



Comhairle Contae  
Dhún na nGall  
Donegal County Council

HERICOAST  
Interreg Europe



European Union  
European Regional  
Development Fund

# Regional stakeholders strategy of *Donegal County Council*



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The template comprised five steps in the creation of this communication strategy:

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5 Exploitation of results .....	<b>Feil! Bokmerke er ikke definert.</b>

## 1 Starting point. Communication objectives

### 1. Starting Point. Communications Objectives

Objective
a. Raise awareness of the heritage assets along the coast by engaging with local communities on a digital platform to protect and effectively manage the heritage asset before 2020.
b. Engage and work with local political representatives in the 5 Municipal Districts in the assessment and identification of significant heritage assets and scenic amenity along the coastal region to inform the policy platform in the County Development Plan 2018-2024.
c. Inform heritage based strategy on a local, regional and national level in engaging with stakeholders, agencies and relevant authorities, to learn from and to inform policy solutions within the lifetime of the programme.
d. Learn from the experiences of international partner regions in the management of heritage assets while increasing visitor capacity and appreciation, to inform specific local plan policy by sharing information with relevant stakeholders and community groupings within the coming 3years.

S.M.A.R.T testing of objectives.

Obj	Specific	Measurable	Appropriate	Realistic	Timed
a.	y	y	y	y	y
b.	y	y	y	y	y
c.	y	y	y	y	y
d.	y	y	y	y	y

## 2. Identification and analysis of stakeholders

This step comprise two elements:

Step 1:

Stakeholder	Interest on the project	Influence on the project
Local Political Representatives.	<b>(high)</b> The local political representatives of Donegal act on behalf of and for the people of the County, representing the various communities across County Donegal. Through interaction with the populace at ground level these local politicians hold relevant and current knowledge of the specifics of each area/townland or settlement across the County.	<b>(high)</b> Knowledge at grass routes level adds pertinent and valuable information to the decision making process in informing the policy platform. The adoption of plan policy is a reserved function of council members/local political representatives and in this regard our local representatives are key stakeholders in the formation and adoption of coastal heritage policy.
NWRA – Northern & Western Regional Assembly WDC –Western Development Commission	<b>(high)</b> Donegal is one of 9 local authority areas within the North West Region of Ireland.	<b>(high)</b> The NWRA ensure that national policies take regional issues into account. The WDC inform the strategic economic and social development of the Western Region.
Donegal Public Participation Network: PPN	<b>(high)</b> Providing a local level of knowledge - evidence based and anecdotal -to inform the development of the project to reinforce civic responsibility and a sense of place.	<b>(high)</b> This is a countywide body encompassing all registered environmental, social inclusion, voluntary and community groups in Co. Donegal, providing a finer detail on the locally specific heritage aspects of the project. Through the PPN community organisations can cooperate, share information and ideas, and elect members to Local Authority decision making

