, the safeguarding of natural resources serves more than environmental objectives; it is associated with potential population growth and economic development. As the following graph reveals, over seventy percent of people in Asdee either agree or strongly agree with the following statements:

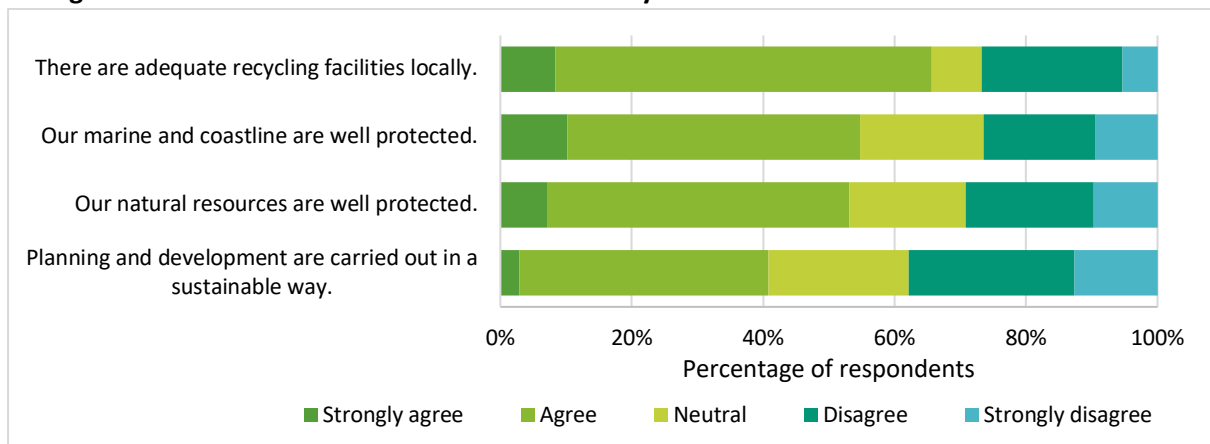
- We have a high quality natural environment;
- Buildings are appropriate to the local landscape;
- The drinking water is clean, and it tastes good;
- Local farmers are true guardians of the countryside and farm in an environmentally friendly manner; and
- For local people, the integrity of the environment is a priority.

**Fig. 4.6: Perceived environmental strengths- levels of agreement/disagreement with given statements about environmental vibrancy in Asdee**



The final set of responses, in respect of environmental indicators, points to the areas that are considered to be most in need of attention. In particular, these include protection of the coastline and marine environment.

**Fig. 4.7: Perceived moderate levels of environmental vibrancy – levels of agreement/disagreement with given statements about environmental vibrancy in Asdee**



The survey findings suggest concerns locally about the planning process and indicate that citizens would like to see greater emphasis on sustainability. Sustainability has three dimensions: economic; socio-cultural; and environmental. According to the United Nations, and specifically UN Local Agenda 21, planning processes ought to be inclusive of local communities and ought to ensure that local people have meaningful opportunities to contribute to planning. Therefore, it is important that agencies and statutory bodies continue and strengthen the dialogue with Asdee community – drawing on their experiences in 2019, in respect of this plan, and ensure genuine partnership between the bottom-up and top-down.



### Perceptions of Place

In addition to inviting respondents to indicate their levels of agreement/disagreement with given statements about economic, socio-cultural and environmental vibrancy, this survey questionnaire included a number of more open-ended questions about people's perceptions of place. Specifically, respondents were asked to state three words that best describe Asdee and three words that best (most accurately) describe North Kerry. The following wordclouds present their responses. The size of each word is in proportion to the frequency with which it was stated.

Fig. 4.8: Words most frequently used to describe Asdee



In descending order, the ten words most frequently used to describe Asdee were as follows: quiet; friendly; small; rural; community; beautiful; home; scenic; peaceful; and safe.



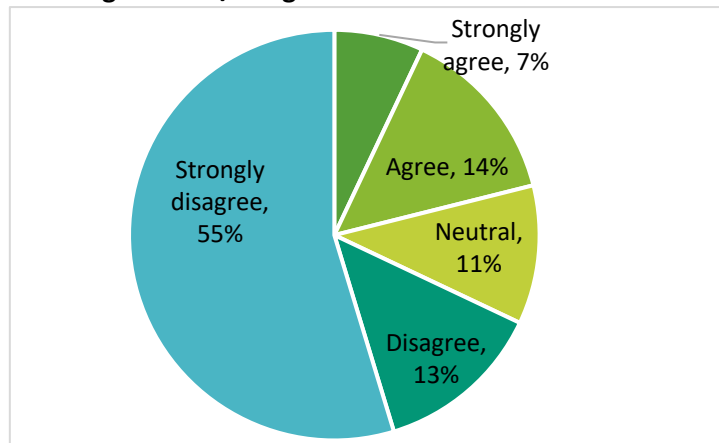


As the image illustrates, the descriptors used in respect of North Kerry are generally positive and affirmative, but not to the same extent as is the case with Asdee. North Kerry is perceived as beautiful and scenic, and as having a friendly people and a proud history.

However, the descriptors also convey a perception of North Kerry as a place that is not fully realising its development potential. Thus, there are sub-county development issues that need to be addressed in order to ensure that the Asdee development plan is fully realised.

Among the issues that came up in relation to North Kerry in general and Asdee in particular was that of windfarms. While there is near universal acceptance of the science associated with climate change, and a commitment to reduce fossil fuel consumption – to ameliorate climate change and in the interest of energy security, many North Kerry residents feel that their districts are afflicted by a disproportionate number of commercial windfarms. Several respondents utilised the survey questionnaire to ask about the ownership of the windfarms and the destinations of the profits they generate. Others raised concerns about environmental degradation, including habitat depletion, the disturbance of peatlands and the impacts on the landscape. Some workshop participants raised concerns that the proliferation of wind turbines would adversely affect tourism and other forms of economic development in North Kerry, while several proposed that there ought to be a wind energy dividend paid to local householders. While local citizens have concerns, they also understand the income needs of those on whose lands the turbines have been constructed. The following pie-chart presents the responses to statement (in the questionnaire): I would accept more wind turbines in this locality.

**Fig. 4.10: Levels of agreement/disagreement with more wind turbines in the locality**



The survey findings indicate that a large majority (68%) of people disagree (most of them strongly disagree) with the siting of any further wind turbines in Asdee. Just over one-in-five persons is in favour of more wind turbines.

Taking on board the issues that had come up in the initial discussions with and in the light of the demographics (see Chapter Three), the survey asked respondents about the impact of out-migration on the community.

The following table presents the responses:

**Table 4.1: Perceptions of the impact of out-migration on Asdee**

Statement	Percentage of respondents
Our community has been devastated.	15%
Our community has been badly affected.	62%
There has been some impact on our community.	20%
We have largely escaped the loss of our young people.	3%

As noted in chapter three, demographic renewal is integral to Asdee’s vitality and is a core objective of this plan. In order to enable the community, partner agencies and statutory bodies to set a population target, as has become the standard practice in statutory plans (e.g., county development plans), the survey questionnaires asked respondents ‘The most recent Census of Population (2016) reveals that the ED (Electoral Division) of Asdee has a total population of 480<sup>8</sup>. In your opinion, what would be the ideal number of persons that should be living here?’ The responses were as follows:

- Mean: 804;
- Mode: 600; and
- Median: 700.

A majority (62%) of those who responded to the survey questionnaire indicated that they are members of a community/voluntary group. Of those who are not, almost three-in-ten (29%) indicated that they would like to become a member, while nearly half (49%) said ‘maybe’ they would join a group. Just over one-fifth (22%) said ‘no’. These positive response indicate that groups in Asdee may be able to further harness social capital.

The survey questionnaire concluded by asking respondents what they like and dislike about living in Asdee. It also asked them to list the development issues facing Asdee and to identify ways in which the community could move forward. The following is a summary of their responses<sup>9</sup>.

**Table 4.2: The things people like most about living in Asdee**

- ☺ Community – sense of community, the school;
- ☺ Environment – beaches, scenery, landscape;
- ☺ Location – peaceful/quiet, safe; and
- ☺ People – friendliness, good neighbours, characters, helpfulness.

**Table 4.3: The things people like least about living in Asdee**

- ☹ Being left behind;
- ☹ Knockers/begrudgers;
- ☹ Lack of employment/jobs;
- ☹ Lack of places to socialise/poor social scene;

<sup>8</sup> This figure is lower than the total parish population (n=629), as stated in Chapter 3, as it excluded the four townlands that pertain to the Lisselton ED. The Asdee ED figure was deliberately used here, so that future inter-censal change can be monitored against citizens’ recommendations. ED boundaries remain constant, while SAs can be subject to change.

<sup>9</sup> The items listed here are those that arose with the greatest frequency and consistency across all responses. These lists were presented to the second public meeting, so that attendees could observe the responses and discuss them and the best ways forward.

- ⊖ Long travel-to-work times;
- ⊖ Not vibrant enough (economically and socially);
- ⊖ Poor facilities/amenities especially for children, youth and women;
- ⊖ Poor roads and public transport;
- ⊖ Population decline; and
- ⊖ Wind Turbines.

**Table 4.4: The principal issues facing Asdee**

- Broadband;
- Commuting;
- Isolation (social);
- Lack of Employment (in North Kerry);
- No post office;
- Planning regulations;
- Population Decline – loss of youth;
- Sewerage Treatment; and
- Too many wind turbines.

