"State of the Art" Report for SWARE Project

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1. Introduction

The overall objective of the SWARE (Sustainable heritage management of Waterway Regions) project is to foster integrated management of natural and cultural heritage within inland waterway regions by improving the partner regions' related policy instruments in order to create a better balance between the protection and sustainable exploitation of the natural resources and the built heritage sites.

SWARE supports interregional policy learning of the partner organisations related to their common problems identified in the field of heritage management.

The interregional learning process is divided into 3 stages: analysis, good practice transfers and action planning.

The analysis stage serves to refine the thematic assumptions identified during project development through regional State of the Arts inventorying good practices linked to the waterway heritage assets (natural and cultural) in the field of governance & awareness and creating a list of knowledge needs (Ingredients of Change) necessary for the improvement of each policy instrument. These knowledge needs are either relevant for all partners or for only a few of them. Based on the State of Arts a project level menu of good practices will be collected and matched with the knowledge needs:

> 1) three partner regions will be selected that own good practices relevant for the knowledge needs shared by all partners;
> 2) specific knowledge needs not shared by all partners will also be matched with good practices available in the partnership.

The challenge locally is for Tipperary County Council (TCC) is to bring together the different public and private stakeholders in order to create more sustainable social and economic development of the county based on the rich river and lake infrastructure and vibrant heritage assets that lie within the territory. Within the SWARE project, TCC aims to:

- to capitalise on the knowledge exchange among partners;
- to build an information system dedicated to the best practices of the waterways of Tipperary; and,
- to create and maintain a sustainable network for monitoring and evaluation the waterways eco-system.

Within the framework of the SWARE project, TCC will be developing a Green & Blue Infrastructure Masterplan Roadmap for Tipperary Waterways (River Suir & Lough Derg). This will take a holistic strategic view and examine issues such as leisure, tourism, heritage, communities, sustainability, water eco-system management, Natura 2000 sites, S.P.A's and S.A.C , biodiversity management and interpretation of sites in order to facilitate a co-operative strategic G&BI developmental view of the waterways. It will bring together relevant elements of Council policy, including County Development Plans, Heritage Strategy, Sports Strategy, Tourism Strategy, etc. and would also build on and integrate work, either done to date, or currently being carried out by TCC and others.

1.1. Methodology

Green Infrastructure – A European perspective

A Communication from the European Commission[1] states that Green Infrastructure is a successfully tested tool for providing ecological, economic and social benefits through natural solutions. Green Infrastructure is based on the principle that protecting and enhancing nature and natural processes, and the many benefits human society gets from nature, are consciously integrated into spatial planning and territorial development.

The Commission have defined Green Infrastructure as**: "**a strategically planned network of natural and semi-natural areas with other environmental features designed and managed to deliver a wide range of eco-system services. It incorporates green spaces (and blue if aquatic eco-systems are concerned) and other physical features in terrestrial and marine areas. On land, Green Infrastructure is present in rural and urban settings".

A further publication by the EU[2] defined Green Infrastructure as a strategically planned network of high quality natural and semi-natural areas with other environmental features, which is designed and managed to deliver a wide range of ecosystem services and protect biodiversity in both rural and urban settings.

Potential components of Green and Blue Infrastructure are several:
- ➢ Core areas of high biodiversity value such as protected areas of Natura 2000;
- ➢ Other core areas outside protected areas containing large healthy functioning eco-systems;
- ➢ Restored habitats that help reconnect or enhance existing natural areas;
- ➢ Natural features acting as wildlife corridors or stepping stones;
- ➢ Artificial features that enhance ecosystem services;
- ➢ Buffer zones that are managed sustainably;
- ➢ Multi-functional zones where compatible land-uses can join forces.

Using a strategic approach to building Green and Blue Infrastructure ensures there is a clear focus for individual initiatives and local-scale projects so that these can be scaled up to the point where, collectively, they will make a real difference. In this way the Infrastructure becomes much more than the mere sum of its parts. It is also a means of bringing different sectors together in order that they may decide together on land-use priorities in a transparent, integrated and co-operative way.

Green Infrastructure in Ireland

A report by Comhar[3] defines Green Infrastructure as an interconnected network of green space that conserves natural ecosystem values and functions and provides associated benefits to human populations. The Comhar report describes a planning process to support the implementation of the Green Infrastructure approach. This allows for flexibility based on the nature of the Infrastructure, local stakeholder needs and specific local objectives. It sets out the various stages involved in the preparation of a Green Infrastructure plan following best practice models. The planning process

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[1] Green Infrastructure – Enhancing Europe's Natural Capital (COM 2013 249 final)
[2] Building a Green Infrastructure for Europe (European Union, 2013)
[3] Creating Green Infrastructure in Ireland by Comhar, Sustainable Development Council (2010)

follows a typical rational planning methodology including: (a) a process planning stage, (b) analysis, (c) plan and strategy formulation, and (d) implementation, with feedback between the stages.

The Comhar report highlighted three key contributions of Green (and Blue) Infrastructure:

- <u>Biodiversity:</u> The biodiversity element is deemed to be the ecological networks approach, facilitating the development and enhancement of core, buffer and corridor areas for the purposes of biodiversity conservation.
- <u>Recreational and Quality of Life:</u> Recognising that Green Infrastructure has more uses than just acting as a location for habitats and species, the Recreation and Quality of Life element includes uses such as recreation, health and clean air site planning, green buildings, energy and transport, that deliver benefits to people.
- <u>Water Quality and Flood Attenuation</u>**:** Water courses, floodplains, coastal areas, and wetlands have fundamental roles in relation to provision and maintenance of water and water quality. They also play important and critical roles in flood attenuation by acting as conduits of water, buffers against flooding, and sponge effects for holding water to reduce rapid runoff and controlling water levels.

1.2. Definitions and acronyms

Main definitions and acronyms used in this report include:

- CDP   County Development Plan
- EI   Enterprise Ireland
- IDA   Industrial Authority of Ireland
- NHA   Natural Heritage Area
- NIAH   National Inventory of Architectural Heritage
- RPS   Record of Protected Structures
- TCC   Tipperary County Council
- SAC   Special Area of Conservation
- SEA   Strategic Environmental Assessment
- SPA   Special Protection Area
- SWARE   Sustainable heritage management of Waterway Regions
- WFD   Water Framework Directive.

2. The regional context

2.1. The geo-institutional context

Tipperary is the 6th largest county in Ireland with a land mass of 4,303 km sq., which is 5.1% of the area of the State. It is bounded by eight counties and is landlocked with no coastal areas. It is centrally located in the province of Munster and adjoining the provinces of Connaught and Leinster. It has high quality linkage (road and rail) to all major cities, airports and ports.
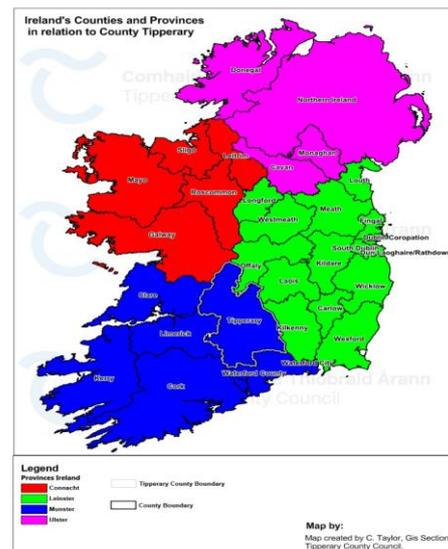
County Tipperary is located within the Southern Regional Assembly NUTS 2 area and is itself a NUTS 4 territory. The territory covered by the policy instrument is the same as County Tipperary.

