



CUILCAGH
LAKELANDS
GEOPARK

DEVELOPMENT PLAN

CUILCAGH LAKELANDS
UNESCO GLOBAL GEOPARK

2021-2030





THANKS: The Tourism Space thanks all those who contributed their observations, ideas and suggestions to this development plan.

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WHAT IS A GEOPARK?

Geoparks are places where outstanding geological heritage is used to support sustainable development through conservation, education, interpretation and sustainable tourism. All UNESCO Global Geoparks have four essential features:

- They have a geological heritage of international value
- They are managed by a body having legal existence recognised under national legislation
- They have visibility so that local people and visitors can find relevant information about them.
- They engage in local and global networking, particularly through the Global Geoparks Network (GGN)

Mission of Cuilcagh Lakelands UNESCO Global Geopark

Our mission is to nurture and protect our place to ensure it provides a solid social, environmental and economic platform for its communities and enables them to live in balance. Our mission is to nurture and protect our unique heritage so that our place can restore and revitalise those that live and visit here, and can enable connections between people, heritage and nature.





Tommy Ryan
Chief Executive,
Cavan County Council

I am delighted to join with my counterpart in Fermanagh and Omagh District Council to introduce this ten-year Development Plan for the Cuilcagh Lakelands UNESCO Global Geopark.

Our shared Geopark has made tremendous strides over the past ten years, from securing UNESCO accreditation to major investment in sites such as Cavan Burren Park, Shannon Pot, and of course the recent re-branding process.

As the Geopark gains increased renown around the island of Ireland and across the globe as a place of outstanding beauty, unique geology, and rich heritage, it is of vital importance that in sharing this abundant natural resource with the world, we do not impact upon the geology or ecology of the area, which has evolved naturally over millions of years.

The considered, strategic approach taken by Cavan County Council and Fermanagh and Omagh District Council in mapping out the next ten years' development of the Geopark will ensure sustainable growth that can enable us to achieve our goals of education, conservation, and supporting thriving Geopark communities.

I look forward to working with our partners in Fermanagh and Omagh District Councils, the elected representatives of both local authorities, and with our Geopark communities to ensuring that the goals of this ambitious plan are met.

Working together, I have no doubt we can deliver on our mission to nurture and protect our place and our unique heritage to provide a solid social, environmental and economic platform for our communities and to restore and revitalise those that live and visit here, and enable connections between people, heritage and nature.

I am pleased, along with Tommy Ryan, Chief Executive of Cavan County Council, to introduce this ambitious ten-year Development Plan for the Cuilcagh Lakelands UNESCO Global Geopark. I am conscious of the very significant efforts of our Geopark Operational Committee and Geopark Officer Team in bringing the Development Plan to this stage, and I have no doubt that this collective endeavour and enthusiasm will continue as we seek to deliver on the Plan's ambitions.

Fermanagh and Omagh District Council is committed to partnership working, sustainable development, growing the visitor economy, community engagement and tackling climate change. Through this plan the Geopark is positioning itself at the forefront of bringing these diverse imperatives into a coherent and relevant plan that can make a real difference to the landscape, the local community and to those who visit the area.

Our Geopark straddles the border and I look forward to the effective partnership that has developed with Cavan County Council continuing to strengthen and grow for the delivery of our shared mission for the Geopark; to nurture and protect our unique heritage so that our place can restore and revitalise those that live and visit here, and can enable connections between people, heritage and nature.

The Geopark has gone through a period of transition and transformation and has emerged with a new name, new brand, new structures and new energy. It is becoming a real catalyst for the sustainable development of this incredible cross-border landscape.

It is fitting in this the twentieth year since the establishment of the Geopark, that Cavan County Council and Fermanagh and Omagh District Council are looking forward positively to the future, building on our collective experience, ready to embrace the challenges ahead.



Alison McCullagh
Chief Executive,
Fermanagh and Omagh
District

FOREWORD



John Paul Feeley
Chair of Geopark
Operational Committee

Cuilcagh Lakelands Geopark has evolved considerably in recent years. The recent rebranding exercise, permanent dedicated staff located in the Geopark and a pipeline of substantial and exciting projects (most notably the Fáilte Ireland funding for the Shannon Pot and Cavan Burren Park, two of the key sites in the Geopark) all evidence the substantive progress underway.

The Executives of both Fermanagh & Omagh District Council and Cavan County Council have made determined efforts to enhance the Geopark since its establishment. I, and the other public representatives involved, fully support the ongoing work of the Geopark’s Staff and pledge to do all that we can to secure further investment to realise the Geopark’s potential, providing quality amenities for both visitors and the local community.

The extraordinary archaeology, geology, and ecology in which we are fortunate to live has the capacity to create a world-class sustainable tourism product for visitors and to contribute significantly to supporting a vibrant local economy.

The Plan sets out a blueprint in that context for creating stronger relationships with and between Geopark communities and ensuring a real local economic spin-off from the ever-increasing number of visitors. I heartily welcome this, as I do the strong focus on developing the educational element of the Geopark.

This Plan builds upon the massive work undertaken since the first designation of a small area around the Marble Arch Caves as a Geopark in 2001 to the present, while recognising the challenges we face and setting out a clear pathway for the ambitious development of the Geopark.

Our Geopark represents the best of cross-border co-operation; it is practical and mutually beneficial, achieving progress for our communities through respect for and appreciation of our shared landscape. I very much look forward to playing my part and bearing witness to its evolution over this next phase.

Táim ag tnúth go mór le todhchaí an-gheal don Geophairc amach romhainn.

CONTENTS

EXECUTIVE SUMMARY.....9

PART 1: Context 16

 1.1 Purpose & Ambitions of the Development Plan 2020-30..... 17

 1.2 Introduction to Cuilcagh Lakelands UNESCO Global Geopark 18

 1.3 History & Evolution..... 21

 1.4 The role of UNESCO Global Geoparks today..... 22

PART 2: Strategic Review & Recommendations 24

 2.1 Cross-border Governance 25

 2.2 Stakeholder Engagement & Strategic Partnerships 29

 2.3 Education 33

 2.4 Tourism 35

 2.5 Community 40

 2.6 Conservation & Recreation 42

PART 3: Vision, Charter, Objectives 44

 3.1 Vision 2030 45

 3.2 Mission 46

 3.3 Values..... 46

 3.4 The Geopark Charter 46

 3.5 Overview of Strategic Objectives 2020-2030 47

PART 4: Action Plan 2020-30..... 48

 Investment in Strategy, Plan & Programme Development 72

 Potential Sources of Funding 73

APPENDICES 74

 Appendix 1: Sustainable Development Goals 75

 Appendix 2: 10 Focus Areas of Geoparks7



Introduction & Executive Summary



EXECUTIVE SUMMARY

Part 1: Context

The Cuilcagh Lakelands UNESCO Global Geopark (hereafter ‘The Geopark’) is one of 147 members of the UNESCO Global Geoparks Networks across 41 countries. Representatives of The Geopark played a leading role in the foundation and ongoing development of Geoparks around the world and it is regarded as one of the leading UNESCO Global Geoparks within the Global Geoparks Network. It is the world’s first cross-border Geopark which straddles not only the border between Northern Ireland and the Republic of Ireland, but now also the border between the European Union and the United Kingdom.

There is a strong desire to build on existing progress and achievements, and to elevate the operations and impact of The Geopark over the coming 10-year period. The two governing councils, Fermanagh & Omagh District Council and Cavan County Council, have come together to form a dedicated cross-border Geopark team and centralised Geopark Office under the management of a newly-appointed Geopark Manager. The Brexit transition will bring challenges and opportunities. The increasing focus on sustainability and the growing urgency of taking radical action to address climate change may confer a greater status on UNESCO Global Geoparks, given their historic and current role in tracking and analysing climate change. There is an opportunity for The Geopark to play a leading role in facilitating progress towards the 2030 Sustainable Development Goals.

Purpose of this Development Plan

This is a 10-year Development Plan for the Cuilcagh Lakelands UNESCO Global Geopark (hereafter The Geopark) geographic territory. It serves primarily serve as a strategic and operational route map for the Geopark Management Team. Given its connection to a wide range of stakeholders and partners, the plan is also relevant to:

- 1 Cavan County Council and Fermanagh & Omagh District Council, and associated committees of the two local authorities responsible for the management of The Geopark.
- 2 Other Government agencies, statutory bodies and publicly-funded organisations with the responsibility for the care and management of individual elements of The Geopark.
- 3 Local community and business organisations and individuals who are interested in the work of The Geopark.
- 4 National, regional and local tourism development and promotion organisations who seek to ensure The Geopark destination gains maximum profile nationally and internationally.

Key Outputs of this Plan

- A Geopark Charter
- A Geopark Mission Statement and Statement of Values
- The Geopark Vision 2030
- A 6-Pillar Strategic Framework
- 18 Strategic Objectives
- 101 Action Points

The Geopark Charter represents a single document that communicates the values, vision and ethos of The Geopark. This provides a language and framework for consistently communicating the ‘personality’ of The Geopark, making it more meaningful and engaging for all stakeholders.

Ambitions of this Development Plan

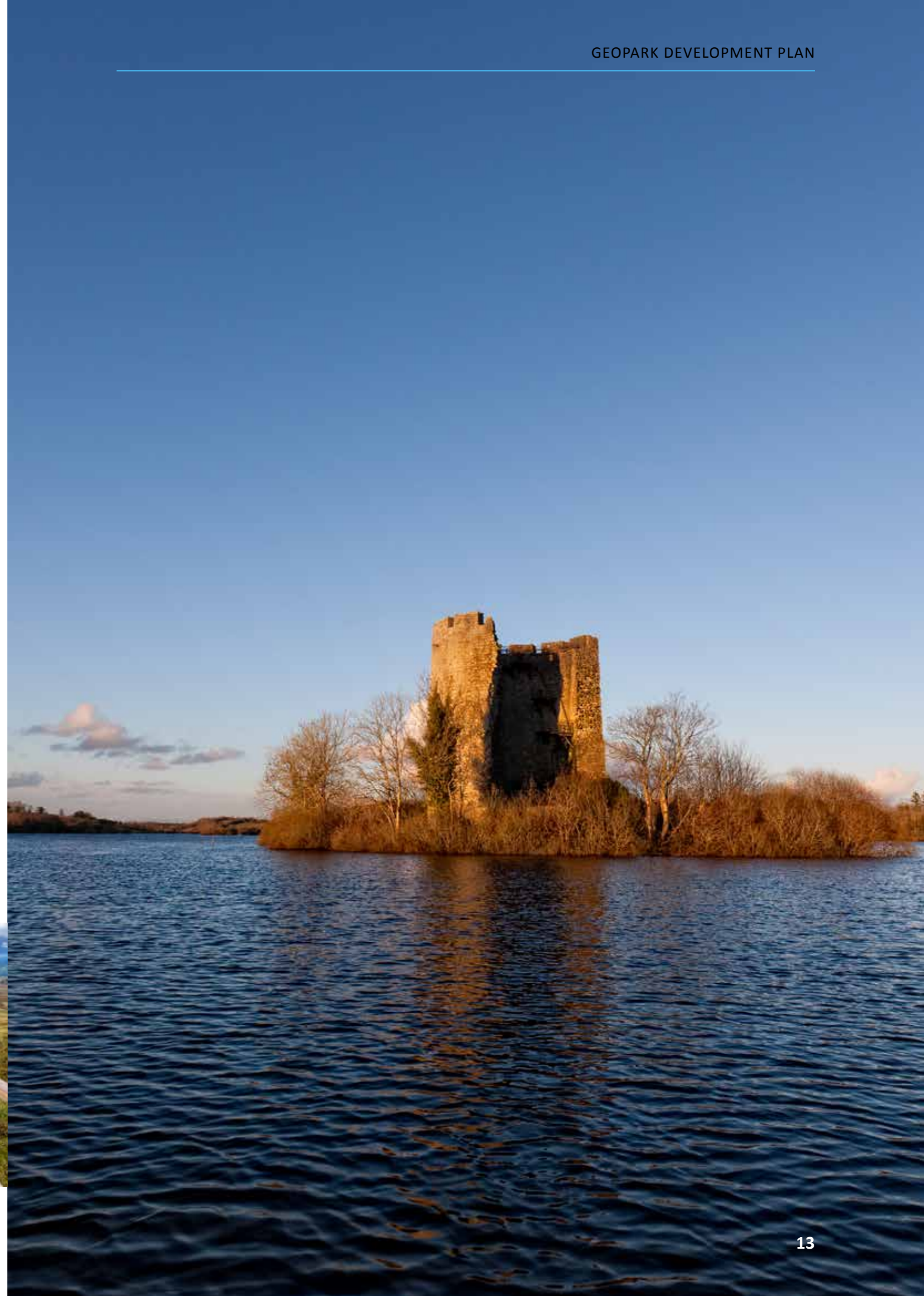
The plan seeks to provide for the social and economic needs of the local populations, to protect the landscape in which they live and to conserve their cultural identity.

Through this Development Plan, The Geopark aims to:

- address the need for a single, unified and documented cross-border Development Plan for the entire Geopark territory;
- facilitate the emergence of a strong cross-border governance and management system that allows for strategically-aligned planning and budgeting processes, whilst also allowing for constraints of separate financial management systems embedded in Council operations;
- facilitate the creation of a team culture that makes cross-border operations as seamless as possible and that enables collaborative and collective planning and decision-making into the future;
- make practical recommendations on how to enhance current activity and drive progress in its core programme strands, namely, conservation, education, tourism and community;
- embed the values of the UNESCO Global Geopark designation into the vision and mission of The Geopark;
- enable The Geopark to promote and support the aims of UNESCO Global Geoparks and to respect the Statutes and Guidelines of the UNESCO Global Geoparks;
- demonstrate how to promote and raise awareness of the area as a UNESCO Global Geopark and enable even wider and more inclusive participation of communities and businesses in its work.
- expand its role in raising awareness of climate change and raising understanding of how to mitigate and adapt to its impacts.
- provide an action plan for the creation of a consistent, confident and predictable work programme that ensures The Geopark is an authentic, world-class Geopark and is recognised as such internally, nationally and internationally.

