



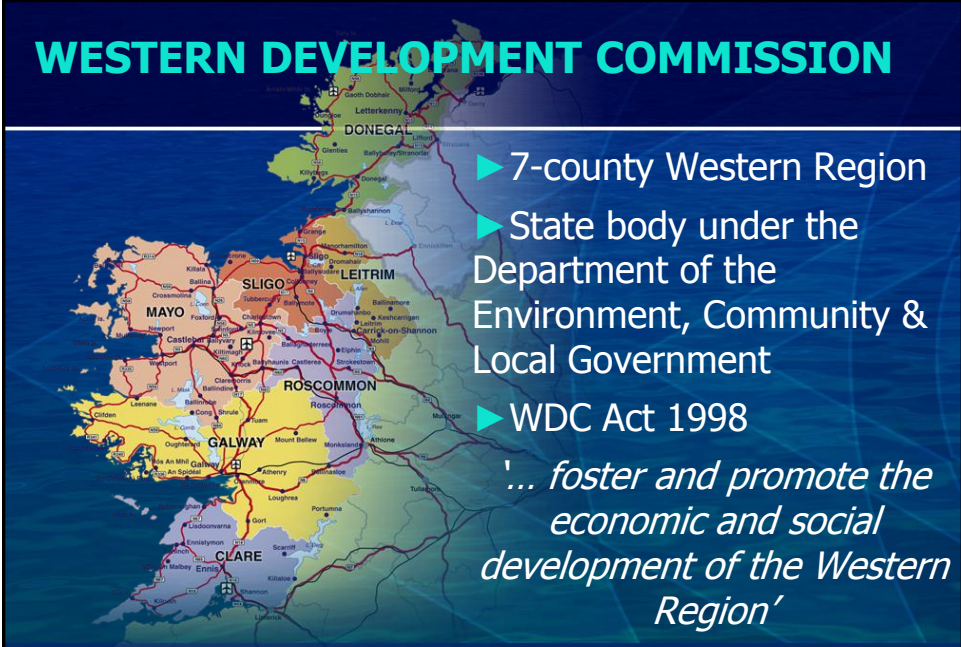
Employment Trends & Growth Sectors in Co Mayo

20 September 2012

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Western Development Commission



WESTERN DEVELOPMENT COMMISSION



- ▶ 7-county Western Region
- ▶ State body under the Department of the Environment, Community & Local Government
- ▶ WDC Act 1998
- ▶ *'... foster and promote the economic and social development of the Western Region'*

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What do we do?

1. Inform **policy**-making through data analysis (e.g. employment, infrastructure)
2. Support sustainable **development** based on region's resources (e.g. wood heat, creative)
3. Promote benefits of living, working & doing business in Western Region – **LookWest.ie**
4. Provide risk capital to SMEs & social enterprises through WDC Investment **Fund**



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Outline

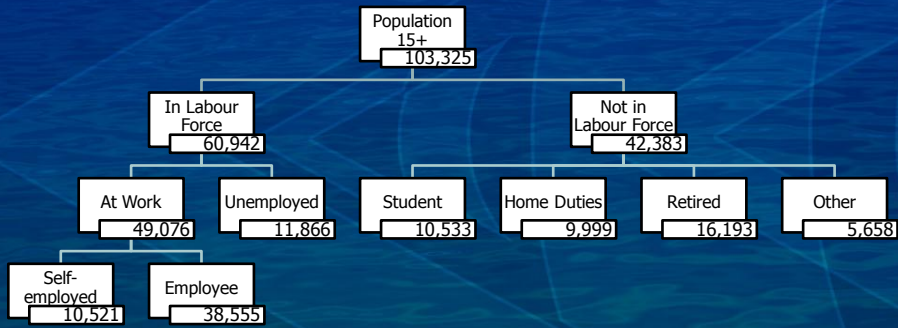
- ▶ **Mayo's Labour Force**
- ▶ **Employment by Sector in Mayo**
- ▶ **Enterprise by Sector in Mayo**
- ▶ **Mayo NE Town & Village Profiles**
- ▶ **Growth Sectors**

