

SEA SCREENING STATEMENT

**COUNTY KERRY TOURISM STRATEGY & ACTION PLAN
2016-2022**

**KERRY COUNTY COUNCIL
AND
DESTINATION KERRY TOURISM FORUM**



DETERMINATION OF THE NEED FOR ENVIRONMENTAL ASSESSMENT OF THE PLAN OR
PROGRAMME IN TERMS OF THE PROVISIONS OF THE EUROPEAN COMMUNITIES
(ENVIRONMENTAL ASSESSMENT OF CERTAIN PLANS AND PROGRAMMES)
REGULATIONS 2004, AS AMENDED

Environmental Assessment Unit
Kerry County Council

SEPTEMBER 2016

Environmental Assessment Unit

1. Introduction

Kerry County Council has recently prepared a Tourism Strategy and Action Plan, developed in a consultative manner with inputs from many different organisations and people. This Strategy is complementary to the Kerry Community and Economic Plan (LCEP) and is required to be in compliance with the Kerry County Development Plan (CDP) 2015-2021. It is an over-arching document which along with the LCEP and CDP will guide tourism development in the County, over the life of the strategy.

The vision of the strategy is to maximise, in a sustainable manner, tourism's contribution to the quality of life, economy, employment and local community development of County Kerry, paying particular attention to nurturing and protecting the natural, built, cultural and linguistic heritage of the county. The overall objectives are to:-

- Increase the number of visitors to the county, their length of stay and their spend, and to do so in a manner that is sustainable.
- Nurture and protect our cultural heritage by supporting our people, communities and organisations who are the source and guardians of this valuable asset.
- Extend the tourism season across the county but, in particular, in areas where the tourism season is short.
- Work with Fáilte Ireland and Kerry Convention Bureau to grow event and business tourism in the county.
- Encourage and facilitate the provision of high-speed broadband for visitors and providers throughout the county.
- Promote accessible tourism amongst our business providers and state agencies as a key component of the Kerry offering.
- Increase the number, breadth, depth and quality of the tourism experiences across the county maximising the opportunities presented by the Wild Atlantic Way.
- Continue to invest in tourism education and training.
- Encourage visitors to become advocates for the county and to return to Kerry in the future.
- Match and preferably exceed the Government's projected growth rates for tourism (in real terms from 2014) - outlined in *People, Place and Policy (2015)*.
- Build a sustainable tourism future that emphasises the importance of taking particular care of the natural and built environment and also supports and nurtures the cultural heritage (e.g. Irish language, music, dance, storytelling and folklore) in such a way that these elements continue to prosper in a sustainable manner.

The Tourism Strategy & Action Plan (Appendix 1) recognises that targets outlined cannot be sustained without also safeguarding the natural, built, cultural and linguistic heritage of the County, which are the foundation stones of Kerry Tourism. The Strategy outlines that careful consideration needs to be given to tourism proposals (development or activity proposals) at all stages (pre-planning, consent,

funding, and operation stages) and monitoring of effects may be necessary. Fáilte Ireland's Wild Atlantic Way Operational Programme and associated supporting documents which includes a strategy for environmental surveying and monitoring is an excellent example of this approach and will help ensure the long-term sustainability of Wild Atlantic Way initiative. The Kerry County Development Plan 2015-2021 and local area plans also provides guidance in this regard, particularly in relation to key environmental sensitivities and contain key environmental related policies/objectives, which proposals will be required to be consistent with.

Throughout the Kerry Tourism Strategy & Action Plan 2016-2022 the term "Sustainable" can be found. In line with S1.1 of the Kerry County Development Plan 2015-2021 and Appendix 1 of the Tourism Strategy, sustainable is defined as 'that which meets the needs of the present without compromising the ability of future generations to meet their own needs'. The conservation of species and habitats in accordance with the requirements of the EU Habitats and Birds Directives is considered to be an important component of sustainable strategies, policies, objectives and actions. Similarly where the term 'at appropriate locations' is used within the strategy, the protection of the Natura 2000 networks ecological integrity inherently applies.

The Tourism Strategy & Action Plan (Appendix 1) also outlines that tourism related developments / activities should not conflict with the environmental-related Policies/Objectives of the Kerry County Development Plan and Regional Planning Guidelines and that as part of this the obligations of the SEA, EIA, Habitats, Water Framework and Floods Directives, as relevant and appropriate will be taken into account.

The Tourism Strategy & Action Plan which forms an integral part of Kerry County Council's Local Economic and Community Plan, 2016-2022 will be reviewed and updated annually. SEA and AA Screening will be undertaken as part of any such review. As part of this the SEA Regulations Schedule 1 (S.I. No. 435 of 2004) will be taken into account.

This report constitutes a Strategic Environmental Assessment (SEA) screening statement for the Tourism Strategy & Action Plan and follows on from a preliminary Screening report prepared in April 2015. The final Tourism Strategy & Action Plan and this Statement take into account submissions and observations received from the Environmental Authorities, on whether or not the proposed strategy would be likely to have significant effects on the environment.

2. Purpose of the proposed Kerry Tourism Strategy

Because of the significance of the tourism industry to the county, it was decided by Kerry County Council to work with Destination Kerry Forum to develop a specific Tourism Strategy, to complement the Local Economic and Community Plan, 2016-2022. While tourism in Kerry has been quite successful over the years, it is also accepted that there is a need to continually improve the tourism offering and not to become complacent with the tourism product that is currently available.

The primary purpose of the Kerry Tourism Strategy & Action Plan is to collate tourism baseline data and information for the County, to assess the County's Tourism related strengths and to identify opportunities and actions for the support and sustainable growth of the industry in the County in a managed and coordinated manner. The implementation of the strategy will be overseen by Destination Kerry Tourism Forum and they, in turn, will report on progress to Kerry County Council.

2.1 Relevant Background information

A record in excess of 1 million overseas visitors came to Kerry in 2015, earning an estimated €260 million. This makes Kerry relatively more dependent on tourism than any other county in Ireland. It is estimated that over 20% of jobs in Kerry are supported by Tourism.

The majority of visitors are influenced to visit by, and enjoy, the multifaceted Ireland experience including hospitality and friendliness of the people; the pace of life, scenery and natural attractions; towns and villages; things to see and do; interesting cultural and historical sites; and the ease of touring the country. North Americans tend to be more enthusiastic about the people experience, cultural and historical attractions to visit and the touring aspect. Europeans are more 'outdoorsy' and appreciate local experiences of food, music, and 'craic'. British visitors are generally less focused on scenery and the natural beauty and more focused on the cultural difference and activities.

The Kerry tourism caters well to the three main target segments which Fáilte Ireland and Tourism Ireland have defined as the best prospects for visiting Ireland – 'Culturally Curious'; 'Social Energisers'; and 'Great Escapers'.

The proposed Strategy is complimentary of the wider Kerry Local Community and Economic Plan and the Kerry County Development Plan (CDP) 2009-2015. Chapter 5 of the CDP relates to recreation and tourism in its entirety. The CDP was subject to Strategic Environmental Assessment (SEA) and AA, as will be the 4 Local Area Plans soon to be prepared at Municipal District Level for the County (Killarney, Tralee, Listowel and South & West).

2.2 Geographical location

County Kerry is located in the South West of Ireland and covers an area of 1,815 sq. miles. It is bounded on the west by the Atlantic Ocean, to the north by the Shannon Estuary and to the east by Limerick and Cork. The latter County also forms its southern boundary.

The County can be divided geographically into low-lands and gentle hills in the North and rugged hills and mountains in the South and West. The Dingle, Iveragh and Beara Peninsulas are primarily mountainous in nature. Over 41% of County Kerry is 500 feet above sea level. This contrasts with the national situation where only 22% of the Country is above this elevation. The County also has an extensive coastline along the Atlantic Ocean and the Shannon Estuary.

2.3 Brief overview of the proposed Kerry Tourism Strategy and Action Plan

The strategy recognises that sustainable tourism requires that the natural heritage, built environment, cultural and linguistic heritage are all nurtured and looked after in such a manner that they will continue to be available for future generations. This concept helps underpin the strategy. The strategy also envisages that a set of standards will be established for facilities and services (including making them more age-friendly) and, over time, the standards will be raised across the county. Extending the tourist season beyond the traditional high-summer peak season, so as to make the industry more sustainable and to help maintain all-year jobs is another key aim. In keeping with the collaborative strategy making process undertaken, the strategy envisages a continued partnership approach in its implementation to effectively develop, market and sustain the industry.

Following on from the main strategy document, an Action Plan is outlined in order to help implement in the strategy. These actions are based on the following themes:- Adventure, Environment, Natural and Cultural heritage, Infrastructure, Community tourism, Events and festivals and Branding and marketing. A consideration of their potential to impact on the Environment is contained in Appendix A of this SEA Statement.

3. Consultation with the Environmental Authorities

Consultation with the Environmental Authorities took place in May and June 2016. Submissions and observations were received from the Department of Arts, Heritage & the Gaeltacht and from the Environmental Protection Agency, which are briefly referred to below. The final plan, actions and this determination statement were formulated having regard to these submissions. In addition Appendix 1 was included specifically to reinforce the environmental protection and sustainability ethos of the strategy.

Department of Arts, Heritage & the Gaeltacht

For the most part this submission relates more to the Tourism Strategy & Action Plan itself than to the preliminary SEA determination. The submission recommends inclusion of a detailed Cultural Heritage Section to help the Tourism Strategy & Action Plan realise its potential. The submission was forwarded to the strategy writing team for consideration. The submission also highlights the need to ensure that the strategy promotes cultural tourism in a sustainable way that respects the integrity of the heritage itself.