The consultation and review process that informed this Development Plan enabled The Geopark Team to identify six Strategic Pillars now and towards 2030:

- Cross-border Governance
- Stakeholder Engagement
- Education
- Tourism
- Community
- Conservation & Recreation



Part 2: Strategic Review and Recommendations

The consultation and review process that informed this Development Plan enabled The Geopark Team to identify six Strategic Pillars now and towards 2030:

- Cross-border Governance
- Stakeholder Engagement
- Education
- Tourism
- Community
- Conservation & Recreation

The following sections highlight the main findings and recommendations under each of these pillars:

Cross-border Governance

Three significant factors led to Cross-Border Governance being one of the key strategic pillars, at least in the immediate future:

- 1 A new governance and management structure is currently being established, which sees for the first time the creation of a dedicated Geopark Team under the leadership of a Geopark Manager located in a single Geopark office.
- 2 Brexit has happened and the process of decoupling the United Kingdom and the European Union now begins in earnest. While the exact outcomes of the Brexit process are as yet unknown, it is certain to have significant impacts on The Geopark.
- 3 Prior to these two significant transitions taking place, governance had already been identified as an area that, for a variety of reasons, had hindered rather than enabled progress in The Geopark.

A key element of the 2030 vision is that cross-border co-operation would be ‘seamless’. To achieve this, committed and consistent attention needs to be given in this uncertain and transitional phase to enabling the new governance structure and the new team. Section 2.1 contains recommendations in the areas of Change Management, Organisation Structure &

Accountability, Management & Team Structure, Communications Strategy, Planning & Budgeting and the Definition of The Geopark Territory.

Stakeholder Engagement

Future development of The Geopark must fit in with the policy context for Ireland and Northern Ireland and for the local areas of Cavan and Fermanagh & Omagh. It is a complex environment because of the number of policy areas, replicated on each side of the border. An overview of the legislative and policy context is provided in Section 2.2. This section identifies the opportunity for the Geopark to claim a greater role in the consultation and planning processes through an increased and proactive focus on engagement. This section highlights that strong partnerships exist with some partner agencies, with scope for strengthening of working relations with others.

The newly-created role of Development Officer – Partnerships & Engagement enables this focus on Stakeholder Engagement within the team. In addition, it is envisioned that the proposed Working Groups offer a great opportunity to involve partners and stakeholders on a project basis where there is a clear alignment of objectives and activity.

It would seem that positive conditions now exist for a focused and strategic effort to nurture and cultivate strong, mutually beneficial working relationships with organisations including but not limited to Coillte/ Forest Service, National Parks & Wildlife Service/ Northern Ireland Environment Agency, Geological Survey of Northern Ireland/Geological Survey of Ireland, Fáilte Ireland/Tourism Northern Ireland, Mountaineering Ireland and Leave No Trace. The Geopark Charter provides a framework for meaningful engagement between stakeholders.



Education

It is a pre-requisite that all UNESCO Global Geoparks develop and operate an educational programme. The purpose of education in the Geopark relates to:

- Growing awareness and understanding of the place
- Building capacity for ownership and sustainable custodianship of the place
- Growing pride in the Geopark
- Letting people know what a Geopark is and why the designation exists in this place
- Inspiring geo-conservation and a commitment to geodiversity within the region
- Raising awareness of climate change, its impacts and how to mitigate and adapt its effects.

The Geopark’s Education Programmes have performed strongly over the years. There is scope and ambition for the Education Programme to elevate further, to operate with greater intention

and closer alignment to the overall vision and the other strategic pillars. In this Development Plan, the Education Strategy is a key enabler of the Community Engagement and Business Engagement Programmes, and also supports tourism and recreation initiatives through its events programme.

Section 2.3 contains a number of recommendations. It proposes the convening of an Education Working Group. Amongst others, a key task for this group would be the creation of a Geopark Education Manifesto. It is suggested that a University Liaison Programme be developed that would deliver research-based outcomes in a number of key areas. It is recommended that the Geopark Events Programme is reviewed annually to ensure alignment with the Geopark’s Educational objectives. It would seem there is a significant opportunity for The Geopark to develop educational programmes with a niche subject or audience focus.



Tourism

Our analysis indicates that the Sustainable Tourism strand is one of the lesser developed programmes in The Geopark. There exists significant scope and ambition to improve tourism performance. A reading of The County Cavan Tourism Development Plan 2017-2022, Cavan Food Strategy and Fermanagh Tourism Plan indicate that there is a strong political will to leverage the Geopark Status to develop tourism in the region. However, there is currently a lack of ‘opportunities to purchase’ in the Geopark territory and the drivers of spend need to be further developed.

Section 2.4 recommends a comprehensive Destination Development & Marketing Plan that encourages visitors to stay longer and spend more. This would include a number of initiatives: destination branding, alignment with national brands, visitor profiling, interpretation and experience development, signage and wayfinding, complementary online and offline marketing strategies. In parallel to this, it is recommended that a comprehensive Business Engagement Programme is developed, which in turn would comprise 3 main elements:

- 1 The establishment of a Geopark Business Network
- 2 The creation of a Code of Practice for Sustainable Tourism to support the Geopark Charter
- 3 The development of a Visitor Brand for use by businesses in the Geopark.

Community

Earlier reports and reviews highlighted Community Engagement as an area that needs priority attention in The Geopark’s future development, with an acknowledgement that The Geopark has not sufficiently penetrated the fabric and micro cultures of local communities within the Geopark. Wishes to move towards a more consistent and formalised Community Engagement Strategy. The desired outcome would be for the Geopark to become an Enabler and Facilitator of Communities, championing their involvement in and ownership of the Geopark’s development.



- Creation of a Geopark Volunteer Programme
- A Geopark ‘Roadshow’ project that would bring ‘the Geopark’ to communities in their own local area
- A Policy for Community Engagement in Festivals & Events
- A Policy for Community Engagement in heritage and landscape projects
- A Geopark Community & Business Awards programme that would encourage, recognise and reward sustainable best practices within the community

Conservation & Recreation

The core activity of the Geopark in managing the environment and habitats of sites works well. As a result of several designations, conservation of heritage is inherently embedded across all of the Geopark actions.

Notwithstanding this, there is scope for a more proactive approach to conservation contribution, and some examples are highlighted in Section 2.6. These include collating and analysing geo-conservation data to support decision-making, managing carry capacity at key sites to ensure conservation and protection of the natural environment and fostering conservation-focused collaborations and partnerships.

There is scope and need to align the conservation and tourism pillars through conservation-led approach to recreational facilities and opportunities in the region. In addition, conservation for the Geopark over the coming 10 years can extend to incorporate conservation of all heritage.

There is also an opportunity to take a proactive approach to climate change as part of a future conservation programme, given the natural strengths of UNESCO Global Geoparks in this area. A grand ambition for the 10-year period would be to examine the processes and possibility of becoming a Carbon Neutral Destination and to be a leading Geopark in the Climate Action field.

This plan proposes the development of a Community Engagement Strategy, with a key objective of fostering a sense of pride in the Geopark Region amongst local people and to strengthen their own identification with the area. This would enable a strong sense of ownership of the Geopark by the local communities. The Geopark Charter provides the foundation principles for the Community Engagement Strategy and can be used as communications lever in all community engagement activity.

Based on feedback from communities captured in the BTS report, the aspirations of the current Geopark Team and what is already in progress, it is recommended that The Community Engagement Strategy consider the following projects and programmes:

- Extension and enhancement of the Geopark Ambassadors Programme to cover the entire Geopark territory
- Formalisation and systemisation of the Geopark Villages Programme

Part 3: Strategic Objectives & Action Plan 2020-2030

The consultation process that informs this development plan has led to the articulation of a clear, inspiring and engaging Vision Statement for the Geopark. This is supported by a principle-driven Geopark Charter that now underpins all programmes of activity across the 6 Strategic Pillars (Cross-Border Governance, Stakeholder Engagement, Education, Tourism, Community and Conservation & Recreation).

The Vision & Charter can be used as the basis of all communications activity emanating from the Geopark and through their consistent employment, a strong personality and identity for The Geopark can emerge.

As a result of the strategic review, the following 18 objectives were established under each of the 6 Strategic Pillars

The detailed Action Plan can be found in Part 4. This details 101 individual action areas, defines the Key Performance Indicator for each one, identifies the lead and partner responsibilities, indicates costs and sources of funding as well as completion timeframes.



STRATEGIC PILLAR	OBJECTIVES	NUMBER OF ACTIONS
1 Cross-Border	1.1 Embed seamless cross-border governance, management, planning, Governance finance and communications systems. 1.2 Empower and support the cross-border Geopark team. 1.3 Foster a culture of collaboration and engagement within the team, with and across the councils and with external stakeholders.	15
2 Stakeholder Engagement	2.1 Build support for and understanding of the role and value of the Geopark within Fermanagh & Omagh District Council and Cavan County Council. 2.2 Build partnerships and relationships with other public bodies, statutory agencies and funding organisations. 2.3 Increase the sense of ownership of and commitment to the Geopark by local communities and businesses, facilitating and enabling them to leverage social and commercial opportunities from the designation.	12
3 Education	3.1 Become an exemplary leader in the delivery of environmental education and outdoor learning within the pre-school, primary, secondary, tertiary, further education and lifelong learning sectors on the island of Ireland. 3.2 Develop mutually beneficial relationships with universities and research institutions nationally and internationally. 3.3 Create enjoyable and tangible learning opportunities for all those visiting, living and working in the Geopark (that raises their understanding and appreciation of the place and builds their capacity as guardians of the heritage*).	12
4 Tourism	4.1 Develop The Geopark as a Sustainable Destination of Distinction that encourages visitors to stay longer and spend more. 4.2 Generate economic benefit for the Geopark by supporting tourism enterprises to grow and compete, leading to a stronger local economy and greater employment for local people. 4.3 Develop the food identity of the Geopark so that it acts as a motivator to visit the destination.	28
5 Community	5.1 Engage with local people to ensure that the vision, values and benefits of the Geopark are firmly embedded within our Geopark communities, and that community interests and aspirations are integrated into Geopark development plans. 5.2 Empower individuals within communities to act as ambassadors and champions of the Geopark, both within their own communities and with visitors. 5.3 Build strong, cohesive community connections and provide opportunities for communities to fully participate and engage with the Geopark.	10
6 Conservation & Recreation	6.1 To manage, maintain and promote the heritage of the Geopark. 6.2 To provide safe, open and sustainable access to public recreational spaces. 3. To work towards becoming a carbon neutral destination that is current with good practice in climate change mitigation and regeneration strategies.	24

THE development PLAN

Part 1: Context

1.1 Purpose & Ambitions of the Development Plan 2020-30

Purpose of this Development Plan

This is a Development Plan for the Cuilcagh Lakelands UNESCO Global Geopark geographic territory. It will primarily serve as a strategic and operational route map for the Geopark Management Team. Given its connection to a wide range of stakeholders and partners, the plan is also relevant to:

- 1 Cavan County Council & Fermanagh & Omagh District Council, and associated committees of the two local authorities responsible for the management of the Geopark;
- 2 Other Government agencies, statutory bodies and publicly-funded organisations with the responsibility for the care and management of individual elements of the Geopark
- 3 Local community and business organisations and individuals who are interested in the work of the Geopark.
- 4 National, regional and local tourism development and promotion organisations who seek to ensure the Geopark destination gains maximum profile nationally and internationally.

Having and implementing a management plan, drafted in co-operation with local communities and other stakeholders, is a key criterion of being a UNESCO Global Geopark. The plan seeks to provide for the social and economic needs of the local populations, to protect the landscape in which they live and to conserve their cultural identity.

As a Geopark Management Plan, it is intended to:

- Highlight what is special and significant about the Geopark;
- Present a vision for the future of the Geopark as a whole, in light of national, regional and local priorities, regardless of administrative boundaries;
- Set out agreed objectives which will help secure that vision;
- Identify what needs to be done, by whom and by when, in order to achieve those objectives.

What are the ambitions of this Development Plan?

Through this Development Plan, The Geopark aims to:

- address the need for a single, unified and documented cross-border Development Plan for the entire Geopark territory;
- facilitate the emergence of a strong cross-border governance and management system that allows for strategically-aligned planning and budgeting processes, whilst also allowing for constraints of separate financial management systems embedded in Council operations;
- facilitate the creation of a team culture that makes cross-border operations as seamless as possible and that enables collaborative and collective planning and decision-making into the future;
- make practical recommendations on how to enhance current activity and drive progress in its core programme strands, namely, conservation, education, tourism and community;
- embed the values of the UNESCO Global Geopark designation into the vision and mission of The Geopark;
- enable the Geopark to promote and support the aims of UNESCO Global Geoparks and to respect the Statutes and Guidelines of the UNESCO Global Geoparks;
- demonstrate how to promote and raise awareness of the area as a UNESCO Global Geopark and enable even wider and more inclusive participation of communities and businesses in its work.
- provide an action plan for the creation of a consistent, confident and predictable work programme that ensures The Geopark is an authentic, world-class Geopark and is recognised as such internally, nationally and internationally.

- Expand its role in raising awareness of climate change and raising understanding of how to mitigate and adapt to its impacts.

1.2 Introduction to Cuilcagh Lakelands UNESCO Global Geopark

The Cuilcagh Lakelands UNESCO Global Geopark (hereafter 'The Geopark') is one of 147 members of the UNESCO Global Geoparks Networks across 41 countries. It is one of three UNESCO Global Geoparks on the island of Ireland, together with Copper Coast Geopark in Waterford and the Burren & Cliffs of Moher Geopark in Co. Clare



What is a Geopark?

