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# Chapter 4

# Economic Development & Employment

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## 4.1 Introduction

Ireland's economy grew rapidly between 1995 and 2000 at a rate of 9.4% and continued to grow at an average rate of 5.9% during the following decade until 2008. This boom was fuelled largely by direct foreign investment and a domestic property boom. The banking crisis and the collapse of the property market sent Ireland into recession in 2008. Ireland's unemployment rate stood at 14.6 % of the total labour force in the last quarter of 2012<sup>(1)</sup>. Ireland's domestic economy has contracted but some economic indicators such as employment levels are showing signs of recovery in 2013.



Throughout the recession however exports have continued to grow and Ireland is one of the biggest exporters pro rata of pharmaceuticals in the world (28% of the value of the country's total exports). Others include: organic chemicals (21%), data processing equipment and software (12%) and food (8%). Foreign Direct Investment in these markets has created more than 140,000 jobs in Ireland and an additional 100,000 jobs that support these firms. Irish exports grew to record levels in 2012 breaking the €16bn point for the first time and creating 13,000 jobs in 2012<sup>(2)</sup>. Enterprise Ireland's Annual Report for 2012 forecasts that exports will return to growth as the global economy stabilises. It is considered that exports will remain the primary engine for Ireland's future growth.

### 4.1.1 Employment Profile

The employment profile for County Kerry has changed dramatically since 2006. The numbers of people employed in construction has decreased by nearly 60% and with the reduction in economic activity there has been a 15.90% reduction in transport, storage and communications. Employment in the manufacturing industry has also declined considerably in the period (CSO 2011).



(1) Department of Finance 2012.

(2) Enterprise Ireland published Annual Report and Accounts (2012)



Sector	2006		2011		% change 2006-2011
	No. of persons	% of total at work	No. of persons	% of total at work	
Agriculture, forestry and fishing	5040	8.29%	5621	10.08%	11.53%
Mining, quarrying and turf production	247	0.41%	121	0.22%	-51.01%
Manufacturing industries	6660	10.95%	5237	9.39%	-21.37%
Electricity, gas and water supply	401	0.66%	425	0.76%	5.99%
Construction	8216	13.51%	3338	5.99%	-59.37%
Wholesale and retail trade	8087	13.30%	8300	14.88%	2.63%
Hotels and restaurants	5581	9.18%	5483	9.83%	-1.76%
Transport, storage and communications	2428	3.99%	2042	3.66%	-15.90%
Banking and financial services	1547	2.54%	1752	3.14%	13.25%
Real estate, renting and business activities	3355	5.52%	3471	6.22%	3.46%
Public administration and defence	2448	4.03%	2945	5.28%	20.30%
Education	3917	6.44%	4804	8.61%	22.64%
Health and social work	6110	10.05%	6439	11.55%	5.38%
Other community, social and personal service activities	2223	3.66%	2345	4.20%	5.49%
Industry not stated	4550	7.48%	3444	6.18%	-24.31%
<b>Total at Work</b>	<b>60810</b>		<b>55767</b>		

Table 4.1 Total Labour Force Employed by Sector in County Kerry 2006-2011 (CSO)

Other economic sectors have remained stable with increases in total numbers employed in agriculture, forestry, fishing, education, public administration, retail and banking.

#### 4.1.2 Unemployment

Nationally unemployment increased from 8.5% in 2006 to 19% in 2011 - a rise of 10.5 per cent. Unemployment rates in Kerry climbed to a high of nearly 19.8% in 2011. Unemployment has been gradually decreasing and the number of people unemployed went below 14,000 in 2013<sup>(3)</sup>.

