



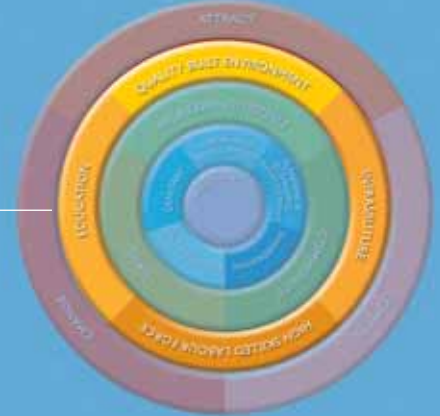
### 3.1 ACTION LAYER

Change  
Compete  
Attract



### 3.2 GROWTH DRIVERS

Infrastructure  
High Skilled Labour Force  
Education  
Quality Built Environment



### 3.3 SOCIAL PARTNERS

Firms  
Workers/ individuals  
Community



### 3.4 KCC SERVICE PLATFORMS

Transportation  
Environment  
Sanitary  
Community Development  
Planning & Economic  
Development



### 3.5 POLICY EXECUTIVE

County Mayor/  
Members  
  
County Manager/  
Administration



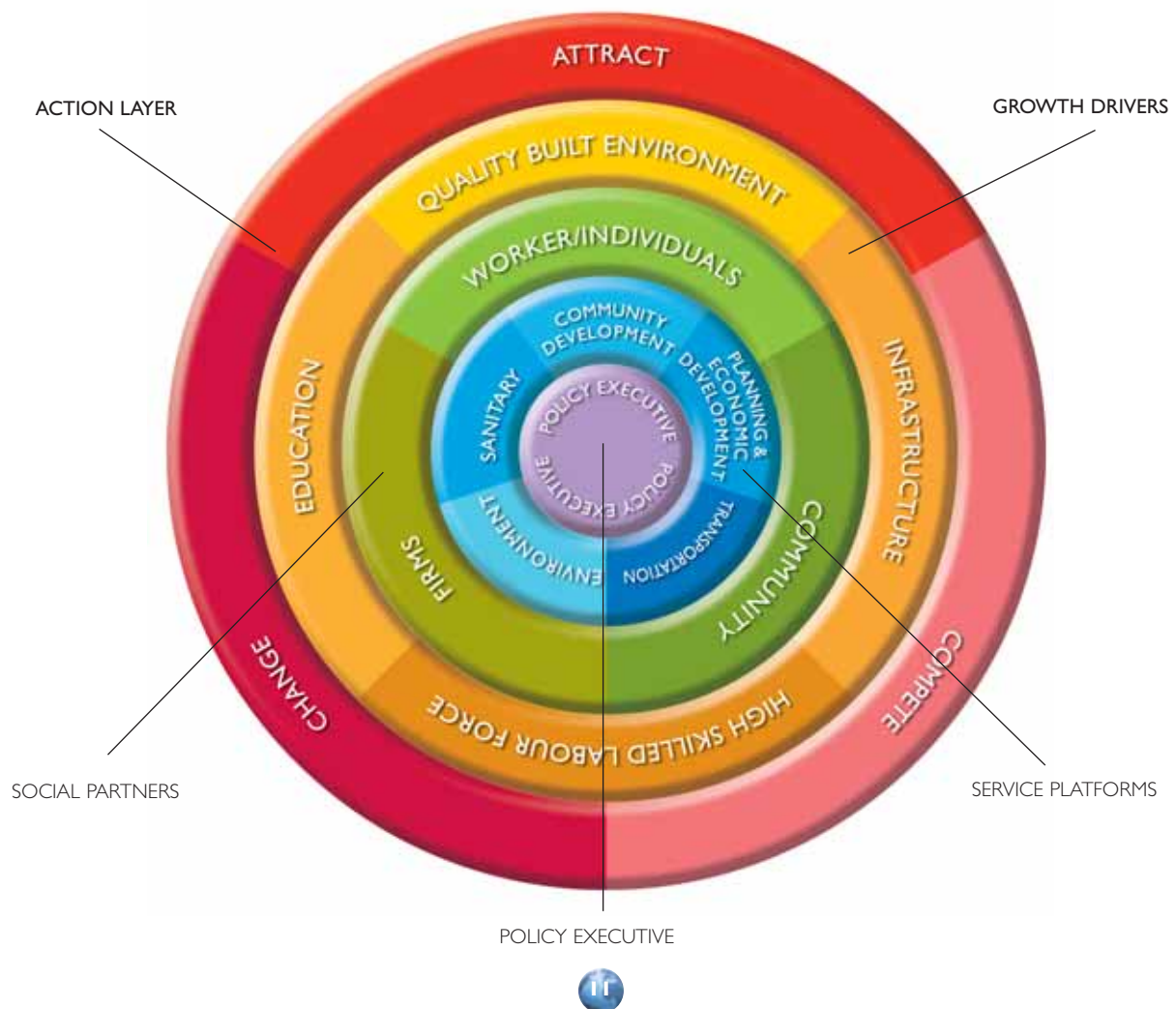
### 3. DETAILED ANALYSIS

The most fundamental policy implication of the analytical framework is the need to understand the mechanisms that determine evolution of economic and demographic variables in order to devise effective policies. This is quite distinct from simple and sometimes even simplistic descriptive approaches. That is not to say that description is not a valuable exercise, but on its own it cannot yield robust results for policy makers.

#### ANALYTICAL FRAMEWORK

While the general message that arises out of our analysis is clearly spelled out above, it is worth exploring in more detail the findings of the analytical framework and the data profile of the county. To facilitate this it is useful to arrange the different aspects that need to be considered into a number of groups or layers. A layer which has already been implicitly introduced is what we term the action layer, to compete, attract and change. The second layer comprises the growth drivers infrastructure, high skilled labour force, education and quality built environment.

The third layer, which we term social partners are; firms, workers and community and a fourth layer consists of the local authority service platforms. Finally, local policy makers, that is the elected members of the County Council form an important layer in driving and implementing policies in the county. These layers are shown in the graphic on page 10.



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### 3.1 ACTION LAYER

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The wealth of small countries, regions and counties is driven by the ability to compete in the international market place. Increasing globalisation is adding to the level of competition. Thus competitor countries and regions are constantly attempting to enhance their relative position. Consequently simply being ahead at one point in time is not going to guarantee success in the future. Kildare will need to respond to competition by adopting the changes necessary to attract and retain investment and skills in order to stay ahead. In order to attract and retain investment and skills it will be necessary to ensure that the key growth drivers are in place to facilitate firms, workers and the wider community. These drivers not only encompass the traditional factors such as education and infrastructure but also include a quality built and natural environment. The degree to which any of the growth drivers is more important than others depends on the nature of the competition, but it should be noted that none of these drivers on their own will be sufficient to ensure the success of the county

