



CLARE COUNTY COUNCIL  
CLIFFS OF MOHER  
2040 STRATEGY

DRAFT  
Strategic Environmental Assessment  
Environmental Report

June 2024



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# Glossary

## Appropriate Assessment

Appropriate Assessment (AA) is an appraisal of the potential adverse effects of a plan or project (and the cumulative effects in combination with other plans or projects) on designated Natura 2000 sites i.e. Special Areas of Conservation (SAC) and Special Protection Areas (SPA). SACs are protected by European law via the Habitats Directive (92/43/EEC), while SPAs are protected by European law via the Birds Directive (2009/147/EC). The statutory requirement for AA is set out in the Habitats Directive. Both directives have been transposed into Irish law via the *European Communities (Birds and Natural Habitats) Regulations 2011* (as amended).

## Biodiversity

In simple terms “biodiversity” includes all life on Earth. As defined by the United Nations Convention on Biological Diversity (CBD), “biological diversity” means the variability among living organisms from all sources including, *inter alia* , terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part, including genetic diversity within species, between species and of ecosystems.

## Birds Directive

A piece of European Union (EU) legislation that is a cornerstone of EU Biodiversity Policy. It requires all EU Member States to protect all naturally occurring wild bird species present in areas under their jurisdiction and to take any necessary measures to maintain or restore bird populations.

## County Development Plan

The principal planning instrument used to manage development and land use change in a County in line with the County Council’s policies and objectives adopted to provide for the proper planning and sustainable development of the area to which the Development Plan applies.

“Environmental Impact Assessment” (EIA) is the process of examining the anticipated environmental effects of a proposed project - from consideration of environmental aspects at design stage, through consultation and preparation of an Environmental Impact Assessment Report (EIAR), evaluation of the EIAR by a competent authority, and the subsequent decision as to whether the project should be permitted to proceed, encompassing public response to that decision.

## County Geological Site

Sites identified under the Geoheritage Programme as having national geological importance due to their being worthy of more detailed assessment as exemplar sites representing one of 16 no. geological themes. County Geological Sites are the best examples of a given geological theme in each county and need to be promoted and protected.

## Environmental Impact Assessment Report

An “Environmental Impact Assessment Report” (EIAR) is a report or statement of the effects, if any, which a proposed project, if carried out, would have on the environment. It is prepared by the developer to inform the EIA process.

## Greenhouse Gas

A gas (e.g. carbon dioxide, methane, nitrous oxide) the concentration of which in the Earth’s atmosphere leads to an increase in the surface temperature due to their property of absorbing infrared radiation emitted from that surface and reradiating it back.

## Habitat

The definition of habitats used for the European Nature Information System (EUNIS) habitat classification is: “*a place where plants or animals normally live, characterised primarily by its physical features (topography, plant or animal physiognomy, soil characteristics, climate, water quality etc.) and secondarily by the species of plants and animals that live there*”.

## Habitats Directive

A piece of European Union (EU) legislation that is a cornerstone of EU Biodiversity Policy. It requires all EU Member States to establish a strict protection regime for over a thousand listed species, including mammals, reptiles, amphibians, fish invertebrates, and plants, and 230 characteristic habitat types. In doing so, Member States must designate, protect and manage core areas for habitat types listed in Annex I and species listed in annex II of the Habitats Directive. Sites are selected on scientific grounds using the criteria laid down in the Directive.

## Landscape Character Assessment

A process by which the variation in the character of a landscape is described methodically through the identification and description of unique and/or distinctive elements of a particular area.

## Mitigation

The implementation of measures designed to reduce identified negative impacts or effects of a proposed plan, programme or action on the environment.

## Natura 2000 Site

A site that forms part of the Natura 2000 network of protected areas that spans all 27 member States of the European Union. The Natura 2000 network includes Special Areas of Conservation (SAC – see below) and Special Protection Areas (SPA – see below)

## Protected Structure

A “Protected Structure” is a structure, or a specified part of a structure, which is included in a Record of Protected Structures (RPS), and, where that record so indicates, includes any specified feature which is within the attendant grounds of the structure, and which would not otherwise be included in this definition.

## Recorded Monument

A “Recorded Monument” is included in the list of recorded monuments and places and accompanying maps on which such monuments and places are shown, set out county by county under Section 12 of the National Monuments (Amendment) Act 1994 by the Archaeological Survey of Ireland unit of the National Monuments Service, and includes Zones of Archaeological Potential in towns and all other monuments of archaeological interest that have so far been identified. When the owner or occupier of a property, or any other person proposes to carry out, or to cause, or to permit the carrying out of any work at or in relation to a Recorded Monument they are required to give two months’ notice in writing under Section 12 of the *National Monuments (Amendment) Act 1994* to the Minister of Culture, Heritage and the Gaeltacht for consideration of such works.



River Basin

Defined by the Water Framework Directive (see below) as an area of land from which all surface run-off flows through a sequence of streams, rivers and possibly lakes into the sea at a single river mouth, estuary or delta.

River Basin District

Defined by the Water Framework Directive (see below) as an area of land and sea, made up of one or more neighbouring river basins together with their associated groundwaters and coastal waters, which is identified under Article 3(1) of the Directive as the main unit for management of river basins.

Special Area of Conservation

An area designated in accordance with the EU Directive on the Conservation of Habitats and Wild Flora and Fauna (92/43/EEC) for the protection of species and habitats of conservation concern within the European Union.

Special Protection Area

An area designated in accordance with the EU Directive on the Conservation of Wild Birds (79/409/EEC) for the specific protection of wild birds.

Statutory Environmental Authorities

These are government Ministers or state bodies that are identified under Article 9(5) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended) as environmental authorities that need to be consulted at different stages of the SEA Process.

Strategic Environmental Assessment

“Strategic Environmental Assessment” (SEA) is the process by which environmental considerations are required to be fully integrated into the preparation of plans and programmes prior to their final adoption. The objectives of SEA are to provide for a high level of protection of the environment and to promote sustainable development.

Strategic Environmental Assessment Screening

The stage which establishes whether proposed plans or programmes must undergo a SEA. It comprises of firstly, a consideration of the overall characteristics of the proposed plans or programmes to establish whether it falls within the requirements of the SEA Directive (2001/42/EC), and secondly, an assessment of the potential environmental significance of implementing the proposed plan or programme according to a series of significance criteria.

Strategic Environmental Assessment Scoping

The stage where statutory and non-statutory consultees are liaised with and, where necessary, collaborated with to identify the key environmental issues of concern that are likely to arise as the result of the implementation of the proposed plans or programmes. The scoping stage determines what should be covered in the subsequent Environmental Report i.e. the scope and level of detail of the information to be included in the Environmental Report.

Strategic Environmental Assessment Environmental Report

The stage where the key likely significant effects on the environment arising from the implementation of the proposed plans or programmes are identified, described, and evaluated. This stage also involves the consideration of reasonable alternatives to the proposed plans or programmes, which can include a “do-nothing” scenario.

Strategic Environmental Objectives

These are specific goals or targets for achievement set in relation to different aspects of an environmental assessment (e.g. goals for improving the biodiversity, fauna and flora of the area being assessed etc.) against which the likely significant positive or negative environmental effects of implementing a plan or programme can be evaluated.

UNESCO Global Geopark

According to Article 2.2 of the Operational Guidelines for UNESCO Global Geoparks, “UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development... UNESCO Global Geoparks use geological heritage, in connection with all other aspects of that area’s natural and cultural heritage, to enhance awareness and understanding of key issues facing society in the context of the dynamic planet we all live on”.

Water Framework Directive

EU Water Framework Directive 2000/60/EC sets out rules to halt deterioration in the status of EU water bodies and achieve good status for Europe’s rivers, lakes and groundwater through implementing the integrated and sustainable management of river basins to maintain or restore the ecological quality of waters to at least a good state.

Abbreviations

<b>AA</b>	Appropriate Assessment
<b>CGS</b>	County Geological Site
<b>CSO</b>	Central Statistics Office
<b>EC</b>	European Communities
<b>EIA</b>	Environmental Impact Assessment
<b>EIAR</b>	Environmental Impact Assessment Report
<b>EPA</b>	Environmental Protection Agency
<b>ER</b>	Environmental Report
<b>EU</b>	European Union
<b>GEOPARK</b>	Burren and Cliffs of Moher UNESCO Global Geopark
<b>GSI</b>	Geological Survey Ireland
<b>NHA</b>	Natural Heritage Area
<b>NIS</b>	Natura Impact Statement
<b>NPF</b>	National Planning Framework
<b>NPWS</b>	National Parks and Wildlife Service
<b>OSI</b>	Ordinance Survey Ireland (now Tailte Éireann – Surveying)
<b>pNHA</b>	Proposed Natural Heritage Area
<b>RMP</b>	Record of Monuments and Places
<b>RPA</b>	Register of Protected Areas
<b>RPS</b>	Record of Protected Structures
<b>RSES</b>	Regional Spatial and Economic Strategies
<b>SAC</b>	Special Area of Conservation
<b>SEA</b>	Strategic Environmental Assessment
<b>SEO</b>	Strategic Environmental Objective
<b>S.I. No.</b>	Statutory Instrument Number
<b>SPA</b>	Special Protection Area
<b>TIA</b>	Transport Infrastructure Ireland
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organisation
<b>WAW</b>	Wild Atlantic Way
<b>WFD</b>	Water Framework Directive



# Non-Technical Summary

## INTRODUCTION

Strategic Environmental Assessment (SEA) is a systematic and iterative process that is followed to assess a relevant plan or programme to predict and evaluate the likely effects of the implementation of the plan or programme on the environment. A key aspect of the SEA process is the integration of environmental considerations into the preparation of a relevant plan or programme.

An Environmental Report has been prepared by The Planning Partnership on behalf of Clare County Council as part of the SEA of the Draft *Cliffs of Moher 2040 Strategy* and its incorporated Site Masterplan.

The findings of the SEA of the Draft *Cliffs of Moher 2040 Strategy* are published with the Draft *Cliffs of Moher 2040 Strategy* and a Natura Impact Statement (NIS) for public comment.

## STRATEGIC ENVIRONMENTAL ASSESSMENT (SEA)

SEA of relevant plans, projects or programmes is required under the EU SEA Directive, *Directive 2001/42/EC on the Assessment of the Effects of Certain Plans and Programmes on the Environment*. The SEA Directive was transposed into Irish legislation in 2004 with the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (S.I. No.: 435/2004)* as amended by the *European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011 (S.I. No.: 200/2011)*.

There are four stages to the SEA process with the first three stages involving a period of statutory public consultation.

**Stage 1 - Screening:** Where a plan or programme is screened to determine whether it will have a significant effect on the environment.

**Stage 2 - Scoping:** If the competent authority determines that the plan or programme is likely to have a significant effect on the environment, the second stage, Scoping, involves a process to determine the scope and level of detail of the information to be included in the Environmental Report.

**Stage 3 - Environmental Report:** Having determined the scope and level of detail of the information to be included in the Environmental Report, stage three is the Environmental assessment and the writing of the Environmental Report, where the likely significant effects on the environment of the plan or programme are described and evaluated.

**Stage 4 - Monitoring:** The final stage of the SEA process is the ongoing Monitoring of the effects of the plan or programme on the environment.

## APPROPRIATE ASSESSMENT (AA)

A Natura Impact Statement has been prepared in support of the Appropriate Assessment (AA) of the Draft *Cliffs of Moher 2040 Strategy* in accordance with the requirements of Article 6(3) of Council Directive 92/43/EEC on the Conservation of Natural Habitats and of Wild Fauna and Flora (referred to as the "Habitats Directive") as transposed into Irish law by the *European Communities (Birds and Natural Habitats) Regulations S.I. No 477 of 2011*, as amended.

The Appropriate Assessment has been undertaken in parallel with the SEA of the *Cliffs of Moher 2040 Strategy* and its incorporated Site Masterplan.

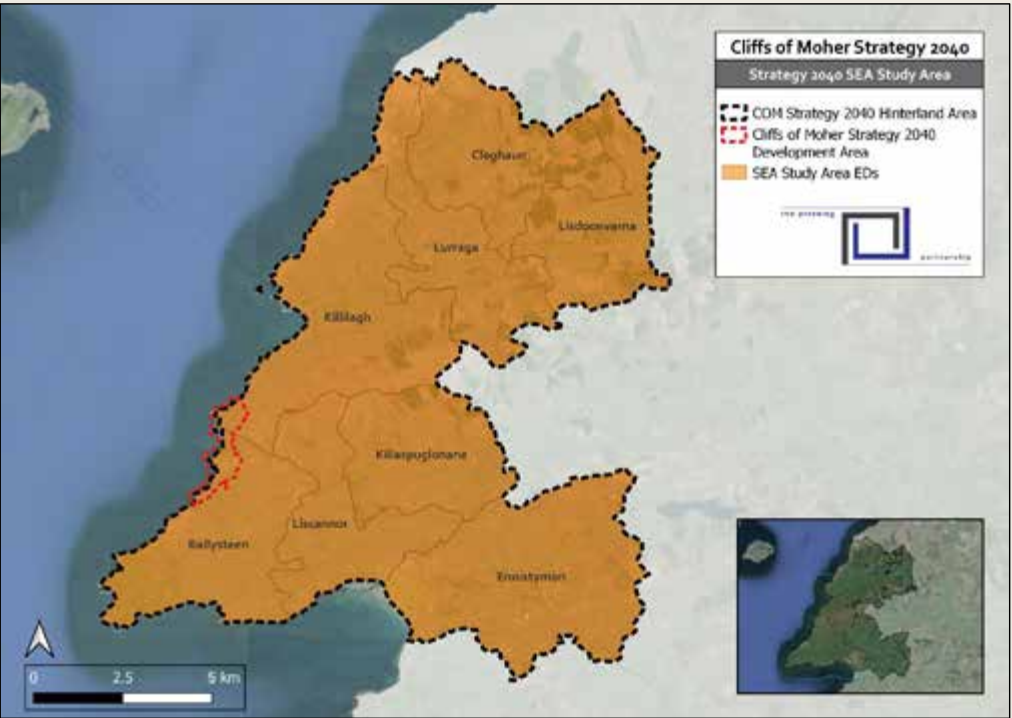
## THE SEA STUDY AREA

The study area for the SEA represents a broader geographical area identified in the Environmental Report as the 'Cliffs of Moher Hinterland Area' and is comprised of the 8 no. Electoral Divisions (EDs) listed below:

1. Lisdoonvarna	3. Lurraga	5. Ballysteen	7. Killaspuglonane
2. Cloghaun	4. Killilagh	6. Liscannor	8. Ennistymon

This area is illustrated in NTS Figure 1, which also highlights the Cliffs of Moher Strategy 2040 Development Area where the strategic focus will fall for the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan.

NTS Figure 1: The SEA Study Area



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ALTERNATIVES

In line with the requirements of the SEA Directive, reasonable alternatives to the formulation of the Draft *Cliffs of Moher 2040 Strategy* were considered, taking into account the objectives and geographical scope of the Strategy.

In considering reasonable alternatives, it is important to highlight that the key motivation for embarking on the *Cliffs of Moher 2040 Strategy* is the need to deal with challenges that have been identified over a period of several years relating to the limited capacity in certain instances of the existing visitor facilities at the Cliffs of Moher Experience, concerns over the impact of the seasonal influx of tourists (and related vehicle traffic) drawn to the Cliffs of Moher attraction, and the need to broaden the positive spin-offs from tourism into a wider region to benefit local communities. It is also important to recognise that the Cliffs of Moher are Ireland's most visited natural attraction (and the second most visited attraction overall), with over 1.6 million visitors annually.

These facts establish the geographical scope of the *Cliffs of Moher 2040 Strategy* and determine that the focus of the Strategy is on the existing physical attraction (the Cliffs) and surrounding lands. As such, the reasonable alternatives considered were identified as follows:

- 1. Business as Usual (Alternative 1: the Status Quo)
- 2. Prepare the *Cliffs of Moher 2040 Strategy* (Alternative 2: Plan for Change)

Acknowledging the imperative to address the identified challenges being experienced at the site, the selected alternative was to proceed with the preparation of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan. Over the course of preparing the Strategy, several Strategic Decisions were considered together with certain alternative options, and these were subject to SEA, as is set out further below.

CONSULTATION

Both the SEA of the Draft *Cliffs of Moher 2040 Strategy* and the Strategy itself have been subject to extensive consultation over the period from late-2019 to May 2024.

From the perspective of the SEA process, consultation with statutory environmental authorities was carried out as required in the applicable legislation at Stage 1 Screening in the period January to June 2020, and again at Stage 2 Scoping in October to December 2023. Non-statutory authorities and key stakeholders were also included as part of the consultations at these stages, as is detailed more fully in the Environmental Report.

As part of Stage 3 Environmental Assessment, in terms of the applicable legislation, the Draft *Cliffs of Moher 2040 Strategy* with the associated Draft SEA Environmental Report and Natura Impact Statement is being distributed to the statutory environmental authorities and non-statutory consultees previously consulted under Stage 2 Scoping and is also made available for inspection by the public for written submissions or observations.

OUTLINE OF THE DRAFT CLIFFS OF MOHER 2040 STRATEGY

The Draft *Cliffs of Moher 2040 Strategy* is focused on the future development of the Cliffs of Moher Experience to create world-class visitor experiences, enhance the special qualities of the cliffs and to grow the attraction's tourism and economic contribution to Clare County in a sustainable way over the next 20 years.

Overall, the strategic aim of the Draft *Cliffs of Moher 2040 Strategy* is to significantly enhance the Cliffs of Moher Experience within a restored and rewilded natural landscape, create sustainable access to the Cliffs of Moher and encourage the managed dispersal of visitors across the Cliffs' hinterland area to deliver more widespread economic benefits for local communities.

The Draft *Cliffs of Moher 2040 Strategy*, has been developed in three stages, as follows:

- Stage 1:** A Strategic Review of the visitor journey and the Cliffs of Moher hinterland
- Stage 2:** Development of proposals for arrival, access, and circulation across the Cliffs of Moher site.
- Stage 3:** Development of a Site Masterplan setting out proposed physical interventions on the site, including new visitor facilities, the existing Visitor Centre, and ancillary buildings and services.

Following an evaluation of the current situation at the Cliffs of Moher Experience, and the identification of several key issues or challenges affecting the site as well as surrounding areas and their communities, the following four Core Objectives for the *Cliffs of Moher 2040 Strategy* have been identified:

1.

**Enhancing Economic Benefits Across the Region:**

The priority of the wider strategic economic model for the Cliffs of Moher is to encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages. The key to realising economic benefits for the area in the future will be development of enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities. This approach will minimise adverse impacts on local communities and sustainably increase tourism revenue across the season. The strategy will align with local, regional and national policy priorities to create high quality visitor experiences within County Clare.
2.

**Optimising the World-Class Experience:**

The Cliffs of Moher must offer excellent value for money via diverse visitor offers and added value, delivering a world-class tourism model in which audience needs and satisfaction are central. The strategy will develop a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature through a network of safe graded walks, enhanced landscape interpretation, and targeted event and activity packages.
3.

**Transforming the Natural Landscape:**

The need to conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs is a key driver for the strategy. Rewilding and recovery of the natural environment will significantly enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences. Proactive habitat and visitor management will reinforce commitments to protect the cultural authenticity and wildness of the natural assets, designated habitats and protected species (and associated ecological corridors / linkages) within the site and wider area. This approach will also strengthen opportunities for conservation research, monitoring and education through strategic partnerships.

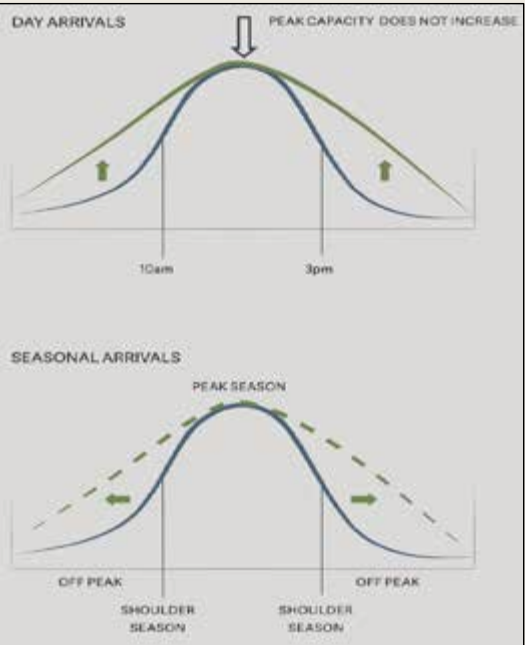


4.
- Providing Sustainable Access:
- A new park and ride hub and shuttle service for visitors to the Cliffs of Moher, developed as part of an integrated transport system for the wider area, will provide sustainable access to the site and beyond. The Cliffs of Moher Coastal Walk and the developing greenways present major opportunities for sustainable access links with the Cliffs of Moher site and for managing visitors across the wider area. These assets provide valuable community amenities and can also deliver in terms of attracting visitors, increasing visitor revenue and transforming the economic and social future of the towns, villages and rural areas around the region.

An important aspect of the Draft *Cliffs of Moher 2040 Strategy* is the proposal to address the core issue of high visitor numbers travelling to and from the site at peak times by capping the number of visitor arrivals at the peak levels reached in 2019 of some 10,500 visitors per day.

Overall, it is the intention that a strategic visitor management approach be adopted to managing the flow of visitors to achieve better distribution throughout the day and the year, thereby enhancing the total visitor experience and improving management of access to the Cliffs of Moher. This so-called ‘Flattening the Curve’ approach is illustrated conceptually in NTS Figure 2 below:

NTS Figure 2: Managing Visitor Capacity at the Cliffs of Moher without increasing Peak Capacity



Source: Draft *Cliffs of Moher 2040 Strategy*, HSD et al

Figure NTS 3 below illustrates the proposed approach taken in the Draft *Cliffs of Moher 2040 Strategy* to establishing a strategic regional access and linkages network to better manage and facilitate access to and from the Cliffs of Moher Experience:

NTS Figure 3: Cliffs of Moher 2040 Strategy - Regional Strategic Access and Links



Source: Draft *Cliffs of Moher 2040 Strategy*; Esri ArcGIS, reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

OTHER PLANS OR PROGRAMMES RELEVANT TO THE STRATEGY

The Draft *Cliffs of Moher 2040 Strategy* has a relationship with other Plans and the potential for inter-plan cumulative effects does arise. National, Regional, County and Local land use plans undergo SEA and AA requirements, and it is important to note that the *Cliffs of Moher 2040 Strategy* forms part of this wider and extensive policy and planning framework covering a variety of sectors, including tourism development.



Relevant Plans and Programmes which have been subject to environmental assessment in compliance with the *SEA Directive (2001/42/EC)* include the *National Planning Framework Project Ireland 2040 (NPF)*, the *Regional Spatial and Economic Strategy for the Southern Region (RSES)*, *People, Place and Policy Growing Tourism to 2025*, *Clare County Development Plan 2023-2029*, *Galway County Development Plan 2022-2028*, *Wild Atlantic Way Regional Tourism Development Strategy 2023-2027*, *The Burren and Cliffs of Moher Visitor Experience Development Plan* and *The Connemara Coast & Aran Islands Visitor Experience Development Plan*. -

Importantly, the Strategy does not set a framework for future development consent of projects. Projects identified within the Strategy that move forward for implementation shall be subject to applicable statutory consent procedures and associated studies, as required.

## BASELINE INFORMATION

The following represents a summary of the baseline state of the environment as presented in the Environmental Report. It is to be noted that reporting on the baseline information was undertaken at the level of the broader SEA study area to account for the scope and intended reach of the Draft *Cliffs of Moher 2040 Strategy*.

### POPULATION AND HUMAN HEALTH

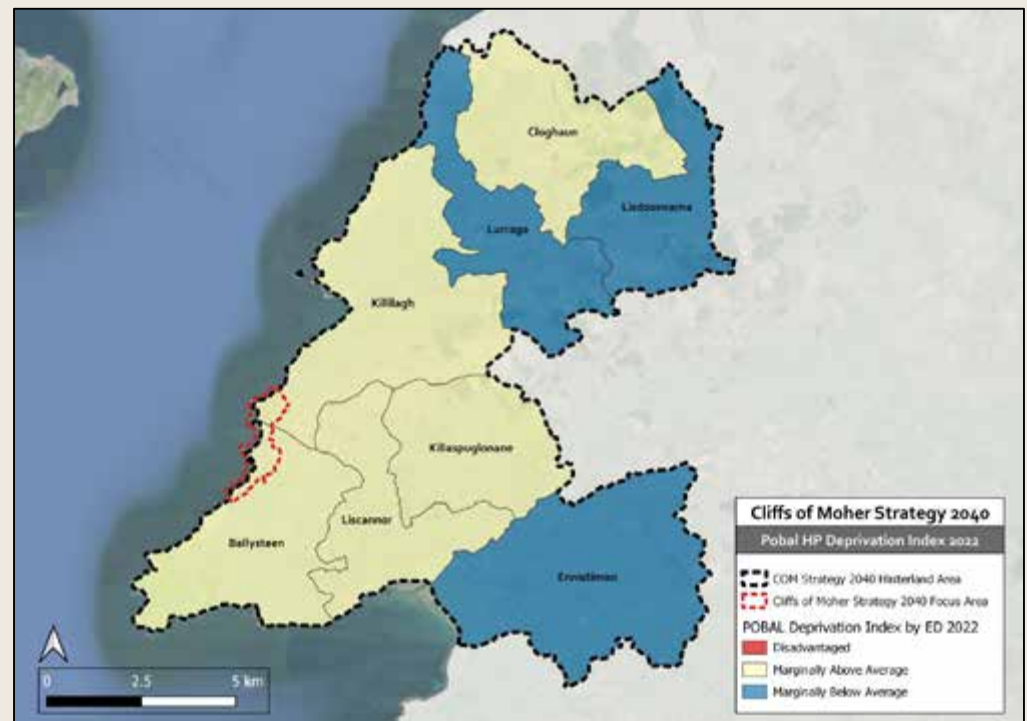
- There are no permanent residents located within the Cliffs of Moher Strategy 2040 Development Area, which is the area of direct focus for the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan.
- Within the broader SEA study area (the Cliffs of Moher Hinterland Area as illustrated above), Census 2022 records a population of 6,248 people in that year.
- Based on the 2022 census data, the average population density across the SEA study area is 44.3 persons per square kilometre. This indicates the study area is representative of the general settlement pattern in Clare County and, in comparison with the average population density for the state of some 71.5 persons per square kilometre, highlights the more rural and lower-density character of the settlement pattern there.
- A total of 2,089 private households was recorded in the SEA study area in Census 2022, with some 21.3% owning their homes with a mortgage or loan outstanding, 47.1 % owning their homes outright, 23% living in rented accommodation of some sort, and almost 4% residing rent-free.
- Modes of transport in the SEA study area are as expected for a largely non-urban locale, with almost 60% of all trips to work, places of education or childcare being made using private motor vehicles. Only 4% of trips are made using public transport, while some 10.1% of the population reports walking to their destination.
- The Pobal HP Deprivation Index, Ireland’s most widely-used measure of how a given area’s affluence/deprivation score relates to all other areas at the given point in time, provides an indicator of which areas are more disadvantaged or less disadvantaged in relation to the national average.
- As illustrated in NTS Figure 4 below, the Index shows that in the SEA study area, the areas around the towns of Lisdoonvarna and Ennistymon are marginally more disadvantaged than average while the remaining parts of the area are marginally above average.

### Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Population and Human Health:

- Potential effects (positive and negative) of the Cliffs of Moher Experience and the associated tourism activity on the quality of life and wellbeing of local communities; the opportunities and constraints for local businesses; and the quality of the experience for visitors to the area (including the management of sustainable access, recreation, vehicular parking, educational opportunities throughout the year).
- The impact of the seasonal influx of vehicular traffic (related to visitors, staff and service providers/suppliers to/from the Experience site).
- The potential for socio-economic beneficiation and the deepening of linkages between the Cliffs of Moher Experience and local businesses and communities.

NTS Figure 4: Pobal HP Relative Deprivation Index 2022 Score Visualisation

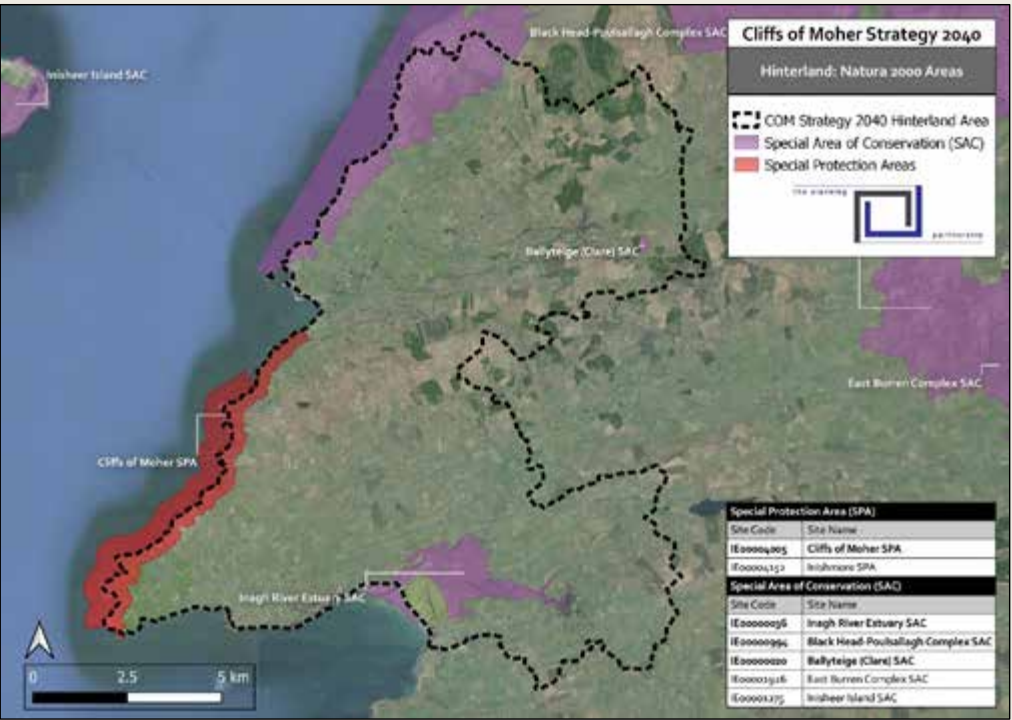


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BIODIVERSITY, FLORA AND FAUNA

- The landscape of the Cliffs of Moher is an outstanding example of the glacial karst landscapes of western Ireland.
- Since 2011, the cliffs have formed part of the Burren and Cliffs of Moher UNESCO Global Geopark, an internationally designated area of geological interest approximately 530 km² in size, and the third Geopark to be designated in Ireland.
- To bird lovers, the Cliffs of Moher are best known for supporting one of the most important seabird colonies in the country. With nationally important populations of five breeding seabird species at the time of designation, the Cliffs of Moher is designated as a Special Protection Area (SPA 4005) under the *EU Bird's Directive (2009/147/EEC)* and the SPA extends some 9.5km along the north-western Clare coast, from Faunmore (Luogh North) in the north to just south of Cancregga Point in the south.
- As illustrated in NTS Figure 5 below, other designated Natura 2000 sites that lie within the Cliffs of Moher development area and wider SEA study area are:
  - Inagh River Estuary Special Area of Conservation (SAC site code 000036);
  - Black Head-Poulsallagh Complex Special Area of Conservation (SAC site code 000020); and
  - Ballyteige (Clare) Special Area of Conservation (SAC site code 000994).
- The area identified as the core Cliffs of Moher Development Area for the purposes of the *Cliffs of Moher 2040 Strategy* was subject to habitat surveys in July 2020 and May 2023. The surveys were aimed at informing the *Ecological Impact Assessment* (EclA) of the development proposals being generated for the Strategy and the incorporated Site Masterplan.
- The principal habitat types within this area are grasslands, which vary from an ungrazed fringe along the cliff top to improved agricultural grasslands on the landward side of the existing fence line bordering the cliff pathway.
- The semi-natural grassland habitat along the cliff top provides the preferred foraging habitat for chough, one of the principle special conservation interests for the Cliffs of Moher SPA. This habitat has however been subject to considerable erosion along the cliff top pathway with the result that there are now large areas of bare ground / recolonising bare ground.
- There are some areas of dry siliceous heath associated with shallow soils and small areas of exposed siliceous rock, along with localised areas of bare ground / recolonising bare ground associated with the cliff top pathway and the area around an old quarry in the south of the study area.
- To the north, there are areas of wet heath intermediate with dry-humid acid grassland.
- The proposed setting back of the cliff top pathway from the cliff edge will allow for the rehabilitation of the Rocky Sea Cliff vegetation community, which will provide a significant positive impact for both the habitat and its suitability for foraging by chough subject to suitable management.
- The potential incorporation of the agricultural grasslands to the north of the existing Visitor Centre provides a valuable opportunity to enhance the area's biological diversity through a combined approach of specific interventions and hands-off re-wilding.
- Efforts to rehabilitate and manage the cliff-top vegetation and other areas within the Cliffs of Moher 2040 Strategy Development Area will require specialist ecological input and oversight.

NTS Figure 5: Natura 2000 Sites relative to the Cliffs of Moher 2040 Strategy SEA Study Area



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Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Biodiversity, Flora and Fauna:

- The Special Conservation Interests, Qualifying Interests and Conservation Objectives relevant to the Cliffs of Moher SPA (Site Code 004154), Inagh River Estuary SAC (Site Code 000036), Black Head-Poulsallagh Complex SAC (Site Code 000020), Ballyteige (Clare) SAC (Site Code 000994) and potential measures to protect, conserve, research and, wherever possible, rehabilitate and manage these.
- The statutory provisions related to the *Habitats Directive (Annex I – habitat type and flora)*.
- The statutory provisions related to the *Habitats Directive (Annex II – flora and fauna species)*.
- The statutory provisions related to the *Habitats Directive (Annex IV – strict protection species)*.



- The statutory provisions related to the *Birds Directive (Annex I – avian species and habitat)*.
- The potential for the introduction of Invasive Species (Flora and Fauna) into the area.
- Non-designated habitats including landscape features of major importance for wild flora and fauna such as ecological corridors as referenced in Article 10 of the *Habitats Directive*.
- Species protected under the *Wildlife Act* including protected flora and Red Data Book species.

## LAND

- At the level of the SEA study area, the range of broad land use/land cover types spans 'discontinuous urban fabric' associated with the larger urban settlements of Ennistymon, Lahinch and Lisdoonvarna, through 'peat bogs', 'land principally occupied by agriculture with significant areas of natural vegetation' to large swathes of land classified as 'pastures'.
- The core *Cliffs of Moher 2040 Strategy* Development Area is largely comprised of 'pastures'.
- Data published by the Central Statistics Office in respect of the Census of Agriculture in 2000, 2010 and 2020 highlight changes in the number of agricultural holdings and the sizes of such holdings over a 20-year period.
- These data suggest that the decrease in the number of agricultural holdings in certain parts of the SEA study area is correlated to an increase in the size of landholdings, which suggests a degree of consolidation in the sector.
- Overall, the data related to agricultural activities (hectares farmed and livestock numbers) suggest an overall declining trend in agricultural activity in the area.
- A variety of landowners hold title to lands within the *Cliffs of Moher 2040 Strategy* Development Area and it is understood that Clare County Council is engaged in an ongoing process of negotiation to secure adequate interests in relevant land parcels in pursuit of implementation to achieve the Core Objectives of the Strategy.

## Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Land:

- The importance of Clare County Council being able to obtain adequate interests in key land parcels within the *Cliffs of Moher 2040 Strategy* Development Area to facilitate the implementation of the *Cliffs of Moher 2040 Strategy*.
- The effects of construction and operational impacts, including visitor numbers, agriculture: farm holdings, farm type, land quality and land interests within the *Cliffs of Moher 2040 Strategy* Development Area.

## SOILS AND GEOLOGY

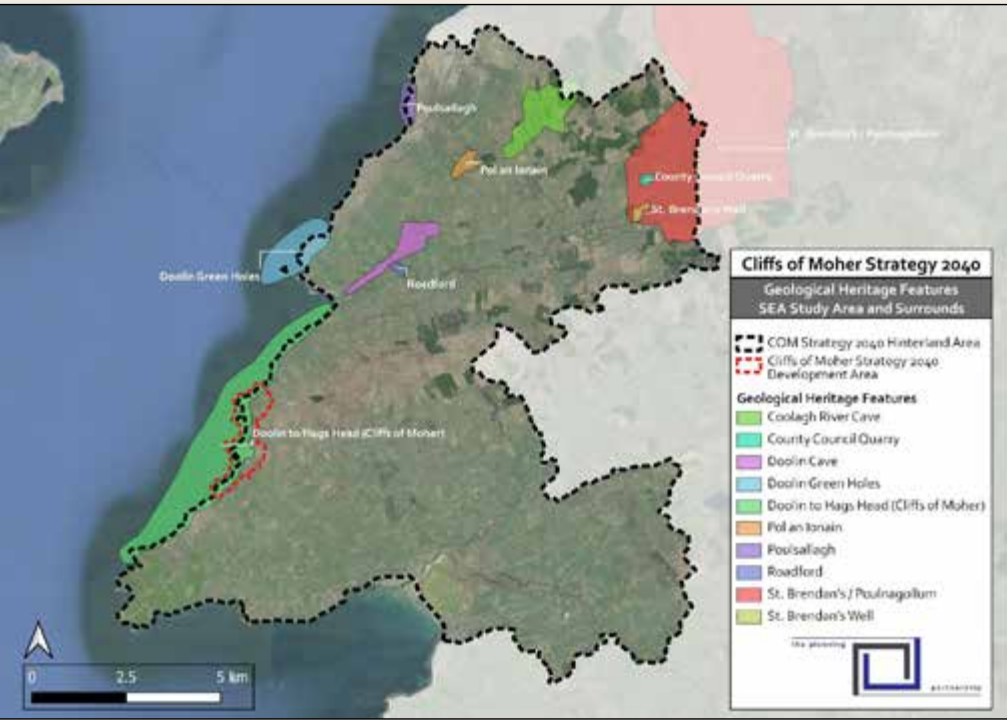
- Geological Survey Ireland identifies 10 no. geological heritage sites within the SEA study area as illustrated in Figure NTS 6 below.
- Of these, the *Cliffs of Moher 2040 Strategy* Development Area includes along its coastal cliffs section the designated County Geological Site 'Dooling to Hags head (Cliffs of Moher)', which is acknowledged as a key constraint from a management and design perspective.
- Regarding geohazards in the area, visual inspections of the cliff walkway were undertaken in August 2019 approximately 1.3km north and 1.4km south of the existing visitor centre to identify any potential signs of instability or recent activity that may compromise safety.
- The key outcome from the survey affecting the Cliffs of Moher 2040 Strategy is the recommendation that, where possible, the public should be prevented from accessing the cliff edge. Overarching guidance was given to move the walkway back by 20 metres, creating a no walk zone directly along the cliff edge.
- Short term measures recommended include the widening of the walkway to the north and south of the Cliffs of Moher Experience.
- Where the walkway is cutting directly through existing landslide systems it is recommended that either the walkway is rerouted at these locations and if this is not possible then an engineered retaining solution should be implemented to prevent destabilising the historic landslides.
- NTS Figure 7 below highlights lands that were identified as being subject to potential instability.