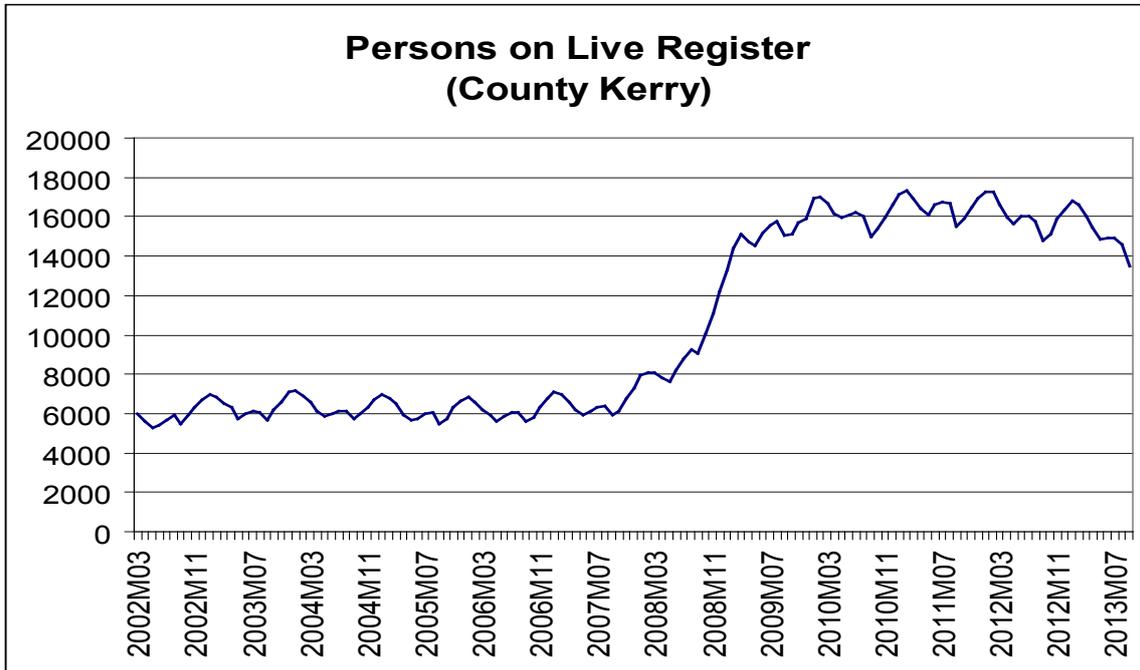


Table 4.2 Persons on Live Register 2002-2013<sup>(4)</sup>

### 4.1.3 Employment Projections

Indications of future patterns of employment are difficult given the current economic environment, the changing nature of the employment market and the availability of data. It is unlikely that the construction industry will return to 2006 levels and other sectors with the potential for growth such as information technology, tourism, small indigenous industries and the agri-sector will need to expand to provide the jobs lost in traditional employment sectors. Clearly a much larger employment growth will be required if the current high level of unemployment in the County is to be addressed.

### 4.1.4 National Economic Policy

Many traditional industries of necessity locate close to the resources on which they depend and which provide easy access to world markets. The last two decades have witnessed the relocation of many manufacturing sectors to low cost economies in Asia and elsewhere. This limits economic development in more peripheral economies such as Ireland. The globalisation of the world's economy and the changing needs of new technology have presented opportunities for new investment and employment growth. Ireland has been successful in competing internationally for inward investment in emerging economic sectors.

The government's economic policies have been directed towards attracting inward investment and driving future economic growth through the development of growing knowledge and technology based industries. To achieve this government have been focusing on re-

(3,4) Department Of Finance 2012.



orientating the economy towards turning *knowledge* into exportable goods and services. It is intended that employment will shift from high volume jobs' to 'high-value jobs' as companies seek to move up the value chain and undertake higher value-added activities in Ireland.

Enterprise Ireland forecast that Ireland has the potential to win new investment that will create thousands of high-quality jobs. These investments will come from the development of existing client companies, industries and markets. They will also come from new types of companies, in new areas like green technology.

The development of a knowledge based economy is dependent on a large number of sectors interacting in a focused manner to achieve the conditions for growth. Land use planning is only one element, equally important is knowledge infrastructure and business environment. Knowledge infrastructure includes education, training and research and development. The business environment includes taxation, regulation and competition, labour market regulations, finance and social capital.

#### 4.1.5 Land Use Planning and Economic Growth

To achieve growth in these emerging sectors requires spatial land use strategy capable of delivering the conditions for growth. The National Spatial Strategy sets out a framework to create critical mass in key economic drivers at particular regional locations, known as Gateways and Hubs, that have the potential to drive National and Regional economic growth. The NSS is based on the concept of Functional Areas i.e. areas that are defined in terms of the social, economic and spatial relationships between places, rather than their administrative boundaries. Cork city is the designated Gateway and the key economic driver for the South West Region. The Tralee / Killarney development corridor has been

designated as a linked hub to drive growth in Kerry.

There is however significant regional disparities in growth within the Country with most Foreign Direct Investment (FDI) located in the Gateways of Dublin, Cork, Limerick and Galway. It is clear that other areas will have to depend on growing local indigenous industries to create future employment. This is exemplified by the success of Kerry Group PLC, Dairymaster, Fexco and Liebherr, as well as the growth of the agri-food sector. Indigenous growth will be fueled by inward investment but will also act as a powerful engine of economic and employment growth. It is an objective of this plan to support new and existing indigenous businesses to grow and export.