Importantly Kildare has to compete internationally rather than just nationally as neighbouring counties are more likely to constitute a strategic ally rather than a major competitive threat. Kildare County Council can play an important role in facilitating or initiating the changes necessary to stay competitive. In this respect it will be important to monitor competition and respond in a swift and flexible manner in order to protect the relative attractiveness of the County.



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### 3.2 GROWTH DRIVERS

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While the theory of the firm describes how firms operate, this does not yield results on how growth occurs in an economy. Clearly, the actions of firms and individuals are important but one needs to consider these in an aggregate dynamic framework. Two types of growth theories can be identified in the literature, namely traditional growth theory and new growth theory. In the traditional theory, technical change drives growth but this technical change does not arise out of the actions of firms or individuals within the model and is therefore exogenously given. In these models the role of policy is limited to ensuring that markets function without distortions since policy initiatives have only transitory effects.

More recently however, researchers have investigated not only the factors that drive technological change namely investment in plant and machinery and research and development, but also other investments which lead to the accumulation of human capital (education) and infrastructure.

Clearly, investment of any kind requires adequate finance the absence of which can constrain growth as can the lack of social capital, which makes investment more risky. The key result of this literature is that public policies play an important role in stimulating growth which if absent could lead to a vicious circle of underdevelopment. In this context it is important to identify the key growth drivers, policies that influence them and their role in the wider economy. Here we distinguish four growth drivers; skilled labour, education/R&D, infrastructure and quality of life/ built environment.



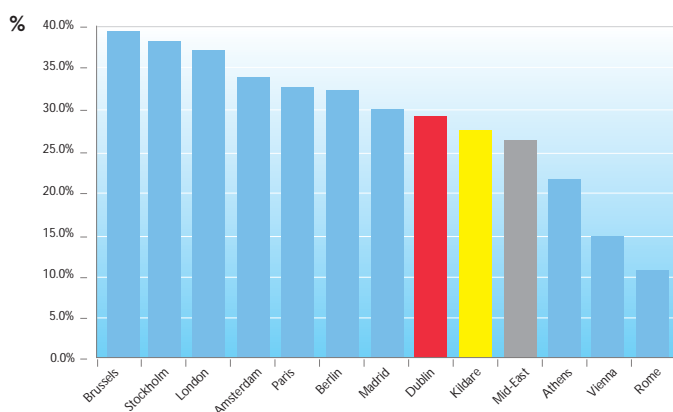
A key insight regarding these growth drivers is that the presence of any one of these drivers on its own is not sufficient to generate sustainable economic and social growth. They are necessary but not sufficient on their own. Rather the right mix of all four drivers with each contributing to the same goal is required. The linkages between these three groups is particularly important in a knowledge based economy since wealth creation within firms is intrinsically bound to the skills embodied in the labour force. Attracting and retaining skilled labour in turn requires strong communities.

