



**FLAG**  
SOUTH EAST

# Fisheries Local Action Group Local Development Strategy 2016





This is an edited version of the full FLAG South East 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](http://www.bim.ie). E & O.E.

The development of this Local Development Strategy by FLAG South East 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 East 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 East area comprises the coastal zones of Counties Waterford, Wexford and Wicklow. In order to provide a snapshot of the nature of this area the 81 District Electoral Divisions (covering a total land area of 3,177km<sup>2</sup>) 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.

As of 2011, the population density in the FLAG South East was 55.9 persons per sq. km (83% of the State Average), indicating a relatively densely populated coastal zone. Areas of greater population density are situated within close proximity to the national road network and coast. The FLAG area has a relatively strong urban structure with 22 settlements falling into the aggregate urban area category of over 1,500 inhabitants (14 of which are situated within close proximity to the coast). Furthermore, a spatial analysis of the population structure indicated a pattern of young families predominating in urban and peri-urban areas. This is indicative of the greater employment opportunities afforded by living in these areas as well as improved road networks that are more easily accessed and create a greater incentive for those looking for work in Dublin. The main population centres located on the coast with populations over 15,000 are Bray, Greystones and Wexford town. Figure 1.1 highlights the Electoral Divisions that make up the FLAG South East.

1,233 people are employed in the marine/seafood sector in the south east region (The Business of Sea Food , BIM 2016 - South East area). The fishing and aquaculture vessels registered in the proposed FLAG South East area represent approximately 11% by number of vessel owners (248), or 12% by gross tonnage (7,659 GT) of vessel ownership across all FLAG areas. The main larger fishing ports/harbours are Wicklow, Arklow, Wexford town, Rosslare harbour, Kilmore Quay, Dunmore East, (a National Fishery Harbour Centre) and Helwick. Both Dunmore East and Kilmore Quay appear in the top 5 ports in Ireland by value with overall landings to these ports of 10,978 tonnes (value of €16.2m) and 4,437 tonnes (value of €15.6m) respectively (SFPA 2015 landings data).

Smaller piers/harbours include; Greystones, Courtown, Rosslare cot safe, Carne, Fethard On Sea, Slade, Duncannon, Arthurstown, Ballyhack, Cheekpoint, Passage, Tramore, Dunbrattin, Ballinagoul and Ardmore. The key areas for inshore fishing are in West Waterford including An Rinn, along the 'Copper coast', adjacent to and including within the Waterford Estuary from Dunmore East to the Hook head on to Kilmore Quay, Rosslare and north of the county Wexford around Arklow and Wicklow towns.

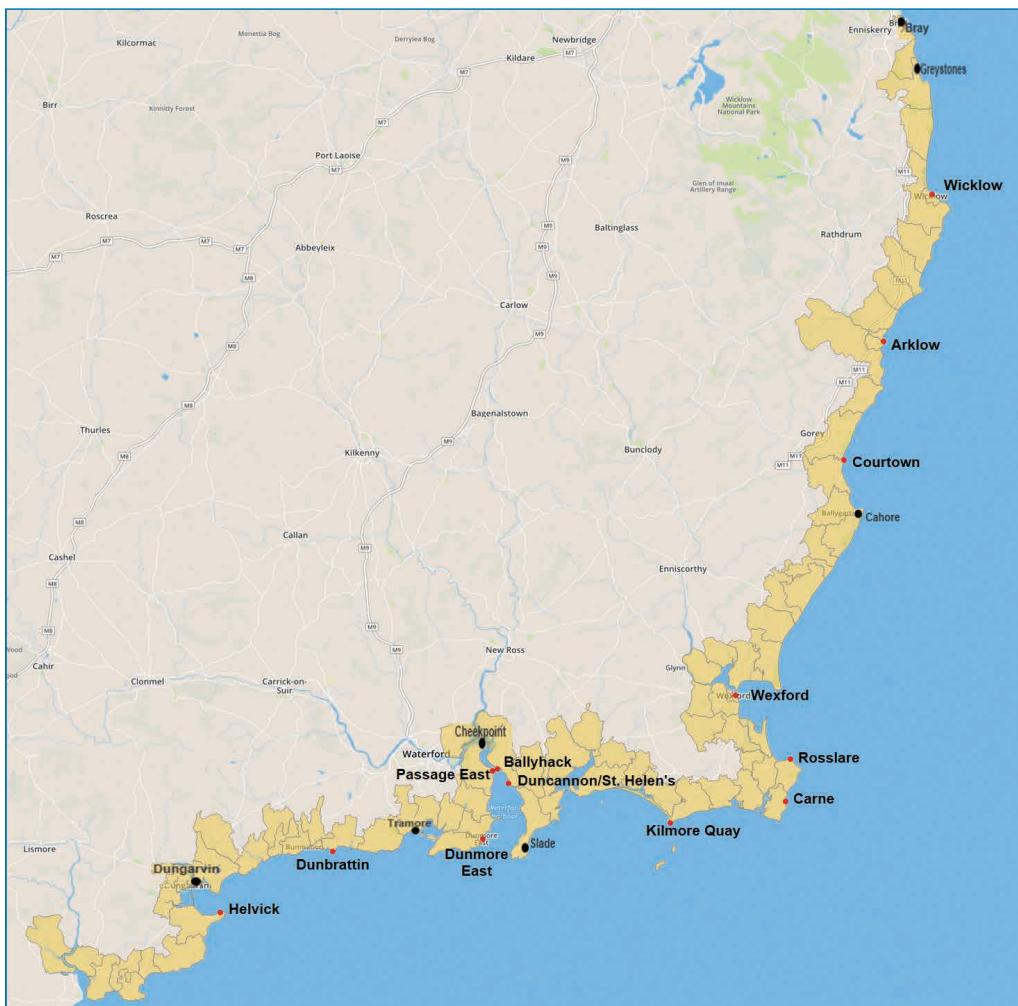
The FLAG South East area hosts a wide variety of fish seafood landed in the area. The main inshore fisheries are crustaceans and shellfish including lobster, crab, whelk, shrimp, scallop, razor and surf clams, but other important inshore fisheries include netting, trawling and line fishing for whitefish, herring, sprats and mackerel. Aquaculture is also important in the region worth (€19 million), species produced include – Bottom culture mussels (Wexford harbour and Waterford Estuary), and gigas oysters (Dungarvan Bay, Waterford Estuary and Bannow Bay).

Value adding and sales of seafood landed/produced take place throughout the proposed FLAG area with 28 processing companies, but the main seafood processing/added value takes place in Kilmore quay and Wexford town for key species such as scallop, prawns, crab, whelk and razors. In terms of marine leisure FLAG South East has a wide range of activities with businesses offering such marine leisure activities including a large number of passenger/charter boats (charter angling and cetacean watching etc.). The largest number of these (up to 10) are based out of Kilmore Quay, but vessels also are located in Wicklow, Courtown, Duncannon/Waterford Estuary, Dunmore East and Dungarvan.

The FLAG South East area also has a rich maritime heritage with key icon locations such as the Copper coast in Co. Waterford, and the Hook Lighthouse in Co. Wexford.

### 1.2.1 Map of the FLAG Area

Figure 1.1: Map of FLAG South East area



Source: Tableau; PACEC Ltd

### 1.3 Confirmation of Compliance of FLAG Area

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

Table 1.1: FLAG Area - Compliance with Criteria<sup>1</sup>

Criteria <sup>1</sup>	Compliant (✓ / X)
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	✓

<sup>1</sup> In accordance with Article 33 of Common Provisions Regulation 1303/2013 – December 2013

