

# SEA STATEMENT

## The Shannon: A Tourism Masterplan (2020-2030)

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## 1.0 Introduction

This is the Strategic Environmental Assessment (SEA) Statement for the Tourism Masterplan for the Shannon (2020-2030) prepared by Waterways Ireland.

The Tourism Masterplan for the Shannon, incorporating the River Shannon and the Shannon Erne Waterway, will be a key step in the evolution of the new Fáilte Ireland strategy for 'Ireland's Hidden Heartlands' which is one of the four key regional tourism experience brands. Ireland's Hidden Heartlands extends to cover the 'heart' of the country, from Leitrim to Limerick City and extending through Longford, West Cavan, Roscommon, East Galway, East Clare, Westmeath, North Tipperary and Offaly.

'Ireland's Hidden Heartlands' promises to bring to life the Midlands' rich natural assets including its many lakes, walkways and blueways, leveraging a growing tourism trend for outdoor activities by encouraging visitors to be 'active in nature'. At present the region has just a 3% share of overnight stays by overseas visitors to Ireland and a 3% share of overnight stays by domestic visitors. Fáilte Ireland's projected growth of future visitor numbers of c. 1.19 million to the Ireland's Hidden Heartlands region by 2030 will result in an additional 304,000 additional visitors to the region. This expected increase gives a good indication of the extent of visitor infrastructure that is likely to be required. A key target will be to 'capture' visitors on the east-west Dublin-West Coast axis by offering 'reasons to stop and stay' and by creating vibrant world class towns, villages, attractions and activities all along the Shannon.

Together with the development of the Beara Breifne Way, Ireland's longest inland way-marked way, which spans part of the Hidden Heartlands, the Shannon has been identified as a transformative signature project of scale which will help to unlock the region's tourism potential. The Tourism Masterplan will identify signature initiatives and projects within the region to support sustainable tourism opportunities both on- and off-water, stimulating enterprises in the towns and villages surrounding it.

### 1.1 SEA Definition

Strategic Environmental Assessment (SEA) is the formal, systematic evaluation of the likely significant environmental effects of implementing a plan or programme before the decision is made to adopt the plan or programme. The purpose is to *"provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans and programmes with a view to promoting sustainable development"*<sup>1</sup>

### 1.2 Legislative Context

European Parliament Directive 2001/42/EC, and European Council decision 27th June 2001, hereafter known as the SEA Directive was introduced a requirement for SEA to be carried out on all Plans and Programmes across multiple sectors, including tourism. The SEA Directive is to assess the effects of these Plans and Programmes on the environment.

The SEA Directive was transposed into Irish Law through the European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (Statutory Instrument Number (S.I. No. 435 of 2004). These statutory instruments have been in operation since 21st July 2004. Further amendments to these statutory instruments have occurred through the European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011 (SI No. 200 of 2011).

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<sup>1</sup> EU, Directive 2001/42/EC of the European Parliament and of the Council of 27 June 2001 on the assessment of the effects of certain plans and programmes on the environment, Article 1

The SEA Directive and the statutory instruments that transpose it into Irish Law require that upon the completion of a Plan, the competent authority must make a Statement available to both the public and all competent environmental authorities. This statement is known as the SEA Statement.

In relation to information on the decision, Article 16 of the European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (Statutory Instrument Number (S.I. No. 435 of 2004) states that

16. (1) As soon as practicable after the adoption of a plan or programme, or modification to a plan or programme, the competent authority shall—

(a) send notice of adoption of, and a copy of, the plan or programme, or modification to a plan or programme, and a copy of the statement referred to in sub-article (2)(b) to the environmental authorities specified in article 9(5), as appropriate, and

(b) publish notice of the adoption of the plan or programme, or modification to a plan or programme, in at least one newspaper with a sufficiently large circulation in the area covered by the plan or programme, or modification to a plan or programme.

(2) A notice under sub-article (1)(b) shall state that

(a) a copy of the plan or programme, or modification to a plan or programme, is available for inspection at a stated place or places and at stated times and a copy shall be kept available for inspection accordingly, and

(b) a statement is also available for inspection which summarises—

(i) how environmental considerations have been integrated into the plan or programme, or modification to a plan or programme,

(ii) how

(I) the environmental report prepared pursuant to article 12,

(II) submissions and observations made to the competent authority in response to a notice under article 13, and

(III) any consultations under article 14, have been taken into account during the preparation of the plan or programme, or modification to a plan or programme,

(iii) the reasons for choosing the plan or programme, or modification to a plan or programme, in the light of the other reasonable alternatives dealt with, and

(iv) the measures decided upon to monitor, in accordance with article 17, the significant environmental effects of implementation of the plan or programme, or modification to a plan or programme.

### 1.3 Content of the SEA Statement

The SEA Statement must include information on how the environmental report prepared pursuant to article 12, the submissions and observations made to the competent authority in response to a notice under article 13, and any consultations under article 14, have been taken into account during the preparation of the plan or programme, or modification to a plan or programme.

It must also give the reasons for choosing the plan or programme, or modification to a plan or programme, in the light of the other reasonable alternatives dealt with, and the measures decided upon to monitor, in accordance with article 17, the significant environmental effects of implementation of the plan or programme, or modification to a plan or programme.

## 1.4 How environmental considerations have been integrated into the Tourism Masterplan

The SEA process is comprised of the following principle steps:

1. **Stage 1 Screening:** Decision on whether or not an SEA is required;
2. **Stage 2 Scoping** Consultation with the defined statutory bodies on the scope and level of detail to be considered in the assessment;
3. **Stage 3 Environmental Assessment** An assessment of the likely significant impacts on the environment as a result of the Tourism Masterplan for the Shannon Region, leading to the production of an Environmental Report;
4. **Stage 4 Consultation** on the Tourism Masterplan for the Shannon Region and associated Environmental Report;
5. **Stage 5 Evaluation of the submissions and observations** made on the draft Tourism Masterplan for the Shannon Region and Environmental Report prior to finalising the Tourism Masterplan for the Shannon Region;
6. **Stage 6** Issuance of an **SEA Statement** identifying how environmental considerations and consultation have been integrated into the Tourism Masterplan for the Shannon Region.

Environmental Considerations were integrated throughout the Tourism Masterplan at all stages and particularly as a result of

- **Stage 2** Scoping Consultations with environmental authorities under Article 13;
- **Stage 3** Communications of environmental considerations with the Masterplan team and the integration of environmental considerations into the Masterplan.
- **Stage 4** Public consultation under article 14.

## 1.5 Stage 2, Scoping Consultation with Environmental Authorities under Article 13

A scoping letter was prepared in November 2018 in accordance with the *SEA Guidelines for Regional and Planning Authorities*. The purpose of the scoping letter was to advise statutory consultees that the Tourism Masterplan for the Shannon was being prepared and that SEA would be carried out. It also invited submissions or observations in relation to the scope and level of detail of the information to be included in the environmental report. The purpose of the scoping stage is to ensure the identification of relevant environmental issues, so they could be addressed appropriately in the Environmental Report. The scoping stage also helped to establish the level of detail necessary for the SEA of the Masterplan.

A significant level of consultation was also undertaken with key stakeholders, local authorities, statutory authorities, tourism sector representatives and interested parties was carried out prior to preparing the Draft Masterplan and Environmental Report. This consultation included workshop events in each the three discovery zones. Please see Chapter 8 of Volume 3: Baseline Report for further detail.

### 1.5.1 Statutory Consultees for SEA

The SEA Directive 2001/42/EC was transposed into Irish Law through S.I. 435/2004. In Article 9 (5) of SI 435/2004, a list of statutory consultees is given:

- (a) The Environmental Protection Agency
- (b) Minister of the Environment, Heritage and Local Government
- (c) Minister of Communications, Marine and Natural Resources

Department names have changed since the transposition of the SEA directive into Irish Law, therefore the statutory consultees for the SEA as of 2019 are:

- Environmental Protection Agency
- Minister for Communications, Climate Action and Environment
- Minister for Housing, Planning and Local Government
- Minister for Agriculture, Food and the Marine)
- Minister for Culture Heritage and the Gaeltacht.

Feedback from these statutory consultees is provided below.

**Table 1: Record of Scoping Submissions Received**

Agency	Interest	Concerns
Environmental Protection Agency	Statutory Environmental Agency	Overarching concerns include Infrastructure, transport, climate change resilience, biodiversity, ecosystem services, water quality, monitoring, invasive alien species control and management, landscape, assessment of likely significant effects, alternatives, monitoring, appropriate assessment.
University of Limerick	Educational Institution	A proposed SDZ (South Clare Economic SDZ) is adjacent to the currently disused Errinagh Canal. If this canal is opened as part of SDZ, economic benefits to UL and Limerick.
Department of Agriculture, Food and Marine (Climate Change Division)	Government Department	Environmental impact on fisheries, fish and shellfish, designated shellfish growing areas, consultation with the seafood sector
Northern Ireland Environmental Agency	Statutory Environmental Agency	Has provided several N.I. resources and additional information for landscape, environmental impacts, historic environment. Has concern re: Ramsar site Lough Erne SPA and SAC in the Appropriate Assessment and has asked for regard to be given to trans-migratory birds.
Clare County Council	Local Authority	A proposed SDZ (South Clare Economic SDZ) is adjacent to the currently disused Errinagh Canal. If this canal is opened as part of SDZ, economic benefits to UL and Limerick. More info for SEA process has been provided in this submission.
Department of Culture, Heritage and the Gaeltacht	Government Department	Supportive, however - the Department has requested clearer mapping of the Masterplan area. Further information sources have been provided for concurrent development. Overarching concerns are for nature conservation, the inclusion of the National Parks and Wildlife Service, environmental commitments and assessments, monitoring, and overall plan design.



## 1.5.2 How Comments were integrated into the Draft Masterplan

**Table 2 Summary of Scoping Consultation Responses**

	Respondee	Concerns	Detail	How Comments were integrated into the Draft Masterplan
1	Environmental Protection Agency	Infrastructure	SEA should assess additional pressures on existing critical infrastructure from the projected increased visitor numbers.	<p>The issue of water infrastructure such as wastewater infrastructure and water supply was identified as a issue to be addressed in the Masterplan. The Draft Masterplan includes Strategic Initiative 4: Shannon Towns and Villages which supports consolidation of development in existing settlements where the required water and wastewater infrastructure is already in place.</p> <p>The adopted masterplan includes section 7.2 Environmental Management which states that</p> <p style="padding-left: 40px;">‘Wastewater, surface water drainage and drinking water infrastructure must be in place prior to development’</p>
		Transport	SEA should seek to avoid where possible and mitigate against potential environmental effects from a likely increase in tourism-related traffic volumes. Additional parking/road improvements should be assessed with stakeholders. Charging	The concern with a likely increase in traffic volumes has been address in the draft and adopted plan by way of Strategic Initiative 6: Improving Connectivity.

