

Rural Vibrancy Tool: Enabling Rural Society to Best Meet its Potential

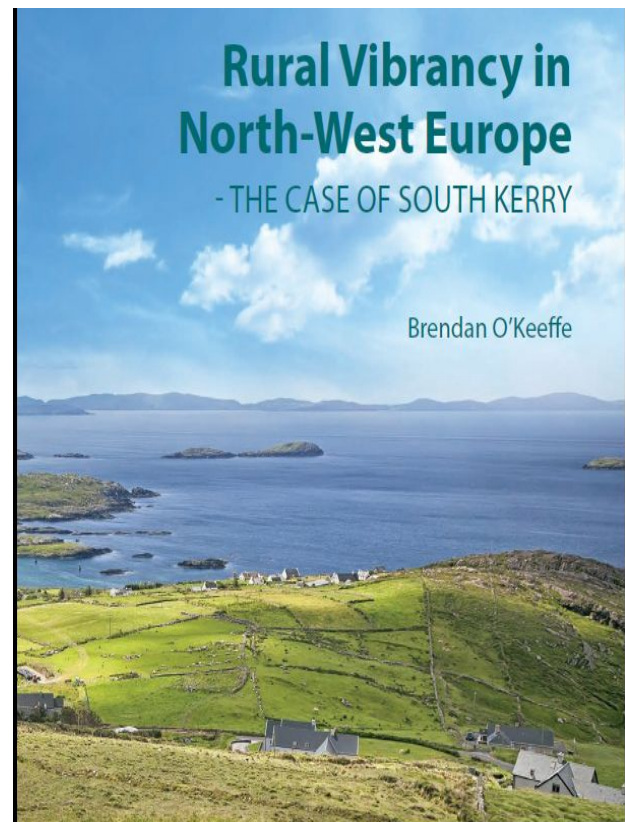
**Presentation to Co-operation Ireland and
ICLRD (International Centre for Local and Regional Development)
Joint Conference on 'Rural Society in Transition:
Planning for 21st Century Rural Potential and Challenges.'**

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1. Defining Rural Vibrancy

“A new OECD report, *Promoting Growth in All Regions*, provides fresh analysis that shows how relatively backward regions can in fact be **potentially important sources of growth**, but that a very different approach is needed to tap that potential”

- Urbanisation is associated with higher levels of output but not necessarily faster growth;
- Fast-growing less developed regions tend to have higher levels of **human capital**;
- Faster-growing intermediate regions are characterised by better **infrastructure, connectivity and innovation**;
- Addressing the problems of low-**skilled workers** may matter more than increasing tertiary attainment rates in less developed regions

Declining Vibrancy

“The role of the village ‘local’ as a vibrant **social centre** at the heart of the community is as important as ever, but the future of the pub in our rural communities is increasingly under threat”

(Sternad, Kennelly and Bradley, 2016: 109).

Community Vibrancy Domain

Social Engagement

- Social Participation
- Civic Participation
- Economic Participation

Social Support

- Size of Social Networks
- Reciprocity

Community Safety

- Crime (non)
- Perception of Safety

Attitudes towards Others and Community

- Trust
- Respect for Diversity
- Altruism
- Sense of Belonging

2. Methodology

- Data collected as part of an INTERREG Project (NW Europe) on Rural Alliances and Measuring Rural Vibrancy.
- Inspired by Collaboration with CIEL (*Centre for Innovative and Entrepreneurial Leadership*)
- Survey Work in South Kerry
 1. Survey of 104 Civil Society Organisations
 2. *Mapping of Public Service Provision*
 3. Survey of c.1000 citizens on community vibrancy
- Follow-Up / Ongoing work with Communities

Rural Alliances' Partners



1. Brecon Beacons National Park Authority [UK]
2. University of Wales, Trinity St David [UK]
3. Innovatiesteunpunt vzw [BE]
4. Vlaamse Landmaatschappij (VLM) [BE]
5. Stichting Streekhuis Het Groene Woud & De Meierij [NL]
6. Huis van De Brabantse Kempen (NL)
7. Gemeente Lochem [NL]
8. Philipps-Universität Marburg, Fachbereich Geographie (DE)
9. South Kerry Development Partnership Ltd. [IE]
10. Comhairle Contae Mhaigh Eo (Mayo County Council) (IE)
11. Maison de l'Emploi, de Développement, de la Formation et de l'Insertion du Pays de Redon – Bretagne Sud (MEDEFI) [FR]
12. Laval Mayenne Technopole (FR)

3. Presentation of Results

- a. **Civil Society and Community Vitality**
- b. *Service Provision*
- c. **Citizens' Perceptions of Rural Vitality**