## **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. 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.

## 2 ANALYSIS OF THE DEVELOPMENT NEEDS

### 2.1 Introduction

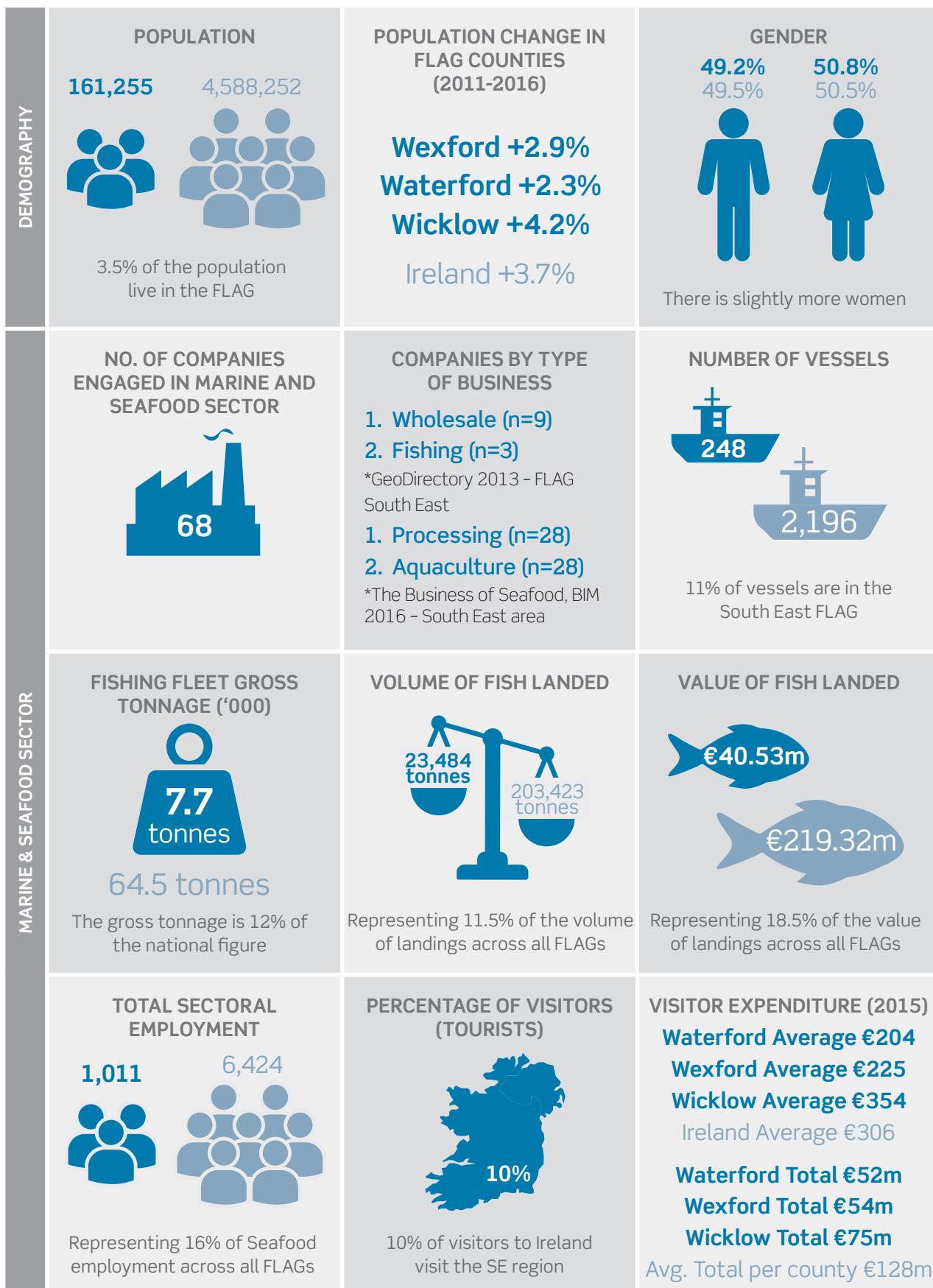
This section sets out the summary of the analysis of the development needs and potential of the FLAG Area. This includes an analysis of the strengths, weaknesses, opportunities and threats. It has been developed based on desk-based research along with consultation findings.

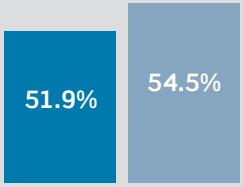
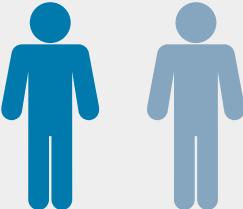
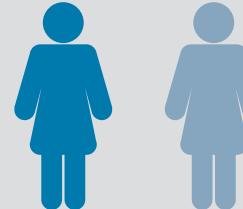
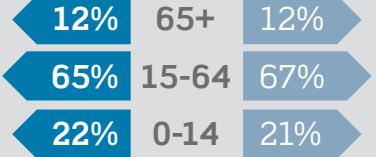
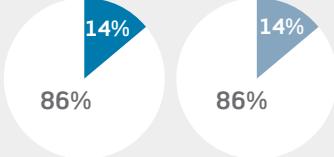
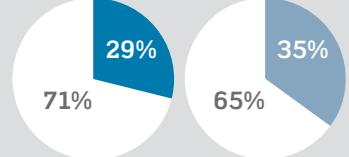
### 2.2 Summary of Socio-Economic Review

- Preliminary Census 2016 statistics suggest that population is increasing in the FLAG South East area. This is likely to place pressures on services in the area;
- There is a significantly older population (over-65) in the FLAG South East area (12.4% of the population) compared to Ireland overall (11.7%), resulting in age dependency and public services implications for the communities. However, there is a larger proportion of persons aged under 15 in the FLAG South East (22.3%) in comparison to Ireland (21.3%) which could present opportunities to replenish the depleting workforce;
- 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;
- The FLAG South East has the higher proportion of those identifying as Irish (89.5%) across the seven FLAGs (average of 89.2%). There is a strong sense of cultural awareness within the area as 41% 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 are very low levels of FLAG South East residents with no formal qualifications (1.3%) compared to other FLAGs (1.7%) and the national figure (1.4%). Educational attainment is higher within the FLAG South East across the board however there is a lack of highly skilled jobs in the area;
- PACEC estimates for Q1 2016 highlight unemployment within the FLAG South East (9.1%) to be higher than the national average (8.3%). Economic inactivity is also slightly higher within the FLAG South East, as well as inability to work due to ill health (4.5% in FLAG SE against 4.4% in Ireland);
- Deprivation is prevalent in the FLAG South East zone (67% of EDs lower than the national average) which could present a disincentive to migration into the area;
- The FLAG South East area has the 3rd highest percentage of total gross tonnage (11.9%) of fishing vessels out of all FLAGs indicating that the fisheries sector has the resources and potential to be a driver of the economy but there are issues surrounding licensing in parts of the FLAG area so this statistic is not an indication on the current performance of the sector;
- The fishing industry in the FLAG South East area is still relatively substantial and provides significant employment opportunities due to the existing infrastructure in the area;
- The FLAG South East's activity is heavily concentrated within Dunmore East and Kilmore Quay however this is due to restrictions imposed on other areas; and
- There are significant tourism opportunities for the area due to the scenic landscape and environmental assets.
- 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)



ECONOMY	<b>EMPLOYMENT</b>	<b>MALE UNEMPLOYMENT</b>	<b>FEMALE UNEMPLOYMENT</b>
	 <p>51.9%      54.5%</p> <p>There is a lower proportion of people in employment than the national figure</p>	 <p>10.6%      9.9%</p> <p>The male unemployment rate is higher than the national figure</p>	 <p>6.7%      6.4%</p> <p>The female unemployment rate is in line with the national figure</p>
DEPRIVATION	<b>SOCIAL CLASS</b> 1. Managerial and Technical <b>29%/27%</b> 2. Non-manual <b>17%/18%</b> 3. Skilled Manual <b>15%/15%</b> 4. Semi-Skilled <b>11%/11%</b>	<b>DEPRIVATION</b>  <p>Level of Disadvantage Disadvantaged Marginally Above Av Marginally Below Av Very Disadvantaged</p> <p>23% of FLAG South East EDs are within the top 20% most deprived in Ireland while 7% are within the top 10% most deprived</p>	
	<b>AGE PROFILE</b>  <p>12%      65+      12% 65%      15-64      67% 22%      0-14      21%</p> <p>The population is mostly in line with national statistics</p>	<b>% OF POP. WITH PRIMARY EDUCATION ONLY</b>  <p>14%      86% 14%      86%</p> <p>Is in line with the national figure</p>	<b>% OF POP. WITH THIRD LEVEL QUIL. OR ABOVE</b>  <p>29%      71% 35%      65%</p> <p>Lower portion of population with Third Level qualifications</p>
HOUSEHOLDS, ACCESS & HEALTH	<b>ONE PERSON HOUSEHOLDS</b>  <p>23%      24%</p> <p>There is a lower proportion of one person households than nationally</p>	<b>ACCESS TO BROADBAND</b>  <p>65%      63%</p> <p>Higher proportion of the population have access to broadband than the national figure</p>	<b>% OF POPULATION UNABLE TO WORK DUE TO HEALTH PROBLEMS</b>  <p>4.5%      4.4%</p> <p>A higher proportion of FLAG population are unable to work due to health problems</p>

## 2.4 Overview of the Consultation Process

Community Led Local Decision-making, which is a cornerstone of the LEADER bottom-up methodology for the last 20 years, enables local people to direct, design and implement appropriate local development strategy for their own area. Actions are designed from community-proposed ideas to aggregate and develop the community's economic, social and environmental resources rather than simply compensate for its problems.

Bottom-up consultation is essential at all stages of the programme's development, from planning, developing the Local Development Strategy (LDS), promotion of programme, animation, delivery of actions, assessment and evaluation of activities. Local and community consultation has formed the basis of determining all identified need in this Fisheries Local Development Strategy and will continue to form the basis for programme implementation.

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**

Details	
Number of events	5 public meetings and a 'drop-in' session in the FLAG South East region.
Location of events	Wicklow, Arklow, Wexford, Kilmore Quay, Dungarvan and Dunmore East
Attendance at events	Over the 5 public meetings there was approximately 60 attendees.
Representation at events	Representation in the FLAG South East was made up from a number of groups: <ul style="list-style-type: none"><li>● Representatives from local authorities made up 26% of attendees;</li><li>● Economic and social partners made up 52% of attendees; and</li><li>● Other relevant bodies that represent civil society made up 23% of attendees.</li></ul>
Stakeholder Meetings	As part of a strategy development process, interviews were held with a range of key stakeholders <sup>2</sup> including those from the statutory sector as well as industry representatives.

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

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.

### 2.4.2 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.

<sup>2</sup> LEADER Companies, Local Authorities, Community and Industry Representatives and WIT. Other stakeholders attended the public consultation workshops.

### **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. The meetings held early evening in order to accommodate those who may be at sea and unable to attend meetings during the day. Sessions were run in local areas in order to avoid the need for consultees to travel long distances and this 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.