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Mayo's Labour Force



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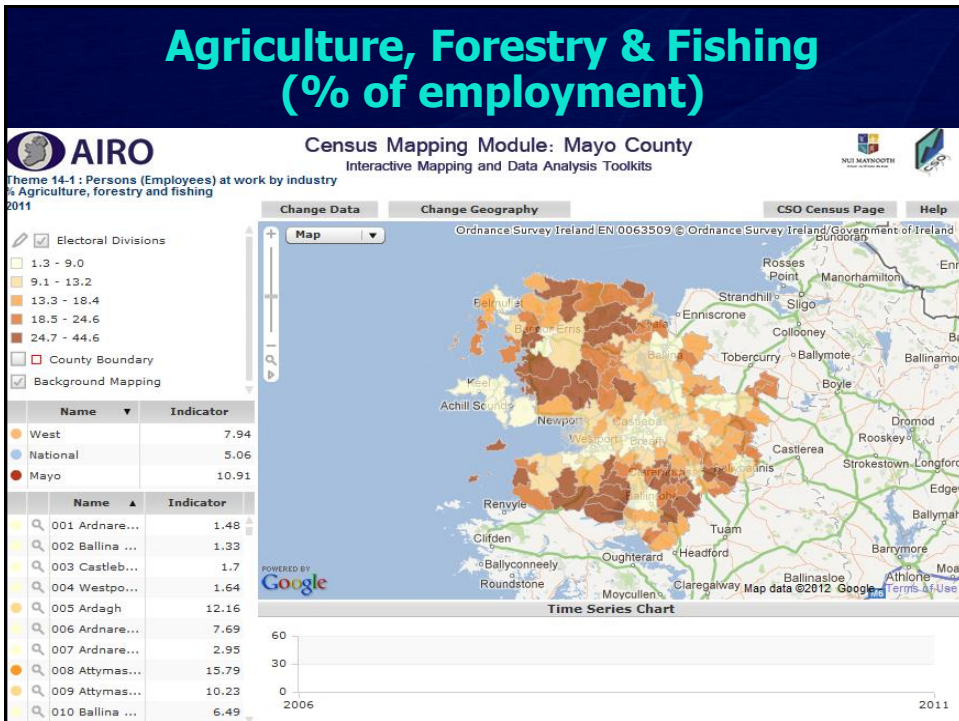
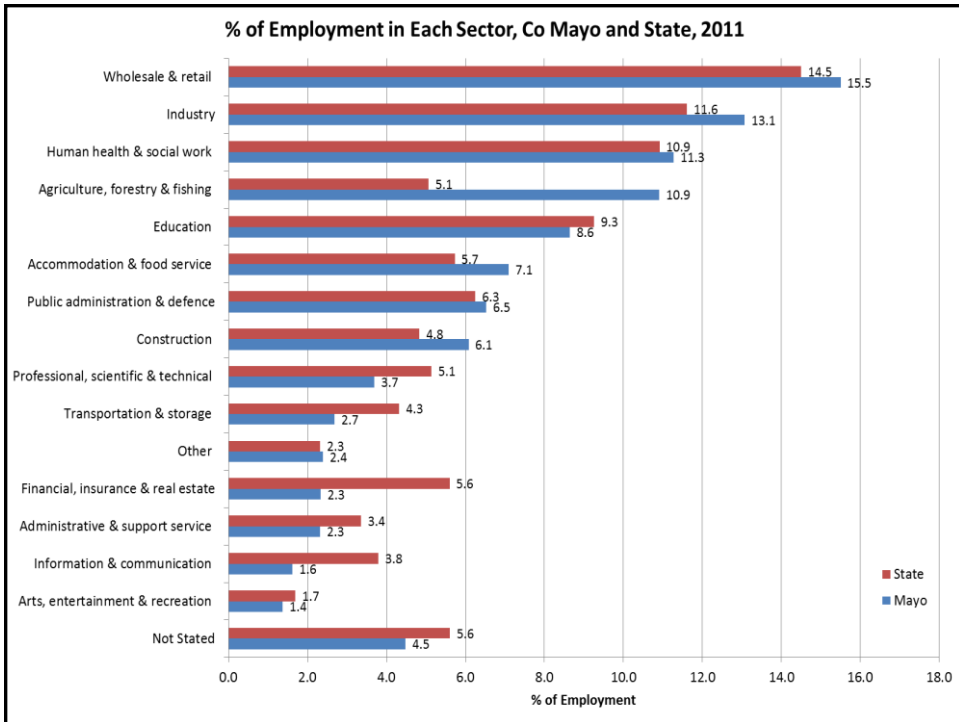
Employment by Sector in Co Mayo

- ▶ 21% of working people in Mayo are self-employed
- ▶ Biggest employment sectors
 1. Wholesale and Retail – 7,609
 2. Industry – 6,414
 3. Health – 5,532
 4. Agriculture – 5,354
 5. Education – 4,244