### 3.2.1 SKILLED LABOUR

As was outlined above, high wages can only be justified on the basis of high productivity, which in turn is related to skills. Indeed retaining and attracting skilled workers is the most fundamental issue for modern high tech economies. Given that capital has become very mobile internationally particularly in manufacturing industries, which was facilitated by the reduction or removal in trade barriers, the availability of skilled labour has become a more important determinant for economic success. By embedding skilled workers locally, i.e. keeping the county sufficiently attractive so that more workers want to live there and few want to leave, will also embed employers that require the skills of these worker. Thus, it is vital that Kildare builds up a workforce that is highly skilled.

Of course workers are also mobile, but while capital moves on the basis of profitability, workers consider a wider set of issues, which together could be summarised as quality of life. This includes income and working conditions but also other less tangible factors such as the quality of the environment and the community life. Figure 1 below shows the percentage of the population that have a third level qualification in an international comparison.

Fig. 1 Population with Third Level Qualifications



While Kildare does better than the Mid-East as a whole (suggesting higher attainment rates than in Meath and Wicklow), a number of cities are well ahead not just of Kildare but also of Dublin, which has the highest rate of attainment in Ireland. This suggests that in order to be competitive, the attainment rates have to be boosted. Boosting attainment rates and skills in general can be achieved in a number of ways. The quickest way to boost attainment rates is to attract highly skilled individuals into the county from elsewhere. However, while this can alleviate some skills shortages this is unlikely to provide a long-term solution. Since skilled workers are particularly mobile if the underlying social and economic environment is not sufficiently good these workers may also leave. As local ties do reduce the likelihood of workers leaving the area, in the long-run the most sustainable way of ensuring a supply of skilled labour is to provide the education and training to the local population. This of course requires a good education and training system.





### 3.2.2 EDUCATION/ RESEARCH & DEVELOPMENT

Education and R&D are key to driving future growth. While skilled labour can be attracted in from other regions or indeed countries, the most natural way to ensure a good supply of skilled workers is to train them close to where the demand is highest.



This facilitates closer co-operation between industry and the wider education sector so that the right skills are developed. The accumulated skills of individuals are often referred to as human capital. Human capital is accumulated through formal education and training, experience and passed on from person to person.

In the economic literature the decision by an individual to invest in more education is treated just like any other investment. Thus, an individual invests in an extra year of education if the cost of gaining that year of education is less than the life-time benefits of gaining that education. Thus, students will choose those careers that appear to be most profitable given their other preferences. The issue of costs is a particularly important one when students are confronted with a very buoyant labour market where the immediate gains of entering the labour force may seem particularly high so that the income foregone by continuing in education appears too high for the individual and he/she do not pursue further studies. This may have been a problem recently especially among social groups where participation in further education is not widespread. The basic model of individuals' education choice is that the right incentives need to exist for individuals to choose higher education.

On first inspection Research and Development (R&D) appears to be the same as any other investment. Firms invest to make money over a longer term. Similarly, firms invest in R&D to develop new products and processes, which they hope will make profits in the future. However, R&D produces more than simply new products, rather it also generates ideas that can be used for other innovations and even be direct output of R&D can be copied.



## Education and R&D are key to driving future growth

Since innovation costs money, some protection in the form of patents is given to innovators, to reduce the ability of others to free-ride on their efforts.

The fact that knowledge that is generated through research can be used by others, that knowledge is to some extent non-rival, means that research and innovation has public good qualities that are important in driving growth. This also gives a firm rationale for government involvement in promoting R&D. The role of public policy is particularly important since researchers tend to need high skills and are usually third level graduates. Consequently there is a strong link between the education system and research that takes place at universities and innovation at the firm level. The key in this respect is to move from basic research in the universities to new products and processes in industry.

### 3.2.3 INFRASTRUCTURE

In the international literature a consensus is emerging that infrastructure almost always has a positive impact on growth. In other words if an infrastructure deficit exists, public policy should aim to close this deficit as the return to such an investment is higher than the cost of the investment. A range of structures make up the overall infrastructure of a region. The notable ones are transport infrastructure such as roads, ports and airports, water and sewerage infrastructure, waste infrastructure, energy and telecoms. Other types of structures also play an important role such as social, cultural and recreational infrastructure which is important in attracting and retaining skilled labour in particular areas.