			<p>infrastructure for E.V.'s should be prioritised. Signage, etc.</p>	
		<p><b>Climate change resilience</b></p>	<p>SEA should consider how resilient elements of the Plan (and infrastructure) are to the effects of climate change (prolonged wet and dry spells, increased storms, flooding, erosion)</p>	<p>The concern with climate change resilience has been addressed in the draft plan by way of the following projects:</p> <ul style="list-style-type: none"> <li>• Destination Development and Rewilding Plan to develop access to Shannon Peatlands</li> <li>• UNESCO Biosphere for Lough Ree and Environs</li> </ul> <p>And also in the adopted masterplan by way of the following statements in Section 7.2:</p> <p>‘Addressing climate change will be a considerable challenge for all sectors in the coming decade. As a result, it is suggested that all new major tourism development incorporates a net zero-carbon approach.’</p> <p>‘Site specific flood risk assessments will identify the constraints for consideration at the detailed design stage. Further consideration of the potential impact of climate change on all potential sources</p>

		<p><b>Biodiversity</b></p>	<p>Plan should include specific actions and objectives/commitments to protect designated habitats and protected species (and ecological corridors/linkages) within and adjacent to Plan area</p>	<p>of flooding will also be provided.'</p> <p>The adopted masterplan includes section 7.2 Environmental Management which states that:</p> <p>Measures to protect the environment will be incorporated into design of projects to avoid adverse effects on the integrity of Natura 2000 sites. These will include, but will not limited to, measures such as those set out in:</p> <ul style="list-style-type: none"> <li>✓ Guidelines on Protection of Fisheries During Construction Works In and Adjacent to Waters (IFI, 2016) and</li> <li>✓ Environmental Good Practice on Site Guide (CIRIA, 2015)</li> </ul> <p>Irrespective of planning requirements, ecological assessment and, as appropriate, habitat and species surveys should be carried out for all projects or other means of implementing the objectives of the Tourism Masterplan.</p> <p>The design of linkages, paths and cycleways must</p>
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				<p>be prepared with the sensitivities of Natura 2000 sites and the broader ecological environment in mind. Any such proposal must consider the potential for increased disturbance of species, such as otter, due to any increase of human activities near watercourses. Paths and cycleways should be prepared with input from ecologists and planners to ensure there is no risk of adverse effect on Natura 2000 sites.</p> <p>Lighting of buildings and features along watercourses will be avoided wherever possible. If lighting is required within the riparian zone or along the banks of a watercourse, it should be designed in consultation with an appropriately qualified ecologist.</p> <p>Contractors appointed to undertake any construction works will be expected to provide site specific</p>
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			method statements detailing measures taken to protect the environment during all phases of works.'
	<b>Ecosystem Services</b>	Tourism related development and associated activities should be managed in a manner that avoids/minimises the potential for significant disturbance to habitats and species. Habitat mapping and ecosystem services mapping should be incorporated into the Plan.	Measures included in the masterplan are indicated above. Section 3.1 of the masterplan also states that  'The Shannon comprises a unique mosaic of upland, terrestrial and aquatic environments, supporting a variety of habitats and species that are significant on a national as well as European level. It is a significant feature of Ireland's natural capital and provides a wide range of ecosystem services.'
	<b>Water Quality</b>	The Plan should provide clear commitments to protect both surface water, groundwater and associated habitats and species (including fisheries) within and adjacent to the plan area. An assessment should be undertaken to determine whether any proposals/development would be in conflict with the overall <i>Water Framework Directive River Basin Management Plan Principal Actions</i>	The adopted masterplan includes section 7.2 Environmental Management which states that  ' <i>All project proposals and other proposed plans, referred to in this Masterplan will need to take into account the requirements of the relevant environmental legislation and associated EU Directives such as SEA, EIA, Birds, Habitats, Floods and</i>

				<p><i>Water Framework directives, as appropriate.</i></p> <p><i>'Wastewater, surface water drainage and drinking water infrastructure must be in place prior to development'</i></p>
		<p><b>Invasive Alien Species Control and Management</b></p>	<p>Control and management of invasive alien species should be considered with the implementation of the Plan and associated works</p>	<p>The draft and adopted masterplan includes Strategic Initiative 5: Enhancing the Shannon Environment which identifies the need for Biosecurity measures. The stated Biosecurity objectives are:</p> <ul style="list-style-type: none"> <li>• Establish Biosecurity Standards to be used by all craft on the Shannon Navigation, SEW</li> <li>• Emplace Biosecurity Facilities at Designated Entry points for entering craft on Shannon system</li> </ul>
		<p><b>Landscape</b></p>	<p>Plan should consider Local Authority LCA's and available habitat mapping of the Plan area.</p>	<p>The Environmental Report provides an overview of landscape units based on county LCA's.</p>

		<p><b>Assessment of Likely significant effects</b></p>	<p>The Assessment and the SEA should focus on key relevant environmental aspects of the Plan, including secondary, cumulative, synergistic, short, medium, long term , permanent and temporary, positive and negative effects.</p>	<p>This assessment of Likely significant effects is set out in the Environmental Report.</p> <p>Summary of significant environmental effects included in Table 17 of the Environmental Report.</p>
		<p><b>Alternatives</b></p>	<p>In considering and assessing alternatives, the alternatives proposed should be reasonable/realistic and set at the appropriate strategic level at which the Plan will be implemented operating within the national planning hierarchy. Clear justification should be provided for the selection of he preferred alternative.</p>	<p>The consideration and assessment of alternatives is set out in the Environmental report.</p>
		<p><b>Monitoring</b></p>	<p>the Plan should include a commitment to monitoring visitor numbers and incorporate this into the plan and SEA related monitoring aspects to assess the potential environmental effects from increased tourism related impacts.</p>	<p>Proposed monitoring is set out in Section 3 of this statement. County wide data is available but is not specific to the masterplan area. Monitoring of visitor numbers not practical at the masterplan level.</p>
		<p><b>Appropriate Assessment</b></p>	<p>Consider the hydrological connections between Natura 2000 sites and potential impacts of the plan. Conservation objectives and features of interest should be taken into account when assessing the potential impacts of the plan.</p>	<p>Appropriate Assessment pursuant to Article 6 of the Habitats Directive 92/43/EEC was completed and went on public display with the Draft Tourism Masterplan for the Shannon 2020-2030 and associated an Environmental Report from Wednesday 4th March 2020 to 4</p>

				<p>pm on Wednesday 22nd April 2020, inclusive.</p> <p>The STMP is not considered likely to have any adverse effects on the integrity of any of the 42 Natura sites within the masterplan’s identified zone of influence, given that the mitigation measures recommended in the Appropriate Assessment are implemented.</p>
2	<p><b>Connellan &amp; Associates / On behalf of University of Limerick</b></p>	<p><b>Proposed SDZ</b></p>	<p>University of Limerick has submitted, with the support of and partnership of Clare County Council, an SDZ Proposal adjacent to the existing campus which involves the reopening of the Errinagh Canal. This proposed SDZ has been submitted to the Draft RSES for the region.</p>	<p>Under Strategic Initiative 3: Enhancing the Waterside Visitor Experience the objective of 6.4.4 Revitalisation of Lesser Used Waterways states that</p> <p>‘There is an opportunity to identify and consider measures to rejuvenate and energise lesser used waterways such as the Errinagh Canal, the River Suck, the Boyle Canal and the Limerick Navigation.</p> <p>This can be achieved by revitalising their waterside and on-water offerings, as well as refocussed promotional efforts as part of the Masterplan.’</p>
3	<p><b>Department of Agriculture, Food</b></p>	<p><b>Impact on sea-fisheries</b></p>	<p>Please have regard to relevant legislation: Foreshore Acts 1933-2011; Aquaculture Acts 1997-2006; Sea Fisheries and Maritime Jurisdiction Act</p>	<p>This was considered in section 5.9.1 of the Environmental Report.</p>



	<b>and Marine (Climate Change division)</b>		2001 & Sea Fisheries Regulations; National Seafood Operations Programme; National Strategic Plan for Aquaculture; Food Harvest 2020; Harnessing Our Ocean Wealth - the National Integrated Marine Plan for Ireland; Shellfish Waters Directive 2006/113/EC; Classified Shellfish Production Areas (Regulation EC no 854/2004); National Climate Change Adaptation Framework.	
		<b>Fish and Shellfish</b>	Potential impacts (positive and negative) on marine environmental quality including the impacts (positive and negative) on shellfish; Potential impacts on human health from microbiologically contaminated shellfish potential impacts on commercially important shellfish and fish stocks (including spawning grounds and nurseries); Impacts on any freshwater aquaculture operations (including water abstraction and capacity of receiving waters to assimilate discharges)	The potential impacts on shellfish were considered by reviewing designated Shellfish Growing Areas and setting this out in section 5.9.1 of the Environmental Report.
<b>5</b>	<b>Clare County Council</b>	<b>Errinagh Canal</b>	Securing the opening of this waterway will ensure that water navigation near the Parteen Weir will not require exclusive use of the ESB Ardnacrusha deep lock.	Under Strategic Initiative 3: Enhancing the Waterside Visitor Experience the objective of 6.4.4 Revitalisation of Lesser Used Waterways is included. This objective states that  ‘There is an opportunity to identify and consider measures to rejuvenate and energise lesser used waterways such as the Errinagh Canal, the River

				<p>Suck, the Boyle Canal and the Limerick Navigation.</p> <p>This can be achieved by revitalising their waterside and on-water offerings, as well as refocussed promotional efforts as part of the Masterplan.’</p>
		<b>Proposed SDZ</b>	<p>There is significant potential for investment, jobs and increased tourism if the canal is reopened.</p>	<p>Under Strategic Initiative 3: Enhancing the Waterside Visitor Experience the objective of 6.4.4 Revitalisation of Lesser Used Waterways is included. This objective states that</p> <p>‘There is an opportunity to identify and consider measures to rejuvenate and energise lesser used waterways such as the Errinagh Canal, the River Suck, the Boyle Canal and the Limerick Navigation.</p> <p>This can be achieved by revitalising their waterside and on-water offerings, as well as refocussed promotional efforts as part of the Masterplan.’</p>
		<b>Limerick Northern Distributor Road</b>	<p>This will improve accessibility through the northern side of Limerick and will cross the Ardnacrusha Tailrace and River Shannon. There is potential for crossings of the Blackwater and Mulkear Rivers.</p>	<p>Noted.</p>

		<b>Inis Cealtra (Holy Island)</b>	Inis Cealtra is a 20 ha island located in Scariff Bay in the SW part of Lough Derg (close to Mountshannon). This island is accessible by village marina, and Knockaphore Pier. This site is a significant cultural and historical site.	The objective DZ3.4 Implementation of the Iniscealtra Visitor Management Plan has been included in the Shannon Masterplan.
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## 1.6 Stage 4, Consultation on the Draft Masterplan and Environmental Report under Article 14

An Environmental Report in compliance with the European Union SEA Directive (2001/42/EC) and related government guidelines was prepared and placed on public display with the draft Tourism Masterplan. The purpose of this report was to provide information on any existing environmental problems in the study area, to set out the likely significant effects of the masterplan on the environment and possible mitigation measures with a view to improving the environmental performance of the masterplan.