Environmental Protection Agency

This submission / observation noted the preliminary determination and provided guidance in relation to screening methodology. More specifically, the submission recommended inclusion of a summary of the key environmental related policies/objectives in the County Development Plan, which the Strategy needs to integrate and be consistent with. Further recommendations are made with respect of environmental protection and sustainable tourism.

4. Environmental Significance Screening

The Kerry Tourism Strategy & Action Plan may fall within the scope of Article 9(1)(a) of the European Communities (Environmental Assessment of Certain Plans and Programmes) regulations 2004, as amended as this refers to tourist plans and programmes. Notwithstanding the above, the Kerry Tourism Strategy & Action Plan does not 'set the framework for future development consent of projects listed in Annexes I and II to the Environmental Impact Assessment Directive' and therefore is not considered to be a plan that requires mandatory SEA under sub-article (1). Rather the strategy adheres to and is compliance with the recently adopted Kerry County Development Plan 2015-2021 (KCDP 2015-2021). This is clearly set out in Appendix 1 of the Strategy (Sustainable Tourism Development) as follows:-

'The Kerry Tourism Strategy is not a land use plan and does not set the framework for future development consent. Projects will be required to be in compliance with the requirements of the Kerry County Development Plan 2015-2021 and the relevant Local Area Plan for the area. Chapter 6 of the Kerry County Development Plan 2015-2021 (Tourism and Recreation) is of particular relevance in this regard as are the Environmental Protection objectives found throughout that plan. Accordingly the Kerry Tourism Strategy & Action Plan should be read in conjunction with those documents. While the objectives of the Tourism Strategy are considered to be consistent with the objectives of the County Development Plan, in any instance where ambiguity may arise, the provisions, policies and objectives of the County Development Plan will have precedence'.

Where a competent authority makes a determination as to whether or not a plan or programme would or would not be likely to have significant effects on the environment, the competent authority is required to take account of 'relevant criteria' as set out in Schedule 1 of the regulations and any submission or observation received (from the environmental authorities). The following section of this report assesses the plan in terms of the criteria set out in Schedule 1 of the Regulations having regard to the submissions and observations received from the environmental authorities.

Reference	Kerry Tourism Strategy & Action Plan
The characteristics of the plan having regard in particular to:	
Ref:	Criteria
1 a	<p><i>The degree to which the plan sets a framework for project and activities either with regard to the location, nature, size and operating conditions or by allocating resources.</i></p> <p>Response: The plan, which is the subject of this SEA screening exercise relates to the proposed Kerry Tourism Strategy.</p> <p>The Tourism Strategy & Action Plan is not a document that will set the framework for future development consents of projects and this is clearly outlined in the strategy. Rather the strategy adheres to and is in compliance with the Kerry County Development Plan 2015-2021 and does not present alternate or competing proposals as would lead to inconsistency. The Tourism Strategy & Action Plan clearly outlines that where any ambiguity arises the County Development Plan shall take precedence.</p> <p>The existing Kerry County Development Plan (2015-2021) sets a broad framework for ensuring that developments are carried out in an orderly, cohesive and planned manner compatible with environmental protection. Development plans and Local Area Plans provide the framework and policy context for all local planning decisions over the specified period of the strategy. The Planning and Development Act 2000 (as amended) reinforces the role of development plans as the primary strategic statement on land use planning at city, town and county levels, and provides a clearly defined context for the formulation and content of development consent applications.</p> <p>Where development proposals of a more local nature are supported in the Tourism Strategy, it will be clearly indicated that these will be investigated in more detail at Local Area Plan / Town Development Plan preparation level having due regard to environmental protection requirements.</p>
1 b	<p><i>The degree to which the plan influences other plans including those in a hierarchy</i></p> <p>Response: The Tourism Strategy & Action Plan is not a land use plan and therefore does not sit within a formal hierarchy of land use plans or of other plans which set the framework for projects listed on Annexes I and II to the Environmental Impact Assessment Directive. The draft strategy has been undertaken with particular reference to the Kerry County Development plan and it is intended that it will be used to inform future land use plans in the County – particularly the Local Area Plans which are soon to be prepared at Municipal District level and which will be subject to full Strategic Environmental Assessment.</p>

1 c	<p><i>The relevance of the plan for the integration of environmental considerations in particular with a view to promoting sustainable development</i></p> <p>Response: The Kerry Tourism Strategy & Action Plan is recognised as having a role to play in promoting sustainable tourism practices. With this in mind the strategy has incorporated environmental and heritage protection safeguards throughout. Sustainability is a recognised as a key requirement for a successful Tourism strategy.</p>
1 d	<p><i>Environmental problems relevant to the plan</i></p> <p>Response: Tourism development and activities can be harmful to the environment and to its long-term sustainability. This is recognised in the Kerry Tourism Strategy, a key objective of which is outlined to be:-</p> <p><i>Build a sustainable tourism future that emphasises the importance of taking particular care of the natural and built environment and also supports and nurtures the cultural heritage (e.g. Irish language, music, dance, storytelling and folklore) in such a way that these elements continue to prosper in a sustainable manner.</i></p> <p>The Kerry Tourism Strategy & Action Plan has been prepared within the context of the above.</p>
1 e	<p><i>The relevance of the plan for the implementation of European Union legislation on the environment (e.g. plans linked to waste management or water protection)</i></p> <p>Response: The EU has a wide range of environmental legislation, dealing with such issues as tackling climate change, sustainable development, waste management, air pollution, water protection, nature and biodiversity, soil protection and noise pollution.</p> <p>The Kerry Tourism Strategy & Action Plan seeks to further promote the implementation of such European Union legislation by improving air quality (reducing emissions associated with transport) and by promoting sustainable development. Regard is also given to other aspects of environmental protection. A separate assessment is being carried out so as to screen the Kerry Tourism Strategy & Action Plan for potential nature conservation impacts on Natura 2000 sites.</p> <p>In June 2010, the European Commission adopted the Communication, 'Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe'. This communication set out a new strategy and action plan for EU tourism.</p>

	<p>Four priorities for action were identified, as follows:</p> <ul style="list-style-type: none"> • To stimulate competitiveness in the European tourism sector • To promote the development of sustainable, responsible, and high-quality tourism • To consolidate Europe's image as a collection of sustainable, high-quality destinations • To maximise the potential of EU financial policies for developing tourism.
Characteristics of the effects and of the area likely to be affected, having regard, in particular, to:	
Ref:	Criteria
2 a	<p>The probability, duration, frequency and reversibility of the effects</p> <p>Response: The adoption of a Tourism Strategy & Action Plan will help ensure that tourism initiatives are progressed in a more coordinated, managed and sustainable manner. As part of this environmental protection and protection of the underlying resources (e.g. landscape, biodiversity, water quality, built and cultural heritage) are outlined to be key considerations.</p> <p>The probability / frequency of effects will be low, given that the strategy has been formulated within the context of environmental sustainability. In addition proposals will be required to be in compliance with the relevant land use plans which are the statutory documents that set a framework for development and actions will be monitored.</p> <p>It is considered that the strategy would reduce the likelihood of environmental impact in the area, given that sustainable ethos and guidance contained throughout. A separate Habitats Directive Assessment has been prepared in support of the strategy which considers in more detail the potential for significant effects on Natura 2000 sites.</p> <p>Overall it is considered that the strategy, which provides for sustainable tourism management in a more coordinated manner than as set out previously, would impact positively the environment.</p>
2 b	<p>The cumulative nature of the effects</p> <p>Response: The plan provides for more sustainable tourism practices in the County and will reduce the likelihood of cumulative adverse effects. It is considered that overall the cumulative nature of effects would increase the likelihood of the Kerry Tourism product and experience developing in a sustainable manner over the lifetime of the strategy. It is anticipated that this strategy, along with the Kerry Local economic and community development plan and the land use plans will sustain, stimulate and manage sustainable development in the County. Screening for Appropriate Assessment ensures that cumulative impacts on nature conservation interests of international importance are assessed and ruled out.</p>

2 c	<p>The transboundary nature of the effects</p> <p>Response: No significant transboundary effects likely.</p>
2 d	<p>The risks to human health or the environment</p> <p>Response: It is considered that the proposed strategy would not pose any significant risk to human health or to the environment, particularly having regard to the environmental protection objectives contained within the current land use plans for the area.</p>
2 e	<p>The magnitude and spatial effect of the effects.</p> <p>Response: The effects of the strategy are ultimately to promote sustainable tourism in the County. This has the potential to take various forms and the magnitude of those effects will vary accordingly. Equally the spatial extent of the effects will vary from county wide to specific communities or areas, depending on the actions undertaken. Ultimately the overall characteristic of the effect is for the positive development of the county economically but also socially and environmentally. All development proposals will be required to be in compliance with the KCDP 2015-2021 and will be limited to the policies and objectives of the plan. No significant effects on the environment are considered likely due to the magnitude or spatial extent of the effects. The effects of the proposed strategy primarily relate to County Kerry. Environmental effects are likely to be insignificant in magnitude.</p>
2 f	<p>The value and vulnerability of the area likely to be affected due to:</p> <ul style="list-style-type: none"> (a) Special natural characteristics or cultural heritage (b) Exceeded environmental quality standards or limit values (c) Intensive land-use <p>Response: The plan relates to the county of Kerry. The county is designated under various environmental designations at European and National level including Natura 2000 sites and landscapes of high scenic value. The county has a significant archaeological, architectural and cultural heritage value including the World Heritage Listed Skelligs Monastic Settlement and several Gaeltacht areas.</p> <p>All of these designations could be vulnerable to inappropriate tourism development and activities. The Tourism Strategy & Action Plan has been formulated with environmental sustainability to the fore. In addition, it is required to be in compliance with the KCDP 2015-2021. This will ensure proper planning and sustainable development.</p> <p>Environment quality standards/limit values are not expected to be exceeded by the implementation of the strategy. The Tourism Strategy & Action Plan is</p>