**Table 4.5: Ways in which we can encourage more young people to live in Asdee**

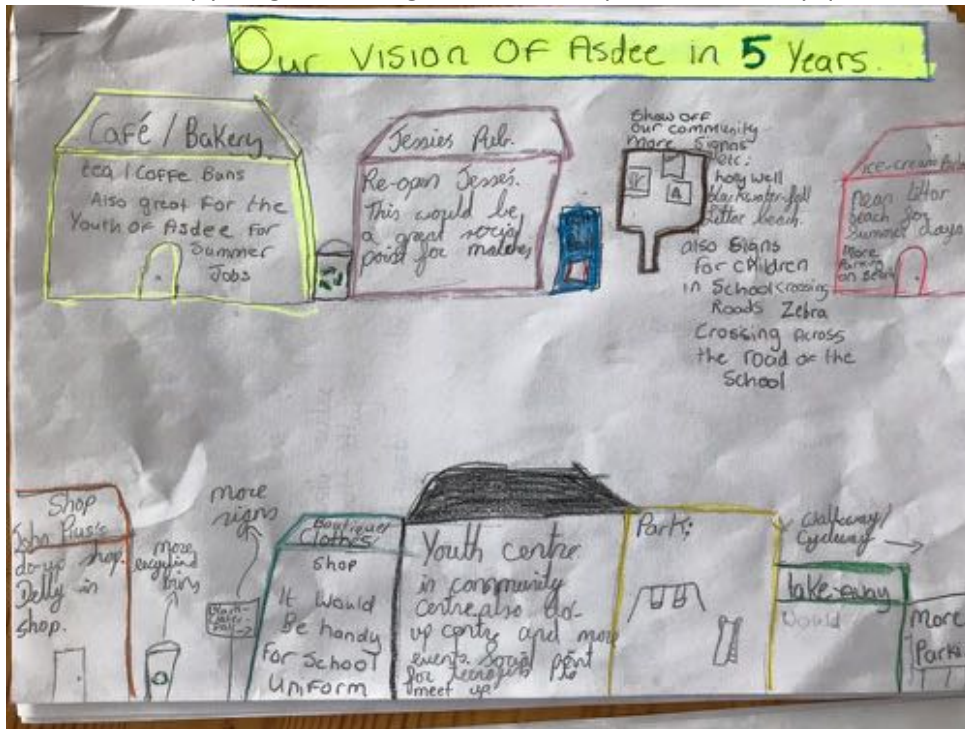
- ✓ Better broadband;
- ✓ Easier to get planning permission for homes;
- ✓ Improve facilities and amenities;
- ✓ Jobs in Listowel/North Kerry;
- ✓ Listen to the youth;
- ✓ Livelier social scene;
- ✓ Playground and childcare; and
- ✓ Transport.

**Table 4.6: The facilities and amenities that ought to be developed in Asdee**

- ✓ A bigger shop.
- ✓ A Playground;
- ✓ Broadband;
- ✓ Crèche;
- ✓ Jesse's (as a café/community space);
- ✓ Lighting;
- ✓ Nicer places to meet, café;
- ✓ Recreation Area(s) – walkway, the beach (parking), astro-turf, gym;
- ✓ Refurbish community centre;
- ✓ Sewerage scheme, more housing;
- ✓ Retirement village and
- ✓ Youth services.

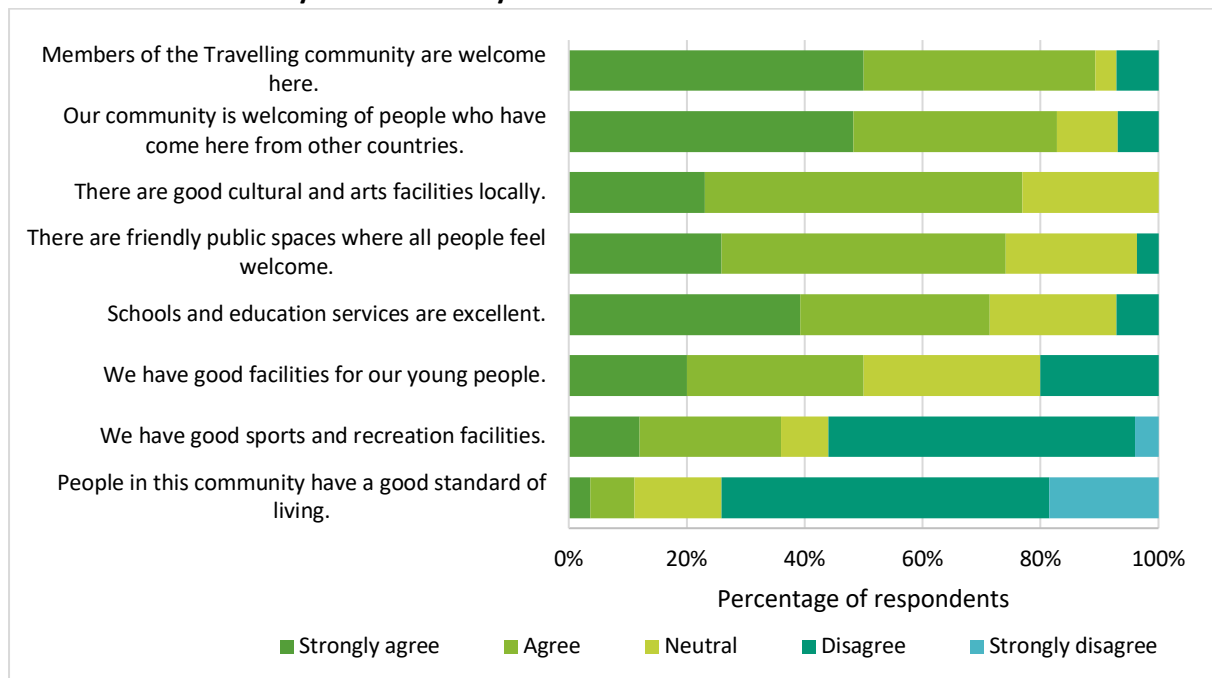
### 4.3 School/Youth Survey

The survey among members of the general public was complemented by a parallel and bespoke survey among the pupils of Asdee National School – thanks to school management and staff. The survey instrument comprised a shorter version of the community vibrancy questionnaires. The young people were also invited to draw a picture entitled ‘My vision for Asdee’. They completed this task by working in groups. A total of thirty young citizens, aged 9 to 12, completed the survey questionnaire.



The following graph presents the young citizens’ perceptions of Asdee on a range of economic and social indicators.

**Fig. 4.11: Levels of agreement/disagreement among young citizens in response to given statements about the local economy and community**

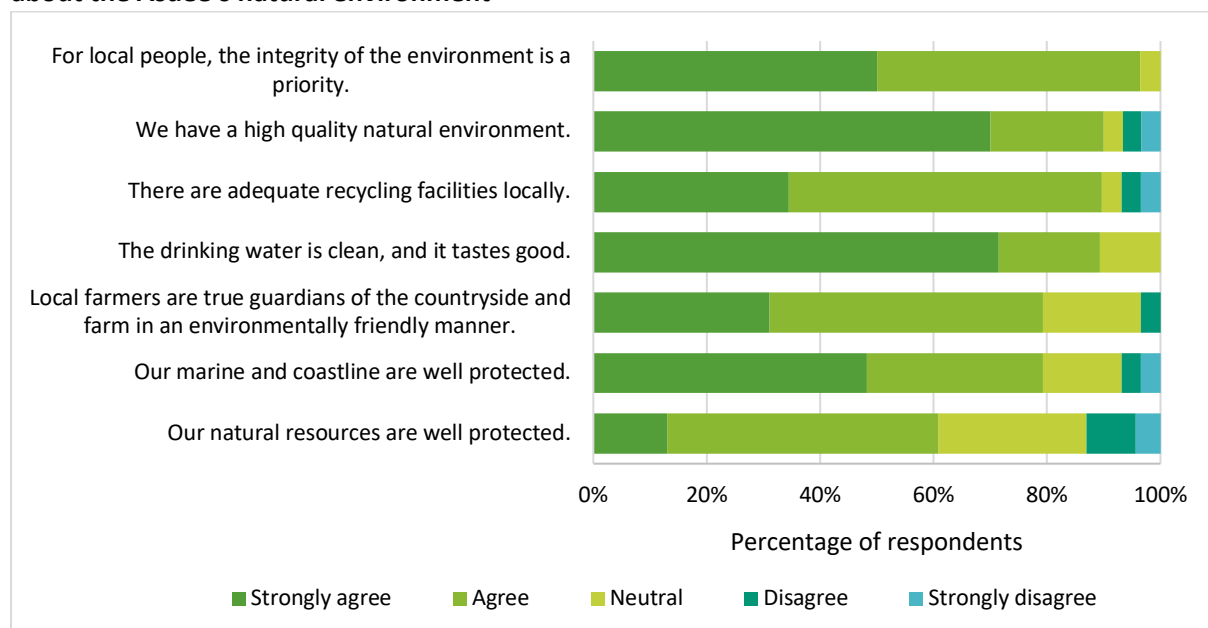


As the graph shows, young citizens perceive an Asdee that is welcoming and inclusive, and they are positive about their school. Their responses point to a need to improve facilities for young people, particularly sporting and recreational facilities. They perceive a need to improving living standards.

The responses in respect of investing in sporting and recreational amenities and in providing more facilities for young people dovetail with the responses received through the citizens’ questionnaire and the views articulated at the consultation workshops. Thus, the youth voice is in concert with that of the wider community in this regard.

The young citizens’ responses in respect of environmental indicators reveal that, like the older members of the community, they place a high value on Asdee’s natural resources and amenities. Most believe that Asdee has a high quality of natural environment. A higher proportion of young citizens, than adults in Asdee, believe that there are good recycling facilities locally. They are also more supportive of current farming practices with respect to the environment, and most believe that Asdee’s marine environment and coastline are well protected. However, under two-thirds believe that Asdee’s natural resources (in general) are well protected.

