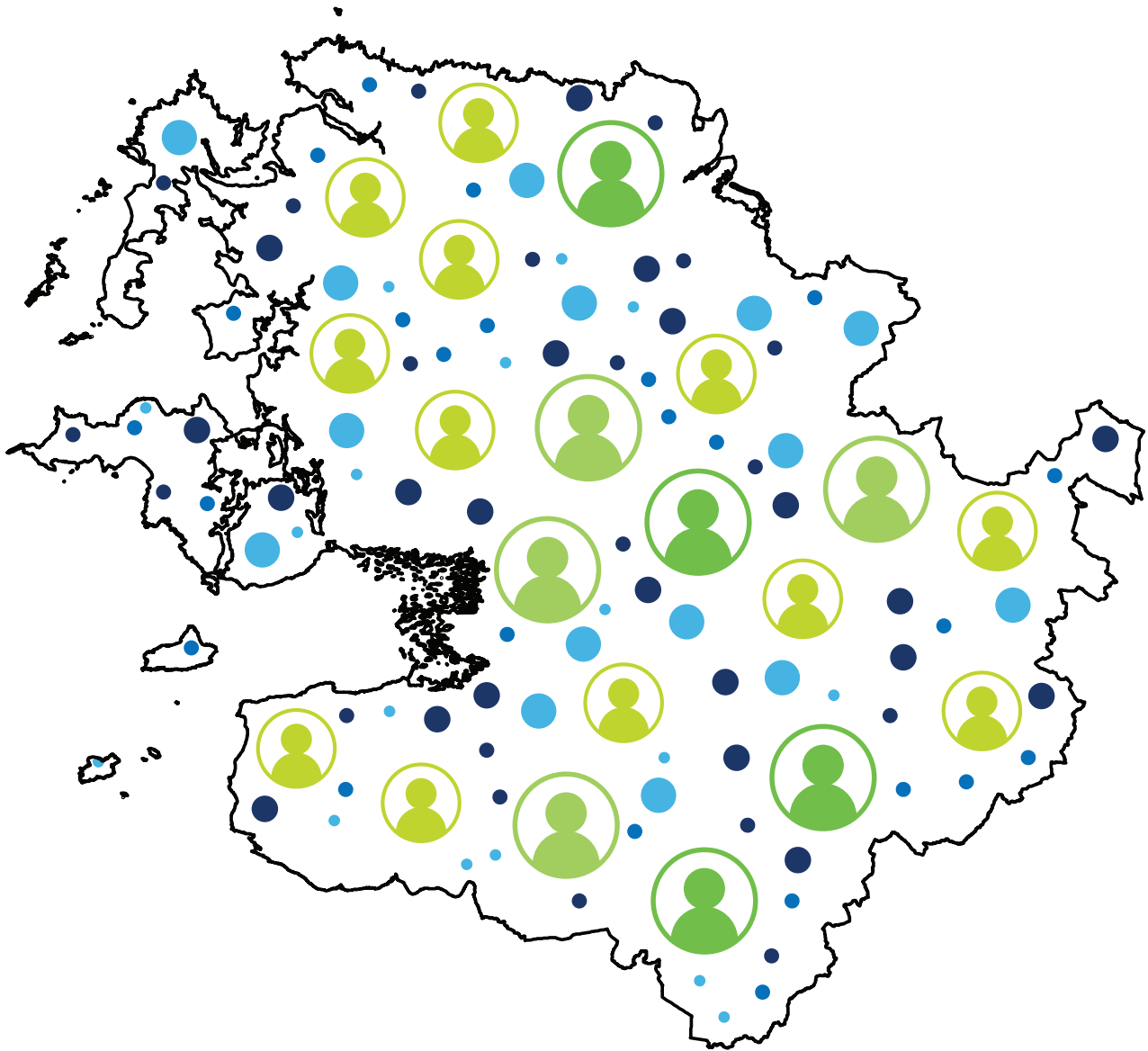


Mayo County Council Local Economic and Community Plan (LECP 2023-29) Socio-Economic Statement: Draft Vision and High-Level Goals



Comhairle Contae Mhaigh Eo
Mayo County Council



 **People
& Place**

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A Maynooth University Spin-Out Company

Introduction

Mayo LECP, 2023-29

The object of this document is to inform relevant stakeholders and members of the public about the new **Mayo Local Economic and Community Plan (LECP), 2023-2029**.

We want to start a conversation about what are the **key community, economic and environmental priorities** for Mayo over the next six years. The involvement of the public in the early stages of LECP development is essential to ensure that our plan reflects your priorities. This document is the starting point for our public consultation process on the LECP.

About this document

The document provides a significant building-block in the formulation and development of the Mayo Local Economic and Community Plan (LECP), 2023-2029. Its objective is to present a socio-economic picture of Mayo in 2023 and set out our draft Vision and series of High Level Goals - this will form the basis of a public consultation process in early 2024.

By outlining the national-level background and legislative context - the document demonstrates how the LECP enables Mayo County Council to guide and coordinate development efforts at county and sub-county levels and to enable improved service delivery to communities.

Mayo County Council is actively pursuing an evidence-based and inclusive approach to the LECP's formulation, and this document **summarises the process that has been rolled out to date and its anticipated evolution up to mid-2024**, when the process is due for completion.

The document then provides a synthesis of the EU and Irish policies that are most relevant to the formulation and delivery of the LECP. It situates this synthesis in the context of the **United Nations Sustainable Development Goals (UNSDGs)**, and it notes how the UNSDGs provide a useful framework and set of imperatives for the LECP.

A summary socio-economic profile of County Mayo is then provided and concludes with a detailed **SCOT analysis**. This summary profile is a synthesis of a far more detailed socio-economic profile undertaken by Mayo County Council in early 2023. This socio-economic profile, along with the review of the previous LECP, provide useful pointers for the formulation of the LECP's mission statement and associated high-level goals.

As such, the final section of this document sets out our draft Vision and High-Level Goals for the LECP 2023-29.

We want your views

To get your views on our draft Vision and High-Level Goals, we are organising a series of public consultations and a public survey.

On conclusion of this process, we will review all inputs and revise our Vision and High-Level Goals. Input from stakeholders and the public will assist us in developing the key objectives and actions to realise our overall vision, goals, objectives and action plan for county Mayo over the next six years.

Background and Legislative Context

The purpose of the LECP, as provided for in the **Local Government (Reform) Act 2014**, is to set out, for a six-year period, the objectives and actions needed to promote and support the economic development and the local and community development of the relevant local authority area, both by itself directly and in partnership with other economic and community development stakeholders.

LECPs support the sustainable development of our counties. First described in **Putting People First: Action Plan for Effective Local Government** and then given effect in the Local Government (Reform) Act 2014, they form the local element of the national development framework, and they seek to support collaboration to increase the quality of life in our communities. This strategic approach has never been more important as Ireland looks to support a sustainable recovery from the impacts of the COVID-19 pandemic.

All local authorities published their first LECPs in 2016/2017, and the process to develop new LECPs provides the opportunity to reflect on the experiences of all stakeholders in the intervening period. The process to support the development of a new LECP is described in the recent guidelines (**Local Economic and Community Plans - Guidelines 2021**), prepared by the Department of Rural and Community Development (DRCD) and the Department of Housing, Local Government and Heritage (DHLGH), and it should be fully informed by the learning and experiences of all relevant stakeholders through both internal and public consultation - to ensure a robust LECP for the next 6-year period.

The aim of the guidelines is to provide support to local authorities and relevant local partners to help them to develop and implement comprehensive and flexible 6-year plans that will support the sustainable development of their areas over the lifetime of the plan. Consultations undertaken as part of the guideline-development process indicated the need to ensure that the LECP is more agile and allows stakeholders to respond to emerging needs on an ongoing basis. As such, the structure of the guidelines points to two linked phases:

Section A supports the development of the **Integrated Framework LECP**, which represents the strategic part of the LECP development process. The main feature of the overall LECP framework will be a set of **high-levels goals** for the integrated plan, which will be supported by **specific sustainable objectives** under the respective economic and community streams. Each objective will, in turn, consider **potential outcomes and high-level indicators** for the 6-year planning period.

Section B addresses the implementation plan process, which is aimed at achieving the objectives of the **Framework LECP**. This will detail the inputs, actions and resources required for that implementation plan period as well as relevant specific key performance indicators to facilitate evaluation.

The Mayo Approach

Mayo Local Community Development Committee has commenced a process to prepare a local economic and community plan (LECP) for the period 2023-2029. This plan will build on the learnings and across the county over the next five years. The plan will be evidence based and informed by extensive research and stakeholder consultation that take place over the period April 2023 to December 2023. In line with the aforementioned government guidelines, Mayo County Council is pursuing a 6-stage iterative approach, as outlined in the following diagram.

The **LECP Advisory Group** includes representatives from the local authority and the agencies and organisations that are most directly responsible for the LECP’s formulation and implementation. The review of the LECP was completed in spring 2023, and it involved a mixed-methods approach – a questionnaire survey and targeted focus group. The review identified how stakeholders can build on the previous LECP and how they can refine its strategic approach. It noted satisfaction with LECP-related achievements over the past six years, the merits of a collaborative framework and approach, and the need for more systemic and robust monitoring and evaluation.

In advance of embarking on this iterative process, Mayo County Council has:

- **Established an LECP advisory group;** and
- **Undertaken a review of the previous LECP (2016-2021).**

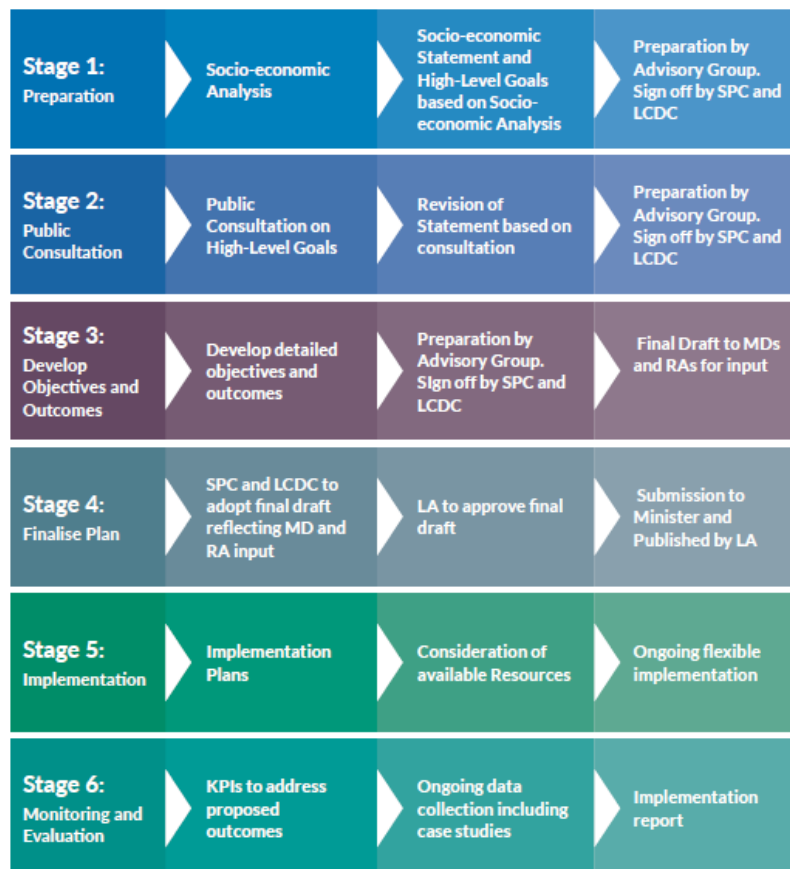


Figure 1: Government Guidelines on the LECP Formulation



**STAGE 1:
Preparation**

Stage 1 of the LECP-formulation process focuses on preparation, evidence-building and data collation. Thus, People & Place has prepared a socio-economic profile of County Mayo that builds on previous work undertaken on socio-economic profiles for Mayo and the cross border area of Ireland.

This profile includes data from the 2022 Census of Population and recently published data from the 2020 Census of Agriculture. The profile also incorporates current data on relevant socio-economic features, including housing, ecology and citizen well-being. Where possible, People & Place has benchmarked County Mayo values against those of the State and NUTS II and III regional tiers.

The profile also includes data and indicators for the North-West Metropolitan Area Spatial Plan area, a key spatial economic geography for the Northern and Western Regional and Spatial Economic Strategy (RSES). Moreover, the profile provides sub-county data, including at municipal district and settlement levels. Thus, it represents a significant body of objective data and information to enable the LECP Advisory Group to undertake a SCOT analysis, identify needs, potential and priorities and to formulate high-level goals.

During Stage 1, the LECP Advisory Group also agreed a timetable and methodology for the development of the LECP. The timetable envisages completion by end of 2023, while the methodology provides for a series of stakeholder engagements and consultations, with the bulk of these due to take place in early 2024. Stage 1 was completed in the last months of 2023, with the Advisory Group meeting to refine the draft high-level goals during the month of November.



**STAGE 2:
Public Consultation**

Stage 2 involves intensive statutory and sectoral stakeholder engagements in the formulation of the LECP (see Figure 2 below). Beginning in January 2024, Mayo County Council, in collaboration with consultative supports, will distribute a survey instrument

to enable stakeholders to further refine the high-level goals and tease out relevant strategic actions and approaches. This survey will be rolled out over the course of January 2024, and it will parallel the convening of (mainly online) stakeholder workshops. Stage 2 will complete in February and will feed into the formal adoption of the high-level goals and strategic objectives on the parts of the local community development committee (LCDC) and relevant strategic policy committees (SPCs).

**STAGE 3:
Objectives &
Outcomes**

Stage 3 will involve working on the feedback received from the LCDC, SPCs and regional assembly in order to develop detailed objectives, outcomes and strategic actions. During this stage, Mayo County Council

will work with the LECP Advisory Group to identify beneficiaries and to formulate overarching targets and indicators as well as a system for ongoing review and monitoring. Thus, by Spring 2024, the Advisory Group will be in a position to structure the LECP and seek further feedback from the MDs and regional assembly. This stage is essential in ensuring alignment between the LECP and other policy objectives and fostering a supportive institutional context.

**STAGE 4:
SEA &
Finalise Plan**

Stage 4 will involve Mayo County Council presenting the strategic environmental assessment (SEA) that will have been

progressing over the preceding months, as this represents an essential component in ensuring the LECP’s contribution to sustainable development. It will also involve the formulation of a two-year integrated implementation plan, which will sit within the overall six-year strategic framework. Both documents will be submitted to Mayo County Council, for review and approval, in Spring 2024.

**STAGE
5&6:
Implementation
& Framework**

Stages 5 and 6 can parallel the later parts of Stage 4, although they will continue thereafter. They involve (in Stage 5) the formulation of implementation plans – in

collaboration with the relevant statutory agencies and sectoral interests, so that the LECP is given effect across all relevant elements of economy and community. The following diagram, which is taken from the government guidelines, illustrates the interfaces between the LECP and the agendas and roles of statutory and sectoral interests. Stage 6 involves agreeing targets and key performance indicators (KPIs).

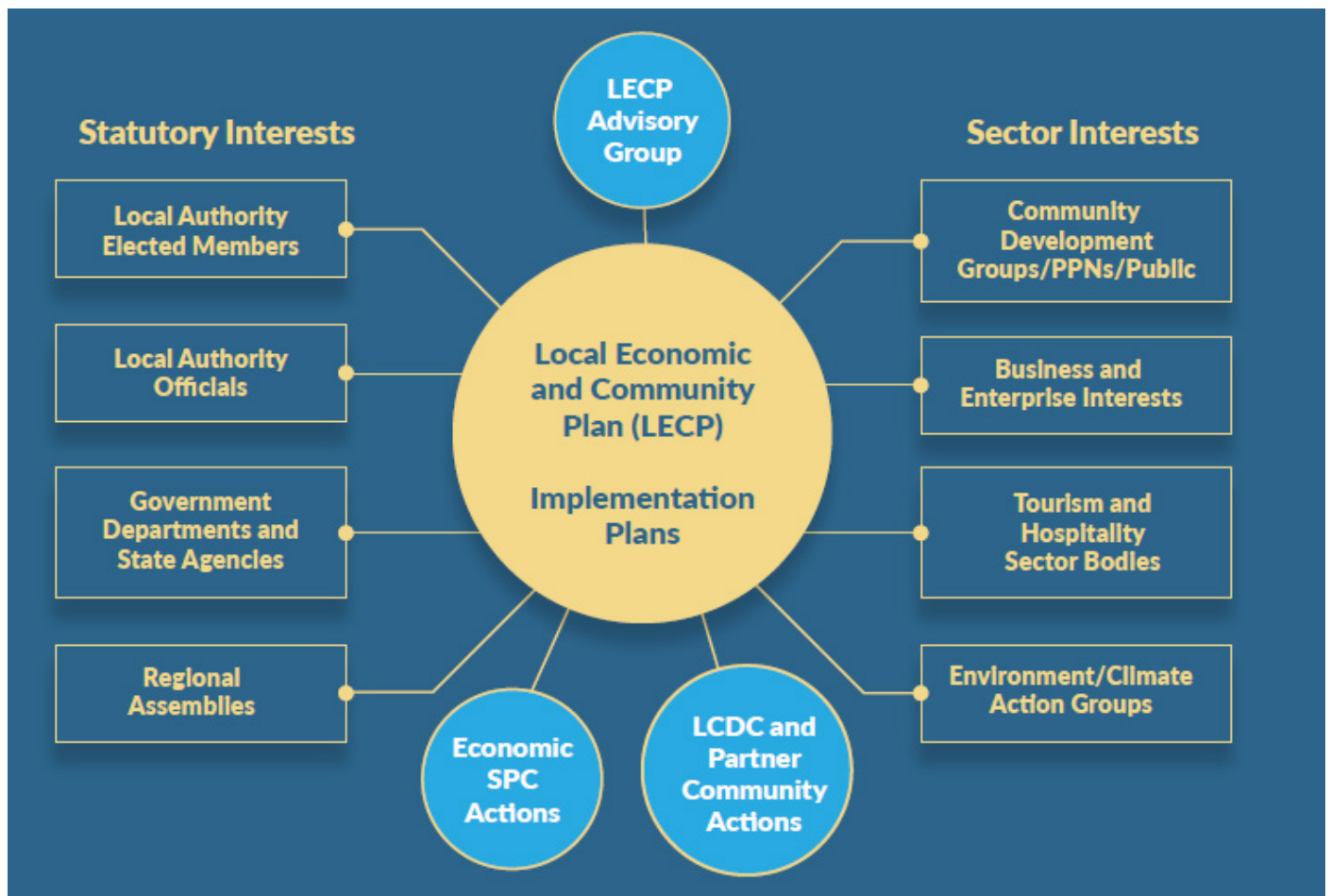


Figure 2: LECP - Statutory and Sectoral Interests

**Mayo LECP
2023-29:**

Policy Context

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Introduction

The Mayo LECP, 2024-2030 is informed by objective research and stakeholder consultations. It is tailored for County Mayo, as it articulates local needs and potential, and it responds to local challenges and opportunities. The initial research findings and preliminary stakeholder engagements confirm the significance of the wider policy milieu in enabling the LECP to attain its high-level goals. Additionally, the LECP offers a mechanism for the local-level delivery of EU and national policy objectives, while local-level experiences and feedback are integral to ensuring responsive and evidence-based policy development. Mayo County Council and other LECP stakeholders are cognisant of the interactions between the various policy tiers and how policy provisions and interfaces shape the development context.

Sustainable Development Imperatives - linking the global to the local

EU and Irish (national) policies are evolving in response to needs and opportunities, and their orientation has become increasingly

focused on enabling, promoting and delivering sustainable development objectives. The maxim ‘think global – act local’ is probably even more relevant today than when it was first advocated in the 1980s, following the publication of Our Common Future. As evidenced by the ongoing COP gatherings and supported by a growing volume of independent scientific data, the attainment of sustainable development objectives requires global and supranational frameworks, and this realisation underpins the United Nations Sustainable Development Goals (UNSDGs).

The UNSDGs provide the overarching global framework for the entire policy milieu in which the Mayo LECP is situated (Figure 1 below). The seventeen goals articulate a vision for humanity that requires more even economic development and equality of opportunity for all peoples regardless of geography, gender or other social factors. Their attainment requires a commitment to ecological conservation and the restoration of biodiversity – at sea and on land. The UNSDGs also provide for improved social, health and educational services and better governance – at all tiers.



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The realisation of the goals requires tackling so-called ‘wicked problems’, particularly climate change and biodiversity loss, and they advocate a just transition to a post carbon society. Given the transboundary nature of the issues the UNSDGs address and considering the growing inter-connectedness between peoples and places, the UNSDGs require geographical, sectoral and institutional collaboration. County Mayo shares ecosystems and natural habitats, including ecologically sensitive sites, with other counties. Their conservation and protection require cross-county, inter-agency and inter-community collaborations.

The Mayo LECP is underpinned by collaborative approaches – internally and with other counties - that enable us to realise a more sustainable development trajectory, thereby improving economic, educational and socio-economic outcomes for all its citizens, while protecting natural resources and making tangible contributions to our global responsibilities. The Mayo LECP is

parts of a nested set of policies, frameworks and initiatives that seek to enable the county to realise a more sustainable development trajectory, thereby improving economic, educational and socio-economic outcomes for all its citizens, while protecting natural resources and making tangible contributions to our global responsibilities.

Policy Alignment and Complementarity

The principles and approaches articulated in the UNSDGs are reflected in the current iteration of EU policy frameworks, and they influence and shape national-level policy in Ireland as well as policy and practice in County Mayo. As the following diagram illustrates (Figure 1), the County Mayo LECP (2023-2029) refers and relates to a nested set of interlocking policies – in a holistic sense, rather than on discrete sectoral bases.