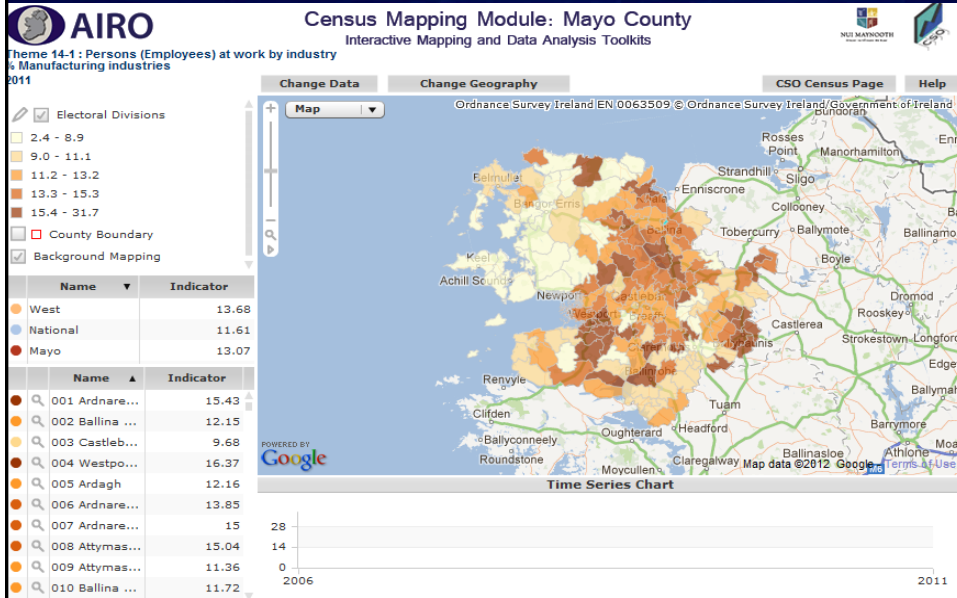
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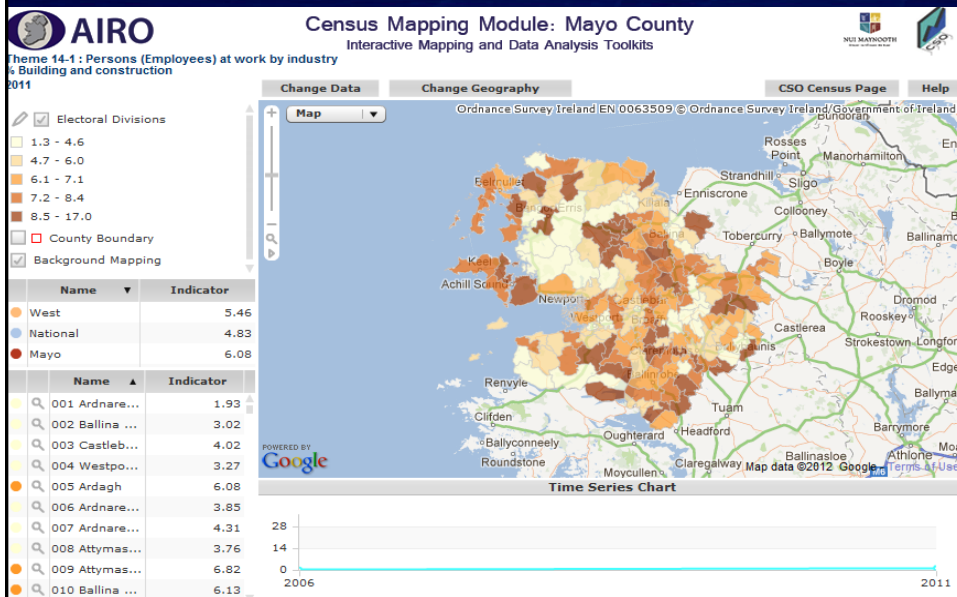




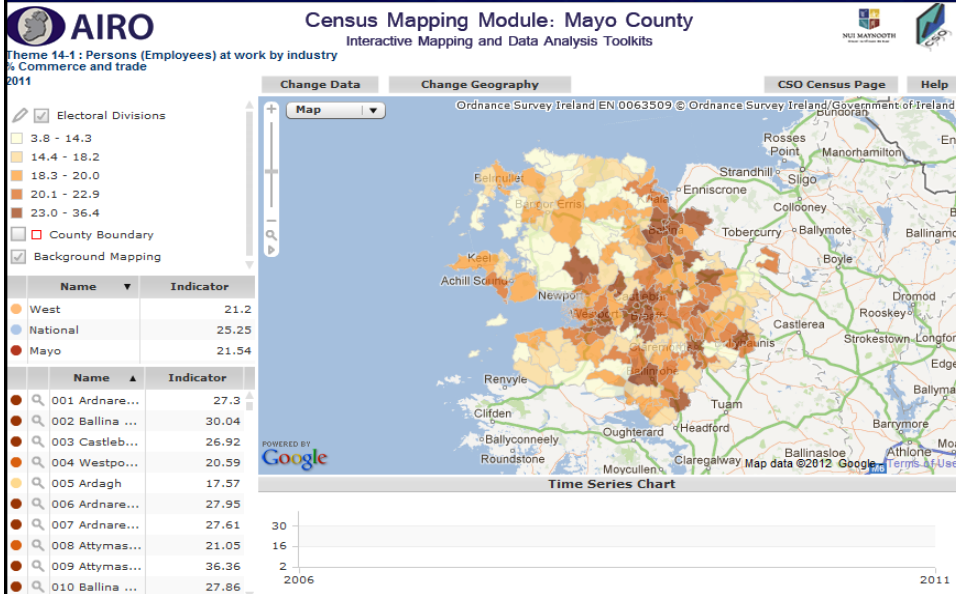
Manufacturing (% of employment)