Geoparks are places where outstanding geological heritage is used to support sustainable development through conservation, education, interpretation and sustainable tourism. All UNESCO Global Geoparks have four essential features:

- They have a geological heritage of international value
- They are managed by a body having legal existence recognised under national legislation
- They have visibility so that local people and visitors can find relevant information about them.
- They engage in local and global networking, particularly through the Global Geoparks Network (GGN)

Geography

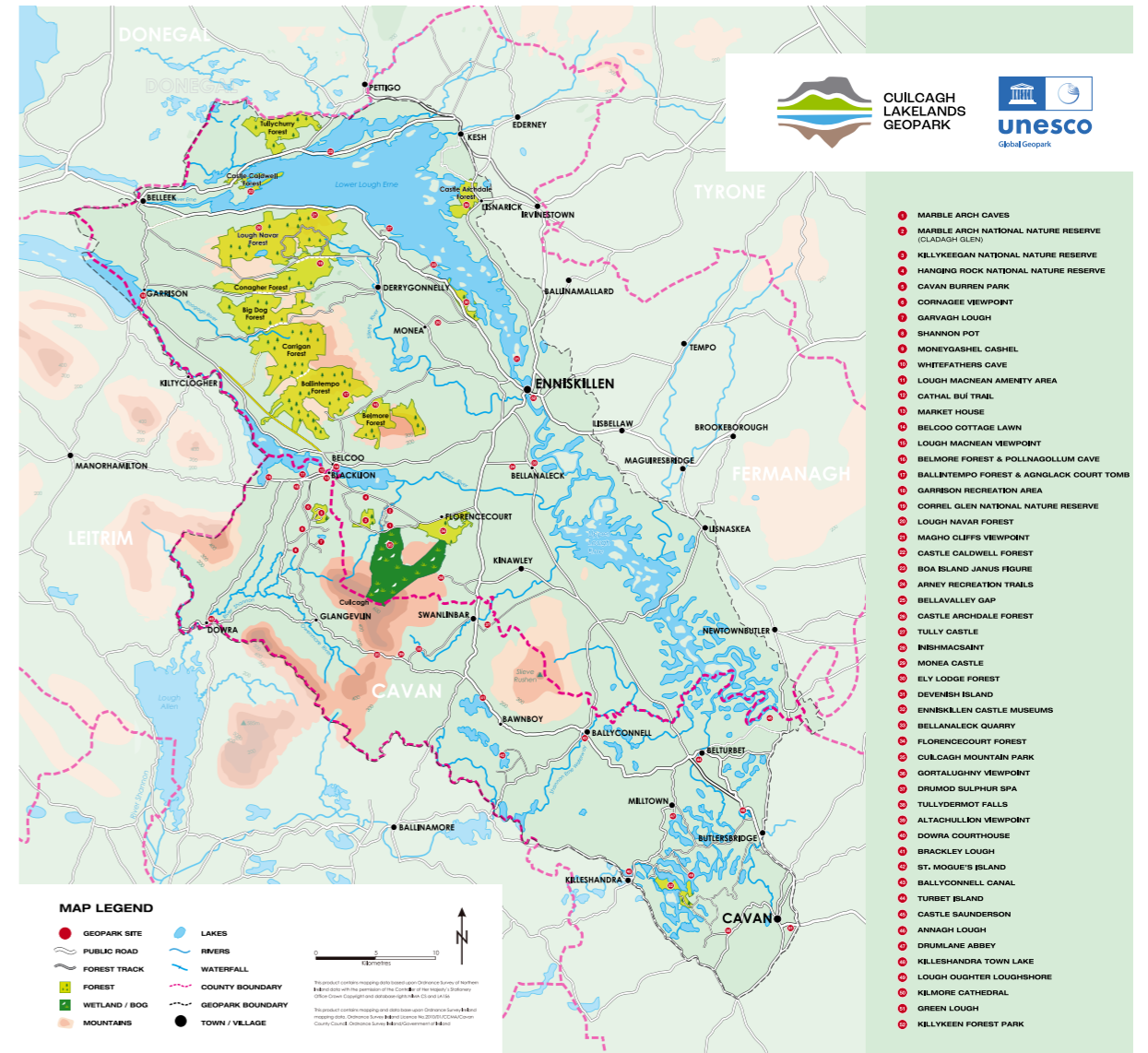
The Cuilcagh Lakelands UNESCO Global Geopark is 2,333km² in size and is located in the north-west of the island of Ireland, straddling the border between Northern Ireland (UK) and the Republic of Ireland. Cuilcagh Mountain is geographically, the focal point of the Geopark. The main urban and administrative centres are located in Enniskillen, County Fermanagh, Northern Ireland and Cavan Town, County Cavan, Republic of Ireland. The map below outlines the geographical area of the Geopark on the island of Ireland.



MACUGG location on island of Ireland



The Geopark has 73 Geosites all of which are of scientific importance and used for at least one of the following areas: research, education and geotourism.



1.3 History & Evolution

Initially located exclusively in Fermanagh, specifically the March Arch Caves area and adjoining Cuilcagh Mountain Park, it became the first area in the UK to be awarded European Geopark status in 2001; in 2004 there followed global designation as part of the Global Geoparks Network. The Geopark expanded in 2007 with large areas of public access land and sites brought into the area, with Forest Service and the Northern Ireland Environment Agency contributing.

The next stage of development was in 2008 when agreement was reached to broaden the Geopark into Cavan County Council, making it the world's first cross-border Geopark. This expansion also brought new sites and the significant archaeological area known as the Cavan Burren into the Geopark.

Since that time, The Geopark has completed three successful re-validations of the UNESCO Global Geopark Designation. It is due to engage in its 4th revalidation process in 2020.

The Geopark is regarded as one of the leading UNESCO Global Geoparks within the Global Geoparks Network. Representatives of The Geopark have played a leading role in the foundation and ongoing development of Geoparks around the World.

Looking to the Future 2020-2030

There is a desire to build on existing progress and achievements, to elevate the operations and impact of The Geopark over the coming 10-year period. Having undertaken a period of review and self-assessment over a preceding 18-month period, a number of opportunities for growth and contribution are evident. The two governing councils, Fermanagh & Omagh District Council and Cavan County Council, have come together to form a dedicated cross-border Geopark team and centralised Geopark Office under the management of a newly-appointed Geopark Manager. This is a cross-border Geopark which straddles not only the border between Northern Ireland and the Republic of Ireland, but now also the border between the European Union and the United

Kingdom. The Brexit transition will bring challenges and opportunities. The increasing focus on sustainability and the growing urgency of taking radical action to slow down and even reverse climate change may confer a greater status on UNESCO Global Geoparks, given their historic and current role in tracking and analysing climate change.

1.4 The role of UNESCO Global Geoparks today.

Benefits of UNESCO Global Geoparks

UNESCO Global Geoparks are conceived to be grass-roots, community-based partnerships that promote an appreciation of and collective responsibility for shared, internationally significant geological heritage and its connection to cultural and intangible heritage. Their role is multi-faceted:

- The designation has been found to help broker local partnerships, strengthen local development plans, engage the local community with their shared heritage, forge international partnerships and build international visibility and influence;
- By raising awareness of the importance of the area's geological heritage in history and society today, UNESCO Global Geoparks give local people a sense of pride in their region and strengthen their identification with the area;
- The creation of innovative local enterprises, new jobs and high-quality training courses is stimulated as new sources of revenue are generated through geotourism;
- A UNESCO Global Geopark uses its geological heritage to enhance awareness and understanding of key issues facing society such as using Earth's resources sustainably;
- UNESCO Global Geoparks hold records of past climate change and are educators on current climate change. Through community and educational activities, they raise awareness on the potential impact of climate change on the region, and can provide local communities with the knowledge to mitigate and adapt to the potential effects of climate change



The 2030 Agenda for Sustainable Development:

In 2015, the United Nations published 17 Sustainable Development Goals, which address the global changes we face, as part of the 2030 Agenda for Sustainable Development. See Appendix 1. The United Nations' Agenda is described a plan of action for people, the planet, prosperity, peace and partnership, and it contains 17 Sustainable Development Goals and 169 targets designed to stimulate action in areas of critical importance for humanity and the planet. The following table shows how the 10 Focus Areas of Geoparks (See Appendix 2) map to the 17 Sustainable Development Goals:

PART 2: Strategic Review & Recommendations

The Geopark has undergone a period of review and self-reflection over an 18-month period. A Report on Governance, Management and Development was completed in June 2019 by consultancy company, BTS. That report is based on extensive and detailed consultations and contains detailed strategic analysis and recommendations which are still current. Rather than repeat what is documented in that report, this Development Plan takes the conclusions and recommendations of the BTS Report and uses them as a starting point for the following development review and recommendations.

In this light, the Geopark Team have worked together to identify a future vision, mission and strategic framework for both the team and the Geopark territory for the coming 10-year period. This led to the identification of Six Strategic Pillars for The Geopark for the period 2020-2030, namely:

- 1 Cross-border Governance
- 2 Stakeholder Engagement
- 3 Education
- 4 Tourism
- 5 Community
- 6 Conservation & Recreation

These Six Pillars provide the framework for the following review and recommendations.

2.1 Cross-border Governance

Three significant factors lead to Cross-Border Governance being one of the key strategic pillars, at least in the immediate future:

- 1 A new governance and management structure is currently being established, which sees for the first time the creation of a dedicated Geopark Team under the leadership of a Geopark Manager located in a single Geopark office.
- 2 Brexit has happened and the process of decoupling the United Kingdom and the European Union now begins in earnest. While the exact outcomes of the Brexit process are as yet unknown, it is certain that The Geopark will feel the full effects, both positive and negative, of the process.
- 3 Prior to these two significant transitions taking place, governance had already been identified as an area that, for a variety of reasons, had hindered rather than enabled progress in The Geopark.

A key element of the 2030 vision is that cross-border co-operation would be 'seamless'. To achieve this, committed and consistent attention needs to be given in this uncertain and transitional phase to enabling the new governance structure and the new team. The following recommendations are made.



UNESCO Global Geopark Focus Areas	Relevant SDGs
NATURAL RESOURCES: UNESCO Global Geoparks inform people about the sustainable use and need for natural resources, whether they are mined, quarried or harnessed from the surrounding environment, while at the same time promoting respect for the environment and the integrity of the landscape.	SDG 6: Clean Water & Sanitation SDG 7: Affordable and clean energy SDG 12: Responsible Consumption & Production SDG 15: Life on Land
GEOLOGICAL HAZARDS: Many UNESCO Global Geoparks promote awareness of geological hazards, including volcanoes, earthquakes and tsunamis, and many help prepare disaster mitigation strategies among local communities.	SDG15: Life on Land
CLIMATE CHANGE: UNESCO Global Geoparks hold records of past climate change and are educators on current climate change as well as adopting a best practise approach to utilising renewable energy and employing the best standards of 'green tourism'.	SDG 13: Climate Action
EDUCATION: It is a pre-requisite that all UNESCO Global Geoparks develop and operate educational activities for all ages to spread awareness of our geological heritage and its links to other aspects of our natural, cultural and intangible heritages.	SDG 4: Quality Education
SCIENCE: UNESCO Global Geoparks are encouraged to work with academic institutions to engage in active scientific research in the Earth Sciences, and other disciplines as appropriate, to advance our knowledge about the Earth and its processes.	SDG 4: Quality Education SDG 13: Climate Action
CULTURE: UNESCO Global Geoparks are fundamentally about people and about exploring and celebrating the links between our communities, our practices and the Earth.	SDG 3: Good Health & Wellbeing SDG 10: Reduced Inequalities
WOMEN: UNESCO Global Geoparks have a strong emphasise on empowering women whether through focussed education programmes or through the development of women's cooperatives.	SDG 3: Good Health & Wellbeing SDG 10: Reduced Inequalities
SUSTAINABLE DEVELOPMENT: Even if an area has outstanding, world-famous geological heritage of outstanding universal value it cannot be a UNESCO Global Geopark unless the area also has a plan for the sustainable development of the people who live there.	SDG 8: Decent Work and Economic Growth SDG 11: Sustainable Cities and Communities SDG 12: Responsible Consumption & Production SDG 16: Peace, Justice and Strong Institutions SDG 17: Partnership for the Goals
LOCAL AND INDIGENOUS KNOWLEDGE: UNESCO Global Geoparks actively involve local and indigenous peoples, preserving and celebrating their culture.	SDG 4: Quality Education
GEOCONSERVATION: UNESCO Global Geoparks are areas that use the concept of sustainability, value the heritage of Mother Earth and recognise the need to protect it.	SDG 4: Quality Education

There is an opportunity for UNESCO Global Geoparks to play a leading role in facilitating progress towards the 2030 Sustainable Development Goals.

2.1.1 Change Management

In line with recommendations from the BTS Report, a Geopark Manager has been appointed and the majority of roles within the new team have been filled. The operational and reporting process must now be aligned with this new structure. There is a need to create a Change Management Plan to determine future logistics of operational activities in the future. This plan should recognise the challenges of the transition and identify solutions and enablers that will make the transition as effective as possible. Now with an overall resource allocation for a cross-border team there exists an outstanding opportunity to streamline roles and work programmes around the strategic pillars and key objectives of the Geopark. This Change Management Plan can also undertake scenario analysis of the impact of Brexit on The Geopark.