In general it is argued that public infrastructure provides an additional free input into the production process and that, in the absence of excess congestion, infrastructure is a public good which results in increasing returns to scale. This implies that an additional user of the infrastructure does not detract from the usefulness of the infrastructure to others. These scale economies give an important impetus to growth. Of course transport infrastructure facilitates market access and thus helps exporters and importers to sell their goods in other jurisdictions, and the improvement of transport infrastructure reduces transport costs, which benefits not just firms through lower costs but also consumers through cheaper goods.

One of the most noticeable results of the recent boom in Ireland is the high degree of congestion on our roads.

This is due to a number of factors, which have driven up the demand for transport. Firstly, the rapid increase in the number of employed people and the decline in the dependency rate mean that more people are travelling to work. Secondly, with increasing incomes, car ownership also increases. Finally, preferences and constraints in the housing market, which have given rise to high house prices in certain areas have led to an increase in long distance commuting. The latter has also given rise to an increase in once off housing, which has an important implication for the choice of transport mode.

The modal choice is determined by factors such as availability, convenience and cost, relative to other modes. With the increase of once off housing for example public transport is often not available or inconvenient, requiring a car journey before public transport lines can be reached which is of course inconvenient and adds to costs (the individual has to have access to a car). But even for urban dwellers, public transport is not always convenient and cheap, as the systems in Ireland are not integrated and suffer from an excessive radial service pattern.



### 3.2.4 QUALITY BUILT ENVIRONMENT

Quality of life issues are becoming increasingly important to modern societies. On the one hand this is due to the fact that increased affluence results in higher expectations by individuals. On the other hand, with increasing mobility due to skills and experience individuals will seek out areas, which provide them with a higher quality of life. Issues that determine the quality of life, other than work related issues, include crime/security, availability of a diverse range of social, cultural and recreational facilities (discussed above under infrastructure), a clean environment and a quality built environment, which includes the accommodation for individuals (housing market).

A lack of security undermines communities and discourages individuals to live in insecure areas. As personal security is a fundamental need this aspect should not be underestimated in determining the economic success of an area. While security/policing are local roles in many countries, this is a centralised role in Ireland. Nevertheless, the local authority can play an important role through liaison with the Garda Síochána.

A clean environment has many dimensions, encompassing clean streets and footpaths as well as clean water in rivers and clean air. Of course this interacts with the nature of the built and natural environment to generate the broader environment. A quality built environment is well designed and well laid-out, while a quality natural environment is one with a high level of biodiversity. Both are highly desirable as they enhance the life of individuals.

An important determinant of the quality of life of individuals is their housing accommodation. As with all markets in economics the housing market is analysed in a demand /supply framework. The demand for housing is currently extremely high due to the demographic structure, with a large number of young people in the population, most of whom are in employment so that they have at least some resources to enter the owner-occupier housing market.

The increased incomes of recent years have further stimulated the demand for housing (of course the high price of housing may also have contributed to higher wage demands). As house prices have risen, the expectation (or worry) of first time buyers has been that prices would rise further resulting in them trying harder to get into the market, which then leads to even more price increases. Furthermore, the increasing wealth of individuals has also led to a higher demand for second homes.

The supply of housing depends on the capacity of the sector; profits and the availability of suitable sites, as well as demand. With regard to the availability of suitable sites, zoning decisions and land prices matter. Clearly, developers aim to maximise their profits and thus operate in the market in a way that achieves this goal. This is of course helped by the fact that there appears to be excess demand for housing that is not currently being filled.

An important insight from housing economics is the impact of quality of the housing and its surroundings on the price of the housing. There is a large literature which shows that holding everything else constant properties located near facilities such as good schools, public parks and other social amenities command higher property prices. Furthermore, the general environment and crime levels also have an impact on property values. This proves that the quality of the natural and built environment is an important consideration in the location decisions of individuals.

Figure 2 shows the trends of house prices in selected counties. As is well known, house prices have increased strongly throughout the country. However, these increases were larger in Kildare than in many other counties, such that only Wicklow and Dublin have higher house prices. While this suggests that Kildare is becoming a more exclusive place to live, it also means that some people including locals, cannot afford to purchase a house in Kildare, which explains the recent trend in net internal migration.

