



FLAG
SOUTH

Fisheries Local Action Group Local Development Strategy 2016



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Department of
**Agriculture,
Food and the Marine**
An Boinn
**Talmhaíochta,
Bia agus Mara**



EUROPEAN UNION

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Ireland's
Seafood
Development
Agency

Fisheries Local Action Groups
Grúpaí Gníomhaíochta Iascaigh Áitiúla





This is an edited version of the full FLAG South Local Development Strategy produced to inform potential project applicants of the themes and priorities contained therein. The full text of all FLAG strategies and their appendices may be found on www.bim.ie. E & O E.

The development of this Local Development Strategy by FLAG South was facilitated through the provision of preparatory support as part of Ireland's European Maritime and Fisheries Fund Operational Programme 2014-2020, co-funded by the Exchequer and European Union. This Strategy was 100% funded under that Programme. This Strategy covers the period of the Programme and is intended to guide FLAG South in prioritising, selecting and supporting projects with EMFF funds in its FLAG territory.



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1 The Definition of the Strategy Area

1.1 Introduction

This section describes the FLAG area and sets out confirmation that the FLAG area meets the criteria set out in the European Maritime Fisheries Fund 2014 – 2020 (Section 5.1.2).

1.2 Description of the FLAG Area

The FLAG South area comprises the coastal zones of County Cork including West Cork Islands. In order to provide a snapshot of the nature of this area the 78 District Electoral Divisions have been used to provide aggregate statistics. The area of operation will typically be the 10 km coastal strip however should projects further inland positively impact the coastal strip they will be considered on a case by case basis. The FLAG South also consists of seven inhabited islands, one of which is a registered Gaeltacht area – Oileán Chléire.

The scale and distribution of fishing and aquaculture dependent businesses along the coast of Cork has led to the area being chosen. The fishery and aquaculture activity that authenticates that dependence is described in detail below. The area also coincides with local governance and development infrastructure, allowing greater synergies to be achieved without creating structures too unwieldy to function at the scale appropriate for the communities of fisheries and aquaculture dependent areas.

According to the national fleet register in May 2016 the fleet in this area represents 411 vessels included in the polyvalent general, specific, aquaculture and potting sectors. Fifty-three of these vessels are over 18m. There are a further twenty-five vessels, between 12 and 18 metres, while 333 or 81% of vessels are under 12m showing the dependence of Cork's coastal communities on inshore fishing. The majority of the inshore vessels are distributed across the smaller harbours and piers in the region prosecuting a variety of fish and shellfish species by a range of gear types as described later. An estimate of employment from the fishing sector in Cork is 752 jobs. The BIM data regarding Aquaculture in 2015 puts employment from aquaculture at 265 jobs. There were 69 production units across Rope Mussel, Salmon, Gigas oyster, native oyster, scallop, Abalone, urchins, trout, Smolts parr ova and seaweed with a total volume of 10,590 tonnes and a value of €30.9 million. Circa 28 companies provide 737 jobs in Cork. There is no account of ancillary jobs supply and support services.

It is estimated that the population in the 10km strip of Coastal Electoral Districts is approximately 107,000. This figure excludes the ED of Cork urban centre.

The main fishing ports in county Cork include Castletownbere, a National Fisheries Harbour Centre, along with Cobh, Ballycotton, Kinsale and Union Hall in Cork. Elsewhere fishing and tourism activities occur at a relatively large number of smaller harbours and piers along the coastline. Piers with three or more fishing vessels operating out of the Beara Peninsula include Ardgroom/Cuas, Ballycovane, Garnish, and Ardrigole up to Bantry. Along the south coast of Cork, the busiest piers for fishing and recreational activities are Crookhaven, Schull, Cunnamore, Turkhead, Baltimore, Castletownsend, Ring, Oysterhaven, Crosshaven and Knockadoon. Many of these piers service the West Cork islands many of which are populated year round. These include the islands of Heir, Bere, Sherkin, Whiddy,

The fisheries in the FLAG South Region include area include: Lobster pot fisheries from the all along the Cork coast and islands. There is a Brown Crab pot fishery all along the south coast. The Shrimp pot fishery is particularly significant in the South from Kenmare River around into Castletownbere and east to Roaringwater Bay and over to Ballycotton. Spider crab is potted seasonally in some areas. Crayfish are caught mainly by tangle-netting. Scallop fishing occurs Bere Island Harbour and Bantry Bay, also a limited dredge fishery on the south coast in the Stag rocks and in Roaringwater Bay. Shading/poling harvest of scallop also occurs. There is a Nephrops pot fishery in Bantry Bay and Kenmare River. Green crab fishery particularly in Roaringwater and Bantry Bays. Whelk pot fishery – Roaringwater Bay. In Cork inshore trawling occurs along the south coast from Bantry Bay to Youghal, – Nephrops and mixed demersal fishery. Hook & line fisheries including trolling and jigging for whitefish occur all along the coast. There is a unique Mackerel gillnet fishery around Garnish. The south coast depends heavily on Gillnetting for demersal species.

Cork's Licensed Charter fleet is distributed as follows: Cork Harbour Area (Youghal to Kinsale), ten 10 metre boats plus five smaller vessels, with 5 vessels from the Old Head of Kinsale to Castletownbere. In Cork, (from Youghal Eastwards) there are 24 licensed passenger 10-11 metre vessels boats. In addition, there are 5 licensed boats for charter mostly RIBs or boats doing harbour tours etc.

The activities covered include sea angling, whale watching and sight-seeing tours. The islands are also serviced by ferries except Dursley which is accessed by Cable car.

1.2.1 Map of the FLAG Area

Figure 1.1: Map of FLAG South area



Source: PACEC, 2016

1.3 Confirmation of Compliance of FLAG Area

Confirmation of compliance of the FLAG South with the following criteria was addressed by the FLAG selection committee.

Table 1.1: FLAG Area – Compliance with Criteria¹

Criteria ¹	Compliant (✓ / ✗)
The area proposed must have at least one boundary comprising the coastline	✓
The area must have a significant level of employment in fisheries or aquaculture	✓
The population of Coastal Electoral Districts for proposed area must be over 70,000	✓
The area must have a minimum of 150 vessels in all fleet segments of the fleet register and preferably not more than 400	✓
The area proposed must have no more than one National Fisheries Harbour Centre	✓

1.4 Coherent Sub-Areas

As part of the development of the strategy the differing needs and priorities of differing areas of the FLAG were considered.

The differing needs of areas were identified through the socio-economic review, the needs identified were further explored through meetings with key stakeholders representing differing areas of the FLAG as well as public consultations in 5 areas including a number of coastal islands. The needs and priorities of the areas were identified through this process and there was found to be little need to establish a coherent sub-area as part of the FLAG strategy but rather any varying needs have been acknowledged and addressed as part of the main strategy.

¹ In accordance with Article 33 of Common Provisions Regulation 1303/2013 – December 2013.

2 ANALYSIS OF THE DEVELOPMENT NEEDS

2.1 Introduction

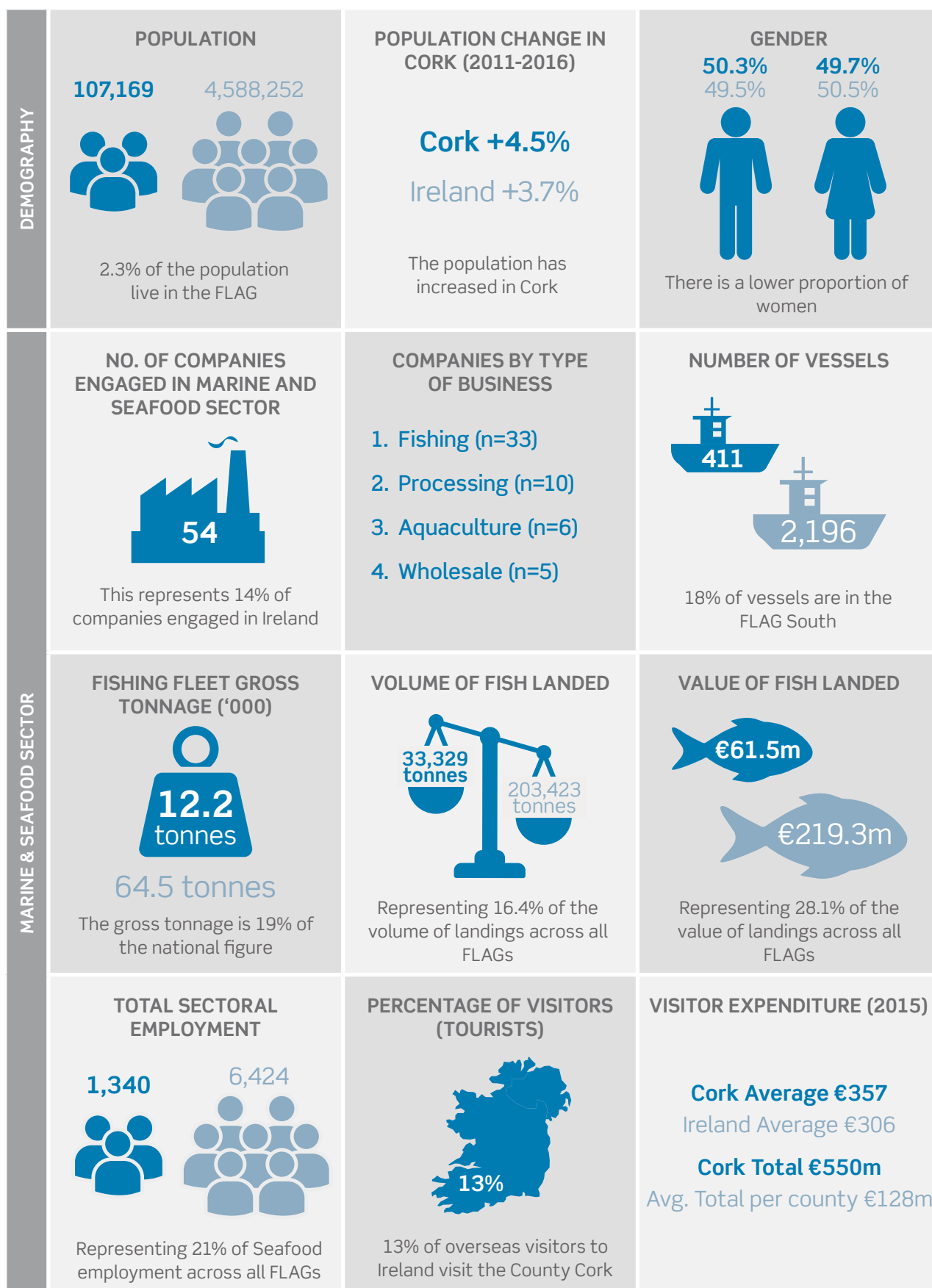
This section sets out the summary of the analysis of the development needs and potential of the FLAG Area. This includes an analysis of the strengths, weaknesses, opportunities and threats. It has been developed based on desk-based research along with consultation findings.

