



Community Engagement Summary

19/11/24



Co-funded by
the European Union



July 2024	Catchment Summary Booklets
August 2024	Drop-Consultations
September 2024	Public Meetings
October 2024	Schools Engagement
November 2024	Agri-Environmental Programme Recruitment

CATCHMENT
SUMMARY
BOOKLET



- Combined results of desk study, local catchment assessment and EPA summaries into a single easy-to-read booklet
- Helped with key messaging
- Limited print run
- Now available online



|| | |
DROP-IN
CONSULTATION
SERIES





- Rebuild project awareness
- Connect with community
- Capture local knowledge
- Build local contacts
- Head start on public meetings



Waters of LIFE
Drop-In Consultation
Tell us your views on the health of local rivers

Shournagh
Demonstration
Sub-Catchment

Tue August 13th
12.30 to 2.30pm; 6pm to 8pm

Thu August 15th
12.30 to 2.30pm; 6pm to 8pm

**Courtbrack
Community
Centre**
T23 NH22

We are gathering local knowledge and developing an action plan for the local Shournagh, Sheep and Awbeg and Ketragh rivers and all the water that runs into them.

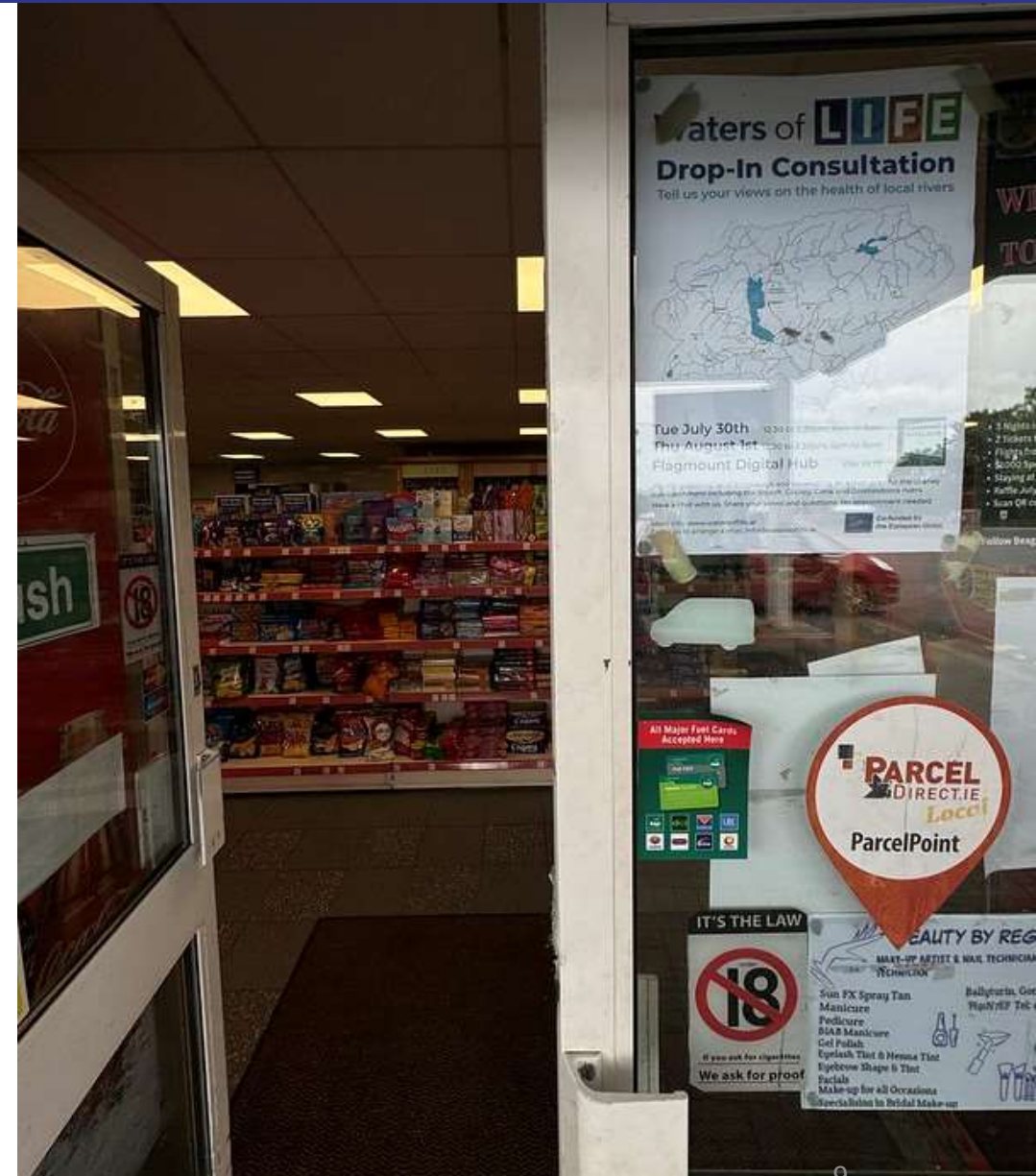
Do you have a story to tell us about your local river? Tell us what you know. Share your views and questions. No appointment needed.