Commuting arises out of a mismatch between where jobs are and where people live. Since most people do not live in close proximity of their place of work (farmers and some self-employed are exceptions) one can expect a certain level of commuting which is in fact efficient. However, long-distance commuting has been increasing and has a range of negative effects, by firstly contributing to congestion, by reducing the time individuals have to work or carry out other activities and since long-distance commuting also puts a physical strain on commuters. Consequently it is not surprising that commuting has become a focus both of policy makers and individuals.







Economic activity tends to cluster, rather than disperse. In fact economic activity tends to be more clustered than the population. With increasing economic activity and prosperity coupled with the particular demographic position with large numbers of persons of household formation age, excess demand for housing in the agglomerations has led to rapid house price inflation. This coupled with the type of housing available in different areas, has resulted in increased mismatch between where people live and where they work and thus more commuting.

## An increasingly mobile labour force will choose

As is shown clearly in Figure 3, the proportion of commuters that travel long distance has increased strongly over time. While Meath and Wicklow have a slightly higher proportion of long-distance commuters, the difference relative to the national average are particularly striking, since the proportion of long-distance commuters in Kildare is more than double that in the country as a whole.

Fig. 2 Average House Prices

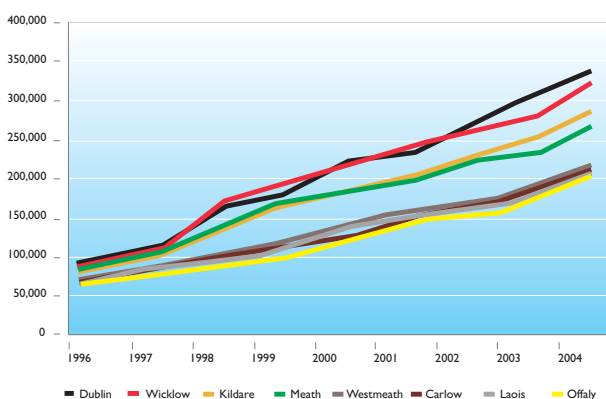
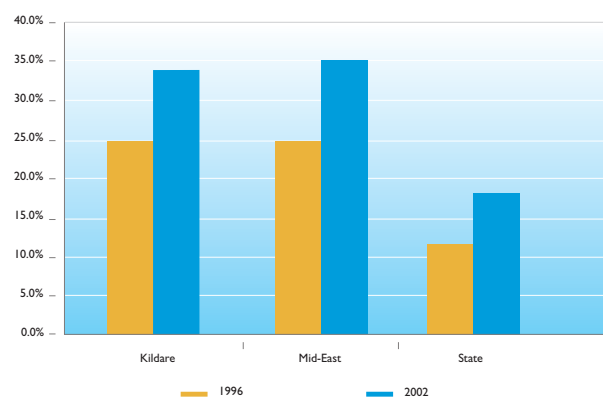


Fig. 3 Percentage of Commuters travelling in Excess of 15 miles 1996 and 2002





### 3.3 SOCIAL PARTNERS

Any economy is made up of many social partners. Apart from policy makers, which are covered below these include – firms, individuals/workers and the community. Each plays an important role in the economic and social life of a county. Indeed they are all intrinsically linked so that firms provide jobs, which are taken up by workers and of course both are part of communities. The degree of integration of these three groups is becoming more important in a knowledge based economy since wealth creation is intrinsically bound to the skills embodied in individuals that have the highest productivity in progressive firms and that work best in well functioning communities.



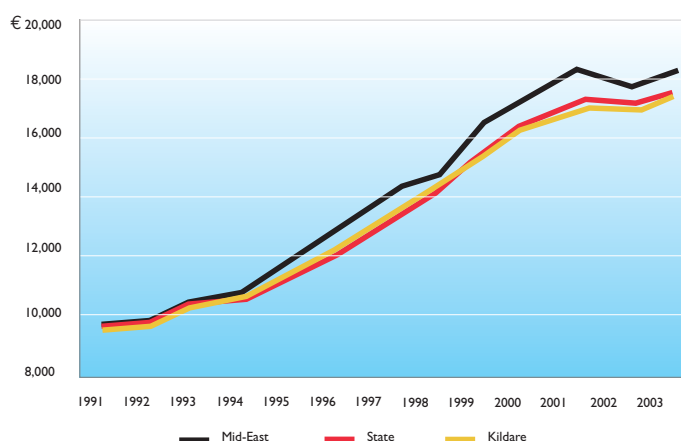
#### 3.3.1 FIRMS

Economic activity is ultimately determined by firms, which produce goods and services. Their aim is generally to maximise profits, by setting the level of activity given the prices of output and inputs including labour and energy. This implies that investments will only be made on the basis of the likely return that can be expected for this investment.

