Lissycasey

Smart Community Plan.

Part 3 of 4

Business & Employment

A Plan by the Community for the Community

eTOWNZ

1. Introduction

Welcome to the **Lisseycasey Smart Business and Economy Plan** plan June 2019. This plan has been compiled by the **Lissycasey** community for the **Lissycasey** community. The plan comes at the end of a twelve month process of working to strengthen the community management capabilities in **Lissycasey**.

Benefits of a Local Plan

☑ Better local collaboration
☑ Encourages greater volunteerism
☑ Provides direction to local development
☑ Creates a unified voice and action team
☑ Helps identify & understand problems
☑ Improves access to outside supports

The Wider Project: The project has been funded by Clare Local Development Company and facilitated by a company called eTownz. The project is part of a wider project in Clare where forty communities across the county have been undertaking similar exercises. As many nearby communities are undertaking similar projects and developing local action teams, it creates collaboration opportunities for neighboring communities.

The Four-Part Plan: This document is one of four parts of a community plan for **Lissycasey**. These represent four top tiers of community planning: Economy, Wellbeing, Environment and Management.

Well being
Environment
Economy
Management

Lissycasey may wish to develop more detailed plans for specific areas within one of the four parts, such as a specific Tourism plan under the Economy heading, or a specific Energy plan under the Environment heading.

Town Teams: The importance to local development of collaboration between local people, clubs, businesses and service providers cannot be understated. eTownz suggests **Lissycasey** creates teams for each of the four top tiers: **Economy, Wellbeing, Environment and Management.**

- Build positive approach to local development
- Coordinate local stakeholders
- Manage, plan & help co-ordinate activities
- Promote the fun of local participation
- Encourage feedback & ideas from community
- Help volunteers & public service providers
- Identify Ideas & Opportunities

> How Did We Get Here?

The Lisseycasey Smart Business and Economy Plan plan has been compiled over 12 months from community feedback. eTownz liaised with a small group of dedicated local volunteers to organise and gather the information in this report.

- Community Workshops
- Residents Surveys
- Desktop Research
- Interviews
- COMMUNITY PLAN
- Research Tour
- Regional Training

> Plan Structure

This is a 'smart' community plan. It draws on information from different sources and can be updated at any time through the eTownz online dashboard- Click Here . This allows different sections of the community to engage with an ongoing planning process

The plan was compiled by creating a 'model' of **Lissycasey.** The information is logged to a database as 'Record Logs'.

Each record log is assigned both a "Log Type" and a "Log Theme". This provides the framework for the community plan. This modular plan is compiled using the eTownz Dashboard, allowing the plan to be easily updated by the **Lissycasey** team in the future, adding new project ideas and challenges.

> What Next?

The plan hopes to assist **Lissycasey** locals with creating a series of community development teams. Each team will cover one of the four top tiers; **Economy, Wellbeing, Environment or Management**. Teams should be composed of representatives from local clubs, businesses and service providers, as well as interested people from **Lissycasey** . Teams will set their own agendas for how often they would like to meet, what projects to undertake and so on.
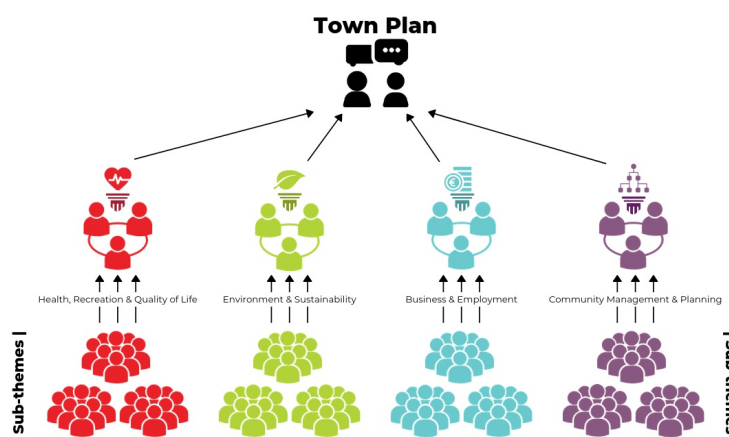
> So What Can You Do?