The settlement pattern within the county is based on a strong network of towns and villages with service centres provided at strategic locations throughout the county. The major towns of Clonmel (17,908 pop) and Nenagh (8,439 pop) are located at opposite ends of the county thus ensuring the potential for strong, social, economic and community linkages within the county and strong service centres for their sub regions. The towns of Thurles, Roscrea, Tipperary, Carrick on Suir, Templemore, Cahir and Cashel function as District Towns for their local hinterlands. In addition to the District Towns, there are a number of medium sized towns and villages geographically spread throughout the County. These settlements number 119 and provide essential services for the local communities and the rural hinterlands. The different settlement tiers perform differing roles but ultimately ensure that no area in the county is significantly peripheral or isolated.

The diverse landscape contains several mountain ranges : Knockmealdown, Galtee, Arra and Silvermines as well as the iconic peak Slievenamon. The major rivers are the Shannon which drains the northern part of the county and the Suir which drains the southern portion. County Tipperary borders an area of the eastern shores of the freshwater lake Lough Derg. The county also contains some of the richest and most productive farmland in the country. The centre is known as 'the Golden Vale', a rich pastoral stretch of land in the Suir basin which extends into the neighbouring counties of Limerick and Cork.

2.2. Socio-economic context

Tipperary has a population of 160,441 and is one of the most populated rural counties in Ireland. 160,441 is the Census 2016 Preliminary Result, which shows a population increase of 1,687 (1.1%) on the 2011 figure of 158,754. The settlement pattern in the county is based on a strong network of vibrant and robust towns and villages with service centres provided at strategic locations throughout the county. The population is almost equally divided between male and female.

The economic dynamic in Tipperary has altered significantly since it became a unified county in June 2014. From an economic perspective it now sits within two economic regions (Mid West and South East) for the purposes of the Department of Jobs, Enterprise and Innovation economic delivery agents (IDA & EI). Whilst this poses a challenge it also provides opportunities, not least of which is the ability to access opportunities and funding streams which are rolled out across both regions in a competitive manner (e.g. EI Competitive Bid Call). There is however, also a realization that Tipperary needs to be kept to the forefront of the regional economic debate and does not lose out due to its location across two regions.

The combination of the two administrative areas of the old county of Tipperary also ensures that it is now the 6th largest county in the country and, being centrally located, is effectively the cross roads of Ireland. It has the longest length of motorway in any county with both the M8 and M7 traversing the county, linking it in a timely manner with the key gateways and cities of Dublin, Limerick and Cork. This level of accessibility and connectivity is a unique strength of the county and contributes to its attractiveness as a place to invest. The N24, which links Waterford and Limerick and runs through the southern portion of the County, is also a crucial economic connector for the county.

Tipperary centrality offers enterprise and businesses a unique opportunity to access high quality 3rd level research facilities and supports, both within the county itself with the presence of LIT-Tipperary campuses in Clonmel and Thurles, but also in terms of its proximity and ease of access to Cork IT; University College Cork; Waterford IT; Carlow IT, University of Limerick; Limerick IT and Galway NUIG. There is no other county in the country, outside of Dublin, which has the same level of easy access to 3rd level institutions. The presence and availability of so many 3rd level facilities to

Tipperary is a unique selling point in the context of attracting and retaining high level employment opportunities.

Another key economic attractor is the diversity of the economic base which has very real and robust strengths. Tipperary has over 50 years of Research and Development, Engineering Design and Development, Engineering Services, Innovation and State of the Art Manufacturing and Logistics Organisations and Facilities for Multi National, International and Indigenous Irish Corporations and Small and Medium Enterprises. These Industries and Sectors include Pharmaceuticals, Medical/Cardio Vascular Devices, Information and Communications Technology, Electronic Components/Equipment, Medium Density Fiberboard, Engineering/Metal Fabrication, together with Foods and Drinks, Agriculture, Equine, Tourism and many more, supporting local, national and global markets. There are now significant opportunities to build on these and also seek to develop other emerging economic areas that will assist in supporting greater diversification and thereby greater resilience.

Tipperary also possesses a strong network of vibrant and dynamic towns throughout the county. Their distributions and population size allow opportunities to support and enable differing scale and types of job opportunities throughout the county. It is important that the quality of our key towns are continually improved and upgraded in order to secure a top quality of life and wellbeing offering to not only existing residents and businesses but also to future employees. For the county to remain attractive to inward and indigenous investment, the County must be able to provide assurance of top quality living "places" where recreational, amenities, educational and other service needs are met to the highest standard.

In terms of broadband, there are Metropolitan Area Networks (MANs) in Clonmel, Nenagh, Tipperary Town, Cashel, Roscrea, Templemore, Cahir and Carrick-on-Suir. The installation of a MAN is also being provided in Nenagh, Roscrea and Templemore. The installation of a MAN in Thurles is considered a priority. Next generation access broadband provision is critical for any expectation of economic development in the county.

In the context of Business Parks, economic land-banks and workspaces, a recent review demonstrated that there was a reasonable distribution of same throughout the county but with some gaps, namely the provision of appropriate business space in Roscrea. There is a need to promote the availability of work spaces in the county both internally and externally, to support and co-operate with the private sector in the promotion of their vacant enterprise space and to develop programmes which support the operation of community enterprise centres, including support to their tenants.

Relevant Data Overview for Tipperary County[4]

Measure	Relevant Commentary	Source
Enterprise Support Structures	• Regional enterprise support structures include the IDA; EI; Tourism Ireland; Failte Ireland and Teagasc • Local enterprise support structures include LEO, Tipperary County Council; ETB; Tipperary Energy Agency; North Tipperary Leader Partnership; South Tipperary Development Company and Tipperary County Chambers of Commerce • 3rd level educational supports at a regional level include LIT-Tipperary; WIT; LIT Limerick and UL • 3rd level education supports at a local level include St Patrick's College, Thurles; Gurteen College, Ballingarry and The Garda College Templemore	local
Employment By Industry	• Higher than national average number of workers in manufacturing industry (6th highest in the country). Most of these clustered in Clonmel, Roscrea, Cashel, Nenagh & Thurles • Lower than national average number of workers in financial & professional, administration and ICT activities • 3rd highest rate of participation in AFF sector and most of these are located in rural and peripheral areas. • Area to the north of the County has a higher participation rate in agriculture than the south, whilst the southern part of the county has a higher participation rate in industry	CSO 2011 & Regional Labour market Bulletins 2013
Education Levels	• Tipperary, when compared regionally has one of the highest share of persons at work with lower secondary education or less and the lowest share of persons at work with 3rd level qualifications • Highest number of professional workers reside in Clonmel and Ballina areas followed by concentrations in Nenagh, Thurles and Roscrea area	CSO 2011

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[4] Taken from Local Economic and Community Plan 2015-2020

Unemployment	• Whilst the rate of unemployment currently hovers below 10%, there are significant areas of the county where this rate is exceeded • The share of those unemployed under 25 years is particularly high for Tipperary when compared to other counties in the region and requires a particular focus	CSO 2011 & Live Register Figures (DSP)
Measure	**Relevant Commentary**	**Source**
Commuting Patterns	• Tipperary has the 9th lowest rate of outbound commuters which is significant given that it is bounded by 8 counties, 2 gateways and a number of hubs. The highest number of commuters travel to Limerick (>3,500); Kilkenny (>1,000) and Waterford (>1,000) • There is a significant level of commuting into our towns (Clonmel >+4,600) and all of the main towns are net daily gainers of working population with the exception of Carrick-on-Suir which experiences a net daily loss in working population of -83. Notwithstanding its proximity to both Waterford and Clonmel, some work is required to build the economy of Carrick-on-Suir to one which becomes a "net daily gainer"	POWCAR Stats – CSO 2011
Enterprise: Micro Enterprise Support	• 334 micro enterprises, employing 1,025 full time employees (+512 part time) were supported in Tipperary by the LEO (former CEB) from 1993 – 2013 • Of these, 176 business operated in the services sector & 158 in the manufacturing sector • The average number of start ups in the northern part of the county was twice as high as the number of business expansions whilst there was a minimal difference between start ups and expansion supports in the south • Since July 2014, the greatest amount of business funding allocations were made to businesses in Clonmel and Nenagh followed by Thurles, Borrisoleigh, Carrick on Suir and Tipperary • The RDP programme (north and south) from 2007 – 2013 supported 37 diversification	LEO Statistics NTLP & STDC Statistics