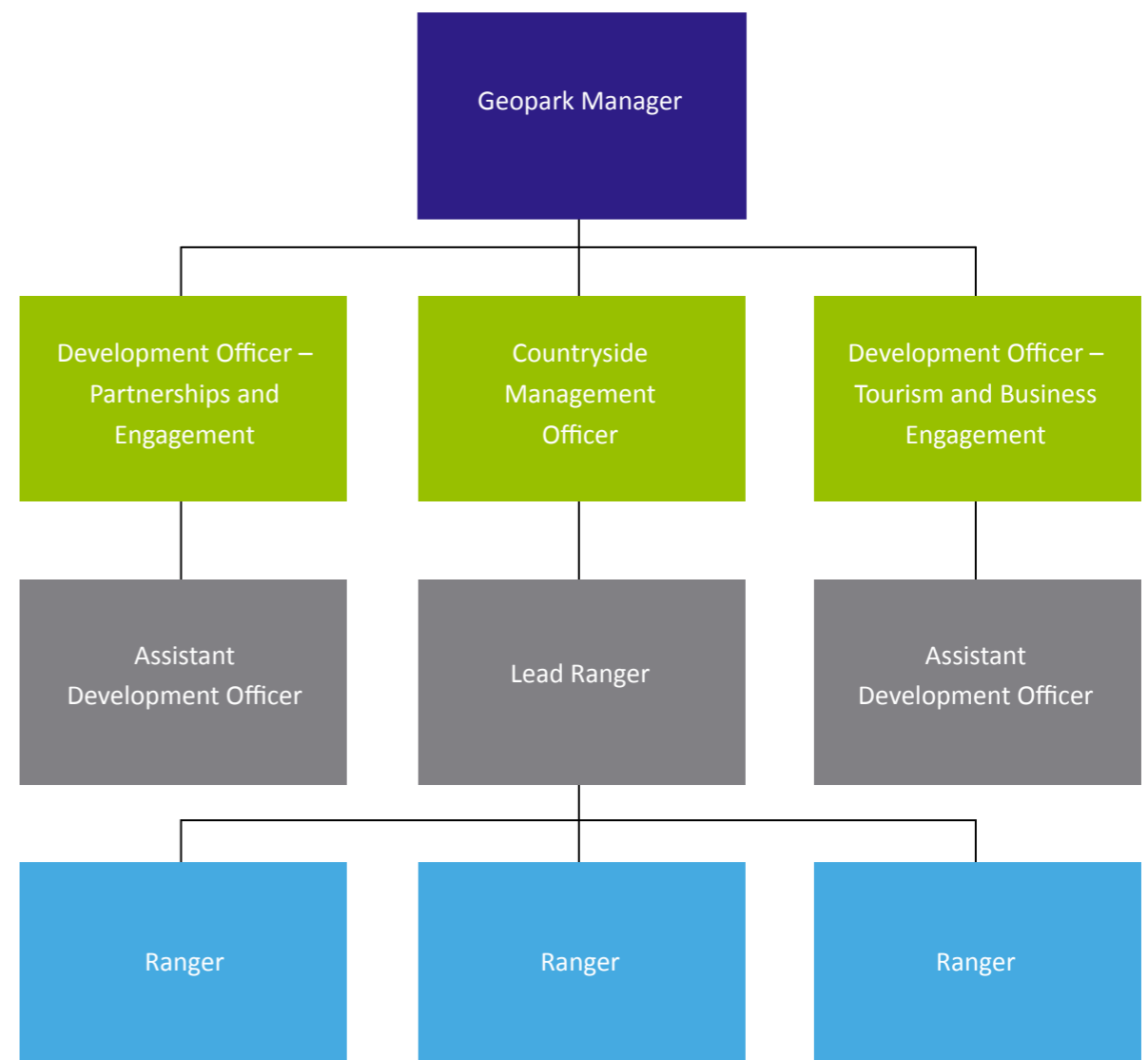
2.1.2 Organisation Structure & Accountability

The proposed management and working group structures contained in the BTS Report have been adopted by the Geopark Joint Operational Team. A Memorandum of Understanding between the two Governing Councils has been agreed and this formalises the new structure and working arrangements. These structures were determined prior to finalising the Strategic Pillars contained in this plan and so the structure is not directly aligned with the strategic pillars. Therefore, this report recommends that a review of roles and responsibilities of both individuals and groups is undertaken to ensure that accountability for delivering on the objectives of this plan are defined. In addition, this report recommends that the governance, management and working groups allow for greater involvement of community and stakeholder interests than was provided for in the BTS Report. A description of the new organisation with outline roles is contained in the table below:

Group	Composed of	Responsible for	Reporting to	Meeting Frequency
Geopark Committee	Elected representatives and senior officers of the two councils and The Geopark Manager	Overall strategic direction and budgetary approval	The Governing Councils of Fermanagh & Omagh and Cavan	Quarterly
Management Group	Senior Officers of the Council and The Geopark Manager	Development and management of strategy, priorities, projects and budgets	The Geopark Committee	Quarterly
Delivery Group	Geopark Management & Team, Relevant Council Departments, Tourism Staff, Agencies with operational remits in the Geopark	Operational Activities of Geopark, Funding, Programmes and Events	The Geopark Manager/ Management Group	Every two months
Working Groups	Members of the Geopark team and relevant stakeholders from agencies, community and/or business.	Theme or project based and defined on a case-by-case basis	The Geopark Manager/ Delivery Group	Monthly and as required (funded projects)
Annual Forum	Managed by the Delivery Group (or an appointed sub-committee)	Stakeholder engagement (community, business, agency, Cavan Tourism Network, Fermanagh Lakelands Tourism); updates on Geopark developments; celebratory.	The Geopark Manager and team	Annually

2.1.3 Management and Team Structure

The management and team structure now established for the coming period is represented below:



2.1.4 Communications Strategy

Given a number of new roles, a re-definition of organisational remit, the ongoing need to manage across borders and systems and the level of uncertainty and change in the external environment, governance capacity would be greatly enhanced if supported by a formal Communications Strategy. The purpose of this strategy would be to agree and implement a communications protocol and a set schedule of meetings that facilitates efficient and effective communications across all Geopark stakeholders.

2.1.5 Planning & Budgeting

The Governing Councils agree annual operational budgets and have also agreed the funding of the positions within the new structure. The Geopark team has been particularly successful over the years in the area of securing special project funding. In fact, between 2011 and 2015, over €5million of external funding was secured. While this has brought opportunities and allowed a large number of projects to be realised, it has not been without its challenges. Applications for and management of funded projects demand significant team resources and can detract from focusing on the core operational activities of the Geopark. In addition, projects for which funding has been secured may in some instances have

been strategically aligned with the core objectives of the Geopark. There is a real need to assess the resourcing and relevance of funding opportunities and their overall value long term. That said, the strategic pursuit of funding for large-scale and aspirational projects should remain a core priority for the Geopark. The introduction of the new Geopark Team may also offer the opportunity to allocate greater responsibility to the delivery team for the development of the annual budget and project plans. This would ensure investment and spend is closely linked to goals and targeted outcomes, under the auspices of the Geopark Committee's budgeting process.



2.1.6 The Geopark Territory

There is a strong sentiment that the existing border of the Cuilcagh Lakelands UNESCO Global Geopark requires review. A significant portion of East Fermanagh is not in fact governed by The Geopark, although it is part of the designated Geopark Territory. It is therefore recommended to examine the suitability and relevance of the existing UNESCO Global Geopark boundary in order to commence a border change process. In effect, this would result in a boundary revision applications. The UNESCO procedural implications of any recommendations would need to be identified.

Summary of Strategic Objectives – GOVERNANCE

- To embed seamless cross-border governance, management, planning, finance and communications systems
- To empower and support the cross-border team
- To foster a culture of collaboration and engagement within the team, with and across the councils and with external stakeholders.
- To refine Geopark boundary.

2.2 Stakeholder Engagement & Strategic Partnerships

2.2.1 Legislative & Policy Context for Stakeholder Engagement

Future development of The Geopark must fit in with the policy context for Ireland and Northern Ireland and for the local areas of Cavan and Fermanagh & Omagh. It is a complex environment because of the number of policy areas, replicated on each side of the border. An overview of the legislative and policy context is provided in the table below.

In addition, a wide range of policy and strategic planning documents exist in the areas of heritage, the arts, biodiversity, conservation, community and education.



National United Kingdom	National Republic of Ireland
Programme for Government 2016-21	Project Ireland 2040 – The National Planning Framework
Planning Strategy for Rural Northern Ireland	Regional Spatial and Economic Strategy (Northern and Western Regional Assembly)
Regional Development Strategy 2035	Tourism Investment Strategy (Fáilte Ireland)
	Action Plan for Rural Development
	Programme for Government
Local Fermanagh & Omagh District Council	Local Cavan County Council
Local Fermanagh District Council Corporate Strategy 2011-2015	Cavan County Development Plan 2014-2020
Community Plan 2030	Cavan Local Economic and Community Plan 2016-2020
Tourism Development Strategy 2016-2019	Cavan Tourism Development Strategy 2017-2022
Fermanagh and Omagh District Council's Corporate Plan 2020-24 'Delivering Sustainable Change Together'	Cavan Walking & Cycling Strategy
Fermanagh and Omagh 2030 Community Plan	Cavan County Council Corporate Plan 2015-2019
Local Development Plan Draft 2030	Cavan Arts Strategy 2018-2023
	Cavan Food Strategy 2017-2022

2.2.2 Claiming a greater role for The Geopark through Engagement

There is an opportunity for greater involvement of The Geopark in the consultation and planning processes. The Geopark is not a statutory designation and has no legal authority in the decision making process. However, there exists a legitimate aspiration for the Geopark to be included as an agent in relevant action plans and to be involved in any associated development phase as appropriate.

It seems there may historically be a lack of awareness or full understanding of the role and function of The Geopark amongst other stakeholder groups, both within the two governing councils and also in external agencies and organisations.

There is scope for The Geopark, like any stakeholder, to consider submissions for any statutory plan and it is recommended that The Geopark exercise that right, where appropriate and as aligned with the objectives of this development plan. It is a body of work for the Geopark to address this and become more relevant in the strategic development of the region. Therefore, it is recommended that strategic focus is given to an Engagement & Partnership Strategy as a priority focus in the short term and as an ongoing core activity thereafter.

2.2.3 Engagement & Partnership Strategy

Partnerships are a hallmark of UNESCO Global Geoparks and one of the key recommendations for the 2016 Revalidation Report related to the implementation of a clear Partnership Strategy.

Consultations with the team members suggest that stakeholder engagement has proven to be an exciting yet challenging area. This can in part be attributed to the lack of consistent commitment and resources, as well as the fact that it has not been viewed as a strategic priority on its own, but has tended to happen on an ad hoc and sometimes reactive basis, determined by requirements of projects or funding. However, the Management Team has expressed a strong desire to enter a new phase of effective engagement. Previous reports, including the BTS Report, indicates that there is also a desire on the ground for greater engagement with the Geopark.

Strong partnerships exist with some partner agencies, with scope for strengthening of working relations with others. The newly-created role of Development Officer – Partnerships & Engagement allows for this focus to now happen within the team. In addition, it is envisioned that the Working Groups offer a great opportunity to involve partners and stakeholders on a project basis where there is a clear alignment of objectives and activity.

It would seem that positive conditions now exist for a focused and strategic effort to nurture and cultivate strong, mutually beneficial working relationships with organisations including but not limited to Coillte/Forest Service, NPWS/NIEA, GSNI/GSI, FI/TNI, Mountaineering Ireland and Leave No Trace.

An overview of existing partnerships through various groupings and funded project groups is contained in the following table:



INTERNATIONAL PARTNERSHIPS	
European Geopark Committee	INTERREG Atlantic Geoparks Project
Global Geopark Committee	
Transnational UNESCO Global Geoparks Forum	INTERREG Atlantic Pageo INTERREG CANN Project
PARTNERSHIPS ON THE ISLAND OF IRELAND	
Universities	UCD School of Archaeology
Education	CCCA, National Council for Curriculum and Assessment, Field Studies Council, Education Authority, Further Education Colleges, Education and Training Board (ETB)
Geological Survey	Geological Survey NI/Geological Survey Ireland
Tourism Agencies	Fáilte Ireland/Tourism NI/Tourism Ireland
Co-operative Ventures	Lough Erne Landscape Partnership/Cuilcagh 2 Cleanish
Conservation Organisations	NPWS/NIEA/HED/Fermanagh Red Squirrel Group/ Butterfly Conservation NI/Birdwatch Ireland/RSPB/ Ulster Wildlife/Bat Conservation NI/Conservation Volunteers NI/Mountaineering Ireland/ Keep Northern Ireland Beautiful/Speleological Union of Ireland/ National Data Centre for Biodiversity
Other State Bodies	An Taisce Waterways Ireland DEARA Coillte Gortatole Outdoor Education Centre Heritage Council
LOCAL ENTERPRISE & COMMUNITY PARTNERSHIPS	
Local Community Organisations and Groups	Community & Enterprise Section, Cavan Co.Co Community Services Department, FODC Community groups throughout the Geopark Geopark Ambassadors Scouting NI/Scouting Ireland Bréifne Caving Club Local Businesses
Tourism Enterprises	Marble Arch Caves Visitor Centre Fermanagh Lakeland Tourism Cavan Tourism Network

2.2.4 A Geopark Charter

Consultations and previous reports have highlighted some lack of awareness and understanding of the role and function of The Geopark on a number of levels – internally in the councils, externally with partner agencies and locally with community and businesses. To address this, it is recommended that The Geopark develop a Geopark Charter that would communicate the values, vision and ethos of The Geopark. This would provide Geopark management and team with a language and framework for consistently communicating the ‘personality’ of The Geopark, making it more meaningful and engaging for all stakeholders. The Geopark Charter that supports this Development Plan can be found in Section 3.4.

2.3 Education

It is a pre-requisite that all UNESCO Global Geoparks develop and operate educational activities for all ages to raise awareness of our geological heritage and its links to other aspects of our natural, cultural and intangible heritages. Education is the one of the 10 Focus Areas of UNESCO Global Geoparks and is also one of the Global Sustainable Development Goals. For Geoparks, Climate Change, Sustainable Resource Management and Geological Hazards are key areas of focus for an educational strategy. In addition, the Education Programme has a key role to play in the effective implementation of the Conservation Programme and in achieving the objectives of the Business Engagement and Community Engagement Programmes (see Sections 2.4 and 2.5 respectively).

The purpose of education in the Geopark relates to:

- growing awareness and understanding, particularly of local people, of the place
- building capacity for ownership and sustainable custodianship of the landscape
- letting people know what a Geopark is and why this place is a Geopark
- growing pride in the Geopark
- inspiring geo-conservation and commitment to geodiversity within the region

Summary of Strategic Objectives – STAKEHOLDER ENGAGEMENT

- Build support for and understanding of the role and value of the Geopark within FODC and CCC
- Build partnerships and relationships with other public bodies, statutory agencies and funding organisations
- Increase the sense of ownership of and commitment to the Geopark by local communities and businesses, facilitating and enabling them to leverage social and commercial opportunities from the designation

- raising awareness of climate change, its impacts and how to mitigate and adapt to its effects.
- It would seem that the Education Programme is a Geopark strand where The Geopark has performed relatively well over the years and is an area where the team is confident in its own abilities to deliver further value in this area. Consultations revealed that there is scope and ambition for the Education Programme to elevate further, to operate with greater intention and closer alignment to the overall vision and the other strategic pillars. The Education Strategy is a key enabler of the Community Engagement and Business Engagement Programmes, and support tourism and recreation initiatives through its events programme. This will lead to tailored educational supports aligned to community and business development objectives.