The findings of the SEA are presented in an Environmental Report which accompanied the Draft Tourism Masterplan.

## 1.7 Submissions and Observations on the Draft Masterplan and Environmental Report

The *Draft Tourism Masterplan for the Shannon 2020-2030* and associated an Environmental Report and an Appropriate Assessment pursuant to Article 6 of the Habitats Directive 92/43/EEC went on public display from Wednesday 4th March 2020 to 4pm on Wednesday 22nd April 2020, inclusive.

The public notice stated that:

'The *Draft Tourism Masterplan for the Shannon 2020-2030* and associated an Environmental Report is also available on the Waterways Ireland online consultation portal at <https://www.waterwaysireland.org/about-us/public-consultations>

Under sub-article (1)(b) of Article 13 of SI No. 435/2004 - European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004, written submissions or observations are invited from members of the public and other interested parties with respect to the Draft Tourism Masterplan for the Shannon 2020-2030 and associated environmental report. Observations may be submitted between the 4th March and 4pm 22nd April 2020 by completion of the following online survey. <https://www.surveymonkey.com/r/R77GXYK>

Written submissions will be taken into consideration before the finalisation of the Tourism Masterplan for the Shannon 2020-2030. Submissions must include the full name and address of the person(s) making the submission and where relevant, the body or organisation represented. Written submissions will only be accepted on the Waterways Ireland survey form, to be returned to the following address, marked: Public Consultation – SEA Shannon Tourism Masterplan, Waterways Ireland - Western Regional Office, Scariff, Co. Clare.

Please note that although contents of submissions may be made public, the personal information (data) collected during the consultation process is collected for the purpose of receiving and dealing with submissions and any data collected is subject to the Waterways Ireland Data Protection Policy which can be found at <https://www.waterwaysireland.org/data-protection>.'

**Table 3 Summary of Submissions at the Draft Stage of the Tourism Masterplan**

NO	RESPONDENT	Submission Summary:	Consideration
1	EPA	<ol style="list-style-type: none"> <li>1. Recommends a section in the Plan that summarises the important habitats and species and the environmental quality of Plan area.</li> <li>2. <u>Traffic Management</u>: welcomes that the Plan identified the need. Suggest that relevant traffic management plans should be considered, as appropriate.</li> <li>3. <u>Guiding Principles</u>: note the ‘guiding principles’ in Chap. 7 of Plan. The guiding principles should also reflect the need for all projects arising from the Plan to be environmentally sustainable and to fully integrate environmental protection considerations. You should also consider incorporating the EPA’s Environmental Sensitivity Mapping Webtool (<a href="http://www.enviromap.ie">www.enviromap.ie</a>), to take account of environmental sensitivities in the plan area.</li> <li>4. In relation to the Environmental Report, the submission states that               <ol style="list-style-type: none"> <li>a. <u>Increased visitor numbers</u> have potential to disturb/damage the natural environment; likewise expanded tourism developments have potential to disturb/damage the natural environment - as land use change, loss of greenfield sites, disturbance to natural and cultural heritage. It is important that tourism is developed at suitable locations and environmentally sustainable manner, to minimise potential adverse environmental impacts.</li> <li>b. The proposed extension to the tourism season should be sensitively carried out and avoid impacting important breeding / migration related aspects of various protected species and habitat disturbance.</li> <li>c. <u>Climate Change Considerations</u>: Plan should consider recognising the need for tourism proposals to be resilient to climate change and align with Local Authority climate change adaptation strategies.</li> <li>d. Welcome that Plan encourages measures such as</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Addressed in Section 3.1 What is Unique about the Shannon</li> <li>2. Noted, no change recommended.</li> <li>3. Draft masterplan amended and comments addressed in section 1 and 7 of the.</li> <li>4. Comments are dealt with in the masterplan, specifically in               <ol style="list-style-type: none"> <li>a. Strategic Initiative 4: Shannon Towns and Villages</li> <li>b. Noted</li> <li>c. Noted and addressed in Chapter 7 of the masterplan</li> <li>d. Noted and addressed in Chapter 7 of the masterplan</li> <li>e. Noted and addressed in Chapter 7 of the masterplan</li> </ol> </li> <li>5. Noted, and monitoring measures included in relation to invasive species.</li> <li>6. Noted and additional text included in Chapter 1 of the STM</li> <li>7. Noted, and requirements for environmental management plans identified.</li> </ol>

NO	RESPONDENT	Submission Summary:	Consideration
		<p>upgrading vessels to become more energy/fuel efficient. Where possible, the Plan / SEA should also consider reducing the carbon footprint associated with the Plan and associated projects. The need to reduce greenhouse gas emissions should be a key consideration in the review of project proposals prior to funding being approved.</p> <p>e. <u>Critical Infrastructure Provision:</u> The Plan should recognise the need for adequate and appropriate wastewater and drinking water services to be put in place to service any infrastructural development associated with Plan-related projects. The Plan should also include a commitment to collaborate with Irish Water to ensure that development of proposed tourism projects takes into account Irish Water’s Water Services Strategic Plan, Capital Investment Plan &amp; the National Water Resources Management Plan</p> <p>f. <u>Biodiversity Considerations</u> the natural heritage of the Plan area could be recognised to a greater extent in the Plan. The important ecosystem services within the area can be harnessed in an appropriate manner, to enhance eco-tourism, while raising awareness of tourism’s need to maintain and protect the significant environmental resources, designated sites &amp; species.</p> <p>5. <u>Invasive Species Management and Control</u> We acknowledge that the Plan provides measures related to biosecurity, in particular those related to water related activities/vessels. Aspects such as invasive species management &amp; control will be important considerations, particularly in relation to the proposed Blueway, water sport or recreation aspects and the development or enhancement of walking routes. Awareness of biosecurity, management, monitoring and control should be promoted, in collaboration with other stakeholders.</p> <p>6. The Plan itself should clearly state that project proposals and other proposed plans, referred to, will need to take into account</p>	

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		<p>the requirements of the relevant environmental legislation and associated EU Directives such as SEA, EIA, Birds, Habitats, Floods and Water Framework directives, as appropriate.</p> <p>7. <b>Cumulative Effects</b> - The potential for cumulative effects that may arise from multiple tourism initiatives is a key consideration. It will be important that environmental management plans are prepared as appropriate, to ensure that important environmental and cultural resources are afforded significant protection.</p>	
2	North West Regional Assembly	<ol style="list-style-type: none"> <li>1. <i>This submission</i> welcomes the use of the three Discovery Zones, with their distinctive development needs. Suggests in Section 6.5 that Key Future Priorities be set out for each of the defined towns &amp; villages, linked to the Regional Policy objectives. In particular, identify Carrick-on-Shannon, Athlone and Ballinsloe priorities.</li> <li>2. Suggest the Priority Projects in each DZ would benefit from tiered approach, with short 1-4yr/ medium 5-8yr/ long term &gt;8yr actions to achieve.</li> <li>3. RSES identified Natural Networks for priority development, including the strategic <i>Sligo-Enniskillen Railway and the Ulster Canal</i> – seeks to have these included in a schematic map, showing linkages to the Shannon-Erne basins.</li> <li>4. RSES clearly sets out a range of objectives and priorities for Tourism based on our regional brands (WAW/ IHH/ IAE). Acknowledge that regional towns will require more accommodation &amp; services, linked to CDPs/ LAPs &amp; LE&amp;CPs.</li> </ol>	<ol style="list-style-type: none"> <li>1. It is the role of the County Development Plan to align the Regional policy and non statutory objectives in the masterplan where appropriate</li> <li>2. <b>Such a timeframe is set out in Appendix 1 Action Plan albeit within STMP timeframes (10 years)</b></li> <li>3. Sligo-Enniskillen Railway and the Ulster Canal are outside the scope of this study.</li> <li>4. Comment noted, no change recommended.</li> </ol>
4	Inland Fisheries Ireland (IFI)	<ol style="list-style-type: none"> <li>1. Welcome fact that Fáilte Ireland’s ‘IHH’ brand is seeking to revive the tourism potential of the Shannon through crafting a more unified identity based around themes such as sustainability, relaxing in nature and slow tourism.. Encouraging to see that angling is recognised as a key component of the TMS that can contribute significantly to the aims of the plan. However, there is some scope to address this</li> </ol>	<ol style="list-style-type: none"> <li>1. Comment noted. No change recommended as <b>SI2.5 of the masterplan refers to angling development.</b></li> </ol>

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		<p>by re-energising of the area and consequent increase in the vibrancy of the villages and towns along the corridor. Given the contribution of angling tourism to many towns along the Shannon corridor and the potential key role that angling can play in increasing footfall, it would be of considerable benefit to consider anglers as a distinct target market segment within the TMS. Doing so would give all stakeholders a greater understanding of importance of the sector to the Shannon corridor and give an insight into the specific wants and needs of angling enthusiasts.</p>	
5	Westmeath Co Council	<ol style="list-style-type: none"> <li>1. Focus on Athlone as Regional Growth Centre along the Shannon (<i>It is considered that the masterplan under-estimates the extensive tourism offer in Athlone.</i>)</li> <li>2. <i>Lough Ree Biosphere</i>: DCHG are working with WCC/ RCC/ LCC to develop this concept. Further elaboration should be provided in the plan in relation to assisting stakeholders in finding sustainable solutions to the management of Lough Ree and providing enhanced tourism related amenities at the lake.</li> <li>3. Lough Ree Islands: Reference is made in the plan to access to Lough Ree Islands. Given the unique culture of the islands, WCC would support the preparation of a management plan for the islands in cooperation with the National Parks &amp; Wildlife Service, National Monuments and landowners.</li> </ol>	<ol style="list-style-type: none"> <li>1. Noted. Athlone as Regional Growth Centre is referenced and shown on the map of DZ2. No change recommended. Its extensive tourism offer is also referenced in section 5.4.1 of the Masterplan.</li> <li>2. Lough Ree Biosphere will be subject to public and landowner consultation and it is beyond the strategic remit of the SMP to provide further detail on what should be a local solution to developing the Biosphere. A UNESCO Biosphere is a significant designation which will provide sustainable solutions to the management of Lough Ree. There is an existing group that has been established chaired by NPWS with 3 Local Authorities and Waterways Ireland looking at Westmeath as a biosphere.</li> <li>3. The masterplan states that there will be a Visitor Experience Development Plan for all 3 zones. VEDPs require SEA and</li> </ol>