	not a land use plan and does not confer land zonings for any type of land use including intensive land use. Local Area Plans, in compliance with the KCDP 2015-2021 will form the main vehicle for future zoning.
2 g	<p>The effects on areas or landscapes which have a recognised national, European Union or international protection status</p> <p>Response:</p> <p>The county is designated under various environmental designations at European and National level including Natura 2000 sites and landscapes of high scenic value listed in the KCDP 2015-2021. The county has a significant archaeological, architectural and cultural heritage value including the World Heritage Listed Skelligs Monastic Settlement. Tourism development encouraged or promoted in the strategy will have to be undertaken in compliance with the KCDP 2015-2021.</p>
<p>Results of environmental significance screening</p> <p>The Kerry Tourism Strategy & Action Plan will be complementary of the Kerry Community and Economic Plan and is required to be in compliance with the Kerry County Development Plan 2015-2021 – which was subject to detailed Strategic Environmental Assessment.</p> <p>The Kerry Tourism Strategy & Action Plan will not provide a framework for proposals which would set the framework for future development consent of projects listed in Annexes I and II to the Environmental Impact Assessment Directive.</p> <p>The Tourism Strategy & Action Plan recognises the importance of ensuring that future tourism proposals are sustainable and that the underlying environmental resources are safeguarded. Overall it is considered that the strategy will impact in a positive manner on the environment and will help address and manage a number of existing environmental issues. Environmental protection policies and objectives in the strategy and in the land use plans for the area are sufficient to ensure that future development in the county will be sustainable and not have significant effects on the environment.</p> <p>It is considered that the proposed Kerry Tourism Strategy and Action Plan, in combination with other plans and projects is not likely to have significant environmental impacts in terms of the Annex II criteria outlined in the SEA Directive, or otherwise. Therefore, it is considered that a SEA / Environmental Report is not warranted in this instance. Notwithstanding this, the Kerry Tourism Strategy & Action Plan will be subject to an “environmental watching brief” so as to determine the need to undertake SEA during all future proposed variations or amendments to same.</p>	

6. Strategic Environmental Assessment Screening Determination

Following the screening process, whereby the specific context of the Tourism Strategy & Action Plan has been assessed *vis a vis* the environmental significance criteria as outlined in Annex II of the SEA Directive, together with consideration of the submissions received from the environmental authorities and the policies, objectives and actions contained in the strategy, it is determined that a full Strategic Environmental Assessment is not required in this instance.

Reasons for Determination

- The Kerry Tourism Strategy & Action Plan will not provide a framework for proposals which would set the framework for future development consent of projects listed in Annexes I and II to the Environmental Impact Assessment Directive.
- It is considered that the proposed Kerry Tourism Strategy, in combination with other plans and projects is not likely to have significant environmental impacts in terms of the Annex II criteria outlined in the SEA Directive, or otherwise.
- Actions will be required to conform with the sustainable ethos of the Strategy and Kerry County Council land use planning policy. No significant environmental effects are therefore likely.
- Coordinated management of tourism which is supported by this Strategy and Action Plan is more likely to ensure the environment is protected than an *ad hoc* approach. Overall it is considered that the strategy will impact in a positive manner on the environment and will help address and manage a number of existing environmental issues.

Appendix A – Environmental consideration of over-riding objectives and actions

Over-riding objectives – underpinning the strategy	Environmental Consideration
Increase the number of visitors to the county, their length of stay and their spend, and to do so in a manner that is sustainable.	Strategic objective to grow tourism's contribution to the Kerry economy. Development proposals in a manner that is sustainable. Proposals will be required to be in compliance with the KCDP 2015-2021 and proper planning and sustainable development. No significant effects likely.
Nurture and protect our cultural heritage by supporting our people, communities and organisations who are the source and guardians of this valuable asset.	This objective is focused on cultural heritage protection and recognises this to be an important tourism asset. No significant negative environmental effects are likely to arise from this objective.
Extend the tourism season across the county but, in particular, in areas where the tourism season is short.	This objective seeks to extend the tourism season, which is currently concentrated in the peak months of July and August. Any extension to this period would make more efficient use of tourism resources and help secure more stable employment. No significant negative environmental effects are likely to arise from this objective.
Work with Fáilte Ireland and Kerry Convention Bureau to grow event and business tourism in the county.	No significant negative environmental effects are likely to arise from this objective.
Encourage and facilitate the provision of high-speed broadband for visitors and providers throughout the county.	No significant negative environmental effects are likely to arise from this objective.
Promote accessible tourism amongst our business providers and state agencies as a key component of the Kerry offering.	No significant negative environmental effects are likely to arise from this objective.
Increase the number, breadth, depth and quality of the tourism experiences across the county maximising the opportunities presented by the Wild Atlantic Way.	Any such proposals will be required to conform with the current County Development Plan for the area. No significant negative environmental effects are likely to arise from this objective.
Continue to invest in tourism education and training.	No significant negative environmental effects are likely to arise from this objective.
Encourage visitors to become advocates for the county and to return to Kerry in the future.	No significant negative environmental effects are likely to arise from this objective.
Match and preferably exceed the Government's projected growth rates for tourism (in real terms from 2014) - outlined in <i>People, Place and Policy (2015)</i> .	No significant negative environmental effects are likely to arise from this objective.
Build a sustainable tourism future that emphasises the importance of taking particular care of the natural and built environment and also supports and nurtures the cultural heritage (e.g. Irish language, music, dance, storytelling and folklore) in such a way that these elements continue to prosper in a sustainable manner.	Strategic objective to ensure the protection of the environment as part of tourism proposals. No significant effects likely.

Environmental Parameters	
Actions	Biodiversity, Population / Human Health, Geology/Soil, Hydrology, Air/Climate, Material Assets, Cultural Heritage, Landscape
INFRASTRUCTURE	
<p>Improve facilities, in a sustainable manner, for walkers/climbers at strategic locations including:-</p> <ul style="list-style-type: none"> • Faha Cnoc Bréanainn • 'An Graigh', overlooking Clogher Strand in Ballyferriter • Mount Brandon/Cloghane • Cosán na Naomh • Cnoc Na dTobar(Caherciveen) • Gortagullane for Mangerton Mountain to enable access for climbers 	<p>This is a broad proposed action. However, it is noted that only proposals compatible with sustainable principles are supported. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Subject to environmental assessment, seek to provide a base camp and facilities for mountain climbers at an appropriate location at Mount Brandon at Cloghane. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This proposal is subject to environmental assessment and is to be investigated further at Local Area plan preparation level, which will be subject to Strategic Environmental Assessment as well as AA Screening. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Explore the need to develop additional facilities at the Lisleibane MacGillycuddy Reeks public car park, e.g. toilets, shower facilities etc.</p>	<p>No works are proposed or supported by way of this action. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Develop in a sustainable manner access to Caragh Lake in Killorglin, at a suitable location. The action is to be investigated further at municipal district local area plan preparation level.</p>	<p>This proposal is subject to environmental assessment (sustainable proposal at a suitable location) and is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Develop a sympathetically designed picnic and amenity area at Coom a Ciste Car Park, Caherdaniel.</p>	<p>Minor works proposal within an existing car park. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Develop, in a sustainable manner, the Rathmore 'moving bog' Nature Trail.</p>	<p>This action is only supported if it is developed in a sustainable manner. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>

Support the sustainable improvement to national standards National Trails Office Approved of the Pilgrim trails at Cosán na Naomh and Cnoc na dTobar (Caherciveen).	Trail improvement works is done sustainably protect habitat from erosion and trail spread. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Develop an International Scout Camping Park, at an appropriate location, in Tralee. This action is to be investigated further at Municipal District Local Area Plan and Town Development Plan preparation level.	This proposal is subject to environmental assessment (at an appropriate location) and is to be investigated further at Local Area plan and Town Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the plan preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Maximise and promote the recreational facilities of Coillte Teo around the County as a sustainable tourism resource.	This action promotes the use of existing recreational facilities, which is a sustainable strategy. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Seek new route development into Kerry Airport, both scheduled and chartered services.	It is considered that no significant environmental impacts are likely to arise in this instance.
Encourage greater strategic co-operation between Kerry, Cork and Shannon Airports.	It is considered that no significant environmental impacts are likely to arise in this instance.
Develop new routes from Ireland's major Continental markets –Germany, France, Italy and Benelux countries - through Kerry, Shannon and Cork Airport.	It is considered that no significant environmental impacts are likely to arise in this instance.
Work with Shannon Group and other Local Authorities on the Western Seaboard to attract additional direct trans-Atlantic routes and encourage new carriers into Shannon airport.	It is considered that no significant environmental impacts are likely to arise in this instance.
Support the expansion of scheduled services into Cork Airport.	It is considered that no significant environmental impacts are likely to arise in this instance.
Seek Government support for improved access to the county - Macroom Bypass (N22), Adare Bypass (N21), N69 (Coast Road)	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Support the development by ACARD of the Kerry Planetarium in Caherciveen. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Proposal is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the plan preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.