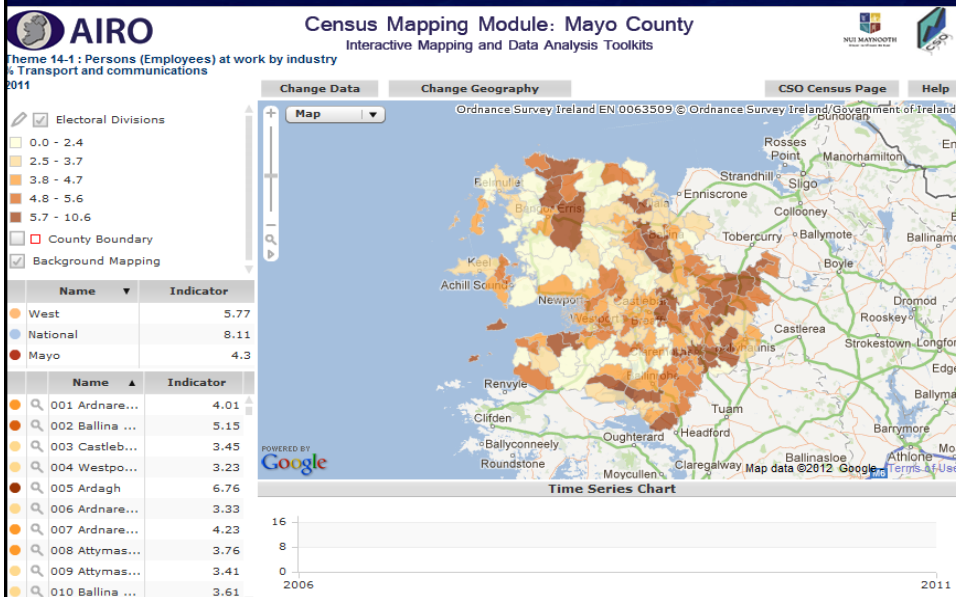
Construction (% of employment)



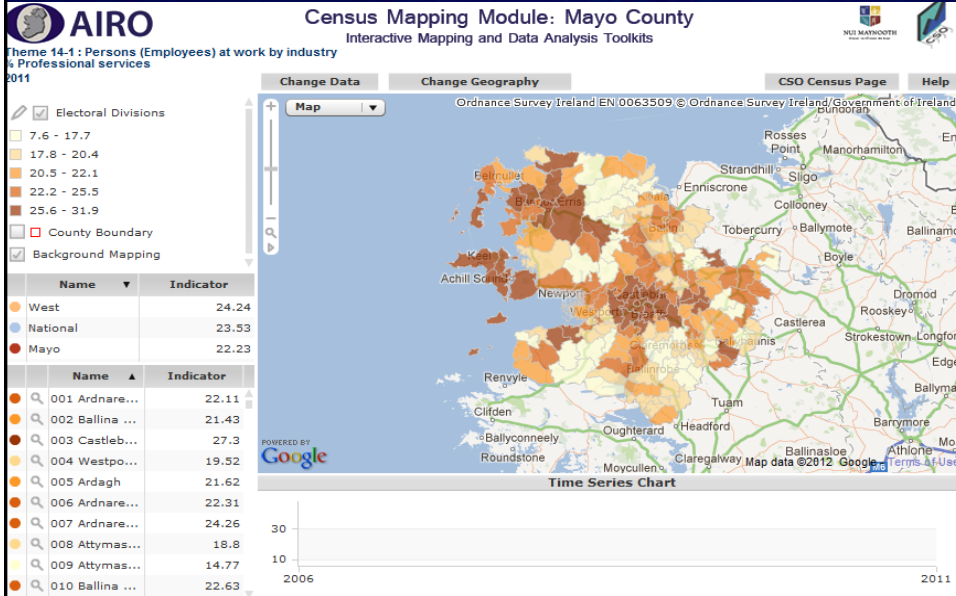
Commerce & Trade (% of employment)