## Key Strategic Environmental Issues

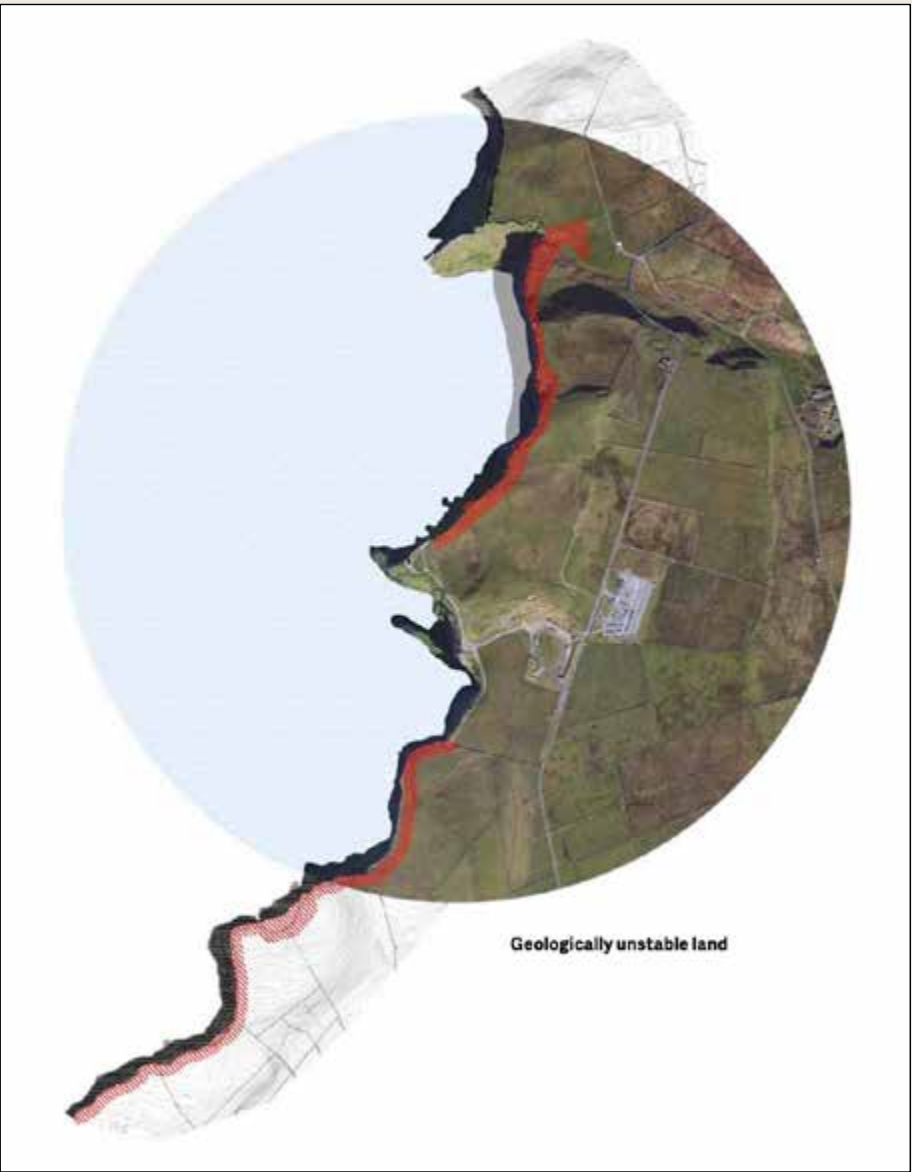
Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Soils and Geology:

- Soil degradation and topsoil loss due to human activities at the site.
- Potential geological events (cliff and overburden stability at the Cliffs of Moher and along the Cliffs of Moher Coastal Walk).

NTS Figure 6: Geological Heritage Features of the SEA Study Area



NTS Figure 7: Extent of Unstable Cliff-edge lands Identified in 2019 Survey

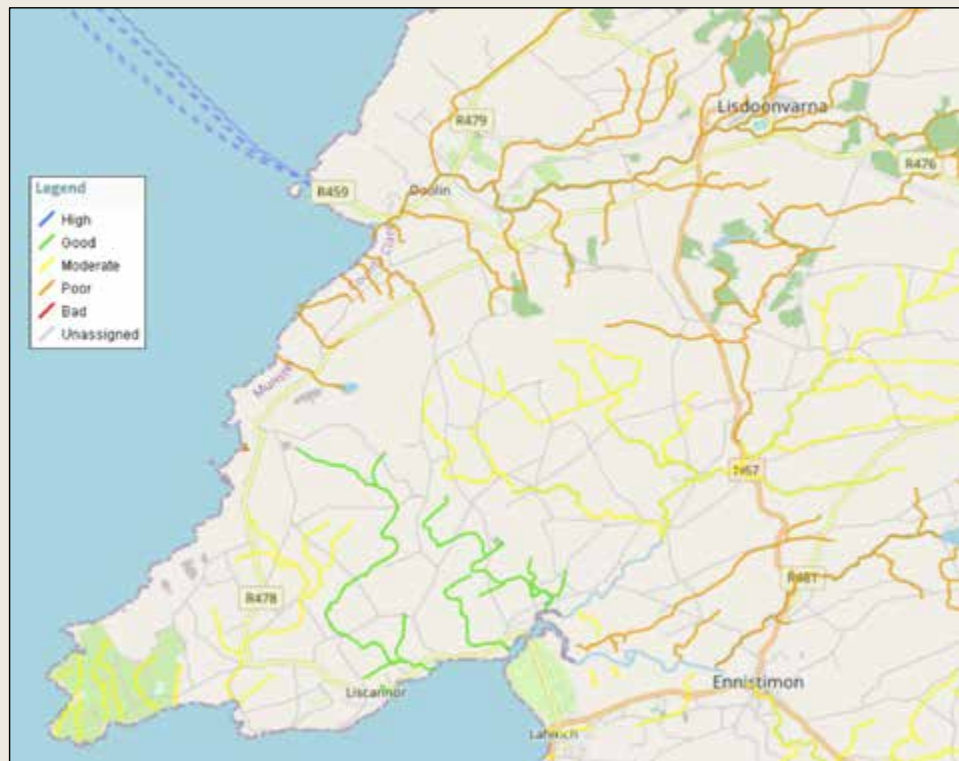




## WATER

- The Cliffs of Moher and the SEA study area lie within the Shannon International River Basin District which, up to 2008, reported 42% of rivers and canals, 43% of lakes, 35% of estuaries and 27% of coastal waters as satisfactory, with high or good ecological status.
  - Key rivers in the SEA study area are: the Aille River, which flows west through Lisdoonvarna to meet the sea west of Doolin; Dealagh River, which discharges into Liscannor Bay; and Inagh River: (Cullenagh River), which flows through Ennistymon to Liscannor Bay.
- The most recent freshwater water quality data show that several sampling areas along the rivers and streams in the SEA study area are not achieving good status, as is illustrated in NTS Figure 7 below.
  - Coastal waters are comprised of Liscannor Bay and The Shannon Plume.
- The latest recorded status of the coastal waters is 'Unpolluted'.

NTS Figure 7: Current Surface Water Quality status under the Water Framework Directive (WFD).



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## Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Water:

- Management and conservation of the water resource by ensuring the protection of key water sources.
- Appropriate infrastructure and management systems to implement effective water usage.
- Surface water drainage systems and integration with existing infrastructure.
- Appropriate Flood Risk management on-site through the design and implementation of surface water management and mitigation measures, where necessary.

## AIR QUALITY

- Air quality standards and policy in Ireland follows the baseline standards for monitoring air quality and reducing emissions set by current EU Directives.
- The Department of the Environment, Climate and Communications (DECC) is responsible for ensuring that Ireland meets its air quality obligations under EU/international legislation and agreements.
- The competent body for coordinating ambient air quality assessment in Ireland is the Environmental Protection Agency (EPA).
- The closest Air Quality Monitoring Station to the SEA study area is in Ennistymon. Data from that station reflect that the Air Quality Index for this locality is generally Good as opposed to Average or Unhealthy for Sensitive Groups.

## Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Air Quality:

- Air quality impacts related to traffic flows to and from the Cliffs of Moher Experience.
- Park and Ride system with Park and Ride hubs in satellite locations.
- Vehicular movements, congestion and idling of vehicles at destination points.

CLIMATE

- The issue of climate may be termed a “cross-cutting” issue insofar as the climate of an area – and the effects of climate change – impact on most facets of society and the natural environment.
- Regarding climate change, Ireland’s response is embodied in the *Climate Action and Low Carbon Development (Amendment) Act 2021* and related legally binding objectives set out in support of Ireland’s transition to Net-Zero and the achievement of a climate neutral economy by no later than 2050.
- Ireland’s climate ambitions are given substance through specific measures applicable across sectors as reflected in the annual *Climate Action Plan*.
- The key factors relating to the effects of implementing the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan on the topic of Climate relate to the impact of greenhouse gas emissions of fossil fuel-powered vehicles and the carbon emissions produced by servicing the energy requirements of the Cliffs of Moher Experience facilities during construction as well as post-construction operational stages.

Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Climate:

- Climate neutral conceptualisation and design of new build proposals (building concepts).
- Environmental management of the Construction Stage (materials and methodology) to comply with Ireland’s climate ambitions, as embodied in the annual Climate Action Plan.
- Environmental management of the Operational Stage (sustainable energy sources/renewables) to comply with Ireland’s climate ambitions, as embodied in the annual Climate Action Plan.

MATERIAL ASSETS

Main Road Network and Transportation

- The main towns in the vicinity of the Cliffs of Moher are Lisdoonvarna (12 km north), Liscannor (6 km south), Ennistymon (13 km south-east), Lahinch (9 km south) and Doolin (7 km north).
- The nearest larger urban areas to the Cliffs of Moher include Ennis (located 40 km east), Galway (located 76 km north) and Limerick (located 80 km south-east).
- The main road network in the area is comprised of:
  - National Secondary Road N67 - from Galway to Tarbert, connecting the towns of Lisdoonvarna to Ennistymon, a distance of approximately 12 km;
  - Regional Road R478 - linking the town of Lisdoonvarna with Lahinch. Part of the road is on the Wild Atlantic Way and it is the only access route to the Cliffs of Moher. The R478 travels west from Lisdoonvarna, passing nearby Doolin, Cliffs of Moher, Liscannor and joins the N67 in Lahinch;
  - Ballyellery Road - from North to South, connecting Doolin village with the northern area of Lahinch.

- A variety of measures have been introduced to manage traffic and parking problems that have arisen due to the increase in visitor numbers over the last ten to fifteen years, including:
  - Expanded car and coach parking facilities.
  - Improved road and pedestrian safety measures.
  - Provision of a shuttle bus service connecting from Ennistymon and Lisdoonvarna and the implementation of ticketing system for coach visits to encourage visits outside peak hours.
- Despite such measures, transport and accessibility issues remain prevalent during the seasonal peak and are noted as high congestion and substandard pedestrian and vehicular accessibility.

Water Services (Water Supply, Wastewater Treatment and Surface Water Drainage)

- Uisce Éireann is responsible for providing and maintaining public water supply infrastructure throughout County Clare.
- Drinking water in the SEA study area is drawn from a variety of sources. The main regional water supply scheme for the area is the Ennistymon Regional Water Supply Scheme, with the main Water Treatment Plant in the study area being the Ballymacravan Water Treatment Plant, located north-east of Ennistymon.
- Some 83.2% of households in the SEA study area are supplied by a Public Main.
- The Cliffs of Moher Visitor Centre site is currently served by a drinking water reservoir, located approximately 760m north of the building. This reservoir is supplied from the public water supply network in the area.
- As is the case for water supply, Uisce Éireann is responsible for the provision and management of wastewater facilities serving sewered towns and villages, including the management of storm water for combined sewers.
- Outside of the serviced towns and villages most developments in County Clare are served by individual proprietary wastewater treatment plants and septic tanks.
- The Cliffs of Moher Visitor Centre is currently served by an existing on site wastewater treatment plant. Treated effluent currently discharges to a surface water culvert, approximately 100m south of the WWTP which is believed to discharge to the Ballysteen River.
- The existing surface water drainage network provides for the collection of surface water in a piped network, where it is ultimately conveyed off site and discharges to the Ballysteen River, south of the Visitor Centre.

Waste Management

- There are no licenced landfill and/or licensed waste facilities in the SEA study area.
- The closest licensed and/or defunct landfill sites are located south (West Rockchapel Landfill – unlined) and south-east of Ennistymon (Ballyduff Beg Landfill – lined).
- There is an EPA-licenced waste facility at Ennis (Doora Landfill Site).



## Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Material Assets:

- On-site wastewater and surface water drainage management.
- Waste management, including managing public refuse [littering], waste collection and disposal, reuse and recycling of operationally generated waste.
- Sustainable access infrastructure, including pedestrian footpaths, cycleways, access for mobility impaired persons and appropriate roads, parking and traffic management systems.
- Sustainable operational services, including energy supply from renewable sources and information and communications technology networks.

## CULTURAL HERITAGE (ARCHAEOLOGICAL AND ARCHITECTURAL)

- Archaeology is the study of past societies through their material remains and the evidence of their environment. It is not restricted solely to ancient periods; it includes the study of relatively recent societies through, for example, industrial and military sites.
- Archaeological heritage is comprised of all material remains of past societies with the potential to add to our knowledge of such societies. It therefore includes the remains of features such as settlements, monuments, burials, ships and boats and portable objects of all kinds, from the everyday to the very special. It also includes evidence of the environment in which those societies lived.
- Archaeological Heritage is a unique, finite, fragile and non-renewable resource.
- There are some 475 no. archaeological heritage features in the SEA study area. These encompass the following:
  - 465 no. features recorded in the Sites and Monuments Record (SMR) maintained by the National Monuments Service, one of which, O'Brien's Tower, is located within the Cliffs of Moher 2040 Strategy Development Area;
  - 7 no features recorded in National Monuments Service data on Holy Wells;
  - 1 no. feature recorded in National Monuments Service data on Prehistoric Art sites (rock art); and
  - Recorded or possible sites of 3 no. shipwrecks, which are located close to or within the study area, being the remains of a wooden wreck located approximately 100m below the high-water mark off Lahinch Strand. The other shipwreck recorded due west of Crab Island is that of the gunboat Magpie in 1864.
- From the perspective of Architectural Heritage, structures and buildings together with their settings and attendant grounds, fixtures and fittings, groups of structures and buildings, and sites, which are of architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest are to be protected. This is done by compiling a Record of Protected Structures, which is included in the *Clare County Development Plan 2023-2029*.
- While there are many such recorded protected structures within the SEA study area, none are located within the *Cliffs of Moher 2040 Strategy* Development Area.

## Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Cultural Heritage:

- Highlight prehistoric, medieval and 19th century area history through the identification of key features of archaeological heritage interest and inclusion into educational components of the Cliffs of Moher Experience.
- Areas of importance with potential or past records of recovered artefacts.
- Heritage protection and conservation in the management and activities of the Cliffs of Moher Experience site and surrounds.
- Opportunities to enhance the settings or features of existing structures by incorporating such into the design and/or reuse of structures.

## LANDSCAPE (VISUAL CHARACTER)

- The landscape of the Cliffs of Moher is an outstanding example of the glacial karst landscapes of western Ireland.
- The site forms the principal part of the 'Cliffs of Moher and Lahinch Landscape Character Area' within the *Landscape Character Assessment of County Clare 2004* and the *Clare County Development Plan 2023-2029*.
- It occupies a prominent and dramatic, open and visually sensitive, sparsely vegetated coastal headland and rugged vertical sea cliffs on one of the westernmost tips of County Clare.
- Clifftop farmlands and historic field patterns, stone field boundary walls and occasional whitewashed cottages extend into the landscape beyond.
- The cliffs jut into the Atlantic for eight kilometres, rising to heights of up to 214 metres from the sea and comprise of a geology of Upper Carboniferous shales and flagstones.
- The wildness and scenic beauty of the cliffs and their outstanding geological character and quality are recognised through the following designations:
  - The UNESCO Burren and Cliffs of Moher Geopark Designation, which was inscribed in 2015, and which recognises not only the outstanding and internationally significant geology of the cliffs, but also the need to plan development and visitor management sustainably and responsibly, recognising their intrinsic quality and vulnerability.
  - Geological designation at the local level (Doolin to Hag's Head [Cliffs of Moher] County Geological Site within the *Clare County Development Plan 2023-2029* – see above).
  - As a geological Natural Heritage Area, and as a Heritage Landscape within the *Clare County Development Plan 2023-2029*, traversed by a designated scenic route from Liscannor to Doolin and Lisdoonvarna.
  - The landscape of the cliffs forms part of a wider sequence of sculptural karst landscapes along the Clare Coast, with dramatic headlands and promontories interspersed with rocky coves, bays and beaches and intersected at points in the wider character area by coastal rivers such as the Inagh.
  - Landmarks are formed by natural and geological features as well as monuments such as O'Brien's Tower, providing distinctive points of focus and orientation and linked by a clifftop coastal path.

Key Strategic Environmental Issues

Within the context of the Draft *Cliffs of Moher 2040 Strategy*, an assessment of the baseline information together with informants derived from consultation led to the identification of the following Key Strategic Environmental Issues in relation to the SEA Topic of Landscape (Visual Character):

- The unique natural landscape features of the Cliffs of Moher and key landscape features preservation.
- Historic elements of the landscape and the relationship of the present-day landscape and visual character with the pre-historic environment and key relationships with areas such as the Burren as well as cultural and social influences in the area from the Neolithic, Bronze and Iron Ages through the Medieval and Post-Medieval periods to early modern- and present-day influences (1800 to the present-day).
- Unique views and the inter-relationships between local attractions/amenities and access routes to the Cliffs (including views across the Cliffs of Moher SPA and views from sea via ferries operating from Doolin Pier).
- The visual relationship between existing development and the landscape (for example, the Cliffs of Moher and O’Brien’s Tower).

STRATEGIC ENVIRONMENTAL OBJECTIVES

Given the level of detail of the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan, the formulation of Strategic Environmental Objectives (SEOs) was undertaken acknowledging the following:

- Statutory requirements in relation to the implementation of environmental protection objectives (EU Directives and the transposition of these into Irish law);
- Guidance from policies governing environmental protection objectives at EU, state and local level; and
- Specific focus on the scope of the provisions set out in the *Cliffs of Moher 2040 Strategy* and responding to these at an appropriate level of detail.

Based on a synthesis of the Key Strategic Environmental Issues drawn from the baseline assessment as noted above, SEOs are set out under the key SEA Topics. These SEOs were used to evaluate the provisions of the *Cliffs of Moher 2040 Strategy* and the alternatives that were considered to determine:

- The likely (significant or non-significant) positive environmental effects of implementing the provisions of the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan.
- The likely (significant or non-significant) negative environmental effects of implementing the provisions of the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan.
- The identification of instances where the likely effects of implementing the provisions of the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan are considered to be neutral (i.e. neither negative or positive).
- The identification of instances where the likely effects of implementing the provisions of the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan are considered to be uncertain or unknown based on the current state of information available.

The SEOs formulated are set out in NTS Table 1 below.

NTS Table 1: List of identified Key Strategic Environmental Issues and related Strategic Environmental Objectives for the Draft Cliffs of Moher 2040 Strategy

SEA Topic	Key Strategic Environmental Issues	Strategic Environmental Objectives
Population and Human Health (PHH)	<div>a. Impact of the Cliffs of Moher Experience on quality of life for local community, businesses, and visitors (access, recreation, vehicular parking, educational, full year use).</div> <div>b. Impact of vehicular traffic (visitors, staff and service providers/suppliers).</div> <div>c. Potential for socio-economic beneficiation and deepening of linkages between the Cliffs of Moher Experience and local businesses and communities.</div>	<div>PHH1. To improve the social, educational, recreational, and economic fabric for communities.</div> <div>PHH2. To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience.</div> <div>PHH3. To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment.</div> <div>PHH4. To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages.</div> <div>PHH5. To enhance enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities.</div> <div>PHH6. To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times.</div>
Biodiversity, Flora and Fauna (BFF)	<div>a. Cliffs of Moher SPA (Site Code 004154), Inagh River Estuary SAC (Site Code 000036), Black Head-Poulsallagh Complex SAC (Site Code 000020), Ballyteige (Clare) SAC (Site Code 000994): (conserve, develop, knowledge).</div> <div>b. Habitats Directive (Annex I – habitat type and flora).</div> <div>c. Habitats Directive (Annex II – flora and fauna species).</div> <div>d. Habitats Directive (Annex IV – strict protection species).</div> <div>e. Birds Directive (Annex I – avian species and habitat).</div> <div>f. Invasive Species (Flora and Fauna).</div>	<div>BFF1. To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area</div> <div>BFF2. To restore the biodiversity and habitats at the Cliffs of Moher Development Area.</div> <div>BFF3. To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity.</div> <div>BFF4. To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area.</div> <div>BFF5. To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act.</div>



SEA Topic	Key Strategic Environmental Issues	Strategic Environmental Objectives
	<p>g. Non-designated habitats including landscape features of major importance for wild flora and fauna such as ecological corridors as referenced in Article 10 of the Habitats Directive.</p> <p>h. Species protected under the Wildlife Act including protected flora and Red data book species.</p>	BFF6. To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area.
<b>Land (L)</b>	<p>a. Obtaining adequate land interests to implement the <i>Cliffs of Moher 2040 Strategy</i>.</p> <p>b. Effects of construction and operational impacts including Visitor Numbers, Agriculture: Farm Holdings, Farm Type, Land Quality and Land Interests.</p>	<p>L1. To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area.</p> <p>L2. To achieve effective land management on lands within the Cliffs of Moher Development Area.</p>
<b>Soils and Geology (SG)</b>	<p>a. Soil degradation and topsoil loss due to human activities.</p> <p>b. Geological events (cliff stability).</p>	<p>SG1. To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource.</p> <p>SG2. To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events).</p> <p>SG3. To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan.</p> <p>SG4. To restore the soil resource within the Cliffs of Moher Development Area.</p>
<b>Water [Ground and Surface Water] (W)</b>	<p>a. Conservation of water resource (source, use, reuse and recycle).</p> <p>b. Enhancing surface water drainage systems (integration with existing infrastructure).</p> <p>c. Flood Risk (surface water mitigation measures).</p>	<p>W1. To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area.</p> <p>W2. To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD.</p> <p>W3. To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures.</p>

SEA Topic	Key Strategic Environmental Issues	Strategic Environmental Objectives
<b>Air Quality (AQ)</b>	<p>a. Cliffs of Moher Experience (air quality impact from increased traffic flows).</p> <p>b. Satellite Park and Ride system implementation (satellite locations, vehicular movements – potential congestion and idling).</p>	AQ1. To ensure that all development implemented in terms of the <i>Cliffs of Moher 2040 Strategy</i> supports the <i>Clean Air Strategy</i> .
<b>Climate (C)</b>	<p>a. Climate neutral conceptualisation and design of new build proposals (building concepts).</p> <p>b. Management of Construction Stage (materials and methodology).</p> <p>c. Operational Stage (sustainable energy sources / renewables).</p>	<p>C1. To contribute positively towards achieving the national targets to deliver Ireland's climate ambition.</p> <p>C2. To reduce and minimise greenhouse gas emissions.</p> <p>C3. To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan.</p>
<b>Material Assets (MA)</b>	<p>a. Drainage (foul and surface water connectivity and pump station functionality where required).</p> <p>b. Waste management (public refuse [littering], collection, disposal, reuse and recycling and operationally generated waste).</p> <p>c. Access Infrastructure (pedestrian footpaths, access for mobility impaired, roads).</p> <p>d. Operational services – energy (gas), electricity, communications).</p>	<p>MA1. To ensure the protection of the receiving environment from WWTP percolation discharge.</p> <p>MA2. To ensure that the operation of the Cliffs of Moher Visitor Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies.</p>
<b>Cultural Heritage [Archaeological and Architectural] (CH)</b>	<p>a. Identification (opportunity to highlight prehistoric, medieval and 19th century area history).</p> <p>b. Importance Level (assessment of recovered artefacts).</p> <p>c. Protection (in-situ and documentation).</p> <p>d. Heritage protection and conservation (direct impact of new development).</p> <p>e. Enhancement (complementary expansion by incorporating existing</p>	<p>CH1. To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area.</p> <p>CH2. To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan.</p> <p>CH3. To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan.</p>

SEA Topic	Key Strategic Environmental Issues	Strategic Environmental Objectives
	structure into design and reuse of structures).	
Landscape [Visual Character] (LVC)	<div><div>a. Natural (landscape character designations, feature preservation).</div><div>b. Historic (relationship with pre-historic environment, medieval and Burren).</div><div>c. Views, relationships and access to Cliffs (Cliffs of Moher SPA and views from sea via Doolin Pier).</div><div>d. Visual relationship to Existing Development (Cliffs of Moher and O’Brien’s Tower).</div></div>	<div><div>LVC1. To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>.</div><div>LVC2. To enhance the visitor experience of the landscape.</div></div>

ASSESSMENT OF THE DRAFT CLIFFS OF MOHER 2040 STRATEGY

METHODOLOGY

The methodology adopted for the SEA of the Draft *Cliffs of Moher 2040 Strategy* has been systematic and iterative over the extended duration of the development of the Strategy and comprised of the following elements and/or steps:

- Adherence to the statutory requirements of the SEA process.
- Incorporation of relevant responses from the consultative process into the SEA approach.
- Confirmation of SEA Topics based on Scoping outcomes.
- The identification of key strategic environmental issues based on consultation and the baseline information.
- The formulation of Strategic Environmental Objectives (SEOs) in relation to each of the SEA Topics covered.
- Adoption of an SEA Evaluation Framework comprising of ‘Significance Criteria’ to determine the extent to which each of the assessed elements of the Draft *Cliffs of Moher 2040 Strategy* is likely to have an effect on the achievement of the SEOs in the absence of mitigation.
- The application of the Significance Criteria in a Detailed Assessment of:
  - Strategic Decisions taken and Alternatives considered; and
  - Core Objectives of the Strategy and relevant provisions of the incorporated Site Masterplan.
- Development of an overall Summary Assessment relevant to:
  - The Strategic Decisions and Alternatives considered; and
  - The Strategy Core Objectives and relevant provisions of the incorporated Site Masterplan.
- Both Detailed and Summary Assessments form the basis for identification of mitigation measures and associated actions and targets.

STRATEGIC DECISIONS AND ALTERNATIVES CONSIDERED

Several key strategic decisions were taken in relation to the Core Objectives set for the Draft *Cliffs of Moher 2040 Strategy*, some of which entailed the consideration of potential alternative solutions. These are identified as follows:

**Strategic Decision A:** Locating welcome and support facilities as part of a new Visitor Centre at a remote location.

**Strategic Decision B:** Proposal to establish a Park and Ride Shuttle Bus Service.

**Strategic Decision C:** Relocating and consolidating the visitor arrivals, welcome and support facilities to the east of the main R478 access road.

**Strategic Decision D:** Focus on the Northern Topography.

**Strategic Decision E:** Visitors will transition from the new Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge.

**Strategic Decision F:** Cliff- edge experiences.

**Strategic Decision G:** The existing Visitor Centre will be repurposed.



#### Strategic Decision A: Locating Welcome and Support Facilities as part of a new Visitor Centre at a Remote Location

The Strategic Decision in this regard considered a development option where almost all existing visitor facilities at the current Cliffs of Moher Experience site apart from visitor drop-off and collection facilities and basic on-site facilities (ablutions etc.) would be removed from the current site and developed at a remote location. The key features of such a development option included the following:

- There would be significantly less built infrastructure at the Cliffs of Moher Experience site, which is a positive in relation to the core objective to rewild/restore the habitat and landscape at the site.
- The development of new parking, arrivals and visitor facilities at a remote Cliffs of Moher Experience centre would bring significant economic benefits to whichever location was selected for the development, which also met the requirements of the core objective to enhance economic benefits related to the Cliffs of Moher attraction more broadly across the region.
- However, from a design and implementation perspective, the site selection criteria for a single arrivals and collection point at the Cliffs site are extremely demanding as there would still need to be adequate provision for visitor needs as well as shelter for staging of arriving visitors and those waiting to be collected and transported back to the remote Visitor Centre.
- As the scenario contemplated that no independent arrivals at the Cliffs site would be catered for and all visitors would need to travel to the Cliffs from the remote location, a year-round comprehensive and responsive bus shuttle system would be needed, which would require significant resources to be funded and operated on a full-time basis, regardless of season.
- The shuttle system would also need to be set up and adequately resourced (i.e. numbers of available vehicles, drivers, maintenance and operations etc.) to deal with exigencies. For example, extreme changes in weather conditions are not uncommon at the Cliffs site, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.

All the above factors, taken together, led to this development option being disregarded for further consideration.

#### Strategic Decision B: Proposal to Establish a Park and Ride Shuttle Bus Service

The Strategic Decision in this regard addressed the objective of achieving longer visitor dwell times on-site at the Cliffs of Moher Experience through a combination of setting in place a cap on the number of visitors to be accommodated at the site (proposed to be set at the 2019 peak levels of c. 10,500 visitors per day), the development of expanded facilities and a wider range of activities (routes and experience opportunities) and the provision of a Park and Ride bus shuttle service to cater for car-dependent visitors (so-called Fully Independent Travellers – or FITs) during peak periods. It is proposed that all car arrivals during the peak season will require pre-booking (as is the case currently for all coaches) which will eliminate the situation where visitors arrive at the Cliffs of Moher site speculatively. This will also further reduce the risk of FITs, many of whom will have potentially travelled a long distance, arriving when the car park is full and queuing on the main R478 road adjacent to the site. The key features of this Strategic Decision include:

- Overall, the provision of a more sustainable access system that will reduce the number of car-borne FITs to the site using lower-emission vehicles to provide mass transportation during peak seasons.
- By providing a more orderly and managed access system, a better experience for visitors to the Cliffs would be achieved from the outset.

- The use of the Park and Ride shuttle system during peak periods will address the additional car parking demand that will result from the extended dwell time of visitors on-site, thus allowing the existing number of car parking spaces provided to be maintained without expansion.
- The ultimate development and operation of 2 no. Park and Ride hubs (to the north and south of the Cliffs of Moher Experience, most likely to be in or near Lisdoonvarna and Ennistymon) would be an important element in achieving the core objective of extending the benefits of tourism by encouraging visitors to stay and explore local towns in the area.

#### Alternatives Considered:

The Alternatives considered to the provision of a Park and Ride Shuttle system during peak periods were:

- **Option 1 – Do Nothing:** This option, where extended dwell times on-site by visitors is achieved but no Park and Ride service is offered and all car-borne visitors are accommodated to park at the Cliffs of Moher Experience site, would likely require significantly increased car parking areas to accommodate the same total number of visitors (as there would be less turnover in parking spaces).
- **Option 2 – Maintain the Current Situation:** Under this option, where no changes are made to the overall Experience, it is likely that pressure from visitor numbers will compound congestion and disruption on local roads during tourism peak periods.
- **Option 3 – Provide a Year-Round Comprehensive Shuttle System:** Under this option, all parking would be removed from the Cliffs site and the same disadvantages as were noted to apply to the provision of a comprehensive shuttle system under the development option where a completely new Visitor Centre at a remote location was considered apply.

All the above factors, taken together, led to the adoption of a Park and Ride Shuttle to form part of the Draft Cliffs of Moher 2040 Strategy.

#### Strategic Decision C: Relocating and Consolidating the Visitor Arrivals, Welcome and Support Facilities to the East of the Main R478 Access Road

The Strategic Decision in this regard is that all major facilities related to visitor arrivals, welcome and visitor experience support would be developed in an integrated fashion to the east of the R478 access road. Facilities to be developed would include a new gateway Reception Building. A key consideration for this development option was that it facilitates the creation of a wilder, back to nature experience for visitors to the Cliffs of Moher Experience. Accordingly, the main features of this Strategic Decision include:

- The consolidation of visitor arrivals facilities (car parking facility, gateway Reception Building etc.) supports the adoption of a new habitat management approach to transform lands (regular field system) to the west of the R478 to benefit the restoration of the site's biodiversity.
- The development option entails the development of new coach and shuttle bus drop-off points in screened-off areas to the east of the R478 road and the decommissioning of the existing coach drop-off facility to the west of the R478, which also then provides for the restoration of those lands.

Alternatives Considered:

The alternatives considered in respect of the visitor arrivals, welcome and support facilities were as followed:

- **Option 1 – Do Nothing:** Under this option, negative aspects of the current situation would prevail, including traffic queues and disruption at peak times; the pollution/air quality impacts of queuing vehicles; a poor sense of arrival for car-borne visitors; safety issues associated with visitors having to cross the R478; and ongoing environmental impacts across the site.
- **Option 2 – Provision of split arrival/parking on both sides of the R478 road and extend the existing Visitor Centre (also with new coach and shuttle bus drop-off points developed to the west of the R478):** Under this option, traffic management is eased and traffic queues and disruption would be reduced; however, an increase in built infrastructure is required which negatively impacts the visitor's sense of arrival and also may negatively affect the adjacent lands in the Cliffs of Moher SPA; and access infrastructure would be required to address the safety issues associated with visitors crossing the R478.
- **Option 3 – Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478):** Under this option, traffic management is also eased and a reduction in traffic queues and disruption is achieved; however, visitors are aware of an even greater degree of built infrastructure within the sensitive landscape to the west of the R478; the impacts of the increase in built infrastructure/hard surfacing footprints on the sensitive landscape and lands some of which would likely have to be located within the Cliffs of Moher SPA.
- **Option 4 – Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (rewilding and recovery of landscape to the west of R478):** The selected option, which would lead to significantly less built infrastructure at the existing Cliffs of Moher Experience site, which is a positive in relation to the core objective to rewild/restore the habitat and landscape at the site.

All the above factors, taken together, led to the adoption of Relocating and Consolidating the Visitor Arrivals, Welcome and Support Facilities to the East of the Main R478 Access Road to form part of the Draft *Cliffs of Moher 2040 Strategy*.

Strategic Decision D: Focus on the Northern Topography

The Strategic Decision in this regard considered that, for most visitors to the Cliffs of Moher Experience, the journey to and from the cliff-edge is concentrated through a relatively narrow access 'corridor' that is mainly hard landscaped. This encourages visitors to go directly to the cliff-edge, promoting a short dwell time and leads to overcrowding and a reduced quality of experience. The large areas of hard standing diminish the natural beauty of the site. Analysis of the subject site highlighted that focusing on securing access to and restoring lands to the north of the existing Visitor Centre (labelled the 'northern topography') offered potential positive outcomes.

The key aspects of this Strategic Decision include the following:

- A focus on the northern topography would encourage more widespread visitor distribution across the site and provide additional and varied views of the cliffs whilst facilitating a focus on habitat recovery in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.
- The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.

- As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.
- The reinstatement of historic features such as a lake that can provide wetlands to the east of O'Brien's Tower will further enhance the visitor experience in the northern zone whilst further advancing the Strategy's core objective of transforming and restoring the natural landscape.

All the above factors, taken together, led to the adoption of a Focus on the Northern Topography to form part of the Draft *Cliffs of Moher 2040 Strategy*.

Strategic Decision E: Visitors will Transition from the Reception Building Facilities to the Cliff Side of the R478 Access Road via a New Pedestrian Bridge

The Strategic Decision in this regard provides that Visitors will transition from the new reception building facilities to the cliff side of the R478 access road via a new pedestrian bridge. The key aspects of this Strategic Decision include the following:

- The creation of the new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.
- The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding restored landscape.