If you have an interest in local issues in Lissycasey , there are a number of ways you can get involved:

- **Share**: Read and share this report with others
- **Survey**: Complete the surveys or register your club/organisation
- **Contribute**: Contribute your ideas on any record by clicking on the log record title or visiting the eTownz dashboard
- **Join a team**: Register for a team online or attend a meeting to get involved in the **Lissycasey** plan.

2. Executive Summary

It is generally felt that the area is not doing well economically and many people leave the area for employment or commute elsewhere to work. At present there is a lack of full-time employment and this could lead to depopulation. The area has many attractions for tourists. Lissycasey Heritage Interactive Trail terrain is a mix of minor road and forest track and there is also an Ecology Park in the vicinity of the town. There are also many trails and a Crannoig. Not enough tourists come to the area even tough there are many reasons to visit Lissycasey but . More investments and supports need to be given to the tourism sector. Then LEADER needs to give more supports to local businesses and entrepreneurs. A local development not for profit company needs to be established to help the economy to develop and diversify.

3. Summary of Community Stats

In this section we provide a summary of key statistics related to the community based primarily on 2016 Census data. In the appendices we provide further detail via charts and below this table are direct links to the data visualisations.

Lissycasey:

The following information is based on 2016 Census data for Liscasey electoral district.

Economy

- 23% of females and 34% of males over 15 are classified as "At work" compared to the national average of 24% and 28% respectively. The number of females in particular in work is of particular note. 7% of females and 8% of males are classified as retired which is above the national average of 8% which illustrates that the community needs to focus on providing services to the elderly

- Regarding occupations, 23% of males are classified as "Skilled trades"compared to a national average of just 12%. While 6% of females worked in "Caring, leisure and other service occupations" compared to a national average of 6%.

- The local social welfare office for the area is in Kilrush, live register figure for this office show relatively medium levels of seasonality with live register figures highest in Dec - Feb and lowest in Sept/Oct

Wellbeing

- 10% of females and 8% of males ceased education at the age of 21 compared to a national average of 13.1% and 11.4% respectively, while a higher number of males finished education aged 18 of 8% compared to a national average of 5.5%.

- 35 people were classified as carers, 18 of which are female and 17 of which are male.

- When asked about their health, 34% of females and 32% of males described their health as "Very good" which is slightly above the national average of 30% but 11% of females and 13% of males described their health as "Good" compared to the national average of 14%.

- Interestingly, 6% of people lived in a one person home compared to a national average of 8.5% and county average of 9.5% which may point towards issues of isolation in the community.

Environment

- The community have a relatively old housing stock with 10% being built pre 1919 and 8% built between 19-'45 compared to national average of 8% and 6.5% respectively. This would indicate poorer levels of home insulation in the community

- Lissycasey rely on less climate change friendly forms of fuel (Oil 70% and Peat 21% compared to the national average of these fuel types 40% & 5%)
- The water and wastewater infrastructure in Lissycasey is extremely below the national and county averages with 7% of people on public wastewater scheme (compared to 66% nationally) and 2% of the homes are on public water mains (compared to 77% nationally)

Management

- The community have a lower % of people who travel to work/education etc between 6:30 and 8:30 while a higher percentage of people travel to work 8:30 - 9 compared to national average and this also is reflected in journey times to work which are considerably lower than the national average which means people spend less time travelling to and from work each day.

- A higher percentage of people travel by car 45% to school or work (above the age of 5), compared to the national average of 38%.

4. Stakeholders

Good local plans should strive to help all stakeholders within a community, especially the most vulnerable.

Sometimes, plans tend to focus on the most obvious stakeholders, such as local hotels, but forget about the small business owner working from home; they acknowledge the local football team, but ignore the local bridge club.

By building a register of the various local stakeholders, we aim for the Lissycasey Smart Community Plan to be inclusive and relevant to the needs of people and organisations throughout Lissycasey. The image across provides a breakdown of relevant stakeholders types.

