Welcome

‘We are Sustainable Farmers’
Questions

• How can we make farming in and near protected areas more nature friendly?

• What are the needs of farmers in relation to their protected area?

• How can we develop local products & brand them to the park?
Situated on the East Coast

The ‘Garden of Ireland’

Located beside Dublin – largest population centre in Ireland

Dublin’s Playground
Wicklow Uplands Council

- Established in 1997 to tackle going pressures in the Wicklow Uplands
- Independent voluntary organisation representing the shared interests of the Wicklow Uplands
- Our mission: ‘To support the sustainable use of the Wicklow Uplands in consensus and partnership with those who live, work and recreate there’
What We Do

- Represent the shared interests of the Wicklow Uplands
- Build consensus and understanding between stakeholder groups
- Respond to challenges facing the uplands through innovative projects and partnerships
- Lead policy development from the bottom up
Priority Objectives

• Encourage rural employment
• Support retention of the rural population
• Promote the uplands and surrounding towns & villages
• Develop sustainable recreation opportunities
• Encourage best management of our natural heritage, habitats and landscapes
How We Do It?

• 4 panel structure
  – Landowning & Farming 7 Directors
  – Environment & Recreation 4 Directors
  – Tourism & Economic 3 Directors
  – Community 4 Directors

• The board operates on consensus and has never voted on a single decision since the establishment of the organisation
Organisational Management

• Small number of staff
• Company Limited by Guarantee with charitable status
• Adopted the ‘Governance Code’ and will be fully compliant in the upcoming months
• Registered lobbying group – allows us to legally lobby public officials
Ongoing Initiatives

• Supporting upland farming and best management of upland habitats
  – 2013 study ‘To Identify the Best Management of Uplands Habitats in County Wicklow’

• Developing Sustainable Recreation Opportunities

• PURE Project (Protecting Upland and Rural Environments)
Developing Sustainable Recreation Opportunities

Agreed Access Routes

- Resolving conflict
- Agreement with private landowner allowing access
- Indemnity cover and remuneration for maintenance
- Benefits to recreational users and landowners
- Recommended as a model template
Developing Sustainable Recreation Opportunities

Establishing new trails

- Tourism in Wicklow is dominated by day-trippers
- Linking with public transport
- Linking the existing network of trails
- Benefits to local economies
- Greater tourism opportunities
PURE Project
(Protecting Upland and Rural Environments)

• Set up in 2006 to tackle illegal dumping and fly-tipping in the Wicklow/Dublin Uplands
• Partnership Project with statutory and non-statutory bodies
• To date over 2,800 tonnes of dumping removed from our uplands
• Huge environmental education component to the project
PURE Mile Competition

• Encourages communities to take ownership of a mile (1.6km) in their area
• Keep litter free and research the built and natural heritage along the route
• Over 138 miles (222km) of road adopted to date
• Awards each year for different categories
• More info can be found on www.pureproject.ie
Projects which bring all stakeholders together to tackle the issues facing upland communities

Established good working relationships with statutory bodies

Enable landowners and communities to have their say about developments affecting their area

We emphasize the importance of communities and local people