Alternatives Considered:

The alternatives considered in respect of the means of crossing the R478 access road were:

- **Option 1 – Road Crossing (visitors cross the R478 at road level):** Under this option, traffic on the R478 would likely be disrupted by visitors crossing the road, as at present. The road is experienced as a dividing line between the point of arrival for car-borne visitors and their entry to the Experience. This option also forms part of the poor sense of arrival and represents a safety issue due to potential conflicts between pedestrians and traffic.
- **Option 2 – Provide an Underpass (all visitors cross underneath the R478):** Under this option, conflicts between pedestrians and vehicular traffic are avoided and safety is enhanced. However, the construction of an underpass would require the closure of the R478 for some months which would cause disruption to all traffic along this route. Moreover, the construction is regarded as a substantial project with a significant embodied carbon footprint. The option also results in a poor sense of arrival for visitors as it provides no engagement with the views of the landscape as visitors cross underneath the road. Visitors emerge from the underpass at low level, making ease of access to the site more difficult for visitors with limited mobility.
- **Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478):** The selected option, this proposal achieves minimal traffic disruption as visitors pass over the R478. Construction of the footbridge would not require the closure of the road. The footbridge provides an enhanced sense of arrival and a more integrated visitor experience of the landscape as visitors cross over the R478 to engage with the spectacular views ahead of them. The construction of the footbridge would likely have a lesser environmental impact than the underpass.

All the above factors, taken together, led to the adoption of a New Pedestrian Bridge across the R478 Road to form part of the Draft *Cliffs of Moher 2040 Strategy*.



### Strategic Decision F: Cliff-Edge Experiences

The Strategic Decision in this regard provides that a range of new experiences will be provided at the cliff-edge, ranging from adrenaline-rush experiences to opportunities for quiet reflection. Physical barriers will be an important element for visitor safety and management. These will be designed to take account of the impacts on views and heritage features. Different approaches are appropriate across the site in areas with distinct characters. The key aspects of this Strategic Decision include the following:

- A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.
- A variety of new engineered viewing platforms will bring visitors back to the edge in places where views are particularly dramatic.
- Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.
- Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.

All the above factors, taken together, led to the adoption of a new design and visitor management approach to Cliff-Edge Experiences to form part of the Draft *Cliffs of Moher 2040 Strategy*.

### Strategic Decision G: The Existing Visitor Centre will be Repurposed

The key aspects of this Strategic Decision provide as follows:

- The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.
- This decision avoids the need to expand the existing building, which would impact on views and the conservation of habitats in a location that is at the heart of the wild cliffs experience.
- The Visitor Centre will be remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.
- Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.
- The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.

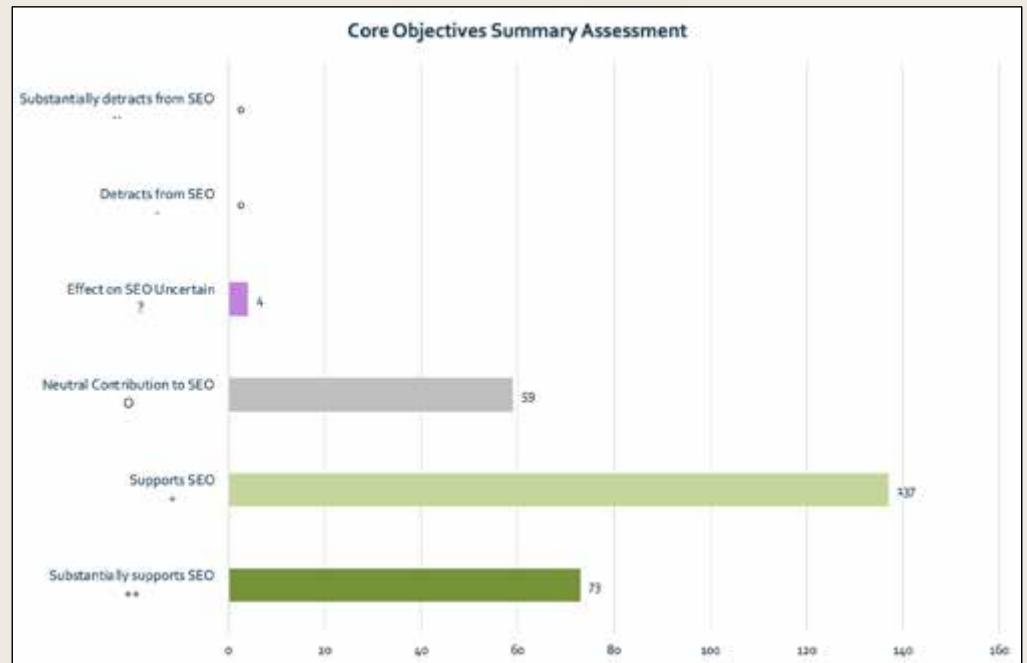
All the above factors, taken together, led to the decision to retain and repurpose the existing Visitor Centre to form part of the Draft *Cliffs of Moher 2040 Strategy*.

### ASSESSMENT OF THE CORE OBJECTIVES OF THE STRATEGY

Of the total of 273 no. individual elements that were assessed as part of the Core Objectives evaluation:

- 73 no. elements (26.7%) were assessed as being substantially supportive of the achievement of the SEOs (significant positive effect);
- 137 no. elements (50.2%) were assessed as being supportive of the achievement of the SEOs (positive effect not to a significant extent);
- 59 no. elements (21.6%) were assessed as being neutral in relation to the achievement of the SEOs (no impact or a neutral contribution); and
- 4 no. elements (1.5%) were assessed as having an uncertain effect on the achievement of the SEOs (insufficient detail or uncertainty regarding the element assessed);

NTS Figure 8: Graphic Depiction of SEA Summary Assessment of Core Objectives

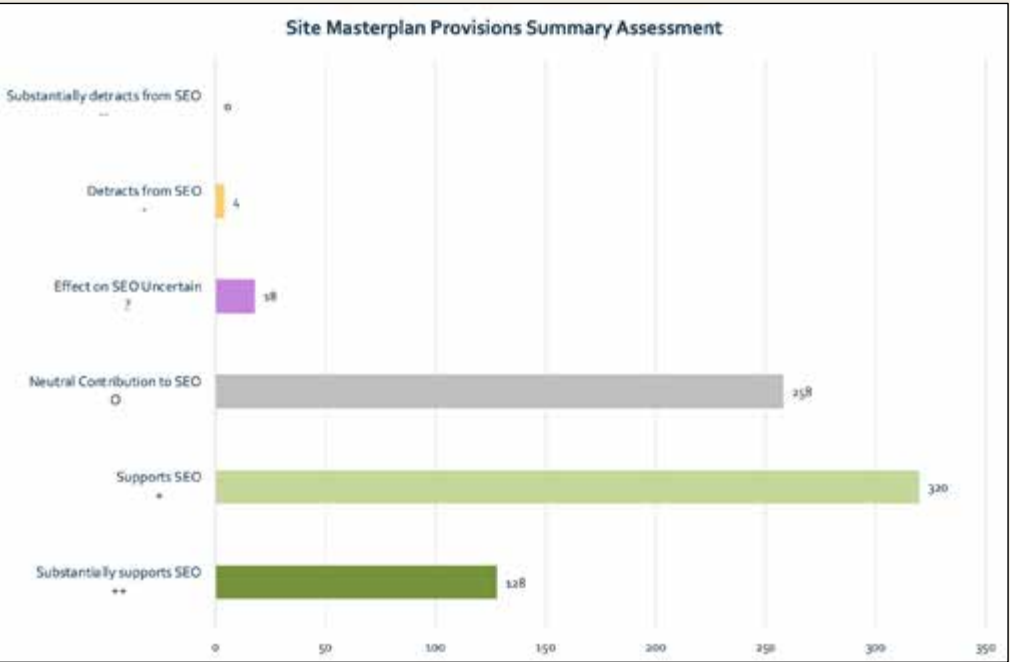


ASSESSMENT OF SITE MASTERPLAN PROPOSALS

Of the total of 728 no. individual elements that were assessed as part of the Site Masterplan evaluation:

- 128 no. elements (17.6%) were assessed as being substantially supportive of the achievement of the SEOs (significant positive effect);
- 320 no. elements (44%) were assessed as being supportive of the achievement of the SEOs (positive effect not to a significant extent);
- 258 no. elements (35.4%) were assessed as being neutral in relation to the achievement of the SEOs (no impact or a neutral contribution);
- 18 no. elements (2.5%) were assessed as having an uncertain effect on the achievement of the SEOs (insufficient detail or uncertainty regarding the element assessed); and
- 4 no. elements (1.5%) were assessed as likely detracting from the achievement of the SEOs (negative effect not to a significant extent).

NTS Figure 9: Graphic Depiction of SEA Summary Assessment of Site Masterplan Provisions



DIFFICULTIES EXPERIENCED AND DATA GAPS

The following difficulties and/or data gaps were encountered during the assessment:

- The span of time over which the process of formulating the Draft *Cliffs of Moher 2040 Strategy* took place (November 2019 to May 2024), including the breaks in the flow of the project due to the COVID-19 pandemic, proved to be challenging and required certain baseline data to be reassessed and updated in places, whilst also resulting in some data compiled in 2019/2020 having to be relied on in certain instances.
- The broad scope and the range and nature of provisions set out in the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan proved difficult to assess.
- As the Strategy objectives and provisions range from site-specific development proposals of a conceptual nature through to broader regional-scale objectives, determining an appropriate strategic level of assessment led to the formulation of a strategic assessment framework whereby a relatively large number of SEOs were defined across the various SEA Topics, as set out above.
- In turn, this required the adoption of an extended iterative approach and required the application of a methodology that permitted a Summary Assessment to be undertaken.
- In relation to Data Gaps, these were primarily noted regarding the following:
  - Lack of certainty as to the precise extent of lands over which the Clare County Council might have effective control or a degree of control in future.
  - A lack of recent data available regarding the traffic and transport baseline as it pertains to the Cliffs of Moher Experience site and surrounds.
  - A lack of recent data describing the status of infrastructure (water supply and wastewater) at the Cliffs of Moher Experience site.

SEA MITIGATION AND RECOMMENDED ACTIONS AND TARGETS

Mitigation measures have been identified as part of the SEA process to prevent, reduce and/or offset as fully as possible any significant negative impacts on the environment of implementing the Draft *Cliffs of Moher 2040 Strategy*.

Mitigation involves identifying actions or responses that serve to address significant negative effects. Mitigation measures can be described as those that avoid significant negative effects; reduce the magnitude or extent, probability and/or severity of effects; repair effects after they have occurred; and compensate for potential negative impacts by providing environmental benefits elsewhere.

While the assessment of the Draft *Cliffs of Moher 2040 Strategy* against the SEOs is largely positive, the SEA evaluation did identify certain actions deemed to be necessary to mitigate anticipated or potential negative environmental impacts. For the purposes of this SEA, the broad categorisation of such identified mitigation encompasses the following:

- Inherent Mitigation – This is held to apply in any instance where a specific action/set of actions or project that is proposed in the Draft *Cliffs of Moher 2040 Strategy* and its incorporated Site Masterplan is bound to comply with or be subject to statutory requirements and/or statutory development consent procedures.

- Strategic Mitigation/Mitigation Through Design – this applies where measures were adopted that respond to issues flagged during the planning and environmental assessment process and include aspects such as setting a cap on the number of visitors to be accommodated at the Cliffs of Moher Experience at any one time or over a set period and adopting design elements and principles to mitigate the impact of visitors at the site.
- Specific Mitigation Measures Identified – which comprise of several mitigation measures identified through the SEA. These measures are listed below.

NTS Table 2: Summary Overview of Identified Mitigation Measures

Mitigation	Purpose	Responsibility	Target
<b>Surveys and Monitoring</b>			
1. Annual Tourism Monitoring Programme	<ul style="list-style-type: none"><li>• Record and monitor the length of visitors' stay in the area on an annual cycle; and</li><li>• Survey and determine tourism revenue in the area.</li></ul>	• Clare Council County	• Q1 2025 and ongoing
2. Five-Yearly Economic Benefit Survey	<ul style="list-style-type: none"><li>• Determine the level of investment into local towns and villages in the area every five years</li></ul>	• Clare Council County	<ul style="list-style-type: none"><li>• Baseline Q1 2025</li><li>• Every five years thereafter</li></ul>
3. Annual Visitor Satisfaction Survey	<ul style="list-style-type: none"><li>• Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.</li></ul>	• Clare Council County	• Q1 2025 and ongoing
4. Annual Bird Survey Programme	<ul style="list-style-type: none"><li>• Identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</li></ul>	• Clare Council County	• Ongoing
5. Annual Environmental Monitoring Programme	<ul style="list-style-type: none"><li>• Record and monitor groundwater vulnerability in the area on an annual cycle;</li><li>• Record and monitor emissions and ambient air quality in the area on an annual cycle; and</li><li>• Record and monitor greenhouse gas emissions, renewable energy and energy efficiency in the area on an annual cycle.</li></ul>	• Clare Council County	• Q1 2026
6. Cliff Stability Monitoring Programme	<ul style="list-style-type: none"><li>• Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.</li></ul>	• Clare Council County	• Q1 2025 and ongoing

Mitigation	Purpose	Responsibility	Target
<b>Management Plans and Strategies</b>			
7. Cliffs of Moher Experience Visitor Management Plan	<ul style="list-style-type: none"><li>• Guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site</li></ul>	• Clare Council County	• Q1 2025 and ongoing
8. Cliffs of Moher Experience Habitat Management Plan	<ul style="list-style-type: none"><li>• Identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</li></ul>	• Clare Council County	• Q1 2026 and ongoing
9. Cliffs of Moher Experience Climate Action Strategy	<ul style="list-style-type: none"><li>• Set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.</li></ul>	• Clare Council County	• Q1 2025 and ongoing
10. Cliffs of Moher Experience Park and Ride Strategy	<ul style="list-style-type: none"><li>• Identify Park and Ride Hubs and operational elements including routes, seasonal timetables, specification of vehicle fleet etc.; and</li><li>• Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include:<ul style="list-style-type: none"><li>○ No., size and emissions rating of vehicles;</li><li>○ Trip frequency and average loads per trip; and</li><li>○ Trip distance per vehicle per month</li></ul></li></ul>	• Clare Council County	• Q1 2026 and ongoing
<b>Other</b>			
11. Stakeholder Engagement and Communications Plan	<ul style="list-style-type: none"><li>• Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region; and</li></ul>	• Clare Council County	• Q1 2025



Mitigation	Purpose	Responsibility	Target
	<ul style="list-style-type: none"><li>Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.</li></ul>		
12. Research and Education Partnership Outreach Programme	<ul style="list-style-type: none"><li>Establish strategic partnerships with Third Level institutions/conservation organisations and research entities</li></ul>	<ul style="list-style-type: none"><li>Clare Council</li></ul> County	<ul style="list-style-type: none"><li>Q1 2025</li></ul>
13. Land-Legal Rights Securement Programme	<ul style="list-style-type: none"><li>Obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</li></ul>	<ul style="list-style-type: none"><li>Clare Council</li></ul> County	<ul style="list-style-type: none"><li>Q3 2024</li></ul>

ALIGNMENT WITH MITIGATION MEASURES IDENTIFIED IN THE NATURA IMPACT STATEMENT

To ensure that a comprehensive approach is taken regarding the identification of measures for mitigation of the potential significant effects of the Draft Cliffs of Moher 2040 Strategy, the table below sets out verbatim the mitigation measures identified in the NIS to protect Natura 2000 sites. This provides for specific details that are discussed in the NIS to be reflected, and to inform further qualifying details to be addressed within the overall mitigation measures as outlined within this SEA Environmental Report.

NTS Table 3: NIS Mitigation Measures to Protect Natura 2000 Sites

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
A. Improvements to, or new infrastructure outside of the Cliffs of Moher site	<p>Inherent mitigation applies in the case of proposals for new or updated infrastructure, as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements. In the majority of cases, proposals to introduce new infrastructure should be subject to environmental assessment, which at site level, should take into account the existing baseline ecological conditions of the site, the ecological value of on-site features, and contain bespoke mitigation and environmental protection measures to protect site and local ecology/biodiversity. Appropriate Assessment may be required in certain cases where:</p> <ul style="list-style-type: none"><li>Any Natura 2000 site lies within or adjacent to the project area; or</li><li>Any Natura 2000 site lies within the likely zone of impact of the project. The distance of the zone of impact (or zone of influence ZOI) should be evaluated on a case-by-case basis with reference to the nature, size and location of the project,</li></ul>

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
	and the sensitivities of the ecological receptors, and the potential for in-combination effects.
B. Redevelopment of the Cliffs of Moher site and/or improvements to existing infrastructure	<p>Re-development of the Cliffs of Moher Visitor site will require project-specific Appropriate Assessment which should consider the nature conservation implications of each action/proposal before the decision is made to allow the projects(s) to proceed (DoEHLG, 2009).</p> <p>Certain aspects of the site redevelopment have the potential to result in positive impacts upon the SCI species of the Cliffs of Moher SPA. For instance, the proposed setting back of the cliff-top pathway, whilst aiding the habitat restoration programme (see D below), will effectively move people away from the cliff top and reduce disturbance to seabirds, Chough and Peregrine. Overall, this could lead to better protection of habitats, lower disturbance to cliff-dwelling species such as seabirds, Chough and Peregrine, and will aid in the restoration of favourable conservation condition of the Special Conservation Interests of the Cliffs of Moher SPA.</p>
C. Climate Change	<p>The Cliffs of Moher Experience Climate Action Strategy should set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy. The Strategy should comply with the most up to date Climate Action Plan, National Climate Change Adaptation Framework and National Mitigation Plan, including contributing towards efforts to decarbonise the tourism sector, and improve low carbon travel, such as clean alternatively fuelled vehicles, walking and cycling. An Environmental Monitoring Programme is recommended which should include <i>inter alia</i> the monitoring of noise, groundwater, ambient air quality, greenhouse gas emissions, renewable energy and energy efficiency in the area.</p> <p>Proposed Park and ride facilities and shuttle bus services serving the Cliffs of Moher site and wider hinterland should prioritise the use of electric vehicles. Clean (alternatively fuelled) buses will offer considerable advantages. Reductions in emissions of greenhouse gases, air pollutants and noise have the potential to bring about considerable public health benefits as well as resulting in positive environmental impacts</p>
D. Habitat Management	<p>A Habitats Management Plan is required to identify key actions and indicators as well as the provision for periodic monitoring/survey of parts of the site that will be subject to habitat restoration.</p> <p>Restoration of habitats at the Cliffs of Moher lies at the very core of the <i>Cliffs of Moher 2040 Strategy</i>. While one aim is to 'create a wilder, back to nature experience' for visitors, it is well recognised that the natural cliff-top habitats within the site have been subject to considerable erosion as a result of the existing cliff-top pathway. In addition, the agricultural grasslands within the site have been intensively managed for decades and could be managed in a less intensive and more appropriate way for foraging Chough.</p> <p>Choughs are specialist feeders of soil invertebrates and are thus susceptible to changes in land use and agricultural practices which affect abundance and accessibility of invertebrate prey (Hayhow et al. 2018). The link between short-</p>

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
	<p>cropped grass (grazing) and Cough foraging success is well documented, as is the requirement for the presence of animal dung; invertebrates and invertebrate larvae within dung being a food source. Management practices such as grazing, short-cropped grass, and animal dung will form important components of a habitat management plan for Cough, along with avoidance of macrocyclic lactone (ML) cattle treatments (Avermectins) which are known to reduce/kill invertebrates. Restoration of cliff-top habitats will also result in positive impacts upon Cough as foraging successfully close (&lt;300m) to cliff ledge nest sites is important during the period of feeding chicks (e.g. Kerbiriou et al. 2006; Carroll et al. 2010).</p> <p>The proposed Habitats Management Plan should be prepared in consultation and agreement with the NPWS, and/or integrated with any Management Plan that is being developed for the Cliffs of Moher SPA by NPWS.</p>
<b>E. Protection and Conservation of Species of Special Conservation Interest</b>	<p>The birdlife and biodiversity of the Cliffs of Moher are as renowned and important as the rich landscape and geological heritage of the site. The Cliffs of Moher 2040 Strategy recognises this importance and proposals to undertake habitat and visitor management will reinforce commitments to protect the designated habitats and protected species. We recommend that a formal Bird Survey Programme be developed to identify key actions, status and indicators. This programme should be developed in consultation with the National Parks and Wildlife Service. This programme should include the provision for continued monitoring of the Cough, Peregrine and seabird populations at the site. Given that the conservation condition (status) of Peregrine and Cough within the Cliffs of Moher SPA is unfavourable (compared to the baseline status), the required target is to increase numbers of breeding pairs of both species within the SPA. This mitigation action will also strengthen opportunities for conservation research, monitoring and education and has the potential to be an exemplar of habitat and species restoration projects along the Wild Atlantic Way.</p> <p>The Cliffs of Moher should seek to develop structured relationships with local communities and key stakeholders to embed a mutual understanding of, and commitment to, the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs.</p>
<b>F. Seabird Watching/Viewing Code of Conduct</b>	<p>To remove the potential for disturbance to nesting seabirds, a formal code of conduct for ferries, cruises and other boats operating trips to the Cliffs of Moher should be developed and put into practice, with each boat operator signing up and following the code of conduct thereafter.</p> <p>Disturbance can cause long-term negative effects upon nesting seabirds (e.g. Jarrett et al., 2022) due to the energetic costs of disturbance (i.e. increased energy expenditure from moving away from source of disturbance), (ii) a reduction in efficient foraging and consequent reduction in prey caught and rate of provisioning chicks, and (iii) increased stress in response to disturbance. Seabirds leaving their nesting or roosting sites is a common consequence of disturbance. This results in chicks becoming more vulnerable to predation while the adults are away - eggs are not being incubated, hatching is delayed and/or eggs are knocked off the cliff. Furthermore, it</p>

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
	<p>has been known for frightened seabird chicks to fall off their cliff ledge sites in response to boat-based disturbance.</p> <p>The seabird watching code of practice should be prepared by experienced seabird ecologists and in consultation with the National Parks and Wildlife Service.</p>
<b>G. Direct Habitat Creation – Provision of Nesting Habitat</b>	<p>The reasons why Coughs are taking up nest sites in buildings, often unused old agricultural sheds, as opposed to the more 'traditional' cliff nesting sites is not known. The use of farm sheds and barns appears to have increased in Ireland over the last decade or so. Recent work for the 2021 national Cough survey found an increasing proportion of West Cork Coughs now favouring farm buildings, including some buildings that are in use (C. Heardman pers. comm). Scott (2020) purported that the decline in breeding pairs on Dursey Island may have been linked to increased mortality of adult birds during the exceptionally severe weather in early March 2018 when severe cold for this area led to snow cover for several days and an inability therefore for Cough to forage, leading to birds in poor condition or starvation. With climate change we are seeing an increase in winter storms. For a species traditionally adapted to cliff-top and coastal living, could the increase in Cough moving inland to nest in buildings be linked to the birds simply retreating from severe weather?</p> <p>To aid the recovery of the species at the Cliffs of Moher SPA (see also point E above) we recommend the provision of a disused farm building(s) at a suitable location within the site. The building should be enclosed with no human access and should be provisioned with a nest box, and under licence and NPWS guidance, could be fitted with a nest camera, which could replay live images back to the Visitor Centre for visitors to gain an intimate experience with this special and protected species during the nesting season. While this is not a novel idea (see <a href="https://www.npws.ie/news/nestflix-and-chill-new-live-stream-nature-lovers-npws">https://www.npws.ie/news/nestflix-and-chill-new-live-stream-nature-lovers-npws</a>), this would provide potential important Cough nesting habitat while providing visitors with a special encounter with the species. Under licence and guidance of NPWS, Cough chicks could also be colour-ringed, which provides a way of uniquely colour marking individual birds – useful for future monitoring of the site population.</p>
<b>H. Visitor Management – Cliffs of Moher</b>	<p>A core objective of the Strategy is to 'encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages.' In addition, the Strategy aims to increase visitor numbers at the Cliffs of Moher during quieter times or off-peak seasons, while capping the numbers of visitors at peak times. Notwithstanding the positives, a Visitor Management Plan should be developed and implemented to include an annual monitoring programme which determines the length of visitor stay in at the Cliffs of Moher site and within the wider area.</p> <p>Within the site itself, the layout of new walk paths and facilities such as viewing points, cantilever walk paths etc. needs to carefully identify both the areas/locations where visitor numbers/walkers can be increased without causing negative impacts to SCI species, and also what areas should be avoided, for example, areas close to nesting SCI species. It may be necessary for seasonal visitor management practices to be put in place, for example, excluding visitors from areas close to Cough nest sites during the period of time when the parent birds are feeding their young.</p>

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
I. Visitor Management – Local and Regional	Article 6 of the Habitats Directive requires that Member States establish the necessary conservation measures for European sites involving, if needs be, management plans specifically designed for the sites or integrated into other development plans. Fáilte Ireland and local authorities should engage with the National Parks and Wildlife Service in order to ensure that where Strategy objectives will result in increased visitor numbers to Natura 2000 sites, that management measures and measures to prevent disturbance to habitats and wildlife are in place. One action, for example, could be a collaborative, regional/national public educational campaign on the seriousness of disturbance to wintering and breeding waterbirds, with practical and achievable management methods aiming to result in lowered occurrences of this type of negative impact.
J. Invasive Species	The Cliffs of Moher site does not currently support any invasive, alien species (IAS species). Development of the site, however, leads to the risk that such species may be introduced accidentally via vehicles, machinery or materials. To safeguard this happening, the future undertaking of site projects should be accompanied by a project-specific Construction Environmental Management Plans (CEMP) which contain measures to prevent the introduction and spread of IAS. The proposed habitat management plan should contain an early-warning system that sets out procedures/monitoring to identify the occurrence of IAS species at the earliest possibility, including the training of site staff to identify such species.

SEA MONITORING

For the purposes of the Monitoring Framework proposed to monitor the effects of implementing the Draft *Cliffs of Moher 2040 Strategy*, a set of Key Indicators, Targets and Data Sources have been identified to permit the assembly and collation of quantitative measures in trends over time in relation to the achievement of the Strategic Environmental Objectives (SEOs). The information gathered through monitoring is seen to be of value in the following respects:

- It serves as a test of the effectiveness of the SEA process insofar as it reveals the effects of implementing the Strategy over time and enables a comparison to be drawn between the likely significant effects identified in the SEA and what has unfolded.
- It permits data to be assembled in relation to areas of uncertainty encountered during the SEA, where the scope and nature of the Strategy may have led to difficulties in the assessment.
- Monitoring the effects of the implementation of the Strategy may help to identify further mitigation measures or remedial actions in response to issues that are flagged.
- It permits the assembly of data that could be used to inform the review of the Strategy or inform other planning processes of a similar nature.

Sources of data include the following:

- Cliffs of Moher 2040 Strategy Annual Tourism Monitoring Programme
- Cliffs of Moher 2040 Strategy Annual Visitor Satisfaction Survey Report
- Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress

- Cliffs of Moher 2040 Strategy 5-Yearly Economic Benefit Study
- Cliffs of Moher 2040 Strategy Visitor Management Plan Annual Review
- Cliffs of Moher 2040 Strategy Habitat Management Plan Annual Review
- Cliffs of Moher 2040 Strategy Bird Survey Programme Annual Summary Report
- Cliffs of Moher 2040 Strategy Annual Cliff Stability Monitoring Programme Report
- Cliffs of Moher 2040 Strategy Environmental Monitoring Programme
- Cliffs of Moher 2040 Strategy Annual Infrastructure Standards Compliancy Report

MONITORING RESPONSIBILITY AND REPORTING

Clare County Council is the competent authority, being the authority which is responsible for the preparation of the Draft *Cliffs of Moher 2040 Strategy*. Accordingly, it shall be responsible for monitoring the effects of implementing the Strategy.

This responsibility is to be undertaken within the context of the Monitoring Framework and should be incorporated into the proposed system of reporting on the overall implementation of the Strategy through the Stakeholder and Communications Plan to ensure transparency in this regard.

The proposed Monitoring Indicators, Targets and Data Sources are set out in full in NTS Table 4 overleaf.

CONCLUSION

This Draft SEA Environmental Report presents an assessment of the likely significant effects of the Draft *Cliffs of Moher 2040 Strategy* and incorporated Site Masterplan on the environment. The report has been prepared in compliance with *Directive 2001/42/EC on the Assessment of the Effects of Certain Plans and Programmes on the Environment* (the SEA Directive) and associated transposing Irish legislation, the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended).

It is confirmed that SEA and Appropriate Assessment have been undertaken in tandem with the formulation of the Draft *Cliffs of Moher 2040 Strategy* and the SEA and AA as processes have informed the preparation of the Strategy to contribute towards sustainable development, enhanced environmental protection outcomes, and improved environmental management.

The provisions of the Draft *Cliffs of Moher 2040 Strategy* are assessed to have a likely positive, likely positive significant or a neutral effect. Within the overall framework of the assessment, only 4 no. elements of the Site Masterplan were assessed to have likely negative effects in relation to the achievement of the SEOs. These elements were related to the development of the proposed new visitor facilities insofar as they are assessed as detracting to a certain degree (but not substantially) from the BFF SEOs, in the absence of mitigation.

Mitigation measures have been identified as part of the SEA process to prevent, reduce and/or offset as fully as possible any significant negative impacts on the environment of implementing the Draft *Cliffs of Moher 2040 Strategy*.

The implementation of the Draft *Cliffs of Moher 2040 Strategy* and incorporated Site Masterplan shall be subject to an ongoing process of monitoring in terms of the proposed Monitoring Framework.



NTS Table 4: Monitoring Indicators, Targets and Data Sources

SEA Topic	Key Indicators	Targets for the Cliffs of Moher 2040 Strategy	Data Source
Population and Human Health	<p>PHH1. Increase/decrease in length of visitors’ stay on-site at the Cliffs of Moher Experience.</p> <p>PHH2. Number of visitors to the Cliffs of Moher Experience per month.</p> <p>PHH3. Percentage increase/decrease in numbers of overnight visitors to accommodation establishments in the SEA study area per month.</p> <p>PHH4. Percentage increase/decrease in spend of visitors to accommodation, leisure and hospitality establishments in the SEA study area per month.</p> <p>PHH5. Number of employment opportunities at Cliffs of Moher Experience.</p> <p>PHH6. Number of employment opportunities in the tourism, leisure and hospitality sectors in the SEA study area.</p>	<p>PHH1. To contribute to the strengthening of the local economy and increase employment opportunities as presented in statistical data.</p> <p>PHH2. To design and implement a network of experiences (physically, educationally, and culturally) within the region to benefit the wider community.</p> <p>PHH3. To create a physical environment that provides a bespoke arrival process and a range of engagement experiences throughout the Cliffs of Moher site to increase levels of satisfaction with the COM Experience.</p> <p>PHH4. To maintain its premier market position of the COM and its ability to attract tourists, promote Ireland overseas and deliver a financially sustainable business.</p> <p>PHH5. To increase levels of satisfaction with the COM experience.</p> <p>PHH6. To increase length of stay of visitors in the area.</p> <p>PHH7. To increase overnight stays in County Clare.</p> <p>PHH8. To increase average visitor spend in County Clare.</p> <p>PHH9. To increase partnerships between COME and (i) local businesses and (ii) residents.</p> <p>PHH10. To protect designated habitats and protected species (and associated ecological corridors / linkages) within the site and wider area.</p> <p>PHH11. To provide a sustainable access system to the Cliffs of Moher.</p> <p>PHH12. To reduce environmentally related pressures associated with the health and wellbeing of the wider community.</p>	<ul style="list-style-type: none"> <li>Annual Tourism Monitoring Programme</li> <li>Annual Visitor Satisfaction Survey Report</li> <li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li> <li>5-Yearly Economic Benefit Study</li> </ul>
Biodiversity, Flora and Fauna	<p>BFF1. Level of adherence of visitors to designated pathways and appointed viewing points.</p> <p>BFF2. Annual Bird Survey outcomes.</p> <p>BFF3. Percentage of habitat restored versus baseline of Habitats Survey 2023.</p>	<p>BFF1. To provide pathways, viewing points and physical visitors’ infrastructure at the Cliffs of Moher Experience and the wider Development Area.</p> <p>BFF2. Ensure no adverse effects on the integrity of the Natura 2000 sites, their Qualifying Interests/Special Conservation Interests, and function.</p> <p>BFF3. To stop the loss of biodiversity and deterioration of habitats at the Cliffs of Moher Development Area.</p> <p>BFF4. To implement a Habitat Management Plan within the Cliffs of Moher Development Area, to ensure its long-term sustainable management.</p> <p>BFF5. To increase the Chough and Peregrine population within the Cliffs of Moher Development Area.</p> <p>BFF6. To protect seabird breeding sites and fledglings from disturbance within the Cliffs of Moher Development Area.</p>	<ul style="list-style-type: none"> <li>Visitor Management Plan Annual Review</li> <li>Habitat Management Plan Annual Review</li> <li>Bird Survey Programme Annual Summary Report</li> </ul>

SEA Topic	Key Indicators	Targets for the Cliffs of Moher 2040 Strategy	Data Source
Land	L1. Area of land (in hectares) over which Clare County Council has control within the Cliffs of Moher Development Area.	L1. To obtain appropriate legal interests in lands within the Cliffs of Moher Development Area.  L2. To implement a Habitats Management Plan within the Cliffs of Moher Development Area, to ensure its long-term sustainable management.  L3. To establish and implement a Management Plan for the Cliffs of Moher Coastal Walk.	<ul style="list-style-type: none"><li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li></ul>
Soils and Geology	SG1. Area of land (in hectares) over which Clare County Council has control within the Cliffs of Moher Development Area.  SG2. Cliff-edge stability status Periodic cliff stability assessment reporting.	SG1. To obtain appropriate legal interests in lands within the Cliffs of Moher Development Area.  SG2. To implement a Habitats Management Plan within the Cliffs of Moher Development Area, to ensure its long-term sustainable management.  SG3. To establish and implement a Management Plan for the Cliffs of Moher Coastal Walk.  SG4. To confirm Cliffs of Moher cliff stability status.	<ul style="list-style-type: none"><li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li><li>Annual Cliff Stability Monitoring Programme Report</li></ul>
Water (Ground and Surface Water)	W1. Percentage improvement/deterioration in EPA surface water quality assessment outcomes.	W1. A sustainable network of SUDS and nature-based solutions using natural features/landscapes to manage surface water while increasing biodiversity.  W2. Sustainable water management solutions to be integrated within development proposals in the Cliffs of Moher Development Area.  W3. Proposed development to be subject to Flood Risk Screening Assessment and Drainage Impact Assessment	<ul style="list-style-type: none"><li>Annual Environmental Monitoring Programme (Groundwater Vulnerability Monitoring Component)</li><li>EPA Water Quality Data</li></ul>
Air Quality	AQ1. Quarterly and annual data on numbers of vehicles servicing Park and Ride system.  AQ2. Quarterly and annual data on numbers of vehicles accessing the Cliffs of Moher Experience parking facility.	AQ1. To ensure that all development implemented in terms of the Cliffs of Moher 2040 Strategy reduces emissions from transport and energy usage at the Visitor Experience.  AQ2. To comply with applicable Air Quality Standards in terms of the <i>Air Quality Directive</i> (2008/50/EC) to include for the protection of human health.  AQ3. To implement the proposed seasonal traffic management approach (Park and Ride and online booking) to ensure that the volume and intensity of traffic to and from the Cliffs of Moher Visitor Experience is reduced, with resulting reduction in emissions.  AQ4. To monitor queuing at accesses to COM parking and Park and Ride facilities to reduce/negate idling vehicles.	<ul style="list-style-type: none"><li>Annual Environmental Monitoring Programme (Emissions and Ambient Air Quality Monitoring Component)</li></ul>
Climate	C1. Quarterly and annual data on numbers of vehicles servicing Park and Ride system.  C2. Quarterly and annual data on numbers of vehicles accessing the Cliffs of Moher Experience parking facility.  C3. Percentage renewable energy source utilisation at the Cliffs of Moher Experience.	C1. To ensure that all development implemented in terms of the <i>Cliffs of Moher 2040 Strategy</i> delivers on Ireland's climate ambition as evaluated against the Climate Action Plan.  C2. To reduce and minimise greenhouse gas emissions.	<ul style="list-style-type: none"><li>Annual Environmental Monitoring Programme (Greenhouse Gas Emissions, Renewable Energy and Energy Efficiency Monitoring Component)</li></ul>

SEA Topic	Key Indicators	Targets for the Cliffs of Moher 2040 Strategy	Data Source
		<p>C3. To implement the proposed seasonal transport and traffic management approach (Park and Ride and online booking) to ensure that the volume and intensity of traffic to and from the Cliffs of Moher Visitor Experience is reduced.</p> <p>C4. Deliver Net Zero Energy, including the target of 100% renewable energy consumption.</p>	
Material Assets	<p>MA1. Water consumption in M3 per year at the Cliffs of Moher Experience.</p> <p>MA2. Volume of solid waste in metric tonnes generated annually at the Cliffs of Moher Experience.</p> <p>MA3. Compliance of influent and effluent samples taken at the Cliffs of Moher Experience Wastewater Treatment Plant.</p>	<p>MA1. Where possible, water consumption shall be minimised to 0.6 M3/per year by 2050.</p> <p>MA2. To make optimal use of existing infrastructure where possible and to ensure that existing infrastructure is enhanced and operates within the parameters of all regulatory requirements to comply with applicable technical and environmental standards.</p> <p>MA3. To ensure that all new infrastructure operates within the parameters of all regulatory requirements to comply with applicable technical and environmental standards.</p> <p>MA4. To relocate, upgrade and enhance the existing wastewater treatment and drainage infrastructure capacity to cater for all development implemented in terms of the <i>Cliffs of Moher 2040 Strategy</i>.</p> <p>MA5. To support circular economy principles prioritising prevention, reuse, recycling and recovery of waste.</p> <p>MA6. To implement a Zero-Waste Strategy and audit use of compostable packaging/materials in relevant on-site operations.</p>	<ul style="list-style-type: none"> <li>Annual Infrastructure Standards Compliancy Report based on monthly monitoring of key indicators.</li> </ul>
Cultural Heritage (Archaeological and Architectural)	CH1. Level of visitors’ awareness, knowledge and understanding of the cultural heritage of the Cliffs of Moher.	<p>CH1. To increase visitor awareness, knowledge and understanding of the area’s cultural heritage.</p> <p>CH2. To ensure that only development is permitted which protects/enhances places, buildings, features and landscapes of archaeological or architectural heritage significance within the Cliffs of Moher Development Area.</p> <p>CH3. To design and implement a network of experiences (physically, educationally, and culturally) within the region to benefit the wider community.</p>	<ul style="list-style-type: none"> <li>Annual Visitor Satisfaction Survey Report</li> <li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li> </ul>
Landscape (Visual Character)	LVC1. Level of visitors’ satisfaction of their experience of the landscape of the Cliffs of Moher.	<p>LVC1. To ensure landscape design proposals integrate with the implementation of a Habitats Management Plan within the Cliffs of Moher Development Area.</p> <p>LVC2. To ensure that any assessed significant negative visual impacts of development on the receiving landscape are appropriately mitigated resulting from the implementation of the <i>Cliffs of Moher 2040 Strategy</i>.</p> <p>LVC3. To monitor visitor satisfaction of their experience of the extended COM Experience landscape.</p>	<ul style="list-style-type: none"> <li>Annual Visitor Satisfaction Survey Report</li> <li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li> </ul>



1 INTRODUCTION

1.1 TERMS OF REFERENCE

This Draft SEA Environmental Report has been prepared by The Planning Partnership on behalf of Clare County Council as part of the Strategic Environmental Assessment (SEA) of the Draft *Cliffs of Moher 2040 Strategy* and its incorporated Site Masterplan, in compliance with EU and national legislation.

