

Cromane Community Council

Socio-Economic Development Plan 2018 – 2022



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Bia agus Mara**
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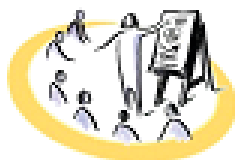
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This plan was prepared by O'Raw Consultancy & Associates;
Dr Brendan O'Keeffe & Jamie Donnelly.

The facilitators wish to acknowledge the support, guidance and enthusiasm invested by members of the community council and the residents of Cromane throughout this project.



Paul O'Raw, Community Trainer & Facilitator
www.pauloraw.ie

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Ní neart go cur le chéile – Many Hands Make Light Work.



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Areal View of Cromane – The Hip Bone – where land and sea intertwine



Preface

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 development and implementation of their Local Development Strategy. We see the vision and foresight demonstrated by the people of Cromane in developing their Socio Economic Plan as a hugely positive towards determining their own future and we are proud to support it.

Dr Vera O'Donovan

*FLAG (Fisheries Local Action Group) Coordinator, South West,
Bord Iascaigh Mhara (BIM)*

Beannú na mBád – Annual Blessing of the Boats



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Foreword

When Cromane Community Council agreed to develop a community plan, we were motivated and driven by the need to provide an agreed way forward – a shared vision of the community, and where it might be in twenty years' time.

There has been much change in the community over the past twenty years. The development of this plan has allowed for reflection on this change but has also given time to consider the opportunities and potential as Cromane moves forward.

Sense of Place is important here. People like living in the community, and it is a beautiful place. This planning process gave an opportunity to consider matters including economic development, employment, infrastructure, social activities, environmental awareness, and the needs of both younger and older members of the community.

A good plan is a guide, which gives shape and direction to a community. Having a plan creates an opportunity for agencies and public sector bodies to work together with the community to improve outcomes for people living in Cromane.

Many people have been involved in the development of the plan. This participation has been essential, as local ownership is the cornerstone of this plan. Residents from all areas of the community, including our younger members, engaged in the discussion about the community's physical, social, and economic development priorities. This participation made the work worthwhile and added value to the plan.

The outcome of the plan, what is achieved and the impact on the quality of life of people living in Cromane are what is important. Actions have been identified and, as a community, we need to focus on achieving a small number of these strategic priorities at any one time. Additional community and voluntary effort will be required in cooperation with the Local Authority, BIM and other agencies to complete these actions.

As Chair of the Socio-Economic Planning Sub-Group of Cromane Community Council, I wish to thank the members of Cromane Community Council for their cooperation and the members of the planning group for their dedication and hard work. I would also like to thank BIM, especially Ms Vera O'Donovan, for guiding us through the FLAG process. I wish to acknowledge the cooperation and valuable assistance of Kerry County Council, of South Kerry Development Partnership and of Fáilte Ireland, who kindly commented on our strategic actions. Dr Hrishu Balal of Geodesign is to be commended on the excellent local planning workshop, which he facilitated.

Finally, I wish to thank Mr Paul O'Raw, Dr Brendan O'Keeffe and Mr Jamie Donnelly for their professional and thorough working methods and also their approachable manner, which made everyone feel at ease.

Liam Hayes

*Cromane Community Council
February 2018*

The Changing Role of Cromane Community Council

Cromane Community Council has traditionally overseen the management of the community hall and physical enhancement works in key areas of the community. In taking on the lead role in implementing this development plan, the community council is implicitly expanding its role and responsibilities. For example, coordination of local development, liaison with agencies, greater communications within the community.

The mandate for this expanded role comes from the ideas, the energy and the high level of community participation in the various stages of the planning and consultation process. This process brought about a greater level of interest in the development of the community and a higher level of expectations of results.

The Community Council is now the lead organisation for the development plan; however, it cannot effectively implement the plan without tapping into the renewed energy and interest in the community in the development of Cromane.

The actions table proposes the establishment of a number of sub-groups focussing on particular tasks. Establishing these sub-groups will give people the opportunity to get involved, thus sharing the workload. The work of these groups will need to be coordinated by the Community Council.

The Community Council may need to revise its current arrangements and constitution to allow for this expanded role, for greater levels of community involvement and effective communications.

Paul O'Riordan

Project Facilitator

February 2018

Community Consultation – Geodesign Workshop, October 2017



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1. Introduction

Community Planning

Communities are becoming more involved in planning for their areas. It makes sense. Traditionally agencies have tended to prepare and implement development plans but without the vital ingredient of local involvement. There is a growing awareness of the need to enable communities to be key players in the preparation of local plans. Without a plan, a community is likely to be unprepared for opportunities when they arise. Without a plan, a community tends to lack coordination and common vision. With an agreed plan and a shared vision a community is in a much stronger position to secure funding and other resources to enable it achieve its objectives, and to influence the development plans of agencies

Communities with agreed, coherent plans tend to draw down more resources and supports to realise their plans. This socio-economic plan was prepared by working closely with Cromane Community Council – and in particular with the Socio-Economic Planning sub-group. Community leadership was core to the project, as it ensured a high level of community participation, and provided guidance and assistance to the facilitators throughout the project.

The process utilised in preparing this socio-economic plan for Cromane was more than consultation – it was a process that facilitated the community to identify their priorities, and to develop solutions, to meet the needs they identified. The method used involved a series of four community consultation and planning events, facilitated discussions on the area profile and on the Rural Vibrancy Survey. Presenting the community with data, evidence and pointers enabled people to further clarify the priority needs and strategic actions. This plan sets out in detail the various stages of the process, the baseline socio-economic profile, the analysis of the survey results, the themes and issues emerging from the community discussions, and the maps developed by local people at a specially-convened Geo-Design workshop.

A large amount of feedback and evidence was gathered over the course of the project, and a substantial amount of needs, visions and ideas were recorded. The strategic development section represents the recommendations that emerged from the various strands of the consultation process. The facilitators have striven to produce a realistic and achievable set of actions, representing the priorities, hopes and desires, as articulated of the community.

The timing of this socio-economic plan is significant. Kerry County Council is preparing an Area Plan for the South and West Municipal District, as the successor to the current Killorglin Local Area Plan. The government recently launched the *Project Ireland 2040 - National Planning Framework* and the National Development Plan 2018–2027. These provide the framework and identify the funding streams through which infrastructure and services, throughout Ireland, will be shaped over the coming years. The content of this socio-economic plan for Cromane takes cognisance of the opportunities presented by these. Indeed, the orientation and content of the strategic actions presented here ensure that Cromane is well positioned to give local effect to county and national priorities and to contribute to sustainable growth and development.

2. Geographic & Historical Context

Cromane occupies a very distinctive location in Kerry. The dominant feature on the landscape is the Cromane Peninsula, which protrudes northwards from the Iveragh Peninsula into Castlemaine Harbour. The peninsula itself is, in geomorphological terms, a large ridge. Other land protrusions to the west of Cromane, namely Inch and Rossbeigh are, in contrast to Cromane, now dominated by sand dunes and are uninhabited. Devoy (2009: 34-35)¹ describes how, at the end of the last ice-age, as the glaciers retreated, the rock debris was “reworked by the sea to form a large cobble and boulder beach” at Cromane, which, together with Inch and Rossbeigh, divides Dingle Bay to form the quieter water environment of Castlemaine Harbour. This Harbour is the waterbody into which two of Kerry’s main rivers flow. The River Laune, which drains the Lakes of Killarney, enters the Harbour at Ballykissane, approximately 2km north of Killorglin. The Mouth of the River Maine is just west of Castlemaine / Milltown, and this represents the boundary between the Iveragh and Corca Dhuibhne Peninsulas. The River Caragh enters the Harbour at Dooks, and this represents the western extent of Cromane. Its location as an inlet of a long ria (Dingle Bay) and the protection afforded by Cromane, Inch and Rossbeigh contribute to Castlemaine Harbour having relatively shallow waters and being noticeably tidal. The tidal range varies between 0.1m and 4.8m during spring and neap tides respectively. These hydrological features combine to create favourable conditions for the growth – natural and farmed – of oysters and mussels. Consequently, aquaculture is a very significant economic activity in Cromane, and it features large in this plan. An information board adjacent to Cromane Beach records that:

“The Mussel Fishery (Castlemaine Harbour) Order 1979 gave exclusive rights to the local cooperative (Castlemaine Harbour Fisheries Cooperative Society Ltd.) over extensive mussel beds within the harbour for control and management. Aquaculture activity outside the area of the Mussel Order has also developed with the licencing of aquaculture sites. Oyster cultivation was introduced in the 1990s, and there is now clam production.”

Unlike in other parts of Iveragh, the coastline of Cromane is mainly soft, and while the sea arrived at the present coastline about 2,500 years ago, the development of peatlands since then and the gradual trapping of river-borne sediments in Castlemaine Harbour give us a present-day landscape in which lowland marsh and swamp meet the seashore. Cromane’s topography, its low-lying nature and long coastline imply continuous interaction between land and sea. At times, the sea has inundated the land at various points. Climate change over recent decades has accelerated the sea’s encroachment on to low-lying lands to the east and south of Cromane Peninsula. Arresting this encroachment and protecting the land from the future erosion are important development priorities for Cromane, and this plan identifies the locations where coastal defences are required. The damage done by the 2014 storms, particularly at Rossbeigh, underscores the urgency of providing coastal defences.

Cromane’s landscapes, and in particular its loose soils, provide an ideal habitat for the natterjack toad – the only toad species found in Ireland. As McCarthy (2009: 50)² notes, the natterjacks are extremely rare in Ireland, and are mainly confined to the Iveragh and Dingle Peninsulas. She states that they, “along with some Kerry plants, are representative of the Lusitanian element of our fauna.” The

¹ Devoy, R. (2009) ‘Iveagh’s Coast and Mountains’ in Crowley, J. and Sheehan, J (Eds.) *The Iveragh Peninsula – A Cultural Atlas of The Ring of Kerry*. Cork University Press.

² McCarthy, M. (2009) ‘Man, Animals and the Environment in Iveragh’ in Crowley, J. and Sheehan, J (Eds.) *The Iveragh Peninsula – A Cultural Atlas of The Ring of Kerry*. Cork University Press.

natterjack is regarded with affection in Cromane and is the symbol of the nearby Dooks Golf Course. Other significant features of Cromane's flora and fauna are the White (*Mymphaea alba*) and Yellow Water Lilies (*Nurphar lutea*), found in Lough Yganavan and the other local eutrophic lakes. The rock and gravel along Cromane's western seashore provide suitable growing conditions for species such as Red Goosefoot (*Chenopodium rubrum*), Sea Beet (*Beta maritima*) and Seablite (*Suaeda maitima*).

Landscapes and landforms are increasingly valued because of the economic dividends that can accrue from tourism. For over 150 years, generations of people in Killarney have literally been 'making a living from scenery;' there are over forty accommodation providers in the town. Indeed, there are over 3,000 people employed in tourism-related activities in County Kerry. The 176km Ring of Kerry that runs along the Iveragh coast passes just south of Cromane. While there are iconic attractions and spectacular scenery along the Ring, "all the indications are that Killarney continues to serve as a base for much of the tourist traffic associated with the Ring of Kerry... Clearly, the way forward will not merely involve expanding the numbers touring the Ring of Kerry, but rather expanding the amount of time people spend doing this" (Horgan, 2009: 290)³ The recent successes associated with the Wild Atlantic Way, as promoted by Fáilte Ireland, have added to the impetus in Cromane to develop tourism facilities locally. The Kerry Way traverses the uplands south of Cromane and is continually growing in popularity. There is also a sense of anticipation locally with respect to the Greenway that is due to connect Glenbeigh with Renard. Cromane Beach, Lough Yganavan and coastal walks feature strongly in this plan, and these natural resources are viewed by the community as strategic assets in generating tourism activities, while also enhancing quality of life – through recreational and sporting activities.

Cromane has a dispersed settlement pattern, and, since the mid-nineteenth century, its population density has been above the average for rural County Kerry. During the nineteenth century, many areas of Ireland, particularly those with soft coastlines, Cromane included, came under the influence of formal land-reclamation schemes and building projects (Devoy, 2009). Low earth and stone embankments were built, and the new land used for tillage. These works contributed to an increase in Cromane's population, while feudalism and the famine brought about further increases as evicted and destitute families, too poor to emigrate, moved to Cromane and sought to eke out an existence along its shores. In-migration has shaped Cromane's cultural identity and heritage, and the area is renowned for its singing tradition. Cromane was also designated as 'Breac-Ghaeltacht' in 1926, a status that has since been revoked.

History, economics and politics have therefore combined to give Cromane its extensive linear settlement pattern and dense network of roads. The property boom / bubble of the 2000s, which was fuelled by cheap credit, brought about an increase in the demand for holiday homes, and Cromane, like many scenic coastal communities was targeted by those looking for a rural retreat. The so-called 'Celtic Tiger' also saw helicopters ferrying golfers to Dooks Golf Club. Thus, while Cromane, and indeed many other parts of Kerry, increasingly became a playground for the rich, there have been few tangible or lasting benefits to the local community. In his analysis of the built environment in Cromane, O'Callaghan (2016: 197)⁴ remarks, "Down towards Cromane Point many of the older houses set their gables to the prevailing wind in traditional fashion. Some recent holiday house development has spoiled the area somewhat. Vernacular buildings used to be a natural expression of local stonework

³ Horgan, D. (2009) 'Tourism and the Ring: Past and Present' in Crowley, J. and Sheehan, J (Eds.) *The Iveragh Peninsula – A Cultural Atlas of The Ring of Kerry*. Cork University Press.

⁴ O'Callaghan, T. (2016) *The Kerry Coast – seascapes, social, legends, lore*.

and diversity of character. Lower Cromane was never intended to finish up like this.” Their experiences of economic and social change over recent decades have made local people determined to take a very considered and long-term approach to the built environment. As the results of the community vibrancy study (presented later in this plan) show, many share O’Callaghan’s concerns regarding the appropriateness of some buildings. As the same time however, the nature of the local economy and its potential development imply a need for new housing. Indeed, Kerry County Council has noted the demand for housing (as stated in page 115 of the Killorglin Local Area Plan). Thus, this community-led plan puts forward proposals that balance this need with the safeguarding of Cromane’s natural landscapes and resources.

Respect for natural resources is integral to planning and progress in Cromane, particularly given the importance of a high quality natural environment to the marine and tourism sectors among others. As stated on the information board in the beach carpark, “Castlemaine Harbour is a dynamic and vibrant coastal zone with aquaculture existing in harmony with fishing and nature conservation.” The following map, produced by Kerry County Council, denotes the specially-protected areas in Cromane. The designated areas (as indicated by the embossed shading) include Castlemaine Harbour, local lakes and the Mouth of the Caragh River⁵.

Fig. 2.1: Special Area of Conservation and Specially-Protected Areas in the Cromane Area.

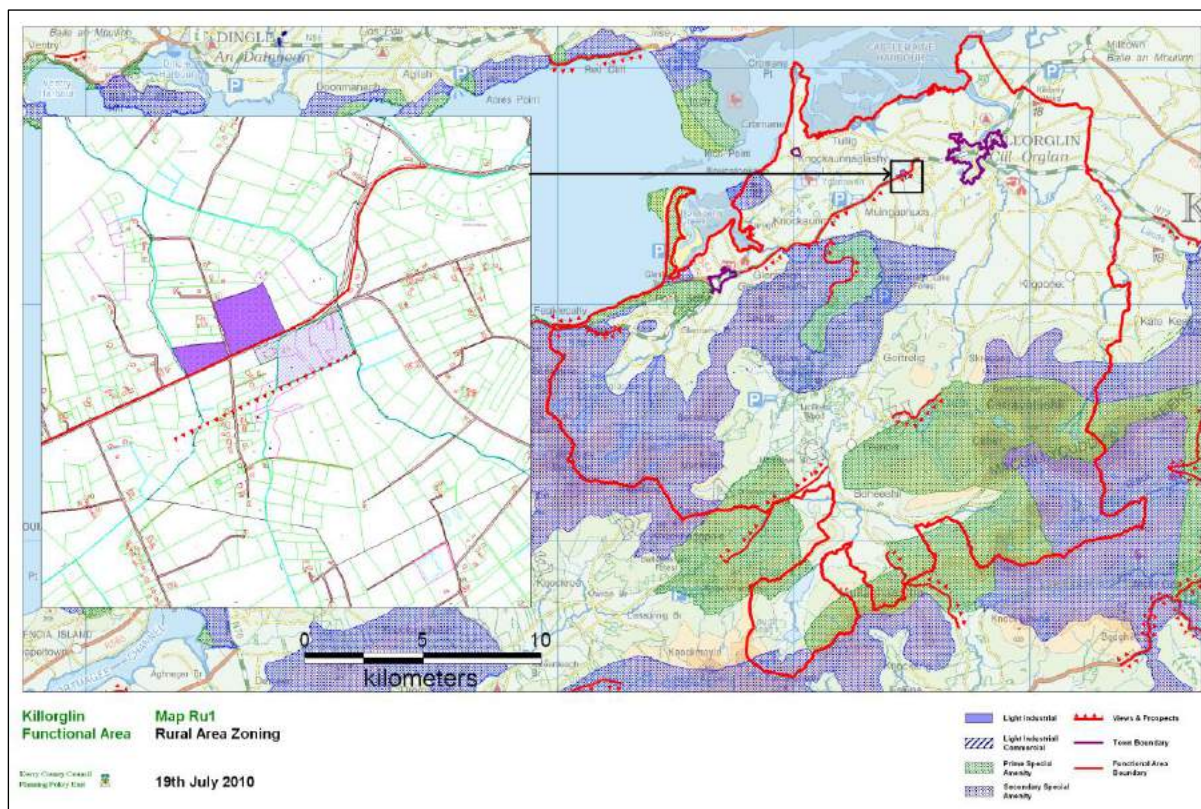


This Community Plan represents the fruits of the work done by the people of Cromane. It is a community-led plan that is designed to complement and add value to the plans of public and statutory bodies. Kerry County Council’s plan for the area, known as the Killorglin Local Area Plan (2010-2016) is due for renewal. Therefore, this community-led plan brings a strong evidence-base and a set of informed and locally-designed strategies into the public domain, which in the spirit of citizen

⁵ Section 5 of the Killorglin Local Area Plan, prepared by Kerry County Council, states that “A Draft Local Area Plan and accompanying Environmental and Habitats Directive Assessment Reports were prepared for the Killorglin Functional Area in February 2010. Following a public consultation process and consideration of the subsequent Manager’s Report, by the members, ‘Proposed Amendments’ were agreed by the members and put on public display. These proposed amendments were accompanied by Strategic Environmental and Habitats’ Directive Assessment Reports. Following a further public consultation exercise and consideration of the subsequent Managers Report, by the members, the final Killorglin Functional Area Local Area Plan 2010-2016 was adopted on the 19th of July 2010.

consultation, ought to inform the work of the local authority, among others. Kerry County Council is responsible for land-use regulation, and its current plan for Cromane reflects the Council's responsibilities in that respect. As the following map, taken from the Killorglin Local Area Plan, shows Dooks (at the mouth of the Caragh River) is the only part of Cromane that has been designated as 'special amenity.' This status of environmental protection has also been conferred on Caragh Lake.

Fig. 2.2: Rural Zoning Map of the Killorglin Local Area, as designated by Kerry County Council, 2010.



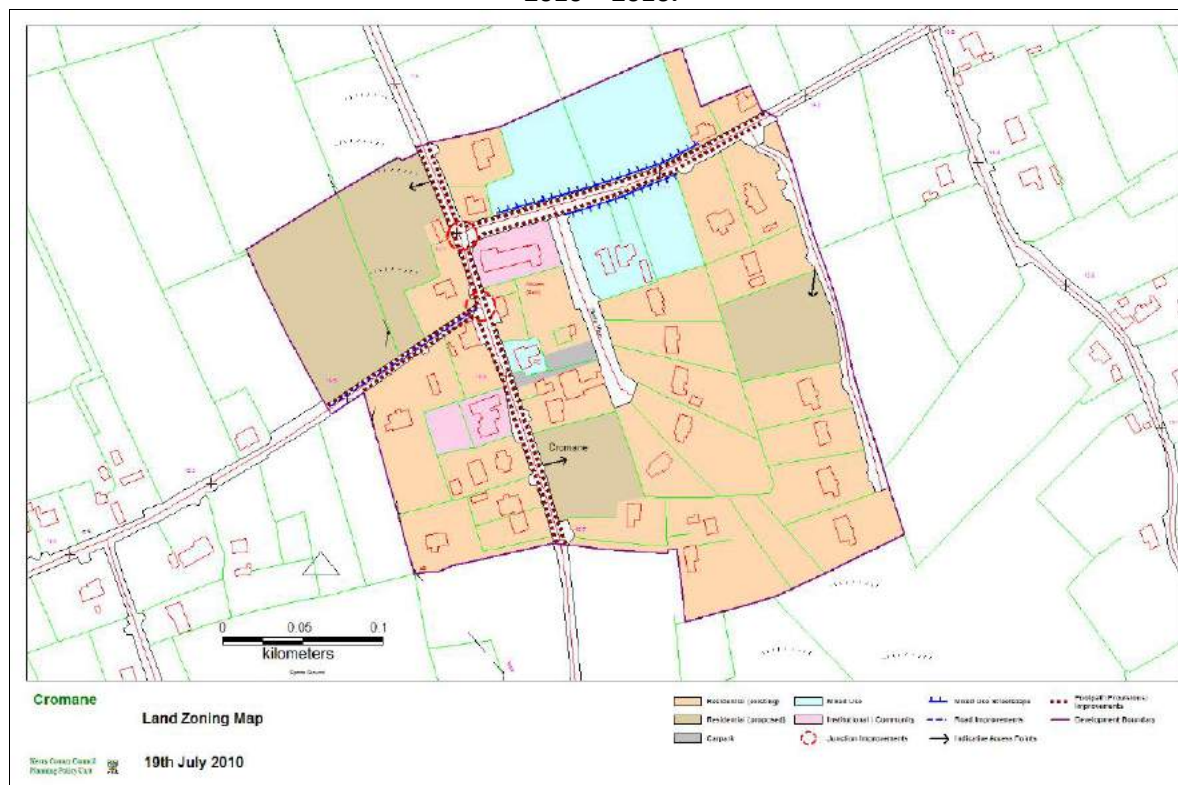
The Local Area Plan (LAP) focuses primarily on Cromane Village, and the Council notes that the village core has been weakened by the loss of services and the closure of commercial outlets. The LAP (page 115) states that, “the provision of footpaths in the village is important to facilitate safe pedestrian movement and create a more defined urban form.” The community consultation processes, over 2017, echoed this view, as residents emphasised the importance of connecting local amenities, in the interest of child development, quality of life, public health and the environment. The LAP also identifies specific road improvement projects, and it is anticipated locally that as these dovetail with the community-led plan (2017), there will be renewed impetus in delivering them.