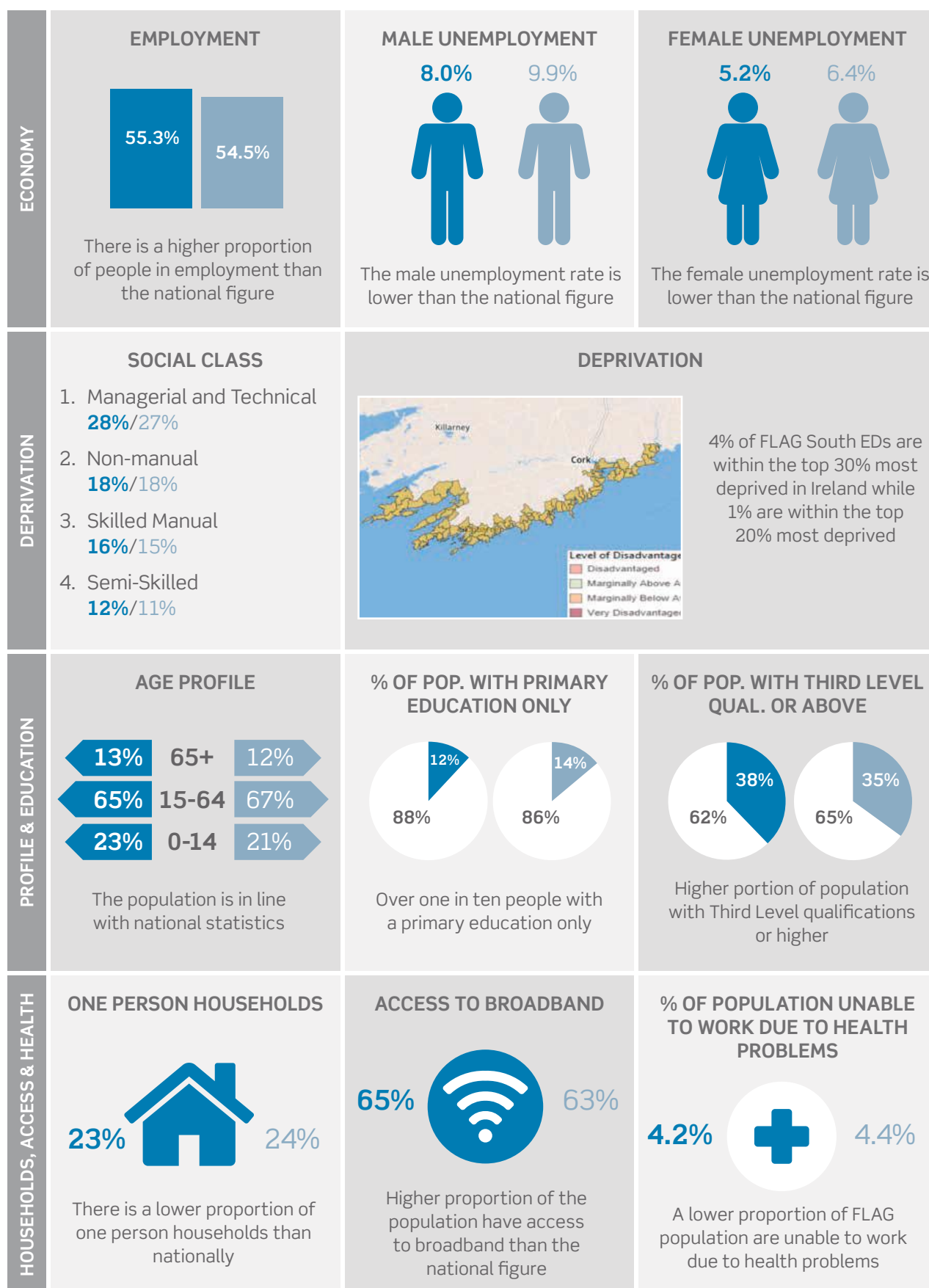
2.2 Summary of Socio-Economic Review

- Preliminary Census 2016 statistics suggest that population is increasing in the Cork area and therefore, also within the FLAG South area.
- There is a slightly older population (over-65) in the FLAG South area (12.6% of the population) than across Ireland (11.7%), resulting in public services implications for the communities. However, there is also a slightly larger proportion of persons aged under 15 in the FLAG South (22.5%) in comparison to Ireland (21.3%).
- The FLAG South has a higher rate of owner occupancy (72.3%) compared to other the Irish average (69.8%).
- There is a strong sense of cultural awareness within the area as 45.1% of residents can speak Irish, with three times as many persons likely to use it within daily life particularly in Gaeltacht areas.
- With regard to education attainment, there is a low level of FLAG South residents with no formal qualifications (1.2%) compared to other FLAGs (1.7%) and the national figure (1.4%). Educational attainment is slightly higher within the FLAG South region with 38.1% of people having third level education compared to 35.8% across all FLAGs and 34.8% nationally. This indicates the presence of a well skilled workforce which may provide opportunities for development for the FLAG.
- PACEC estimates for Q1 2016 highlight unemployment within the FLAG South (7%) to be lower than the national average (8.3%). Economic inactivity is also lower within the FLAG South.
- The FLAG South area would not be considered a highly deprived area within Ireland and certainly compared to other FLAG Regions it is significantly more affluent. Only 4% of the EDs in the FLAG South Area would be considered to be within the top 30% most deprived areas in Ireland.
- The FLAG South area has the 2nd highest percentage of total gross tonnage (18.9%) of fishing vessels out of all FLAGs.
- The fishing industry in the FLAG South area is substantial and provides significant employment opportunities due to the existing infrastructure in the area to support the industry
- The FLAG South's activity is heavily concentrated within Castletownbere, which represents 12% of all Irish tonnes landed, and 25% of the total value representing the significance of Castletownbere to the sector and for the local economy and employment opportunities, and its national impact to the Irish Sea fisheries industry. Furthermore, Union Hall, Cobh, Ballycotton, Kinsale and Baltimore in Cork are also part of the FLAG South and top twenty ports by value.
- Almost one in three workers in the Agriculture, Forestry and Fishing sector are over the age of 65, compared to 25% across all sectors suggesting potential longer term supply issues.
- There are significant tourism opportunities for the area due to the scenic landscape and key tourism projects;

- Information is not available at a FLAG level regarding exporting, however the points below summarise the general picture.
 - The overall value of Irish seafood exports was €564 million in 2015. The largest Irish seafood export by value is pelagic (€204m, 36%), followed by crustaceans (€113m, 20%), freshwater fish (€85m, 15%), molluscs (€82m, 15%), whitefish (€53m, 9%) and fish meat and oil (€26m, 5%). Sectorally, shellfish led the way - rising 12% to €195 million; followed by salmon - where exports increased to an impressive €75 million; and whitefish - where exports grew by 7% to €53 million. The only decline in 2015 was seen in pelagics, where exports fell 7% to €204 million as a result of falling trade and market prices.
 - 70% of the seafood industry exports are as a bulk commodity, it is anticipated that this needs to be reduced to 50% by 2025 to meet increasing market demands, with seafood demand expected to increase by 50% by 2030.
 - Looking at aquaculture specifically, France remains the main market for Irish oysters accounting for over 76% of all exports, however this has decreased by 10% in 2015 identifying the need for oyster producers to diversify outside the French market. France and The Netherlands are the primary markets for rope mussels with demand from The Netherlands increasing as processors there have developed techniques for handling and packaging of rope mussels.
 - Over two thirds of Irish seafood exports in 2015 were to EU countries (€388m, 69%), while just under a fifth of exports were to Nigeria and North Africa (€98m, 17%), (€47m, 8%) were to Asia which is seen as an expanding export market for certain species and the remaining €31m was to Non-EU countries (6%).

2.3 Summary - Infographic (■ FLAG ■ National)





2.4 Overview of the Consultation Process

The FLAG South recognises the importance of the active engagement and participation of Cork citizens in the sustainable development of their coastal communities and the opportunity for them to input meaningfully into the design, development and implementation of the FLAG South Strategy. The FLAG Board has supported and appreciates the efforts of Public and Corporate Economic Consultants (PACEC) in the comprehensive public consultation process undertaken.

In keeping with the Community Led Local Development (CLLD) approach of FLAG, the FLAG Board undertook a comprehensive consultation process at a local level to ensure the local development strategy was informed by the active engagement and participation of those directly involved in fishing and aquaculture, those involved in the development and maintenance of coastal communities, those involved in marine tourism and promoting coastal areas and many others. The table below sets out the consultation activity undertaken by PACEC on behalf of the FLAG Board.

Table 2.1: Overview of the Consultation Process

Consultation Activity
Public Meetings
5 public meetings carried out in the FLAG South region (Ballycotton, Kinsale, Bantry, Skibbereen and Castletownbere). Over the 5 public meetings there were approximately 50 attendees. Representation of the attendees in the FLAG South was: <ul style="list-style-type: none">• Representatives from local authorities made up 18% of attendees;• Economic and social partners made up 51% of attendees; and• Other relevant bodies that represent civil society made up 31% of attendees.
Meetings with Relevant Stakeholders
As part of the strategy development process, interviews were held with a range of stakeholders ² including those from the statutory sector as well as industry representatives. In addition, FLAG board members had the opportunity to identify relevant stakeholders who were to be included in the consultation process. In some instances despite attempts ³ to gain input from stakeholders, some were unavailable to feed into the development process. These consultees were encouraged to make written submissions to the strategy development process.

The format of the community consultation events was participatory in nature to promote meaningful engagement and to ensure the active participation of the local community in identifying the challenges and opportunities present in their local areas.

2.4.1 Inclusive Process that involved key stakeholders

All consultation events were promoted and well publicised to raise awareness of the process amongst all key stakeholders. The meetings held were publicised locally using a variety of different means including advertisements in local and trade press, notices on local and regional radio, signage and posters and word of mouth. The inclusive nature of these events can be witnessed from the diverse representation amongst the attendees.

² West Cork Lobster Co-op; Cork Harbour Lobster V notching; Ballycotton Fisherman's association, Roaringwater Bay islands; Castletownbere Fisherman's Co-op; Beara Tourism; Castletownbere V notching group; West Cork Islands Community Council; BIM; South and East Cork Area Development Partnership Limited; Bere Island projects group; Údarás na Gaeltachta; Irish Sailing Association; Irish Charter Skipper Association; Taste of Cork; Migrant Rights Centre Ireland (Migrant Fishermen's representative body).

³ All consultees were emailed three times seeking a meeting or telephone consultation. Each consultee was also contracted three times by telephone. This is standard practice.

2.4.2 Multi-Sector Approach that involves co-ordination with relevant sectors

The consultation processes directly engaged with various sectoral groups covering a very broad remit of different population cohorts, activity and geographic areas of coverage. The different sectoral group interests were captured from a combination of the public consultation events, stakeholder meetings and telephone consultations.

2.4.3 Specific Methodologies for engaging with more difficult to reach groups

A number of specific methodologies were adopted to ensure the engagement of more difficult to reach groups. Consultation meetings were held within local communities, the timing of the meetings (i.e. during the day or early evening) tried to accommodate those who may be at sea and unable to attend meetings during the day. This outreach approach through which communities were directly engaged in their own areas (avoiding the need for them travel long distances) was important in ensuring that more remote, peripheral and isolated communities were afforded the opportunity to actively participate in the preparation of the Local Development Strategy.

In addition, efforts were made to include Islands and other isolated communities. In particular meetings and consultation events were held on islands and specific travel and meeting arrangements were made to ensure that these important areas of the FLAG were included in the process.

Other specific actions were taken including meeting with organisations that represent migrant workers, who have a key role to play in the fishery, aquaculture and seafood processing industries. These stakeholders may have been restricted from participating in consultation events due to issues related to language etc.

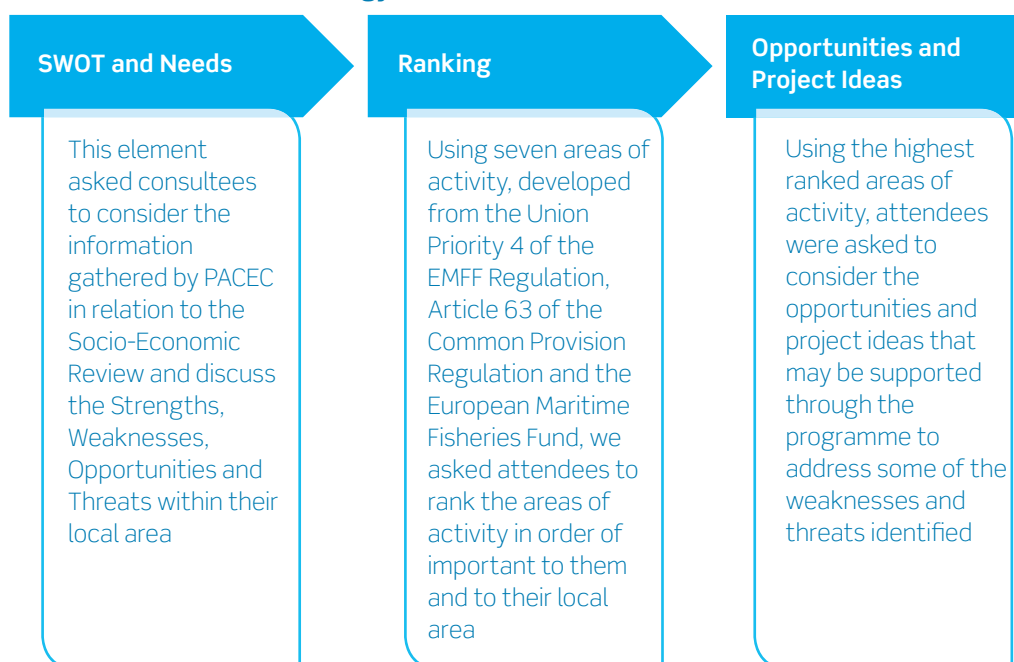
2.5 Feedback from Consultation

2.5.1 Introduction and Methodology

The public consultation and the engagement with local stakeholders is the most important element in the development of the strategy. Given this the meetings were designed such that pertinent information, that would clearly inform the strategy, was collected at each.

The engagement had three main components which are described in the diagram below.

Figure 2.1: Consultation Methodology



Source: PACEC, 2016

The outworking was a bank of information which we have used to inform the development of the strategy in constant liaison with the FLAG South Board. A summary of the information gathered through the public consultation process is included in the sections that follow.

2.5.2 SWOT and Needs

The consultation exercise undertaken included a discussion of the needs of the local area and through this a SWOT analysis was developed. The key findings from this analysis are presented in Figure 2.2.