Measure	Relevant Commentary	Source
	projects; 83 SMEs and 112 tourism initiatives but there are no figure available in terms of the number of jobs created from same	
Enterprise Ireland Supported Companies	• 129 companies supported by EI in 2013 and the sectors included - food & beverage; agricultural, forestry, energy, metal and glass manufacturing • EI support 76 companies in the south of the county and 53 in the north but employment numbers in EI supported companies is greater in the north than the south of the county • Significant proportion of jobs from EI supported companies come from the expansion of existing businesses • There were no HSPUs in the county in 2013 and only 8 between 2008 – 2013 • Number of innovation vouchers in the County = 23 in 2014 • Number of Innovation Partnerships = 4 in 2014	EI Statistics
Measure	**Relevant Commentary**	**Source**
IDA Ireland Supported Companies	• As of July 2015 12 IDA Ireland supported companies in the county with 3 in the northern part of the county employing over 300 persons (Nenagh & Templemore) and 9 companies in the south employing over 3,000 persons (Clonmel area & Carrick on Suir) • 60% of all new FDI jobs come from expansion by the existing client base • FDI property opportunities in Ballingarrane, Clonmel (IDA Ireland owns 50 acre site) and Nenagh. Opportunities at Lisheen & Thurles • 250 acres+ in Ballingarrane estate also available for significant FDI or indigenous investment	IDA Ireland Statistics
Tourism	• Co. Tipperary accommodated 168,000 overseas visitors which generated 53m, in overseas visitor revenue in 2013 • Co. Tipperary accommodated 137,000 domestic visitors in 2013 which generated 19m in revenue. • Co. Tipperary ranked 13th in the 26 counties in terms of overseas visitor numbers in 2013 • Co. Tipperary ranked 10th in terms of overseas	Failte Ireland

Measure	Relevant Commentary	Source
	visitor revenue in 2015. • Co. Tipperary included in Failte Ireland's "Ireland's Ancient East" Destination • Two propositions in Co. Tipperary included within two Fáilte Ireland's 2 international visitor destinations – Lough Derg (part of both the emerging "Lakelands" Destination and "Ireland's Ancient East" Destination) and the Munster Vales (part of the "Ireland's Ancient East" Destination).	
Retail	• REI selected 7 towns in Tipperary for inclusion in their 'Town and City Review' in 2012. None of these 7 towns were listed in the review listing of the top 25 towns in Ireland. • Clonmel and Cahir were included in the second quartile • Nenagh, Roscrea and Thurles were in the third quartile • Carrick-on-Suir and Tipperary were included in the final quartile	Retail Excellence Ireland 2012
Agriculture & Food	• There are 7,738 farms in the county with average farm size being 40.4 hectares • 30% of farms operated with <20 hectares • Value of agricultural output in the county is €604m with the value of forestry output at 6m • Tipperary has the 3rd highest number of dairy farms in the country	IFA 2014
Measure	**Relevant Commentary**	**Source**
Food & Drink	• Total number of food and drink processing jobs supported in the county is 4,270 • Home to strong food manufacturing and processing industries such as ABP meat processing plant in Cahir (615 jobs), Bulmers (Magniers) and Glenpatrick in Clonmel and international brands such as Cashel Blue Cheese; Tipperary Water etc • Estimated combined turnover in 2010 of the companies involved in the Tipperary Food producers Network (artisan food producers) is €22.5m per annum and these companies employed circa 200 people	TFPN 2010
Social Enterprise	• Social enterprise sector in Ireland in 2009 employed between 25,000 – 33,000 persons in	Clan Credo Study 2011

	• over 1,400 enterprises • Total national income estimated at around €1.4bn • Nature of social enterprises is that jobs can be located in areas distant from the labour market – opportunities in areas of community retail; community care services; tourism and heritage products; leisure and sports services and energy production	Forfás Study 2013
SMART Specialisation	• Opportunities around agri-tech (non food) given the strong agricultural bases and the presence of existing industries in this area such as Abbey machinery; Herdwatch; Dovea Genetics; Mullinahone Euro-tags and Liffey Mills • Opportunities to create a multi media digital and gaming industry based on the number of graduates in these areas from LIT Thurles and LIT Clonmel campuses • Opportunities to develop capacities around ICT tourism and ICT food	eDigiRegion Project – EU funded under FP7

2.3. Governance

The legislative branch of the Republic of Ireland government is based on a bicameral legislature, the Oireachtas. This is made up of Dáil Éireann (40 Constituencies) and Seanad Éireann. Dáil Éireann has 158 elected Teachtaí Dála (TD's). There are 60 nominated or elected members of Seanad Éireann. The executive branch is a Cabinet which consists of the Taoiseach and Ministers. There are 16 Government Departments in the present administration.

In addition to the central government, there are 26 county councils and they are responsible for local government in 24 geographical counties including 3 in the county of Dublin. There are 2 City and County Councils in Limerick and Waterford and 3 City Councils in the cities of Dublin, Cork and Galway.
The country is also broken into three Regional Assembly areas.

Tipperary County Council (TCC) is the statutory local government authority for the whole county of Tipperary. TCC is made up of 40 Elected Members who are directly elected by the local community and employs approximately 1,000 people. The local authority is responsible for an extensive range of public services such as social housing, environmental functions (water, wastewater and waste), planning and development, libraries, heritage and museum, arts and culture facilities, local roads and fire services.

TCC plays the key role in supporting economic and social development at local level. The Community & Economic Development function of the local authority is of significant importance and is critical to the success of many initiatives which drive local communities. The Community & Economic Development Directorate of TCC is involved in further developing and sustaining the well-being of the communities of Tipperary through economic development, enterprise development, community development, promoting social inclusion principles and further developing its cultural heritage and recreational areas. These range from local festivals and events, providing leisure infrastructure, design of streetscapes and village renewal schemes, sports-related programmes, support for micro-enterprises (through its Local Enterprise Office), Business Development Parks and incubation units, involvement in energy efficiency products, planning for major investments in the green economy, promotion of rural broadband and support for community-led initiatives.

2.4. Tourism and Culture
2.4.1. Natural heritage sites

Tipperary is a county of diverse landscapes with flat plains and bogs and also many striking upland and mountainous areas. These upland areas support a vast array of habitats for example blanket bogs and heath, rock, conifer plantations as well as grasslands. The uplands are home to many important and rare habitats that are protected by EU legislation.

Slievefeilim Mountains: In the foothills of the Slievefeilim mountains is the Clare Glens. This is a designated SAC. It is bounded by the Clare River and includes woodlands comprising of Oak, Rowan and Willow etc. It is home to a rich flora including rare mosses, liverworts, fungus and even more significantly the rare Killarney Fern for which it has received EU Protection under the Habitats Directive.