<p>Replace, on a phased basis, existing sodium and neon public lighting fixtures with dark sky compliant LED, low energy, lighting fittings beginning in the Dark Sky Reserve (see Environmental, Natural & Cultural Heritage- General).</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Support the development of an Environment Centre, at an appropriate location, that would bring together marine, climate, eco and sky centres to allow visitors, residents and researchers to benefit from the region's ecology, as proposed by the Institute Without Boundaries. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>Proposal is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the plan preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Develop an astro-Tourism Strategy & Action Plan for the Iveragh Peninsula, incorporating night sky observation points, guided tours of archaeological sites aligned on astronomical features to maximise the potential of the Dark Sky Reserve as a tourism asset. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>Proposal is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the plan preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Develop Dark Skies programmes for visitors and tour operators with the local communities and promote them in Ireland and internationally with the support of Fáilte Ireland and Tourism Ireland.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Provide training opportunities for those in the hospitality industry in astronomy and develop a team of accredited 'night sky' guides.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Support the installation of observatories, at appropriate locations, within the Dark Skies Zone and/or the provision of a mobile observatory. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>Proposal is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the plan preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Carry out a Dark Skies assessment for other potential areas of the county. Investigate the possibility of other IDA Designations.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Subject to environmental assessment, support the sustainable development of a network of Blueways, both coastal and inland, including Caherciveen to Knightstown and Portmagee, Tralee Bay and Dingle Bay. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This proposal is subject to environmental assessment and is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>

Investigate the potential development of a Blueway along the River Laune and River Feale, having regard to environmental sensitivities including protected habitats and species. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This proposal is subject to environmental assessment and is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Support Kerry County Council's Broadband submission to the National Strategy, in particular, the roll out of high speed broadband and IOT (Internet of Things), throughout the county and key tourist spots.	It is considered that no significant environmental impacts are likely to arise in this instance.
Extend fibre optic cable links, in a sustainable manner, to all mobile base stations prioritising the Wild Atlantic Way and major tourism areas.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Provide contextual information Wi-Fi initiative for visitors throughout the county.	It is considered that no significant environmental impacts are likely to arise in this instance.
Provide appropriate scientific content to underpin the visitor experience along the Wild Atlantic Way, in a manner that ensures it can also be provided through mobile communication technologies.	It is considered that no significant environmental impacts are likely to arise in this instance.
Provide Pilot electronic tourist information signs, at appropriate locations, in Listowel, Tralee, Killarney, Killorglin, Dingle, Caherciveen, Ballybunion, Castleisland and Kenmare.	Signage to be appropriately located. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Support the regeneration of urban & rural areas, through the development of integrated plans, community capacity building and targeting investment to develop vibrant sustainable communities.	This action promotes sustainable development. Therefore, it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Support architectural surveys of towns and villages - for example: Listowel, Tarbert, Ardfert, Ballybunion, Moyvane, Castleisland, Killorglin, Milltown, Dingle, Knightstown, and Kenmare.	It is considered that no significant environmental impacts are likely to arise in this instance.
Develop greenways in a sustainable manner, in the following locations: Tralee to Fenit. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Develop a greenway, in a sustainable manner, from Renard to Glenbeigh. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Develop, in a sustainable manner, the Kerry Section of the Great Southern Trail from Abbeyfeale to	This action supports the sustainable development of this infrastructure and is

<p>Listowel. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Progress the Kerry Section of the Great Southern Trail from Listowel to Tralee. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>It is noted that this proposal is supported in the current Kerry County Development Plan and is to be further considered at Local Area Plan preparation level. It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Sustainably develop the Dingle – An Clochán looped Greenway having due regard to the findings of the Engineering and Environmental Feasibility Study prepared. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Prepare a feasibility study on the development of a Ballyseedy Wood – Blennerville Greenway.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Prepare a feasibility study on the extension of the Great Southern Greenway from Glenbeigh to Killorglin and onwards to Farranfore.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Subject to detailed environmental assessment, progress the Fossa Way proposals around Lough Leane in Killarney, in a sustainable manner. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This proposal is subject to environmental assessment and is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Complete the Dingle Harbour Walk and explore the possibility of upgrading the lighthouse. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This proposal is subject to environmental assessment and is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Develop a Loop Trail, in a sustainable manner, from Dingle Town around Cnoc an Chairn. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to</p>

	conform to land use planning policies and objectives.
Improve walking routes at the Gap of Dunloe, Kilgobnet and Beaufort village. This will include the provision of seating and picnic areas, as well as parking, at appropriate location(s), in Beaufort to serve the viewing of the Ogham Stones outside the village. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action supports the provision of small scale infrastructure at appropriate locations and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Sustainably upgrade mountain trails in the MacGillycuddy Reeks. This action is to be investigated further at Municipal District Local Area plan preparation level.	This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Sustainably develop a looped walk in Paps Mountain Range, linking up with the Duhallow section of the Munster Way (EB). This action is to be investigated further at Municipal District Local Area Plan preparation level.	This proposal supports the sustainable provision of infrastructure and is to be investigated further at Local Area plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Extend the river walk in Listowel along the River Feale with universal access, in a sustainable manner. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Sustainably develop a board walk along Ferta River, Caherciveen. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Extend the river walk in Tralee along the River Lee (on the Ballyseedy Route), in a sustainable manner. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in

	this instance.
Upgrade the walk along the River Maine in Castleisland, in a sustainable manner. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action supports the sustainable development of this infrastructure and is to be further considered at Local Area Plan preparation level. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Develop additional walks in Ballybunion in a sustainable manner.	This action supports the sustainable development of this infrastructure, therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Develop spiritual pilgrimage tourism in co-operation with local communities along St. Brendan's Trail, Cnoc na dTobar and Cosán na Naomh.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Explore the potential for a looped walk/cycle way from Dingle to Cloghane, using existing routes. This action is to be investigated further at Municipal District Local Area Plan preparation level.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Encourage communities to propose new walking routes. These should be located and designed in consultation with the Rural Recreation Officer and have regard to environmental sensitivities.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Establish a co-ordination group to promote and develop synergies between the Kerry Marinas - Fenit, Dingle, Portmagee, Knightstown, Westcove and Caherciveen (See Adventure - Watersports).	It is considered that no significant environmental impacts are likely to arise in this instance.
Seek funding to upgrade the Marina at Knightstown.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Investigate the provision of pontoons at Kilmackilloge, Caherdaniel.	It is considered that no significant environmental impacts are likely to arise in this instance.
Establish a task force to progress two specific angling projects with Inland Fisheries Ireland, one in South Kerry (Waterville and Lough Currane) and one in North Kerry (River Feale). Promote bass fishing off the Kerry coastline in association with the IFI.	It is considered that no significant environmental impacts are likely to arise in this instance.
Retain Blue Flag status on our current 14 no beaches.	It is considered that no significant environmental impacts are likely to arise in this instance.
Grow the Green Coast initiative and aspire to secure more Green Coast Awards.	It is considered that no significant environmental impacts are likely to arise in this instance.

Seek national support for the continuance of the passenger ferry service between Renard and Knightstown, Valentia Island.	It is considered that no significant environmental impacts are likely to arise in this instance.
Assist with the promotion of the Killimer – Tarbert Ferry.	It is considered that no significant environmental impacts are likely to arise in this instance.
Promote national strategic investment for appropriate road improvements on the WAW coastal touring route.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Promote national prioritisation environmentally assessed works on inner relief roads/bypasses in Dingle/Daingean Uí Chúis, Listowel Town, Killarney and Kenmare.	It is considered that no significant environmental impacts are likely to arise in this instance.
Devise traffic management plans for Killarney, Kenmare and Dingle.	It is considered that no significant environmental impacts are likely to arise in this instance.
Improve Facilities for motor homes and camper vans at locations not currently serviced by appropriate caravan and camping parks (pay as you go units), e.g. Listowel, Kenmare and Dingle. This action is to be investigated further at Town Development Plan preparation level.	This action is to be investigated further at Town Development / Local Area Plan preparation level. It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Provide e-charging for electric vehicles, freshwater supply and waste water disposal for campervans in suitable locations in towns and villages along the Wild Atlantic Way and major tourism centres.	This proposal is not location specific. It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Carry out an audit of tourist signposting and erect new signage for car parks, historic sites, attractions and activity centres where required.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Develop a 'welcome' template for signage at entrances to towns and villages.	It is considered that no significant environmental impacts are likely to arise in this instance.
Seek investment for the appropriate upgrading of existing visitor attractions under the new Tourism Capital Investment and LEADER Programmes (Fáilte Ireland).	It is considered that no significant environmental impacts are likely to arise in this instance.
Facilitate the sustainable development of a multi purpose arena for the international Rose of Tralee festival and business tourism. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action is to be investigated further at Local Area Plan preparation level. It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Examine the feasibility of the restoration of the Tralee-Blennerville Steam Railway.	It is considered that no significant environmental impacts are likely to arise in this instance.