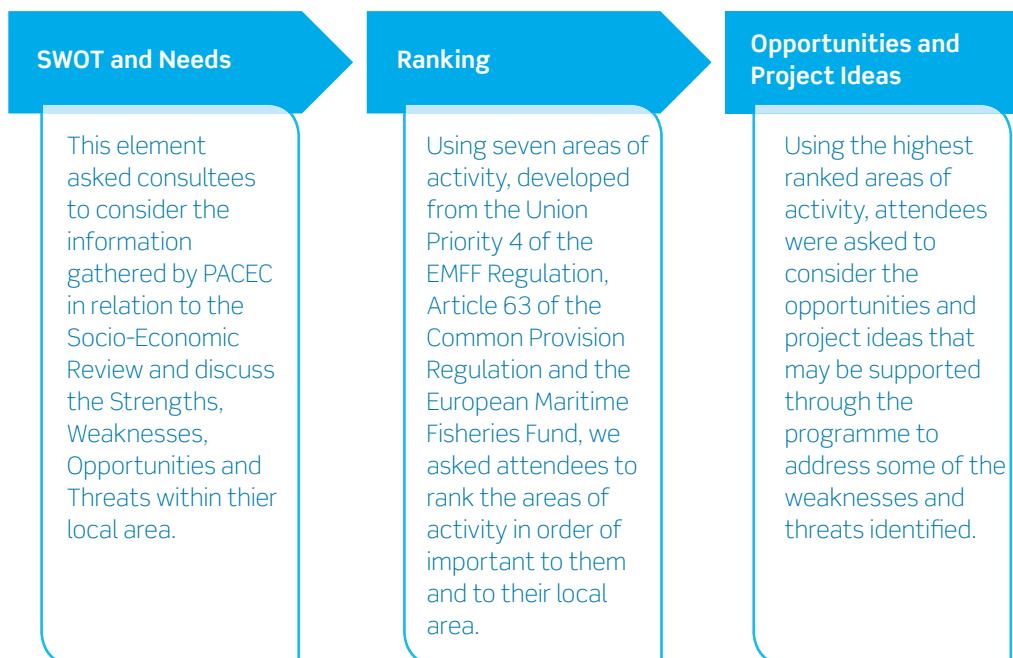
## **2.5 Key Findings from the Consultation Process**

### **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 East Board. A summary of the information gathered through the public consultation process is included in the sections that follow.

### **2.5.2 SWOT Analysis**

The key findings of the public consultation were classified as strengths, weaknesses, opportunities and threats and through this a SWOT analysis was developed for the FLAG South East area. The key findings from this analysis are presented in Figure 2.2.

**Figure 2.2: SWOT Analysis – South East Fisheries Local Action Group**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● There is a larger proportion of persons aged under 15 in the FLAG South East in comparison to Ireland (22.3%, 21.3%)</li> <li>● Preliminary Census 2016 statistics suggest that population is increasing in the South FLAG area. This is likely to place demographic pressures upon coastal communities and the fisheries sector</li> <li>● Over a third of homes in the FLAG South East area are owner occupied without a mortgage (35.1 % compared to 34.4%) indicating a relatively stable housing market</li> <li>● PACEC estimate that since 2011, the unemployment rate has fallen from 17.8% to 9.1% in the FLAG South East area</li> <li>● The fishing industry in the FLAG South East area is relatively substantial and provides significant employment opportunities due to the existing infrastructure in the area to support the industry</li> <li>● Commercial fishing, the diversity of fish species and variety of boat sizes</li> <li>● Large volume of visitors to the South East coast</li> <li>● Multi-skilled and diverse people</li> <li>● Tourism offering such as chartered boats, good terrain for cycling</li> <li>● Strong cultural heritage and events such as seafood festivals in the local area are popular</li> <li>● Good road infrastructure throughout the FLAG area</li> <li>● Adventure centres such as the one in Ardmore are performing very well</li> <li>● There is a long stretch of coastline consisting of lots of small piers, harbours and villages.</li> <li>● Natural fit of area to Dublin (regional marketing) and there is a good road network in the area</li> <li>● Ferry connections to England and Internationally</li> <li>● Beautiful inland waterways – not currently utilised.</li> </ul>	<ul style="list-style-type: none"> <li>● Significantly lower levels of employment were recorded in the 2011 census within the FLAG South East area when compared to the national average (47.7% compared to 50.1%)</li> <li>● High proportion of workforce in the Agriculture, Forestry and Fishing sector are aged 65+ (34.9% compared to 25.1% across all sectors)</li> <li>● High portion of the population in the FLAG South East area are economically inactive (e.g. 16.9% of residents are retired compared to 12.7% nationally)</li> <li>● Parking / access are limited which creates unsafe environment</li> <li>● Seasonality effect of both fisheries and tourism industries</li> <li>● Lack of deep water areas for water safety training within harbours</li> <li>● Lack of organisation and co-operation between community groups, fisheries industry and tourism representatives</li> <li>● Unable to guarantee fishing opportunities every day in some locations due to the openness of harbour</li> <li>● Signage is not great for fishing</li> <li>● Lack of awareness of different seafood (how to cook, what is available)</li> <li>● Dredging issues exist across the coastline</li> <li>● Difficult to access harbours due to lack of capacity and because the majority of harbours are tidal</li> <li>● Limited marine infrastructure in some of the piers and harbours throughout the area.</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>● There are significant tourism opportunities for the area due to the scenic landscape and initiatives such as the coastal route</li> <li>● The fishing industry in the FLAG South East area is substantial and provides significant employment opportunities due to the existing infrastructure in the area to support the industry</li> <li>● The restrictions placed of the fishing of specific species will be removed in the near future and there is an opportunity to grow the current fisheries sector and bring economic growth back to the affected areas</li> <li>● The large proportion of the population aged under 15 provides an opportunity for new employment coming through which could help to diversify employment opportunities</li> <li>● Opportunities to build on strong cultural heritage and a desire of local people to promote this heritage</li> <li>● Potential to introduce eco-trips on chartered boats as the resources are already available</li> <li>● Opportunity to further develop cycling routes in a similar manner to the greenway which is currently under construction</li> <li>● Opportunities to improve the appeal to anglers if the infrastructure around harbours and piers is upgraded</li> <li>● Great coastlines which could be as attractive to tourists as the coastlines in the West / North however not well publicised currently</li> <li>● Ancient East is a potential source of visitors to the area</li> <li>● Marine heritage - ships wrecks offshore - diving trips potential</li> <li>● There are opportunities to connect BIM with local youth services - help get young people engaged in fishing</li> <li>● Rivers have tourism potential as Adventure centres.</li> </ul>	<ul style="list-style-type: none"> <li>● Lack of young workers in the Agriculture, Forestry and Fishing sector (only 12% aged under 35)</li> <li>● Deprivation in the area could present a disincentive to migration to the area (67% of FLAG South East Electoral Divisions are below average in terms of deprivation) and this could be a factor in the decrease in population</li> <li>● The working age population in the FLAG South East area is smaller than the average for other FLAG areas and Ireland (65% compared to 67% nationally) which can limit economic growth in the area</li> <li>● In some areas there is poor water quality due to no sewage treatment plant in some places</li> <li>● Lack of accommodation for visitors across the entire FLAG area which contributes to the location being seen as a day-trip more than a long-stay destination</li> <li>● Difficult for new start-up businesses to become established in the area due to lack of properties</li> <li>● Tourism is dominated by day trippers partly due to the lack of accommodation and also as there are limited attractions around the pier</li> <li>● Some areas have a lack of restaurants, particularly restaurants which sell locally-caught fish</li> <li>● Lack of interest from tourists in fishing</li> <li>● Lack of marketing - should be across the entire FLAG area</li> <li>● Conflict at times between anglers and commercial fishermen</li> <li>● Licensing issues for fishing e.g. small boats not allowed to catch herring</li> <li>● Coastal erosion requires harbours and piers to be rebuilt such as Kilmichael Point.</li> </ul>

### 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 2.2: Ranking of Areas of Activities**

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

Source: PACEC, 2016

Table 2.2 indicates that across all of the consultation activity:

- Job creation and maintenance was identified as the highest ranked priority area;
- Supporting innovation and diversification and adding value to fisheries and aquaculture products were identified as the 2nd most important areas for the FLAG;
- Lifelong learning and attracting young people was identified as the 4th most important area;
- Promoting social well-being and cultural heritage and strengthening the role and governance were identified as the 5th most important areas; and
- Promoting environmental assets was identified as the least important area for the FLAG board.

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.