Given data constraints it is difficult to establish the competitiveness of a particular county. However, if one considers the international market share of Ireland, then an interesting picture emerges. While the market share (export share) of Irish manufacturing has recently declined significantly, that of traded services has increased very substantially. This reflects the cost competitiveness and the skills composition, which drive comparative advantage.

In a small economy such as Ireland with few very large companies, the assumption that prices are given is quite realistic. However, wage formation is to a great extent determined nationally, except in areas where there is strong competition for the same skills internationally. Wages are determined on the basis of productivity, which in turn is dependent on the skill of the individual. If Kildare is to maintain high wages then the skills of the labour force need to be sufficiently high so that high-end activities will be profitable in Kildare.

Fig. 4 Real Total per Capita Real Income, 1991 to 2003 (1995 prices)



In Figure 4 the evolution of real per capital income over recent years is shown. This is a useful proxy for the evolution of wages as the bulk of the income is from wages. High real wages are a double-edged sword. On the one hand the high income, which implies high wages, means that business costs are high which could mean a low level of competitiveness if this is not matched by high productivity. On the other hand, high incomes are good since these imply a higher level of prosperity for individuals. Overall, the figure shows strongly increasing real incomes up to 2000 but relatively static levels since then. Furthermore, the real incomes in Kildare have increased more than those in the State as a whole or in the Mid-East region (Meath and Wicklow so that they are now about 1,000 higher than the national average. The relatively static level of real income during the first years of this decade is to a large extent driven by the relatively high inflation in Ireland. While nominal income rose by almost 8 percent annually inflation accounted for over half of the growth between 2000 and 2003.

Unfortunately, productivity cannot be measured for the whole economy within the county, but only for the industrial sector. Over the period 1991 to 2003 net output per worker in Kildare increased by 200% while incomes increased by 100%. Thus, there is at least some evidence that the increasing income was warranted

Clearly changes in the price of inputs have implications for costs and profitability of firms. This relates particularly to the cost of labour – wages, since labour cannot be substituted locally. As energy prices have increased strongly recently, this will obviously have cost implications.

However, the susceptibility of the economy including that of Kildare to energy price rises has lessened over the years since energy now accounts for only 2% of inputs compared to about 4% in 1979.

Foreign direct investment (FDI) has played an important role in Irish economic development. Firms make their decision to relocate production or other activities to other countries primarily on the basis of the relative profitability of the alternative locations.

However, firms may also relocate activities to gain access to markets, to gain access to certain skills, technologies or raw materials and to reduce risk.

It is important to note that firms themselves develop in a cyclical manner, in response to market demand and the product life cycle. For example, the information technology branch was expanding rapidly during the 1990's but has been in a phase of consolidation. This implies that these firms will also have different demands and expectations from policy makers. During a phase of expansion the generation of extra productive capacity is the key goal, which requires a speedy processing of planning applications, while during a consolidation phase, market share maintenance through product innovation is the key goal of firms. This means that R&D and skills become a more important focus of these firms.

Economic activity is not evenly spread across space. To some extent this is explained by historical factors. However there appears to be a general tendency for some activities to cluster, which explains why towns and cities form.

These clustering or agglomeration forces appear to be particularly strong for the more advanced high tech activities, so they are a key consideration for the further development of Kildare. Furthermore, there is evidence that a more diversified economic structure is better than a more specialised structure. For Kildare one can identify three distinct parts to the county, which need to be taken account of in any strategy. These are the metropolitan part of the county, which is contiguous with Dublin, the urban corridor part of the county, which encompasses the larger urban centres along the main national route network in the county, and the rural parts to the West and South of the county.



## Kildare is losing attractiveness

### 3.3.2 WORKERS/ INDIVIDUALS

Demographic factors have an important role to play in the development of a county/region/country in that they delimit the potential workforce and the age related dependency rates. Furthermore, the age composition has important implications for the demand of particular services. For example a high child population implies higher demand for childcare services, while a high proportion of elderly implies higher demand for healthcare other services for the elderly (meals on wheels, old peoples homes etc.).

Changes in the population are determined by births, deaths and net-migration. While mortality changes relatively slowly mainly due to medical advances, fertility and migration are influenced by economic and social factors. As in all developed countries, fertility has declined as female labour force participation has increased. This is due to the fact that woman who enter the labour force and especially those who have spent time in accumulating skills tend to defer childbirth so that biologically they are likely to have smaller families. Furthermore, high childcare costs relative to the expected wage force woman to make the choice between work and having children, which again implies that average family sizes decline. From a policy perspective a high female labour force participation is desirable as this increases the potential of the economy. However, this is likely to be accompanied by declining fertility, which will reduce the capacity of the economy in the long-run. Thus, a child friendly policy, which incorporates the provision of childcare at a reasonable cost becomes a crucial policy area.