The entire county of Kerry has a strong tourism industry and it is the sector most likely to drive economic growth in the short to medium term. Ten percent of the labour force is employed in hotels and restaurants alone (CSO 2011). It is also the sector that can contribute the most to the economic development of peripheral areas in the County.

To support and facilitate the sustainable growth of tourism a tourism strategy is set out in Chapter 5. This strategy supports existing tourism markets, identifies new sectors within the tourism market and supports the sustainable development of tourism across the County.

The strategy also recognises that much of the County's tourism is underpinned by environmental attributes unique to the County. The strategy therefore seeks to protect these environmental attributes by supporting the sustainable development of the tourist industry. Any development that would adversely affect such economic activities would be discouraged.

Retailing is also an important sector of the County's economy employing over 8,000 people. Chapter 6 sets out a strategy for the



sustainable development and growth of the retail sector in accordance with the settlement hierarchy and the core strategy.



The Kerry agri-food industry operates globally. It, in common with other industries, is experiencing significant challenges from the downturn in the world economy and has also been affected by the capping of national schemes as a result of the deterioration in national finances. However the industry operates within a very dynamic environment, with world food demand continuously on the increase and it has the capability to be a continued strong driver of local economic recovery. This strategy seeks to underpin and support the future sustainable development and expansion of this industry and allow it to maximise its potential following the removal of production limits in the coming years.

<b>Overall Strategy</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-1</b>	Support and lead sustainable economic and employment growth in all sectors of the economy in accordance with the principles and objectives of this Development Plan and the proper planning and sustainable development of the area.

<b>ES-2</b>	Promote innovation and the sustainable development of a knowledge based economy.
<b>ES-3</b>	Facilitate the sustainable provision of infrastructure necessary for sustainable economic growth.
<b>ES-4</b>	Support and lead, along with economic development agencies, educational institutions and other relevant bodies in creating the conditions necessary for the sustainable growth of the economy.
<b>ES-5</b>	Actively foster and support the sustainable development of new indigenous industries and the expansion of existing firms.
<b>ES-6</b>	Facilitate the sustainable development of the critical mass in population skills and linkages necessary to create an economic centre in the Tralee / Killarney linked hub capable of driving economic growth in the County in a sustainable manner.
<b>ES-7</b>	Support the sustainable economic growth of existing towns and villages in accordance with the settlement strategy of this Development Plan and the objectives of local area plans.
<b>ES-8</b>	Protect lands zoned for employment uses in both this Plan and all local area plans from inappropriate development that would prejudice the long-term development for these uses.



<b>ES-9</b>	Promote and support the development of a sustainable tourism economy throughout the County and ensure Kerry develops as a centre of excellence in tourism.
<b>ES-10</b>	Promote and support the sustainable growth of agriculture and related agri development.
<b>ES-11</b>	Ensure all economic development proposals shall demonstrate compliance with the objectives of this Plan and the Development Management, Standards and Guidelines specifically as they relate to landscape flood risk management, biodiversity, built and cultural heritage.
<b>ES-12</b>	Zone strategic land reserves, at appropriate locations, within the Hub Towns and the Wider Linked Hub to provide for large scale stand alone industries, the growing international traded services sector (office based industry) including the range of knowledge based industries, green enterprise and the creative industry. The principles of sustainable transport will be applied in identifying sites, and such sites shall be located in close proximity to public transport corridors and where suitable on brownfield sites.

and services and linkages between other gateways, hubs, and lower tier towns. The core strategy focuses investment and population growth into the Hub area to facilitate the development of critical mass, employment, enterprise and economic activity and places particular emphasis on the role of the towns of Tralee and Killarney as the principal drivers of sustainable economic growth.

The Tralee/Killarney Linked Hub differs from other hubs as its two strategic towns have different yet complementary assets and functions. It is an objective of this Plan that these strategic towns capitalise on their existing assets and develop their complimentary roles. Tralee will develop as a fulcrum to harness potential growth in the region by enhancing its role as a ‘technopole’ centre for high-tech telecoms, IT industries and as an employment and training centre, with a significant and developing tourism role. Killarney will capitalise on its existing tourism, recreation and amenity roles and promote itself as a leader in this area for development, training and education. These roles will be promoted together forming an overall multi-sectoral dynamic for future growth. Sustainable linkages to the surrounding settlements and rural areas will ensure that the benefits of growth are realised throughout the County.