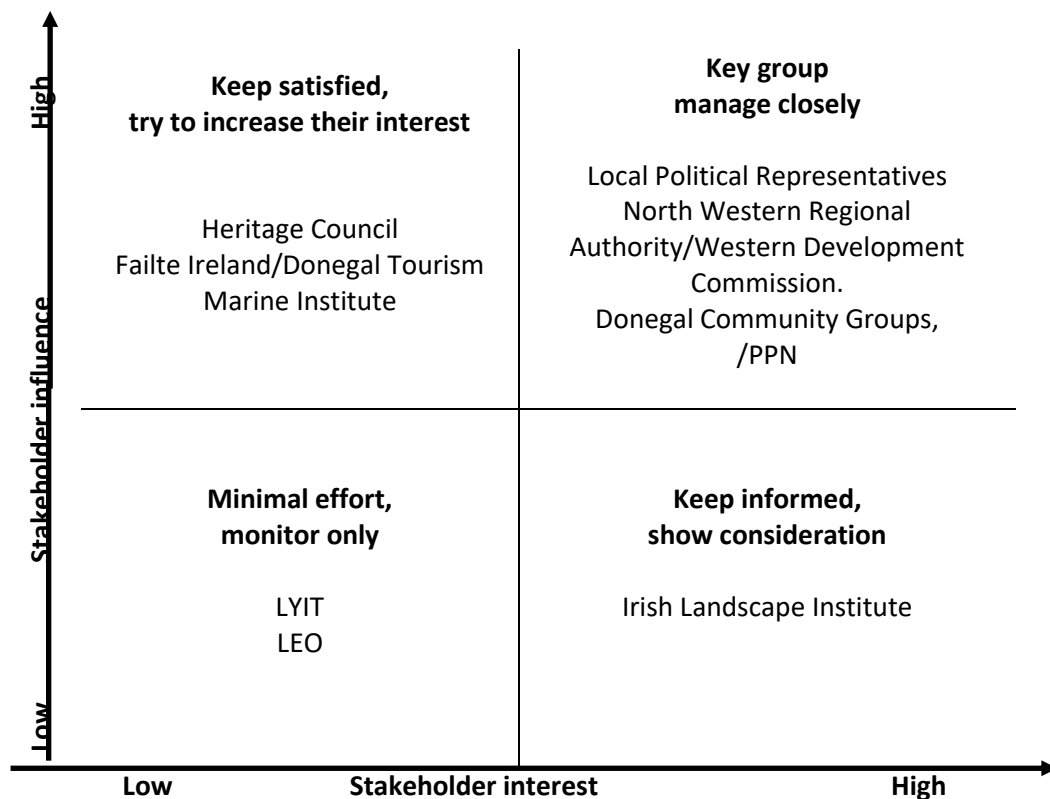
		bodies and relevant community structures.
Heritage Council	<b>(high)</b> The value of the project in identifying Donegal's coastal heritage providing an evidence base to inform national policy.	<b>(high)</b> The Heritage Council, a National Body provides policy advice for government on heritage issues that include sustainability, climate change and landscape management and works with others, at local level, to increase awareness of our national heritage and to highlight its importance to public policy and everyday life.
Failete Ireland(National Tourism Development Authority) Donegal Tourism	<b>(high)</b> How the coastal region of Donegal can contribute to the local, regional and national tourism industry.	<b>(high)</b> Fáilte Ireland work with other state agencies and representative bodies, at local and national levels, to implement and champion positive and practical strategies that will benefit Irish tourism and the Irish economy. Promoting Ireland through a network of nationwide tourist information centres that provide help and advice for visitors to Ireland. Donegal Tourism influence tourism strategy and product development within the County.
Marine Institute	<b>(high)</b> From an ecosystem-based approach, how the project can protect the marine environment, managing human activities and enable sustainable use of marine goods and services.	<b>(high)</b> The Marine Institute provides services related to research and development that promote economic development, create employment and protect the marine environment, guiding research and informing policy development across the marine sector.

LYIT: Letterkenny Institute of Technology	The extent to which the programme could inform the learning platform.	Explore education and learning opportunities arising from the project, reinforcing connectivity across the educational campus.
LEO: Local Enterprise Office	How the coastal region can contribute to the local economy	The LEO provides a network of contacts and influencers in supporting local enterprises to encourage a thriving and sustainable local economy.
Irish landscape Institute	Ensuring due consideration is provided to protect, conserve and enhance the natural and built environment for the public benefit.	Promoting the landscape asset working with partners in public health, sustainability, and tackling climate change.

## Step 2:

Stakeholders were identified following an analysis of the groups involved in the areas of coastal development, governance and economy and those people that reside in these areas and who are affected by new development/ ownership within their settlements and local people/groups with a local interest and knowledge of the heritage within their settlement. The key group of stakeholders were identified for their expertise in the area of landscape and built, natural and cultural heritage and those responsible for policy formation.

The chart below was used to inform the varying interests and influence of the identified stakeholders





### 3 Stakeholder group management





Stakeholder WHO	Key Message WHAT	Engagement Activity HOW	Schedule WHEN	Communication Method	Responsible Person
Local Political Representatives	Identifying the value of the coastal region in informing the experience of both the resident and the visitor to our coastal county	Presentation and consultation/workshop events. Discussive engagement in each Municipal District.	3times pa /ongoing	Individual/group engagement/digital and direct	Claire McCallan and Alana Green
NWRA/WDC	Sharing evidence based data to inform the regional policy platform.	Interregional workshop, Stakeholder group meetings	25 <sup>th</sup> October Tulcea.  Bi annually/ongoing	International visit/group engagement/digital and direct	Claire McCallan and Alana Green
Heritage Council	Identifying heritage assets in digital format, using interlinked interactive mapping	Stakeholder meeting/online engagement	Bi annually/ongoing	individual/group engagement/digital and direct	Claire McCallan and Alana Green
Faite Ireland/Donegal Tourism forum	Identifying the tourism value of the coastal region as a heritage asset.	Stakeholder meetings/ Site Visits/online engagement	Bi annually/ongoing	individual/group engagement/digital and direct	Claire McCallan and Alana Green