1.2 STRATEGIC ENVIRONMENTAL ASSESSMENT (SEA)

A Strategic Environmental Assessment (SEA) is a systematic and iterative process for evaluating, at a strategic level, the likely significant environmental effects of implementing a plan or programme put forward by a proponent at the earliest appropriate stage, that is, during the preparation of a plan or programme and before a decision is made to adopt it.

Accordingly, the Draft *Cliffs of Moher 2040 Strategy* and its incorporated Site Masterplan has been subject to SEA to achieve the following:

- A strategic assessment of the likely significant effects (either negative or positive) of implementing the proposals set out in the Strategy and its incorporated Site Masterplan;
- The integration of key environmental considerations identified into the preparation of the Strategy and its incorporated Site Masterplan; and
- Ensuring that environmental considerations have been flagged throughout the process of the formulation of the Strategy and its incorporated Site Masterplan.

1.3 BACKGROUND

Commencing in November 2019, Clare County Council, Áras Contae An Chláir, New Road, Ennis, Co. Clare, supported by Fáilte Ireland, has been working with a multi-disciplinary consultancy team led by Haley Sharpe Design (hsd) to prepare the *Cliffs of Moher 2040 Strategy*. This is a strategy of transformational and ambitious ideas for the enhancement of the Cliffs of Moher Experience, driven by four core objectives:

1. Enhancing economic benefits related to the Cliffs of Moher Experience across the region;
2. Optimizing the Cliffs of Moher Experience as a World-Class Experience;
3. Transforming the Natural Landscape within which the Cliffs of Moher Experience is set; and
4. Providing Sustainable Access to the Cliffs of Moher Experience.

It is intended that the *Cliffs of Moher 2040 Strategy* and the Site Masterplan incorporated therein will guide the management and development of the Cliffs of Moher Experience for the next 20 years.

In accordance with Article 9 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004*, as amended by *European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011*, Clare County Council, as the competent authority, undertook an SEA Screening of the preparation of the *Cliffs of Moher 2040 Strategy* in early 2020.

As detailed in the *Cliffs of Moher 2040 Strategy Strategic Environmental Assessment Screening Report and Determination June 2020*, having had regard to the observations and submissions received from statutory environmental authorities and non-statutory consultees, Clare County Council issued a determination that an environmental assessment is required for the *Cliffs of Moher 2040 Strategy* on 24<sup>th</sup> June 2020 (refer to [Appendix 1](#)).

1.4 THIS DRAFT SEA ENVIRONMENTAL REPORT

As it has been determined that an environmental assessment of the *Cliffs of Moher 2040 Strategy* is required in order to satisfy the statutory requirements under Article 11 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004*, as amended by *European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011*, this Draft SEA Environmental Report considers the likely significant effects on the environment that are likely to arise as the result of the implementation of the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan, so that these can be addressed appropriately in the *Cliffs of Moher 2040 Strategy*.

1.5 THE FORMAT OF THIS DRAFT SEA ENVIRONMENTAL REPORT

The Draft SEA Environmental Report for the Draft *Cliffs of Moher 2040 Strategy* is structured as follows:

- A Non-Technical Summary provides an overview of the content of the Environmental Report.
- Section 1 sets out the background to the SEA of the Draft *Cliffs of Moher 2040 Strategy*.
- Section 2 outlines the SEA process, including the relevant legislative requirements for SEA. The section affirms the need for Appropriate Assessment (AA) to be carried out in tandem with this SEA process. Finally, the section provides an overview of the consultations undertaken in the Stage 1: Screening and Stage 2: Scoping phases of the SEA as well as broader consultations on the project that have taken place.
- Section 3 outlines background information regarding the Draft *Cliffs of Moher 2040 Strategy*, as well as highlighting the Core Objectives of the Strategy and the key elements of the incorporated Site Masterplan.
- Section 4 presents the Baseline Information assembled in relation to the key SEA Topics identified to be addressed in the SEA Scoping Stage and highlights key informants and key issues and opportunities.
- Section 5 presents the Strategic Environmental Objectives identified that form the framework for assessment of the impacts of the Draft *Cliffs of Moher 2040 Strategy*.
- Section 6 sets out the methodology adopted for assessing the environmental effects of implementing the Draft *Cliffs of Moher 2040 Strategy*.
- Section 7 provides a description and evaluation of key Strategic Decisions and Alternatives considered in accordance with Article 12 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended).
- Section 8 sets out the evaluation of the Draft *Cliffs of Moher 2040 Strategy* and incorporated Site Masterplan.
- Section 9 presents the proposed mitigation measures identified by the SEA.
- Section 10 provides a framework for monitoring the effects of implementing the Draft *Cliffs of Moher 2040 Strategy*.
- Section 11 presents a concluding statement on current and next steps in the SEA process.

## 2 SEA METHODOLOGY

### 2.1 LEGISLATIVE REQUIREMENTS RELEVANT TO SEA OF THE PREPARATION OF THE CLIFFS OF MOHER 2040 STRATEGY

On 5<sup>th</sup> June 2001, the European Parliament and Council adopted *Directive 2001/42/EC on the Assessment of the Effects of Certain Plans and Programmes on the Environment* (the SEA Directive). Article 1 of the SEA Directive states that it is an objective of the Directive 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”.*

Article 3(2) of the SEA Directive makes a SEA mandatory for plans and programmes:

- which are prepared for agriculture, forestry, fisheries, energy, industry, transport, waste management, water management, telecommunications, tourism, town and country planning or land use and which set the framework for future development consent for projects listed in Annexes I and II to the *Environmental Impact Assessment (EIA) Directive (85/337/EEC)*; or
- which, in view of the likely effect on sites, have been determined to require an assessment pursuant to *Article 6 or 7 of the Habitats Directive (92/43/EEC)*.

The SEA Directive was transposed into Irish Legislation in 2004 through:

- The *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (S.I. No.: 435/2004)* which covers plans and programmes in respect of all the sectors as listed in Article 3(2) of the SEA Directive except for land-use planning;
- The *European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011 (S.I. No.: 200/2011)* which gives further effect to Directive 2001/42/EC and which covers plans and programmes in respect of all the sectors as listed in Article 3(2) of the SEA Directive except for land-use planning;
- The *Planning and Development (Strategic Environmental Assessment) Regulations 2004 (S.I. No.: 436/2004)* which covers those plans and programmes in relation to land-use planning; and
- The *Planning and Development (Strategic Environmental Assessment) (Amendment) Regulations 2011 (S.I. No.: 201/2011)* which gives further effect to Directive 2001/42/EC and covers those plans and programmes in relation to land-use planning.

Article 9(1)(a) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* has been amended by the *European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011*, now to make a SEA mandatory for plans and programmes:

- which are prepared for agriculture, forestry, fisheries, energy, industry, transport, waste management, water management, telecommunications, tourism and town and country planning or land use, and which set the framework for future development consent of projects listed in Annexes I and II to the *Environmental Impact Assessment Directive*; or
- which are not directly connected with or necessary to the management of a European site but, either individually or in combination with other plans, are likely to have a significant effect on any such site.

### 2.2 OVERVIEW OF THE SEA PROCESS

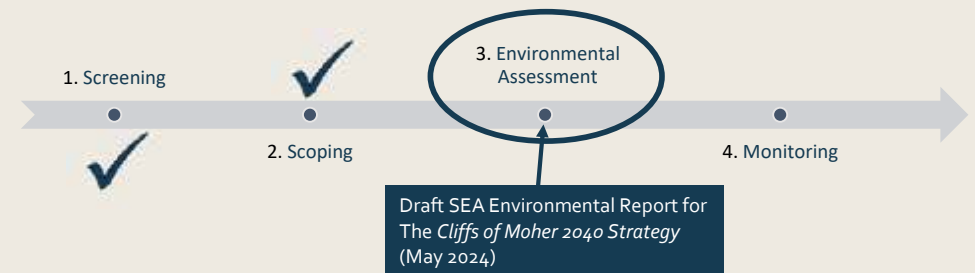
SEA is the assessment of the significant effects of plans or programmes on the environment at a strategic level.

As illustrated in Figure 1 below, there are four stages to the SEA process: Each stage involves a period of statutory public consultation.

- The first stage is Screening, where a plan or programme is screened to determine whether it will have a significant effect on the environment.
- If the competent authority determines that the plan or programme is likely to have a significant effect on the environment, the second stage, Scoping, involves a process to determine the scope and level of detail of the information to be included in the Environmental Report.
- Having determine the scope and level of detail of the information to be included in the Environmental Report, stage three is the Environmental Assessment and the writing of the Environmental Report, where the likely significant effects on the environment of the plan or programme are described and evaluated.
- The final stage of the SEA process is the ongoing Monitoring of the effects of the plan or programme on the environment.

In line with the determination by the competent authority, Clare County Council that an environmental assessment is required for the *Cliffs of Moher 2040 Strategy*, the current stage in the SEA process is Stage 3: Environmental Assessment, as illustrated below:

Figure 1: The current stage in the SEA process for the Cliffs of Moher 2040 Strategy



In giving effect to the overall SEA process, the processes followed as part of the SEA of the preparation of the *Draft Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan are set out below with an accompanying timeline.

2.3 SEA AND APPROPRIATE ASSESSMENT

Regulation 42(1) of the *European Communities (Birds and Natural Habitats) Regulations 2011* (as amended) requires Appropriate Assessment (AA) screening to be carried out for proposed plans or projects to determine if the proposed plans or projects will have a significant effect on a European site(s) i.e. Natura 2000 sites.

In accordance with this statutory obligation, AA screening has been completed in respect of the Draft *Cliffs of Moher 2040 Strategy* and determined under Regulation 42(6) of the *European Communities (Birds and Natural Habitats) Regulations 2011* (as amended) that AA is required for the Strategy.

Accordingly, a Natura Impact Statement (NIS) has been carried out in parallel with the Draft SEA Environmental Report, with the findings of the AA and the Draft SEA Environmental Report informing the Draft *Cliffs of Moher 2040 Strategy*. The overall process followed is set out below:

Table 1: Overview of the SEA of the preparation of the Cliffs of Moher 2040 Strategy

2019-2024				
Iterative planning process with extensive consultation to develop the Draft <i>Cliffs of Moher 2040 Strategy</i> and incorporated Site Masterplan, the draft Strategic Environmental Assessment (SEA) and the Appropriate Assessment/Natura Impact Statement				
<i>Cliffs of Moher 2040 Strategy</i> commences in November 2019				
Timeline of Key Activities	Stage/Action	Key SEA Outputs		
Jan.-June 2020	Stage 1: SEA Screening	Stage 1 SEA Screening Report  Clare County Council as Competent Authority determined that SEA of the Cliffs of Moher Strategy 2040 is required under Article 9 of the <i>European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004</i> , as amended (determination issued: 24 <sup>th</sup> June 2020).		
Jan.2020 -Jan. 2021	Stage 1: AA Screening	Stage 1 AA Screening Report  Clare County Council as Competent Authority determined that an Appropriate Assessment of the Cliffs of Moher Strategy 2040 is required under Regulation 42(6) of the <i>European Communities (Birds and Natural Habitats) Regulations 2011</i> , as amended by the <i>European Union (Birds and Natural Habitats) (Amendment) Regulations 2021</i> (determination issued: 24 <sup>th</sup> May 2024).		
Oct.-Dec. 2023	Stage 2: SEA Scoping	Stage 2 SEA Scoping Report		
Dec. 2023-June 2024	Stage 3: SEA Stage 2: AA	Stage 3 Draft SEA Environmental Report Stage 2: AA/Natura Impact Statement (NIS)		
June-July 2024	Consultations on Draft <i>Cliffs of Moher 2040 Strategy</i> , ER and NIS of not less than 4-6 weeks	Finalised AA/NIS SEA Statement Finalised <i>Cliffs of Moher 2040 Strategy</i>		

2.4 CONSULTATIONS UNDERTAKEN AS PART OF THE SEA AND 2040 STRATEGY PROCESS

2.4.1 SEA Stage 1 Screening: Consultations for the Preparation of the Cliffs of Moher 2040 Strategy

Article 9(2) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended) details that a plan or programme that determines the use of a small area at local level shall require an environmental assessment only where the competent authority determines that it is likely to have significant effects on the environment and, for this purpose, the competent authority shall make any such necessary determination. In the case of the *Cliffs of Moher 2040 Strategy*, the competent authority is Clare County Council.

Article 9(3) requires that a competent authority shall determine whether plans and programmes are likely to have significant environmental effects with reference to relevant criteria set out in Schedule 1 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended).

Article 9(5) requires that, as part of the decision-making process regarding whether or not an environmental assessment must be carried out in respect of a plan or programme, notice must be given, by the competent authority making the decision, to environmental authorities and specifies those environmental authorities as:

- a) the Environmental Protection Agency,
- b) where it appears to the competent authority that the plan or programme, or modification to a plan or programme, might have significant effects in relation to the architectural or archaeological heritage or to nature conservation, the Minister for the Environment, Heritage and Local Government,
- c) where it appears to the competent authority that the plan or programme, or modification to a plan or programme, might have significant effects on fisheries or the marine environment, the Minister for Agriculture, Marine and Food, and the Minister for Communications, Energy and Natural Resources.

2.4.1.1 Statutory Environmental Authorities

In accordance with the statutory requirements set out above, submissions/observations were invited from the following prescribed environmental authorities in relation to whether the proposed *Cliffs of Moher 2040 Strategy* would, or would not, be likely to have significant effects on the environment:

- Environmental Protection Agency (EPA).
- Minister for Communications, Climate Action and Environment.
- Minister for Agriculture, Food and Marine.
- Minister of State for Rural Affairs and Natural Resources.
- Minister for Culture, Heritage and the Gaeltacht.
- Minister for Housing, Planning and Local Government.
- Irish Water.
- National Parks and Wildlife Service.
- Transport Infrastructure Ireland.
- Development Applications Unit (Dept of Communications, Climate Action and Environment).



#### 2.4.1.2 Non-Statutory Consultees

In accordance with best practice and to ensure as broad a range of input from relevant bodies as possible, Clare County Council also undertook additional consultation not statutorily required, and invited submissions or observations in relation to whether the proposed *Cliffs of Moher 2040 Strategy* would, or would not, be likely to have significant effects on the environment, from the following:

- Fáilte Ireland.
- Cliffs of Moher Visitor Experience.
- Birdwatch Ireland.
- The Burren Centre.
- Burren and Cliffs of Moher UNESCO Global Geopark.
- The Southern Regional Assembly.

#### 2.4.1.3 Submissions/Observations received regarding the SEA Screening of the Cliffs of Moher 2040 Strategy

A total of 6 no. submissions/observations were received by Clare County Council in response to the notification of SEA Screening of the *Cliffs of Moher 2040 Strategy*. The consultees that responded are listed below.

##### Statutory Environmental Authorities:

- Environmental Protection Agency (EPA) - E-mail with attachments dated 18<sup>th</sup> February 2020.
- Transport Infrastructure Ireland (TII) - letter dated 24<sup>th</sup> February 2020.
- Department of Communications, Climate Action and Environment - E-mail with attachments dated 2<sup>nd</sup> March 2020 from Geological Survey Ireland from the Department of Communications, Climate Action and Environment.
- Department of Culture, Heritage and the Gaeltacht - E-mail with attachments dated 4<sup>th</sup> March 2020 from Development Applications Unit Department of Culture, Heritage and the Gaeltacht.

An e-mail acknowledgement was received from Department of Agriculture, Food and Marine, on 11<sup>th</sup> March 2020, outside Statutory Timeframe Period specified in the *Notice of SEA Screening of the Cliffs of Moher 2040 Strategy*. However, the Department of Agriculture, Food and Marine confirmed that it had no submission or observations to be made at that time.

##### Non-statutory Consultees:

- Fáilte Ireland - E-mail with attachments dated 4<sup>th</sup> March 2020.

As noted above, having had regard to the observations and submissions received from statutory environmental authorities and non-statutory consultees, Clare County Council issued a determination that an environmental assessment is required for the *Cliffs of Moher 2040 Strategy* on 24<sup>th</sup> June 2020 (refer to ANNEXURE 1)

#### 2.4.2 Non-Statutory Civil Society Consultations Leading to a Preliminary Draft *Cliffs of Moher 2040 Strategy*

From November 2019 to July 2022 extensive consultations with local communities, organisations, businesses and residents was undertaken to inform an overall approach in shaping the future *Cliffs of Moher 2040 Strategy*.

Additional feedback consultations in the form of a Preliminary Draft *Cliffs of Moher 2040 Strategy* acknowledging the various inputs received to date is to be further consulted on with local communities, organisations, businesses and residents, to inform the preparation of the Draft *Cliffs of Moher 2040 Strategy* which is ultimately the subject of this SEA process.

The focus of the first part of the work was on extensive preliminary research, on-site investigations and desk-top studies to understand the challenges facing the Cliffs of Moher and to identify potential opportunities for helping to realise future aspirations. This process included initial consultation with a range of key stakeholders.

There followed more comprehensive consultations with local communities, organisations, businesses and residents, to facilitate participation in engagement and listening. These opportunities for people to “have their say” were widely publicised throughout the county. The feedback received has been at the heart of shaping the development of the *Cliffs of Moher 2040 Strategy*, ensuring that the proposals address the collective aspirations for the Cliffs and the benefits it can bring to the county.

##### 2.4.2.1 *Cliffs of Moher 2040 Strategy – Phase 1 consultation*

As part of the *Cliffs of Moher 2040 Strategy*, a comprehensive Phase 1 consultation process was carried out with key stakeholders, business organisations and community groups, local residents, and previous visitors. This engagement ran from the commencement of the work in November 2019 until September 2021. The focus of this Phase 1 consultation was:

- Understanding the relevant context and wider framework relating to the Cliffs of Moher
- Identifying concerns about current and future issues relating to the Cliffs of Moher
- Gaining views on the potential opportunities for developing the Cliffs of Moher

The modes of consultation included:

- Virtual meetings
- Face to face meetings
- Site visits
- Consultation boards at six locations across County Clare
- Online consultation material including a video (2,225 website visits / 526 views on YouTube)
- Consultation questionnaire (21st May 2021 – 30th June 2021) – available as hard copy and online. Copies were also delivered to 5,100 homes in County Clare
- Online submissions via a dedicated project email address

Table 2: Non-Statutory Stakeholders Consulted on the Cliffs of Moher 2040 Strategy

Key Stakeholders	Community Groups	Business Organisations
Cliffs of Moher Steering Group	Community Group Representatives	County Clare Accommodation Providers
Cliffs of Moher Board	Clare public Participation Network	Local Business Community
Clare County Council (Executive and Councillors)	Doolin Community Council	Burren Eco-Tourism Network
Representatives to Clare County Council of the Ennistymon Electoral Area	Planning Group of the North Clare Strategic Planning Project	The Irish Farmers' Association/Clare IFA
Fáilte Ireland	Lisdoonvarna Fáilte CLG & Community	Doolin Tourism
Clare Local Development Company	Ennistymon Town Team	Ennis 2040
National Parks and Wildlife Service		
Cliffs of Moher on-site Tenants/Shannon Heritage		
Local Landowners		
Clare County Council – Planning		
Clare County Council – Roads		
Clare County Council – Tourism		
Cliffs of Moher staff		
Burren and Cliffs of Moher UNESCO Global Geopark		

Summary of key findings and considerations – Key Stakeholders

- Cliffs of Moher has the potential for further development and to appeal to new audiences and users.
- Visitors to the Cliffs of Moher are central to all thinking and future development – look to provide a universal experience for all types of visitors from arrival to departure.
- Reaching and influencing the pre-customer pre-visit.
- Review a shift away from the Cliffs of Moher Visitor Experience as a “day tour” / photo stop destination.
- Implementing a park and ride solution – developing sustainable transport and greenway links.
- The role of the Cliffs of Moher Coastal Walk within the Strategy – it has been an outstanding success and should be at the centre of future plans as a focus of significant investment for maintenance, improvements and creating links with local villages / towns.
- Maintaining, protecting and enhancing biodiversity.
- Explore opportunities for sustainable energy initiatives.
- A focus on improving the visitor experience, reviewing the existing infrastructure and identifying what is required to ensure the delivery of a world class visitor experience to 2040.

- Review the role of the Cliffs of Moher as a more sustainable tourism model including creating an integrated experience, re-distribution of visitors around County Clare and retention of visitor spend.
- Act as a tourism driver in the wider Clare area, with a strong ten-year focus to 2030 but with a vision to 2040.
- The planning, infrastructural, social and economic imperatives of the wider Clare area and hinterland.
- Take account of needs of the local residents, local tourism businesses, business interests generally, visitors, and the environment.
- Seek to share locally the benefits from visitor numbers, while mitigating negative impacts – managing capacity to maintain a high-quality visitor experience and minimise disruption to local communities.

Summary of key findings and concerns – Business Organisations and Community Groups

- Negative impacts of traffic disruption (especially size, frequency and volume of large coaches).
- Realising greater economic benefits through enhanced coordination and relationships – Cliffs of Moher to be a better neighbour.
- Ensure investment in general infrastructure in towns / villages so they can cope with visitor numbers.
- How can visitors be encouraged to stay longer / overnight in the area and bring real economic benefits to local businesses?
- Cliffs Of Moher needs to be seen as a good neighbour.
- Greater transparency of where the Cliffs of Moher profits go – how do local communities benefit?
- Opportunities to use pre-booking and dynamic pricing as a mechanism to manage visitor capacity.
- Critical to add an economic pillar to the Cliffs of Moher Strategy and Masterplan – more detailed and specific economic and social impact study to be carried out as an integral part of the work.

Summary of key findings: key concerns and potential opportunities – Local Residents

Completed survey questionnaires were received from 484 residents living within County Clare. Almost all these residents had previously visited the Cliffs of Moher (99%).

Key Concerns:

County Clare residents were very concerned over a wide range of current issues relating to the Cliffs of Moher. Just over one third of people were ‘Very Concerned’ on all issues (rated 1 on a scale of 1-10), as follows:

- General traffic congestion / disruption caused to residents by large visitor numbers at peak times. This was rated 1 (on a scale of concern of 1-10) by 47% (223 people) of respondents. 71% of respondents identified both cars and coaches as the main cause of congestion; 22% identified coaches as the main cause.
- Limited economic benefits to businesses local to the Cliffs of Moher (34%) / to businesses across County Clare (31%)
- Physical damage caused to the cliff edge by high visitor numbers (34%)
- Threats to the flora and fauna of the site (32%)
- Visual impact of car / coach parking on the landscape (31%)

#### Potential Opportunities:

County Clare residents were very positive in their views on the range of potential opportunities for developing the Cliffs of Moher. On average, almost one third of people were very positive on all future opportunities (rated 1 on a scale of 1-10), as follows:

- The highest rated potential opportunity for future development was a sustainable transport system for access to Cliffs of Moher and around County Clare and this was rated 1 by 43% of respondents (206 people).
- Enhancing the special qualities of the Cliffs of Moher (36%)
- Realising greater economic benefits to local businesses by encouraging visitors to stay longer at the cliffs and the area (31%)
- Promotion of the Cliffs of Moher as a magnet to attract and disperse visitors across County Clare (26%)
- Development of more things to see and do at the Cliffs (19%).

#### Summary of key findings: key concerns and potential opportunities – Previous Visitors

Completed questionnaires were received from 77 people (living outside County Clare) who had previously visited the Cliffs of Moher. Responses came from residents living across the world. Most people lived in USA / Canada and other areas of Ireland.

#### Key Concerns:

The highest rated concerns (rated 1 on a scale of 1-10) by respondents were as follows:

- Physical damage caused to the cliff edge by high visitor numbers and threats to flora and fauna. These were both rated 1 (on a scale of concern of 1-10) by 53% of respondents.
- Visual impact of car / coach parking on the landscape (39%)
- General traffic congestion / disruption caused to residents (37%) – 78% of respondents identified both cars and coaches as the main cause of congestion.

#### Potential Opportunities:

Previous visitors were generally positive in their views on the range of potential opportunities for developing the Cliffs of Moher – except for developing more things to see and do at the Cliffs of Moher. On average, almost one third of people were very positive about all future opportunities (rated 1) – excluding developing more things to see and do at the Cliffs of Moher.

The highest rated potential opportunities for future development were:

- A sustainable transport system for access to the Cliffs of Moher and around County Clare (rated 1 by 38% of respondents).
- Enhance the qualities of the Cliffs of Moher's environment, flora and fauna (rated 1 by 35% of respondents).

#### 2.4.2.2 Cliffs of Moher 2040 Strategy – Phase 2 consultation

A detailed analysis of the Phase 1 consultation responses and feedback helped shape the development of draft Strategy and Masterplan proposals. These proposals were set out in a Consultation Document which provided the basis for Phase 2 consultation and the on-going engagement process with key stakeholders, business organisations and community groups. Phase 2 consultation was carried out using a similar engagement process to Phase 1 with key stakeholders, business organisations and community groups.

This engagement process ran from 30th March 2022 until 10th July 2022. A Consultation Document was produced and made available as a download from the Cliffs of Moher website from 5th May 2022. The Consultation Document was also issued directly to all key stakeholders, business organisations and community groups in advance of meetings (mainly face to face) which were held in May and June. These included all the consultees from Phase 1 (see Section 1.7.1 above) plus the addition of:

- Incoming Tour Operators Association, Ireland
- Coach Tourism and Transport Council of Ireland.

In addition to the feedback from this engagement process, eight written submissions were also received from key stakeholders, local business organisations, community groups and individuals.

#### Summary of key feedback – Key Stakeholders

The key strategic initiatives and the masterplan proposals contained in the Consultation Document (see 2.3 above) were developed, taking account of the feedback and key considerations identified by key stakeholders. Key points highlighted in the meetings on the Consultation Document are set out below:

- Welcome the scale of investment and the vision for future development of the Cliffs of Moher.
- Cliffs of Moher is a key local, regional and national asset – supporting tourism and economic development.
- Support for the focus on high quality visitor experience integrated within a rehabilitated.
- The identification of transport / access to the Cliffs of Moher as the key challenge.
- General support for the concept of remote parking hubs located adjacent to local settlements.
- Explore opportunities for integrating a proposed shuttle service as part of a wider public transport network.
- Support for greater pro-active management and enforcement measures relating to cars and coaches.
- The importance of the Coastal Path.
- Pursue the opportunity to integrate the Coastal Path and Cliffs of Moher visitor experiences.
- Need to ensure future investment and resources provided for maintenance / health and safety works.
- The need to ensure continuity of operation and a high-quality visitor experience during future development of the Cliffs of Moher site.
- Provide an ongoing, sustainable business plan for the Cliffs of Moher.
- Maintain economic benefits to the area.
- Identify short terms projects that can be taken forward to act as a catalyst for the future.



- Ensure resources are provided to facilitate development of infrastructure, facilities and services within the local towns / villages (especially accommodation stock) and develop greater links between local businesses and Cliffs of Moher for the benefit of all.
- Ensure future development of the Coastal Path.
- Need to develop a structure for enhanced communication between CCC, Cliffs of Moher and the local communities.
- Need for a continual mechanism for the involvement and oversight by the host communities in the implementation of the strategy.
- Consultation on the strategy has been welcomed and a structure must be put in place to ensure continued, on-going engagement in the delivery process.

**Summary of key feedback – Business Organisations and Community Groups**

Face to face / virtual meetings and site visits were held with a wide range of organisations / groups across the county. These included all the consultees from phase 1 (see Section 2.4 above) plus the Incoming Tour Operators Association – Ireland and the Coach Tourism and Transport Council of Ireland. Key feedback from the phase 2 consultation with business organisations and community groups is set out below.

- Welcome Clare County Council's intention to develop a sustainable strategy for the Cliffs of Moher, underpinned by commitments to responsible and sustainable tourism.
- Emerging strategy is an opportunity to protect, preserve and enhance the Cliffs of Moher site and visitor experience on the one hand, alongside equally tangible benefits for the North Clare region on the other.
- Need to address legacy tourism impacts on local communities, most notably the negative effects of traffic congestion, especially coaches.
- Support for CCC carrying out detailed studies to identify the impacts of Cliffs of Moher 2040 on the towns, villages and communities of North Clare and on the measures to be taken to ensure that the region, as a whole, benefits fairly from Cliffs of Moher 2040.
- Need for an emphasis on quality not quantity – concern if visitor numbers are increased.
- Need for the *Cliffs of Moher 2040 Strategy* to be integrated with the Burren and Cliffs of Moher Geopark, the Coastal Path, the proposed West Clare Railway Greenway Project and the wider social, cultural and economic activities of communities across North Clare.
- Importance of developing and managing the implementation of the Cliffs of Moher 2040 in close and ongoing collaboration with the host communities – need to establish a collaborative partnership.
- Support for increased showcasing of the best of local produce as well as encouraging arts and crafts through the retail activities at the Cliffs of Moher.
- Need for Cliffs of Moher / CCC to provide transparency to help communities understand the Cliffs of Moher Business Plan, including levels of capital investment and phasing.
- Requirement for clear goals and measurable targets to be set for Cliffs of Moher 2040, in alignment with goals of the Clare County Development Plan and Clare County Council's Tourism Strategy.

Overall, business organisations and community groups, welcomed the key strategic initiatives and for the site masterplan proposals relating to the future development of the Cliffs of Moher. There was support for developing a sustainable strategy for the Cliffs of Moher, underpinned by commitments to responsible and sustainable tourism – protecting, preserving and enhancing the Cliffs of Moher site and visitor experience alongside equally tangible benefits for the North Clare region.

They highlighted the importance of the *Cliffs of Moher 2040 Strategy* to be integrated with the Burren and Cliffs of Moher Geopark, the Coastal Path, the proposed West Clare Railway Greenway Project and the wider social, cultural and economic activities of communities across North Clare. Furthermore, clear goals and measurable targets must be set for the *Cliffs of Moher 2040 Strategy* and its delivery must be done in close collaboration with the host communities. Greater transparency and new partnerships must be at the heart of this on-going engagement process.

**Summary of key feedback – Local Residents and Previous Visitors**

As part of the Phase 2 consultation feedback, completed survey questionnaires were received from 214 people comprising 153 residents living within County Clare and 61 previous visitors (living outside County Clare). The feedback on the Draft Strategy and Proposals, from both groups, were very similar and hence the findings are presented on the total responses received.

Overall, the responses of local residents and previous visitors showed strong positive support for all of the key strategic initiatives and for the conceptual site masterplan proposals relating to the future development of the Cliffs of Moher. Almost all the individual initiatives and proposals received positive ratings from around 70% of all respondents.

The least level of support was expressed for developing a new access gateway building – although even this proposal was supported by 54% of respondents compared to 46% who expressed a negative view (excluding those who stated that they were neither negative nor positive). From the discussions with the stakeholders, local businesses and community groups there was a concern over the scale of the retail and catering provision that would be developed as part of a new building. This may account for the feedback on this specific proposal.

There were emphatic levels of positive support for:

- The proposed economic initiatives with the local towns, villages and businesses
- A new environmental approach
- Developing the tourism / visitor experience

**2.4.2.3 Developing the Cliffs of Moher 2040 Strategy– Responding to the Feedback**

The comments received in response to the SEA Screening consultations as outlined in Section 1.6 above as well as the feedback received from Phase 1 and Phase 2 consultations has been at the heart of shaping the further development of the *Cliffs of Moher 2040 Strategy* vision, the key strategies and the Site Masterplan proposals.

One of the key outcomes of the assessment of the feedback received was the need to extend the footprint of the study area and the focus area of the *Cliffs of Moher 2040 Strategy* in relation to the originally envisaged extent of the site and the changes made in this respect are reflected in Section 3 below.

#### 2.4.3 SEA Scoping: Consultations Applicable to the Preparation of the *Cliffs of Moher 2040 Strategy*

Article 11(1) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended) requires that:

*"Prior to making a decision on the scope and level of detail of the information to be included in an environmental report, the competent authority shall give notice in accordance with sub-article (2) to the environmental authorities specified in article 9(5), as appropriate."*

##### 2.4.3.1 *Statutory Environmental Authorities to be consulted during the SEA Scoping Process*

The following statutory environmental authorities were consulted in as part of the scoping stage of the SEA process for the *Cliffs of Moher 2040 Strategy*:

- Minister for Housing, Local Government and Heritage.
- Minister for Agriculture, Food and the Marine
- Minister of State for Land Use and Biodiversity
- Minister for Social Protection
- Minister for Rural and Community Development.
- Minister for the Environment, Climate and Communications
- Minister for Transport.
- Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media.
- Irish Water.
- National Parks and Wildlife Service.
- Transport Infrastructure Ireland.
- Development Applications Unit (Dept of Housing, Local Government and Heritage).

##### 2.4.3.2 *Non-Statutory Consultees regarding the SEA Scoping Process of the Cliffs of Moher 2040 Strategy*

As at screening stage, Clare County Council are also undertaking additional non-statutorily required consultation and inviting submissions or observations in relation to whether the proposed *Cliffs of Moher 2040 Strategy* would, or would not, be likely to have significant effects on the environment, from the following:

- Fáilte Ireland.
- Cliffs of Moher Visitor Experience.
- Birdwatch Ireland.
- The Burren Centre.
- Burren and Cliffs of Moher UNESCO Global Geopark.
- The Southern Regional Assembly.

#### 2.4.3.3 *Submissions/Observations received regarding the SEA Scoping of the Cliffs of Moher Strategy 2040*

A total of 4 no. submissions/observations were received by Clare County Council in response to the notification of the SEA Scoping of the *Cliffs of Moher 2040 Strategy*.

##### ***Statutory Environmental Authorities:***

- Geological Survey Ireland – Letter dated 25<sup>th</sup> October 2023.
- Environmental Protection Agency (EPA) – Email with attachments dated 3<sup>rd</sup> November 2023.
- Department of Housing, Local Government and Heritage – Letter dated 17<sup>th</sup> November 2023 from Development Applications Unit, Department of Housing, Local Government and Heritage.

##### ***Non-statutory Consultees:***

- Fáilte Ireland - E-mail with attachments dated 17<sup>th</sup> November 2023.

A summary of the Submissions/Observations received from the notified Statutory Environmental Authorities and Non-Statutory Consultees, as well as Clare County Council Response as responsible authority, is attached hereto as [Appendix 2](#).

3 THE CLIFFS OF MOHER 2040 STRATEGY

3.1 PURPOSE OF THE CLIFFS OF MOHER 2040 STRATEGY

The *Cliffs of Moher 2040 Strategy* is comprised of a review of the current situation at the Cliffs of Moher Experience, which informs the formulation of a long-term vision focusing on the sustainable development of the Cliffs of Moher Experience. The *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan is intended to guide the management and development of the Cliffs of Moher Experience for the next 20 years.

The strategic aim of the *Cliffs of Moher 2040 Strategy* is “to enhance significantly the visitor experience within a restored and rewilded natural landscape, create sustainable access to and within the enlarged site, and encourage managed dispersal of visitors across the area to deliver widespread economic benefits for local communities.”

The challenge is to deliver a world class visitor experience utilising best practice visitor management and environmental management principles to ensure the future of the area’s natural assets is safeguarded and conserved as well as minimising any adverse effects on the quality of life of those who live in the area.

The opportunity is to develop appropriate facilities on-site, which, together with appropriate habitats and visitor management practices, will secure the Cliffs of Moher Experience market position and its enhanced contribution to the wider economy, thereby ensuring a commercially and environmentally sustainable tourism attraction into the future.