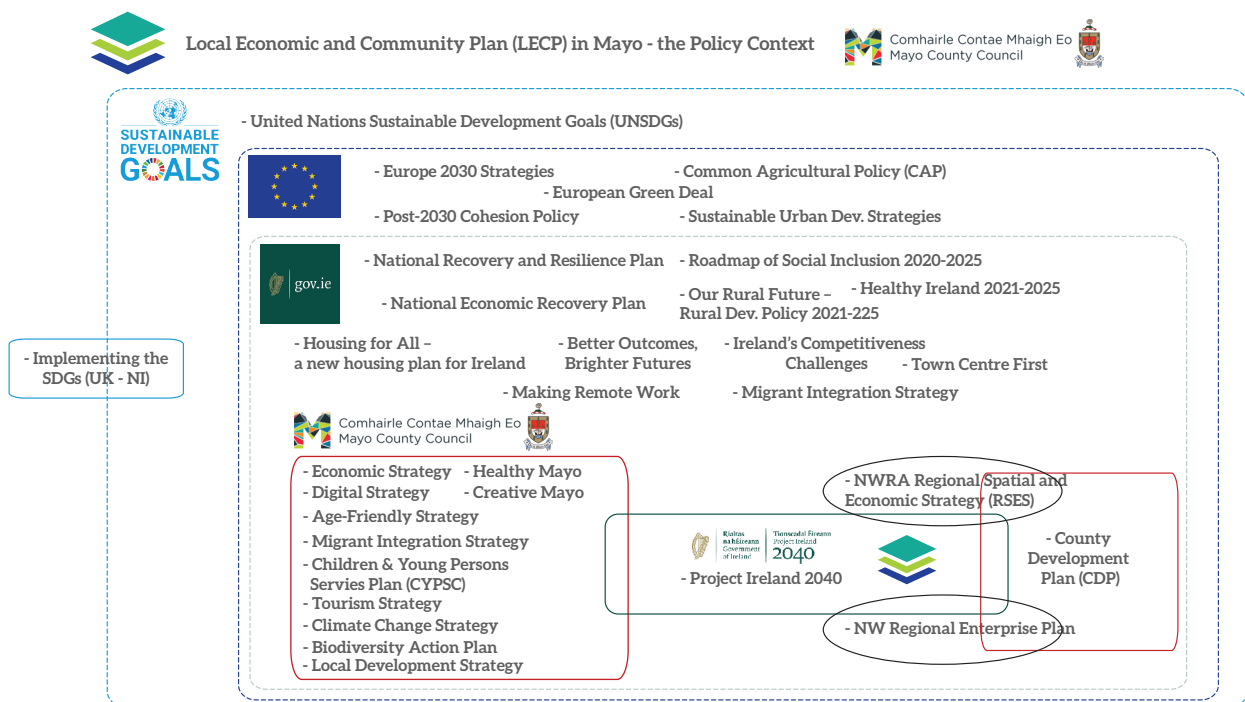


Figure 3: Mayo LECP - Policy Framework

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The UNSDGs provide the external global over-arching policy framework and vision, and these, in turn, shape and guide policy-making and outcomes at the EU and national levels. Moreover, the UNSDGs and the associated lower-tier policy frameworks provide reference points on which the LECP's progress can be measured.

The policy context is relevant, not just to the LECP's formulation, but also to its ongoing implementation and monitoring systems.

The European Union (EU) has described itself as a 'natural partner' of the United Nations (UN) with respect to delivering the UNSDGs. The EU's statistics agency – Eurostat – monitors the EU's contributions to the realisation of the UNSDGs, and its reports help shape policymakers approaches to decision-making.

Similar approaches pertain at EU member state level; the Irish Government has committed to implementing the UNSDGs, and Ireland has a time-in-motion system in place that records and documents the country's progress in this respect. Statutory bodies, policy-makers and service providers (at all tiers), including regional and local authorities, have important roles to play in ensuring sustainable development, as they are the primary providers of social services, they are close to communities / citizens and they have both legislative and soft powers with respect to promoting partnership working, enabling economic development, fostering social progress and protecting the working, supporting community development, fostering social progress and protecting the natural environment. Their responsibilities and capacities in this regard are manifest in the various policies that are listed in the diagram here.

It should be noted that while policies

are listed separately, they have several overlapping elements and shared objectives, not least with respect to ameliorating and averting further climate change. The range and scope of policies listed here will evolve over the lifetime of the LECP, but the fundamental structure and alignment that are articulated in this diagram (previous page) will be constant, along with policy and practice commitments to sustainable development.

EU Policies and Frameworks

As the diagram shows, EU interface with and give effect to the UNSDGs, and while there are several areas of EU policy that impact on County Mayo and the LECP, the diagram lists the main and most extensive policies. Europe's strategy to 2030 acknowledges the scale of challenges in respect of climate change and the need for more inclusive societies. It seeks to build on awareness-raising actions and partnership-building in order to enable European society to address climate change, biodiversity loss, resource scarcities, geopolitics, the surge in transparency and privacy expectations, labour market transitions, an ageing population, rising protectionism, income inequality and the widespread adaptation of digital technologies.

Through its policies, funding streams and inter-governmental mechanisms, the EU is enabling, encouraging and obliging member states to become more resilient – so that societies and communities are better able to withstand current and anticipated shocks, such as those caused by climate change and evidenced by the recent COVID-19 pandemic and the arrival of persons fleeing conflict in Ukraine and other countries. EU goals in these regards relate to stakeholders in Mayo – striving to develop and implement

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the LECP, and we anticipate keeping abreast of EU research and policy trajectories. Moreover, we are committed to working with national and regional authorities to leverage opportunities arising from inter-territorial collaboration and support mechanisms.

While the EU policy frameworks listed here relate to specific sectors, in operational terms, they are bound together by a realisation that public policy needs to support firms, institutions, communities and citizens to become more ecologically responsible, innovative, adaptive and creative. The six Commission Priorities for the current programme period (up to 2024) are:

- i. EU Green Deal;
- ii. A Europe fit for the digital age;
- iii. An economy that works for people;
- iv. A stronger Europe in the world;
- v. Promoting our European way of life; and
- vi. A new push for European democracies.

The European values that transcend each of these, and which are explicitly promoted in priorities iv to vi, are among the hallmarks of the LECP's formulation and implementation processes - building partnerships and enabling participation.

Thus, the **EU Green Deal** seeks to incentivise all sectors of the economy to be more ambitious in reducing their ecological footprints and to embrace new technologies in maximising energy efficiency, while increasing productivity and generating new employment and training opportunities. The EU's digital policy seeks to empower citizens, businesses and service providers to make effective use of new technologies. The EU's economic strategy seeks to promote an attractive investment environment and to nurture growth that creates quality jobs, especially for young people and small businesses.

Spatial policies, such as the sustainable urban development strategies, are oriented towards improving the attractiveness of urban spaces - enticing and sustaining investment, strengthening local economies and networks and making neighbourhoods more accessible / walkable and self-contained.

Similar approaches pertain in respect of rural communities, and the EU anticipates further rollout of smart village approaches over the next decade. Digitisation and smart specialisation feature across policy domains as enablers of innovation and as offering means through which public service delivery can be enhanced. Society's ability to avail of the associated opportunities is contingent on improving digital literacy. Thus, stakeholders in Mayo envisage investments in hard infrastructure and soft supports - training and capacity-building - as the county strives to avail of the economic, human resource and service delivery opportunities associated with smart technologies and our obligations in respect of environmental protection.

The Common Agricultural Policy (CAP) will continue to have a significant impact on County Mayo, given the importance of the rural economy. The CAP endeavours to support farmers in continuing to produce high-quality food, while protecting the natural resources on which sustainable food production is contingent. This can be challenging, particularly for dairy and beef farmers, and the entire food industry will need to be particularly innovative and adaptive over the next decade. The CAP provides funding and strategic signposts for LEADER, and the implementation of the next iteration of LEADER (2023-2027) will parallel the rollout of the LECP.

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National Policies and Frameworks

As illustrated in the diagram (presented earlier), the national-level policies that shape and relate to the County Mayo LECP are nested within the UN and EU frameworks, and there are several complementary, shared and over-lapping principles and provisions. In response to the COVID-19 pandemic, and in order to enable societies to recover from its adverse effects, each EU member state has prepared a recovery and resilience plan, and their implementation is being enabled by EU and Exchequer funds.

The plans' six pillars resonate with the UNSDGs, and they provide a set of reference points for stakeholders implementing the Mayo LECP. The pillars are:

- Green transition;
- Digital transformation;
- Smart, sustainable and inclusive growth;
- Social and territorial cohesion;
- Health, economic, social and institutional resilience; and
- Policies for the next generation

Ireland's National Recovery and Resilience Plan has three over-arching and inter-locking priorities as follows:

- Advancing the green transition;
- Accelerating and expanding digital reforms and transformation; and
- Social and economic recovery and job creation.

These strategic priorities embrace and give effect to the aforementioned over-arching EU policy trajectory, and the rollout of associated projects is impacting on firms, institutions and communities in Mayo.

While the National Recovery and Resilience Plan is primarily about delivering strategic actions, it also commits to structural reforms. These include adjustments to the carbon tax base, addressing the digital divide, reducing regulatory barriers to entrepreneurship, pension reform, increasing the provision of social housing and progressing the implementation of Sláintecare.

These policy domains have direct and indirect bearings on the implementation of the County Mayo LECP, and it will be important for stakeholders to be mindful of their consequences, particularly for vulnerable groups. Stakeholders will also need to be proactive in ensuring that firms, institutions and communities in Mayo avail of the opportunities that flow from the plan's implementation and the structural and legislative reforms that are expected to accompany it.

Key National Policies

Since June 2021, the State has been driving Ireland's **National Recovery Plan** – seeking to support the resumption of economic activity (post COVID), and this plan focuses on the following: ensuring sustainable public finances; helping people back to work; rebuilding sustainable enterprises; and a balanced and inclusive recovery. While the main imperatives relate to economic re-adjustments, the plan recognises the importance of investing in education, training and social inclusion, among other domains, in order to enable and sustain economic development.

There are several national-level sectoral and inter-sectoral policies that relate to the formulation and implementation of the Mayo LECP.

Ireland's **Climate Action Plan** and the associated legislation, which commit us to significant reductions in our carbon

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emissions, will have far-reaching implications for all sectors of the economy and society. Underpinned by scientific data and driven by moral imperatives, the obligation to reduce our carbon footprints will pose short- and medium-term challenges in some sectors, most notably energy, transportation and agriculture. They will also place financial burdens on low-income households and will necessitate policy and practice interventions, including actions at community level, to ensure a just transition to a zero-carbon society.

Climate change mitigation and amelioration factors underpin the principles, thrust and objectives of the Mayo County Development Plan (2018-2024), and they will be further to the fore in the successor county development plan (from 2025), which will operate in parallel with and complement this LECP. The county development plan and its associated local area plans (LAPs) govern spatial planning, including land-use, transportation and place-making. While the LECP has a broader functional remit, its provisions need to comply with the planning policy objectives that are set out in the county development plan (CDP). At the same time, the CDP can provide supports and

leverage to enable the delivery of the LECP's objectives, and there is potential for positive synergies between both sets of plans.

While there will be changes in EU and national-level policy, legislation and funding streams over the lifetime of this LECP, and it is not possible to list all the relevant policies let alone anticipate all changes, the framework of overarching policies presented in this report outlines the current landscape and milieu and it has signalled policy patterns and trends that are likely to shape the LECP's institutional context over the next six years.

The framework (Fig. 3 - above) references two government departments specifically, namely the Department of Housing, Local Government and Heritage and the Department of Rural and Community Development, as these are the two departments that oversee the implementation of LECPs, and it was they who issued the LECP guidelines that we are following. In their guidance documentation, the departments note the relevance of their own policies and programmes, as well as those emanating from ministries and agencies, and they specifically list the following policies(i):



- Regional Enterprise Plans;
- Town Centre First;
- County Digital Strategies;
- LEO Strategies;
- Social Enterprise Policy;
- Climate Action;
- Healthy Ireland;
- Creative Ireland; and
- Age-Friendly Ireland.

These policies are already finding local-level expression and implementation in the various strategies that have been put in place in County Mayo, and the LECP can provide a mechanism to re-enforce, tailor, sharpen

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and strengthen these policies and strategies and to promote further collaboration among those who are delivering them.

(i) For details, please see: <https://www.gov.ie/en/policy/d5adb8-community-supports>

Housing for All – a new housing plan for Ireland provides for significant investment in the construction of housing, and it behoves stakeholders in Mayo to avail of the associated opportunities and to work collaboratively in enabling place-making and community development. The LECP has the potential to provide tools to enable the construction of communities and social supports – that are necessary to accompany any investment in physical infrastructure.

Ireland’s current rural development policy presents opportunities for sectoral interests in areas such as tourism, the social economy and digitisation, and its provisions in respect of remote working tally with, and accentuate, the provisions in other policies – thereby opening-up possibilities for transformative projects that would benefit rural economies, address rural decline and improve people’s health and quality of life.

County Mayo has the second-longest coastline of any county in Ireland. It also has Ireland’s highest sea-cliffs and largest off-shore island. There are several small fishing, commercial and recreational ports, harbours and piers in County Mayo. Therefore, Ireland’s National Marine Planning Framework (NMPF) – a core element of Project Ireland 2040) is of particular relevance to the county. Among its objectives are the development of vibrant, accessible, resilient and sustainable coastal and island communities and the promotion of a sustainable and thriving ocean economy. The NMPF sets out specific policies in respect of ocean health (environment); the marine economy; and engagement with

the sea (social). It also outlines sectoral development trajectories for coastal areas in respect of aquaculture, defence and security, energy, fisheries, mineral exploration and mining, infrastructure, shipping, safety, seaweed harvesting, sport and recreation, telecommunications, tourism and water treatment.

In June 2023, the Department of Rural and Community Development published a ten-year strategy for Ireland’s off-shore islands – Our Living Islands (2023-2033). This policy is underpinned by five high-level strategic objectives, namely:

- Revitalise population levels on the islands;
- Diversify island economies;
- Enhance health and wellbeing services;
- Empower island communities; and
- Build smart sustainable futures.

The islands’ policy is accompanied by an action plan for the period 2023-2026 that includes eighty time-bound actions, which are being implemented by various stakeholders, led by a nominated government department or State agency. Actions are focusing on increasing the housing supply (mainly through refurbishment), improving digital connectivity, piloting e-health pods and ensuring island communities’ voices are heard through the establishment and support of a forum for ongoing dialogue between the island communities, local authorities and relevant stakeholders. Measure 4.4 (in the strategy) specifies that island communities ought to be represented on LCDCs and PPNs in relevant counties. There is one specific action for County Mayo’s islands – the construction of a helipad on Inishturk.

Our Rural Future – Ireland’s Rural Development Policy (2021-2025) offers a supportive framework for improved physical and digital connectivity, and it commits to supporting further and accelerated rollout

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of broadband and the development of digital hubs. The policy takes stock of experiences and lessons that have been garnered from the COVID-19 pandemic, including the transformative potential – for individuals and communities – of remote / hybrid / connected working and the health and social benefits associated with access to green spaces and recreational amenities.

In a similar vein, the national policy - **Making Remote Work: National Remote Work Strategy** – seeks to mainstream best practices that came to the fore during the pandemic, and the Government has introduced a series of measures to support remote / connected working, including the right (among employees) to request remote working.

Our Rural Future's provisions in respect of heritage-based tourism and the creative economy are particularly relevant for County Mayo. The policy also notes the need to rejuvenate town and village centres, and in this regard, it complements the objectives of other national policies, including Town Centres First. The policy notes the changing profile and increased diversity of rural communities, and it advocates investment in social inclusion, capacity-building and the social economy.

In these respects, Our Rural Future complements other community-oriented policies including the National Social Enterprise Policy for Ireland 2019-2022 and Our Communities: Framework Policy for Local Community Development in Ireland along with Sustainable, Inclusive and Empowered Communities- A five-year strategy to support the community and voluntary sector in Ireland 2019-2024. Collectively, these policies note the importance of supporting volunteerism and citizen engagement in decision-making in both urban and rural contexts, and they

refer to the ways in which social economy and community enterprises can engage citizens, promote economic development and provide local services, particularly for hard-to-reach cohorts.

The Regional Economic and Spatial Strategy (RSES) and County Development Plan

The Regional Economic and Spatial Strategy (RSES) for the Northern and Western Region gives effect to the National Planning Framework (NPF) at regional level and specifically in the eight counties, including Mayo, that come within its remit. Moreover, it provides a supportive framework for county and city development plans, local area plans and LECPs across the region, in order to maximise complementarities and synergies between the various spatial tiers – regional, county and local / community. In line with OECD recommendations in respect of spatial planning and regional & territorial development, the RSES focuses on identifying and harnessing the region's strategic assets and opportunities, while taking cognisance of needs and addressing challenges. Recognising the fluidity, permeability and dynamics of economic, social and community geographies, the RSES advocates a catchments' approach, based on sub-regions. Mayo is one of these sub-regions, and the RSES rightly recognises the overlapping and multiple features, challenges and opportunities that Mayo shares with neighbouring sub-regions, while having its own distinctive identity.

South Mayo has strong economic, infrastructural and cultural linkages with Connemara, Galway City and the city's environs. Parts of East Mayo interface strongly with Roscommon and with Athlone & its environs. North and East Mayo have strong ties to Sligo. Galway City, Sligo and Athlone are the most important

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Figure 4: The six sub-regions of the NWRA

urban and metropolitan reference points and major service centres, in the region, for citizens, communities, businesses and agencies in County Mayo. Thus, in terms of the LECP, a catchments' approach implies facilitating inter-county and transboundary collaborations along with working on the basis of natural, economic, social and cultural geographies, rather than being delimited by traditional administrative or institutional boundaries. Thus, inter-territorial and inter-agency collaborations are cornerstones of sustainable territorial and regional development. Furthermore, the RSES's underpinnings emphasise the importance of rural - urban interfaces and collaborative approaches to place-making.

The RSES notes the significance of place in both economic and community development. In concert with the NPF's promotion of place-making and the strategic approaches set out in Enterprise 2025 Renewed (Department of Business, Enterprise and Innovation), the RSES commits to integrating 'national policy and sectoral strategy with a unique 'place-based' model of development uniquely showcased across this region'. The associated objectives, all of which are relevant to the LECP, imply the following: embedding resilience and

enhancing productivity in indigenous enterprises; promoting collaboration and clustering among existing indigenous and foreign-owned enterprises; enhancing talent, innovation and competitiveness; investing in place-making, so that places are attractive for business investments and for people to live and work; and strengthening international relationships.

The RSES outlines the significance of environmental considerations in the formulation, delivery and review of regional policy objectives as well as sectoral and spatial plans at all tiers. Moreover, it supports the integration of biodiversity considerations in a positive, proactive and precautionary way, and it promotes the protection of the natural environment and biodiversity conservation as key principles. Moreover, the RSES notes the merits of having access to current and robust environmental data.

The Socio-Economic Statement, which is a core element of the evidence base that underpins this LECP, presents county and sub-county data on all of the social and demographic variables that the RSES considers to be relevant and important. It is necessary to continue to collate data and monitor trends in these regards, including population density and the extent of rurality, the needs and potential of specific age cohorts and the roles of education, training, innovation and skills acquisition and renewal in respect of place-making. This SES presents indicators that map onto, and go beyond, those that are presented in the RSES in respect of commercial activities, vacancy, service provision, housing, infrastructure, environment, and education among other sectors. Ongoing monitoring on these indicators can enable a systematic evaluation of the LECP's contribution to, and alignment with, the RSES. Indeed, the RSES, notes the linkages between achievement, creativity and analysis.

In terms of its overall strategic vision, the RSES states ‘our Regional Spatial and Economic Strategy is based on partnership, collaborative leadership, with a clear focus on place-based regional economic development and effective regional planning’, and it envisages a region that is vibrant, connected, natural and inclusive and is a smart place in which to work and live. As noted earlier, the RSES places considerable emphasis on place-making, and it contends that its vision will be realised through ‘working together to create BETTER PLACES, by adopting best practice in international spatial and economic development; achieving COMPETITIVENESS by optimising EU and exchequer funding and harnessing the strengths of our ‘place’, through COLLABORATION. The LECP can, and should, align with this vision and contribute to it through enabling and promoting collaborative and inclusive place-making, underpinned by cross-sectoral, multi-stakeholder, spatial and inter-jurisdictional collaboration. In practice, this implies ensuring that our high-level goals and their associated objectives and strategic actions, in respect of economic and community development, are mutually re-enforcing and environmentally proofed. Alignment also implies that our LECP enables stakeholders to work collaboratively through partnership processes, underpinned by the principles of place-making.

The five growth ambitions presented in the LECP are as follows:

- a. A vibrant region – economy and employment;
- b. A natural region – environment;
- c. A connected region;
- d. An inclusive region – quality of life; and
- e. An enabled region – infrastructure.

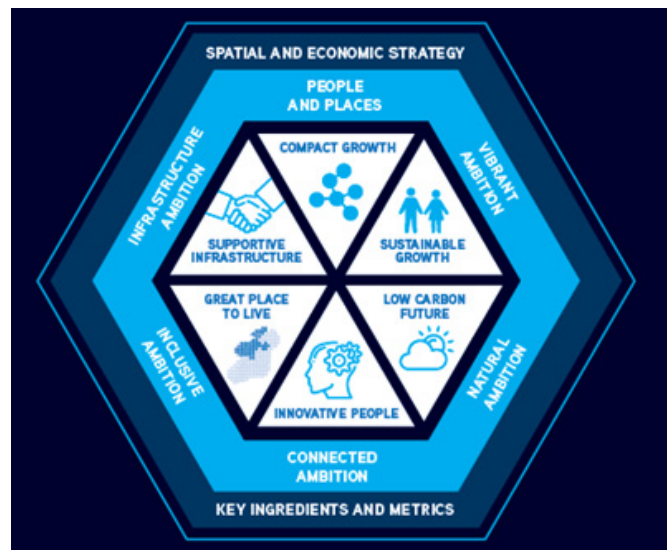


Figure 5: Five Growth Ambitions of the Northern and Western RSES

The following table presents an overview of these growth ambitions and their associated key action areas. These provide guidance to stakeholders in formulating and delivering the County Mayo LECP’s strategic objectives and actions.

Growth Ambitions	Main Action Areas
A vibrant region	Skills levels
	The third-level sector's educational and research outputs
	Opportunities associated with the Atlantic Economic Corridor and Wild Atlantic Way
	Sectoral collaboration and clustering
	Indigenous enterprises and innovation – especially in tourism
	Renewable energy and a low-carbon future
	Agri-food and the bio-economy
	Marine and the blue economy
	ICT and Medtech
	Town centre vitality and retail provision
A natural region	Environment and heritage
	Landscape
	Natural heritage
	Cultural heritage
	Built, architectural and archaeological heritage
	Natural networks (including greenways)
A connected region	Forestry and woodlands
	Transport – road, rail, bus, air and marine
	Sustainable and active travel
	Connected places (including virtual) and digital infrastructure
	Rural transport
	Local transport plans (LPTs)
An inclusive region	A smart region
	Inclusive growth
	Quality of life
	Housing
	Talent
	Addressing deprivation
	Healthy places
	Age-friendly places
An enabled region	Childcare, education and life-long learning
	Infrastructure
	Electricity grid
	Gas networks Water infrastructure and services

Table 1: RSES Growth Ambitions and Action Areas

These action areas dovetail with those that are incorporated into the County Mayo LECP, and the LECP provides a framework for stakeholder engagement and collaboration – spatially and sectorally.