***Tralee/Killarney Linked Hub will capitalise on the combined capacities of both towns, such as those in third-level education, developing links between industry and centres of learning, surface and air transport links and key natural resources such as scenic landscapes.***

## 4.2 Tralee/Killarney Linked Hub

The Linked Hub is capable of providing strong and sustainable economic growth sufficient to drive economic development throughout the County during the lifetime of this plan and beyond. The degree to which it achieves this is dependent on a number of factors including the development of the area’s potential; critical mass in population, skills, infrastructure

The structure of 3rd level education in the Country has been under review for some time and has identified the need for greater synergies between 3rd level institutions and in particular, the Technology sector. In this regard, proposals are being developed for greater integration between the Institute of Technology Tralee (ITT) and Cork Institute of



Technology (CIT) with a view to creating the Munster Technological University.

It is the policy of the Council to support and develop a working partnership with the ITT to further this aim.

It is envisaged that the Hub can be developed to become a location capable of harnessing inward direct investment in the emerging global growth sectors. This includes:-

❖ **Knowledge Economy**

The knowledge based industries are extensive and include computer technology, life sciences, research and development, high-technology manufacturing, communications, business, finance, insurance and other market services.

❖ **Green Enterprise**

The market for environmental goods and services (EGS) is one of the fastest growing sectors in Europe. Kerry County Council has been successful to date in facilitating the development of renewable energy but it could also develop as a hub for knowledge based green enterprise in the areas of research and development, expertise, consultancy manufacturing and associated services. The County’s track record in renewable energy and its proven capacity to attract inward investment in this area make this a realistic objective.

❖ **Creative Industry**

The creative industry can be defined as ‘*those activities which have their origins in individual creativity, skills and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property*<sup>(5)</sup>. Creative clusters can develop when technical innovation, artistic creativity and business entrepreneurship are deployed to create a new product for example digital media and software.

The development strategy for the wider Hub area is set out in the Tralee/Killarney Hub Functional Area Plan 2013-2019. Its overall objective is to support the Hub towns to develop critical mass in population and employment and improved connectivity to attract international investment and to compete effectively in the national and international marketplace.

<b>Tralee Killarney Hub</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-13</b>	Prepare a strategic economic plan for the Linked Hub which will include the towns of Tralee and Killarney.
<b>ES-14</b>	Promote the Kerry Hub as a centre for knowledge industries and to facilitate the sustainable development of a range of technological clusters in appropriate locations.
<b>ES-15</b>	Focus sustainable economic development in the towns of Tralee and Killarney as the regional centres for economic growth and enterprise.
<b>ES-16</b>	Support and develop new partnerships with private enterprise, economic development agencies, educational institutions and other relevant bodies in developing the economic potential of the linked hub.
<b>ES-17</b>	Support and facilitate the ongoing development of the Kerry Technology Park as the principle focus for the expansion of knowledge based industries in the County.

(5) Tralee/Killarney Hub Functional Area LAP 2013 -2019

<b>Tralee Killarney Hub</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-18</b>	Support and develop a working partnership with the Institute of Technology Tralee with a view to achieving Technological University status.

The airport is also critical for the development of the tourism industry and to provide connectivity for business executives between employment hubs. For this reason land has also been zoned in Farranfore as part of the Tralee/Killarney Hub Functional Area Local Area Plan to provide for the development of a hotel.

### 4.3 Farranfore

Farranfore has strong national and regional rail, road and air linkages with the capacity to promote interurban accessibility which is of critical importance to the successful development of both the Hub and the County as a whole. Given Kerry's peripheral location, Farranfore has a strategic and pivotal role in the efficient operation and functioning of the Hub.

As part of the Functional Area plan for the Hub a local area plan has been prepared to ensure that Farranfore develops its potential as a transport hub and as a sustainable location for logistics and distribution. Land is zoned for airport related uses, industry, light industry, warehouse/distribution and a commercial business park.

<b>Farranfore</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-19</b>	Promote and facilitate the sustainable development of Farranfore as a national and international transport hub and as a location for the sustainable development of industry, light industry, warehouse/distribution and commercial business.

### 4.4 Regional Towns

These towns have sufficient critical mass in population and services to support economic growth and act as employment centres in the sub regions which make up their catchment area. The development of these centres therefore has a strategic role in providing improved access to employment to the villages and rural areas in their catchment. A Local Area Plan has been prepared for each Regional Town which identifies the opportunities for economic growth and zones land accordingly.

The employment strategies for these towns have been derived from an analysis of the economic opportunities particular to each town and the constraints that need to be addressed if their potential for economic growth is to be realised. Among these constraints is the need to create improved linkages between





Regional towns and the hub towns of Tralee and Killarney. This planned approach to the sustainable development of economic growth will facilitate the Local Authority in the future allocation of resources and inform it with regard to policy decisions.