The Council's Local Area Plan notes that the lack of a wastewater treatment facility in Cromane is a delimiting factor. When the LAP was compiled (in 2010), Kerry County Council was in charge of water services. However, this function has since been subsumed by Irish Water, thus transferring from Kerry to Dublin, decision-making functions in respect of a facility that is integral to Cromane's economic development and the integrity of its natural environment.

While acknowledging landscape features and economic functions of an extensive area, the LAP's strategic objectives focus mainly on the village core and envision “a compact and sustainable village structure” (page 116). Kerry County Council advocates respecting traditional building styles and the appropriate reuse and restoration of unused and derelict buildings. The Council also states (page 118)

that its objective is to encourage “mix use developments at appropriate locations in the village, which will provide local employment and services for locals.” The following is the ‘land zoning map’ produced by Kerry County Council in the Killorglin LAP:

Fig. 2.3: Land Zoning Map for Cromane, as presented in the Killorglin LAP (Kerry County Council), 2010 – 2016.



As Kerry County Council comes to renew its Killorglin Local Area Plan in order to provide a framework for development in Cromane and the adjoining communities for the period 2017 – 2024, it is hoped that the contents and vision of this community-led plan will inform and inspire the Council and other agencies. This section of the plan has identified but some of Cromane’s historical and geographical features. These features make Cromane the place it is today, and the community envisages that through safeguarding and valorising them, they will promote sustainable local development.



3. The Planning Context

This Community Plan for Cromane is very timely. It comes at a point when the Killorglin Local Area Plan has reached the end of its timeframe. In 2018, Kerry County Council is due to embark on preparing a Local Area Plan for the South and West Municipal District, as the successor to the Killorglin LAP. As already noted, there are provisions in the out-going Local Area Plan that dovetail with the content of this Community Plan, particularly in respect of road safety and pedestrian mobility. The potential synergies associated with this complementarity ought to add to the impetus to refresh and progress those actions in the out-going LAP that have not yet been completed. As the County Council formulates the plan for the Municipal District, it will be bound by the provisions of the Planning and Development Act (2000). These oblige the local authority to consult with local citizens as part of the planning process. The fact that Cromane has already had an extensive consultation process and has a plan in place, elements of which are relevant to the remit of Kerry County Council, will stand the community in good stead in engaging with the Council.

There are other plans that influence the implementation trajectory of the Cromane Community Plan. These include the Kerry Local Economic and Community Plan (2016 – 2021) (LECP), which includes, among other provisions, a commitment to ‘re-examine the feasibility of the development of Cromane Pier and associated infrastructure’ (2016: 84). This is presented in the context of a wider set of objectives in respect of maximising the “connectivity of the County through investing in sustainable communication, services and transport infrastructure in appropriate locations” (ibid.). The LECP is more broadly based than a land use or transportation plan, traditionally associated with local government. It presents twenty-seven higher-level goals in the areas of economic development and job creation; quality of life and community and social inclusion. The LECP embodies a partnership approach promoted by KCC, and it reflects a strong input from the Local Development Companies. Thus, South Kerry Development Partnership (SKDP) has an important role to play in maximising the opportunities associated with alignment between the LECP and the Cromane Community Plan. SKDP has its own set of plans and programmes including LEADER and SICAP (Social Inclusion and Community Activation Programme). LEADER has proved, over the past thirty years, to be a dynamic means of support for a range of community activities, and SICAP serves as an enabler of social inclusion projects. This is relevant given the provisions in this Community Plan in respect of meeting the needs of young people, older people and newcomers among others. In addition to providing funding, technical support and know-how, SKDP offers Cromane a forum through which it can network with other communities in South Kerry, thereby building up alliances and influencing policy and practice.

Tourism features prominently in this Community Plan. SKDP, KCC and Fáilte Ireland are the agencies most active in this sector locally. Fáilte Ireland’s Wild Atlantic Way is proving to be a very successful marketing and promotion initiative, and it represents a strong statement about the importance of rural tourism in Ireland. Other significant elements of the local tourism infrastructure are the Kerry Way and the impending Greenway. Both are complementary to the provisions presented in this Plan. Thus, Fáilte Ireland ought to be a partner with the Community Council in giving effect, where possible, to particular provisions, as set out here.

Over the lifetime of its implementation, this Plan will bring Cromane Community into contact with several agencies, and it is envisaged that partnership approaches will secure its advancement.

Investment in Community Facilities enhances Quality of Life and underpins Long-Term Development



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The Marine – Vital to our Economy and Natural Environment



4. Demographic and Socio-Economic Profile

The following data are taken mainly from the 2016 Census of Population, the details of which were published at Electoral Division level on July 17 2017. This profile also includes data that the CSO (Central Statistics Office) has published at Small Area Level. Using Small Area data is particularly appropriate for Cromane, given that it forms part of the larger ED (Electoral Division) of Killorglin. Therefore, Cromane data need to be separated out from the rest of the ED. Small Areas are clusters of streets or townlands. While these data allow us to paint a picture of local communities, they are limited to the 2011 and 2016 census for areas outside the major urban centres. Moreover, they do not necessarily conform to parish or community boundaries. Noting these issues with respect to data availability, the following profile of Cromane refers specifically to the area encompassing the following townlands: Ballintleave, Ballintleave Commons, Commaun, Cromane Lower, Cromane Upper, Dooaghs, Dooaghs Commons, Doolahig, Illanustookagh, Knockaunroe, Knockunglass, Lonart, Quaybaun, Treanoughtragh and Tulligbeg. Unless otherwise stated, this combined area is referred to throughout this Report as 'Cromane.'

According to the Census of Population (2016), Cromane has a total population of 1,346. This represents an increase of 30 persons (or 2.3%) since 2011. During the same five-year period, the population of County Kerry increased by just 1.5%. Indeed, Cromane's demographic performance has historically been stronger than that of County Kerry, and its recent population increases are associated with the growth and development of Killorglin. Killorglin's population increased from 1,278 in 1996 to 2,082 in 2016 (an increase of 72% in twenty years). As the following table shows throughout this community plan, townland populations have generally increased over recent years:

Table 4.1: Number of Households and Persons in Townlands in Cromane in 2006 and 2011.⁶

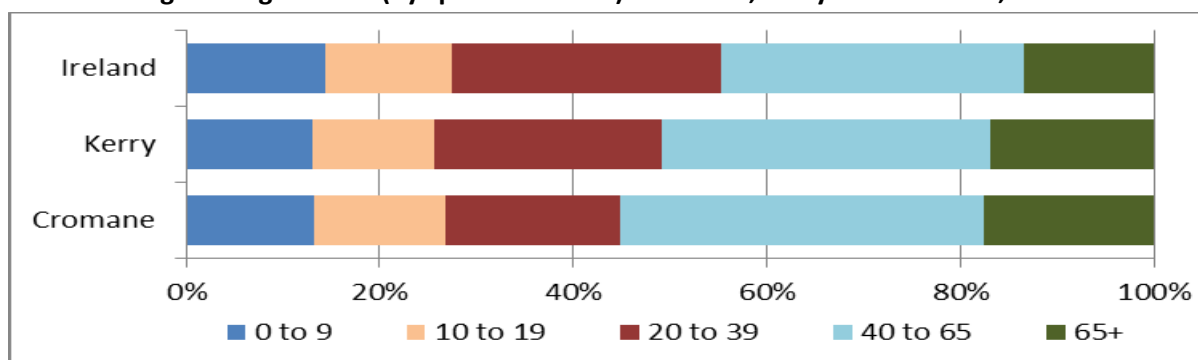
Townland	Households 2006	Population 2006	Households 2011	Population 2011*	Change '06- '11
BALLINTLEAVE	34	106	61	127	21
BALLINTLEAVE COMMONS	20	47	38	60	13
COMMAUN	13	26	20	27	1
CROMANE LOWER	81	236	131	232	-4
CROMANE UPPER	68	187	112	153	-34
DOOAGHS	25	66	59	69	3
DOOAGHS COMMONS	10	22	27	17	-5
DOOLAHIG	7	16	13	21	5
ILLAUNSTOOKAGH	28	70	51	83	13
KNOCKAUNGLASS	7	27	9	25	-2
KNOCKAUNROE	5	5	7	5	0
LONART	37	98	57	112	14
QUAYBAUN	4	12	4	10	-2
TREANOUGHTRAGH	8	20	7	31	11
TULLIG BEG	115	343	164	371	28
TOTAL	462	1,281	740	1,316	35

⁶ Townland data for Census 2016 have not yet been published. A request has been lodged with the CSO for these.

Age Profile

The current population of Cromane is somewhat older than that of County Kerry and Ireland, as a whole, as the following graph illustrates:

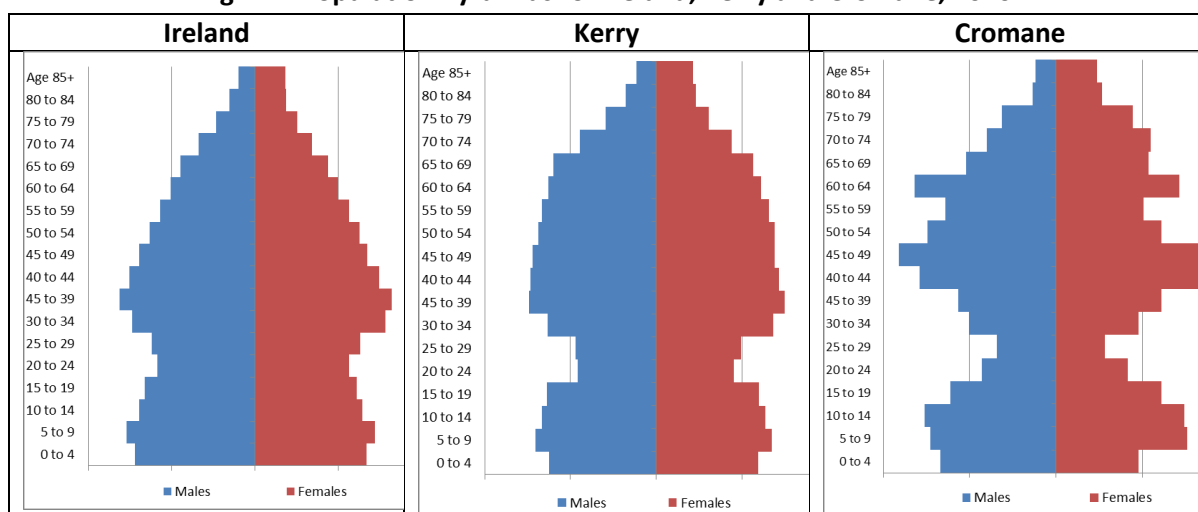
Fig. 4.1: Age Profile (by specific cohorts) of Ireland, Kerry and Cromane, 2016.



As the graph shows, almost 28% of people in Ireland are aged 20 to 39 years. However, the corresponding figure for Cromane is 18.1%. In Ireland, 13.4% of the population is aged over 65, while in Cromane, 17.6% of the population is in this cohort.

The following population pyramids further illustrate Cromane's relatively older age profile.

Fig. 4.2: Population Pyramids for Ireland, Kerry and Cromane, 2016.

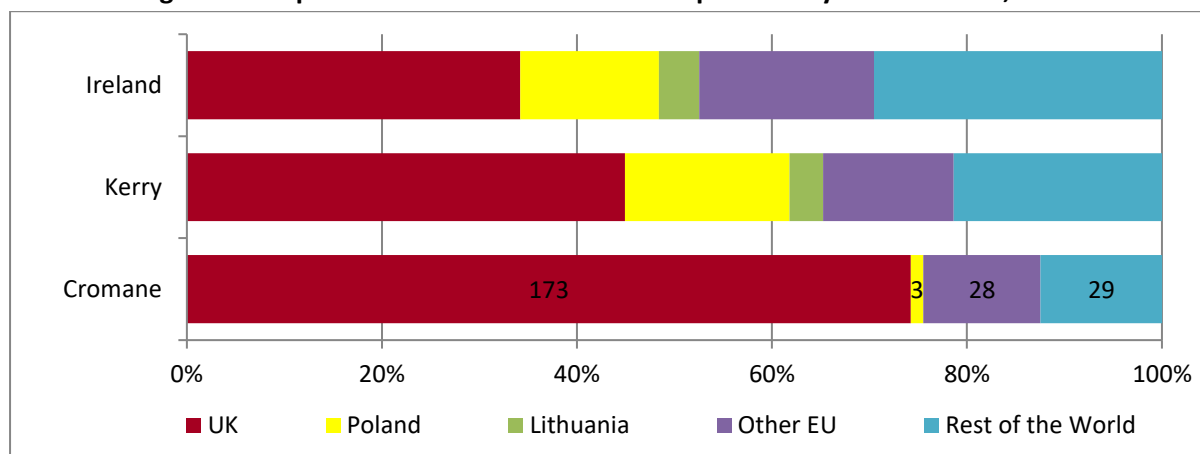


As the population pyramids show, Cromane has a higher proportion of persons aged 60 to 64 and relatively fewer people in the so-called 'family-formation' stage of life, notably those aged 20 to 29. The large presence of people aged 60 to 64 in the community points to the importance of having facilities and services for older people over the coming decades. The relative absence of people in their twenties is associated with out-migration to pursue third-level education, and the pyramids suggest that while Cromane was successful in attracting back its young people / graduates in previous decades, it has been less successful in this respect over the past ten to fifteen years. Thus, while people in their forties may have a positive perception of Cromane as a place in which to rear their families, younger parents and those in the so-called 'pre-family formation' stage of life, may be less enthusiastic about Cromane.

Identity and Diversity

Almost one in five people (i.e. 233 persons) living in Cromane were born outside of Ireland. Cromane has a notably higher proportion of UK-born persons that is the case in Kerry or across the State. Almost 13% of people who live in Cromane were born in the UK, but of these, less than half claim to be UK nationals, with most declaring themselves as Irish. This demographic phenomenon is frequently associated with the children of Irish people who migrated to the UK, but who later returned home to Ireland to rear their families. As the graph also shows, the locality has fewer Poles and other foreign nationals than is the case in Kerry or Ireland in general.

Fig. 4.3: Composition of the Non Irish-born Population by Place of Birth, 2016.



The figures presented in this graph are broadly similar to those recorded for 2011. The Census data do not record any Irish Travellers living in Cromane.

The Census data also show that 88% of people in Cromane declare themselves Roman Catholic, a drop of 2% since 2011. For confidentiality reasons, the CSO (Central Statistics Office) does not publish a breakdown of adherence to other religions at Small Area level. Just over 5.5% of people claim not to have any religion.

Use of the Irish language is much less prevalent in Cromane than in County Kerry as a whole, with only seven persons stating that they use it daily outside of the education system. A further 41 persons speak Irish at least weekly outside of the education system. Apart from English and Irish, French is the most commonly-spoken language in Cromane, with seven persons speaking it at home.

Households – Composition and Type

There are 375 families living in Cromane. The following table shows the composition of those families by their life-cycle stage:

Table 4.2: Number of Families in Cromane in Identifiable Life-Cycle Stages, 2016.

Stage	Pre-family	Pre-school	Early school	Pre-adolescent	Adolescent	Adult	Empty nest	Retired
No. Families	22	25	40	37	52	87	53	59
As a %	6%	7%	11%	10%	14%	23%	14%	16%

There are 507 households in Cromane, of which 120 (24%) are one-person households. Thus, 9% of people in Cromane live alone. The following table presents the data on household types:

Table 4.3: Household Types in Cromane, Kerry and Ireland, 2016.

	One person	Married couple	Cohabiting couple	Married couple with children	Cohabiting couple with children	One parent family (father) with children	One parent family (mother) and children	Couple and others	Couple with children and others	One parent family (father) with children and others	One parent family (mother) with children and others	Two or more family units	Non-family households and relations	Two or more non-related persons
No. Households	120	105	20	173	12	4	33	4	13	0	1	5	10	7
As a Percentage	23.7%	20.7%	3.9%	34.1%	2.4%	0.8%	6.5%	0.8%	2.6%	0.0%	0.2%	1.0%	2.0%	1.4%
Kerry	27.5%	17.0%	3.1%	30.2%	3.6%	1.6%	8.7%	0.9%	1.6%	0.1%	0.7%	0.8%	2.1%	2.1%
Ireland	23.5%	15.0%	4.0%	31.1%	4.1%	1.5%	9.0%	1.2%	1.9%	0.2%	1.0%	1.3%	2.2%	4.1%

As the table shows, couples with children account for 36.5% of all households, while couples without children i.e. pre-family and those whose children are reared represent a further 25% of households. The proportion of households headed by a lone parent is lower than the national and county averages. There are 99 people living in households headed by a person parenting alone. On average, there are 2.7 persons resident per household in Cromane – similar to the national picture.

The overwhelming majority of people in Cromane (>97%) live in a house / bungalow. Just four persons reside in a flat or apartment, while six persons reside in a mobile home or other temporary structure.

As the following table shows, the decade between 2001 and 2010 was the busiest in respect of house-building in Cromane, as was the case nationally. Almost one-quarter of all houses in the locality were built during that time. Cromane also experienced a period of significant house-building during the 1970s, and the level of house-building locally exceeded the county and national rates consistently between 1971 and 2011.

Table 4.4: Decades in which Houses in Cromane, Kerry and Ireland were built.

	Pre 1919	1919 - 1945	1946 - 1960	1961 - 1970	1971 - 1980	1981 - 1990	1991 - 2000	2001 - 2010	2011 or Later
Cromane	4.2%	7.4%	7.8%	7.6%	16.4%	14.7%	15.8%	23.6%	2.5%
Kerry	7.8%	6.8%	7.2%	6.5%	13.9%	12.6%	15.4%	27.6%	2.0%
Ireland	8.9%	6.9%	8.0%	7.3%	13.5%	10.8%	15.2%	27.3%	2.1%

As aerial photographs of the locality will attest, there is limited land left for development in Lower Cromane and along the coast.

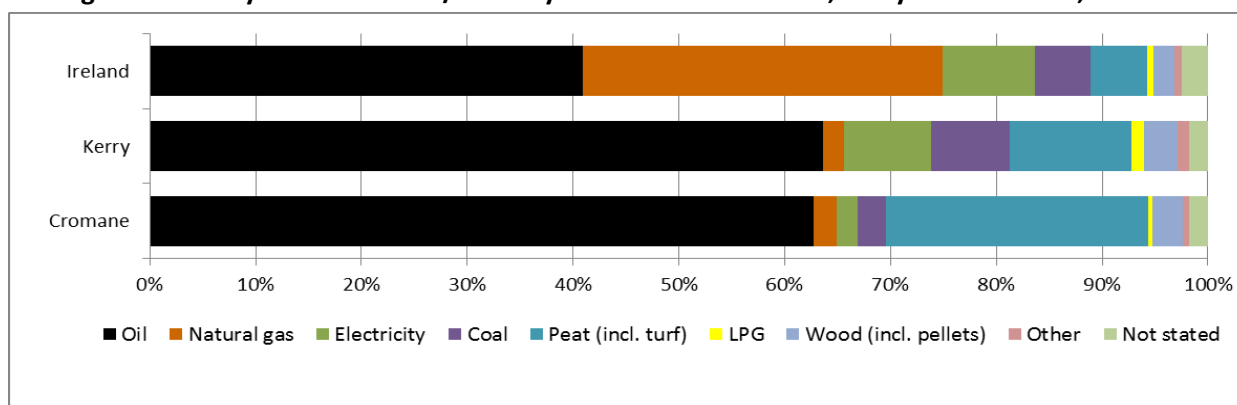
The majority of homes in Cromane are owned outright by their occupants. The following table shows that 85% of homes are owner-occupied.

Table 4.5: Ownership Status of Homes in Cromane and Kerry, 2016.

		Owned with mortgage or loan	Owned outright	Rented from private landlord	Rented from Local Authority	Rented from voluntary/co-operative housing body	Occupied free of rent
Cromane	Absolute No.	144	272	44	18	0	10
	Percentage	29.5%	55.7%	9.0%	3.7%	0.0%	2.0%
Kerry	Percentage	26.9%	47.0%	14.9%	8.3%	0.7%	2.2%

One quarter of households in Cromane use peat / turf as their primary source of fuel / heat. As the following table shows, this is considerably greater than is the case nationally and in County Kerry. The figure is associated with the local supply of turf and household ownership of bogs.

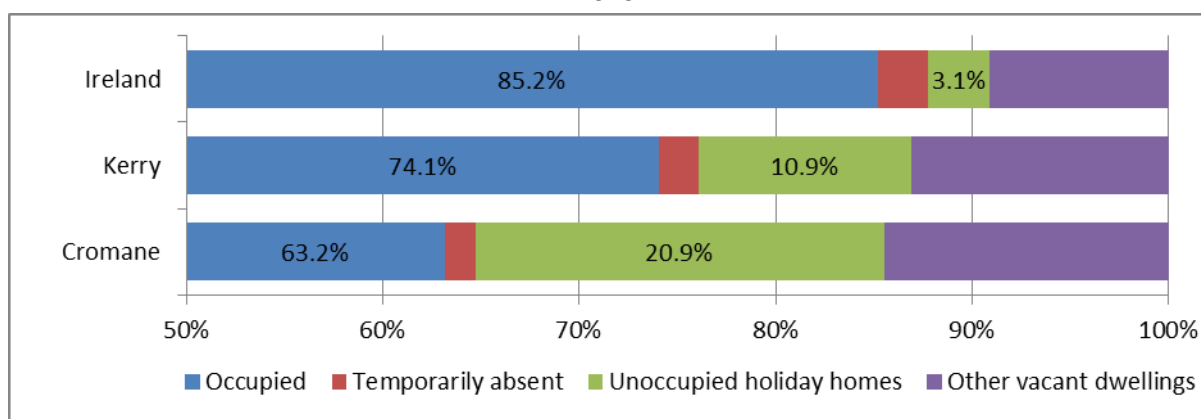
Fig. 4.4: Primary Source of Fuel / Heat by Households in Ireland, Kerry and Cromane, 2016.



The vast majority of houses (88%) have an individual septic tank, while most others have another form of on-site treatment.

Holiday homes are prevalent on the Cromane landscape. As the following graph shows, they account for 21% of all houses in the locality. Holiday homes are more prevalent (in absolute and proportional terms) in Lower Cromane than elsewhere in the locality.