Silvermines Mountains: This mountain range includes Keeper Hill, the highest mountain in the Shannon area. It is a designated SAC and the site includes EU Habitats Directive Annex 1 Priority Habitats, Active Blanket Bog and Species rich *Nardus* Grassland. The site is also home to a very small rare white Orchid. It also forms part of the Slievefelim to Silvermines Mountains SPA, which is one of the most important sites for Hen Harriers in Ireland and is also home to the Peregrine Falcon and Merlin.

Arra Mountains: Located in the west of the county, while they are not designated they are rich in biodiversity with furze, heather, heath and mosses. They are a predominantly limestone range and it is here that the famous 'Portroe Slate' is quarried.

Slieve Bloom Mountains: Located in the North East of the county on the borders of counties Laois and Offaly, they include a vast area of upland blanket bog and forestry. They include a number of trails, including the Slieve Bloom way and an

upland trail of 77 km. They are a designated SAC and also an SPA due to the remarkable mountain blanket bog habitat and the presence of the Peregrine Falcon.

The Devils Bit: One of the most iconic mountains in the north of the county. It supports many habitats such as upland, heath and woodland and together with the neighbouring Kilduff mountain form the Kilduff-Devilsbit Mountain SAC. The mountain is also home to the rare Small White Orchid and is home to the peregrine falcon, a protected species listed on the Annex 1 of the EU Birds Directive.

Galtee Mountains: The Galtees are Irelands highest inland mountain range. The main habitats includes heath and grassland with some areas of blanket bog. There is a series of small corrie lakes on the northern side and there are also the headstreams of numerous tributaries of the River Suir. The cliffs above the corries support artic-alpine vegetation. The site is an SAC selected for the following habitats and/ species listed on Annex I/II of the EU Habitats Directive, Wet Heath, Dry Heath, Alpine and Subalpine Heaths, Species rich *Nardus* Grassland, Blanket Bogs, Siliceous Scree, Calcareous Rocky Slopes and Siliceous Rocky Slopes.

Knockmealdown Mountains: Located on the borders of Tipperary and Waterford.

Slievenamon: Another iconic mountain in Tipperary whose distinctive shape makes it instantly recognisable. Has a lot of folklore and archaeological history and is used for forestry, farming, walking and pilgrimage. The Slievenamon Bog is a designated NHA.

River Suir: The River Suir is over 184 km in length, rising in the Devilsbit Mountain, the river largely flows through county Tipperary, but also takes in part of counties Kilkenny and Waterford where it flows into the sea at Waterford Harbour. It has a number of tributaries including the Linguaun, Anner, Nier, Tar, Aherlow, Multeen and Clodiagh rivers. The lower Suir has been designated a SAC for the presence of priority habitats on Annex i of the EU Habitats Directive- alluvial wet woodlands and Yew wood. The site is also selected for floating river vegetation, Atlantic salt meadows, Mediterranean salt meadows, old oak woodlands and eutrophic tall herbs, all habitats listed on the Annex I of the EU Habitats Directive. The site is also selected for the following species listed on the Annex II of the same directive- Atlantic Salmon, the three lamprey species, Freshwater Pearl Mussel, Crayfish, Twaite Shad and Otter.

Lough Derg: Lough Derg is the largest of the River Shannon lakes and the third largest lake in Ireland. It is bordered by Tipperary, Galway and Clare. It is 118km² and almost 40km long. Its maximum breadth is 13km but for most of its length the lake is approx 5km wide. It is relatively shallow in the northern end but in the middle region descends to over 25 m in places. The southern end has the greatest average depth of 64m. The lake is characterised by broad bays, a complex indented shoreline

and numerous islands, all fringed by reed beds and deciduous woodland. Lough Derg is an important site for both wintering and breeding birds and is designated for nature conservation as an SPA under the EU Birds Directive for the following species, Cormorant, Tufted Duck, Goldeneye and Common Tern. Parts of Lough Derg (Shannon) SPA are a Wildfowl Santuary.

2.4.2. Water system and water network

The rivers, streams and lakes of Tipperary, as well as being a unique part of the natural heritage and resources of the county, are also a vital and valuable asset to the people of the county. The importance of waterways in terms of biodiversity is very significant; however their importance as a resource in terms of tourism and recreation cannot be understated. The products/experiences on offer in Tipperary's waterways are Angling, Cruising, Sailing, Kayaking/canoeing and guided lake tours. There is also a considerable amount of walking and hiking done in the vicinity of both waterways and the development of greenways and blueways is enhancing this greatly.

The River Suir: There are a number of active kayak and canoe clubs along the river Suir on the Tipperary side. Work carried out under Interreg IVB on the development of green and blue in the period 2012-2015 which included development of some of the existing access points on the river and a extensive stakeholder participation process has been the basis for a number of developments in the area of recreation and sport activity along the river. The recent development of a cycle path along 10 km of river between Clonmel and Carrick on Suir has opened up walking and cycling in this area which could be enhanced further. There are a number of trails and pilgrim routes that link in with the river at different points.

Lough Derg: As part of the Shannon Waterway system boating activity is popular on Lough Derg with significant numbers of small cruise boats frequenting the area during the summer season. There are 5 harbours on the Tipperary side of the lake and with facilities a range of facilities which can include, showers, toilets washing and drying facilities. There has been a lot of work done in recent years to develop kayaking and canoe trails. There are a number of looped walks and cycle routes in the area. Angling is also quite strong around the lake and on a number of the tributaries.

2.4.3. Cultural heritage sites

There are a number of Cultural institutions in the county which include the County Museum in Clonmel, the County Library Service which has 13 branches including The Source building in Thurles which houses the Tipperary Studies and the Source Arts Centre. The Archives Service is in Clonmel. There is an Arts Centre in Nenagh and in Clonmel. There is also Heritage Centres in Nenagh, Tipperary, Cashel and Carrick on Suir. Bru boru in Cashel contains a museum of traditional music as well as a genealogy service and music venue. The Tipperary Excel in Tipperary town, also

has a genealogy service and arts venue. The Gaelic Athletic Association (GAA) the biggest voluntary sporting organisation in the country was founded in Thurles in 1884 and there is a museum in the town. There are a number of festivals that takes place around the county throughout the year, the largest being Clonmel Junction festival in July, Terryglass Arts festival in August, Cashel Arts festival in September and Dromineer Literary Festival in October. Two of these festivals Terryglass and Dromineer are on the shores of Lough Derg.

2.4.4. Built heritage sites

Tipperary has a rich archaeological and architectural heritage. Archaeological monuments range from the Mesolithic era c 7000-4000 B.C up to the post medieval era of 1600-1750 AD. Some examples of monuments include the Court tomb at Shanballyedmond and the Passage tombs at Shrough on Slievenamuck from the Neolithic period. Early medieval sites including St Ruadhans in Lorrha and the High Crosses at Ahenny. From the Iron age there are Barrows in Lattin and Emly and a Hillfort in Garrangrena. The Medieval period includes Cahir Castle, Ormond Castle, Nenagh Castle and Roscrea Castle and also the ecclesiastical sites of Holycross, Kilcooley, Dominican and Augustinian friaries in Lorrha and The Rock of Cashel.

Archaeological heritage in Ireland is protected under National Monuments Acts 1930 as amended by the Acts of 1954,1987, 1994 and 2004. The legislation deals with the preservation of monuments, requirements in relation to the reporting of discovery of archaeological objects, use of detection devices and licences required got excavations. The Record of Monuments and Places (RMP) is a statutory list of all known archaeological monuments provided for in the National Monuments Acts. There are over 120,000 monuments included in this list which is compiled by the National Monuments Service which is part of the Department of Arts, Heritage, Regional and Rural Affairs and the Gaeltacht. For more information on the RMP please refer to the National Monuments Website at www.archaeology.ie.