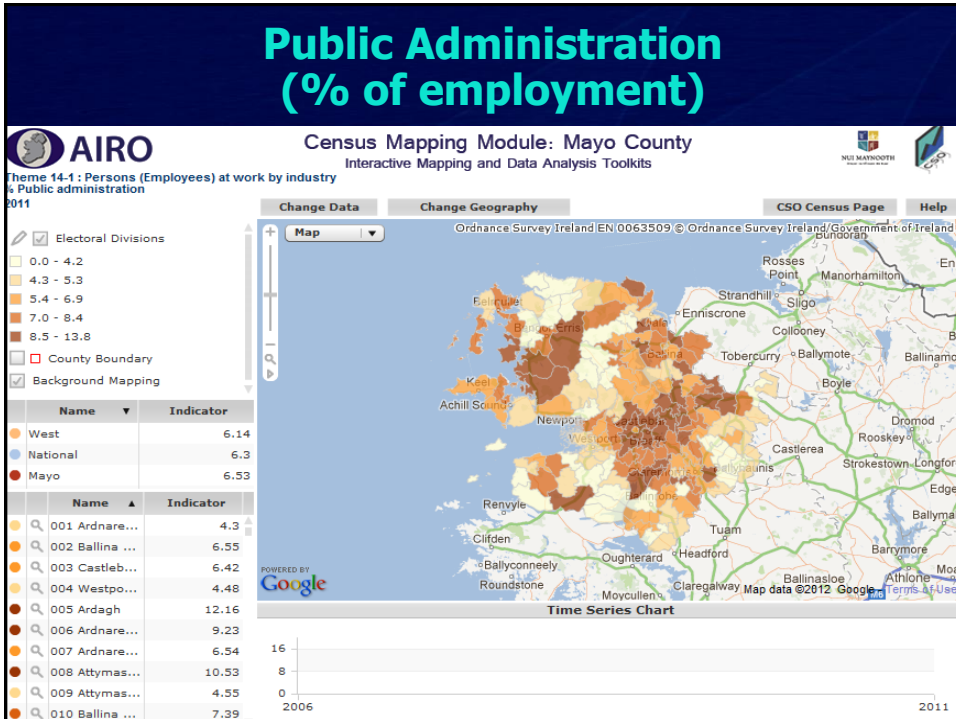
Transport & Communications (% of employment)



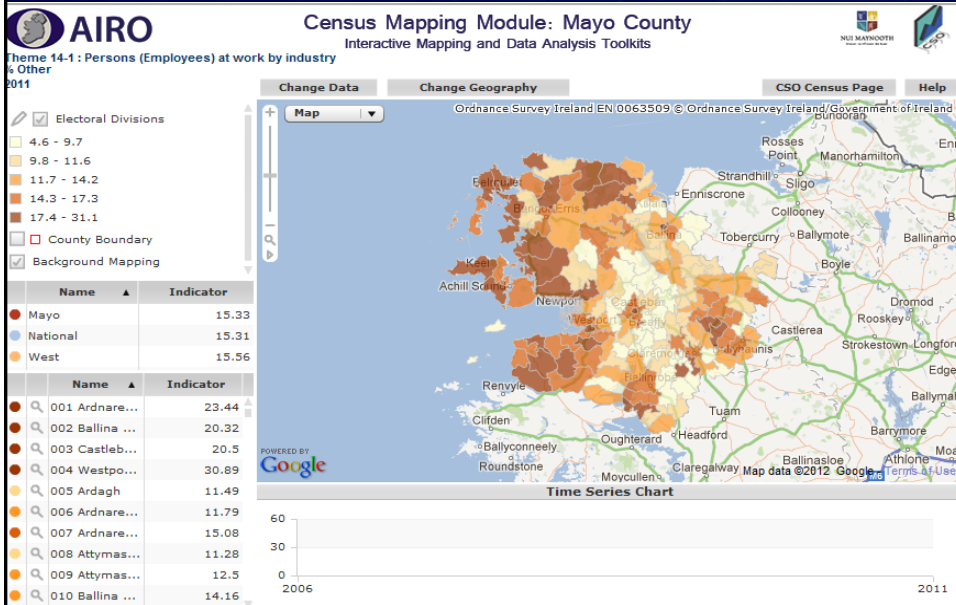
Professional Services (% of employment)