According to the RSES, the attainment of these ambitions is associated with place-making, which it defines as follows:

“The new “place-based” approach involves attempts to tap into the economic potential that remains unused and not identifiable to outside agencies, so that all parts of regions, be they cities, towns or their rural hinterlands, can contribute to national development. From an enterprise development perspective, investment in the creation of ‘place’ is key to realising regional potential” (RSES, page 37).

This approach recognises the importance of differentiated approaches and of local inputs – in line with local features, assets, needs and potential. By bringing local-level actors together through partnership processes, to devise a collaborative framework, the LECP can enable stakeholders to identify, highlight, valorise and celebrate local distinctiveness and promote joint-working. It can, therefore, support community-led local development, ensure the application of smart village and smart regional approaches and foster a milieu in which investment can grow and economic development can be sustained. Specifically, the LECP can ensure stakeholders promote strategic actions at county and sub-county levels that reflect the ‘key business elements’ articulated in the RSES in respect of the relationship between place-making and economic development. These include, but are not limited to, the following:

- Developing compact urban centres and vibrant town centres;
- Developing connectivity and access (physical and virtual);
- Competitive and smart integrated public transport networks;
- Nurturing world-class infrastructure;
- Improving skills, research and innovation;

- Supplying appropriate property solutions;
- Co-location and dynamic clustering; and
- Enhancing quality of life, including harnessing social, cultural and linguistic dimensions.

These eight key business elements straddle and encompass economic and community and environmental sustainability at county and sub-county levels, and the LECP can reflect them in high-level goals and objectives, in line with local realities and stakeholder perspectives.

As part of its planning framework, the RSES sets out thirteen overarching spatial planning policy objectives. The first three objectives deal with compact and sustainable urban development, the optimum use of land / buildings and the distribution of the anticipated population growth. Objectives 4 – 7 are particularly relevant in the County Mayo context, given the county’s largely rural profile; they provide for the regeneration and renewal of small towns and villages, the development of quality green infrastructure, addressing vacancy and enabling local authorities to develop serviced sites. Environmental considerations are to the fore in Objectives 8 to 11; these deal with energy efficiency, quality site selection and flood risk management. Objective 12 relates specifically to An Ghaeltacht and is, therefore, highly relevant to the County Mayo LECP. It refers to maintaining and developing socialisation networks in the context of supporting the Irish language. Policy Objective 13 refers to strengthening the role of smaller and medium-sized towns and their importance in service provision and employment.

The RSES objectives in respect of the Galway Metropolitan Zone are relevant to County Mayo, and to the south of the county in particular, and the RSES envisages collaborations between local authorities and other stakeholders, so that Greater Galway functions as an alternative to Greater Dublin. The roles envisaged for Sligo, as a driver of regional growth, are also relevant to County Mayo, particularly for the north and east of the county, and the RSES notes the

significances of interfaces between Sligo and Ballina.

In line with the spatial hierarchy that is set out in the NPF, the RSES, identifies a number of key towns. These include Ballina and Castlebar. Key towns are defined as being ‘regionally strategic employment centres of significant scale that can act as regional drivers that complement and support the higher-order urban areas within the settlement hierarchy (i.e. regional growth centres and Galway Metropolitan Area).’ They are seen as having the potential to accommodate a significant level of population and employment growth, through appropriate investment in infrastructure, support services and place-making initiatives. The RSES sets out key priorities for Ballina and Castlebar as follows:

Ballina

- Build on its strong enterprise and infrastructural base;
- Expand tourism potential;
- Regenerate the town core and riverside;
- Promote and support the uptake of under-utilised spaces;
- Enhance road and rail connectivity; and
- Support its role as the key economic driver locally and across the region.

Castlebar

- Support its role, along with Westport, as a key local and regional economic driver;
- Build on its strong enterprise and infrastructural base;
- Support the continued development of the ATU base / campus;
- Utilise and expand upon the capacity of industrial and technological spaces;
- Improve active travel and recreational infrastructure;
- Town core regeneration; and
- Enhance road and rail connectivity.



Figure 6: National Planning Hierarchy - National, Regional and Local

Westport, Mayo's third-largest town is identified among the region's 'other places of strategic potential', and the RSES states that its strategic regional development potential is best achieved by building on the existing economic, social and commercial links with Castlebar. All three County Mayo towns are key nodes on the Atlantic Economic Corridor.

The RSES notes the significance of Ireland West Airport (Knock) as a magnet for people and investment – on an inter-regional scale. It articulates three regional policy objectives in this regard – focusing on the expansion of the Knock Strategic Development Zone (SDZ)

The current Mayo County Development Plan (2022-2028) operationalises the NPF and RSES at county and local area levels. The plan declares an intention to support the planting of 'seeds' to stimulate growth throughout the county. The vision it articulates is as follows:

“To create a sustainable and competitive county that supports the health and well-being of the people of Mayo, providing an attractive destination, as a place in which to live, work, invest, do business and visit, offering high quality employment and educational opportunities within strong and vibrant sustainable communities, whilst ensuring a transition to a low-carbon and climate-resilient county that supports high environmental quality.”

While all elements of the CDP are relevant to the formulation and delivery of the LECP, the following text synthesises its most pertinent provisions in respect of economic and community development.

The County Development Plan envisages supporting economic development through increasing the resilience of the county's enterprises and enhancing talent and innovation, thereby creating sustainable jobs and improving living standards for all. The plan also envisages developing and supporting communities to be vibrant and have a high quality of life – underpinned by the provision

of a wide range of social, health and educational facilities and amenities, suitable to all ages and needs. It sets out six cross-cutting themes, which inform, shape and underpin Mayo County Council's approach to the plan's delivery. These are: sustainable communities; place-making; social inclusion; regeneration; green infrastructure; and climate action. The CDP identifies five strategic economic drivers within County Mayo, namely:

- Coastal Zone Corridor;
- Atlantic Economic Corridor;
- Ireland West Airport Knock (IWAK) and Strategic Development Zone (SDZ);
- Growth Clusters - Castlebar-Westport; Ballina and its catchment; and Ballinrobe-Ballyhaunis- Claremorris; and
- Smarter Working – availing of digitisation.

With respect to community development, the CDP refers to pre-existing initiatives, approaches and structures, including Community Futures, the PPN, 'Pride of Place', local development companies, family resource centres, several NGOs and collaborative structures. It articulates two overarching community development policies, namely:

- To support empowerment and capacity building in communities and support participation in community development initiatives; and
- To recognise and support the Mayo diaspora worldwide through the implementation of the Mayo Diaspora strategy.

The CDP also outlines specific policies and objectives in respect of the following:

- Community facilities and social infrastructure;
- Social inclusion;
- Health and wellbeing;
- Recreational facilities;
- Education, training and skills;
- Arts and libraries;
- Islands and An Ghaeltacht;

Mayo County Council is currently finalising three local area plans, for the period 2023-2029, for the towns of Castlebar, Ballina, Westport and their environs. Other local areas plans (Ballinrobe, Ballyhaunis, Charlestown, Claremorris, Ireland West Airport Knock, Kiltimagh, Knock, Mulranny and Swinford) have now been incorporated into the County Development Plan (2022-2028).

In concert with the aforementioned overarching national and regional spatial frameworks, sectoral policies in respect of rural development, volunteerism, the social economy, agriculture and tourism, among others, note the imperatives associated with the climate emergency and the need for concerted bottom-up and top-down strategic actions to ameliorate and mitigate climate change. Such actions imply increasing investment in public transport and active travel, encouraging more sustainable modes of food production, reducing food miles, arresting biodiversity loss and safeguarding and restoring natural habitats. These and other ecological endeavours are necessary in the context of the UNSDGs, and they also afford opportunities for economic diversification and an improved quality of life for communities. At the same time, however, the EU has consistently noted the need for targeted measures to support rural communities and low-income households, so that the transition to a post-carbon society is just and fair.

The County Mayo LECP (2024-2030) has the potential to add value to, and complement, the West Regional Enterprise Plan (2022-2024) as well as successor regional enterprise plans. The current iteration sets out seven strategic objectives:

- Advance the development of the regional entrepreneurship and innovation ecosystem;
- Strengthen and harness the cultural and creative sector to attract new investment, commercialisation, and collaboration opportunities;
- Realise the Atlantic West region's potential for enterprise and job creation in the

renewable energy sector;

- Drive the global competitiveness of the life sciences sector underpinned by an expanded regional footprint and coordination;
- Grow the ag-tech and food sectors in the West, underpinned by an integrated innovation network, facilitating the transition towards a sustainable bioeconomy;
- Expand prospects for sustainable entrepreneurship, employment and upskilling in tourism; and
- Facilitate an equitable digital and green transformation in the West.

Údarás na Gaeltachta's Strategic Plan (2021-2025) is relevant for communities in Erris, Achill and South Mayo. The plan's core themes relate to the following:

- Enable: Providing the opportunities and resources for individuals, for communities and for businesses to develop and progress;
- Strengthen: Strengthening and supporting the human, linguistic, cultural, economic and community infrastructure in the Gaeltacht
- Sustain: Supporting the development of Gaeltacht areas in a way that is sustainable and responsive to the cultural, economic and environmental surroundings in which we live.

Údarás na Gaeltachta is also implementing a social enterprise development strategy, that seeks to promote social enterprise opportunities in Gaeltacht communities. It notes the role that social enterprises can play in filling service provision gaps, stimulating enterprise opportunities, enhancing infrastructure and improving environmental quality.

Local-level Irish language plans are being implemented in County Mayo's Gaeltacht communities and in Béal an Mhuirthead, which is a designated Baile Seirbhíse Gaeltachta (Gaeltacht Service Town).

At EU and national level, there are a number of policies and programmes in place to support particular population cohorts including young people, those with disabilities, migrants and older people, all of which are relevant to the Mayo LECP. Some are already reflected in, and given effect by, local-level strategies and initiatives in County Mayo, including the Age-Friendly Strategy, Children and Young People's Services Committee Plan and Migrant Integration Strategy. These strategies are particularly relevant in the context of County Mayo's current and evolving demographics, and they represent important elements of a concerted approach to ensuring compliance with the EU Charter of Fundamental Rights.

Mayo's Age Friendly Strategy 2022 - 2026 reflects, and gives effect to, the National Positive Ageing Strategy. Its over-arching aim is to act as an effective co-ordinating voice for and with older people in furthering supports, actions and the promotion of communication between older people and services. The associated objectives are as follows:

- To inform and communicate to older people the range of supports that are available to them;
- To encourage co-operation with and between older people, services and communities in County Mayo;
- To continue to develop and expand supports to ensure older people are engaged and empowered in voicing their own needs solutions and vision for the future of County Mayo;
- To foster best practice in supporting our older people and the promotion of quality supports and service provision across County Mayo; and
- To recognise the diversity of older people and commit to promoting County Mayo as an inclusive place in which to grow old.

The Mayo CYPSC's Children and Young People's Services' Plan is due for renewal and in the interim, the CYPSC is working towards the attainment of the goals that are set out in

Ireland's national policy - Better Outcomes, Brighter Futures.

Mayo CYPSC and Mayo LCDC are leading strands of current Healthy Mayo Strategic Plan (2020-2023), as part of the Healthy Ireland national drive to improve health and wellbeing outcomes for all. Actions are being rolled out that promote healthy lifestyles and provide bespoke supports for particular cohorts and communities.

Mayo's Migrant Integration Strategy & Action Plan 2022-2026 aims to support the inclusion of people from ethnic minorities and new communities living, working, or studying in County Mayo. It covers fifteen strategic action areas, clustered across five goals as follows: improve access to public services; raise awareness of opportunity to collaborate; improve employment opportunities; improve educational opportunities; and improve communication systems with accommodation providers.

Over the course of the LECP (2023-2029) organisations will continue to implement these strategies, and some of them will come up for review and renewal within this timeframe. Their renewal will provide opportunities for maximising complementarity and the alignment of strategic objectives with one another and with respect to the priorities outlined by the Irish Human Rights and Equality Commission namely economic equality; justice; respect and recognition and futureproofing. The ongoing implementation of these strategies, their successors and other initiatives, as well as practices and approaches among service providers should espouse the principles of the Public Sector Code - respecting human rights and equality, and ensuring that all public services:

- Stop discrimination;
- Ensure service users and staff are treated fairly and equally; and
- Protect and respect the human rights of staff and people using public services.

Among the other existing and evolving local policies, strategies and frameworks that are also relevant to the formulation and delivery of the LECP are:

- Mayo 2040 Economic Development Strategy;
- Digital Strategy for County Mayo 2021-2024;
- Mayo Culture and Creativity Strategy 2018-2022;
- County Mayo Heritage Plan (incorporating biodiversity) 2020-2025;
- Mayo Food and Drinks Strategy 2020-2025;
- Digital Strategy for County Mayo 2021-2024;
- Mayo Joint Policing Committee Strategic Plan for 2022-2027;
- Culture and Creative Strategy 2018-2022;
- Mayo, Sligo and Leitrim Education and Training Board Statement of Strategy (2018-2022 and forthcoming);
- Mayo Culture and Creativity Strategy 2023-2027;
- Mayo County Council Library Development Plan 2021-2025;
- Mayo Local Development Strategy (2023-2027);
- Mayo Social Inclusion and Community Activation Programme Strategy (2018-2023 and forthcoming); and
- Mayo + (forthcoming);

The coordinated delivery of these strategies and their successors, supported by LECP mechanisms, can ensure enhanced universal access to services and supports and the alleviation of poverty and exclusion, thereby giving effect to the European Charter of Fundamental Rights. Moreover, the LECP provides supportive mechanisms whereby endogenous and exogenous capacities are forged and through which we foster information-sharing and networking so that best practices are promoted and mainstreamed – in line with UNSDG 17.

Mayo County Council is currently preparing a Climate Action Plan. The plan-making phase is currently underway, and the plan is due to be presented to the elected members in February 2024. In its issues paper, to inform the plan's

development Mayo County Council proposed a draft vision as follows: To be a climate-resilient, biodiversity-rich, environmentally sustainable and Carbon-neutral county by no later than the end of 2050.

Mayo LECP 2023-29:

Socio-Economic Profile

Socio-Economic Profile, 2024

People and Place Ltd has prepared this summary socio-economic profile on behalf of Mayo County Council and Mayo Local Community Development Committee. The profile's primary purpose is to provide some of the evidence base that will inform the County Mayo Local Economic and Community Plan (LECP) for the period 2023-2029. Moreover, this profile can be used, for a much broader set of functions, by Mayo County Council and by other organisations, individuals and the private sector. The data in the profile is based on the latest results from Census 2022 and a range of additional indicators as published by authoritative data sources in Q2 2024.

The summary profile is based on a range of key facts that are illustrated through a set of maps and graphics. The data in this summary profile are presented under the following headings, and while these themes are discrete, they also have many intersections and interactions:

- Demographics;
- Social Indicators;
- Education;
- Economy;
- Health;
- Housing;
- Environment; and
- Agriculture.

Key Facts

- In terms of its surface area (5,588 km²), County Mayo is the third-largest county in Ireland, and it has the longest coastline in Ireland (1,168 km), or approximately 21% of the total coastline of the State. There are approximately 100 islands off the coast of County Mayo, of which Achill (148km²) is Ireland's largest offshore island.
- According to the most recent Census of Population (2022), County Mayo has a resident population of 137,970. Its population density is 24.6 persons per km² – the second lowest after Leitrim among the counties of Ireland. Mayo is predominantly a rural county, and while the main population centres (most notably Castlebar and its environs) has been growing in recent years, the majority of the county's population resides in smaller towns, villages and the rural countryside.
- While County Mayo has experienced an overall population increase over recent decades, this increase is not evident across the county, and rural depopulation remains a challenge in several communities. The data presented here indicate that while the Castlebar-Westport Axis and parts of South Mayo (influenced by the Galway Metropolitan Zone) have attained a level of demographic vitality, there are persistent structural weaknesses in most of the rest of the county associated with poor infrastructure and service provision, an ageing of the population and little inward migration.
- In terms of nationality and ethnicity, County Mayo is more homogenous than most other Irish counties, but diversity is increasing. Over the past year, communities across the county have been welcoming and hosting people coming from Ukraine, many of whom are now working in the county and contributing to civic life. At the same time, however, the need to house refugees has resulted in a reduction in tourist accommodation.
- The Pobal HP Index of Affluence and Deprivation, which provides a composite assessment of places' economic and social strengths, indicates that County Mayo is disadvantaged, and that disadvantage is most acute in the north and west of the county. This spatial pattern has been in evidence since the Pobal HP Index was first derived. Thus, inter-generational rural disadvantage is evident in County Mayo.
- Mayo's resident population has a lower level of educational attainment than does the State's

Socio-Economic Profile, 2024

population as a whole, and low levels of educational attainment generally correlate with rurality and an older age profile. Over recent years, interventions have been put in place in primary and secondary schools to tackle educational disadvantage, and County Mayo is receiving the highest proportion of targeted resources of any local authority area outside of Dublin City, Cork City and County Donegal.

- The county's economy is characterised by a low level of participation in the labour force and workforce - relative to other counties. Small-scale, indigenous firms account for the vast bulk of firms and provide most of the jobs in the county. Per capita, County Mayo has a low level of foreign-direct investment.
- Health-related data, indicate that relative to the rest of the State, County Mayo has higher levels of obesity, sedentary lifestyles, suicide, male cancers and cardio-vascular disease. There are also positives in the county, including a higher proportion of GPs (per capita) and better air quality. There is a need to prepare adequately for the further ageing of the county's population.
- At present, housing is more affordable in County Mayo than in most other counties. It should be noted, however, that household incomes are lower. The county has the third highest proportion of vacant homes and the fourth highest proportion of unoccupied holiday homes (as a proportion of its total housing stock) of any county in Ireland.
- The county has very significant environmental assets, and much of its landscape and seascape and coastal waters are protected under the Natura 2000 Framework. Public transport connectivity is poor, and the county's rail infrastructure was severely reduced in the 1960s. Among Ireland's thirty-one local authority areas, County Mayo has the third highest proportion of domestic waste going to landfill.
- Agriculture is an important employer and generator of ancillary economic activities, especially in East Mayo. In the west and north of the county, farming is more extensive, and many farmers there are participating in high-nature value farming initiatives, which are complementary to Mayo's tourism offering.