TITLE	SUMMARY	TYPE	Number Follows	Number Comments
Lissycasey NS - 5812	Lissycasey NS is a co-educational school from Junior Infants to 6th class. Lissycasey NS has a committed, dedicated and caring teaching staff whose aim is to enable and help every child under their care to reach their full potential. The classrooms are fully equipped with interactive whiteboards, computers, laptops, data projectors, broadband internet and a wide range of suitable software. **T2:** *Education & Skills* **T3:** *Youth Education & Skills, Special Needs Education*	Public Service	0	0
SN Cathair Aodha - 5813	Caherea National School is a Catholic, co-educational primary school, close to the village of Lissycasey in County Clare. There are two mainstream class teachers and one teacher provides support for pupils with special educational needs.	Public Service	0	0
Publicly elected representatives - 7796	"Elected representatives can assist communities in the development process. There are 3 main groupings of elected representatives relevant to the community. Our representatives include: Councillors: Bill Chambers // Christy Curtin // Michael Hillery // Gabriel Keating // P.J. Kelly // Ian Lynch // Richard Nagle // Bil Slattery Councillors are the people you should contact if you have questions or concerns about local issues. Examples would include problems with local infrastructure like refuse collection or damaged facilities. TDs: Timmy Dooley // Michael Harty // Pat Breen // Joe Carey TDs are the people you should contact if you have questions or concerns about national issues. Examples would be the Budget, taxation, Health policy or other nationwide initiatives. MEPs: Deirdre Clune // Brian Crowley // Seán Kelly // Liadh Ní Riada MEPs are the people you should contact if you have questions or concerns about european issues. Examples would be EU treaties and Union wide agreements such as the Common Agricultural Policy or Fisheries Policy. "	Public Service	0	0
Clare Co Co - Local Enterprise Office - 8071	The Local Enterprise Office Clare is the first stop shop for anyone seeking information and support on starting or growing a business. The Local Enterprise Office(LEO) provides advice, information and support to you in starting up or growing your business. LEO offer you a wide range of experience, skills and services. The Local Enterprise Office is for people interested in starting up a new business or already in business including; entrepreneurs, early stage promoters, startups and small business looking to expand.https://www.Clarecoco.ie/your-council/departments/local-enterprise-office/	Public Service	0	0

5. Assets

Identifying, understanding and appreciating the assets within a community is an important part of any community plan. This plan takes elements from a popular approach to community planning called Asset Based Community Development (ABCD). ABCD works on the premise that positive and effective community plans are built by leveraging existing assets within a community. Therefore, it is important to properly log all relevant assets in this category.

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TITLE	SUMMARY	TYPE	Number Follows	Number Comments
Ecological Park - 5495	The Ecological Park has walkways and nature trails that are popular. It is the areas second most important tourist attraction. **T2:** *Habitats & Environment*	Have	0	0

6. Objectives

Defining local goals and challenges can often be the most difficult component of a community plan, but it is vital nonetheless.

Of course, different stakeholders within the community may wish to prioritise different goals. As such, defining clear goals is a necessary step in selecting projects and preparing a tailored action plan.

The table below provides a themed breakdown of local objectives, which are divided Goals & Challenges.

| TITLE	SUMMARY	TYPE	Number Follows	Number Comments
Red Cross - 5464	As it is a big enough town, Lissycasey could become a focal point for training youth in the areas, for example, first aid.	Goal	0	0
More businesses - 5502	There are few businesses in Lissycasey.	Goal	0	0
Business hub - 8389	A business hub for local entrepreneurs with high speed broadband. **T2:** *Local Enterprises* **T3:** *Other Business*	Goal	0	0
Local business strategy - 8392	With Ennis so close is it hard for local businesses to stay competitive. A strategy needs to be developed to make them more competitive. This could involve branding the village and making it more attractive to outsiders. **T2:** *Local Enterprises* **T3:** *Tourism / Hospitality, Retail / Services, Evening / Night Economy, Professional Services*	Goal	0	0

7. Projects

Projects are the actions that stakeholders take to improve their community. Local projects can range from things like coaching a youth team to building a hall or organising a clean-up. While sometimes overlooked, it's important to appreciate the projects that have recently been undertaken or that are currently underway in the area, as this helps place the capabilities for future projects in context.