Our Architectural is as varied as our archaeological and includes civic buildings, churches, country houses, demesnes, round towers and vernacular buildings. In addition, there are also buildings which point to our industrial heritage such as mills, road and rail bridges. The Planning and Development Act 2000 introduced a mechanism for protecting our architectural heritage through the inclusion of a Record of Protected Structures (RPS) in County Development Plans. A protected structure is a structure that a local authority considers to be of interest from an architectural, historical, archaeological, artistic, cultural, scientific, social or technical point of view. Details of the protected structure are entered in the RPS   which is part of the County Development plan. Each owner and occupier of a protected structure is legally obliged to endure that the structures are preserved. The National Inventory of Architectural Heritage (NIAH) which is part of the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs, identifies and records the architectural heritage of the State and the 2 surveys of Tipperary are on the website

www.buildingsofireland.ie. Many of these buildings are protected structures and the recommendation is that any listed should be part of the RPS for the county.

2.4.5. Characteristic of tourism and culture

Considering the range of natural landscapes in the county it is no surprise that outdoor activities and sports and leisure are a key attraction in the county. There is a large activity based offering including land based activities such as

Walking (independent and guided options), Cycling, Horse Riding, Golf, GAA and Horse Racing and water based activities such as Angling, Cruising, sailing, kayaking/canoeing/water-skiing and Guided lake tours

The hotel capacity in the county has declined slightly in the last 5 years due to a decline in demand and a downturn in the economy. There are signs that we are returning to increased demand and there is a need fr future growth.

Hotel Capacity in Tipperary in 2015

Grade	Premises	Rooms	Beds
5 star	0	0	0
4 star	6	333	777
3 star	8	394	987
2 star	7	118	230
1 star	2	20	41
Total	**23**	**865**	**2035**

Source: Fáilte Ireland

Other Accommodation capacity in Tipperary, 2015

Type	Premises	Rooms	Beds
Guesthouses	4	27	64
B&B's	40	165	397
Self catering	101 (units)	Na	688
Caravan& Camping	7 (227 pitches)	Na	960 (eq)
Hostels	3	Na	85
Total			**2194**

Source: Fáilte Ireland

2.5. Strengths and weaknesses of tourism, heritage management and culture

	Strengths	Weaknesses	Knowledge needs
Governance	Significant policy reports published such as Tourism Strategy, Heritage Plan, Arts Strategy, Festivals Strategy, Local Economic and Community Plan, etc. TCC wishes to promote more and more bottom-up initiatives. to promote more participation and stakeholders Multi-level & cross-sectoral governance structures in place; integrated policy-making; bottom-up initiatives Supporting innovative potential of SMEs & micro-enterprises Cooperation between the stakeholders and government	Involvement of so many stakeholders in so many levels can lead to stagnation in progress; can lead to duplication of actions	Good examples of multi-level & cross-sectoral governance structures
Infrastructure	County Tipperary is strategically well positioned in the centre of Ireland Well developed tourist routes Good level of catering and entertainment industry (hotels, other type of accommodation, restaurants, museum, pubs, etc)	Deceased hotel and other accommodation capacity since 2010 Hotel beds and other tourist accommodation are not at required levels	Good practice examples of integrating infrastructure

	Strengths	**Weaknesses**	**Knowledge needs**
Marketing and PR methods	New marketing and PR methods for promoting the region e.g: websites; phone apps; special maps for tourists; festivals; tourist fairs	Industry Networking and Collaboration	Good practice examples of marketing that aligns with heritage and biodiversity conservation
Services and actions	Innovative solutions and methods; "Packaging" together natural and cultural heritage related services and actions; Innovative tourism destination developments/activities; Festivals; events; Local artisan food products	Innovation in development by the supply side of new and innovative products and services Short-stay nature of visitors to county	Good examples of getting visitors to extend their stays

3. Policy instrument addressed in the SWARE

3.1. General overview of the policy instrument

Tipperary County Council was established on the 1st June, 2014, following a decision in 2011 by the Department of Environment, Community and Local Government (DECLG) to amalgamate North and South Tipperary County Councils.

Tipperary has at present two County Development Plans. These are:
- South Tipperary County Development Plan 2009-2015;
- North Tipperary County Development Plan 2010-2016.

In effect, the two Plans operate as a single Development Plan for the county. This represents the policy instrument addressed in the project.

Extension of Lifetime

The existing County Development Plans have both had their lifetimes extended (11A Planning and Development Act 2000, (as amended)), and will remain in effect until a new Regional Spatial and Economic Strategy is made by the Southern Regional Assembly, thereafter a new Tipperary County Development Plan will be made.

A new Strategic Planning Framework for Tipperary

TCC, in order to provide a unified vision and strategic planning framework to support the future economic, social and community development of the county has carried out a variation process of both County Development Plans. The written statements of both plans have been replaced with a common written statement incorporating consistent policies and objectives across the county.

The Development Plans detail the overall strategy for the proper planning and sustainable development of the County. The policies and objectives of the Plan are the key determinant in determining the appropriate location and form of different types of development.

The topics of the policies (as varied) includes
- Vision;
- Core Strategy;
- Strategy for Settlement;
- Planning Sustainable Communities;
- Economic Development;
- Retail & Town Centres;
- Landscape, Water Quality & Heritage;
- Climate Change, Energy & Flooding;
- Transport, Water Services & Environment;

- Development Management Standards;

The policies also include a number of appendices, which include County Housing Strategy, List of Natura 2000 sites and NHA's, Rural Housing design guide and Tipperary Renewable Energy Strategy 2016.

The policies cover the full geographical area of County Tipperary (see map below).
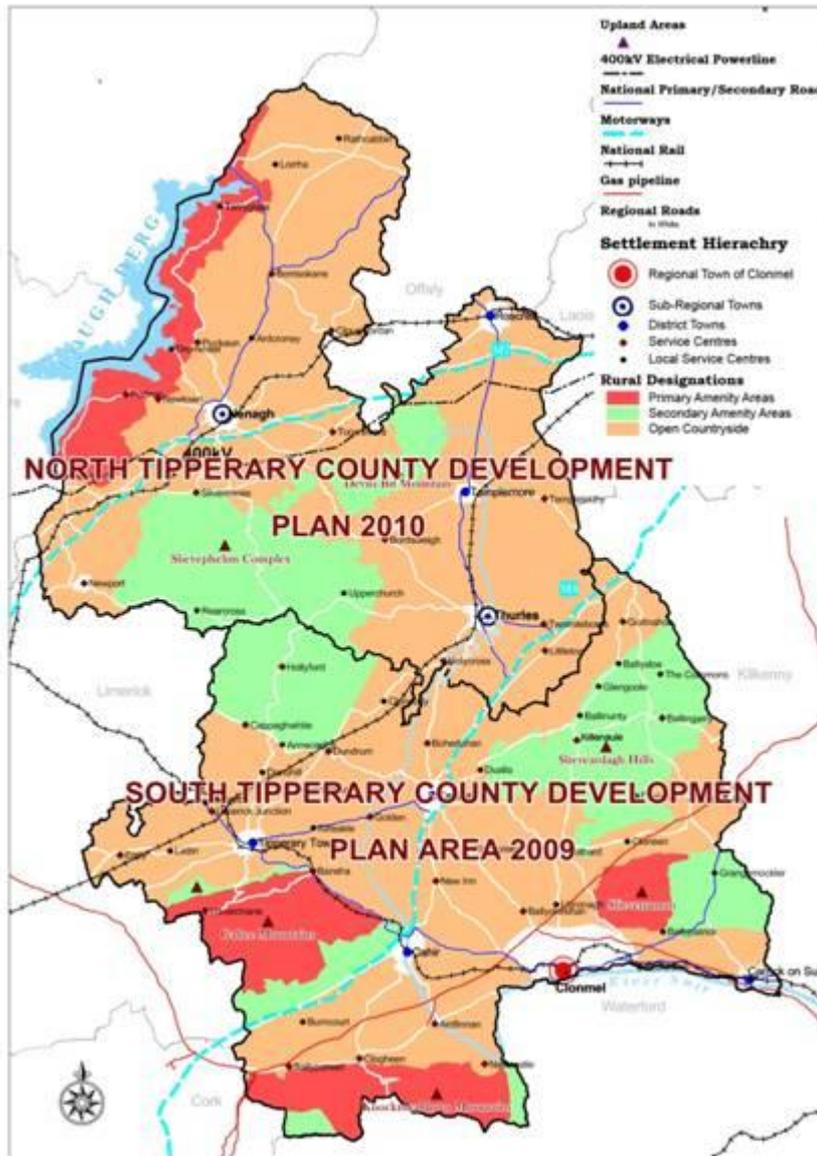
The County Development Plans do not allocate financial funds.