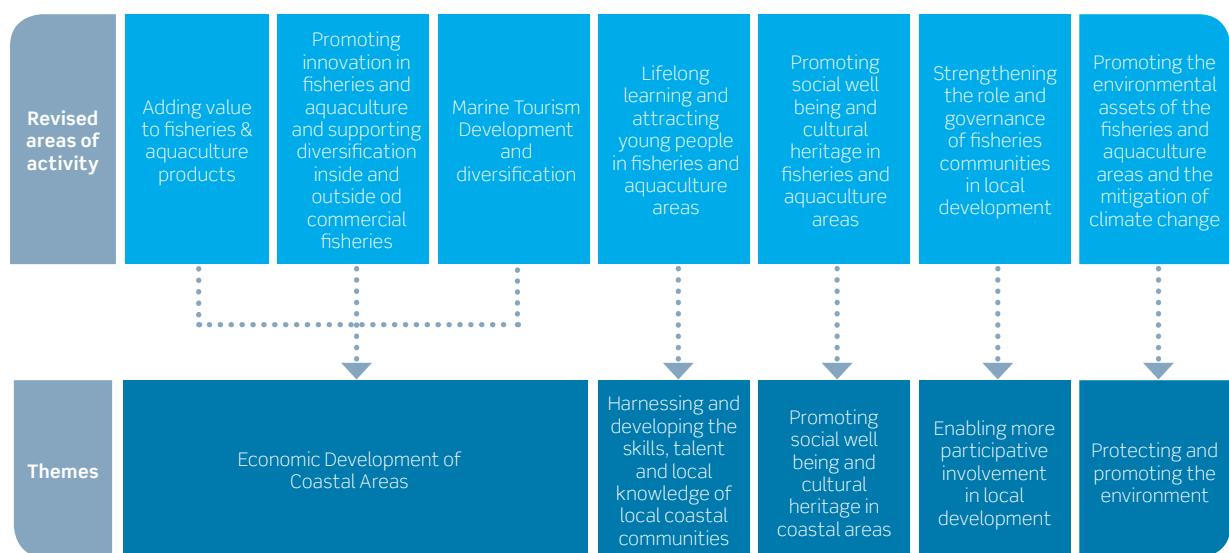
**Figure 2.2: Refinement of the Areas of Activity**



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.

#### 2.5.4 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.

**Table 2.4: Economic Development of Coastal Areas**

Economic Development of Coastal Areas	
<b>Adding Value to Fisheries and Aquaculture</b>	
<p>The three key areas for fishing and aquaculture in the FLAG territory were found in west Waterford around Dungarvan and An Rinn, in a triangle from east Waterford to south-west Wexford, running from Dunmore East north to Cheekpoint and south to Kilmore Quay, and in south Wicklow, around Arklow. Fish preserving and processing activities were concentrated in east Waterford and south Wexford.</p> <p>Despite this the following needs were identified:</p> <ul style="list-style-type: none"> <li>● Adding value through improved infrastructure <ul style="list-style-type: none"> <li>- Need for improved landing facilities at smaller piers and harbours e.g. (cranes / hoists for removing catch from boats more quickly, storage facilities and ice to ensure product remains fresh, equipment for boats to allow catch to be frozen at sea)</li> </ul> </li> <li>● Adding value through local processing <ul style="list-style-type: none"> <li>- Need to develop and encourage local processing of fisheries and aquaculture products so that the full value of the product is retained in the local economy;</li> <li>- Need to consider alternative processing i.e. improving existing products through existing traditional processing e.g. filleting, salting, drying, smoking etc.;</li> <li>- Need to consider the development of processing units for product testing and development at a local level; and</li> <li>- Need to develop new products for local market and for new export markets particularly in Asia and Middle East.</li> </ul> </li> </ul>	

## Economic Development of Coastal Areas

- Adding value through improved product offering
  - Need to promote local produce further through: improving the appearance, marketing and packaging of local products; using official quality labels and symbols (e.g. Protected and Traditional Specialty Guaranteed); using eco-labelling and organic labelling; exploring new supply chains and improving local supply chains; improved collaboration with partners and actors in the supply chain; research and feasibility studies on market demand, shelf life, catchment areas etc.

### Diversification and Innovation

Limited availability of jobs in coastal areas is a major issue resulting in lack of employment, underemployment and leading to decline and contraction of coastal areas. Key to the rejuvenation of coastal areas is the creation of new enterprises through diversification and innovation.

FLAG South East has a smaller inshore fishing fleet and a number of fish farms. Unlike other FLAGs there are a lot of existing tourism related marine business and therefore there are a lot of companies engaged in marine based leisure activities e.g. watersports and boat trips. Enterprises engaged in water transport and related service activities, as well as boat/ship building and repair, occurred in east Waterford, south Wexford and across Wicklow. The primary locations for watersports and recreational activities were in peri-city areas of east Waterford and north Wicklow.

Some of the needs identified in relation to this include:

- Support for business diversification and development
  - Need to encourage entrepreneurship and business startup through support through pilot projects and seed funding for idea exploration through feasibility study and business case development;
  - Need to provide appropriate space to encourage business development e.g. incubation units / hubs / innovation space;
  - Need to provide and support on-going mentoring and networking between local people and agencies that can provide soft support (e.g. training)
  - Need support for product testing, marketing and branding outside of the centre in Clonakilty which has limited capacity
  - Need to support diversification into new areas such as marine tourism, heritage, arts and crafts etc.
  - Need to explore renewable energy and seaweed biomass products in conjunction with the ongoing research at WIT.

### Marine Tourism

Tourism is vitally important to the economy of the South East coastal communities and a key driver of employment. Tourism also delivers substantial social and community benefits, as a significant number of tourism businesses in the FLAG South East area are micro-enterprises that are embedded in rural and coastal communities. Some of the key needs in relation to marine tourism included:

- Developing the tourism offering
  - Need for support for the development of marine tourism and water based activities, walks, and cycling trails such as the “green-way” in Waterford;
  - Need for support for the development heritage trails, seafood trails and cultural information through appropriate signage throughout the FLAG area and building on current initiatives such as the Ancient East trail;
  - Need for support for seafood festivals and coastal community festivals;
  - Need to encourage people to stay in the region rather than day-trippers who travel back to main towns and cities for accommodation.

## Economic Development of Coastal Areas

- Enhancing the Tourism Infrastructure
  - Need for support for signage and information boards to enhance existing tourism offerings
  - Need for support improvement to marine infrastructure e.g. pier to improve safety and facilities and issues regarding shared usage for tourism and fishing/aquaculture;
  - Need for improvements to marine infrastructure in relation to pontoons and marines and ensuring that access to water is safe and accessible for all including those with disabilities;
- Marketing and Promoting the Tourism Offering
  - Support for the animation and marketing of tourism products;
  - Support for the development of new marketing including feasibility studies and training;
  - Support for the development of networks and clusters to encourage local tourism business to work more closely together and also work with other local businesses e.g. hotels, restaurants and local shops.

**Table 2.5: Harnessing the Skills, Talent and Knowledge of Local Coastal Communities**

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

#### Developing Skills in Local Coastal Communities

Those involved in fishing and aquaculture are, by the nature of the industry, highly skilled with regard to marine life, eco-systems and bio-toxins as well practical skills such as navigation, boat management etc. However, the fishing and aquaculture community also have significant knowledge of heritage and historic events which have happened in coastal areas. Some of the needs in relation to this included:

- 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
- Promoting the knowledge and experience present in local coastal areas
  - Need to support the exchange of knowledge between older and young generations
  - Need to ensure that information on coastal heritage is not lost to young generations.

### Attracting Young People to Fisheries and Coastal Areas

Like many rural and peripheral locations, coastal areas struggle to attract young people who wish to remain, work and live in the area. Partly this is due to a lack of employment opportunities with many leaving for education and not returning, however many young people are not aware of the opportunities within local coastal areas that may be an attraction and encouragement for them to return. Some of the needs identified included:

- Introducing young people to the marine environment early
  - Need to support the development of educational resources to enable children and young people to explore and learn about 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 existing infrastructure which invites and encourages young people to interact and learn about the marine sector.
- Supporting young people training in marine sectors
  - Need to support young people through grants for taking courses in marine sector skills
  - Need to encourage the development of apprenticeships for young people seeking to gain employment in the fisheries and aquaculture sectors;
  - Need to support young entrepreneurs who have business ideas for coastal areas.

**Table 2.6: Promoting Social Well-Being and Cultural Heritage in Coastal Areas**

Promoting Social Well-Being and Cultural Heritage in Coastal Areas
<p><b>Improving Social Well-Being in Coastal Communities</b></p> <p>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:</p> <ul style="list-style-type: none"><li>● Lack of services in coastal communities<ul style="list-style-type: none"><li>- Support for the development and sustainability of existing coastal community assets;</li><li>- Targeted initiatives to address isolation such as fishermen living alone e.g. Men's Sheds type initiatives;</li><li>- Supported needed for vulnerable people in coastal communities;</li><li>- Need to develop services linked to the coast e.g. coastal walks which are accessible, community health and well-being projects.</li></ul></li><li>● Promotion and Development of Coastal Cultural Heritage<ul style="list-style-type: none"><li>- Support for historical events and exhibitions in relation to coastal heritage</li><li>- Support for the development of heritage centres</li><li>- Support for research into local history</li><li>- Support for festival and other activities to promote seafood and the marine;</li><li>- Support for information boards and signage in relation to points of interest</li><li>- Development of coastal heritage trails.</li></ul></li></ul>

**Table 2.7: Enabling more Participative Involvement in the Governance of Fisheries**

Enabling more Participative Involvement in the Governance of Fisheries
<p>Throughout the consultation events there was a strong sense of a disconnect between authorities and decision makers and local fisheries and aquaculture. In particular there was a need to improve the capacity of local fisheries to better govern themselves and to be involved in decision making.</p> <ul style="list-style-type: none"><li>● Improving the capacity of local fishing and aquaculture organisations<ul style="list-style-type: none"><li>- Need to improve the co-operation and networking being local fisheries;</li><li>- Need to improve the capacity in local fisheries through training in relation to good governance and group management</li><li>- Need to improve the training and support offered to local fisheries organisations.</li><li>- Need to improve the networking and consultation between local actors and authorities and agencies.</li></ul></li></ul>

**Table 2.8: Protecting and Promoting the Environment**

Protecting and Promoting the Environment
<p>The South East is one of the most scenic, if underrated, parts of Ireland and boasts many natural areas of outstanding beauty. This provides both opportunities and issues for the local area. Whilst there are opportunities to promote and exploit these areas as attractions for tourists there are challenges in relation to the protection and maintenance of these regions as well. Some of the needs identified include:</p> <ul style="list-style-type: none"><li>● Promoting the Natural Environment<ul style="list-style-type: none"><li>- Need to improve the offering exploiting the natural environment through information, wildlife tours, walking routes etc.</li><li>- Need to improve the access to and safety of existing sites to enable more people to enjoy them without damaging the environment</li></ul></li><li>● Protection the Environment<ul style="list-style-type: none"><li>- Need to raise awareness of bio-diversity in coastal areas</li><li>- Need to protect inland water courses such as rivers and lake which fall into the FLAG areas;</li><li>- Need to protect coastal areas from floods and storms;</li><li>- Need to invest in community based conservation trails.</li></ul></li></ul>

## 2.6 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 80 people (c. 60 people in public consultations and 20 stakeholders) 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 East 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 from a prioritisation exercise conducted during the public consultations to develop 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 Prioritisation of Identified Areas of Activity

### 3.3.1 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. During the public consultation, attendees were asked to prioritise seven areas of activity which were derived from the EMFF Operational Programme. From these seven areas of activity, five key themes have been developed which reflect the results of that prioritisation exercise. 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.