TITLE	SUMMARY	TYPE	Number Follows	Number Comments
Pony Trekking & Backpacking Hostel - 5510	Fanny O'Dea's pub is considering developing a pony tracking and a backpacker's hostel. There are suggestions that the owners should contact the CLDC to discuss his project idea. This could add to the tourist attractions in the area and boost the local tourism sector.	Idea	0	0
Open farm & equine tours - 5511	There is potential for an open farm & equine tours. These have proven to be successful in other areas. Financial and other supports would need to be provided by the local authority.	Idea	0	0

8. Appendices

Principal Economic Status and Sex

Population aged 15+ years by principal economic status and sex Comparison
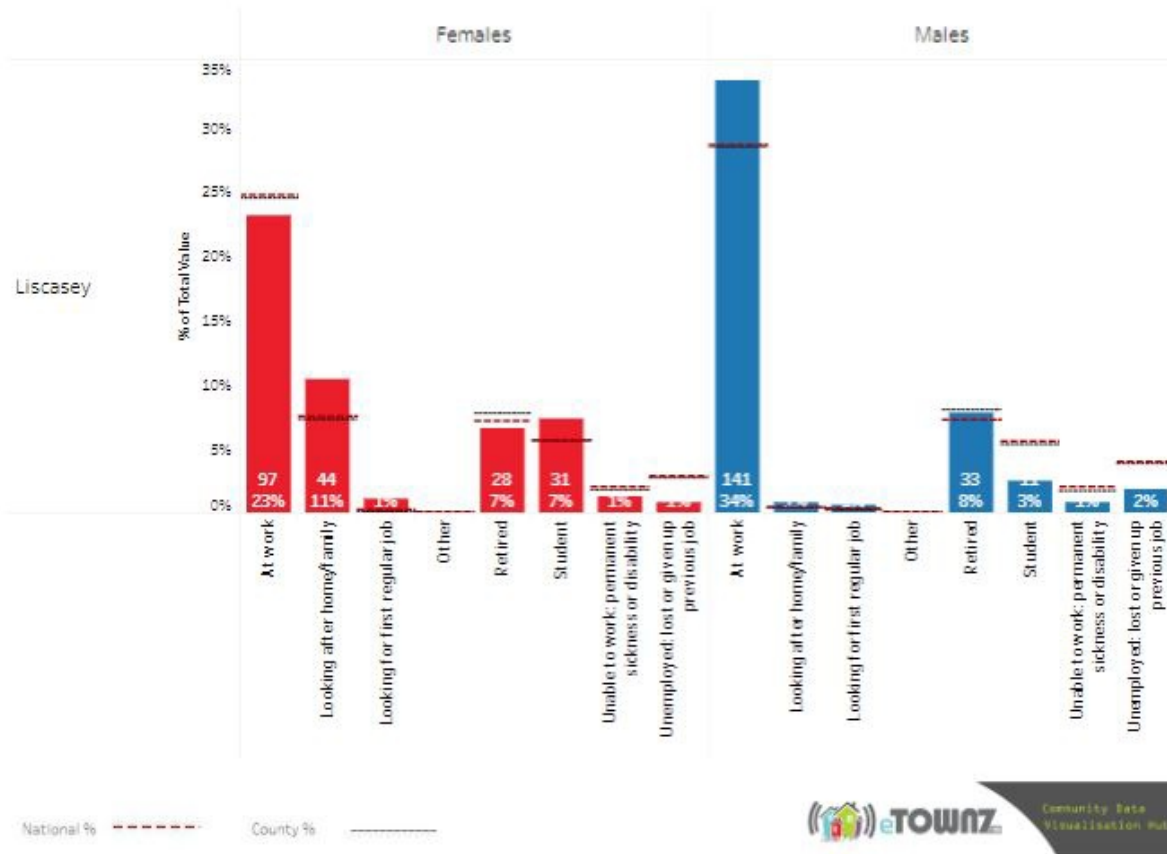
Trendlines:
> The red dotted line represents the national average for this parameter
> The black continuous line represents the county average

Census '16
https://public.tableau.com/profile/pat.kennedy#!/vizhome/Economy_20/Populationaged15yearsbyPrincipalEconomicStatusandSex?Edname=Liscasey

Population by Occupation & Gender

Population aged 15+ years by principal economic status and sex Comparison

Bar chart showing percentages of local population in occupation, divided by gender.

