

# Donegal County Council EU Unit Project Development Overview

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Glenlo Abbey, Galway

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Joy Harron – Donegal Tourism Ltd



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# Presentation Outline

1. Role and Function of Donegal County Council EU Unit
2. Our EU Networks and Collaboration work
3. Marine Tourism Objectives
4. Examples of Previous EU projects
5. Atlantic area programme planning 2014-2020
  - Tides of Time
  - Trailgazers
  - NEA 3

## EU Unit Role and Function

Donegal County Council established a European Unit in 2009. The role of the Unit is:

1. To maximise all opportunities to attract external funding and resources to the County
2. To seek to develop Networks of benefit to Donegal County Council
3. To raise the profile of EU affairs

*“External funding opportunities will continue to be pursued. A dedicated External Funding Unit is currently in place in the organisation and this Unit will have a key role to play in targeting and securing external funds that will contribute to the delivery of this Plan....The Council will continue to target external funding opportunities to improve quality of life opportunities and to support economic recovery in Donegal.”  
Donegal County Council Corporate Plan 2015 -2019*



# The EU unit has three Core Areas of Work as follows:

1. Networking and Collaboration
2. External Funding
3. Policy Work

# OUR EU NETWORKS AND COLLABORATION



**LADDER**  
LOCAL AUTHORITIES AS DRIVERS FOR DEVELOPMENT  
EDUCATION AND RAISING AWARENESS

 Special EU Programmes Body  
Foras Um Chláir Speisialta An AE  
Boord O Owre Ocht UE Projects

 **Coral**  
Regional Policies for  
Active and Healthy Ageing  
[www.coral-europe.eu](http://www.coral-europe.eu)



**EUROPEAN FEDERATION  
OF NAUTICAL TOURISM DESTINATIONS**



**Northern & Western  
Regional Assembly**



**Irish Regions  
Brussels Office**  
*Oifig Réigiún na hÉireann, An Bhrussel*

**SOUTHERN  
Regional Assembly**  
*Promoting our Region*



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**Europe Direct**



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# Our Marine Tourism Vision

“County Donegal has significant potential to develop water-based tourism. The vision is to promote County Donegal as a Marine Tourism destination of excellence and develop a world class network of tourism activities and a unique total Marine Tourism visitor experience”.

# Marine Tourism Objectives

- Implement our Marine and Coastal Tourism Strategy
- Implement our Marine Tourism Marketing Plan
- Scope out Marine Themed Projects
- Work with all Stakeholders in Coastal Communities
- Develop a Marine Tourism Network
- Undertake Tourism marketing - Advertising, Press Releases, Online PR

# Our Marine & Coastal Tourism Strategy

- Develop Infrastructure, Facilities & Services
- Expand Cruise Opportunities
- Undertake Marketing & Promotion
- Provide Training & Support to SME's