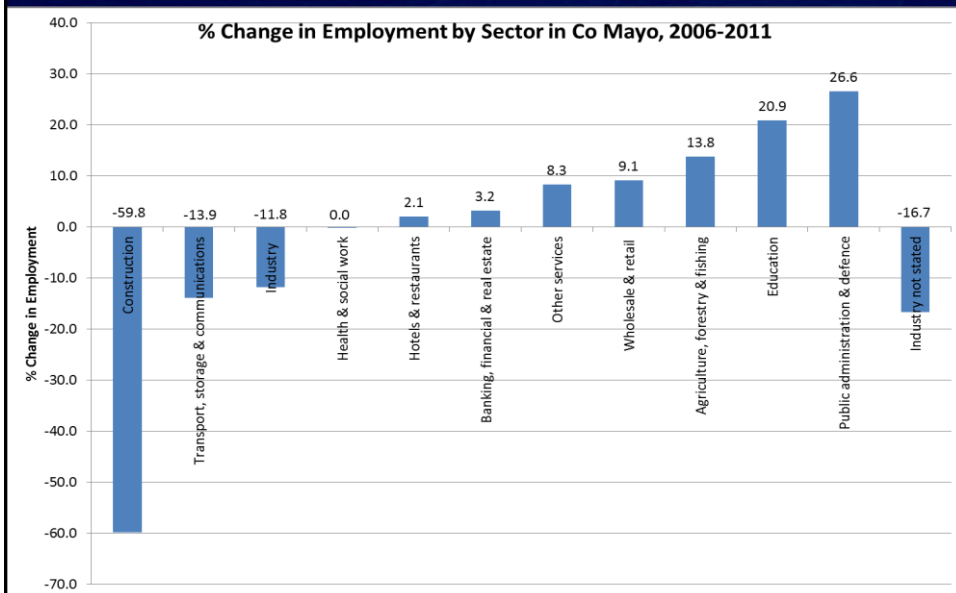
Public Administration (% of employment)



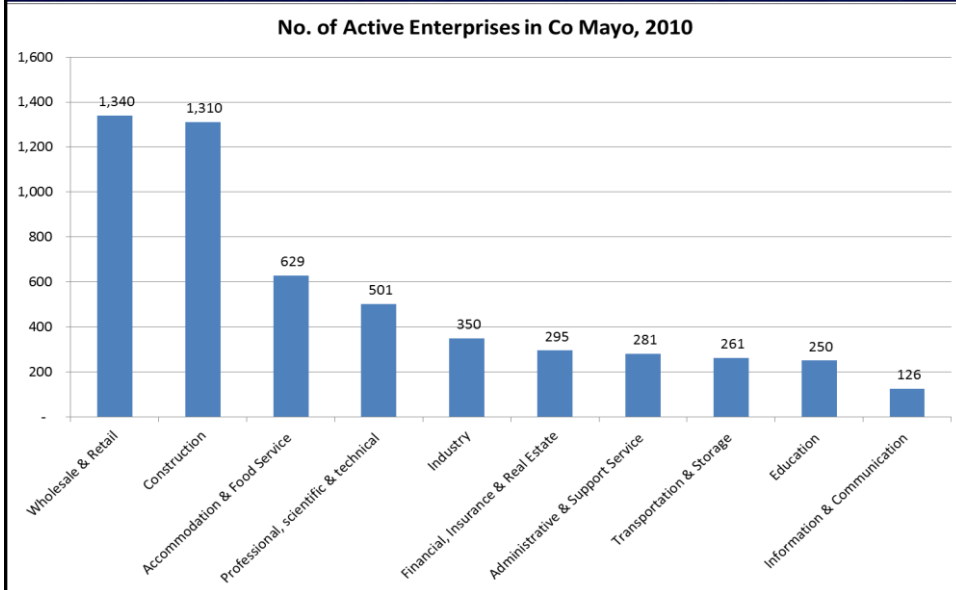
Other (% of employment)