More info: www.watersoflife.ie
Email us to arrange a chat: info@watersoflife.ie



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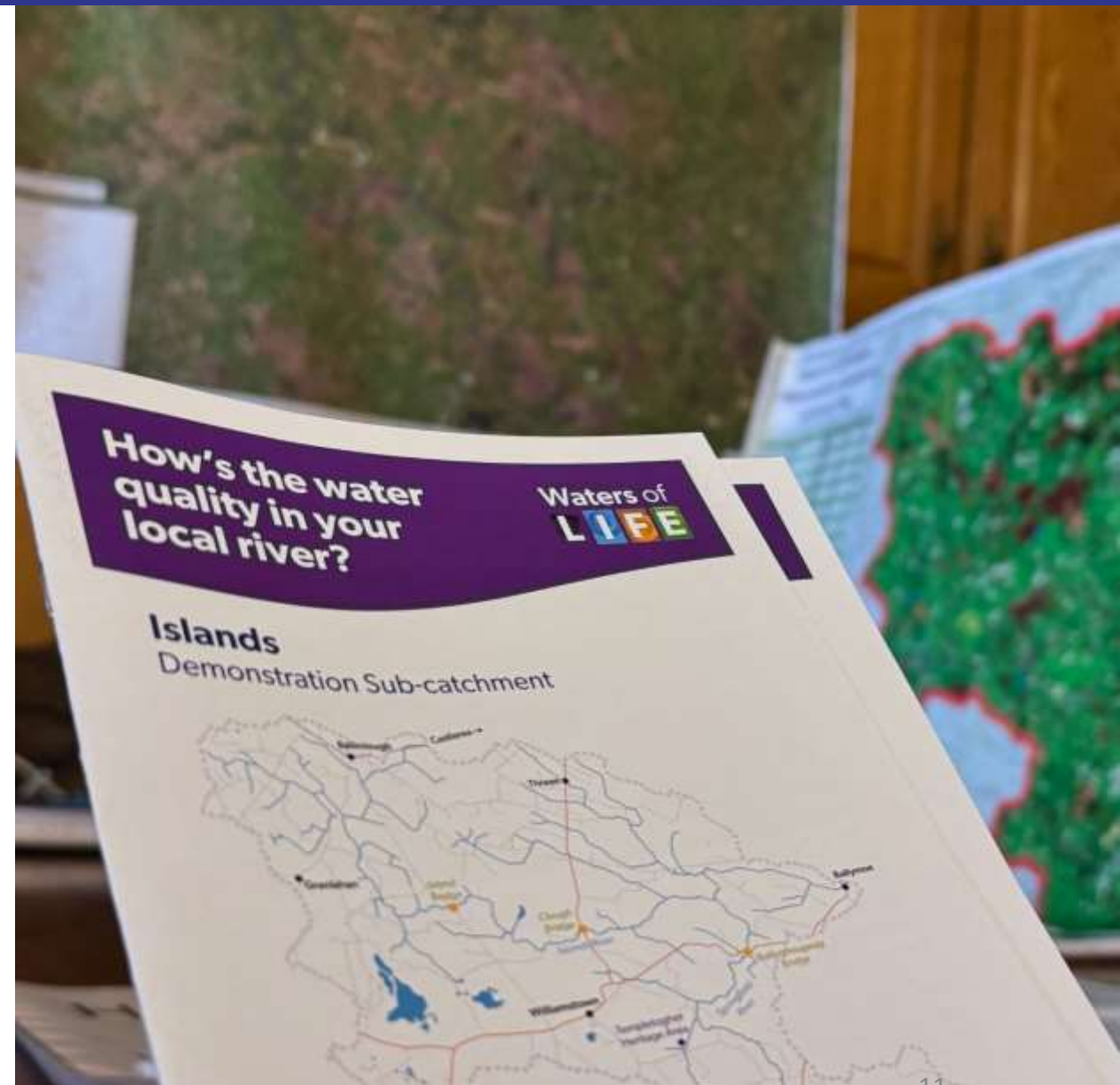
- Local community spaces
- Local advertisement
- Run over 2 days
- 2 afternoon sessions
- 2 evening sessions
- No appointment necessary
- Tea and biscuits at the ready



- Anonymous feedback
- Captured in real talk
- Option to follow up



- Catchment Maps
- Catchment Summary



Farmers are proud of well-maintained land. They want it to look that way now and in the future.

- “I inherited my land. I don’t want it looking neglected.”
- “For the next generation it looks like abandonment of land - making it worthless.”

Sustainable Income Is Key

- “Community are all for it. But if you’re being asked to do a job, you should get paid for it.”

Farmers want practical measures that work.

- “The measures should be practical things that get people to change behaviour.”
- “I can only change what comes off my land. I can only change what’s in front of me.”



“The reality is Forestry is part and parcel of life in Wicklow.”

“Forestry isn’t an issue when it’s standing. It’s when they’re putting in the roads and harvesting it.

“I’ve seen catastrophic clearfell.”





- “The river is supposed to be **very clean** isn't it? I read in the paper it was the cleanest river in North Cork.”
- “What will you be **assessing** in the yards?”
- “What are the results of the **sampling**?”
- “If you're monitoring we'd like to chat to you about it. Why didn't anyone knock on my door to ask me about **sampling**?”
- “Can you tell us where ye did the **sampling**? I want to know what the water is like right now so I can do something about it. ”