<p>Investigate the provision of all-weather coverings in Main Street, Killarney and The Square, Tralee to Facilitate weather independent events in our town centres.</p>	<p>This action seeks to investigate the provision of coverings. It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Support the sustainable development of the Valentia Trans-Atlantic Cable Station in Knightstown. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This action supports the sustainable development of the building, therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Support the designation of the Valentia Ensemble of Cable Sites as an UNESCO World Heritage site.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Work with the NPWS to maximise the potential of Killarney House and facilities.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Investigate the potential of further developing other onsite buildings on the Killarney House site, in a sustainable manner.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Provide an outdoor gymnasium, at appropriate locations, in Ballybunion, Killarney, Killorglin and Kenmare, and investigate other suitable sites. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Examine the feasibility of providing universal/ disabled access in a sustainable manner to one of Kerry's mountain peaks outside SAC and SPA designated areas.</p>	<p>This action seeks to carry out an examination / feasibility study. It is considered that no significant environmental impacts are likely to arise by way of this action.</p>
<p>Work with Fáilte Ireland and the local community to examine the possibility of redeveloping the 'Ryan's Daughter' old school house as a tourist attraction, having due regard to environmental designations in the area.</p>	<p>This action seeks to carry out an examination having due regard to environmental sensitivities. It is considered that no significant environmental impacts are likely to arise by way of this action. Proposals will also be required to conform to land use planning policies and objectives.</p>
<p>Sustainably develop Sheen Valley Interpretive Centre in Bonane.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Develop a classroom and small laboratory space, at an appropriate location, linked to an existing facility in the South West Kerry area to support field research by academics and students, from Ireland and overseas, in the citizen science and natural heritage area, as proposed by the Institute without Boundaries. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This action seeks to locate such as building at an appropriate location linked to an existing facility, which is considered to be sustainable. It is also noted that this action is to be investigated further at Local Area Plan preparation level. Proposals will also have to conform to land use planning policies and objectives. Overall it is considered that no significant environmental impacts are likely to arise by way of this action.</p>

Provide designated information points in all towns and villages, stocking maps and information booklets. It is proposed that information points could be within Post Offices, local shops, community led information centres, public libraries and visitor attraction centres.	It is considered that no significant environmental impacts are likely to arise in this instance.
Develop a strategic partnership and 3 year strategic programme for the Kerry section of the WAW with Fáilte Ireland.	It is considered that no significant environmental impacts are likely to arise in this instance.
Work with Fáilte Ireland, other state agencies and local communities for the further enhancement, sustainable development and promotion of the Wild Atlantic Way touring route and connected loops off the main spine, for example, Listowel and Castleisland.	It is considered that no significant environmental impacts are likely to arise in this instance.
Provide improved landing access at the Great Basket Island, in a sustainable manner.	This action supports the sustainable development of this infrastructure. It is noted that development consent exists for improved landing facilities at this location. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Develop a plan for the Improvement of facilities at Kerry's 14 no. Blue Flag Beaches, for the promotion of water sports and activities.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Develop a programme of improvement of public conveniences on our 14 no. Blue Flag Beaches in the County in cooperation with local communities.	It is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.
Improve the Ballybunion, Ballyheigue, The Maharees, Inch and Banna beaches facilities (changing rooms and lockers) for the provision and promotion of watersports and outdoor activities. As part of this the potential for environmental impact should be taken into account. This action is to be investigated further at Municipal District Local Area Plan preparation level.	As part of this proposal the potential for environmental impact is to be taken into account and the action is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.

<p>Investigate the provision of a pedestrian bridge at Cliff Road to allow universal /disabled access to the Cliff top walk at an appropriate location. As part of this the potential for environmental impact should be taken into consideration. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>As part of this proposal the potential for environmental impact is to be taken into account and the action is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Investigate the creation of safe public access to "Nun's Beach" in Ballybunion. As part of this, the potential environmental impact should be taken into consideration. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>As part of this proposal the potential for environmental impact is to be taken into account and the action is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Seek the extension of the Wild Atlantic Way from Knightstown to the Upper Coom Road in Valentia, in a sustainable manner.</p>	<p>This action supports sustainable development. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Explore the possibility of providing improved access (landing deck) and visitor facilities for Fenit Lighthouse. As part of this the potential for environmental impact should be taken into consideration. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>As part of this proposal the potential for environmental impact is to be taken into account and the action is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance. Proposals will have to conform to land use planning policies and objectives.</p>
<p>Provide appropriate scientific content to underpin the visitor experience along the Wild Atlantic Way, in a manner that ensures it can also be provided through mobile communication technologies.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Work with our neighbours in Clare and Cork to co-operate on the development and promotion of the Wild Atlantic Way product.</p>	<p>The Wild Atlantic Way product incorporates environmental monitoring. It is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Develop a visitor passport with An Post and Fáilte Ireland to encourage visitors to get out of their cars and spend more time exploring local areas.</p>	<p>The Wild Atlantic Way product incorporates environmental monitoring. It is considered that no significant</p>

	environmental impacts are likely to arise in this instance.
Examine ways of extending WAW transport links with a view to implementing a pilot service.	The Wild Atlantic Way product incorporates environmental monitoring. It is considered that no significant environmental impacts are likely to arise in this instance.
Work with An Post and Kerry Airport to develop a 'left luggage' service and forwarding facility for adventure holiday makers.	It is considered that no significant environmental impacts are likely to arise in this instance.
Upgrade Wild Atlantic Way viewing areas, lay-byes and Wild Atlantic Way signage.	The Wild Atlantic Way product incorporates environmental monitoring. It is considered that no significant environmental impacts are likely to arise in this instance.
Further progress the Iconic Viewing Point at Bray Head.	It is considered that no significant environmental impacts are likely to arise by way of this action. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives.
Progress the sustainable development of Signature Discovery Points overlooking the Skelligs and Blasket Islands, having due regard to environmental designations and sensitivities. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This proposal is subject to environmental compatibility, therefore is considered that no significant environmental impacts are likely to arise by way of this action. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Develop lay-byes/ viewing points at critical points on the WAW route, having due regard to environmental designations and sensitivities. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This proposal is subject to environmental compatibility, therefore is considered that no significant environmental impacts are likely to arise by way of this action. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.

<p>Seek an appropriate site for a designated Signature Discovery Point on the North Kerry Coast, having due regard for environmental designations and sensitivities. This action is to be investigated further at Municipal District Area Plan preparation level.</p>	<p>This proposal is subject to environmental compatibility, therefore is considered that no significant environmental impacts are likely to arise by way of this action. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Investigate the development of viewing areas on Kenmare, Waterville and Tralee Bays, at suitable locations. This action is to be investigated further at Municipal District Area Plan preparation level.</p>	<p>This proposal is subject to environmental compatibility, therefore is considered that no significant environmental impacts are likely to arise by way of this action. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.</p>
<p>Provide a new lay-by area for car parking and improved access to Killaclohane Portal Tomb and conservation works to Killagh Priory in Milltown at an appropriate location.</p>	<p>It is considered that no significant environmental impacts are likely to arise in this instance. Lay by area is to be provided at an 'appropriate' location.</p>
<p>Develop and improve the viewing area at Glounsharoon, Castleisland, in a sustainable manner.</p>	<p>It is considered that no significant environmental impacts are likely to arise by way of this action. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives.</p>
<p>Identify suitable lay-byes/viewing points from Caherdaniel to Kilmackilloge, having due regard to environmental designations and sensitivities. This action is to be investigated further at Municipal District Local Area Plan preparation level.</p>	<p>This proposal is subject to environmental compatibility, therefore is considered that no significant environmental impacts are likely to arise by way of this action. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant</p>

	environmental impacts are likely to arise in this instance.
Develop a car park at Portmagee, at an appropriate location. This action is to be investigated further at Municipal District Level.	It is considered that no significant environmental impacts are likely to arise in this instance. Carpark to be provided at an 'appropriate' location and further investigation is required.
ADVENTURE	
Ensure the completion of the Iveragh Blueway as per the 2015 feasibility study recently completed for IRD Waterville and subject to environmental assessment. As part of this the potential for disturbance of protected species should be taken into account. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This proposal is subject to environmental assessment and compatibility, therefore is considered that no significant environmental impacts are likely to arise by way of this action. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Investigate the development potential of further coastal and inland blueways in the county, interlinking them where possible to the greenways. As part of this, the potential for disturbance of protected species should be taken into account. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This proposed action highlights the need to take environmental considerations into account as part of the investigative / assessment process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Promote sustainable scuba diving activities at appropriate locations and accredited scuba diving training courses.	This proposed action highlights the need for such activities to be sustainable and to be carried out at appropriate locations. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Promote sustainable whale and dolphin watching activities.	This proposed action highlights the need for such activities to be sustainable. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Increase the number of cycle lanes on roadways throughout the county. This action is to be investigated further at Municipal District Local Area Plan and Town Development Plan preparation level.	Cycling is a generally a more sustainable form of transport than car use. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at

	Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Extend the Ross Road Cycle Path/Walkway in Killarney, in a manner compatible with environmental protection objectives. This action is to be investigated further at Municipal District Local Area Plan and Town Development Plan preparation level.	Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Identify strategic locations and develop dedicated bike parks in towns and villages. This action is to be investigated further at Municipal District Local Area Plan and Town Development Preparation level.	Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Develop & promote further the cycling product in co-operation with the local cycling clubs.	It is considered that no significant environmental impacts are likely to arise in this instance.
Develop a 'Wild Atlantic Way Cycle' e.g. Tarbert to Tuosist.	It is considered that no significant environmental impacts are likely to arise in this instance.
Work with other counties along the WAW to develop a long distance cycling route.	It is considered that no significant environmental impacts are likely to arise in this instance.
Promote the existing Accreditation Programmes for Guides for Adventure and develop a standard for Kerry in conjunction with KETB and Capanalea OED.	It is considered that no significant environmental impacts are likely to arise in this instance.
Develop a unique accreditation logo for Kerry guides.	It is considered that no significant environmental impacts are likely to arise in this instance.
Examine the feasibility of increasing the visitor accommodation capacity at Capanalea Outdoor Education Centre	This proposed action seeks to examine the feasibility of a proposal. It is considered that no significant environmental impacts are likely to arise in this instance. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives.
Prepare a sustainable Angling Plan for the South West (inland and coastal) and implement	This proposed action highlights the need for such activities to be sustainable.

coordinated actions for the county in conjunction with the IFI.	Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Provide universal access platforms/fishing stands at appropriate locations on the River Feale, River Flesk and River Laune.	This proposed action highlights the need for such facilities to be located at appropriate locations. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Develop in-shore fishing 'packages' with the co-operation of the angling clubs and IFI - certain groups already provide charter packages.	This proposed action will be overseen by Inland Fisheries Ireland. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Promote bio security / disinfecting facilities at major rivers and lakes for boats and other watercraft moving between different watercourses to prevent the spread of aquatic invasive species and fish diseases.	It is considered that no significant environmental impacts are likely to arise in this instance.
Develop a marine life and wellness centre in Waterville.	Waterville is an established settlement in the County. It is considered that no significant environmental impacts are likely to arise in this instance.
Support soft based adventure such as low impact seaweed foraging; seaweed baths; marine biodiversity/nature beach walks; water wellness/health packages.	This proposed action highlights the need for such activities to be low impact. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Sustainably develop a cross country bike trail. This action is to be investigated further at Municipal District Local Area Plan level.	This proposed action highlights the need for such a proposal to be sustainable. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Provide carefully designed signage on appropriate cycling routes to include information on distance; gradient; elevation; etc. Consider including a route-passport.	It is considered that no significant environmental impacts are likely to arise in this instance.
Sustainably develop 'the 6 Classic Climb Challenge' – having a good spread thorough-out the county e.g. Moll's Gap; Coomakista; Conor Pass; Ballaghisheen; Ballaghbeama, Cnoc an Óir and market them nationally and internationally.	This action relates to on road cycling. It is considered that no significant environmental impacts are likely to arise.
Prepare a feasibility study for an 'off main road' cycling route, commencing in Farranfore, linking with the Ring of Kerry mapped cycling route.	This proposed action seeks to examine the feasibility of a proposal. It is considered that no significant environmental impacts are likely to arise in this instance.