Migration is determined fundamentally by the availability of well-paid jobs and reasonable housing costs. Thus, individuals choose where to live on the basis of wage and housing cost differentials.



While this is the standard explanation in the literature, it clear that other factors also matter. Firstly, attachment to a place is very important.

This is determined by social, cultural and general quality of life issues. Higher skilled individuals in particular, due to the fact that they are in high demand are particularly mobile. However, this also implies these also have the highest expectations of the area in which they live. Thus, in order to attract and retain a highly skilled workforce, Kildare needs to ensure that the built environment is attractive, clean and safe, that the right mix of facilities is available. A corollary of this is that the migration patterns reveal how well Kildare is performing on these criteria.

Table 1 below shows the internal migration flows in and out of Kildare for the two census years, 1995/96 and 2001/02. In particular we distinguish between Dublin and other counties. The figures show a net immigration from both Dublin and the rest of the country for 1995/96. However, while there is a strong inflow from Dublin in 2001/02, there is also a strong net outflow to the rest of the country. This indicates that Kildare has become less attractive as a place to live, possibly due to high property prices and other factors. The link between migration and property prices is suggested by the fact that there is still a net inflow from Dublin, where property prices are higher than in Kildare.

**TABLE 1 INTERNAL MIGRATION 1995-1996 AND 2001-2002**

ORIGIN/DESTINATION	1995-1996			2001-2002		
	IN	OUT	NET	IN	OUT	NET
Dublin Co. and City	2,466	1,339	1,127	3,750	1,638	2,112
Other counties	1,864	1,638	226	1,848	3,025	-1,177
<b>Total</b>	<b>4,330</b>	<b>2,977</b>	<b>1,353</b>	<b>5,598</b>	<b>4,663</b>	<b>935</b>

Source: Census of Population 1996 and 2002.

### 3.3.3 COMMUNITY

Both firms and individuals are not isolated and rather co-exist within communities. The community context is important in shaping the environment in which both firms and individuals operate and indeed healthy communities improve the performance of firms and the quality of life of individuals.

Various types of communities can be identified. On the most basic level the neighbourhood is a community, which, if it functions well can be an important reason for individuals to stay in a particular area. In good neighbourhoods individuals help each other out in times of need and come together in times of joy. Thus, they ensure that individuals do not feel isolated. For firms, business networks perform a similar task.

Other communities such as sports or social clubs also perform an important role. Without them many local activities that enhance the life of many people either through direct participation or as a spectator would not be possible. On a different level again, political parties, unions, business organisation and other interest groups also form important communities, which support civic life.



A growth driver on its own while necessary, is not sufficient to generate growth








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## SUMMARY

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The above outline shows the interconnectedness of economic and sociodemographic variables. Without a well-educated, highly motivated workforce, businesses cannot succeed in the international economy. On the other hand, individuals need good employment in order to safeguard their prosperity. Thus, policies that attract and retain a good workforce need to be enacted. The productive environment in Kildare also needs to be internationally competitive, in order to generate and maintain highly paid jobs in the county.

The analysis has also suggested specific key policy areas that need to be addressed. Skills are substantially acquired through the education system. Thus, in order to increase the skill of the labour force, emphasis needs to be placed on participation in further education. In order to address the shortages in key skills it will be necessary not just to raise the average level but to improve the composition of qualifications. Specifically, there are shortages of people with natural sciences qualification, engineering and information technology qualifications.

A related issue is the level of research and development activity in the county. While some progress has been made to increase R&D activities, given the range of employers and fact that Kildare has a university, more can be made of these resources through increased networking and incubation facilities.

Infrastructure plays an important role not only for the productive sector but also for individuals. Here it is necessary to deal with the congestion issue by providing more transport capacity while at the same time striving to reduce car dependence and entice individuals to use public transport. Other infrastructures, such as environmental services for water supply, waste collection and waste water treatment need to be augmented to provide a strategic reserve capacity, which can be used for further development.





### 3.4 SERVICE PLATFORMS

Kildare County Council provides in excess of 150 different services to the citizens of Kildare covering the broad spectrum of social, economic, cultural and environmental affairs. The bulk of Kildare County Council services that have a bearing on Economic Development can be described on five service platforms, namely:



1. COMMUNITY DEVELOPMENT
2. PLANNING AND ECONOMIC DEVELOPMENT
3. ENVIRONMENT
4. TRANSPORTATION
5. SANITARY

#### 3.4.1 COMMUNITY DEVELOPMENT

##### COMMUNITY DEVELOPMENT

Lead, guide, reinforce and promote local authority activity related to community development and social inclusion by promoting sustainable community projects and facilitating co-operation and coordination in the community sector.