Table 2.2: SWOT Analysis – South Fisheries Local Action Group

Strengths	Weaknesses
<ul style="list-style-type: none"> There is a larger proportion of persons aged under 15 in the FLAG South in comparison to Ireland (22.5%, 21.3%) The National Fisheries College of Ireland is in Castletownbere that gives access to people in the FLAG South region to develop their skills in fishing, fish farming and seafood processing; With a high proportion of workforce in the Agriculture, Forestry and Fishing Sector (34.9% aged 65+ compared to 25.1% across all sectors) experienced fishermen's knowledge should be utilised to help provide training (fishing and aquaculture) and/or contribute to policy/legislation; The FLAG South area has the 2nd highest percentage of total gross tonnage of fishing vessels out of all FLAGS (18.9%) There is an established marine infrastructure around the FLAG South region with many harbours in the Cork area classified as Class 1 and many others as Class 2 There is a strong sense of cultural awareness within the area as 45.1% of residents speak Irish, compared to 40.6% nationally Large Charter Boat and Passenger Boat Fleet which is a growth sector in County Cork. 	<ul style="list-style-type: none"> Despite a National Fisheries College in the FLAG South region courses are limited and only at a beginner/intermediate level; The FLAG South region has a poor broadband infrastructure making it difficult for fishermen to access training courses online; With an older population in the Cork area (12.6% compared to the national figure of 11.7%) and lack of support fishermen (for instance, welfare benefits) receive it is difficult for older fishermen to retire (8.3% of residents are retired compared to 12.7% nationally) and with a lack of young people coming through to work in the industry forces the older population to continue working; Piers are in poor condition and access to the piers are restricted, however funding for piers is determined on council funding; There is a competition for resources / usage for piers putting the marine infrastructure under pressure from fisherman, tourism and leisure which has led to fishermen having difficulty gain access to slipways, equipment and facilities.

Opportunities	Threats
<ul style="list-style-type: none"> ● Increasing the level of training to encourage the development of the fishing industry. There is an opportunity to look at the training needs of fishermen and tailor courses to suit their needs; ● There is a large supply of raw materials such as seaweed in the FLAG South region which can open up more opportunities to diversify for fishermen; ● There are significant tourism opportunities for the area due to the scenic landscape and wildlife; ● Opportunity to develop seafood trails / food tours whilst teaming up with local restaurants and pubs to promote local produce and provide a tourist attraction; ● Bantry Bay has the potential reinforced by statistics to be used as a tourism hub for the neighbouring peninsula in the FLAG South region to also encourage tourists to not only visit the region but stay; ● There are further opportunities that lie outside tourism such as watersports; ● Harnessing the success of the O'Donovan brothers from Skibbereen in the 2016 Olympics to promote the FLAG South region and interest / involvement in rowing and sailing; ● The fishing industry in the FLAG South area is substantial and provides significant employment opportunities due to the existing infrastructure in the area to support the industry; ● The large proportion of the population aged under 15 provides an opportunity for new employment coming through which could help to diversify employment opportunities; ● Improvements can be made to piers to help manage regulation/legislation such as pier valves, the provision of ice and storage facilities adding value to landing fish. 	<ul style="list-style-type: none"> ● Lack of young workers in the Agriculture, Forestry and Fishing sector (only 12% aged under 35); The working age population in the FLAG South area is smaller than the average for other FLAG areas and Ireland (64.8% compared to 67% nationally) which can limit economic growth in the area; ● The young population are moving to more built up areas such as Cork and Dublin due to better prospects/opportunities in these areas; ● The curriculum for young people does not feature any maritime based qualifications and regulations prevent young people from experiencing maritime based activities making it difficult for young people to get involved in the sector initially; ● Increase in the number of marine predators (e.g. Seals) in the FLAG South region has depleting fish stocks making it difficult for fishermen to catch fish; ● Regulation / legislation threatens the development of the sector and fishermen's livelihood through quotas, licensing restrictions limiting fishermen's opportunities to diversify into tourism, health and safety, environmental protection accessing the supplies (e.g. Seaweed) and training limited until individuals have reached the age of 18; ● Lack of representation / consultation within the fishing and aquaculture sector.

Source: PACEC, 2016

2.5.3 Ranking

A key element of the consultation exercise was the ranking of the Areas of Activity in order of importance and priority for the FLAG. The Areas of Activity are taken from Article 63 Implementation of Community Led Local Development of the Common Provision Regulations. The table below details the out workings of this process including the overall assessment of the ranking of areas based on feedback from the consultation process.

Table 2.3: Ranking of Areas of Activities

Area of Activity	Overall Ranking
1. Adding Value to Fishery and Aquaculture Products	3.1
2. Job Creation/Maintenance	1.5
3. Supporting Innovation and Diversification	2.4
4. Lifelong Learning & Attracting Young People	3.1
5. Promoting Environmental Assets	4.2
6. Promoting Social Wellbeing and Cultural Heritage	4.2
7. Strengthening Role and Governance	2.5

Source: PACEC, 2016

Table 2.3 indicates that across all of the consultation activity:

- Job creation and maintenance was identified as the highest ranked priority area;
- Supporting innovation and diversification was identified as the 2nd most important areas for the FLAG;
- Strengthening the role and governance of fisheries was identified as the 3rd most important area;
- Lifelong learning and attracting young people and adding value to fisheries and aquaculture products were identified as the 4th most important areas; and
- Promoting social well-being and cultural heritage and Promoting environmental assets were identified as the least important areas.

After the consultation exercise and taking into account feedback from the consultation meetings the areas of activity were refined and remodelled to better reflect the framework of activities. The main change in the framework is that 'creating and maintain jobs in coastal areas' was seen as an overarching goal and that all of the other Areas of Activity could contribute to. In addition, another area was added in relation to the development of marine tourism and diversification. The outcome of this process is displayed below.

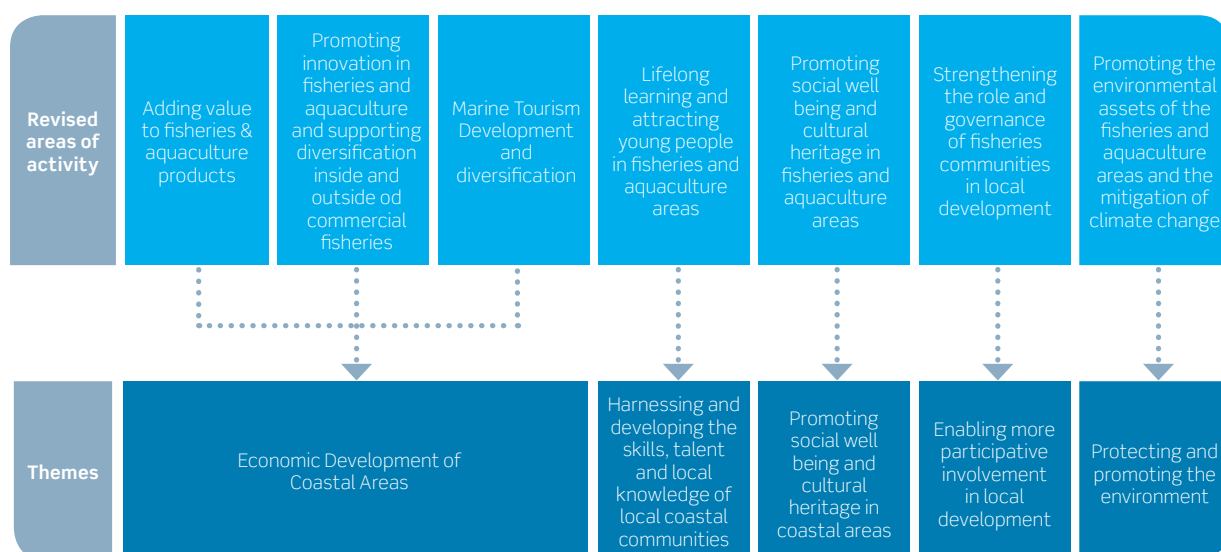
Figure 2.2: Refinement of the Areas of Activity



Source: PACEC, 2016

Continuing the development of the framework it was acknowledged that some of the areas above were overlapping and could be grouped together to streamline the focus of the strategy to be developed. PACEC, in consultation with the FLAG Board, developed five themes for which the prioritised areas of activity would fit. The breakdown of these themes is detailed in figure 2.3.

Figure 2.3: Areas of Activity to Themes



Source: PACEC, 2016

The five themes detailed above are the bedrock on which the strategy is built. All of the proceeding sections of the strategy use the themes detailed.

2.6 Project Ideas / Opportunities

The final element of the consultation work considered the opportunities and project ideas that attendees had in relation to the areas of activity. Using the themes detailed above we have included the tables below a summary of the key needs and project concepts against each theme.

Whilst the tables below set out all the project concepts / needs identified through the consultation the FLAG Board have assessed this feedback and have identified areas that are ineligible or illegal for FLAG support according to State Aid rules. There are also issues arising which are the core remit of other agencies or the state or that are better supported through other programmes or funding streams. Therefore, not all the areas detailed below have been progressed in to the intervention logic for the strategy.

Table 2.4: Economic Development of Coastal Areas

Economic Development of Coastal Areas

County Cork's coastal areas are made up of a series of peninsula and islands. These areas are sustained predominantly through a strong fishing and aquaculture sector and a seasonal tourism sector. The strength of the fishing and aquaculture sector in the region particularly in Castletownbere, which is now the most valuable harbour in Ireland, means that through the consultation exercise many of the proposals in relation to the economic development of the coastal regions was centred around the development of the fisheries and aquaculture sector. Whilst the FLAG programme cannot increase the effort in terms of the volume landed there were needs / opportunities identified in relation to the development of the industry. Some of these included:

Diversification and Innovation

Through the consultation exercise it was clear that the economic development of the region and importantly the creation and maintenance of jobs in the coastal areas required a concerted effort from the sector to diversify and innovate. Some of the key ideas included:

- Support for fishermen and the seafood industry to start new micro-enterprises
 - Need to support business start-up through pilot projects and seed funding
 - Need to support new product ideas through improved incubation facilities
 - Need to support new product ideas through market testing and product development support;
- Support for the sector to explore new functional foods
 - Need to support the sector in relation to innovation regarding seaweed and marine products including ideas generation, market information, business mentoring and feasibility studies.
 - Need support to test the viability of alternative products to sustain the industry in the winter season when the fishing and aquaculture season is largely inactive.
 - Need support for local business which aim to sell local seafood whether that be a new fresh fish van to travel around the restaurants and chip shops or a more permanent shop front so that people can buy local produce.
- Support for the sector to adopt and utilise new technology
 - Need to support the aquaculture sector in adopting new technology in relation to: small modifications that improve the growth and survival rates of the target species, e.g. improving food, seeds, oxygen levels and protection from predators; Ecosystem based technology in relation to the nutrients, bacteria and cultured organisms, together with advances in hydrodynamics to minimising the risk of disease or genetic impacts.
 - Need to support the development of new technologies for example apps for phones to assist in selling, 'e-selling' which would link producers directly with supply chains locally and national in a way never done before.

Economic Development of Coastal Areas

Developing the Marine Tourism Product

The introduction of the Wild Atlantic Way in County Cork has contributed to the development of a large, yet seasonal, tourism industry. County Cork has benefitted significantly from this boosting one of the highest visitor expenditure figures of any county in Ireland. However, this is a rapidly developing market and one that will invariably encourage the economic development of coastal areas. Whilst this provides significant opportunities it also creates challenges. Some of the needs / opportunities identified have been detailed below.

- Supporting the development of the Co. Cork tourism product
 - Support to develop existing tourism driven industries related to the marine including rowing (building on recent Olympic successes), canoeing and kayaking, sailing and other water based activities;
 - Support to utilise the existing natural infrastructure including improving access to Islands and encouraging tourist to include them as part of the visitor experience;
 - Support to develop other tourism products such as wildlife based excursion including Whales, Dolphins and Seals as well as food tours promoting local seafood building on the work done by Taste of Cork.
 - Support for the establishment of regional tourism hubs e.g. Bantry so that visitor stay and support local businesses.
- Supporting the shared use of marine infrastructure and improving health and safety
 - The increase in visitors has led to access issues therefore support is needed to improve the marine infrastructure for multi-sectoral use;
 - Supporting the development of feasibility studies in relation to health and safety improvements to piers and harbours, installation of new pontoons and marines, dredging and other activities to improve infrastructure;
- Support to improve the visibility and co-ordination of the marine tourism industry
 - Support to improve the marketing and advertising of the marine tourism product;
 - Support to improve the linkages between existing and new marine tourism based organisations i.e. links between hotels and tour or activity operators.