Census '16
https://public.tableau.com/profile/pat.kennedy#!/vizhome/Economy_20/Populationaged15yearsbyPrincipalEconomicStatusandSex?Edname=Liscasey

Persons at work by industry and sex

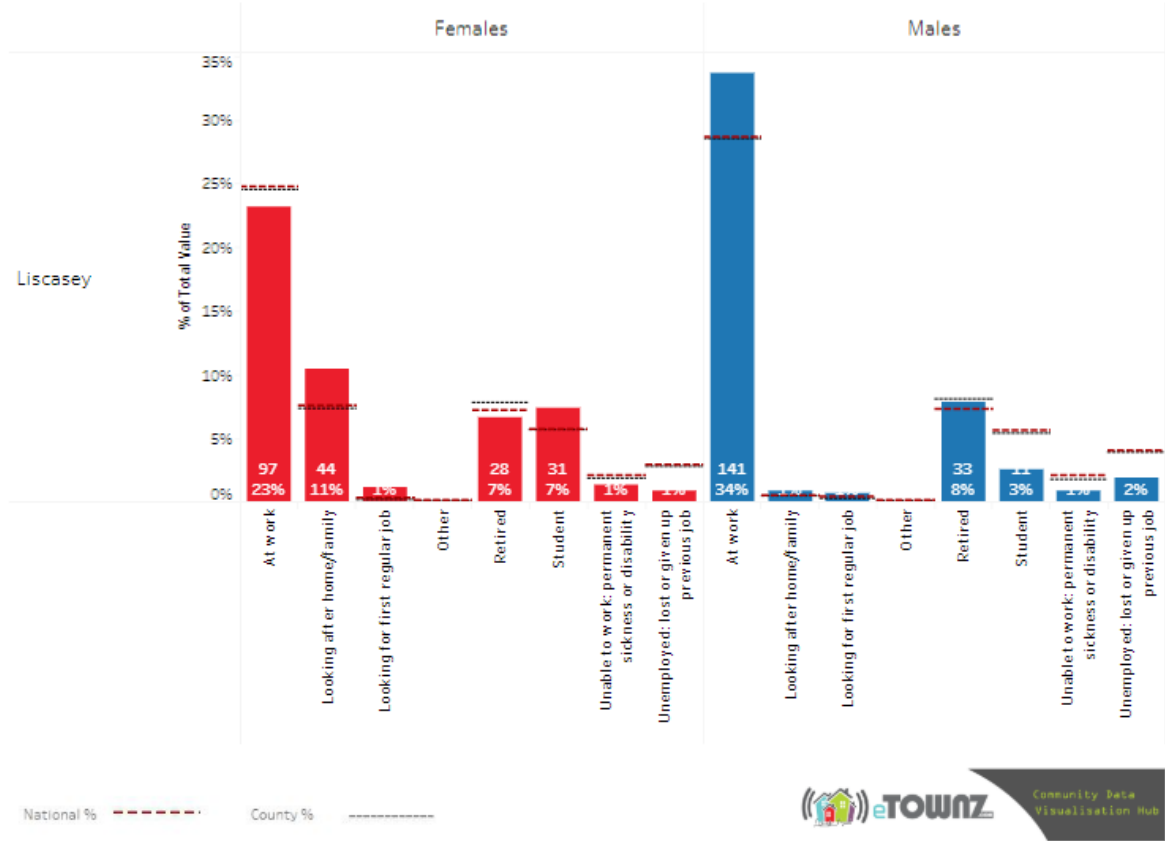Persons at work by industry and sex Comparison
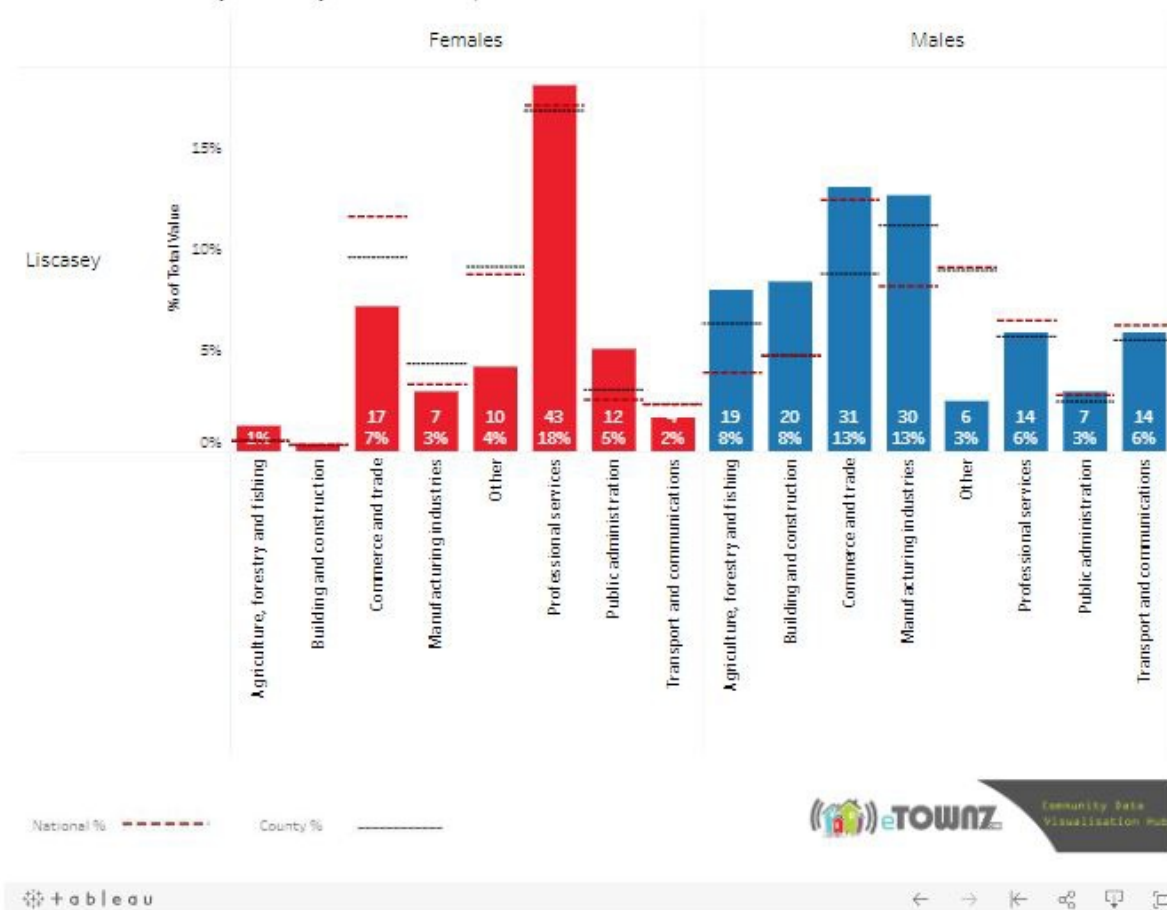
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Census '16
https://public.tableau.com/profile/pat.kennedy#!/vizhome/Economy_20/Populationaged15yearsbyPrincipalEconomicStatusandSex?Edname=Liscasey

Level of Education (Census '16)

Education Proflie - Level of Education Comparison

Trendlines:
> The red dotted line represents the national average for this paramter
> The black continuous line represents the county average