### 3.3.2 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 EMFF 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"> <li>This weighting reflects the importance attributed to the information provided through the public engagement.</li> </ul>	<ul style="list-style-type: none"> <li>A stronger score will be awarded for this criteria if the findings from the public consultation have highlighted this area of activity as a key priority.</li> </ul>
Strength of evidence of the need	30	<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>A stronger score will be awarded for this criteria if the findings from the socio-economic review have highlighted this area of activity as a key priority.</li> </ul>
Fit with European Maritime Fisheries Fund 2014 - 2020	20	<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>A stronger score will be awarded for this criteria 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.</li> </ul>
Opportunities/ Project Pipeline	25	<ul style="list-style-type: none"> <li>The project pipeline is an indication of the opportunities that the FLAG will have to spend money on projects under a particular area of activity. Therefore, a weighting of 25 has been attributed to this criterion.</li> </ul>	<ul style="list-style-type: none"> <li>A stronger score will be awarded for this criteria if through the stakeholder engagement a larger pipeline of potential projects has been identified.</li> </ul>

Source: PACEC, 2016

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

**Table 3.2: Summary of Prioritisation**

Area of Activity	Score	Ranking
Adding value to fisheries and aquaculture products	430	2nd
Creating and maintaining jobs in coastal areas	475	1st
Promoting innovation in fisheries and aquaculture and supporting diversification inside and outside commercial fisheries	350	3rd=
Lifelong learning and attracting young people in fisheries and aquaculture areas	350	3rd=
Promoting the environmental assets of the fisheries and aquaculture areas and mitigation of climate change	225	7th
Promoting social well-being and cultural heritage in fisheries and aquaculture areas	250	5th=
Strengthening the role and governance of fisheries communities in local development	250	5th=

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.

Whilst there is no requirement for the strategy to contain all of these areas, the FLAG Board have considered this and have decided to pursue all areas, however the prioritisation will be taken into account when it comes to the allocation of the funding. In addition, 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 3.3. The next sections of this Chapter set out the development of the intervention logic.

### **3.4 Level of Change**

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

- A decline in fisheries;
- 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 East 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 and exploit the opportunities that are available.

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

### **3.5 Intervention Logic of the FLAG South East Strategy**

#### **3.5.1 Components of the Intervention Logic**

The intervention logic for the FLAG South East Strategy sets out the layers of the programme. The table below sets out a description of each element 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”<sup>3</sup>.

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<sup>3</sup> <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 East Strategy.

### 3.5.2 Strategy Vision

**The FLAG South East will have thriving coastal communities.**

### 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 strategy<sup>4</sup>. There are a number of different types of indicators including impact<sup>5</sup>, 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 Irish EMFF 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.

<sup>4</sup> FARNET Factsheet 2 - Results Orientated CLLD in Fisheries Areas – Selecting the Indicators and Setting Targets.

<sup>5</sup> 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 Output Indicators**

Programme level indicators: 61% of Total Budget of €1,680,000 allocated to Economic Development across the lifetime of the programme (€919,111)						
Action	Financial Allocation	Indicator(s)	Measurement Unit	Milestone (2019)	Target (2023)	Estimated Cost per Job
1. FTE Jobs created	€919,111	# of FTE Jobs created	#	8	16	€55,000
2. FTE jobs maintained	€919,111	# of FTE jobs maintained	#	20	40	€22,300

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

### 3.5.3.3 Objectives, Actions and Output Indicators

The indicators for each of the actions were selected from the indicator lists developed using the European Commission guidance on EMFF Indicators<sup>6</sup> and supporting documentation from FARNET<sup>7</sup>.

<sup>6</sup> <https://datacollection.jrc.ec.europa.eu/dd/indicators/emff & http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02014R1014-20140928&from=EN>

<sup>7</sup> [https://webgate.ec.europa.eu/fpfis/cms/farnet/files/documents/FARNET-G11\\_Results-oriented-CLLD\\_EN.pdf](https://webgate.ec.europa.eu/fpfis/cms/farnet/files/documents/FARNET-G11_Results-oriented-CLLD_EN.pdf)

**Table 3.5: Theme 1, Objective 1**

Theme 1 - Economic Development of Coastal Areas (61% of FLAG Programme, €919,111)					
Objective 1 - To support the development of added value in fisheries and aquaculture (€413,600)					
Rationale for the Objective					
The economy of the FLAG South East area is dependent on the Fisheries and Aquaculture sector and therefore the development of this industry could lead to sustainable economic development in the FLAG South East area which would benefit those working within the industry, their families and the wider coastal community.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
1. Develop new products	Actions to support the development of new products including market testing, incubation space development (relates to fit out or access- not new build) and exploration of new export markets, including within the blue growth / broader maritime sector.	€82,720 (20%)	# of new products	2	5
2. Development of local processing activities to add value	Actions to develop and encourage local process using both traditional (linked to cultural heritage) and modern methods (efficiency).	€103,400 (25%)	# of businesses supported	2	4
3. Improving product packaging, appearance and marketing	Support for improving the appearance, marketing and packaging of local products; using official quality labels and symbols to add value to the product (e.g. Traditional Specialty Guaranteed); exploring new supply chains and improving local supply chains; improved collaboration with partners and actors in the supply chain; research and feasibility studies on market demand, shelf life, catchment areas etc.  <b>Investment in quality labels should only be approved if it relates to value add activities (not protected geographical indications)</b>	€41,360 (10%)	# of businesses supported	2	4
4. Improving pier and harbour infrastructure for improving access and safety for fishing and aquaculture	Support to improve landing facilities at smaller piers and harbours e.g. (cranes / hoists for removing catch from boats more quickly, storage facilities and ice to ensure product remains fresh).	€186,120 (45%)	# of marine infrastructure improvements	4	10

**Table 3.6: Theme 1, Objective 2**

Theme 1 - Economic Development of Coastal Areas (61% of FLAG Programme, €919,111)					
Objective 2 - Take advantage of opportunities for marine tourism (€367,644)					
Rationale for the Objective					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
5. Marine tourism infrastructure	Support for: piers to improve safety and facilities and issues regarding shared usage for tourism and fishing/aquaculture; pontoons and marines and ensuring that access to water is safe and accessible for all including those with disabilities. There are some harbours which are more developed than other (e.g. Kilmore Quay) so support in this area will vary across providing the basic infrastructure (toilets, electricity, hoists) to providing more specific investments such as disability-friendly pontoons.	€220,587 (60%)	# of marine infrastructure improvements	4	10
6. Developing the Tourism Offering	Support to develop marine tourism and water based activities such as a “blue-way”, walks, cycling trails such as the green-way, heritage trails such as the Ancient East or seafood trails, eco-tourism and wildlife tourism including bird watching, seals and other marine species; seafood festivals and coastal community festivals. There are attractions specific to the South-East such as the “Graveyard of a Thousand Ships” and the traditional fishing methods used especially in the Waterford Estuary area which can be built upon to expand the current Tourism Offering.	€110,293 (30%)	# of marine leisure / tourism activities supported	4	10
7. Marketing and Selling the Coastal Tourism Product	Support for signage and information boards to enhance existing tourism offerings, the animation and marketing of tourism products, development of new marketing including feasibility studies and networks / clusters to encourage local tourism business to work more closely together and also work with other local businesses e.g. hotels and restaurants.	€36,764 (10%)	# of marine leisure / tourism activities supported	3	6

**Table 3.7: Theme 1, Objective 3**

Theme 1 - Economic Development of Coastal Areas (61% of FLAG Programme, €919,111)					
Objective 3 - To encourage diversification in coastal areas (€183,822)					
Rationale for the Objective					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
8. Inshore Diversification	<p>Support to: encourage entrepreneurship and business startup through support for pilot projects and seed funding for idea exploration through feasibility study and business case development, provide appropriate space to encourage business development e.g. incubation units / hubs / innovation space (relates to fit out or access-not new build); provide and support on-going mentoring and networking between local people and agencies that can provide soft support (e.g. training); for product testing, marketing and branding.</p> <p>Also diversification into new areas such as marine tourism, heritage, arts and crafts and renewable energy and seaweed biomass products.</p>	€183,822 (100%)	# of businesses supported	7	12