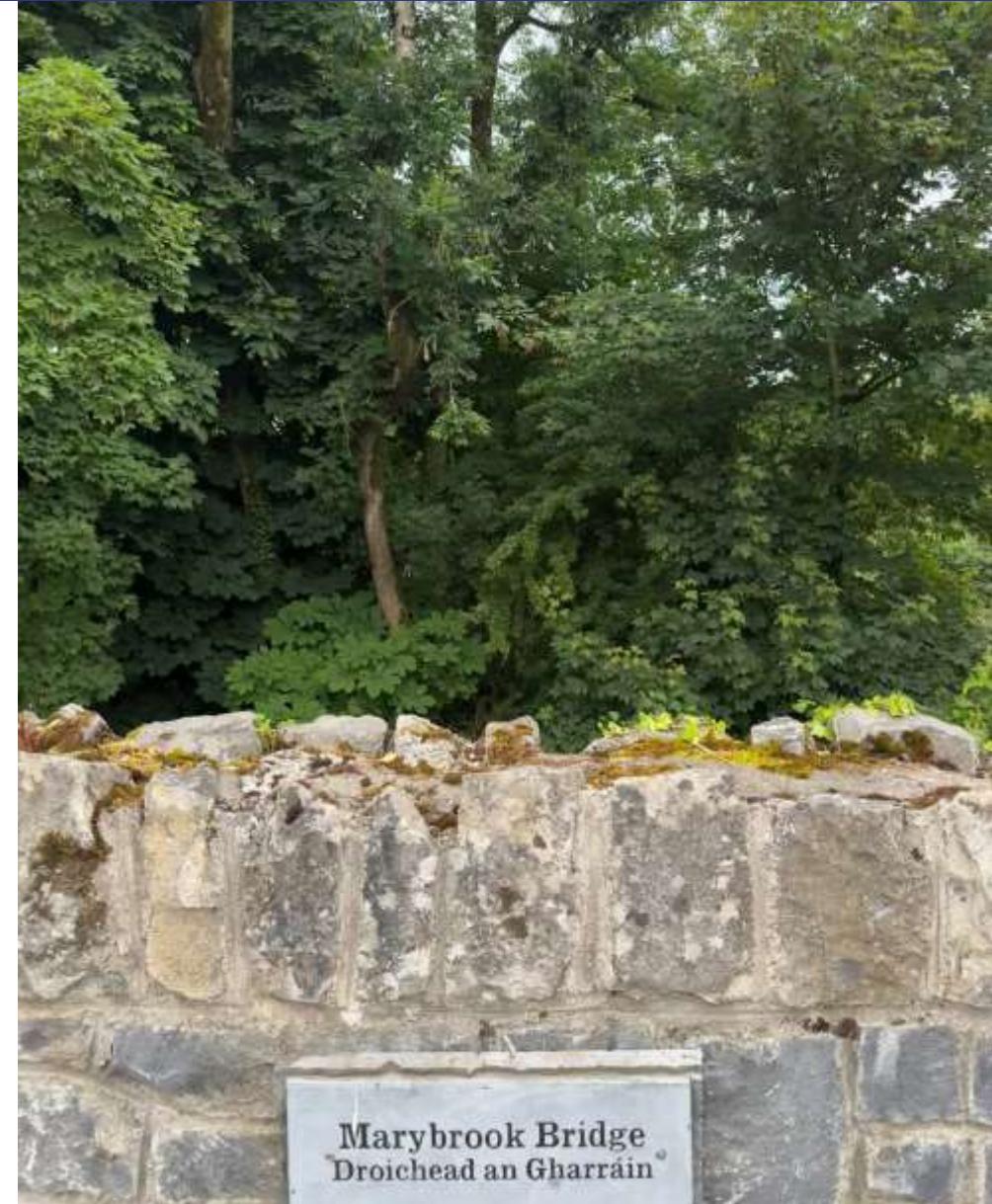


“Castlemagner Community Development Association got funding from the county council to have limestone bridge signs installed at

- Marybrook; Ardine; Bannagh; Ketragh and Assolas Bridges

We clean them every year. We’d extend it if we could.”

NB: This is the best example of bridge heritage we’ve seen in our catchments. We’d like to case study it and support where possible.



“This was our
Ballybunion.”





“What about **cleaning** this river?”

“No **topping**? Let it go wild and it will go pure wild. You’ll have every furze and tree growing out of it.”

“What about a once-off **cleaning** of the rivers?”

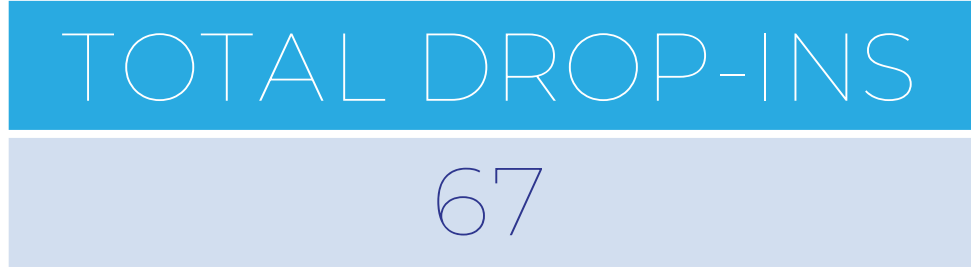
“What about **cleaning**? 15 years ago there was a long reach digger being used.”

“When I was a child they **cleaned** the river every 5 years. I couldn’t cross the river it was so wide.”

“What about **cleaning** the rivers? It was cleaned out 40 years ago. They brought a drag liner in and went from one end to the other until it was levelled. It would throw clay up onto the banks.”

“If you go rooting you’ll destroy the species that are there, the crabs and minnow. It would 10 years to put it right. **I’m not in favour of diggers** coming in again.”

Avonmore	11
Awbeg	9
Graney	16
Islands	18
Shournagh	13



ENGAGEMENT TYPE

Farming	55%
Local Resident	22%
Local Environment & Heritage e.g. Tidy Towns	15%
Local Amenities e.g. fishing	7%

People want the summary AND the detail.

You can build relationships with this type of forum in a way you can't with public meetings.

What people don't know is as valuable to us as what they do know.