Socio-Economic Profile, 2024

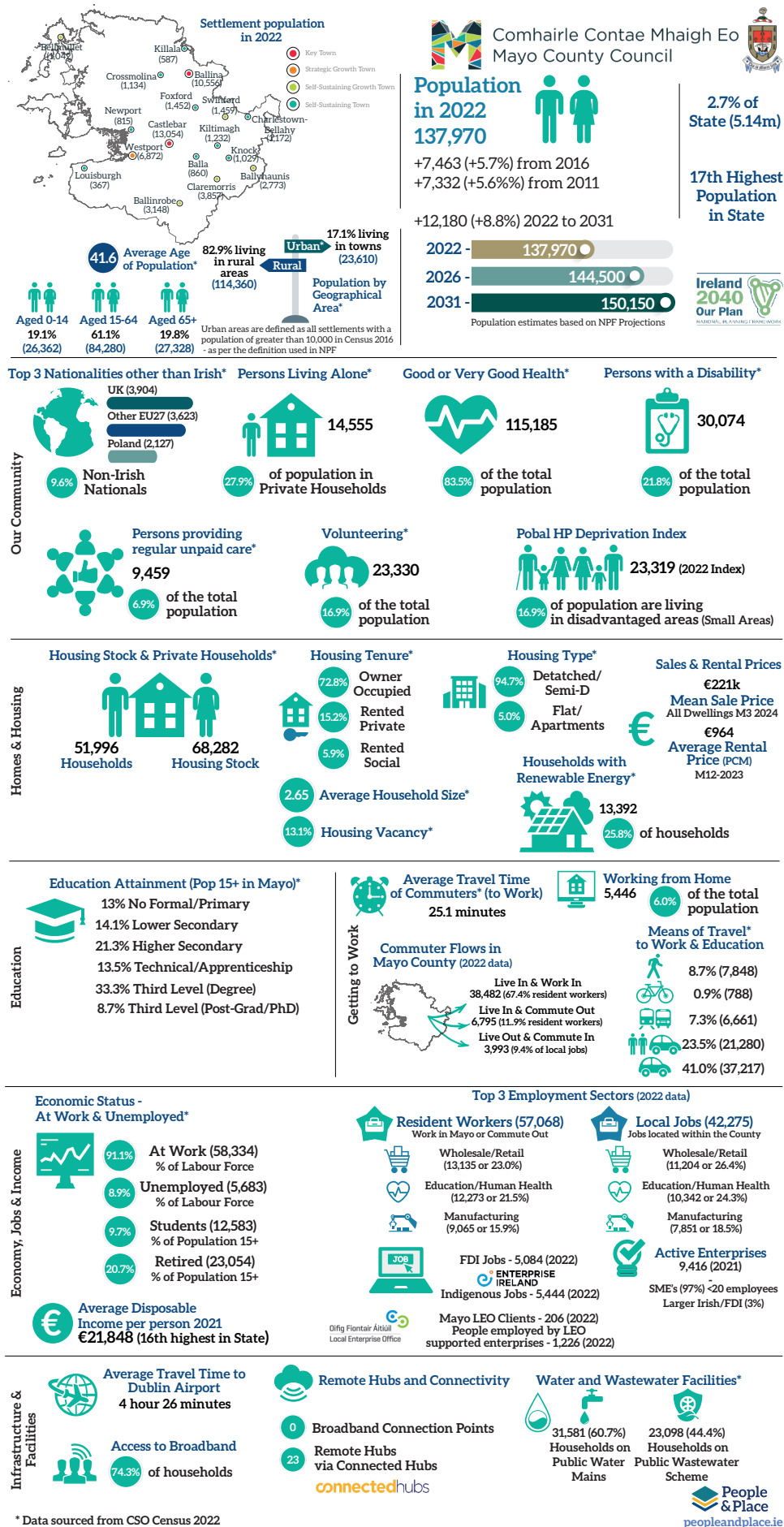


Figure 6: Mayo Infographic

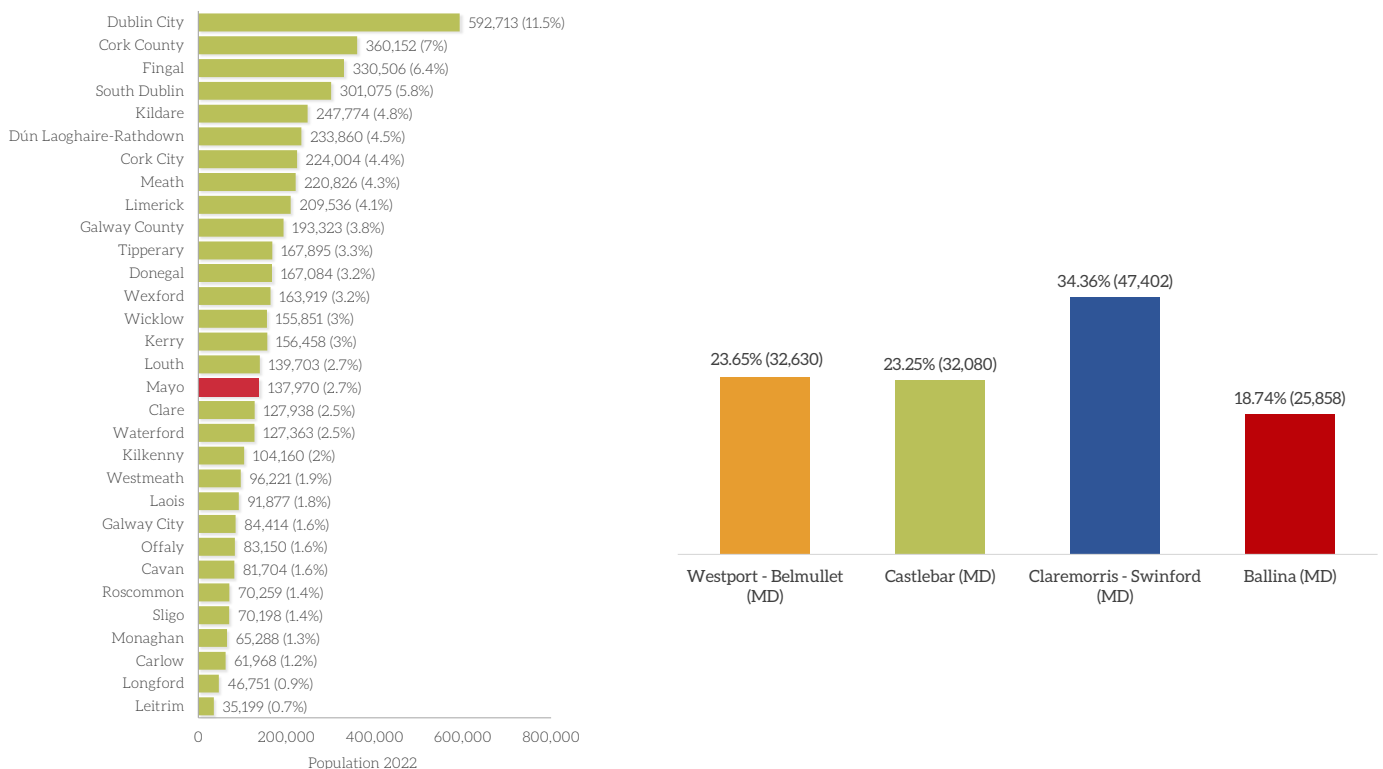
Demographics

County Mayo has a total population (Census 2022) of 137,970, making it the seventeenth most populous local authority area in the State. While the county’s population has grown modestly over recent decades, its level of growth lags behind that of the State. Between 1991 and 2022, County Mayo’s population increased by just over twenty-four percent, while that of the State increased by over forty-six percent. Over the past thirty years, rates of growth have been higher in and around Castlebar and Westport and in the south of the county, including in and around Claremorris, than in the north and west of the county.

Demographic projections, as prepared by ESRI/DPH/LG for recent Housing Need and Demand Assessments (HNDAs), for the next two decades, indicate that Mayo will experience the lowest level of population growth (just 2%) of any local authority area in Ireland. At the same time, the projections point to a need to cater for a significant ageing of the population.

The Castlebar-Westport Axis and areas that are best connected to Metropolitan Galway have the fastest growing and most youthful populations of any part of the county. The northwest of the county – particularly rural communities in the Belmullet LEA - have experienced the lowest levels of growth, and they have the oldest age profiles.

Mayo is one of the most rural counties in Ireland. According to the CSO’s urban-rural typology, over thirty-seven percent of County Mayo’s population lives in areas that are ‘highly rural / remote’, and a further twenty-six percent live in rural areas ‘with moderate urban influence’. Almost all areas west of a line from Killala to Burrishoole and Tuar Mhic Éadaigh is classified as highly rural / remote, as are communities in East Mayo – east of Swinford and Knock. Urban features and influences are most

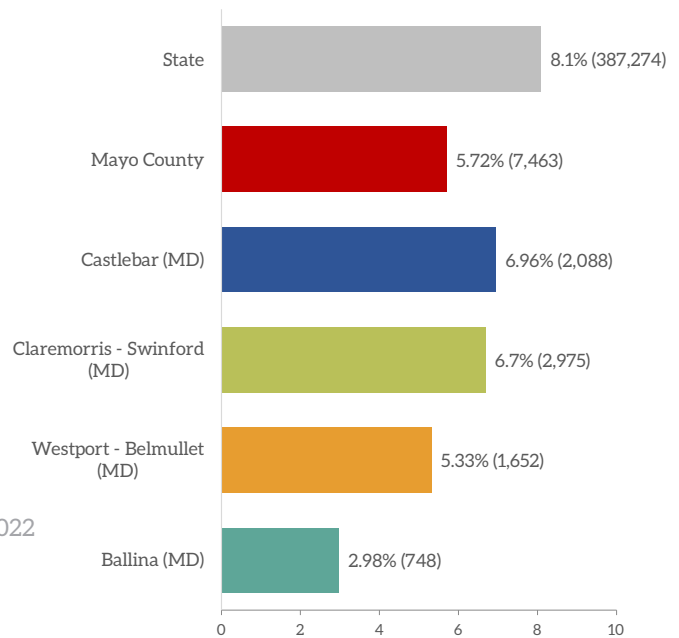
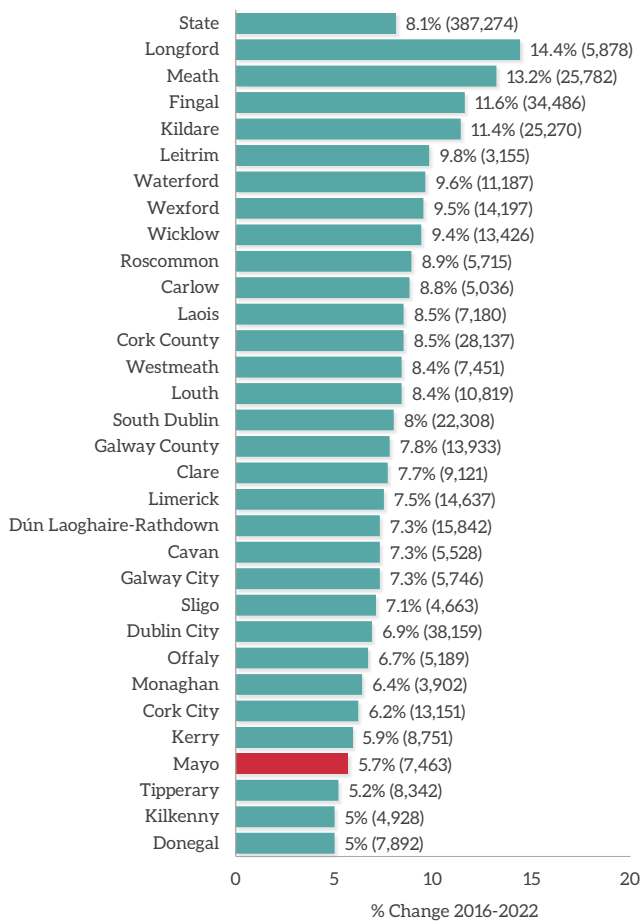


Indicator: Local Authority and Municipal District Population, 2022 (CSO Census, 2022)

Socio-Economic Profile, 2024

prevalent in the centre and south of the county and around Ballina. South and Central Mayo have a stronger urban structure than is the case in the west of the county. The towns of Castlebar (13,054), Ballina (10,556), Westport (6,872), Claremorris (3,857) and Ballinrobe (3,148) are home to twenty-seven percent of the county’s resident population. While Claremorris and Westport have vibrant urban cores, Castlebar’s has come under pressure due to the proliferation of out-of-town retail parks and hotels / tourist accommodation and suburbanisation. An even more intense hollowing-out of the urban core is evident in Ballinrobe.

Meanwhile, Ballina is beginning to reap the benefits of investment in the public realm, and Belmullet is beginning to capitalise on its status as a ‘baile seirbhíse Gaeltachta’ and its location on the Wild Atlantic Way.



Indicator: Population Change 2016 to 2022 by Local Authority, 2022 (Source: CSO)

Indicator: Population Change 2016 to 2022 by MD, 2022 (Source: CSO)

Socio-Economic Profile, 2024

Key Facts:

- Between 2016 and 2022, County Mayo recorded the fourth lowest level of population growth of any local authority area in the State; the county’s population increased by 5.7% (+7,463), compared with 8.1% for the State;
- There are considerable variations within the county in terms of demographic vitality; during the most recent inter-censal period (2016-2022), the Ballina MD experienced a growth rate of 3%, while the Castlebar MD grew by almost 7%;
- Over the next twenty years, County Mayo’s population is projected to grow more slowly than any other county, while at the same time, it will age considerably, and the number of persons aged 65+ is projected to increase substantially;
- Mayo is a predominantly rural county, and most areas that are further than 10km from the five main towns are classified as being ‘highly rural / remote’;
- Almost seven percent of the county’s population resides in An Ghaeltacht, although Gaeltacht communities are dispersed – in Erris, Achill and South Mayo; and
- County Mayo has significant island populations (2022); the most populous islands are Acaill / Achill (pop. 2,358); Clare Island and Inishturk (combined pop. 194). There are also some inhabited islands in Clew Bay and Newport Bay, as well as small resident communities in Inishbiggle and Achillbeg.

Map Legend

% Population Change, 2016 - 2022

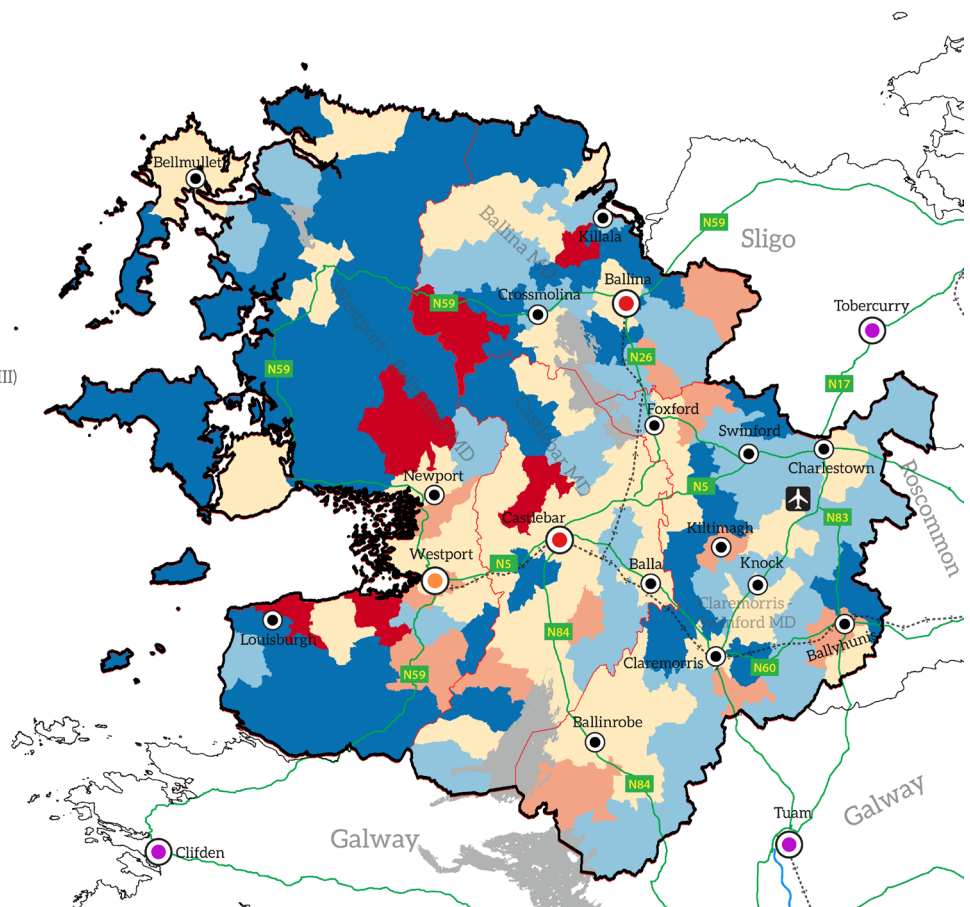
- Decrease
- > 0% to <= 5%
- > 5% to <= 10%
- > 10% to <= 15%
- Greater than 15%

CDP Settlement Hierarchy

- Key Towns (Tier I a)
- Strategic Growth Towns (Tier I b)
- Self-Sustaining Growth Towns (Tier II & III)
- Key External Settlements

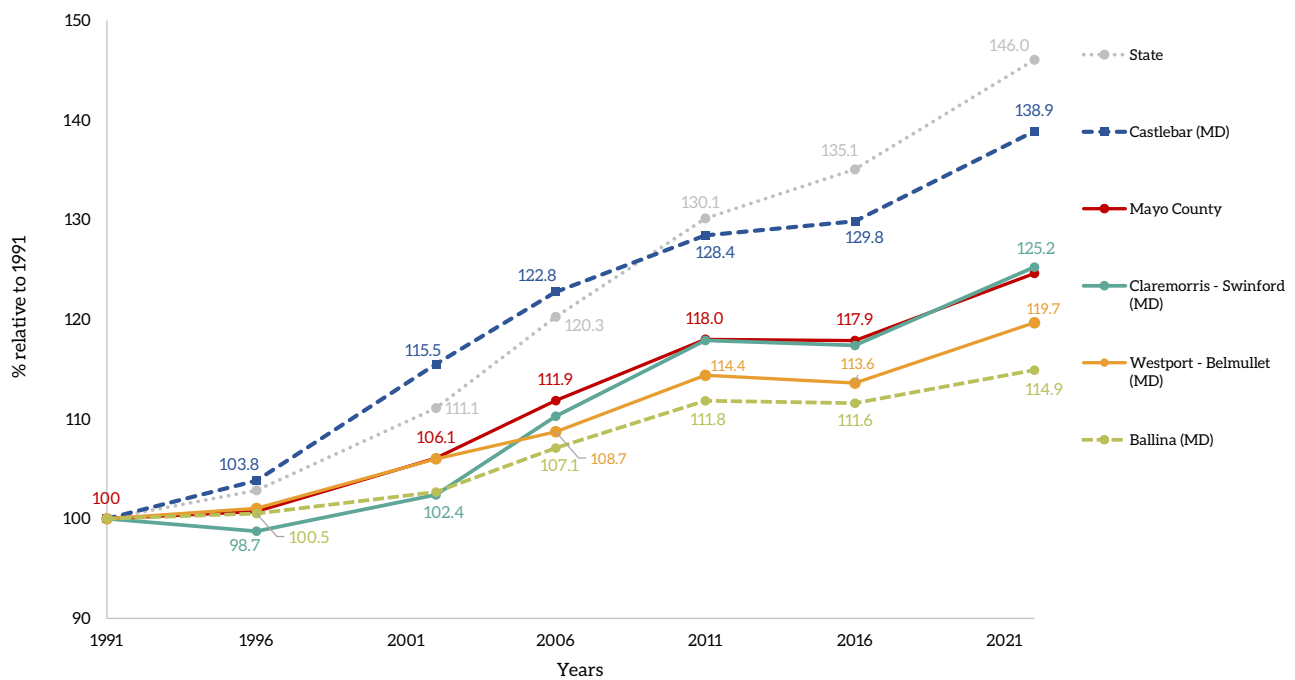
- Mayo County Council
- Municipal District (MD)
- Primary/Trunk Roads
- Other Key Roads
- - - - Railway
- Lakes

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Indicator: Electoral Division Population Change Map, 2016 to 2022 (CSO Census, 2022)

Socio-Economic Profile, 2024



Indicator: Population Change 1991 to 2022 by Mayo MD (Source: CSO)

Social Indicators

Almost ten percent (9.6% or 12,999) of County Mayo’s resident population has a nationality other than Irish, and the county’s population is becoming more diverse in respect of nationality and ethnicity. Ballyhaunis is one of the most ethnically diverse towns in Ireland; forty three percent of its population has a nationality other than Irish. Over a quarter of the populations of Ballinrobe (26.6%) and Claremorris (27.1%) are non-Irish nationals whereas the rate in Castlebar is 21.9%.

Irish Travellers constitute one percent of County Mayo’s resident population (1% or 1,294), but the figure is considerably higher in Ballyhaunis (3.5%), Ballina (4.4%) and Ballinrobe (4.3%).

Over the past two years (as of February 2024), the arrival of more than 4,600 people from Ukraine has contributed to an increase in the diversity of County Mayo’s population. Most of those who have come to the county, from Ukraine, are living in accommodation that would ordinarily be used for tourists. The Westport (1,303) and Castlebar LEAs (1,289) have the highest numbers of persons who have come to Mayo from Ukraine, and they now constitute six and a half percent of the Westport LEA’s resident population and four percent of the Castlebar LEA’s resident population.

County Mayo registers a score of -3.1 on the Pobal HP Index of Affluence and Deprivation, thereby indicating that the county has a higher level of disadvantage than is the case across the State (16.9% or 23,319 living in disadvantaged areas). Most electoral divisions (EDs) in the county record negative scores on the index, and the lowest scores are exhibited in local authority housing estates and other neighbourhoods in Castlebar, Ballina, Ballinrobe, Ballyhaunis and other small towns as well as across the entire Belmullet LEA.

Socio-Economic Profile, 2024

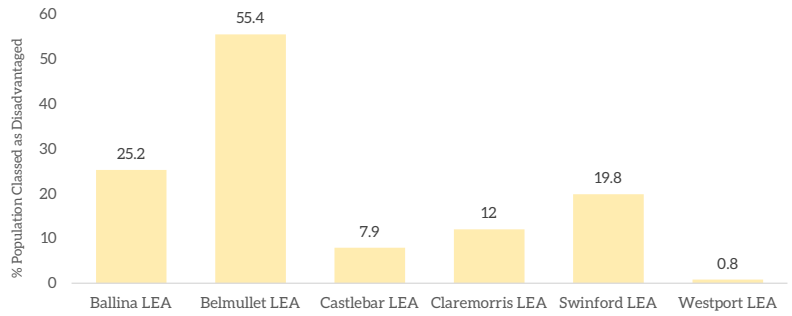
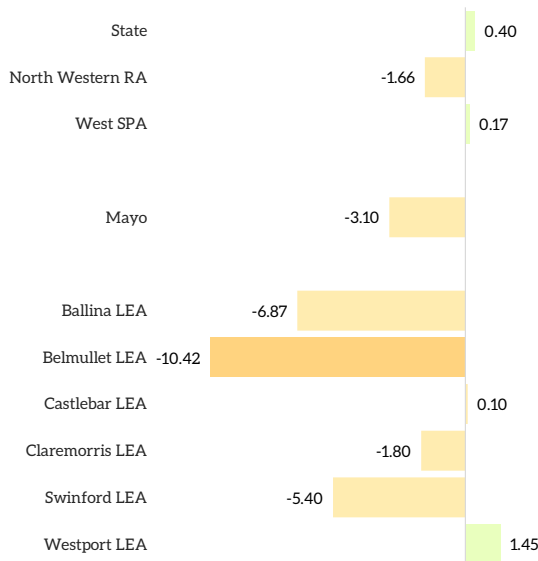
The proportion of families (with children under 15 years) headed by a lone parent (14.6% or 1,954 families) is lower than the corresponding proportion across the State (18.6%). Within the county, values are generally higher in towns and villages than in the countryside. The settlements with the highest proportions of lone parent families (28%) are Kiltimagh (28.9%), Swinford (35%) and Béal an Mhuirtead (37%).

Almost forty-two percent (42.3% or 56,346) of County Mayo's resident population (aged 3+) has the ability to speak Irish. The highest values are in Gaeltacht communities, most notably in Tuar Mhic Éadaigh, An Corrán, Bun an Churraigh, Ceathrú Thaidhg and Leithinis an Mhuirtead. These communities also have the highest proportions of persons who speak Irish habitually.

Key Facts:

- County Mayo's population is becoming increasingly diverse in respect of nationality and ethnicity, and communities of non-Irish nationals are well established in several towns, most notably Ballyhaunis, Ballinrobe and Claremorris;
- The county's Traveller population is concentrated in particular clusters – generally in the peripheries of Ballyhaunis, Ballinrobe and Ballina;
- As of February 2024, County Mayo is home to more than 4,600 people who have arrived from Ukraine;
- County Mayo records a score of -3.1 on the Pobal HP Index of Affluence and Deprivation – the eight most negative score of any local authority area in Ireland;
- With the exception of the Castlebar MD (0.1), all other municipal districts in County Mayo recorded negative scores on the Pobal HP Index, with Ballina recording a score of -6.9. Just over a quarter (25.1%) of the population of the Ballina MD lives in a small area (SA) that is classified as 'disadvantaged'. High levels of disadvantage are also evident right across the Belmullet LEA and this area is classed as 'Disadvantaged';
- Almost forty percent of County Mayo's population resides in areas that are classified as 'highly rural / remote' areas, while almost thirty percent of people reside in independent urban towns; and
- Just under three-quarters of the households in Mayo have access to broadband (74.3% or 38,640). Broadband connectivity is best in and around the main towns, while the National Broadband Plan has delivered connectivity to several rural communities, particularly in the south and east of the county.

