

RE-IMAGINING SKELLIG KERRY

FINAL PRESENTATION JUNE 2016



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BOUNDARIES



Comhairle Contae Chiarraí Kerry County Council



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GOAL

SUSTAINABLE GROWTH

STRATEGIES

ACCESSING ASSETS

ENCOURAGING COLLABORATION

STRENGTHENING IDENTITY

PROJECTS

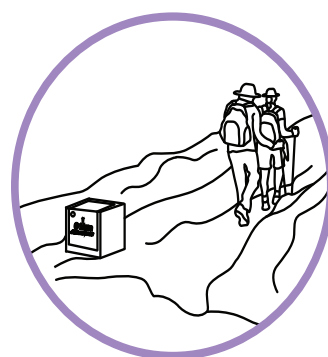
COSAN

SKELLIG KERRY WAYS

WEAVE

INNOVATION IVERAGH

THE MUININ PROJECT





RURAL REGIONS IN TRANSITION



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The number of farmers in the UK fell by 23 per cent from 1990 to 2010.


The optimism did not last long. Hashima's fortunes started on a downhill slide in the late 1960s when Japan's economy soared and petroleum replaced coal as the pillar of national energy policies.

Some 15 million people have left farming in France, Germany, Belgium, Luxembourg and Italy since 1957. In the US, the number of farms has shrunk from 6.5 million in 1935 to under 2 million today.

“Many feel that too many of our economic eggs are in the oilsands basket.”

“In the rush to industrialize farming, we've lost the understanding, implicit since the beginning of agriculture, that food is a process, a web of relationships, not an individual ingredient or commodity.”

LACK OF ECONOMIC DIVERSITY



“The attitude of peers and parents is one of the reasons youth leave. When they hear things like ‘this place sucks’ and ‘there’s nothing for you here,’ of course they’re going to leave.”

In 2010, over 40,000 Irish citizens quit the country, 33,100 were in the 15-24 age bracket.

“Youth are leaving because of a lack of entry-level career opportunities here and the relative abundance of opportunities in Western Canada. Last year, the unemployment rate among Nova Scotians age 20-29 was 12%. In the Prairie Provinces, it was 6%.”

“Urbanization is not merely a modern phenomenon, but a rapid and historic transformation of human social roots on a global scale, where by predominantly rural culture being rapidly replaced by predominantly urban culture.”

By 2030, 60% of the world’s population will live in cities.

DEPOPULATION



Isolated communities often have the added complication of poor roads, which make services less attainable.

“If we don’t trust each other or understand each other’s approach to change, our efforts will most likely crack under pressure.”

If only looking at the rural portions of Alabama, 56 percent of residents are lacking access that meets today’s speed requirements.

“I see young people today who will be without jobs if we continue down this course [of not providing broadband access to remote regions of Canada] because we’re in a knowledge economy and knowledge transfer depends on high-speed networks and we do not have that in Canada — at least not in rural areas.”

LACK OF CONNECTION

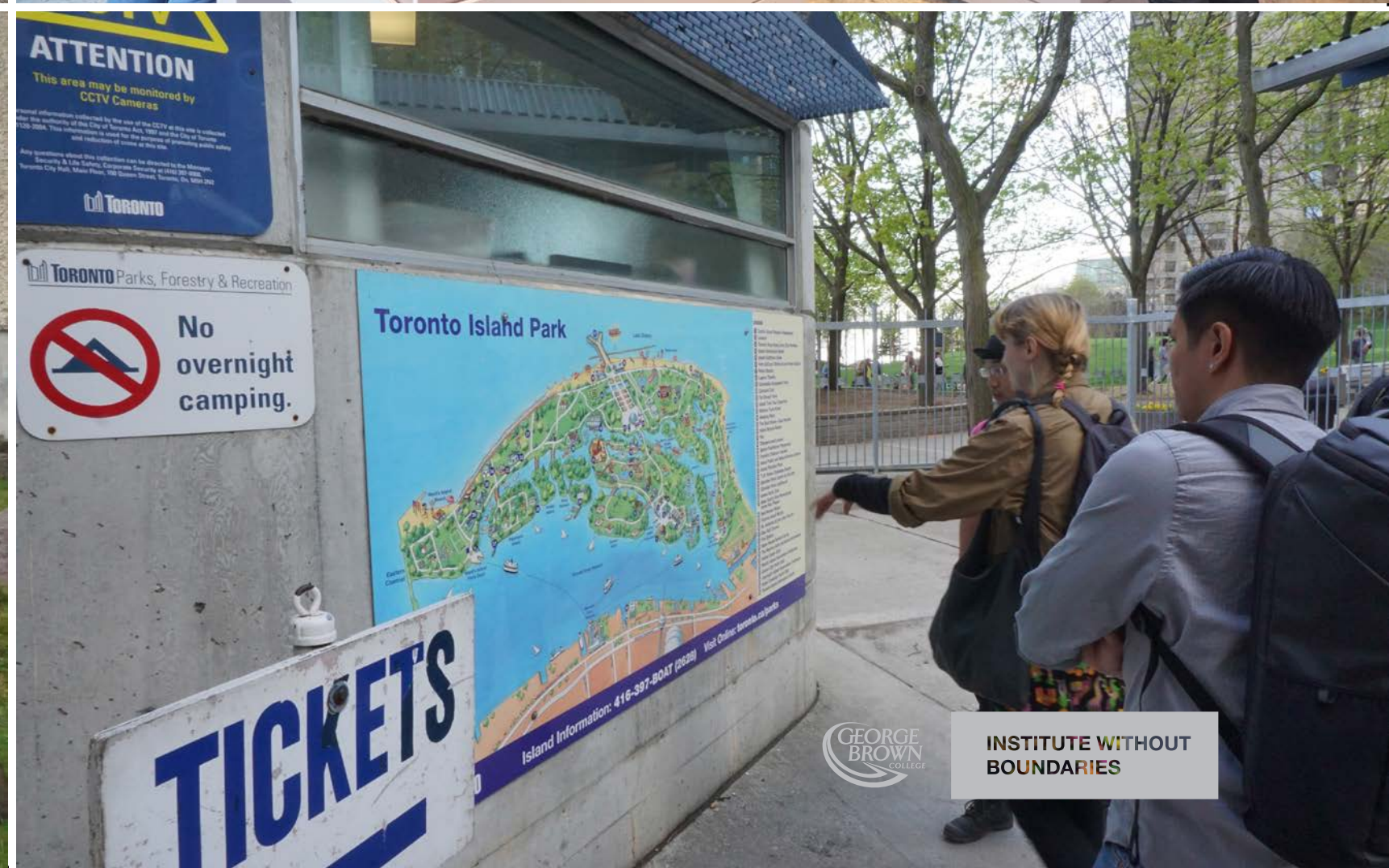
research + process



KICK-OFF WORKSHOP, JULY 2015



DESK RESEARCH AND PROTOTYPING



PRECEDENTS RESEARCH



VISITING SKELLIG KERRY



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SITE TOURS



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WORKSHOPS



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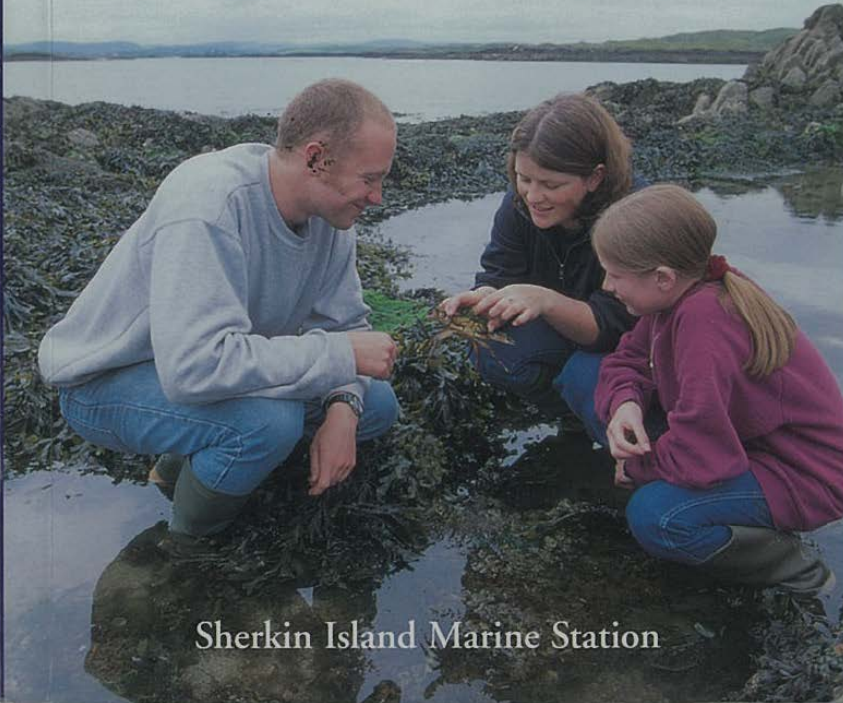
CHARRETTES