4 - Board Failte - Tourism Data

Breakdown of Visitors by number and revenue

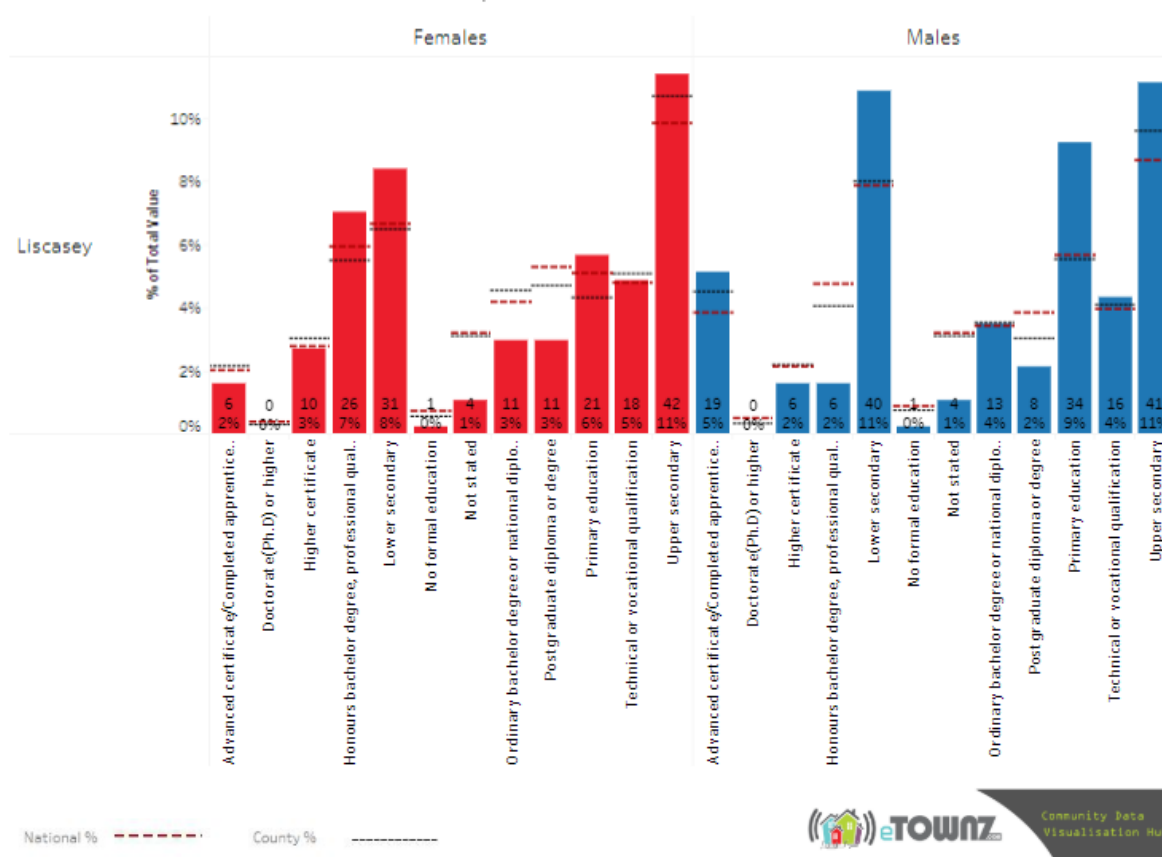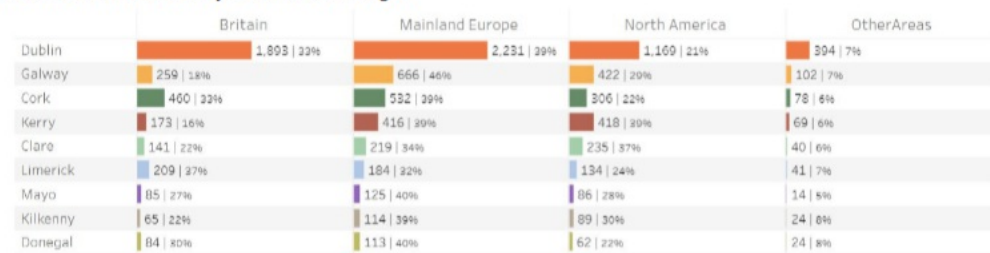|	Tourists (000s)	Tourist Revenue (€mn)	Revenue per Tourist
Dublin	5,687 | 41%	1,974 | 43%	€347
Galway	1,449 | 10%	456 | 10%	€315
Cork	1,376 | 10%	578 | 12%	€420
Kerry	1,076 | 8%	271 | 6%	€252
Clare	635 | 5%	139 | 3%	€219
Limerick	568 | 4%	223 | 5%	€393
Mayo	310 | 2%	69 | 1%	€223
Kilkenny	292 | 2%	55 | 1%	€188
Donegal	283 | 2%	90 | 2%	€318
Waterford	273 | 2%	74 | 2%	€271
Wicklow	271 | 2%	86 | 2%	€317
Wexford	238 | 2%	60 | 1%	€252