Rivers mean different things to different people.

||| | PUBLIC
MEETINGS



40 mins presentation | 20 mins Q&A | 30 mins cuppa



- About The Project
- Who we are
- What we do
- Blue Dot Programme
- Where we work
- Water Framework Directive
- Water quality status
- Community Science CTA
- Importance of water quality
- How we are funded
- How we are different
- Project partners
- Restore project
- Leading to change



What You Told Us

Graney:

Role of schemes in rural life
Designated bathing areas

Avonmore:

Impact of forestry
Supports for residents

Shournagh:

Need for detail

Awbeg:

Role of community groups

Islands:

Cleaning rivers
Waste Water Treatment



Courtbrack Community Centre – 40

Local Catchment Assessment

Work of LAWPRO

Desk Study

Catchment Assessment sites

Ecological status

Water quality objective

Objective risk

Issues

Pressures

Local examples



Lough Graney Community Centre – 46

Approach To Forestry

Inventory

Desk-based forestry risk
assessment

Integrated (field-based) risk
assessment

Role of Kerry LIFE approach

Source Pathway Receptor
Model

Role of Coillte

Available funding streams



Agri-Environment Programme

Results based payments

General Actions

Supporting Actions

Habitats

Source Pathway Receptor Model

Catchment specific initiatives

FAQ



Ballymoe Community Centre – 50

Avonmore	42
Awbeg	31
Graney	46
Islands	50
Shournagh	40

TOTAL PUBLIC MEETING ATTENDANCE

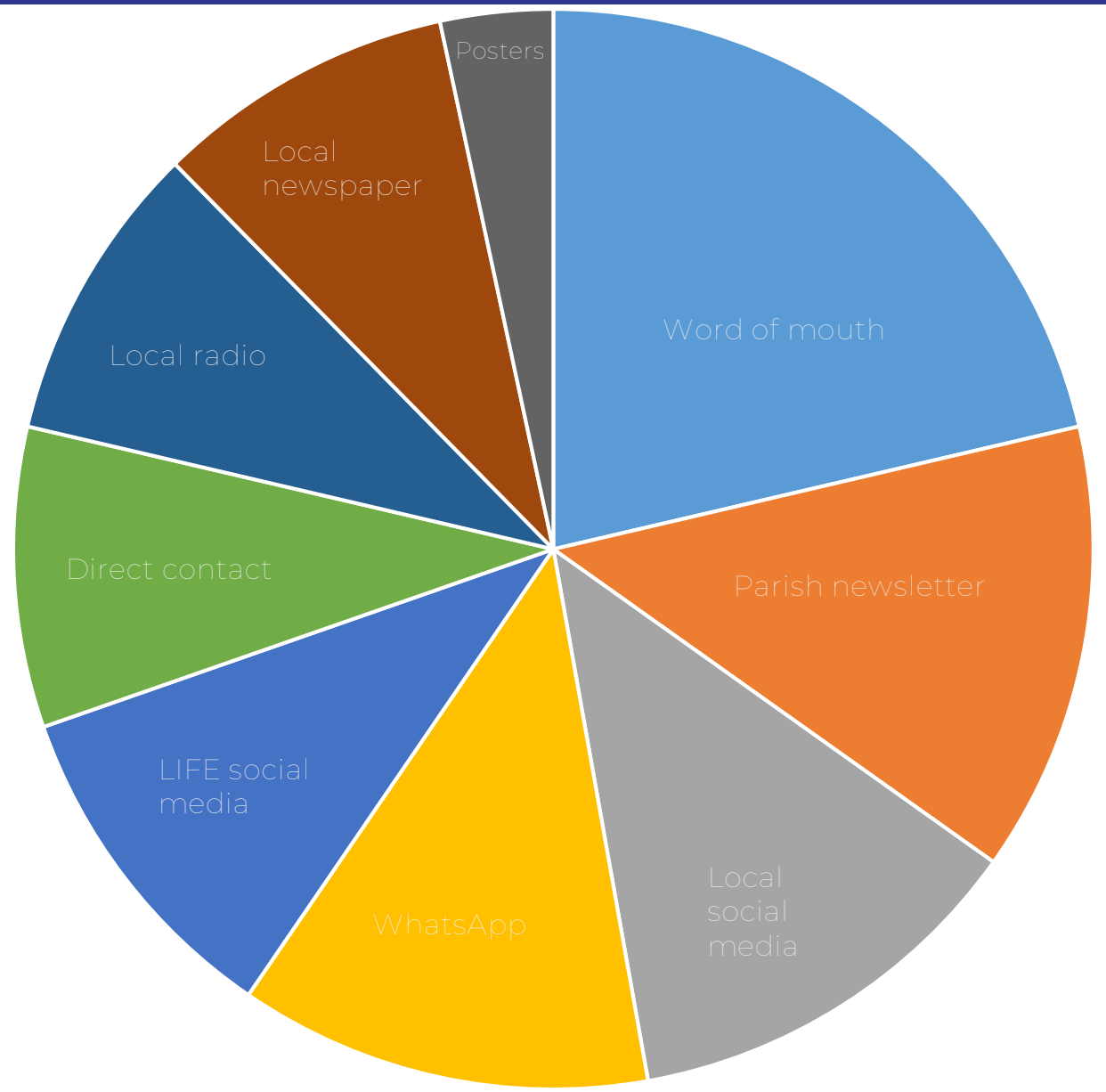
209

+21% on 2022



How did you hear about this local meeting? (If more than one, tick all the ways you heard about this meeting)

Word of mouth	21%
Parish newsletter	13%
Local social media	12%
Whatsapp	12%
Waters of LIFE social media	10%
Direct contact from project	9%
Local radio	9%
Local newspaper	9%
Posters in local shops	3%