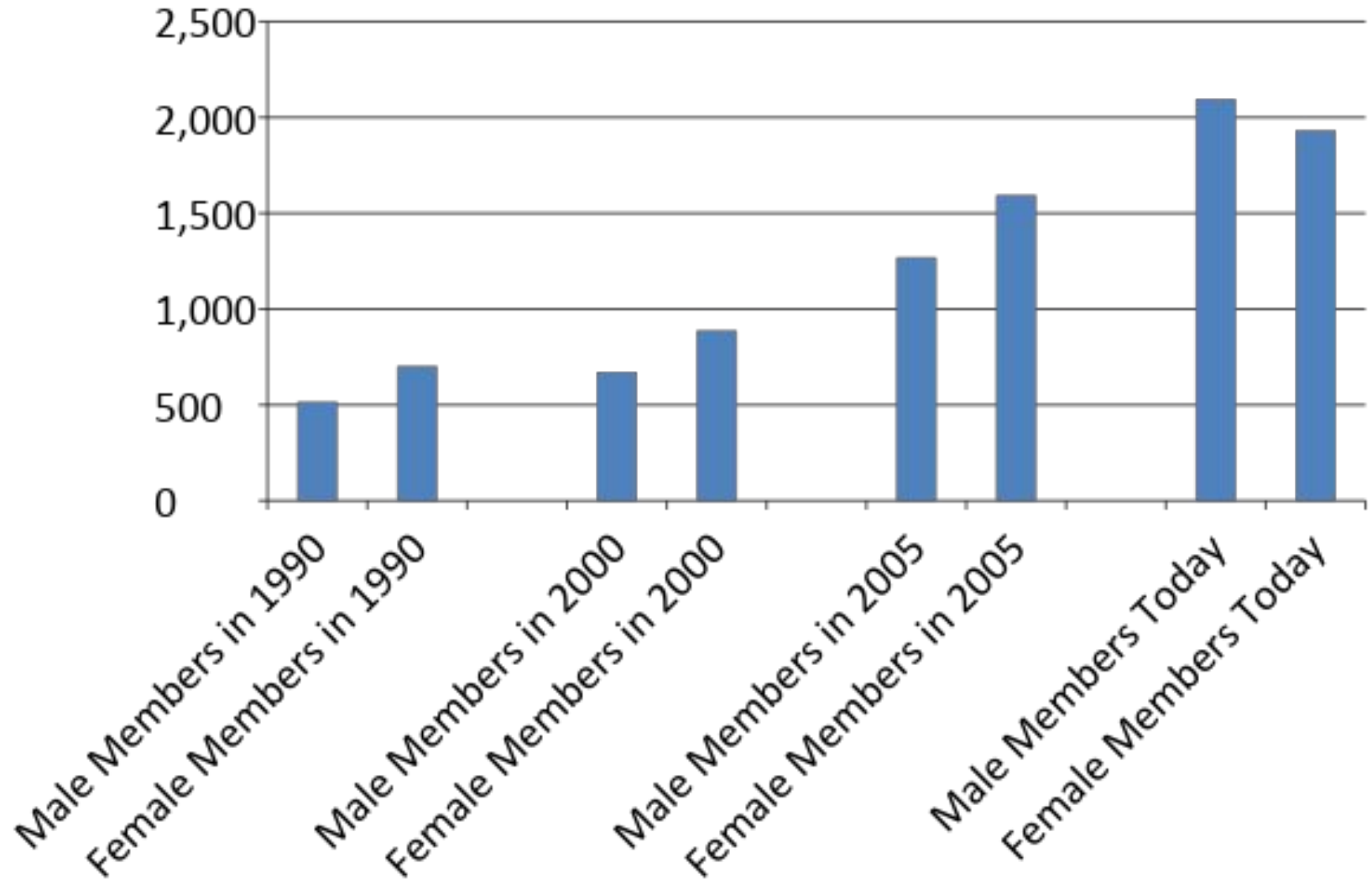
Community Groups i.e. Civil Society provides vital local services and promotes development



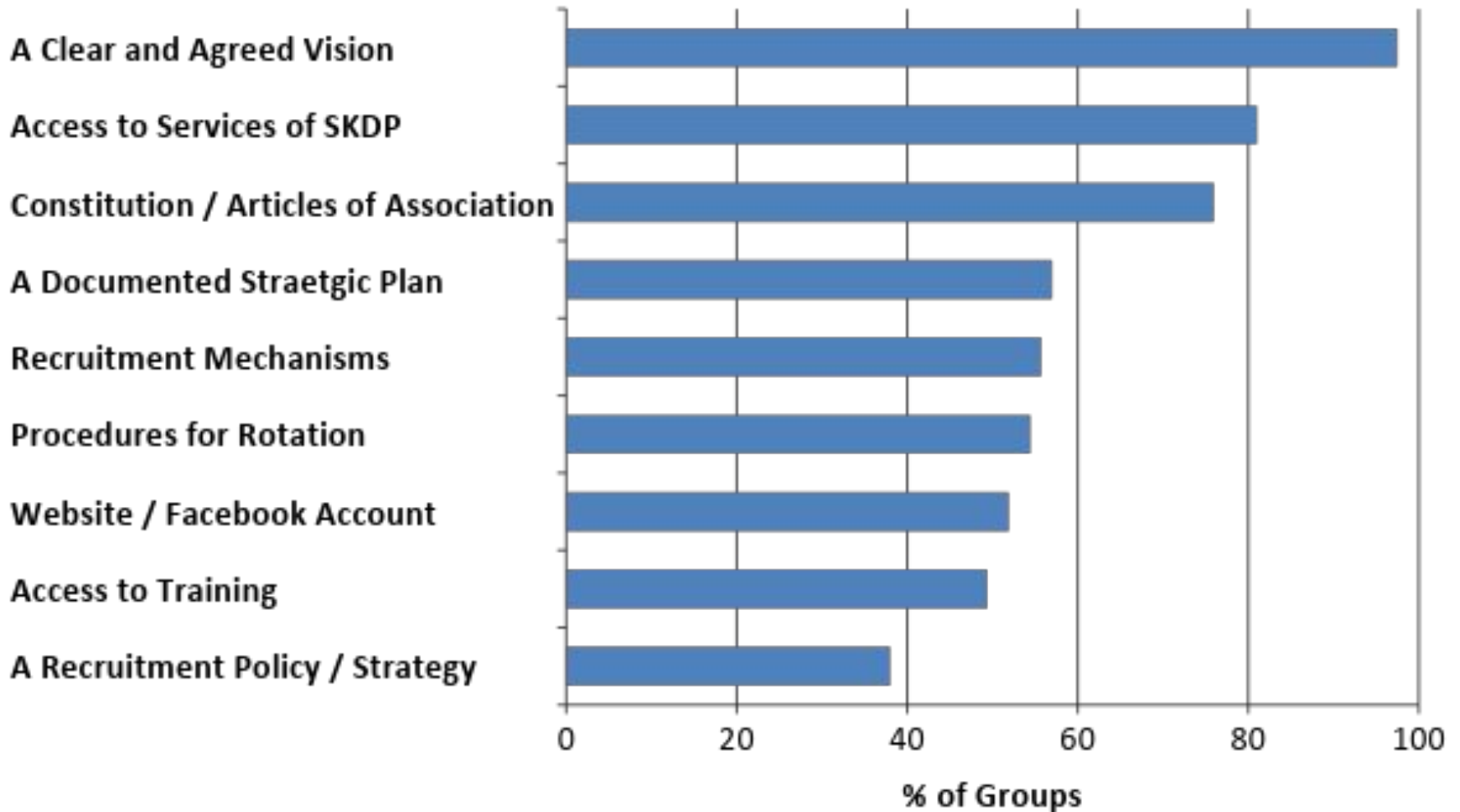
Participative Democracy <-> Community Development