##### COUNTY DEVELOPMENT BOARD

Work in partnership with fellow agencies to build an integrated approach to the delivery of services to the county's communities and citizens.

##### STATISTICS DATABASE

Undertake research and provide baseline information on the economic social and cultural development of the county.

#### 3.4.2 PLANNING & ECONOMIC DEVELOPMENT

##### STRATEGIC PLANNING

Preparation of statutory development plans, Strategic Planning studies and reports, background research, aimed at ensuring sustainable development facilitating economic and social progress by promoting efficient use of land while safeguarding the natural and built environment.

##### DEVELOPMENT CONTROL

Process all planning applications and manage enforcement and compliance issues in relation to planning permissions issued.

##### PROTECTION AND CONSERVATION OF HERITAGE

Identify, preserve and conserve the built, natural and cultural heritage.

##### ECONOMIC PROMOTION AND MARKETING OF THE COUNTY

Promote and support high quality business activity in the county. Link with agencies promoting economic development, as well as established business operations within the county. Foster and support business initiatives at all levels, including tourism.

#### 3.4.3 ENVIRONMENT

##### DISPOSAL OF SOLID WASTE

Regulate the use of waste disposal facilities, Formulate and Implement a Waste Management Plan for County, Promote and provide recycling facilities.

##### AIR QUALITY

Operate air quality monitoring stations, gather and collate data.

##### WATER QUALITY

Operate water sampling, testing and monitoring programme, Formulate and Implement agricultural pollution prevention plan, Manage discharge to watercourse licences, Manage emergency response to pollution incidents.

##### GENERAL ENVIRONMENTAL QUALITY

Protect general aspects of the Natural Environment through development plan policy in relation to natural amenities, Natural Heritage and Conservation, and redevelopment of derelict sites.

### 3.4.4 TRANSPORT

#### ROAD SAFETY

Primary objective is to reduce road accidents. Maintain accident database in co-operation with Gardai, Promote Road Safety campaigns, Identify and Improve areas of high risk, Manage public lighting in built up areas and at major junctions, Formulate and Implement winter maintenance programme.

#### ROAD REPAIR

Ensure that the existing road network is maintained and renewed on a minimum 10 year cycle.

#### ROAD INFRASTRUCTURE

Construct road improvement schemes in line with National Development Plan policy and to ensure in so far as possible that new infrastructure is provided in support of new development.

#### TRAFFIC MANAGEMENT

To improve journey times and develop urban traffic management plans for parking, traffic calming, cycle and pedestrian facilities as well as safer road to school initiatives,

#### TRANSPORT SERVICES

To support efforts to put in place a county wide transport service strategy linking both private and public transport activities.

### 3.4.5 SANITARY

#### WATER SUPPLY NETWORK

Source adequate supplies of potable water supplies to meet demand levels.

#### WASTEWATER TREATMENT FACILITIES

Ensure that there is sufficient wastewater treatment capacity to meet existing and future demand in a way that protects the environment.

#### SURFACE WATER MANAGEMENT

Develop and implement surface water catchment management systems throughout the county to address demand and alleviate flooding.







### 3.5 POLICY EXECUTIVE

While being determined by the elected members of Kildare County Council and administered by the Council Executive led by the County Manager, the policy underpinning service delivery is influenced by European, National, Regional and Local level. Policy is ultimately decided by Members sitting in Council, but is generally formulated at committee level through a number of Strategic Policy Committees and fed up to Council through the Corporate Policy Group.



THERE ARE 5 STRATEGIC POLICY COMMITTEES, NAMELY:

1. ECONOMIC PLANNING AND DEVELOPMENT
2. URBAN AND RURAL DEVELOPMENT
3. HOUSING AND SOCIAL INCLUSION
4. TRANSPORTATION
5. ENVIRONMENT AND SERVICES

Strategic Policy Committees have representation from Elected Members and Community representatives.

The Corporate Policy Group comprises the Chair of each Strategic Policy Committee, the Mayor and the County Manager. Policy proposals from the Strategic Policy Committees are discussed at Corporate Policy Group before being presented to Council for adoption.

An increasingly mobile  
labour force will  
choose where to live on the  
basis of quality of life



Clearly a quality built environment contributes significantly to the quality of life of workers and thus helps to attract and retain these in the county.