Number of Tourist by Overseas Origin

	Britain	Mainland Europe	North America	OtherAreas
Dublin	1,893 | 33%	2,231 | 39%	1,169 | 21%	394 | 7%
Galway	259 | 18%	666 | 46%	422 | 29%	102 | 7%
Cork	460 | 33%	532 | 39%	306 | 22%	78 | 6%
Kerry	173 | 16%	416 | 39%	418 | 39%	69 | 6%
Clare	141 | 22%	219 | 34%	235 | 37%	40 | 6%
Limerick	209 | 27%	184 | 32%	134 | 24%	41 | 7%
Mayo	85 | 27%	125 | 40%	86 | 28%	14 | 5%
Kilkenny	65 | 22%	114 | 39%	89 | 30%	24 | 8%
Donegal	84 | 30%	113 | 40%	62 | 22%	24 | 8%

Revenue per Tourist by Overseas Origin

	Britain	Mainland Europe	North America	OtherAreas
Dublin	€194	€342	€424	€881
Galway	€290	€252	€436	€284
Cork	€298	€398	€624	€487
Kerry	€364	€163	€301	€203
Clare	€262	€215	€200	€200
Limerick	€258	€391	€522	€659
Mayo	€306	€160	€233	€214
Kilkenny	€292	€123	€135	€417

Breakdown of Domestic Tourists

	Total domestic – trips (000s)	Total domestic expenditure (€mn)	Revenue per Domestic Trip
Dublin	7,837 | 18%	1,367 | 16%	€174
Cork	4,964 | 11%	869 | 10%	€175
Galway	4,384 | 10%	883 | 11%	€201
Kerry	4,016 | 9%	970 | 12%	€241
Wexford	3,012 | 7%	633 | 8%	€210
Mayo	2,338 | 5%	512 | 6%	€219
Clare	1,956 | 4%	482 | 6%	€246
Donegal	1,630 | 4%	406 | 5%	€249
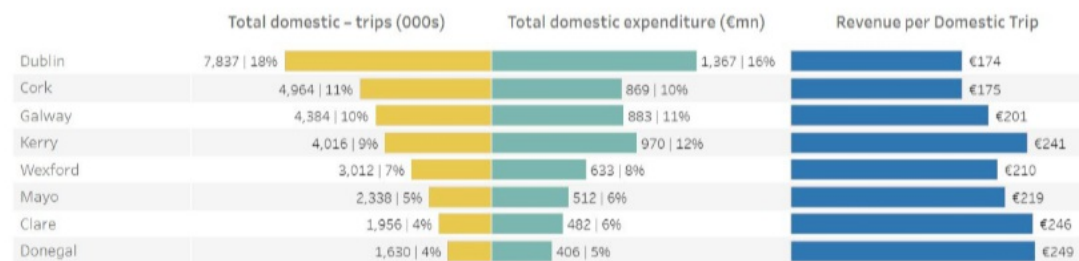
Provides a breakdown of national statistics on number of, origin of and revenue from tourists to most visited counties.

Tourism Data
https://public.tableau.com/profile/pat.kennedy#!/vizhome/TourismData2016/RegionPerformance-Tourists