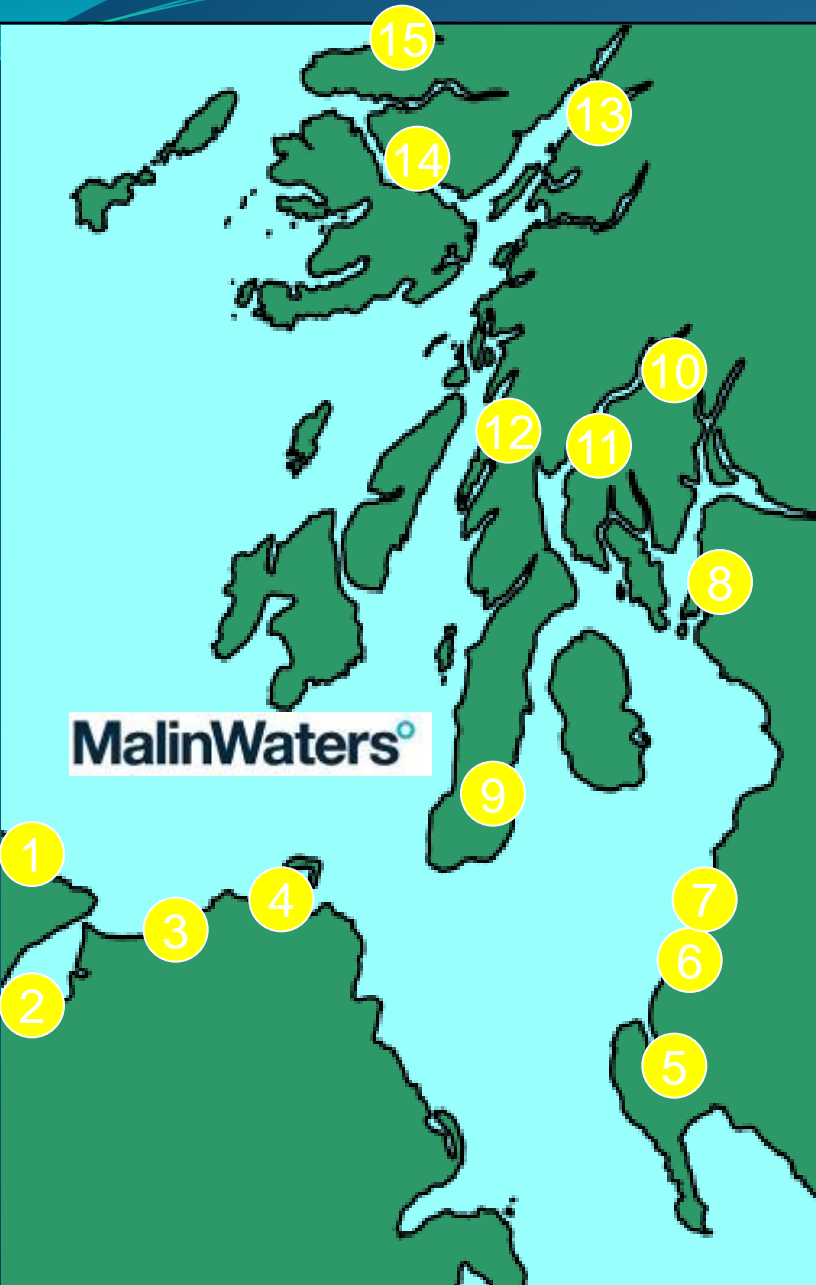
# Marine Tourism Project Examples

- **Sail West Project** – capital investment in ports and marinas – 7mn – Ireland, N.Ireland and Scotland INTERREG IVA
- **Sliabh Liag** – iconic tourism attraction 5mn INTERREG IVA and other funds
- **Atlantic Drift** - tourism promotional route linking N. Ireland Derry – Limavady and Donegal INTERREG IIIA
- **Donegal Diaspora Project**- investment promotion of Donegal abroad INTERREG IIIA
- **River Links Project** –development of canals, waterways INTERREG IVA (N. Ireland Foyle Wetlands)
- **WILDSEA Europe** – biodiversity and marine life COSME EASME
- **Cool Route** – yacht and sailing routes – NPA programme

# MalinWaters<sup>o</sup>

The **Sail West** project aims to develop marine tourism within the shared maritime regions of North West Ireland, Northern Ireland and Western Scotland. The project was funded by the EU INTERREG IVA cross border programme. It is led by Donegal County Council and partners in each of the three regions. Excellent progress has been made to date in promoting the **MalinWaters** brand, which emerged as a result of the Sail West project. Investment has been made across the region in maritime related infrastructure.

# SAIL WEST – Approved Schemes and Studies



- 1) Bunagee – Safe Haven/Boat Station €1.6m
- 2) River Foyle Access Study €34k
- 3) Portrush Harbour – feasibility study €168k
- 4) Ballycastle – marina services building €696k
- 5) Stranraer – marina services building €597k
- 6) Girvan Harbour, pontoon/berths €462k
- 7) Maidens Harbour, technical study €60k
- 8) Largs – championship slipway €336k
- 9) Campbeltown – feasibility study €224k
- 10) Loch Fyne, Strachur – pontoon €120k
- 11) L Fyne, Otter Ferry – pontoon/bothy €132k
- 12) Crinan Canal – shore based facilities €246k
- 13) Lochaber region – feasibility study €47k
- 14) Lochaline – pontoon/berths €224k
- 15) Mallaig – pontoon/berths €671k