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			AA. Habitat management will be identified where appropriate.
7	<b>Irish Boat Rentals Association IBRA</b>	<p>1. IBRA wishes to acknowledge the work undertaken to produce the STMP volumes that provide a clear and comprehensive master plan for the sustainable development of the River Shannon. The three themes provide a framework for new product development (NPD) that fit with the objectives of the STMP. It is important that all businesses and tourism providers are fully brought into the “design thinking” of the framework, the Discovery Zones and the IHH overall brand. <i>S12. On-Water</i> Since consultations re. fleet renewal was over a year ago the research &amp; technology has moved on. Still need further research &amp; testing and some prototype retro fitting. This is best undertaken by the industry, working with technical partners and experts such as SEAI. This has already begun; however, the industry will need a lot of help and support for this venture not only sourcing suitable technologies, batteries, specially designed boats, water-based trials, new fuel cells and also in the area of special finance packages. If we are to achieve a true eco-tourism profile the industry needs to be a world leader in the provision of sustainable hire boat fleets. That is our ambition, but need support of the state authorities and the EU in achieving this goal.</p>	<p>1. Comments welcomed and noted. No change recommended.</p>
8	<b>Leitrim Recreation Forum</b>	<p>1. LRF multi-faceted but dedicated WG on SEW/ Lough Allen and walking trails/ angling. Note that waterside activities are as important as on-water – less seasonal, variety – walk, cycle, forage, birdwatching, nature watching.</p> <p>2. Add new tourism experience (Shed Distillery in Drumshanbo) to DZ1 pyramid FIG11 , part of Food Hub</p> <p>3. Want to include Keshkerrigan and Kilclare on map of DZ1 – both have WI upgrades showers/ WC etc.</p> <p>4. Want VEDPs to be developed for ‘key villages’ with local enterprises and communities to ensure buy-in.</p>	<p>1. Comments welcomed and noted. No change recommended.</p> <p>2. Comment noted, minor text amendment recommended.</p> <p>3. Comments noted and minor factual amendment completed.</p> <p>4. Unlikely to work at such a small scale. Village renewal strategies would be more appropriate at this scale.</p>

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		<p>5. <i>Funding</i> Tourism could include LEADER and Outdoor Recreat. Infrastructure Fund as funders</p>	<p>5. Noted and masterplan amended to add LEADER to 1 2 3 themes as funding sources</p>
9	Birdwatch Ireland	<ol style="list-style-type: none"> <li>1. BWI recognize that the Shannon is one of the most important areas in Ireland for biodiversity. Sustainable ecotourism offers potential to deliver positive environmental and socio-economic outcomes. Sustainable ecotourism should seek to enhance awareness of the value of the region’s natural heritage, as well enhancing the state of the environment and the conservation status of wildlife.</li> <li>2. Expresses concern over the serious negative impact that the Draft Tourism Masterplan for the Shannon 2020-2030 would have on the environmental integrity of the region and in particular on the threatened biodiversity of the region.</li> <li>3. Based on the suite of proposed developments within the WI Draft STMP, it is clear that the approach to tourism will involve increased disturbance within highly sensitive areas of natural and inappropriate infrastructure within highly sensitive sites.</li> <li>4. The plan in BirdWatch Ireland’s expert opinion would result in serious negative direct, indirect and cumulative impacts on Natura 2000 sites designated under the Habitats and Birds Directive. For example, the objective DZ2.2 Enhanced interpretation and access to Rindoon Medieval Walled Town includes the action “<i>Consider options for visitor access to the Lough Ree Islands (subject to landowner agreements) from Lecarrow or Portrunny harbours and/or Lanesborough-Ballyleague/Hodson Bay harbours.</i>” The Islands are part of the Lough Ree SAC and Lough Ree SPA. They support protected species of Annex I and Red and Amber listed Birds of Conservation Concern in Ireland that are rare or threatened on the mainland precisely because the islands are subjected to lower levels of disturbance. The proposal to bring people onto these islands is totally irresponsible and would likely result in the loss of one of the most important areas for breeding Curlew in the country. The weak and generic mitigation measures</li> </ol>	<ol style="list-style-type: none"> <li>1. Environmental management section in section 7.2 of the masterplan added. This is consistent with recommendations in 9.2 of the environmental report.</li> <li>2. Masterplan has been based on recognising and protecting the natural environment as it currently exists and where practicable to improve the baseline e.g. requirement for WwTP infrastructure in place before realisation of projects.</li> <li>3. This masterplan puts in place a framework for improved decision making at project level. It is also recommended that that, irrespective of the requirement for planning, all projects or actions associated with the Masterplan should be subject to Ecological Impact Assessment (EclA) as a minimum. EclA is much farther reaching than AA as it can address ecological receptors beyond the narrow remit of the Article 6(3) process.</li> <li>4. The curlew is not a feature of interest of Lough Ree SPA and this is why it is not specifically addressed i.e. Article 6(3) addresses Natura 2000 sites only. However, we do state “<i>Activities within sensitive areas on the water, such as close to islands with breeding colonies of birds pose a disturbance risk.</i>”</li> <li>5. The plan is strategic in nature and covers a significant geographical area. The level of</li> </ol>

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		<p>outlined in the AA are totally inadequate and fail to even mention the risk posed to species like Curlew.</p> <p>5. Article 6(3) of the Habitats Directive and its associated case law have created a strict framework within which plans are projects which may negatively impact on the protected sites must be subjected. The AA for the Draft Tourism Masterplan for the Shannon 2020-2030 suggests that the potential myriad of potential negative impacts on the 42 Natura 2000 sites identified within the plan can be identified and mitigated within a table containing no more than a few paragraphs of generic text for each site. It is BirdWatch Ireland's opinion that the assessment is totally inadequate and as such the plan is not currently in compliance with the legal requirements protecting biodiversity in Ireland. We can only conclude that the plan needs reconsideration before it can move forward.</p>	<p>detail for both SEA and AA must have regard to the strategic nature of the masterplan and the fact that it will put in place a framework for improved decision making at the project level. Mitigation measures included in the masterplan will ensure that all projects will be considered in the context of the Habitats and Birds Directives, respectively, but also more broadly in terms of biodiversity through requirement for EclA. The potential impacts of the plan are clearly set out early and the mitigation measures (albeit high level in nature) are to address these. Article 6(3) of the Habitats Directive is only concerned with the adverse effects on the integrity of Natura 2000 sites and mitigation is driven by the identified potential effects of the Masterplan and cannot provide detailed mitigation measures for projects that may be implemented from the Masterplan.</p>
10	Submission on behalf of a private individual	<p>1. Welcomes the Masterplan and refer to Baseline Report: Section 7.1 / 7.2 refer to earlier reports – ED queries whether plans mentioned for lakeshore walks from Killinure to Portlick are proceeding: on private lands and also some underwater seasonally. No parking at Killinure – only via Portlick Forest amenity area.</p>	<p>1. Note these are references to pre-existing reports that were summarised as part of the baseline evidence gathering. There is no suggestion to develop these specifics in the Masterplan.</p>
11	Submission on behalf of a private individual	<p>1. Objects to references to access to Lough Ree Islands and Hare Island in particular in the earlier reports (<i>Wet &amp; Wild</i>) in Baseline Volume - notes there has been no consultation with him regarding visitor access.</p>	<p>1. Comments are noted; however the baseline report which review previous work does not form part of the masterplan strategy. As part of <b>D22.2 Enhanced interpretation and access to Rindoon</b></p>

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			<p><b>Medieval Walled Town the masterplan states that:</b>  <i>‘ Subject to environmental assessment and adherence to the principles of sustainable access and design;</i></p> <p><i>Consider options for an enhanced Visitor Experience based at Lecarrow / Portrunny, to include access to Rindoon Walled Town and peninsula; and</i></p> <p><i>Consider options for visitor access to the Lough Ree Islands (subject to landowner agreements) from Lecarrow or Portrunny harbours and/or Lanesborough-Ballyleague/ Hodson Bay harbours.’</i> No change recommended.</p>
12	<b>Baysports</b>	<ol style="list-style-type: none"> <li>1. The team at Baysports would like to congratulate Waterways Ireland on the production of the Tourism Masterplan for the Shannon and Shannon Erne Waterways. The submission seeks revision of the term ‘splashy’ fun for Baysports – offers so much more.</li> <li>2. Regarding DZ2.2 and DZ2.4 we fully support the considered options for an enhanced visitor experience based at Lecarrow / Portrunny and access to Rindoon walled town and peninsula.</li> </ol>	<ol style="list-style-type: none"> <li>1. Comment noted and minor amendment completed.</li> <li>2. Comment noted and no change recommended.</li> </ol>
13	<b>Silver Line Cruisers</b>	<ol style="list-style-type: none"> <li>1. Silver Line Cruisers strongly commends the STMP. SI2.1 “Cruising / Day Boating / Passenger Cruising” - respectfully request that this should be a collaborative process between the cruiser hire operators and the SG.</li> <li>2. Goal of the “greening” of the Shannon hire fleet requires the correct system, with various of careful trials and stringent testing under all conditions on Shannon.</li> </ol>	<ol style="list-style-type: none"> <li>1. Comments welcomed and noted. No change recommended.</li> <li>2. Comments welcomed and noted. No change recommended.</li> </ol>