Adding Value to the Fish and Shellfish Landed

The consultation exercise revealed that adding value to the existing products was not viewed with the same level of importance compare the diversification and job maintenance, however it was still identified as an area that FLAG should support particularly in relation to the sustainability. Some of the areas that consultees identified in relation to adding value were as follows:

- Adding value to shellfish
 - The aquaculture sector in Co. Cork is dominated by oysters and mussels and as such it is important to gain the highest value for the quality product that is produced. For example, oysters need depuration to achieve better market value for grade b and c oysters. Therefore, support should be provided to conduct feasibility studies into the development of Depuration facilities to enable more of the product value to be retained locally.
- Improving shore side fishing facilities and practices
 - Support to improve the ability to land product and keep it fresh including the need for ladders, cranes, storage facilities, bait stores, ice plants etc.
 - Support the safety and security of harbours and piers through support for appropriate storage and lock up facilities for gear and equipment to reduce theft.

Table 2.5: Enabling more Participative Involvement in the Governance of Fisheries

Enabling more Participative Involvement in the Governance of Fisheries

Except for a small number of large commercial operators with relatively modern facilities, the fisheries sector in County Cork comprises of mostly small-scale operators. Governing fisheries involves much more than applying fisheries laws and policies. A fishery system is governed by factors affecting the rights and livelihoods of the people who fish, the trade in fishery products and services, the environment the fish live in and the national economic and political context within which the sector operates.

Throughout the consultation process activities which would support the strengthening of the local governance of fisheries as well as activities which would enable the fishing community to play a more active and constructive role in the development and implementation of good governance practices was deemed as significant need for the industry.

Some of the project ideas and opportunities identified included:

- Improving the understanding of fisheries and coastal issues and how peripheral coastal communities (including fishing communities, aquaculture communities, others) can better represent themselves in relation to these issues.
 - Authorities and agencies need to work in partnership with fishery sector organisations to inform peripheral coastal communities (including fishing communities, aquaculture communities, others) better in relation to regulations so that they can run their businesses more effectively / efficiently;
 - Provide capacity-building and training programmes designed to enable peripheral coastal communities (including fishing communities, aquaculture communities, others) to educate themselves on fishery matters or organise themselves so that they can represent themselves in relation to fisheries and coastal matters.
- Empowering peripheral coastal communities (including fishing communities, aquaculture communities, others) to educate and organise themselves to better represent themselves in relation to fisheries and coastal matters.
 - Work with fishing communities and local government to empower coastal organisations to better represent the interests of peripheral coastal communities (including fishing communities, aquaculture communities, others);
 - To support the inshore sector through their work with the Inshore Forums to better protect and regulate the fisheries on which their livelihoods depend ensuring their long term sustainability.

Table 2.6: Harnessing the Skills, Talent and Knowledge of Local Coastal Communities

Harnessing and Developing the Skills, Talent and Knowledge of Local Coastal Communities

Attracting Young People to Fisheries and Coastal Areas

Many coastal areas in County Cork have suffered as a result of the migration of young people who leave the predominantly rural coastal areas seeking initially education and then employment opportunities. During the consultation process it was clear that one of the main priorities for coastal areas and one key to the long term survival of the regions was to promote the marine sector to young people. Some of the areas of need and opportunity identified included:

- Enhancing the training opportunities for young people
 - Need to support the introduction of apprenticeship schemes for young people in a range of sectors including fishing and aquaculture as well as marine tourism and scientific pursuits;
 - Need to find a mechanism or forum so that the fishery people's traditional skills and knowledge could be passed down to the next generation of young people.
- Making the marine environment real to young people
 - Need to utilise and promote the National Fisheries College further as a hub for training in the region;
 - Need to promote young people at school age in interacting with and experiencing the marine environment;
 - Need to support the development of information on the career opportunities related to the marine sector (e.g. fishing, aquaculture, tourism, scientific roles i.e. marine biologist etc.)
 - Need to support young entrepreneurs who have business ideas for coastal areas.

Developing Skills in Local Coastal Communities

The consultation highlighted a number of areas in which the programme may wish to support the development of skills and life-long learning. In particular there was feedback gathered in relation to the need for the development and improvement of fisheries skills and those specific training course related to those who operate in the sector as well as wider skills development.

- Developing Skills in Fisheries and Aquaculture Areas
 - Need to support those involved in fishing and aquaculture in training and upskilling;
 - Need to support those involved in fishing and aquaculture in advanced training and courses;
 - Need to support the development of basic skills including governance, business management
 - Need to develop training and support for fishery people in relation to new technologies and ICT.
 - Need to develop training in relation to the maritime environment providing designated areas to facilitate this.

Table 2.7: Promoting Social Well-Being and Cultural Heritage in Coastal Areas

Promoting Social Well-Being and Cultural Heritage in Coastal Areas

Improving the Local Heritage Offering in the FLAG South

The consultation exercise indicated that there could be more done to promote the local heritage of the region and provided an extended and interactive tourism element which would improve the sustainability of the coastal regions. In particular the following opportunities were identified.

- Developing the heritage infrastructure
 - Need to develop new and refurbish existing heritage centres to improve their capacity to deal with increasing visitor numbers
 - Need to support the research of the local area so that content at heritage centres can be updated and also the enable special events and exhibitions;
- Support the fishing industry through heritage
 - Need to develop a fisheries food trail which is an experience driven product which perhaps fishermen could be trained to deliver. In particular it should take in local products, local traditional fishing methods, changes in the region and the sampling of high quality seafood products;
 - Need to develop strong links between the mainland and island communities promoting the shared history and cultural links as well as their uniqueness.

Supporting Fisheries and Fishing Families

Issues related to social isolation and access to service came up during the consultation process. In particular there were issues raised in relation isolation amongst older single men in coastal areas as well as access to services for fishing families. Some of the needs highlighted included:

- Improving quality of life in coastal areas
 - Support for the development and sustainability of existing coastal community assets;
 - Targeted initiatives to address isolation such as fishermen living alone e.g. Men's Sheds type initiatives;
 - Supported needed for vulnerable people in coastal communities.

Table 2.8: Protecting and Promoting the Environment

Protecting and Promoting the Environment

There was limited support for actions under this area as it was deemed to be largely the responsibility of other bodies rather than of the FLAG Programme, however there were a number of opportunities / projects identified throughout the consultation which are detailed below.

- Developing the environmental based tourism product
 - There is a need to develop nature trails that have signage to indicate scenic areas and areas of environmental important as well as providing information on wildlife.
 - There is need to ensure the quality beaches in the area are maintained through efforts to collect litter and plastics from the shore.
- Renewable Energy
 - Need to promote the use of renewable energy in coastal communities and within the seafood sector. In particular the energy management plans or feasibility studies would support companies and others who are seeking to explore this area.

2.7 Summary

This chapter presents all of the desk based and consultation data collected which will form the basis of the strategy going forward. The socio-economic review considered the data and statistical evidence in relation to the FLAG region. In addition, the consultation work including the public consultation and stakeholder meetings collected the views of over 60 (over 50 in public meetings and over 10 in stakeholder consultation) people in relation to the challenges, weakness and strengthens of the region, their priorities for the FLAG Programme and the project ideas that they had.

Using this information, the next chapter of the strategy now considers the overall prioritisation of areas to be supported under the FLAG South Programme based on a number of components. The intervention logic is then progressed with the development of objectives and actions.

3 STRATEGY AND OBJECTIVES

3.1 Introduction

The following section uses the findings from the needs analysis and using the findings from a prioritisation exercise during the public consultations develops a set of strategic objectives to guide the strategy.

3.2 Consistency with the Overarching Strategy set out in the Operational Programme

As per section 5.1.1 of the European Maritime Fisheries Fund Operational Programme this strategy has been developed to be consistent with the overarching strategy set out in the operational programme. In particular the strategy has been developed to meet the requirements that the evaluation committee will assess the strategy against.

More over the strategy has been developed recognising the aims of the overarching strategy in relation to Union Priority 4, namely in relation to the employment created and maintained, and will seek through all actions to promote these outcomes so as they may be achieved by 2023.

3.3 Level of Change Required

The FLAG South Region has a strong history of fishing and aquaculture and of having a strong coastal community. This is being threatened by a number of issues including:

- A decline in fisheries;
- Limitations on licensing for aquaculture sites;
- Population migration away from coastal areas to urban centres for opportunities in education and employment; and
- An aging population.

However, there are also areas which are once again promoting coastal areas these include tourism, the revival of food tourism and artisan products and crafts.

The FLAG South Programme aims to support fishing dependent coastal communities. The programme aims to support the development of coastal areas by supporting the fishing and aquaculture industry as well as coastal community groups to upskill, diversify, innovate regenerate and exploit the opportunities that are available.

The overall aim of the strategy is to see the rejuvenation of coastal communities.

3.4 Prioritisation of Identified Areas of Activity

3.4.1 Introduction

The process for prioritising the areas of activity was an iterative one ensuring that all views elicited were heard and that relevant internal and external documents were objectively examined. It was also evident from this process that the local knowledge on the ground and in all the relevant organisations and agencies was consistent with the comprehensive statistical information available and analysed.

The FLAG Board were heavily involved in the prioritisation, receiving all information from the public consultation meetings and having workshops with the consultants.

3.4.2 Prioritisation

The following section considers the prioritisation of the areas of activity which were developed from the following sources:

- Union Priority 4 of the European Maritime and Fisheries Fund Regulations;
- Article 63 of the Common Provision Regulation; and
- The European Maritime Fisheries Fund Priorities.

The prioritisation exercise was carried out by examining the following four criteria:

- Strength of support for the need (using information from ranking exercises carried out within the public meetings);
- Strength of the evidence of need (using information gathered through the socio-economic review of the FLAG Region);
- Fit with the European Maritime Fisheries Fund 2014 – 2020 – Union Priority 4; and
- Opportunities/Project Pipeline.

Each of these criteria were assigned a weighting and a score between 1 and 5. The details of the scoring are included in the table below.

Table 3.1: Scoring Methodology

Criteria	Weighting		Scoring Rationale
	Weighting	Rationale	
Strength of support for the need	25	<ul style="list-style-type: none"> • This weighting reflects the importance attributed to the information provided through the public engagement. 	<ul style="list-style-type: none"> • A stronger score will be awarded for this criterion if the findings from the public consultation have highlighted this area of activity as a key priority.
Strength of evidence of the need	30	<ul style="list-style-type: none"> • This criterion has been awarded the highest weighting as it is based on the socio-economic review of the FLAG region which supports the need for intervention under certain areas of activity. 	<ul style="list-style-type: none"> • A stronger score will be awarded for this criterion if the findings from the socio-economic review have highlighted this area of activity as a key priority.
Fit with European Maritime Fisheries Fund 2014 – 2020	20	<ul style="list-style-type: none"> • Given that the areas of activity are derived from the EMFF Regulations all of them fit with the EMFF to a certain degree. This criterion has been allocated the lowest weighting for this reason. 	<ul style="list-style-type: none"> • A stronger score will be awarded for this criterion if the area of activity fits with the priorities and objectives of the EMFF. The highest score is awarded to those which will directly contribute to UP4.
Opportunities/Project Pipeline	25	<ul style="list-style-type: none"> • The project pipeline is an indication of the opportunities that the FLAG will have to spend money on a projects under a particular area of activity. Therefore, a weighting of 25 has been attributed to this criterion. 	<ul style="list-style-type: none"> • A stronger score will be awarded for this criterion if through the stakeholder engagement a larger pipeline of potential projects has been identified.

Source: PACEC, 2016

The prioritisation of the areas of activity has led to the following summary.

Table 3.2: Summary of Prioritisation

Area of Activity	Score	Ranking
Adding value to fisheries and aquaculture products	350	4th =
Creating and maintaining jobs in coastal areas	475	1st
Promoting innovation in fisheries and aquaculture and supporting diversification inside and outside commercial fisheries	400	2nd
Lifelong learning and attracting young people in fisheries and aquaculture areas	350	4th =
Promoting the environmental assets of the fisheries and aquaculture areas and mitigation of climate change	225	6th =
Promoting social well-being and cultural heritage in fisheries and aquaculture areas	225	6th =
Strengthening the role and governance of fisheries communities in local development	355	3rd

Source: PACEC, 2016

The prioritisation exercise has established a ranking for all of the seven areas of activity. This is broadly in line with the findings from the consultation exercise.

The FLAG Board considered that the interlinkages between adding value, job creation and maintenance and innovation and diversification meant that these would work best in co-ordination and therefore collected them under one thematic heading of Economic Development in Coastal Areas.

In consultation with the FLAG Board it was agreed that the strategy would pursue the five thematic areas as detailed in figure 3.2. The next sections of this Chapter set out the development of the intervention logic.

3.5 Intervention Logic of the FLAG South Strategy

3.5.1 Components of the Intervention Logic

The components of the intervention logic have been developed using the latest guidance from FARNET “Results Orientated Community Led Local Development”⁴.