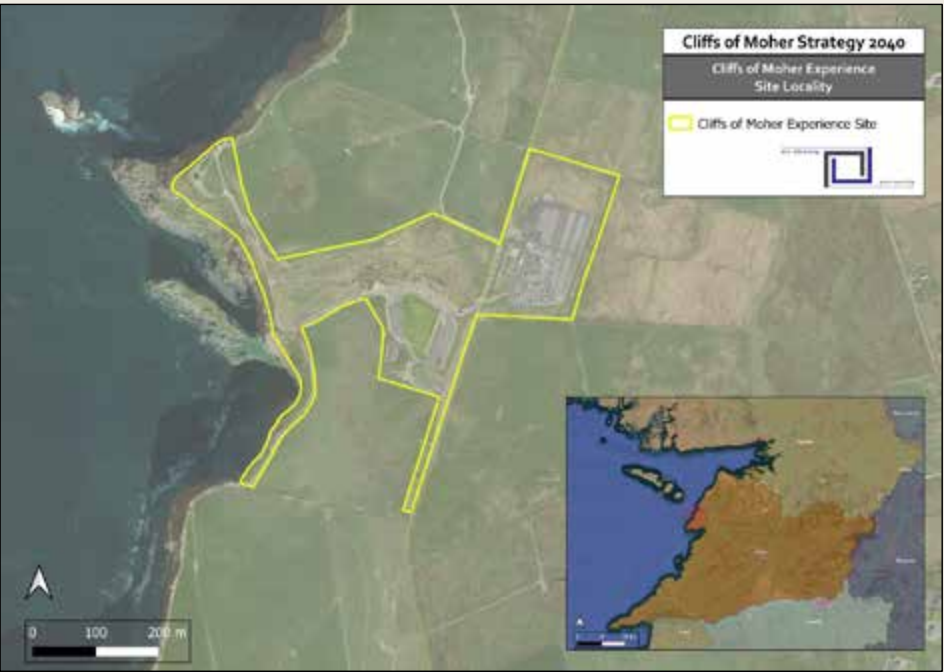
3.2 DEFINING THE CLIFFS OF MOHER 2040 STRATEGY STUDY AREA

Located at the southwestern edge of The Burren region in County Clare, the Cliffs of Moher stretch for over 8 km along Ireland’s Wild Atlantic Way. They are one of Ireland’s most impressive and popular natural attractions and a leader in the visitor market, having great international appeal. The Cliffs of Moher, a Signature Discovery Point on the Wild Atlantic Way, is Ireland’s most visited natural attraction (and the second most visited attraction overall), with over 1.6 million visitors annually.

The cliffs rise 120 metres above the Atlantic Ocean at Hag’s Head and reach their maximum height of 214 metres at O’Brien’s Tower, eight kilometres to the north. From the cliffs, and from the top of O’Brien’s Tower, visitors can see the Aran Islands in Galway Bay, the Maumturk and Twelve Pins mountain ranges to the north in County Galway, and Loop Head peninsula to the south. The closest settlements are Liscannor (6 km south) and Doolin (7 km north).

- At the commencement of the planning process, the assessment of the required work highlighted the need to focus planning efforts at two levels, as follows:
1. A ‘Cliffs of Moher Development Area’ being comprised of the site of the Cliffs of Moher Experience (see Figure 2 below) which would be the focus of the main technical investigations and the identification of site-specific development proposals incorporated in the *Cliffs of Moher 2040 Strategy*; and
  2. A Hinterland Area, being comprised of geographic areas deemed to form the broader context within which the implementation of the overall *Cliffs of Moher 2040 Strategy* proposals would occur and, therefore, required consideration for the purposes of Monitoring and Strategic Environmental Assessment.

Figure 2: The Current Cliffs of Moher Experience Site



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3.2.1 Extending the ‘Cliffs of Moher Development Area’

As noted in Section 2.4 above, along with the SEA Screening process, a first round of technical investigations as well as consultations with non-statutory key stakeholders, business organisations and community groups were undertaken over the period November 2019 to September 2021 and focused on the initial defined ‘Cliffs of Moher Development Area’. Following the inputs received as part of the SEA Screening process as well as the outcomes of Phase 1 consultations with non-statutory key stakeholders, business organisations and community groups, a follow-up Phase 2 of consultations with non-statutory key stakeholders, business organisations and community groups were carried out in the period March to July 2022.

Based on the outcomes of these statutory and non-statutory consultative processes, the ‘Cliffs of Moher Development Area’ for the *Cliffs of Moher 2040 Strategy* was amended to comprise of the lands extending some 1 km to the south-west of the Cliffs of Moher Experience, encompassing the Burren Way (Cliffs of Moher Coastal Walk) in the townland of Slievenageeragh, and lands extending to the north/north-east of the Cliffs of Moher Experience, encompassing the Burren Way (Cliffs of Moher Coastal Walk), Pollboy Lookout and ending some 800 m north-east of Aillenasharragh point, in the townland of Luogh South, as illustrated below in Figure 3.

Figure 3: Extended Cliffs of Moher Development Area



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3.2.2 The Cliffs of Moher 2040 Strategy Hinterland Area

The Cliffs of Moher Experience 'Hinterland Study Area' was defined in response to various Consultation Meetings held on 11<sup>th</sup> February 2020, 12<sup>th</sup> February 2020 and 20<sup>th</sup> February 2020. These Consultation Meetings were held with:

- **Clare County Council Planning Team:** Establishing the Development Planning Context - 11<sup>th</sup> February 2020
- **Failte Ireland:** Wider Tourism Context - Ireland and Wild Atlantic Way - 11<sup>th</sup> February 2020
- **Cliffs of Moher Experience:** Current Tourism Issues and Opportunities - 12<sup>th</sup> February 2020

For the purposes of the SEA, the Hinterland Area which was previously recorded in the SEA Screening Report (January 2020) remains unaltered and is illustrated schematically below in Figure 4. It includes the now extended Cliffs of Moher Development Area and ranges further southwards following the Cliffs of Moher Coastal Walk to include Hag's Head, Liscannor, and the Service Town of Lahinch/Ennistymon. From the extended 'Cliffs of Moher Development Area', the Hinterland Area extends northwards to include Doolin and the Small Town of Lisdoonvarna, part of the Burren and Cliffs of Moher UNESCO-designated Geopark.

Figure 4: Schematic View of Cliffs of Moher 2040 Strategy Hinterland Area



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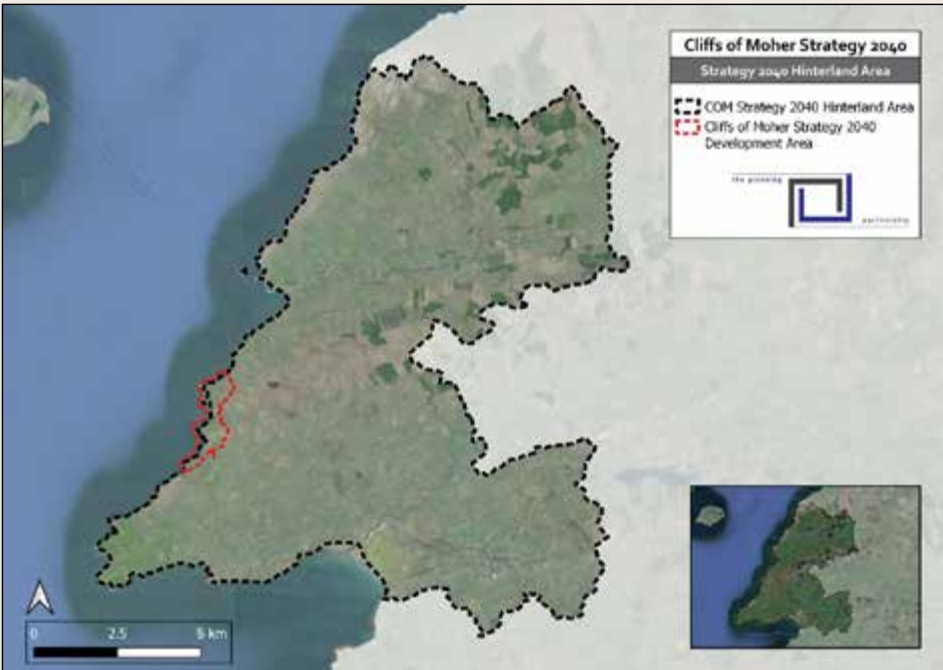
As is further discussed in Section 4.1 below, this schematic Hinterland Area has been transposed over 8 no. Electoral Divisions (EDs) as listed below.

- |                 |                    |
|-----------------|--------------------|
| 1. Lisdoonvarna | 5. Ballysteen      |
| 2. Cloghaun     | 6. Liscannor       |
| 3. Lurraga      | 7. Killaspuglonane |
| 4. Killilagh    | 8. Ennistymon      |

The resulting geographic extent of the Hinterland Area, defined for the purposes of further SEA data assembly and assessment, is illustrated below in Figure 5.



Figure 5: Cliffs of Moher 2040 Strategy Hinterland Area



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3.3 THE CLIFFS OF MOHER 2040 STRATEGY

A comprehensive appraisal has been undertaken of the existing Cliffs of Moher Experience site and its surrounding environs, including its natural and architectural assets and transport access. The need and opportunities for transformational change identified have driven the development of the *Cliffs of Moher 2040 Strategy*, which has been developed in three distinct stages, as follows:

- **Stage 1:** A Strategic Review of the visitor journey and the Cliffs of Moher hinterland, which is acknowledged as a region of international significance in terms of Irish tourism.
- **Stage 2:** Development of proposals for arrival, access and circulation across the Cliffs of Moher site.
- **Stage 3:** Development of a Site Masterplan setting out proposed physical interventions on the site, including visitor facilities, the existing Visitor Centre, and ancillary buildings and services.

3.3.1 The Current Situation: Key Aspects and Challenges

Limited Capacity of Visitor Facilities

In 2007, when the Cliffs of Moher Experience Visitor Centre opened, the number of annual visitors to the site was 927,000. In 2019, more than 1.6m people visited the Cliffs of Moher Experience, making it the most visited natural attraction in Ireland. This increase in visitor numbers reflects a massive 72% growth over the 12-year period and visitor numbers have exceeded that which the site was originally designed to cater for. This has significant negative impacts on both the quality of the visitor experience and the special character and environment of the site. The peak season (May - August) accounts for 55% of total visits and the site is extremely busy on many days between 11am and 4pm during this period. However, with the increasing popularity of the site, the limited capacity of its infrastructure and facilities results in severe overcrowding at peak times.

Arrivals and Admissions

The car parking located on the eastern side of the R478 road (land side) has capacity for approximately 480 spaces. The R478 is locally widened to provide a right turn lane for the northbound traffic entering the car park and there are three ticket lanes and booths just inside the entrance. Each lane can cater up to seven vehicles, however, during the peak season queuing and congestion often builds back onto the R478. This results in a poor sense of arrival for visitors arriving by car due to several factors, including:

- The high volume of traffic on the R478 accessing the Cliffs of Moher.
- Visitors arriving when the car park is already full and then queuing on the road waiting for a space.
- An at-grade zebra crossing on the R478 connecting between the car park and the Cliffs of Moher.

In 2019 the implementation of traffic management measures at the entrances and along the R478 were designed to manage queues and minimise delays. Although this eased the situation, increasingly high visitor numbers will continue to create congestion.

The coach parking located on the western side of the road, closest to the cliffs, has capacity for up to 28 coaches and special needs vehicles, with overflow coach parking provided in the car park on the opposite side of the road. In recent years, coaches are required to pre-book slots, and this has enabled the coach traffic and parking to be more suitably managed.

### Congestion on Access Routes

While the Cliffs of Moher is very well served by coaches, which helps ensure that the number of vehicles per visitor is reduced compared to a purely car-based attraction, several coach tours use unsuitable routes such as the Wild Atlantic Way through North Clare and other local roads. Large coaches choosing to travel and park on these narrower roads results in congestion at pinch points on local access routes. Cliffs of Moher Experience has responded to the issues of traffic congestion from coaches. Since 2016 no new route licences have been approved, which has resulted in a significant reduction of day trip coaches on the access routes to the Cliffs.

### Crowded and Linear Journey to the Cliff Edge

High levels of visitors in the outdoor areas, particularly at the cliff-edge, significantly detracts from the quality of the core experience at viewing points. Paved pathways, flagstone walls and designated observation areas are well maintained, however the current direct routing to the edge and the presence of large crowds means that the cliff viewing journey lacks drama and a sense of wildness. As a result, the current experience can feel linear and disconnected from the wild and untamed atmosphere of the cliffs.

### Crowding, Safety and Conservation Issues at the Cliff Edge

The restricted cliff-edge paths create health and safety issues, linked to erosion of the cliff-edge itself resulting from visitors going beyond the designated pathways. The paths beyond the designated visitor experience are a major safety hazard due to their proximity to the unstable cliff-edge and unpredictable weather conditions. Visitors rarely heed the warnings in situ and try to get as close to the edge as possible for photograph opportunities.

### Current Built Infrastructure

To date, the architectural strategy has been to subsume the buildings into the landscape, meaning the opportunity to use the architecture to offer a “gateway” orientation point and to assist in visitor planning is lost.

The design of the current visitor centre, retail and catering spaces does little to mitigate the impact of crowds and are under-scaled for the current needs and expectations of visitors at a world-class experience. In general, the size and capacity of the visitor centre facilities are not equipped to deal with the volume of visitors at peak time, which leads to long queues and crowded spaces that are difficult to navigate. This is most apparent in the entrance foyer, where a crossflow of visitors accessing the reception desk and gift shop prevents circulation and creates a sense of disorder and disorientation upon entry.

The location of coach parking and large paved concourses on the approach to the cliff-edge detracts from the experiential concept of “standing at the edge of the world”.

### Vulnerable Habitats

Much of the coastal headland is grasslands which have been regularly fertilised, grazed by cattle or cut for silage. The fauna here are much diminished, reducing the attraction for ground nesting birds and small mammals.

The most important habitat is the rocky sea cliff vegetation and coastal grassland community that provides foraging areas for the Chough. This habitat has been subject to considerable erosion along the pathway and there is now large patches of bare ground along the clifftop.

### Limited Benefits for the Wider Hinterland

The current lack of partnerships between local and regional tourism products and the absence of connected transport and accommodation infrastructure means the benefits of the high visitor numbers drawn to the Cliffs of Moher Experience are not felt across the county. It is notable in this regard that County Clare has the second lowest average spend by international overnight visitors.

There are very limited public transport options providing the flexibility that encourages people to stay and explore the area. Local bus routes from Galway to Doolin via the Cliffs of Moher and Ennis are infrequent. A pilot shuttle bus service was trialled by Clare County Council in 2019 and was discontinued due to low uptake and high operating costs. To date there has been limited development, management, maintenance, and promotion of sustainable transport routes such as the Cliffs of Moher Coastal Walk.

## 3.3.2 The Current Situation: SWOT Analysis

An analysis of strengths, weaknesses, opportunities, and threats brings together a summary of the key findings and issues from a baseline analysis of the site and a general review of tourism and expansion in County Clare. These are likely to underpin the development of strategic approaches to enhance the Cliffs of Moher Experience.

### Strengths

- Excellent transport connections to County Clare via the M4 M6, the M18, the rail line and Shannon International Airport.
- Strong local tourism networks and community groups, with a commitment to sustainable development and promotion of tourism.
- Proactive local authority that has clearly highlighted the importance of tourism as a cornerstone of Clare’s economy and identity and is working to strengthen the sector.
- Current and planned investment in the tourism product.
- County Clare has the third highest average level of spend by domestic visitors (€237.57).
- New Visitor Experience Development Plan for the Burren and Cliffs of Moher destination.
- Very high international market awareness of the Cliffs of Moher.
- Close alignment between two key market segments (Culturally Curious and Great Escapers), identified for national, regional and county tourism and the Cliffs of Moher and Burren products.
- Abundance of attractive tourism resources, including natural and cultural attractions, vibrant towns and villages and contrasting landscapes within County Clare.
- Globally distinctive karst landscape with protected areas for outstanding wildlife and UNESCO Global Geopark status.
- Geopark travel app and promotion of a wide range of transport options to and around the area.
- Burren Ecotourism Network and Geopark Code of Practice for Sustainable Tourism.
- Ability to offer a diversity of experiences throughout the region, helping to increase length of stay, visitor spend, and disperse visitors within the region.

- High and growing levels of visitor numbers attracted to Cliffs of Moher, as Ireland’s second biggest visitor attraction and most visited natural attraction site.
- Cliffs of Moher is a financially successful operation generating significant revenues, an operating surplus and supporting a significant number of jobs.
- Growing importance of American visitors at the Cliffs of Moher, now the largest group of visitors (30%).
- Success of new pricing system to help reduce demand at peak hours, with 15% movement in the number of visits from peak to off-peak hours.

**Weaknesses**

- As a destination, County Clare lacks a clear identity in the marketplace.
- Promotional activities are limited overseas, with few online packages.
- County Clare has the second lowest average spend by international overnight visitors (only €210.95).
- Low economic benefit from coach day visitors, with an average spend of only €12.08 per person.
- Lack of adequate overall road infrastructure and network, resulting in transport and parking congestion and traffic management.
- Negative impacts of traffic on travel and quality of life for local residents.
- Lack of transport and access connectivity across the county.
- Internal public transportation systems are limited and coordination between existing services can be difficult.
- A lack of green infrastructure and ad-hoc trails system which could facilitate alternative active modes of transport within the county.
- Traffic concerns for cyclists with potential to undermine the experience.
- Significant weaknesses, quantity and quality within the accommodation sector, which are constraining the growth of overnight visitation.
- Gaps in community infrastructure and services, including lack of adequate sewerage facilities, public toilets, street lighting, signage, parking and litter facilities.
- Broadband and connectivity issues.
- Limited access to visitor information services at points of entry to Clare and many rural settlements.
- Insufficient mechanisms to facilitate countywide collaboration and strong leadership within the industry.
- Seasonality is a pronounced vulnerability and accentuates many of the weaknesses, with towns, villages and clusters “closing” during the off-season.
- Current visitor demand exceeds the capacity of infrastructure at the Cliffs of Moher.
- Services and wastewater treatment constraints at the Cliffs of Moher visitor centre and facilities.
- Coastal path erosion and lack of visitor respect for the Cliffs of Moher amenity.

**Opportunities**

- Tourism is one of the world’s largest and fastest-growing economic sectors, with significant financial benefits.
- Restore and maintain the favourable conservation condition of protected habitats and promote environmental enhancement through a sustainable tourism approach with opportunities for conservation focused education, research and monitoring initiatives.
- Develop a world-class visitor experience with transformed interpretation, effective visitor management and infrastructure.
- Greater travel off the beaten track will ease congestion in tourism hubs and spread economic benefits.
- Improved visitor accessibility to the site through wider network of graded pathways and new visitor facilities.
- Ambitious strategy led by Fáilte Ireland to tap into the huge potential that exists in the tourism sector.
- Growth in trips and expenditure of overseas visitors to Ireland and to Mid-West region, especially from North American market, and significant levels of spend on accommodation and food and drink.
- Significant growth in domestic tourism via trips and expenditure.
- Close match between the Cliffs of Moher product offer and the most important destination issues when considering a holiday to Ireland, including beautiful scenery, friendly and hospitable people, and a good range of natural attractions.
- Creating new Greenway and Blueway connections across the destination.
- Popularity of hiking and cross-country walking among overseas and domestic tourists.
- Development of new County Tourism Strategy, with supportive context of overall strategic planning framework.
- Introduction of a Visitor Management Plan to disperse visitors throughout the area and greater use of capacity management principles.
- Redesigning and managing the Cliffs of Moher Coastal Walk to become a walk of global significance with managed access and extended value.
- Amplifying recognition of the Burren as an internationally- significant landscape.
- Promoting exceptional experiences relating to Burren adventure, wellness and education.
- Creating all year-round visitor experiences to capture Great Escapers, extending the season and sustaining employment.
- Strengthening the partnerships between local organisations and creating a stronger coordinated proactive marketing alliance.
- Improving accommodation options.
- Integrate new digital technologies into orientation and interpretative media.

Threats

- Heavy reliance of tourism on energy-intensive modes of transport including aeroplanes and automobiles, with high carbon emissions.
- Risks from impact of climate change.
- Impact of overcrowding at flagship natural heritage sites is a key challenge, involving diverse interests and questions of ethics and values.
- Impact of political and terrorism incidents, global natural disasters and pandemics on public’s motivation and opportunity to travel.
- The loss of air routes into Shannon Airport and the increasing dominance of Dublin International Airport.
- Limited ability to fully control bus travel patterns and passenger behaviour.
- Loss of biodiversity and landscape appeal through the non-sustainable growth of visitors.
- Possible inadequate insurance scope to assist landowners to create new opportunities to access local areas.
- Cliff erosion along the Cliffs of Moher Coastal Walk.
- Declining housing stock for tourism workers.
- Increasing costs of business rates, insurance and electricity.
- Macro-economic impacts and financial recession.
- Negative impact on nesting birds.

3.3.3 Synthesis: Strengths and Opportunities of the Cliffs of Moher Visitor Experience

The unique ecological and cultural importance of the landscape, and worldwide recognition of this significance, means there is huge potential to develop a world-class visitor experience with far-reaching benefits for visitors, the environment, and local communities.

A Powerful Sensory Experience at the ‘Edge of the World’

The Cliffs of Moher can be appreciated for its elemental qualities as a visceral and universally accessible sensory experience. The views of the dramatic sea cliffs and Burren beyond, the bracing wind, the smell of the fresh coastal air and the power of the Atlantic waves create the sense that you are at the very edge of the world. Better management and physical improvements to the walkways and wider coastal path will deliver a safer and more expansive cliff-edge experience.

Global Recognition of Geological and Natural Heritage

Through its UNESCO designation, the Cliffs of Moher is internationally recognised as a unique landscape of outstanding natural beauty and geological importance. The dramatic, open and sparsely vegetated coastal headland and rugged vertical sea cliffs are an outstanding example of the glacial karst landscapes of western Ireland. In the stunning rock formations, you can discover the 300-million-year evolution of the environment and see dramatic coastal erosion in action. The enormous cliff face provides a habitat for one of the largest and best-known seabird colonies in Ireland. Physical improvements at the Cliffs of Moher provide an opportunity to conserve and enhance these precious assets.

Economic Benefits

The Cliffs of Moher are a major economic engine for County Clare. It is estimated that 90% of staff live within 20 miles of the cliffs and 70% of Cliffs of Moher expenditure on food, drink, art, craft design, operational and maintenance services go to local businesses.

All these existing economic benefits can be significantly increased as the 2040 strategy is implemented.

Restoration of Natural Habitats

Through a range of restoration measures that could be identified, the strategy will allow the Cliff of Moher’s unique ecology to recover from the impact of tourism, particularly high footfall at the cliff-edge.

Significant extension of the Cliffs of Moher landholdings and rewilding of the landscape can help to achieve targets set out in the EU Nature Restoration Law; namely the continuous, long-term and sustained recovery of biodiverse land and sea areas, resulting in increased climate mitigation and adaptation through restoration.

Links to Local Culture and Social History

The Cliffs of Moher has an important connection to the cultural traditions, built heritage and social history of the region. A visit to the cliffs can provide tangible insights into ancient monuments, local folklore, and quarrying and tourism during the 19th and 20th centuries.

High-quality interpretation that is more evenly distributed throughout the visitor experience will highlight stories that are currently understated.

A Popular and Resilient Tourism Product

Cliffs of Moher Centre Designated Activity Company (DAC), a successful self-funded business unit of Clare County Council, manages the Cliffs of Moher Experience site with a focus on providing world-class experiences through autonomous decision making and active external partnerships. There is worldwide recognition of the Cliffs of Moher as a top attraction to visit and the site is marketed as a key landmark along the Wild Atlantic Way.

The tourism product is closely aligned with the two key market segments – Culturally Curious and Great Escapers – and is of significant appeal to international audiences, particularly American visitors.

Opportunities for Enhanced Partnerships

The Cliffs of Moher is situated close to other vibrant towns and villages within County Clare, including a variety of natural and cultural attractions. There is huge potential to connect these into a network of diverse experiences, resulting in increased length of stay, visitor spend, and dispersal of visitors across the region.



3.3-4 Core Objectives of the Draft Cliffs of Moher 2040 Strategy

The Draft *Cliffs of Moher 2040 Strategy* is focused on the future development of the site to create world-class visitor experiences, enhance the special qualities of the cliffs and to grow the tourism and economic contribution to Clare County in a sustainable way over the next 20 years.

To achieve this, it is necessary to create a ‘Transformed Visitor Experience’ such that the visitor experience at the Cliffs of Moher will be greatly improved, enhancing its premier market position while conserving its beautifully rugged and ecologically rich habitats. Visitors will have a ‘wilder’ back to nature encounter with the landscape, enhanced through new thrilling cliff views, layered interpretation and a high- quality arrival. Creating a larger Cliffs of Moher site is a key part of delivering this step change in the quality of experience for visitors, providing more space for them to enjoy and immerse themselves in the wild atmosphere of the cliffs.

The following Core Objectives for the Draft *Cliffs of Moher 2040 Strategy* have been identified in response to the outcomes of all statutory and non-statutory consultations/engagements:

1.

Enhancing Economic Benefits Across the Region:

The priority of the wider strategic economic model for the Cliffs of Moher is to encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages. The key to realising economic benefits for the area in the future will be development of enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities. This approach will minimise adverse impacts on local communities and sustainably increase tourism revenue across the season. The strategy will align with local, regional and national policy priorities to create high quality visitor experiences within County Clare.
2.

Optimising the World-Class Experience:

The Cliffs of Moher must offer excellent value for money via diverse visitor offers and added value, delivering a world-class tourism model in which audience needs and satisfaction are central. The strategy will develop a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature through a network of safe graded walks, enhanced landscape interpretation, and targeted event and activity packages.
3.

Transforming the Natural Landscape:

The need to conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs is a key driver for the strategy. Rewilding and recovery of the natural environment will significantly enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences. Proactive habitat and visitor management will reinforce commitments to protect the cultural authenticity and wildness of the natural assets, designated habitats and protected species (and associated ecological corridors / linkages) within the site and wider area. This approach will also strengthen opportunities for conservation research, monitoring and education through strategic partnerships.

4.

Providing Sustainable Access:

A new park and ride hub and shuttle service for visitors to the Cliffs of Moher, developed as part of an integrated transport system for the wider area, will provide sustainable access to the site and beyond. The Cliffs of Moher Coastal Walk and the developing greenways present major opportunities for sustainable access links with the Cliffs of Moher site and for managing visitors across the wider area. These assets provide valuable community amenities and can also deliver in terms of attracting visitors, increasing visitor revenue and transforming the economic and social future of the towns, villages and rural areas around the region.

The Draft *Cliffs of Moher 2040 Strategy* is focused on the future development of the site to create world-class visitor experiences, enhance the special qualities of the cliffs and to grow the tourism and economic contribution to the county in a sustainable way over the next 20 years. The strategic aim of the Draft *Cliffs of Moher 2040 Strategy* is to significantly enhance the visitor experience within a restored and rewilded natural landscape, create sustainable access to the site and encourage managed dispersal of visitors across the area to deliver widespread economic benefits for local communities.

The Strategy is comprised of several key elements/focus areas:

1.

Arriving at the Site to a Transformed Visitor Experience:

Enhanced welcome and support facilities will be developed at the Cliffs of Moher site, creating a high-quality sense of arrival for all visitors.
2.

Proactive Capacity management:

To address the core issue of high visitor numbers at peak times, it is considered that arrivals at peak periods should be capped at the 2019 peak levels. Any increase in visitors should be limited to quieter times during peak periods, and during the shoulder and low seasons. The strategy proposes to limit the peak number of visitors, on any one day to the previous peak level of c.10,500 visitors and achieve better distribution throughout the day and the year, thereby enhancing the visitor experience and improving management of access to the Cliffs of Moher. This ‘Flattening the Curve’ approach is illustrated conceptually below in Figure 6.
3.

Sustainable and Efficient Access:

Improving access to the Cliffs of Moher will require a more strategic and proactive approach to traffic management at the site and across the wider hinterland. The focus of the future access strategy is encouraging and facilitating sustainable transport provision for tourists and locals to create safer, cleaner and more efficient visits to the site and wider destination. The expanded facilities at the Cliffs of Moher and the increased dwell time for Fully Independent Travellers (FITs) will result in a reduction in the turnover of car parking spaces and a requirement for the implementation of Park and Ride hub(s) and shuttle bus services at peak times. It is envisaged that this seasonal Park and Ride system will integrate with and strengthen linkages with the Cliffs of Moher Experience hinterland and regional route connections, as illustrated below in Figure 7.
4.

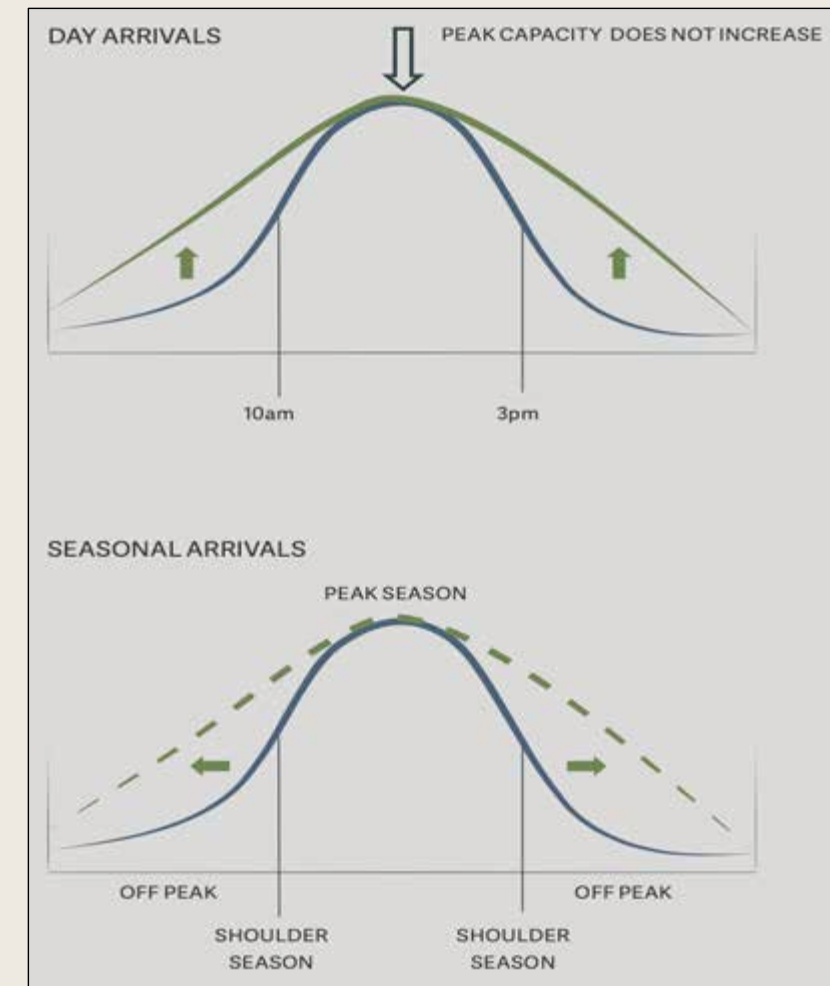
A Wilder and Expanded Landscape:

The core concept for the future development of the Cliffs of Moher is to create a wilder, back to nature experience with a high-quality arrival to commence the visitor journey. A key attraction of the Cliffs of Moher is the wild experience many visitors seek. As such, the proposals will seek to recover and rewild the degraded and agricultural landscapes, adopting a regenerative landscape approach as a driving principle. To achieve this, an emphasis has been placed on relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.

5. **A Unified and Improved Arrival:** As part of the return to nature principle for the site, a new visitor reception building and parking area will be created east of the R478 access road, providing enhanced site-wide welcome facilities through which all visitors will pass in and out of the site. The proposed new arrival facilities to the east of the R478 will create a unified and improved welcome for all visitors, allowing for more effective management of arrivals.
6. **Locally Sourced Produce:** The new catering and retail provision at the Cliffs of Moher will allow the destination to act as a showcase for the outstanding produce of County Clare. The approach is about embracing what local artisans and suppliers are doing and serving as a beacon for this area of the Wild Atlantic Way.
7. **Elevated Access to the Cliffs:** Visitors will transition from the reception building facilities to the cliff side of the R478 access road via a new pedestrian bridge. The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level. This will provide enhanced accessibility for all across the site, as the need for steep pathways is reduced and views of the site are improved.
8. **Tiered Natural Environments:** Different tiers of natural environments will provide a distinction between the more managed landscape and the wild and rugged areas. Three tiers of landscape will mark the transition from the controlled and comfortable environment to the wild and natural. The principle of having tiers within the landscape is to strike a balance between the built interventions which provide accessibility for visitors and the wild nature and valuable habitats of the site. Each tier of the landscape will have its own events and attractions to spread the visitors across the site.
9. **New Events in the Landscape:** The proposals for new events in the landscape will maximise and enhance the natural assets of the Cliffs of Moher. From the elevated and windswept trigonometry point to rare habitats and endangered birds, there are a wide range of locations to create unique encounters with the wild landscape. The network of paths and variety of experiences will allow visitors to customise their visit depending on their interests, timeframe, mobility and weather conditions. Looped walking routes will encourage dispersal throughout the site to reduce overcrowding, and the array of landscape events will increase the length of visits and encourage repeat trips.
10. **Interpretation and Viewing Hub:** The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road. The building will be remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs. The improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource.
11. **Revitalised Interpretative Experience:** Improving the interpretative offer at the Cliffs of Moher is central to the long-term strategy to create a world-class visitor experience. Graphic, audio-visual and immersive media will be distributed across the arrival points, wider landscape and interpretation hubs through a strategic and holistic approach that complements and supports rather than attempts to compete with the showpiece attraction that is the cliff viewing experience.
12. **Inspire More Visitors:** The marketing strategy focuses on championing the personality of the Cliffs of Moher and translating its essence into a coherent and recognizable visual language that will promote it as a whole.
13. **Sustainable Development:** The sustainability strategy has been developed in response to the 2050 Climate Action Strategy. The Cliffs of Moher Experience needs to be significantly more energy efficient to align with the EU goal to cut greenhouse gas emissions by 80–95 % in time for 2050. About two thirds of its energy should come from renewable sources and electricity production needs to be almost emission-free, despite higher demand. The Cliffs of Moher can lead the way by investing in realistic technological solutions that focus on energy use, carbon and climate change, water quality and conservation, waste, biodiversity, transport, construction, health and wellbeing, sustainability education, community relations, education and governance.

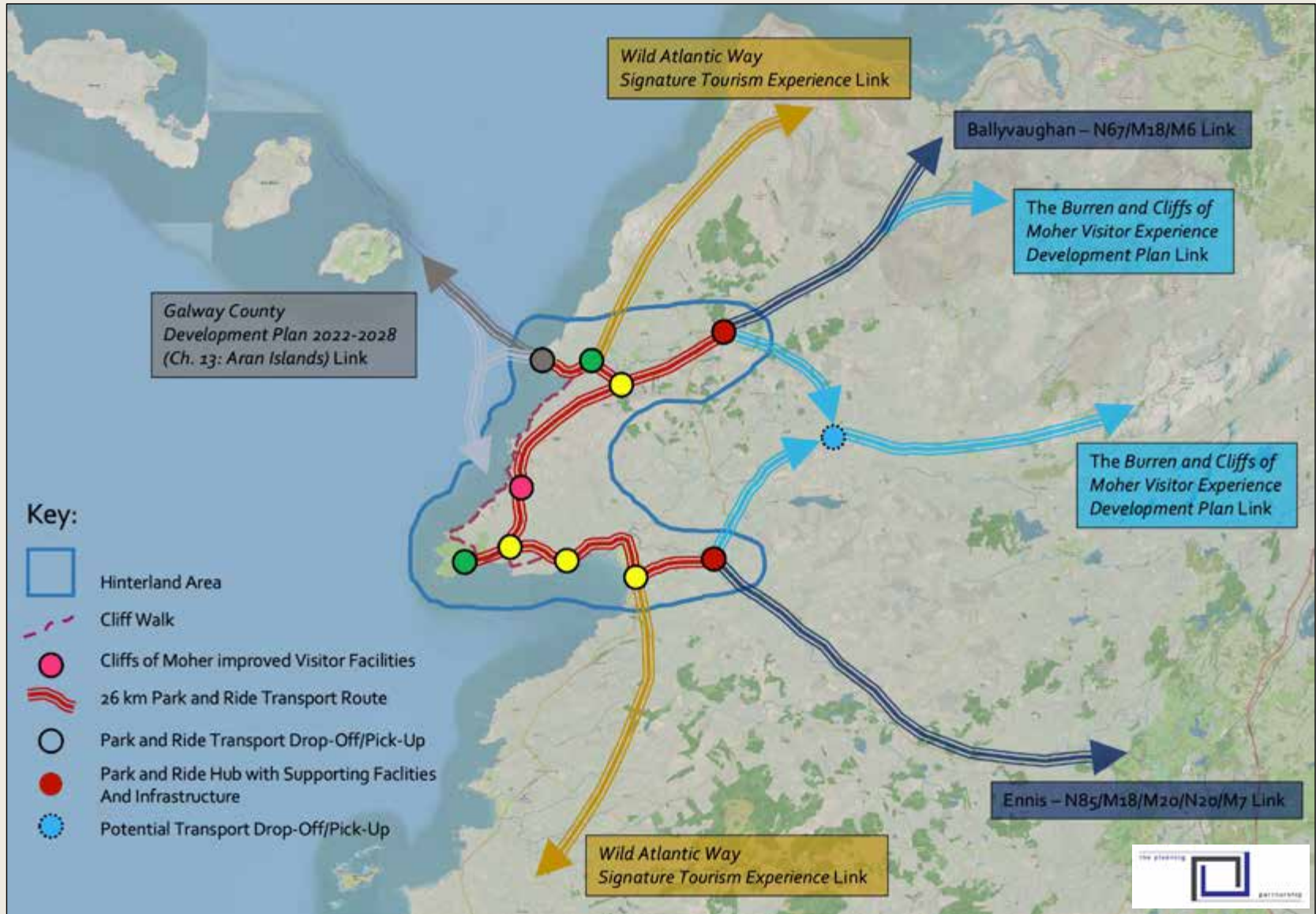
14. **Economic Benefits:** The priority of the wider strategic economic model for the Cliffs of Moher is to encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages. The key to realising enhancing economic benefits for the area in the future will be enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities.