The vision statement for the Plan states:
'Tipperary will continue to be a county with a competitive and sustainable economy, with inclusive and proud communities and with a unique and valued natural and built environment. Tipperary will be a county with a shared purpose and identity, where people seek to live work and visit'.

The Core strategy of the Plans reflect the three high-level aims as outlined in the TCC Corporate Plan as follows

- Maintain and grow sustainable communities;
- Ensure good quality of life for all by delivering a strong economy;
- Manage growth and development so as to maintain a quality environment.

3.2. Implementation of the policy instrument

TCC is legally required by the Planning and Development Act 2000 (as amended) to prepare a County Development Plan covering its functional area every six years. The Planning and Development Act 2000 clearly specifies those matters that must be included in a County Development Plan. As the owner of the policy instrument, the Council has full capacity to influence it.

'Development Plans, Guidelines for Planning Authorities', (DEHLG 2007) advises that a Development Plan must be adaptable to change during its lifetime. Regular monitoring of the relationship between the plan and the changing environment is important if the policies and objectives are to remain relevant.

3.2.1. Management and control

TCC monitors and reports to the Elected Members on the delivery of the objectives and policies of the plans on a bi-annual basis. The reporting programme corresponds with SEA monitoring processes integral to the monitoring of the effects of the implementation of the Plans.

3.2.2. Project cycle *(If relevant)*

Not Relevant to both County Development Plans.

3.3. Priority axis(es) related to SWARE

Chapters 5 and 7 of both the South Tipperary County Development Plan 2009-2015 North Tipperary County Development Plan 2010-2016 provide policy guidance that will ensure the protection, conservation and where necessary the enhancement of natural and built environments, general amenities and heritage assets, particularly of the waterways infrastructure in the county.

The Plan's core objective is to provide a strategic policy framework for guiding physical development, promoting sustainable growth and improving the competitiveness of the county. The aim is to cultivate balanced and socially inclusive communities that enjoy a good quality of life in attractive and sustainable natural and manmade environments.

The policy measures contained in the Plan need to address the range of changing territorial development pressures and needs that are facing the natural/ built environment, general amenities and heritage assets of the county, particularly the waterways of Lough (Lake) Derg and River Suir.

The demand for recreation and leisure facilities is growing due to increased mobility, shorter working hours and rising incomes, while the valuable natural assets throughout the county are in a number of cases underutilised for their amenity value. There is a need to improve the access to such amenities where opportunities arise and to enhance such amenities. The Council aims at balancing the need to protect the rich landscape character and the requirement for the appropriate and sustainable socioeconomic development of the area. It is recognised that this aim can only be reached through balanced and integrated governance and community engagement.

3.3.1. Actions, target groups and expected result

Some policy objectives from both County Development Plans that are relevant to the SWARE project include:

Policy LH8: Inland Waters and Riparian Zones

It is the policy of the Council to protect the ecological status and quality of watercourses. In order to maintain the natural function of existing ecosystems associated with water courses and their riparian zones and to encourage sustainable public access to waterbodies, the Council will require an undisturbed edge or buffer zone to be maintained, where appropriate, between new developments and riparian zones of water bodies.

Policy ED3: Promotion and Development of Sustainable Tourism

It is the policy of the Council to have regard to 'People Place and Policy Growing Tourism' (DTTS 2005) and to prepare and implement a County Tipperary 'Destination and Experience Marking Plan' in collaboration with other key stakeholders over the lifetime of the Plan (as varied). In the promotion and development of tourism, the Council will ensure that sustainability is at the heart of all development and that there will be a positive impact on local communities, while protecting landscapes, built heritage and ecology, and supporting social and economic prosperity.

Policy ED6: Water Based Tourism Infrastructure

It is the policy of the Council to promote the sustainable development and improvement of facilities and infrastructure supporting water based tourism activities, (including shore side interpretive centres and jetties). Development proposals outside settlement centres will be required to demonstrate a need to locate in the area and will be required to ensure that the ecological integrity and water quality of the river or lake, including lakeshore and riparian habitats, is not adversely affected by the development

Development proposals will be required to comply, as appropriate, with the Development Management Standards set out in Chapter 10.

Policy LH12: Water Framework Directive and River Basin Management Plans

It is the policy of the Council to protect and improve the county's water resources and support an integrated and collaborative approach to local catchment management in order to ensure the successful implementation of the River Basin Management Plans (or any review thereof)

3.3.2. Projects

Not Relevant to both County Development Plans.

3.4. Strengths and weaknesses of the policy instrument

	Strengths	Weaknesses	Knowledge needs
Preparation	Preparation of County Development Plan (CDP) is carried out according to an established rigorous process taking two years to complete; the strategy defined CDP responded to real needs; appraisal of socio-economic analysis is strong; significant opportunities for stakeholder and public involvement during the preparation phase.	Because of the merger of the former North and South Tipperary County Councils in 2014, the preparation of the first all-county CDP from scratch has yet to be done.	None

	Strengths	Weaknesses	Knowledge needs
Relevance of the policy instrument	Policy objectives within CDP are relevant; the analysis contains recent and relevant information; the main disparities, deficits and development potentials, relevant to the programme's strategy are presented in a concise manner; extensive stakeholder consultation has taken place	Co-ordination of cross-cuting actions and objectives may need strenghtening	Good Examples of systems/procedures that ensure relevance is maintained
Rationale and Consistency of the policy instrument	The programme objectives and the selected priorities appropriately address the needs identified in the socio-economic analysis; there is coherence across policy objectives	Because of evolving policy landscape at national, regional and local, to ensure ongoing consistency of the CDP requires constant attention	Good Examples of systems to ensure consistency is maintained
External and internal coherence	The policy instrument is coherent with the relevant external strategies, and policies; the CDP ensures coherence between differing functional and strategic parts of TCC	Because of evolving policy landscape at national, regional and local, to ensure ongoing coherence of the CDP requires constant attention	Good Examples of models of monitoring coherence
Implementation	Management (roles and tasks of the various structures are clearly described); control system is clear and adequate; the physical progress is realistic		Good Examples of policy implementation and monitoing structures/systems
Results and impacts	Goals of the CDP are relevant; the indicators, expected results are real and are achievable; indicators are clearly defined and relevant	Definition of results and impacts	Good Examples of metrics to use as results and impacts

	Strengths	Weaknesses	Knowledge needs
Finance	CDP does not deal directly with allocation of financial resources but provides the policy direction to which available funds are channeled	Not Relevant	Not Relevant

3.5. The influence of the policy instrument

The County Development Plans represent the strategic planning framework for the county of Tipperary. It is envisaged that a review of the Plans will commence in late 2017- early 2018.