**Fig. 4.12: Levels of agreement/disagreement among young citizens in response to given statements about the Asdee’s natural environment**



The young citizens were asked to state three words that best describe Asdee and three words that best (most accurately) describe North Kerry. The following wordclouds present their responses. The size of each word is in proportion to the frequency with which it was stated.

Both sets of responses indicate positive perceptions of place. As is the case with older citizens, landscape, scenery and rurality feature strongly among the descriptors used.

Fig. 4.13: Words most frequently used, by young citizens (aged 9 - 12) to describe Asdee







★ Our vision of Asdee ★ ★  
 Asdee has a great Community and  
 a large variety of ages in  
 Our Community. We have lost a  
 good amount of numbers in  
 the past years. We need to  
 build an estate in Asdee to  
 repopulate the number of people  
 in Asdee. Also the hand-ball  
 Alley should be done up. It would  
 be great for the children to  
 Play and get active. ★ ★

Fig. 4.14: Words most frequently used, by young citizens (aged 9 - 12) to describe North Kerry



When asked where they expect to be living as adults, the majority of young citizens (70%) stated 'Asdee'. Most of the remainder identified other locations in Kerry, while fewer than ten percent listed a location outside of the county.



Like their older family members and neighbours, the young citizens were asked to identify the issues currently facing Asdee and the ways in which the community ought to move forward. The following tables summarise their responses:

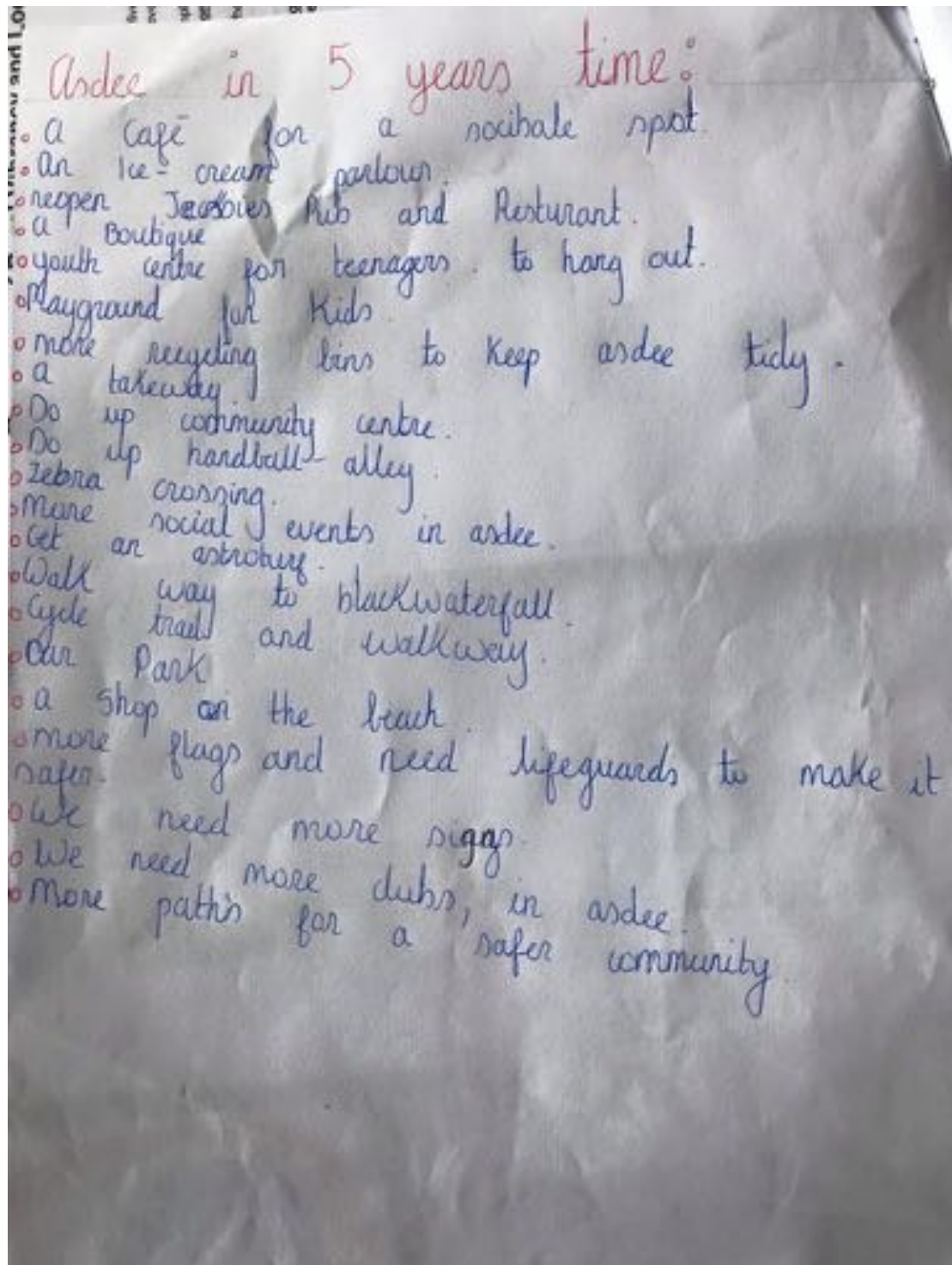
**Table 4.7: Ways in which we can encourage more young people to live in Asdee – according to young citizens**

- ✓ A new community centre;
- ✓ A park;
- ✓ A playground;
- ✓ Advertise and promote the locality;
- ✓ Better sports and recreation facilities;
- ✓ Business development;
- ✓ Jobs;
- ✓ More housing; and
- ✓ Walks/paths.

★ Our vision of Asdee ★  
 Our group and the whole of Asdee probably love a wood park. A park would be really cool. We could put it in the handball alley or near the hall. The children could play there alot and it will be so fun for us children and adults too. because if children want to play in a park the nearest park is in Ballybrannigan, Moyone or hinstown. So the parents wouldn't have to drive as far. Also a nature walk around the Black waterfall would be fun. We should show off our beautiful waterfall in Asdee. Easa Daibhe is beautiful.

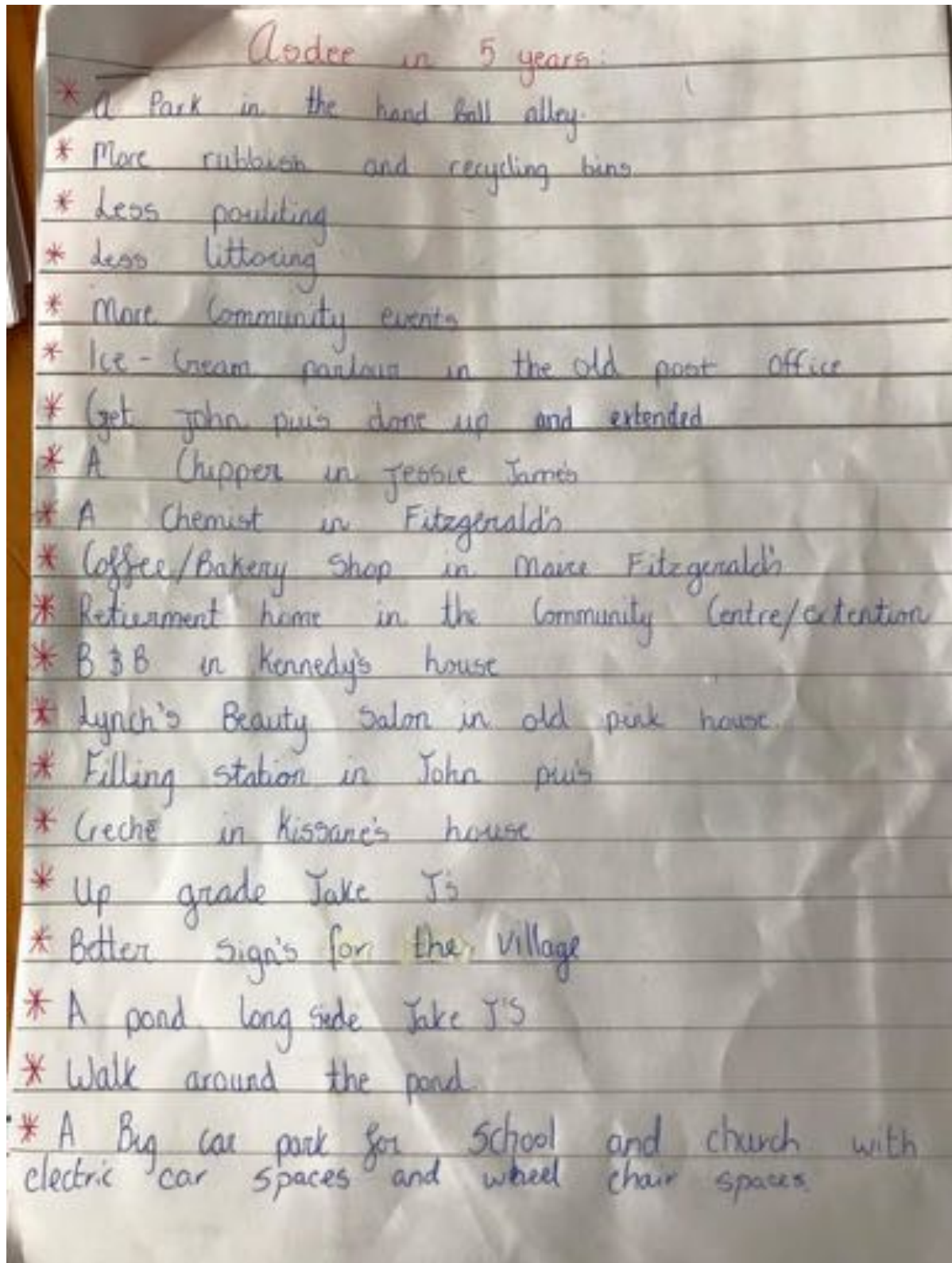
**Table 4.8: The facilities and amenities that ought to be developed in Asdee – according to young citizens**

- ✓ A playground;
- ✓ Access to the beach – with parking, toilets, seating and a walkway;
- ✓ Astroturf;
- ✓ Coffee shop/bakery;
- ✓ Cycling and walking track/greenway; and
- ✓ Doing up the handball alley.