2.3.1 Education Working Group & Education Manifesto

In this context, it is recommended that The Geopark convene an Education Working Group which would include but not be limited to representatives of schools, universities, further education colleges, education authorities and other education providers in the Geopark area as well as relevant members of the Geopark team. This would allow access to current pedagogic expertise and knowledge that complement the

skillset of Geopark personnel and lead to more effective, outcomes-focused educational initiatives. One of the primary tasks of the Education Working Group would be to create a Geopark Education Manifesto which would clearly outline the Geopark’s educational objectives and programme offerings. This Manifesto would be reviewed every two years.

Another primary task would be to steer Geopark engagement with relevant stakeholders on the development and delivery of a range of high-quality, curriculum-linked, Geopark-specific, heritage-based education and outdoor learning opportunities and resources across all learning sectors. The Geopark’s education remit is wide and encompasses all sectors such as nursery, primary, secondary, tertiary, life-long, further education. It also could comprise a very wide span of resources and learning opportunities. Assistance will be required to identify priority and phasing of educational projects, as well as sources of funding for same.

2.3.2 University Liaison Programme

UNESCO Global Geoparks are special areas where the geological heritage, or geodiversity, is of international importance. UNESCO Global Geoparks are thus encouraged to work with academic institutions to engage in active scientific research in the Earth Sciences, and other disciplines as appropriate, to advance our knowledge about the Earth and its processes. While MACUGG has

engaged with a number of tertiary level research projects, there is scope to formalise this. It is suggested to develop a University Liaison Programme which would deliver outcomes in one of the following key areas:

- Research that is useful for better understanding our geodiversity, heritage and social history and how it connects to other aspects of our natural, built and cultural environments.
- Research that yields insights into how we can mitigate and adapt to the future effects of climate change through sustainable land-use management.
- Research that relates to educational approaches and learning materials to help grow awareness and understanding of climate change and its effects.

2.3.3 Geopark Events Programme

The existing and future Geopark Events Programme supports a number of pillars: stakeholder engagement, community and tourism. Events provide a fun, tangible way for locals and visitors to engage with the Geopark in a way that build appreciation and awareness of the place. It is recommended that the Events Programme is reviewed annually to ensure alignment with the Geopark’s Educational strategy and objectives. The Events programme could also focus on enhancing accessibility to events for the widest possible range of groups, ages and abilities.



2.3.4 Special Educational Projects

There is great ambition and competency within the Geopark team to offer meaningful learning opportunities to a wide range of people and groups. Given its track record in attracting funding, it would seem that there is significant opportunity for The Geopark to develop educational programmes with a niche subject or audience focus. Such programmes may be dependent on external funding and would need to identify resources to support them in advance. Suggestions of programmes include a Citizen Science Programme, a Science Foundation Programme, a Summer Science Scheme for primary school children and specific youth group programmes e.g. for scouts, young farmers or youth clubs.

2.4 Tourism

2.4.1 Tourism in the Geopark

Our analysis indicates that the Sustainable Tourism strand is one of the lesser developed programmes in The Geopark. The Joint Operating Committee and the two Governing Councils are keen to see further impact and economic benefit from The Geopark, particularly given the rise in interest in sustainable tourism.

A reading of The County Cavan Tourism Development Plan 2017-2022, Cavan Food Strategy and Fermanagh Tourism Plan indicate that there is a strong political will to leverage the Geopark Status to develop tourism in the region. However, there is currently a lack of ‘opportunities to purchase’ in the Geopark region and the drivers of spend need to be further developed. While there has been significant investment over the years in infrastructure and interpretation (e.g. at Cavan Burren Park and Cuilcagh Mountain) and while these enhancements have brought increased visitation, there needs to be greater access to experiences and activities that encourage visitors to dwell and spend.

Therefore, there remains significant scope and need to improve tourism performance. Current tourism marketing efforts are dissipated because responsibilities are shared by Fermanagh

Summary of Strategic Objectives – EDUCATION

- To become an exemplary leader in the delivery of environmental education and outdoor learning within the pre-school, primary, secondary, tertiary, further education and lifelong learning sectors on the island of Ireland.
- To develop mutually beneficial relationships with universities and research institutions nationally and internationally.
- To create enjoyable and tangible learning opportunities for all those visiting, living and working in the Geopark (that raises their understanding and appreciation of the place and builds their capacity as guardians of the heritage).

Lakeland Tourism and Cavan Tourism, both of which have other and wider geographical responsibilities. There is a lack of a Geopark-specific tourism marketing plan which means there is an absence of definition of target markets, actions and responsibilities. Although there has been positive engagement with Fáilte Ireland in 2019/20 in relation to the development of a strong Ireland’s Hidden Heartlands proposition in The Geopark, there remains considerable scope for more meaningful engagement between the Geopark and Tourism Northern Ireland, Fáilte Ireland and Tourism Ireland.



The BTS Report identified the following key objectives for tourism development:

- 1 Get more people here
- 2 Get them to stay longer
- 3 Get them to spend more
- 4 Contribute to the economic development and regeneration of the area.
- 5 Engage the efforts of tourism operators throughout the area – attractions, historic houses, accommodation, tour guides, activity operators – to generate more business.
- 6 Ensure the developments are low impact, compatible with the environmental capacity of sites

It is recommended that these objectives be made more specific, measurable and timebound.

2.4.2 Tourism Development Programme Proposal

2.4.2.1 Develop the Geopark as a Sustainable Destination of Distinction that encourages visitors to stay longer and spend more.

Under the stewardship of the Development Officer – Tourism & Business, it is recommended that The Geopark develop a Destination Experience Development & Marketing Plan that would include:

- 1 **Destination Branding:** A re-branding exercise of The Geopark is imminent at the time of writing. We would suggest that the brand name uses the terms synonymous with the area such as the Lakeland, Cuilcagh UNESCO Global Geopark. Cavan and Fermanagh are the best-known counties in all of Ireland for the quality and diversity of their waterways and lakes, even more so than their Geopark. This Lakeland identity could be leveraged to create stronger awareness of the UNESCO Global Geopark.
- 2 **Alignment with National Brands:** Embrace the Giant Spirit and Ireland’s Hidden Heartlands are the two key national brands relevant to The Geopark, both of which have significant development budgets at their disposal and both of which are a very good fit to the Geopark proposition. Cultivating a close alignment between experiences on offer in the Geopark and these national marketing and positioning strategies is critical to future success.
- 3 **Ideal Visitor Profiling:** The ideal visitor profile for The Geopark is one that will spend time in the wider area and have the freedom to stay another night. The region is brimming with trails, water sports, history and food. However, co-ordination and packaging are needed to coherently communicate what The Geopark has to offer. The branding exercise must take into account the emotional touchpoint of the ideal visitor.



- 4 **Target Markets:** A key opportunity is to identify the strongest markets in terms of domestic and international visitors. Nurturing relationships with Fáilte Ireland and Tourism Northern Ireland will be helpful in this regard.
- 5 **Interpretation & Experience Development:** Local businesses and community groups can be enabled to create experiences that enable visitors to ‘get under the skin’ of The Geopark and have an immersive experience in the landscape and/or culture. Such experiences are necessary for The Geopark to realise economic benefit from tourism.
- 6 **Signage, Orientation & Wayfinding:** Entrance signage at the key arterial routes to the Geopark can be improved, as can signage to key attractions and upon arrival at the towns and villages of the region.
- 7 **Development of compelling Marketing Collateral:** A suite of collateral, including itineraries, brochures, website, maps, photography, videos could be developed to promote The Geopark to national and international visitors. The critical recommendation is that such collateral would speak to the visitor and holiday-maker using accessible and engaging language and imagery.
- 8 **Complementary offline and online strategies**

2.4.2.2 Business Engagement Programme:

There is significant opportunity for greater engagement with businesses in the Geopark and, through supporting businesses, to generate economic benefit within the Geopark. It is recommended that a formal Business Engagement Programme is developed and implemented, with the following potential benefits:

- Improved networking relations between local businesses;
- Create a greater understanding of the potential that exists to leverage the Geopark location and brand;
- Development of collaborative projects that could generate positive economic impact;
- Improvement in the overall marketing focus and message;

- Clarity of Geopark expectations for businesses operating under the Geopark brand;
- Creation of a support network for new businesses establishing themselves in the park;
- Creation of a larger number of connected saleable experiences that can attract visitors and encourage them to stay longer and spend more.

The programme would involve three key elements: A Geopark Business Network, a Geopark Code of Practice for Sustainable Tourism and a Geopark Brand for use by business. Each of these is discussed in turn below.

- 1 **Establish a Geopark Business Network:** A Geopark Business Network provides a framework for engagement between individual businesses and the Geopark team. It is a mechanism for connecting businesses to each other and then for connecting a cohort of like-minded businesses with The Geopark team. Benefits that are derived from destination business networks nationally and internationally include marketing, brand promotion, visibility, cluster product development, business supports, knowledge sharing and improved retention of visitors within a destination (through increased referrals and packaging).

The recommendation is to start with a relatively small group of businesses who are visitor-ready and have the will and potential to harness the Geopark brand and ethos and use it in their businesses as a competitive advantage. Over time, Network membership can grow subject to eligibility and adherence to standards.

Areas to consider when establishing the Geopark Business Network are:

- Eligibility
- Fees (post initial funding)
- Management and Structure
- Co-ordination and administrative supports
- Objectives
- Core Projects
- Rights and responsibilities of members e.g. re use of the Geopark logo, behaviour in the landscape, promotion and marketing.

2 Create a Code of Practice for Sustainable Tourism to support the Geopark Charter:

The Geopark Charter is an articulation of the values of the Geopark and provide the principles for all partnerships with the Geopark. In order to make this more tangible to businesses and to allow The Geopark to set standards for engagement for business, it is recommended that a Code of Practice for Sustainable Tourism be created that supports each of the principles of the Geopark Charter and also defines the exact behaviours and actions that a business might consider in order to embody those principles in the tourism experience. The standards set in the Code of Practice would ideally reflect and support the other core strategies and plans of the Geopark e.g recreation, conservation, education and carbon neutrality.

3 Create a Visitor Brand for use by Business:

The Geopark would be able to extend its brand to all businesses that adopt the Code of Practice for Sustainable Tourism, and this in turn would help to establish the wider region as a destination that is protected by a strong sustainability policy. As part of the imminent branding/re-branding exercise during 2020, an ideal opportunity exists to review how the overall Geopark brand can lend itself to new and emerging Geopark experiences and products. It is vital for the branding process to consider the appeal of the Geopark brand to consumers and visitors if the economic potential of the designation is to be realised. The development of the park into a premium brand forms the basis of the many of the economic development

strategies noted in this plan. A new brand can offer an indication of a new development era and a fresh opportunity to greater buy in from the business and local community.

2.5 Community

Geoparks are fundamentally about people and about exploring and celebrating the links between our communities and the Earth. The aim is for people to gain a sense of ownership and a desire to preserve such natural resources for future generations to enjoy. It is also about simply engaging with local people and respecting their way of life in a way that empowers and connects them. Unless a Geopark has the support of local people, it will not succeed. From a policy perspective, both Fermanagh & Omagh District Council and Cavan County Council have developed community strategies. The Joint Operating Committee and the two governing Councils are keen to see further impact from The Geopark in the area of creating opportunities for Community and, ultimately, growing social benefit to the area.

The 2016 Geopark Revalidation Recommendations Report called for clearer policy and mechanisms for community engagement. The 2017 BTS Report is unequivocal in identifying Community Engagement as an area that needs priority attention. The Geopark Team itself has acknowledged that The Geopark has not sufficiently penetrated the fabric and micro cultures of local communities within the Geopark. The Team identified that the Geopark has

a need to move away from top-down and ad hoc approach to community engagement towards a more consistent and formalised Community Engagement Strategy. The desired outcome would be for the Geopark to become an Enabler and Facilitator of Communities, championing their involvement in and ownership of the Geopark’s development.

It is therefore recommended that a Community Engagement Strategy is developed and resources as a core activity area for The Geopark. The newly created position of Development Officer – Partnership & Engagement makes this possible and it is essential that this strand has certainty of resources over the lifetime of this plan.

The key objective of the Community Engagement Strategy might be to foster a sense of pride in the Geopark Region amongst local people and to strengthen their own identification with the area (through raising awareness of the area’s geological heritage in history and society today). Ultimately, it is about enabling a strong sense of ownership of the Geopark by the local communities.

The Geopark Charter provides the foundation principles for the Community Engagement Strategy and can be used as communications lever in all community engagement activity. The process of creating a Community Engagement Strategy also allows for the definition of term ‘Community’ in the context of The Geopark.

Based on feedback from communities captured in the BTS report, the aspirations of the current Geopark Team and what is already in progress, it is recommended that The Community Engagement Strategy consider the following projects and programmes:

- Extension and enhancement of the Geopark Ambassadors Programme to cover the entire Geopark territory (already in progress);
- Formalisation and systemisation of the Geopark Villages Programme
- Creation of a Geopark Volunteer Programme.
- A Geopark ‘Roadshow’ project that would bring ‘the Geopark’ to communities in their own local area.
- A Policy for Community Engagement in Festivals & Events
- A Policy for Community Engagement in heritage and landscape projects.
- A Geopark Community & Business Awards programme that would encourage, recognise and reward sustainable best practices within the community.



Summary of Strategic Objectives – TOURISM

- To develop The Geopark as a sustainable Destination of Distinction that encourages visitors to stay longer and spend more.
- To generate economic benefit for the Geopark by supporting tourism enterprises to grow and compete, leading to a stronger local economy and greater employment for local people.
- To develop the food identity of the Geopark so that it acts as a motivator to visit the destination.



Summary of Strategic Objectives – COMMUNITY

- Engage with local people to ensure that vision, values and benefits of the Geopark are firmly embedded within Geopark communities and that community interests and aspirations are integrated into Geopark Development Plans.
- Empower individuals within communities to act as ambassadors and champions of the Geopark, both within their communities and with visitors.
- Build strong, cohesive community connections and provide opportunities for communities to fully participate and engage with the Geopark.