**Table 3.8: Theme 2, Objective 1**

Theme 2 - Harnessing and Developing the Skills and Knowledge of the Local Coastal Community (11% of FLAG Programme, €167,111)					
Objective 1 - To develop new and enhance existing skills of local communities (€83,556)					
Rationale for the Objective					
Those involved in fishing and aquaculture are, by the nature of the industry, highly skilled with regard to marine life, eco-systems and bio-toxins as well practical skills such as navigation, boat management etc. However, the fishing and aquaculture community also have significant knowledge of heritage and historic events which have happened in coastal areas. Support under this area will promote the sharing of this knowledge with the younger generation to encourage more young people to enter the industry.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
9. Developing Skills in Fisheries and Aquaculture Areas	Support for those involved in fishing and aquaculture to partake in: training and upskilling; advanced training and specialist courses; and the development and sharing of basic marine skills in line with the Leech Report. Training supported by the FLAG should complement / not duplicate training already provided by BIM.	€66,844 (80%)	# of participants on training courses	20	35
10. Knowledge Transfer in Coastal Areas	Supporting the exchange of knowledge between older and young generations and ensuring that information on coastal heritage is not lost to young generations.	€16,711 (20%)	# of educational / information schemes	1	2

**Table 3.9: Theme 2, Objective 2**

Theme 2 - Harnessing and Developing the Skills and Knowledge of the Local Coastal Community (11% of FLAG Programme, €167,111)					
Objective 2 - To increase knowledge of potential employment opportunities in fisheries and aquaculture among young people (€83,556)					
<b>Rationale for the Objective</b>					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
11. Marine Environment and Education	Support for the development of educational resources to enable children and young people to explore and learn about the marine environment and support for the development of information on the career opportunities related to the marine sector.	€33,422 (40%)	# of projects supported to promote local fishing heritage, knowledge and culture	1	3
12. Young People Training in Marine Sectors	Support for young people through grants for taking courses in marine sector skills, to encourage the development of apprenticeships for young people seeking to gain employment in the fisheries and aquaculture sectors and to support young entrepreneurs who have business ideas for coastal areas. These courses should be in line with the Leech Report. Training supported by the FLAG should complement / not duplicate training already provided by BIM.	€50,133 (60%)	# of participants on training courses	20	30

**Table 3.10: Theme 3, Objective 1**

Theme 3 - Promoting Social Well-Being and Coastal Cultural Heritage (17% of FLAG Programme, €250,667)					
Objective 1 - To improve social wellbeing in coastal areas (€150,400)					
Rationale for the Objective					
Access to services and issues of social isolation are important and often under reported issues impact on the social wellbeing of coastal communities. Support under this objective seeks to support and improve the quality of life and social wellbeing of coastal residents.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
13. Improving access to services in coastal areas	Support for the development and sustainability of existing coastal community assets including: targeted initiatives to address isolation such as fishermen living alone e.g. Men's Sheds type initiatives; supports for vulnerable people in coastal communities and services linked to the coast e.g. coastal walks which are accessible, community health and well-being projects.	€150,400 (100%)	# of projects which improve quality of life or social well-being	3	5

**Table 3.11: Theme 3, Objective 2**

Theme 3 - Promoting Social Well-Being and Coastal Cultural Heritage (17% of FLAG Programme, €250,667)					
Objective 2 - To promote & share the unique cultural heritage of fisheries and aquaculture areas (€100,267)					
Rationale for the Objective					
The promotion of cultural heritage is an important area of development for coastal areas in two ways. Firstly, it ensures that the history and heritage of coastal regions is maintained throughout generations and secondly it promotes the local area's tourism offering which can improve and increase economic activity.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
14. Ensuring the survival of coastal heritage	Support for: maritime museums, historical events and exhibitions in relation to coastal heritage; the development of heritage centres; research into local history; festivals and other activities to promote seafood and the marine; information boards and signage in relation to points of interest and of coastal heritage trails.	€100,267 (100%)	# of projects supported to promote local fishing heritage, knowledge and culture	2	3

**Table 3.12: Theme 4, Objective 1**

Theme 4 - Enabling more Participative Involvement in the Governance of Fisheries (5.6% of FLAG Programme, €83,556)					
Objective 1 - To improve the capacity of fisheries communities in relation to self-governance (€58,489)					
Rationale for the Objective					
There was a need to improve the capacity of local fisheries to better govern themselves and to be involved in decision making. Support under this objective aims to provide local fishing and aquaculture groups with the skills and training required to enable better local governance.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
15. Capacity Building in Fisheries and Aquaculture Organisations	Support for: capacity building in local fisheries through training in relation to good governance and group management and training and support offered to local fisheries organisations 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.	€58,489 (100%)	# of community/ user groups with enhanced capacity	4	7

**Table 3.13: Theme 4, Objective 2**

Theme 4 - Enabling more Participative Involvement in the Governance of Fisheries (5.6% of FLAG Programme, €83,556)					
Objective 2 - To improve co-operation between fisheries communities and other community groups (€25,067)					
Rationale for the Objective					
There was a strong sense of a disconnect between authorities and decision makers, local fisheries and aquaculture and local community groups. Support under this objective aims to improve the linkages and networking between local groups and decision makers.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
16. Developing the voice of fisheries and aquaculture	Support to: improve the co-operation and networking being local fisheries and improve the networking and consultation between local actors and authorities and agencies.	€25,067 (100%)	# of community/ user groups established	0	1

**Table 3.14: Theme 5, Objective 1**

Theme 5 - Protecting and Promoting the Environment, (5.6% of FLAG Programme, €83,556)					
Objective 1 - To support the promotion and protection of environmental assets (€41,778)					
Rationale for the Objective					
The FLAG South East area is a very scenic part of Ireland however it does not receive the same level of marketing as other parts of Ireland. The scenery boasts many natural areas of outstanding beauty. There are considerable opportunities to promote and use the natural environment to assist in economic growth particularly in the tourism sector.					
Action	Description	Financial Allocation € (%)	Indicator(s)	Milestone (2019)	Target (2023)
17. Promoting the Natural Environment	Support for: improving the offering exploiting the natural environment through information, wildlife tours, "green-way" cycle routes, walking routes and improving the access to and safety of existing sites to enable more people to enjoy them without damaging the environment.	€41,778 (100%)	# of projects supported to enhance environmental conservation, awareness and protection	1	3

**Table 3.15: Theme 5, Objective 2**

Theme 5 - Protecting and Promoting the Environment (5.6% of FLAG Programme, €83,556)					
Objective 2 - To support measures which aim to mitigate against climate change (€41,778)					
Rationale for the Objective					
Whilst there are opportunities to promote and exploit these areas as attractions for tourists there are challenges in relation to the protection and maintenance of these regions as well. Support under this objective aims to support measures aimed at mitigating against the effects of climate change.					
Action	Description	Financial Allocation €	Indicator(s)	Milestone (2019)	Target (2023)
18. Protecting the Environment	Support for: raising awareness of bio-diversity in coastal areas; protecting inland water courses such as rivers and lake which fall into the FLAG areas; protecting coastal areas from floods and storms; investing in community based conservation trails.	€41,778 (100%)	# of projects supported to enhance environmental conservation, awareness and protection	1	4

**Table 4:13: 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	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.

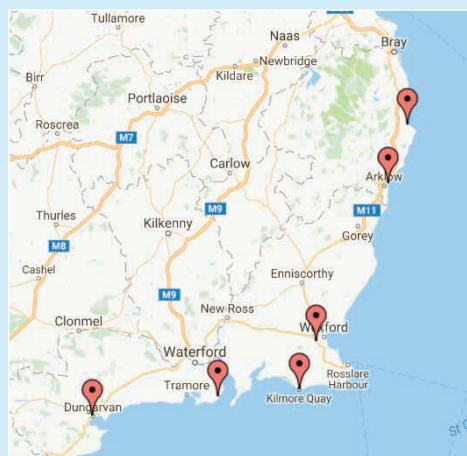
This details the number, organisations and categorisation of all of those consulted with in the development of the strategy.

## 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 <sup>8</sup>	Details
Preliminary interviews with key stakeholders <sup>9</sup>	As part of a strategy development process, interviews were held with a range of key stakeholders <sup>10</sup> 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 <sup>11</sup>	As part of the consultation process during the development of the strategy, public meetings were held in 5 locations and a ‘drop-in’ session within the FLAG Region <sup>12</sup> . These locations were distributed across the FLAG Region, including remote locations to ensure that all coastal communities and stakeholders had the opportunity to participate (see map). Approximately 60 people attended these 5 meetings.



<sup>8</sup> FARNET GUIDE #1 – A Start-Up Guide for Fisheries Local Action Groups (FLAGS) – Stakeholders

<sup>9</sup> Interviews should be arranged with key stakeholders and informants in the area and / or other relevant organisations - FARNET GUIDE #1 – A Start-Up Guide for Fisheries Local Action Groups (FLAGS)

<sup>10</sup> Wicklow County Council; Wexford County Council; Hook Head Shellfish; LEADER; Passage East Community Group; Kilmore Quay - local community development group, harbour master, local fisherman; Dunmore East - Dunmore East Tourism group, the harbour master, the fishing co-op, a local elected representative and the “Dunmore East FLAG group” (a group of local community representatives).

<sup>11</sup> 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).