The survey among young citizens adds a particular value to the wider set of consultations. It introduces an additional set of insights and perspectives. These reveal a strongly positive sense of place and an appreciation of the high quality of life in Asdee.

At the same time, the youth voices inject an added realism, as they emphasise the need to provide more housing and to stimulate local economic development. The attainment of these will require concerted bottom-up and top-down action. Both are integral to arresting population decline and to giving young people a real choice of living in Asdee, if they so wish.



#### 4.4 Insights from Surveys

The data presented in this chapter reveal that, for local citizens, Asdee has tremendous development potential. While citizens, of all ages, are conscious of the challenges and deficits, they are optimistic about their community's future, and they are keen to play their parts – individually and collectively – in making Asdee a more vibrant place. Social vibrancy is strong, and community and voluntary groups, including Asdee Community Development Association, are well placed to promote the delivery of this plan and of other local development initiatives.

One of Asdee's greatest challenges is the loss of population. All stakeholders are keen to see depopulation being reversed, and the survey findings point to the need for concerted and integrated efforts to promote population growth over the coming years. These will involve bottom-up efforts, supports from the top down and stakeholder collaboration. Among the investments envisaged are:

- Wastewater treatment in the village and its environs;
- A more promotive approach to planning and development, that will facilitate population growth, while preserving the pristine natural environment;
- Enabling small businesses to grow and thrive in the locality – by providing entrepreneurs with more access to information and supports; and
- Improving local infrastructure, including broadband and public transport.

Asdee's strong community spirit and socio-cultural vibrancy represent valuable assets from which to promote further development. In this respect, local citizens favour:

- Investing in refurbishment of the community centre – to develop it as a multi-functional economic hub, with office space for remote working, and a venue for a broad range of social and recreational activities – for people of all ages.
- Welcoming newcomers and encouraging them to participate in all local activities.
- Enhancing access to, and appreciation of, Asdee's natural resources, including its coastline.

Citizens and community leaders also note the need for particular infrastructural investments to make the locality more walkable and to provide physical connectivity between the various locations in which community activities take place.

The sets of responses – across the various surveys – point to the importance of an integrated approach to development. No project can be standalone, but should be seen and promoted as contributing to a range of economic, social and environmental wins. The totality of the responses underscores the merits of applying the UN principles of sustainable development and the SDGs.

## Chapter 5: Consultation Workshops and Geodesign



# ASDEE COMMUNITY PLAN



Following the hugely encouraging response for the first two Community Planning meetings & individual surveys, we are now mid-way through the process of developing our 5-year Community Plan.

The Geo-design workshop will take place in the  
**Asdee Community Centre**  
**Saturday, November 16th**  
**@ 9:30am**

It will run for approx 3 hours, but attendance for any period is appreciated.  
*The community are asked to put forward their ideas online in advance. All submissions are welcome & anonymous. Each plan will then be discussed & possibly shortlisted for inclusion in the final plan.*  
Closing date for online submissions is November 10.  
*Link to Geosurvey: <https://www.geoforage.io/pxpp>*



- *Crucial decisions will be made*
- *Ideas will be mapped out*
- *Suggested plans will be Prioritised*
- *Locations for development will be identified*
- *Financial & timing issues discussed*
- *Final decisions will be put into a Draft Plan*

**FINAL PLANNING MEETING**  
**WEDNESDAY 3RD DECEMBER**

Fig. 5.1: Flyer advertising the Geodesign Workshop



This plan was devised through an open, inclusive and transparent community consultation process, Four public events took place in Asdee between September and December 2019. These consultations harnessed and applied the data from the Census of Population and the three local surveys, as outlined here in chapters three and four. The consultations brought additional insights and expertise to bear on the process, and they allowed project ideas to be evaluated, refined and further developed. This chapter provides a recap on the public meetings that took place in September and December. It also presents the outcomes of a geodesign workshop that took place in November.

The public meetings and the geodesign workshop provided opportunities for local citizens to inform themselves about the planning process and to put forward their views, suggestions and recommendations. All events were widely advertised, and over one hundred individuals attended at least one meeting. This inclusive approach and the high levels of participation, by people from all walks of life and all age cohorts, together with the on-line inputs from members of the diaspora, strengthen this plan's democratic legitimacy, and consolidate community ownership.

## 5.1 Initial Community Consultation

The first of three public meetings took place on the 4<sup>th</sup> of September. At this meeting, the attendees:

- Agreed upon the plan's main aim and the schedule for the planning process;
- Reviewed Asdee's demographic and socio-economic profile;
- Noted the content of agency, statutory and non-statutory development plans that relate to Asdee and its environs; and
- Identified local needs and priorities.

Having reviewed the statistics and plans relating to the locality, members of the public put forward needs and responses in respect of the following themes:

- Rural Repopulation;
- Housing;
- Economic Diversification;
- Social Services;
- Natural and Heritage Resources; and
- The Built Environment.

As the following table shows, they identified specific action areas. The values in the right-hand column correspond to the number of 'votes' awarded to each action area, subject to a maximum of three votes per person.



**Table 5.1: Outcomes of the first consultation meeting**

Themes	Action Areas	Votes
Rural Re-Population	Install a wastewater treatment facility	17
	Put in place initiatives to enable newcomers to feel more included in the community	9
	Enhance public transport provision	6
	Provide more social housing (create proper environment for families)	1
	Devise/Implement a plan to tackle empty housing	1
Housing (and Property Vacancy)	Develop the 'Jesse James' premises, as a focal point; it could be a community cooperative	34
	Examine sources of funding for purchase and renovation of vacant properties	9
	Dialogue with Kerry County Council regarding the planning process and housing in rural areas	1
Economic Diversification	Develop the community centre as a hub of activity - include office support/hot-desking	16
	Tourism: Capitalise on our location on the Wild Atlantic Way and North Kerry Trails; Develop amenities such as The Jesse James, Littor Strand, Cnoc an Óir	15
	Establish a farmers market/community growers	10
	Promote the roll-out of high-speed broadband	9
Social Services	Develop a shop/café - a place to stop/meet and encourage visitors to stop	12
	Provide/construct a playground	8
	Revamp the community centre, form a drama group	6
	Improve services for older people	6
	Enhance youth services	3
	Invest in public transport	3
Natural and Heritage Resources	Provide free or subsidised electricity from local windfarms	32
	Ensure that benefits from windfarm flow to the local economy	11
	Seek /explore Gaeltacht designation	13
	Enhance the appeal of Littor Strand - car park and toilet facilities	12
	Promote Shannon Estuary tours from Ballylongford Pier	7
	Refurbish and promote the Holy Well	6
	Acknowledge and develop local history e.g. 'The Buildings'	3
The Built Environment	Install more amenities: playground; walking & running track for young and old; wheelchair & buggy friendly paths, river walks	13
	Develop the community hall: provide heating, new toilets, lighting, a breakfast club/homework club/after-schools, astro-turf	11
	Seek to make it easier to secure planning permission	9
	Provide an astro-turf/play area	8
	Install recreational facilities/walks/gym	8
	Develop walking trails – a walk from Littor Strand to Cnoc an Óir	8
	Improve parking in the village	7
	Re-develop the handball alley	6
	Construct a footpath to the shop	3
	Enhance Littor strand: provide car parking, viewing area	2
	Install a sewage treatment facility	2

As the table shows, there is a high degree of complementarity and synergy between the various ideas and proposals that came forward. Indeed, a number of very similar proposals were expressed, albeit in slightly different ways, under more than one theme. The following are the primary integrated actions:

- The refurbishment of the community centre represents a potential contribution to enhanced social services and economic development.
- The conservation, protection and promotion of various natural amenities, such as Cnoc an Óir and Littor Strand, represent environmental goals, while also supporting economic development, through tourism.
- The refurbishment of Jesse James' Pub emerged consistently, with local citizens speaking about its value as a heritage resource and potential economic and social asset.
- Proposals for the development of walkways are seen as contributing to the built environment, while also enabling residents and visitors to visit and better appreciate the locality's natural resources.

In addition to requiring action at the local level, the proposals presented here necessitate dialogue and collaboration with statutory bodies. Among these are Kerry County Council and Irish Water, who have statutory functions in respect of ensuring wastewater treatment and protecting groundwater. Kerry County Council's County Development and Local Area Plans are relevant in respect of land use and zoning, and Asdee Community Development Association has already made a submission in respect of the Local Area Plan. Agencies, such as North, East and West Kerry Development, will have a role to play in further animating, refining, guiding and co-funding the realisation of projects associated with these actions. Fáilte Ireland and the National Sports Council are among the agencies who can support the development of infrastructure and the promotion of attractions.

## 5.2 Mid-Term Consultation Meeting

The second of three public meetings took place on the 9<sup>th</sup> of October. This provided for the following:

- A review of the survey data – the results of the surveys among community groups, young citizens (9 to 12 year olds) and local citizens;
- Reflection on the United Nations' Sustainable Development Goals and their application in Asdee;
- Refinement of development objectives and strategic actions; and
- Preparations for the geodesign workshop.