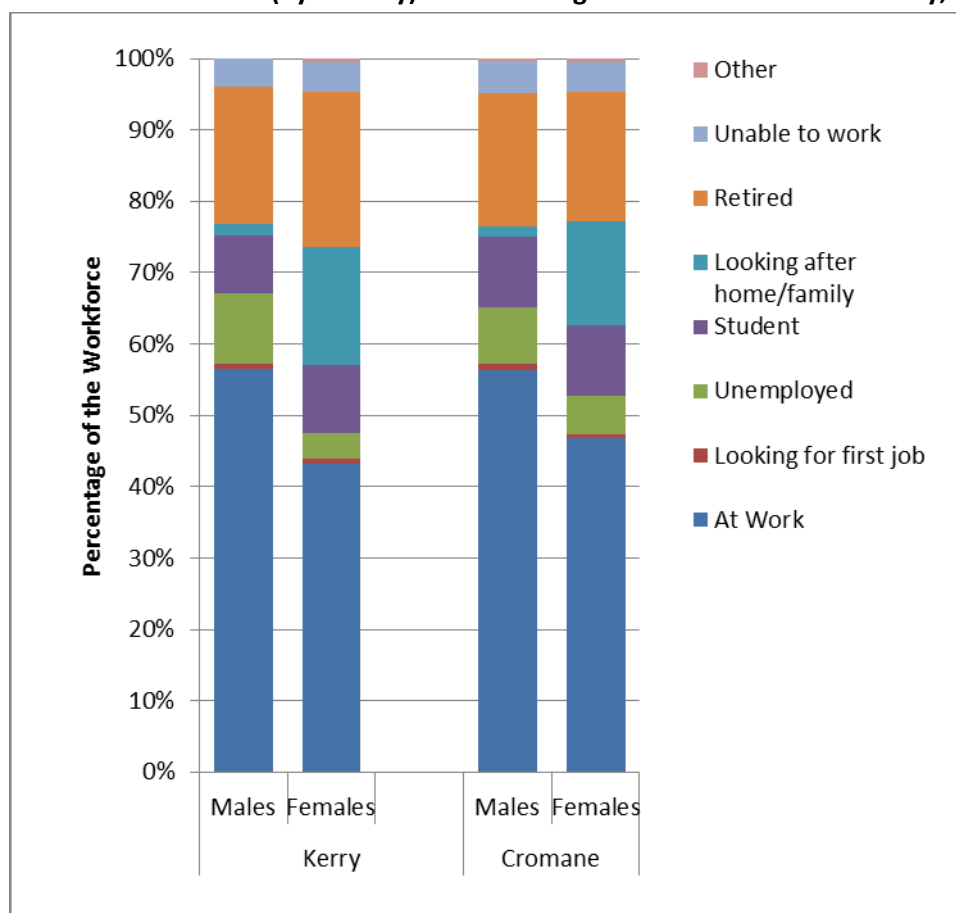
Fig. 4.5: Status of Dwellings in Cromane, Kerry and Ireland by presence / absence of Residents, 2016.



Economic Activities

There are 1,068 people in Cromane aged 15+, and their economic status and those of persons aged 15+ in Co. Kerry are presented in the following graph:

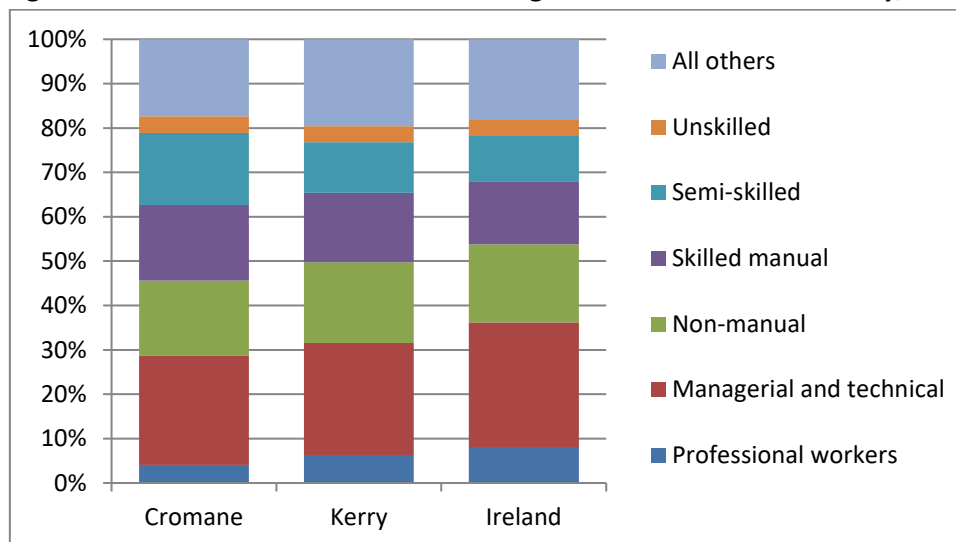
Fig. 4.6: Economic Status (by Activity) of Persons aged 15+ in Cromane and Kerry, 2016.



Cromane's economic status profile is broadly similar to that of County Kerry as a whole. A similar proportion of males is at work, but the rate of labour force participation among females is slightly higher in Cromane. The male unemployment rate in Cromane (9.87%) is in excess of the County Kerry rate (7.93%), while the proportion of retired persons (both genders) is similar to the county average.

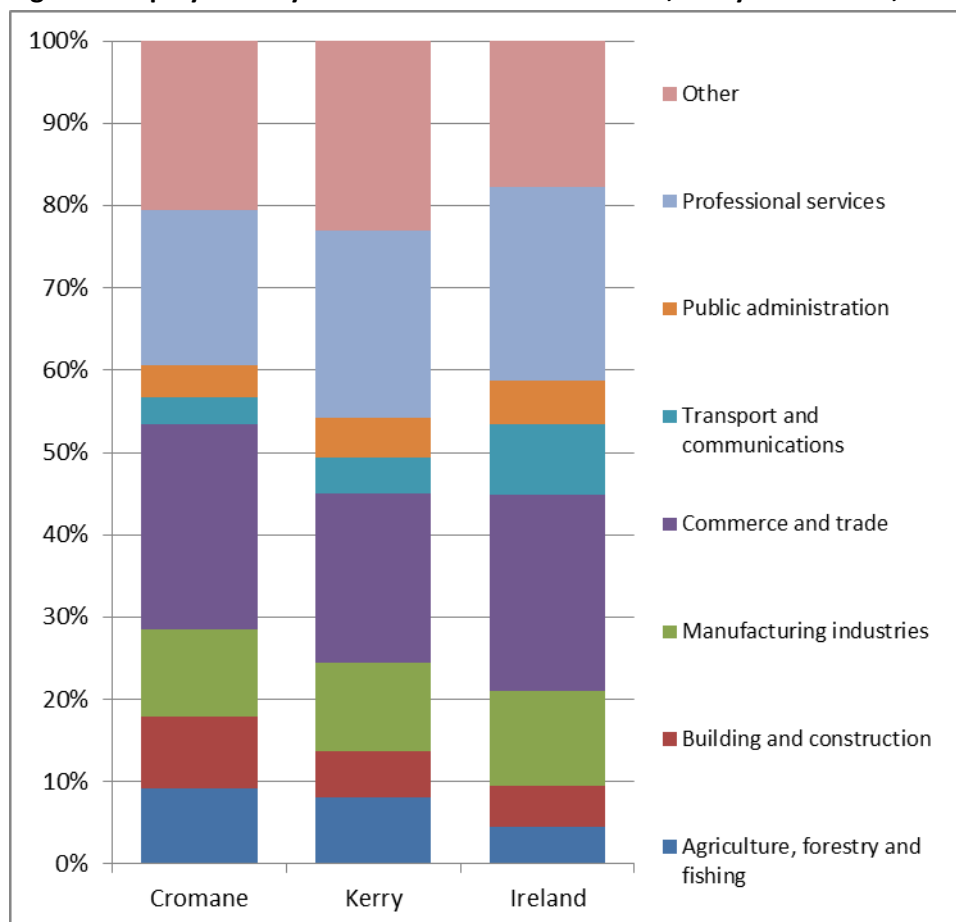
As the following graph shows, when compared to national data, people in Cromane are, in relative terms, more likely to belong to lower socio-economic status groups, as defined by the type of work done by the head of household. The locality has proportionately fewer persons in households that can be classified as 'professional,' 'technical' or 'non-manual.' In converse, Cromane has proportional more persons classified as either 'skilled or semi-skilled manual.' These SES (Socio-Economic Status) classifications are not necessarily correlated with household income, but are indicative of the nature of employment and the type of work undertaken.

Fig.4.7: Socio-Economic Status of Persons aged 15+ in Cromane and Kerry, 2016.



As the following graph shows, Cromane has (relative to Kerry) proportionately more people working in 'Commerce and Trade' and 'Building and Construction.' The latter is associated with activities locally and in nearby towns such as Killorglin and Milltown. Above average employment in 'Commerce and Trade' is associated with commuting to Killorglin, particularly to Fexco.

Fig. 4.8: Employment by Sector of Persons in Cromane, Kerry and Ireland, 2016.



The graph also shows that relative to County Kerry as a whole, Cromane has fewer people working in professional services and public administration. This can be attributed largely to the rural nature of the area, as those working in those sectors tend to operate in urban locations. As the following table shows, there are some gender differences in respect of employment types, with men being far (over thirty times) more likely to work in agriculture or fishing, as well as in construction, manufacturing, transport and communications. Women are more likely (than men) are to work in professional services (3.5: 1 ratio) and in commerce and trade.

Table 4.6: Gender Breakdown of Employment by Sector in Cromane, Kerry and Ireland, 2016.

		Agriculture, forestry and fishing	Building and construction	Manufacturing industries	Commerce and trade	Transport and communications	Public administration	Professional services	Other
Cromane	Number	49	46	57	132	18	20	101	109
	Percentage	9.2%	8.6%	10.7%	24.8%	3.4%	3.8%	19.0%	20.5%
	% Males	15.8%	14.8%	12.8%	22.8%	5.0%	3.7%	9.1%	16.1%
	% Females	0.9%	0.9%	8.1%	27.4%	1.3%	3.8%	31.6%	26.1%
	Kerry	8.0%	5.6%	10.9%	20.5%	4.5%	4.8%	22.6%	23.1%
	Ireland	4.4%	5.1%	11.4%	23.9%	8.5%	5.3%	23.5%	17.8%

The total number of people who live in Cromane, and who are ‘at work,’ increased by 70 between 2011 and 2016, in line with the national trend. The composition of the workforce changed over this period as the following graph shows:

Table 4.7: Percentage Change in Employment by Sector in Cromane, 2011 – 2016.

	Agriculture, forestry and fishing	Building and construction	Manufacturing industries	Commerce and trade	Transport and communications	Public administration	Professional services	Other	Total At Work
2016	49	46	57	132	18	20	101	109	532
2011	42	42	54	113	21	18	94	78	462
Change	+7	+4	+3	+19	-3	+2	+7	+31	+70

Recent employment growth has been strongest in respect of ‘Commerce and Trade’ and ‘Other,’ with the latter encompassing those who engage in pluriactivity i.e. combining work in a number of sectors, e.g. farming, fishing / aquaculture and tourism.

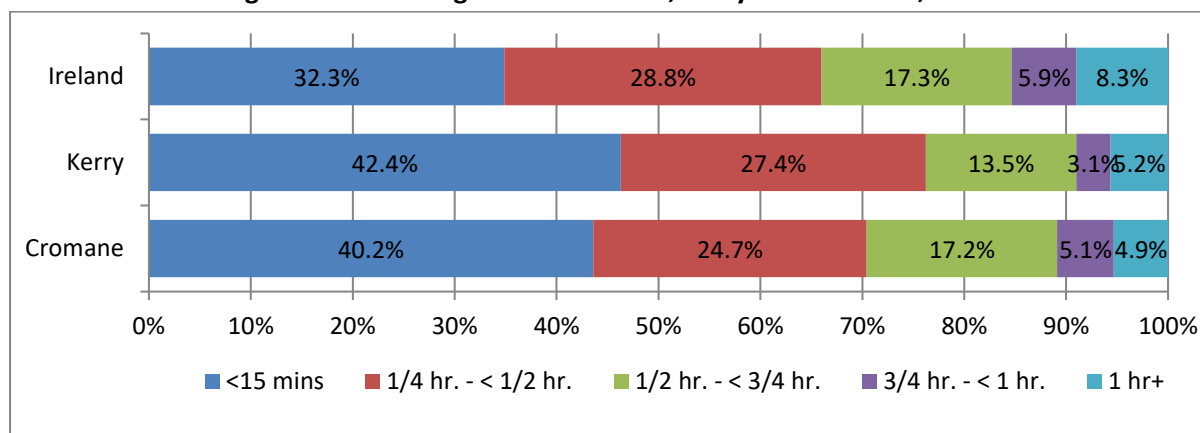
The Census data also record modes of travel to school / college and place of work. As the following table shows, there are some notable differences between Cromane and Kerry / Ireland. Walking and cycling to work are much less prevalent in Cromane, than is the case nationally or indeed in County Kerry. This is not untypical in rural areas, but in Cromane’s case, it is possibly increased by the dispersed nature of the village and townland settlements, the narrowness of the roads and the absence of footpaths and cycle-lanes. The above-average number of people travelling to work by van may be associated with the higher proportion of people working in the construction sector and above average levels of pluriactivity.

Table 4.8: Modes of Travel to School / College and Place of Work in Cromane, Kerry and Ireland, 2016.

		On foot	Bicycle	Bus, minibus or coach	Train, DART or LUAS	Motorcycle or scooter	Car driver	Car passenger	Van	Other (incl. lorry)	Work mainly at or from home
Cromane	No.	12	5	89	1	1	362	197	80	4	28
	%	1.5%	0.6%	11.4%	0.1%	0.1%	46.5%	25.3%	10.3%	0.5%	3.6%
Kerry	No.	9,007	1,164	6,514	210	157	38,293	19,720	5,556	410	4,644
	%	10.5%	1.4%	7.6%	0.2%	0.2%	44.7%	23.0%	6.5%	0.5%	5.4%
Ireland	No.	426,221	82,123	313,097	82,627	8,565	1,202,441	570,254	128,310	11,917	96,057
	%	14.6%	2.8%	10.7%	2.8%	0.3%	41.2%	19.5%	4.4%	0.4%	3.3%

As the following graph shows, proportionately fewer people in Kerry and Cromane reach their place of work within fifteen minutes of leaving home, as is the case nationally. However, Cromane records a higher figure (65%) than the State (61%) in respect of people who reach their destination within thirty minutes of leaving home. This suggests Cromane to Killorglin / Tralee commuting. However, it would be necessary to undertake a POWSCAR (Place of Work, School or College, Census of Anonymised Records) analysis of data for these locations in order to establish the definitive commuting patterns.

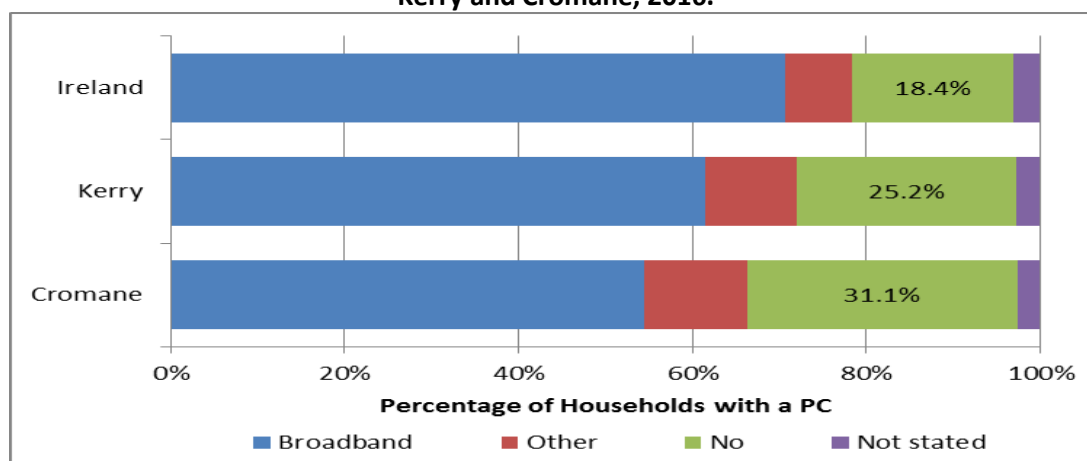
Fig. 4.9: Commuting Times in Ireland, Kerry and Cromane, 2016.



The current Kerry County Development Plan and the South West Regional Action Plan for Jobs both contain commitments in respect of promoting and enabling homeworking. The provision of high-speed broadband infrastructure is fundamental to the attainment of this objective. Moreover, broadband connectivity is essential for most businesses, and will be integral to any diversification and development of the economy in Cromane. The 2016 Census of Population data reveal that 63% of households in Cromane have a PC (Personal Computer). This is below the national level of 70%, and as the following graph shows, among those households with a PC, levels of broadband connectivity are lower⁷:

⁷ Levels are due to increase from mid-2018 onwards, as EIR has embarked on broadband rollout locally.

Fig. 4.10: Levels and Types of Internet Connectivity among Households with Computers in Ireland, Kerry and Cromane, 2016.

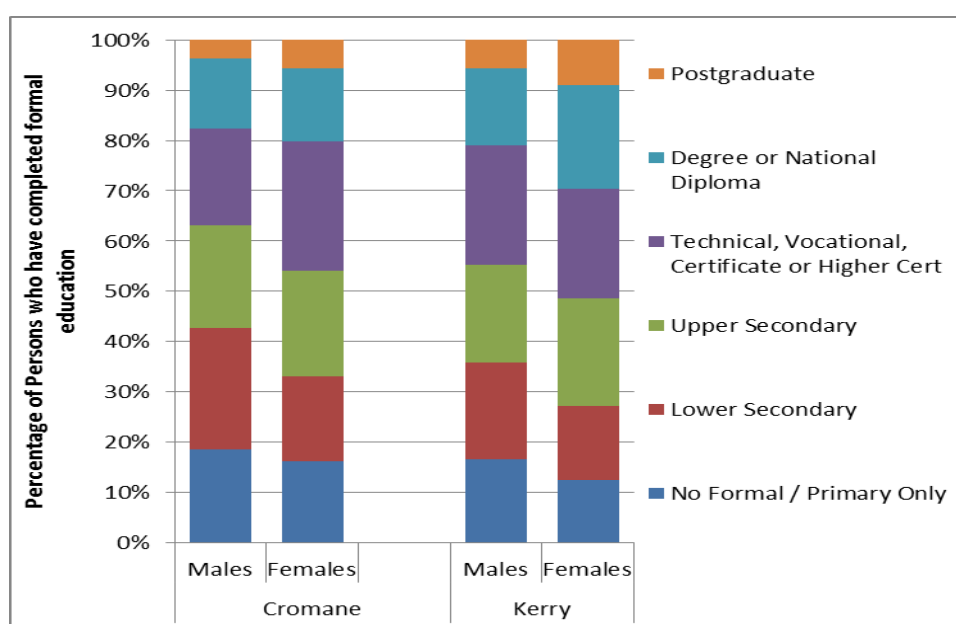


Almost one-third of households in Cromane that have a PC or other computer device do not have broadband connectivity. This is considerably above the national average. In addition to non-connectivity, there are issues with respect to the strength and quality of the broadband signal, as (at the time of writing⁸) there is limited fibre-optic cable in the area.

Fig 4.11: Educational Attainment

As is the case in most rural areas, levels of formal educational attainment tend to lag behind those of urban areas, due to the out-migration of those with third-level qualifications. Cromane is no different in that respect, as the following graph illustrates. As is the case across County Kerry, females are more likely to have a higher level of educational attainment than males.

Fig. 4.11: Highest Educational Attainment Levels of Persons Aged 15+ who have completed Full-Time Education in Cromane and County Kerry, 2016.



⁸ Since the community began working on this plan, EIR has begun to install high-speed fibre-optic broadband in Cromane.

Key Findings from Demographic & Socio-Economic Profile

1. Population growth has been greater in Cromane than in the remainder of Iveragh, but lags behind the national level.
2. Employment has also grown, mostly due to the availability of work in Killorglin and other towns in Kerry.
3. Out-migration of young people is significant and contributes to a high age-dependency level.
4. The population is ageing. This will require a greater level of services and activities for this sector.
5. Cromane, as in the rest of the country, is experiencing a housing shortfall. Yet there are a significant number of unoccupied homes in the area.
6. The absence of broadband has limited local economic development and demographic expansion.

Enjoying a Family Fun Day in Cromane



5. Community Consultation

This community-led economic development plan was formulated using community development principles. The entire process involved regular and systematic community consultation, facilitation and feedback. The inclusive process was also strongly evidenced based, having been informed by the demographic and socio-economic profile and an extensive community vibrancy survey. In addition, it introduced an innovation in the form of a Geodesign Workshop, so that local citizens could actively engage in spatial planning.

5a. Methodology



The methodology used in developing the socio-economic plan for Cromane is based on the facilitation of cross-community participation and the presentation of analysis (Census 2016 and a community vibrancy survey). Paul, Brendan and Jamie worked to ensure that the key themes accurately reflected local needs and priorities, that the community bought into each step in the process, and that the final actions are realistic and are achievable through voluntary effort and local

resources. In addition, this community plan presents project proposals that will be best achieved through alliances and collaborations with a range of actors, including statutory bodies.

In order to ensure the plan would be driven from the bottom-up and owned by the people of Cromane, the methodology was based on community development principles. It involved a number of community consultation events during the period August to December 2017;

➤ **First Community Consultation** – 3rd August. The facilitators met with the Socio-Economic Planning sub-group of the community council to plan and coordinate the first consultation event. The role of the sub-group, and of all community council members was key to ensuring very good community attendance at this event and all subsequent events. Over forty people attend and participated enthusiastically. At this event the project was introduced, an area profile based on the Census 2016 results for the area was presented, and the facilitators facilitated the participants to identify a wide range of local needs and priorities. The distribution and collection of a community questionnaire was coordinated by those at the meeting.

➤ **Community Vibrancy Survey** - Individuals

Thanks to the work of the Community Council almost 120 questionnaires were completed and returned. This survey is based on the Rural Vibrancy Index developed by Dr Brendan O’Keeffe. A summary report with graphs was prepared and presented to the community at the second event in August.

➤ **Community Survey** – Groups

A survey for community groups was also prepared and distributed. Eleven groups were identified, and five group survey forms were completed and returned.

➤ **Second Community Consultation – 31st August.**



(c) Dave Rolt

Continuing the push towards community ownership of the process and the outcomes, the efforts of the members of the Community Council ensured a high level of attendance at this consultation event. The outcomes from the first meeting were presented for clarification, a summary of the community survey was presented, and small group discussion was facilitated. This enabled the community to delve deeper into analysing key local development issues and priorities.

Arising from the two community consultations, the area profile and the survey feedback, a set of seven key themes were identified. These seven themes formed the basis for the subsequent Geodesign Workshop in October.

➤ **Children's Artwork.**

Members of the Community Council approached Cromane Primary School inviting the children to depict their ideas for Cromane's future development. Almost 100 pieces of artwork were prepared by the children, consisting of colourful and creative suggestions for the development of new amenities for the area. This consultation with the children sought to compliment the meetings and other processes involving adults.