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A Beginner's Guide to

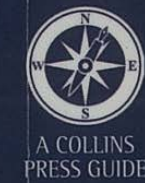
Ireland's Seashore



Sherkin Island Marine Station

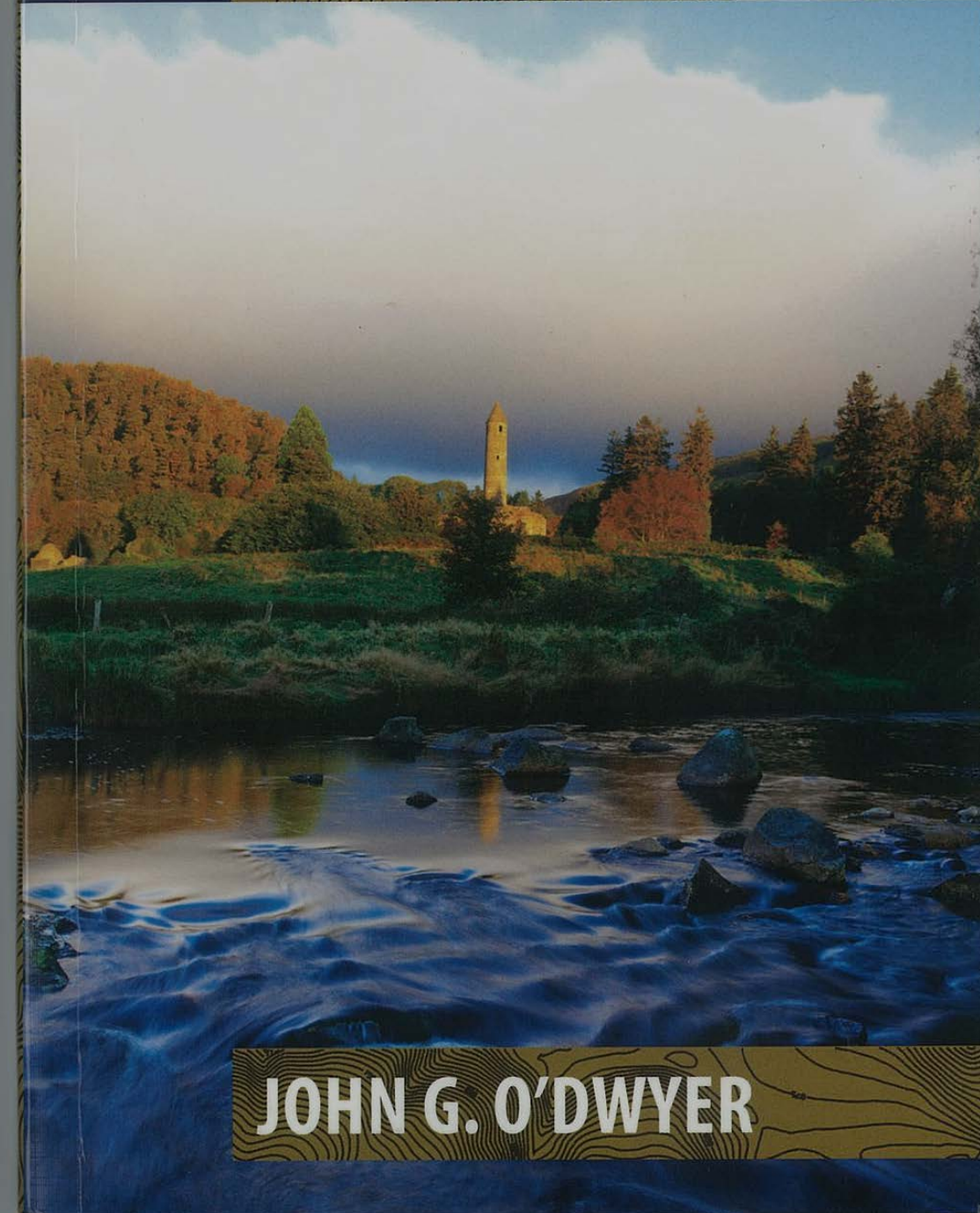
DISCOVER IRELAND.IE

PLAN YOUR HOLIDAY IN IRELAND TODAY
DISCOVERIRELAND.IE



PILGRIM PATHS IN IRELAND—A GUIDE

FROM SLIEVE MISH TO SKELLIG MICHAEL



JOHN G. O'DWYER

FREE MAP

Skellig Coast

on the **RING OF KERRY**

COMMUNICATION AUDIT

1500 YEARS AGO THE MONKS
THOUGHT THE SKELLIG COAST
WAS HEAVEN ON EARTH...

South West Pocket Guide



FREE COPY



ATLANTIC IRISH SEAWEED





WE TALKED TO OVER 300 PEOPLE



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Marine Biologists

Librarians

Teachers

Hospitality Workers

Scientists

Artists

Residents

Seniors

Lawyers

Children

Fisherman

Students

Farmers

Urban Planners

Medical Practitioners

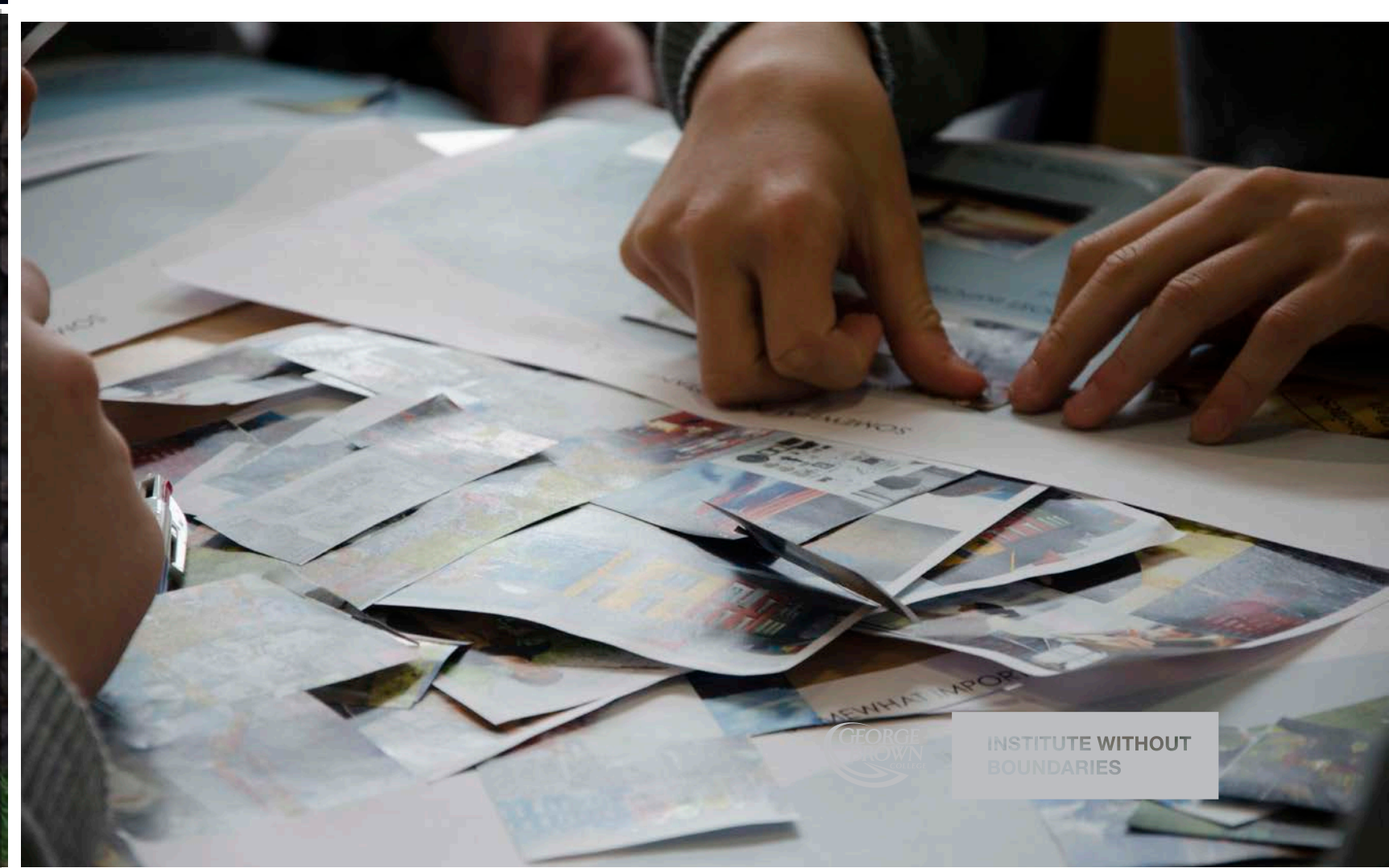
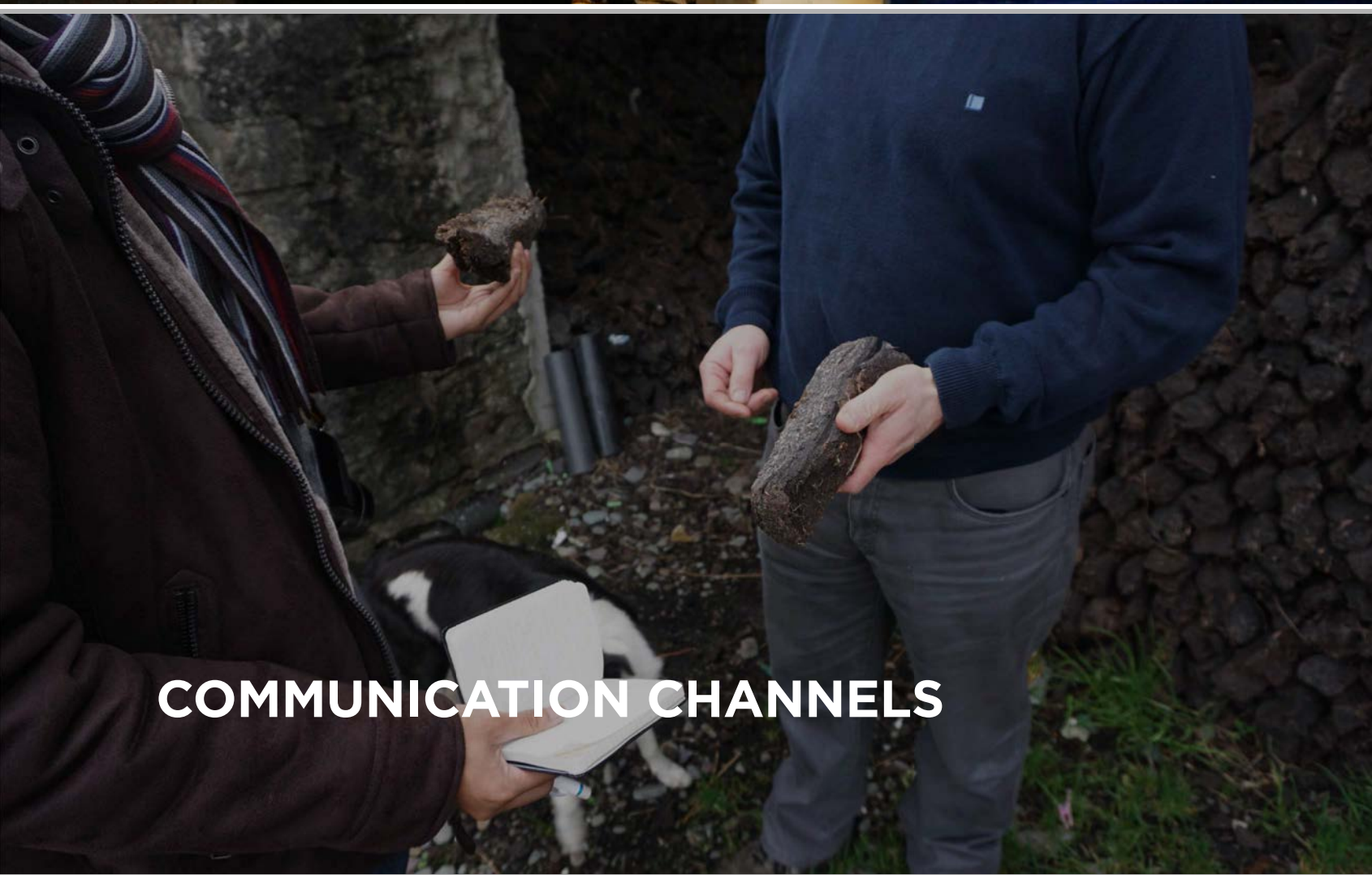
Bartenders

Entrepreneurs

Officials



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COMMUNICATION CHANNELS



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what we
learned

“We don’t want Iveragh to turn into a big city, we like that it’s the country, and that it’s full of Irish heritage.”

“The only jobs in Iveragh are sheep farmer or teacher.”

“The only thing to do here is Gaelic Football.”

“I might come back here to have a family. But I’ll work somewhere else.”

“There’s no community centre here to hang out, which is why we play sports or go to the beach when it’s sunny.”

“I would like a McDonalds to open here so that I could work somewhere and have a place to hangout with my friends.”

“Friends are your only source of T.V.”

“Our teacher told us that there aren’t jobs here [Kerry] and we’ll have to leave to make money.”

“Everyone here is Irish, we need other people from other parts of the world to give us new ideas.”

“We are told to only job shadow in Dublin or Cork.”

OPPORTUNITIES FOR YOUNG PEOPLE ARE SCARCE IN THE REGION

“It is important to improve its infrastructure because part of its absolute charms is its isolation, but in isolation there is difficulty in people having sustainable employment, in order to make sustainable employment we need to look at things differently.”

“Back then the hospital did more, for example small surgeries and treated different illnesses. Now the doctor visits once a week. When I had a baby, I had to go to Tralee.”

“It took me 6 years of advocating the council to get a water treatment plant in Waterville to ensure that raw sewage wasn’t being dumped into the ocean.”

“People go to Killarney to shop. People go to Tralee to the hospital.”

“If I have a doctor’s appointment, I call around to see who can take me there.”

“I go shopping once a month, the group and I will use the bus to go to Killarney and get all we need.”