Socio-Economic Profile, 2024



Indicator: Pobal HP Deprivation Index, 2022
(Source: Pobal HP Deprivation Index)

Indicator: Percentage of Population living in Disadvantaged Areas, 2022
(Source: Pobal HP Deprivation Index)

Map Legend

% Pobal HP Deprivation Index

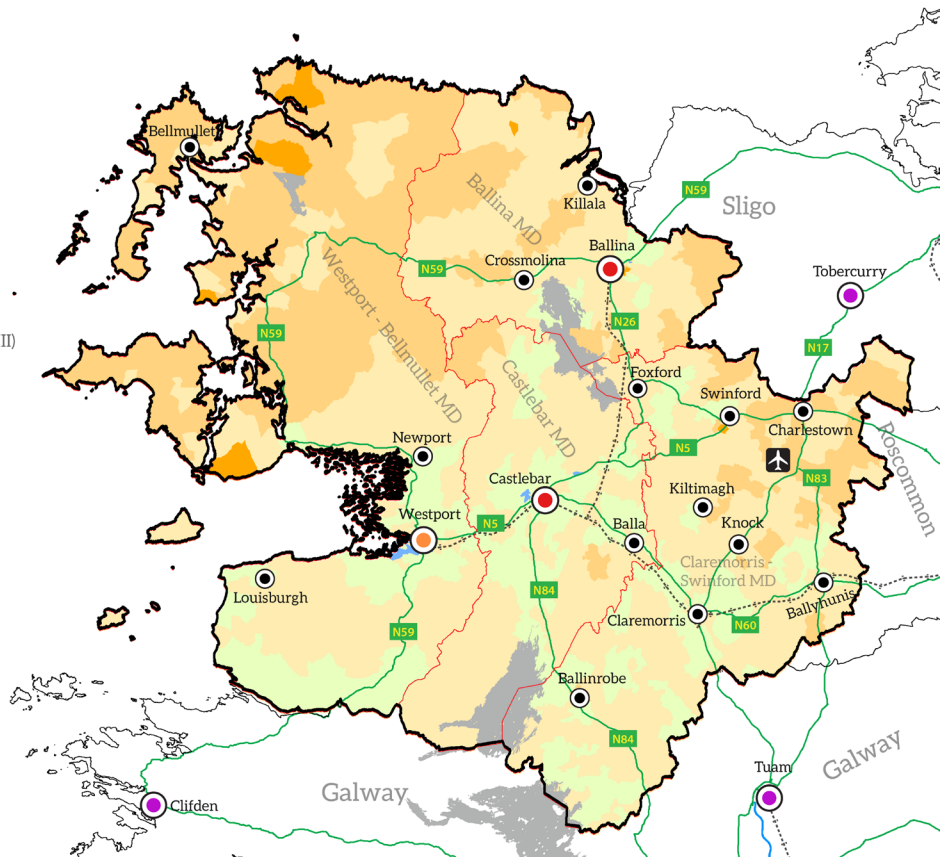
- Extremely Affluent
- Very Affluent
- Affluent
- Marginally above Average
- Marginally below Average
- Disadvantaged
- Very Disadvantaged
- Extremely Disadvantaged

CDP Settlement Hierarchy

- Key Towns (Tier I a)
- Strategic Growth Towns (Tier I b)
- Self-Sustaining Growth Towns (Tier II & III)
- Key External Settlements

- Mayo County Council
- Municipal District (MD)
- Primary/Trunk Roads
- Other Key Roads
- Railway
- Lakes

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Indicator: Pobal HP Deprivation Index, 2022 (Pobal & CSO Census, 2022)

Education

Educational attainment levels in County Mayo lag behind those of the State, the Western Region and neighbouring counties in the Border Region with the exception of County Donegal. Nearly a seventh of the resident population (aged 15+ who have completed full-time education) does not have a second-level education qualification. The figure (13% or 12,248) for County Mayo is more than two percentage points higher than the corresponding value for the State (10.7%), and it is largely associated with rurality and an older age profile. In several rural parts of the Belmullet LEA, the proportion of adults who did not proceed beyond primary school exceeds twenty-five percent. The proportion of the adult population whose formal education finished at lower secondary level (14.1% or 13,318) is similar to that of the Northern & Western Regional Assembly Area (14.1%), but it is higher than that of the State (13.2%). The county, especially its rural parts, has a relatively low proportion of persons with a technical, apprenticeship or certificate qualification.

A third (33.3% or 31,450) of County Mayo's resident adult population (who have completed formal education) has a third-level qualification. This figure is just under six percentage points lower than the proportion across the State (39.2%), and it is the lowest of the four local authority areas in the Western Region.

As of 2023/24 academic year, Delivering Equality of Opportunity In Schools (DEIS) provision in County Mayo's schools is among the most comprehensive in the State. At primary level, over half of schools have DEIS status (52.3% or 80/153 schools), while at secondary level, over forty-two percent of schools have DEIS status (11/26 schools). DEIS provision at primary level is the second-highest in any local authority area (after Donegal), while provision at second level is the sixth-highest in the State.

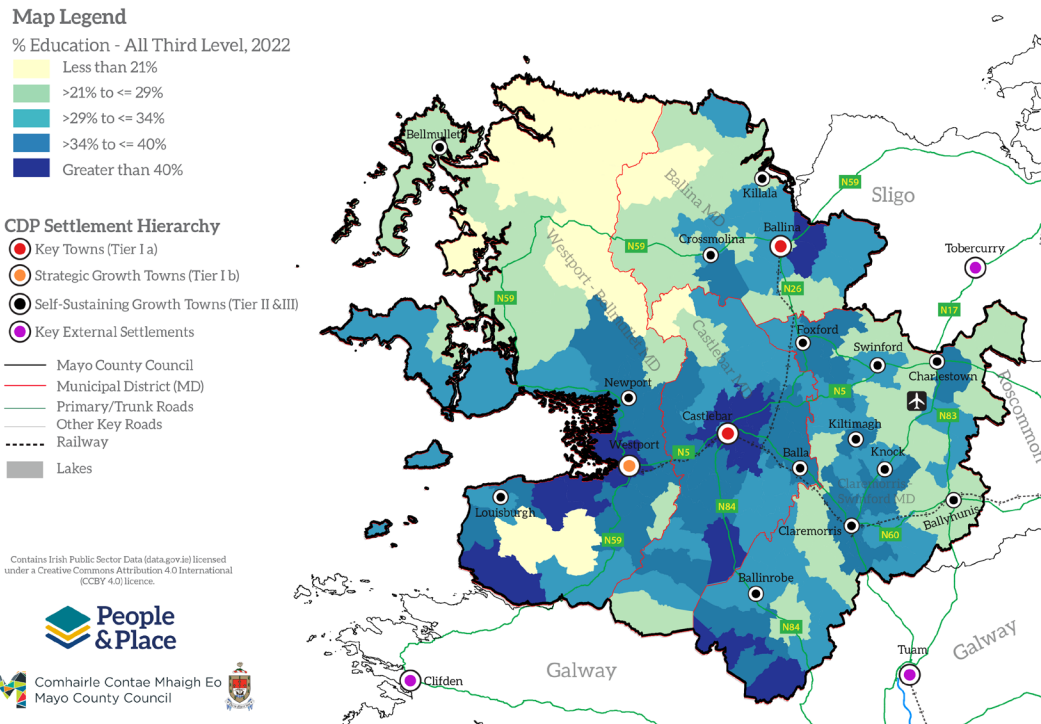
At primary school level, the pupil to teacher ratio stands at 20.97 : 1; this is the second lowest among local authority areas. County Mayo has twenty-six second-level schools, with a student population of 11,390.

While childcare fees in County Mayo are below those of the State, they have not been subject to the same levels of price inflation as in most other counties. The average weekly cost per child stands at €161.

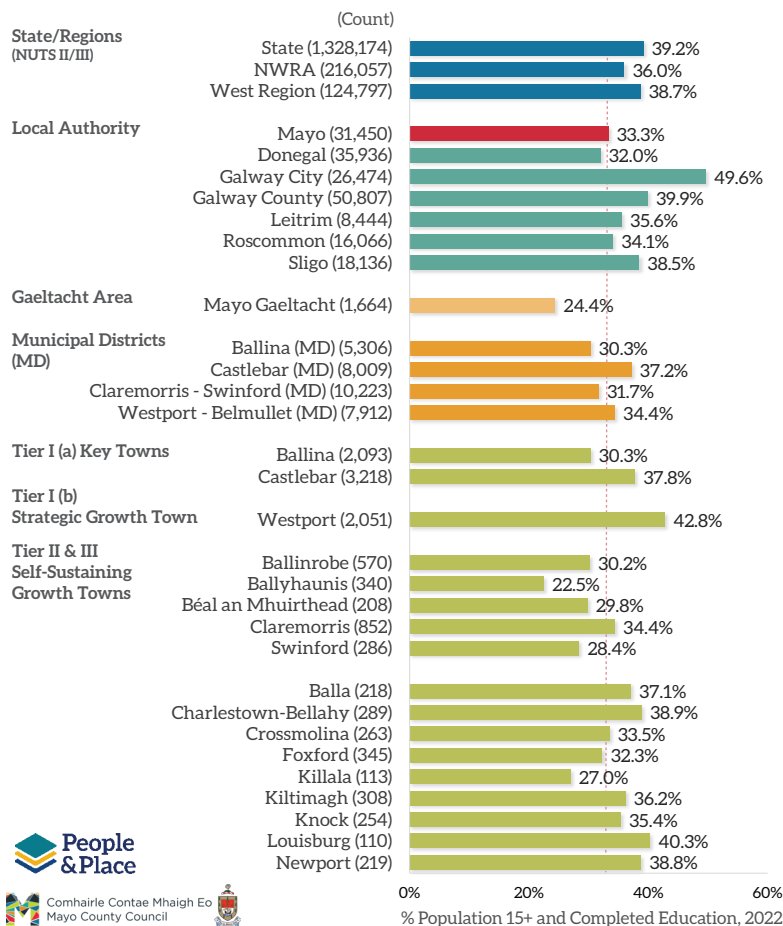
Key Facts:

- In County Mayo, low levels of educational attainment correlate with rurality and with an older age profile;
- Among Ireland's thirty-one local authority areas, County Mayo has the third highest proportion of persons who did not progress beyond primary school, and the county has the highest proportion of persons who completed their education with the Leaving Certificate or equivalent qualification;
- There is a contrast between Castlebar, Westport and its environs and most of the rest of the county in respect of educational attainment levels among the resident population – levels are considerably higher in and around Castlebar and Westport than in other parts of the county. The north and west of the county, especially the Belmullet LEA, record the lowest levels of educational attainment;
- In County Mayo, the proportion of schools, at both primary and secondary level, that have DEIS status is higher than in most other local authority areas; and
- The pupil teacher ratio in County Mayo's primary schools (20.97 : 1) compares favourably with that of the State (22.8 : 1) and most other counties.

Socio-Economic Profile, 2024



Indicator: Education Attainment Map - All Third Level, 2022 (CSO Census, 2022)



Indicator: Education Attainment - All 3rd Level, 2016 (Source: CSO)

Economic Profile

County Mayo's economic profile exhibits significant structural weaknesses relative to other parts of Ireland. Participation in the labour force and workforce is lower in County Mayo than is the case across the State and in any county in the Western Region. The lowest participation rates are in rural areas, which is partly due to their age profile, but it is also indicative of a poverty of opportunity in many parts of the county. Relative to the rest of the county, Castlebar and its environs exhibit a stronger and more diversified economic profile. In contrast, the Belmullet LEA exhibits the weakest economic profile. It has the lowest level of labour force and workforce participation in the county. Indeed, labour force participation in the Mayo Gaeltacht lags more than seven percentage points behind the county as a whole and almost eleven percentage points behind the State.

In County Mayo, just under fifty-eight percent (57.4% or 64,017) of the resident population aged 15+ is in the labour force; this is 3.8 percentage points lower than is the case across the State (61.2%). Of those in the labour force, just over ninety-one percent are at work.

Relative to the State, County Mayo has a higher proportion of the resident workforce employed in the following sectors: agriculture, forestry and fishing (6.2% or 3,607); building and construction (6.7% or 3,886); manufacturing (15.7% or 9,155); and public administration (6.5% or 3,805). Proportionately, there are fewer people working in commerce and trade (20.4% or 11,928); transport and communications (4.9% or 2,855); and professional services (24.2% or 14,099). The proportion of persons employed in so-called 'other industries' (15.4% or 8,999) (which includes pluriactivity and seasonal activities) is similar to the proportion across the State, and lower than in other counties along the western seaboard.

Industry of Employment

Over one in sixteen of the county's resident workers is employed in the primary sector (agriculture, fishing and forestry). The highest values (>20%) are in the western third of the county (where land is less productive) – west of a line from Killala to Lough Mask, excluding Westport and its environs. Values are also lower on Achill Island, as employment in tourism is more significant there.

Manufacturing employment is more significant in County Mayo than is the case in the State; it accounts for nearly sixteen percent of the workforce. The sector is most significant (as a source of employment) in and around Westport, Ballyhaunis, Swinford and Crossmolina. Over six percent of the county's workforce is employed in building and construction, but values are double that in several rural communities, most notably around Béal an Mhuirtead and in parts of East Mayo.

One fifth of the workforce is employed in commerce and trade. This is more than three percentage points lower than the proportion across the State (23.8%) and is similar to values in other western counties. Employment in this sector is most significant in and around Castlebar and Ballina, and to a lesser extent in and around Westport, Claremorris, Newport and Kiltimagh.

Over six percent of the workforce is employed in public administration, with the highest values being in peri-urban zones around Castlebar and Ballina and in areas adjoining Ballycroy National Park.

Almost a quarter of jobs in County Mayo are in professional services. The highest values (>30%) are in and around Castlebar, Balla and Kiltimagh, as well as in Erris and Achill Island. Meanwhile, values are generally lowest (<16%) in areas of low population density – north and west of Crossmolina and south of Westport. These figures and the associated spatial pattern indicate Castlebar's significance as an employment and service centre. Between 2016 and 2022, the professional services sector witnessed the largest growth in employment of any sector in County Mayo (+2,114 persons At Work).

Socio-Economic Profile, 2024

Employment in 'other' industries is associated with seasonality and mixed local economies (e.g. fishing, farming, tourism and artisan production). Such activities are generally significant along Ireland's western seaboard. While the overall figure for County Mayo is lower than in other western counties, the number of persons employed in 'other' industries, in County Mayo, is increasing at a faster rate than in all other sectors. The most recent data (Census 2022) indicate that the highest values are in Achill Island, Mulranny and Erris. Over twenty five percent of the resident workforce in Béal an Mhuirtead and Westport, and almost thirty percent in Louisburg (27%), is employed in 'other' industries. In Knock, which is Ireland's most visited pilgrimage site (1.5 million visitors in 2022), over twenty-five percent of the resident workforce is classified as being employed in 'other' industries.

County Mayo has the third-lowest level (11.9% or 6,795) of out-bound commuting (after Kerry and Donegal) of Ireland's thirty-one local authority areas, and Galway City (1,506) is the destination of twenty two percent of all out-bound commuter flows. Galway County (1,497), marginally lower, is the second most important external commuter destination; it also accounts for twenty two percent of flows. Out-bound (out-of-county) commuter flows are most significant among resident workers in south and east Mayo – along a 10km corridor from Charlestown to Killary Fjord. Over an fifth of resident workers in Ballinrobe, Shrule, The Neale, Claremorris and Charlestown works outside of County Mayo.

A mapping of jobs in County Mayo shows the significance of the main urban centres, especially Castlebar, Ballina and Westport, along with the Údarás na Gaeltachta-supported industries in Béal an Mhuirtead.

Enterprise and Business

As is the case in all predominantly rural counties, the vast majority of jobs in Mayo are in indigenous (Irish) firms, while just over thirteen percent of jobs are in FDI-supported companies. Across the Western Region and adjoining border counties, the proportion of jobs in FDI companies ranges from under ten percent in County Roscommon to over a quarter in Galway. As of 2022, there were over 10,500 jobs in Mayo in all State assisted companies (IDA, EI and UnG) - approximately 52% (5,444) of these were in IDA supported companies. However, between 2016 and 2022, overall employment growth in companies that are State assisted has been stronger in indigenous enterprises (+1,283 jobs) than in FDI enterprises (+1,519 jobs). During 2022, the County Mayo Local Enterprise Office (LEO) supported 206 clients and 1,226 SME jobs were supported by LEO financial assistance and supports.

In terms of business demography (latest data available is for 2021), small firms predominate in County Mayo. Over ninety percent of firms (93%) have fewer than ten employees, and these small firms employ almost thirty-five percent of employees. Almost a further twenty-five percent of employees work in firms that have between ten and fifty employees. Since 2019, there has been an increase +524 active enterprises in County Mayo. Almost a quarter of active enterprises in the county are in the construction sector – the most numerous of any sector, while the wholesale and retail trade (including vehicle sales and repairs) accounts for a further fifteen percent of enterprises. In proportional terms, these two types of enterprises are more significant in County Mayo than across the State as a whole.

Unemployment

Regional-level data on unemployment indicate a gradual downward trajectory since 2016, although the recent pandemic had a negative effect thereon, and jobless numbers increased in 2020 and 2021 before declining again in 2022 and 2023.

The self-declared unemployment rate in Census 2022 was just under nine percent, (8.9% or 5,683)

Socio-Economic Profile, 2024

which was just below the State equivalent (8.3%). Within the county, the highest unemployment rates are in North and West Mayo – especially in rural communities, as well as in the towns of Ballina, Swinford and Ballyhaunis. Figures provided by social welfare offices in the county (April 2024) reveal that nine percent of unemployed persons in the county (5,627) are aged under 25 (524).

Incomes

While disposable income per person has increased, year on year, over the past decade, the level in County Mayo, as of latest data available in 2020, was €18,913. This is the seventh lowest across the twenty-six counties.

Census of Population data (2016 latest available) reveal that the median household income in County Mayo was €37,214, which is over €8,000 below the median household income across the State and is the fourth lowest among the State's local authority areas. Within the county, there are considerable variations, with levels ranging from under €30k in rural communities in the Belmullet LEA to over €48k in the environs of Castlebar and Westport.

Almost one in six households, whose residents are of working age, rely on social welfare transfers for the majority of their household income, and this figure (15.9%) is over two percentage points higher than the State equivalent. Within the county, levels of dependency on social welfare are highest in the northwest – in rural communities in the Belmullet LEA.

Over one in six (17.6%) of households in County Mayo rely on the State pension to provide the majority of their household income. This is the third highest of any county, and it is almost five percentage points above the State equivalent. Within the county, levels of dependency on pensions are highest in the west – west of a line from Killala to Killary and in the county's eastern fringe – east of Charlestown and Knock.

Key Facts:

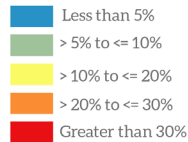
- County Mayo has the second lowest level of labour force participation and the thirteenth lowest level of workforce participation of any local authority area in Ireland;
- Castlebar and its environs exhibit the strongest economic performance of any part of the county, while the Belmullet LEA is the weakest part of the county, in economic terms;
- The professional services sector is the single most significant source of employment in the county, accounting for over twenty-three percent of all jobs;
- Among Ireland's thirty-one local authority areas, County Mayo has the sixth highest proportion of resident workers who are employed in the primary sector (agriculture, forestry, fishing and mining) and the fifth highest proportion who are employed in building and construction;
- Almost twelve percent of County Mayo's resident workforce is employed in another county, and of these approximately half work in Galway City and County;
- Inter-county commuting is most significant in South and East Mayo, and medium- to long-distance commuting is significant in some communities;
- Castlebar and its environs, followed by Ballina, Westport, Claremorris, Ballyhaunis, Swinford and Ballinrobe are the most significant employment locations in the county;
- Just over thirteen percent of jobs in County Mayo are in FDI-supported companies, while the vast majority are in indigenous firms;
- The number of persons at work grew consistently between 2012 and 2019, and while employment dipped during the pandemic, it has largely recovered over the past two years;
- Small firms (<20 employees) account for the vast majority of firms and employ over half of employees in the county;

Socio-Economic Profile, 2024

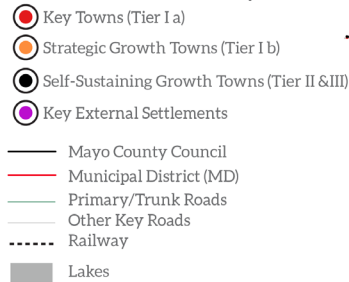
- The median household income in County Mayo is almost €8,000 lower than the State equivalent and is the fourth lowest among the State’s local authority areas;
- Almost one sixth of households rely on social welfare transfers for a majority of their household income; and
- Dependence on the State pension in County Mayo is the third highest of any county in Ireland.