⁴ <https://webgate.ec.europa.eu/fpfis/cms/farnet/publications/guides>

Table 3.3: Components of the Intervention Logic

Component	Description
Vision	The vision describes the overall goal of the entire programme. This is a high level, often qualitative metric.
Theme	The theme in this instance sets out a group of areas of activity which are similar in nature and which can lead or support the achievement of joint goals.
Area of Activity	The areas of activity are the areas which the FLAG programme can legally support and are based on the EMFF and Common Provision Regulation documents as well as the Irish EMFF.
Objective	The objectives are high level outcomes which intervention under a particular theme aims to achieve. These are often macro-level and qualitative.
Action	The actions are the direct supports that will be provided to applicants in order to enable them to complete project which will contribute to the achievement of the earlier components of the intervention logic.
Output	The outputs describe the tangible impact of the programme and are often specific to individual projects. These are quantified and used to assess the performance of the programme overall.

Source: PACEC, 2016

The remainder of Chapter 4 sets out the components above for the FLAG South Strategy.

3.5.2 Strategy Vision

The FLAG South will have sustainable fishing and aquaculture dependent communities, through tourism and enterprise.

3.5.3 Objectives and Supporting Actions

3.5.3.1 Introduction to Indicators

An indicator is a tool that defines, measures and values progress in the implementation of the local strategy. This information will help the FLAG to determine whether and to what extent the objectives are being reached and to review and update the local strategy⁵. There are a number of different types of indicators including impact⁶, result and output indicators. The types most relevant to the FLAG programme are:

- Result Indicators – these measure products or services delivered as a consequence of implementing a set of activities. These have been defined as per the overall European Maritime Fisheries Fund 2014 – 2020.
- Output Indicators – these measure the immediate tangible product of support. These have been defined for each objective and action of the FLAG Local Development Strategy.

3.5.3.2 Result Indicators

Result indicators measure the products or services delivered as a consequence of implementing the set of actions that are outlined in this strategy. The FLAG Programme is funded under Union Priority 4 of the European Maritime Fisheries Fund and therefore must report against a set of targets at both the mid-point of the programme (2019) and the ex-post evaluation (2023). All FLAGs must contribute to these overall objectives and therefore they are standard across all FLAG Regions. The value of the indicators however are dependent on the allocations to each FLAG region and therefore these vary between FLAG Regions.

⁵ FARNET Factsheet 2 – Results Orientated CLLD in Fisheries Areas – Selecting the Indicators and Setting Targets.

⁶ these measure the effect of the intervention on the wider environment and its contribution to wider policy objectives.

The two overarching targets that the FLAG programme must achieve are in relation to FTE jobs created and maintained. Since these specific result indicators are cross-cutting rather than tied to any specific theme or action, they have been included as result indicators.

Table 3.4: Indicator Tables – Programme Level Result Indicators

Programme level indicators: Total Programme Budget €1,810,920 *assume that Theme 1 – Economic Development of Coastal Areas makes the largest contribution so indicators based on this allocation of 65% of the programme budget (i.e. €1,177,098)						
Action	Financial Allocation	Indicator(s)	Measurement Unit	Milestone (2019)	Target (2023)	Estimated Cost per Job
FTE Jobs created	€1,177,098	# of FTE Jobs created	#	10	21	€55,000
FTE jobs maintained	€1,177,098	# of FTE jobs maintained	#	21	52	€22,300

These are complemented by output indicators across all of the themes for the FLAG South.

3.5.3.3 Objectives, Actions and Output Indicators

The following tables set out the detail of the intervention logic for the strategy. This includes the indicators which will be used to measure the output of the FLAG South Programme. In particular, these contain two target values as follows:

- Milestone (2019) – this sets out the proportion of the final target value that is expected to be achieved by the mid-point of the programme in 2019. This will be used to measure the success of the programme during the mid-term review of the overall FLAG Programme and the whole EMFF Programme for Ireland; and
- Target (2023) – this sets out the final value of the target to be achieved throughout the lifetime of the programme. This is the value that will be used to measure the level of success the programme has been able to achieve overall and will be used for the official programme reporting and evaluation.

Table 3.5: Theme 1 – Economic Development in Coastal Areas – Objective 1

Theme 1 - Economic Development of Coastal Areas (€1,177,098)					
Objective 1 - To support the development of the fisheries and aquaculture sector through concerted effort to diversify and innovate (€470,839)					
Rationale for the Objective					
Building on the existing fishing and aquaculture sector, this objective aims to provide soft and capital supports to promote diversification both within and outside commercial fisheries and to promote innovation within the sector. A diverse and innovative product offering will support the development and growth of the sector opening new avenues for revenue generation and supporting the wider coastal area through greater employment prospects.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
1. Seafood, maritime and ancillary enterprises micro-businesses start-up programme	Actions to support the development of new fisheries, aquaculture and maritime enterprises (e.g. seaweed, engineering) micro enterprises through pilot programmes, feasibility studies, improved incubation facilities, market testing and product development and adoption of or use of new technologies, including within the blue growth / maritime sector.	€235,420 (50%)	# of businesses supported	3	6
2. Promoting and developing existing seafood, maritime and ancillary enterprises	<p>Actions to support artisan processing, new processing facilities, feasibility studies, ideas generation, market information, business mentoring and product viability testing or alternative products to sustain fishing and aquaculture businesses through the winter season. In addition, support will be provided for existing companies to adopt or use new technologies including within the blue growth / maritime sector.</p> <p>Please note: All actions supported under this will, where possible, utilising the strong existing resources in the FLAG South Area including the Skibbereen Digital Hub for projects related to digital technologies and the Seafood Development Centre in Clonakilty for product testing and development.</p>	€235,420 (50%)	# of businesses supported	4	8

Table 3.6: Theme 1 – Economic Development in Coastal Areas – Objective 2

Theme 1 - Economic Development of Coastal Areas (€1,177,098)					
Objective 2 - To support the development, visibility and co-ordination of the marine tourism industry (€470,839)					
Rationale for the Objective					
Without doubt the marine tourism industry has breathed new life into many coastal areas along the county Cork coast and the development of the tourism offering in these regions is vital for the continued growth and prosperity of the region. However, the increased visitor footfall presents challenges to indigenous industries particularly fishing and aquaculture and therefore whilst support under this objective will have a multi-strand approach, firstly to develop the marine tourism industry and to protect the existing marine industries.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
3. Making Cork a marine tourism destination	Actions to support the development of marine tourism driven industries including improvements to existing marine tourism businesses and support for new marine tourism businesses, encouraging the development of the visitor experience and improving the connections with the islands fishing and aquaculture as part of the tourism product.	€282,504 (60%)	# of marine leisure / tourism activities supported	2	6
4. Improving the visibility and co-ordination of the marine tourism industry	Actions to support the marketing, advertising and branding of the marine tourism products in Cork and also to improve the linkages between the tourism based industries (i.e. tour operators, hotels and restaurants) and the fisheries sector.	€188,336 (40%)	# of marine leisure / tourism activities supported	4	7

Table 3.7: Theme 1 – Economic Development in Coastal Areas – Objective 3

Theme 1 - Economic Development of Coastal Areas (€1,177,098)					
Objective 3 - To support the improvement of shore side fishing and marine facilities and practices and to add value to existing products (€235,420)					
Rationale for the Objective					
<p>Given the significant volume of raw product that is landed in County Cork there is significant development potential in relation to maintaining the maximum value for that product within the local communities that land it. In particular this objective aims to support the industry in ensuring that the maximum value comes to producers through development of new processing and marketing activities. In addition, it also aims to improve the facilities and practices to improve value in practical ways.</p>					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
5. Sharing marine infrastructure	<p>To support the enhancement of marine infrastructure for multi-sectoral use and to improve the piers, harbours and pontoons for the benefit of all users. Management plans for piers and harbours to ensure the shared use of existing facilities. This would need to have buy-in from all users including the managing body for the pier and council where required.</p> <p>To improve conditions on piers and pontoons with multi-sectoral management plans.</p>	€117,710 (50%)	# of marine infrastructure improvements	2	4
6. Improving shore side fishing and marine facilities and practices	<p>Actions to support the improvements to infrastructure to assist with landing fresh product, encouragement of sustainable fishing practices and support for security improvements at piers and harbours.</p>	€117,710 (50%)	# of marine infrastructure improvements	2	5

Table 3.8: Theme 2 - Enabling More Participative Involvement in the Governance of Fisheries – Objective 1

Theme 2 - Enabling More Participative Involvement in the Governance of Fisheries (€90,456)					
Objective 1 - To improve the understanding of governance of trade amongst the fishing community (€45,273)					
Rationale for the Objective					
<p>Except for a small number of large commercial operators with relatively modern facilities, the fisheries sector in County Cork comprises of mostly small-scale operators. Governing fisheries involves much more than applying fisheries laws and policies. A fishery system is governed by factors affecting the rights and livelihoods of the people who fish, the trade in fishery products and services, the environment the fish live in and the national economic and political context within which the sector operates. Support under this objective aims to improve the understanding of governance amongst fisheries groups and communities.</p>					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
7. Governance and good practice training	<p>Actions to support the provision of training and capacity building in relation to industry standards and governance in relation to trade of seafood products, to improve fishery people's understanding of their rights and obligations and to improve partnership working between organisations within the industry.</p> <p>[Training supported by the FLAG should complement / not duplicate training already provided by BIM or available through the Inshore Fisheries Scheme or the Regional / National Inshore Fisheries Forums and should be in line with the Leech Report. In addition it should be complementary to existing providers such as the Maritime College, the Irish Maritime and Energy Resource Centre (IMERC) and the Seafood Development Centre in Clonakilty.]</p>	€45,473 (100%)	# of participants on training courses	25	50

Table 3.9: Theme 2 - Enabling More Participative Involvement in the Governance of Fisheries- Objective 2

Theme 2 - Enabling More Participative Involvement in the Governance of Fisheries (€90,546)					
Objective 2 - To empower fishing communities and small-scale fishers to represent interests of the marginalised coastal communities (€45,473)					
Rationale for the Objective					
Given the individualist and isolated nature of the fishing and aquaculture industry, with lots of micro-enterprises, there is often significant challenges in the sector representing itself to policy and decision makers. Support under this objective will aim to provide the fisheries and aquaculture sectors with a strong unified voice on important matters which directly affect the industry.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
8. Empowering fishing communities through networking, co-ordination and governance and good practice training	Actions to support the organisation and co-ordination of the fishing industry to enable better representation and participation in decision making. This is likely to include projects which support networking, co-ordination and governance and good practice training that is in line with the Leech Report. Training supported by the FLAG should complement / not duplicate training already provided by BIM or available through the Inshore Fisheries Scheme or the Regional / National Inshore Fisheries Forums.	€45,473 (100%)	# of participants on training courses	20	40

Table 3.10: Theme 3 – Harnessing and Developing the Skills and Knowledge of the Local Coastal Community – Objective 1

Theme 3 - Harnessing and Developing the Skills and Knowledge of the Local Coastal Community (€181,092)					
Objective 1 - To enhance and create opportunities for young people to participate in the marine sector through employment, training and learning (€108,655)					
Rationale for the Objective					
Many coastal areas in County Cork have suffered as a result of the migration of young people who leave the predominantly rural coastal areas seeking initially education and then employment opportunities. During the consultation process it was clear that one of the main priorities for coastal areas and one key to the long term survival of the regions was to promote the marine sector to young people. Support under this objective aims to rejuvenate the marine sector and promote it as a viable employment options for young people.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
9. Training or educational courses for young people	Actions to support the introduction of apprenticeships, training courses. It is anticipated that this will include: the development of accredited modules in relation to marine activities and practical skills based education e.g. engineering, electronics, hydraulics fiberglass etc. Training supported by the FLAG should complement / not duplicate training already provided by BIM and should be consistent with the Leech Report. In addition it should be complementary to existing providers such as the Maritime College, the Irish Maritime and Energy Resource Centre (IMERC) and the Seafood Development Centre in Clonakilty.]	€54,238 (50%)	# of participants on training courses	5	10
10. Bringing the marine environment to life for young people	Actions to promote young people at school age in interacting with and experiencing the marine environment and to support the development of information that encourage young people into marine sector careers including exchange and sharing of the knowledge of local fishers with young people.	€54,238 (50%)	# of educational/ information schemes	1	2

Table 3.11: Theme 3 – Harnessing and Developing the Skills and Knowledge of the Local Coastal Community – Objective 2