“I quit football this year because it was too hard to get to practice.”

There’s no public sewage system here [Caherdaniel].

LACK OF INFRASTRUCTURE RESTRICTS ACCESSIBILITY

“Hotels and Restaurants don’t serve local food.”

“There are not a lot of jobs outside of farming and fishing.”

“Summer is the only time there is work.”

“Small farmers don’t usually have time to go to agriculture meetings in Dublin to represent themselves.”

“As farmers, we need to diversify our skills. Every farmer has something besides farming. Farming does not provide enough income as it only brings in 5000 to 6000 euros per year.”

“There are so many farmers that are being left behind.”

“Funding must be decentralized and distributed more locally.”

“It’s ironic that hotels and restaurants don’t support and buy from local farmers, the scenery that tourists come for is highly dependant on farmers grazing the land.”

FARMING IN IVERAGH IS EXTREMELY DIFFICULT

“Our people, our culture, our scenery.”


“Our land is suitable for trees. The Irish state bought poor land and planted coniferous trees but it is too acidic. Now we can't plant anymore of these trees. The needles fall off and go into the water.”

“There are tensions between utilizing land for agriculture, forestry or conservation.”

“Tourists come for landscape sustained by farmers, but there is no direct benefit to farmers from tourism.”

“Even after decades of seeing the same scenic views, when you take a moment to stop whatever it is that you're doing and just look upon the water, sometimes it feels like you're seeing it for the first time, and I love that.”

THE LANDSCAPE IS HIGHLY VALUED BUT ALSO SEEN AS A BARRIER



“Most people book tour buses in the summer.”

“I can’t keep my business open during the winter, I take a freelance contract for 6 months of the year and reopen during the summer.”

“There are 11,000 summer homes in the peninsula.”

“The beach walks in the area are not properly exploited. Why can’t we do beach walking holidays during the winter?”

“There is a lack of open shops, pubs during the winter season.”

“There’s not enough people coming through the [gallery] doors. Winter is a big challenge.”

“We make all of our income in the summer.”

“About 60% of holiday homes are vacant here during the off-peak season.”

“While tourism is big, it could be more.”

“[Because of a lack of business] the Blind Piper is the only pub during the winter from Waterville to Cstlecove.”

“The Ring of Kerry is a parking lot, bumper to bumper cars during the summer months. But it’s very quiet the rest of the year.”

TOURISM IS SEASONAL AND UNSUSTAINABLE



“People lost Muinín
and it needs to be
brought back.”
—

“So much
craftsmanship among
the people, it would be
great to see more of
their work.”
—

“I’m determined to
make a difference
here, but I can’t do
it by myself.”
—

“Great place for
families, they just
have to come
back.”
—

“There is existing
infrastructure
to house social
programs in Kerry,
i.e. the vacant
buildings in and
around the region.”
—

THERE IS UNTAPPED POTENTIAL IN THE REGION



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strategy for transition

GOAL

SUSTAINABLE GROWTH



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Accessing Assets: **To create unique opportunities for residents.**

Showcasing assets

Utilizing existing assets

Maximizing research efforts

Encouraging Collaboration: **To connect residents of the region as** **well as with the rest of the world.**

Enhancing collaboration and cooperation

Creating connections among residents

Building internal and external partnerships

Strengthening Identity: **To create a strong and vibrant** **community.**

Celebrating the regions rich culture and history

Highlighting Skellig Kerry's vast potential

Creating a sense of ownership

GOAL

SUSTAINABLE GROWTH

STRATEGIES

ACCESSING ASSETS

ENCOURAGING COLLABORATION

STRENGTHENING IDENTITY

PROJECTS

COSAN

SKELLIG KERRY WAYS

WEAVE

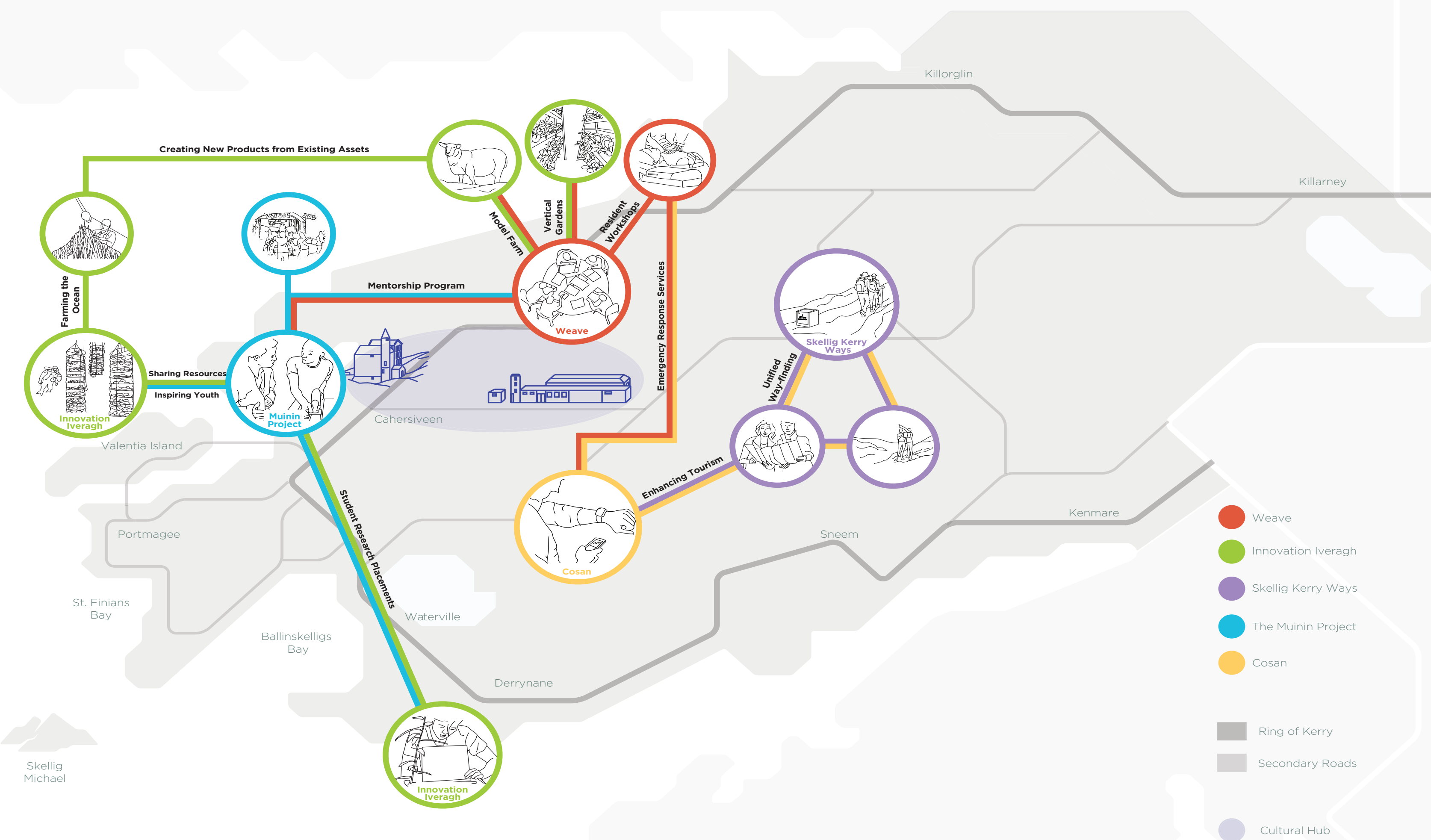
INNOVATION IVERAGH

THE MUININ PROJECT



5

projects





**IMAGINE A SPACE THAT FOSTERS COLLABORATION AND SHARING AMONG
THE COMMUNITY AND BUSINESSES.**



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WEAVE

placemaking for collaboration



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Weave is a space that fosters collaboration, community building, and an entrepreneurial spirit in the Skellig Kerry region.

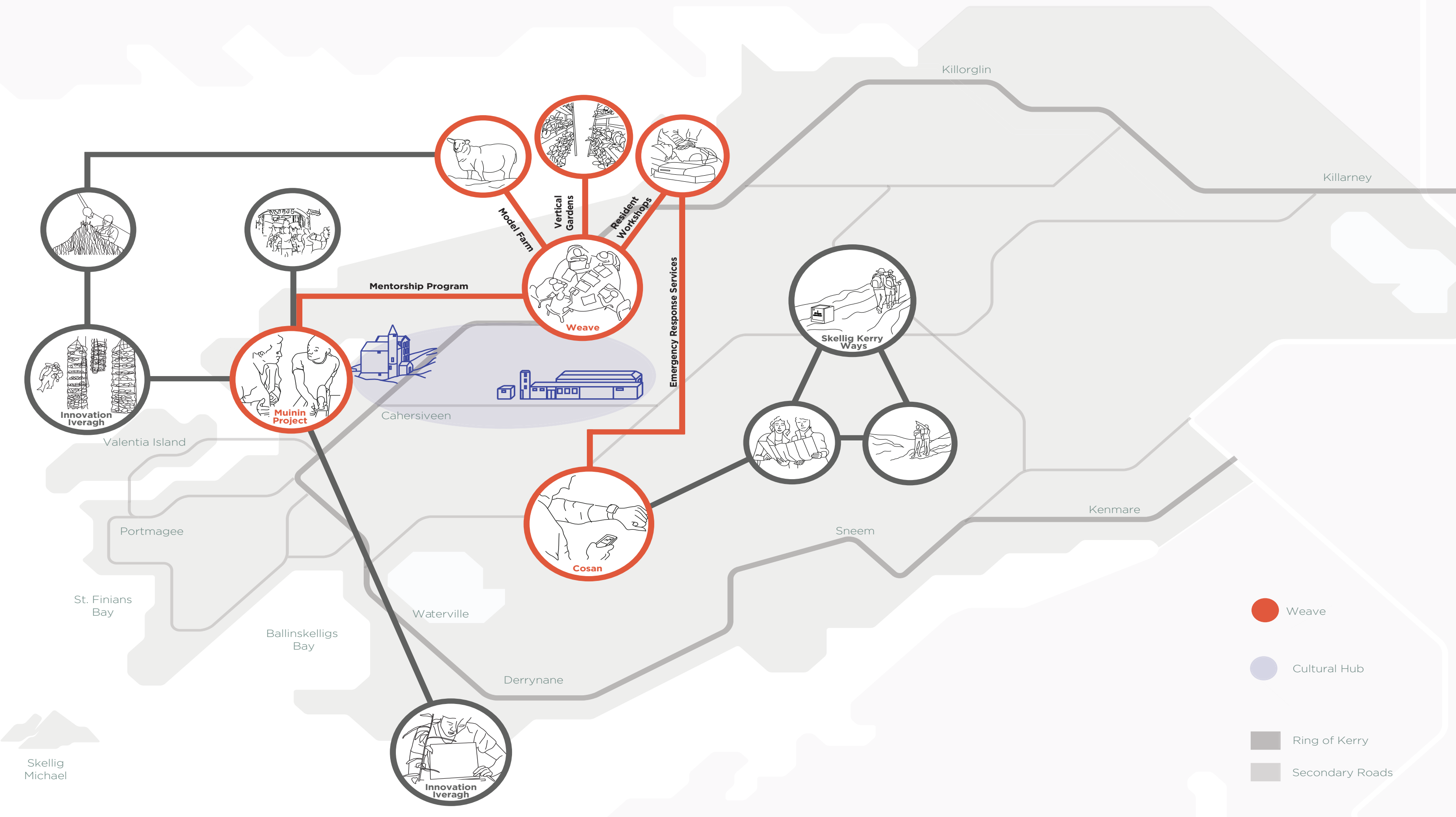
Located in Cahersiveen, Weave is a catalyst for the area, turning it into the cultural hub of the region. It will offer public and private space for collaboration, events, and will bring community and businesses together by offering workshops, resources, support for entrepreneurs, and work space.