The attendees noted that:

- All Sustainable Development Goals (SDGs) are relevant to the delivery of this plan; the most immediately applicable are SDGs 9 to 15<sup>10</sup>;
- Asdee has very considerable strengths in respect of social and cultural capital;
- The area has a strong sense of place and of itself;
- Collaboration with neighbouring communities and with agencies is integral to Asdee's development;
- Asdee shares cultural and heritage resources with other communities, and collaborative approaches in respect of these are vital;
- The area's coastline and natural amenities have been under-utilised, and need to be harnessed in a sustainable way;

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<sup>10</sup> These SDGs are GOAL 9: Industry, Innovation and Infrastructure; GOAL 10: Reduced Inequality; GOAL 11: Sustainable Cities and Communities; GOAL 12: Responsible Consumption and Production; GOAL 13: Climate Action; GOAL 14: Life Below Water; and GOAL 15: Life on Land.

- Local citizens and organisations are concerned that service depletion is having a negative impact on the community, and they want to see early gains from this plan in order to create a positive momentum for development;
- The community centre is a latent asset that could realise much more potential;
- Social economy models should be explored as a way in which services can be improved and social inclusion promoted; and
- Infrastructural development needs to focus on enabling people to access, value and enjoy local amenities – with an emphasis on walking and cycling.



The associated priority actions are:

- Strengthen the capacity of all community and voluntary groups, including Asdee Community Development Association, to drive local and economic development;
- Promote alliances among groups and with neighbouring communities and agencies;
- Invest in the community centre – as a strong and multi-purpose focal point in the community;
- Enhance services and amenities, with particular foci on youth and senior citizens;
- Examine the potential development options for the Jesse James' premises;
- Invest in sporting and recreational amenities, and develop a series of walks to connect local amenities and resources – promoting recreation, social interaction, health and wellbeing;
- Collaborate with the relevant bodies to stimulate local economic development, including teleworking and the social economy;
- Examine ways in which the local windfarms can better contribute to the local economy and community; and
- Advocate for the provision of wastewater treatment and infrastructural investments that will enable Asdee to grow its population.

Attendees noted the community’s asset and strengths as follows. These transcend the economic, social and environmental, and they represent sets of tangible and intangible potentials that will stand the community in good stead in progressing this plan.

Table 5.2: Asdee’s main assets

Older people are knowledgeable	Extraordinarily strong and willing community spirit		The waterfall
Community support	A great school	A great community spirit	Lovely beach
Its people	The scenery	The environment	The Jessie James
A good community, friendly & welcoming & open to ideas		The community spirit	Local historic buildings
Wild Atlantic Way	The Estuary	Local history knowledge	Our location
Friendly & sociable	The natural resources; beach, river & scenery	Local resources	A pride of place
A good sense of humour	The fresh air	A good sense of where the community wants to be	

The meeting agreed to schedule the geodesign workshop for Saturday, November 16. In preparation, local citizens were invited to complete an on-line survey to further refine the development priorities and to identify specific locations where investments ought to be made. Given the nature of the geodesign workshop, and its technological requirements, the number of participants would be limited to thirty. Therefore, an on-line booking system was put in place to ensure that all groups/organisations would have the option of sending two representatives to the workshop.

### 5.3 Geodesign

The third consultation meeting took the form of a half-day geodesign workshop. Geodesign is a web-based application that allows citizens and planners to work together to design spaces. It enables them to take their ideas and to present them on maps, using interactive technology. This allows people to visualise ideas, share concepts and partake in structured discussions with others in the community. It can involve trade-offs, as people work together to create visions and pinpoint locations for agreed projects. The technology is cutting-edge, and ACDA specifically invested in this approach, in order to expand the channels through which people could participate in the community planning process. Moreover, the use of geodesign allowed the community to be precise in progressing ideas and projects.

The geodesign workshop was particularly well attended – by people of all ages. Kerry County Council was also represented, and provided valuable inputs and insights. ACDA had secured laptops in advance and several people had mapped project ideas via an on-line survey in advance of the workshop. These maps were added into the mix for the workshop itself. Attendees worked in four roundtables, with each having a laptop and access to pre-loaded basemaps. The maps had been prepared by Dr Hrish Ballal from the [Geodesign Hub](#). Hrish and his colleague Dr Bruno de Andrade, from University College Dublin, co-facilitated the workshop itself. The following set of maps presents

the outcomes in respect of the preferred/indicative locations of the various infrastructural and tangible projects that had emerged from the various consultations, needs analyses and surveys.



Asdee Community Development Association recognises that some of the infrastructural projects affect – directly and indirectly – private property.

Therefore, the Association is fully committed to dialogue with any affected landowners, and stresses that there is no obligation on any landowner to assent to any proposal

that may affect his/her property. As with all elements of this plan, progress is best realised through engagement and consensus-building.

The geodesign mapping of the envisaged infrastructural projects indicates potential locations. These include the siting of the playground beside a restored handball alley, with an adjoining walkway on the banks of the river and (ultimately as the project is advanced) continuing northwards to the coast, and offering a loop walk along Littor Strand, Carrigane and Glanawillin, and returning to the village.



Fig. 5.2: Projects 2020 – 2023, as located using geodesign – village and environs

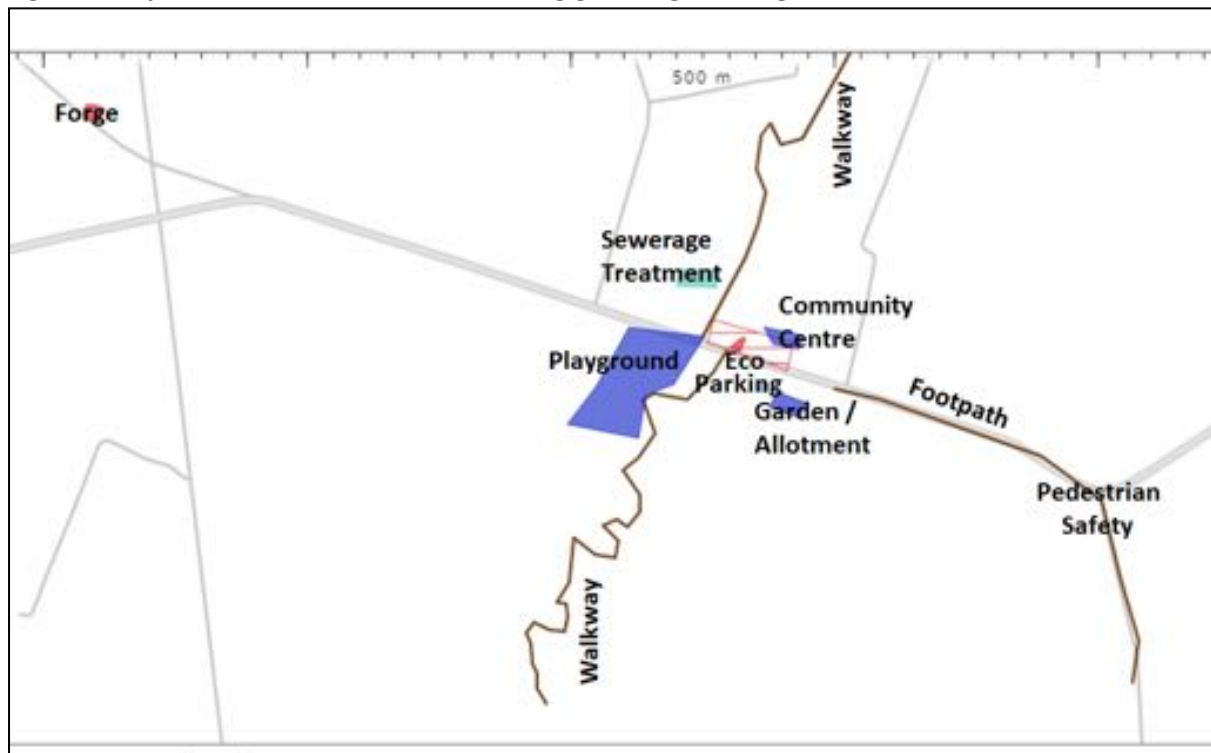
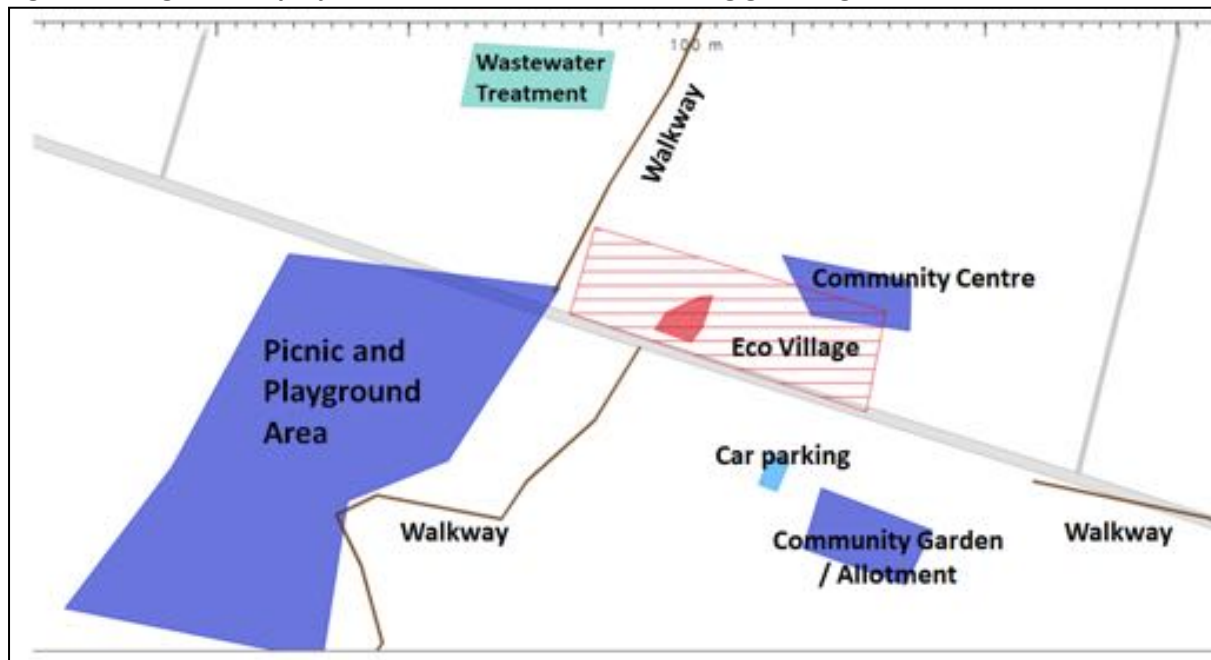