2.6 Conservation & Recreation

The core activity of the Geopark in managing the environment and habitats of sites works well. Several government agencies in both jurisdictions are tasked with the care and management of the habitats and monuments, of tourism development and farming practices, with limited involvement from the Geopark Team. Through the European legislative framework, the landscapes are well protected and managed through appropriate legislation. All key geological sites enjoy statutory protection. While the Geopark is not responsible for the process of designation, it is involved as a consultee and, in certain cases, as a landowner. Responsibility for site management mostly lies with the relevant statutory authority and it also falls under the remit of the Ranger Team/ Countryside Management Officer.

The following table gives an overview of the many designations and protections that exist in the territory of the Geopark.

As a result of these designations, conservation of heritage is and should be inherently embedded across all of the Geopark actions. Notwithstanding this, there is scope for a more proactive approach to conservation contribution, for example through:

- Research in order to better understand geodiversity, heritage and explore climate change, with scope to align the conservation strategy with the University Liaison Programme;
- Awareness raising amongst policy makers of the role geodiversity plays in sustainable development, particularly in light of the SDGs;

- collating, maintaining and analysing geo-conservation data to support decision-making relating to the conduction and frequency of site audits;
- managing carrying capacity at key sites in order to ensure conservation and protection of the natural environment, aligning conservation and tourism strategic pillars;
- creating relevant interpretation materials and resources that link geodiversity to people’s place and make it relevant to where they live and work, lining conservation and education pillars;



LEVEL OF DESIGNATION	TYPE OF DESIGNATION	
International Designations	EU Habitats Directive – Special Area of Conservation (SAC) EU Birds Directive – Special Protected Area (SPA) Rasmar Site	
National Designations	United Kingdom	Republic of Ireland
	ASSI	NHA
		pNHA
		National Monument
		Protected Structure
Local Designations	Fermanagh & Omagh	Cavan
	Local Nature Reserve	

- fostering conservation-focused collaborations and partnerships.

In addition, conservation for the Geopark over the coming 10 years can extend to incorporate conservation of all heritage. Consultations lead us to recommend that this Development Plan adopt the definition of ‘heritage’ used by the Irish Heritage Council, which is:

Our heritage is our inheritance – what the past has conceded to us, what we value in the present and what we choose to preserve for future generations. Our heritage comprises:

- the tangible – our historical sites, buildings, monuments, objects in museum artefacts and archives.
- the natural – our waterways, landscapes, woodlands, bogs, uplands, native wildlife, insects, plants, trees, birds and animals.
- the intangible – our customs, sports, music, dance, folklore, crafts, skills, and knowledge.

Our tangible, intangible and natural heritage and all the associated myths, legends, traditions, and memories provide us with a common language and insight that enables us to communicate on a deep level with each other

Summary of Strategic Objectives – CONSERVATION & RECREATION

- Manage, maintain and promote the heritage of the Geopark.
- Provide safe, open and sustainable access to public recreational spaces.
- Work towards objectives of becoming a carbon neutral destination that is current with good practice in climate change mitigation and regeneration strategies.

and to express ourselves in a unique way to the outside world.

(ref: <https://www.heritagecouncil.ie/what-is-heritage>, 16.12.2019)

There is also an opportunity to take a proactive approach to climate change as part of a future conservation programme, given the natural strengths of UNESCO Global Geoparks in this area. A grand ambition for the 10-year period would be to examine the processes and possibility of becoming a Carbon Neutral Destination and to be a leading Geopark in the Climate Action field.





PART 3: Vision, Charter, Objectives

3.1 Vision 2030

2030 VISION

On a local level, the Geopark is a place where one finds vibrant communities who are proud of their international Geopark designation and feel a strong sense of ownership and belonging in respect of same. The Geopark is valued by local people and businesses for the economic benefit it enables, in particular through the development of high-value sustainable tourism model. Together, communities and businesses champion the concept of the Geopark and work to conserve its landscapes and sites for educational and recreational use.

Within the governing councils of the District of Fermanagh & Omagh and Co. Cavan, the Geopark has become an important and valued contributor to various planning, tourism and conservation teams. Elected representatives and council officials demonstrate strong awareness of the UNESCO Global Geopark designation and its value

to local communities and the local economy. Clear and ongoing commitment to resources that support the core Geopark activity is evidence of this understanding. Through its activities and positive impact on communities, businesses and the environment, the Geopark is a source of honour and pride for elected representatives and Council officials.

Nationally, the Geopark has become a model of true destination sustainability, having implemented several initiatives that have enabled it attain carbon-neutral status. It is viewed as an important visitor destination of distinction by the national tourism bodies on the island of Ireland, and the Geopark designation itself is the source of its unique positioning and appeal. It has achieved standout status as a destination for school and other educational groups and is widely regarded as the first

port of call for primary and second level learning groups in areas such as environmental awareness.

On a global level, the Geopark has maintained its status as a founding and leading member of the UNESCO Global Geoparks Network and is valued as an innovator by peer and aspirant Geoparks. In particular, its ability to deliver high value outputs through seamless, cross-border co-operation and governance is recognised as a model of international best practice. This model rests on continued commitment to and investment in maintaining an organisational culture of collaboration and accountability, as well as developing cross-border leadership and facilitation skills within the team.

The cross-border Geopark team implements a shared Geopark-centric strategic plan in a way that respects cross-border variances while also

maximising the potential of the Geopark. The Geopark team is cohesive and feels a strong sense of pride in its achievements.

3.2 Mission

Our mission is to nurture and protect our place to ensure it provides a solid social, environmental and economic platform for its communities and enables them to live in balance. Our mission is to nurture and protect our unique heritage so that our place can restore and revitalise those that live and visit here, and can enable connections between people, heritage and nature.

3.3 Values

3.4 The Geopark Charter

Partnership/Working Together

We will work collaboratively with all our partners to develop the landscape as a sustainable destination

Heritage

We will protect, promote and communicate the built, natural and cultural story of our Geopark’s heritage in a way that will entice and inspire

Community

We will work in partnership to enable and facilitate the local communities who make up the very fabric of our Geopark to strive to be active and engaged custodians of our landscape and its uses. tourism is sustainable and of direct benefit to the local economy.

Landscape

We will conserve and interpret the landscape in everything that we do.

Sustainable Development

We will strive to continually improve the communities which inhabit the Geopark to support local economic prosperity through promotion of locally sourced products and services thus supporting local employment and sustainable development. We strive to be leaders in our communities promoting a truly sustainable destination.

Knowledge & Learning

We will promote a well interpreted landscape that allows access to learning and research for all. We will offer programmes, events and information to communicate this unique storey.

Accessibility & Inclusion

Ensure Geopark strives to be accessible for all individuals and open to everyone as a wholly inclusive landscape

Climate Action & Education

We will place climate action at the centre of our practices and policy. We will strive to become a carbon neutral Geopark educating visitors and locals alike to the significant of climate change in everything that we do.



3.5 Overview of Strategic Objectives 2020-2030

STRATEGIC PILLAR	OBJECTIVES
1 CROSS-BORDER GOVERNANCE	1.1 Embed seamless cross-border governance, management, planning, finance and communications systems. 1.2 Empower and support the cross-border Geopark team. 1.3 Foster a culture of collaboration and engagement within the team, with and across the councils and with external stakeholders.
2 STAKEHOLDER ENGAGEMENT	2.1 Build support for and understanding of the role and value of the Geopark within FODC and CCC. 2.2 Build partnerships and relationships with other public bodies, statutory agencies and funding organisations. 2.3 Increase the sense of ownership of and commitment to the Geopark by local communities and businesses, facilitating and enabling them to leverage social and commercial opportunities from the designation.
3. EDUCATION	3.1 Become an exemplary leader in the delivery of environmental education and outdoor learning within the pre-school, primary, secondary, tertiary, further education and lifelong learning sectors on the island of Ireland. 3.2 Develop mutually beneficial relationships with universities and research institutions nationally and internationally. 3.3 Create enjoyable and tangible learning opportunities for all those visiting, living and working in the Geopark (that raises their understanding and appreciation of the place and builds their capacity as guardians of the heritage*).
4. TOURISM	4.1 Develop The Geopark as a Sustainable Destination of Distinction that encourages visitors to stay longer and spend more. 4.2 Generate economic benefit for the Geopark by supporting tourism enterprises to grow and compete, leading to a stronger local economy and greater employment for local people. 4.3 Develop the food identity of the Geopark so that it acts as a motivator to visit the destination.
5. COMMUNITY	5.1 Engage with local people to ensure that the vision, values and benefits of the Geopark are firmly embedded within our Geopark communities and that community interests and aspirations are integrated into Geopark development plans. 5.2 Empower individuals within communities to act as ambassadors and champions of the Geopark, both within their own communities and with visitors. 5.3 Build strong, cohesive community connections and provide opportunities for communities to fully participate and engage with the Geopark.
6. CONSERVATION AND RECREATION	6.1 To manage, maintain and promote the heritage of the Geopark 6.2 To provide safe, open and sustainable access to public recreational spaces. 4 To work towards becoming a carbon neutral destination that is current with good practice in climate change mitigation and regeneration strategies.

PART 4: Action Plan 2020-30

KEY FOR PLAN

CCC	Cavan County Council	FODC	Fermanagh & Omagh District Council
CCTO	County Cavan Tourism Officer	GBN	Geopark Business Network
CCFDO	County Cavan Food Tourism Officer	GC	Geopark Committee
CFN	Cavan Food Network	GM	Geopark Manager
CMO	Countryside Management Officer	HC	Heritage Council
DG	Delivery Group	LERP	Lough Erne Landscape Partnership
DOP&E	Development Officer Partnership & Engagement	LR	Lead Ranger
DOT&B	Development Officer Business & Tourism	MG	Management Group
EWG	Education Working Group	NMS	National Monuments Service
FI	Failte Ireland	NPWS	National Parks & Wildlife Service
FLT	Fermanagh Lakelands Tourism	TNI	Tourism Northern Ireland
FLTO	Fermanagh Lakelands Tourism Officer	WG	Working Group

FUNDING KEY

- Within annual budget allocation from council
- From external funding opportunities that currently exist
- From external funding opportunities yet to be identified



STRATEGIC PILLAR 1: Cross-Border Governance								
OBJECTIVE 1.1: Embed seamless cross-border governance, management, planning, finance and communications systems.								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
1 Brexit 1 Focus on key risk areas that result from Brexit in particular in relation to border infrastructure, funding, conservation management, heritage protection and tourism.	Management Group Meetings identifies and addresses Brexit risk areas on a quarterly basis.	MG	GC (CCC, FODC), External Agency as relevant	Team	X			Immediate and Ongoing
1 Governance 1 Finalise and adopt the Memorandum of Understanding for the new Geopark Committee	Memorandum of Understanding is formally approved and adopted by GC.	GC with GM	CCC, FODC	Team	X			Immediate
1 Governance 1 Develop a Change Management and Implementation Plan to determine optimal operational activity under the new governance and team structure.	Change Management & Implementation Plan exists and is implemented.	GM	GC, MG, DG, WGs	Team	X			1 (Q 1)
1 Governance 1 Examine the suitability and relevance of the existing UNESCO Global Geopark boundary and identify the procedural implications of any recommendations.	Boundary is reviewed and recommendations are documented.	GM with MG/DG	UGGN, GC, CCC, FODC	Team	X			1
1 Planning & Finance 1 Review existing budgeting process to allow for the development of a bottom-up approach.	New Budgeting Process is documented.	MG	GC, CCC, FODC, MG, DG, WGs	Team	X			2020
1 Planning & Finance 1 Agree a Standard Operating Procedure to assess in advance the relevance and resourcing requirements of emerging funding and grant opportunities.	MG assesses new funding opportunity projects in the context of this Development Plan, advance highlights projects that will require additional resources and presents recommendation to GC.	GM with MG	GC, DG, WGs	Team	X			2020
1 Planning & Finance 1 Establish a Check Mechanism that determines in advance how funding opportunity projects that lie beyond the scope of this Development Plan are to be resourced.	GC formally reviews proposals from MG and secures commitment of resources before sanctioning a project.	MG	MG, CCC, FODC, DG	Team	X			Ongoing as projects arise.
1 Communications 1 Develop a Geopark Communications Strategy.	Geopark Communications Strategy is documented and shared.	MG	DG, GT, GC, CCC, FODC	€25,000	X			1
1 Communications 1 As part of the Geopark Communications Strategy, agree and implement a communications protocol and set schedule of meetings that facilitates efficient and effective communications across all Geopark stakeholders.	Meeting schedule exists and is being adhered to.	GM	GT, MG, GC, DG, WG, CCC, FODC, community and business groups, partner agencies.	€25,000	X			1

STRATEGIC PILLAR 1: Cross-Border Governance								
OBJECTIVE 1.2: To empower and support the cross-border Geopark Team								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
1 Communications 2 As part of the Geopark Communications Strategy, agree and implement a communications protocol and set schedule of meetings that facilitate efficient and effective communications within the new cross-functional Geopark Team.	Meeting schedule exists and is being adhered to.	GM	GT	Team	X			1
1 Communications 2 As part of the Geopark Communications Strategy, ensure ongoing effective cross-border communications to relevant local government departments.	Records of formal communication. Participation of GM in committees as appropriate.	GM	MG, GC, GT	Team	X			1
1 Development Supports 2 Identify training and leadership development supports (including costs and source of funding) that recognise the unique working environment of the Geopark Team (i.e. team members are required to act as a unit while dealing with separate statutory and policy frameworks).	Team Development Plan or Proposal	GM & MG	GC, MG, DG	Team	X			Ongoing
OBJECTIVE 1.3: To foster a culture of collaboration and engagement within the team, with and across councils and with external stakeholders								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
1 As part of the Communications Strategy, leverage the Geopark Charter to communicate the vision, values and benefits of the Geopark.	Geopark Charter is known and understood by all stakeholders.	GM	GC, MG, DG, WG, CCC, FODC	Team	X			Ongoing
1 Ensure Geopark is consulted on relevant corporate and policy related plans and strategies published through each Local Authority through ongoing engagement with relevant departments.	Participation of Geopark representatives in internal planning and strategic development processes.	MG, GM,	CCC, FODC,GT MG	Team	X			Ongoing
1 Create defined opportunities for valuable cross-border exchange of knowledge and ideas.	Cross-border exchange opportunities are created and delivered.	GM & GT	MG & WGs	Team	X			1