Weave will encourage entrepreneurs, students, community advocates, scientists, artists and researchers to come together and create new initiatives and businesses. One such initiative housed inside Weave will be the living lab and incubator, Innovation Iveragh. There will also be a range of opportunities for youth to get involved and gain working experience through internships and The Muinín Project.



Weave's outdoor public space, internet cafe, skills workshops and studio memberships will invite residents and visitors to meet, work and learn in Caherciveen, the principal town of the Iveragh Peninsula.



A wide-angle photograph of a historic stone wall, likely part of a castle or fortification, built on a grassy cliff. The wall is constructed from rough-hewn stones and runs along the edge of the cliff. In the background, the deep blue ocean stretches to the horizon, with a small, rocky island visible in the distance. The sky is clear and blue.

IMAGINE A DESTINATION WHERE YOU CAN PASS THROUGH LAYERS OF TIME.



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SKELLIG KERRY WAYS

creating a unified brand to showcase assets of Skellig Kerry





Skellig Kerry Ways is a visual communication project that highlights walking, cycling and kayaking routes in the Skellig Kerry region, establishing the area as a unique destination for active outdoor tourism.



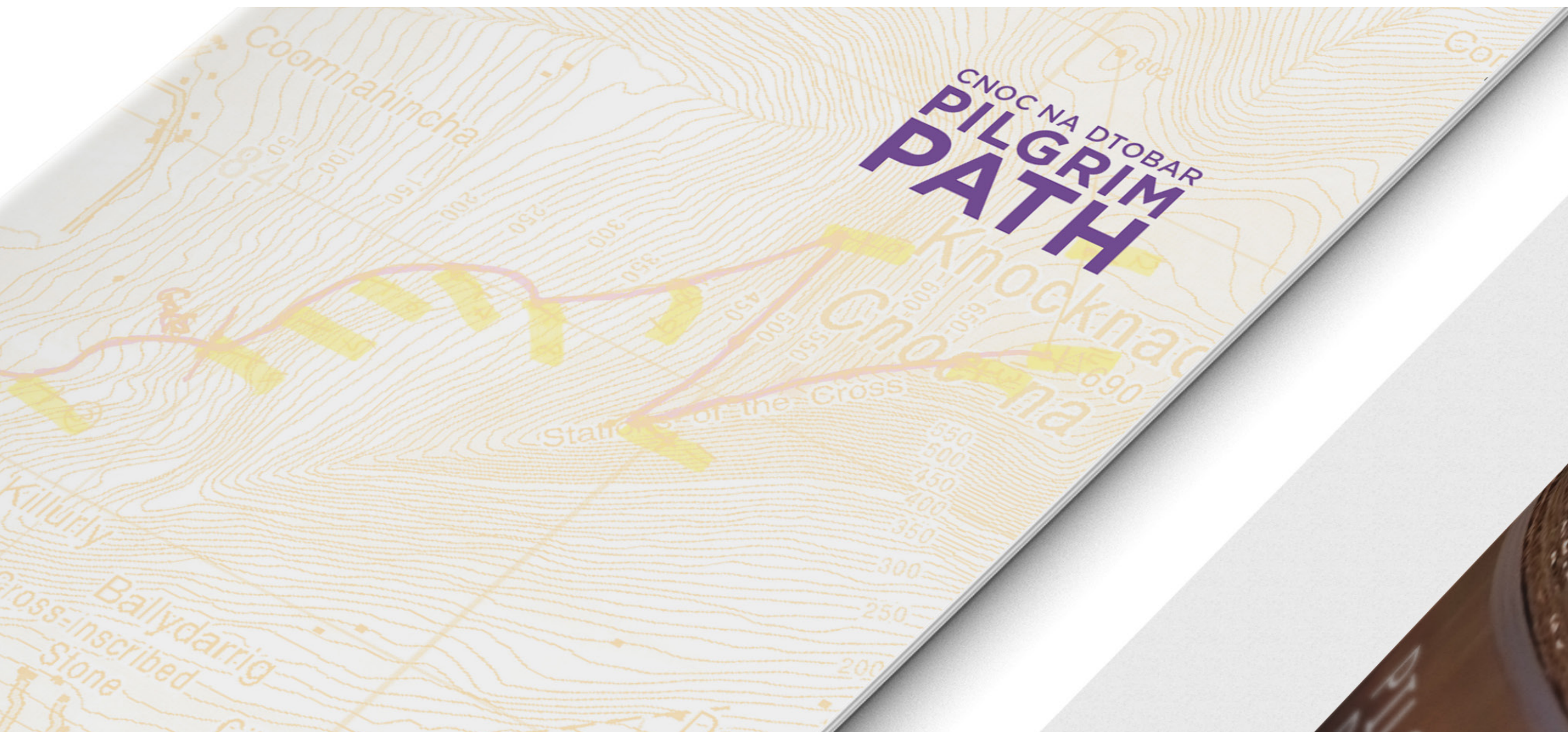
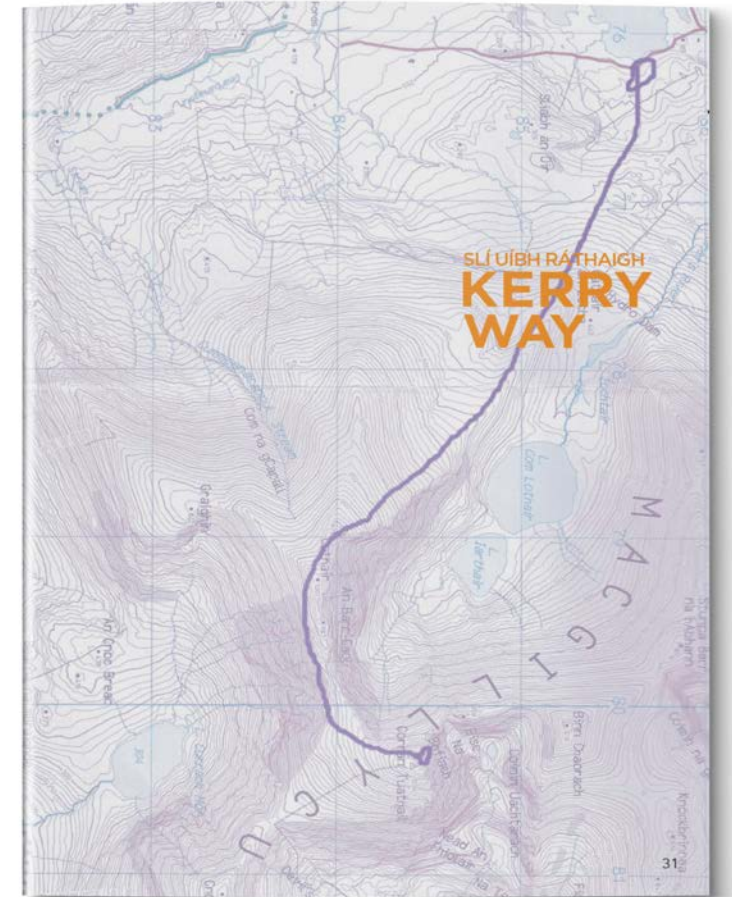
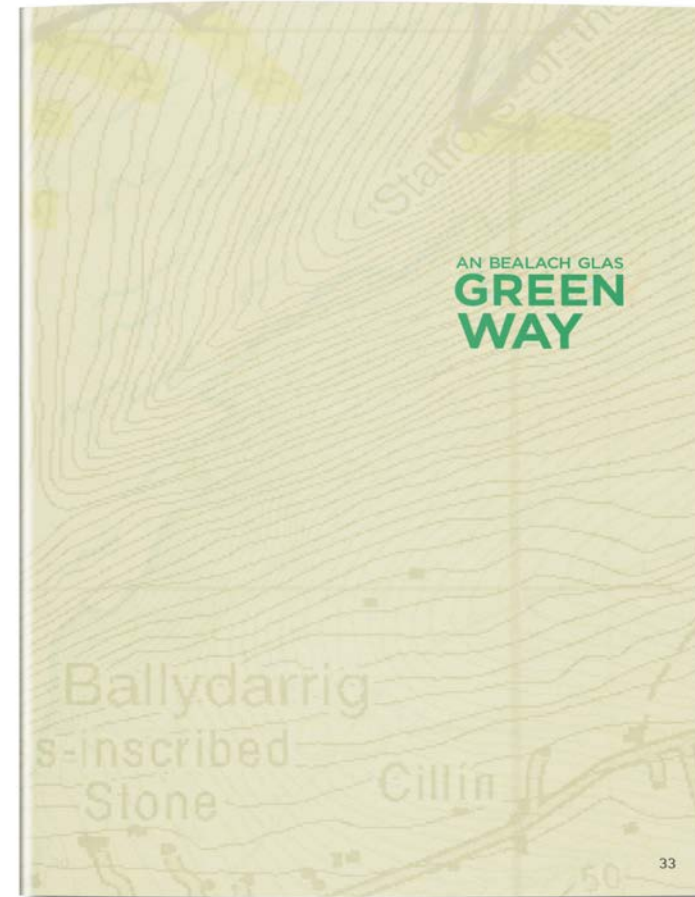
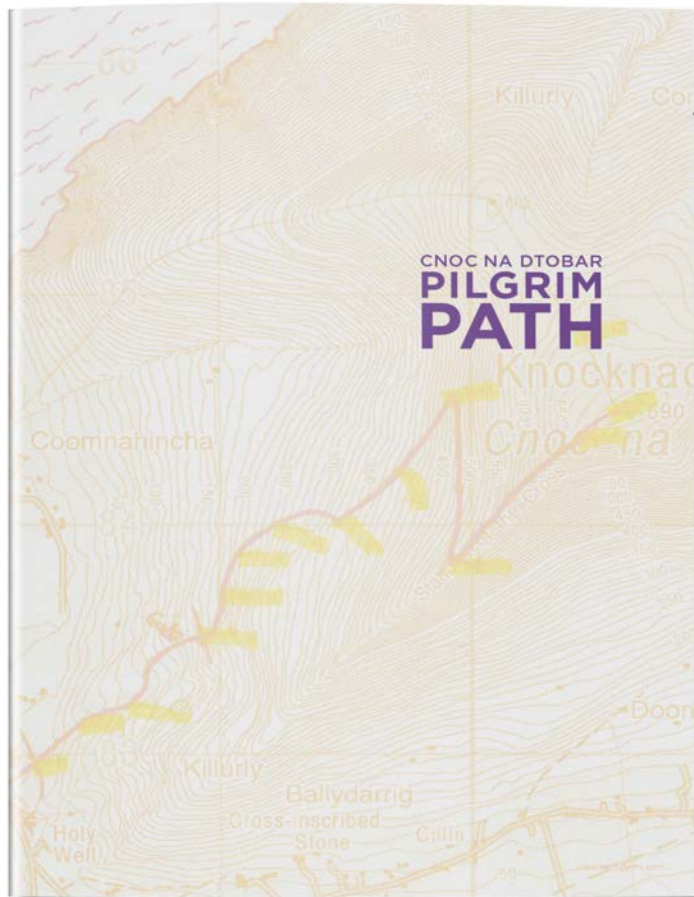
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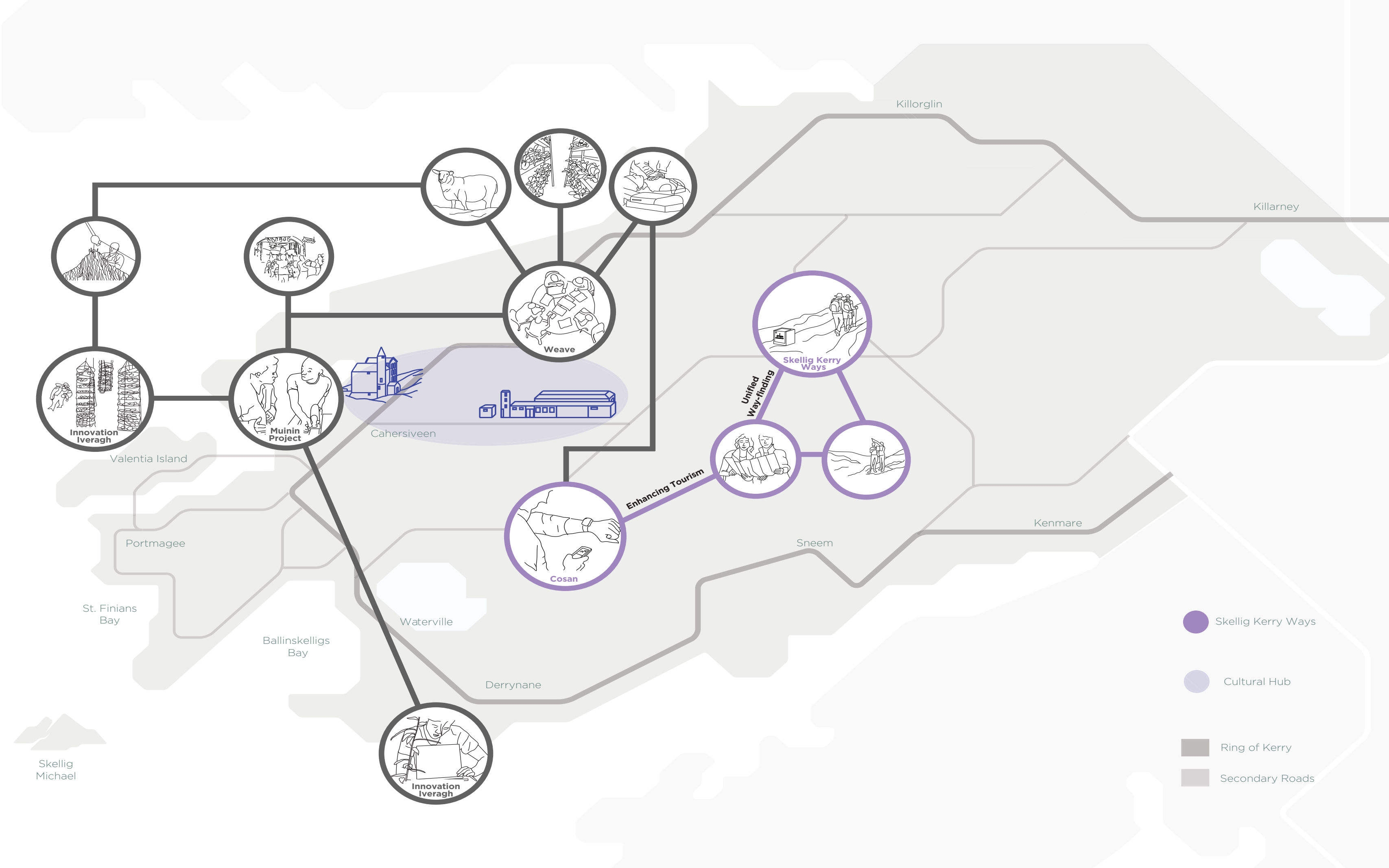