<sup>12</sup> Wicklow, Arklow, Wexford, Kilmore Quay, Dungarvan and Dunmore East.

### 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<sup>13</sup>**

Category of Stakeholder	Number attending public meetings	Key stakeholder meetings
Competent regional, local, urban and other public authorities	8 (26%)	5 (33%)
Economic and social partners	16 (52%)	6 (40%)
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.	7 (23%)	4 (27%)
<b>Total</b>	<b>31 (50% of total (62))<sup>13</sup></b>	<b>15 (100%)</b>

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.

<sup>13</sup> 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 East 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 East Action Plan - 2016/17**

Action	Responsibility	Dec '16	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Overarching Activities</b>														
FLAG Board Meeting	FLAG Board	X		X						X				X
Decide Dates for Calls	FLAG Board	X												
<b>Training</b>														
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									
<b>PR / Animation / Communication</b>														
PR / Communication	FLAG Board		X		X		X		X					X
Animation / Public Workshops	FLAG Board		X		X		X		X					X
<b>Initiation of Call</b>														
Call Publicity/Animation	FLAG Board		X	X	X		X		X					X
Open Call	FLAG Board			X		X		X		X				X
Close Call	FLAG Board				X			X		X				X
<b>Assessment Process</b>														
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
<b>Monitoring &amp; Evaluation</b>														
Project monitoring	FLAG Board / BIM									X				X
Post Project Evaluation	External													X
Strategy Review	FLAG Board / BIM													X

**Table 5.2: FLAG South East Action Plan - 2018 - 2022**

Action	Responsibility	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Overarching Activities</b>													
FLAG Board Meeting	FLAG Board	X		X		X		X		X		X	
Decide Dates for Calls	FLAG Board	X											
<b>PR / Animation / Communication</b>													
PR / Communication	FLAG Board	X		X		X		X		X		X	
Animation / Public Workshops	FLAG Board	X		X		X		X		X		X	
<b>Initiation of Call</b>													
Call Publicity/Animation	FLAG Board / BIM	X	X		X		X		X		X		X
Open Call	FLAG Board / BIM		X		X		X		X		X		X
Close Call	FLAG Board / BIM		X		X		X		X		X		X
<b>Assessment Process</b>													
Assessment Against Eligibility Criteria	BIM			X			X		X		X		X
Assessment Against Criteria	FLAG Technical & Investment Committee			X			X		X		X		X
Recommendations approved/rejected	FLAG Board			X			X		X		X		X
Issue Rejection Letters	FLAG Board via BIM			X			X		X		X		X
Issue LoOs	FLAG Board via BIM			X			X		X		X		X
<b>Monitoring &amp; Evaluation</b>													
Project monitoring	FLAG Board / BIM						X					X	
Post Project Evaluation	External											X	
Strategy Review	FLAG Board / BIM											X	X
<b>Networking and Co-Operation</b>													
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 East is €1.68m, 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 East.

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 6.1 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
Theme 1 Economic Development of Coastal Areas	€137,867	€229,778	€229,778	€229,778	€91,911	€919,111
Theme 2 Harnessing and Developing the Skills and Knowledge of the Local Coastal Community	€41,778	€41,778	€41,778	€25,067	€16,711	€167,111
Theme 3 Promoting Social Well-Being and Coastal Cultural Heritage	€50,133	€50,133	€50,133	€50,133	€50,133	€250,667
Theme 4 Enabling more Participative Involvement in the Governance of Fisheries	€16,711.11	€16,711.11	€16,711.11	€16,711.11	€16,711.11	€83,556
Theme 5 Protecting and Promoting the Environment	€16,711	€16,711	€16,711	€16,711	€16,711	€83,556
<b>Sub-Total</b>	<b>€263,200</b>	<b>€355,111</b>	<b>€355,111</b>	<b>€338,400</b>	<b>€192,178</b>	<b>€1,504,000</b>
<b>FLAG Administration and Animation Costs</b>						
Networking	€10,000	€10,000	€10,000	€10,000	€10,000	€50,000
Total Admin Costs	€25,200	€25,200	€25,200	€25,200	€25,200	€126,000
<b>Total</b>	<b>€298,400</b>	<b>€390,311</b>	<b>€390,311</b>	<b>€373,600</b>	<b>€227,378</b>	<b>€1,680,000</b>

**Table 6.2: Implementation of Operations / Projects under the LDS**

	2017	2018	2019	2020	2021	Total
<b>Theme 1 Economic Development of Coastal Areas</b>						
Objective 1 To support the development of added value in fisheries and aquaculture	€62,040	€103,400	€103,400	€103,400	€41,360	€413,600
Objective 2 Take advantage of opportunities for marine tourism	€55,147	€91,911	€91,911	€91,911	€36,764	€367,644
Objective 3 To encourage diversification in coastal areas	€27,573	€45,956	€45,956	€45,956	€18,382	€183,822
<b>Sub-Total</b>	<b>€137,867</b>	<b>€229,778</b>	<b>€229,778</b>	<b>€229,778</b>	<b>€91,911</b>	<b>€919,111</b>
<b>Theme 2 Harnessing and Developing the Skills and Knowledge of the Local Coastal Community</b>						
Objective 1 To develop new and enhance existing skills of local communities	€20,889	€20,889	€20,889	€12,533	€8,356	€83,556
Objective 2 To increase knowledge of potential employment opportunities in fisheries and aquaculture among young people	€20,889	€20,889	€20,889	€12,533	€8,356	€83,556
<b>Sub-Total</b>	<b>€41,778</b>	<b>€41,778</b>	<b>€41,778</b>	<b>€25,067</b>	<b>€16,711</b>	<b>€167,111</b>
<b>Theme 3 Promoting Social Well-Being and Coastal Cultural Heritage</b>						
Objective 1 To improve social wellbeing in coastal areas	€30,080	€30,080	€30,080	€30,080	€30,080	€150,400
Objective 2 To promote & share the unique cultural heritage of fisheries and aquaculture areas	€20,053	€20,053	€20,053	€20,053	€20,053	€100,267
<b>Sub-Total</b>	<b>€50,133</b>	<b>€50,133</b>	<b>€50,133</b>	<b>€50,133</b>	<b>€50,133</b>	<b>€250,667</b>
<b>Theme 4 Enabling more Participative Involvement in the Governance of Fisheries</b>						
Objective 1 To improve the capacity of fisheries communities in relation to self-governance	€11,698	€11,698	€11,698	€11,698	€11,698	€58,489
Objective 2 To improve co-operation between fisheries communities and other community groups	€5,013	€5,013	€5,013	€5,013	€5,013	€25,067
<b>Sub-Total</b>	<b>€16,711</b>	<b>€16,711</b>	<b>€16,711</b>	<b>€16,711</b>	<b>€16,711</b>	<b>€83,556</b>
<b>Theme 5 Protecting and Promoting the Environment</b>						
Objective 1 To support the promotion and protection of environmental assets	€8,356	€8,356	€8,356	€8,356	€8,356	€41,778
Objective 2 To support measures which aim to mitigate against climate change	€8,356	€8,356	€8,356	€8,356	€8,356	€41,778
<b>Sub-Total</b>	<b>€16,711</b>	<b>€16,711</b>	<b>€16,711</b>	<b>€16,711</b>	<b>€16,711</b>	<b>€83,556</b>
<b>Total</b>	<b>€263,200</b>	<b>€355,111</b>	<b>€355,111</b>	<b>€338,400</b>	<b>€192,178</b>	<b>€1,504,000</b>

## 6.4 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
Communication / Publicity / Advertising <sup>14</sup>	€3,700	€3,700	€3,700	€3,700	€3,700	<b>€18,500</b>
Meeting Facilitation <sup>15</sup>	€3,000	€3,000	€3,000	€3,000	€3,000	<b>€15,000</b>
Travel & Subsistence <sup>16</sup>	€6,000	€6,000	€6,000	€6,000	€6,000	<b>€30,000</b>
Buying in service/person <sup>17</sup>	€3,000	€3,000	€3,000	€3,000	€3,000	<b>€15,000</b>
Labour Replacement Costs <sup>18</sup>	€9,500	€9,500	€9,500	€9,500	€9,500	<b>€47,500</b>
<b>Total</b>	<b>€25,200</b>	<b>€25,200</b>	<b>€25,200</b>	<b>€25,200</b>	<b>€25,200</b>	<b>€126,000</b>

14 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.

15 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.

16 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.

17 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.

18 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).

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.

## 6.5 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	<b>€200,000</b>
2	Community Groups (non commercial) and Registered Charities	All	80%	€200,000	<b>€200,000</b>
3	SSCF vessels owners or collective thereof	Investment ashore adding value directly related to SSCF fisheries	80%	€80,000	<b>€100,000</b>
4	Collectives and co-operatives	Related to seafood	60%	€100,000	<b>€166,666</b>
5	Seafood & Marine Enterprises* (incl. sole traders)	Related to seafood or marine sector and diversification	50%	€100,000	<b>€200,000</b>
6	Enterprises* & sole traders outside seafood sector	All	40%	€50,000	<b>€125,000</b>
7	FLAG	All	100%	€100,000	<b>€100,000</b>

\*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 €672,622<sup>19</sup>.