➤ **Geodesign Workshop – 7th October**

The Geodesign process allows communities to prepare a range of thematic maps based on their ideas to address local development needs. The software for this workshop was developed by Dr Hrish Balal of Geodesign Hub www.geodesignhub.com. This was the second time in Ireland for a community to use this technology to develop plans for their area, having been first piloted in Mulranny, Co Mayo – a community with many similarities to Cromane. Dr Balal facilitated the workshop in Cromane – a full day event attended by 25 people from voluntary groups as well as local fishermen, with some agency representation also.



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➤ **Final Community Consultation – 24th & 25th November**

This event presented a summary of the draft plan to the community for final consultation. It was held on a Friday evening and a Saturday morning, and a display presented the outcomes from the various stages of the project with particular focus on the set of maps for the seven local priority areas. The public was invited to browse, to consider the proposals and to give their comments to members of the community council and the facilitators. Confidential comment sheets were also provided to enable feedback.

➤ **Agency Consultation** – end November

The draft plan emerging from all of the above was distributed to a number of agencies for further comments prior to presentation of the plan to the community council. The agencies included were: Bord Iascaigh Mhara, Kerry County Council, South Kerry Development Partnership and Fáilte Ireland.

➤ **Presentation to Cromane Community Council** – 13th December

The facilitators presented the draft plan to the community council. This provided an opportunity to consider some matters arising from the process, including; publication, implementation, community coordination and communications.

This mixed-methods approach was designed to ensure the maximum level of community participation in the process. All public meetings were extensively advertised. Those participating in the geodesign workshop were advised and enabled to consult with organisations and interests locally, and the drop-in sessions on November 24th and 25th allowed people a further opportunity to view and comment on the draft plans. The process also draws on the extensive data that were collected, while the socio-economic profile served to contextualise the work, and to provide baselines and pointers.

Table 5.1: Stages in the Community Consultation Process

Date(s)	Stage	Actors Involved
3 rd August 2017	Public Meeting	Organised by the Community Council. Facilitated by the consultants. Attended by a cross-section of Cromane people.
August - September	Community Vibrancy Survey	Questionnaires distributed to households by the Community Council and by people who had attended the public meeting.
August – November	Survey of Community Groups	All voluntary groups invited to participate.
31 st August	Public Meeting	Second Consultation Meeting, More people came who were unable to make the first meeting.
September	Children's Consultation	Réalt na Mara National School and Cromane Community Council.
7 th October	Geodesign Workshop	Convened by the Community Council. Hosted by Jack's Coastguard Restaurant. Facilitated by Dr Hrishu Balal.
24 th – 25 th November	Public Display of the Plan	Members of the public dropped in to the Community Centre to view the draft plan and to provide feedback
November – December	State Agency Consultation	Facilitators consulted with statutory bodies and invited their feedback and comments on the plan.
December 2017	Presentation	Presentation of the Plan to the Community Council for adoption.

5b. Community Vibrancy Survey Results

One of the main objectives of Cromane Community Council and of this plan is the promotion of a vibrant local community. There is extensive and increasing literature and emphasis on community vibrancy and resilience. At the same time, there is a growing recognition of the importance of place-based strategies, community-led initiatives bottom up approaches in the attainment of vibrancy. The international literature demonstrates that vibrancy is a multi-dimensional concept. It refers to the economic well-being of citizens, the strength of the local economy and the range of services available within a particular radius. Vibrancy also has social and cultural aspects, and can include the presence of active and progressive civil society organisations, a good range of amenities and facilities for different population cohorts, as well as collaboration among groups. The natural environment, which represents the space in which all development takes place and on which all human activity is reliant, must be factored into any study or enumeration of vibrancy levels.

In 2015, communities throughout South Kerry participated in a rural vibrancy study that was coordinated by South Kerry Development Partnership as part of an INTERREG project. This study, which was administered and compiled by Brendan O’Keeffe (The Institute for Action Research), drew on similar studies elsewhere, notably in Canada. Since then, the findings have been used to guide community plans in several locations, and they have informed SKDP’s rural development strategy and Kerry County Council’s Local Economic and Community Plan. Cromane was included in that study as part of the network of communities in the Mid-Kerry Community Forum. The present (2017) study builds on the previous one and enables a more extensive and bespoke coverage of Cromane.

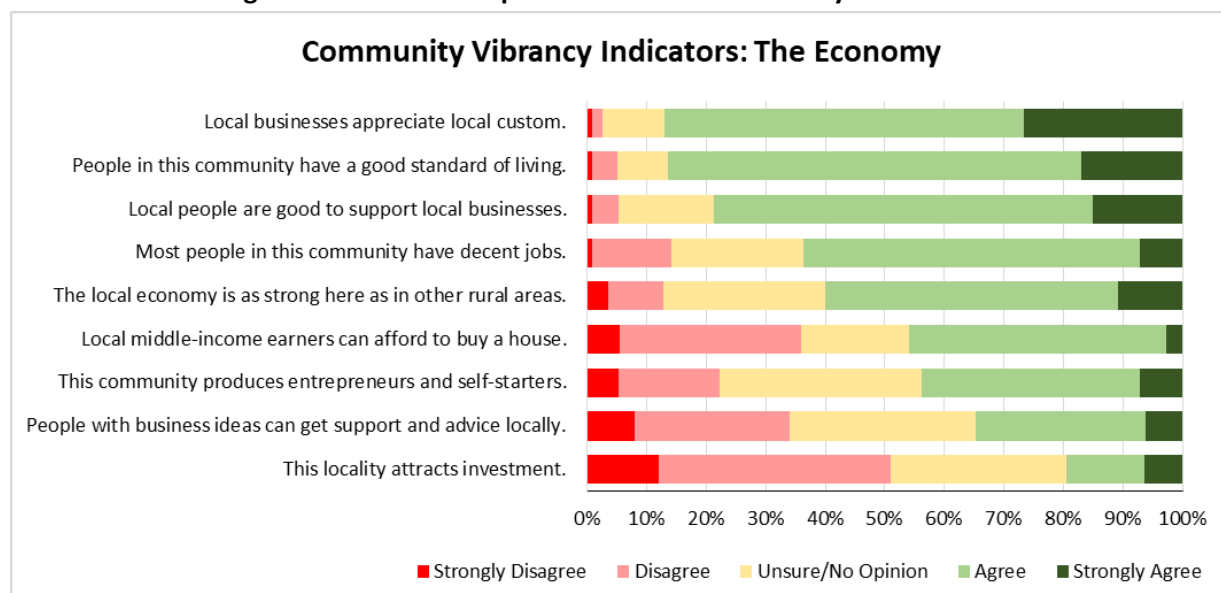
The 2017 Community Vibrancy research in Cromane utilised the same set of vibrancy indicators that were applied in 2015. The questionnaire (see Appendix 9.1) contained nine variables in respect of economic vibrancy that dealt with business, investment, housing, employment and standard of living. Other economic variables in the questionnaire covered local service provision and infrastructure. The questionnaire included twenty-one variables that were designed to capture levels of socio-cultural vibrancy. These related to community amenities and facilities, the activities of civil society and social inclusion. There were seven indicators in the questionnaire relating to environmental factors, such as water quality, landscape, farming practices and the built environment. All indicators were presented in the form of a positive statement, and respondents were asked to indicate their level of agreement or disagreement with each statement. Thus, in terms of measurement, the higher the levels of agreement, the higher the perceived community vibrancy, and the lower the levels of agreement, the lower the perceived vibrancy. By undertaking a perceptions-based audit of vibrancy, this study complements the socio-economic and demographic profile presented earlier in this plan.

Following consultation with the Community Council and informed by the deliberations of the first two community consultation meetings, the study questionnaire was expanded to include some questions that were specifically about Cromane. The survey questionnaire (Annex A) was distributed extensively throughout Cromane and respondents were able to return the completed questionnaires, in confidence, to a sealed box in Hannah Mary’s Shop. A total of 118 questionnaires were completed and the data were analysed by the facilitators using SPSS (Statistical Package for Social Science). The profile of respondents is broadly representative of Cromane’s population with respect to age, gender and employment status (appendix 9.2). However, only Irish and UK nationals responded.

Survey Results

Among residents of Cromane, there are very mixed feelings about the vibrancy of the local economy in respect of business activities, investment and employment. As the following graph shows, there are almost equal levels of agreement and disagreement with the statements presented, when these are taken as a whole. However, there are considerable differences across variables with respect to the perceived vibrancy of various aspects of the local economy.

Fig. 5.1: Citizens' Perceptions of Economic Vibrancy in Cromane.



As emerged from the study of Community Vibrancy across South Kerry (2015), the highest level of agreement is with the view that 'Local businesses appreciate local custom,' with 87% of people agreeing with this statement. Just under 80% of people agree with the associated variable, in respect of local people being good to support local businesses. At the community meetings as part of the 2017 planning process, several people noted the negative effects on rural communities of discount supermarkets on the fringes of local towns. While the figures emerging from the rural vibrancy study are heartening with respect to the relationship between local businesses and local customers, it is important to remember that Cromane has lost several businesses over recent decades. While many rural communities have lost retail functions over the same period, the scale of closures in Cromane is greater than that experienced in many other parts of Kerry, and the loss of the post office has been a blow to the local community and economy.

The graph above also shows that a majority of citizens (63% and 60% respectively) agree with the statements that 'Most people in this community have decent jobs' and 'The local economy is as strong here as in other rural areas.' It is clear from the Census of Population data and from the community consultations that commuting to Killorglin and Tralee is significant in Cromane, and there is widespread acknowledgement of the importance of FEXCO to the local economy. Citizens also note the role of Jack's Coastguard Restaurant in providing local employment and enticing people to Cromane. Dooks Golf Club also provides local employment and attracts people to the area, most of them day-trippers. While commuting has helped to mitigate some of the negatives that have arisen from the decline in agriculture, there are concerns among citizens locally that poor broadband connectivity has been a barrier to homeworking and the establishment of new businesses. Citizens also feel that there is a need to support employment creation within Cromane and they point to the

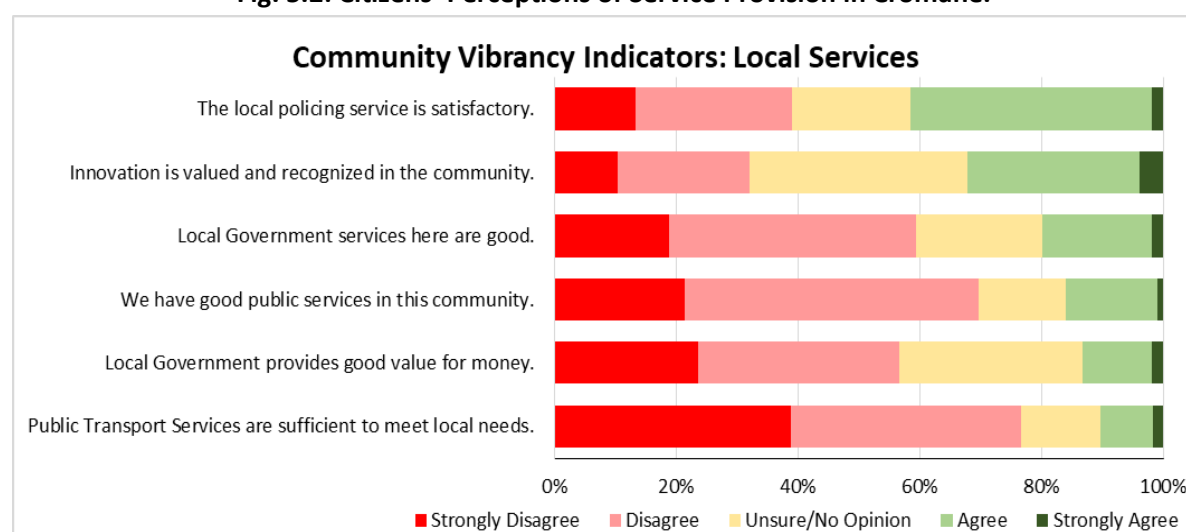
potential associated with the area’s scenery and natural amenities, most notably the beach and lake. They note the need for accommodation options, so that day visits are converted into overnight stays. It is noteworthy that these findings reflect the issues and strategies articulated in several of the children’s drawings. The children’s work, representing their vision of the future of Cromane, shows shops and cafés in the village as well as a strong tourism infrastructure.

Cromane’s economy has changed considerably over the past three decades. Extensive small-scale farming, which was a core economic activity two generations’ ago, has declined. Fishing too has been transformed, and aquaculture is of very considerable importance to the local economy. There are approximately ninety people employed in the harvesting of mussels and oysters, and Cromane Oysters command a premium, particularly in France. There are however, structural challenges in the sector, as growers have difficulty in recruiting harvesters and product is generally exported, without any added value inputs. Collaboration among those who make a living from the sea is integral to the development of the marine sector, as is the provision of the requisite infrastructure and facilities locally. Thus, as this plan consistently demonstrates, the construction of a pier is a top priority for the people of Cromane. Indeed, the construction of a pier is absolutely necessary on health and safety grounds. However, as the graph shows, the vast majority of people in Cromane disagree with the view that ‘This locality attracts investment.’

The graph shows that only a minority of people (46%) agree with the statement ‘Local middle-income earners can afford to buy a house.’ Yet, as the socio-economic profile showed, there are several vacant properties locally, and the issue of dereliction and abandoned building was frequently cited during the community consultation. The findings also show a perceived need to improve the level of supports provided to entrepreneurs and those with business ideas. Among the specific issues cited here is the need to expedite the process through which aquaculture grounds are assessed and licences allocated.

As the following graph shows, and as expressed very clearly throughout the community consultation process, there is what can only be described as frustration among local citizens with respect to the levels of service provision in Cromane:

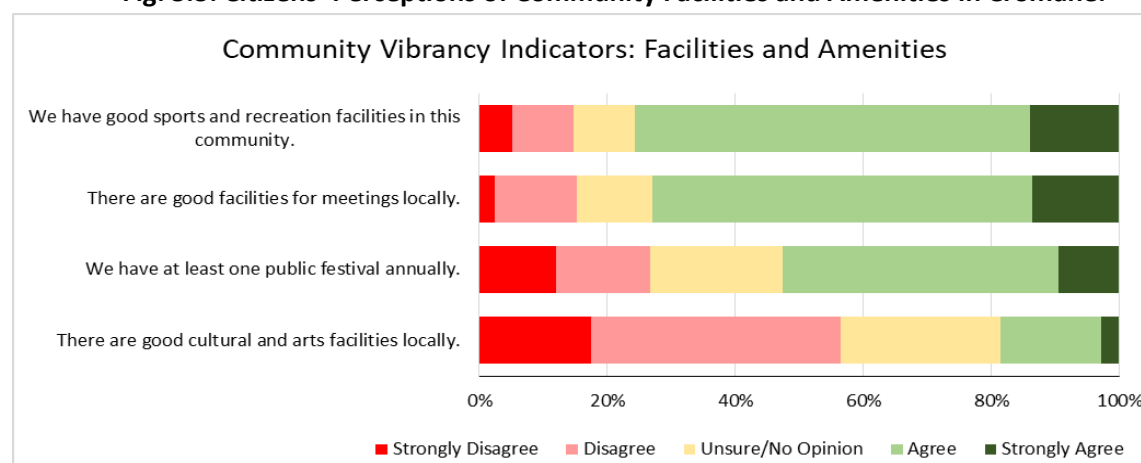
Fig. 5.2: Citizens’ Perceptions of Service Provision in Cromane.



The graph clearly shows that people in Cromane are more likely to disagree than to agree with the various statements about local service provision. The service that comes in for the greatest criticism is public transport. While the highest level of satisfaction is with the service provided by An Garda Síochana, just over 40% of people agree with the statement that this service is satisfactory. Fewer than one in six people (17%) agree with the statement that ‘we have good public services in this community.’ These findings demonstrate clear shortfalls with respect to the role of the State in providing the supports, infrastructure and milieu that are necessary for economic and social progress and lack of public services is, as the international literature notes, a barrier to community vibrancy.⁹ The theme of public service provision also emerges very frequently in the children’s drawings and their vision of Cromane is that of a place with bus stops, high-speed broadband and safer roads that accommodate cyclists and pedestrians as well as vehicles.

The variables presented in respect of socio-cultural vibrancy can be broadly organised into four themes, namely general facilities and amenities; provision for specific population cohorts, social interactions, attitudes, and mind-set. As the following graph shows, approximately three-quarters of people agree with the statements that ‘we have good sports and recreation facilities in this community’ and ‘there are good facilities for meetings locally.’

Fig. 5.3: Citizens’ Perceptions of Community Facilities and Amenities in Cromane.



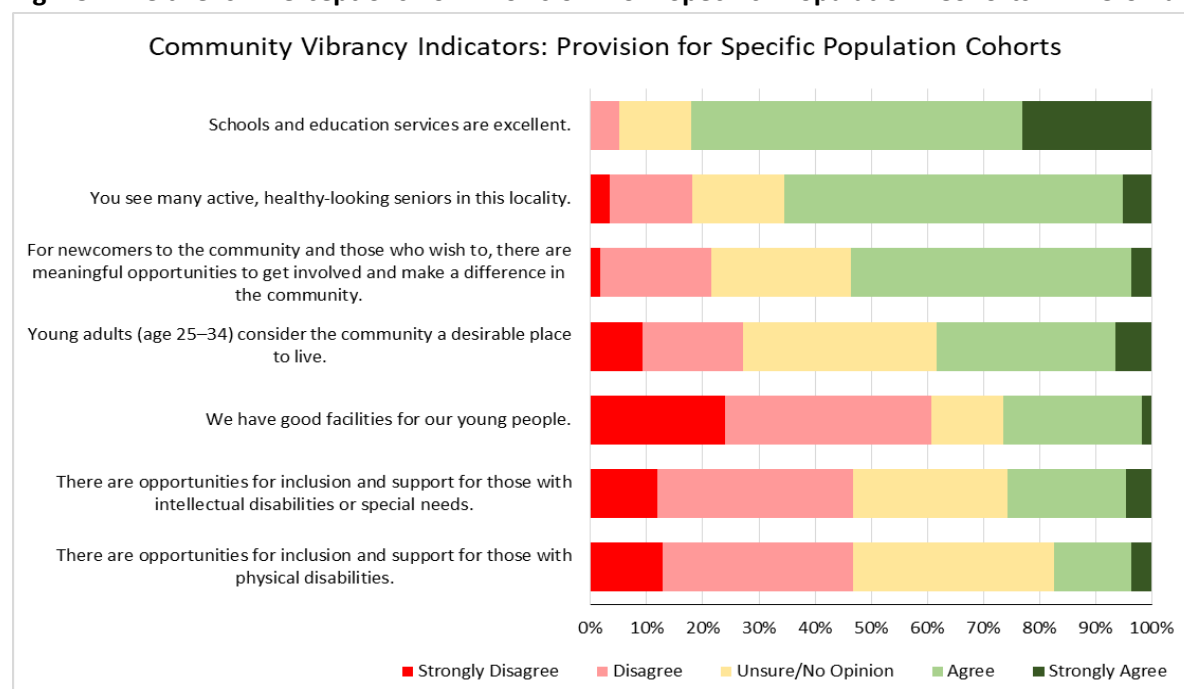
Cromane Community Council has a long record of accomplishment in local development, and is responsible for the management of the Community Centre, which it refurbished and maintains. The Community Centre is multi-purpose in that it has a meeting room, assembly area and a well-equipped kitchen. In more recent years, other groups in Cromane have developed a children’s playground and playing pitches. There is also a community-owned cemetery. These community facilities are well used and are conveniently-located close to the GAA grounds. There is also a car park nearby, although many users of the GAA facilities – pitch and clubhouse – tend to park on the roadway. These developments enhance the functions served by the Community Centre. However, as the survey data and community consultations reveal, local people perceive a need to provide greater facilities and amenities for young people. Facilities for specialist interests such as culture and the arts may be developed in collaboration with neighbouring communities, in line with local needs and priorities. As this plan notes, the Geodesign workshop enabled citizens to identify specific locations for new and expanded community amenities. In order to advance these, while ensuring efficiencies with respect

⁹ OECD (2010) *Strategies to Improve Rural Service Delivery*. Paris: OECD Publishing.

to resource expenditure and volunteers' time, it would be prudent to undertake an audit and feasibility study of the use and potential of existing community infrastructure.

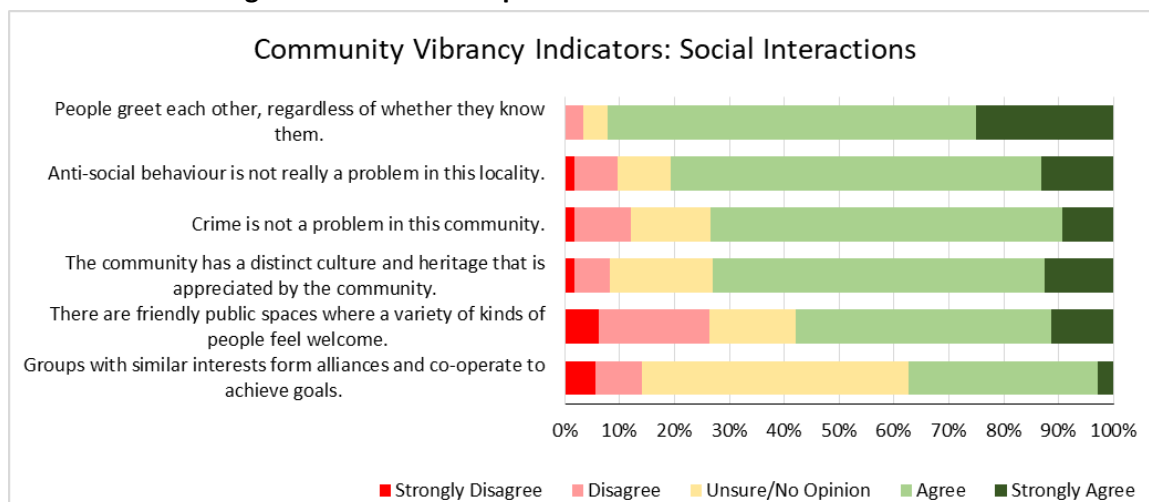
The following graph provides further insights and pointers with respect to the community facilities. It notes that citizens perceive the main gaps in respect of catering for specific population cohorts are in respect of newcomers, young people, those with special needs or disabilities. As noted during the Geodesign workshop, and as emerges very clearly from the children's drawings, there is tremendous potential for synergies between the development of tourism infrastructure and the enhancement of community facilities. Indeed, as happens in Killarney and elsewhere, one of the most positive impacts of tourism is the provision of amenities that enhance quality of life and attractiveness. The community consultation process articulated the importance of making all such amenities accessible to those with physical impairments.