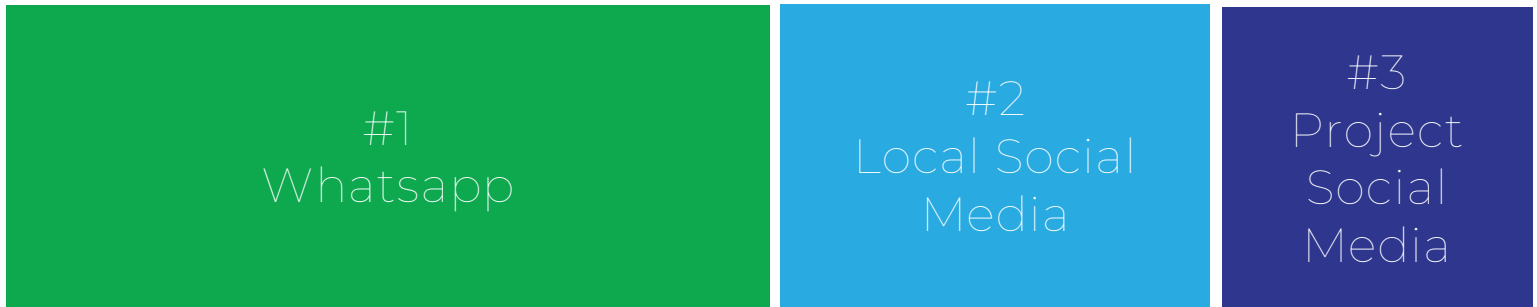
What was the most effective way of asking you to attend this meeting? Please rank.

1.	WhatsApp
2.	Local Newspaper
3.	Parish Newsletter
4.	Direct Contact
5.	Local Social Media
6.	Local Radio
7.	Word Of Mouth
8.	Project Social Media
9.	Posters

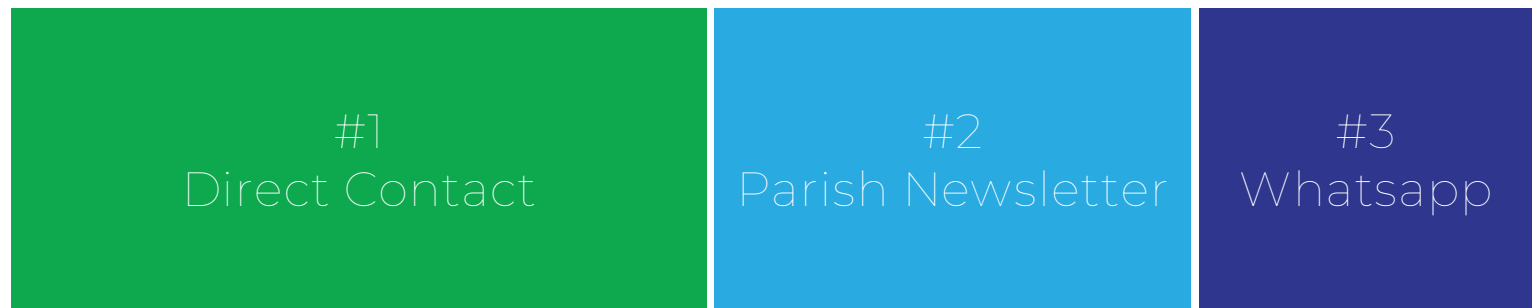
Islands Treemap



Awbeg Treemap



Shournagh Treemap



IV | SCHOOLS ENGAGEMENT



TOTAL SCHOOLS ON CATCHMENT

DEMO CATCHMENT	No. of Schools	Schools	Average Enrollment
AVONMORE	2	Caoimhin Naofa NS (Laragh); Moneystown NS	241
AWBEG (KILBRIN)	2	Scoil Naomh Eoin Baiste (Kilbrin); Ballyhass NS (Cecilstown)	290
GRANEY	2	Flagmount Central, Dromindoorra NS	70
ISLANDS	4	Williamstown NS, Ardeevin NS, Threen NS, Ballinlough NS	194
SHOURNAGH	5	Vicarstown NS, Berrings NS, Firmount NS, Cloghroe NS, Scoil Chroí Íosa (Blarney)	1293
SHEEN	1	Tulloha NS	26

KILBRIN: Scoil Naomh Eoin Baiste



Total Schools On Catchment

15

Total Enrolment

2114

Objectives

Engage all schools

Visit 10 schools

Offer an introduction to water quality

Bring children to the river

Bring the river to children

Learn from LAWPRO

Build a programme that:

- Links to curriculum
- Offers real engagement
- Is off-the-shelf Blue Dot resource