<b>ES-21</b>	Support the sustainable strategies for economic growth as set out in current local area plans for towns and villages and any subsequent updates/ reviews.
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#### 4.5 District Towns and Villages

The strengthening of rural communities is fundamental to the Development Plan. Many of these areas have experienced significant population loss in the past primarily due to a lack of employment opportunities. The infrastructure and services needed to promote job creation cannot always be provided in the countryside but the network of settlements throughout the County have the potential to provide employment opportunities for their wider rural catchment. It is through this approach that employment opportunities can be brought to rural dwellers. The potential for rural towns and villages to attract employment uses over the range of economic sectors is dependent on a range of factors such as peripherality, linkages to other economic centres, the size of the population, the availability of infrastructure, and natural attributes. Where opportunities exist for economic growth the local area plan for each settlement identifies the opportunities for economic growth and zones land accordingly.

<b>Regional/District Towns and Villages</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-20</b>	Support the sustainable growth and economic development of Regional/District towns to drive economic development throughout the County and to act as catalysts for sustainable development within their hinterlands.

#### 4.6 The Shannon Estuary

North Kerry’s location on the Shannon Estuary presents opportunities for future sustainable economic development and employment growth. The Estuary features 500km<sup>2</sup> of navigable water running from Kerry Head and Loop Head as far as Limerick City, a distance of 100km and it is one of the premier deepwater locations in Europe. The Estuary and its environs are a multi-functional zone, with the waters and adjoining lands supporting a range of functions, uses, communities, activities and environmental resources/assets which bring character and prosperity to the area.

The Shannon Estuary is also designated as part of the Natura 2000 network as the Lower Shannon cSAC 002165 and the River Shannon and River Fergus SPA 004077. There are also several proposed National Heritage Areas designations along the estuary that predominately overlap the Natura 2000 designations. Kerry County Council in conjunction with Clare County Council, Limerick City and County Council, Shannon Development and the Shannon Foynes Port Company commissioned a land and marine based plan for the future development and management of marine-related industry and tourism along the Estuary.

This Plan – the Shannon Integrated Framework Plan (SIFP), facilitates the diversification of the economy, through the promotion of commercial/industrial employment, environmentally friendly aqua culture, maritime, energy, transport, recreation and tourism industries in a sustainable manner. It also sets out the importance of safeguarding the Estuary’s sensitive environmental resources and natural heritage of national,

European and International significance. The SIFP has undergone its own Strategic Environmental Assessment and Appropriate Assessment process. The Council will have regard to the provisions of the SIFP and its environmental reports in the assessment of proposals for development in this area.

Kerry County Council recognises the Shannon Estuary as a major shipping artery and further recognises the ongoing potential of the Tarbert Ballylongford landbank to be sustainably developed for Industry.

#### 4.7 Tarbert / Ballylongford Land Bank

This Plan zones 390 hectares of land, known as the Tarbert/ Ballylongford Land Bank, for marine-related industry, compatible or complimentary industries and enterprises which require deep water access. The land bank is adjacent to the Lower Shannon cSAC 002165 and the River Shannon and River Fergus SPA 04077 as well as several pNHA designations.

Within the land bank planning permission has been secured for the construction of a Liquefied Natural Gas (LNG) regasification terminal. This site is 104 hectares in size. In addition planning permission has also been granted within the LNG site for a Combined Heat & Power plant. These two developments were extensively environmentally assessed and have the potential to sustainably create substantial employment both at the construction and operation phases and can act as a catalyst for future industrial development and employment arising from the availability of secure gas and electricity supply in this region.

For the most part the Tarbert / Ballylongford landbank is located outside of known flood risk areas and therefore is appropriately zoned. Notwithstanding this, development proposals will be required to be supported with detailed site level flood risk assessments, as

appropriate in order to ensure that the overall landbank resource is protected and developed in a sustainable manner

A small portion of the overall landbank is deemed to be located within Flood Zone B for which a Justification Test was carried out and passed as per Table 3.2 of the DEHLG guidelines on Flood Risk Management. Accordingly this area is deemed to be a zoned area pending a Site Specific Flood Risk Assessment at development consent stage.





<b>Shannon Integrated Framework Plan</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-22</b>	Support the implementation of the Shannon Integrated Framework Plan (SIFP) to facilitate the sustainable economic development of the Shannon Estuary.
<b>ES-23</b>	Promote and facilitate the sustainable development of these lands for marine related industry, utilising the presence of deep water, existing infrastructure, natural resources, and waterside location to harness the potential of this strategic location. Alternative proposals for general industrial development, compatible or complimentary with marine related industry and / or those creating a synergism with existing or permitted uses and / or those contributing to the sustainable development of a strategic energy hub at this location will also be encouraged. Development will be subject to compliance with the objectives of this Plan, particularly as they relate to the protection of the environment and will also be subject to compliance with the Environmental Reports prepared in support of the SIFP, where appropriate.