Who engages?

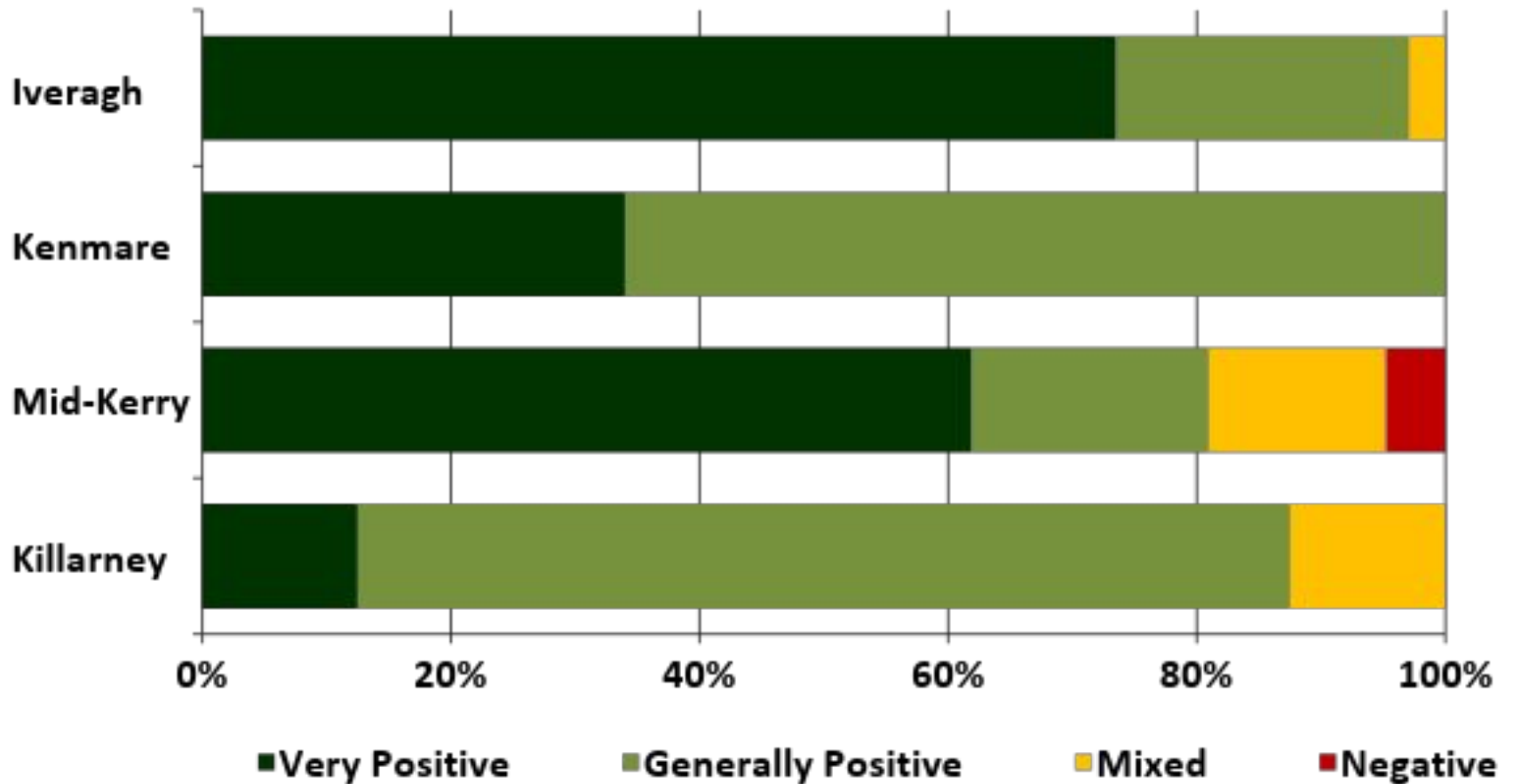
Membership of Voluntary Organisations



How Groups Operate – Percentage of Groups with the following features.