Theme 3 - Harnessing and Developing the Skills and Knowledge of the Local Coastal Community (€181,092)					
Objective 2 - To develop the skills base of those involved in coastal communities (€72,437)					
Rationale for the Objective					
Fishing and aquaculture are highly skill intensive industries with new knowledge, research and policy influencing the sector. Support under this objective will aim to support the development of the skill and knowledge within the sector including specific skills related to marine life but other skills related to ICT, business management and governance.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
11. Developing the skills in local coastal community groups.	Actions to support training and upskilling of local community groups, advance training courses, basic skills development including book keeping, governance, business management, new technologies and ICT and environmental based training in line with the Leech Report. Training supported by the FLAG should complement / not duplicate training already provided by BIM or available through the Inshore Fisheries Scheme or the Regional / National Inshore Fisheries Forums In addition it should be complementary to existing providers such as the Maritime College, the Irish Maritime and Energy Resource Centre (IMERC) and the Seafood Development Centre in Clonakilty.]	€72,437 (100%)	# of participants gaining an accreditation	10	20

Table 3.12: Theme 4 – Promoting Social Well-Being and Coastal Cultural Heritage- Objective 1

Theme 4 - Promoting Social Well-Being and Coastal Cultural Heritage (€181,092)					
Objective 1 - To improve the local heritage offering in the FLAG South through improvements to infrastructure and resources (€108,655)					
Rationale for the Objective					
Local heritage is an important a unique element of many local coastal communities which provides the character to many local areas. The support under this objective aims to provide mechanisms to improve the local heritage offering and to support the fishing and aquaculture by using local heritage.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
12. Developing maritime heritage	Actions to support the development of new and existing heritage groups to contribute to the development of heritage attractions e.g. information boards and maritime exhibitions which document maritime heritage. This can include movable exhibitions which can tour the FLAG region.	€54,328 (50%)	# of projects supported to promote local fishing heritage, knowledge and culture	1	2
13. Growing the fisheries sector through heritage	Actions to support the development of seafood trails and maritime craft as a product driven experience for visitors which help support the existing and to develop linkages between existing businesses and the coastal communities.	€54,328 (50%)	# of projects supported to promote local fishing heritage, knowledge and culture	1	2

Table 3.13: Theme 4 - Promoting Social Well-Being and Coastal Cultural Heritage – Objective 2

Theme 4 - Promoting Social Well-Being and Coastal Cultural Heritage (€181,082)					
Objective 2 - To support and protect isolated and vulnerable people in coastal communities (€72,437)					
Rationale for the Objective					
Coastal communities can often be isolated and therefore there are challenges in relation to social isolation and access to services for coastal communities. The support under this objective aims to support and protect coastal communities with support for projects which aim to develop the community cultural identity and sense of community value and cohesion around the coastal heritage marine.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
14. Improving the quality of life in coastal areas	Actions to support and protect the robustness and resilience of people in coastal communities and strengthening the coastal identity. It is anticipated that this will support community projects for the benefit of the community.	€72,437 (100%)	# of projects which improve quality of life or social well-being	1	3

Table 3.14: Theme 5 - Protecting and Promoting the Environment – Objective 1

Theme 5 - Protecting and Promoting the Environment (€181,092)					
Objective 1 - To protect, and preserve through education the natural environment in the FLAG South (€181,092)					
Rationale for the Objective County Cork boasts some of the best scenery and wildlife in Ireland and as a result a significant resource has been used to improve the natural environment sites for visitors, whilst protecting them for future generations. The support under this objective looks at smaller projects in relation to protecting and promoting the environmental product					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
15. Development of the environmental tourism product	Actions to support the development of nature trails and signage to indicate wildlife as well as conservation information including education material and programmes and other environmental protections actions.	€181,092 (100%)	# of projects supported to enhance environmental conservation, awareness and protection	3	5

Table 3.15: Cross - Cutting Theme - Networking and Co-Operation

Cross-Cutting Theme - Networking and Co-Operation - €50,000					
Rationale for the Objective: The budget for this FLAG includes a provision of €50,000 over the lifetime of the programme for networking and co-operation with other FLAGs nationally and internationally, including the ability to contribute funding to multi-territorial projects where there is a mutual benefit for the involved FLAGs e.g. sharing of best practice, ability to foster a relationship with a comparable European FLAG area and promote trading, learning and knowledge exchange, or to learn from other projects supported by FLAGs across member states.					
Action	Description	Financial Allocation €	Indicator(s)	Milestone (2019)	Target (2023)
To support networking and co-operation between FLAGs at a regional, national and international level		€50,000 (100%)	n/a	n/a	n/a

4 COMMUNITY INVOLVEMENT IN THE DEVELOPMENT OF THE STRATEGY

4.1 Introduction

This section sets out an overview of community involvement in the development of this strategy including details of public consultation events held (location, attendance at each and the sectors represented) as well as information on stakeholder consultation undertaken to inform the strategy.

This details the number, organisations and categorisation of all of those consulted with in the development of the strategy.

4.2 Overview of Public Consultation Events

The table below sets out the overview of the public consultation events held

Table 4.1: Consultation Events

Stakeholders to be Involved ⁷	Details
Preliminary interviews with key stakeholders	As part of a strategy development process, interviews were held with a range of key stakeholders including those from the statutory sector as well as industry representatives. In addition, FLAG board members had the opportunity to identify relevant stakeholders who were to be included in the consultation process.
Public meetings ⁸	<p>As part of the consultation process during the development of the strategy, public meetings were held in 5 locations within the FLAG Region⁹. These locations were distributed across the FLAG Region, including on Islands and other remote locations to ensure that all coastal communities and stakeholders had the opportunity to participate (see map). 52 people attended these 5 meetings.</p> 

⁷ FARNET GUIDE #1 – A Start-Up Guide for Fisheries Local Action Groups (FLAGs) – Stakeholders

⁸ Public meetings should be held to inform the local community and to consult on the strategy development and building of partnership. A series of public information meetings will be held in the FLAG Regions to ensure that all parts of the area have the opportunity to participate. FARNET GUIDE #1 – A Start-Up Guide for Fisheries Local Action Groups (FLAGs).

⁹ Ballycotton, Kinsale, Bantry, Skibbereen and Castletownbere

4.3 Categories of Stakeholders

The table below categorises the stakeholder who have fed into the strategy, this includes both those who attended public consultation events and those consulted with separately either in individual meetings or telephone consultations. The categories are based on those identified in the Common Provisions Regulation (Article 9).

Table 4.2: Representation from Categories of Stakeholders

Category of Stakeholder	Public meetings	Stakeholder meetings
Competent regional, local, urban and other public authorities	7 (18%)	4 (20%)
Economic and social partners	20 (51%)	6 (30%)
Other relevant bodies representing civil society, including environmental partners, non- governmental organisations and bodies responsible for promoting social inclusion, gender equality and non- discrimination, including, where appropriate, the umbrella organisations of such authorities and bodies.	12 (31%)	10 (50%)
Total	39 (75% of 52)¹⁰	20 (100%)

Source: PACEC 2016

Public engagement is, by its nature, non-discriminatory, in that anyone is welcome to attend. In developing the strategy there are no specific requirements set out in European or national legislation in relation to the proportion of stakeholders to be involved from each category. However, in the interests of facilitating a bottom-up approach it is accepted that good practice is to ensure that those representing civic society and economic and social partners provide the majority of the input and that those representing regional and public authorities should have a lesser role in the development of the strategy.

The table above shows that this has been achieved with 80%+ of those participating in the consultation representing economic and social partners and other relevant bodies representing civic society. Whilst this is no measure of the quality of the input, it does demonstrate that the strategy has been developed from the bottom up.

¹⁰ It was not possible to identify and therefore categorise some of those attending public meetings. This is the rationale for the percentage being lower than 100%.

5 ACTION PLAN

5.1 Introduction

This section sets out the Action Plan for FLAG South demonstrating how the objectives of the strategy are translated into actions. This builds on the work conducted through the public workshop events and the meetings with the FLAG Board and BIM.

Table 5.1: FLAG South Action Plan – 2016/17

Action	Responsibility	Dec '16	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Overarching Activities														
FLAG Board Meeting	FLAG Board	X		X				X					X	
Decide Dates for Calls	FLAG Board	X												
Training														
Skills Training e.g. Governance / Conflict of Interest	FLAG Board		X	X	X									
Assessing Applications Training	FLAG Board/ BIM Centrally				X	X	X							
Monitoring and Evaluation Training	FLAG Board/ BIM Centrally						X	X	X					
PR / Animation / Communication Training	FLAG Board/ BIM Centrally		X	X	X									
PR / Animation / Communication														
PR / Communication	FLAG Board		X			X			X			X		
Animation / Public Workshops	FLAG Board		X			X			X			X		
Initiation of Call														
Call Publicity/Animation	FLAG Board	X	X	X			X			X			X	
Open Call	FLAG Board			X			X			X			X	
Close Call	FLAG Board				X			X			X			X
Assessment Process														
Assessment Against Eligibility Criteria	BIM					X			X			X		
Assessment Against Criteria	FLAG Technical & Investment Committee					X			X			X		
Recommendations approved/rejected	FLAG Board					X			X			X		
Issue Rejection Letters	FLAG Board via BIM					X			X			X		
Issue LoOs	FLAG Board via BIM						X			X			X	
Monitoring & Evaluation														
Project monitoring	FLAG Board / BIM							X						X
Post Project Evaluation	External													X
Strategy Review	FLAG Board / BIM												X	X

Table 5.2: FLAG South Action Plan – 2018 - 2022

Action	Responsibility	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Overarching Activities													
FLAG Board Meeting	FLAG Board	X			X			X				X	
Decide Dates for Calls	FLAG Board	X											
PR / Animation / Communication													
PR / Communication	FLAG Board	X			X			X			X		
Animation / Public Workshops	FLAG Board	X			X			X			X		
Initiation of Call													
Call Publicity/Animation	FLAG Board / BIM	X	X			X			X			X	
Open Call	FLAG Board / BIM		X			X			X			X	
Close Call	FLAG Board / BIM			X			X			X			X
Assessment Process													
Assessment Against Eligibility Criteria	BIM				X			X			X		
Assessment Against Criteria	FLAG Technical & Investment Committee				X			X			X		
Recommendations approved/rejected	FLAG Board				X			X			X		
Issue Rejection Letters	FLAG Board via BIM				X			X			X		
Issue LoOs	FLAG Board via BIM					X			X			X	
Monitoring & Evaluation													
Project monitoring	FLAG Board / BIM						X						X
Post Project Evaluation	External												X
Strategy Review	FLAG Board / BIM											X	X
Networking and Co-Operation													
Co-operation	FLAG Board				X						X		
Networking	FLAG Board				X						X		

6 FINANCIAL PLAN

6.1 Total budget

The overall allocation for the FLAG Programme across all seven FLAG Regions is €12m. This is considerably greater than the total investment (direct and indirect) delivered to coastal communities by the previous FLAG previous programme, an approximately eight-fold increase. The previous programme made over €1.5 million available via direct and indirect investment over the period 2012-2015.

The allocation for FLAG South is €1.98m, this is across the 6 years that the programme will be operational (i.e. from 2017 -2022). The tables in this section profile budget for the FLAG South.

The proposed budget reflects the Board's investment strategy based on information available at the time of developing the strategy and appropriate use of FLAG funds to address identified needs.

The FLAG Board will keep the budget, funds committed and funds spent under regular review. It will also take into account demand for funding and project pipeline as well as external factors which emerge in the FLAG area over the course of the FLAG programme. Based on this information, the FLAG Board will consider the need to transfer funds between themes, objectives and actions as required and in such situations, will put forward a proposed reallocation supported by a robust rationale to BIM Head Office for approval.

6.2 Rationale for Spend

The use of the financial resources in relation to the proposed actions have been robustly justified through:

- A bottom-up process seeking feedback and input from local stakeholders;
- A robust review of socio-economic data.

The evidence collected in this way has been used to build and shape the objectives, actions and outputs for the programme. The budgetary allocation across each areas has also been determined by taking into account:

- The need for the type of intervention;
- The indicative project pipeline;
- The anticipated size and scale of projects to be supported (i.e. infrastructure projects attributed more given capital and large nature compared to perhaps training which requires less investment).

6.3 Allocation of total budget between Project and Administration Spend

Table 10.1 profiles the FLAG budget by project (i.e. grant aid for projects) and administration (i.e. supporting the operation of the programme) spend by year.