STRATEGIC PILLAR 2: Stakeholder Engagement								
OBJECTIVE 2.1: To build support for and understanding of the role and value of the Geopark with FODC and CCC								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
<ul style="list-style-type: none"> 2 As part of the Communications Strategy, leverage the Geopark 1 Charter to communicate vision, values and benefits of the Geopark. 	Geopark Charter is known and understood by officials and elected representatives of FODC and CCC	GM	GC, MG, DG, WG, CCC, FODC	Team	X			Ongoing
<ul style="list-style-type: none"> 2 Identify clearly the overall objectives and key strategic 1 priorities of both FODC and CCC where the Geopark can 2 add value. 	Document mapping council objectives/priorities to Geopark activity exists.	GM & DOP&E	1	Team	X			1
<ul style="list-style-type: none"> 2 As part of the Communications Strategy, formally highlight 1 how the Geopark delivers on the objectives and priorities of 3 both councils 	Report on Geopark Activity distributed to Councils on a periodic basis.	GM & DOP&E	GC, MG, DG, WG, CCC, FODC	Team	X			Ongoing
<ul style="list-style-type: none"> 2 Deliver staff familiarisation actions within both local 1 authorities e.g. lunchtime presentations, 4 newsletter. 	Records of staff familiarisation activities are on file.	GM & DOP&E	GM, MG, DG, WG, CCC, FODC	Team	X			1-3
OBJECTIVE 2.2: To build partnerships and relationship with other public bodies, statutory agencies and funding organisations								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
<ul style="list-style-type: none"> 2 Invite broad representation of statutory stakeholders to the last 2 Geopark Committee Meeting each year to provide advisory feedback 1 on plans and proposals. 	GC Meeting including statutory stakeholders takes place once per year.	GC	MG and statutory stakeholders	Team	X			Annually
<ul style="list-style-type: none"> 2 Commit ongoing resources and Team to UNESCO Networking and other 2 national and international networking events, including relevant industry 2 events and influencing policy. 	Relevant team members participate in UNESCO and other networking events.	MG	GM, MG, WG, DG.	25,000	X			Annually
<ul style="list-style-type: none"> 2 Influence and contribute to relevant statutory and non-statutory policy 2 development processes through both local authorities and relevant 3 stakeholders. 	Geopark is embedded in relevant policy and strategy documents.	GM & MG	CCC, FODC, other statutory stakeholders	Team	X			Annually and Ongoing

STRATEGIC PILLAR 2: Stakeholder Engagement								
OBJECTIVE 2.3: To increase the sense of ownership of and commitment to the Geopark by local communities and businesses, facilitating and enabling them to leverage social and commercial opportunities from the designation.								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
2 Develop and implement the proposed 3 Community Engagement 1 Plan.	Community Engagement Plan is developed, approved and resourced.	GM & DOP&E	GC	Team	X	X		1 – 2
2 Optimise participation in the proposed 3 Community Engagement 2 Plan.	The total number of people and groups actively involved in Geopark projects; the number of Geopark-branded projects managed by the community.	DOP&E		Team	X	X		Ongoing
2 Develop and implement the 3 proposed Business Engagement 2 Plan.	Business Engagement Plan is developed, approved and resourced.	GM & DOP&E	GM & DOT&B	€25,000	X	X		1 – 2
2 Facilitate and enable community and business groups to leverage 3 the Geopark (team and resources) designation, brand and logo to 4 progress sustainable initiatives.	The number of Geopark events, projects, products or services that use the brand and logo to promote sustainable initiatives.	GM & DOT&B & DOP&E	DG, CCC, FODC, Community Groups, Businesses	Team	X			Ongoing
2 As part of the Communications Strategy, measure and 3 report on the impact of the Geopark brand for community 5 events and business initiatives.	Annual Brand Impact Report	GM & DOT&B & DOP&E	DOP&E & DOT&B	Team	X			Ongoing

STRATEGIC PILLAR 3: Education

OBJECTIVE 3.1 To become an exemplary leader in the delivery of environmental education and outdoor learning within the pre-school, primary, secondary, tertiary, further education and lifelong learning sectors on the island of Ireland (that raises the understanding and appreciation of the place and builds capacity for guardianship of the heritage).

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
<p>2 Establish an Education Working Group to advise on and support the Geopark Education Programme. (including but not limited to representatives from schools, universities, FE colleges, education authorities and anyone delivering relevant education in the Geopark area)</p>	Education Working Group with Terms of Reference is established.	DOP&E	Education Authorities; representatives from various educational sectors; LELP, Subject area experts	Team with operational budget required	X			1 – 2
<p>3 Create a Geopark Education Manifesto, which is reviewed every 2 years and clearly outlines the Geopark’s educational objectives and programme offerings.</p>	Geopark Education Manifesto exists. Manifesto is reviewed by the EWG every two years.	DOP&E	EWG	Team	X			1
<p>3 Liaise with EWG and relevant stakeholders to develop and deliver a range of high-quality curriculum-linked, Geopark-specific, heritage-based education and outdoor learning opportunities and resources across all learning sectors as named above (with a particular focus on Ecoschools/ Greenschools and forest schools).</p>	A range of opportunities and resources are delivered and reported on each year.	GM & DOP&E	EWG	Team with operational budget required.	X	X	X	Ongoing and phased according to Education Program and occurrence of funding opportunities.
<p>3 To develop and deliver a range of heritage focused, capacity-building programmes for primary and secondary school teachers.</p>	A range of programmes to support primary and secondary teachers are created.	DOP&E CMO	HC, EWG, HO, Subject matter experts	Team and subject to a funding opportunity arising.	X	X	X	1 – 3 Ongoing and phased according to Education Program and occurrence of funding opportunities.
<p>3 Ensure all learning resources, opportunities and programmes above are reviewed every two years and amended accordingly.</p>	Review takes place every two years.	GM, DOP&E, CMO, DOB&T	EWG, DG	Team	X			Every two years.
<p>3 To engage with the relevant curriculum advisory bodies to ensure that UNESCO Global Geoparks in general, and The Marble Arch Caves UNESCO Global Geopark in particular, are represented where appropriate.</p>	Inclusion on Curriculum both north and south	DOP&E	Education Authorities	Team	X	X		Ongoing
<p>3 Identify and pursue educational opportunities for international collaboration with other GGN and EGN members.</p>	Development of international Geopark education collaborative project	DOP&E – Schools	EGN & GGN Members	Team	X	X		5 – 10

OBJECTIVE 3.2: To develop mutually beneficial relationships with universities and research institutions nationally and internationally.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
<p>2 Scope, define and implement a Geopark University Liaison Programme.</p>	University Liaison Program including implementation plan is adopted.	DOP&E	EWG, 3rd level institutions, subject-matter experts	Team with operational budget required.	X	X	X	1 – 5

STRATEGIC PILLAR 3: Education

OBJECTIVE 3.3 To create enjoyable and tangible learning opportunities for all those visiting, living and working in the Geopark (that raises their understanding and appreciation of the place and builds their capacity as guardians of the heritage)

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
<p>3 Deliver an annual Geopark Events Programme that is:</p> <ul style="list-style-type: none"> 3 • aligned with the Geopark’s Educational Strategy/Programme 2 • integrated with existing, established festivals • aligned with the Destination Promotion strategy • designed with the needs of the widest possible audience in mind 	An annual Geopark Events Programme that meets these criteria exists and is implemented.	DOP&E	EWG, CMO	Team with operational budget required	X	X		Annual
<p>3 Create environmental education opportunities and resources for youth groups (e.g. scouts, youth clubs, young farmers)</p>	A range of opportunities and resources are delivered and reported on each year.	DOP&E	EWG, CMO, LR, Education Authorities, Scouting Groups, Youth Clubs, Young Farmer Groups	Team and subject to a funding opportunity arising.	X	X	X	2 – 4
<p>3 Develop and implement a Summer Science Scheme for primary school children.</p>	A range of opportunities and resources are delivered and reported on each year.	DOP&E	EWG, LR, Primary Schools in Geopark	As above	X	X	X	2 – 4
<p>3 Develop and implement a Citizen Science Programme.</p>	A range of opportunities and resources are delivered and reported on each year.	DOP&E	EWG, CMO, LR, Community Groups	As above	X	X	X	2 – 4
<p>3 Develop and implement a Citizen Science Programme.</p>	A range of opportunities and resources are delivered and reported on each year.	DOP&E	EWG, CMO, LR, Community Groups	As above	X	X	X	2 – 4

STRATEGIC PILLAR 4: Tourism

OBJECTIVE 4.1: To develop the Geopark as a Sustainable Destination of Distinction that encourages visitors to stay longer and spend more.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
4.1 1 Develop and resource a Destination Experience Development & Marketing Plan (ref. Proposed recreational and access developments outlined under Objective 6.2)	Destination Experience Development & Marketing Plan exists.	DOT&B	DG, MG, FI, TNI, CCTO, CCFDO, FLTO.	€40,000	X	X		Year 2
4.1 2 Identify and support key persons to champion Geopark tourism objectives.	Geopark Tourism Champions are identified and work regularly with the Geopark team.	DOT&B	CCT, CCFDO, FLTO, FI, TNI	Team	X			1 and ongoing
4.1 3 Actively nurture and maintain strong and mutually beneficial relationships with relevant personnel within the national tourism bodies, Fáilte Ireland and Tourism Northern Ireland.	DOT&B is in regular contact with relevant personnel and is involved in destination development initiatives.	DOT&B	GM, MG, DG, FI & TNI	Team	X			1 and ongoing
4.1 4 Align and promote the Geopark as a Sustainable Destination of Distinction within 'Embrace the Giant Spirit' Strategy and the 'Ireland's Hidden Heartlands' Strategy.	The Geopark destination is consistently featured in Embrace the Giant Spirit and Ireland's Hidden Heartlands campaigns and market support programmes.	DOT&B	GM, MG, DG, FI & TNI	Team	X			1 and ongoing
4.1 5 Actively nurture and maintain strong and mutually beneficial relationships with local tourism officers in Cavan County Council and Fermanagh and Omagh District Council.	DOT&B works closely with local tourism officers.	DOT&B	CCT, CCFDO, FLTO, GM, MG, DG	Team	X			1 and ongoing
4.1 6 Align and promote the Geopark as a Sustainable Destination of Distinction within the relevant county development and tourism development strategies.	The Geopark destination is consistently featured within the This is Cavan and Fermanagh Lakelands propositions and promotional campaigns.	DOT&B CMO	GM, MG, DG, FI & TNI	Team	X			1 and ongoing
4.1 7 Collaborate with ORNI/Mountaineering Ireland/Sport Ireland on the Recreational Infrastructure Enhancement & Development Strategy.		CMO	CCT, DOT&B CCFDO, FLTO, FI, TNI	Team	X			
4.1 8 Develop entrance signage at crucial arterial points within the Geopark.	Improved Entrance Signage has been installed.	CMO	CCC, FODC	€30,000 Funding Rural Development Programme	X	X		1
4.1 9 Develop world class visitor experience opportunities at major Geopark sites including Killykeen Forest Park, Cavan Burren Park, Lough Navar, Shannon Pot Cuilcagh Mountain, and Castle Caldwell. (ref. Objective 6.2)	Various as per site opportunities and constraints.	GM, GT	GT, Various depending on project	€20,000	X	X		5 – 10
4.1 10 Support the development of Greenway and Blueway infrastructure within the Geopark (ref. Objective 6.2)	Engagement with Waterways Ireland, Fáilte Ireland and other relevant agencies	DOT&B, CMO	MG, DG	Team	X	X		Ongoing
4.1 11 Conduct annual survey of tourism businesses within the Geopark in conjunction with Fermanagh Lakelands Tourism and This Is Cavan	Survey results are collated and reported.	FLTO AND CCTO	DOT&B, MG, DG	Team	X	X		Annual

STRATEGIC PILLAR 4: Tourism

OBJECTIVE 4.1: To develop the Geopark as a Sustainable Destination of Distinction that encourages visitors to stay longer and spend more.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
4.1 12 Conduct annual survey of residents and community groups within the Geopark to assess their sentiment towards tourism development.	Survey results are collated and reported.	DOP&E		Team	X			Annual
4.1 13 Encourage, recognise and reward Sustainable Best Practices within the Geopark via the development and promotion of the Annual Geopark Community & Business Awards.	Awards Program is implemented annually or every 2nd year.	DOT&B	GC, CMO, MG,DG,WG	€5,000	X	X		2 and ongoing

OBJECTIVE 4.2: To generate economic benefit for the Geopark by supporting tourism enterprises to grow and compete, leading to a stronger local economy and employment for local people.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
4.2 1 As part of the Destination Experience & Marketing Plan, complete an audit of all existing and potential tourism, activity and artisan businesses within the entire Geopark to identify number and types of saleable experiences available and services gaps.	Audit is completed.	DOT&B	DG, MG, FI, TNI, CCTO, CCFDO, FLTO.	Team	X			1
4.2 2 Set, measure and monitor economic-based targets for sustainable business growth and employment growth through tourism in the Geopark.	KPIs will include: number of saleable visitor experiences; number of businesses in operation; number of new businesses established; number of business expansions or diversifications; number of people employed	GM & DOT&B	GBN (Geopark Business Network)	Team	X			2
4.2 3 Facilitate the establishment of a Geopark Business Network as a framework for Geopark Business Engagement programme (including definition of benefits of membership and partnership of Geopark, eligibility for use of logo and benefits of use of logo)	Membership of a Geopark Business Network is promoted, businesses and recruited and a Geopark Business Network is established.	DOT&B	DG, MG, CCTO, CCFDO, FLTO	€15,000	X	X		1 – 2
4.2 4 Identify and resource the training and business development supports required by tourism enterprises in the Geopark Business Network.	Training Needs Analysis is completed; Programme of training and development supports exists.	DOT&B	LEO, EU, FODC, CCC	Indicative cost to be added €20,000	X	X		2 – 3
4.2 5 Leverage the Geopark Charter to create a Code of Practice for Sustainable Tourism that defines the operational standards and expectations for businesses in the Geopark Business Network	Geopark Code of Practice for Sustainable Tourism is adopted by the Geopark Business Network	DOT&B	DG, MG, GBN	Team	X			1 – 2
4.2 6 Support businesses to develop saleable experiences that align not only with the new Geopark Brand but also with the 'Embrace a Giant Spirit' Brand and the 'Ireland's Hidden Heartlands' brand.	Number of Saleable Experiences aligned with Geopark Brand and National Brands	FI, TNI, DOT&B	GBN, DG, MG, CCTO, CCFDO, FLTO	€10,000	X			2 – 3