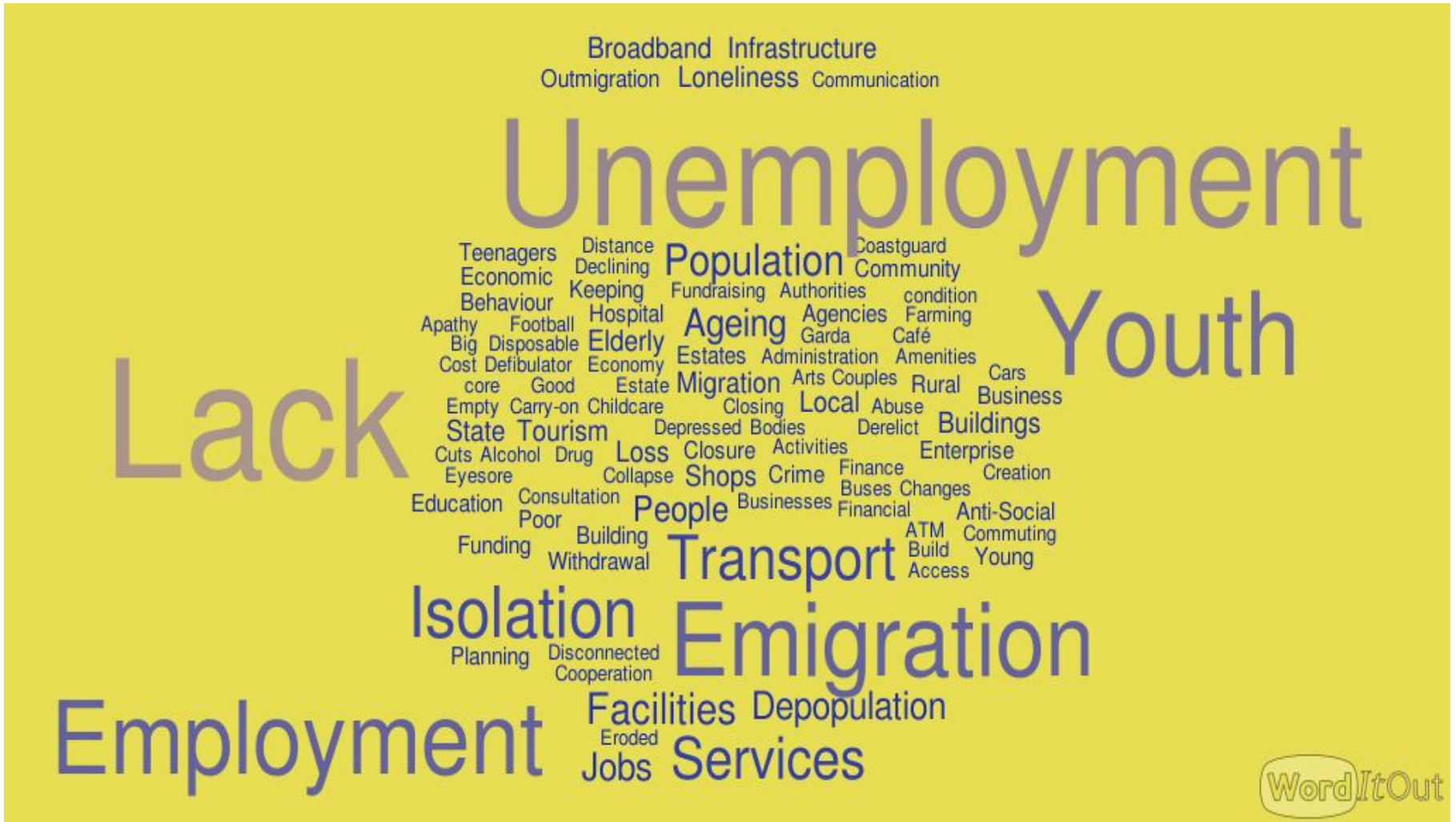
Perceptions on the Impact of SKDP



Issues Pursued by Communities through Planning and Policy



Main Issues facing our Community



Citizens' Perceptions of Place

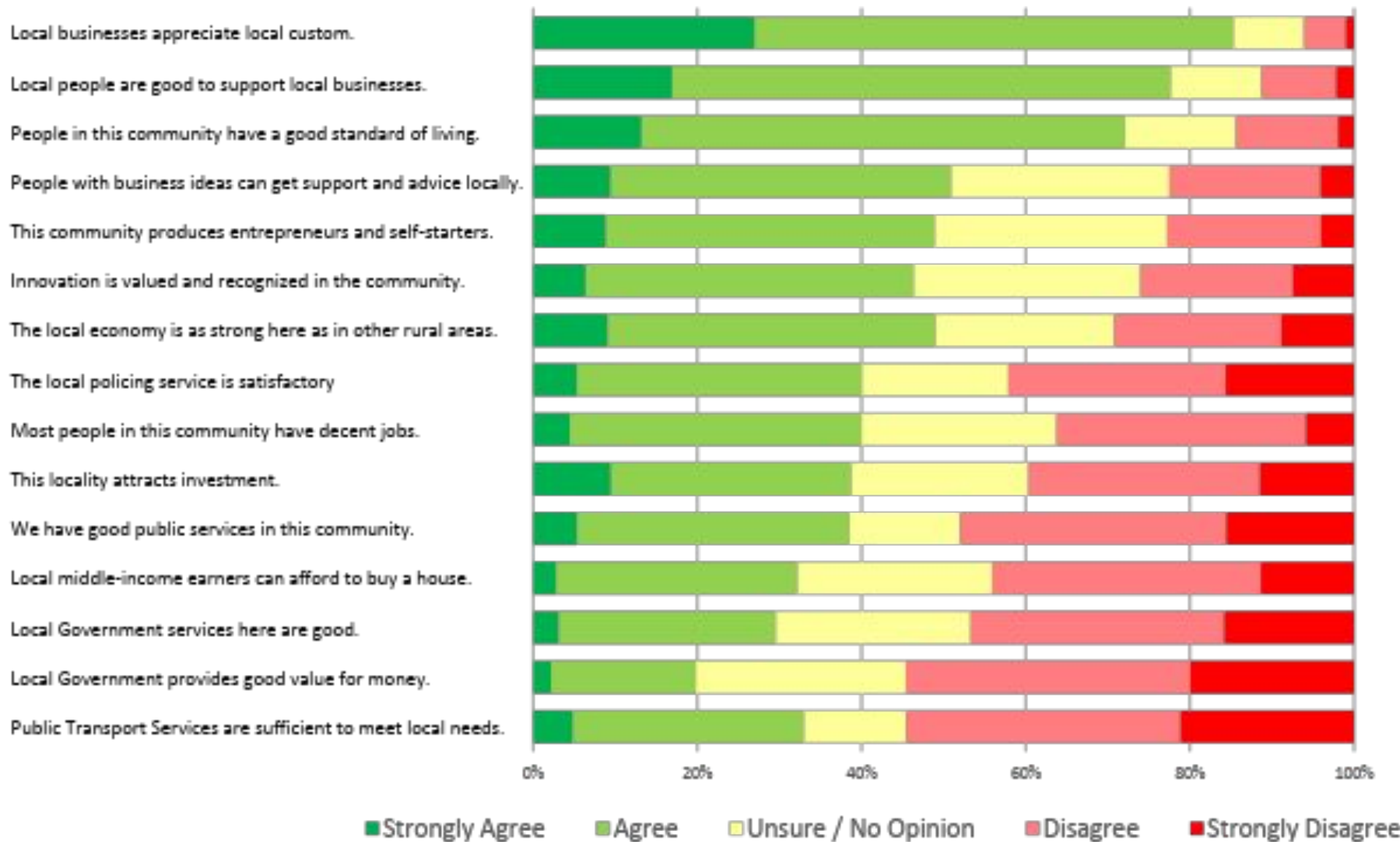
Recap

972 citizens surveyed

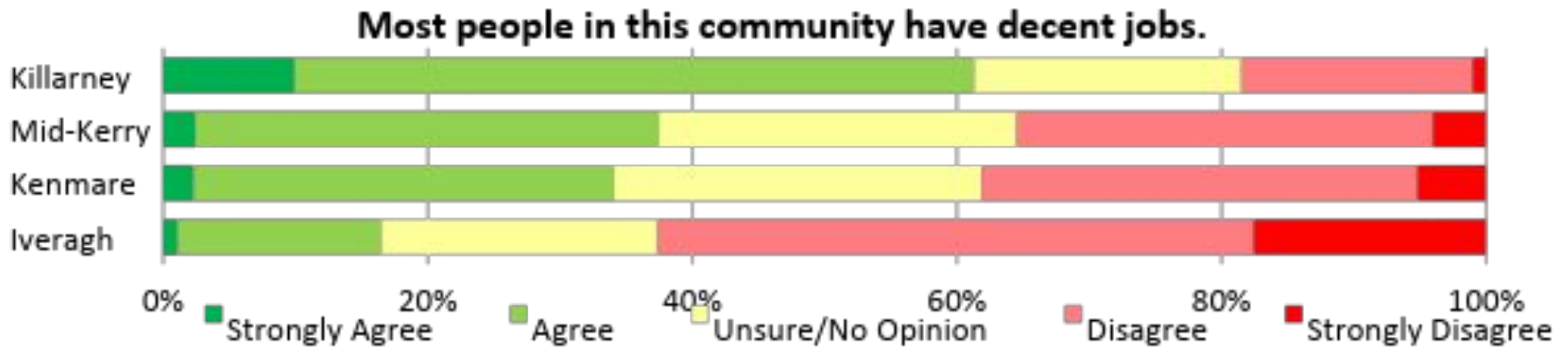