Fig. 5.4: Citizens' Perceptions of Provision for Specific Population Cohorts in Cromane.



The following bar graph presents the survey findings in respect of citizens' perceptions of social interactions. It shows that people perceive the community to be friendly and relatively free from the problems of criminality and anti-social behaviour. These are obviously important assets, and they need to be safeguarded and cultivated. It is notable that when asked to state what they liked most about living in Cromane, many people referred spontaneously to the friendliness of the local people. However, as the graph also shows, there is a perceived shortfall with respect to the provision of welcoming public spaces. As pubs, shops and other outlets close, this challenge increases. Thus, as communities change, new spaces and places for social interaction need to be created, and this plan puts forward specifics in this respect, including sporting and recreational facilities.

Fig. 5.5: Citizens' Perceptions of Social Interactions in Cromane.



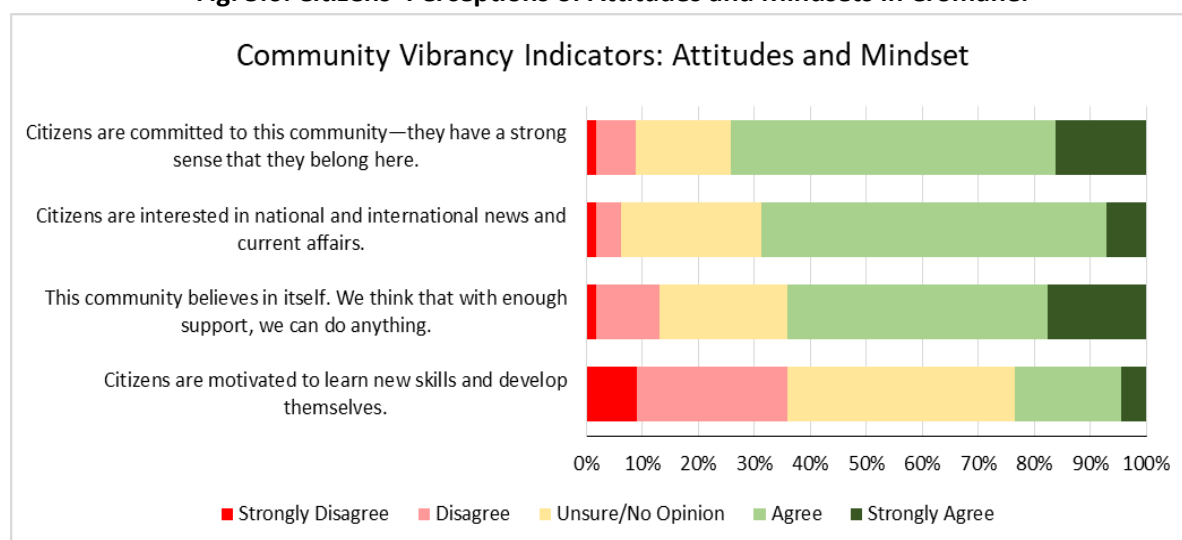
This graph shows that the citizens perceive a shortfall in respect of the level of inter-group collaboration in Cromane. Fewer than 40% of respondents agree with the statement that 'Groups with similar interests form alliances and cooperate to achieve goals.' During the current community-planning phase, considerable progress was made in improving inter-group contacts and communication between community groups and local citizens. However, there is considerable scope for further progress on this front, and during the various public meetings and drop-in session, several citizens noted what they perceive to be instances of groups cutting across one another on the one hand, and groups not supporting one another on the other hand. The use of Facebook helped to inform people about the current planning process. However, the website www.cromane.net is not updated to the same extent. These findings and articulations on the part of local citizens underscore the need for investment in a reconfiguration of community group structures in Cromane, so that, as happens elsewhere, there is one coordinating body with oversight and administration capacities, and the credibility to bring diverse stakeholders together and deal with external bodies on behalf of the entire community.

As well as asking people about their perceptions of community organisations, the vibrancy survey asked people about their own participation in the community. When asked if they are members of a community or voluntary body, 36% of people indicated that they are. This is above the national average (as recorded in Eurobarometer studies). In Cromane, males are more likely than are females to be members of community groups. This can be attributed, in part, to the importance of the GAA (Gaelic Athletic Association) in the community. Of those who are currently not members of community groups, 56% indicated that they would be interested in joining one. This finding suggests

that there is potential to increase the number of people who are actively involved in community development. Among those who stated that they would not be interested in joining a group, the following were the barriers most frequently cited: ‘no time’ (52%) and ‘local politics or cliques’ (15%).

The survey questionnaire also captured people’s perceptions of attitudes and mindsets in Cromane. As the following graph shows, almost 75% of people agree with the statement that ‘Citizens are committed to this community—they have a strong sense that they belong here.’ Just under 70% agree that people in Cromane are- interested in national and international news and current affairs. The majority of people (64%) agree with the statement that ‘This community believes in itself. We think that with enough support, we can do anything.’ However, the survey findings reveal a much lower level of affirmation in respect of citizens’ motivations to learn new skills and develop themselves.

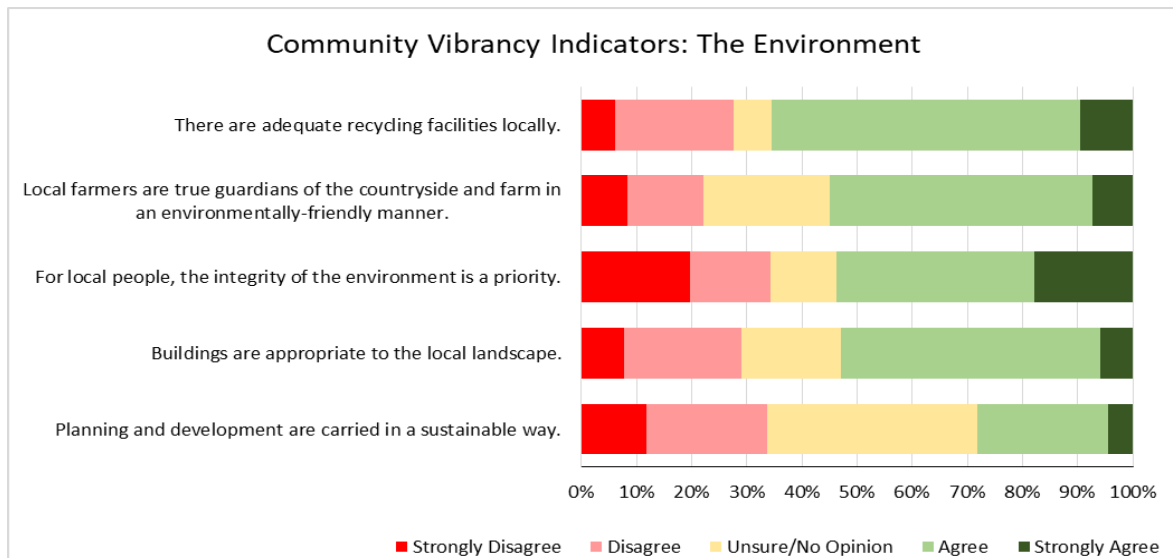
Fig. 5.6: Citizens’ Perceptions of Attitudes and Mindsets in Cromane.



During the community consultation process, a number of suggestions and proposals emerged with respect to strengthening and fostering the sense of community in Cromane, and specifically tapping into its cultural resources and identity. Proposals were advanced in respect of acknowledging and celebrating Cromane’s Irish-language heritage, it having been an official Breac-Gaeltacht up to the 1960s. The local folklore, stories, songs and maritime heritage were frequently cited as ingredients in place-making.

Fishing and marine activities have been undertaken in Cromane over several generations and, as noted earlier, there is considerable economic potential associated with the further development of the marine. The interaction of economy and environment in Cromane has been positive and fishing and aquaculture exist in harmony with an abundance of bird and aquatic life. Local people are conscious of the importance of maintaining this balance, as human activity needs to expand. The following graph presents the findings from the vibrancy survey in respect of perceptions of the natural environment.

Fig. 5.7: Citizens' Perceptions of Cromane's Natural Environment.



The findings reveal that local people have some concerns with regard to the priority afforded to the environment. Just over half (55% and 54% respectively) of people agree with the statements that '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.' These findings suggest a need for greater education and awareness-raising of the importance of environmental integrity, particularly given its fundamental role as the basis on which the fishing community makes a living.

The data presented in the graph (above) also show that citizens have concerns regarding the quality of the built environment and the approach to planning. Planning and development issues emerged frequently at the public meetings, and one strand of the geodesign workshop was completely devoted to housing. Local people point out that Cromane lacks a wastewater treatment facility, and they view its installation as a key priority. Furthermore, the employment levels in aquaculture offer potential to grow the population locally, and during the geodesign workshop, participants carefully identified locations that would be suitable for new housing, as well as a number of derelict and brownfield sites that could be refurbished.

These economic, socio-cultural and environmental assessments of Cromane not only provide baselines against which stakeholders can measure and assess progress on the implementation of this community plan, they also provide a number of specific pointers with regard to the plan's content. In order to enable to identify issues beyond the scope of those covered in the scales, the questionnaire also included a number of open-ended questions that asked people to identify what they like and dislike about Cromane and what they regard as the main priorities. The results are represented in the following series of wordclouds.

People were asked to provide three words to describe Cromane.¹⁰ As the wordcloud shows, most people view Cromane as a place that is scenic, beautiful, peaceful, quiet, safe, nice, unspoilt and clean. They also refer to it as being quaint, isolated, calm and coastal. Several people mentioned how they associate Cromane with home, family and community.

How the people of Cromane describe their own community...



A scenic landscape photograph of a lake in the Blue Mountains, Australia. The foreground is filled with golden-brown grass and a single tree on the left. The lake reflects the sky and the distant mountains. The sky is blue with scattered white clouds. A watermark '© Dave's Photos 2018' is visible in the bottom left corner.

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5c. Community Groups' and Organisations' Survey Results

As well as surveying individuals, the facilitators surveyed community groups and organisations in Cromane. Of eleven groups identified during community consultations and listed in the table below, five completed the questionnaire. This means that the profile of groups and organisations is not a full census. However, some observations can be made, based on the responses gathered.

- For a small community there is a wide range of community and voluntary groups.

Table 5.2: Community and Voluntary Organisations in Cromane.

Groups & Organisations in Cromane	
Cromane Rowing Club	Iasc Óg Pre- School
Cromane Community Council	Parent & Toddler Group
Active Retired	Ladies Gaelic Football
Cromane GAA Club	Mid-Kerry Tourism Cluster
Castlemaine Harbour Fishermen's Coop	Community Playfield
Réalt na Mara Graveyard	

- There is a long history of community activity in Cromane with some groups established as far back as 1956, and others as recently as 2014.
- Groups providing sports and services to children have been very successful, for example, over 200 children have availed of Iasc Óg Pre-school; the Rowing Club has 75 members and the GAA Club has 450 members.
- Legal status and governance: some groups seemed to be unsure of their status - whether constituted or incorporated, and most groups have not yet registered with the Charities Regulator. This would suggest that further training and awareness-raising are needed.
- Inclusion: Most groups report good levels of inclusion e.g. ages, newcomers and other cohorts.
- Communications and Coordination: The answers to this question indicate a lack of effective communications and coordination between groups and organisations. Some of the comments are '*Not great, Poor, Quite good, Bad*'. Consequences of this means clashes of dates of activities, and not enough community support for each other's plans.
- Suggestions from the groups were generally quite similar to the outcomes from the community consultation events.

Overall Observations among Community Groups

1. Even though it is a small community, Cromane provides a range of activities, indicating a good level of volunteering and leadership.
2. Many young people participate in the sports clubs.
3. There is a stated need for better communications and coordination between groups. This should lead to better support between groups for each other's activities.
4. There is a need for training for voluntary committees, for example in governance and committee skills.
5. The development issues identified are consistent with feedback from the various workshops organised by the facilitators.

Our Youth – Our Future



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5d. Primary School Children's Drawings

In order to ensure that children were consulted and empowered to contribute to the planning process, the Community Council liaised with the local school – Réalt na Mara. The principal and teachers kindly facilitated a process whereby children independently and creatively articulated their vision for Cromane. Each child drew a picture of how he / she would like to see the community develop over the coming years. A trawl of the children's drawings reveals similar visions and sets of priorities as those articulated by the adults, with particular emphasis on accessing natural amenities, expanding the range of commercial activities and outlets and providing spaces and places for young people. See Appendix 9.3 for the full set of drawings.

6. Planning for 2018 and Beyond

Having considered the issues presented in the Demographic and Socio-Economic Profile, members of the community was facilitated, at a consultation workshop (August 3rd) to list all the local needs and to then 'vote' on the needs to identify their priority areas. These are presented in the following table:

Summary of 'votes' from Cromane Community Consultation Meeting 03rd Aug 2017					
1.Amenities & Tourism		2.Environment & Infrastructure			
Lake Development (kayaking, walks, rowing)	20	Pier			29
Safe Cycling & Walking routes	13	Sewage scheme			16
Water sports pier	12	Reduce speed on road			10
Walking/Climbing group	7	Community lighting			7
Shop/ Post Office	7	Childcare			7
Cromane on WAW	7	Economic value of environment			5
Caravan Park	5	Sanitary facilities			4
Footpath Dooks to Cromane	3	Focal Point creation			2
Beautify batter wall	3	Mini Housing Estates			1
Improved upkeep of beach area	6				81
Walkway inside sea wall	2				
Footpath from Church to field	1				
Utilise tourism – beach clubs	1				
	87				
3. Other		4.Economic Diversification	Broadband		16
Planning Permission	18	New businesses			7
Historical society & Cromane archives	7	Small café/craft shop			5
Youth club	3	Assist entrepreneurs			1
Preschool attending older people's days out	2				29
Funding new preschool	1				
Education in school from marine biologists	1				
	32				
5.Services and Facilities for Older People		6.Environment & Conservation	Plants for wildlife e.g. bees		3
Transport scheme	9	Tidy Towns			2
Mens shed	4	Japanese knotweed			2
Recreational activities for older	3	Ponds for Natterjack toad			1
	16	Bi-Annual waste disposal of large items			1
7.Perceptions of / Catering for Those in Their 20s					9
Jobs strategy for young people in Kerry	2				

At the second consultation event, held on August 31st, the community members discussed the issues arising from the summary of findings from the Rural Vibrancy survey. People were then asked to summarise their comments according to the three categories, namely Economic, Environment and Community. These are presented in the following graphics:

<p>Economic and Hard Infrastructural Factors</p> <p>Cromane needs to attract more investment. Public services and public transport need investment and improvement. Positive feelings about community supporting local (businesses) A good area to develop adventure tourism Public lighting / public toilets Poor infrastructure (roads and broadband) An alternative to the pub is needed e.g. café/ social aspect/ playing pool Cromane cannot be considered in isolation from Killorglin. Fishing and farming have changed. People want to work from home.</p>
<p>Environment Factors</p> <p>Planning and development are a challenge; these need a careful strategy and thoughtful pinpointing e.g. balance between Cromane's natural environment and the community's needs. Planning and regulations need to deliver for the community and the local environment. County Development Plan needs to be more accessible for locals/ more widely known so that people could engage more. Improve beach – and eliminate noxious weeds Drinking water is poor. Need for balance development and planning regulation/ locals trying to get planning permission. Yet empty dwellings/ holiday homes Very few farmers, mostly sheep and dry cattle The environment is a huge asset to Cromane, but lake contamination and vegetation pose challenges. There are dumping issues. More recycling needed</p>
<p>Social and Cultural Factors</p> <p>There is a strong community feeling in Cromane. Do we need facilities for young people? Children, primary children, teenagers or young adults? Concern with either lack of signage re speed limits and appropriate speed limits e.g. near school No youth club. No facilities for youth! (activities, engagement, leaders) Lack of awareness of information on services available by groups in particular for newcomers No wheelchair-friendly facilities/ safety on walks. Walkways a priority. Nowhere to walk with wheelchairs or buggies. Football field not accessible. Access for disabled to beach. Need more facilities for people with disabilities and special needs Facilities to dispose of camper van sewage A Seafood Festival Old boathouse could be developed; changing rooms/ showers/ a seasonal café Community meeting and greeting opportunities are gone There is good voluntary commitment – but is community too tight? How to engage with newcomers? An open evening? Sports and recreation are good – for younger age group.</p>

What emerges from the profile, the survey and the consultations?

The community meetings and workshops allowed for in-depth discussion and a narrowing down of the themes and issues. All of the information, data and feedback from the community meetings, the survey questionnaire, the Demographic & Socio-Economic Profile, were collated and synthesised by the facilitators. The following priority themes emerged:

1. History & Culture; a desire to gather and preserve the rich local history and heritage.
2. Infrastructure, Transport & Roads; major concerns over the dangers of local roads.
3. The Pier & Associated Developments; total community support that the pier be built.
4. Tourism; opportunities to improve the local economy by attracting more visitors.
5. Community Facilities; the need to broaden the facilities and provide access for all.
6. Housing; addressing the complex challenge of providing more local housing options.
7. Natural Environment; careful balancing of development plans in a sensitive environment.
8. Social Inclusion; greater inclusion of older people, people with a disability and newcomers to the community.
9. Coordination & Communication; the role of the Community Council

Accessible Amenities in the Centre of our Village are important.



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7. Strategic Development Themes for Cromane

This section looks specifically at the strategic development themes that were discussed in detail through the consultation process, and specifically at the geodesign workshop. Workshop participants considered the optimum for the various projects that had emerged over the course of the planning process. Thus, the maps presented here are those that were created by the participants themselves. In addition to the projects that have specific locations, there are a number of over-arching ones that are applicable across the community.

Theme 1: History & Culture

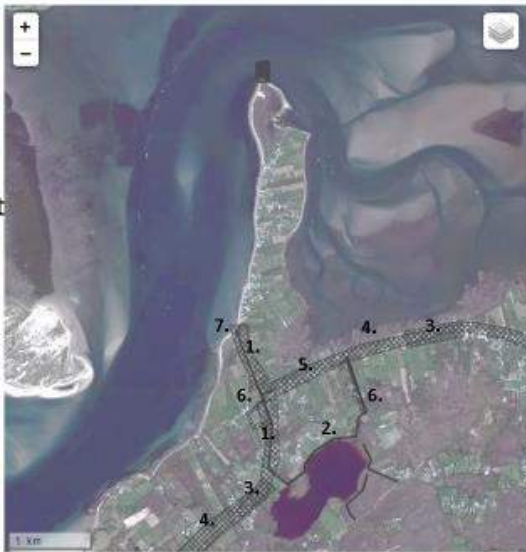
The people of Cromane are very aware and very proud of their area's rich history and culture, and are keen to gather this information, to record it, and to make it accessible for the community as well as for visitors. For centuries, Cromane has been a vibrant fishing and farming community. While farming in the area has significantly declined, there has been major expansion in the fishing industry in the area with over 60 people employed in mussel and oyster production. Up until the middle of the 20th Century, Cromane was a Gaeltacht area. Another feature of the area is the history of the coast guard station (now Jack's restaurant) harking back to the era of British rule. Nestled in the centre of the community, almost hidden away, is Loch Yganavan and adjacent are a number of bogs.

Thus, Cromane has a history and a heritage including political, cultural, industrial and ecological aspects. These were identified at the geodesign workshop and a set of actions were developed as represented in Figure 7.1.1 below. The actions are generally applicable to the community as a whole and are less 'mapable' as such. A key objective is to record, to map and to signpost as much of the history and heritage as possible. While local history and heritage are of great interest to visitors to the area, perhaps the greater significance is for the community itself, to share and preserve a common history and a shared sense of identity.

Geodesign Workshop Proposals	Fig. 7.1.1: History and Culture Project Locations
<ul style="list-style-type: none"> 1.1 Prepare a maritime history to include The Docks 1.2 Erect bilingual signage and information 1.3 Record the history and significance of the built heritage 1.4 Preserve and record traditional songs 1.5 Promote traditional music, song and dance 1.6 Document the local Famine history 1.7 Gather information on An Lios, the Cillín and other sites 	

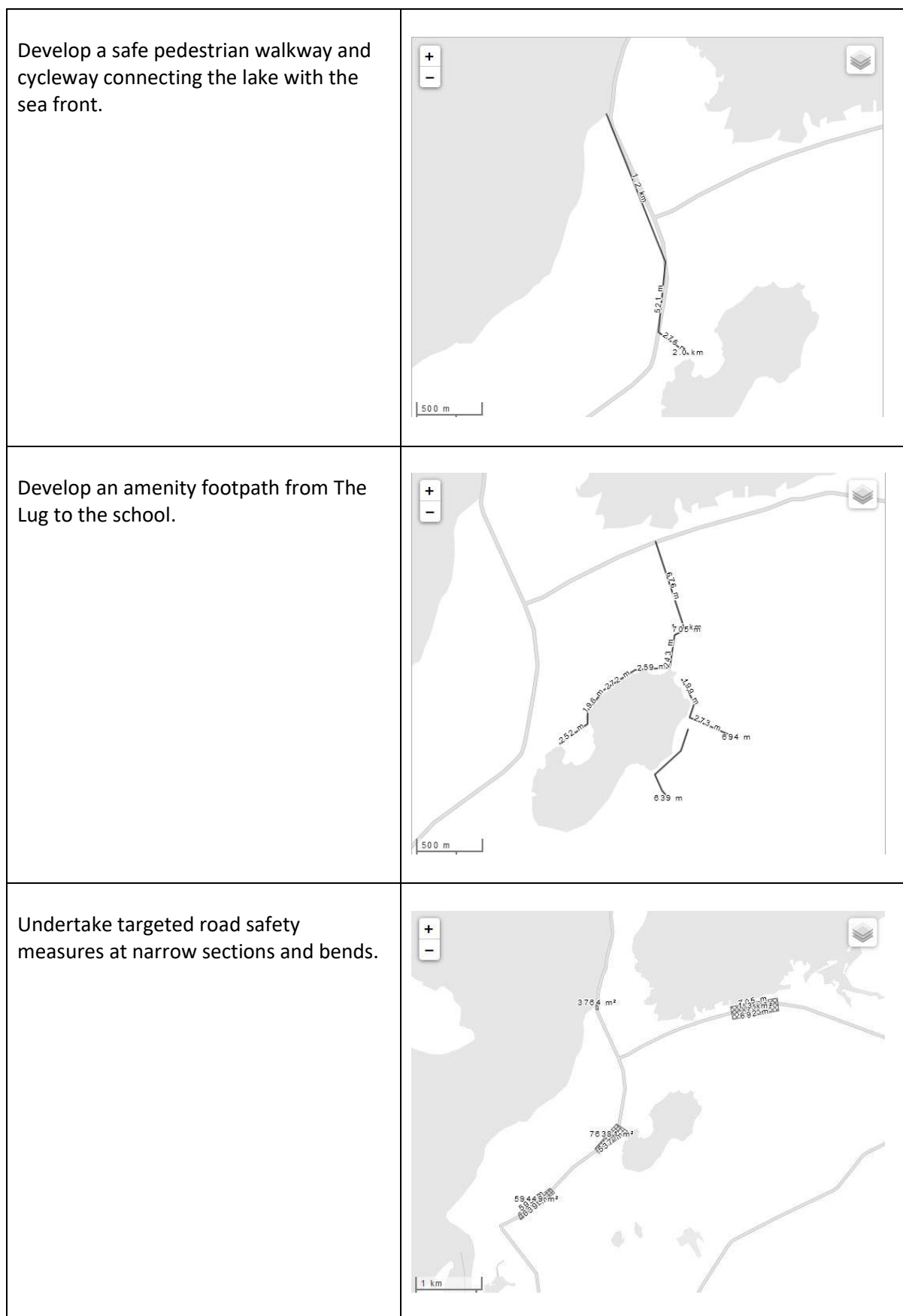
Theme 2: Infrastructure, Transport & Roads

The discussions under this theme focussed on issues of safety on the road. Workshop participants remarked that ‘small country roads were not designed for the demands of modern cars and trucks... [and] many people don’t feel safe walking along the road, having to share it with traffic.’ Likewise, parents are reluctant to allow children on the road to cycle to school or to sports. Moreover, for people with limited mobility there are almost no options for moving about independently in the community. The objectives emerging under this theme are to make Cromane safer and more ‘walkable’ for walking and cycling, for wheelchair users and for parents pushing buggies. Proposals include installing footpaths, street lighting, speed control zones, and straightening of some dangerous bends.