Dromindoora NS



We had a lot to learn from LAWPRO

Moneystown NS



We had to learn how schools work too

Ballinlough NS



Our local catchment expertise counted for a lot

Ballyhass NS



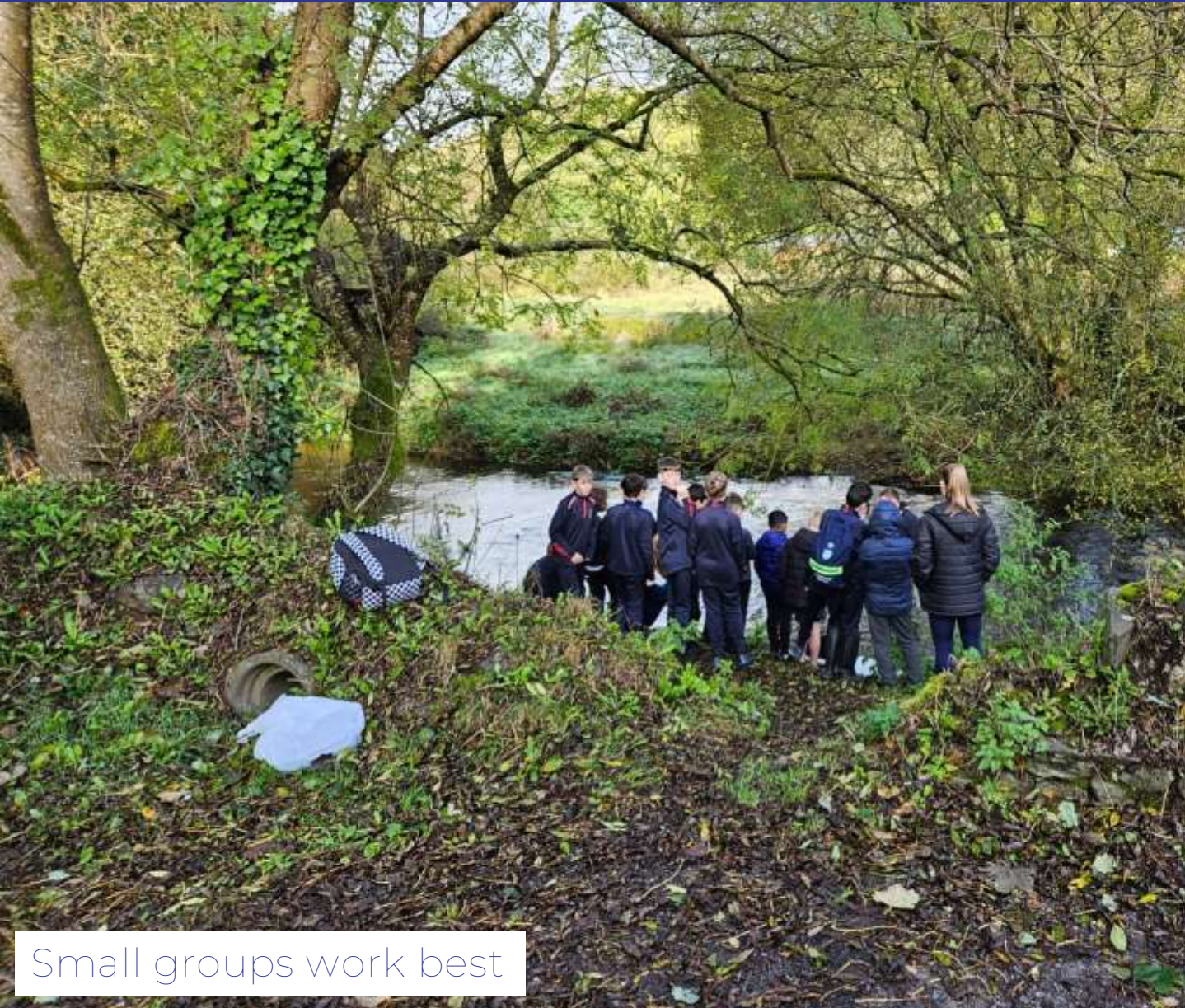
And we welcome local heritage experts

Cloghroe NS



Riverside was the most exciting

Flagmout Central NS



Small groups work best

Cloghroe NS

The samples are the star of the show



Ballinrobe NS



And will hold attention

Ballyhass NS



Children love the discovery

Trien NS



And want to know where they came from

Islands Sub-Catchment



Children can be incentivised to be challenged

Dromindoora NS



<https://youtu.be/AlaOpsKjxao?si=RiboBAR6kR6gsEnt>

Williamstown NS

Avonmore	74
Awbeg	32
Graney	35
Islands	71
Shournagh	105

TOTAL

317



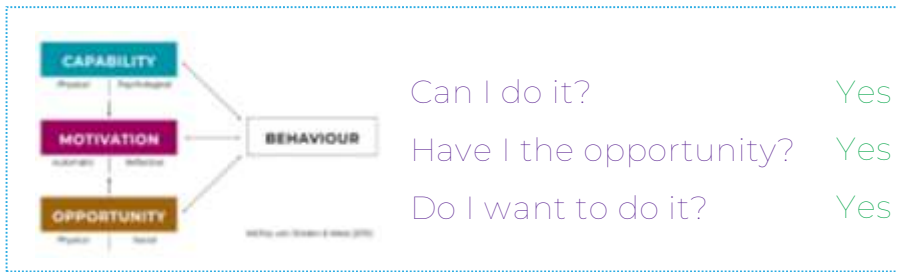
V | PROGRAMME RECRUITMENT



Behavioural change functions to:

- Transfer knowledge
- Influence norms
- Shape attitudes

*Subjective norms and access to information are key factors in determining farmers' intentions to adopt water protection measures.**



NB: Incentivisation is a behavioural change marketing

*Factors underlying farmers' intentions to adopt protective water measures.
University of Galway Teagasc

MAKE IT EASY

1. Direct Engagement with existing contacts

- Use database from public meetings and drop-in consultations
- Strengthen relationships with existing EOI submissions
- Leverage relationship to ask about local friends and neighbours

2. Engage Advisors

- Engage existing database
- Use contacts from EOI database
- Work with Teagasc on scaleable solutions