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14	<b>Submission on behalf of a private individual</b>	<ol style="list-style-type: none"> <li>1. Welcomes the document and commends the VICE model but comments on lack of WI acknowledgment that local boating and fishing fraternity are not visitors; rather they are part of the community and sustain business and communities in off season times.</li> <li>2. Various concerns raised concerning mooring permit system for locals / De-powering of marinas by WI in winter months mean boatowners cannot dehumidify their craft / Lack of enforcement of the 5-Day Mooring rule leaves unsightly boats languishing (e.g. Garrykennedy) in otherwise pristine marinas. Recommends systematisation of administration of shoreside facilities. Where WI operate with cards, works very well – elsewhere falls between LA/ WI. Proposes that WI look after WC/showers etc and that LAs take on waste management.</li> </ol>	<ol style="list-style-type: none"> <li>1. Comments Noted</li> <li>2. A response to these concerns would be needed under WI bylaws.</li> </ol>
15	<b>Submission on behalf of a private individual</b>	<ol style="list-style-type: none"> <li>1. Angling ignored in the SMP esp. around Athlone/ Lough Ree – disappointed with lack of initiative and forward thinking wrt to angling tourism potential</li> </ol>	<ol style="list-style-type: none"> <li>1. IFI strategy deals with Angling post-extensive consultation. Not within the remit of the Tourism Masterplan.</li> </ol>
16	<b>Submission on behalf of a private individual</b>	<ol style="list-style-type: none"> <li>1. Supports charging points for e-Cars and e-Boats essential. The master plan MUST have significant EV charging infrastructure for tourists and employees to transit to sustainable transport. Charging infrastructure must be in place to support electric boating for cleaner and sustainable water use.</li> </ol>	<ol style="list-style-type: none"> <li>1. Comments noted and references added in Chapter 6 of the masterplan</li> </ol>
17	<b>Submission on behalf of a private individual</b>	<ol style="list-style-type: none"> <li>1. Charging points for e-Cars requisite along Shannon to encourage sustainable travel</li> <li>2. Flooding issues must be addressed – with farmers and Coillte</li> </ol>	<ol style="list-style-type: none"> <li>1. Comments noted and references added in Chapter 6 of the masterplan</li> <li>2. Section 7.2 states that '<i>Site specific flood risk assessments will identify the constraints for consideration at the detailed design stage. Further consideration of the potential impact of climate change on all potential sources of flooding will also be provided.</i>'</li> </ol>

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18	Submission on behalf of a private individual	1. EV chargers for boats and cars needed	1. Comments noted and references added in Chapter 6 of the masterplan
19	Submission on behalf of a private individual	1. EV chargers: boats and cars at all carparks	1. Comments noted and references added in Chapter 6 of the masterplan
20	Submission on behalf of a private individual	1. Masterplan does not give sufficient consideration to the Limerick riverfront; no mention of city wrt river, despite thousands of visitors annually.	1. Comment noted; however Limerick is unique in that it straddles the IHH and WAW hence high level commentary on the important role that Limerick City plays.
221	Submission on behalf of a private individual	1. Suggests outright ban use of Jet Skis – incompatible with other uses of the Shannon	1. Not appropriate for the masterplan to address this but could be achieved through amendments to the waterways Ireland bylaws
22	Submission on behalf of a private individual	1. Cycling Clondara-Athlone trail a priority but must ensure consultation with landowners/ residents. Suggests use of 'Red Bridge' over R. Inny to avoid N5	1. Consultations recommended throughout STMP
23	Submission on behalf of a private individual	1. Require incentives for Boat Hire companies – will invest. 2. Need showers/ EV charging points/ parking/ campervan facilities	1. Comments noted. No change recommended. 2. Comments noted. Recommended inclusion of shoreside e-charging facilities.
24	Carrick Craft	1. Cruising is NOT 'Contact with Water' – off-putting; suggests to change symbols on charts 2. E-boating has proven difficult to roll-out – technology insufficiently evolved. 3. Angling is critical for shoulder period – need to emphasise is critical for DZ1 in particular 4. Notes challenges of electric boating from business perspective	1. Comments noted. Minor change to symbol on charts. 2. Comments noted. No change recommended. 3. Comments noted. No change recommended.

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			4. Comments noted. No change recommended. Challenges discussed at length in Baseline Report.
25	<b>Shannonbridge Action Group*</b>	<ol style="list-style-type: none"> <li>1. Suggests that wording reflect central role of Villages as centres from which broad options of walks/ cycling/ bog trains/ peatways etc – need new resources to exploit these vs existing.</li> <li>2. Pp26-27 Suggests many detailed options for Shannonbridge</li> </ol>	<ol style="list-style-type: none"> <li>1. Comment noted. No change recommended.</li> <li>2. Details are beyond scope of STMP –for OCC in context of Shannonbridge relationship to Clonmacnoise &amp; integrated green-blue transport strategy for Co Offaly. For consideration as part of subsequent VEDP/post peak task force.</li> </ol>
26	<b>Leave No Trace</b>	<ol style="list-style-type: none"> <li>1. Welcomes STMP: concern re litter, pollution, conflict. Wants to add reference to Leave No Trace – for plan to adopt Leave no-Trace principles as a Strategic Objective</li> </ol>	<ol style="list-style-type: none"> <li>1. Section 6.2.5 recommends <b>Shannon Code of Conduct</b>, based on <i>Leave No Trace</i>. 1</li> </ol>
27	<b>IBRA</b>	<ol style="list-style-type: none"> <li>1. Overall positive response to SMP –</li> </ol>	<ol style="list-style-type: none"> <li>1. See IBRA Response in No. 7 above</li> </ol>
28	<b>Submission on behalf of a private individual</b>	<ol style="list-style-type: none"> <li>1. SMP needs to focus on quality not quantity. Needs to balance quality of offer vs economic needs</li> </ol>	<ol style="list-style-type: none"> <li>1. Comments noted and agreed</li> </ol>
30	<b>Submission on behalf of a private individual</b>	<ol style="list-style-type: none"> <li>1. More emphasis on the Cavan Burren and Marble Arch Geopark for walking etc</li> <li>2. Suggests (VICE) yearly reporting available in the Public Domain should help to gain acceptance of the concepts listed.</li> </ol>	<ol style="list-style-type: none"> <li>1. Acknowledged but no change recommended.</li> <li>2. Comments noted.</li> </ol>
31	<b>Nat. Governing Body for Coarse &amp; Predatory Angling</b>	<ol style="list-style-type: none"> <li>1. Shannon provides some of best natural free fishing for silver fish (coarse), trout and pike accessible to all. Angling is both a leisure activity and competitive sport both on and beside the water. Range of established and regulated community</li> </ol>	<ol style="list-style-type: none"> <li>1. See above recommendations re angling and protection of fish stocks.</li> </ol>

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		<p>angling clubs in place providing knowledge of the waters. Not mentioned is the growing lure fishing sport fishing for pike/ trout. Fish stocks must be protected and policies require to be urgently updated. Our fish populations should be protected for angling sport and leisure to be sustainable. Out of date policies allowing the culling of pike and the four fish retention rule for coarse fish make effective policing and protection by the tasked authorities, next to impossible. NCCFI affiliated clubs strictly practise Catch &amp; Release of all fish and adhere to the <i>Leave No Trace Principles</i>.</p>	
32	University of Limerick	<p>1. Welcome the SMP and inclusion of strategic proposals. Refer to the SDZ for 'Town &amp; Gown' expansion of UL, straddling Cos. Limerick &amp; Clare, with a key element being the re-opening of Errinagh Canal with marina &gt;&gt; not just an opportunity but an achievable objective within SDZ and STMP. UL plans a fully serviced marina on Canal, transforming Limerick's importance as maritime city. UL asks for a specific objective to be named in the STMP: "Re-opening of the Errinagh Canal"</p>	<p>1. Under Strategic Initiative 3: Enhancing the Waterside Visitor Experience the objective of 6.4.4 Revitalisation of Lesser Used Waterways states that</p> <p><i>'There is an opportunity to identify and consider measures to rejuvenate and energise lesser used waterways such as the Errinagh Canal, the River Suck, the Boyle Canal and the Limerick Navigation.</i></p> <p>This can be achieved by revitalising their waterside and on-water offerings, as well as refocussed promotional efforts as part of the Masterplan.'</p>
33	Submission on behalf of a private individual	<p>1. If implemented properly, the environmental issues can be managed to engage people in nature and generate jobs, thus protecting it even further (as an asset).</p>	<p>1. Agreed and noted</p>
34	East & Midlands Regional Assembly	<p>1. Comment on the Towns Hierarchy p.57 – revise largely, due to changes in NDP/ RSES: suggest use of 'main/ chief/ prime' etc.</p>	<p>1. In relation to 6.5.2 Hierarchy of Shannon Towns &amp; Villages. Minor amendment to</p>



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		<p>2. It is noted that the Masterplan is accompanied by an Environmental Report, an AA Screening Report and Natura Impact Report. These documents have outlined potential environmental effects associated with the Draft Tourism Masterplan. Accordingly, the Assembly recommend engagement with the relevant bodies in this regard, including the OPW, DCHG, the NPWS, the EPA and Irish Water.</p>	<p>wording completed to remove the term 'hierarchy'.</p> <p>2. Comment in relation to stakeholder engagement noted.</p>
35	Submission on behalf of a private individual	<p>1. Welcome any development of Shannon corridor and hinterland and possibility of driving new business opportunities in a sustainable way. With reference to Killinure Point and proposal to link cyclerroutes along the inner Lakes, note that the road from Killinure Point to Glasson is not safe for cycling and that any proposed bridge to link Killinure Point to Coosan Point would be impractical from a boat movement and security of site point of view.</p>	<p>1. There is no proposal for a cycling bridge in the Masterplan. This will be a design consideration for project proponents and will be subject to separate planning and consultation process.</p>
36	NWRA	<p>1. Welcomes the plan. Retaining / Conserving the Natura 2000 sites / Biodiversity, whilst increasing overall usage of the River &amp; associated Sites is key.</p>	<p>1. Noted and agreed.</p>
37	Submission on behalf of a private individual	<p>1. Consider including Leitrim Way and Miners Way and Historical Trail on map of DZ1 (Figure 12) and in Destination Pyramid for DZ1 (Figure 11).</p>	<p>1. Masterplan wording amended – include reference.</p>
38	Submission on behalf of a private individual	<p>1. Area between Terryglass and Dromineer could have a greater focus as there are lovely small Quays <i>en route</i> e.g. Kilgarvan, Mota, Skehana.</p>	<p>1. Comments noted. Should be dealt with at the VEDP scale.</p>