Geodesign Workshop Proposals	Fig. 7.2.1: Infrastructure, Transport and Roads Project Locations
<p>2.1 Develop a safe pedestrian walk and cycleway connecting the lake with the sea front.</p> <p>2.2 Develop an amenity footpath from The Lug to the lake.</p> <p>2.3 A number of road safety measures at narrow sections and bends.</p> <p>2.4 & 2.5 Develop a comprehensive set of speed control zones.</p> <p>2.6 Install public lighting from the Church to the playfield and from The Lug to the school.</p> <p>2.7 Construct a leisure boat launch/slipway.</p>	 An aerial photograph of a coastal area in Cromane, Ireland. The map shows a narrow strip of land between a large lake (Lough Cromane) and the sea. Numbered points 1 through 7 are marked on the map to indicate project locations. Point 1 is at the top of the land strip. Point 2 is on a road leading from the top towards the lake. Point 3 is on a road leading from the top towards the sea. Point 4 is on a road leading from the top towards the lake. Point 5 is on a road leading from the top towards the sea. Point 6 is on a road leading from the top towards the lake. Point 7 is on a road leading from the top towards the sea. A scale bar in the bottom left corner indicates 1 km.

The following maps provide more detail on the scale and locations of the projects listed above.

Fig. 7.2.2: Locations of Specific Infrastructure and Transport Projects.



Designate and monitor a comprehensive set of speed control zones.



Install public lighting from the Church to the playfield and from The Lug to the school.

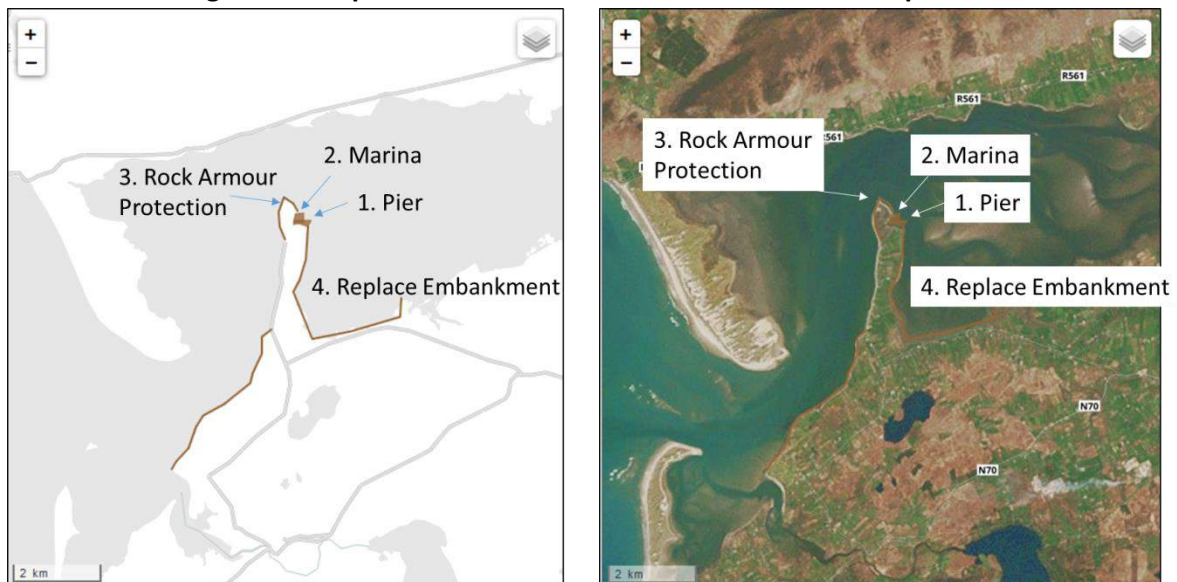


Theme 3: The Pier and Associated Developments

Right throughout the planning process, the need for, and importance of a pier emerged consistently. Compelling arguments were advanced, noting the centrality of the construction of a pier to the entire development of fishing and maritime activities locally. At present, those involved in fishing and in harvesting mussels and oysters in Castlemaine Harbour have to contend with loading and unloading on the shore using tractors and trailers. Consequently, there are serious health and safety implications associated with the absence of a pier. The current lack of a pier also implies that those working in Castlemaine Harbour are burdened by additional boat maintenance costs relative to their competitors elsewhere. The consultation and planning process noted the importance of the pier to the development of water-based tourism in Cromane. Stakeholders also noted that people and agencies have learned lessons over the twenty years since the government announced a pier for Cromane.

The site that is favoured for a pier is on the northeast of the peninsula, about 300m southeast of where most of the current unloading activity takes place. This plan envisages the construction of a facility that will incorporate facilities for landing and loading / unloading produce and will have the capacity to accommodate pleasure craft and non-commercial boats. As the following maps show, the development of the pier will, in addition to the upgrading of the local roads, provide an opportunity for ancillary and complementary works, including rock armour protection on the north and south-west of the peninsula and replacing the embankment on the peninsula's eastern flank. These proposals dovetail with those that emerged from parallel geodesign workshops on housing, tourism and transport. Moreover, they are well represented in the children's drawings, thereby, further underscoring the consensus locally in respect of the pier's importance.

Fig. 7.3.1: Proposed Location of Pier and Associated Developments.



These maps show the preferred location for the pier i.e. in the northeast of Lower Cromane, and the extent of associated works.

Theme 4: Tourism

Cromane is one of the most scenic places in Ireland. It has an abundance of natural resources and has many of the ingredients that are integral to the successful development of a sustainable tourism sector. The recent promotion of the Wild Atlantic Way and the forthcoming construction of the South Kerry Greenway represent but two of the opportunities that offer positive spin-offs for Cromane. In this context, it is not surprising that tourism features so largely in this Plan. In advancing proposals for tourism development, local stakeholders noted the complementarity between tourism infrastructure and the enhancement of quality of life. They consistently noted the importance of capitalising on Cromane's natural resources; especially the Lake and the Beach and they take cognisance of the symbiotic relationship between tourism development and environmental conservation. Therefore, the tourism related projects in this Plan have a focus on the natural environment and they dovetail with the project proposals in respect of road safety and community facilities. The following map presents the locations of the tourism infrastructure projects:

Fig. 7.4.1: Locations of Proposed Tourism-related Projects.



The development of a community-owned caravan park is driven by the widespread acknowledgement and recognition that there is an accommodation shortage in Cromane, and that this shortage has become more acute in recent years. Community-ownership implies the development of a community business or social economy enterprise that would not only create jobs, but would also generate income for the Community Council. Other elements of this tourism infrastructure, notably the development of rowing facilities also have a strong community element, and they address some of the needs in respect of making Cromane attractive for young people and those with families. The development of other water-based activities can be considered in conjunction with the construction of the Pier.

In addition to developing a tourism infrastructure that also contributes to an enhanced quality of life, it is necessary, in conjunction with the relevant agencies, to look at place-making and marketing. To this end, the following questions need to be addressed:

- 1) Who comes right now?
- 2) Who loves the place the way it is right now?
- 3) What is the reason they are coming?

Among the issues raised during the community consultation process is that of camper vans. While wanting to welcome and encourage visitors, including those coming in camper vans, members of the community want to ensure that these respect the local environment. They also want to ensure that there is a proper infrastructure in Cromane to accommodate various types of visitors.

As the community vibrancy survey and consultation processes shows, the people of Cromane have a very high regard for their community and, in particular, its natural beauty. This pride of place is a key strategic asset in the development of a bespoke tourism strategy. These positive sentiments are shared by the many artists, walkers and anglers, among others, who frequently return to spend time in Cromane. These visitors come because, as the local people point out, Cromane is aesthetically beautiful. It has a unique layout in that there is a different, equally stunning scenery from various points. Each element of scenery is enhanced by the water. There are great natural amenities within the area including the lake and the sea. Accessing and utilising these, together with harnessing Cromane's cultural and heritage resources represent core strategic element of tourism promotion.

Lough Yganavan – Another Jewel in Cromane's Crown

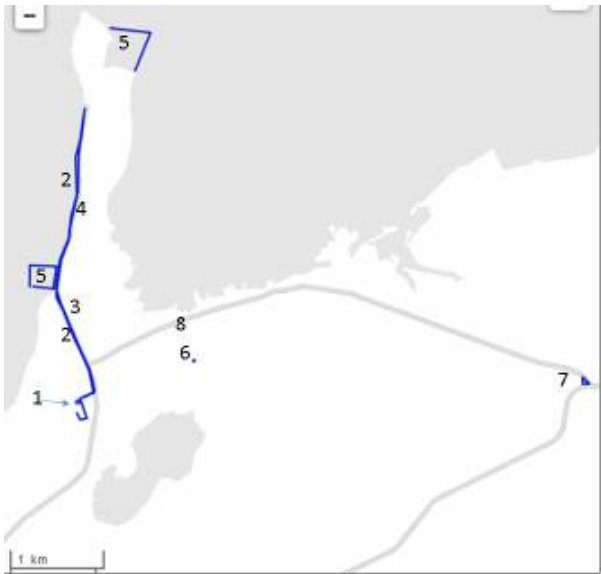


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Theme 5: Community Facilities

Healthy communities need amenities that facilitate recreation, general well-being and sports. Greater 'walkability', safety, and accessibility are priorities identified at the geodesign discussions. A number of actions proposed here relate to developing walking along the seafront. This would provide a great amenity for locals and visitor alike. In general, when footpaths and walks are provided, the community will use them for health, sport and recreation. There is an absence of such facilities in Cromane.

The discussions also proposed the installation of adult, outdoor exercise equipment at the recreation area being developed at The Lug. They also advocated the development of water sports facilities. The objectives in respect of this theme are to improve the level of facilities and to enable the access to the facilities.

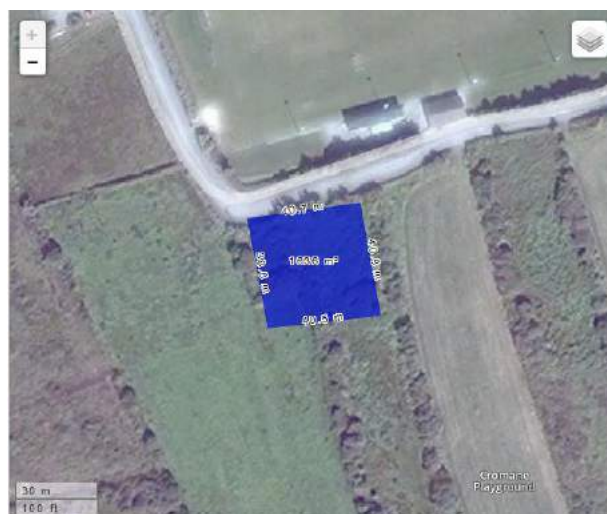
Geodesign Workshop Proposals	Fig. 7.5.1: Community Facilities - Project Locations
<ul style="list-style-type: none"> 5.1 Build a multi-functional building 5.2 Install low-level lighting from the pitch to The Point 5.3 Construct footpaths from the pitch to the Old Boathouse 5.4 Move out the Batter Wall to provide a footpath and parking 5.5 Develop water sports facilities 5.6 Provide for parking and turning at the school 5.7 Install rustproof outdoor exercise equipment at The Lug. 	

The following maps provide more detail on the scale and locations of the projects listed above.

Fig. 7.5.2: Locations of Specific Infrastructure and Transport Projects.

The discussions identified the need for a Multi-Purpose Community Facility, the location of which is indicated across.

While Cromane has a number of sports facilities there is a case for providing a community gym with exercise equipment that can be shared by the various clubs and the public, for changing rooms and for rooms e.g. for small meetings or for private therapists. The development of new facilities needs to take into account the facilities currently available to the community. Therefore the facilitators recommend that a feasibility study/needs analysis be undertaken. This would clarify current gaps and specify the exact nature and provisions in the planned facility.



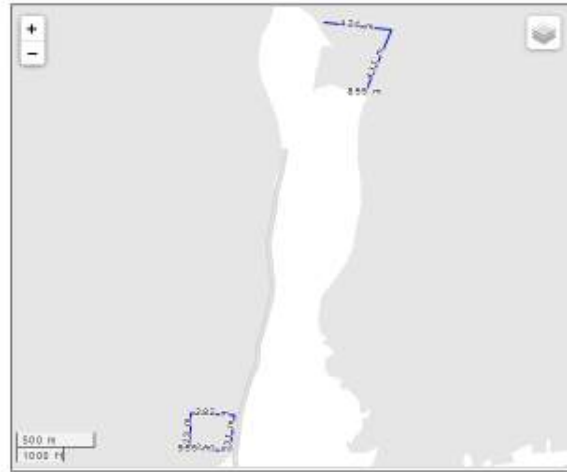
Install low-level lighting from the pitch to The Point.



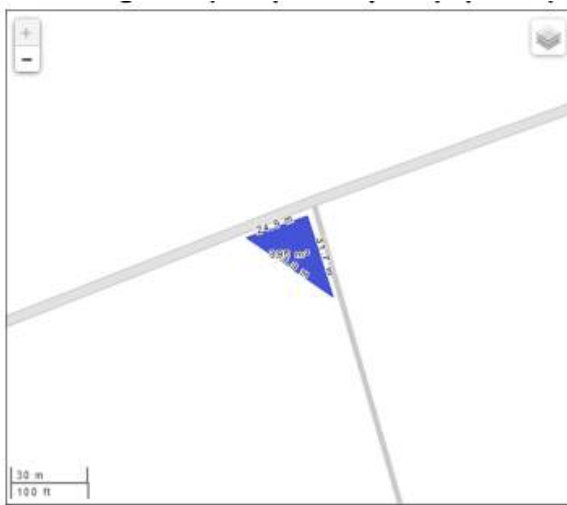
Construct footpaths from the pitch to the Old Boathouse.



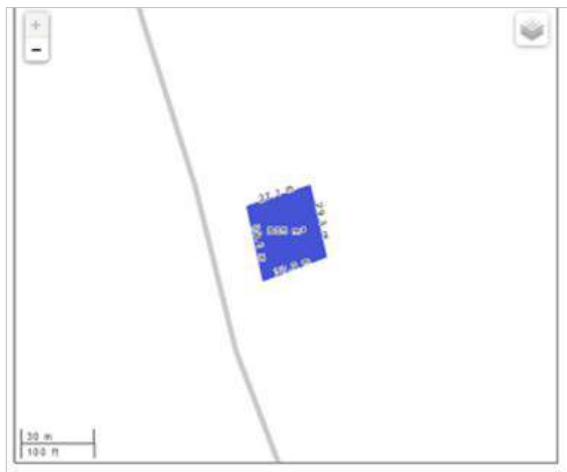
Develop Watersports' Facilities



Install rustproof outdoor exercise equipment at The Lug.



Provide for parking and turning at the school.



Theme 6: Housing

The socio-economic and demographic profile, presented earlier, revealed that despite reasonable economic buoyancy and considering the potential of the marine sector, Cromane has only experienced moderate levels of population growth over recent decades. In order to respond to the need for housing, in line with the anticipated development of the locality, the geodesign workshop devoted a strand to the theme of housing. The workshop participants identified a number of sites that are potentially suitable for housing.

In line with the principles stated in the Killorglin Local Area Plan, there is an emphasis here on locations that are close to amenities and to existing housing. The village core, adjacent to the church is identified as a suitable location, as is a more substantial area to its south nearer to the community amenities (pitch, playground and new childcare facility). Other significant locations are on the way from the church to Lower Cromane and adjacent to the school. These sites, all of which are in private ownership, were put forward on the basis that they are suitable for, and are likely to be developed under the right conditions. However, until such time as there has been consultation with the relevant landowners, or until landowners come forward themselves to offer land for housing, the maps ought not to be published or distributed. Moreover, these proposals are neither exhaustive nor exclusive.

Table 7.6.1: Proposed Development Sites for Housing in Cromane by Number of Dwellings.

Approximate Size of Site	Proposed Number of Dwellings
2.8 hectares	c.10 houses
2.55 hectares	10 to 12 houses
1.35 hectares	4 to 6 houses
2.8 hectares	10 to 12 houses
1 hectare	5 to 6 houses
3.65 hectares	25 to 30 houses

As this table shows, the preference is for medium-density housing in the main, so as to avoid any dramatic landscape changes. The workshop participants stated that some higher density housing ought to be constructed too, and should provide starter homes, including two-bedroom dwellings.

In addition to identifying these greenfield and in-fill sites and locations, the geodesign workshop participants identified a number of brownfield locations that have the potential to be adapted for housing.

The provision of housing, is associated with, among other factors, the prevention of flooding and coastal erosion, and in concert with the other geodesign groups, those looking at the housing issue noted the need for a suitably-engineered project along the eastern shore of the Cromane Peninsula.

Theme 7: The Natural Environment

The proposals in respect of the natural environment dovetail with, and complement those advanced in respect of the quality of the built environment. They are also integral to the development of tourism and the enhancement of quality of life. Among the key proposals is for a more concerted, organised and systematic clean-up of the strand. The community acknowledges that this requires partnership and collaboration with Kerry County Council. Moreover, in line with other proposals contained in this plan, those presented here come within the ambit of tidy towns.

The following maps, which were generated at the geodesign workshop, present the location of two projects:

Fig. 7.7.1: Brennan's Road Walk

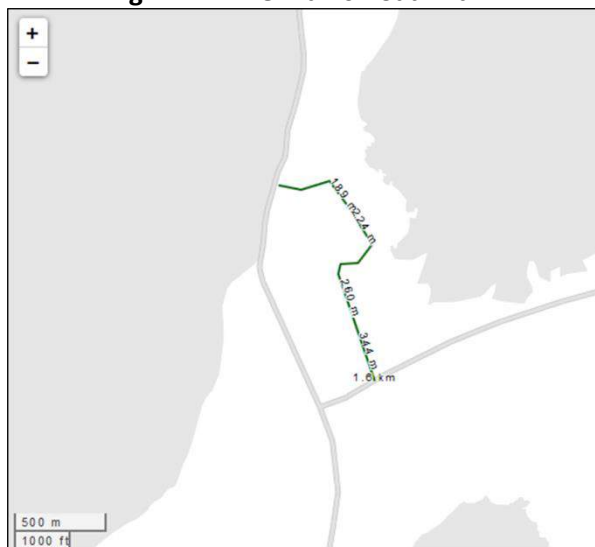
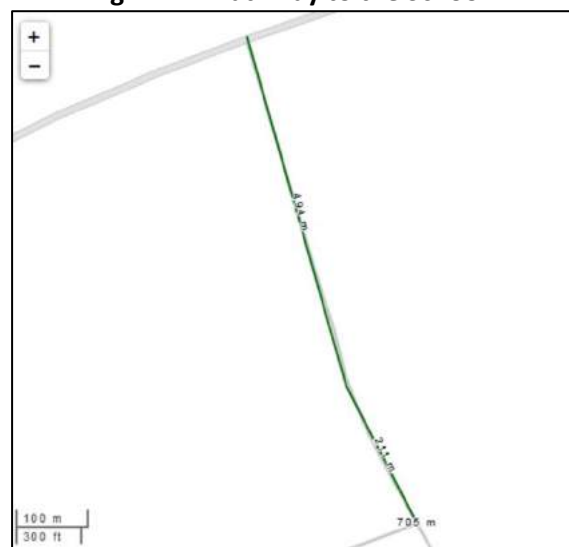


Fig. 7.7.2: Pathway to the School



The Brennan's Road walk utilises a public right-of-way that was used by agricultural vehicles up to recently. It has become somewhat overgrown, and is susceptible to flooding, in part. Therefore, its development will require some clearance of vegetation and the laying of hard core. As with many of the proposals advanced in this plan, the development of Brennan's Road is associated with the construction of a flood defence embankment on the eastern side of the peninsula.

The pathway to the school is not, technically, an environmental project, although it encourages environmentally-friendly behaviour. It is included in this section, so as to highlight the consensus that was manifest throughout the planning process, and especially in the geodesign workshop, with respect to providing accessible infrastructure and connecting amenities and public realm spaces throughout Cromane.

The other substantive proposals that were advanced in respect of the natural environment were the promotion of an attractive village core – complementing the proposals put forward by the housing workshop – and considering a use for the old tank site. This proposal also dovetails with that of the housing group, and represents the desire on the part of the community to rehabilitate any brownfield sites.

Theme 8: Social Inclusion

The consultation, the survey feedback and the area profile reveal a number of social inclusion issues that need to be addressed, and as this plan is implemented, it will have a very positive impact on social inclusion in Cromane. A number of social inclusion themes were identified through the consultation process.

- People are keen that Cromane becomes more accessible. A number of discussions focussed on the lack of footpaths and access to facilities in the community, this applies to people with a disability, to people with limited mobility, and to parents with toddlers in buggies etc.
- The consultation discussions also raised concerns about the inclusion of newcomers to the area – that they were less involved and perhaps less aware of community activities and organisations.
- The situation of older people featured strongly in the socio-economic profile. Cromane has a high number of people over 60 years of age, and the number of older people is growing in Ireland. This indicates the need for providing services and facilities to ensure the community becomes more age-friendly.