3. Work with representatives and peers

- Local IFI representatives
- Creameries and industry contacts

1. Online

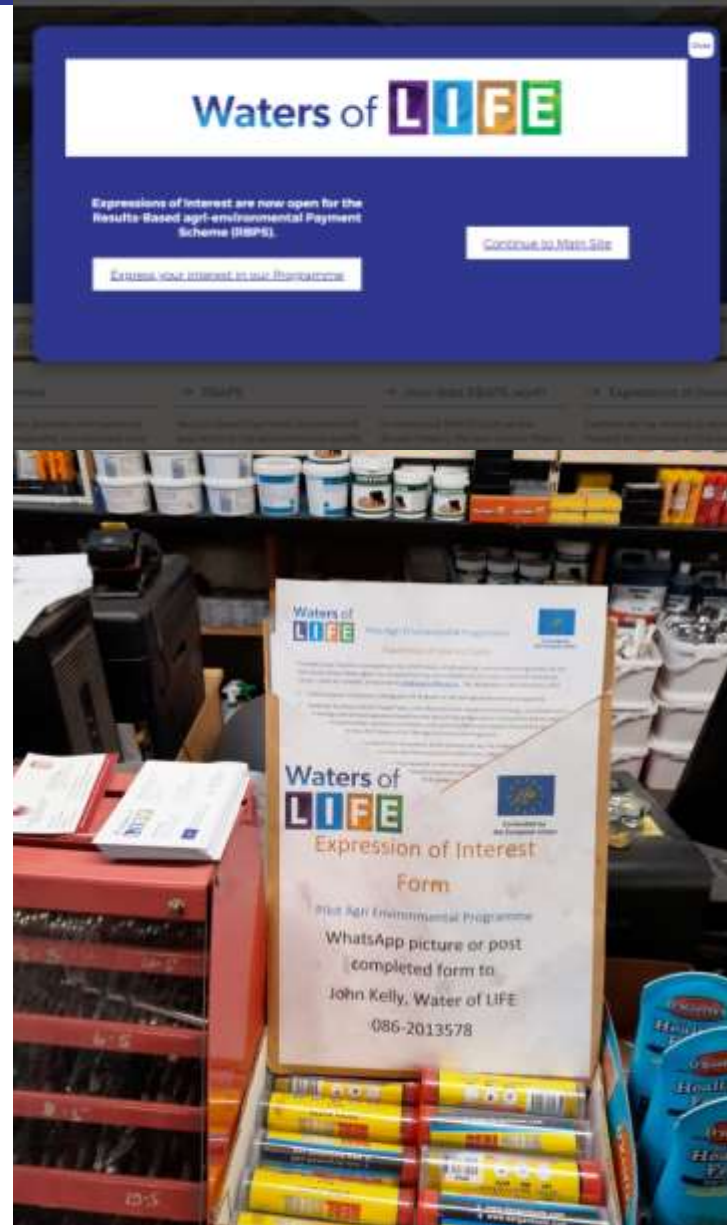
- Dedicated URLs
- Splash page to reduce click depth
- SEO

2. Point Of Sale

- Targeted to local agri-supplies
- “Whatsapp picture or post form to...”

3. Media

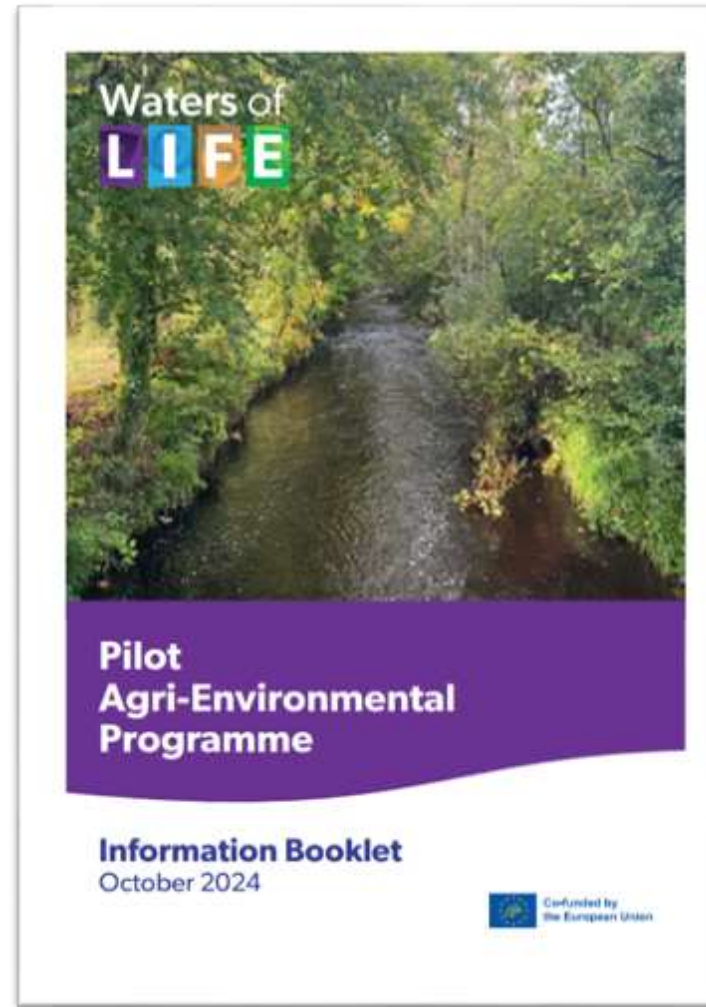
- Audience targeted
- Useful for call to action reminder



4. Information Booklet

- Targeted messaging
- Simple Q&A
- Scenarios
- Facts and figures
- Timelines

Year 1 Timeline	
From October 2024	Expressions of interest submitted to the team
January 2025	Contract offer and farm plan
Spring 2025	<ul style="list-style-type: none"> • Farmer training • First farm visit for runoff risk assessment and identification of supporting actions to intercept pathways • Submission of assessment
From Spring 2025	Approval of supporting actions and supporting actions payments
Summer 2025	<ul style="list-style-type: none"> • Second farm visit for habitat scoring and identification of supporting actions to improve habitat scores • Submission of scores and proposed supporting actions
December 2025	Verification of scores, general actions and related payments
January 2026	First results-based payments issued. (Other payments are issued quarterly)



7. Sample payment calculations

Lowland mixed farm

Plot No.	Scorecard	Plot score	Habitat payment	River frontage (m)	Riverside bonus	Total plot payment
Plot 1	1 ha scrubs/woodland habitat	8	€280	176	€260	€540
Plot 2	2 ha semi-natural grassland	8	€560	-	€0	€560
Plot 3	0.5 ha riverside habitat* improved grassland	8	€778	243	€0	€778
Plot 4	10 ha semi natural grassland	8	€2,800	292	€654	€3,454
Plot 5	16 ha improved grassland	0	€0	-	€0	€0
Total farm size	29.5 ha				Score total	€5,332

* This example of a riverside habitat payment is based on a 20m fenced width. A farmer is not obliged to provide the full 20m. They are paid on the width they provide.