Map Legend

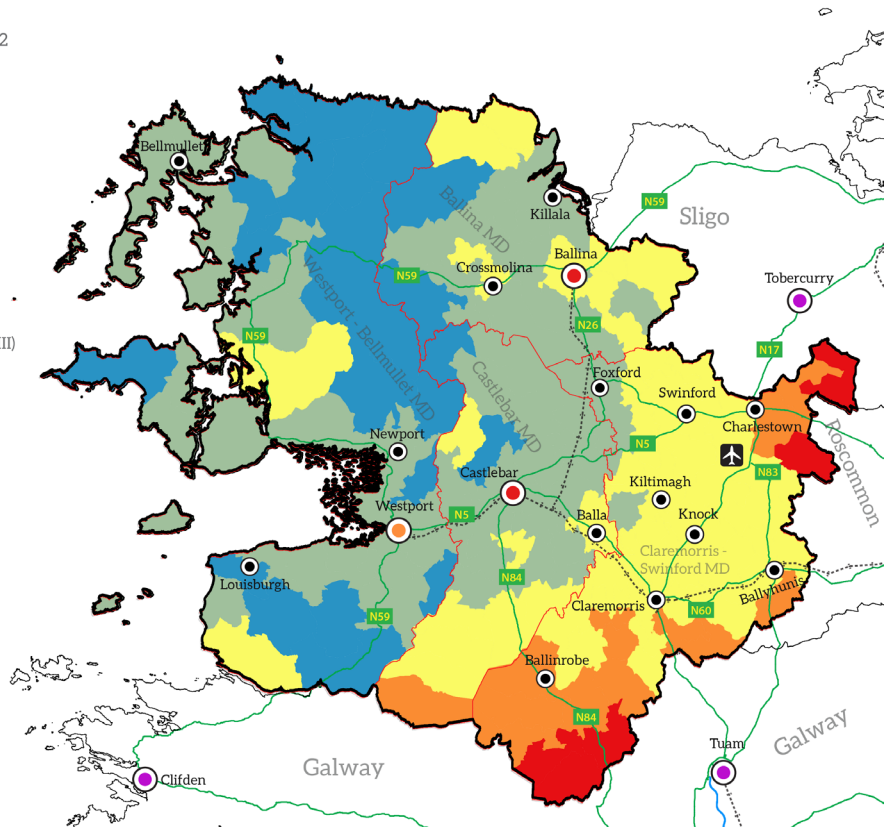
% Workforce: External Commuters, 2022



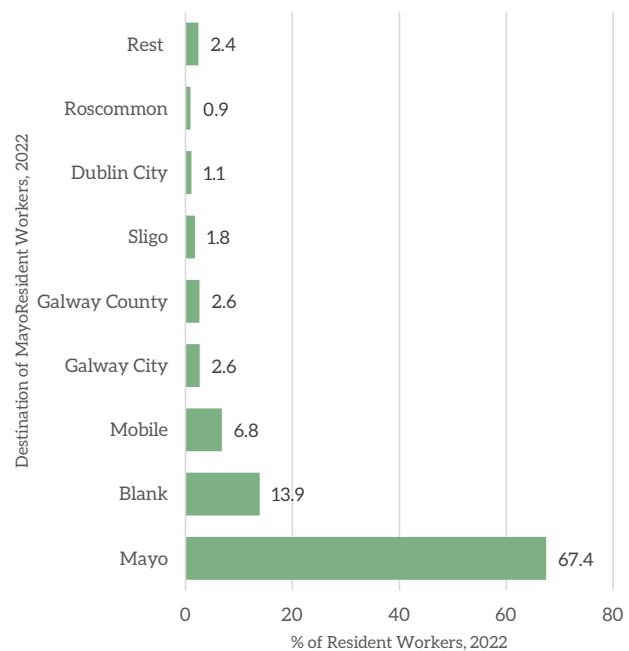
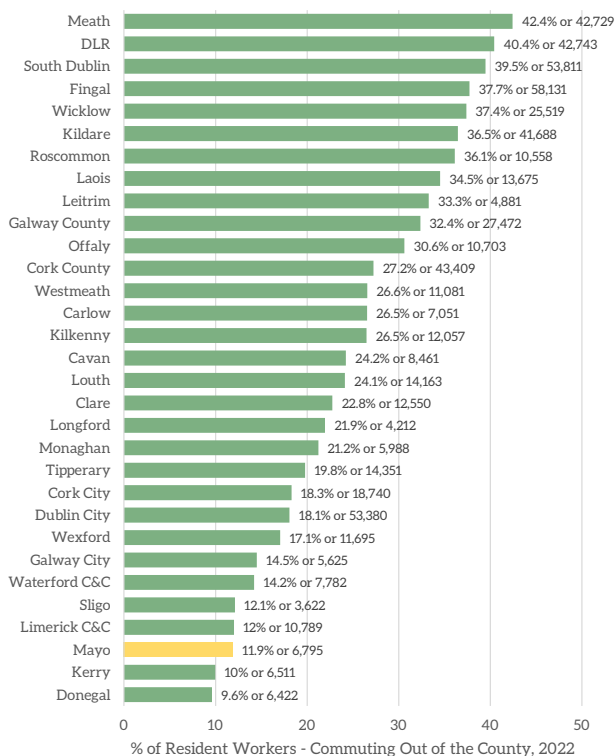
CDP Settlement Hierarchy



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Indicator: Out of County Commuting Flow Map, 2022 (CSO Census, 2022)



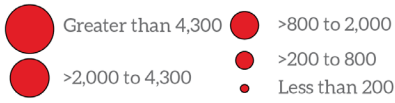
Indicator: Outbound Commuting rates in Local Authorities, 2022 (Source: CSO)

Indicator: External Destinations for Mayo Workers, 2022 (Source: CSO)

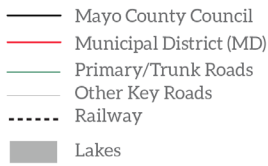
Socio-Economic Profile, 2023

Map Legend

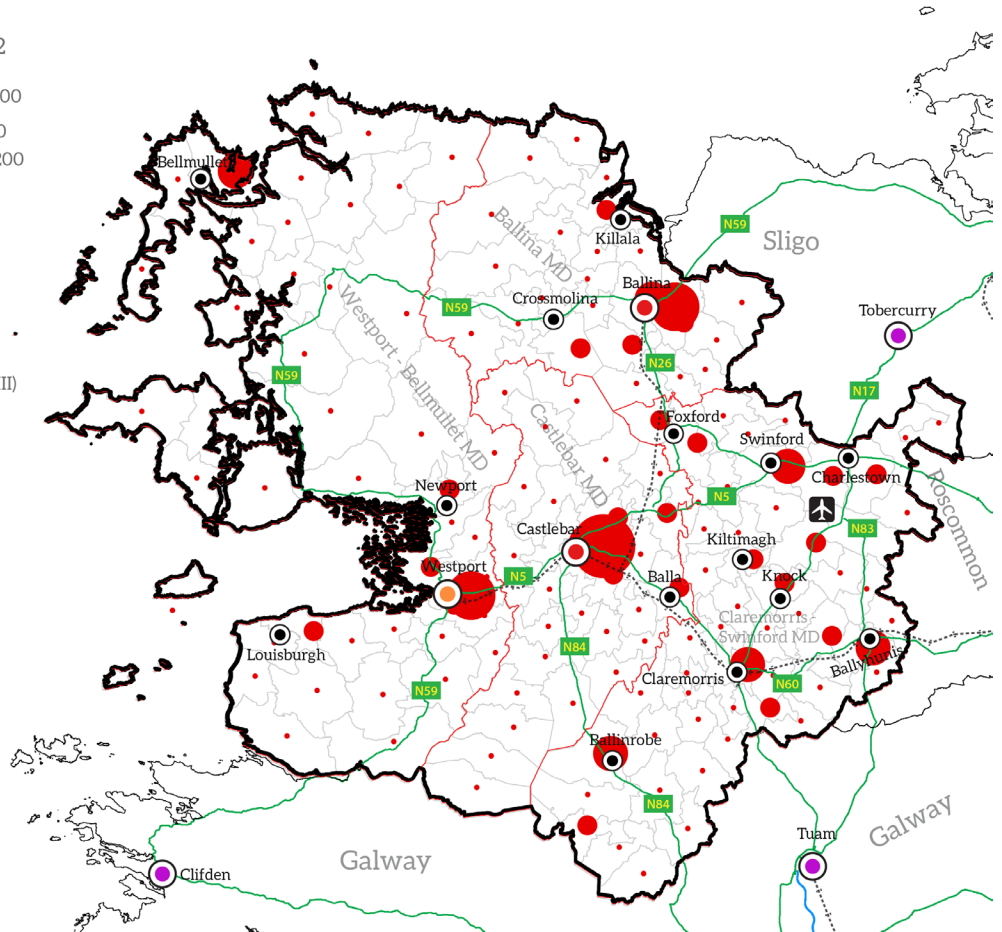
Total Local Jobs in Mayo by ED, 2022



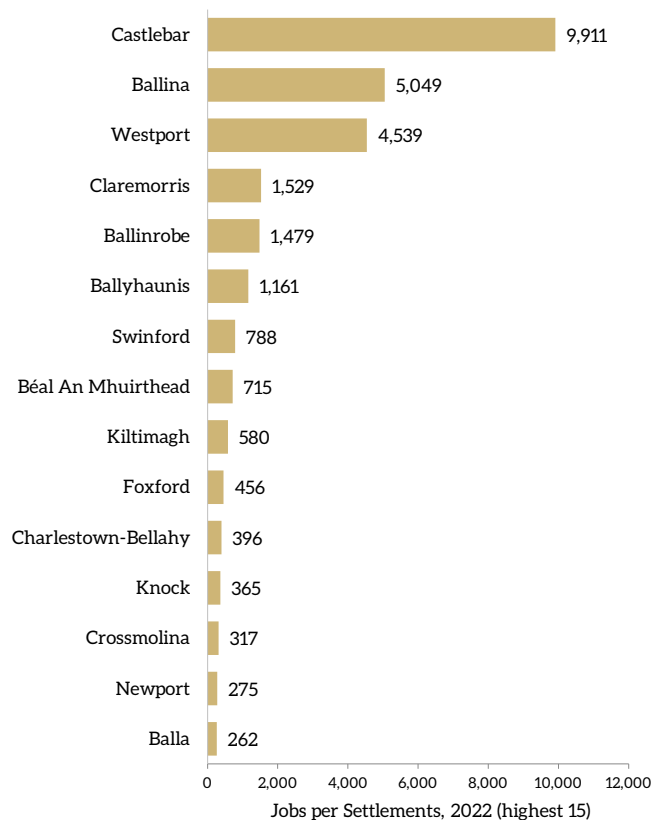
CDP Settlement Hierarchy



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Indicator: Location of Jobs in Mayo by Electoral Division Map, 2022 (Source: CSO)



Indicator: Local Jobs per Mayo Settlements (highest 15), 2022 (Source: CSO)

Housing

According to the most recent Census of Population (2022), there are 68,735 housing units in County Mayo. This corresponds to just over three percent of the housing units in the State. At the same time, the county has 2.7% of the State's resident population. Thus, in relative terms, the ratio of housing units to people is better in Mayo than is the case across the State as a whole.

There were 3,008 housing completions in County Mayo between January 2016 and December 2023, of which 525 occurred in 2023. This accounts for approximately 1.6% of all completions across the State as a whole. Of the housing completions, in County Mayo, in 2023, over half (56.4% or 296) were single houses, and a further thirty-eight percent (201) were houses in schemes/estates. The remainder were apartments (5.3% or 28). Almost a quarter of all housing completions (between 2016 and 2023) took place in the Castlebar MD (27.7% or 737) with the Westport MD accounting for a fifth (20.1% or 603).

The rate of housing vacancy in County Mayo is higher than is the case across the State as a whole (2022 data). Among the State's thirty-one local authority areas, Mayo records the third highest housing vacancy rate (13.3%). Within the county, vacancy rates are higher in rural areas, particularly in non-coastal areas, than in the towns, although some town cores, most notably Ballinrobe, have also been adversely affected by vacancy. While the headline figures in respect of vacancy might suggest that there is a significant untapped housing stock, the reality is more than forty percent of the houses are vacant because the owner is deceased (24%) or because the property is a rental property (19%).

Over one in nine of the housing units in County Mayo is an unoccupied holiday home (April 2022). This is the fourth highest proportion in any county, and holiday homes are particularly problematic in West Mayo, especially in coastal communities.

The vast majority (95%) of County Mayo's housing stock is a conventional house, while less than four percent are classified as flats / apartments. Flats / apartments are more prevalent among newer housing stock, and they are more likely to be in the main urban centres and in popular holiday destinations. Flats / apartments constitute over ten percent of the housing stock in Westport, Newport, Knock and Claremorris.

According to Census 2022, almost three quarters of homes in County Mayo are owner occupied (72.8% or 37,879). The proportion of all homes that are owner occupied without a mortgage (48% or 24,929) is the highest among Ireland's local authority areas, and within the county, the highest rates are predominantly in rural areas and established urban neighbourhoods. Owner-occupied homes with a mortgage (24.9% or 12,950) are more prevalent in the east and centre of the county – along the Westport – Castlebar – Ballina axis, and this spatial pattern is associated with a higher level of new home building and a younger age profile relative to other parts of County Mayo.

County Mayo has a more affordable housing stock than is the case in most counties, but it has experienced considerable property inflation over the past eight years; the average sale price in March 2016 was €120,108, while in March 2024 it was €221,788. Across the county's four Eircode areas, average prices (April 2023) range from €203,421 in Ballinrobe to €309,736 in Westport.

The proportion of households renting from a private landlord (15.2% or 7,885) is the third lowest of any county, and values are particularly low (<2%) in many rural areas, particularly in south and central Mayo. Just under five percent (5.9% or 3,066) of households are renting from Mayo County Council or an approved housing body, and social houses are more likely to be in the small and medium-sized

Socio-Economic Profile, 2024

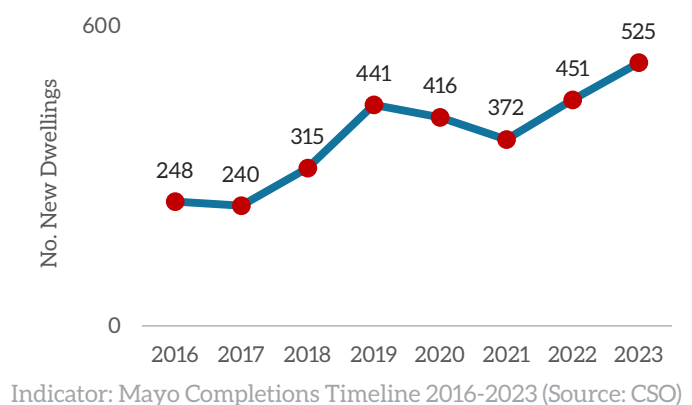
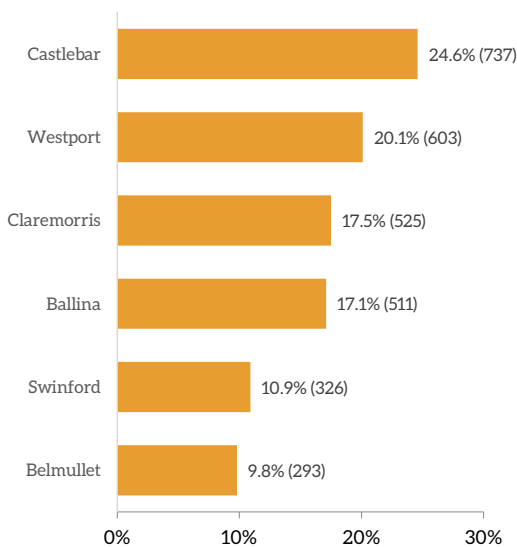
towns than elsewhere in the county.

The average monthly rent for a home in County Mayo is €964 (December 2023 figure), and while this is in the lower third among Ireland’s counties, rents have increased substantially over recent years. Between Q4 of 2016 and Q4 of 2021, they increased from €552 to €735 – an increase of thirty-three percent, while in the two years since then, they have increased by a further thirty-one percent.

It is estimated that approximately one in seven tenancies who are in rental properties (as per Census 2022) in County Mayo are supported by the housing assistance payment (HAP) (1,211 households). The Ballina and Castlebar LEAs have the highest proportions of renting households that are in receipt of the HAP, while the highest values (in absolute terms) are in the main towns. In recent years, HAP has become more significant than rent supplement, such that in 2021, there were just 170 rental properties, in the county, being part-financed through the rent supplement scheme.

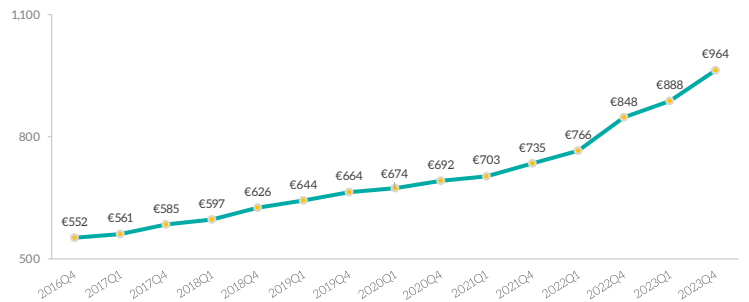
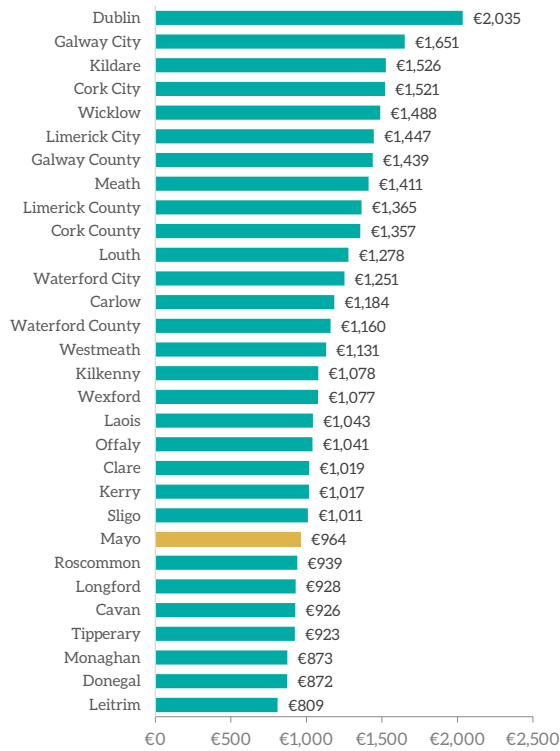
Key Facts:

- Since 2016, there have been 3,008 housing completions in County Mayo, and the year-on-year trend has been upward, apart from 2020-2021 – due to COVID-related restrictions;
- County Mayo has the fourth highest rate of unoccupied holiday homes, as a proportion of its housing stock, of all local authorities in Ireland;
- The average sales price of a home (in April 2023), in County Mayo, was the seventh lowest among the thirty-one local authority areas, yet the average price increased by eighty-four percent between 2016 and 2024;
- One in seven households in County Mayo is renting from a private landlord – the third lowest proportion in any local authority area;
- County Mayo has relatively affordable rental properties, but rents have increased consistently over the past eight years, and rental inflation has accelerated since 2021; and
- In 2021, nearly €5 million was expended on the housing assistance payment (HAP) in County Mayo.



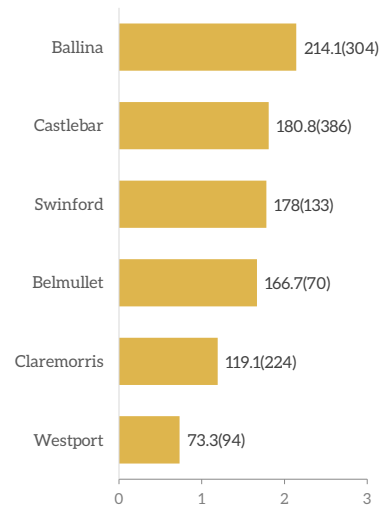
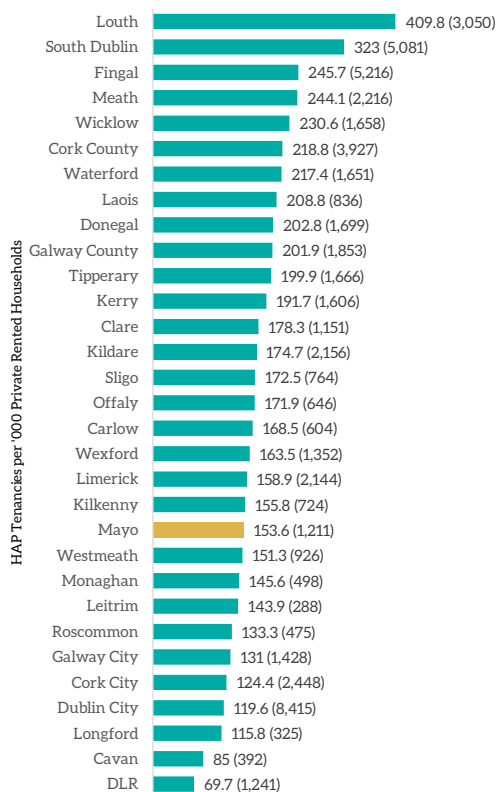
Indicator: Mayo Completions by MD, 2016-23 (Source: CSO)

Socio-Economic Profile, 2024



Indicator: Mayo Rental Price Time Series 2016 - 2023 (Source: CSO)

Indicator: Rental Price Comparison by Local Authority, Q4 2023 (Source: CSO)



Indicator: % HAP Tenancies per 1,000 Private Rented Households by LEA, 2022 (Source: CSO)

Indicator: % HAP Tenancies per 1,000 Private Rented Households, 2022 (Source: CSO)

Environment

Mayo is a county with outstanding natural beauty, significant habitats and a wide range of biodiversity. Consequently, and in order to protect the county's environmental resources, which are fundamental to its tourism industry and sustainable agriculture, a number of legal designations are in place.

Several sites in County Mayo have been designated as 'special protection areas' (SPAs) or 'natural heritage areas' (NHAs), as part of the Natura 2000 Network. The largest of these are Ballycroy National Park and its surrounding buffer zone, including much of the Nephin Beg Range, the Mullet Peninsula and its coastal waters, Lough Conn, Lough Mask, the eastern half of Clew Bay (including the drowned drumlins) and most of the Partry and Sheefry Hills. Other significant sites that have Natura 2000 status are Achill Sound, bogs and fens around Bangor Erris and the county's main rivers, including the Moy. Several coastal inlets have also been afforded Natura 2000 status. County Mayo shares several SPA and NHA sites with its neighbouring counties. These include the Ox Mountains (with Sligo) and Killary Fjord and the coastal waters between Inishturk and Inishboffin (with Galway).

CORINE land-cover mapping highlights the distinctiveness and value of County Mayo's landscapes. Boglands account for over thirty-five percent of the county's land cover, and these are prevalent across the western half of the county, and in the uplands. Bogs are a natural carbon sink, and they have an important role to play in supporting ecosystems and in fighting and tackling climate change. Boglands represent the majority landcover type in the Westport MD. The boglands of West Mayo are interspersed with areas of natural grassland, but during the 1990s and 2000s, many were subjected to coniferous plantations, and their ecological functions have been diminished. There is a re-wilding project underway in the Nephins, and several farmers are playing an important role in nature conservation, including the protection of endangered species such as the corncrake. While pastures predominate in East Mayo, these are interspersed with several boglands.

Water quality in Mayo's rivers and streams is variable. The highest quality waters are found in the streams that flow from virgin bogs in the north and west of the county, while the poorest water quality is found in the streams around Castlebar. While most of the Moy's tributaries have good quality water, the water in the main channel is of moderate quality.

Thanks to conservation efforts, the enforcement of the EU Water Framework Directive and farmers' participation in agri-environmental schemes, there has been an overall improvement in water quality, since 2010. The proportion of waters that attain a 'high' quality status increased by four percentage points, but still stands at only seventeen percent.

County Mayo contains some significant habitats for the margaritifera (fresh-water pearl mussel), which requires high-quality water and is an excellent barometer of water quality. The most significant catchment in this respect is the Errif-Clew Bay Catchment.

