



**An Roinn Talmhaíochta,  
Bia agus Mara**  
Department of Agriculture,  
Food and the Marine

## **PUBLIC CONSULTATION ON THE SWOT ANALYSIS FOR THE CAP STRATEGIC PLAN – RESPONSE FORM**

### **Consultation Questionnaire**

The Department of Agriculture, Food and the Marine seeks the views of the public on the SWOT analysis for the CAP Strategic Plan. This form should be used when submitted a response.

### **Terms and Conditions**

All submissions, including the name of the person making the submission, will be published on the Department's website.

#### *Freedom of Information*

In the interest of transparency, DAFM intends to publish all submissions received in response to this consultation and the identity of the party making the submission, including their affiliation on the DAFM website. Any submission containing confidential, private or commercially sensitive information or material should therefore be clearly identified and specify the reasons for its sensitivity. All submissions received will be subject to the provisions of the Freedom of Information (FOI) Act 2014 and may be released or published on foot of third party applications or otherwise.

By responding to the consultation, respondents consent to their name and affiliation being published online with the submission. The Department will redact all other personal data prior to publication.

#### *Data Protection*

Please note that if you make a submission you are agreeing for it to be published in accordance with the EU General Data Protection Regulation (GDPR EU 2016/679), the Data Protection Acts 1988-2018, the Freedom of Information Act 2014 and the DPER Consultation Principles and Guidance.

#### *Privacy Statement*

The Department of Agriculture, Food and the Marine is committed to protecting and respecting your privacy and employs appropriate technical and organisational measures to protect your information from unauthorised access. The Department will not process your personal data for any purpose other than that for which they were collected. Personal data may be exchanged with other Government Departments, local authorities, agencies under the aegis of the Department, or other public bodies, in certain circumstances where this is provided for by law.

The Department will only retain your personal data for as long as it is necessary for the purposes for which they were collected and subsequently processed. When the business need to retain this information has expired, it will be examined with a view to destroying the personal data as soon as possible, and in line with Department policy. Further information on Data Protection can be found on our website [here](#).

**RESPONSE FORM**

• **Details:**

Full Name: \_\_\_\_\_ Joe Saunders \_\_\_\_\_

Organisation where applicable: Irish Local Development Network

Please tick one of the following options that best describes you;

Farmer (full-time)	<input type="checkbox"/>	Farmer (part-time)	<input type="checkbox"/>	Farm family member	<input type="checkbox"/>
Member of the public	<input type="checkbox"/>	Other	<input checked="" type="checkbox"/>		

• **Are you involved in:**

Agriculture	<input type="checkbox"/>	Forestry	<input type="checkbox"/>	Farm Organisation	<input type="checkbox"/>
Rural Development	<input checked="" type="checkbox"/>	Food industry	<input type="checkbox"/>	Environment	<input type="checkbox"/>
Community Sector	<input checked="" type="checkbox"/>	Research	<input type="checkbox"/>	Civil Society / NGO	<input checked="" type="checkbox"/>

Other: \_\_\_\_\_

• **Nine specific objectives of the Common Agriculture Policy post 2020**

- (a) support viable farm income and resilience across the Union to enhance food security;
- (b) enhance market orientation and increase competitiveness, including greater focus on research, technology and digitalisation;
- (c) improve the farmers' position in the value chain;
- (d) contribute to climate change mitigation and adaptation, as well as sustainable energy;
- (e) foster sustainable development and efficient management of natural resources such as water, soil and air;
- (f) contribute to the protection of biodiversity, enhance ecosystem services and preserve habitats and landscapes;
- (g) attract young farmers and facilitate business development in rural areas;
- (h) promote employment, growth, social inclusion and local development in rural areas, including bio-economy and sustainable forestry;

- (i) improve the response of EU agriculture to societal demands on food and health, including safe, nutritious and sustainable food, food waste, as well as animal welfare.

Those objectives shall be complemented by the cross-cutting objective of modernising the sector by fostering and sharing of knowledge, innovation and digitalisation in agriculture and rural areas.

- **SWOT template**

Please use a separate template for each objective

Objective - 8 Promote Employment etc	
<p>Strength</p> <ul style="list-style-type: none"> <li>• <b><u>Strong voluntary contributions at community level</u></b></li> <li>• <b><u>Local Development sector well-placed for supports and service delivery to rural communities</u></b></li> <li>• <b><u>Better quality of life, natural amenity &amp; community amenities</u></b></li> <li>• <b><u>Strong cultural/heritage resources</u></b></li> <li>• <b><u>Good infrastructural links</u></b></li> <li>• <b><u>Availability of sites/land for Development</u></b></li> <li>• <b><u>Affordable for employees and self-employed, lower labour costs for business</u></b></li> </ul>	<p>Weaknesses</p> <ul style="list-style-type: none"> <li>• <b><u>Lack of incentives for 'Greening' of businesses (e.g. Nationally - lower vat rate for RE equipment [UK rate - 5%]; Locally - lower rates for businesses which are 'green'.</u></b></li> <li>• <b><u>Heavily reliant on services sector</u></b></li> <li>• <b><u>Limited manufacturing business</u></b></li> <li>• <b><u>Limited/ poor broadband cover</u></b></li> <li>• <b><u>Little/no Enterprise/co-working facilities</u></b></li> <li>• <b><u>Drain of younger population to urban centres/externally</u></b></li> <li>• <b><u>Weak public provision (or public funding of same) of vital services (childcare, youth, housing, health, addiction and transport services) compound the effects of low income, increasing social exclusion</u></b></li> <li>• <b><u>Lack of start-up overhead costs (SE projects)</u></b></li> <li>• <b><u>Demise of small rural towns re services - post offices/shops</u></b></li> </ul>

<p>Opportunities</p> <ul style="list-style-type: none"> <li>• <u>High Quality of Life/Environment attractive to those seeking alternative to urban living</u></li> <li>• <u>Rural Tourism branding &amp; Related infrastructure</u></li> <li>• <u>Farm &amp; Food related diversification opportunities</u></li> <li>• <u>Outdoor recreation wellbeing demands bring opportunities for local area development</u></li> <li>• <u>Potential for increased employment in social enterprise will increase opportunities for rural dwellers most distant from labour market</u></li> <li>• <u>Demand for high quality community facilities</u></li> <li>• <u>Community led Tourism/Heritage initiative/ projects (Hidden Heartlands)</u></li> <li>• <u>Establishment of regional youth hubs (multi use)</u></li> </ul>	<p><u>Threats</u></p> <ul style="list-style-type: none"> <li>• <u>Depopulation and consequent withdrawal of services</u></li> <li>• <u>Coherence of state policy towards RI needs to be upheld</u></li> <li>• <u>Competition from Urban Centres</u></li> <li>• <u>Carbon Footprint/Compliance</u></li> <li>• <u>Lack of support for compliance demands is an ongoing threat to volunteerism ethos that underpins LD in RI</u></li> <li>• <u>Insurance cover</u></li> <li>• <u>Lack of a cohesive approach to grant aid and funding for rural infrastructure, business and community supports</u></li> <li>• <u>Over-reliance on grant-giving to so-called shovel-ready projects without a development approach to rural needs</u></li> <li>• <u>Low demographic vitality esp. aging population in certain parts</u></li> <li>• <u>Removal of vital services (public and private)</u></li> <li>• <u>Depopulation/drain to urban centres</u></li> <li>• <u>Tiredness/ Despondency in Voluntary sector</u></li> <li>• <u>Mental health threats due to isolation and lack of services</u></li> </ul>
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