Representative Sample, stratified by
Geography.

Multiple Indicators of Economic, Socio-Cultural
and Environmental Vitality and Well-Being

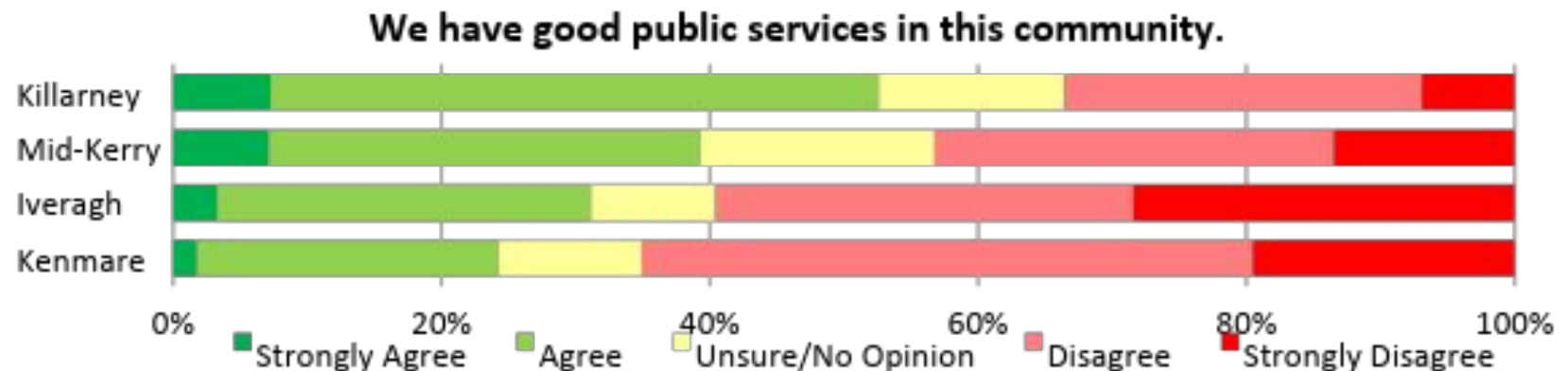
Levels of Agreement or Disagreement with Statements about Economic Vitality among Citizens in South Kerry