Table 6.1: Summary Sheet

	2017 (€)	2018 (€)	2019 (€)	2020 (€)	2021 (€)	Total (€)
Implementation of Operations / Projects under the LDS						
Theme 1: Economic Development of Coastal Areas	€ 235,420	€ 294,275	€ 294,275	€ 235,420	€ 117,710	€ 1,177,098
Theme 2: Enabling more Participative Involvement in the Governance of Fisheries	€ 18,109	€ 18,109	€ 18,109	€ 18,109	€ 18,109	€ 90,546
Theme 3: Harnessing and Developing the Skills and Knowledge of the Local Coastal Community	€ 36,218	€ 36,218	€ 36,218	€ 36,218	€ 36,218	€ 181,092
Theme 4: Promoting Social Well-Being and Coastal Cultural Heritage	€ 36,218	€ 36,218	€ 34,218	€ 36,218	€ 36,218	€ 181,092
Theme 5: Protecting and Promoting the Environment	€ 36,218	€ 36,218	€ 36,218	€ 36,218	€ 36,218	€ 181,092
Cross Cutting Theme: Networking and Co-operation	€ 10,000	€ 10,000	€ 10,000	€ 10,000	€ 10,000	€ 50,000
Sub-Total	€ 372,184	€ 431,039	€ 431,039	€ 372,184	€ 254,474	€ 1,860,920
FLAG Administration Costs						
Overall Admin Costs	€ 23,816	€ 23,816	€ 23,816	€ 23,816	€ 23,816	€ 119,080
Total	€ 396,000	€ 454,855	€ 454,855	€ 396,000	€ 278,290	€ 1,980,000

6.4 Project Spend by Theme, Objective and Year

Table 6.2 considers project spend in more detail setting out the budget by theme and objective across the programme period.

Table 6.2: Implementation of Operations / Projects under the LDS

	2017 (€)	2018 (€)	2019 (€)	2020 (€)	2021 (€)	Total (€)
Implementation of Operations / Projects under the LDS						
Theme 1: Economic Development of Coastal Areas						
Objective 1: To support the development of the fisheries and aquaculture sector through concerted effort to diversify and innovate	€94,168	€117,710	€117,710	€94,168	€47,084	€ 470,839
Objective 2: To support the development, visibility and co-ordination of the marine tourism industry	€94,168	€117,710	€117,710	€94,168	€47,083	€ 470,839
Objective 3: To support the improvement of shore side fishing and marine facilities and practices and to add value to existing products	€47,084	€58,855	€58,855	€47,084	€23,542	€ 235,420
Sub-Total	€ 235,420	€ 294,275	€ 294,275	€ 235,420	€ 117,710	€ 1,177,098
	2017 (€)	2018 (€)	2019 (€)	2020 (€)	2021 (€)	Total (€)
Theme 2: Enabling more Participative Involvement in the Governance of Fisheries						
Objective 1: To improve the understanding of governance of trade amongst the fishing community	€9,055	€9,055	€9,055	€9,055	€9,055	€ 45,273
Objective 2: To empower fishing communities and small-scale fishers to represent interests of the marginalised coastal communities	€9,055	€9,055	€9,055	€9,055	€9,055	€ 45,273
Sub-Total	€ 18,109	€ 18,109	€ 18,109	€ 18,109	€ 18,109	€ 90,546
Theme 3: Harnessing and Developing the Skills and Knowledge of the Local Coastal Community						
Objective 1: To enhance and create opportunities for young people to participate in the marine sector through employment, training and learning	€21,731	€21,731	€21,731	€21,731	€21,731	€ 108,655
Objective 2: To develop the skills base of those involved in coastal communities	€14,487	€14,487	€14,487	€14,487	€14,487	€ 72,437
Sub-Total	€ 36,218	€ 36,218	€ 36,218	€ 36,218	€ 36,218	€ 181,092

	2017 (€)	2018 (€)	2019 (€)	2020 (€)	2021 (€)	Total (€)
Theme 4: Promoting Social Well-Being and Coastal Cultural Heritage						
Objective 1: To improve the local heritage offering in the FLAG South through improvements to infrastructure and resources	€21,731	€21,731	€21,731	€21,731	€21,731	€ 108,655
Objective 2: To support and protect isolated and vulnerable people in coastal communities	€14,787	€14,787	€14,787	€14,787	€14,787	€ 72,437
Sub-Total	€ 36,218	€ 36,218	€ 36,218	€ 36,218	€ 36,218	€ 181,092
Theme 5: Protecting and Promoting the Environment						
Objective 1: To protect, and preserve through education the natural environment in the FLAG South	€36,218	€36,218	€36,218	€36,218	€36,218	€ 181,092
Sub-Total	€36,218	€36,218	€36,218	€36,218	€36,218	€ 181,092
Cross Cutting Theme: Networking and Co-operation						
Networking and Co-operation	€ 10,000	€ 10,000	€ 10,000	€ 10,000	€ 10,000	€ 50,000
Sub-Total	€ 10,000	€ 10,000	€ 10,000	€ 10,000	€ 10,000	€ 50,000
Total	€ 372,184	€ 431,039	€ 431,039	€ 372,184	€ 254,474	€ 1,860,920

6.5 Administration Spend

Another important element of the budget is the administration spend. This will be used to cover necessary administration to support the FLAG to deliver on its role. This includes communication / PR, evaluation, monitoring, buying in services, travel and subsistence for FLAG board members, networking and co-operation, etc.

Article 35 of the Common Provisions Regulation states what can be supported under the Administration budget.

“Support from the ESI Funds concerned for community-led local development shall cover:

- (d) running costs linked to the management of the implementation of the community-led local development strategy consisting of operating costs, personnel costs, training cost, costs linked to public relations, financial costs as well as the costs linked to monitoring and evaluation of that strategy as referred to in point (g) of Article 34(3);
- (e) animation of the community-led local development strategy in order to facilitate exchange between stakeholders to provide information and to promote the strategy and to support potential beneficiaries with a view to developing operations and preparing applications.
- Support for running costs and animation as referred to in points (d) and (e) of paragraph 1 shall not exceed 25 % of the total public expenditure incurred.”

The breakdown of administration spend is detailed in Table 6.3.

Table 6.3: Administration and Animation Costs

	2017 (€)	2018 (€)	2019 (€)	2020 (€)	2021 (€)	Total (€)
FLAG Administration and Animation Costs						
Communication / Publicity / Advertising ¹¹	€2,316	€2,316	€2,316	€2,316	€2,316	€11,580
Meeting Facilitation ¹²	€3,000	€3,000	€3,000	€3,000	€3,000	€15,000
Travel & Subsistence ¹³	€6,000	€6,000	€6,000	€6,000	€6,000	€30,000
Buying in service/person ¹⁴	€3,000	€3,000	€3,000	€3,000	€3,000	€15,000
Labour Replacement Costs ¹⁵	€9,500	€9,500	€9,500	€9,500	€9,500	€47,500
Total	€23,816	€23,816	€23,816	€23,816	€23,816	€119,080

In comparison, the previous (pilot) programme incurred admin spend of around €165K across 6 FLAGs (which equates to around 11% of the previous programme budget of €1.5m). This included strategy development costs, T&S, Networking events costs, advertising for project calls, etc. However the current programme is of a larger scale and is split across 7 rather than 6 FLAGs.

- 11 Budget for communication, publicity and advertising is based on the acknowledgement that all common activity in relation to this (i.e. communication, publicity and advertising that is common to all FLAGs) will be covered centrally by BIM. The FLAG Board have remit to conduct their own individual activity in relation to this area and a budget has been set. The FLAG anticipates expenditure of approximately €3,000 per annum for communication, publicity and marketing; this may include printing informational materials, local news and radio advertising, signposting calls for applications, photography, content creation for the website, and events to showcase successful projects.
- 12 Includes allowance for meeting room hire, refreshments and one meal allowance for Board members in attendance. This is anticipated to cost approximately €300 per meeting, subject to attendance. This is capped at €3,000 per annum.
- 13 The rates paid for all travel and subsistence costs are based on the following rates: 0.3125c per km, lunch - up to €15, Dinner - up to €30 and overnight accommodation costs of up to €70. Mileage expenses will be payable in full to all board members attending FLAG Board meetings excluding those who can re-coup mileage expenses through their own organisation or employer. The Travel and Subsistence budget is based upon six FLAG Board meetings per year, and includes provisions that travel, hotels and accommodation may be reflected within this budget line where appropriate for meetings external to the regular board meetings.
- 14 The FLAG cannot legally hire a member of staff; however, it has the right to commission an individual(s) on a consultancy basis to support with the administration of the FLAG. This budget assumes such a commission may take place for approx. 10 days per annum at €300 per day. This is capped at €3,000 per annum.
- 15 Labour Replacement Costs have been agreed at a National FLAG Level to be an important part of the administration expenditure to ensure continued engagement with the FLAG Programme. Labour Replacement costs will be paid to voluntary board members, who, through attendance at a FLAG Board meeting, lose their normal income (i.e. this Labour Replacement Cost is specifically for those involved in the fisheries, aquaculture and in some specific instances other marine industries.) The LRC is payable to a maximum of €200 per day assuming that a full 8 hour day has been completed. In addition the payment is not payable if - FLAG Board meetings are not held during the day or they are held on a day when board members would not normally be working or earning an income. In these instances when LRC is not payable members are still eligible for travel and subsistence payments. In line with similar structures (RIFF), the Board will reserve budget for payment of approximately nine members for five meetings (i.e. up to 45 payments of this kind per annum, totalling to €9,500 per annum.

6.6 Mobilisation of Other Resources

An important element of the FLAG programme is the imperative to mobilise other resources both financial and human.

Financial resources: This is facilitated by grant aid intensity rates which vary by type of applicant as outlined in the table below.

Table 6.4: Grant Aid Intensity Rates

	Beneficiary	Project Type	Maximum support rate %	Maximum Aid per project	Total Investment
1	Public bodies e.g. State agencies or Local Authorities	Public good projects	100%	€200,000	€200,000
2	Community Groups (non commercial) and Registered Charities	All	80%	€200,000	€200,000
3	SSCF vessels owners or collective thereof	Investment ashore adding value directly related to SSCF fisheries	80%	€80,000	€100,000
4	Collectives and co-operatives	Related to seafood	60%	€100,000	€166,666
5	Seafood & Marine Enterprises* (incl. sole traders)	Related to seafood or marine sector and diversification	50%	€100,000	€200,000
6	Enterprises* & sole traders outside seafood sector	All	40%	€50,000	€125,000
7	FLAG	All	100%	€100,000	€100,000

**Micro-enterprise means a person(s) carrying on a business, including but not limited to sole traders, partnerships, limited companies and cooperatives, and having less than 25 employees (FTE) and turnover of less than €5 million per annum.*

Definitions wrt thresholds between processing and aquaculture schemes to be confirmed following further discussion.

Source: FLAG Grant Rates Final - BIM 14 November 2016

These rates mean that for most applications other resources, finance and human, will need to be mobilised to see the successful completion of the project. This in turn will ensure that the FLAG programme will leverage in additional private investment into the region. It is important to note that in all cases match funding cannot come from another European Funding Programme (i.e. LEADER cannot match fund FLAG) or from statutory monies (i.e. council cannot match fund a FLAG project). However, match funding can be private monies including bank loans and other private funding mechanisms; however the private match funding must be secured at the time of application. Given the variable grant rates available it is difficult to estimate the value of the additional private investment that could be generated by the programme. However, PACEC estimate that this will be in the region of €819,441¹⁶.

Human Resources: There is also significant scope for the mobilisation of human resources both those involved in the project application (i.e. volunteers involved in community groups and initiatives) as well as FLAG board members. The time invested by voluntary FLAG Board members is not insignificant. Whilst this will depend on the number of meetings, calls for applications and application received as well as other Board member duties including PR, monitoring and evaluation, it is expected to be in the region of 10-15 days per board member per year across the life-span of the programme.

¹⁶ This is calculated on the assumption that the majority of those apply under Theme 1: Economic Development of Coastal Area will be applying for the 50%, 60% or 80% grant rates; that those applying under Themes 2 - 4 will be applying under the 60% or 100% grant rates.

7 The Fisheries Local Action Group

7.1 Organisation Details

Table 7.1: Organisation Details

Element	Detail
Organisation Details	Fisheries Local Action Group South
Primary Contact Details	Contact Name: Brenda O'Riordan Website: TBC Role: FLAG Co-ordinator Email: oriordan@bim.ie Phone Number: +353 (0)1 214 4100 Mobile: +353 (0) 87 351 2327
Date of FLAG Establishment	December 2016
Legal Structure	The Fisheries Local Action Group is the South Fisheries Local Action Group with Bord Iascaigh Mhara fulfilling the role of Financial Partner and Implementation Partner.

7.2 FLAG Composition and Decision Making

7.2.1 Basis for FLAG Membership

Number of Members: At any given time, it is expected that overall board membership will not be less than ten and not more than seventeen members, but may evolve to ensure that there is democratic accountability across the programme area.

Sectoral Representation: The FLAG comprises public and private partners from the defined geographical areas and includes representatives from different sectors of the local economy/ community that reflect the main focus of the strategy and the socio-economic composition of the area through a balanced representation of the main stakeholders, including private sector, public sector and civil society and ensure a significant representation of the fisheries and/or aquaculture sectors. In keeping with Article 58 of the EMFF Regulation¹⁷ 508/2014 and Article 32 (2) (b) of the Common Provisions Regulation¹⁸, it is important that no single interest group has more than 49% of the voting rights in the decision-making. It is recommended that membership of the FLAG should have a maximum of 40% representation from the Statutory/Public Sector¹⁹ and a minimum of 60% representation from the fishing, seafood, coastal communities sector²⁰. The balance of organisational representation will be retained throughout the replacement/ rotation process.