NO	RESPONDENT	Submission Summary:	Consideration
39	<b>Tuamgraney Development Association</b>	<ol style="list-style-type: none"> <li>1. Would like to see Tuamgraney-Scariff included as a combined 'Shannon Town'</li> </ol>	<ol style="list-style-type: none"> <li>1. Scariff and Tuamgraney are identified as Shannon Villages, with significant scope for improvement under this provision.</li> </ol>
40	<b>Submission on behalf of a private individual</b>	<ol style="list-style-type: none"> <li>1. Request that a specific marketing plan for the specialist angling market should be included in the SMP.</li> <li>2. Environmental Report addresses the main environmental issues, with exception of the lack of protection of our natural resource in our fish stocks by man, through a lack of policing and relevant policy. Submission requests a change policy of allowing catch of four fish – need universal catch &amp; release to protect fish stocks:</li> </ol>	<ol style="list-style-type: none"> <li>1. An Angling strategy has been prepared by Inland Fisheries Ireland.</li> <li>2. The Masterplan is not the correct mechanism to introduce a policy of catch and release.</li> </ol>
41	<b>Westmeath County Council</b>	<ol style="list-style-type: none"> <li>1. Welcomes the re-use of historic structures– provided all works associated with such upgrading and change of use are undertaken in compliance with Planning &amp; Development Act (2000 as amended) and in accordance with best conservation practice</li> <li>2. Terminology of the Towns Hub/ Gateway superseded in Reg Planning Guidelines and no longer appropriate</li> <li>3. Climate adaptation measures should be included in all aspects of Implementation Plan.</li> <li>4. Recommend undertaking of Habitat Management Plan &amp; Visitor Management Plan for Lough Ree &amp; Shannon Callows (by Westmeath Longford Roscommon Co Cos combined)</li> <li>5. Biosecurity measures should apply to all users not just boats</li> <li>6. Regard should be made to the sustainability of proposals together with appropriate visitor management in NHA's and areas of local ecological significance, not just those designated as Natura sites.</li> <li>7. To minimize impacts, suggests re-use / upgrade infrastructure vs building new infrastructure where possible.</li> </ol>	<ol style="list-style-type: none"> <li>1. Noted and text expanded in section 6.4.5</li> <li>2. The Shannon masterplan is a non statutory strategy document and is not designed to part of the formal hierarchy of plans and relates solely to tourism development.</li> <li>3. Section 7.2 includes text in relation to flood risk –</li> <li>4. Section 7.2 includes text which states that 'All smaller scale plans such as Visitor Experience Development Plans should consider the need for plan level environmental assessment'.</li> <li>5. Slight amendment to the text included in section 6.6.4.</li> <li>6. Inclusion of requirement around Ecological Impact Assessment should cover this off.</li> <li>7. Agreed, masterplan seeks to achieve this through the focus on Shannon Towns and Villages.</li> </ol>

NO	RESPONDENT	Submission Summary:	Consideration
		8. All archaeological sites should comply with relevant National Monuments legislation - <i>proposed developments in such locations should be cognisant of the preferred policy in relation to archaeological monuments i.e. preservation in situ.</i>	8. Noted, Section 7.2 to address this comment.
42	<b>Submission on behalf of a private individual</b>	1. Concerned in relation proposals for new cycle route from Glasson to Athlone will require a bridge, linking Killinure to Coosan, thus attracting anti-social behaviour & theft of equipment which she already witnesses from boats.	1. There is no specific reference to bridge infrastructure in the masterplan. Any new route would be subject to the relevant consenting process and public consultation.
43	<b>Roscommon County Council</b>	<ol style="list-style-type: none"> <li>1. Seeking to add small villages to maps (Arigna, Portrun, Elphin) as well as details of Roscommon Town and Stroketown -</li> <li>2. Roscommon is Gateway Town.</li> <li>3. Boyle to Lough Key is a Cycleway NOT Greenway / Relabel Strokestown House &amp; Famine Museum / Relabel National Famine Way</li> </ol>	<ol style="list-style-type: none"> <li>1. Villages too small to be included on the overall high level strategy map. Elphin lies outside the Shannon 10km study corridor.</li> <li>2. Roscommon town symbol on map was corrected.</li> <li>3. Labelling corrected in response to this comment</li> </ol>
44	<b>Luker's Bar &amp; Restaurant,</b>	1. Need upgrading of Shannonbridge marina, jetty and related services – <i>overcrowded at peak periods</i> New sewerage system needed to cope with increasing visitor numbers Acknowledges that links to hinterland are key, with Shannonbridge providing direct link to peatlands and new 'post-peat' opportunities	1. Comment noted. No change recommended as many are addressed at a strategy level within masterplan.

## 2.0 How environmental considerations have been integrated into the Plan

### 2.1 Alternatives and the Plan

One of the critical roles of the SEA is to facilitate an evaluation of the likely environmental consequences of a range of alternative scenarios for the future development of the plan area. In preparing this tourism masterplan, the following three alternatives were considered, each focusing on a different spatial approach to the development of visitor experiences and associated tourism services and infrastructure:

- Alternative 1: Consolidation and Improvement to existing Tourism Infrastructure and Visitor Experiences;
- Alternative 2: Develop major new visitor attractions on or alongside the water/river; or
- Alternative 3: Do nothing.

### 2.2 Evaluation of Alternative Scenarios

This section summarises the evaluation of the Alternative Scenarios.

#### 2.2.1 Alternative 1: Consolidation and Improvement to existing Tourism Infrastructure, Visitor Attractions and Experiences

Traditionally the River Shannon been a popular destination for both overseas and domestic visitors. The height of its popularity coincided with the emergence of the all island boat hire industry which acted as the cornerstone of both the Shannon and Erne's tourism product from the 1990s. The area and the popularity of this product in particular has since declined in popularity, leaving behind a variety of underused hotels, jetties, harbours and boats. A key issue of the masterplan is the need to address the fall off in visitor numbers and to revitalise the visitor infrastructure, services and towns that depend on the tourism industry as a basis for their economy.

##### Environmental Impacts

The central environmental benefit of this alternative is associated with its focus on the re use and regeneration of existing tourism facilities and infrastructure. Whilst in some cases increased visitor numbers will mean that upgrades to existing infrastructure may be required, it is generally considered that the environmental impacts on air and water will be addressed using specific infrastructural upgrades and therefore minimised in this scenario. Indeed, the socio-economic benefits are likely to be greatest under Alternative 1 as the benefits will accrue in areas where the existing population is highest.

#### 2.2.2 Alternative 2: Develop major new Visitor Attractions on or alongside the Water/River

The River Shannon and Shannon Erne Waterway extend over a vast geographical and predominantly rural area encompassing a variety of undeveloped nature areas including several sites of biodiversity importance. It is interspersed with a number of settlements, which with the exception of Limerick and Athlone, are predominantly small to medium sized in nature.

This low level of urbanisation means that corresponding visitor infrastructure in terms of attractions, accommodation and associated activity is also low. Generally speaking, the study area lacks attractions of scale, where the most popular visitor attractions of Clonmacnoise and Lough Key Forest Park enjoy visitors in the region of 170,000 - 200,000 per annum. The development of new attractions of scale will be required to invigorate the visitor offer and experience, and to encourage visitors to dwell longer. Several locations for new attractions were identified and considered during the preparation of the Masterplan; however, these would require the development of green field sites.

## Environmental Impacts

The environmental impacts associated with developing wholly new visitor attractions within the Masterplan area are dependent on the nature, scale and location of the development and are potentially wide ranging.

### 2.2.3 Alternative 3: Do Nothing

The 'do nothing' scenario was considered prior to the commissioning of the Masterplan. With the emergence of *Ireland's Hidden Heartlands* as a national tourist brand, a requirement for a planned and coordinated approach was established. Without a Masterplan in place, a number of potential disbenefits and environmental impacts would accrue.

#### Environmental impacts

The 'do nothing' and business-as-usual approach was not considered appropriate on the basis that it would result in poor value for money in terms of any future investment, as well as a potentially greater scale of environmental impacts associated with unplanned and uncoordinated development of a potentially significant scale.

Without a masterplanning / plan led approach, the opportunity to test and consult on the strategy in accordance with the requirements of the Strategic Environmental Assessment Directive would also be missed.

## 2.3 Selection of Preferred Alternative

The preferred alternative which emerged from the evaluation process was Alternative 1, which is the consolidation of and improvement to existing tourism infrastructure, visitor attractions and experiences within the Masterplan area, as this has the fewest potentially negative impacts on the SEA objectives.

This scenario contributes towards the protection of the environment and conforms to high level planning objectives around the prioritisation of development around existing infrastructure.

By applying appropriate mitigation measures - including those which have been integrated into the Plan - potential adverse environmental effects which could arise as a result of implementing this scenario are likely to be avoided, reduced or offset.

Section 8 of the Environmental Report evaluates the individual strategic aims and objectives which have been prepared to realise the selected scenario.

## 2.4 Communication of Environmental Considerations and Integration into the Plan

Mitigation measures have been recommended where potential negative impacts from development in the Shannon Masterplan area on environmental topic areas have been identified. These mitigation measures have been proposed with the aim of preventing, reducing and offsetting any significant adverse effects on the environment as a result of the implementation of the Shannon Tourism Masterplan.

In developing the mitigation measures set out below, it is acknowledged that the implementation of the Shannon Masterplan shall be consistent with the policies and objectives set out within the statutory planning framework provided by the National Planning Framework, Regional Economic and Spatial Strategies and County Development Plans. This statutory planning context provides the framework under which any new proposals associated with the masterplan will be assessed. Implementation will also have to comply with the all relevant legislation, policies, plans and programmes, particularly with respect to the provisions of the EIA and Habitats Directive.

## 2.5 Mitigation Measures incorporated into the Draft Masterplan

Mitigation involves avoiding and /or reducing significant negative effects of the Masterplan. Where an environmental assessment identifies significant adverse effects, consideration is given in the first instance to preventing such impacts i.e. avoidance. Where this is not possible, reducing the magnitude or extent, probability and/or severity of effects is proposed.

Strategic Environmental Assessment is an iterative process and should be fully integrated into each stage of masterplan preparation. This section outlines the general mitigation measures currently integrated into the Draft Masterplan that will prevent, reduce, and offset as much as possible any significant adverse effects on the environment resulting from the implementation of the masterplan.

In addition to avoiding certain approaches such as dispersal of tourism development in greenfield locations, the following mitigation measures are currently incorporated into the draft tourism masterplan:

- Develop and identify ecotourism standards across the study area that support the implementation of mitigation measures proposed in this environmental report
- Objective SI1.6 that highlights the requirement for an Environmental Code of Conduct.
- The inclusion of Strategic Initiative 5: Protecting & Enhancing the Shannon Environment which includes SI5.1 Adopting an Ecotourism Approach and SI5.4 Biosecurity Measures in particular
- SI3.4 Reimagining Historic Buildings & Canal Structures, which aims to preserve and enhance existing cultural heritage and embodied energy within older buildings.
- Strategic Initiative 4: Shannon Towns and Villages which supports consolidation of development in existing settlements where the required water and wastewater infrastructure is already in place.