Citizens' Perceptions of Economic Vitality– on selected indicators, by Community Forum Area

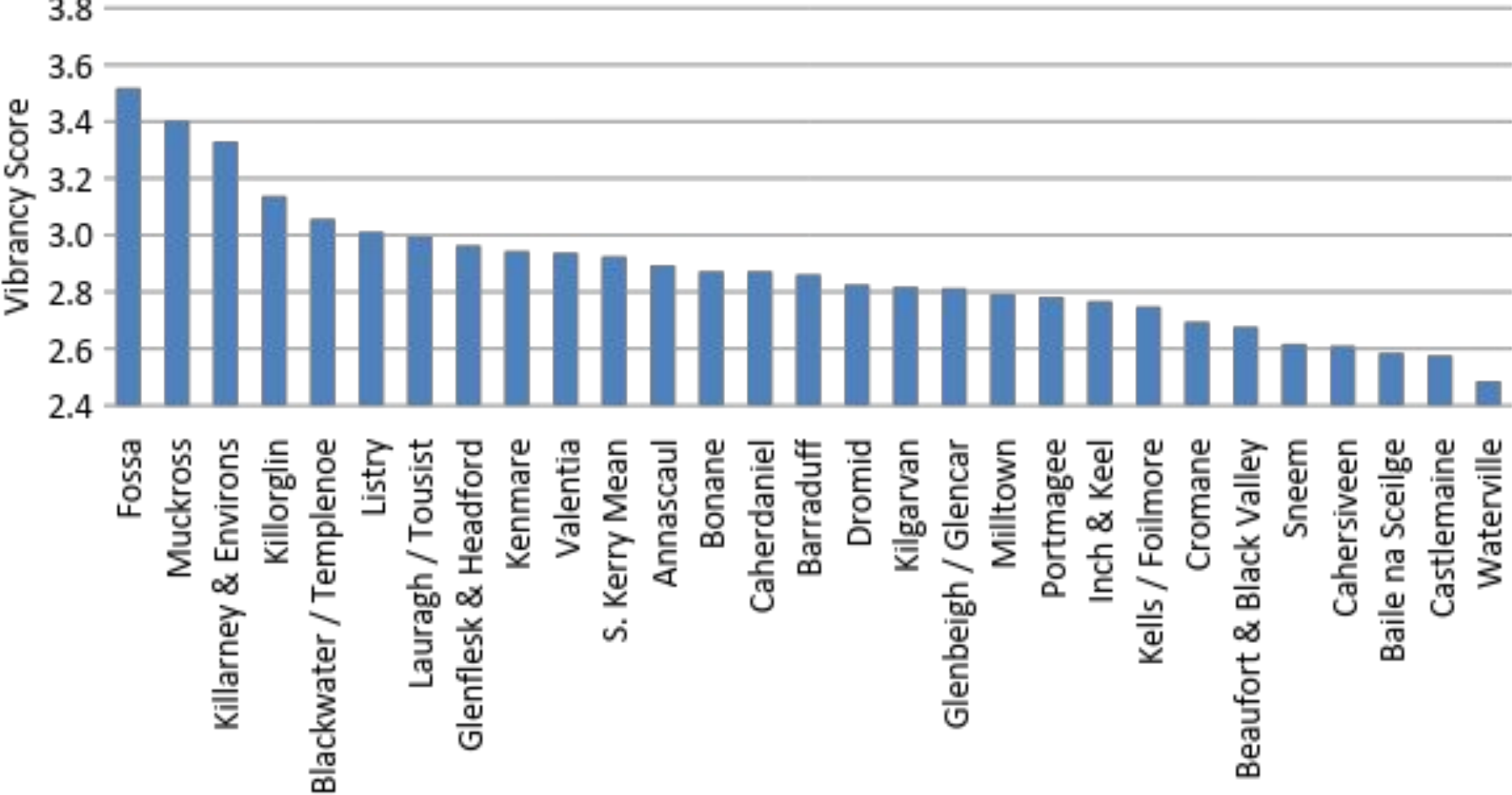