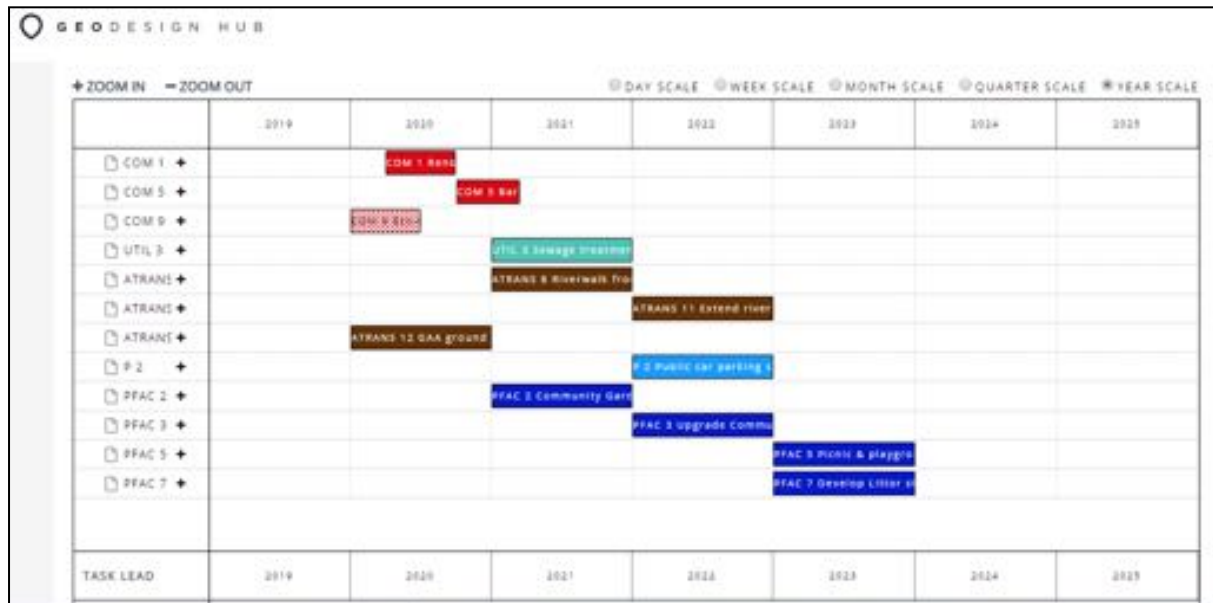
Fig. 5.3: Village-based projects 2020 – 2023, as located using geodesign



The indicative sites for car-parking and the community garden/allotment are close to existing amenities and infrastructure. The wastewater treatment plant will have to be at a location on the northern side of the village – to take advantage of gravity. The Community Centre is very much at the core of the infrastructural investments, and the reference here to ‘eco village’ is an expression of the

community’s vision that all civil and social buildings in Asdee ought to be carbon neutral. The footpath along the eastern end of the village is important – for pedestrian safety and to connect the village with the local Shop.

**Fig. 5.4 Proposed project timeline<sup>11</sup>**



In addition to mapping infrastructure in the village and its immediate environs, the geodesign workshop emphasised the importance of Littor Strand – as a vital natural amenity and visitor attraction.

Some workshop participants also shared their expertise and local knowledge in respect of a potential hydro-electric station – to be located in the townland of Kilcock, east of Cnoc an Óir. This would operate on the same engineering principles as the Electric Ireland station at Turlough Hill in County Wicklow, where water flows from one lake to another and is channelled through a series of turbines. In Asdee’s case, this station would take advantage of an existing disused quarry. The project would represent a significant economic and environmental undertaking, and those involved have done very considerable work to bring it to its current state of readiness. Other noteworthy and complementary initiatives are the construction of an anaerobic digester and the development of a hemp cooperative (Irish Hemp Co-operative Society Limited). Both are being advanced by local farmers. The former would see organic waste being turned into energy. The latter has the potential to improve farm livelihoods, protect the natural environment, reduce carbon emissions and generate economic development.

<sup>11</sup> In line with public health guidelines, actions envisaged for 2020 are unlikely to commence until 2021. This will have the effect of extending the timeframe by one year.



## 5.4 Community Sign-Off Meeting

Having facilitated the various strands of the planning process, as outlined in chapter two (methodology), the consultants collated all of the contributions, and presented the outputs to Asdee Community Development Association. These were subsequently presented to a public meeting on the 4<sup>th</sup> of December, at which members of the community were invited and enabled to review the draft plan and to provide any final contributions. That meeting unanimously adopted the plan.

The gathering also provided an opportunity to set out a wider vision and to agree targets and indicators, so that the plan could be reviewed and monitored over the coming four years. Members of the community re-stated their willingness to work collaboratively with all agencies. Collaboration among local organisations and with statutory and other agencies will be integral to delivering several of the actions outlined here. Locals reiterated their openness to ecological solutions (e.g. reed beds), the need for a wastewater treatment facility, and they re-stated the importance of a refurbished community centre as a social and economic hub. The following images capture their sentiments. This image is presented (fully typed) in Annex 1.

**Fig. 5.5: Final comments at the 'sign-off' meeting**



## Chapter 6: Strategic Framework and Actions



This chapter presents the main strategic actions to be pursued over the five-year lifetime of the Asdee Community Development Plan. These actions are outlined in a series of tables, under the following headings:

1. Infrastructure;
2. Economic Development;
3. Walks and Trails;
4. Amenities and Facilities; and
5. Population Growth and Housing.

These five over-arching themes incorporate the issues that emerged from the research and community engagement processes, as already presented in tables 4.1 and 5.1 and elsewhere in this report. They reflect how the process evolved and ideas crystallised over time. Several of the actions listed here have been allocated to Asdee Community Development Association (ACDA). In practice, this indicates that either the association itself, a sub-committee thereof or another community organisation take the lead role in delivering the respective actions.

**Table 6.1: Specific actions, promoters, partners and steps involved**

1. Infrastructure		
Action	Promoters and Partners	Steps Involved
1.1 Progress towards the installation of a waste-water treatment system	ACDA KCC Irish Water	A needs analysis/feasibility report examining conventional treatment systems as well as an integrated constructed wetland system  Refer to <i>Community Waters Development Fund 2020</i>
1.2 Pedestrian Safety and mobility: (a)Undertake works at Lacey's Cross junction and, (b)Lay a footpath to the village	ADCA KCC	Prepare/engineer a suitable design  Undertake the associated works  Extend the speed limit eastwards
1.3 Provide for additional off-street car parking	ADCA Landowner(s) KCC	Identify a suitable site – close to amenities and of sufficient size  Secure funding and undertake associated works
1.4 Support the development of alternative renewable energy projects with potential to provide energy to the village hub (church, school, community hall, community garden)	ADCA KCC Environment Department Private enterprise SEAI	Garner further community support for the project  Study models in other communities  Advance to planning and design stage  Installation of facilities
1.5 Upgrade Street lighting to LED fittings	ADCA KCC, Electric Ireland	Liaison with KCC

<b>2. Economic Development</b>		
<b>Action</b>	<b>Promoters and Partners</b>	<b>Steps Involved</b>
2.1 Pursue the development of The Jesse James Tavern as a community-owned visitor centre	KCC NEWKD/LEADER Fáilte Ireland	Engage with Fáilte Ireland in the development of the Visitor Experience Development Plan for North Kerry and West Clare
2.2 Coordinate an annual festival e.g., a Jesse James-themed Festival	A sub-committee of the ADCA	Establish a sub-committee to develop the project  Ensure youth and diaspora involvement
2.3 Ensure Asdee is featured more prominently in marketing campaigns and material for Shannon Way Trail and Wild Atlantic Way	ADCA North Kerry Trails Irish Trails/Sports Ireland Fáilte Ireland, KCC	Signage and apps to be updated  Ongoing promotion and marketing
2.4 Maintain the Asdee section of the Shannon Way Trail	ADCA North Kerry Trails Irish Trails/Sports Ireland NEWKD (RSS)	Further cooperation with adjoining communities  Secure dedicated RSS workers  Engage with and support local farmers
2.5 Ensure local entrepreneurs are aware of enterprise supports	ACDA LEO NEWKD	Animation among local, current and potential, entrepreneurs to avail of the services available from agencies  Outreach actions from the agencies
2.6 Develop initiatives to support local businesses	ACDA LEO	As per 2.5 and local delivery of a start-your-own-business and digital marketing course(s)
2.7 Establish an enterprise hub	ACDA EI LEO	Incorporate enterprise development functions into a re-designed community centre  Prepare for EI schemes/initiatives