Additional payments	
Training (based on 3 days)	€468
Runoff risk assessment	€250
	€718

Total farm payment = €5,332 + €718 = €6,050

5. Direct Mail – An Post AdMail

- EOI form through the letter box
- Contact details for catchment scientists
- 1,489 Address (est. 28%)
- 96c per delivery

Waters of LIFE Pilot Agri-Environmental Programme Expression of Interest

Who can apply?
Farmers with an active herd or tillage number in the Avonmore demonstration sub-catchment.

Where can I learn about the sub-catchment?
- Contact your local catchment scientist
- Go to www.watersoflife.ie/avonmore

How can I express my interest?
- Contact your local catchment scientist
- send him a picture of this completed form
- or complete the form at www.watersoflife.ie/eoi

What are the key dates?
- Deadline for EOI is November 30th 2024
- 3-year programme begins in spring 2025

How do I contact the catchment scientist?
Call or email Mark Desmond 096 198 6343 mark.desmond@housing.gov.ie

Contact your catchment scientist for an information booklet. You can also scan the QR code for link to online EOI form, booklet and sub-catchment info.

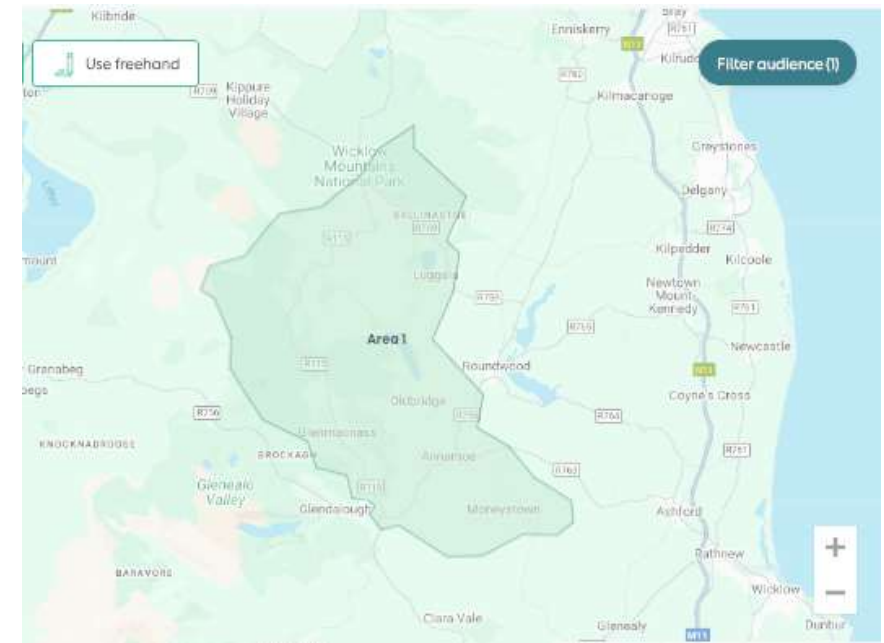
Please use **BLOCK CAPITALS** when completing this form

Name (s): _____
Address: _____
eircode: _____
Phone: _____
email: _____
Herd no: _____

Farm: Dairy Cattle rearing Tillage
Sheep Cattle other Mixed

By completing this form you:
- Authorise the project to access your herd number, land parcel information, payment scheme participation records and contact details in order to administer the programme.
- Acknowledge EOI is not a commitment to the programme.

The Avonmore and Glenasmole rivers are the main water bodies of the Avonmore demonstration sub-catchment.



Date	Sub-Catchment	Event	Attendance
Tuesday 30 July 2024	Graney	Drop-In Consultation	9
Thursday 1 August 2024	Graney	Drop-In Consultation	7
Wednesday 7 August 2024	Avonmore	Drop-In Consultation	5
Thursday 8 August 2024	Avonmore	Drop-In Consultation	6
Monday 12 August 2024	Shournagh	Drop-In Consultation	6
Tuesday 13 August 2024	Awbeg (Kilbrin)	Drop-In Consultation	4
Wednesday 14 August 2024	Shournagh	Drop-In Consultation	7
Thursday 15 August 2024	Awbeg (Kilbrin)	Drop-In Consultation	5
Wednesday 21 August 2024	Islands	Drop-In Consultation	12
Thursday 22 August 2024	Islands	Drop-In Consultation	6
Wednesday 4 September 2024	Graney	Public Meeting	46
Thursday 12 September 2024	Avonmore	Public Meeting	42
Wednesday 25 September 2024	Shournagh	Public Meeting	40
Thursday 26 September 2024	Awbeg (Kilbrin)	Public Meeting	31
Monday 30 September 2024	Islands	Public Meeting	50
Wednesday 16 October 2024	Shournagh	School Visit	35
Wednesday 16 October 2024	Graney	School Visit	18
Thursday 17 October 2024	Avonmore	School Visit	44
Thursday 17 October 2024	Avonmore	School Visit	30
Friday 18 October 2024	Islands	School Visit	26
Friday 18 October 2024	Islands	School Visit	26
Wednesday 23 October 2024	Shournagh	School Visit	70
Wednesday 6 November 2024	Islands	School Visit	19
Tuesday 12 November 2024	Awbeg (Kilbrin)	School Visit	32
Wednesday 13 November 2024	Graney	School Visit	17

FACE TO FACE
INTERACTIONS

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