According to the Environmental Protection Agency (EPA), several of Mayo's boglands and uplands, along with its lakes (including Lough Conn and Lough Mask) exhibit extreme environmental sensitivity. Indeed, most of the western quarter of the county is extremely sensitive to environmental change. Clew Bay's islands, including Clare Island, along with most of Achill and Blacksod Bay also exhibit extreme environmental sensitivity.

Over recent years, there has been a concerted effort to decrease the carbon footprint of our homes, by reducing our dependence on fossil fuels and improving building energy ratings (BERs) among other

Socio-Economic Profile, 2024

measures. Yet, oil remains the predominant source of home heating among County Mayo's homes. Almost a fifth (19%) of homes are heated using turf/ peat, and this figure rises to over twenty-five percent in the Westport-Belmullet MD and to over forty-five percent in Gaeltacht communities.

Of the assessed housing stock in County Mayo (2022), only ten percent has attained a BER rating of B2 or higher. It should be noted, however, that only thirty percent of the county's housing stock has had its BER assessed. Poor BER ratings are associated with high levels of heat demand, and 2022 figures indicate that County Mayo had the third highest per capita level of heat demand of all counties. Total energy demand, across all sectors in County Mayo, amounted to 1,260 gigawatt hours (in 2022) – the tenth highest level in the State.

County Mayo is home to Ireland's first wind farm (Bellacorrick), and there are currently sixteen wind farms operational in the county. These have an energy export capacity of 271 megawatts, which is over six percent of the State total. According to the Sustainable Energy Agency of Ireland (SEAI), there is one solar farm planned for County Mayo. In addition, Claremorris Energy Cooperative is progressing the development of two solar farms in their locality.

Sales of electric and hybrid vehicles have been increasing over recent years, and in 2023, they accounted for thirty-six percent of all new car sales in County Mayo – up from seven percent in 2018.

Over half (52%) of domestic waste (collected in 2020) in County Mayo goes to landfill.

This is the third highest proportion among the State's local authority areas, and the county has the second lowest proportion classified as organic waste.

Key Facts:

- Most of the landscapes and seascapes that underpin County Mayo's tourism industry have been afforded legal protection under the Natura 2002 Framework, and these are predominantly in the west of the county;
- County Mayo has significant areas of bogland, and these are of notable ecological importance;
- Relative to most other counties, there is considerable scope, in County Mayo, to increase both the number of BER assessments undertaken and the proportion of homes with low energy consumption;
- Between 2018 and 2022, County Mayo experienced a near sixfold increase in the proportion of new cars sold that were either electric or hybrid; and
- Among Ireland's thirty-one local authority areas, County Mayo has the third highest proportion of domestic waste that goes to landfill (67%).

Socio-Economic Profile, 2024

Map Legend

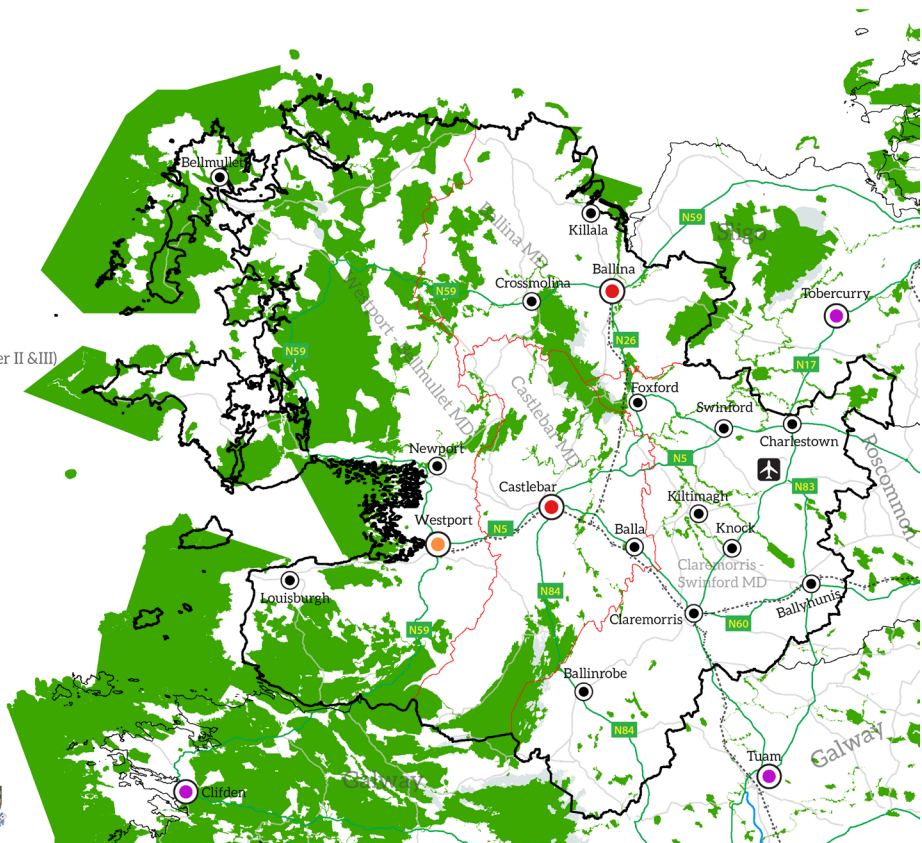
Natura 2000 Sites
 Natura 2000

CDP Settlement Hierarchy

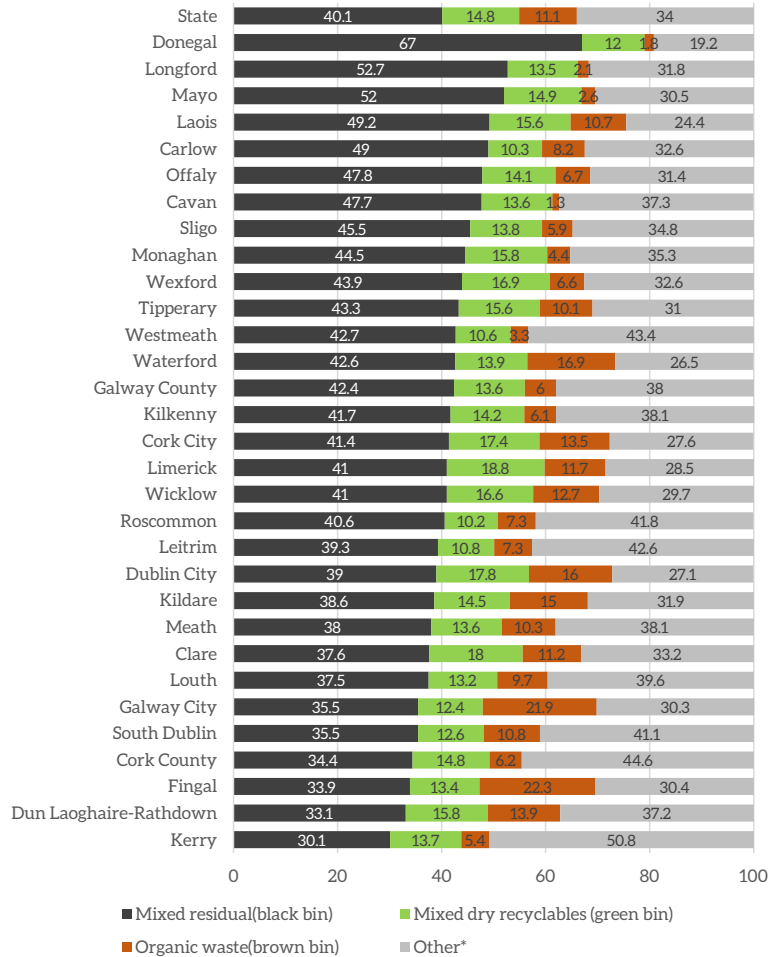
- Key Towns (Tier I a)
- Strategic Growth Towns (Tier I b)
- Self-Sustaining Growth Towns (Tier II & III)
- Key External Settlements

- Mayo County Council
- Municipal District (MD)
- Primary/Trunk Roads
- Other Key Roads
- Railway
- Lakes

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Indicator: Natura 2000 Sites Map, 2023 (Source: CSO)



Indicator: Household Waste Collected Breakdown, 2020 (Source: CSO)

Socio-Economic Profile, 2024

Map Legend

CORINE Land Classification Mapping, (2018)

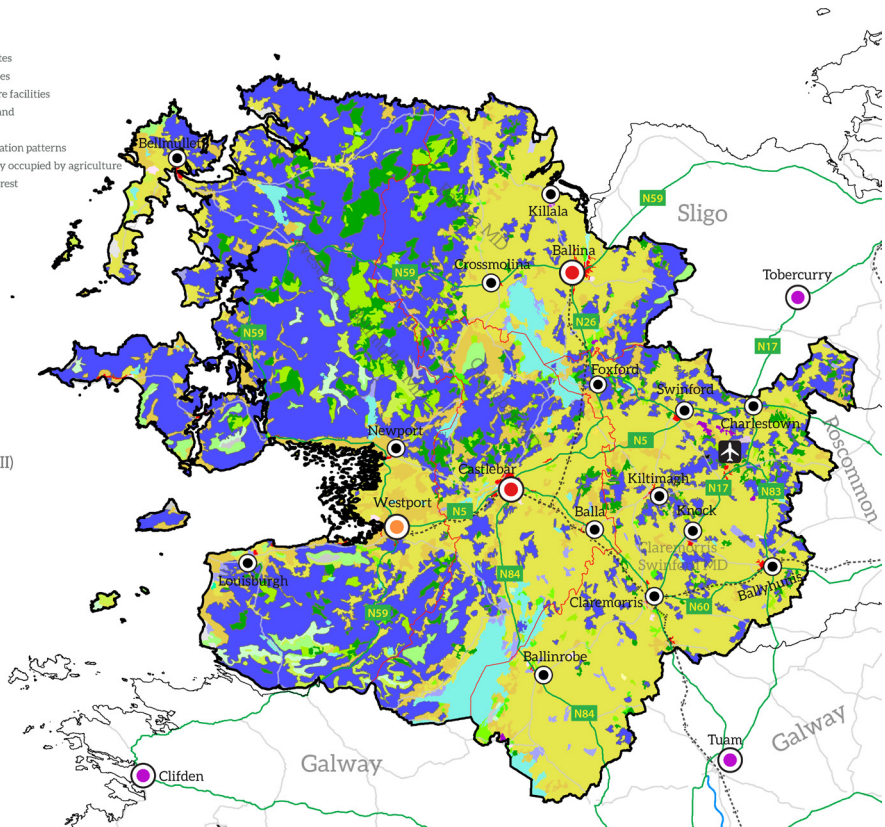
- 111 Continuous urban fabric
- 112 Discontinuous urban fabric
- 121 Industrial or commercial units
- 122 Road and rail networks
- 123 Sea ports
- 124 Airports
- 131 Mineral extraction sites
- 132 Dump
- 312 Coniferous forest
- 313 Mixed forest
- 321 Natural grassland
- 322 Moors and heaths
- 324 Transitional woodland scrub
- 331 Beaches dunes sand
- 332 Bare rocks
- 333 Sparsely vegetated areas
- 133 Construction sites
- 141 Green urban sites
- 142 Sport and leisure facilities
- 211 Non-irrigated land
- 221 Pastures
- 242 Complex cultivation patterns
- 243 Land principally occupied by agriculture
- 311 Broad-leaved forest
- 334 Burnt areas
- 411 Inland marshes
- 412 Peat bogs
- 421 Salt Marshes
- 423 Intertidal flats
- 511 Stream courses
- 512 Water bodies
- 521 Coastal lagoons
- 522 Estuaries

CDP Settlement Hierarchy

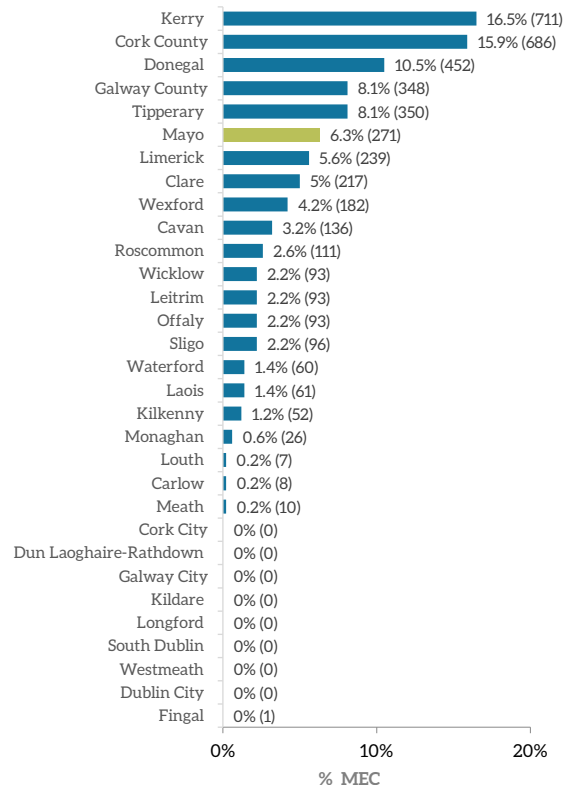
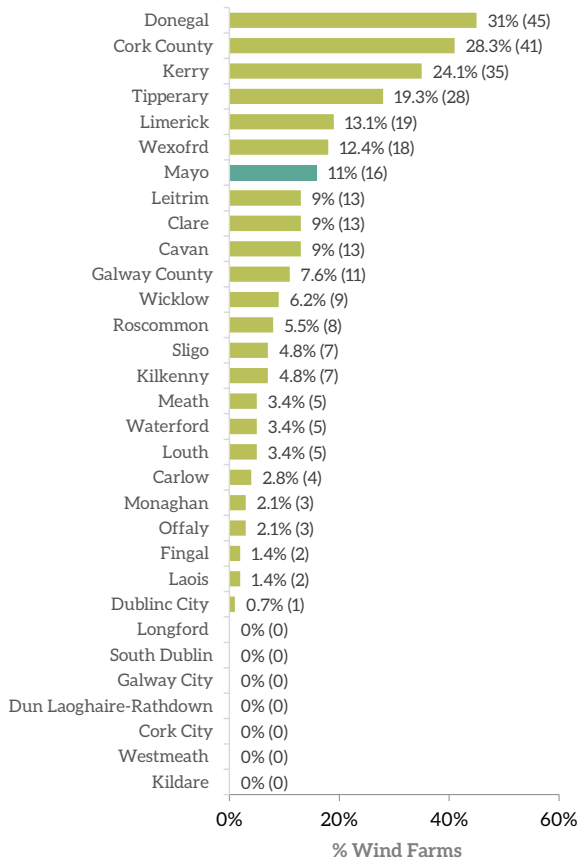
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Indicator: CORINE Land Cover Map, 2018 (Source: EPA/OPR)



Indicator: Connected Wind Farms, 2022 (Source: SEAI)

Indicator: Connected Wind Farms by MEC - MW, 2022 (Source: SEAI)

Socio-Economic Profile, 2024

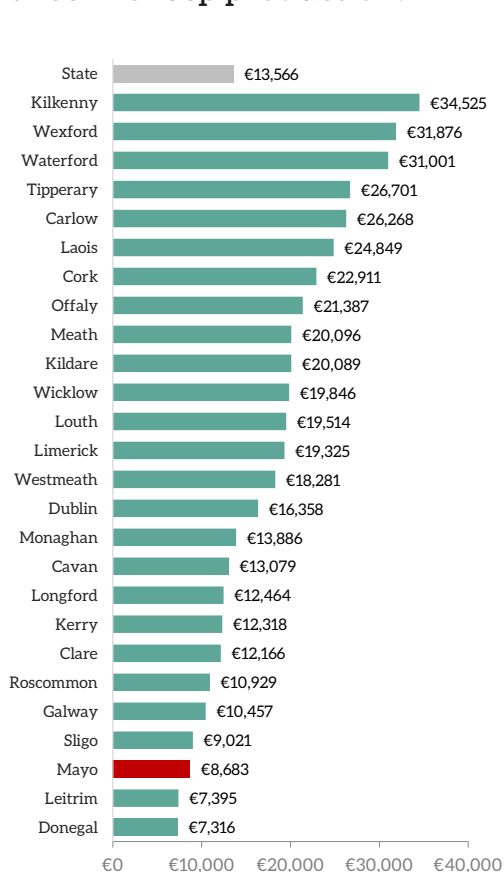
Agriculture

County Mayo’s agricultural profile is strongly influenced by its physical geography. The east of the county – east of the main lakes (Conn and Mask) – benefits from its low-lying position and relatively more fertile soils, and agriculture is more intensive than in West Mayo. In contrast, areas along the Atlantic coast are rugged and windswept and farming has always been more marginal in these locations. In recent years, farmers throughout County Mayo have been embracing and benefiting from policies that promote high-nature value farming.

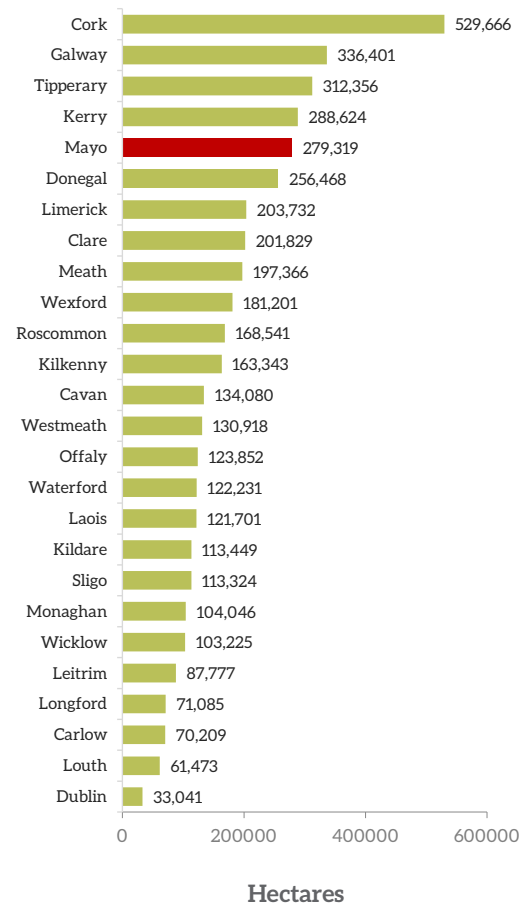
Almost eighty percent of farms in County Mayo are either specialist beef or specialist sheep farms. Thus, grassland is the predominant land use. Cows (suckler and dairy) are predominantly in the eastern half of the county, while sheep numbers are highest in the south and west of the county – especially in the uplands. Just over two percent of farms in County Mayo are dairy farms, and most of these are in the Moy Valley and in the plains south of Claremorris and east of Ballinrobe.

Key Facts:

- The median standard output per farm, in the year 2020 (€8,683) in County Mayo is the third lowest of any Irish county; and
- The significance of farming relative to population is the third highest among Ireland’s counties; and
- Most farms in Mayo (57%) are specialist beef-production farms, while a quarter specialise in sheep production.



Indicator: Median Standard Output (€), 2020 (Source: CSO)



Indicator: Area Farmed (Ha), 2020 (Source: CSO)

Socio-Economic Profile, 2024

Map Legend

Number of Cows by ED, 2020

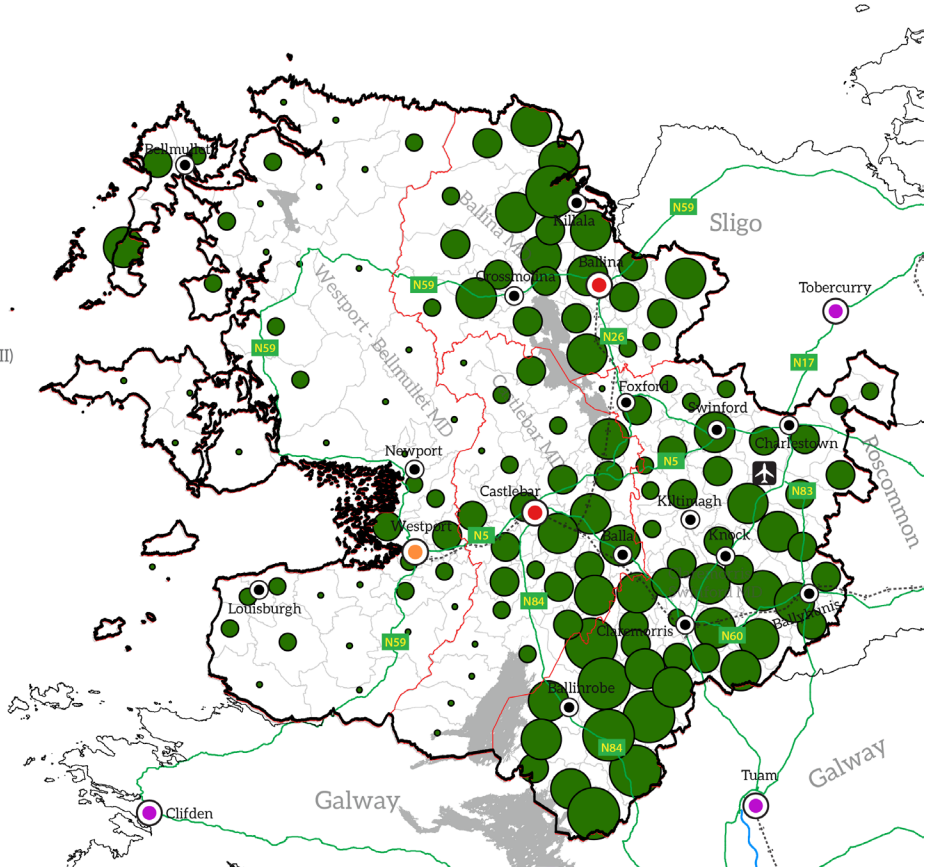
- Less than 690
- > 690 to <= 16,00
- > 1,600 to <= 27,00
- Greater than 27,00

CDP Settlement Hierarchy

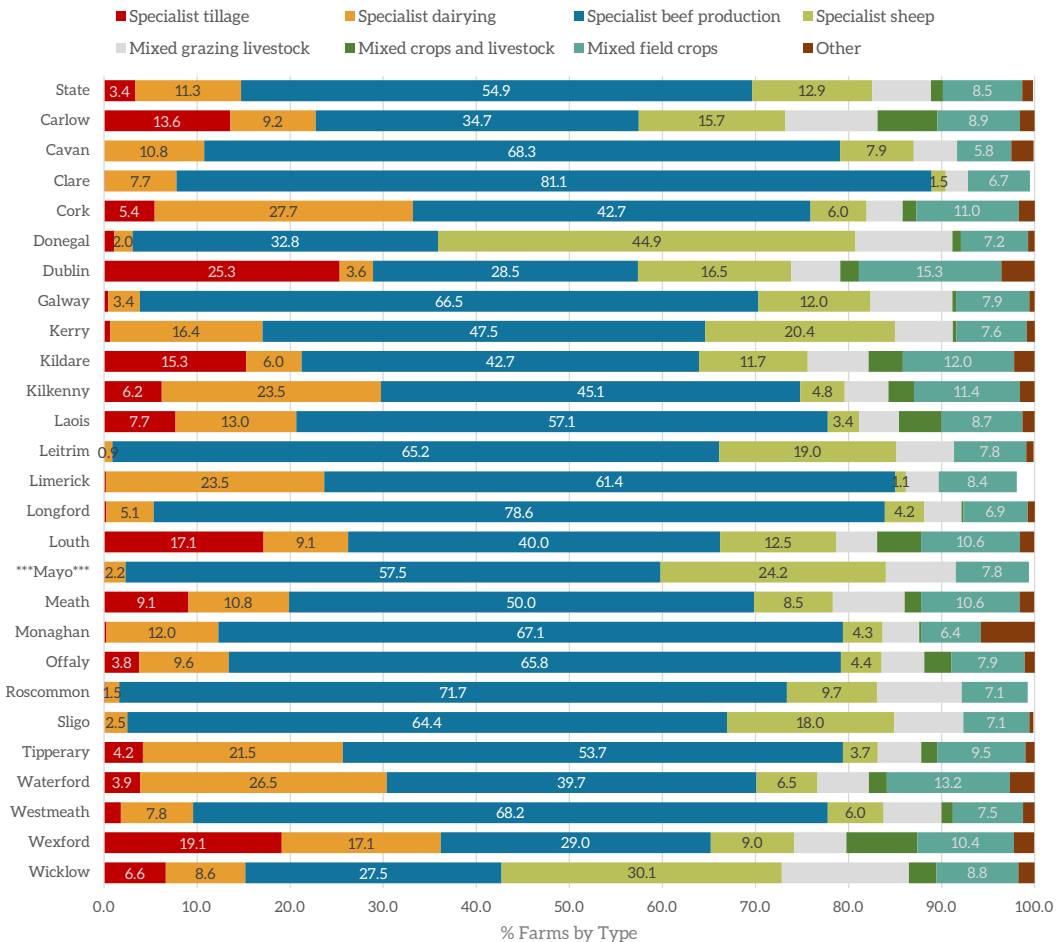
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Indicator: Number of Cows by ED, 2020 (Source: CSO)



Indicator: Farm Types by Local Authority, 2020 (Source: CSO)

**Mayo LECP
2023-29:**

SCOT Analysis

Strengths, Challenges, Opportunities and Threats (SCOT) Analysis



This section identifies key Strengths, Challenges, Opportunities and Threats (SCOT) relevant to the development of Mayo over the next decade.