The project's focus is on bringing sustainable growth to the region by activating natural, cultural and historical assets in the area that will help build a sense of place, and create an engaging memorable experience for the visitor.



- Ring of Kerry
- Wild Atlantic Way
- Kerry Way
- Greenway
- Blueway
- Pilgrim Path



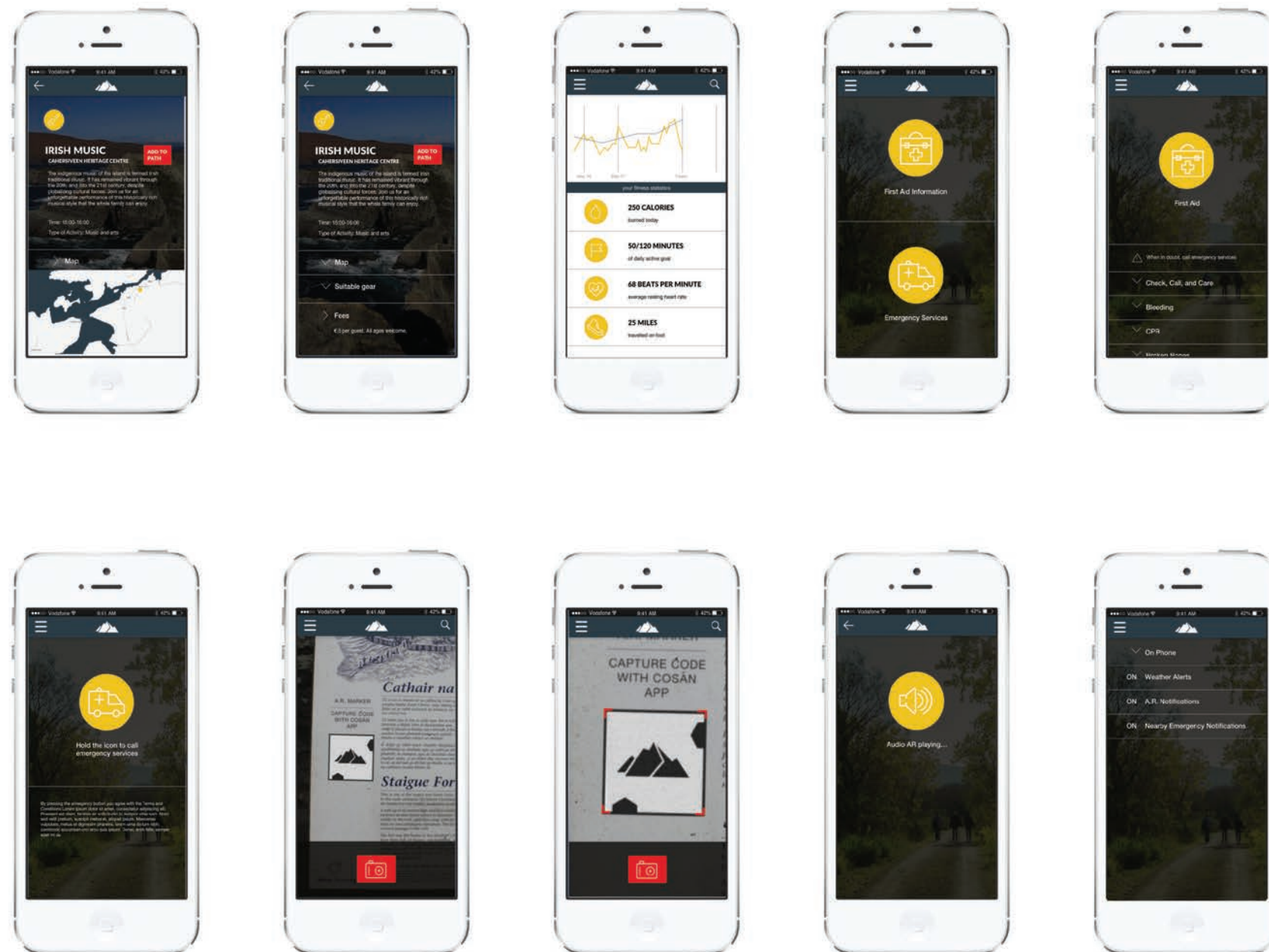


IMAGINE A PLACE AT THE EDGE OF THE WORLD WHERE YOU WERE
NEVER MORE CONNECTED.



COSAN

enhancing the tourist experience



While visitors are hiking the Iveragh Uplands, cycling the Kerry Way or even dining at the amazing restaurants in the region-- they can be connected to their own tour guide of the region. A guide that helps them track their health, keeps them safe, and shares all the local knowledge of the region.

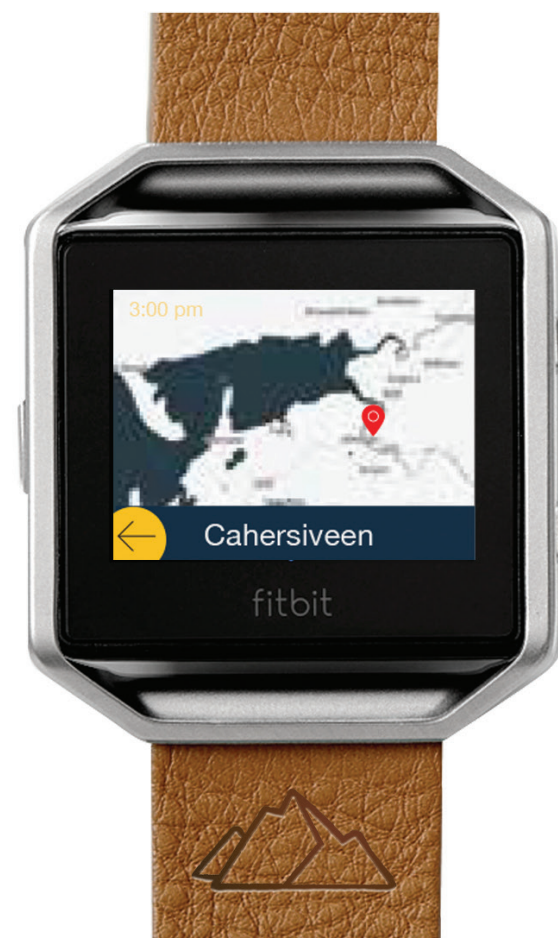
Cosan will create an enhanced tourist experience by creating a bracelet that allows visitors to live their best lives as they travel around the peninsula.



The bracelet will connect visitors with the pathway systems and cultural assets that are abundant around Skellig Kerry, but also sends out emergency dispatch services if they happen to get lost or injured. It can be rented or purchased by tourists at partnering hotels, airports and phone providers. If visitors to the region already have existing fitness trackers they can just download the Cosan app and their bracelets will be integrated into the system.

Beyond the benefits experienced by visitors, the data collected from the bracelets could be used help improve regional tourism in the future.

A special discount initiative will be given to bracelet users that will provide discounts at partnering restaurants, pubs and hotels.