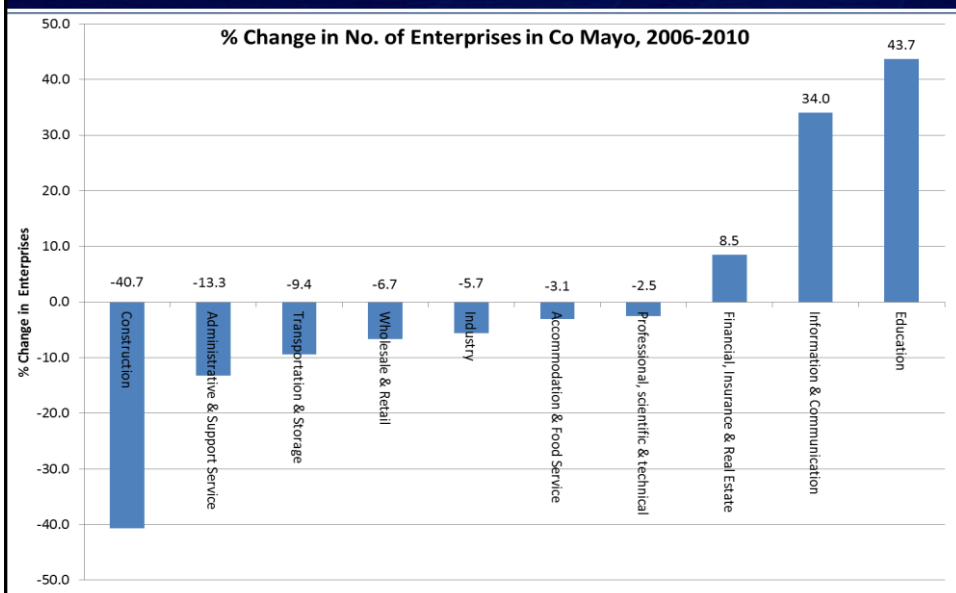
Employment Change in Mayo 2006-2011



Enterprise by Sector in Co Mayo



Enterprise Change in Co Mayo 2006-2010



NE Mayo Town & Village Profiles

► Profiles of 13 towns & villages in NE Mayo

- Age Group
- Principal Economic Status
- Sector of Employment
- Education Levels
- Occupation Groups

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Employment Sectors in Towns/Villages

- ▶ Commerce & Trade and Professional Services the two largest for many towns/villages (Ballina, Swinford, Foxford, Kiltimagh, Crossmolina, Kilkelly & Bangor Erris)
- ▶ Manufacturing biggest sector in Ballyhaunis & also important in Kilalla
- ▶ Construction important in Kilkelly and Ballycastle
- ▶ 'Other' a large source of employment in Ballycastle, Knock, Belmullet and Charlestown
- ▶ Public administration big source of employment for Swinford, Charlestown and Foxford
- ▶ Transport & Communications most important around IWAK (Kilkelly, Charlestown and Swinford)
- ▶ Agriculture is most important in the smaller centres (Ballycastle, Kilkelly and Bangor Erris)

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Growth Sectors

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WESTERN REGION GROWTH SECTORS

- ▶ Life Sciences
- ▶ Software, Financial & International services
- ▶ Caring
- ▶ Tourism
- ▶ Creative
- ▶ Green economy
- ▶ Food
- ▶ Education

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Caring

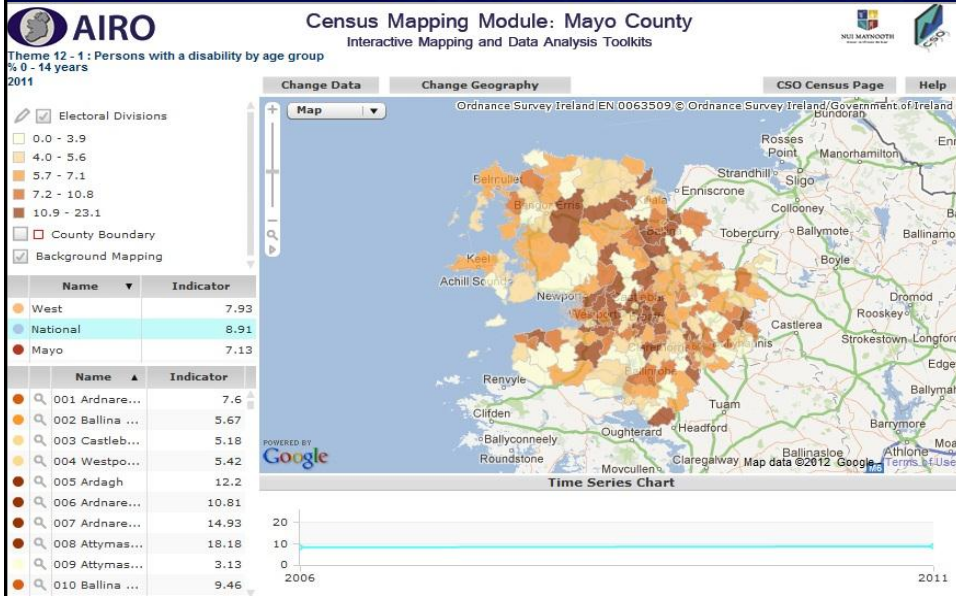
- ▶ **Caring opportunities** – elder care, residential & home care, childcare
- ▶ Nationally
 - ▶ 101,000 work in social & care occupations
 - ▶ Half are care workers, home carers
 - ▶ 6,900 new jobs 2007-2011
- ▶ Mayo
 - ▶ In some areas more than 1 in 5 people are aged 65+
 - ▶ 30% of people aged 65+ live alone
- ▶ Demand for care services is expected to continue to grow – social enterprise opportunity e.g. Roscommon Home Services

