

CONNEMARA PROGRAMME

Case Study on an issue resolved by the Connemara Programme

2016

Key Points

- Any area or business without an Internet presence does not exist in the Digital Economy.
- Preparing Connemara businesses to benefit from Rural Broadband is critical to their long term survival.
- 52% of Connemara Organisations still have no internet presence.
- By November 2015 the Programme had online records of all commercial Connemara organisations visible on the web
- By July 2016 the Programme had over 45,000 items and 85,000 new photos of Connemara in the Singleview database.
- These data have been used to identify over 150 new business opportunities in Connemara.
- The Singleview data base can create over 27,000 interactive maps

The Issue

The self funded and locally managed Connemara Programme was established in 2012 in order to help the area recover from the impact of recession, austerity and emigration. The key issue was how to ensure that all the resources of Connemara could be mobilized to drive a recovery and be used to deliver inclusive long term, sustainable, socio economic benefit.

The Approach

The Programme established 3 streams to manage the challenge

1) What: This stream researched and analysed the social, economic, cultural, topographical and historical aspects of Connemara. This analysis identified broad high return areas of focus for the Programme.

2) How: The Programme then identified the most appropriate technologies and tools that would allow a device neutral, low / no cost set of capabilities and services suitable for a low bandwidth Internet area to be developed and used.

3) Engage: The Programme engaged throughout the process with the communities and sectors of Connemara. Regular briefing meetings are held and social media is used to generate interest, use and engagement with businesses, organisations and individuals inside and outside Connemara.

The Result

A 45,000 item data set and 85,000 new photos of Connemara were entered into the Singleview database. The Myconnemara web site to present a subset of these data was opened at www.myconnemara.com. Available in 81 languages the site has been visited by users from 121 countries and has a traffic volume of 6000+ page views a month. The geographical and subject area distribution of the site are listed below.

	End User Visible records						
	Places	Organisations	Points of Interest	Events	Connepedia	Maps	Total
North Connemara	5	169	383	64	284	49	954
South Connemara	21	451	671	115	391	135	1784
East Connemara	5	205	435	81	327	47	1100
West Connemara	19	679	773	250	583	85	2389
Total	50	1504	2262	510	1585	316	6227

Source: Connemara Programme: July 2016