Figure 6: Managing Visitor Capacity at the Cliffs of Moher without increasing Peak Capacity



Source: Draft Cliffs of Moher 2040 Strategy, HSD et al

Figure 7: Cliffs of Moher 2040 Strategy Regional Strategic Access and Links



Source: Draft Cliffs of Moher 2040 Strategy; Esri ArcGIS, reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

### 3.3.5 Site Masterplan for a Revitalised Cliffs of Moher Experience: A Journey to the Edge

Upon reaching the Cliffs of Moher Experience, the strategy envisages that a visitor would engage in a carefully curated and managed visitor experience: a 'JOURNEY TO THE EDGE'. This is illustrated on Figure 8 and outlined as follows:

**Step 1:** A new Gateway Reception building creates a critical threshold between the visitor arriving at the site and entering the site. The building itself screens the visual impact of parked cars and buses.

**Step 2:** On leaving the new Gateway Reception building, the visitor emerges from the bermed/sheltered/enclosed landscape to enjoy a panoramic view of the southern cliffs and the landscape through to Liscannor, and the northern plateau. Further on, the visitors continue to enjoy this broad view as they are lifted over the R478 by a footbridge connecting to the landscape north of the current visitor centre, which is to be repurposed as an Interpretation Hub.

**Step 3:** Where the footbridge lands on the northern plateau, the visitor arrives at a three-way fork in the pathway. At this point, the masterplan foresees interpretative signage inviting the visitors to disperse into the landscape.

**Step 4:** From this dispersal point, the primary route is to climb the steps facing you and rise over the back of the plateau. On this path, visitors remain in the wind shadow of the hill and the cliff views for now are obscured. As they crest over the top of the hill, the wide expanse of the Cliffs of Moher Experience is slowly revealed. This theatrical reveal is a critical moment for the visitor.

**Step 4a:** From the dispersal point, a pathway to the right will take visitors up the hill for the same experience. This route has been designed for the less able visitor to avoid the steps. The rise here is never more than 4%.

**Step 4b:** From the dispersal point, a route to the left gives visitors access to the southern landscape, the skywalk and the interpretation hub. This will be the return route for many visitors.

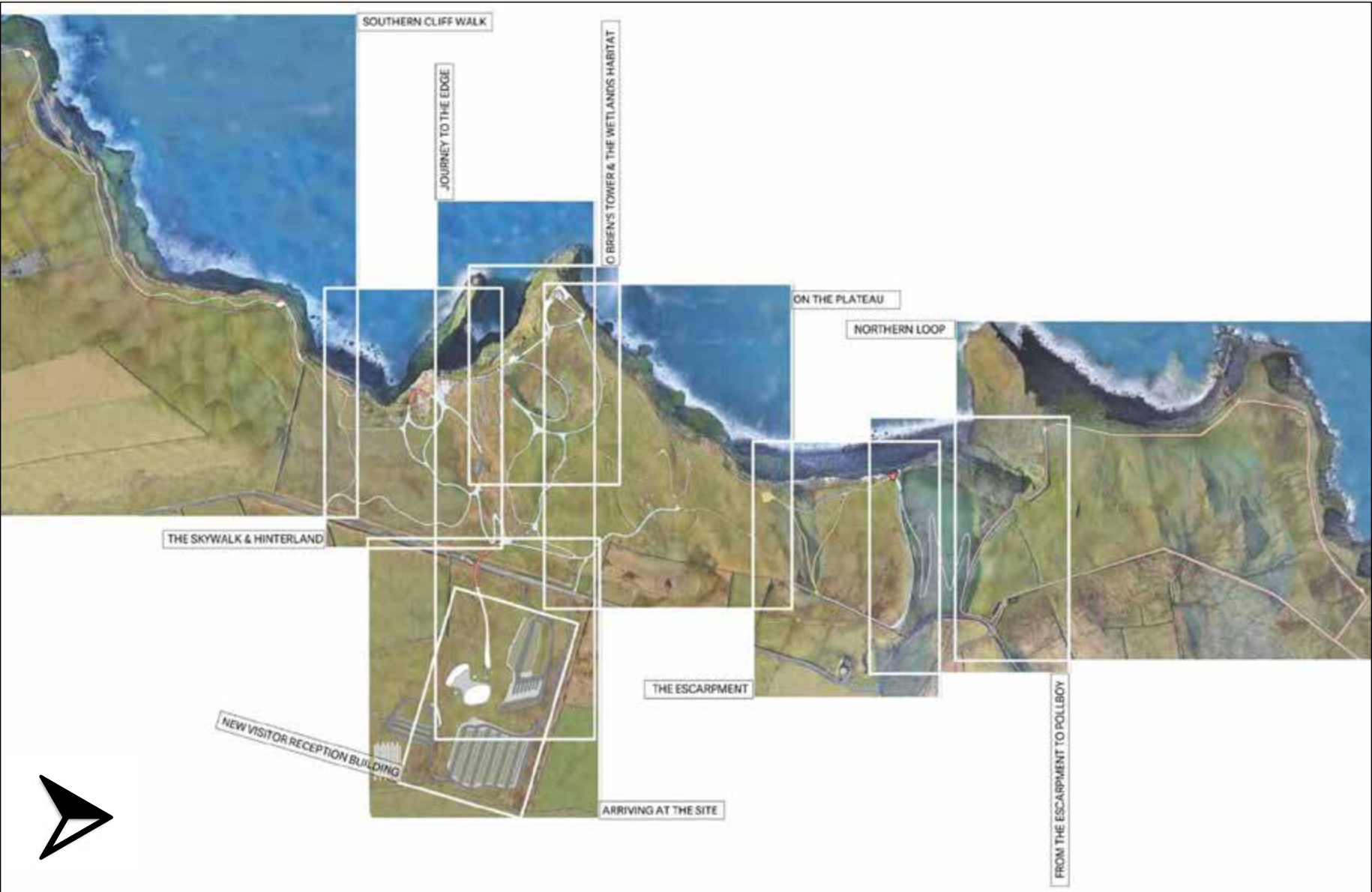
**Step 5:** Having crested the hill, visitors arrive at a second dispersal point which will offer several further alternative routes.

**Step 6:** For most visitors, the initial arrival sequence onto the site will end at a new cantilever point with panoramic views in all directions. At this point, the visitor has the first "edge of the world" experiences. However, there is more to be revealed and explored as the visitor has still not reached the edge.

**Step 7:** The visitor can now enjoy a 360-degree overview of the site and see the various options that they may wish to explore. For example, they may travel over the wetland habitat to O'Brien's Tower, hook left for the Skywalk and return by the Interpretation Hub, or head north to explore the plateau landscape that is demarcated by the landmarks in the distance.



Figure 8: Overview of Elements of the Cliffs of Moher Experience Site Masterplan

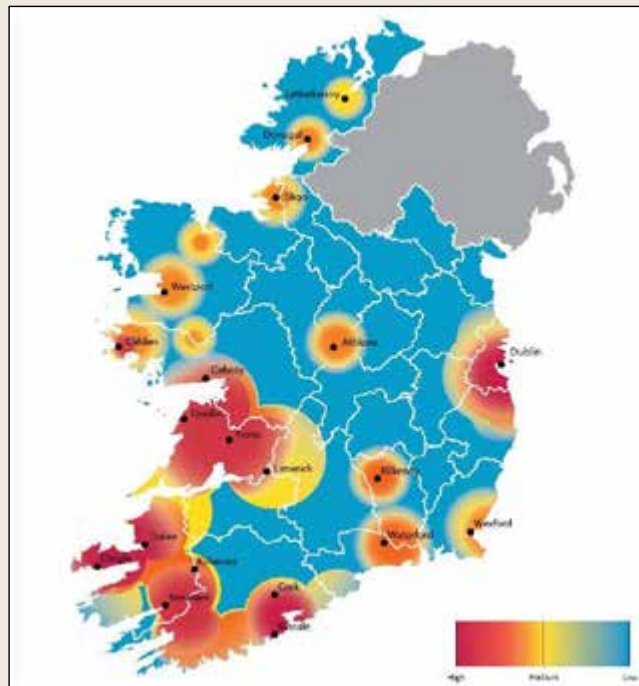


Source: Draft Cliffs of Moher 2040 Strategy, HSD et al

### 3.4 RELATIONSHIP WITH OTHER PLANS AND PROGRAMMES

The varying nature of the zone of influences of the *Cliffs of Moher 2040 Strategy*, internally and beyond the *Cliffs of Moher 2040 Strategy* Hinterland Area, is acknowledged. These vary in the extents of the likely effects on the environment of specific issues such as Biodiversity, Population, Human Health, Fauna and Flora, Soil, Land, Water, Air, Climatic Factors, Material Assets, Cultural Heritage including Architectural and Archaeological Heritage, Landscape, and the interrelationship between them. Importantly, it is recognised that tourism is a key sector within the economy of County Clare and a key driver of employment, and this sets the context for the Strategy.

Figure 9: Hotspot Map of Overseas Visitors Travelling for a Holiday



Source: Fáilte Ireland *The Connemara Coast & Aran Islands Visitor Experience Development Plan*, reproduced by The Planning Partnership under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

It is further acknowledged that the *Cliffs of Moher 2040 Strategy* has a relationship with other Plans and potential for inter-plan cumulative effects do arise. National, Regional, County and Local land use plans undergo SEA and AA requirements, and it is important to note that the *Cliffs of Moher 2040 Strategy* forms part of this wider and extensive policy and planning framework covering a variety of sectors, including tourism development. [Appendix 3](#) contains a non-exhaustive list of identified Key International, National, Regional and Local legislation and policies of relevance.

To avoid duplication, this Draft SEA Environmental Report recognises the existence of other relevant Plans and Programmes which have been subject to environmental assessment in compliance with the *SEA Directive (2001/42/EC)* including the following:

**National Planning Framework Project Ireland 2040 (NPF) and SEA** - setting out Ireland’s planning policy for the next 22 years to be implemented through the Regional Spatial and Economic Strategies and lower tier Development Plans and Local Area Plans.

**Regional Spatial and Economic Strategy for the Southern Region (RSES) and SEA** - a 12-year strategic regional development framework, primarily aiming to support the delivery of the programme for change set out in the NPF and the *National Development Plan 2018-2027 (NDP)*.

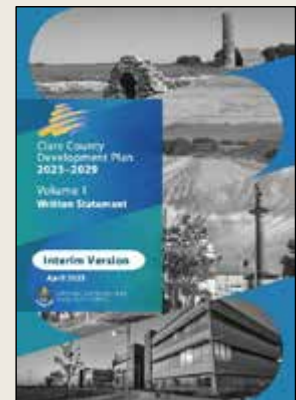
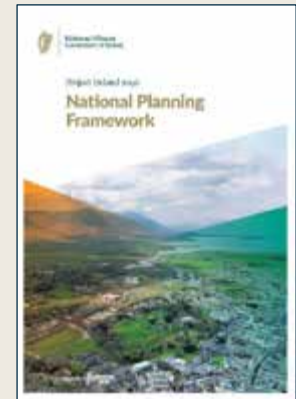
**People, Place and Policy Growing Tourism to 2025** - Tourism is one of Ireland’s most important economic sectors and has significant potential to play a further role in Ireland’s economic renewal. The focus details tourism policy to maximise the export contribution of tourism, while protecting the invaluable assets of Ireland’s natural, built and cultural heritage, involving a change of focus from overseas visitor numbers to overseas visitor revenue.

**Clare County Development Plan 2023-2029 and SEA** - an agreed strategy to achieve the shared vision for the County, with the aim of enhancing the quality of life for all people who live, work and visit County Clare.

**Galway County Development Plan 2022-2028 and SEA** - setting out an overall strategy for the functional area of Galway County Council while protecting and enhancing its environment through employing the principles of sustainable development in the policies and objectives set out therein. Chapter 13 sets a framework for the planned, co-ordinated and sustainable development of the Gaeltacht area, which include Oileáin Árainn (the three Árainn Islands of Inis Mór, Inis Meáin and Inis Oírr), to enhance and facilitate the balancing of economic, social and environmental infrastructure in order to maintain and develop a high quality of life, without compromising the protection of the environment and the needs of future generations.

**Wild Atlantic Way Regional Tourism Development Strategy 2023-2027 and SEA** - replaces the previous *Wild Atlantic Way Operational Programme 2015-2019* and sets out a strategic approach to unlocking the commercial potential of Wild Atlantic Way. Strives to ensure that focus on tourism development is sustainable; that benefits accrue to local communities; and the natural environment is protected.

**The Burren and Cliffs of Moher Visitor Experience Development Plan and SEA** – seeks to increase the economic and social contribution of tourism to the destination of the Burren and Cliffs of Moher Visitor Experience and to develop hero, supporting and ancillary experiences for the region that will motivate visitors to stay longer and spend more; extend the length of the season; align to relevant brand, target markets and segments; sustain and increase job creation in the local area; and protect the special environmental character of the region.



*The Connemara Coast & Aran Islands Visitor Experience Development Plan* - focussed on strengthening the value of tourism to the local economy by creating the opportunity for tourism businesses to create and deliver visceral experiences that will inspire, challenge and reinvigorate the visitor who has come to explore this ancient landscape and its artistic traditions.

Implementation of the *Cliffs of Moher 2040 Strategy* shall be consistent with the relevant provisions of the NPF, the Southern Region RSES, the Clare County Development Plan 2023-2029 and other local development and/or land use plans. It is further emphasised that projects/development flowing from the Strategy shall be subject to inherent mitigation to be confirmed in statutory development consenting procedures, including Appropriate Assessment, SEA, EIA screening and other licencing requirements as appropriate.

Figure 10: Cliffs of Moher Strategy 2040 Zone of Influence



Source: Preliminary Draft *Cliffs of Moher Strategy 2040*; Esri ArcGIS, reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying



4 ENVIRONMENTAL BASELINE FOR THE CLIFFS OF MOHER 2040 STRATEGY SEA

4.1 INTRODUCTION

In line with Article 12.(1)(a) of *S.I. No. 435/2004 - European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended), following the requirements set in Schedule 2(f) of said Regulations and informed by guidance drawn from the *Guidelines on the information to be contained in Environmental Impact Assessment Reports* issued by the EPA (May 2022), the environmental baseline is presented herein to cover the following SEA Topics as confirmed in Stage 2, Scoping:

- Population and Human Health
- Biodiversity, Flora and Fauna
- Land
- Soils
- Water
- Air Quality
- Climate
- Material Assets
- Cultural Heritage (architectural and archaeological)
- Landscape

4.2 SEA STUDY AREA

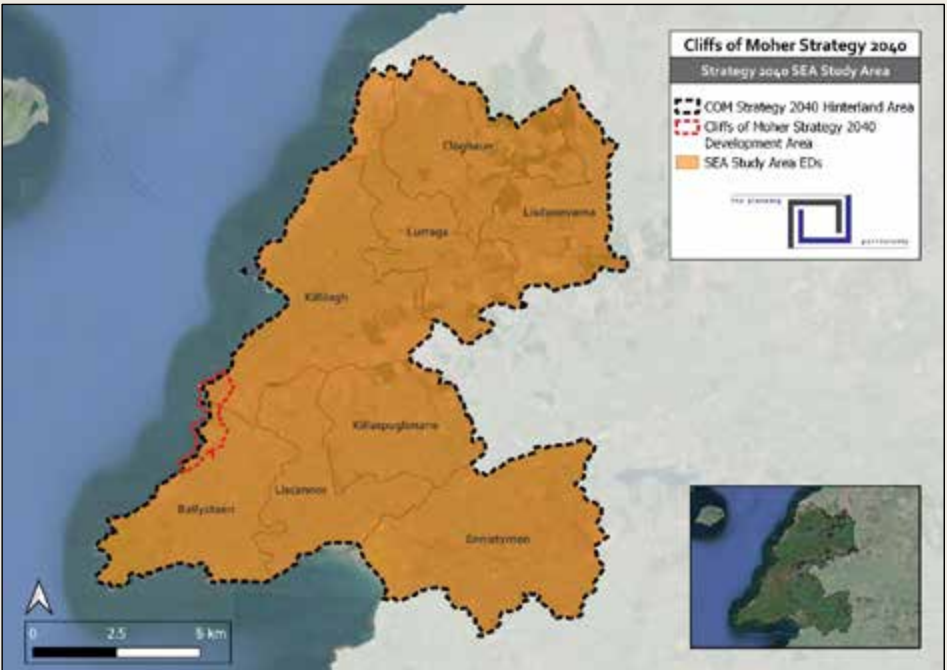
The study area for the SEA aligns with the Cliffs of Moher Hinterland Area as set out above in Section 3 and is comprised of the 8 no. Electoral Divisions (EDs) listed below, as illustrated in Figure 11:

9. Lisdoonvarna	11. Lurraga	13. Ballysteen	15. Killaspuglonane
10. Cloghaun	12. Killilagh	14. Liscannor	16. Ennistymon

Although the ED of Moy is bisected in the south-east by the schematic hinterland area boundary line near the Ennistymon ED, the portion of the Moy ED that lies inside the schematically drawn hinterland area is so small that it is considered negligible in relation to the overall study area and, accordingly, has not been included in reporting and assessing the baseline data for the *Cliffs of Moher 2040 Strategy* hinterland area.

Figure 11 also highlights the Cliffs of Moher Development Area where the strategic focus will fall for the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan for the Cliffs of Moher Experience.

Figure 11: The SEA Study Area



Source: Esri ArcGIS, CSO; reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

4.3 EXISTING ENVIRONMENTAL MONITORING AT THE CLIFFS OF MOHER

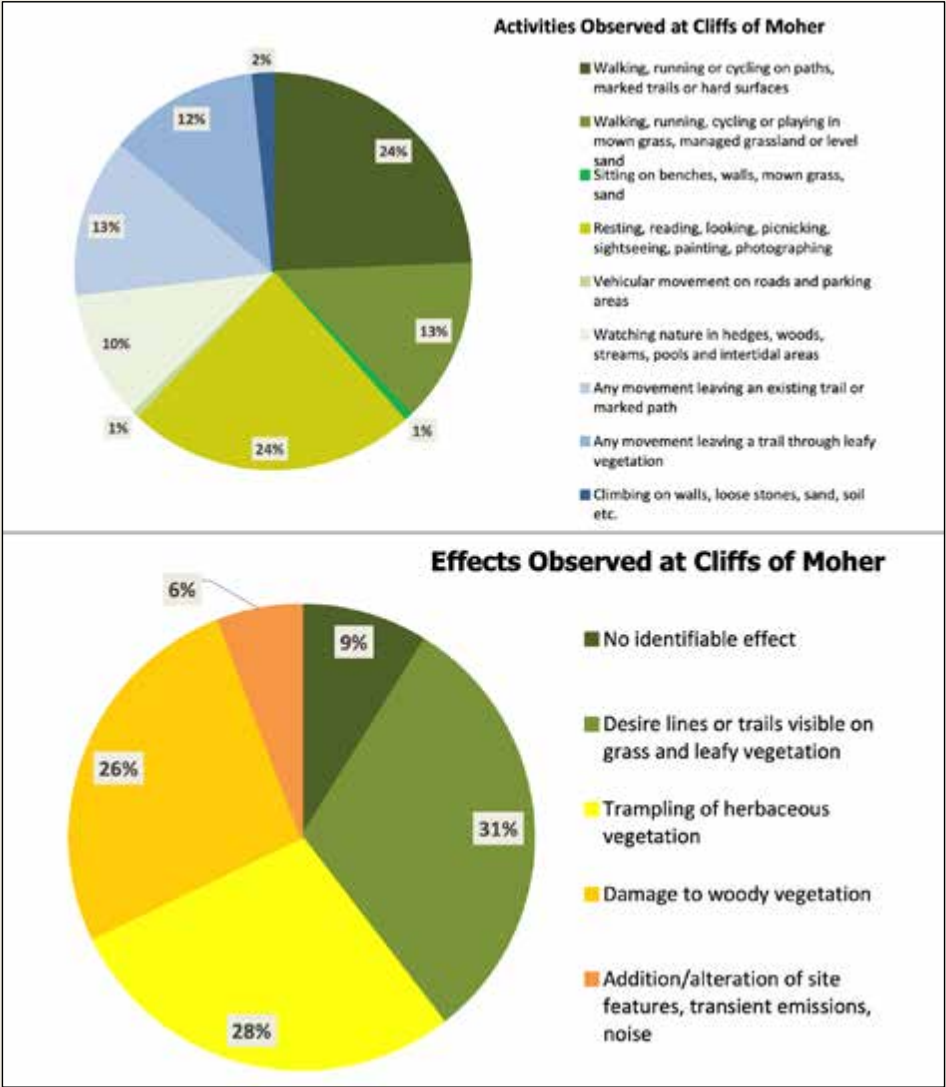
As part of its *Wild Atlantic Way Operational Programme 2015-2019*, Fáilte Ireland prepared an Environmental Surveying and Monitoring Strategy in 2015 to work collaboratively with key stakeholders and partners and to demonstrate Fáilte Ireland’s commitment to the sustainable development of the Wild Atlantic Way, and to pre-empt and/or avoid environmental effects. To this end, Fáilte Ireland set up an “external monitoring group comprising local authorities, community development groups, environmental groups, agencies and departments” to oversee and guide the monitoring programme. The Cliffs of Moher Experience was subject to such environmental monitoring in 2015 and in 2018. The 2018 reporting based on visitor observation and an ecological study of the key visitor movement areas at the Cliffs of Moher Experience site concluded that:

“The areas which are restricted from visitor movements have low species diversity. No rare or protected species or habitats were recorded on site. Visitor movements are causing erosion of soils and the removal of vegetation along the clifftop walks. However, there are no ecological features of significance which are being impacted by visitor movements. Consideration could be given to control/manage visitor movements to reduce erosion at the site, and potentially facilitate the rehabilitation of the grassland habitats.” (Caas Ltd for Fáilte Ireland, 2019)



The 2018 Visitor Observation Study results highlight the following aspects of visitor behaviour and impact at the time of the survey (June 2018):

Figure 12: Range of Visitor Activities and Impacts Observed at Cliffs of Moher Experience (2018)



Source: Fáilte Ireland 2018 Visitor Observation Study Results (Caas Ltd)

4.4 ON-GOING VISITOR AND TOURISM RESEARCH

The Cliffs of Moher and Clare County Council are working with the University of Limerick and Atlantic Technological University Sligo in undertaking on-going research on visitors and tourism impacts.

Researchers from the University of Limerick are conducting research on visitors to the Cliffs of Moher, relating to all stages of the visitor journey (pre-arrival, on-site and post-visit). Detailed profiles of visitor demographics, visit patterns and motivations are being built up as part of this work.

In addition, researchers from ATU Sligo are carrying out County wide research measuring and monitoring tourism impacts on economy, communities, heritage and the environment. The findings from this work will provide key data and analysis to assist with monitoring, evaluation and future decision making on the Cliffs of Moher marketing and audience strategies.

4.5 BASELINE DATA ASSEMBLY

4.5.1 Baseline Data Sources

Table 3 below sets out a non-exhaustive list of the data sources consulted in assembling the data to address the key SEA Topics in the Draft SEA Environmental Report.

Table 3: Data Sources Consulted for SEA Environmental Report

SEA Topic	Data Sources
Population and Human Health	<ul style="list-style-type: none"> <li>Central Statistics Office (CSO) datasets including Census 2016 and preliminary release Census 2022 data</li> <li>Clare County Development Plan 2023-2029</li> <li>Pobal Data and Mapping Resources</li> <li>EPA datasets and mapping</li> <li>Geological Survey Ireland Datasets and Mapping</li> </ul>
Biodiversity, Flora and Fauna	<ul style="list-style-type: none"> <li>National Parks and Wildlife Service (NPWS) database</li> <li>National Biodiversity Data Centre</li> <li>Ireland’s National Biodiversity Plan</li> <li>Invasive Species Ireland website</li> <li>Water Framework Directive (WFD) Ireland website</li> <li>Marine Strategy Framework Directive (MSDF) Ireland website</li> <li>Environmental Protection Agency (EPA) Geoportal</li> <li>Baseline Studies (see 4.2.2 below)</li> </ul>
Water	<ul style="list-style-type: none"> <li>EPA ENVision (Environmental Mapping); EPA Geoportal</li> <li>EPA database reports including but not limited to: Water Quality in Ireland (latest available); Integrated Water Quality Reports (latest available); and Quality of Estuarine and Coastal Waters (latest available)</li> <li>Geological Survey Ireland Datasets and Mapping</li> <li>National Catchment Flood Risk and Management Programme (CFRAM)</li> <li>Office of Public Works (OPW) (Flooding)</li> </ul>
Land	<ul style="list-style-type: none"> <li>Clare County Development Plan 2023-2029</li> <li>Central Statistics Office (CSO) datasets</li> <li>Corine Land Cover and Land Use Database</li> </ul>

SEA Topic	Data Sources
Soils	<ul style="list-style-type: none"> <li>Teagasc Soil Information</li> <li>Geological Survey Ireland Datasets and Mapping</li> </ul>
Air Quality and Climatic Factors	<ul style="list-style-type: none"> <li>EPA database (air quality)</li> <li>Ireland’s Greenhouse Gas Emission Projections, EPA (latest available)</li> <li>Sustainable Energy Ireland (SEAI)</li> </ul>
Material Assets	<ul style="list-style-type: none"> <li>EPA GeoPortal</li> <li>OPW flood data</li> <li>DAFM datasets</li> <li>DECAC datasets</li> </ul>
Cultural Heritage (incl. Architectural and Archaeological Heritage)	<ul style="list-style-type: none"> <li>National Monuments Service (Archaeological Survey Database)</li> <li>Clare County Council Record of Protected Structures (RPS)</li> </ul>
Landscape	<ul style="list-style-type: none"> <li>Landscape Character Areas (County level)</li> <li>Landscape Character types (County level)</li> </ul>

4.5.2 Baseline Studies Undertaken

The above data sources have been augmented by several baseline studies undertaken. The following is noted:

- Habitat Mapping:** Habitat mapping and an accompanying assessment as well as Environmental Sensitivity Mapping (ESM) has been completed for the extended ‘Cliffs of Moher Development Area’, as documented herein and more fully in the report entitled *Cliffs of Moher Visitor Experience Habitat Mapping and Assessment* by EirEco Environmental Consultants (August 2023). –
- Bird Surveys:** On appointment by Clare County Council, Birdwatch Ireland undertook a survey of Seabird Productivity at the Cliffs of Moher in 2017 (Birdwatch Ireland, November 2017). Since 2021, reports have been produced in respect of an ongoing programme of annual Bird Surveys, as follows:
  - Report entitled *The breeding distribution and disturbance study of the Red-billed Chough Pyrrhocorax pyrrhocorax and Peregrine Falco peregrinus at the Cliffs of Moher, Co. Clare, April to September 2021* (Birdwatch Ireland, October 2021);
  - Report entitled *Seabird Census & Productivity Monitoring Results 2021* (Birdwatch Ireland, October 2021);
  - Report entitled *The breeding distribution and disturbance study of the Red-billed Chough Pyrrhocorax pyrrhocorax and Peregrine Falco peregrinus at the Cliffs of Moher, Co. Clare, April 2021 to March 2022* (Birdwatch Ireland, April 2022);
  - Report entitled *Seabird Census & Productivity Monitoring Results 2022* (Birdwatch Ireland, October 2022);

- Report entitled *The distribution of the Red-billed Chough Pyrrhocorax pyrrhocorax and Peregrine Falco peregrinus at the Cliffs of Moher, Co. Clare, April 2022 to March 2023* (Birdwatch Ireland, April 2023);
- Report entitled *Cliffs of Moher Breeding Bird Survey 2023* (Limosa Environmental, July 2023).
- Report entitled *The breeding distribution of the Red-billed Chough Pyrrhocorax pyrrhocorax and Peregrine Falco peregrinus at the Cliffs of Moher, Co. Clare, April to September 2023* (Birdwatch Ireland, January 2024)
- Report entitled *Assessment of Seabird Population & Breeding Success at the Cliffs of Moher, 2023* (Birdwatch Ireland, April 2024)
- **Baseline Statements:** The report entitled *Package A Visitor Experience Strategic Review Rev B* issued in July 2020 included the following:
  - Heritage and Cultural Context Statement (Haley Sharpe Design)
  - Planning & Environmental Statement (The Planning Partnership)
  - Landscape Statement (Arup)
  - Built Infrastructure Statement (Henchion+Reuter Architects)
  - Traffic, Transportation and Engineering Statement (Roughan & O'Donovan)
  - Tourism Statement (Haley Sharpe Design)
  - Cliffs of Moher Visitor Experience Statement (Haley Sharpe Design)

Finally, because of the extent of the 'Cliffs of Moher Development Area', it is emphasised that any specific development proposals flowing from the Strategy and the incorporated Site Masterplan will be subject to inherent mitigation in terms of the statutory processes required to obtain a grant of planning permission.

Therefore, a level of detail of baseline data is set out herein, which is considered appropriate to the level of assessment required at the scale of the overall *Cliffs of Moher 2040 Strategy*. This is in accordance with Article 5(2) of SEA Directive, which provides that the Environmental Report prepared:

*"... shall include the information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, its stage in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process in order to avoid duplication of the assessment."*

4.6 POPULATION AND HUMAN HEALTH

4.6.1 Introduction and Methodology

The Environmental Protection Agency's Second Review of Strategic Environmental Assessment Effectiveness in Ireland highlights that "data gaps are particularly an issue for SEA themes such as human health, landscape and cultural heritage" (González et al, 2020). The data gaps identified by the Agency (EPA) regarding the assessment of population and human health in the SEA process relate to:

- Human health (e.g. health status, epidemiology, hospitalisations/deaths for specific conditions) over time;
- Consumption patterns (food, retail, services, transport, etc.);
- Register of contaminated sites;
- Ecosystem services mapping (where currently there is only the National Parks and Wildlife Service (NPWS) pilot assessment covering select areas available).

These identified data gaps reveal that, in the SEA process, the human health theme is largely conceived of in terms of a limited, medical concept of health relating to reported disease, illness and infirmity.

In addition to considering the interactions between potential effects of the *Cliffs of Moher 2040 Strategy* on environmental vectors (such as air, water or soil) and population and human health in terms of epidemiology and health in a strictly medical sense, in the process of conducting this SEA we have considered a broader definition of human health to augment the traditional focus of SEAs on this theme. We have done this to develop a comprehensive, holistic criteria for assessing the full range of potential effects of the Strategy on the population and health of those residing in the Cliffs of Moher development and hinterland areas as well as those who visit the area.

The World Health Organization's Constitutional definition of health is "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." According to the Irish Medical Organisation, 'poverty, inequality, social exclusion, employment, income, education, housing conditions, transport, access to health care, lifestyle, stress...all impact significantly on an individual's health and wellbeing' (2012, p.2). These factors are known as the social determinants of health and are affected by the structural and spatial distribution of money, power and resources/opportunities throughout society.

Well-being as a term embraces health, contentment and flourishing. Meaning is central to the concept of well-being and a sense of meaning is affected by the level of social cohesion – the extent of connectedness and interdependent relationships within a community or society – as well as the quality and condition of the environment a community or society lives in, and even an awareness of and opportunity to experience awe. In addition, biologist Edward Wilson's concept of *biophilia* – which describes our inherent affinity with the natural world – suggests that human thriving is also contingent on our sense of connection and level of interaction with the natural environment, including the general landscape and the flora and fauna that inhabit it.

Accordingly, this section sets out data sourced from the Central Statistics Office (CSO) and the Clare County Development Plan 2017-2023 to provide a more rounded assessment of the study area's population and human health status. Wherever possible, CSO data is sourced from the 2022 Census although some thematic aspects remain reliant on data sourced from the 2016 Census. In the round, the data assembled provides a clear overview of the trends and key characteristics of the population resident within the Cliffs of Moher hinterland (SEA study area).

The focus of this section in assessing the baseline conditions of population and human health in the study area and key data sources are noted as follows:

- Baseline Population and Demographic trends (Census 1996 to Census 2022).
- Level of deprivation and Pobal Haase-Pratschke (HP) Deprivation Index based on data regarding employment, age profile, educational attainment, and access to housing (Census 2006 to Census 2016 data inputs).
- Social infrastructure including. the level of access to: education/training; childcare; healthcare; sports and recreation; social/community services; arts and culture, and; faith (Clare County Development Plan 2023-2029; OpenStreetMaps; Google Maps; Esri ArcGIS).

4.6.2 Baseline Population and Demographic Trends

According to the 2022 Census data, the total population of the 8 no. EDs included in the *Cliffs of Moher 2040 Strategy* SEA study area was 6,248 in that year.

The population over time as per Census data for EDs since 1996 associated with the Cliffs of Moher study area is presented in Table 4 below. Entries under the % CHG headings refer to the percentage of increase/decline in the population since the previous census.

Table 4: Census data for the 8 no. Electoral Divisions in the SEA Study Area, 1996-2022

Electoral Division	1996	2002	1996-02 % CHG	2006	2002-06 % CHG	2011	2006-11 % CHG	2016	2011-16 % CHG	2022	2016-22 % CHG
Lisdoonvarna	980	917	-6.4	900	-1.9	861	-4.3	951	10.5	1,268	33.3
Cloghaun	158	202	27.8	211	4.5	206	-2.4	202	-1.9	201	-0.5
Lurraga	314	203	-35.4	263	29.6	245	-6.8	259	5.7	296	14.3
Killilagh	553	731	32.2	815	11.5	723	-11.3	820	13.4	816	-0.5
Ballysteen	320	330	3.1	308	-6.7	363	17.9	339	-6.6	398	17.4
Liscannor	314	352	12.1	251	-28.7	374	49	353	-5.6	446	26.3
Killaspuglonane	218	259	18.8	225	-13.1	270	20	277	2.6	309	11.6
Ennistymon	1,934	2,056	6.3	2,101	2.2	2,215	5.4	2,331	5.2	2,514	7.9
TOTAL	4,791	5,050	5.4%	5,074	0.5%	5,257	3.6%	5,532	5.2%	6,248	12.9%

Source: CSO

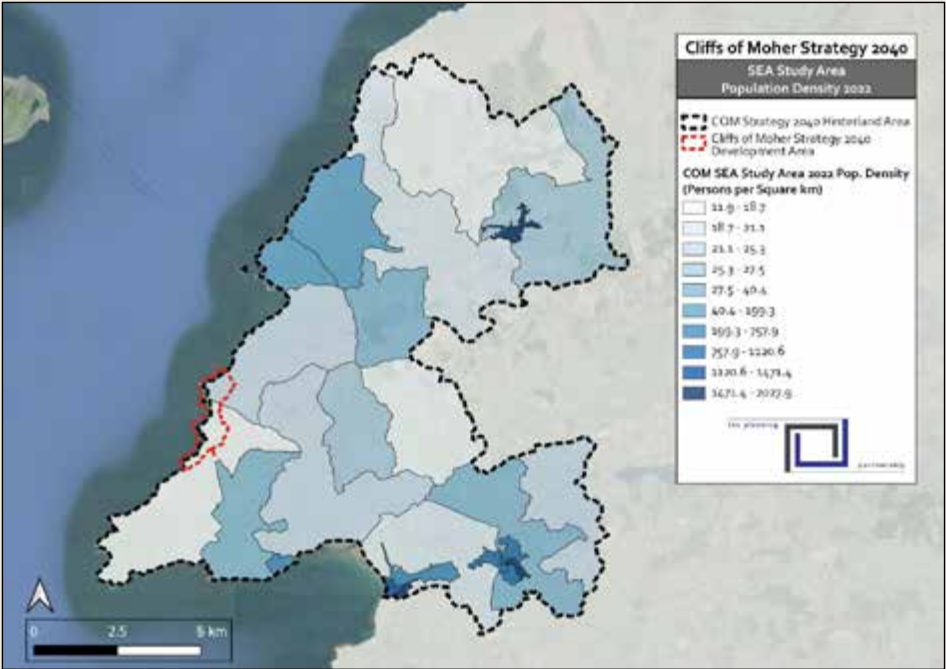
Historically, the hinterland study area experienced gradual population decline in the 1980s and 1990s, with some population growth in the northern parts around Doolin and Lisdoonvarna in 1996. The 2002 Census presented a reversal of this trend, with significant growth in the southern parts around Ennistymon, Lahinch and Liscannor. The 2006 Census presented a reversal of the 2002 trend, with growth reverting back to the northern parts around Doolin and Lisdoonvarna. The 2011 Census presented a reversal again of this trend in 2006 with significant growth in the southern parts around Ennistymon, Lahinch and Liscannor.



The 2016 Census, the most recent census fully reported on in Ireland, presents a relative ‘stabilisation’ of the above outlined trends, which is confirmed by the data released so far from the 2022 Census. Overall, as can be seen, the population of the study area has experienced modest growth of some 30.4 % over the 26-year period between the 1996 Census and the 2022 Census.

Based on the 2022 census data, the average population density across the SEA study area is 44.3 persons per square kilometre, which is only slightly higher than the overall average population density of County Clare at 37.2 persons per square kilometre and indicates the study area is representative of the general settlement pattern in the county. In comparison, the average population density for the state is some 71.5 persons per square kilometre, highlighting the more rural and lower-density character of the settlement pattern in the study area. The population density per Census Small Area across the study area is illustrated in Figure 13 below.

Figure 13: Population Density SEA Study Area



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As illustrated, the distribution of the study area population aligns with the established settlement pattern, highlighting the concentrations of population in and around the key settlements of Ennistymon, Lisdoonvarna, Lahinch, Liscannor and Doolin.