## 2.6 Further Mitigation Measures included in Adopted Masterplan

The following additional mitigation measures are recommended:

- All projects should consider the need for project level environmental assessment. This will have implications for Part 8 arrangements and the consent process for 'small scale' development.
- All smaller scale plans such as Visitor Experience Development Plans should consider the need for plan level environmental assessment.
- Addressing climate change will be a considerable challenge for all sectors in the coming decade. As a result, it is suggested that all new major tourism development incorporates a net zero-carbon approach.
- In areas of potential flood risk, a flood risk assessment will be necessary. Vulnerable uses will not be appropriate in areas of high risk.
- Site specific flood risk assessments will identify the constraints for consideration at the detailed design stage. Further consideration of the potential impact of climate change on all potential sources of flooding will also be provided.

As per the recommended mitigation measures identified in the Environmental Report, the following amendments were incorporated into the adopted Tourism Masterplan.

- All future Destination & Visitor Management Plans should be supported by appropriate ecological surveys and environmental assessment.
- Route selection with respect to greenways, blueways and trails will consider environmental as well as technical and financial feasibility. Proposals will be the subject to the relevant environmental assessments at the planning consent stage. Text is included on page 138 of the masterplan.
- Add the following wording to DZ1.4: 'Subject to environmental assessment at the relevant consent stage', support emerging spiritual Pilgrim Way along the Shannon-Shannon Erne Waterway, with onwards links to Lough Erne.

- In relation to DZ2.1, the Development of a Visitor Management Plan for Clonmacnoise should carry out plan level environmental assessment and implement the principles of sustainable access and design.
- In relation to DZ2.2, the objective should be amended to include the requirement for the preparation of a Visitor Experience Development and Management Plan supported by the relevant environmental assessment.
- In relation to DZ2.3 Wet'n'Wild Peatlands of Mid Shannon, this objective should be amended to require 'a detailed sustainable visitor management plan and community consultation prior to the implementation of this objective and the reuse of existing infrastructure and services which should be prioritised.'
- Regarding DZ2.4 Expanding the Lough Ree Experience, text should be amended to include the recommendation for a feasibility study to investigate a more sustainable approach to transport within the Lough Ree area.
- In relation to DZ2.5 Improvement of the Visitor Centre at the Corlea Iron Age Trackway, text should be included to state that as part of the proposed 'improvement plan' further consideration should be given to the constraints in relation to existing infrastructure. The Plan should implement the principles of sustainable access and design.
- In relation to DZ2.6 Surf in the Turf – Surf Wave Centre: 'As part of the feasibility study, a number of potential site options should be evaluated on planning and environmental grounds. Key issues for consideration include
  - Sustainable transport and access
  - Impact on water supply
  - Landscape and visual impact
  - Wastewater treatment infrastructure
  - Potential impact on internationally designated sites.
- In relation to DZ3.1 Ardnacrusha, text should be amended to state that 'As part of the Feasibility Study further consideration should be given to potential impact on heritage assets, sustainable transport and access, water quality and designated sites. Proposals should also implement the principles of sustainable access and design.'
- In relation to DZ3.2 Develop enhanced Castlough & Portroe Lookout, the text should be amended to ensure that 'as part of the approach consideration should be given to potential impacts on heritage assets, landscape and visual amenity, sustainable transport and access, water quality and designated sites.'
- In relation to DZ3.3 Feasibility Study for Development of 'Shannon Greenway' priority should be given to the re use and enhancement of existing trails. Environmental effects including visual impact could be reduced further by minimising the development of additional infrastructure and ensuring trail surfacing is permeable and does not impact on designated sites.
- Proposals relating to Enhancing the cruise hire fleet should ensure that the upgrade is carried out to high environmental standards and that a re-use or waste reduction strategy with regard to end of life cruisers is adopted.
- Under SI2.2, it is recommended that the Development of additional Cruise Hire Hubs should be supported by an environmental feasibility study
- Under SI2.3 Marina Development the technical assessment must be supported by an environmental feasibility study.
- Under SI2.5 Angling, hubs should be identified in tandem with appropriately environmental management standards.
- Under SI2.7 Tranquillity Zones, the designation of tranquillity zones will have regard to ecological sensitivities.
- For SI2.8 Small Scale Accommodation Options, appropriate locations should be defined within the county development plans.

- To protect water quality, it is important to ensure that adequate infrastructure is in place prior to major new development in towns and village,
- Under SI3.4 Shannon Festivals and Events, the approach may benefit from an environmental management plan to manage activities, resource use and waste for events with less than 5,000 people.
- As part of SI5.2 Destination Development and Rewilding Plan and SI5.3 UNESCO Biosphere for Lough Ree & Environs it will be important to ensure that potential conflicts around access and ecologically sensitive sites are resolved.
- Under 7.1 guiding principles, text should be amended to state that all future projects should be required to demonstrate consideration of the potential need for project level environmental assessment as well as adequate infrastructure being in place prior to providing support to major new development.
- Consideration should be given to incorporating an environmental management section of the masterplan.

The following overarching text was also included in Chapter 1 of the Masterplan. This states that:

‘Measures to improve the environmental performance of the masterplan have been integrated throughout the document but are also outlined in the environmental management Section (7.1).

This masterplan also emphasises that subsequent tourism proposals must be consistent with the environmental commitments contained in the National Planning Framework and Regional Spatial and Economic Strategies as well as the County Development Plans and Local Area Plans of the relevant local authority.

Project proposals and other proposed plans, referred to in this masterplan will also need to take into account the requirements of the relevant environmental legislation and associated EU Directives such as SEA, EIA, Birds, Habitats, Floods and Water Framework directives, as appropriate. Further information on environmental sensitivities in the plan area which will help inform the need for these assessments is available from the EPA’s Environmental Sensitivity Mapping Webtool ([www.enviromap.ie](http://www.enviromap.ie)).’



## 3.0 Monitoring Measures

The SEA Directive requires that the significant environmental effects of the implementation of plans and programmes are monitored. Article 17 of SI No. 435/2004 - European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004, states that

*‘the competent authority shall monitor the significant environmental effects of implementation of the plan or programme, or modification to a plan or programme in order, inter alia, to identify at an early stage unforeseen adverse effects and to be able to undertake appropriate remedial action and, for this purpose, existing monitoring arrangements may be used, if appropriate, with a view to avoiding duplication of monitoring.’*

This section outlines the measures for monitoring the likely significant effects of implementing the Plan. Table 5 overleaf shows the indicators which have been selected for monitoring the likely significant environmental effects of implementing the Plan, if unmitigated. Monitoring of individual indicators will be controlled by the frequency of reporting from other sources. The Monitoring Programme may also be updated to deal with specific environmental issues - including unforeseen effects - as they arise. Such issues may be identified by the Competent Authority or identified to the Competent Authority by other agencies over the course of the masterplan implementation period

**Table 4 Proposed Monitoring Framework: Tourism Masterplan for the Shannon**

Ref	Environmental Objective	Indicator	Topic	International, National policy documents / strategies / guidelines	European, Source of Information
1 BIO	Conserve and enhance habitats and species, with priority protection afforded to sites and species designated under the Habitats Directive	<ol style="list-style-type: none"> <li>Loss of habitats and species</li> <li>Quality and range of statutorily protected areas along the Shannon</li> </ol>	Biodiversity	<p>EU Habitats Directive (92/43/EEC)</p> <p>EU Birds Directive (79/409/EEC)</p> <p>UN Convention on Biological Diversity Actions for Biodiversity 2011- 2016, Ireland’s National Biodiversity Plan (2011)</p> <p>National Wildlife Act 1976-2000</p>	<ol style="list-style-type: none"> <li>Department of Culture, Heritage and the Gaeltacht report of the implementation of the measures contained in the Habitats Directive - as required by Article 17 of the Directive (every 6 years)</li> <li>Department of Culture, Heritage and the Gaeltacht’s National Monitoring Report for the Birds Directive under Article 12 (every 3 years) / Consultations with the NPWS / CORINE mapping resurvey (every c. 5 years)</li> </ol>
2 BIO	Prevent the spread of invasive species	<ol style="list-style-type: none"> <li>Occurrence of invasive species</li> </ol>	Biodiversity	<p>EU Habitats Directive (92/43/EEC)</p> <p>EU Birds Directive (79/409/EEC)</p> <p>UN Convention on Biological Diversity Actions for Biodiversity 2011- 2016, Ireland’s National Biodiversity Plan (2011)</p> <p>National Wildlife Act 1976-2000</p>	<ol style="list-style-type: none"> <li>National Biodiversity Data Centre Examine records of <a href="http://invasives.biodiversityireland.ie">http://invasives.biodiversityireland.ie</a> / Heritage/biodiversity officers of local authorities</li> </ol>
3 HEA	Improve health and wellbeing by	<ol style="list-style-type: none"> <li>Numbers participating in walking and cycling</li> </ol>		Ireland 2040 – The National Planning Framework (2018)	<ol style="list-style-type: none"> <li>Waterways Ireland</li> <li>Area Engineers at Local authorities</li> </ol>

	<b>improving opportunities safe and sustainable transport</b>	<p>activities – based on data from existing Waterways Ireland Counters</p> <p>2. Issues with traffic flows/congestion during peak visitor periods</p> <p>3. Air Quality</p>	Population and Human Health	<p>People, Place and Policy Growing Tourism to 2025 Directive 2002/49/EC of 25 June 2002 relating to the assessment and management of environmental noise Directive 96/62/EC – Air Quality Framework Directive Ambient Air Quality and Cleaner Air for Europe (CAFE) Directive (2008/50/EC)</p>	3. EPA, air quality monitoring stations
<b>4 WAT</b>	<b>Protect and improve the quality of surface and ground water bodies</b>	WFD water status of surface and groundwaters	Water	<p>European Communities (Natural Habitats) Regulations, 1997 (S.I. No. 94 of 1997 as amended by S.I. No. 233 of 1998 and S.I. 378 of 2005);</p> <p>European Communities Environmental Objectives (Surface Water) Regulations, 2009 (S.I. No. 272 of 2009);</p> <p>European Communities Environmental Objectives (Groundwater) Regulations, 2010 (S.I. No. 9 of 2010), and;</p> <p>European Communities (Good Agricultural Practice for Protection of Waters) Regulations, 2010 (S.I. No. 610 of 2010).</p> <p>EU Water Framework Directive (2000/0/EC)</p>	Environmental Protection Agency