Walks and Trails		
Action	Promoters and Partners	Steps Involved
3.1 (a)Develop river walk from The Bridge to The Black Waterfall,  (b)with potential to connect to Shannon Way Trail	ADCA  NEWKD  KCC/Local Authorities Waters Programme	Route design plan to be prepared in collaboration with landowners  Refer to Community Water Development Fund <a href="http://watersandcommunitiesie/community-water-development-fund-2020/">http://watersandcommunitiesie/community-water-development-fund-2020/</a>
3.2 Develop river walk from The Bridge to Littor Strand	ADCA, NEWKD,  KCC/Local Authorities Waters Programme	Route design plan to be prepared in collaboration with landowners
3.3 Develop a beach access plan for Littor Strand	ADCA, An Taisce,  KCC/Local Authorities Waters Programme	Refer to FLAG SW Local Development Strategy as being a possible co-funder for projects with a maritime, marine or seafood development theme
3.4 Develop exercise path around GAA grounds	Asdee GAA	Develop a plan and apply for sports capital grant or other funds
3.5 Develop a heritage trail to include; Black Waterfall, ring forts, Jesse James, The Forge, Cnoc an Óir, 'The Buildings', The Village Pump, among others	ACDA  NEWKD  KCC/Local Authorities Waters Programme  OPW  Fáilte Ireland	History boards, mapping the place-names and field-names ( <i>Logainmneacha</i> )  To be coordinated through visitor centre

<b>3. Amenities and Facilities</b>		
<b>Action</b>	<b>Promoters and Partners</b>	<b>Steps Involved</b>
4.1 Prepare a comprehensive development plan for the community hall	Sub-committee of ACDA NEWKD, KCC, Social Finance agency St Brendan's Trust	Undertake a feasibility study, to devise a plan that is best suited to meeting community needs and is financially sustainable  Establish a working group to oversee the project
4.2 Renovate or remodel the hall as per development plan	ADCA, all local community groups NEWKD KCC Social Finance Agency St Brendan's Trust	Establish a project management group Pursue a fundraising strategy Keep all stakeholders, including the community, fully apprised
4.3 Develop a recreation area to include a picnic area, playground, (site of old ball alley)	ADCA NEWKD KCC Social Finance Agency	Prepare a development plan/ feasibility study Formulate a costed design and funding mix  Investigate other community facilities to develop and clarify plans
4.4 Install alternative energy sources for school, church and community centre	ADCA, SEAI KCC Environment Department Dept. of Education Private enterprise St Brendan's Trust SEAI	Investigate other community heating/ energy models Investigate schemes to support eco-village projects Secure funding and install infrastructure
4.5 Acquire a site to develop community allotments	ADCA KCC NEWKD	Visit other community gardens, learn from experience elsewhere  Secure a site  Establish a working group
4.6 Develop grotto area - open to the public, add seating/lighting and information boards	ADCA The Parish KCC	Devise a design / plan Undertake local fundraising Give effect to the design
4.7 Install a memorial seat on Littor Strand in remembrance of Fr Pat Moore, native of Littor	ADCA KCC	Planning submitted  Funding raised by 'GoFundMe' page and donations

<b>4. Population Growth and Housing</b>		
<b>Action</b>	<b>Promoters and Partners</b>	<b>Steps Involved</b>
5.1 Incentivise the renovation of vacant homes	ADCA KCC	Reference to KCC Vacant Homes Strategy
5.2 Allow for further house-building to support population growth	ADCA KCC (elected members)	Planning permission required for new developments
5.3 Liaise with a social housing organisation regarding a development in the village for older people	ADCA KCC Voluntary housing agencies Department of Housing, Planning & Local Government	A suitable site Funding – local and government grant Development plan to be prepared A dedicated project committee
5.4 Prepare an information pack for new residents to the community	ACDA Asdee NS	Draw on experiences in other communities
5.5 Prepare a marketing campaign to highlight the benefits of living in Asdee	All local organisations	Social media marketing and print marketing to be prepared <a href="http://www.AsdeeVillage.com">www.AsdeeVillage.com</a>

The actions presented in this table are the product of the research and consultations that were undertaken in 2019. As the development plan is given effect between 2020 and 2025, new opportunities are likely to arise, and it is important that Asdee Community Development Association (ACDA) and the local community avail of those. The evidenced-based and collaborative approach that characterised the planning process can be mainstreamed and further progressed by Asdee community promoting collaborative relationships with agencies, neighbouring communities and academic institutions. This timeframe and that presented in the following table are subject to compliance with public health guidelines (in line with social distancing).

**Table 7.2: Project development Gantt chart**

Theme	Strategic Actions	2020 / '21	2022	2023	2024	2025
Infrastructure	Installation of a wastewater treatment system					
	Pedestrian safety and mobility: (a) undertake works at Lacey's Cross junction and, (b) lay a footpath to the village					
	Provide for additional off-street car parking					
	Support the development of alternative renewable energy projects with potential to provide energy to the village hub					
	Upgrade Street lighting to LED fittings					
Economic Development	Pursue the development of The 'Jesse James' as a community-owned visitor centre					
	Coordinate an annual festival e.g., a Jesse James-themed Festival					
	Ensure Asdee is featured more prominently in marketing campaigns and material for The Shannon Way Trail and Wild Atlantic Way					
	Maintain the Asdee section of the Ballybunion to Tarbert Trail					
	Ensure local entrepreneurs are aware of enterprise supports					
	Develop initiatives to support local businesses					
	Establish an enterprise hub					
Walks and Trails	Develop a river walk from The Bridge to The Black Waterfall					
	Extend the walk to connect to Shannon Way Trail					
	Develop river walk from The Bridge to Littor Strand					
	Develop a beach access plan for Littor Strand					
	Develop exercise path around GAA grounds					
	Develop a heritage trail to include: The Black Waterfall, ring forts, Jesse James, The Forge, Cnoc an Óir, 'The Buildings' The Village Pump, among others					
Amenities and Facilities	Prepare a comprehensive development plan for the community hall					
	Renovate or remodel the hall as per development plan					
	Develop a recreation area to include a picnic area and playground					
	Install alternative energy sources for school, church and community centre					
	Acquire a site to develop community allotments					
	Develop grotto area - open to the public, add seating/lighting and information boards					
	Install a memorial seat on Littor Strand in remembrance of Fr Pat Moore					
Housing and Population	Incentivise the renovation of vacant homes					
	Allow for further house-building to support population growth					
	Liaise with a social housing organisation regarding a development in the village for older people					
	Prepare an information pack for new residents to the community					
	Prepare a marketing campaign to highlight the benefits of living in Asdee					



## Chapter 7: Delivery, Targets and Indicators



This community socio-economic plan is the result of much hard work by the people of Asdee. It is the product of many hours of voluntary labour, coordination and dedication. It reflects collaboration and strong community spirit. All of these qualities and positive attributes will be required as we implement this plan over the coming four to five years.

During the planning process, we saw many familiar faces – people whose experience, leadership and guidance will be important in ensuring timely delivery of the actions presented here. At the same time, we saw many new faces and met people for whom this was the first foray into community development. Their enthusiasm, energy, fresh ideas and new approaches will be integral to delivering this plan. As a welcoming and inclusive community, Asdee celebrates all contributions and encourages participation.

People made this plan happen, and people will implement and deliver it. During the planning process, we all learned more about ourselves and our community, and the next five years will represent a further learning journey. During that time, we will require skills and contributions in respect of project management, fundraising, administration, planning, local development, communication and many other areas. We will need to consistently invest in the capacity of our community, and of all local organisations, to strengthen our collective abilities to meet challenges and avail of opportunities that lie ahead. In tandem with building local capacity, we will need to strengthen relationships and promote partnership and collaboration with neighbouring communities and with all agencies.

Asdee is one of a number of communities that have received FLAG support to compile a community socio-economic plan. Here in County Kerry, Cromane was the first community in South Kerry to compile a community economic development plan, using FLAG funding. Asdee is the first community in North Kerry to do so. We, in Asdee, look forward to networking opportunities with other coastal communities, and are happy to share our experiences and any insights.

Over the coming five years, it will be important to take stock of our progress, and to monitor and review the implementation of this plan. Therefore, it is important to have targets and indicators. Asdee Community Development Association proposes the targets presented in the following table – not to judge ourselves or others, but to help all stakeholders record and celebrate their successes over the coming few years. Targets may be revised upwards if progress is ahead of schedule. They may be revised downwards, if needs or priorities change. A strategic plan needs to be both ambitious and realistic.

As this document demonstrates, many of these targets and indicators are intangible, and others are qualitative; they relate to our sense of place, our sense of community and togetherness and our collective drive. While these are not easy to measure, they are nonetheless very significant, and all local citizens and groups are encouraged to document and share their observations and sentiments over the lifetime of this plan.