	Development proposals will be subject to project level assessment taking account of land use planning policies and objectives.
Develop an overall strategy for all long distance walking routes to address such issues as: Marketing; Conservation, Car-parking, Changing facilities; Transport, Broadband.	As part of this action the issue of conservation is to be addressed. It is considered that no significant environmental impacts are likely to arise.
Continue to support the work of the MacGillycuddy Reeks Mountain Access Forum.	The MacGillycuddy Reeks Mountain Access Forum was established in May 2014 with the aim of protecting, managing and sustainably developing the MacGillycuddy Reeks Mountain Range. Halting and reversing the obvious and worsening path erosion on the Reeks is a priority action for the Forum. It is considered that no significant environmental impacts are likely to arise in this instance.
Promote Killorglin as the gateway to the Macgillycuddy Reeks.	It is considered that no significant environmental impacts are likely to arise in this instance
Promote rock-climbing to premier climbing crags (e.g. Gap of Dunloe, Sea Crag), in a manner compatible with nature conservation and wider environmental protection objectives.	This proposed action highlights the need for such a proposal to be compatible with nature conservation and wider environmental protection objectives. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Identify suitable safe launch platforms for paragliders at appropriate locations.	This proposed action highlights the need for such activities to be carried out at appropriate locations. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Collate all walking maps and make available on the Kerry tourism website. Work with the National Trails Office to upgrade any new routes identified.	National Trails Office standards and guidance to be adhered to. It is considered that no significant environmental impacts are likely to arise in this instance
'Map and app' all of the Walking Ways and key walking trails.	It is considered that no significant environmental impacts are likely to arise in relation to such well defined walking ways and trails.
Develop a marketing campaign to promote awareness locally, nationally and internationally of the complete network of developed walking routes in the county.	It is considered that no significant environmental impacts are likely to arise in relation to such well defined walking ways and trails.
Ensure a programme of continuous and planned maintenance is implemented for the Kerry Way, North Kerry Way, Beara Way and Dingle Way.	Maintenance reduces erosion / habitat degradation risk. It is considered that no significant environmental impacts are likely to arise in relation to such well defined walking ways and trails.
Invest in the promotion and marketing of walking holidays as part of the overall Destination Kerry	It is considered that no significant environmental impacts are likely to arise.

marketing strategy.	
Create a cohesive strategy for promoting access and safety along the pathways on the Skellig Coast, and utilising the Heritage Centre at the Old Barracks in Caherciveen as a central access point, as proposed by the Institute Without Boundaries. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Proposal seeks to utilise existing pathways which is considered to be appropriate from an environmental impact point of view. Any development proposals would be subject to project level assessment taking account of land use planning policies and objectives and is to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Investigate the development of a berthing facility near the mouth of Kenmare Bay. This action is to be investigated further at Municipal District Local Area Plan level.	Proposal to be investigated further at Municipal District Local Area Plan preparation level. Accordingly it will be subject to Strategic Environmental Assessment as well as AA Screening as part of the LAP preparation process. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Work with the marinas in the county and neighbouring counties to develop a marketing strategy and a programme for further sustainable development and cooperation (see Infrastructure-Marine).	This proposed action highlights the need for such a proposal to be sustainable. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Develop Maritime Tourism by maximising the opportunity of the Cool Route Interreg initiative which plans to develop a new maritime cruising route between the South West of Ireland and Norway.	It is considered that no significant environmental impacts are likely to arise.
Recommend the appointment of a recreation officer for North and West Kerry similar to the office in South Kerry.	It is considered that no significant environmental impacts are likely to arise.
Optimise opportunities presented by the emerging 'National Cruise Tourism Strategy' (end 2015). A. Exploit the potential of medium sized cruise ships docking at Knightstown, and Dingle. B. Maximise the opportunity for Kerry Day tour excursions from the Cruise Ships via coach and rail from Cobh and Limerick/Foynes.	It is considered that no significant environmental impacts are likely to arise.
Monitor and protect Kerry's links golf courses from coastal erosion while respecting the coastal ecosystem and environmental designations.	This proposed action highlights the need for such a proposal to respect the coastal ecosystem and environmental designations. Therefore it is considered that no significant environmental impacts

	are likely to arise in this instance.
Work with the various golf promoters and local committees to promote our golf product and golf value passes, at home and abroad.	It is considered that no significant environmental impacts are likely to arise.
Work with SWING to attract US Collegiate Golf events to Kerry.	It is considered that no significant environmental impacts are likely to arise.
Promote triathlon type packages e.g. hiking/biking /swimming/mountain lake fishing; cycling the craft/food trails etc. at appropriate locations	This proposed action highlights the need for such activities to be carried out at appropriate locations. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Promote Tralee as an all weather visitor destination.	It is considered that no significant environmental impacts are likely to arise.
ENVIRONMENT, NATURAL AND CULTURAL HERITAGE	
Work with the OPW to carry out an access survey of built heritage sites and monuments.	It is considered that no significant environmental impacts are likely to arise.
Provide information boards at heritage sites and upgrade any existing boards where necessary.	It is considered that no significant environmental impacts are likely to arise.
Support Tidy Town Committees in improving the appearance of villages; and address issue of derelict properties and employing legislative provisions where consultation fails.	It is considered that no significant environmental impacts are likely to arise.
Develop a tourism heritage trail in each of the key towns and villages. This action is to be investigated further at Municipal District Local Area Plan and Town Development Plan preparation level.	It is considered that no significant environmental impacts are likely to arise.
Develop and promote a regional heritage tourism product for North Kerry including heritage tours/trails, to include Lislaughtin Abbey, Carrigafoyle Castle, Ballybunion Castle, Rattoo Round Tower and Abbey, Ballyheigue Castle and Listowel Castle.	It is considered that no significant environmental impacts are likely to arise.
Develop creative and experiential tourism by identifying and assisting the development of the cultural assets in the county and promote their tourism potential, for example <ul style="list-style-type: none"> • Craft and Artisan Products (including Food) • Irish Language and heritage • Visual and Performance Arts 	It is considered that no significant environmental impacts are likely to arise.
Establish a Cable Station Heritage Trail, which would include, as well as the three station sites, associated sites in Cahersiveen, Valentia, Ballinskelligs and Waterville.	It is considered that no significant environmental impacts are likely to arise.
Create and promote a trail through archaeological sites, at Derrynane National Park.	Derrynane is under the care of the OPW. It is considered that no significant environmental impacts are likely to arise.
Carry out conservation works and develop presentation to visitors at St. James Graveyard, Dingle Town.	It is considered that no significant environmental impacts are likely to arise.

Prepare design guidelines for shop fronts in towns and villages.	It is considered that no significant environmental impacts are likely to arise.
Develop the Kerry Dark Skies project in South Kerry into a sustainable successful all year round programme.	It is considered that no significant environmental impacts are likely to arise.
Support the GLAS Programme that will encourage landowners to maintain and plant roadside and coastline lands with native species and locally led agri-biodiversity schemes in general.	It is considered that no significant environmental impacts are likely to arise.
Support the provision of environmentally friendly hides for wildlife enthusiasts at appropriate locations in Killarney National Parks, and to investigate the need for same on the Great Blasket Island and Derrynane National Parks and other locations in the County.	This proposed action highlights the need for such proposals to be carried out at appropriate locations and after careful assessment of need/impact. Development proposals will be subject to project level assessment taking account of land use planning policies and objectives. Therefore it is considered that no significant environmental impacts are likely to arise in this instance.
Support the Ireland/Wales 'Live' Interreg Programme on Natural Heritage in the Iveragh Peninsula.	It is considered that no significant environmental impacts are likely to arise.
Facilitate the improvement of our marks for towns and villages in the National Tidy Towns Competition.	It is considered that no significant environmental impacts are likely to arise.
Promote the implementation of invasive species Ireland's guidelines and codes of practice so as to reduce the risk of the introduction/spread of introduced invasive species in Kerry. This includes the Marina Operators Code of Practice and Water Users Code of Practice available on www.invasivespeciesireland.com	It is considered that no significant environmental impacts are likely to arise.
Provide relevant training courses for guides to promote awareness of natural heritage.	It is considered that no significant environmental impacts are likely to arise.
Identify and address, in consultation with NPWS, undue habitat damage and/or species disturbance, resulting from too much human interference. As part of this, habitat restoration and trail repair work carried out by the MacGillycuddy Reeks Mountain Access Forum and similar initiatives in the County will be supported.	It is considered that no significant environmental impacts are likely to arise.
Complete the Technical Evaluation Report of the Valentia Cable Station Sites for the UNESCO designation (Department of Arts, Heritage and the Gaeltacht) and progress the World Heritage application.	It is considered that no significant environmental impacts are likely to arise.
Sustainably support and promote our Gaeltacht areas as key Irish language tourism destinations.	It is considered that no significant environmental impacts are likely to arise.
Facilitate the development of a marketing strategy for Irish Language Tourism for County Kerry.	It is considered that no significant environmental impacts are likely to arise.
Support and foster the promotion of the Irish Language in our Gaeltacht areas as a tourism product for the domestic and international markets.	It is considered that no significant environmental impacts are likely to arise.
Investigate the possibility of creating a survey to demonstrate the value of Irish Language tourism to the economy in County Kerry.	It is considered that no significant environmental impacts are likely to arise.