				<p>Bathing Water Quality Regulations (SI No. 79 of 2008)</p> <p>European Communities Environmental Objectives (Surface Waters) Regulations 2009 (SI No. 272 of 2009)</p>	
<p><b>5</b> <b>WAT</b></p>	<p><b>Protect water levels</b></p>	<p>WFD water status of surface and groundwaters</p>	<p>Water</p>	<p>European Communities (Natural Habitats) Regulations, 1997 (S.I. No. 94 of 1997 as amended by S.I. No. 233 of 1998 and S.I. 378 of 2005);</p> <p>European Communities Environmental Objectives (Surface Water) Regulations, 2009 (S.I. No. 272 of 2009);</p> <p>European Communities Environmental Objectives (Groundwater) Regulations, 2010 (S.I. No. 9 of 2010), and;</p> <p>European Communities (Good Agricultural Practice for Protection of Waters) Regulations, 2010 (S.I. No. 610 of 2010).</p> <p>EU Water Framework Directive (2000/0/EC)</p> <p>Bathing Water Quality Regulations (SI No. 79 of 2008)</p> <p>European Communities Environmental Objectives</p>	<p>Environmental Protection Agency</p>

				(Surface Waters) Regulations 2009 (SI No. 272 of 2009)	
6 WAT	<b>Minimise development in areas of flood risk, where flood risk compatible development is proposed ensure that flood risk does not increase elsewhere.</b>	Interaction with flood extents / significant planning application within areas of flood risk	Water, material assets	<p>European Communities (Natural Habitats) Regulations, 1997 (S.I. No. 94 of 1997 as amended by S.I. No. 233 of 1998 and S.I. 378 of 2005);</p> <p>European Communities Environmental Objectives (Surface Water) Regulations, 2009 (S.I. No. 272 of 2009);</p> <p>European Communities Environmental Objectives (Groundwater) Regulations, 2010 (S.I. No. 9 of 2010), and;</p> <p>European Communities (Good Agricultural Practice for Protection of Waters) Regulations, 2010 (S.I. No. 610 of 2010).</p> <p>EU Water Framework Directive (2000/0/EC)</p> <p>Bathing Water Quality Regulations (SI No. 79 of 2008)</p> <p>European Communities Environmental Objectives (Surface Waters) Regulations 2009 (SI No. 272 of 2009)</p> <p>EU Directive on the assessment and management of flood risks [2007/60/EC],</p>	Area engineers within local authorities / Assessments carried out at project level CFRAMS / floodmaps.ie

				The Planning System and Flood Risk Management Guidelines for Planning Authorities (2009) National Adaptation Framework, Planning for a Climate Resilient Ireland, 2018	
7 CLI	<b>To adapt and mitigate the effects of climate change</b>	<ol style="list-style-type: none"> <li>1. No of new major zero carbon tourism developments in the masterplan area</li> <li>2. Electrification of boats and supporting infrastructure / Number of electric vehicles introduced and level of investment in supporting infrastructure (indicator to be confirmed)</li> </ol>	Climate	<p>EU Directive on the assessment and management of flood risks [2007/60/EC], The Planning System and Flood Risk Management Guidelines for Planning Authorities (2009) National Adaptation Framework, Planning for a Climate Resilient Ireland, 2018 A 2030 Framework for Climate and Energy Policies [COM (2013) 169] EU 2020 Climate and Energy Package 2013-2020 National Planning Framework 2040 National Mitigation Plan 2017 Climate Act 2015</p>	<ol style="list-style-type: none"> <li>1. Local authority development management teams</li> <li>2. Waterways Ireland</li> </ol>
8 HER	<b>To protect the integrity and authenticity of cultural heritage</b>	Number of unused historic properties redeveloped or brought back into use	Cultural heritage	<p>National Monuments Act, 2004 Planning and Development Act, 2000 S.I. 229/2005 - National Monuments Act 1930</p>	<ol style="list-style-type: none"> <li>1. Information on funding under the Structures at Risk Scheme is available from the Department of Culture, Heritage and the Gaeltacht / Local authority development management</li> </ol>

				(Section 14B) Regulations 2005 Government Policy on Architecture 2009 – 2015	teams / information from local authorities on number of planning applications referred to the DAHG  2. Lower tier environmental assessment and decision making by local authorities
9 LAN	<b>To protect landscape character, minimise the loss of historic landscape features such as mature trees and hedgerows and scenic views</b>	Number of developments subject to Landscape and Visual impact assessment	Landscape	The European Convention on Landscape, 2000 A National Landscape Strategy for Ireland Strategy Issues paper for consultation (2011)	<ul style="list-style-type: none"> <li>• Information from planning departments of local authorities</li> <li>• Lower tier environmental assessment and decision making by local authorities</li> </ul>
10 SOIL	<b>To protect soil resources and minimise the loss of the high quality agricultural land</b>	Area of cut away bog remediated	Soil, Geology	A Resource Opportunity, Waste Management Policy in Ireland. Department of the Environment, Community and Local Government July 2012	- Bord na Mona / Corine land cover data

## **APPENDIX 1:**

### Summary of Consultation



## **Working/ Steering Group**

Formal meetings were held throughout the development of the Shannon Masterplan with the project Working Group, comprising representatives of Waterways Ireland and Fáilte Ireland. Additional consultations and feedback were held with the Steering Group, comprising representatives of the Working Group and representatives of the ten Local Authorities that are adjacent to the Shannon and Shannon and Shannon Erne Waterway.

## **Consultations**

A range of key consultations were held with the executive teams (CEO, Directors of Services) of each of the ten counties adjacent to the Shannon in late 2018. Additionally, consultations were held with the various statutory bodies, responsible for aspects of the management of the Shannon and Shannon Erne Waterway, including: Waterways Ireland, Fáilte Ireland, NPWS, EPA, OPW, National Monuments Service and ESB. Electronic communications were held with the Inland Fisheries Ireland, Coillte and Bord na Mona. Additional consultations were held with Irish Boat Rental Association (IBRA), Inland Waterways Association of Ireland and a number of other NGOs.

Consultations were held with tourism and heritage officers in each local authority through workshops. Workshops commenced in November 2018 and continued with tourism trade and SMEs in a series of sub-regional workshops in late January 2019. Community representatives, tourism activity and service providers were consulted through the thematic framework workshops, with follow-on consultations with individuals and groups.

## **Summary of consultations**

All consultations were noted in the course of the Study. These responses were analysed in further detail to provide inputs to the development of the strategic initiatives in the Masterplan (Volume 2).

## **Thematic Workshop**

The Thematic Workshop on the 29th November 2018 attracted 29 people. They represented all parts of the Shannon and a wide range of interests, with tourism, archaeology, wildlife, folklore, history and river-based recreation being particularly well-represented (see Participant Interests document).

During the workshop the participants discussed the special and distinctive qualities of the Shannon in depth. These deliberations focused on six provisional thematic areas that had been derived from discussions with the consultant team and the client Working Group. The goal of the workshop was to test and refine these six themes and, if possible, reduce the number.

The provisional themes were:

- The Living Shannon
- Shannon routes, crossings and meetings
- The Timeless Shannon
- Wellspring of Early Christianity
- People of the River Shannon
- The Shannon, mighty river of Ireland

### *Review of themes: Stage 1*

The workshop tested how far the provisional themes aligned with participants' sense of what was special and distinctive about the Shannon.

This raw data showed:

- an extremely good match – of 200 responses all but three fitted this provisional thematic framework
- all the provisional themes had traction – i.e. they all attracted good numbers of responses

These results were reported to the Project Steering Group on November 30 who responded warmly to the six provisional themes. They said these expressed the Shannon accurately.

## Outcome

The conclusion from this stage is that the provisional themes are essentially correct and there is nothing missing. This indicates that they could be refined and streamlined but should not be profoundly altered.

### *Review of themes: Stage 2*

The workshop outputs were scrutinised for overlap and duplication between the themes and the comparative strength of responses. Responses that suggest strong themes are specific to the Shannon, diverse, place-based and/or detailed. Responses that indicate weaker themes are fewer and more generic (e.g. 'culture', 'history', 'nature').

In a group exercise of this type the difference between strong and weak responses can indicate the topics that people are most motivated by i.e. the ones that they are most interested to talk about. This suggests a stronger basis for developing tourism products.

Our analysis of participants' interests suggested that the weaker responses in the workshop were not usually due to under-representation of knowledge areas.

This exercise showed:

Responses for The Timeless Shannon, Shannon routes, crossings and meetings, and the landscape and activity elements of The Living Shannon were particularly strong and substantial.

This suggests these are the strongest themes.

- The Wellspring of Early Christianity is strong, but more limited in scope. Many of the responses here were duplicates from elsewhere. This suggests this is a sub-theme, probably of Shannon routes, crossings and meeting).
- The responses on the nature and biodiversity aspects of The Living Shannon were non-specific. There was wildlife expertise in the room so this suggests that this may not be a strong theme. It would be helpful to talk to a specialist to explore this further.
- Similarly, the responses on People of the Shannon were few and generic e.g. 'craft', 'heritage', 'traditional culture and beliefs'. In this case it could be that people in the room did not know enough about the topic. Alternatively, it may be that this area is not particularly locally distinctive, or that local people do not recognise it or that they do not want to talk about it. A theme that relates directly to contemporary life on the Shannon is vital for the Tourism Masterplan so it will be important to explore this further at the local workshops.
- The importance of the islands and the stories came out strongly and was mentioned in several of themes. This suggests this is an under-told story that participants would like to see highlighted more. We need more information on these stories.
- The scale of the river and its status as the longest in the British Isles was emphasised in several of the themes. This has also been highlighted in many of our conversations. It seems resonant; this scale seems symbolic as well as geographic. This is a core idea around which people unite.

These considerations fed into the re-drafting of the themes.

### *Parting shots*

The workshop concluded with a parting shots exercise. This allows the participants who have spent the previous few hours in tightly structured group conversations to make an individual comment about any aspect of the Tourism Masterplanning. It is an important technique for ascertaining concerns that people may not wish to express in the group. The results are in the Parting Shots Responses document.

The striking thing about the results of this exercise from this group, when compared with many other workshop groups in a wide range of situations, is the consistency of the responses. Over 40% (12 out of 29) of respondents choose to emphasise the importance of sustainable development and the importance of conserving the natural environment of the Shannon. This will inform many aspects of the Masterplan and suggests theming around the value of the natural environment is important.

The other responses from this exercise focused on improved access and infrastructure (8 out of 29 responses) and the need for local people to be involved in the development of tourism and to benefit from it (6 out of 29 responses).

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