$P < .001$, Cramer's $V = .132$



$P < .001$, Cramer's $V = .155$

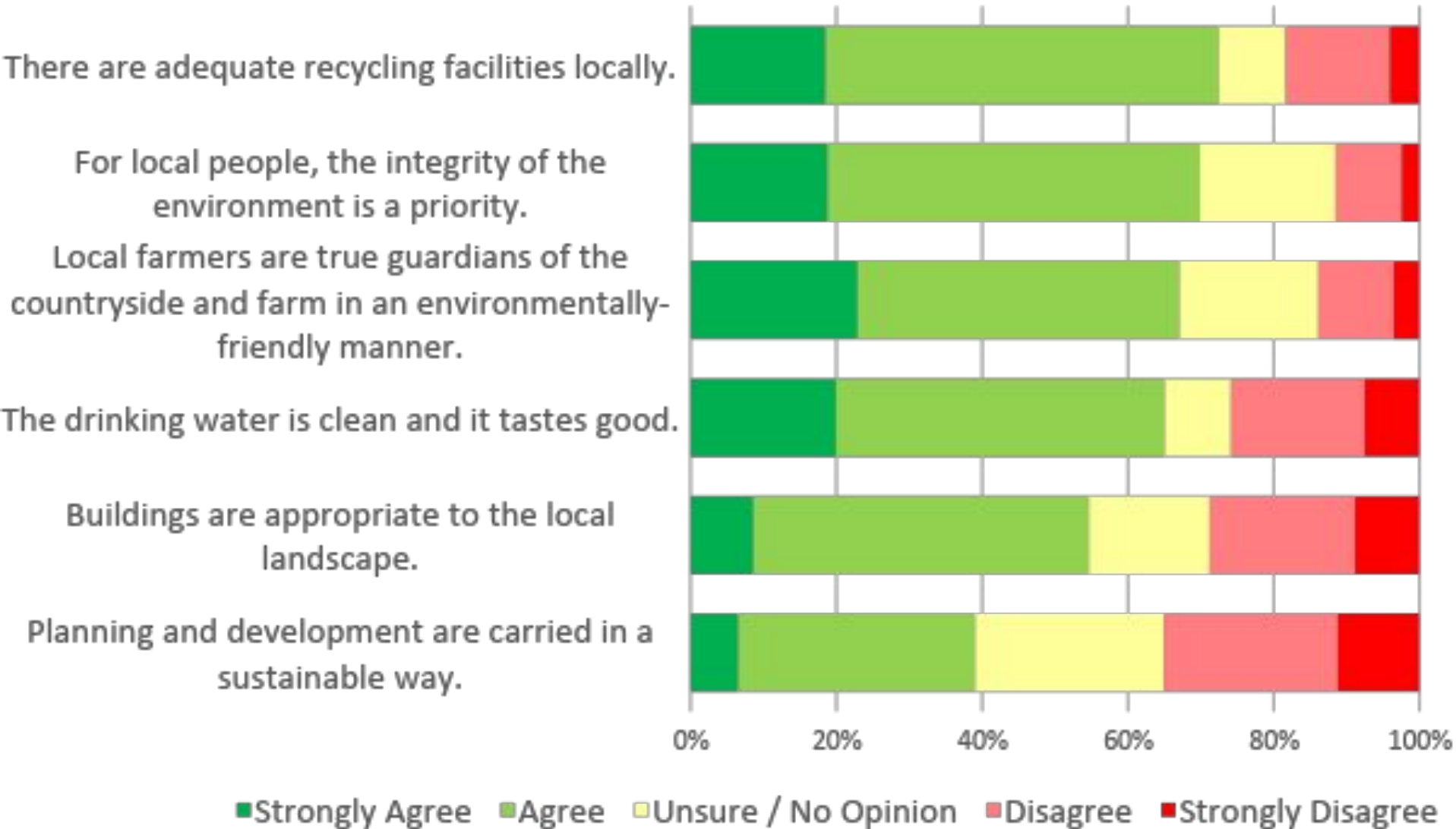
Economic Vibrancy - Cumulative Score for each community