<b>ES-24</b>	<p>Ensure that development proposals for the Tarbert / Ballylongford landbank are supported with detailed site level flood risk assessments. As part of this, the probability of flooding within the site together with the vulnerability of proposed land uses shall be taken into consideration and appropriate mitigation measures incorporated, where necessary, so as to adequately manage flood risk.</p> <p>In addition, only water compatible industrial type land uses, including flood control infrastructure and compatible industrial activities requiring a waterside location will be permitted on lands which have an annual exceedance probability of coastal flooding of 0.1% AEP (Extreme Flood Extent).</p>
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#### 4.8 Rural Economy

The rural economy is an important component of Kerry’s overall economy and the Council recognises the contribution of rural employment to the continued and sustainable growth of the County’s economy. The provision of employment opportunities in rural areas close to rural communities not only supports economic growth but is critical in maintaining sustainable vibrant rural communities. In particular, there is considerable potential for the expansion of employment from traditional crafts, artisan food and drink products and outdoor activities. It is an objective of this strategy to promote sustainable growth by encouraging rural enterprise generally, especially those activities that are resource dependent.

Land has been zoned for a range of enterprises including industry in local area plans where appropriate, generally within and adjacent to



**Economic Development in Rural Areas**

**It is an objective of the Council to:-**

<p><b>ES-25</b></p>	<p>Consider a substantive and sustainable proposal for a small rural industrial, business enterprise or a community led enterprise scheme on land zoned Rural General, where it is demonstrated that there is no suitable site within any settlement in the locality and the proposal would benefit the local economy or would contribute to community regeneration. An application under this policy must be accompanied by evidence to support the case of economic benefit to the local economy and detailed information on the search conducted to secure a suitable site within the boundary of the local settlement(s). In addition proposals will be required to comply with the objectives and development standards of this Plan and specifically with the provisions of Objective ES-28.</p>
<p><b>ES-26</b></p>	<p>Consider the redevelopment of an established economic development use in the countryside for industrial or business purposes provided there would be no significant increase in the area of the site and the proposal complies with the provisions of Objective ES-28.</p>
<p><b>ES-27</b></p>	<ul style="list-style-type: none"> <li>• Consider favourably proposals for a major industrial development in the countryside on lands zoned Rural General where the proposal will make a significant contribution to the economy of the County and where it is demonstrated that the proposal, due to its site specific requirements, requires a countryside location. Such developments will in almost all cases be dependent on a resource available in the area of the proposed development.</li> <li>• An application for a development proposed under this policy must be accompanied by evidence to support the case of sustainable economic benefit to the economy of the County and detailed information on the search conducted to secure a suitable site within the boundary of nearby settlements.</li> <li>• A Travel Plan must be prepared to address the issue of accessibility by various modes of transport. Developer funded infrastructural improvements will be conditioned in appropriate cases.</li> <li>• Development proposals will be assessed in the light of all relevant material planning considerations, relevant policies of the County Development Plan and other regional and national guidance/policy, relevant environmental designations including demonstration of compliance with Article 6 of the Habitats Directive and compliance with the provisions of ES-28.</li> </ul>



- ES-28** Proposals for any economic development in rural areas must demonstrate:-
- Compliance with the development standards of this Plan.
  - That there will be no adverse impact on the residential amenity of nearby residents, particularly in relation to noise, traffic, air quality odours or vermin.
  - That there will be no significant adverse effects on the environment including the integrity of Natura 2000 network.
  - That there is existing or programmed capacity in the water infrastructure (supply and/or effluent disposal) or suitable developer-led improvements can be identified, delivered and maintained.
  - The proposal shall include sustainable waste management practices both at the construction and operation stages of the proposal.
  - The proposal will not compromise water quality nor the programme of measures contained within the South Western or Shannon River Basin Management Plans 2009-2015 (or subsequent updates).
  - That the existing road network can safely handle any extra vehicular traffic movements generated by the proposed development or suitable developer funded improvements are identified and delivered to overcome any road related issues.
  - Adequate access arrangements, parking, maneuvering and servicing areas in line with standards set out in the Development Management, Standards and Guidelines section of this Plan or as otherwise agreed in writing with the Planning Authority.
  - Compliance, where appropriate, with the measures contained in the Plan as they relate to biodiversity protection and enhancement.
  - Appropriate boundary treatment and means of enclosure are provided and that any areas of outside storage proposed are adequately screened from public view.
  - All measures are taken to assist integration into the landscape. As part of this the use of signage should be kept to a minimum.
  - Any retail element to a proposed development under this policy must be clearly ancillary to the primary industrial/business use.