Accordingly, the activities of the SWARE project will have a directly contributing influence on the implementation of the current plan and the revision/development of a new all-county Plan, covering a sub-regional level in Ireland.

County Tipperary boasts a rich and varied landscape and a wealth of heritage assets that form the basis for the high level of amenity. Quality environment, amenity and heritage all play a vital role in sustaining vibrant community and places to live and a major consideration in attracting visitors.

It is important that the Plan dealing with this aspect would seek to provide sound policy guidance that ensures the maintenance and, where necessary, improvement of natural/built environments while also valorising these assets to contribute to the economic performance of the County.

The learnings from SWARE will be used to achieve this aim through enhancing already existing governance and cooperation structures linked to general amenities and heritage assets. Furthermore, lessons learnt on the topics of awareness raising of visitors, policy makers and private actors and the wide engagement of the local communities will also be integrated into the Plan as a prerequisite of sustainable and integrated heritage management.

Furthermore, although the County has rich traditions and numerous practices in cross-sectoral cooperation and stakeholder involvement (e.g. Lough Derg Marketing Strategy Group) the current arrangements are often ad-hoc and fragmented. SWARE provides a worthwhile motivation and mechanism to enhance such arrangements.

4.   Good Practices

4.1.   Case study 1

River Suir Heritage Audits 2012-2016

OVERVIEW

Country: Ireland

Region: County Tipperary

Topic: 8. Heritage related awareness raising & community engagement (e.g. volunteerism)

Duration of the project: 2012-2016

Funding program: Heritage Council Funding (Exchequer) and TCC own funding

Total budget: €68,000

Key partners: Tipperary Heritage Office, Heritage Council, Tipperary County Council

Current status: Funding application pending to national Heritage Council to complete audit in 2017.

Why can it be used as a good practice?

4. Strong stakeholder involvement.

BACKROUND

Problems before implementation: The River Suir is one of the main waterways in the county, running over 184km in length, the majority of which is in County Tipperary. It supports a variety of habitats and wildlife, the lower Suir area being a designated SAC and has a variety of monuments and heritage sites along its banks. As a waterway it has a number of settlements along its banks and the lower part up to Clonmel would have been used for trade and navigation in the past. There was no comprehensive study or information about built and natural heritage including site designations available for the entire river, so any development was assessed on a local basis.

Preparation: As funding is acquired on an annual basis a project brief is prepared at the start of the year for a funding application and once funding is awarded a consultant is procured to carry out the audit.

Project objectives and purposes: Gather baseline data about natural and built heritage along the river corridor that includes habitat mapping and monument

inventories, to have a record of what is there which can be used to inform future development and see potential for recreation and river based initiatives. It can also be used in an interpretative way for signage and trails and other initiatives using the river.

Project beneficiaries: Local authority staff, local communities and stakeholders in the river, such as Inland Fisheries Ireland, as well as various groups that use the river for recreational purposes.

IMPLEMENTATION

Project activities: The main feature of the audit on an annual basis is a desktop study on the survey area by the appointed consultants and fieldwork. The study area is generally a 50m corridor/catchment on either side of the river bank although significant features that lie outside this area can be included if the consultants deem them of importance to the overall landscape assessment. The fieldwork is ideally carried out during May and June, which gives the opportunity to revisit the area if necessary during the final reporting stages.

Management: The focus with these audits is engagement with local communities to gather local knowledge about the river and to get local communities activated in relation to the river itself. A kick off meeting is held in the study area where the consultants and Heritage Officer are on hand to discuss the project brief for the year and to make contact with local landowners and river users. The Heritage Officer and consultants are in regular contact throughout the year while the project is ongoing. A final dissemination meeting is also held in the local area to invite the public to hear the results of the audit and to give feedback.

Monitoring and evaluation system: Regular updates from the consultants with a mid-term report for July with a final report due in October of each year.

Obstacles and problems: There is an issue with having to apply for the funding on an annual basis. Even though the Heritage Council is supportive of the work, their funding structure does not allow for multi-annual funding. Multiple stakeholders and landowners can make it challenging to keep everyone informed to the extent you would like at all times.

Problem solving practices: Lines of communication being open at all times tends to deal with any issues that have arisen. Each consultant carrying out fieldwork is given a letter from Heritage Office outlining project and giving contact number for further information or to raise any concerns. This year we had an issue when a member of the public observed one of the consultants gathering data at the weekend for the final report and was concerned about what was happening. The individual in question contacted TCC's Heritage Office and while they were aware of the audit and were supportive of it, the circumstances did lead to some confusion. In response to their

particular concern going forward, consultants will be issued with photo id to be used in conjunction with the letter.

Innovative elements and novel approaches: Part of the built heritage audit was carried out while kayaking on the river, and this did give the consultants an opportunity to look at things from an alternative perspective. The local communities have always been a focus of the audits and each year at the kick-off meeting, a big effort is made to link in with them and capture the folklore and local stories about the river. This year in particular the source of the river formed part of the survey area, and looking at different maps there is different points listed as the actual source. The consultants made local enquiries and one of the locals with a specific interest in the river accompanied them on one of the fieldwork days to pin down the rivers source.

TRANSFERABILITY AND LESSON LEARNT

Evaluation results: Each year new findings are presented, for example in 2016 almost 300 monuments were recorded along the study area of which only 59 had been previously recorded at a national level. The ecological information and habitat mapping is building up a comprehensive picture of the River Suir which has multiple uses.

Lessons learnt: Communication is key both in house and with local communities and stakeholders. We have also learned that a study like this in a community can activate the community itself to look at projects and initiatives in the area, which are good for the river and good for the communities themselves.

Success factors: As the project has been multiannual, it may have been challenging from a budgeting point of view but it means that communities along the river are aware of the work that has been done and are interested when it comes to their own area. The level of engagement with the communities as well means that this is not seen as an academic exercise but as something to which they can input and that will have use for the community long term. This will be borne out following the completion of the survey during 2017 and dissemination of the results for the whole county.

Transferability: When you are looking at the heritage of any area, your baseline data is very important in terms of providing an overall picture and can underpin a holistic approach to heritage management. The heritage audit is a simple but effective and efficient way to do this and is extremely transferrable.

4.2 Case Study 2

Green & Blue Futures Project

OVERVIEW

Country: Ireland

Region: County Tipperary

Topic: 8. Heritage related awareness raising and community engagement.

Duration of the project: 2012-2016

Funding program: Interreg IVB

Total budget: €223,453.50

Key partners: Lead Partner: Canals & Rivers Trust UK, partners: Provincie West-Vlaanderen Belgium, The Waterways Trust, Scotland, Province de Hainaut Belgium, Groupment d'interet Public Reussir en Sambre France, South Tipperary County Council, Ireland, Scottish Canals Scotland.

Current status: Project completed since 2015 but elements have been developed further by Tipperary Sports Partnership and Tipperary County Council in development of Blueway.

Why can it be used as a good practice?

4. Strong stakeholder involvement or cooperation with the government

7. Innovative activities

BACKGROUND

Problems before implementation: Main issue was a perceived disconnect from the river by communities living along it and the local authority

Preparation: Project team assembled from within Local authority from Heritage, Sports Partnership, Arts Office, Environmental Awareness, Roads, Social Inclusion and Planning. A number of projects were proposed in areas of infrastructure, art, tidy towns and social inclusion and communities and groups selected along the river. Consultation was carried out with groups based on previous work on networking on the river as part of an Interreg IVC project and stakeholders were identified for each project and they were progressed during the Green & Blue project life.

Project objectives and purposes: Overall objective was strengthening and engaging communities along the river

Project beneficiaries: Local communities and river users.