Work closely with Údarás na Gaeltachta and Roinn na Gaeltachta to market Irish language holidays /Saoire na Gaeilge for students and adult learners in Gaeltacht areas. Support the Comhchoistí in further developing and marketing the dedicated website: www.irishlanguageholidays.com .	It is considered that no significant environmental impacts are likely to arise.
Utilise the recently opened Lárionad Forbartha Gaeilge agus Gaeltachta in Ballyferriter/ Baile an Fheirtéaraigh to promote Irish language tourism in Kerry.	It is considered that no significant environmental impacts are likely to arise.
Carry out a feasibility study on the development of a Ciarraí na nGael information trail over time covering key linguists like An Seabhac, Tomás Aghas, and Piarais Feiritéar, and folklore stories.	It is considered that no significant environmental impacts are likely to arise.
Market the attractions of the rambling houses and develop a 'live' music strategy to ensure that at least one venue per night offers a live music performance in our towns and villages (See Community Tourism, Events & Festivals).	It is considered that no significant environmental impacts are likely to arise.
Develop Literary and Heritage Trails, e.g. St. Brendan Trail and develop festivals around Kerry on these trails that focus on drama and poetry.	It is considered that no significant environmental impacts are likely to arise.
Develop a pilot programme in conjunction with the GAA to advertise Gaelic Games, including dates and times of matches in local clubs around the county to tourists.	It is considered that no significant environmental impacts are likely to arise.
Support the GAA initiative in developing a County Museum of Gaelic Sports at a suitable location.	It is considered that no significant environmental impacts are likely to arise.
Explore the feasibility of developing a genealogy centre with a particular focus on tracing ancestry at Blennerville Windmill Visitor Centre.	It is considered that no significant environmental impacts are likely to arise.
Use the resource and experience of Kerry County Council's Library service to promote and develop genealogical tourism.	It is considered that no significant environmental impacts are likely to arise.
Nurture the cultural heritage activities as a significant growth area through out the county, particularly in our Gaeltacht, Corca Dhuibhne, Sliabh Luachra, North Kerry and Uíbh Ráthaigh areas.	It is considered that no significant environmental impacts are likely to arise.
Investigate the potential for developing a ' Kerry Science Trail' to include such topics as star gazing; transatlantic communications (Ballinskelligs, Waterville, Valentia, Ballybunion); meteorology; geology and landforms; mines and quarries (copper mines; kilns; Valentia slate quarry).	It is considered that no significant environmental impacts are likely to arise.
Arrange a feasibility study to upgrade the exhibition/attractions at Kerry County Museum, Tralee.	It is considered that no significant environmental impacts are likely to arise.
Celebrate national and international historic figures from Kerry, such as Daniel O'Connell, Tom Crean, St. Brendan, John B. Keane, Monsignor Hugh O'Flaherty and Roger Casement.	It is considered that no significant environmental impacts are likely to arise.
Investigate the viability of a Kerry Garden Trail and map with the cooperation of private owners featuring Kerry's top gardens.	It is considered that no significant environmental impacts are likely to arise.

Upgrade public lighting on a phased basis by replacing the existing LA stock of sodium lamps with high efficiency LED units to reduce energy consumption costs and also to reduce lamp maintenance costs (See Infrastructure - Astro Tourism).	It is considered that no significant environmental impacts are likely to arise.
COMMUNITY TOURISM, EVENTS AND FESTIVALS	
Work with local communities to facilitate a Tourism Ambassador Programme to operate within the county (See Education).	It is considered that no significant environmental impacts are likely to arise.
Develop and promote a Rambling House Programme for the promotion of our Irish music, storytelling and dance for our tourists to experience our culture and meet the locals similar to Tinteán Ceoil, Cloghane (See Environmental, Natural & Cultural Heritage - Cultural Heritage).	It is considered that no significant environmental impacts are likely to arise.
Develop a John B. Keane Drama Festival and other literary events in Listowel during the shoulder season.	It is considered that no significant environmental impacts are likely to arise.
Organise an annual networking event / seminar for events and festivals to assist in evolving required standards for festivals/events.	It is considered that no significant environmental impacts are likely to arise.
Provide assistance to small communities to establish information centres/points, at appropriate locations.	It is considered that no significant environmental impacts are likely to arise.
Investigate different tourist accommodation solutions for centres like Listowel and Killorglin to increase bed nights, where a shortage currently exists during peak times.	It is considered that no significant environmental impacts are likely to arise.
Develop an events and festivals programme and promote co-operation amongst groups throughout the county.	It is considered that no significant environmental impacts are likely to arise.
Develop an online events/festivals calendar on a county tourism website.	It is considered that no significant environmental impacts are likely to arise.
Promote the expansion of the Kerry Drama festival in Castleisland and events at the Carnegie Arts Centre in Kenmare.	It is considered that no significant environmental impacts are likely to arise.
Support Killarney's bid to be a host venue for the 2023 Rugby World Cup	It is considered that no significant environmental impacts are likely to arise.
Further develop the Eamonn Kelly Storytelling Festival in Gneeveguilla.	It is considered that no significant environmental impacts are likely to arise.
Promote Killarney and Listowel horse racing festivals and approved beach horse racing events to international visitors.	It is considered that no significant environmental impacts are likely to arise. It is noted that only approved beach racing events will be promoted by way of this action.
Maximise the usage of public open spaces in our towns for events.	It is considered that no significant environmental impacts are likely to arise.
Maximise the opportunities for screen tourism in County Kerry in terms of movies, TV mini-series, documentaries and other visual communications with the potential to portray the county in a positive light and generate economic activity and employment.	It is considered that no significant environmental impacts are likely to arise. Filming etc at sensitive locations is subject to approval / licence by the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs.

Support the hosting of a workshop event for movie / TV location managers in Kerry to highlight the opportunities and benefits of using Kerry as a backdrop for movies, TV series.	It is considered that no significant environmental impacts are likely to arise.
EDUCATION	
Develop a Tourism Ambassador Programme which will educate and develop awareness among every Kerry business and their staff of the importance of tourism to Kerry (See Community Tourism, Events & Festivals).	It is considered that no significant environmental impacts are likely to arise.
Generate and continuously update a Register of tourism related courses.	It is considered that no significant environmental impacts are likely to arise.
Develop tourism awareness especially at primary and secondary school level (transition year) by establishing a Junior Tourism Ambassador/Know Your County Programme (See Community Tourism, Events & Festivals).	It is considered that no significant environmental impacts are likely to arise.
Develop Astronomy Courses for primary and secondary schools and for tourism providers in the South West Kerry area.	It is considered that no significant environmental impacts are likely to arise.
Sustainably develop a tourism and hospitality centre of excellence for education and training linking Tralee and Cork Institutes of Technology in the region.	It is considered that no significant environmental impacts are likely to arise.
Develop 'green tourism' and education.	It is considered that no significant environmental impacts are likely to arise.
Identify skills shortages in the Kerry Hospitality sector to allow education and training providers to respond appropriately.	It is considered that no significant environmental impacts are likely to arise.
Develop and create links with colleges and actively promote Kerry as a destination for residential and accredited courses internationally for academic study and research (including China).	It is considered that no significant environmental impacts are likely to arise.
Ensure the tourism business sector in Kerry is aware of the importance of inclusivity and accessibility for our visitors and that it remains a priority in all future development plans.	It is considered that no significant environmental impacts are likely to arise.
Promote and assist in the development and provision by third-level institutions of residential courses.	It is considered that no significant environmental impacts are likely to arise.
Promote training and mentoring for tourism business providers.	It is considered that no significant environmental impacts are likely to arise.
Support the Muinín Project: A Transition Year program that builds youth's pride for the South West region as proposed by the Institute without Boundaries.	It is considered that no significant environmental impacts are likely to arise.
Provide information services at Kerry Airport and the Tarbert/Killimer Car Ferry. Carry out on going research at these access points on visitor satisfaction, profiles, statistics, ratings, destination etc.	It is considered that no significant environmental impacts are likely to arise.
Work with Irish and European partners to advance research projects under the various EU Intereg Programme 2016-2021.	It is considered that no significant environmental impacts are likely to arise.