This has been prepared following the development of a detailed socio-economic analysis of the county, a review of recently published documents and strategies and an analysis of the last LECP for Mayo. It has also been supplemented through feedback and comments received from the LECP Advisory team, LCDC, Economic SPC and Mayo County Council Divisional managers.

Strengths

- 5000+ years of documented human activity, history, heritage and attachment to place;
- An influential, renowned and celebrated diaspora;
- A county of outstanding natural beauty, with iconic sites and attractions offering a wide range of tourism products and offerings and popular destination;
- Strong county brand and recognition;
- Several long-established and experienced community development organisations; with strong social capital and social structures;
- Relatively affordable family homes;
- Strong family businesses / SMEs in many communities;
- Good broadband connectivity, including from commercial providers;
- The Atlantic Technological University (incorporating the former Galway-Mayo Institute of Technology);
- Ability to offer citizens/residents a good quality of life;
- Solid infrastructural fabric including sporting facilities, community centres, tourism and community amenities;
- Attractiveness as location for remote working;
- Ireland West Airport – inter-regional and international connectivity;
- The Mayo International Dark Skies reserve is one of two gold-tier reserves in Ireland; and
- Extensive areas that are covered by the Natura 2000 Framework, thereby protecting lands for sustainable agriculture and ensuring that marine resources are conserved.

Challenges

- Internal spatial imbalances in respect of demographic and economic vitality, with the Belmullet LEA lagging considerably behind the rest of the county;
- Weak demographic structure in Gaeltacht communities, which is undermining the inter-generational continuity of the Irish language;
- Low levels of participation in the workforce and labour force;
- Lack of connectivity between towns/villages/settlements;
- A limited rail network, such that most freight is transported by road and commuters have limited public transport options, resulting in environmental degradation and high business costs in rural areas;
- A relatively narrow economic base, especially in rural areas;
- Overcoming the distorting effects holiday homes are having on access to family homes and on the natural environment;
- Rejuvenating town and village centres and addressing housing vacancy;
- Diverting waste away from landfill and reducing waste generation;
- Growing dependence on a declining pool of volunteers to provide community services;
- Providing sufficient accommodation for arrivals from Ukraine, those seeking international protection, tourists and other visitors;
- Attracting and retaining skilled workers in some sectors;
- Addressing the needs of increasing numbers of older people;
- Retention of young people and the provision of enhanced supports to them; and
- Dealing with the fallout from defective concrete blocks in homes and other buildings.
- Meeting Mayo's accommodation needs (employees, visitors, local population); and
- Broadband connectivity.

Opportunities

- Strengthening the productive capacity of small and indigenous firms through inter-firm clustering and smart specialisation;
- Availing of education, research and regional engagement opportunities associated with the ATU;
- The Irish language and An Ghaeltacht - harnessing the opportunities associated with language planning and increased interest in, and respect for, the language;
- Networking, including with Gaeltacht communities (nationally) and Gaelic-speaking communities in Scotland and the Mayo diaspora;
- Building on the complementarities between the county's towns and promoting polycentric networking and cooperation;
- Expanding farmers' participation in various ecological initiatives and the promotion of high-nature value farming with appropriate remuneration for ecological services;
- Re-opening of the Claremorris to Athenry rail line and increasing the freight and passenger capacity of the existing rail network (as recommended in the 2023 All-Island Strategic Rail Review);
- Promotion of regenerative tourism;
- Harnessing the potential of connected / remote working and the creative industries

- Building on the investments that are being made in primary and secondary education, in order to overcome the challenges heretofore associated with low levels of educational attainment;
- Mayo's unique social history and breath of diaspora offers basis to combine cultural values and global best practises toward climate action;
- Community wealth building and social enterprise related to energy, circular economy, tourism, culture;
- Mayo Diaspora - increase the links worldwide;
- Building community leadership through existing initiatives and
- Mayo peatlands as a resource to positively impact climate change.

Threats

- Notable gaps between County Mayo and the rest of the State on several demographic, social and economic indicators;
- Low incomes and poor public transport connectivity threaten many households' ability to make a just transition to zero carbon emissions;
- An over-reliance on an ageing and declining pool of volunteers and community leaders;
- Risk of implementation of renewable energy measures which damage Mayo's ecosystems.
- Migration due to climate change events internationally;
- Balancing the wind/solar/wave opportunities with current and future farming and agri communities methodologies;
- Lack of preparedness for the ageing of the population - among some agencies / service providers;
- Potential threats to public health and tourism (among other economic activities) due to environmental degradation and poor water quality;
- Poor national grid capacity in Mayo; and
- Lack of accommodation to meet growing and developing counties needs.

Mayo LECP 2023-29:

Our shared Vision
and
High-Level Goals

LECP Vision and High-Level Goals

The Mayo LECP is centered around a shared Vision for the county and a set of High-Level Goals and associated Sustainable Community and Economic Objectives.

To develop the shared Vision and High-Level Goals for the Mayo LECP 2023-29, Mayo County Council and the Mayo LECP Advisory team followed a bottom-up and open consultative approach. Following the prescribed logical steps as set out in the LECP Guidelines, the approach to developing the Vision and High-Level Goals was structured around a number of interlinked phases:

1. An analysis was undertaken on the latest socio-economic and environmental data for County Mayo;
2. This analysis enabled an evidence informed SCOT analysis to be completed with specific input from both the LCDC and Economic SPC as well as existing Mayo County Council social, economic and environmental policies;
3. A detailed survey was carried out on the existing Mayo LECP with the LECP Advisory, LCDC and Economic SPC. This survey evaluated the existing Vision and High-Level Goals and sought recommendations for change, where applicable;
4. Based on the findings of steps 1 to 3 above, a draft Vision, a set of High-Level Goals with accompanying objectives and desired outcomes for the Mayo LECP was presented to and subsequently approved by the Mayo LCDC and Economic SPC to proceed for public consultation.



**The vision for the
Mayo LECP 2023-29 is:**

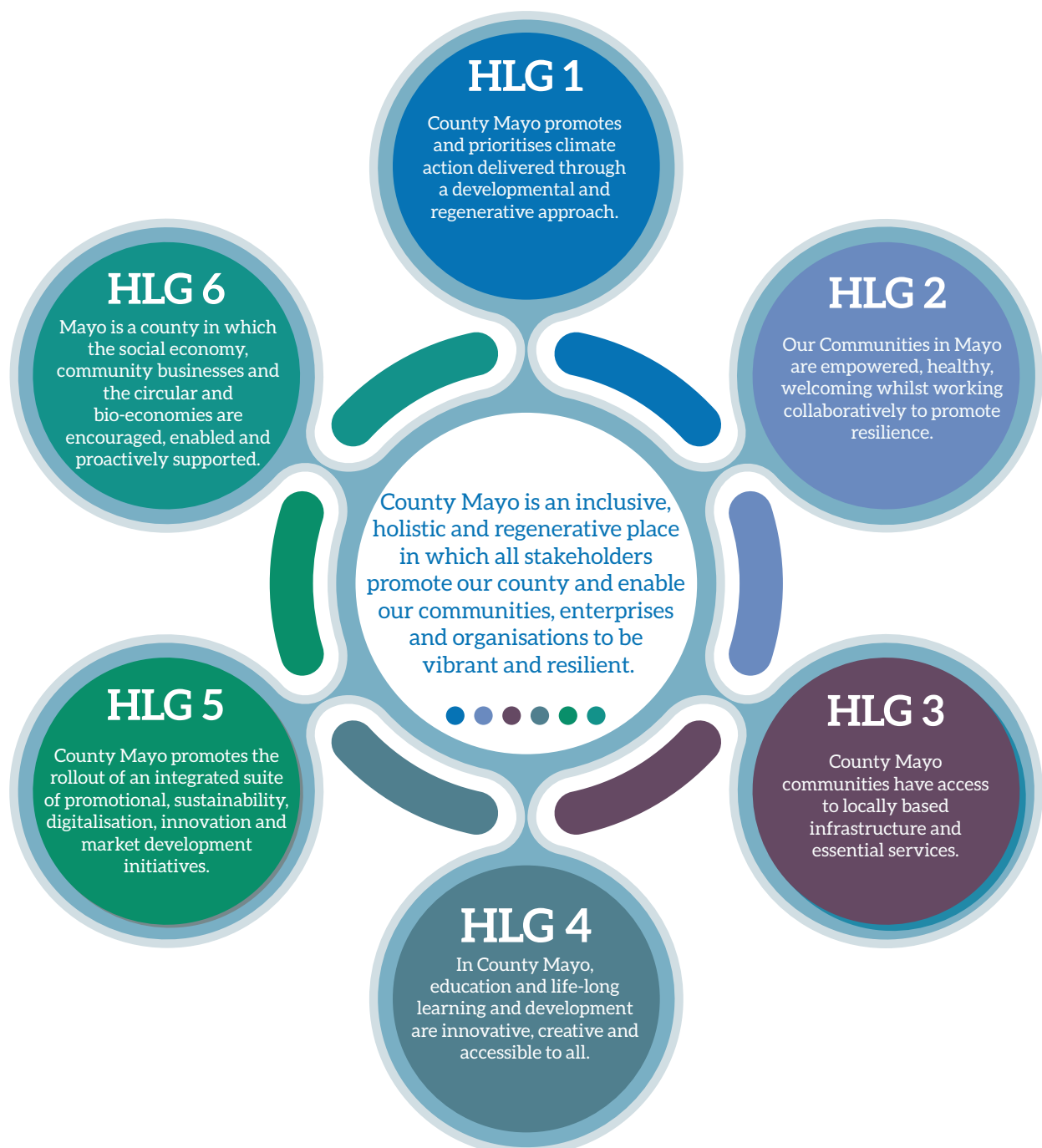
County Mayo is an inclusive, holistic and regenerative place in which all stakeholders promote our county and enable our communities, enterprises and organisations to be vibrant and resilient.

LECP Vision and High-Level Goals

The realisation of the overall Vision for the Mayo LECP will be driven by the High-Level Goals for the LECP. The High-Level Goal can be viewed as the setting of the general direction of travel for the LECP. The goal will generally not change throughout the plan period and inputs and interventions supported through the lifetime of the plan will be designed to reach the High-Level Goals as identified.

The Mayo LECP High-Level Goals are ambitious with their foundations in the analysis of the socio-economic data as well as the consultation processes undertaken as part of the plan development. However, we believe the High-Level Goals are achievable and realistic.

The following section set's out the six High-Level Goals for the Mayo LECP and identifies the cross-cutting connections between our goals and those of the Regional Spatial and Economic Strategy and the overarching UN Sustainable Development Goals.



LECP Vision and High-Level Goals

HLG 1

County Mayo promotes and prioritises climate action delivered through a developmental and regenerative approach.



- ✓ 7 - Affordable and Clean Energy
- ✓ 11 - Sustainable Cities and Communities
- ✓ 12 - Responsible Consumption and Production
- ✓ 13 - Climate Action



- ✓ - People and Places
- ✓ - Natural Ambition
- ✓ - Connected Ambition
- ✓ - Inclusive Ambition

Proposed Objectives	Key Desired Outcome
Future proof our place	Build capacity to achieve more and meet or exceed climate action targets.
Implement the 5-year Biodiversity plan for County Mayo	<ul style="list-style-type: none"> - Nature-based solutions to advance carbon sequestration and flood alleviation. - Invasive species in decline and herbicide/pesticide use being reduced. - Enhanced eco-system services, green infrastructure and wildlife corridors
Advance the UNESCO Man and Biosphere model in the county and its coastal zone	Support community endeavours to establish a UNESCO Man and Biosphere Reserve of scale, of land, sea and sky, and as a partnership approach to the declared climate and biodiversity emergencies that values natural, cultural and economic assets equally.
Reduce Emissions by 51% by 2030	Meet or better the national emissions targets for Mayo.
Increase awareness and participation	Businesses are co-financing climate and biodiversity initiatives as part of a regenerative ecosystem.
Identify and collaborate with Govt organisations to assist in developing risk assessments and climate adaption measures for key natural, cultural and infrastructural assets.	<ul style="list-style-type: none"> - High visibility, awareness and understanding of the short and long term climate change risks as they relate specifically to county Mayo. - Awareness of the mitigation and adaption measures, related timescales and residual risks.
Provide infrastructure to enable and facilitate modal shift to active travel and public transport.	<ul style="list-style-type: none"> - Inspirational vision published for a socially accessible and permeable county. - Ambitious smarter travel plans published incorporating high quality landscape design, appropriate to Mayo's urban, suburban, rural and wild landscapes.
Consider nature-based solutions and sustainable urban design measures in all projects	<ul style="list-style-type: none"> - Charter adopted to gently build permeable people and nature friendly places: - Gentle construction measures incorporated as art works at transport modal interfaces, e.g. dry-stone walls built in traditional form. Local materials upcycled to create permeable places, e.g., re use old dry-stone walls to create micro climates of shade in summer and heat radiation in winter. - Policies to incorporate wildlife migration, e.g., under and over passes. - Maintenance of traditional structures through skilled conservation. - Rethink urban fabric design to incorporate habitats e.g. Swift boxes and Dark Skies.
Prepare a tree management plan	<ul style="list-style-type: none"> - Increase in the overall tree canopy cover based on the principle of the right tree in the right place. - Ensure local native tree stock is conserved and propagated to preserve the tree heritage of the county. - Advance an ARK of Provence initiative to grow trees within 10 kilometres of their parent trees. Seek survivors of Ash Die Back in the county.

HLG 2

Our communities in Mayo are empowered, healthy, welcoming whilst working collaboratively to promote resilience



- ✓ 3 - Good Health and Well-Being
- ✓ 10 - Reduced Inequalities
- ✓ 11 - Sustainable Cities and Communities
- ✓ 16 - Peace, Justice and Strong Institutions



- ✓ - People and Places
- ✓ - Vibrant Ambition
- ✓ - Connected Ambition
- ✓ - Inclusive Ambition

Proposed Objectives	Key Desired Outcome
Promote Mayo as an inclusive county.	Diversity is a recognised, celebrated and unifying strength of County Mayo.
Sustain and increase the population in our communities through delivery of enhancements/enticements to stay.	Mayo has a diverse and regenerating population with a growing wellbeing and a reducing impact on the earth.
Promote healthy and active communities in Mayo.	Communities in Mayo have access to a network of safe trails and greenways connecting villages and towns across Mayo.
Celebrate diversity and inclusion in all community activity.	Community Futures Plans support diversity and social inclusivity measures.
	Celebratory event for social inclusion in Mayo e.g. Cathaoirleach Award or similar.
Enable and support communities to exhibit a shared sense of ownership and responsibility.	Communities empowered with digital tools and pathways to achieve ambitions.
Develop resilience within communities.	Community groups attain vibrancy and organisational renewal.
Celebrate and share learnings.	Communities recognise achievements and best practice examples used to promote and support project delivery.
Encourage active participation from all community members in decision-making processes.	

LECP Vision and High-Level Goals

HLG 3

County Mayo communities have access to locally based infrastructure and essential services.



- ✓ 3 - Good Health and Well-Being
- ✓ 10 - Reduced Inequalities
- ✓ 13 - Life below Water
- ✓ 14 - Life on Land



- ✓ - People and Places
- ✓ - Vibrant Ambition
- ✓ - Natural Ambition
- ✓ - Connected Ambition

Proposed Objectives	Key Desired Outcome
Support viable and vibrant communities to include town and village centres.	Develop inspirational visions for a socially accessible and permeable county.
	Advance the integration of participative democracy e.g., Community Futures with representative democracy i.e., Councillors and council staff.
	Community centre visions advancing through design and implementation.
	Best practice framework developed for shared.
To strengthen community connectivity and the availability of public transport system.	A county permeated with variable travel pathways that act as corridors to economic, social and natural regeneration.
Support the delivery of local and community infrastructure and services.	Advance high quality built and landscape design as an enabler of regenerative, permeable places for people and nature.

LECP Vision and High-Level Goals

HLG 4

In County Mayo, education and life-long learning and development are innovative, creative and accessible to all.



- ✓ 4 - Quality Education
- ✓ 12 - Responsible Consumption and Production
- ✓ 16 - Peace and Justice Strong Institutions
- ✓ 10 - Reduced Inequalities



- ✓ - People and Places
- ✓ - Infrastructure Ambition
- ✓ - Inclusive Ambition

Proposed Objectives	Key Desired Outcome
Creativity is enabled in all communities.	Mayo is a county of diverse voices, language, traditions and creative endeavours.
Encourage and support access to education for all.	Mayo’s people are encouraged, supported and enabled to “become the most one can be” (include Maslow’s hierarchy sketch).
Promote apprenticeship programmes.	As above
Leverage the socio-economic benefits of emerging technologies.	The continuous journey of digital enablement and technological advancement brings quality of life benefits to everyone in county Mayo.
Match education delivery options with employment opportunities.	Mayo as a county provides tailored, flexible training pathways for self-development and career advancement.
Promote lifelong learning.	Learning opportunities developed and promoted for all ages and groups.

LECP Vision and High-Level Goals

HLG 5

Promote the rollout of an integrated suite of promotional, sustainability, digitalisation, innovation and market development initiatives.



- ✓ 4 - Quality Education
- ✓ 8 - Decent Work and Economic Growth
- ✓ 9 - Industry, Innovation and Infrastructure
- ✓ 10 - Reduced Inequalities
- ✓ 11 - Sustainable Cities and Communities



- ✓ - People and Places
- ✓ - Vibrant Ambition
- ✓ - Infrastructure Ambition
- ✓ - Connected Ambition
- ✓ - Inclusive Ambition

Proposed Objectives	Key Desired Outcome
Mayo's economic engine will be renewable and regenerative	Mayo's economy will grow green jobs and advance the transition to carbon neutrality
Promote enterprise development and employment opportunities	The county will become a conduit to global best practise in entrepreneurship, excellence, innovation, and creativity to both private and social enterprise
Mayo's indigenous and social enterprises will advance holistically, within a regenerative systems thinking based economic model	Cooperative and community wealth building approaches to enterprise will be advanced based on the "capabilities approach" to the declared climate and biodiversity emergencies

LECP Vision and High-Level Goals

HLG 6

Mayo is a county in which the social economy, community businesses and the circular and bio-economies are encouraged, enabled and proactively supported.



- ✓ 8 - Decent Work and Economic Growth
- ✓ 9 - Industry, Innovation and Infrastructure
- ✓ 12 - Responsible Consumption and Production



- ✓ - People and Places
- ✓ - Vibrant Ambition
- ✓ - Connected Ambition
- ✓ - Infrastructure Ambition

Proposed Objectives	Key Desired Outcome
Increase employment	Diverse career and personal development options available in the county
Accelerate the growth of Social Enterprise base across Mayo	A cluster of social enterprises in advocacy, social, economic and environmental fields, with constant cross-disciplinary cooperation and collaboration
Provide environment for delivery and maintenance of sustainable enterprises in Mayo communities.	Enterprises have the tools/skills to promote long term sustainability. The green economy in Mayo achieving a regenerative economy and reducing earth impacts
Improve the attractiveness of the county as a place to grow a business	Enhanced, transport, energy and information infrastructure and facilities, with a high amenity value natural and built environment to support enterprise
Deliver the necessary infrastructure to attract economic investment	Availability of enterprise space, broadband and new technologies
	A renewable energy infrastructure built on a socially and environmentally regenerative models with a distinctive district and cooperative emphasis
Combat the decline of the high street economy	A diverse portfolio of facilities in town and village centres to support enterprise within communities, that merge social and economic circles.
	Implementation of the Town Centre First policy in designated towns (2023 - Killala) which aims to create town centres that function as viable, vibrant and attractive locations for people to live, work and visit, while also functions as the service, social, cultural and recreational hub for the local community.