The consultants recommend that more time be given to examining these issues in greater detail. Focus groups can be very helpful in this regard, as they enable in-depth discussions with particular groupings within the community who might not normally contribute to planning discussions. Direct engagement with these groupings would provide valuable information and feedback that would assist in identifying their needs and issues.

Theme 9: Coordination & Communication

This theme was reported through both written feedback as well as consultation workshop feedback. All group representatives were concerned about current communications and coordination, that groups were not fully aware of each other's plans and activities, leading to clashes of dates of activities and lack of support for each other's projects at times. Apart from groups not being aware of each other's calendar of events, what is of greater concern is that some groups are not fully aware of large-scale projects. These voluntary initiatives require full community support if they are to fully realise their potential. Furthermore, communities need to coordinate projects to avoid duplication, or to avoid taking on too much debt.

The community of Cromane and the Community Council in particular are now at a critical juncture having developed a comprehensive set of actions and having identified some of the background issues that need to be addressed further to fully implement the plan.

This planning process now brings the community into a new stage in its history. Communities go through life cycles, and the recent consultation and planning process has given people a space to develop their thoughts and share their ideas on the priority development issues. Implicit in this is the role of the Community Council. To implement this plan it is recommended that the Community Council now review its role, as it is the natural body to ensure effective communications and coordination of local development plans and calendar of activities.

Just over half (56%) of respondents to the community vibrancy survey, not currently involved, stated they would be willing to get involved or join a group. The attendance and participation at the consultation events also displays a high level of good will towards community development. This goodwill is now needed to implement the plan, as the Community Council cannot implement the action plan without community support and involvement. Now is the time to capture the interest and enthusiasm and channel it into sharing the workload and delegating tasks.

The Community Vibrancy Study showed that the majority of those who are not currently members of community or voluntary groups are willing to get more involved in community development. Thus, the Community Council and other organisations ought to be able to tap into a wider pool of knowledge and expertise in the community.

Core to the successful implementation of the plan will be the development of relationships with the agencies who can support the actions. Agencies equally require coherent and organised communities with which they can liaise and develop appropriate local plans. The Community Council now has an agreed plan with which to negotiate their priority projects and needs to broaden and deepen its relationship with a range of agencies. The process of engagement and negotiation is a learning in itself as relationships are developed and expectations are clarified.

Our Unique Landscape shapes our Way of Life.



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8. Cromane Socio-Economic Development Plan – Strategic Actions

The following table presents an overview and summary of the main provisions in this Community-led Economic Development Plan. These provisions are presented in respect of the eight themes, as elaborated in the previous section. In each case, specific actions are listed in the first column. These are the key deliverables that ought to be achieved over the lifetime of the plan. The second column identifies the body, group or organisation that will have direct responsibility for leading, coordinating and driving particular actions. The delivery of actions requires investment and supports, and the preliminary anticipated requisite resources are listed in the third column. This list is indicative, and will change as projects begin to evolve. The final column identifies some of the key actors who will work with, and support the 'Lead Organisation' in the delivery of actions. This list is by no means exhaustive, and as the delivery of this plan will be inclusive, in every respect, other stakeholders and interested parties will join the collective local effort.

The table concludes by presenting actions, actors and resources in respect of a ninth theme, namely that of 'Coordination and Communications.' The need for investment in, and improvements to these aspects of community development in Cromane emerged very clearly and honestly during the planning process. The actions presented in the table (Theme 9) have been agreed as ways of improving information flows, enhancing communication and promoting more of a 'meitheal' approach in general. All stakeholders and all those undertaking any community-related action or event are actively encouraged to adhere to these recommendations.

The presentation of the actions is followed by a second table in which we outline a timeframe for delivery. It is envisaged that the Economic Development Plan will be delivered on a phased basis over five years (2018 to 2022). In order to ensure that actions are delivered within the timeframe specified here, those responsible for delivery will need to undertake preparatory works, including engaging with potential partners, in the preceding year. Timely and efficient delivery is essential for the success of the plan. The whole will be greater than the sum of the parts.

The Way Ahead



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Table 8.1: Strategic Actions and Associated Projects & Responsible Bodies

1. History & Culture*	Lead Organisation	Resources required	Partners
1.1 Gather, record and publish the local maritime history including The Docks	Historical Society	A researcher Recording equipment	Kerry County Council Heritage Department The Heritage Council
1.2 Gather, record and publish local history and culture to include place-names, The Famine history, songs and ancient sites.	Community Council Culture sub-committee (to be established)	A project description A researcher Recording equipment	Kerry County Council Heritage Department The Heritage Council
1.3 Erect bilingual signage and information stands	Cromane Community Council	Signs and information stands Voluntary or scheme labour	Kerry County Council Area Engineer FLAG and/ or LEADER.
1.4 Organise bi-annual community culture events to promote music, song and drama	Cromane Community Council Culture sub-committee	Community Council Culture sub-committee	Local businesses
<i>*'If preserving the built heritage and history of the area lead to promoting visitation to archaeologically protected monuments, then there may be visitor impact, which in turn may need to be mitigated against' -Kerry County Council Heritage Department.</i>			
2. Infrastructure, Transport & Roads	Lead Organisation	Resources required	Partners
2.1 Pursue the development of a number of walkways/ cycle ways	Cromane Community Council; a Walking & Trails sub-group to be established	Mapped routes Voluntary and scheme labour Materials Funding	SKDP Rural Recreation Officer SKDP RSS & TUS Schemes National Parks & Wildlife Service Kerry County Council Planning Department and Area Engineer Local Farmers / Landowners Irish Heart Foundation Cycling Ireland
2.2 Liaise with Kerry County Council to improve road safety through road widening and speed restriction zones as per the relevant geodesign maps	Cromane Community Council; a Walking & Trails sub-group to be established	Engineering plans and KCC budget allocation	Kerry County Council Local farmers & landowners Kerry County Council Area Engineer
2.3 Liaise with Kerry County Council regarding the installation of street lighting	Cromane Community Council; a Walking & Trails sub-group to be established.	Engineering plans and KCC budget allocation	Kerry County Council Kerry County Council Area Engineer
<i>*Generally speaking, the development of walking routes takes place on private land, and permissive access is required from all landowners, even if there are 'rights of way' as rights of way can be private or public, and sometimes do not actually exist. SKDP Rural Recreation Officer</i>			

3. The Pier & Associated Developments	Lead Organisation	Resources required	Partners
3.1 Support the local fishing industry in pursuit of funding to construct the pier	Castlemaine Harbour Fishermen's Coop	Central Government Funding	KCC Area Engineer/Municipal District Officer BIM Department of the Marine Cromane Community Council
3.2 Repair the broken embankments and lobby to secure clarification on agency responsibility for on-going maintenance	Cromane Community Council / Landowners Group	Interagency agreement Budget allocation	The landowners group Area Engineer/Municipal District Officer Office of Public Works Land Commission EPA
3.3 Liaise with Kerry County Council for the installation of rock armour protection at The Point and along the seafront. The Community Council recognises the need for this project progressing in tandem with the rollout of the Dingle Bay East/ Castlemaine Harbour Coastal Cell Project.	Cromane County Council	Engineering plans and KCC budget allocation	Area Engineer / Municipal District Officer Cromane Community Council Office of Public Works Land Commission EPA Local Farmers / Landowners
3.4 Undertake a feasibility study for the development of a marina, as per the geodesign maps	Cromane Community Council	Funding to undertake feasibility study	BIM/ FLAG SKDP/ LEADER Fáilte Ireland Kerry County Council (<i>could be considered for inclusion in Local Area Plan</i>)

4. Tourism	Lead Organisation	Resources required	Partners
4.1 Undertake a feasibility study for the development of a community-managed Camper Caravan Park as a social enterprise	Establish a Tourism Sub-Group of Cromane Community Council	Funding to undertake feasibility study	BIM/ FLAG SKDP/ LEADER Cromane Community Council Fáilte Ireland
4.2 Undertake a feasibility study to identify development possibilities for the Old Boat House	Establish a Tourism Sub-Group of Cromane Community Council	Funding to undertake feasibility study	BIM/ FLAG SKDP/ Leader
4.3 Provide a series of Way-Marked walks to include the sea-front, Brennans' Road, the bogs and the lake	Cromane Community Council; a Walking & Trails sub-group to be established.	Agreed work plan Voluntary labour Scheme labour Materials Funding	SKDP Rural Recreation Officer SKDP RSS & TUS Schemes National Parks & Wildlife Service Kerry County Council Planning Department Slí na Sláinte – Irish Heart Foundation Sport Ireland National Parks & Wildlife Service Office of Public Works
<i>Refer to tourism supplement (Appendix 9.4) for further details and pointers regarding development of tourism potential for the area.</i>			

5. Community Facilities	Lead Organisation	Resources required	Partners
5.1 Undertake an audit of existing facilities and needs analysis to identify the gaps in community facilities	Cromane Community Council	Funding to undertake feasibility study	BIM/ FLAG SKDP/ Leader All community and voluntary groups in the locality
5.2 Construct a footpath from the community field area to The Point to include a widened footpath and low-level street lighting	Cromane Community Council; a Walking & Trails sub-group to be established.	Engineering plans KCC budget allocation	Cromane Community Council Local farmers / landowners GAA Childcare Committee Area Engineer
5.3 Provide for additional land at the primary school for car parking and turning	Cromane Community Council	Engineering plan and KCC budget allocation	Primary school management and parents committee Local farmers / landowners Area Engineer
6. Housing*	Lead Organisation	Resources required	Partners
6.1 Establish a housing forum 6.1.1 to identify further opportunities for housing development 6.1.2 to address the issue of unoccupied dwellings * 6.1.3 to ensure the provision of housing	Cromane Community Council	Geo-design maps Socio-Economic Profile statistics on vacant dwellings POWSCAR analysis	Kerry County Council Landowners Note
6.3 Lobby to have Cromane included in Irish Water's plans for the installation of a sewage treatment system**	Cromane Community Council		Irish Water
<p><i>*Kerry County Council operates a Repair & Leasing Scheme. This may help address this issue. Kerry County Council will also be guided by government policy on this issue. Planning Department.</i></p> <p><i>**Lack of a public sewer is a barrier to development. The plan for Cromane will be reviewed as part of the South & West Municipal District Local Area Plan in 2018. It is hoped that a draft of this plan will be published in late 2018. The development of housing outside of the development boundary of Cromane is subject to the provisions of the Kerry County Development Plan 2015-2021.</i></p>			

7. Environment	Lead Organisation	Resources required	Partners
7.1 Restore Brennan's Road as a walkway	Cromane Community Council; a Walking & Trails sub-group to be established	Agreed work plan Voluntary or scheme labour Materials and funding	SKDP Rural Recreation Officer SKDP RSS & TUS Schemes Farmers / Landowners Office of Public Works Kerry County Council
7.2 Build a footpath connecting the school with the village centre	Cromane Community Council; a Walking & Trails sub-group to be established	Engineering plan and KCC budget allocation	Cromane Community Council Farmers / Landowners Kerry County Council Area Engineer
7.3 Liaise with Kerry County Council to develop plans for the enhancement of the village core*	Cromane Community Council	Agreed design plans and KCC budget allocation	Kerry County Council Farmers / Landowners / Property Owners Kerry County Council Area Engineer
7.4 Establish a Tidy Towns Committee	Cromane Community Council	Local volunteers A work plan	Neighbouring Tidy Towns Groups. Local businesses
*The inclusion of specific objectives for village enhancement could be included in the Draft Municipal District Local Area Plan when it is prepared in 2018.			
8 Social Inclusion	Lead Organisation	Resources required	Partners
8.1 Invite feedback/consult with older people, people with a disability, parents with toddlers when improving access and developing footpaths	Cromane Community Council	Maps/ plans	Guidelines from Disability Federation of Ireland
8.2 Undertake disability audits of community buildings and facilities	Cromane Community Council	Audit template	Guidelines from Disability Federation of Ireland Community Groups
8.3 Ensure new-comers are made feel welcome, arrange open day	Cromane Community Council	Publicity and promotion	Community Groups

9 Coordination & Communications	Lead Organisation	Resources required	Partners
9.1 Develop a communications plan, include a range of methods include newsletters, social media, webpage	Cromane Community Council	Volunteers with IT and promotion skills	All local Community and Voluntary Groups
9.2 Community Council to review its role in the light of the planning process.	Cromane Community Council	Refer to the plan	Community Groups
9.3 Prepare and maintain a calendar of community events	Cromane Community Council	Volunteers with IT and promotion skills	Community Groups
9.4 Distribute and promote the plan; invite individuals and community groups to share the tasks within the plan	Volunteers with IT and promotion skills	Community promotion Refer to the plan	All Community Groups and Partner Organisations

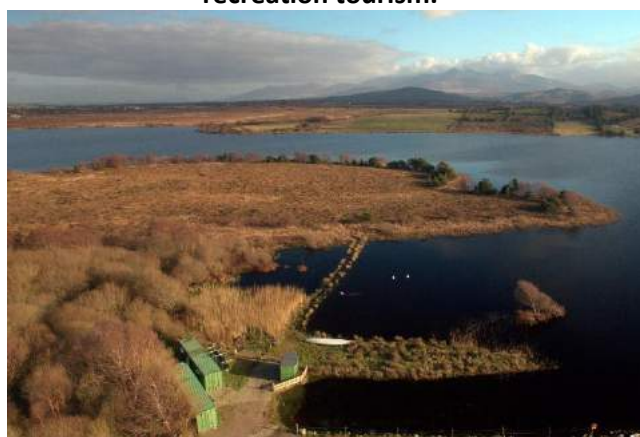
Local Area Plan: Kerry County Council has advised that it is currently intended that a Draft of the Local Area Plan for the South & West Municipal District will be published, at the earliest, in late 2018. The first element of this LAP will be an online survey where members of the public will be invited to comment on the settlement and land use proposals. This will be followed by pre-draft submissions.

Cromane's Beach is a valuable Natural Resource and Amenity.



©Tadhg Hayes

Cromane has tremendous potential for sustainable recreation tourism.



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Table 8.2: Cromane Community Economic Development Plan Strategic Actions – Delivery Timeframe

1. History & Culture	2018	2019	2020	2021	2022
1.1 Gather, record and publish the local maritime history including The Docks					
1.2 Gather, record and publish local history and culture to include place-names, The Famine history, songs and ancient sites					
1.2 Erect bilingual signage and information					
1.3 Organise bi-annual community culture events to promote music, song and drama					
2. Infrastructure, Transport & Roads	2018	2019	2020	2021	2022
2.1 Pursue the development of a number of walkways/ cycle-ways					
2.2 Liaise with Kerry County Council to improve road safety through road widening and speed restriction zones					
2.2 Liaise with Kerry County Council regarding the installation of street lighting.					
3. The Pier & Associated Developments	2018	2019	2020	2021	2022
3.1 Support the local fishing community in pursuit of funding to construct the pier					
3.2 Repair the broken embankments and lobby to secure clarification on agency responsibility for on-going maintenance					
3.3 Liaise with Kerry County Council for the installation of rock armour protection at The Point and along the seafront					
3.4 Undertake a feasibility study for the development of a Marina					
4. Tourism	2018	2019	2020	2021	2022
4.1 Undertake a feasibility study for the development of a community-managed Camper Caravan Park as a social enterprise					
4.2 Undertake a feasibility study to develop the Old Boat House as a community-managed Café/ Visitor Centre					
4.3 Develop a series of Way-Marked walks to include the seafront, Brennan's Road, the bogs and the lake					

5. Community Facilities	2018	2019	2020	2021	2022
5.1 Undertake an audit of existing facilities and needs analysis to identify the gaps in community facilities					
5.2 Develop a walkway from the community field area to The Point to include a widened footpath and low-level street lighting					
5.3 Negotiate with landowners to acquire additional land at the primary school for car parking and turning – and child safety					
6. Housing	2018	2019	2020	2021	2022
6.1 Engage with Kerry County Council to identify possible sites for housing development, and to ensure construction / refurbishment in these locations					
6.2 Engage with Kerry County Council to address the issue of unoccupied dwellings with regard to provision of housing					
6.3 Lobby to have Cromane included in Irish Water's plans for the installation of a sewage treatment system					
7. Environment	2018	2019	2020	2021	2022
7.1 Restore Brennan's Road as a walkway					
7.2 Build a footpath connecting the school with the village centre.					
7.3 Liaise with Kerry County Council to develop plans for the enhancement of the village core.					
7.4 Establish a Tidy Towns Committee and Secure Green Flag Status for the Beach					
8. Social Inclusion - This is priority and must be on-going.					
9. Coordination & Communication - A strategy should be agreed in early 2018 and adhered to. It should be subject to annual review.					

Our Community Centre – in the Foreground - is at the Centre of many Community Activities.



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Scoil Náisiúnta, Réalt na Mara



© Dave's Photos 2018

Sustaining our Vision, Growing our Community

The publication of this plan comes at an opportune time. Community and voluntary organisations in Cromane are highly experienced in providing local services and are committed to a more coordinated and collaborative approach to community development. There is renewed momentum locally arising from the community consultation processes undertaken in 2017, and several members of the community have come forward offering their time, skills and support to the delivery of this plan. Partnerships with agencies have been forged, renewed, strengthened and consolidated, and Cromane is now in pole position to grow and develop in a sustainable manner.

The timing of the plan parallels the first phase of the recently-launched National Planning Framework and National Development Plan. These recognise the urgent need for balanced regional development in Ireland. Places like Cromane have a key role to play in bringing about a more spatially balanced Ireland. This community has tremendous potential. Cromane currently has a population of over 1,300 and has the potential to grow to over 1,500 over the next five years and to over 2,000 by 2028. The burgeoning of the local economy, proximity to Killorglin and the coming on stream of developments along the Wild Atlantic Way underpin this community's ability to grow its population. Our renewed focus on social inclusion and community development will enable people to contribute to social cohesion and the celebration of local culture and heritage. Investment in infrastructure, amenities and facilities, as specified and timetabled in this plan will allow for growth and development to happen progressively and sustainably. Cromane Community Council is committed to monitoring and reviewing the implementation of this plan, and looks forward to working with all stakeholders in ensuring its success.



9. APPENDICES - Appendix 9.1: Community Vibrancy Survey Questionnaire



O'Raw Consultancy &
Associates; Dr Brendan
O'Keeffe and Jamie
Donnelly

Socio-Economic Planning for Cromane. Individual/ Household Questionnaire.

All responses are confidential.

A. About Yourself

1. Are you? (*please tick*) ☐ Male ☐ Female
2. To which of the following age categories do you belong? (*please tick*)
 - ☐ Under 18 years
 - ☐ 18 to 35 years
 - ☐ 36 to 50 years
 - ☐ 51 to 65 years
 - ☐ Over 65 years
3. Which of the following best describes how long you have lived in Cromane? (*please tick*)
 - ☐ At least 50% of my life
 - ☐ 25% to 50% of my life
 - ☐ Less than 25% of my life
4. What is your nationality? _____
5. What is your current employment status? (*please tick*)
 - ☐ Full-Time Self-Employed
 - ☐ Full-Time Employee
 - ☐ Part-Time Self-Employed
 - ☐ Part-Time Employee
 - ☐ Engaged in Home Duties / Caring
 - ☐ Student
 - ☐ Retired
 - ☐ Unable to Work
 - ☐ Unemployed
6. If you are in employment, what is your occupation? _____
7. Are you a member of any community or voluntary group? (*please tick*) ☐ Yes ☐ No
If yes, how many hours in a typical week do you devote to voluntary activities? _____ hours
What group(s) are you a member of? _____
If no, would you be interested in becoming a member of a local group? ☐ Yes ☐ No
What is the main factor that prevents you from joining a voluntary organisation?

8. What three words would you use to describe Cromane?

About Your Local Community

9. In the grid below, please tick the box that best corresponds to your opinion about **Cromane**.

	Strongly Agree	Agree	Unsure / No Opinion	Disagree	Strongly Disagree	Don't Know
A. Economic Vibrancy	5	4	3	2	1	
People in this community have a good standard of living.						
Most people in this community have decent jobs.						
The local economy is as strong here as in other rural areas.						
Local people are good to support local businesses.						
Local businesses appreciate local custom.						
This locality attracts investment.						
This community produces entrepreneurs and self-starters.						
People with business ideas can get support and advice locally.						
Local middle-income earners can afford to buy a house in this community.						
We have good public services in this community.						
Public Transport Services are sufficient to meet local needs.						
The local policing service is satisfactory.						
Local Government services here are good.						
Local Government provides good value for money.						
Innovation is valued and recognized in the community.						
B. Social Vibrancy						
We have at least one public festival annually that generates a feeling of magic and excitement.						
We have good sports and recreation facilities in this community.						
There are good facilities for meetings locally.						
Citizens are motivated to learn new skills and develop themselves.						
We have good facilities for our young people.						
You see many active, healthy-looking seniors in this locality.						
Schools and education services are excellent.						

	Strongly Agree	Agree	Unsure / No Opinion	Disagree	Strongly Disagree	Don't Know
	5	4	3	2	1	
This community believes in itself. We think that with enough support, we can do anything.						
Crime is not a problem in this community.						
Anti-social behaviour is not really a problem in this locality.						
For newcomers to the community and those who wish to, there are meaningful opportunities to get involved and make a difference in the community.						
Young adults (age 25-34) consider the community a desirable place to live.						
People greet each other, regardless of whether they know them.						
There are friendly public spaces where a variety of kinds of people feel welcome.						
Citizens are interested in national and international news and current affairs.						
There are opportunities for inclusion and support for those with intellectual disabilities or special needs.						
There are opportunities for inclusion and support for those with physical disabilities.						
Groups with similar interests form alliances and co-operate to achieve goals.						
Citizens are committed to this community—they have a strong sense that they belong here.						
The community has a distinct culture and heritage that is appreciated by the community.						
There are good cultural and arts facilities locally.						
C. Environmental Vibrancy						
For local people, the integrity of the environment is a priority.						
The drinking water is clean and it tastes good.						
There are adequate recycling facilities locally.						
Planning and development are carried out in a sustainable way.						
Buildings are appropriate to the local landscape.						
Local farmers are true guardians of the countryside and farm in an environmentally-friendly manner.						

10. How would you describe the impact of recent out-migration on your local community? *Please tick the option below that best describes your experience.*

- ☐ Our community has been devastated.
- ☐ Our community has been badly affected.
- ☐ There has been some impact on our community.
- ☐ We have largely escaped the loss of our young people.