4.6.3 Study Area Population Profile and Socio-Economic Indicators

4.6.3.1 Age analysis

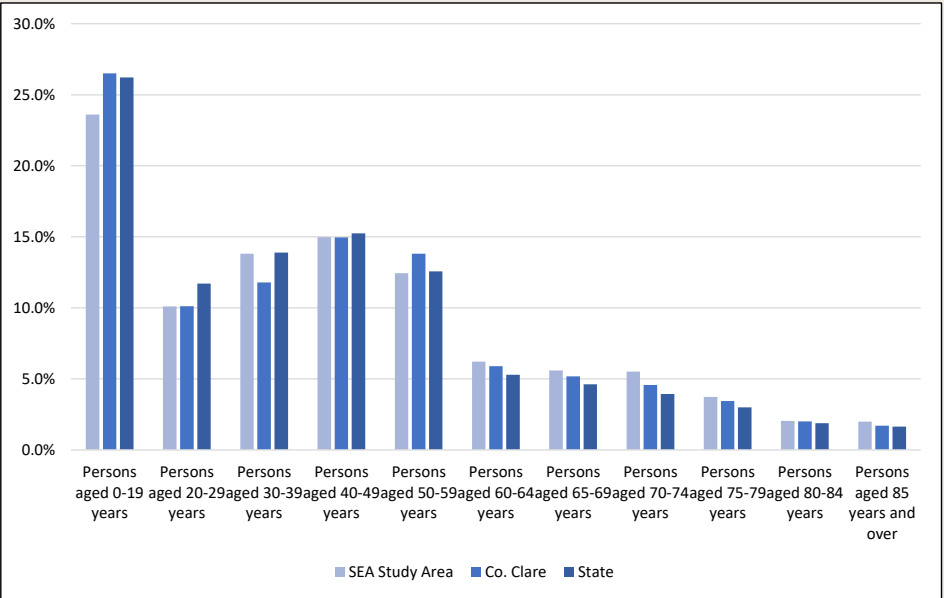
Census 2022 data indicate that the age profile of the population resident in the Study Area is slightly skewed toward older age cohorts (65-plus) in relation to both national and County Clare data. However, overall, the SEA study area population does not display any notable differentiating characteristics from the broad data for County Clare or the State.

Table 5: Age Group Cohorts for State, Co. Clare and Study Area

	0-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65-69 years	70-74 years	75-79 years	80-84 years	85+
Study Area	23.6%	10.1%	13.8%	15.0%	12.4%	6.2%	5.6%	5.5%	3.7%	2.0%	2.0%
Co. Clare	26.5%	10.1%	11.8%	15.0%	13.8%	5.9%	5.2%	4.6%	3.5%	2.0%	1.7%
State	26.2%	11.7%	13.9%	15.2%	12.6%	5.3%	4.6%	3.9%	3.0%	1.9%	1.6%

Source: CSO

Figure 14: Comparative Age Group Percentages 2022



Source: CSO

4.6.3.2 Access to Housing and Housing Types

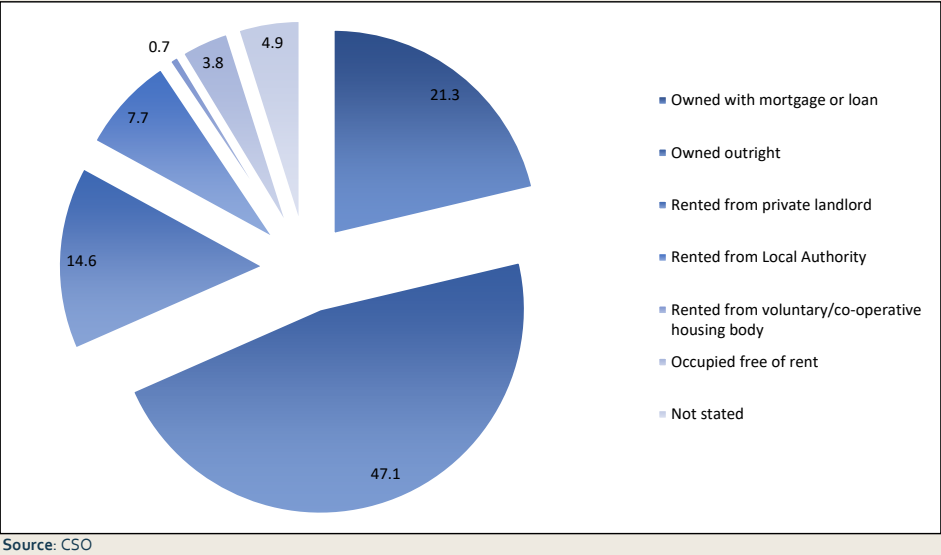
Of the 3,621 permanent dwellings located in the SEA study area as at Census 2022, the vacancy rate was 12.7%.

The percentage of unoccupied holiday homes across the area was just over 27%. The highest levels of vacant holiday homes were recorded in the southern EDs of Liscannor and Ballysteen, with vacant holiday home rates of 44.2% and 41.3% respectively.

While numbers of occupied homes and unoccupied holiday homes were measured against the total number of permanent dwellings in any given area as part of Census 2022, residential tenure was recorded in terms of the number of private households in the area. In the case of the 8 no. EDs that comprise the SEA study area for the *Cliffs of Moher 2040 Strategy*, there is a total of 2,089 private households recorded in 2022.

As indicated in Figure 15 below, of these households, some 21.3% own their homes with a mortgage or loan outstanding, 47.1 % own their homes outright, with some 23% of households living in rented accommodation of some sort and almost 4% residing rent-free.

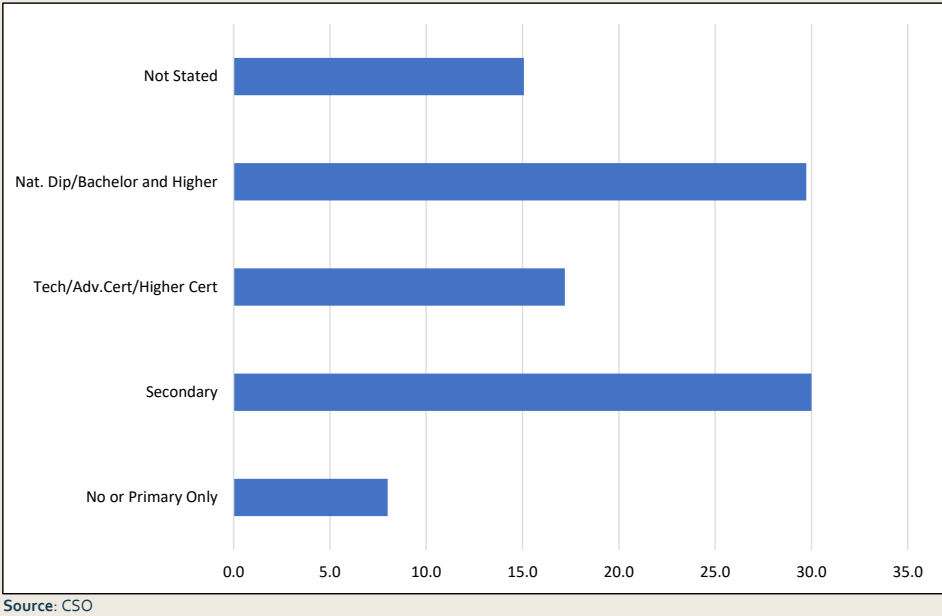
Figure 15: Cliffs of Moher 2040 Strategy Hinterland Area, Nature of Private Household Tenure



4.6.3.3 Education Levels of Population Aged 15 Years and Over

Of the total population aged 15 years and over in the SEA study area, Census 2022 reports that some 8% have a primary education only, around 30% have reached secondary school level and 29.7% have a third level qualification.

Figure 16: Cliffs of Moher 2040 Strategy SEA Study Area, Education Levels of Population Aged 15 Years-plus

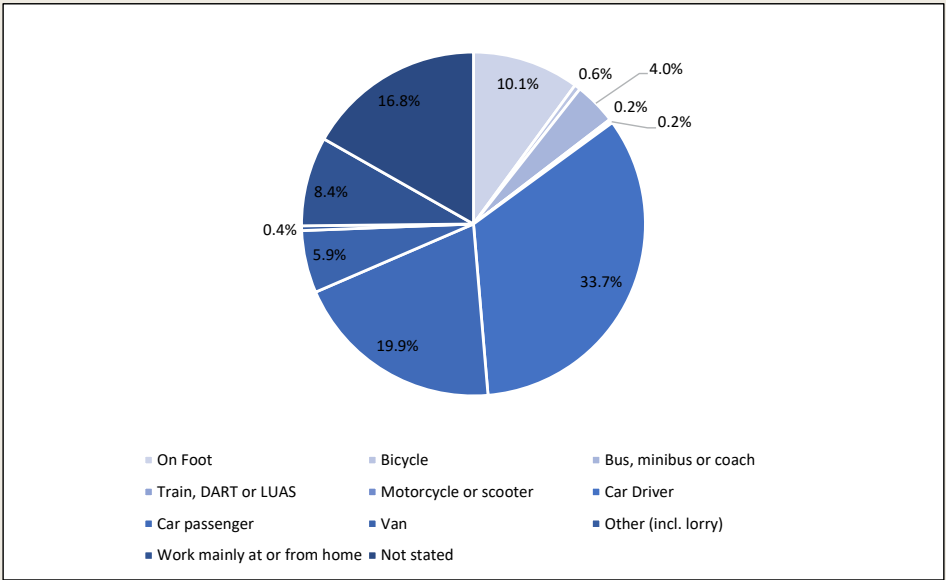


4.6.3.4 Mode of Transport to Work

In 2016, 11.83% of the study area population reported that they worked mainly from home. The Census 2022 data indicates that this percentage has reduced to 8.4%, notwithstanding the expectation that this may have increased due to the general understanding that the COVID-19 pandemic would likely have led to an increase in the prevalence of working from home. The CSO's *Employment and Life Effects of COVID-19* statistical release of May 2020 states that 47% of people aged 15 years and over had their employment situation affected because of the pandemic. Of those 47%, one third (34%) started working from home, while 12% had increased their hours working from home. It appears as if that trend may have reversed.

Overall, modes of transport in the SEA study area are as expected for a largely non-urban locale, with almost 60% of all trips to work, places of education or childcare being made using private motor vehicles. Only 4% of trips are made using public transport, while some 10.1% of the population reports walking to their destination.

Figure 17: Cliffs of Moher 2040 Strategy Hinterland Area, Population Mode of Transport



Source: CSO

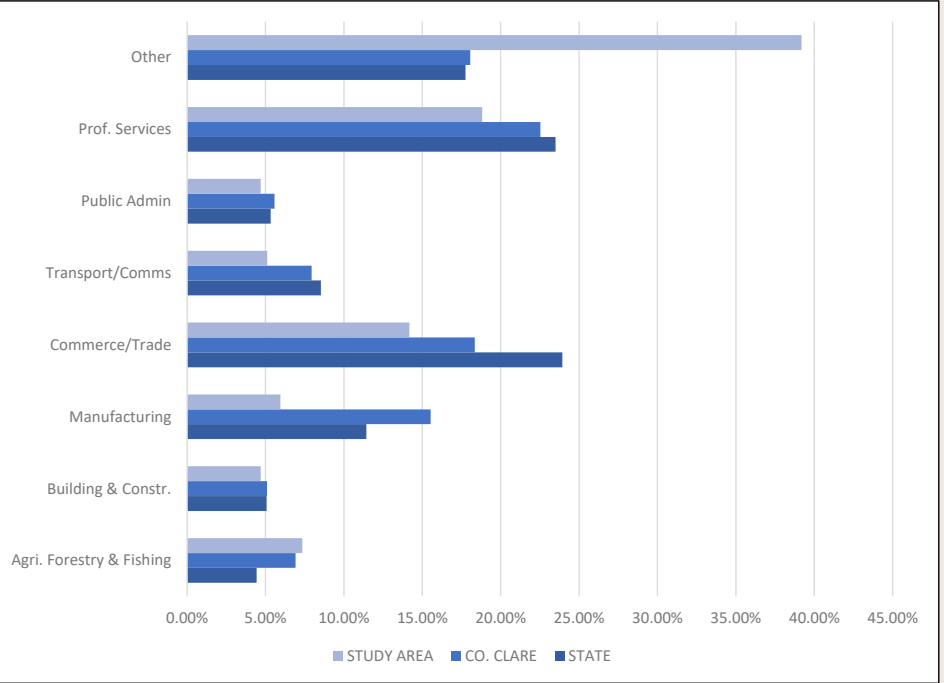
4.6.3.5 Employment by Sector

NOTE: When assessing the main sectors of employment in the study area, Census 2022 data were not available at the scale of Electoral Divisions or Small Areas at the time of compiling this chapter (January 2022)].

Census 2016 data reflect that, in the economically active cohort (15 years and older), the predominant occupations are in the professional services (18.8%) and commerce/trade sectors (14.2%). Of note, is the dominance of the category 'Other' which includes almost 40% of the economically active population.

As illustrated in Figure 18, the percentage of people employed in the main classified economic sectors is below the average percentages for each sector in both the state and the County, except for the agriculture, forestry and fishing sector. These data highlight the relative rurality of the study area compared to the national norm.

Figure 18: Employment by Sector, 2016



Source: CSO

4.6.3.6 Pobal Haase-Pratschke (HP) Deprivation Index

As an indicator of the relative socio-economic wellbeing of the study area’s population, the *Pobal HP Deprivation Index* shows the level of overall affluence and deprivation/disadvantage, using identical measurement scales reflecting the population’s demographic profile, social class composition and labour market situation.

The *Pobal HP Deprivation Index* is Ireland’s most widely used social gradient metric, which scores each Small Area<sup>3</sup> in terms of relative affluence or disadvantage. The Index has used data relating to the population’s demographic profile, social class composition and labour market situation sourced from Ireland’s Census since 2006 to calculate the Index score in any given Small Area.

Over the time scale of 2006 to 2022, the *Pobal HP Deprivation Index* revealed a stark increase in deprivation between 2006 and 2011 (following the economic downturn in 2008) and a partial recovery between 2011 and 2016, applicable at the level of the State, Co. Clare and the Study Area. The *Pobal HP Deprivation Index 2022 Briefing note* (Pobal, 2022) reports as follows:

*“At a national level, the Index highlights improvements in areas such as employment and population growth that have taken place over the past six years. While the 2016 data had already indicated a considerable recovery post-recession on the measures considered by the Index, the 2022 data shows that absolute deprivation and affluence scores are comparable to those found in 2006. It should be noted that these scores relate to the ten measures considered by the Index... for example, unemployment and lone parent ratios, and do not equate to wealth or purchasing power (as the cost of living is not a measure within the context of the Index).”*

Table 6 below highlights *Pobal HP Relative Deprivation Index* data applicable to the SEA study area and County Clare from 2006 to 2022, while Figure 19 illustrates the relative geographic spread of the 2022 *Pobal HP Relative Deprivation Index* per Electoral Division across the study area.

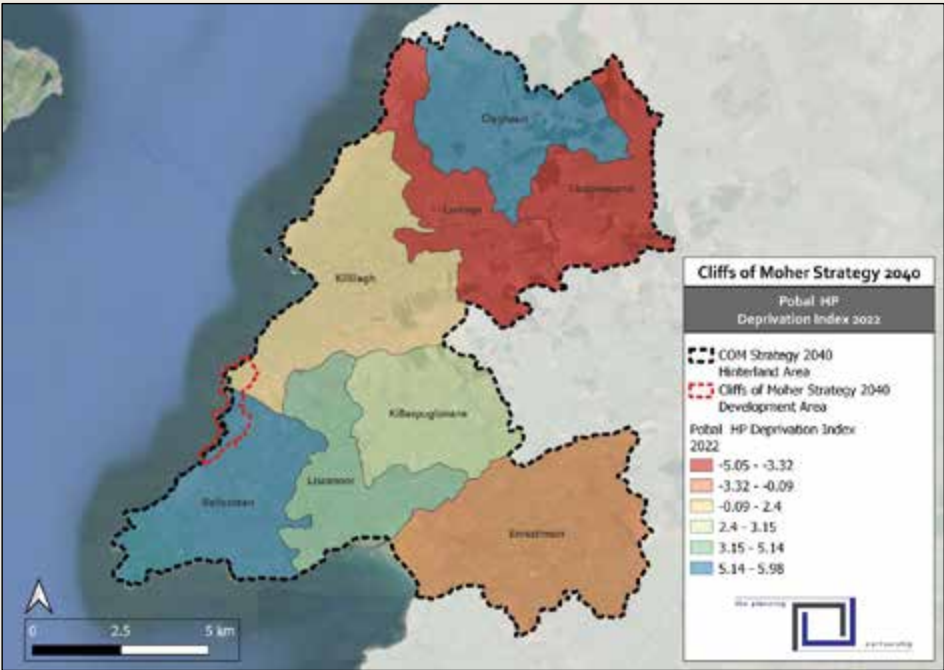
Table 6: Relative HP Deprivation Index 2006 to 2022

	2006 Pobal HP Deprivation Index	2011 Pobal HP Deprivation Index	2016 Pobal HP Deprivation Index	2022 Pobal HP Deprivation Index
CO. CLARE	-0.20	-0.22	-0.22	0.11
Ballysteen	-13.12	0.18	-0.53	5.53
Cloghaun	1.05	2.14	4.48	5.98
Ennistymon	-4.00	-4.35	-4.6	-1.03
Killaspuglonane	-3.75	-0.86	4.76	3.03
Killilagh	4.23	2.29	7.58	1.78
Liscannor	1.89	5.65	1.4	3.21
Lisdoonvarna	-5.15	-1.98	-0.85	-3.78
Lurraga	3.54	2.41	2.68	-5.05

Source: Haase and Pratschke (2017) and Pobal (2024)

<sup>3</sup> Small Areas are the smallest geographic areas (comprising of around 100 households) defined by Tailte Éireann for the purposes of assembling and analysing statistical data.

Figure 19: Pobal HP Relative Deprivation Index 2022 Score Visualisation



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It should be noted that the *Pobal HP Relative Deprivation Index* score is a measure of how a given area’s affluence/deprivation score relates to all other areas at the given point in time and thus provides an indicator of which areas are more disadvantaged or less disadvantaged.

The broad Index findings for each of the eight EDs in the SEA study area since 2006 are presented in Table 7 below. The mapped *Pobal HP Deprivation Index* findings for each ED over the same period are presented in Figure 20 below.

As is evidenced by the information presented below, currently five of the EDs in the hinterland area, Cloghaun, Lurraga, Killaspuglonane, Killilagh and Liscannor, are categorised as being marginally above average, and three of the EDs, Lisdoonvarna, Ballysteen, and Ennistymon, are categorised as being marginally below average.



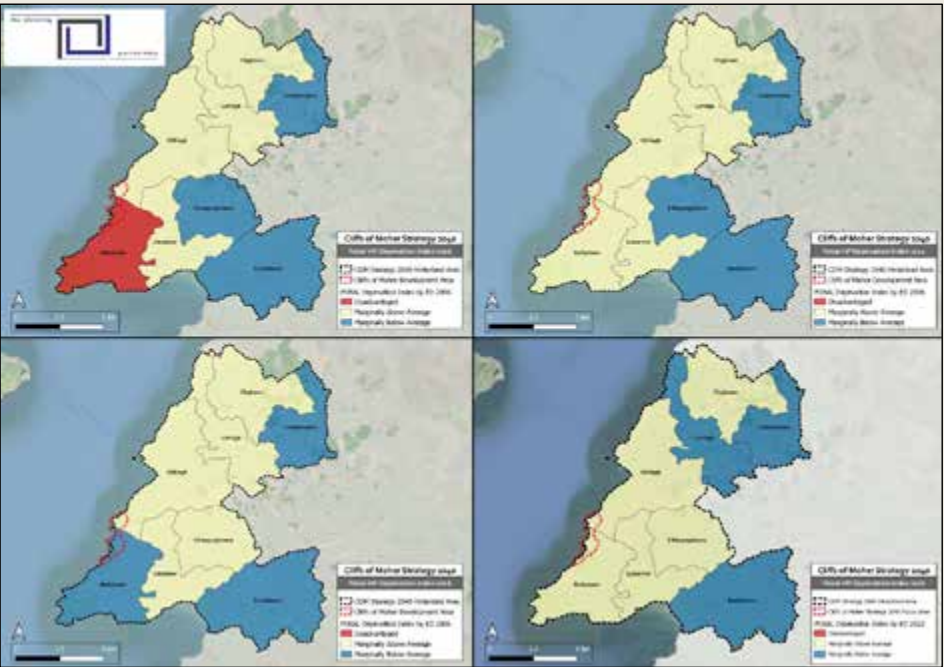
The Pobal HP Deprivation Index score in six of the eight EDs in the hinterland area has remained consistent over the last three censuses. Only in the case of Ballysteen and Killaspuglonane have there been changes over time regarding the levels of deprivation in the area, both of which have evidenced an improvement against 2006 levels.

Table 7: Pobal HP Deprivation Index findings, 2006-2022

Electoral Division	2006	2011	2016	2022
Lisdoonvarna	Marginally Below Avg.	Marginally Below Avg.	Marginally Below Avg.	Marginally Below Avg.
Cloghaun	Marginally Above Avg.	Marginally Above Avg.	Marginally Above Avg.	Marginally Above Avg.
Lurraga	Marginally Above Avg.	Marginally Above Avg.	Marginally Above Avg.	Marginally Below Avg.
Killilagh	Marginally Above Avg.	Marginally Above Avg.	Marginally Above Avg.	Marginally Above Avg.
Ballysteen	Disadvantaged	Marginally Above Avg.	Marginally Below Avg.	Marginally Above Avg.
Liscannor	Marginally Above Avg.	Marginally Above Avg.	Marginally Above Avg.	Marginally Above Avg.
Killaspuglonane	Marginally Below Avg.	Marginally Below Avg.	Marginally Above Avg.	Marginally Above Avg.
Ennistymon	Marginally Below Avg.	Marginally Below Avg.	Marginally Below Avg.	Marginally Below Avg.

Source: CSO

Figure 20: Cliffs of Moher 2040 Strategy SEA study area 2006-2022 Pobal HP Deprivation Index Findings



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4.6.4 Social Infrastructure

Social infrastructure present in the hinterland area includes:



Six primary schools



Four childcare facilities



One community hospital



One mental health facility



One optometrist



Three GAA clubs



Two playgrounds



Two secondary schools



Four Health Centres/GP surgeries



One nursing home



Four pharmacies



One Spa Well Heritage Centre



One soccer club



One Open Farm



One golf club



One surf school



One family resource centre



Three youth clubs



Four Roman Catholic churches



Two other churches



One Pitch and Putt Club



One swimming pool



Two community centres/halls



One Comhaltas Branch



One Church of Ireland church

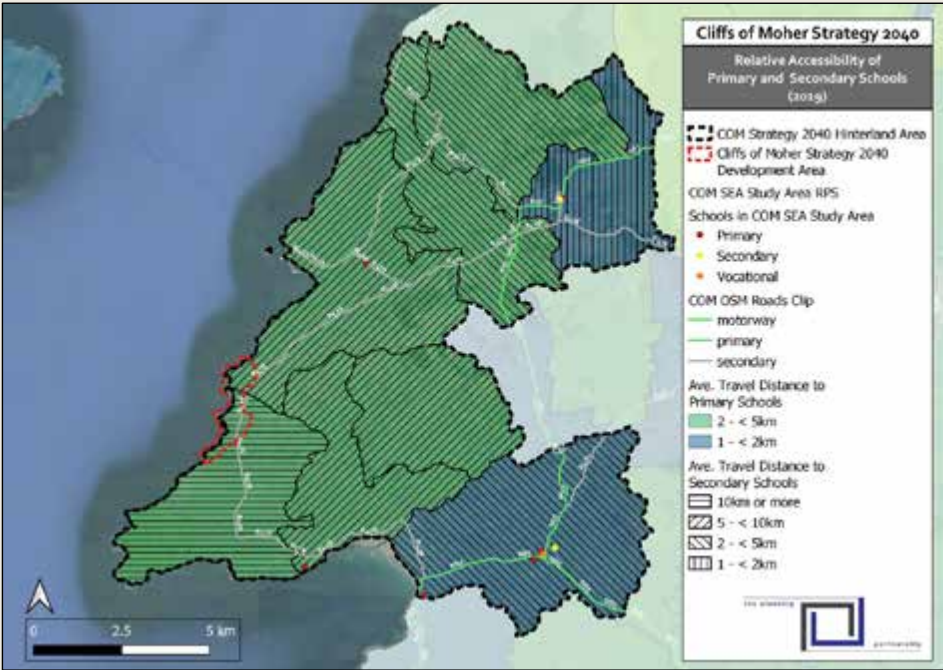
4.6.4.1 Access to Educational Institutions

Regarding educational facilities present in the study area, as noted above there are:

- 6 no. primary schools.
- 2 no. secondary schools.
- 1 no. vocational school.
- 

Figure 21 below illustrates the relative accessibility of the primary and secondary schools within the study area based on 2019 data.

Figure 21: Relative Accessibility of Primary and Secondary Schools (2019)

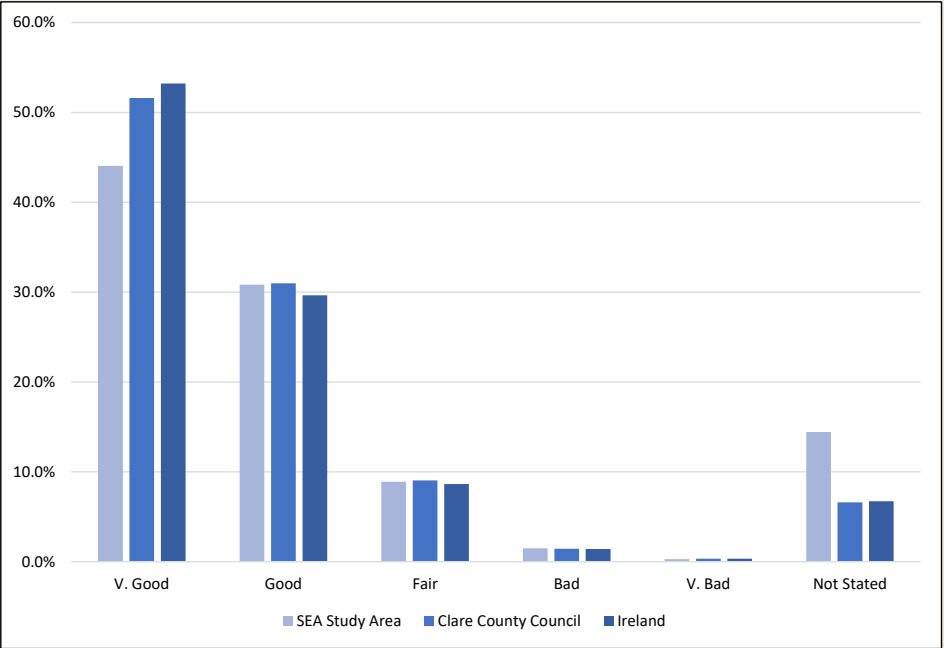


Source: Esri ArcGIS, Pobal Maps Portal, CSO; reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

4.6.4.2 General Health Self-Assessment

Derived from the Census 2022 dataset, Figure 22 illustrates the self-assessment of the general health status of the population in the study area. Within this area, 44% of residents reported being in very good health, with around 31% reporting good health. About 1.8% of the population in the study area reported having bad or very bad general health. As can be seen, these results are broadly in keeping with the data for the population at County and State level, with the exception that the cohort reporting very good health is some 7%-9% lower than at County and State level. However, it is noted that the percentage of the population that elected not to respond to the Census question in this regard is significantly higher (more than double) than the County and State response rate. Consequently, the data are viewed as indicating no special circumstances out of the ordinary affecting the general health status of the population in the SEA study area.

Figure 22: Self-Reported Levels of General Health, 2022



Source: CSO

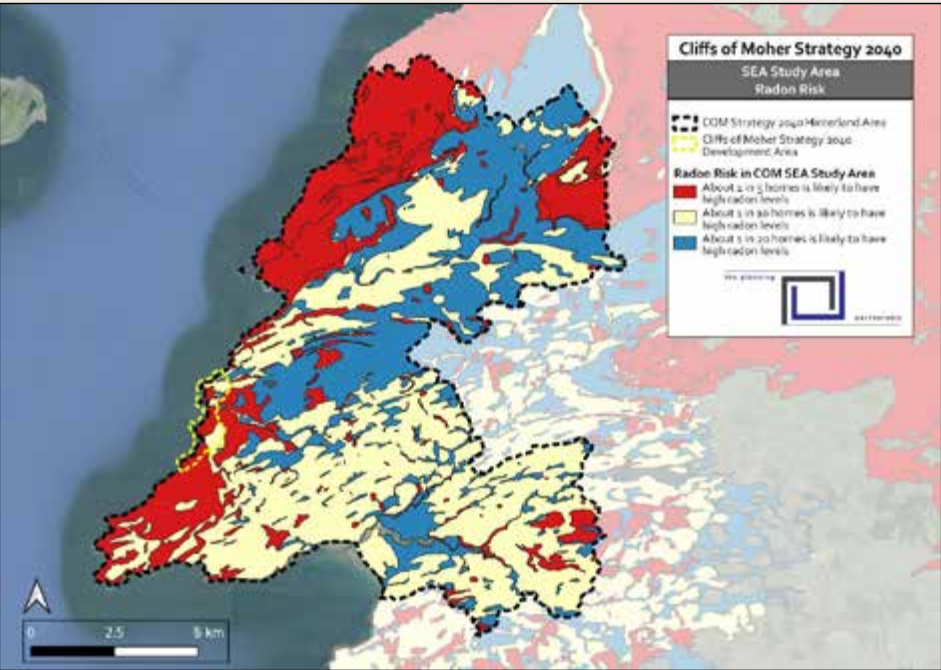
4.6.4.3 Radon Risk

Radon is a radioactive gas formed in the ground through a process of radioactive decay of uranium present in all rocks and soils. The EPA reports that it represents the greatest risk from radiation in Ireland and notes in this regard that "The national reference level for radon in the home is 200 becquerel per cubic metre (Bq/m<sup>3</sup>). This is the level at which it is recommended that you take action to reduce the level of radon in your home."

County Clare includes several High Radon Areas, as identified by the EPA. Based on data assembled through its Radon Measurement Programme up until the end of 2019, the EPA reports that of 4,598 homes measured in County Clare, 3,999 (87%) had Radon levels of 0-199 Bq/m<sup>3</sup>, 496 (10.8%) had levels of 200-799 Bq/m<sup>3</sup> and 103 homes had levels exceeding 800 Bq/m<sup>3</sup>.

The distribution of assessed Radon risk across the SEA study area is illustrated below in Figure 23.

Figure 23: Radon Risk Map of Study Area and Environs



Source: Esri ArcGIS, EPA; reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

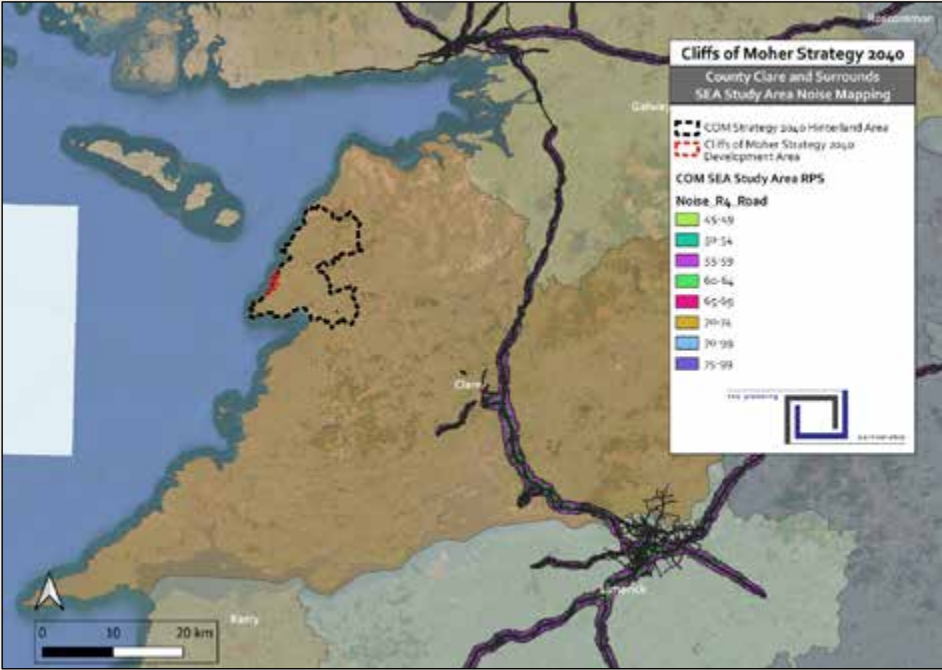
4.6.4.4 Noise

The *EU Environmental Noise Directive (END)*, EC 2002/49/EC, is transposed into Irish law as Statutory Instruments, viz. *The European Communities (Environmental Noise) Regulations 2018 (S.I. No. 549/2018)* and its amendment S.I. No. 663/2021 - *European Communities (Environmental Noise) (Amendment) Regulations 2021*.

Sources of noise pollution can negatively affect human health. In 2018, the World Health Organisation (WHO) published its Environmental Noise Guidelines, which demonstrates that noise pollution may affect sleep as well as cardiovascular and metabolic health of individuals exposed to excessive noise.

The SEA study area is notably predominantly low density in nature, with the main urban settlements of Ennistymon, Lisdoonvarna, Lahinch, Liscannor and Doolin themselves being of modest size and overall density of development. As such, common sources of noise pollution such as intensive industrial development or major transportation routes (road and rail) or facilities (airports, railway stations and harbours) that operate for long hours are limited in scale in the area. As illustrated in Figure 24 below, noise mapping data published by the EPA (EPA, 2023) illustrate that the SEA study area is not considered at risk.

Figure 24: Noise Map of County Clare



Source: Esri ArcGIS, EPA; reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

4.6.4.5 Controlled or Licensed Sites

EPA data (EPA, 2024) affirms that there are no Seveso Sites, Integrated Pollution Control (IPC) sites, or sites registered on the Pollutant Release and Transfer Register (PRTR) in the SEA study area.



4.6.5 Key Issues or Threats

- Impacts on local towns, communities, and air quality (human health) resulting from an increase in traffic associated with construction activities and post-construction operational phase reduce air quality.
- Increase in visitor numbers leads to overcrowding, competition for access, and reduced quality of experience and associated visitor safety issues at the cliff edge.
- Increase in visitor numbers leads to increased negative impacts of tourism, especially traffic congestion and greater disruption for local businesses, residents and visitors.
- Increased concentration of visitor spend at Cliffs of Moher site to the detriment of local businesses.
- Impacts on local communities of traffic drawn to an improved Cliffs of Moher Visitor Experience.

4.6.6 Key Opportunities Identified

- Enhanced direct/indirect economic benefit of the broadening of the Visitor Experience network and extension in time of stays of visitors at the Cliffs of Moher Experience and in the towns and villages of the hinterland.
- Visitor Management and Traffic Management strategies lead to more efficient transportation arrangements (including scheduling and use of EV vehicles) and lessening of peak traffic volumes.
- Deliver transformational environmental and economic benefits for the local area and wider region.
- Greater collaboration between Clare County Council, the Cliffs of Moher Experience and key stakeholders will contribute to the development of a prosperous, vibrant and healthy local community and economy for future generations.
- The *Cliffs of Moher 2040 Strategy* will facilitate and strengthen the fundamentals, strategic priorities and partnership initiatives of wider national, regional, county and local development plans and policies.
- To maintain the premier market position of the Cliffs of Moher Experience and its ability to attract tourists, promote Ireland overseas and deliver a financially sustainable business.
- Provide a world-class Cliffs of Moher Experience in a safe, accessible, authentic, and welcoming environment.
- All the existing economic benefits of the Cliffs of Moher will be significantly increased. This will enhance benefits at local, regional and national level from the major capital investment and from the enhanced future operation of the site.
- To reduce seasonality of visitors and tourism at the Cliffs of Moher and in the wider area, helping to broaden year-round access and sustain and develop investment in existing and new products.
- Protect the cultural authenticity and wildness of the natural assets.
- Sustainable access to the Cliffs of Moher resolves current negative impacts on local residents and businesses, especially at peak times.
- An enhanced network of transport and greenway links between the Cliffs of Moher and the tourism/activity assets, including the Cliffs of Moher Coastal Walk and the developing greenways, will provide valuable community amenities.

4.7 BIODIVERSITY, FAUNA AND FLORA

This Section describes the natural heritage of the Cliffs of Moher and its hinterland area in terms of its biodiversity, fauna and flora, assessing these features and describing their significance. This enables the identification of key ecological issues, essential to informing and guiding the *Cliffs of Moher 2040 Strategy*.

4.7.1 Current Situation

The landscape of the Cliffs of Moher is an outstanding example of the glacial karst landscapes of western Ireland. The landscape is one of a prominent and dramatic, open and sparsely vegetated coastal headland and rugged vertical sea cliffs. Since 2011, the cliffs have formed part of the *Burren and Cliffs of Moher UNESCO Global Geopark*, an internationally designated area of geological interest approximately 530 km² in size, and the third Geopark to be designated in Ireland.

To many however, the Cliffs of Moher are best known for their seabird colonies as this area supports one of the most important seabird colonies in the country. With nationally important populations of five breeding seabird species at the time of designation, the Cliffs of Moher is designated as a Special Protection Area (SPA 4005) under the EU Bird's Directive (2009/147/EEC) and extends some 9.5km along the north-western Clare coast, from Faunmore (Luogh North) in the north to just south of Cancregga Point in the south.