**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.

19 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 East
Primary Contact Details	Contact Name: John Hickey Website: TBC Role: FLAG Co-ordinator Email: hickey@bim.ie Phone Number: +353 53 912 9632 Mobile: +353 87 629 5047
Date of FLAG Establishment	December 2016
Legal Structure	The Fisheries Local Action Group is the South East 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 Regulation<sup>20</sup> 508/2014 and Article 32 (2) (b) of the Common Provisions Regulation<sup>21</sup>, 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 Sector<sup>22</sup> and a minimum of 60% representation from the fishing, seafood, coastal communities sector<sup>23</sup>. The balance of organisational representation will be retained throughout the replacement/ rotation process.

20 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)."

21 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;"

22 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.

23 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% female<sup>24</sup>. In the previous FLAG programme, the Policy was to ensure that at least 30% of committee members<sup>25</sup> 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 Networks<sup>26</sup> (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 East has 15 members, and is representative of a wide range of sectors and areas. The table below sets out the current membership of the FLAG.

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24 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)

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

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

**Table 7.2: FLAG Members – Experience**

FLAG Member	Organisation	Area of Expertise	Experience
<b>Industry</b>			
Eugene Bates (Duncannon)	South East RIFF South Wexford Lobster Co-op Committee	Fisheries Wexford - Razors	Eugene has vast experience fishing. From 1958 – 1970 he fished for herring, he then moved to potting for lobster for 10 years , scallop fishing from 1998-2006 owning a number of 30 to 34 metre scallop boats fishing in Irish, UK and French waters. Also cockles from 1994-2000 and is currently fishing for razor clams. Eugene is a member of the Kilmore Quay Fishermen's co-op, the IFPO, and the Waterford Estuary Surf Clam and Cockle Local Advisory Committee. Eugene entered the hospitality sector in 1969, until 1992 operating a popular hotel in Duncannon. Eugene has represents the fishing sector in the south west Wexford coastal area on the FLAG since its inception, and is a member of the Rosslare Razor Association and fisheries representative on the SE RIFF, with a strong focus on the sustainable development of bi-valve fisheries.
Noel McDonagh (Dunmore East)	Dunmore East Fishermens Co-op. East Waterford Lobster Assoc. Traditional Net Fishermen's Association	Fisheries Waterford - East	Noel McDonagh was involved in fishing up to 1983 and during this period was chairperson of the Celtic Sea inshore fisherman's association. From 1983 Noel has been involved in the retail sector in Waterford – after his retirement in 2009 the business is now run by his son. Since then Noel has been involved in local history and formed a national Charity called LAST for fishing tragedies. Noel represents the fishing sector in the east Waterford area, and serves as chairperson of the current as well as on the last FLAG South East under the EFF. Noel also represents FLAGS on the EMFF board.
Aidan Scallan	South East RIFF and South Wexford Lobster Co-op Committee	Fisheries - Wexford Potting	Aidan is a fulltime fisherman from Kilmore Quay, fishing lobster and crab representing the fisheries sector in the southeast/east Wexford coastal area. Aidan is a committee member of the South Wexford Lobster Co-op for Kilmore Quay, whose main aim is the management and conservation of lobster stocks in Co. Wexford through the successful v notch programme since 1994, and which ran a lobster hatchery from 1994 to 2000.
Risteard Breathnach (Helvick)	Cumann Sliogeisc Helvick	Fisheries - West	Richard is a full time fisherman from Helvick in Co. Waterford, fishing his own boat the Rónach B, W310 for lobster, crab and shrimp, and is the fisheries representative on the FLAG for the west Co. Waterford area. Richard is a member of Sliogeist Helbic, a local fishing group representing local fishermen, participating in initiatives such as lobster v notching. Richard represents the fishing sector in west Waterford as a member of the FLAG South East since its commencement, and assisted local fishermen in Helvick harbour working with the local authority in putting in place a storage area for fishing gear.

<b>FLAG Member</b>	<b>Organisation</b>	<b>Area of Expertise</b>	<b>Experience</b>
Cliona Mhic Giolla Chuda (Ring)	Irish Shellfish Association - Oysters	Aquaculture	Cliona is a member of the Irish Shellfish Association (IFA Aquaculture), and represents the aquaculture industry in the south east area on the FLAG, having served in the capacity since the FLAG was originally formed. Cliona is on the board of the Waterford Leader Partnership, director and manager of Meitheal Trá Na Rinne Teo, board member of Comhlucht Forbartha Na nDéise Teo. Cliona also represents the aquaculture industry on the South East Regional Fisheries Forum (RIFF).
Lee Ronan	Duncannon Fish Company	Business/ Seafood added value	Lee runs The Duncannon Fish Company with her husband Kai Ronan, which was set up originally in 1974 by fishing enthusiast Frank Ronan. Ronan's Fish Shop sell fresh and smoked fish and shellfish directly to their customers in Wexford Street, New Ross, Co Wexford. The shop is acclaimed across the South East for its outstanding fish and shellfish, sourced mainly from Kilmore Quay. Through online sales and outlets in Ireland and Europe Duncannon Smokehouse sell a range of smoked fish. Lee represents the artisanal seafood added value sector throughout the FLAG region.
Walter Foley	Irish Charter Skippers Association	Marine Tourism	Walter, who is a former fisherman, operates the charter boat Orinoco from Waterford Harbour and is a nominee of the Irish Charter Skippers Association on the FLAG. Walter is Lifeboat Operations Manager of Fethard RNLI lifeboat, charters and operates a pilot boat to New Ross and Waterford Port Companies, and is also a board member of Hook Tourism Ltd.
<b>Community</b>			
TBC	Public Participation Network	Community - Wicklow	
Ann Wall	Public Participation Network	Community - Wexford	Ann is involved in community development for over 30 years on the Hook Peninsula, and as a member of Hook Rural Tourism in marketing and promoting the area as a major tourist destination. Ann is treasurer of Fethard Boat Club and works on behalf of the Community with Wexford County Council to improve infrastructure in Fethard Harbour. Ann was former Chairperson of South West Wexford Community Development Project supporting the development and training of disadvantaged people, and for the past 12 years as a director Wexford Local Development Company. Ann is also treasurer of the Helen Blake Lifeboat replica project, and being nominated to the FLAG from the PPN she hopes to see coastal communities benefit from both FLAG and LEADER funding.

FLAG Member	Organisation	Area of Expertise	Experience
Donal O'Brian	Public Participation Network	Community - Waterford	Donal represents the Public Participation Network (PPN) in Co. Waterford on the FLAG, having served in the same capacity for the previous 3 years of the FLAG (then appointed by the Waterford Community Forum). Donal has been involved for many years in coastal community development with many organisations/initiatives such as being a committee member of the Copper Coast Geopark and the DFBA (Dunhill, Fenor, Boatstrand and Annestown) community development group. Donal always had a small boat, and was a RNLI lifeboat crew member, being a crew on Irelands first inshore lifeboat. Donal is retired from CBS Tramore as principal and science teacher.
Ray McGrath	Environmental Pillar/Irish Environmental Network	Environment	Ray represented the environmental sector on Waterford Leader Board for 2 terms as Environmental Pillar rep. and was Co-chair of a local initiative 'Empowering Coastal Communities'. Ray is author of 'Waterford Estuary Area; A community-led mapping of its natural and heritage resources'. He has a family fishing background and some experience in the lobster, herring and mackerel fishery, with involvement with the fishing co-operative movement in Canada.
Statutory Agencies			
Carolyne Godkin	Wexford County Council (Co. Development Officer Economic Section)	Local Authority	Carolyne, employed as the Economic Development Officer of Wexford Co. Council since 2015, represents the Local Authorities on the FLAG. Carolyne filled a number of posts previously including Tourism Development Officer, Programme Co-ordinator, and previously was employed by the Health Service Executive and MCIVER Consulting.
Tom Greegan	Wicklow Leader Partnership Chair	LEADER	Tom is chair of Wicklow LEADER since 1991. He is also chair of Wicklow mountains national park since 2000 and chair of the audit committee of Wicklow County Council since 2007. Tom is member of the FLAG since it was first formed representing the three LEADER companies in the FLAG region.
Mary Walsh	Waterford/Wexford ETB Adult Education Officer	Training	Mary is Adult Education Officer with Waterford and Wexford ETB and is the Education and Training Board Representative for counties Wicklow, Wexford and Waterford on the FLAG. She manages 17 full time Education and Training Programmes across counties Waterford and Wexford. She has previous experience at Executive and officer level on Waterford Leader Partnership, Waterford Community Childcare Facility Ltd, the Adult Education Officers Association, of which she is currently National President and the Association of Home Economics Teachers.

FLAG Member	Organisation	Area of Expertise	Experience
Eleanor Kent	Waterford Institute of Technology (WIT)	Third level	Eleanor is a lecturer at Waterford Institute of Technology. She is programme leader for the BSc. in Food Science with Business and the BSc. (Hons.) in Food Science and Innovation. She is actively involved in collaboration with the food industry in terms of programme development and student placement in industry. Food Regulation, Food Safety Management Systems, Product Development and Up-Skilling and Training of employees are her main areas of interest.

In accordance with Regulation<sup>27</sup> 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 4 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.
- 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.

27 REGULATION (EU) No 508/2014, Article 61

### **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 implementation<sup>28</sup>. 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 approach<sup>29</sup>.

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 times<sup>30</sup> 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.

Guidance from FARNET, Managing Effective Partnerships<sup>31</sup>, suggests that from experience that FLAG Boards should be 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.

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

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

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

31 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](https://webgate.ec.europa.eu/fpfis/cms/farnet/files/documents/EN_GUIDE_4_4-16.pdf)



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