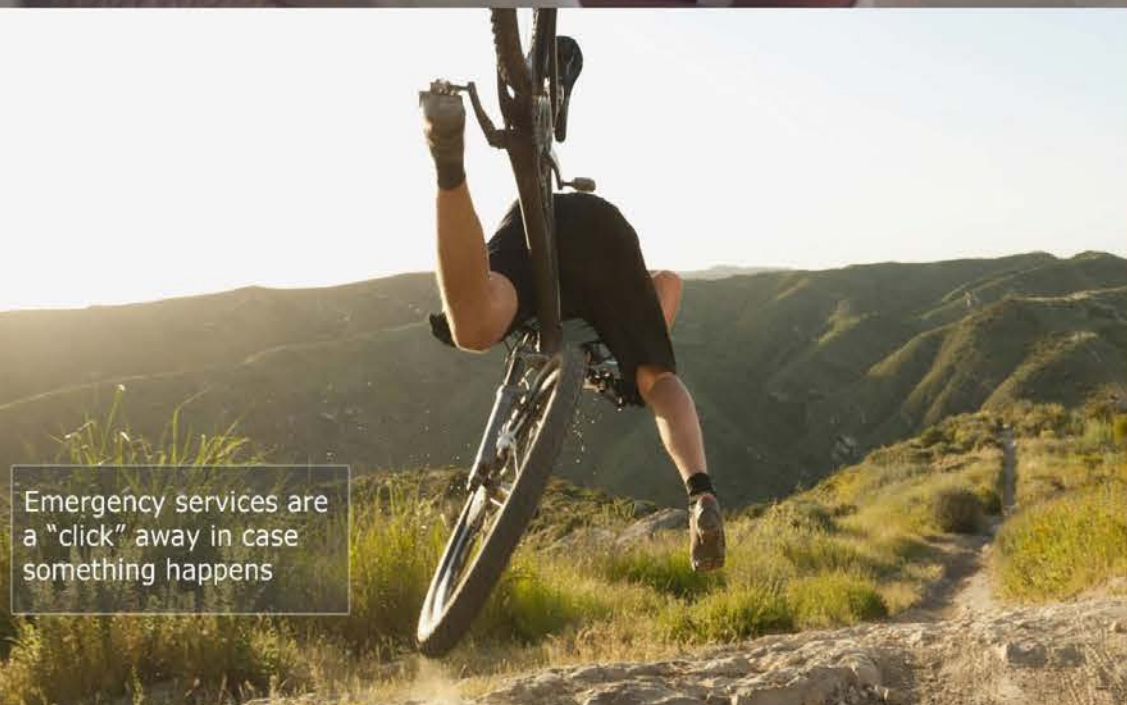
Check the weather and get prepared for your adventures



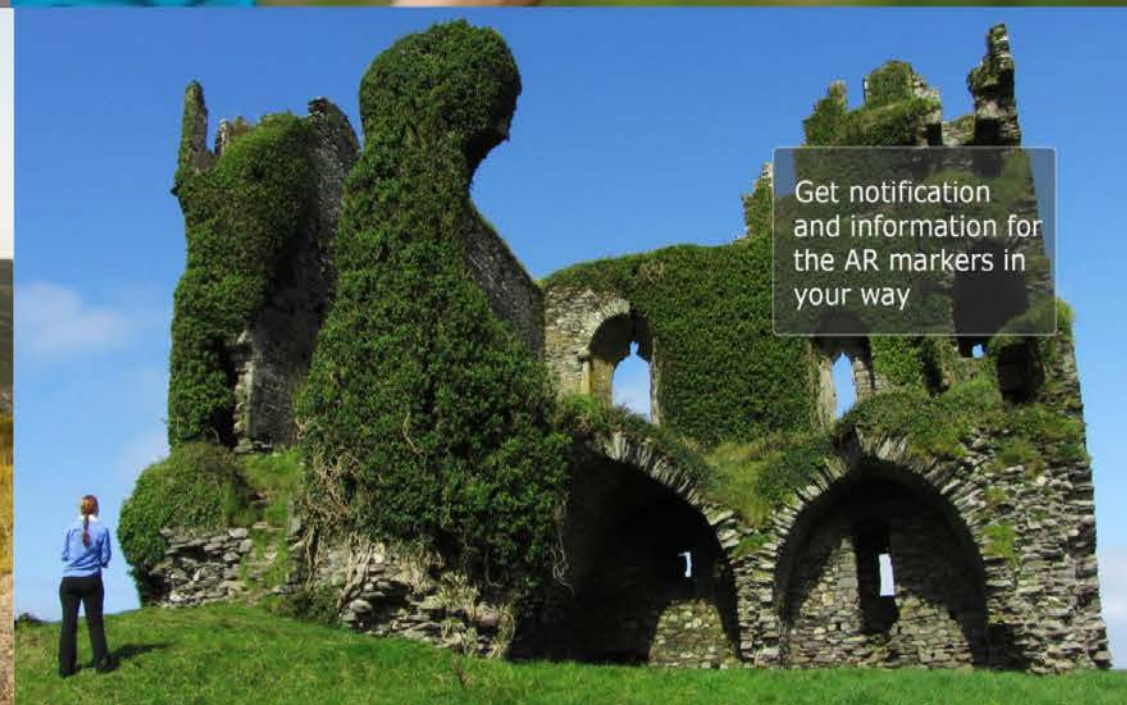
Create your own path and add your interest points to your app



Chose your activities by the difficulty level you feel more comfortable at



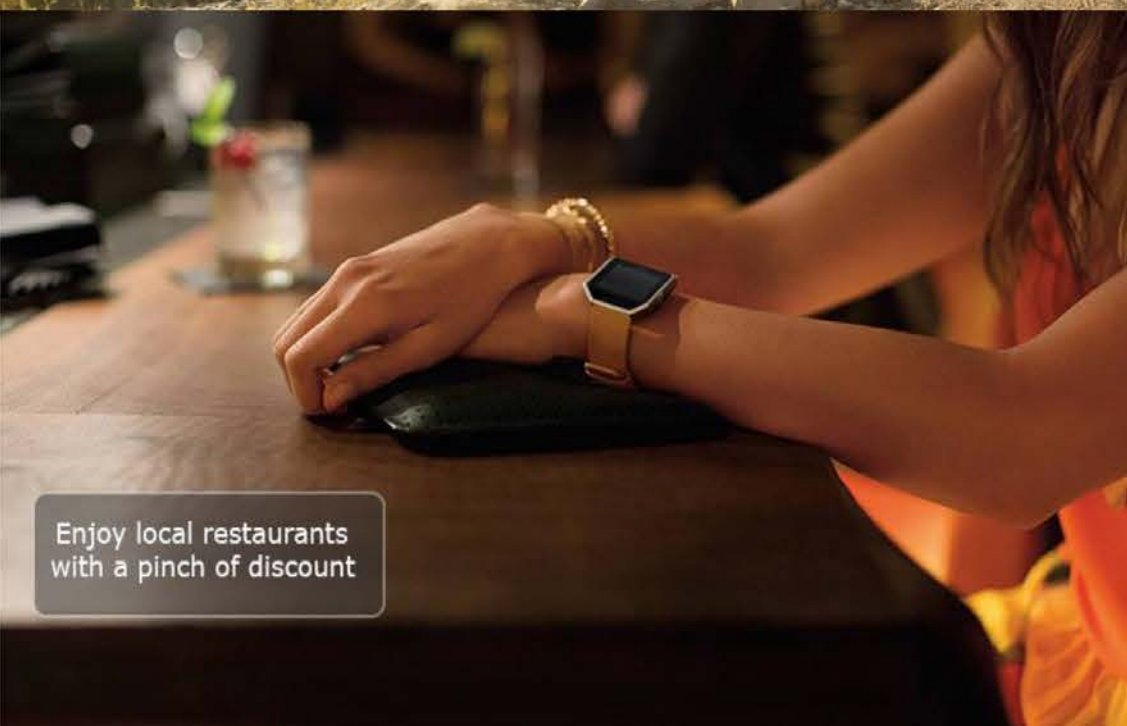
Emergency services are a "click" away in case something happens



Get notification and information for the AR markers in your way



Find out about all local events and festivals.



Enjoy local restaurants with a pinch of discount



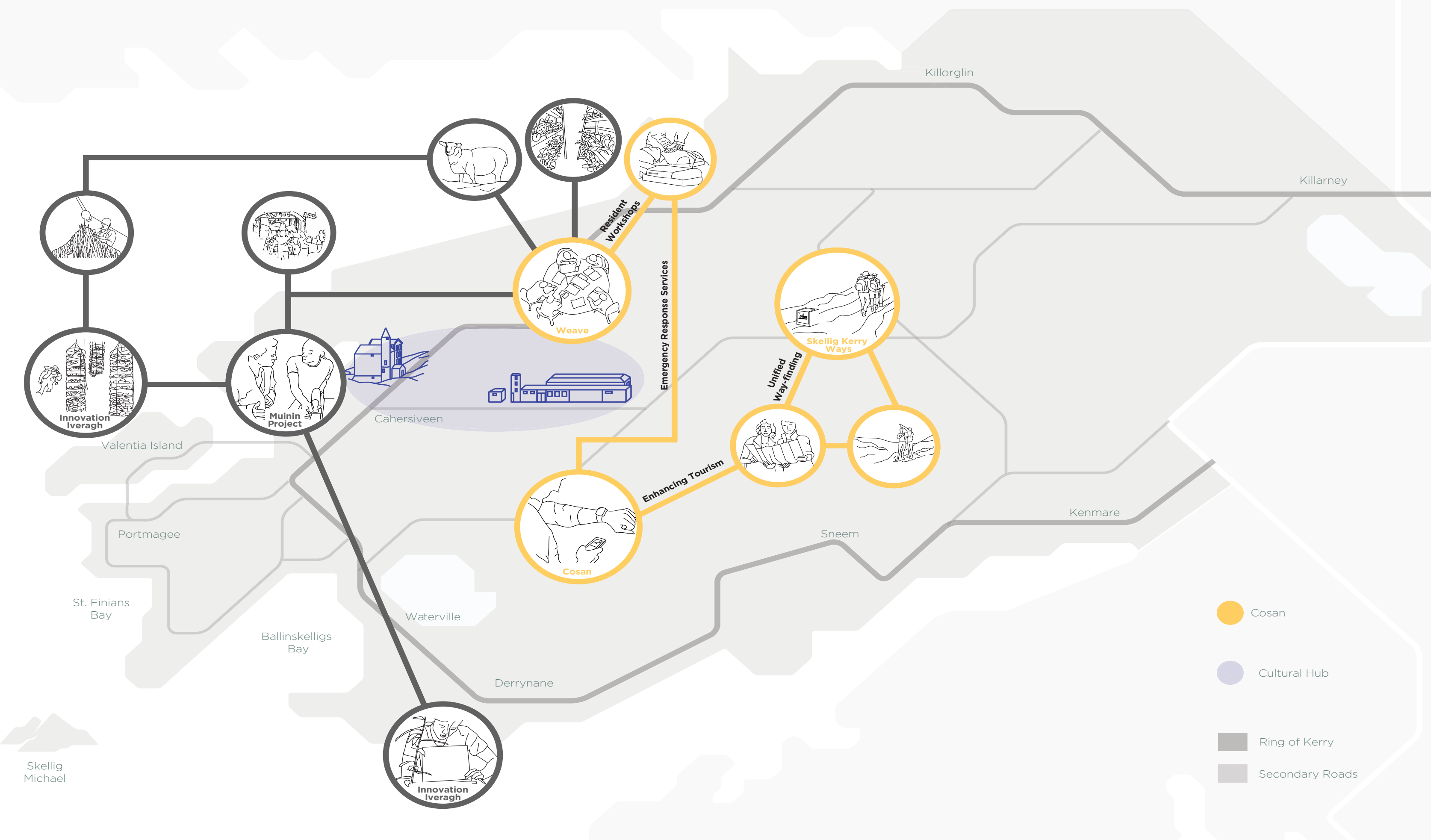
Keep track of your performance



Don't miss out on anything



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A wide-angle photograph of a rugged coastline. In the foreground, a grassy slope descends towards a rocky shore. The sea is dark blue with white foam from waves crashing against the rocks. In the background, a large, flat-topped headland stretches across the horizon under a sky filled with soft, grey clouds.

IMAGINE IF THE LANDSCAPE WAS A LIVING LAB.



INNOVATION IVERAGH

establishing the region as an outward looking incubator for new industry



Innovation Iveragh will establish the region as an outward looking incubator for new industry by creating the perfect environment for transformative experiments.