# Marine Tourism Project Examples

- **Sail West Project 2010-2015** – capital investment in ports and marinas – 7mn – Ireland, N.Ireland and Scotland INTERREG IVA
- **Sliabh Liag 2010-2015** – iconic tourism attraction 5mn INTERREG IVA and other funds
- **Atlantic Drift - 2007 tourism promotional route linking N. Ireland Derry – Limavady and Donegal** INTERREG IIIA
- **Donegal Diaspora Project 2007** - investment promotion of Donegal abroad INTERREG IIIA
- **River Links Project 2013-2015** –development of canals, waterways INTERREG IVA (N. Ireland Foyle Wetlands)
- **Wild Sea Europe 2015** – biodiversity and marine life COSME EASME
- **Cool Route 2015** – yacht and sailing routes – NPA programme



# EU Projects In Development

## Overview by Joy Harron

### Donegal Tourism Ltd

**MalinWaters<sup>o</sup>**

# Tides of Time

# Tides of Time - Programme Priorities

## Priority Axis 4

Create a socially inclusive and sustainable model of regional development.

## Specific Objective 4 (d)

Preserving and promoting the Atlantic's cultural heritage, combating seasonality, improving prospects for SME's through diversification of maritime and coastal tourism products and development of niche markets by investing in:

Protecting & restoring tourist attractions including coastal and underwater cultural attractions, maritime heritage sites with archaeological, ecological or historical value.



# Tides of Time - Project Vision

- To provide smart, sustainable and inclusive growth & development in the Tourism and Education Sector of coastal and insular destinations in the Atlantic Area.
- Support local, national and European policies & competitiveness in line with the Blue Economy and the priorities of the EU Action Plan for Maritime Strategy.
- Revitalisation of Coastal communities by providing a new means of stimulating economic and social improvement and job creation through tourism and education.
- Promote transnational co-operation and create a co-operative network of partners building relationships and understanding of maritime historic events in each region.



# Tides of Time - Project Vision

- Research, identify , restore and conserve sites of maritime heritage, archaeological and historical significance with particular reference to maritime conflicts through the years.
- Develop a maritime heritage trail linking heritage sites, underwater attractions and coastal sites with historical and archaeological value and deploy a marketing campaign and reduce tourism seasonality by providing a wide range of activities.
- Develop a suite of technology elements to promote the trail i.e. website, interactive map and mobile app.
- Enhance skill levels, encourage inclusion and increase wellbeing of communities and private sector groups by providing an alternative source of employment in coastal areas and islands through new opportunities created by this project.



# Tides of Time - Project Outputs

- Maritime History & Conflict Trail
- Island Heritage
- WW 1, WW2, Spanish Armada & other events
- Conservation of Historic Maritime Sites
- Marketing, Promotion, Signage
- Activities – boat tours, wreck diving etc.
- Community Ambassadors - Training

# Trail Gazers Project



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# Trail Gazers - Project Vision

- Led by Donegal County Council.
- Project currently in development.
- Aim to transfer the learning, technology and experience from the SPACEialNW project **Spaceialnw.eu**.
- **SPACEialNW** a digital mapping tool developed in the North West region of Ireland.
- Develop an online ‘Trail Gazers Application’.
- Virtual tour of walking and recreational trails.
- Action data capture and comparability across different jurisdictions.

# Trailgazers - Project Vision

- Identify existing, planned and potential recreational walking routes.
- Explore the best approach to using technology to enhance activity.
- Identify approved accommodation, attractions and activities.
- Enhance the visitors experience of everything recreational routes have to offer.
- Promoting and developing natural and cultural heritage.

# CAPITEN 2020 (NEA3)



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# CAOITEN 2020 - Project Overview

- Lead partner Regional Council of Brittany, France.
- Project currently in development.
- Build on the success of first two NEA projects.
- Development of marine leisure industry.
- Encourage job creation and support SME's.
- Local and regional initiatives.

# Capiten 2020 - Project Work Packages

- Tourism, Water Sports and Beach Sports
  - Pooling Innovation and an Atlantic Destination Event
- Industry, Commerce and Services
  - Sharing good practice e.g. eco-design, demolition, construction
- Ports, Leisure Boating
  - Inshore and sea going navigation and port information points



# Thank you

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 SUPPORT TEAM for the  
ATLANTIC ACTION PLAN



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