17 Article 58 of the EMFF Regulation 508/2014: "Community-led local development should be implemented through a bottom-up approach by local partnerships that are composed of representatives of the public, private and civil society sectors and that reflect correctly the local society. Those local actors are best placed to draw up and implement multisectoral community-led local development strategies to meet the needs of their local fisheries area. It is important to ensure that no single interest group has more than 49 % of the voting rights in the decision-making bodies of Fisheries local action groups (FLAGs)."

18 Article 32 (2) (b) of the CPR 1303/2013: "2. Community-led local development shall be: (b) led by local action groups composed of representatives of public and private local socio-economic interests, in which, at the decision-making level neither public authorities, as defined in accordance with national rules, nor any single interest group represents more than 49 % of the voting rights;"

19 These are likely to include Údarás na Gaeltachta, County Councils including LEOs, Education and Training Boards, LEADER LAGs, Fáilte Ireland, and Enterprise Ireland, among others deemed as statutory.

20 This can include representatives or individuals within the fishery, aquaculture or processing sectors; as well as representatives from the community and voluntary sector.

Gender Balance: In line with Government Policy the gender balance on FLAG boards is to be at least 40% female²¹. In the previous FLAG programme, the Policy was to ensure that at least 30% of committee members²² were female and whilst some met this requirement, not all did. Ideally, during the lifetime of the strategy, if at any stage the gender balance does not reflect at least 40% female, the FLAG Board will actively try to recruit suitably qualified female volunteers. To help to achieve this, all nominating bodies will, in future, be asked to nominate two candidates, one male and one female, to the FLAG for any vacant position; in addition, assistance will be sought from respective Public Participation Networks²³ (PPN) in identifying appropriate female candidates for any relevant vacancy on the FLAG. This commitment to gender balance will also apply to relevant sub-committees.

Declaration of Interests: All FLAG members will, on appointment, declare their employment status, all business interests and community and voluntary involvement which might involve a conflict of interest or might materially influence the FLAG member in relation to the performance of their duties.

Term of membership: The FLAG Board members will commit to implementing the objectives of the FLAG Local Development Strategy, and will act as a focal point for consultations, implementation and delivery, and promotion of the FLAG. To ensure continuity, appointed members shall remain in place until the end of the current programme.

Annual Review of Membership: The FLAG shall carry out an annual internal review of the membership to account for any change to FLAG objectives or actions, where this is appropriate e.g. where the strategic need for member organisations has been satisfied or new member organisations are required to meet a specific Local Development Strategy need or member organisations are not attending on a regular basis.'

7.2.2 Experience and Expertise of FLAG Members

The FLAG South has 12 members, and is representative of a wide range of sectors and areas. The table below sets out the current membership of the FLAG.

21 Consistent with approach in LEADER Local Development Strategies and reflects aspirations in government policy on gender parity e.g.: Towards Gender Parity in Decision-Making in Ireland - An Initiative of the National Women's Strategy 2007-2016 (2013)

22 <http://www.bim.ie/media/bim/content/newsandevents/START%20UP%20GUIDE%20FOR%20FISHERIES%20LOCAL%20ACTION%20GROUPS.pdf>)

23 Public Participation Networks are the chosen method for recruiting community representatives to the FLAG Board.

Table 7.2: FLAG Members - Experience

Organisation	Member	Sector ²⁴	Area	Experience
Cork District and Draft Net Association	Ger Coughlan	Private	Fishing	Ger is an active member of the Cork District & Draft Net Association whom he represents at the Fishery District Committee hosted by IFI. He has engaged with research projects with the former SWRFB and has worked to improve quality and markets for their wild salmon.
SW RIFF	Frank Fleming	Private	Fishing	Frank is a member of the SW RIFF and was an active member of the previous SW FLAG. He has vast experience of the fishing industry and is a member of the ISWFPO as well as chair of the CSHMAC. He is currently working on the Brown Crab FIP nationally.
Irish Charter Skipper's Association	Joseph Lynch	Private	Marine Leisure	Joe runs a sea angling charter business from Crosshaven, Co Cork. He was nominated by the Irish Charter Skippers Association which represents over 80 members throughout Ireland. Joe is a former Naval Officer and serves as Secretary on the committee of the ICSEA. He is a member of the SW RIFF.
West Cork Islands Community Council	John Walsh	Civic Society	Local Development	John represents the West Cork Islands Community Council. He is Chairperson of the Islands Leader Group. He was an active member of the previous SW FLAG and brings a great deal of experience to the Board.
Cork County Council	Dan Hourihane	Public	Coastal Engineer	Experience related to marine infrastructure improvements.
Údarás na Gaeltachta	Máire Ní Shé	Public	Local Development	Máire works throughout the Gaeltacht's in both Cork and Kerry and was an active member of the previous SW FLAG representing local development from the public perspective.

24 As per Article 5 of CPR: private sector (fisheries and/or aquaculture sectors), public sector, civil society.

Organisation	Member	Sector ²⁴	Area	Experience
South and East Cork Area Development (SECAD)	Suzanne Kearney	Public	Local Development/ South Cork LCDC	Over 20 years' experience working on National and European rural development and social inclusion programmes including LEADER. ILDN representative on the Seafood OP Monitoring Committee 2007-2013 and a member of the national implementation Board for Axis4 of the EFF.
Irish Shellfish Association of IFA	Finian O'Sullivan	Private	Aquaculture	Finian has an established aquaculture business producing rope mussels in Bantry Bay. He was heavily involved in the Bantry Bay Mussel Festival and is currently the regional aquaculture representative for the IFA. He is Chair of the current FLAG South and was an active member of the previous SW FLAG.
Clean Coasts	Pronsias O Tuama	Community	Environment	Pronsias has an established environmental group which works with schools and businesses to keep our coastline and beaches litter free. The group have won an Ocean Heroes award for their work. He is a secondary school teacher in St Coleman's Community College, Midleton.
Berehaven Harbour Fishers Committee	John O Sullivan		Fishing	John O Sullivan has been nominated by the Berehaven Harbour Fishers Committee to the FLAG Board. John is an inshore fisherman operating out of Castletownbere with the MFV Phoenix and St Joseph. Mostly potting for shrimp, brown crab and prawns. He also works for West Cork Leader on the rural transport scheme on a part time basis. The Berehaven Harbour Fishers Committee represents inshore fishing boats around the Berehaven Bay and Kenmare Bay.

Organisation	Member	Sector ²⁴	Area	Experience
West Cork LCDC	Eileen O Shea	Civic Society	Community Development	<p>Eileen is the Civic Society Representative on West Cork LCDC.</p> <p>Eileen brings a wealth of experience to the Board. She was General Manager of The Westlodge Hotel from 1985-2012, She works closely with the mussel producers in West Cork and was Chairman of the Bantry Mussel Fair from 1988-2004. She is former Chair of Cork Kerry Tourism and former Board member of West Cork Development Partnership and West Cork Enterprise Board.</p> <p>Currently she is on the Board of Bantry Bay Port Company, A Committee member of LCDC and on the Audit Committee of Cork County Council. Eileen is also Chairman of the Bantry Development and Tourism Assc and President of the Bantry Bay Lions Club.</p>
Fáilte Ireland	Maria Healy	Public	Tourism	<p>Fáilte Ireland have consented to advise the Board on projects applying for grant aid relevant to their industry.</p> <p>Maria will be liaising with FLAG South in that respect.</p>
The FLAG South Board (as of January 2017) is awaiting full confirmation of its membership, but anticipates inclusion of a further representative from the West Cork Lobster Association.				

In accordance with Regulation²⁵ in relation to Fisheries Local Action Groups (FLAGs) it is desirable that the FLAG Board has balanced representation from all relevant sectors and industries to broadly reflect the main focus of their strategy and the socioeconomic composition of the area. At the time of writing the FLAG Board are still working to fill some gaps in the skills, experience and expertise on the FLAG Board. In particular the following issues are noted:

- The FLAG has 5 representatives from the fisheries sector and 1 representative from the aquaculture sector. It is recognised that these proportions are not reflective of the sectors in the FLAG region. The FLAG Board are working, through the recruitment of new members, to address this issue, although it is noted that membership from these sectors does need to be nominated by parent organisations and have a mandate to act on their behalf.
- While the FLAG does not have a tourism representative sitting on the Board, the FLAG Board recognise the importance of this sector as well as the need for input from tourism representatives in project scoring and decision making. In instances where expertise are required in relation to tourism the FLAG Boards have put in place a mechanism for accessing tourism expertise by which tourism representatives (e.g. Fáilte Ireland) will make written submissions to information / feedback requests from the FLAG Board. This mechanism will ensure that tourism is adequately represented as part of the FLAG Board.

²⁵ Regulation (EU) No 508/2014, Article 61

- It is recognised that the FLAG Board does not have sufficient representation in terms of training. The FLAG Board are working, through the recruitment of new members, to address this issue, although it is noted that potential members must to be nominated by parent organisations and have a mandate to act on their behalf.

In addition, it is recognised that the FLAG Board members have a greater role to play in the implementation of the 2014-2020 FLAG Programme and that capacity building training will be vital to the successful implementation of the FLAG programme. To equip and support Board members to effectively fulfil their role, a number of actions are planned:

- A training syllabus has been developed – this details a programme of relevant training which will be delivered to address the identified training needs of FLAG Board members; and
- BIM intend to host at least 2 national networking events annually, this will provide an opportunity for networking and the sharing of good practice amongst the Irish FLAGs which in turn will help develop the capacity of board members.

7.2.3 Decision Making Structure and Procedures

The FLAG Board is representative of a wide range of sectors and areas thus providing for effective and accountable decision making. As the core decision-makers, members of the FLAG Board are responsible for the proposal of a community-led local development strategy and are responsible for its implementation²⁶. This means that they are key in fulfilling the financial, strategic, policy and promotion remit of the FLAG, with support at the administrative level by DAFM and BIM. This will enable the FLAG to deliver the LDS from the bottom-up, consistent with the CLLD approach²⁷.

The FLAG will adhere to all required local, national, and European guidance and requirements within decision making, and will fully support principles of human rights, equality and social justice.

The FLAG has a review and decision making role with regard to the implementation of individual, community, and social benefit projects. The FLAG will operate in accordance with relevant FLAG programme operating rules, as set out within the Procedures Manual.

It is expected that decisions will be made on a consensus basis, and where this is not possible, votes will be cast in accordance with the Committee Standing Orders. Decision-making procedures will be representative, and that no sector may have more than 49% of voting rights at any such times²⁸ to protect accountability. The FLAG Board will be assisted by the implementing partners in its capacity to make recommendations for decision-making and provision of awards.

Ultimately, the FLAG Board will recommend projects for funding subject to final confirmation by BIM.

BIM also plays a role in the project selection process at the eligibility check stage which is final in the absence of further information or clarification which might allow such a decision to be appealed.

7.2.4 Frequency of FLAG Meetings

The number of meetings to be held by the FLAG depends on a number of factors including how many calls there will be per year and how often the board need to meet for assessing projects, monitoring and evaluation purposes. In addition there may be different cycles of meetings with the whole FLAG Board meeting a different number of times per year to any sub-groups or sub-committees established.

²⁶ Regulation (EU) 508/2014 (EMFF) - Article 61.

²⁷ Regulation (EI) 1303/2013 (CPR) - Article 32

²⁸ Regulation (EU) 1303/2013, Common Provisions Regulation - Article 32 and also Regulation (EU) 508/2014, European Maritime and Fisheries Fund Regulation - Article 58

Guidance from FARNET, Managing Effective Partnerships²⁹, suggests that from experience that FLAG Boards should meet between four and five times a year, depending on the number of project applications submitted. Making a calendar of meetings well in advance helps to ensure good attendance at meetings as it is often difficult to arrange meetings at short notice for a large number of busy people.

In line with governance good practice, minutes should be recorded and circulated in advance of each subsequent meeting.

All relevant members will be trained to ensure full compliance with relevant procurement guidance, and FLAG will provide necessary guidance to project applicants regarding their respective procurement compliance.

7.2.5 Financial Procedures

The financial procedures to be met with regard to administrative checks and protecting the financial interests of the Union are set out in the BIM Grant Procedures Manual for the FLAG Programme.

²⁹ FARNET Guide 4 - Steps for Success - Managing Effective Partnerships https://webgate.ec.europa.eu/fpfis/cms/farnet/files/documents/EN_GUIDE_4_4-16.pdf

P.O. BOX 9799
Bord Iascaigh Mhara,
Crofton Road,
Dún Laoghaire,
County Dublin,
A96E5A0

Tel: +353 1 214 4100
Fax: + 353 1 230 0564
Email: Curraoin@bim.ie

www.bim.ie