- Support the provision of on-farm tourism enterprises such as the renovation of farm buildings for tourism purposes, walking, cycling, angling, pony trekking and bird watching, subject to compliance with normal Planning and environment criteria and the Development Management standards as set out in Chapter 13 of this Plan.

settlements in line with the principle of sustainable development and where infrastructure and linkages provide the optimum location. While it is desirable that economic enterprises should be located within settlements where there is a larger available workforce and less need to travel, this is not always possible. It is the policy of the Council therefore to support proposals for rural enterprise development in a sustainable manner. In this regard the Council will foster small scale indigenous enterprises as a means of directing employment in rural areas subject to compliance with the objectives of this Plan.

#### 4.8.1 Agriculture

Agriculture is the second largest employer in the County, with 5,621 working in the Agriculture, Forestry & Fishing sectors<sup>(6)</sup>. Primary Agriculture accounts for 2.5% of GDP and agri-food sector (including agriculture, food, drinks and tobacco) accounts for around 7% of GDP. In July 2010 the Department of Agriculture, Food and Marine published an updated ambitious plan for the agricultural sector called Food Harvest 2020. The plan is aimed at growing the value of the agricultural sector's output, with a view to the agriculture and food industries playing a key role in the overall recovery of the Irish economy.

The Irish food and drink industry will seek to grow exports to €12bn by 2020, an increase of 25% from the 2012 figure of €9bn. The Food Harvest 2020 report sets a target of increasing the value of primary agricultural output by 33% (€1.5bn) by 2020, relative

to the average position in the 2007 - 2009 period. However on-farm diversification in Ireland only stands at 1.95% which is much lower than other European countries such as England with 31%<sup>(7)</sup>. There is significant potential for the growth of the agricultural industry as a whole and the export of agri-food products to existing and new markets. It is an objective of the Council to support the sustainable development and diversification of the agricultural sector.

There are also significant opportunities in the areas of energy production, forestry and agri-tourism which are addressed elsewhere in the plan.

#### 4.8.2 Farmer's Markets

Farmer's Markets have an annual turnover of €10m<sup>(8)</sup>. Small Irish food and drinks producers often begin trading at local Farmer's Markets and such markets can have a significant effect on a start-up company's development. The Council will promote the provision of Farmer's Markets in appropriate locations, as outlets for the sale of local produce and to support the economic viability of local small-scale production.

(6) <http://www.cso.ie/en/census/census2011reports/census2011profile3atwork>

(7) [http://www.teagasc.ie/publications/2012/1579/David\\_MeredithNRDC2012.pdf](http://www.teagasc.ie/publications/2012/1579/David_MeredithNRDC2012.pdf)

(8) <http://www.bordbia.ie/aboutfood/farmersmarkets/pages/goodpracticeforfarmersmarkets.aspx>

<b>Farmers Market</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-29</b>	Permit sustainable farm diversification schemes where the scheme is to be run in conjunction with the agricultural operations of the farm. As far as possible the proposed development should reuse or adapt existing redundant farm buildings. Any new proposed building must be of a scale, form and design appropriate to the rural area. The proposed diversification scheme must comply with the provisions of Objective ES- 28.
<b>ES-30</b>	Support the sustainable development of farmer’s markets and weekly local food and craft markets in appropriate locations.
<b>ES-31</b>	Facilitate the sustainable development of incubator units for food start-ups in appropriate locations within Regional and District Towns, where proposals comply with the objectives, policies and development standards of this plan.
<b>ES-32</b>	Support the agricultural sector in meeting its Food Harvest 2020 targets in a manner that is sustainable and has due regard to the objectives, policies and standards of this Plan, particularly as they relate to the Natural Environment.

## 4.9 An Ghaeltacht

Attracting industries to Gaeltacht areas can present challenges due to their peripherality, lack of essential services and the size of the labour force. Despite these challenges Údarás na Gaeltachta has been successful in developing jobs in a wide range of business sectors, including manufacturing, healthcare, engineering and food processing. In 2011 there were 730 people employed in a full time capacity in the County’s two Gaeltacht areas in Údarás na Gaeltachta client companies<sup>(9)</sup>.

<b>An Ghaeltacht</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-33</b>	Facilitate in conjunction with Údarás na Gaeltachta and other relevant bodies and agencies the sustainable provision of employment and services in Gaeltacht areas.