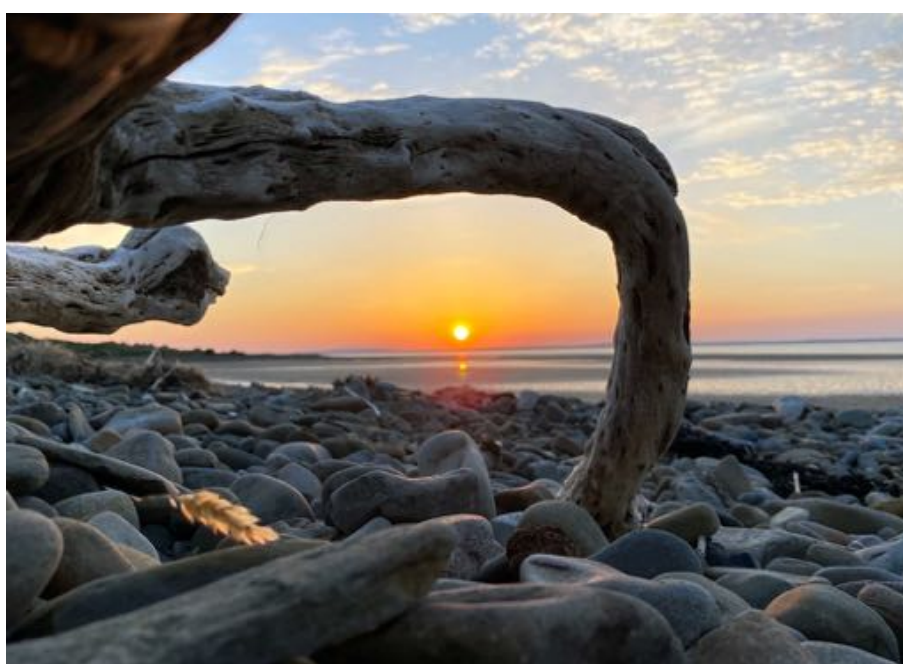
Other targets and indicators are more visible and tangible, and can be specifically recorded here. They include the specific projects we mapped during the geodesign workshop and the many initiatives listed in Table 6.1. Those can be classified as process and output indicators – implying that they will be visible on the local landscape. In addition, these will have medium- and long-term impacts. Having an impact implies dealing with the issues identified in chapters three and four (in the demographic and socio-economic profile and in the various survey results). These impacts will be the long-term measures of our plan's successes, and will give us the baseline and context for the next plan (2025-

2030). The outputs and impacts affect the dimensions of sustainable development – economic, socio-cultural and environmental.

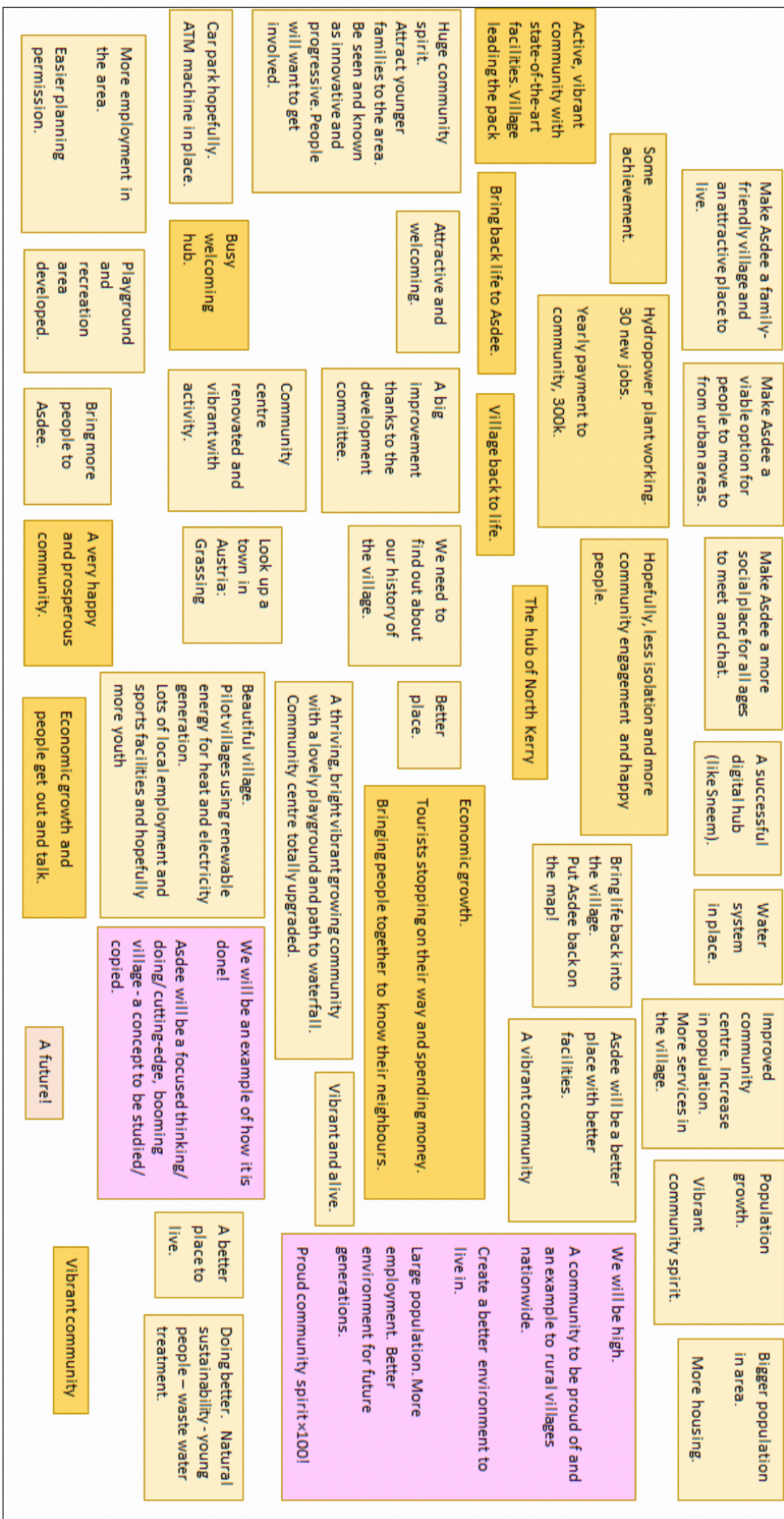
**Table 7.1 Output and impact indicators, 2020 - 2025**

<b>Theme</b>	<b>Outputs</b>	<b>Impacts</b>
Infrastructure	<p>A wastewater treatment system progressed towards operation</p> <p>All houses/premises in Asdee village and the immediate environs connected to the treatment system, as soon as the system becomes operational</p> <p>400 metres of new footpath(s)</p> <p>An additional 15-20 car parking spaces in the village (at least 2 for wheelchair users)</p> <p>Feasibility study completed for clean energy supply to all community buildings, and connections in place</p> <p>LED lighting fully installed</p>	<p>Scope for an additional ten houses in the village and environs by 2025</p> <p>Increase in the village population</p> <p>Increased use of all amenities and more walking in the locality -&gt; a healthier and more active population</p> <p>Easier access to facilities and amenities, leading to more participation at events</p> <p>A cleaner environment more awareness of green energy reduced fuel/electricity bills</p> <p>Improved energy efficiency, and reduced costs for KCC</p>
Economic Development	<p>A social centre/drop-in/café in the village</p> <p>Social economy/community services funding in place</p> <p>Annual themed festival</p> <p>All relevant route(s) signage, maps and apps will be current and inclusive of Asdee</p> <p>Links to enterprise information and support agencies on all local social media annual outreach day (in Asdee) by enterprise support agencies</p> <p>A 200m<sup>2</sup> enterprise hub</p>	<p>More social engagement – average weekly footfall of 100 people 2 new jobs</p> <p>Youth leadership of the festival committee (median age of committee members: 35 years) Annual 2-day festival</p> <p>5 additional B&amp;B beds in the parish, visitor use of the social centre/café</p> <p>10 new jobs in the parish</p> <p>30% increase in the number of people working from home and/or the hub at least 2 days/week</p>
Walks and Trails;	<p>6km lowland loop walk</p> <p>Asdee stretch of the North Kerry Trail fully open and operational, with potential for a spur to/from the village</p> <p>Progressing Blue Flag status for Littor Strand</p> <p>1km exercise path/trail</p>	<p>Average weekly footfall (on walks) of 150 people -&gt; improved quality of life</p> <p>Increase in visitors and enhanced collaboration with neighbouring communities</p> <p>Day trippers spending money locally and more of the diaspora returning for longer visits</p> <p>Average weekly footfall (on heritage trail) of 30 people, with local schools</p>

	A heritage trail with ten stops, each with its own information panel and app	undertaking projects on the various points along the route -> increased knowledge and appreciation of our heritage
Amenities and Facilities	<p>A new/refurbished community centre, with capacity for an extensive range of events and needs - catering for a broad range of activities and for groups of different sizes</p> <p>A playground with capacity for 15 children (at any point in time)</p> <p>10 users of community allotments, and a community garden</p> <p>Grotto re-developed and memorial bench in place</p>	<p>Average weekly footfall of 150 persons in the community centre</p> <p>All groups in the parish will be regular users of the community centre</p> <p>20% increase in the number of activities hosted in the community centre over the calendar year</p> <p>Enhanced quality of life for local residents and greater appeal to newcomers and potential newcomers</p> <p>Greater uptake of grow-your-own</p> <p>Asdee vegetables and honey on the market</p>
Population Growth and Housing	<p>5 unoccupied dwellings renovated</p> <p>15 new homes built</p> <p>4 sheltered/retirement homes in process</p> <p>Newcomers' welcome pack (on-line) and</p> <p>On-line marketing campaign operational</p>	<p>Census 2026 will show a 10% increase in population (relative to 2016)</p> <p>The median age in the Asdee ED will have fallen by two years</p> <p>All posts in the local national school will have been secured and</p> <p>All local businesses that are currently trading will have been sustained, and new businesses (as outlined above) will be operational</p>

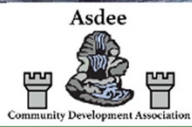


# Annex 1: Final comments at the 'sign-off' meeting





*For we know you'll love the life we live, in the  
Village of Asdee.*



[AsdeeVillage.com](https://www.AsdeeVillage.com)



EUROPEAN UNION  
This measure is part-financed  
by the European Maritime  
and Fisheries Fund