11. What, if anything, do you like about living in Cromane?

12. What, if anything, do you dislike about living in Cromane?

13. What are the principal current issues facing your local community?

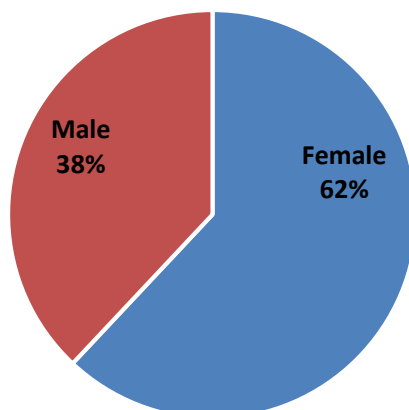
14. What are the development priorities for Cromane? In other words, what needs to be done to make Cromane a better place in which to live and work? *Please be specific.*

You can return completed questionnaire

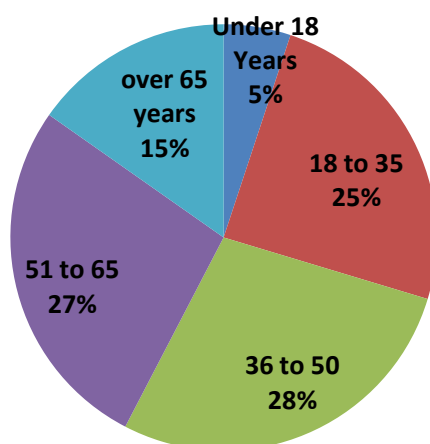
- 1) At the shop
 - 2) by email to pjoraw@hotmail.com
 - 3) Or post to; Paul O'Raw, Maulagh, Fossa, Killarney, Co Kerry
- Any queries phone 087 2317204

Appendix 9.3: Profile of Survey Respondents

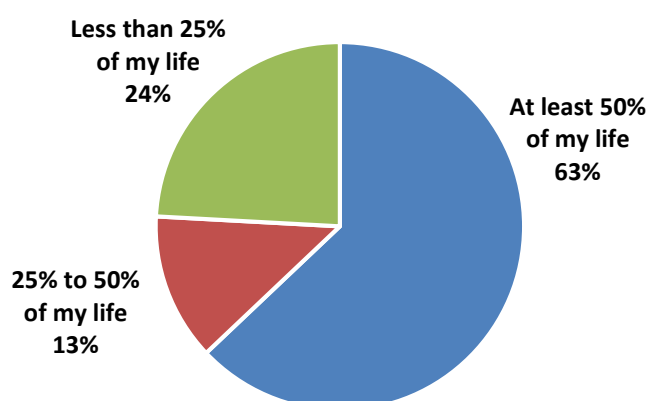
Gender of Respondents



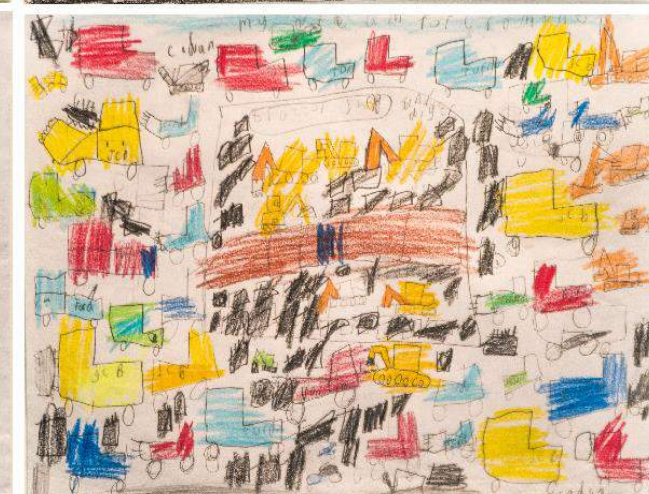
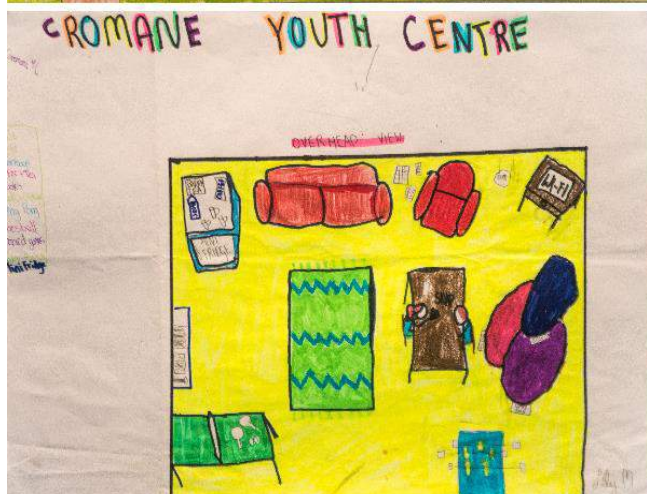
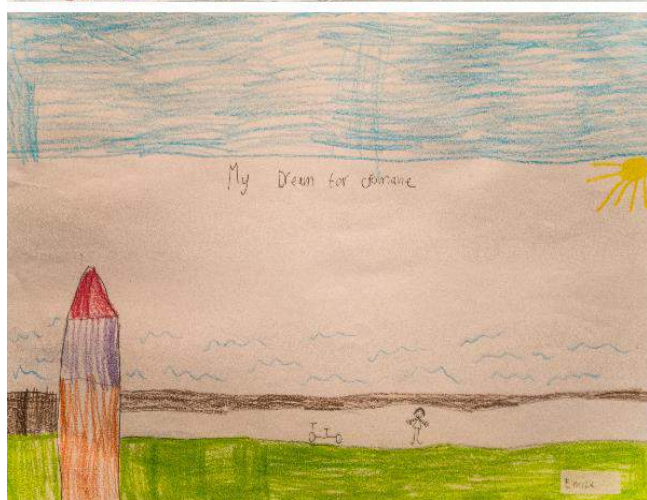
Age Cohorts of Respondents

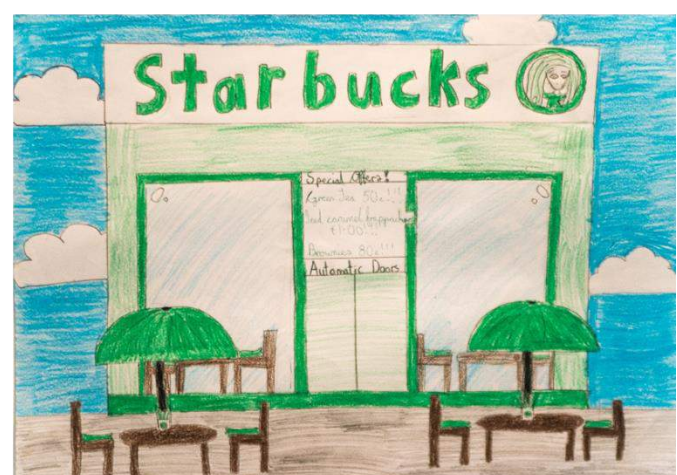
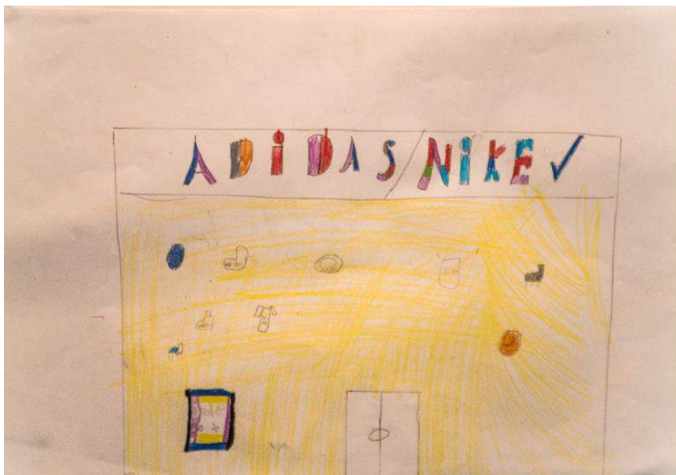
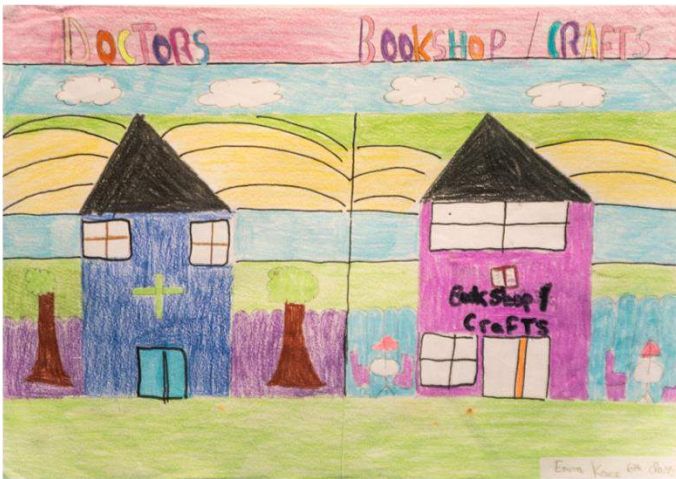


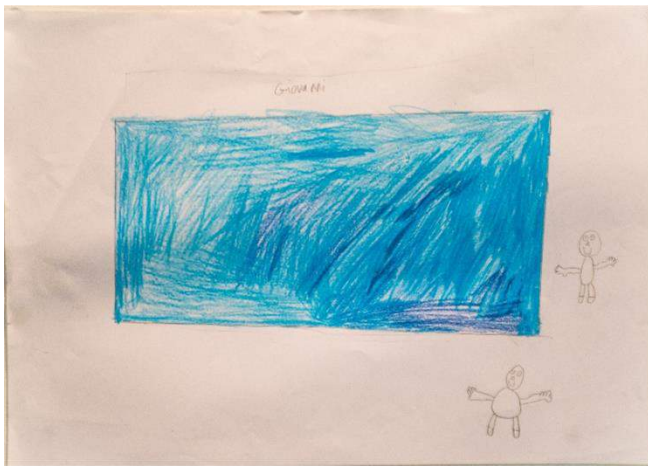
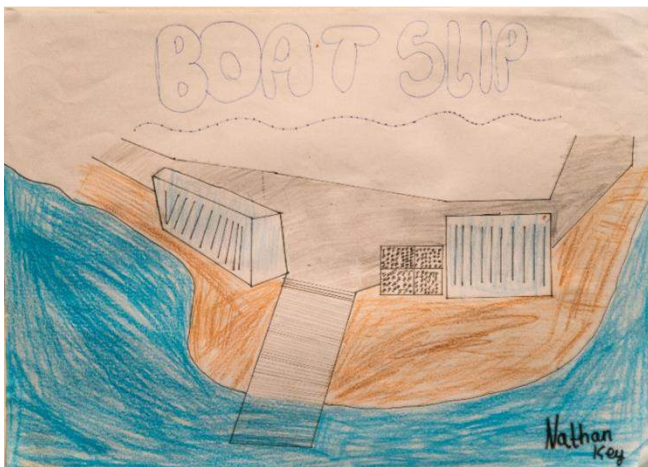
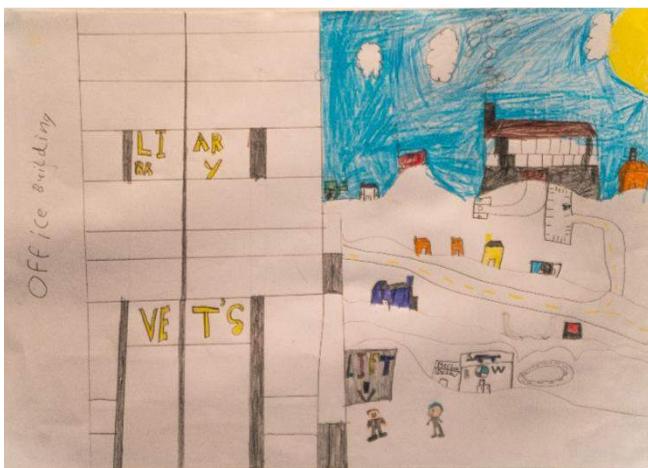
Length of Time living in Cromane



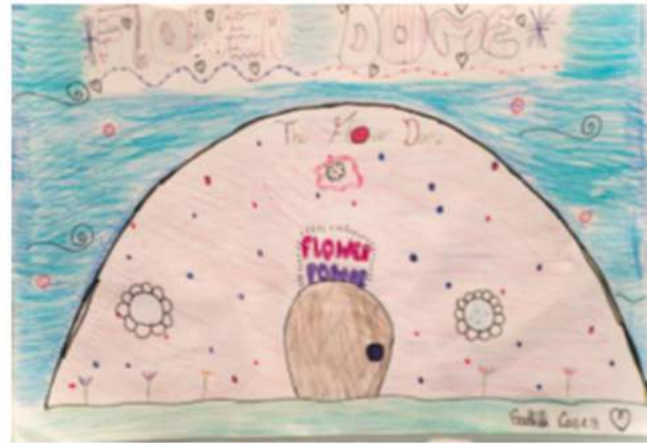
Appendix 9.3: Children's Drawings

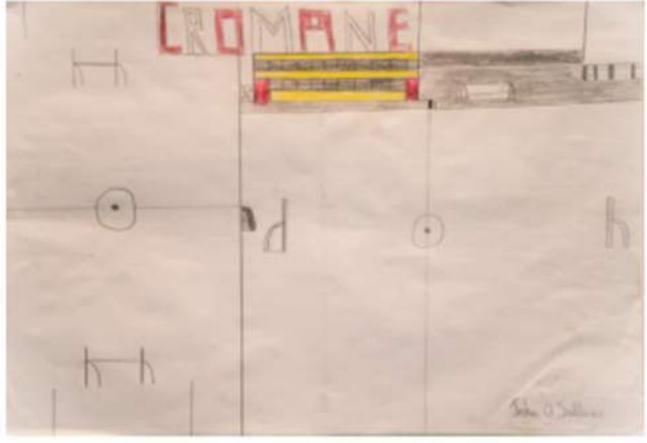


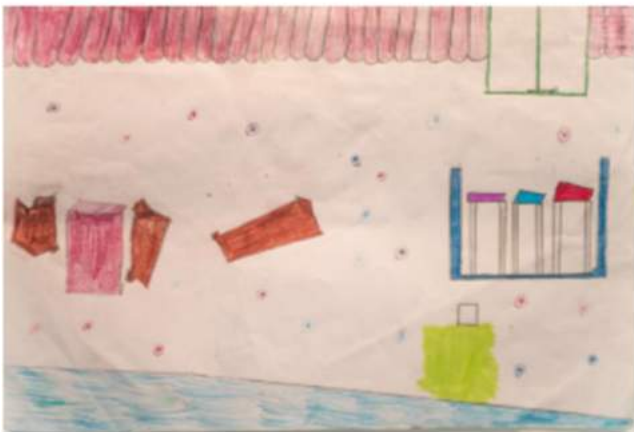




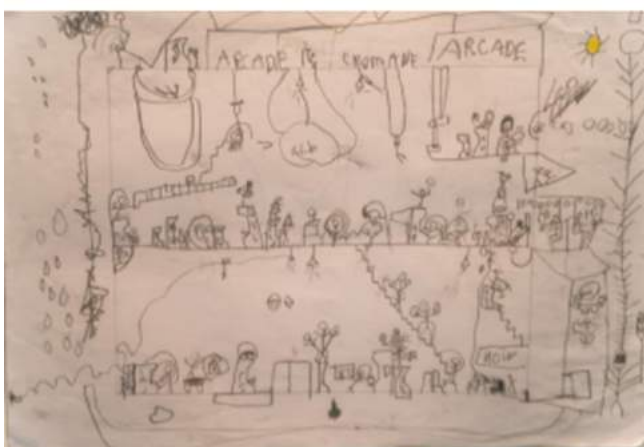


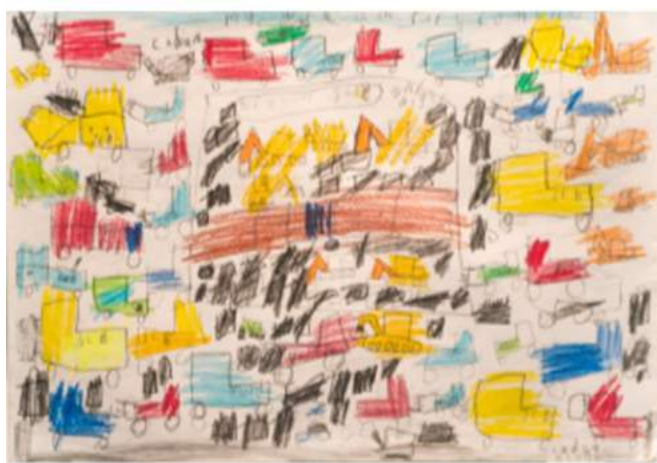




















Appendix 9.4: Tourism Development – Strategic Considerations

In creating a plan around tourism looking at what is organically available in Cromane is the best place to start. The three questions looked at to assess this are as follows:

1. Who comes right now?
2. Who loves the place the way it is right now?
3. What is the reason they are coming?

One thing that has been highlighted as an ‘issue’ by some people within the community is the regular appearance of campers and the issues surrounding them. This is a genuine concern for people within the area, but it can be re-moulded into an opportunity. It is evident that people who use campers clearly have a desire to visit Cromane. In order to facilitate these visitors – as suggested during the geodesign workshop – an initiative could be taken to develop a regular caravan/ camping park. This would improve facilities and provide employment. People who love the place the way it is right now are predominantly the people of Cromane;. As the data from the individual questionnaires has shown, people certainly buy into what is happening within the area and get along with one another. Cromane also attracts landscape artists, birders, people fishing along and others.

The main question is; what is the reason people are coming to Cromane. For a landscape artist, this is an easy one – Cromane is aesthetically beautiful. There are a multitude of equally stunning scenes from various points within Cromane where they are enhanced by water. The lack of built up areas – makes Cromane a pleasing place to visit – and can be seen as a breakaway from everyday life. There are great natural amenities within the area including the lake and the sea. Cromane and its people take great pride in their coastal heritage. With this in mind, any tourism development in Cromane should both promote and enhance such.

Great Escapers

Fáilte Ireland set about analysing the visitors to Ireland and created three distinct segments. Motivations for visiting, what visitors want when they arrive, how they want to interact with the locals, when they come, how much they spend etc. differs between each segment. One of these distinct segments is called the ‘Great Escapers’. What a typical ‘Great Escaper’ wants from their holiday is to;

“...connect with the landscape, to feel the earth beneath their feet, to soak up the beauty ... they appreciate peace and quiet between activities ... the point is the trip itself. It’s ‘down time’, it’s being off the beaten track, it’s a great escape ... most importantly, Great Escapers want to come home refreshed and revitalised, their batteries recharged.”

Cromane, as a potential destination, is exactly what this segment is seeking and should position itself as an available destination with a focus on the Great Escaper segment. The development of adventure activities (a noted desire with this segment) are also limitless in Cromane due to the natural amenities available and should be focused on for both locals and potential visitors. With Cromane focusing its efforts toward the ‘Great Escapers’ segment, its legitimacy is echoed by Lonely Planet. In 2014, they released “50 Truly Unforgettable Experiences to Inspire Your Next Trip”. Within this list of fifty places, Cromane was ranked fifth. The focus of choices and rankings were based upon “undiscovered and overlooked destinations and experiences” in Europe. According to Fáilte Ireland research, “the holiday experience is what matters in destination choice.” As well as this, creating memories was pinpointed as the most important element of the holiday for the ‘Great Escapers’ segment. For this reason, Cromane as a destination cannot be seen only as an adventure hub.

Food Tourism

With so many involved in the farming of mussels and oysters in Cromane, it is an area that should be assisted and enhanced through any tourism activity in the area. According to United Nations World Travel Organisation figures, around 10% of the world's tourism market is made up of gastro-tourists – those who will travel to a particular region because of its food.

With Cromane being able to offer local, high quality produce in mussels and oysters, there is a product already in place. The opportunity is there to take potential visitors on a boat trip with a local guide giving a historical background of shellfish in the area, showing how the mussels and oysters are farmed, letting the visitor get involved by doing some work, followed by a shucking lesson and option of dinner afterwards with a similar dish to which they farmed themselves that day. This is a true and unique experience and ticks a lot of boxes in what the stereotypical 'food tourist' craves.

An important factor in promoting a 'Food Tourism' entity is to have a story to go along with the process. In Cromane, this can be the importance of the sea and fishing life on the community over the past few centuries. Cromane is known to have attracted people to the area during the famine period where there was an availability of food and this kept the community afloat. Those working in the aquaculture of the time passed this through to today's generation where they equally make a living from mussels and oysters. '*Seafood supporting seaside Cromane for centuries*' is a possible tagline to use in order to keep the story short and one which everyone can buy into.

Marketing

The first phase of marketing should be concentrated on spreading word on the availability of Cromane as a destination. The Cromane website, Facebook page, local radio and newspapers should be the initial channels of communication. It is critical for the local people to be aware of Cromane's offering first however – setting a foundation. After this, there are also opportunities to grow internationally through Kerry Airport, Tourism Ireland and German-based guide books for example. Mid Kerry Tourism should also be utilised going forward as buying into this effort allows for free and convenient marketing for Cromane. Initially, the focus should be placed on positioning Cromane as a high-quality food destination with shellfish as the main attraction and for locals in Kerry to become aware of Cromane as a destination.

Proposed Objectives

Objective	Measuring Progress	Timeframe
1. Attain ownership of Cromane's website	How far along has this project developed?	Spring 2018
2. Website content	Quality measurement – is content convincing enough for someone to visit?	Autumn 2018 and review every 6 months
3. Set up mussel and oyster farm tours	How far along has this project developed?	Autumn 2019 and quality reviewed every year
4. Set up a seafood festival	How far along has this project developed?	Operational Autumn 2019 and quality reviewed every year
5. Set up clubs/businesses to develop water sport activities	How far along has this project developed?	Spring 2019

Once these initial five objectives are met and are fully functional, a plan to market and brand Cromane to visitors should be formulated and implemented.

Branding

A brand is simply the perception of a product or place. It is more closely linked to feelings such as excitement or relaxation, in a tourism realm. With the creation of a brand, it is essential to have a narrow focus; so narrow that the name becomes synonymous with the brand itself. They develop naturally and put into words what the place/product represents. A brand should evoke feelings and represent an experience for any potential customer. The Wild Atlantic Way is one apt brand to use as a comparison. It evokes feelings of relaxation, freedom, joy. This is a similar concept that should be adapted into the Cromane brand; a sense of peace, escapism, respite, and warmth along with the possibility of creating memories. This is a strong possibility due to the naturally developing shellfish culture and farming along with the natural water amenities available. The brand should also serve to detail what Cromane is all about at its essence and what makes it different from any other place. Below are two examples of logos and tagline that could be used for such purposes.



Jamie Donnelly, Tourism Consultant to this project, has produced a separate 13-page tourism addendum for Cromane. This is available for download at:

<http://www.pauloraw.ie/wp-content/uploads/2018/02/Cromane-Tourism-and-Marketing-Addendum.pdf>

Nótaí / Notes

Flooded land from broken sea bank



©Tadhg Hayes

Cromane with Inch and The Dingle Peninsula in the Background



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