IMPLEMENTATION

Project activities: Under social inclusion a project was devised to enable hard to reach youths connect with the river in a positive way and we worked with Youth training serices and the Garda Diversion project to run courses in kayaking, fishing, nature, photography and stone mason work. The Art project Sounding Lines had 2 artisits engage with a number of communities and groups along the river focusing on sound. The environmental project looked at 3 Tidy Towns groups along the river and brought them together to share experience and good practice and each then developed an initiative along the river as part of the project. Planning, roads and sport looked at access to the river and mapped it and set up a list of priority actions to improve it with a view to helping to develop a green and blueway. They initiated improvements at the start and finish of the proposed blueway and designed improvements for other points which have been carried out following the end of the project. Heritage worked with a number of groups and festivals to promote the river.

Management: Project managed by Canals & Rivers Trust in UK. Locally managed by Heritage Officer. Regular team meetings and mid term conference for overall project was held in Tipperary.

Monitoring and evaluation system: Online reporting system and 2 partner meetings per year. Evaluation of project took place in 2015.

Obstacles and problems: Elements of the initial project proposal did not go ahead and there were changes in personnel which led to some changes being made to the overall output. There was a lot of project areas as well which evolved in a slightly different way once they started due to group capacity etc. Again it was good lines of communication that overcame or helped overcome a lot of these issues.

Problem solving practices: Issues were dealt with by steering groups and other participants as necessary.

Innovative elements and novel approaches: Final exhibition in Art project was interactive and outdoors. A multimedia art trail was created along 1.5 km of tow path and included listening posts, camera obscura in a fishing hut, visual and sound installations in boat huts and viewing points. The event took place during Heritage Week, which is a national event in Ireland and over 130 people came to the river that day.

TRANSFERABILITY AND LESSON LEARNT

Evaluation results: Evaluation was through online reporting system and internally through meetings with Director. A number of outputs were very successful in terms of engaging with the communities and developing a strong network such as the Art project and Tidy towns project. The access points project also brought communities and river users together and really got people thinking outside of their own area of

the river and looking at the river as a whole. Works that began as part of access project developed infrastructural improvements along key points of the river facilitating the development of a Blueway. This year a canoe-slalom course has been added to the river by Tipperary County Council and the Sports Partnership.

Lessons learnt: The importance of communication in building effective long term relationships with stakeholders and the advantages of early buy in form the stakeholders in any project.

Success factors: The relationships built up with the local communities through the different projects were a positive factor in the success of this project. There was also a number of very successful collaborations such as with Youth Services, Day care centres, local schools, Garda diversion project, Workman's Boat club, Clonmel rowing club, Carrick River Rescue, Suircan environmental group among others and some of these collaborations evolved after the project and continue to this day. Funding that enabled design of access point improvement facilitated leveraging of funding from other sources so along the river communities could see actual outputs which contributed to the success and momentum of the project.

Transferability: Model of stakeholder engagement built on network development of a previous interreg project and we can see that as these projects have finished elements of the networks have evolved to partner in new initiatives.

4.3 Case Study 3

Lough Derg Marketing Group

OVERVIEW

Country: Ireland

Region: NUTS 4

Topic: 9. Public-private participatory policy-making model for tourism development, management, promotion (e.g. destination management organisations including municipalities, SMEs, NGOs); 10. Multi-level & cross-sectoral governance structures, integrated policy-making

Duration of the project: ongoing initiative

Funding program: Various as arising

Total budget: Not defined

Key partners: Tipperary County Council, Galway County Council, Clare County Council, Failte Ireland, Waterways Ireland, Inland Fisheries Ireland, North Tipperary Leader Partnership, Tourism Trade representatives

Current status: This group is still active

Why can it be used as a good practice? 5. Management System

BACKGROUND

Problems before implementation: Lough Derg is an important visitor destination in the county as part of the Shannon waterway, but it was strongly felt that it had yet to realise its full potential.

Preparation: Production of a Roadmap for Experience Development and Destination Marketing 2014-2017 and employment of a Tourism co-ordinator for the area.

Project objectives and purposes: To promote Lough Derg as a destination and to provide additional key visitor attractions in the region. The Vision for the group as outlined in the roadmap published in 2014 was to 'Develop Lough Derg as a key destination for superb water based activities combined with a range of very high quality walking, cycling, heritage , culture and food experiences that will entice domestic and international visitors to stay longer. This will be achieved through joint cooperation of all tourism stakeholders in the development and marketing of their area under the Lakelands-Lough Derg identity'

Project beneficiaries: Visitors to the area both international and domestic.

IMPLEMENTATION

Project activities: Building governance in establishing the group, Tourism animator projects, Lough Derg Signage strategy, Lough Derg trail apps, Lakeshore amenity site upgrades at Mountshannon, Terryglass, Dromineer, Ballina and Garrykennedy. Work o Lough Derg Canoe trail, Nenagh Cycle Loops, Upgrade to Lough Derg way, new looped walks, Lakelands trade networking workshops, Trade interventions and stakeholder engagement..

Management: Group is made up of key stakeholders in the region and meets on regular basis and links in with Tourism co-ordinator and others working in area.

Monitoring and evaluation system: Carried out by the Group at their meetings.

Obstacles and problems: Challenge to get all stakeholders working together as a coherent unit and this has been built up over the years.

Problem solving practices: The Group operates through a consensus-building approach and decisions/problems arising are discussed thoroughly to agree an acceptable position.

Innovative elements and novel approaches: Taste of Lough Derg (http://www.discoverloughderg.ie/atasteofloughderg/), which is an annual programme of events showcasing food producers around the lake during the summer months.

TRANSFERABILITY AND LESSON LEARNT (max 2000 characters)

Evaluation results: Ongoing monitoring of projects and development of new initiatives.

Lessons learnt: Benefits of working in collaborative way with key stakeholders.

Success factors: The output of projects shows the success of the initiative such as signage strategy for the lake, Taste of Lough Derg, various events and festivals, upgrade of facilities, canoe trail and product development.

Transferability: Good model for inter agency and inter regional collaboration on an ongoing basis. Also good model for destination management and promotion.

5. Conclusions

Stragtegic Action E1.6b (see below) of the County Tipperary Local Economic and Community Plan 2015-2020 is a key driver of water-based tourism in the county.

E 1.6b	Identification, promotion and support of specific themes of tourism development which build on Tipperary's inherent strengths and which are linked to the identified needs of the domestic and international market. Themes to include: food tourism, equine, water-based tourism along the River Suir and Lough Derg; outdoor activities around the Munster Vales and the heritage experience (Cashel, Cahir, Roscrea, Holycross, Fethard, Thurles (sport), and Lorrha, etc.)

Within the framework of the SWARE project, TCC will be developing a Green & Blue Infrastructure Masterplan Roadmap for Tipperary Waterways (River Suir & Lough Derg). This will take a holistic strategic view and examine issues such as leisure, tourism, heritage, communities, sustainability, water eco-system management, Natura 2000 sites, S.P.A's and S.A.C , biodiversity management and interpretation of sites in order to facilitate a co-operative strategic G&BI developmental view of the waterways. It will bring together relevant elements of Council policy, including County Development Plans, Heritage Strategy, Sports Strategy, Tourism Strategy, etc. and would also build on and integrate work, either done to date, or currently being carried out by TCC and others.

Through this State of the Art report, and the others developed by the partners, project level menu of good practices will be collected and matched with the knowledge needs:

> 1) three partner regions will be selected that own good practices relevant for the knowledge needs shared by all partners;
> 2) specific knowledge needs not shared by all partners will also be matched with good practices available in the partnership.