

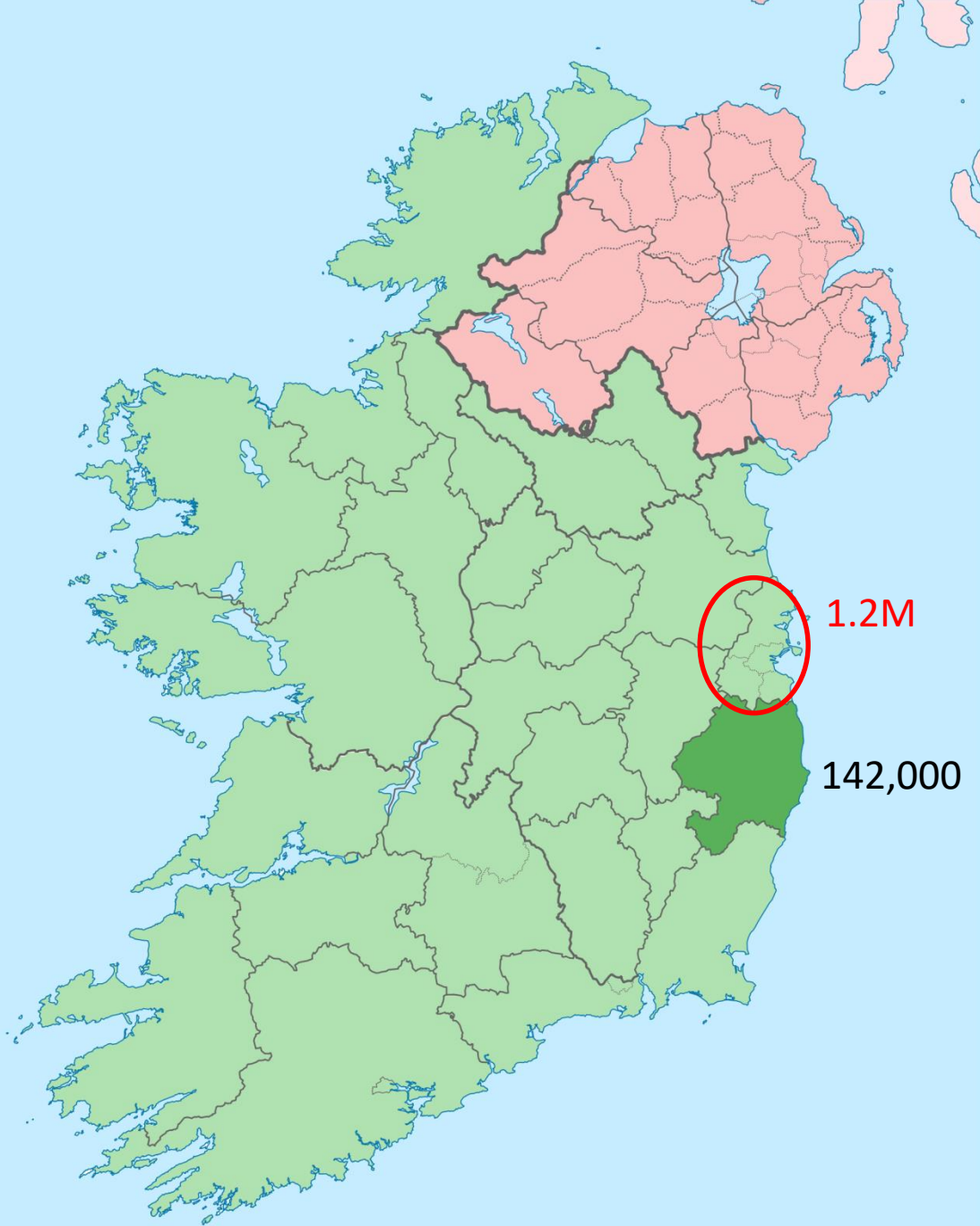
Welcome

‘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 do can we develop local products & brand them to the park?



Wicklow

- Situated on the East Coast
- The 'Garden of Ireland'
- Located beside Dublin – largest population centre in Ireland
- Dublin's Playground

Wicklow





Wicklow Uplands Council



WicklowUplands
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



Wicklow Uplands Council

- 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