STRATEGIC PILLAR 4: Tourism

OBJECTIVE 4.2: To generate economic benefit for the Geopark by supporting tourism enterprises to grow and compete, leading to a stronger local economy and employment for local people.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
4.2 7 Explore the start of developing and promoting a range of Geopark-branded products, such as food and craft, that would be exclusively available from retailers in the Geopark area.	Feasibility Study with recommendations is complete.	DOT&B	GM, MG, DG Food Strategy Co-ordinator (CCC)	€25,000	X	X		2 – 3
4.2 8 Work with Geopark Business Network to create a series of premium Geopark Educational Experiences that complement the Schools and University programme (ref Education Strategy and 4.2.6 above).	Premium Geopark Educational Experiences exist.	DOT&B	GBN, DOP&E	€15,000	X	X		1 – 2
4.2 9 Include businesses in the creation and delivery of the annual Geopark Events Programme (ref. Action 3.3.1) (ref Education Strategy and 4.2.6 above).	Business-led and supported festivals and events are part of the annual Geopark Events Programme.	DOT&B	GBN, DOP&E	Team	X			Ongoing
4.2 10 Enable tourism enterprises to participate in an agreed schedule of trade events.	Tourism Enterprises representing the Geopark participate in events such as Meitheal, Meet the Buyer, Holiday World, ITB Berlin, Bloom, World Travel Market	DOT&B	GBN, DOP&E	€30,000				1 – 2

OBJECTIVE 4.3: To develop the food identity of the Geopark that will act as a motivator to visit the destination.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
4.3 1 Develop the Geopark Food Story.	Geopark Food Story has been documented and articulated.	DOT&B	Food Strategy Co-ordinator (CCC)FLTO, CCTO, CCFDO, Food producers, growers, processor and food service providers	€25,000	X	X		2 – 3
4.3 2 Engage with local food businesses to create events and experiences that align the Geopark Food Story with the all-island Taste the Island 2019-2021 and other food tourism initiatives.	Geopark has Geopark Food Event(s) included in the 2020 and 2021 autumnal Taste the Island Calendar of Events	DOT&B	Food Strategy Co-ordinator (CCC)Food producers, growers, processor and food service providers, TNI, FI, TI	€25,000	X	X		2 – 3
4.3 3 Through the Geopark Business Network, enable food-based membership cohort to present as a Geopark Food Network that can participate in local and national food tourism networking initiatives.	Food Grouping within the Geopark Business Network is recognised by TNI and FI.	DOT&B	Food Strategy Co-ordinator (CCC)Food producers, growers, processor and food service providers, TNI, FI, TI	Team	X			2 – 3
4.3 4 Establish the feasibility of a series of Geopark Food Events that highlight local restaurants, chefs and artisan producers and assess the potential of food tourism and food experiences as a vehicle to communicate geoheritage in the Geopark	Assessment/Feasibility Study is complete.	DOT&B	Food Strategy Co-ordinator (CCC)Food producers, growers, processor and food service providers, TNI, FI, TI	€25,000	X	X		2 – 3

STRATEGIC PILLAR 4: Tourism								
OBJECTIVE 4.3: To develop the food identity of the Geopark that will act as a motivator to visit the destination.								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
								
4.3 Identify and resource a Food Tourism Capacity & Knowledge Building Programme linking in with UNESCO GeoFood concept. 5	Programme is developed and jointly resourced.	DOT&B	Food Strategy Co-ordinator (CCC)CFN, FI,TNI, FLT	€25,000	X	X		2 – 3

STRATEGIC PILLAR 5: Community

OBJECTIVE 5.1: To engage with local people to ensure that the vision, values and benefits of the Geopark are embedded within the Geopark communities and that community interests and aspirations are integrated into Geopark development plans.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
5.1 1 Develop and implement a Community Engagement Strategy to develop positive and mutually beneficial relationships between the Geopark and the local community, ensuring consistency of approach across the Geopark. Ref Actions 2.3.1 and 2.3.2	Community Engagement Strategy is Complete	GM & DOP&E	MG, DG, WG	Team	X			1
5.1 2 Leverage the Geopark Charter to communicate the vision and values of the Geopark and how it can benefit and work with local communities.	Geopark Charter is known and understood by individuals and community groups	GM & DOP&E	MG, DG, WG	Team	X			Ongoing
5.1 3 Identify and support key persons who can champion Geopark community objectives.	Geopark team has relationships with key persons who champion community objectives	DOP&E	GM, MG, DG, WG	Team	X			1
5.1 4 Involve individuals to represent community interests in relevant working groups and at the Annual Forum.	Community representatives participate in the Working Groups and Annual Forum	DOP&E	GM, MG, DG, WG, Community	Team	X			1

OBJECTIVE 5.2: To empower individuals within communities to act as ambassadors and champions of the Geopark, both within their communities and with visitors.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
5.2 1 Progress the Geopark Ambassadors Programme across the entire Geopark territory.	The Geopark Ambassadors Programme is established and delivered annually.	DOP&E	FODC, CCC, Community Groups, network and relevant stakeholders in voluntary and community sectors	€15,000 pa	X			1 – 3

OBJECTIVE 5.3: To build strong, cohesive community connections and provide opportunities for communities to fully participate in and engage with the Geopark.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
5.3 1 Devise, implement and promote a Geopark Villages Programme through Geopark Hubs	The Geopark Villages Programme is established and delivered annually.	DOP&E	FODC, CCC, Community Groups, network and relevant stakeholders in voluntary and community sectors	€20,000	X	X		3 – 5




STRATEGIC PILLAR 5: Community

OBJECTIVE 5.3: To build strong, cohesive community connections and provide opportunities for communities to fully participate in and engage with the Geopark.

ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
5.3 2 Develop and implement a Geopark Volunteer Programme.	The Geopark Mini Roadshow Programme is developed and delivered.	DOT&B & DOP&E	FODC, CCC, Community Groups, network and relevant stakeholders in voluntary and community sectors	€10,000	X			2 – 5
5.3 3 Devise and implement a series of Geopark Mini Roadshow Programme.	The Geopark Volunteer Programme is established and delivered annually.	DOP&E, CMO	As above	€2,000	X			2 – 4
5.3 4 Develop and adopt Community & Business Engagement Policy for local festivals.	Policy is documented and implemented.	DOT&B & DOP&E	As above	Team	X			1
5.3 5 Encourage, recognize and reward Sustainable Best Practices within the Geopark via the development and promotion of the Annual Geopark Community & Business Awards.	Awards Program is implemented every 2nd year.	DOT&B & DOP&E	As above	€5,000	X			2 and ongoing

STRATEGIC PILLAR 6: Conservation & Recreation								
OBJECTIVE 6.1: To manage, maintain and promote the heritage of the Geopark								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
6.1 1 Ensure the Geopark Charter is embedded in conservation practices throughout the Geopark and is aligned with The Geopark Code/Leave No Trace Landscape Ethics programme.	Standard Conservation Practice based on Charter is documented and implemented.	GM & CMO	GC, MC DG, WG, CCC, FODC, NMS, NPWS	Team and operational budget required	X			Ongoing
6.1 2 Liaise with council departments, heritage council, national monuments service and DAERA to ensure consistent approach within the Geopark area in relation to the management, maintenance and promotion of all heritage.	Standard Management and Maintenance Practice is documented and implemented by all relevant parties.	GM & CMO	FODC, CCC, HC, NMS, DAERA	Team with operational budget required	X			1 and ongoing
6.1 3 Promote the heritage value of the existing Geopark sites at Geopark Heritage Open Days and during Heritage Week.	Heritage interpretation is included as appropriate	DOP&E CMO	MG, DG, WG, Community & Business	Team with operational budget required	X			1 and ongoing
6.1 4 Promote 'The Geopark Code'/Leave No Trace Landscape Ethics programme across all sites and through the Geopark Events Programme.	Evidence of The Geopark Code in interpretation and event support materials.	CMO	FODC, CCC, HC, NMS, DAERA	Team with operational budget required	X			1 and ongoing
6.1 5 Encourage interpretation of intangible heritage at Geosites and within the Geopark Events Programme (ref 3.3.1).	Evidence of promotion at geosites and in event programmes	GM, DOP&E, CMO	MG, DG, WG, Community and Business	Team				1 – 2
6.1 6 Identify and assess potential opportunities for research on geodiversity and geoconservation in the context of the University Liaison Programme (ref 3.2.1)		GM & CMO & DOP&E	3rd level institutions, EWG	€25,000			X	3 – 5
6.1 7 Continue to implement data logging procedures across all Geopark Sites.	Geopark counters at sites and data reports from the counters.	CMO		Operational Budget				Ongoing
6.1 8 Examine opportunities to leverage heritage funds to improve conservation designations and accessibility at the Geopark's built and natural heritage sites.	Proposals for funding are prepared and ready as funding opportunities arise.	CMO	Heritage Office, HED	Team	X	X		2 – 4
6.1 9 Develop and implement a Geopark co, including a Geopark Pollinator Plan.	Geopark Biodiversity Strategy is developed and implemented.	DOP&E, CMO	Heritage Office	€20,000	X	X		1 – 3
6.1 10 Create a suite of Site Management and Maintenance Plans and Standards	Plans and Standards are in place.	CMO		Team	X			1 – 3




STRATEGIC PILLAR 6: Conservation & Recreation								
OBJECTIVE 6.2: To provide safe, open and sustainable access to public recreational spaces								
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING			TIME FRAME
6.2 1 Conduct an audit of current access provision and identify gaps.	Audit and Gap Analysis is complete	CMO		Team	X			1 – 3
6.2 2 Establish the carrying capacity of the public recreational spaces within the Geopark.	Carry Capacity is established and documented.	CMO		Team	X			
6.2 3 Develop and implement a Universal Access Plan for the Geopark.	Universal Access Plan is developed and implemented	CMO		Team	X			1 – 3
6.2 4 Promote Geopark sites as a means of accessing recreation for health and wellbeing (ref. Tourism Strategy)		GM, DOT&B, CMO	CCC, FODC	Team	X			Ongoing
6.2 5 Develop a world class recreation tourism destination at Shannon Pot linking it to existing Geopark sites at Cavan Burren, Marble Arch Caves and Cuilcagh Boardwalk creating a regional tourism offering	The action is large and will extend over a long development period and be subject to as yet unknown funding. KPI unknown.	GM, CMO	FI, TNI, CCC, FODC	€6,000,000		X	X	3 – 5
6.2 6 Develop and build on success of Cavan Burren Park as Geopark site and Tourism Destination	As above.	GM, GT	FI, CCC, COILLTE	As above		X	X	3 – 5
6.2 7 Develop a universally accessible recreational and heritage hub at Lough Navar.	As above.	GM, CMO	TNI, FODC, ORNI, FS	£3,500, 000 approx		X	X	3 – 5
6.2 8 Develop a recreational and cultural heritage hub at Castle Caldwell forest to include visitor service infrastructure and world class heritage interpretation.	As above.	GM, CMO	TNI, FODC, HED, FS, ORNI	£2,000,000		X	X	5 – 10
6.2 9 Investigate the potential for the creation of sustainable transport links between Geopark sites at Shannon Pot, Cavan Burren Park, Cuilcagh Mountain Park, Killykeegan Nature Reserve and Marble Arch Caves	As above.	GM, CMO, GT	MT	€50,000		X	X	5 – 10
6.2 10 Develop a world class visitor destination at Killykeen Forest Park as flagship entrance site to Geopark experience.	As above.	GM, CMO	CCC, FI, Coillte, NPWS, CCTO	€5,000,000		X	X	
6.2 11 Support the ongoing development of Greenways within the Geopark including • Sligo/Leitrim.Northern Counties Railway Greenway (SLNCR) • Dromod-Ballinamore-Belturbet-Cavan Greenway	Geopark personnel engage with the relevant development authorities.	GM, CMO	CCC, FODC, FI, TNI	Team	X			
6.2 12 Link in with Blueway development within the Geopark to facilitate access to the water.	Geopark personnel engage with the relevant development authorities.	GM, CMO	CCC, FODC, TNI, FI	Team	X			
6.2 13 Encourage landowners and NGOs to maintain the geodiversity of their land.	Total number of landowners and NGOs seeking advice for conserving and enhancing geodiversity.	CMO	DOP&E	Team	X			

STRATEGIC PILLAR 6: Conservation & Recreation							
OBJECTIVE 6.3: To work towards becoming a carbon neutral destination that is current with good practice in climate change mitigation and ecological regeneration strategies.							
ACTION	KPI	LEAD	PARTNERS	INDICATIVE COST	FUNDING		TIME FRAME
							
6.3 1 Commission a Feasibility & Progression Study regarding achieving Carbon Neutral Status for the Geopark.	Feasibility & Progression Study complete.	CMO	FODC and CCC	€50,000		X	1 – 2

KEY FOR PLAN

- | | |
|---|--|
| CCC Cavan County Council | FODC Fermanagh & Omagh District Council |
| CCTO County Cavan Tourism Officer | GBN Geopark Business Network |
| CCFDO County Cavan Food Tourism Officer | GC Geopark Committee |
| CFN Cavan Food Network | GM Geopark Manager |
| CMO Countryside Management Officer | HC Heritage Council |
| DG Delivery Group | LLELP Lough Erne Landscape Partnership |
| DOP&E Development Officer Partnership & Engagement | LR Lead Ranger |
| DOT&B Development Officer Business & Tourism | MG Management Group |
| EWG Education Working Group | NMS National Monuments Service |
| FI Failte Ireland | NPWS National Parks & Wildlife Service |
| FLT Fermanagh Lakelands Tourism | TNI Tourism Northern Ireland |
| FLTO Fermanagh Lakelands Tourism Officer | WG Working Group |

FUNDING KEY

-  Within annual budget allocation from council
-  From external funding opportunities that currently exist
-  From external funding opportunities yet to be identified

**INSIDE
BACK PAGE**

BACK PAGE