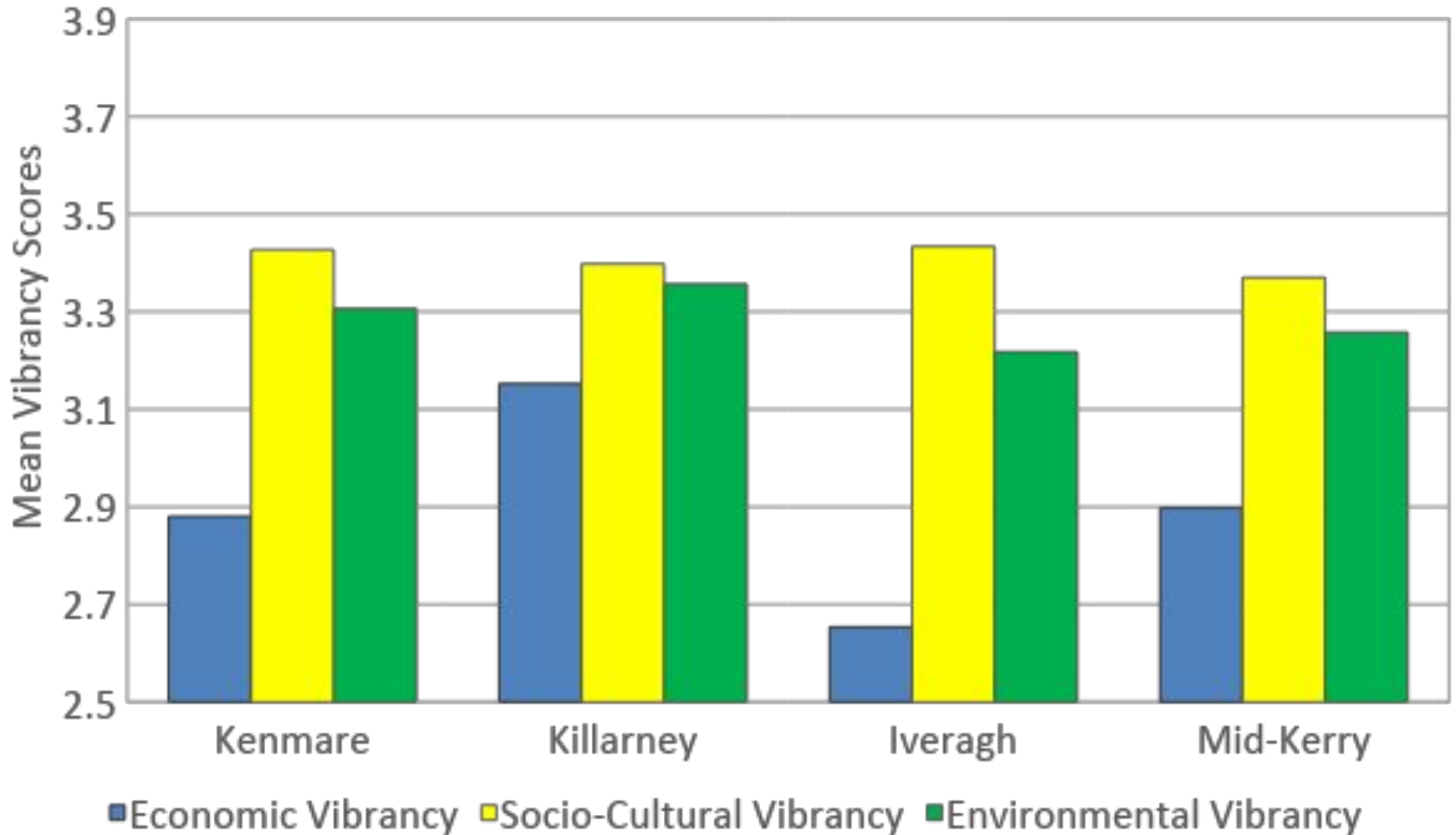
Percentage of Persons in Agreement with Statements about Socio-Cultural Vibrancy in their Communities.

Indicators of Socio-Cultural Vibrancy	% of Persons in Agreement
People greet each other, regardless of whether or not they know them.	84.0
We have at least one public festival annually.	82.2
Citizens are committed to this community—they have a strong sense that they belong here.	80.1
We have good sports and recreation facilities in this community.	79.2
There are good facilities for meetings locally.	78.2
The community has a distinct culture and heritage that are appreciated by the community.	78.1
Citizens are interested in national and international news and current affairs.	77.0
You see many active, healthy-looking seniors in this locality.	75.2

Levels of Agreement or Disagreement with Statements about Environmental Vibrancy among Citizens in South Kerry



Cumulative Scores for Communities across the Four Community Forum Areas on the Dimensions of Sustainable Development



4. Observations and Recommendations

- Higher levels of socio-cultural vibrancy than economic vibrancy.
- Highest levels of economic vibrancy correlate with population
- Highest levels of socio-cultural vibrancy correlate with:
 - Rurality
 - Leadership (little red hen philosophy)
 - LEADER

Recommendations

- All places have potential.
- Recognise Civil Society as ‘The Fifth Estate’
- Broaden participation – especially by youth.
- Resource and mainstream social economy / community business.
- Enforce minimum targets for public service provision
- Promote the Co-Creation of Vitality / Vibrancy.

5. Measuring Vibrancy -> -> Participatory Community Planning

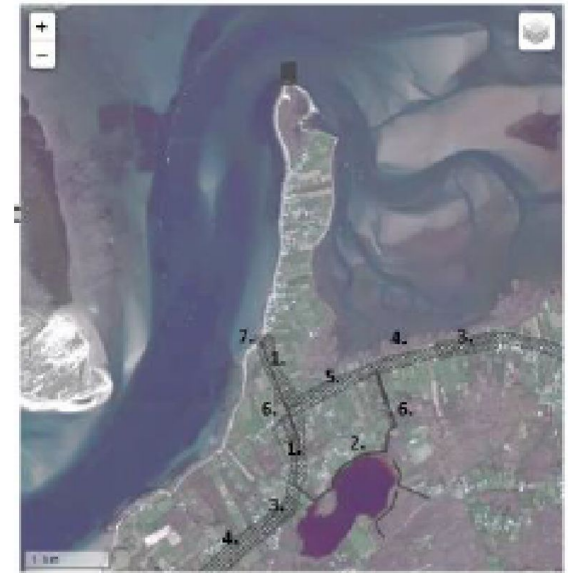




Geodesign Workshop Proposals

- 2.1 Develop a safe pedestrian walk and cycleway connecting the lake with the sea front.
- 2.2 Develop an amenity footpath from The Lug to the lake.
- 2.3 A number of road safety measures at narrow sections and bends.
- 2.4 & 2.5 Develop a comprehensive set of speed control zones.
- 2.6 Install public lighting from the Church to the playfield and from The Lug to the school.
- 2.7 Construct a leisure boat launch/slipway.

Fig. 7.2.1: Infrastructure, Transport and Roads Project Locations



Cromane Community Council

Socio-Economic Development Plan 2018 – 2022



This measure is part-financed by the European Maritime and Fisheries Fund



Fisheries Local Action Groups
Ógúil Ombreáilte na Leasúcháin



Supporting the Sector
Agriculture, Food and the Marine



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Ní neart go cur le chéile – Many Hands Make Light Work.



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