Marine Institute	Reinforcing the effective management and protection of our marine environment.	Stakeholder meetings/ online engagement	Bi annually/ongoing	individual/group engagement/digital and direct	Claire McCallan and Alana Green
Donegal Community groups PPN	Celebrating the value of cultural heritage informing our identity and sense of place	Stakeholder meetings/workshop/ online engagement	Bi annually/ongoing	individual/group engagement/digital and direct	Claire McCallan and Alana Green
LYIT	Profiling the value of heritage informing marine and social policy in an education forum	Stakeholder meetings/ online engagement	Bi annually/ongoing	individual/group engagement/digital and direct	Claire McCallan and Alana Green
LEO	Highlighting the economic value of the coastal region.	Stakeholder meeting/ online engagements	Bi annually/ongoing	individual/group engagement/digital and direct	Claire McCallan and Alana Green
Irish landscape Institute	Raising awareness of our heritage landscape.	Stakeholder meetings/ online engagement	Bi annually/ongoing	individual/group engagement/digital and direct	Claire McCallan and Alana Green

## 4 Evaluating strategy success

Objective <i>Defined in process 1 engagement objectives</i>	Outcome	Measurement Method	Target
Inform heritage based strategy on a local, regional and national level in engaging with stakeholders, agencies and relevant authorities, to learn from and to inform policy solutions within the lifetime of the programme.	Evidence based data supported with historical reference to inform current mapping of the built, natural and cultural heritage assets along the coastal region	Digitisation of the natural, built and cultural heritage aspects identified and consultation/ workshop events.	All/Public
Engage and work with local political representatives in the 5 Municipal Districts in the assessment and identification of significant heritage assets and scenic amenity along the coastal region to inform the policy platform in the County Development Plan 2018-2024.	Increase awareness in the Municipal Districts and the County Council of the value of built, natural and cultural heritage of the coastal region.	Presentation and reporting to each Municipal District and to the County Council.	5 Municipal Districts
Raise awareness of the heritage assets along the coast by engaging with local communities on a digital platform to protect and effectively manage the heritage asset before 2020.	Increase awareness within the community of the value of built, natural and cultural heritage of the coastal region to engender a sense to social responsibility and civic pride.	Interlinked interactive mapping for community input along with public consultation events.	Identification of areas unique cultural value

Learn from the experiences of international partner regions in the management of heritage assets while increasing visitor capacity and appreciation, to inform specific local plan policy by sharing information with relevant stakeholders and community groupings within the coming 3years.	Policy proposals for heritage management	Presentation and discussion with Municipal Districts local communities to inform policy proposals for the heritage management of the county.	5 Municipal Districts
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## 5 Exploitation of results

Economic Exploitation	The results of the project will be used by vaious community groups to help inform their local heritage based projects, and the wider vernacular trade and manufacturing sector; as well as providing a baseline to help applications for funding projects.
Tourism Exploitation	The results of the project will be used to inform local sustainable tourism strategies for the whole coastal and fluvial region, by both community and business sectors.
Heritage Exploitation	The results of the project will inform and raise awareness of the value of heritage from an educational, cultural and economic perspective.
Education Exploitation	The results of the project will be used by local educators and community groups to further inform the nature and value of the county's heritage and in informing sense of place and celebrating culture for the greeater good.



Community Exploitation	The results of the project will provide a baseline of heritage information, exploring opportunities to positively celebrate heritage in providing a catalyst for further community development of our heritage product.
Cultural Exploitation	The results of the project will inform cultural heritage and highlight linkages through the various strands of tangible and intangible heritage to weave a concentrated picture of the totality of cultural heritage in the County.
Policy Exploitation	The results of the project will be used by the County Council to inform objectives and policies of various land use plans and development strategies, and by the North Western Regional Authority to inform their planning guidelines.