(9) [www.kerryenterprise.ie/enterprise-guide/.../Údarás-na-Gaeltachta](http://www.kerryenterprise.ie/enterprise-guide/.../Údarás-na-Gaeltachta)

### 4.10 Home Working

Changes in technology and working practices have resulted in a change in working patterns. Increasingly more people are working from home. Also there has been an increase in small businesses being run from owners' homes. Often home working facilitates start up business enterprise. Home working reduces the number of journeys and allows employment to be created in peripheral areas. In recognition of the advantages of home working, the Council will support this type of development where residential amenity will not be adversely affected. The scale should not be of a size / intensity sufficient to alter the character of the site from a primarily residential use to a commercial use. The development should not give rise to a nuisance by the generation of traffic movements or noise. Operation should be confined to accepted business hours.

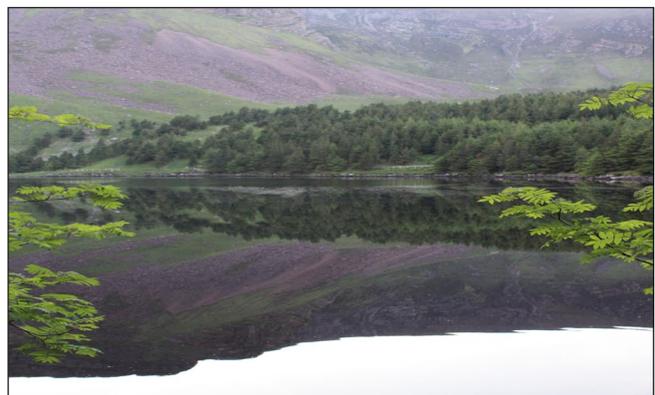
A live-work unit is a single unit or space within a building that is both a place to live and a place of business or commerce. It is distinct from a purely residential use. The development of live-work units can accommodate the creative sectors, small businesses and home-working. Live-work units should be fitted with services suitable for business use.

<b>ES-35</b>	Promote new small and medium scale enterprises by facilitating the sustainable development of property solutions such as home work units, shared incubation facilities and home working. Proposals shall demonstrate compliance with the objectives and Development Management, Standards and Guidelines of this Plan.
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### 4.11 Environment

Although the technology and means are available to reduce the environmental impact of economic activity, commercial and industrial enterprises do not always maximise opportunities to contribute to a cleaner environment. For example buildings are not always designed to maximise energy conservation and operations to embrace clean technologies. The Council will therefore, encourage the integration of environmental considerations into the construction and design of buildings and the operational practices of the activity.

<b>Home Working</b>	
<b>It is an objective of the Council to:-</b>	
<b>ES-34</b>	Support sustainable home working proposals of appropriate scale where residential amenity will not be adversely affected. Operation should be confined to accepted business hours, generally 9:00am to 6:00pm (Mon–Sat).





Environment	
<b>It is an objective of the Council to:-</b>	
<b>ES-36</b>	Ensure that proposals for new industrial/commercial developments, extension or refurbishment of an existing development, maximise clean technology, waste minimisation and energy and water conservation in their design and operational practices. Any proposal shall demonstrate compliance with objective ES-11 and all other objectives and Development Management, Standards and Guidelines of this Plan.

Prevention of Major Hazardous Accidents	
<b>It is an objective of the Council to:</b>	
<b>ES-37</b>	Recognise the employment potential of brownfield industrial sites in both urban and rural areas in the County and their contribution to a more sustainable pattern of development.
<b>ES-38</b>	Reduce the risk and limit the consequences of major industrial accidents by (where appropriate) taking into account the advice of the Health and Safety Authority when proposals for new development are considered.
<b>ES-39</b>	Assess applications for new development or expansion of existing development involving hazardous substances, having regard to: <ul style="list-style-type: none"> <li>▪ The Major Accidents Directive (Seveso II) (96/082/EEC),</li> <li>▪ Potential adverse impacts on public health and safety,</li> <li>▪ The need to maintain appropriate safe distance between residential areas, areas of public use and areas of particular natural sensitivity and</li> <li>▪ Demonstrable compliance with objective ES-11.</li> </ul>

#### 4.11.1 Prevention of Major Hazardous Accidents

The EU Seveso II Directive (96/082/EEC) seeks to prevent major industrial accidents involving dangerous substances and to limit the consequences of accidents on people and the environment. The primary purpose of this Directive is to ensure that:-

- Proposals for new establishments at risk of causing major accidents.
- Proposals for the expansion of existing establishments designated under the directive.
- Other developments proposed near to existing establishments should all take into account the need to prevent major accidents involving hazardous substances and safeguard both the public and the environment.

There are two sites in the County, both of which are located in Tarbert, to which this Directive applies - The National Oil Reserve Agency Site and Scottish Sustainable Energy Site.