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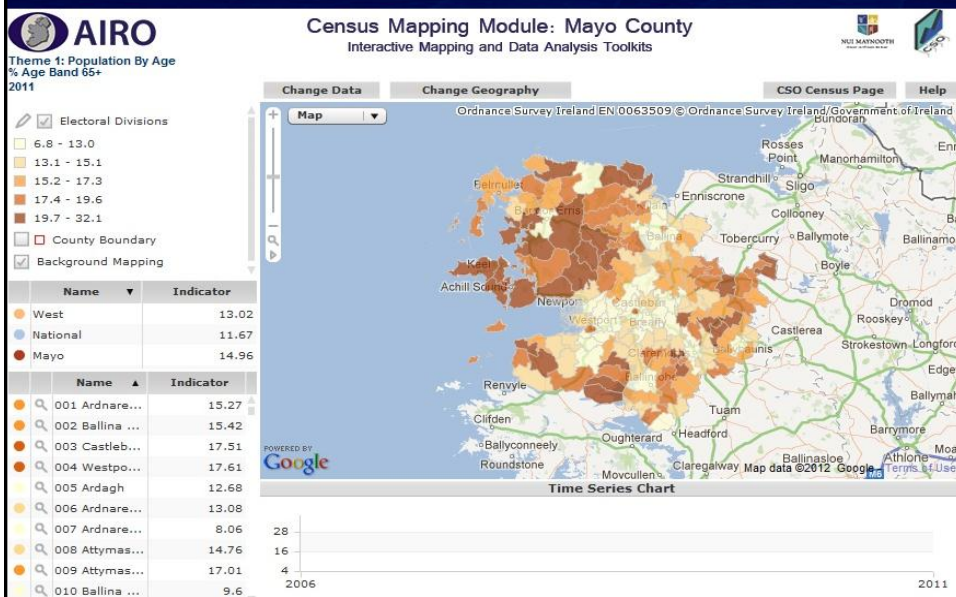
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% of Population 0-14 years



% of Population aged 65+



Tourism

- ▶ **Tourism opportunities** – outdoor & adventure tourism, cultural, festivals, events (e.g. triathlons), water-based, 'grey' market, coach tourism
- ▶ Overseas visitors to Mayo 2011 – 267,000 visitors; €83m revenue
- ▶ Visitors to Ireland 2010 – 33% rural holiday + 45% rural/urban mix (opportunity for NE Mayo)
- ▶ 'Experience' real culture / community
- ▶ Knock airport – new flights Germany, France, Italy
- ▶ Western Region Tourism Marketing Programme
- ▶ The Gathering 2013

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Creative

- ▶ **Creative sector** – arts centres, artists, crafts, digital media, film & TV, community radio, design
- ▶ Mayo (2008) 1,536 employed in creative
- ▶ Attractiveness of an area, tourism, social inclusion, rural locations, micro-enterprises, marketing, culture
- ▶ Support projects
 - ▶ CISNet (<http://cisnetwork.eu/>)
 - ▶ Creative Edge (www.creative-edge.eu)
 - ▶ WDC Micro-loan Fund: Creative Industries (<http://www.wdc.ie/microfundci/>)

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Green Economy

- ▶ **Green economy** – wood energy, wind & ocean energy, retro-fitting, energy efficiency
- ▶ Social enterprise opportunity in local wood supply e.g. Donegal Woodland Owners Co-op
- ▶ Energy efficiency and warmer homes, opportunity for former construction workers

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Food

- ▶ **Food opportunities** – higher value-added, organic, artisan, marine
- ▶ Employment in assisted agri-food grew in Mayo by +19.5% 2007-2010, strongest growth sector
- ▶ Local branding opportunity e.g. Taste of Ballyhoura, Fuschia
- ▶ Community kitchen facilities e.g. Drumshanbo Food Hub

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Education

- ▶ **Education opportunities** – private and community & voluntary sector, upskilling/training for jobseekers, facilities for outreach education (community centres)
- ▶ Biggest enterprise growth sector in Mayo since 2006
- ▶ Nationally, strong growth in vocational trainers/instructors
- ▶ Access to upskilling and distance education (e.g. broadband) in rural areas – role for community facilities

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Thank You

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