Innovation Iveragh, located in Weave, will launch an enterprise environment which encourages purposeful visitors to bring their transformative projects, innovative ideas, to experiment, to collaborate with local experts or come to prototype and launch unique projects. Moreover, Innovation Iveragh will establish a regional gateway for investors looking to incubate and launch new regional industries.



Glenbeigh

Knightstown

Cahersiveen

Portmagee

Sneem

Waterville

3D Ocean Farm

Caherdaniel

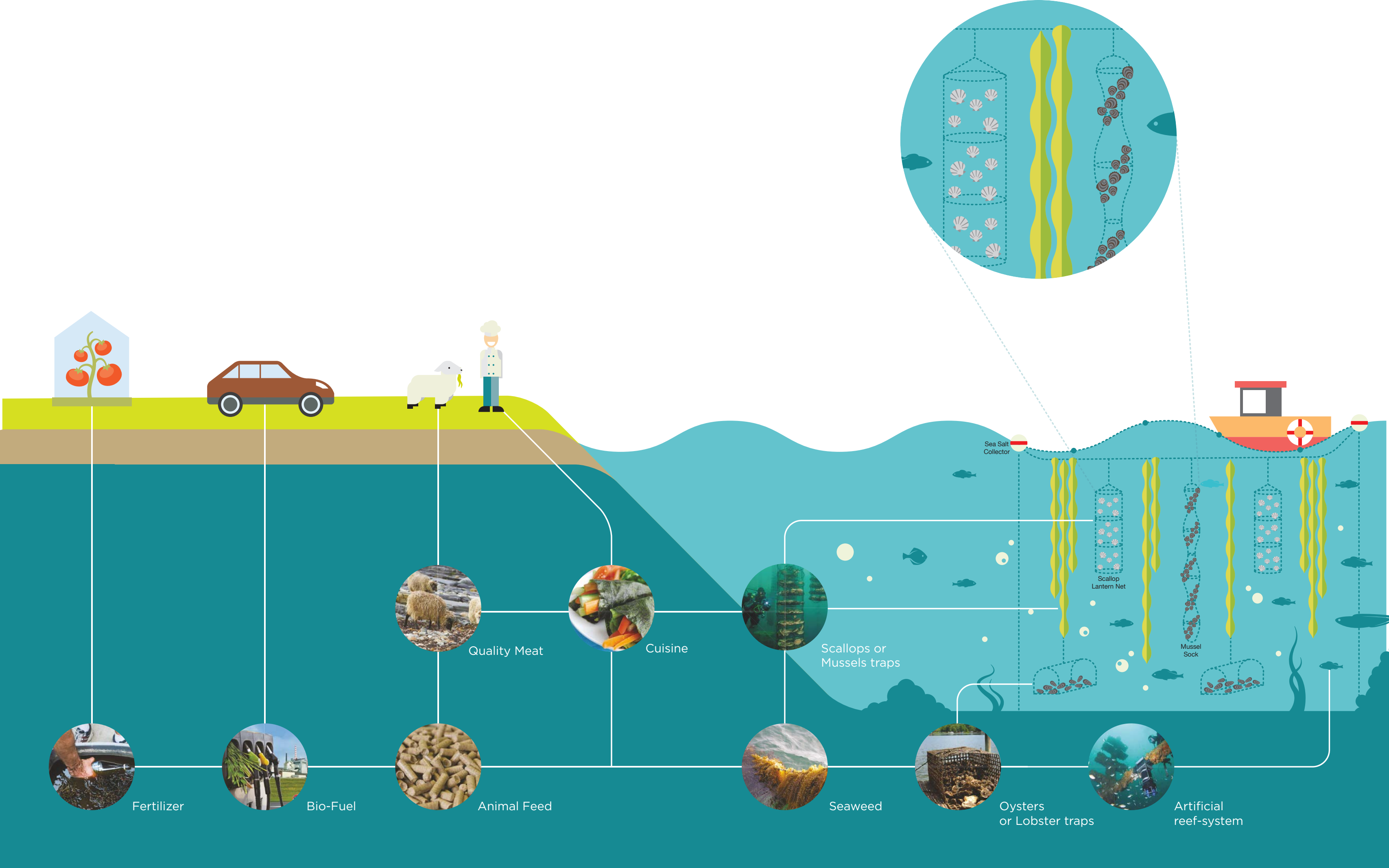
St. Finians
Bay

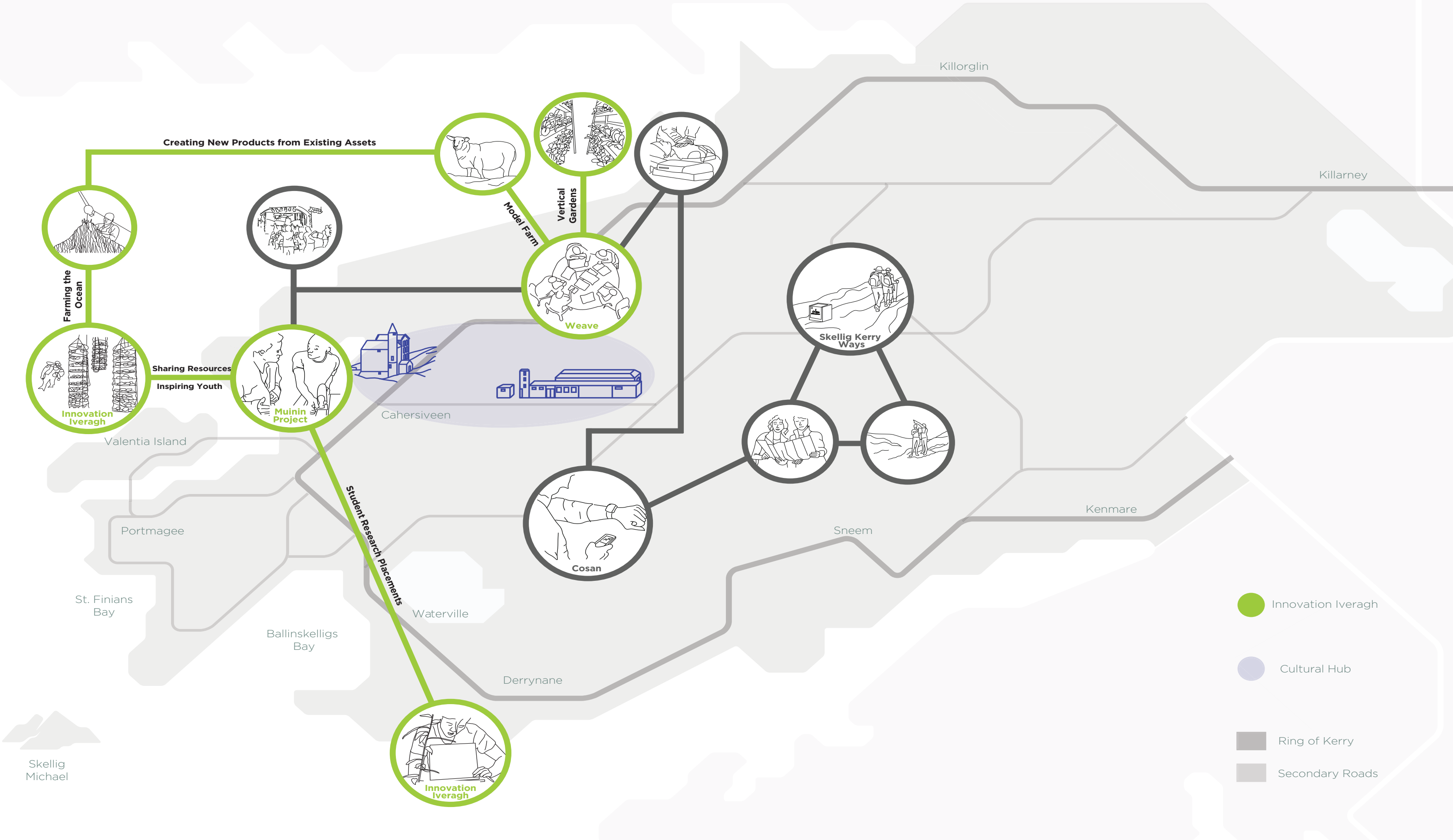
BallinSkellig's
Bay

Skellig
Michael



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Creating New Products from Existing Assets

Model Farm

Vertical Gardens

Weave

Skellig Kerry Ways

Cosan

Sharing Resources

Inspiring Youth

Muinin Project

Student Research Placements

Farming the Ocean

Innovation Iveragh

Innovation Iveragh

Innovation Iveragh

Cultural Hub

Ring of Kerry

Secondary Roads

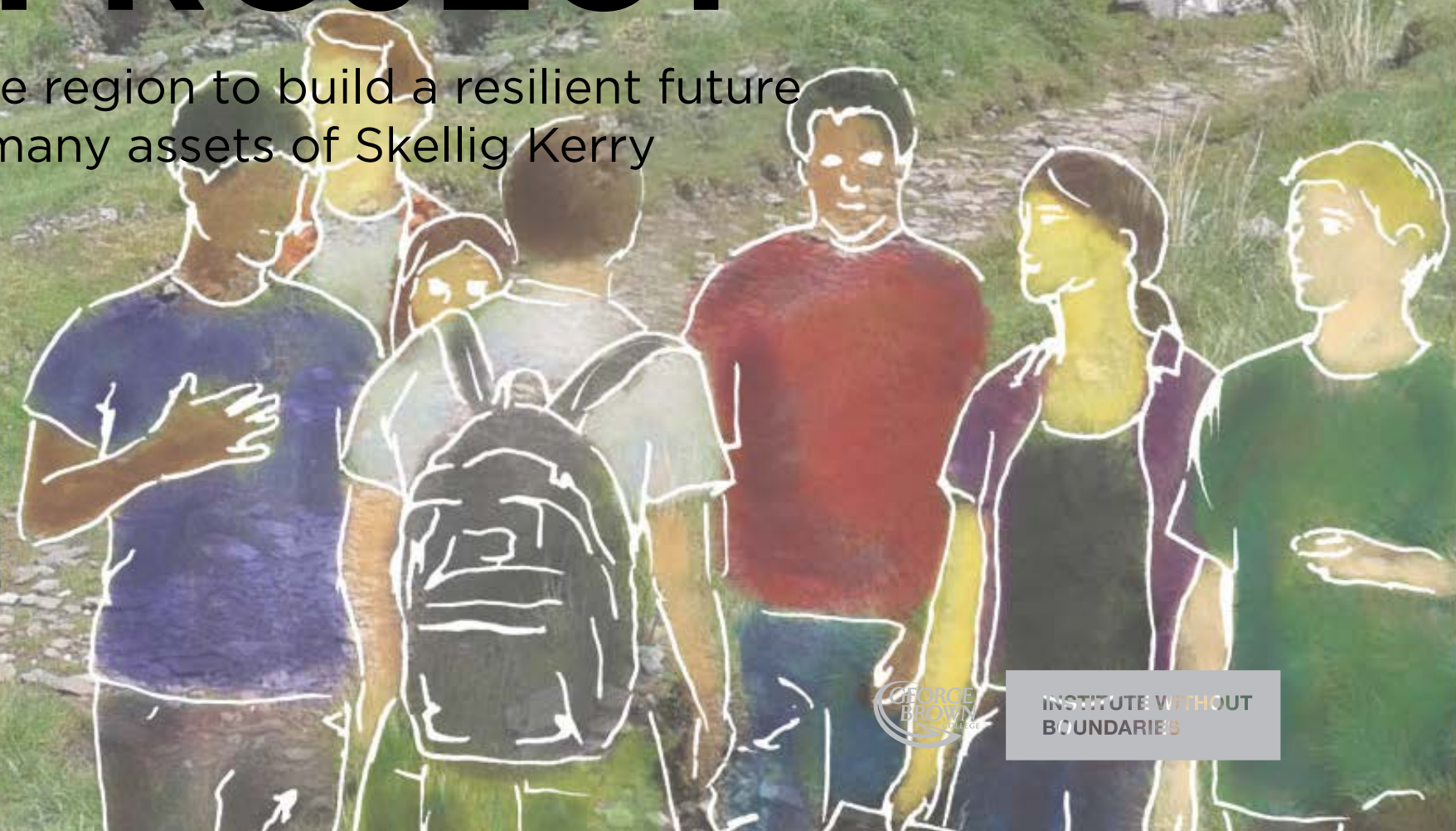
IMAGINE IF THE LANDSCAPE WAS A CLASSROOM.