Facilitate the provision of remote (physical and online) teaching and learning to centres in the South West Region where both individual and local community groups can avail of third-level courses from high quality training facilities based in their local area and with support and accreditation.	It is considered that no significant environmental impacts are likely to arise.
ENTERPRISE AND INNOVATION	
Develop a sustainable plan to improve the visitor experience and business capability of water activity providers (SMEs) active in tourism in coastal areas considered key to delivering on the objectives of both Fáilte Ireland's Experience Development Strategy and the DAFM's Marine Strategy - Harvesting Our Ocean Wealth (HOOW).	This action seeks to develop a sustainable plan. This is considered to be appropriate and not likely to result in significant impact on the environment.
Support and promote existing and start-up tourism business by ensuring a high level of information sharing including available training courses, grants and funding streams and networking/showcase events.	It is considered that no significant environmental impacts are likely to arise.
Liaise with the Kerry Convention Bureau, the Chambers and Fáilte Ireland 'Meet in Ireland' team to support and grow Business Tourism throughout the county and promote Kerry as a base for entrepreneurs and employers.	It is considered that no significant environmental impacts are likely to arise.
Maximise the funding opportunities for Kerry under the EU Interreg, Horizon 2020 and COSME programmes. Work with partners on projects like LIVE, Eco-Stars, Cool Route, Atlantic Diet, Fish Trail etc.	It is considered that no significant environmental impacts are likely to arise.
Work with Taste Kerry and Fáilte Ireland to ensure Kerry gains fame as a food experience region and further develop the county's food offering.	It is considered that no significant environmental impacts are likely to arise.
Support food producers and establish a Farmers Market Committee to encourage the enhancement of existing, and the creation of new markets.	It is considered that no significant environmental impacts are likely to arise.
Support Taste Kerry's website and brand development project.	It is considered that no significant environmental impacts are likely to arise.
Develop a food trail throughout the county in conjunction with Taste Kerry which will identify 'visitor friendly' food producers and retailers with appropriate signage, marketing, promotion, events and food festivals.	It is considered that no significant environmental impacts are likely to arise.
Optimise the linkage with tourism for attracting visitors to the region for food and beverage related activities.	It is considered that no significant environmental impacts are likely to arise.
Encourage restaurants to use locally produced Kerry food and to provide at least one "100% Kerry" food offering on their menus.	It is considered that no significant environmental impacts are likely to arise.
Work with Original Kerry to enhance and promote craft makers throughout the county and establish a craft trail with appropriate signage, marketing and promotion.	It is considered that no significant environmental impacts are likely to arise.
Work with Cill Rialaig to further promote the Artist Retreat in Ballinskelligs.	It is considered that no significant environmental impacts are likely to arise.
Develop film and animation tourism in the county.	It is considered that no significant environmental impacts are likely to arise.

Encourage the tourism sector to extend opening hours during the high season.	It is considered that no significant environmental impacts are likely to arise.
Acknowledge formally and present a Tourism Award to those who have made a highly valuable contribution to our county.	It is considered that no significant environmental impacts are likely to arise.
Support the development of a social platform and infrastructure for people who want to start their own business and develop technical and business skills for success, as proposed by the Institute Without Boundaries.	It is considered that no significant environmental impacts are likely to arise.
Support the establishment of a centre, at an appropriate location, for the research and development of food assets in the region to create new industries, as proposed by the Institute without Boundaries. This action is to be investigated further at Municipal District Local Area Plan preparation level.	This action is to be investigated further at Municipal District Local Area Plan preparation level, which is considered to be appropriate. It is also noted that the action is not location specific. It is considered that no significant environmental impacts are likely to arise.
Investigate the development of North Kerry as a family friendly location, as designated by Fáilte Ireland.	It is considered that no significant environmental impacts are likely to arise.
Highlight the 'Child Friendly' facilities located in towns and villages as part of the Kerry tourism offering.	It is considered that no significant environmental impacts are likely to arise.
Highlight and promote family-friendly sustainable tourism products, in particular, create an awareness (through the development of maps and apps) of the need for an increased number of attractions and activities for children and teenagers.	It is considered that no significant environmental impacts are likely to arise.
Support Agri-tourism initiatives like farm and mart tours, sheep shearing, turf cutting at appropriate locations etc. as part of expanded offering to overseas visitors.	It is noted that only turf cutting agro tourism initiatives carried out at appropriate locations are supported by way of this action. It is considered that no significant environmental impacts are likely to arise.
BRANDING AND MARKETING	
Develop a new clear, compelling tourism brand and product sub-brands for Kerry based on our strengths and characteristics and encourage stakeholder participation in the process. This brand will fit within the hierarchy of Ireland's national tourism brands, in particular, the Wild Atlantic Way.	It is considered that no significant environmental impacts are likely to arise.
The new brand will be communicated to a diverse audience across all platforms and the necessary infrastructure (brand architecture) put in place for a unified and consistent roll-out.	It is considered that no significant environmental impacts are likely to arise.
Provide a branding toolkit for trade which will include a new destination/place logo in all artwork formats, imagery and guidance on how the brand can be communicated via website and online presence and in printed formats. New stills and video imagery of the county will be commissioned.	It is considered that no significant environmental impacts are likely to arise.
Develop a new Kerry tourism web portal site - a one-stop information centre for visitors and the tourism trade.	It is considered that no significant environmental impacts are likely to arise.

Website will feature an events calendar, trip planner, activities and attractions guide, local advice on what to do and see, travel blog, special offers and an interactive map of Kerry (Google integrated).	It is considered that no significant environmental impacts are likely to arise.
The Destination Kerry Market Group will co-ordinate the marketing of Kerry at home and abroad.	It is considered that no significant environmental impacts are likely to arise.
The Group will work closely with Fáilte Ireland and Tourism Ireland's Promotions and Marketing teams maximising the promotional opportunities around the Wild Atlantic Way, www.Ireland.com , www.Discoverireland.ie and linked social media platforms.	It is considered that no significant environmental impacts are likely to arise.
Destination Kerry Marketing group will formulate a rolling annual marketing plan for both domestic and international markets that will include participation in sales visits, trade shows, joint promotions with trade partners, airline carriers, Tourism Ireland offices overseas and other counties along the Wild Atlantic Way.	It is considered that no significant environmental impacts are likely to arise.
Kerry will continue to focus its overseas marketing resources on its traditional markets of North America, Continental Europe and Great Britain.	It is considered that no significant environmental impacts are likely to arise.
It will target those market segments in the overseas markets that the Kerry product appeals to – the <i>culturally curious</i> , <i>great escapers</i> and, to a lesser extent, <i>social energisers</i> .	It is considered that no significant environmental impacts are likely to arise.
The growth of new markets will be monitored but, for the present, the marketing of Kerry to the growing emerging markets of China and India will be via Tourism Ireland's <i>Ireland.com</i> portal and online channels	It is considered that no significant environmental impacts are likely to arise.
There will be focus on promoting Adventure Tourism and niche products like Astro-tourism and Gastronomic tourism which have the potential of attracting high spending visitors and addressing the challenge of seasonality and regionality.	It is considered that no significant environmental impacts are likely to arise.
Destination Kerry will work closely with Fáilte Ireland and Tourism Ireland to encourage and support both press and trade familiarisation visits. There will be a particular focus on season extension; events, business and high spend visitors, and visitor dispersal around the county.	It is considered that no significant environmental impacts are likely to arise.
Kerry's strong diaspora network – Kerry Associations, International Rose of Tralee, Kerry GAA and the Kerry Ambassador Programme will be utilised to help promote and sell the county domestically and internationally.	It is considered that no significant environmental impacts are likely to arise.
UK marketing initiatives like the Kerry Bus and <i>Go Kerry</i> taxi and commercial vehicle promotion in London will be reviewed and built upon.	It is considered that no significant environmental impacts are likely to arise.
In the domestic market, the Greater Dublin area, which generates almost 3 million home holiday visits annually, will be a particular focus. A special marketing strategy to target and grow the home holiday market will be formulated.	It is considered that no significant environmental impacts are likely to arise.
Kerry will continue to have a strong presence at high	It is considered that no significant

profile national events like National Ploughing Championships, Holiday Fairs in Belfast and Dublin, and senior / over 55s tourism promotions.	environmental impacts are likely to arise.
Tourism Research forms a key element of decision making and the establishment of a new Kerry Tourism Research Group for this area will be examined.	It is considered that no significant environmental impacts are likely to arise.
Work with our neighbouring Authorities in the South West, building on the strengths of the Cork and Kerry brands to reinforce each other and build awareness of all that the connected region has to offer.	It is considered that no significant environmental impacts are likely to arise.
Work with Fáilte Ireland to further develop and promote market-focussed visitor experiences and appropriate brand content along the SW section of the Wild Atlantic Way in line with the objectives of the project plan and brand guidelines.	Wild Atlantic Way guidelines promote environmental sustainability. It is considered that no significant environmental impacts are likely to arise.
Support a strategic approach to Marketing along the Wild Atlantic Way coast of County Kerry.	It is considered that no significant environmental impacts are likely to arise.
Devise a Digital Marketing Strategy that is regularly reviewed and linked to the Kerry brand.	It is considered that no significant environmental impacts are likely to arise.
Develop a promotional campaign to address market segments at home and abroad, including family and adventure.	It is considered that no significant environmental impacts are likely to arise.
Communicate the New Kerry Destination and Wild Atlantic Way Brands to the regional audience (i.e. the stakeholders).	It is considered that no significant environmental impacts are likely to arise.
Fuse the Kerry brand into marketing nationally and internationally, as well as promotion and sales plans for the Wild Atlantic Way.	It is considered that no significant environmental impacts are likely to arise.
Create a system of open communication regarding tourist directed itineraries and develop offers that can be distributed through these channels.	It is considered that no significant environmental impacts are likely to arise.
Create a networking plan to help tourism providers engage with one another in the region.	It is considered that no significant environmental impacts are likely to arise.
Develop an online interactive map to show the activity tourism assets around the county.	It is considered that no significant environmental impacts are likely to arise.
Promote the use of Kerry as an international movie and TV location	It is considered that no significant environmental impacts are likely to arise.
Position and promote Kerry as an age-friendly destination with universal access.	It is considered that no significant environmental impacts are likely to arise.
Maximise the opportunities for promoting Kerry through international movies and TV productions featuring Kerry locations and events like the Rose of Tralee, Other Voices etc.	It is considered that no significant environmental impacts are likely to arise.
Build relationships with the media via a digital marketing strategy, including print and social media, travel bloggers/writers etc., at home and abroad.	It is considered that no significant environmental impacts are likely to arise.