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MUINÍN PROJECT

empowering the youth of the region to build a resilient future
by connecting them to the many assets of Skellig Kerry



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The Muinín Project is a catalyst for students in the region to build a resilient future by connecting them to the many assets of Skellig Kerry.

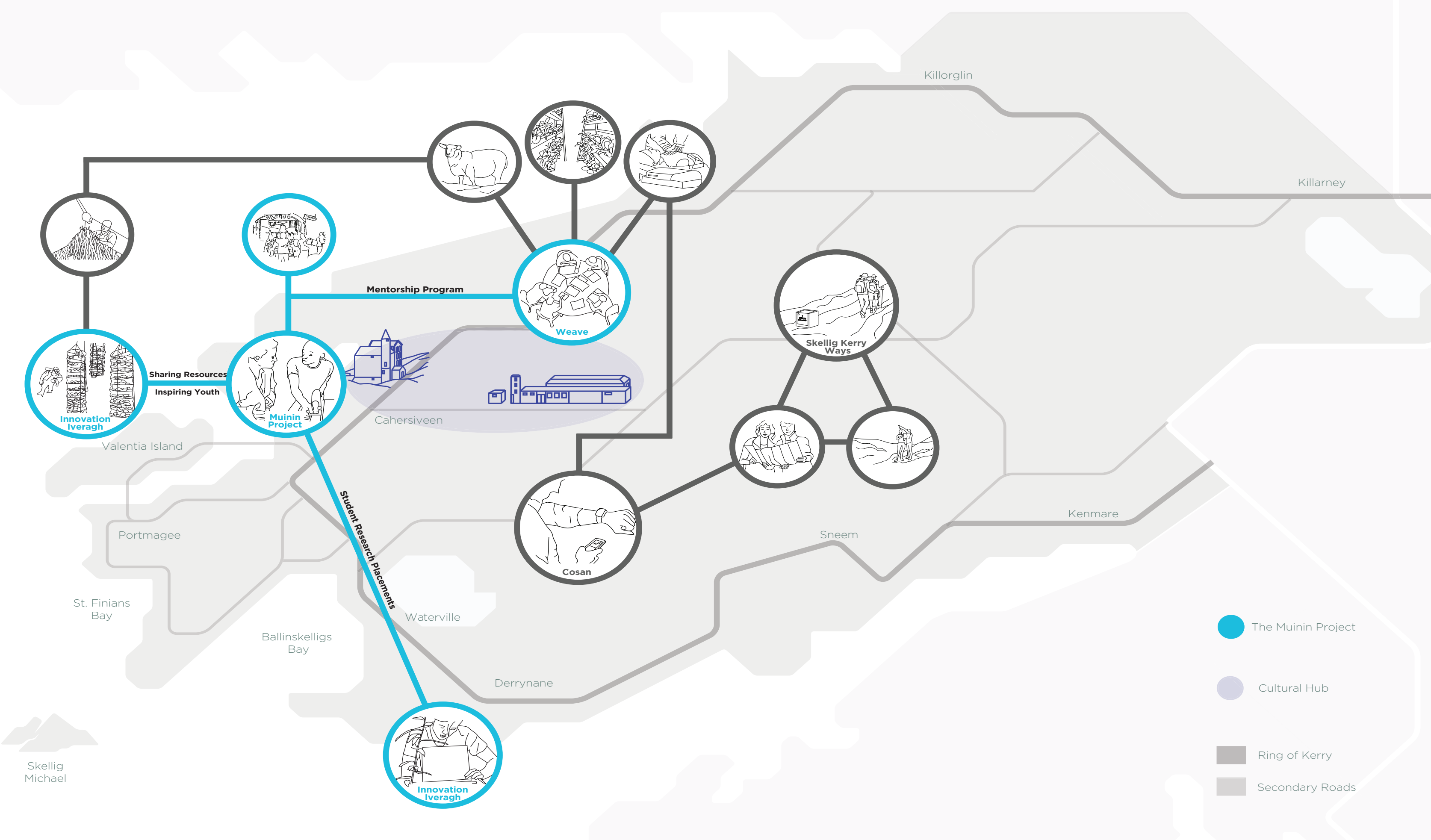


The Muinín Project will empower youth through a new transformative experiential Transition Year. The program will: encourage self development, strengthen individual and team working skills, and provide mentorship opportunities. It also connects the youth with the region, getting students to learn outside of the classroom, allows for teachers to develop their practice, and creates partnerships with local residents.



This Transition Year program will reverse the trend of youth migrating out of the region. By encouraging youth to actively contribute to the region it will strengthen their connection to Skellig Kerry.

Additionally, their contribution to the sustainability of the region can be multi-fold, staying in the region, returning to the region, committing to local initiatives, or being the source of opportunity.



how this
all comes
together

SUSTAINABLE GROWTH

The revitalization of the Skellig Kerry region by creating economic, environmental, and social growth to foster developments in accessibility, collaboration and identity.

THE FUTURE OF SKELLIG KERRY



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SUSTAINABLE GROWTH

The revitalization of the Skellig Kerry region by creating economic, environmental, and social growth to foster developments in accessibility, collaboration and identity.

3 STRATEGIES

Accessing
Assets

Encouraging
Collaboration

Strengthening
Identity

THE FUTURE OF SKELLIG KERRY



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SUSTAINABLE GROWTH

The revitalization of the Skellig Kerry region by creating economic, environmental, and social growth to foster developments in accessibility, collaboration and identity.

3 STRATEGIES

Accessing Assets

Encouraging Collaboration

Strengthening Identity

5 PROJECTS

Weave

Innovation Iveragh

Muinin Project

Cosan

Skellig Kerry Ways

THE FUTURE OF SKELLIG KERRY

2019

2020

2021

2022

5 PROJECTS

Weave

Co-Working Space Opens

Retail Space Opens

18 Jobs created

ECONOMIC GROWTH

Innovation Iveragh

Research Coordination

Vertical & Ocean Farming Launches

Organic Certification

25% Less energy used in cultivation

ENVIRONMENTAL GROWTH

Muinin Project

New Transition curriculum

Increase Class Size

Cosan

Launch 250 Bands

Launch Website

First Aid Training

New places for connection

SOCIAL GROWTH

Skellig Kerry Ways

Stepping Stones Art Prize

Greenway Signage Complete



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2023

2024

2025

2026

2027

Event Space Opens

Ampitheatre Opens

29 Jobs created
ECONOMIC GROWTH

Dark Sky Pavilion Opens

Ecological Pavilion Opens

Marine Pavilion Opens

Research used to care for the land
ENVIRONMENTAL GROWTH

Increase Class Size

AR Markers on Signage

Launch 500 Bands

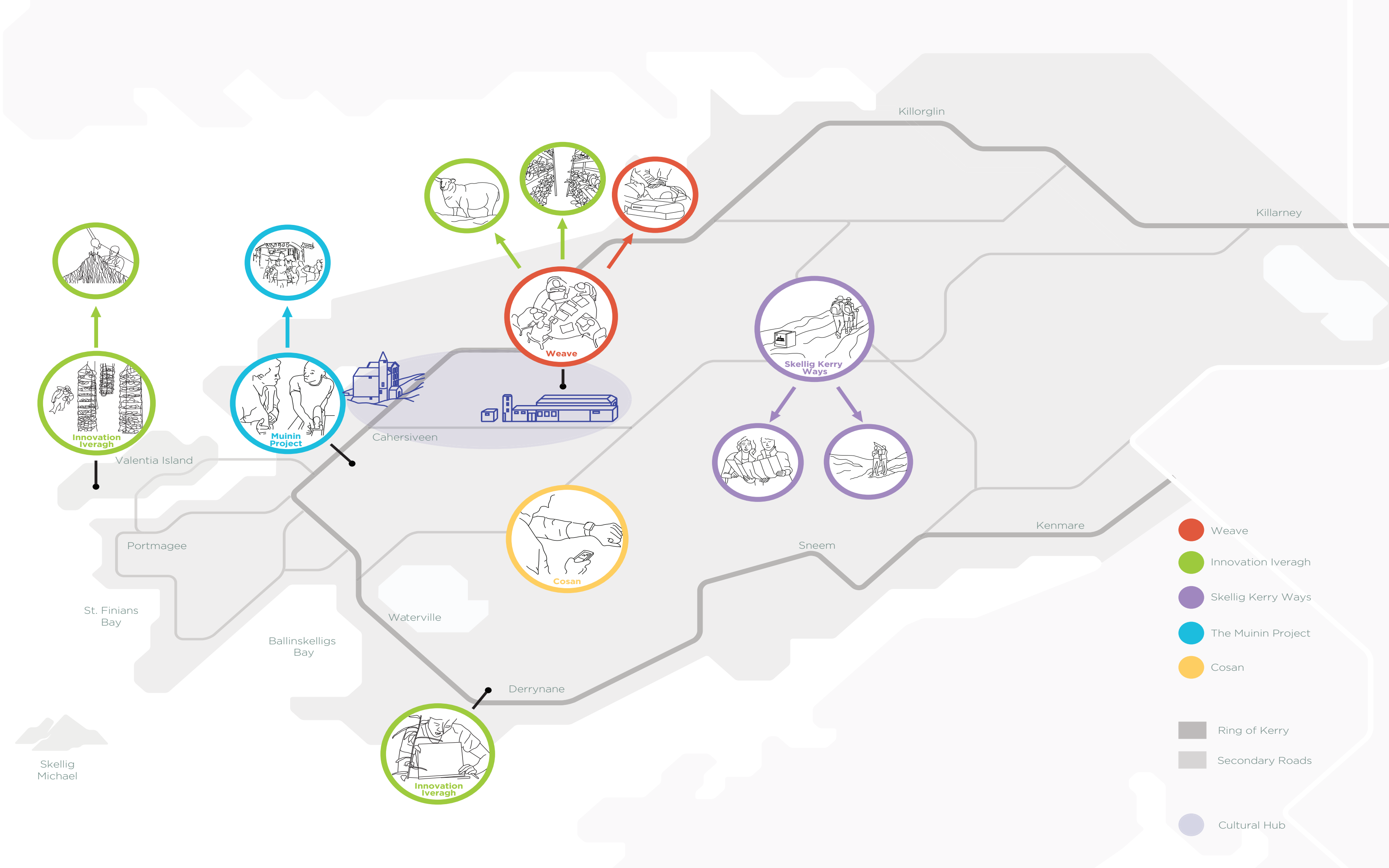
Community access to all initiatives
SOCIAL GROWTH

Blueway Signage Complete

All Maps & Guidebooks Launched



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RE-IMAGINING SKELLIG KERRY



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