Table 8: Overview of the international level site designations within and proximate to the Cliffs of Moher 2040 Strategy Hinterland Area

Site/Area	Designation/Status	Notes
Cliffs of Moher SPA	Designated Refuge for Fauna Site Code IE04.	Since 1988.
Ballyteige (Clare) SAC	State owned and managed as a nature reserve.	Since 1986
Inagh River Estuary SAC	Part of the site is a legally protected Wildfowl Sanctuary (WFS-68).	Since 1986.
The Burren and Cliffs of Moher UNESCO Global Geopark	Internationally designated area of geological interest.	Since 2011.

Given the geological, natural, ecological and tourism importance of the area, the challenge of the *Cliffs of Moher 2040 Strategy* will be to deliver a world class visitor experience ensuring best practice visitor management and environmental management and protection, whilst not compromising the quality of life for those who live in the area. To this end, a hinterland area around the core 'Cliffs of Moher development area' has been proposed. This area, subject to amendments as set out, is equivalent to the 'zone of influence' which in ecological terms can be defined as the area over which ecological features may be affected by biophysical changes because of the proposed project and associated activities (*Preliminary Ecological Appraisal*, CIEEM, 2018).

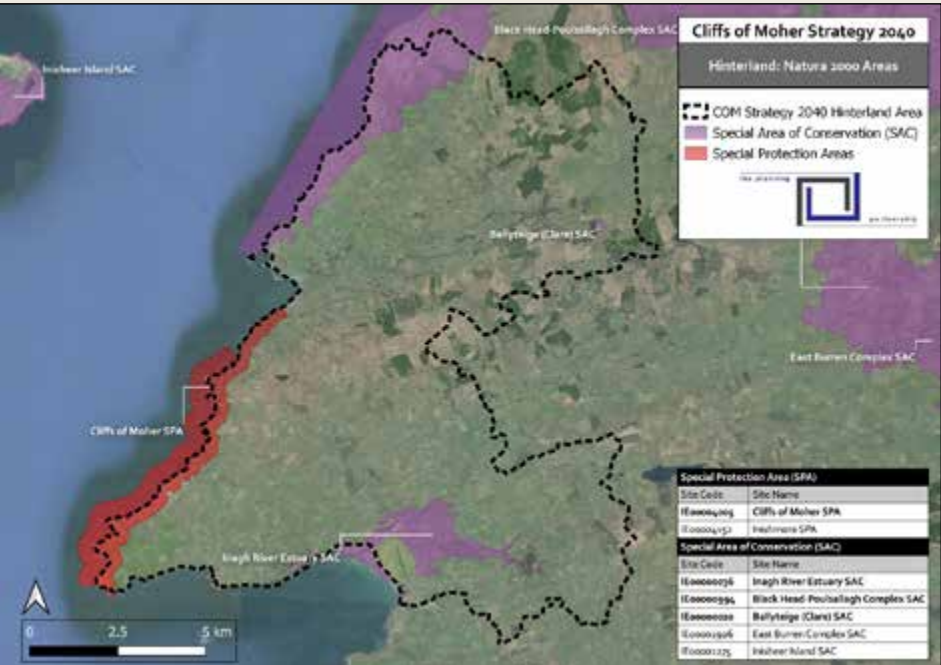
4.7.2 Natura 2000 Sites within Development Area and Hinterland: Designation Details, Conservation Objectives and Status

Natura 2000 sites that lie within the Cliffs of Moher development area and hinterland are:

- Cliffs of Moher Special Protection Area (SPA Site Code 4005);
- Inagh River Estuary Special Area of Conservation (SAC site code 000036);
- Black Head-Poulsallagh Complex Special Area of Conservation (SAC site code 000020);
- Ballyteige (Clare) Special Area of Conservation (SAC site code 000994).

Figure 25 below shows the location of these Natura 2000 sites in relation to the *Cliffs of Moher 2040 Strategy* hinterland area (SEA study area).

Figure 25: Natura 2000 Sites relative to the Cliffs of Moher 2040 Strategy Hinterland Area



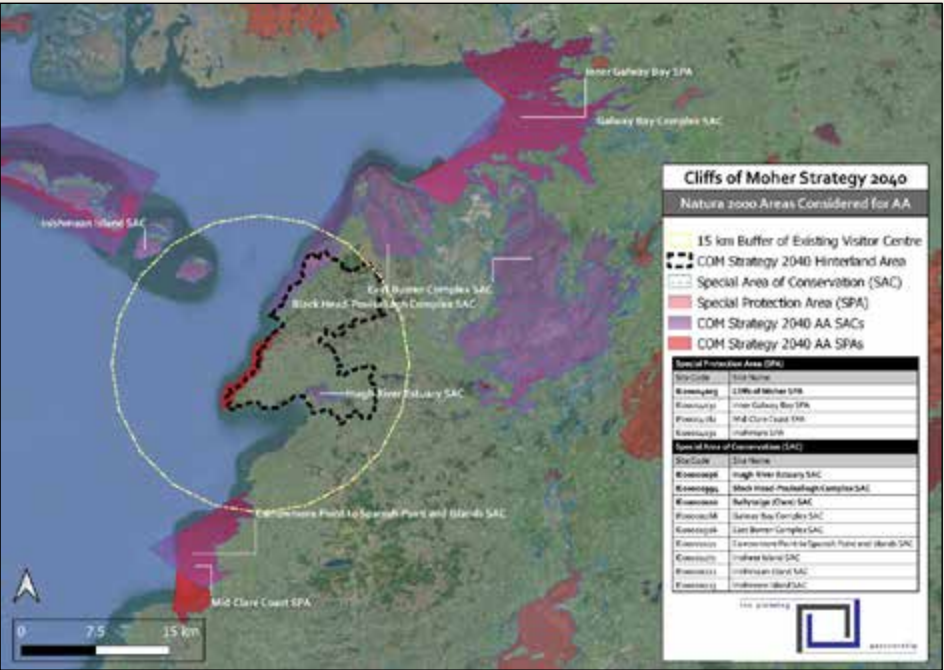
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Appropriate Assessment (AA) is progressing in tandem with the SEA for the *Cliffs of Moher 2040 Strategy* and it is acknowledged that the AA has further considered the potential for indirect links to sites within a 15 km radius of the Cliffs of Moher Experience, as recommended in the Department of Environmental Heritage and Local Government’s (2009) *Appropriate Assessment of Plans and Projects in Ireland. Guidance for Planning Authorities*, as well as certain sites further afield.

The sites considered as part of the AA are illustrated below in Figure 26 and include:

- 8 no. Natura 2000 sites within a 15 km radius of the Cliffs of Moher Visitor Centre, comprising 2 no. SPAs, and 5 no. SACs, as follows:
  - Cliffs of Moher Special Protection Area (SPA 4005) – the proposed project lies partially within the SPA boundary.
  - Black Head-Poulsallagh Complex Special Area of Conservation (SAC 0020) - c.3.4 km from the centre of the proposed project.
  - Inagh River Estuary Special Area of Conservation (SAC 0036) - c.6 km from the centre of the proposed project.
  - Inishkeer Island Special Area of Conservation (SAC 1275) - c.8.5 km offshore from the centre of the proposed project.
  - Ballyteige (Clare) Special Area of Conservation (SAC site code 000994) - c. 9.5 km from the centre of the proposed project.
  - Inishmaan Island Special Area of Conservation (SAC 212) – c. 13.5 km offshore from the centre of the proposed project.
  - Mid Clare Coast Special Protection Area (SPA 4182) – c.14.2 km from the centre of the proposed project.
  - Carrowmore Point to Spanish Point and Islands Special Area of Conservation (SAC 1021) - c.14.2 km from the centre of the proposed project.
- 5 no. Natura 200 sites that are outside the 15 km radius of the Cliffs of Moher Visitor Centre, comprising 2 no. SPAs and 4 no. SACs, as follows:
  - East Burren Complex Special Area of Conservation (SAC 1926) - c.17 km from the centre of the proposed project.
  - Inishmore Island Special Area of Conservation (SAC 213) – c. 17 km offshore from the centre of the proposed project.
  - Inishmore Special protection Area (SPA 4152) – c.17.5 km from the centre of the proposed project.
  - Galway Bay Complex Special Area of Conservation (SAC 00268) - c.24 km from the centre of the proposed project.
  - Galway Bay Special Protection Area (SPA 4031) – c.24 km from the centre of the proposed project.

Figure 26: Natura 2000 Sites Considered for Appropriate Assessment



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4.7.2.1 Cliffs of Moher Special Protection Area SPA (SPA Site Code 4005)

This SPA extends approximately 9.5km along the north Clare coast from Faunmore in the north to just south of Cancregga Point in the south (NPWS, 2015a). The Cliffs of Moher is one of the most important seabird colonies in the country and has been designated as a SPA as it supports nationally important populations of five breeding seabird species namely Northern Fulmar (*Fulmarus glacialis*), Black-legged Kittiwake (*Rissa tridactyla*), Common Guillemot (*Uria aalge*), Razorbill (*Alca torda*) and Puffin (*Fratercula arctica*). The Chough (*Pyrrhocorax pyrrhocora*) is also a special conservation interest. In addition, the site is of special conservation interest for holding an assemblage of over 20,000 breeding seabirds, making it of international importance for breeding seabirds.

Additional species of interest for this site include the Annex I Peregrine (*Falco peregrinus*), Herring Gull (*Larus argentatus*), Great Black-backed Gull (*Larus marinus*) and Shag (*Phalacrocorax aristotelis*).

Conservation objectives are drafted for Natura 2000 sites to set out targets that should be met to achieve favourable conservation status. The following 'First Order' site-specific conservation objectives have been published for the Cliffs of Moher SPA (NPWS, 2022):

*Objective: To maintain or restore the favourable conservation condition of the bird species listed as Special Conservation Interests for this SPA:*

Bird Code	Common Name	Scientific Name
A009	Fulmar	<i>Fulmarus glacialis</i>
A188	Kittiwake	<i>Rissa tridactyla</i>
A199	Guillemot	<i>Uria aalge</i>
A200	Razorbill	<i>Alca torda</i>
A204	Puffin	<i>Fratercula arctica</i>
A346	Chough	<i>Pyrrhocorax pyrrhocorax</i>

Based on the EU Habitats Directive, the conservation status of a species is the sum of the influences acting on the species that may affect the long-term distribution and abundance of its populations. The conservation status will be taken as 'favourable' when:

- the population dynamics data on the species concerned indicate that it is maintaining itself on a long-term basis as a viable component of its natural habitats; and
- the natural range of the species is neither being reduced nor is likely to be reduced for the foreseeable future; and
- there is, and will probably continue to be, a sufficiently large habitat to maintain its populations on a long-term basis.

Reporting on the status of Ireland's seabirds, based on monitoring data, is an obligation under Article 12 of the EU Bird's Directive. The latest reporting (Cummins et al. 2019) provides species trends for the long-term period (1985/87-2015/18) and the short-term period (1998/2002-2015/2018), as well as site-specific trends for the Cliffs of Moher per Table 9 below.

Table 9: Short-term, long-term and site-specific trends regarding the populations of five of the protected breeding seabird species supported at the Cliffs of Moher SPA.

	National Short-term trend (1998/2002-2015/18)	National Long-term trend (1985/87-2015/18)	Site-specific trend – Cliffs of Moher <sup>a</sup>
Northern Fulmar	0	+68	+36
Black-legged Kittiwake	-32	-35	-48.3
Common Guillemot	+28	+72	+75
Razorbill	+23	+45	-48
Puffin	Unknown	Unknown	Unknown

Available information for Chough is more limited than for seabirds. The most recent national Chough survey of 2021 recorded 899 breeding pairs (some 65% of the north-western European population), with the population in County Clare having seen a decline of around 23% in breeding pairs.

Since 2021, the Clare County Council has commissioned a series of annual bird surveys and reports, as follows:

- Seabird Census & Productivity Monitoring Results 2021 (Birdwatch Ireland, October 2021)
- The distribution of the Red-billed Chough *Pyrrhocorax pyrrhocorax* and Peregrine *Falco peregrinus* at the Cliffs of Moher, Co. Clare, April 2021 to March 2022 (Birdwatch Ireland, April 2022)
- Seabird Census & Productivity Monitoring Results 2022 (Birdwatch Ireland, October 2022)
- The distribution of the Red-billed Chough *Pyrrhocorax pyrrhocorax* and Peregrine *Falco peregrinus* at the Cliffs of Moher, Co. Clare, April 2022 to March 2023 (Birdwatch Ireland, April 2023)
- Cliffs of Moher Breeding Bird Survey 2023 (Limosa Environmental, July 2023)
- The breeding distribution of the Red-billed Chough *Pyrrhocorax pyrrhocorax* and Peregrine *Falco peregrinus* at the Cliffs of Moher, Co. Clare, April to September 2023 (Draft: Birdwatch Ireland, January 2024)

The latest data from the above reports indicate the following baseline as at end-2023:

- A peak of 12 breeding pairs of Chough was recorded at the Cliffs of Moher SPA in 2002/03. Numbers have since declined, with seven breeding pairs confirmed in 2009 and four such pairs confirmed within the SPA during 2023.
- Regarding Peregrine, the low productivity recorded in 2023 and the 50% decline in nesting pair numbers within the Cliffs of Moher SPA between 2009 and 2023 is of concern.
- The Breeding Bird Survey recorded a total of 19 terrestrial breeding bird species, with the assemblage dominated by Skylark and Meadow Pipit, which are amber and red-listed respectively on the latest list of birds of conservation concern in Ireland (Gilbert, 2021).

A programme of ongoing surveys is being maintained as part of the monitoring of effects of the Cliffs of Moher Experience and annual reports will continue to be produced.



4.7.2.2 Inagh River Estuary Special Area of Conservation (SAC site code 000036)

The Inagh River Estuary is an estuarine channel that flows westwards to the sea from Ennistymon, in the south-west of Co. Clare (NPWS, 2013). This SAC therefore lies in the south of the SEA study area. The SAC includes the estuaries of both the Inagh and Dealagh Rivers and is some 391 ha in size. A range of habitats occurs within the SAC, from coastal sand dunes, estuarine channels and associated saltmarsh habitat, to freshwater and terrestrial habitats further inland. Two small areas of deciduous woodland are found further inland towards Ennistymon - a wet woodland and a narrow band of dry deciduous woodland (NPWS, 2013). Sand dune systems occur on both sides of the mouth of the Inagh Estuary. The most extensive area of sand dune occurs on the southern side of the estuary, overlying a sand spit that partially encloses the estuary (Ryle et al., 2009).

The site is a SAC for five saltmarsh and dune habitats listed on Annex I of the EU Habitats Directive including one (Fixed dunes) that is a priority habitat (NPWS, 2017a,b).

Site-specific conservation objectives for Inagh River Estuary SAC were published in 2017 (NPWS, 2017a). NPWS (2017b) provides supporting information for coastal habitats (saltmarsh and dune habitats) with an overall objective to 'restore the habitats to *'favourable conservation condition'* as the habitats are considered to be in unfavourable condition (see Table 10 for further details).

The conservation objectives are detailed, and several attributes are used to define the features that should be restored to favourable conservation condition. The conservation objectives documents are freely available on [www.npws.ie](http://www.npws.ie) and should be examined as part of any future ecological assessments for the *Cliffs of Moher 2040 Strategy*.

4.7.2.3 Black Head-Poulsallagh Complex Special Area of Conservation (SAC site code 000020)

The Black Head-Poulsallagh Complex encompasses terrestrial, coastal and marine habitats. Largely outside of the hinterland area, the SAC extends south as far as Doolin and, as such, overlaps the hinterland area.

The SAC encompasses a range of rocky Burren habitats from coastal, glacially planed limestone pavements to high level heaths (NPWS, 2015b). The Caher River, the only river found in the high Burren, and Fanore dunes, one of the best dune systems in Clare, are included within the site. The shoreline, littoral and sublittoral areas are also interesting because of the rock type, physical exposure, and flora and fauna communities. The site is selected as a Special Area of Conservation (SAC) for 12 habitats listed on Annex I of the E.U. Habitats Directive. Due to the presence of fine examples of Burren habitats, the site is of international scientific interest. The limestone pavement and heath and the marine component are particularly noteworthy, while the plant communities contain a high density of rare and interesting species (NPWS, 2015b).

Site-specific conservation objectives for Black Head-Poulsallagh Complex SAC were published in 2014 (NPWS, 2014a). NPWS (2014 b & c) provides supporting information for coastal and marine habitats respectively with an overall objective to 'maintain habitats in *'favourable conservation condition'* (see Table 10 for further details).

The conservation objectives are detailed and several attributes are used to define the features that should be restored to favourable conservation condition. The conservation objectives documents are freely available on [www.npws.ie](http://www.npws.ie) and must be examined as part of any future ecological assessments for the *Cliffs of Moher 2040 Strategy*.

4.7.2.4 Ballyteige (Clare) Special Area of Conservation (SAC site code 000994)

This site is located 2km west of Lisdoonvarna, Co. Clare in the north-east of the hinterland area. The site lies over Upper Carboniferous shales and adjoins the boundary of these geological strata with the Lower Carboniferous limestone series which constitute the bulk of the Burren region. The site consists of wet meadow and heath which have been managed in a traditional way for hay making. *Molinia* meadows, a habitat listed on Annex I of the E.U. Habitats Directive, is well represented at the site and forms the qualifying interest for the SAC. The lands along the eastern perimeter contain associations of plants typical of wet meadows and are very rich in species. Wet flushes also occur throughout the area. The site is state owned and managed as a nature reserve.

Site-specific conservation objectives for Ballyteige (Clare) SAC were published in 2021 (NPWS, 2021). NPWS documents (NPWS, 2013; NPWS, 2018) provide supporting information for grassland habitats with an overall objective to 'restore the favourable conservation condition of *Molinia* meadows on calcareous, peaty or clayey-silt-laden soils (*Molinia caerulea*) in Ballyteige (Clare) SAC (see Table 10 for further details).

The conservation objectives are detailed, and several attributes are used to define the features that should be restored to favourable conservation condition. The conservation objectives documents are freely available on [www.npws.ie](http://www.npws.ie) and must be examined as part of any future ecological assessments for the Cliffs of Moher 2040 Strategy.

Favourable conservation status of a habitat is achieved when:

- its natural range, and area it covers within that range, are stable or increasing, and
- the specific structure and functions which are necessary for its long-term maintenance exist and are likely to continue to exist for the foreseeable future,
- and the conservation status of its typical species is favourable.

Table 10: SACs that lie within or overlap the hinterland area and their qualifying interests (\*priority habitat)

NOTE: The table also shows each habitat’s current site conservation status (where known) and the over-arching conservation objective.

	National status of habitat (after NPWS, 2019)	Site conservation status (where known)	Over-arching conservation objective
Ballyteige (Clare) SAC 000994			
[6410] <i>Molinia</i> Meadows	Bad (deteriorating)	Unfavourable (bad) (Martin et al. 2018)	Restore the favourable conservation condition of <i>Molinia</i> meadows on calcareous, peaty or clayey-silt-laden soils ( <i>Molinia caerulea</i> ) (NPWS, 2021)

	National status of habitat (after NPWS, 2019)	Site conservation status (where known)	Over-arching conservation objective
Inagh River Estuary SAC 000036			
[1310] Salicornia and other annuals colonizing mud and sand	Favourable (stable)	Unfavourable (Bad) (McCorry, 2007)	Restore favourable conservation condition (NPWS, 2017b)
[1330] Atlantic salt meadows (Glauco-Puccinellietalia maritimae)	Inadequate (deteriorating)	Unfavourable (Bad) (McCorry, 2007)	Restore favourable conservation condition (NPWS, 2017b)
[1410] Mediterranean salt meadows ( <i>Juncetalia maritimi</i> )	Inadequate (deteriorating)	Unfavourable (Inadequate) (McCorry, 2007)	Restore favourable conservation condition (NPWS, 2017b)
[2120] Shifting dunes along the shoreline with <i>Ammophila arenaria</i> (white dunes)	Inadequate (stable)	Unknown	Restore favourable conservation condition (NPWS, 2017b)
[2130] Fixed coastal dunes with herbaceous vegetation (grey dunes)*	Bad (deteriorating)	Unfavourable (Bad) (Ryle et al. 2009)	Restore favourable conservation condition (NPWS, 2017b)
Black Head-Poulsallagh Complex SAC 000020			
[1170] Reefs	Inadequate (stable)	Unknown	Maintain favourable status (NPWS, 2014a)
[1220] Perennial vegetation of stony banks	Inadequate (stable)	Favourable (stable) (Delaney et al. 2013)	Maintain favourable status (NPWS, 2014b)
[1395] Petalwort ( <i>Petalophyllum ralfsii</i> )	Favourable (stable)	Unknown	Maintain favourable status (NPWS, 2014a)
[3260] Water courses of plain to montane levels with the <i>Ranunculon fluitantis</i> and <i>Callitricho-Batrachion</i> vegetation	Inadequate (deteriorating)	Unknown	Maintain favourable status (NPWS, 2014a)
[4060] Alpine and Boreal heaths	Bad (unchanged)	Favourable (based on results from three sites surveyed within the	Maintain favourable status (NPWS, 2014a)

	National status of habitat (after NPWS, 2019)	Site conservation status (where known)	Over-arching conservation objective
		SAC (Wilson et al. 21013)	
[5130] <i>Juniperus communis</i> formations on heaths or calcareous grasslands	Bad (unchanged)	Good (Cooper et a. 2012)	Maintain favourable status (NPWS, 2014a)
[6210] Semi-natural dry grasslands and scrubland facies on calcareous substrates ( <i>Festuco Brometalia</i> ) (*important orchid sites)*	Bad (deteriorating)	Unfavourable (inadequate) (based on results from three sites surveyed within the SAC (Wilson et al. 21013)	Maintain favourable status (NPWS, 2014a)
[6510] Lowland hay meadows ( <i>Alopecurus pratensis</i> , <i>Sanguisorba officinalis</i> )	Bad (deteriorating)	Unknown	Maintain favourable status (NPWS, 2014a)
[7220] Petrifying springs with tufa formation ( <i>Cratoneurion</i> )*	Inadequate (deteriorating)	Unknown	Maintain favourable status (NPWS, 2014a)
[8240] Limestone pavements*	Inadequate (stable)	Favourable (based on results from three sites surveyed within the SAC (Wilson et al. 21013)	Maintain favourable status (NPWS, 2014a)
[8330] Submerged or partly submerged sea caves	Favourable (stable)	Unknown	Maintain favourable status (NPWS, 2014a)

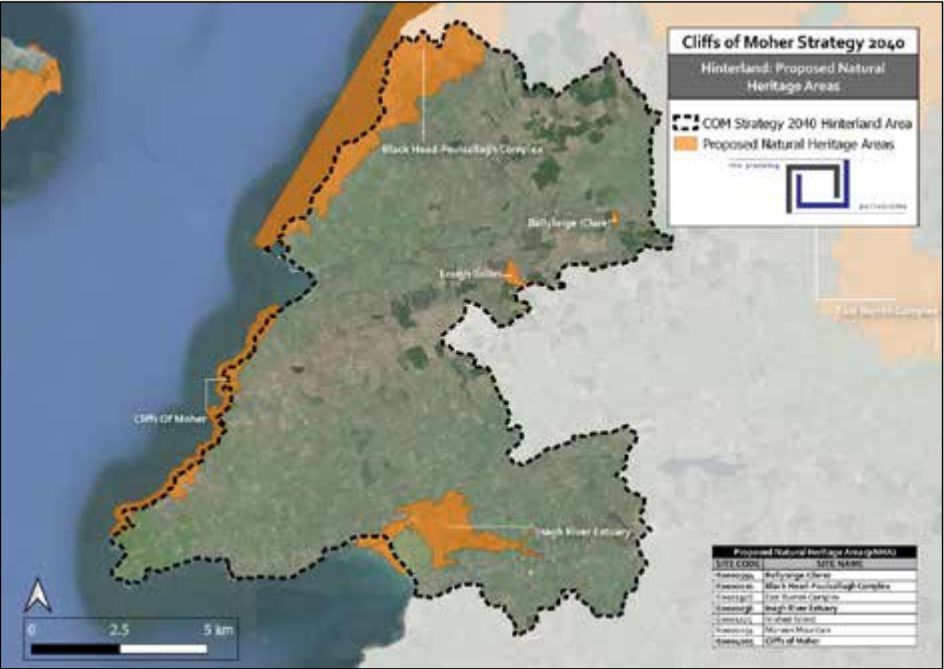
4.7.3 Natural Heritage Area (NHA) and Other Designations for Wildlife/Nature Conservation

The basic national designation for wildlife in the Republic of Ireland is the Natural Heritage Area (NHA). This is an area considered important for the habitats present or which holds species of plants and animals whose habitat needs protection. No NHA sites occur within the SEA study area. In addition, there are 630 proposed NHAs (pNHAs), which were published on a non-statutory basis in 1995 but have not since been statutorily proposed or designated. These sites are of significance for wildlife and habitats.

Figure 27 below shows the location of proposed NHAs in relation to the *Cliffs of Moher 2040 Strategy*, as follows:

- Cliffs of Moher pNHA (Site Code 000026),
- Inagh River Estuary pNHA (Site Code 000036),
- Black Head-Poulsallagh pNHA (Site Code 000020),
- Ballyteigue (Clare) pNHA (Site Code 000994),
- Lough Goller pNHA (Site Code 000048),
- Caherkinallia Wood pNHA (Site Code 001024).

Figure 27: Cliffs of Moher pNHA, Inagh River Estuary pNHA and Black Head-Poulsallagh Complex pNHA



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4.7.3.1 Burren and Cliffs of Moher UNESCO-designated Geopark

Since 2011, the Cliffs of Moher have formed a part of the Burren and Cliffs of Moher UNESCO-designated Geopark. Over 530 sq. km in size, the Burren and Cliffs of Moher Geopark offers a diversity of habitats and landscapes that are striking, unique and conservation worthy. (See Figure 28).

Figure 28: Burren and Cliffs of Moher Geopark



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4.7.4 Potential for other rare/protected flora and faunal species

Online databases of the National Biodiversity Data Centre (NBDC) were reviewed to identify any rare or protected flora and fauna species (flowering plants, mosses, bryophytes, liverworts, terrestrial mammals and birds) recorded previously within the relevant national 10 km squares pertinent to the study area (squares Ro8, Rog, R19). The results of this review are shown in Tables 11-13.

While no flowering plants listed in the red list (Wyse-Jackson et al. 2016) or on the Flora Protection Order (2022) are identified here, further records may be available where necessary from the Botanical Society of Britain and Ireland (BSBI).

A checklist of rare or protected flora (flowering plants, liverworts, bryophytes, mosses) previously recorded within 10km grid squares Ro8, Rog and E19 that cover the study area is presented in Table 11 below. Ireland Red List criteria follow the standards of the International Union for Conservation of Nature (2001) and are as follows:

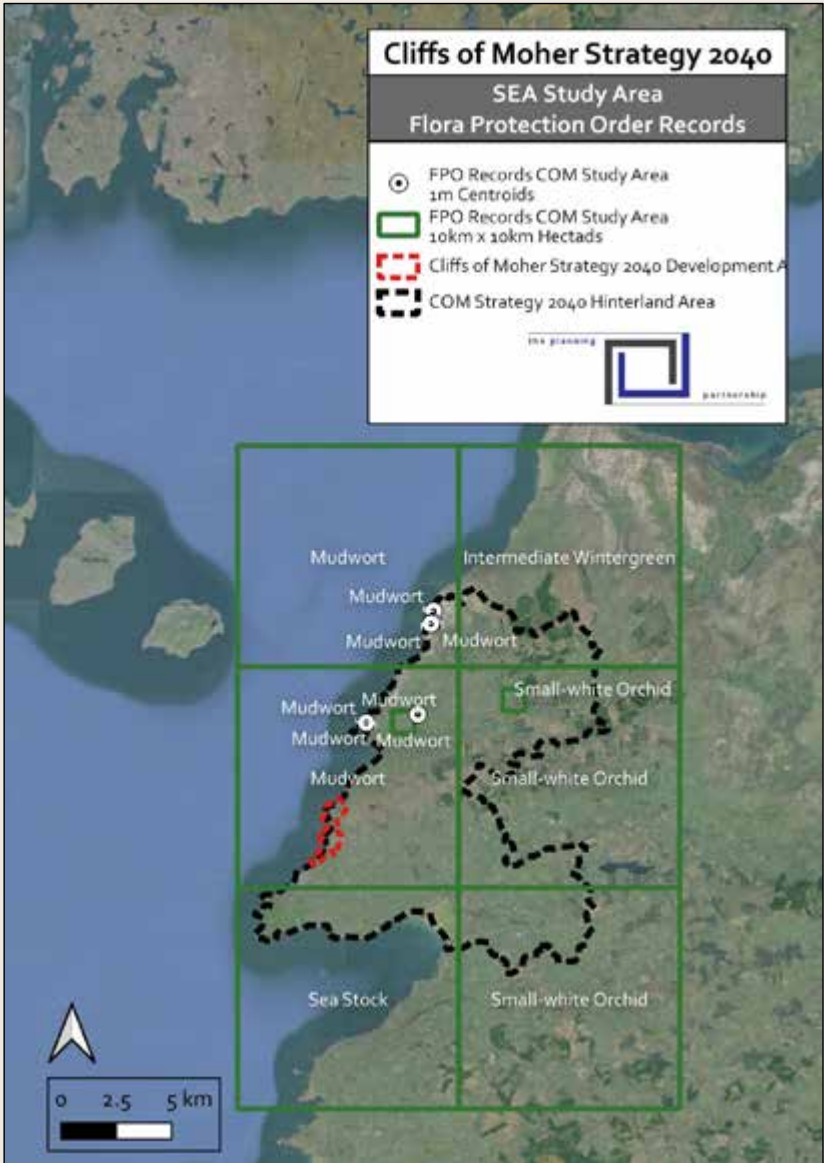
- RE – Regionally extinct;
- CR – Critically extinct;
- EN – Endangered;
- VU – Vulnerable;
- NT – Near Threatened;
- LC – Least Concern.

In Table 12, entries under the EU BD heading indicate that those species are listed as Annex I species in the Birds Directive i.e. these are species which must be the subject of special conservation measures. Entries under the BoCCI heading relate to the *Birds of Conservation Concern in Ireland 2014–2019* survey, the third assessment of the status of all regularly occurring birds on the island of Ireland. The assessment uses a traffic light system – R= Red, A = Amber, G = Green – to indicate the level of threat the species is under.

In Table 14, entries under the EU HD heading indicate the relevant annex of the Habitats Directive that those species have been designated under The Wildlife Act, 2000 heading refers to species protected under national legislation by the Wildlife Act, 1976 and the Wildlife (Amendment) Act, 2000. Ireland Red List criteria are the same as for the rare or protected flora listed in Table 11.

Figure 29 illustrates the latest data obtained from the NPWS regarding applicable Flora Protection Order records relevant to the SEA study area. This highlights possible locations of Small-white Orchid (*Leucorchis albida* L.) and Mudwort (*Limosella aquatica* L.) neither of which is recorded as 'Sensitive':

Figure 29: Flora Protection Order Grids



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Table 11: Checklist of rare or protected flora (flowering plants, liverworts, bryophytes, mosses) previously recorded within 10km grid squares Ro8, Ro9 and E19 that cover the study area.

Taxonomic Grouping/Species	EU HD	FPO	Red List
Mosses			
Blunt-fruited Pottia ( <i>Tortula modica</i> )			VU
Tall Aloe-moss ( <i>Aloina ambigua</i> )			EN
Clint Crisp-moss ( <i>Tortella densa</i> )			NT
Large White-moss ( <i>Leucobryum glaucum</i> )	I (V)		
Liverworts			
Dumortier's Liverwort ( <i>Dumortiera irsute</i> )			NT

Table 12: Checklist of rare or protected bird species previously recorded within 10km grid squares Ro8, Ro9 and E19 that cover the study area.

Species common name	Latin name	EU BD	BoCCI
Arctic Tern	<i>Sterna paradisaea</i>	I	A
Atlantic Puffin	<i>Fratercula arctica</i>		A
Barn Owl	<i>Tyto alba</i>		R
Barn Swallow	<i>Hirundo rustica</i>		A
Bar-tailed Godwit	<i>Limosa lapponica</i>	I	A
Black Guillemot	<i>Cepphus grylle</i>		A
Black-headed Gull	<i>Larus ridibundus</i>		R
Black-legged Kittiwake	<i>Rissa tridactyla</i>		A
Black-tailed Godwit	<i>Limosa limosa</i>		A
Black-throated Diver	<i>Gavia arctica</i>		A
Light-bellied Brent Goose	<i>Branta bernicla hrota</i>		A
Coot	<i>Fulica atra</i>		A
Common Eider	<i>Somateria mollissima</i>		A
Common Grasshopper Warbler	<i>Locustella naevia</i>		A
Common Greenshank	<i>Tringa nebularia</i>		A
Common Guillemot	<i>Uria aalge</i>		A
Common Kestrel	<i>Falco tinnunculus</i>		A
Common Kingfisher	<i>Alcedo atthis</i>	I	A
Common Linnet	<i>Carduelis cannabina</i>		A
Common Pochard	<i>Aythya ferina</i>		A
Common Quail	<i>Coturnix</i>		R
Common Redshank	<i>Tringa totanus</i>		R
Common Sandpiper	<i>Actitis hypoleucos</i>		A
Common Scoter	<i>Melanitta nigra</i>		R
Common Shelduck	<i>Tadorna tadorna</i>		A
Common Snipe	<i>Gallinago gallinago</i>		A
Common Starling	<i>Sturnus vulgaris</i>		A
Common Swift	<i>Apus</i>		A
Common Tern	<i>Sterna hirundo</i>	I	A
Corn Crane	<i>Crex</i>		R
Dunlin	<i>Calidris alpina</i>		A

Species common name	Latin name	EU BD	BoCCI
Eurasian Curlew	<i>Numenius arquata</i>		R
Eurasian Oystercatcher	<i>Haematopus ostralegus</i>		A
Eurasian Teal	<i>Anas crecca</i>		A
Eurasian Tree Sparrow	<i>Passer montanus</i>		A
Eurasian Wigeon	<i>Anas penelope</i>		A
Eurasian Woodcock	<i>Scolopax rusticola</i>		A
European Golden Plover	<i>Pluvialis apricaria</i>		R
European Shag	<i>Phalacrocorax aristotelis</i>		A
Gadwall	<i>Anas strepera</i>		A
Goosander	<i>Mergus merganser</i>		A
Great Black-backed Gull	<i>Larus marinus</i>		A
Great Cormorant	<i>Phalacrocorax carbo</i>		A
Great Crested Grebe	<i>Podiceps cristatus</i>		A
Great Northern Diver	<i>Gavia immer</i>	I	
Greater Scaup	<i>Aythya marila</i>		A
Greenland White-fronted Goose	<i>Anser albifrons flavirostris</i>	I	A
Grey Plover	<i>Pluvialis squatarola</i>		A
Greylag Goose	<i>Anser anser</i>		A
Hen Harrier	<i>Circus cyaneus</i>	I	A
Herring Gull	<i>Larus argentatus</i>		R
House Martin	<i>Delichon urbicum</i>		A
House Sparrow	<i>Passer domesticus</i>		A
Jack Snipe	<i>Lymnocyptes minimus</i>		A
Leach's Storm-petrel	<i>Oceanodroma leucorhoa</i>		A
Lesser Black-backed Gull	<i>Larus fuscus</i>		A
Little Egret	<i>Egretta garzetta</i>	I	
Little Grebe	<i>Tachybaptus ruficollis</i>		A
Little Gull	<i>Larus minutus</i>		
Manx Shearwater	<i>Puffinus puffinus</i>		A
Mediterranean Gull	<i>Larus melanocephalus</i>		A
Merlin	<i>Falco columbarius</i>	I	A
Mew Gull	<i>Larus canus</i>		A
Mute Swan	<i>Cygnus olor</i>		A
Northern Gannet	<i>Morus bassanus</i>		A
Northern Lapwing	<i>Vanellus vanellus</i>		R
Northern Wheatear	<i>Oenanthe oenanthe</i>		A
Peregrine Falcon	<i>Falco peregrinus</i>	I	
Razorbill	<i>Alca torda</i>		A
Red Knot	<i>Calidris canutus</i>		R
Red-billed Chough	<i>Pyrrhocorax pyrrhocorax</i>		A
Red-throated Diver	<i>Gavia stellata</i>		A
Ringed Plover	<i>Charadrius hiaticula</i>		A
Sand Martin	<i>Riparia</i>		A
Sandwich Tern	<i>Sterna sandvicensis</i>	I	A
Skylark	<i>Alauda arvensis</i>		A
Stock Dove	<i>Columba oenas</i>		A

Species common name	Latin name	EU BD	BoCCI
Stonechat	Saxicola torquata		A
Tufted Duck	Aythya fuligula		A
Water Rail	Rallus aquaticus		A
Whinchat	Saxicola rubetra		A
Whooper Swan	Cygnus	I	A
Yellowhammer	Emberiza citrinella		R

Table 13: Checklist of rare or protected terrestrial mammal species previously recorded within 10km grid squares Ro8, Ro9 and E19 that cover the study area.

Mammals	EU HD	Wildlife Act, 2000	Red List
<b>Insectivora</b>			
Pygmy shrew Sorex minutus		✓	LC
<b>Chiroptera</b>			
Soprano pipistrelle Pipistrellus pygmaeus	IV	✓	LC
Brown long-eared bat Plecotus auritus	IV	✓	LC
Daubenton’s Bat Myotis daubentonii	IV	✓	LC
<b>Lagomorpha</b>			
Irish Hare Lepus timidus hibernicus	V	✓	LC
<b>Rodentia</b>			
Red Squirrel Sciurus vulgaris		✓	LC
<b>Carnivora</b>			
Badger Meles meles		✓	LC
Irish Stoat Mustela erminea hibernica		✓	LC
Pine Marten Martes martes	IV	✓	LC
Otter Lutra lutra	II & IV	✓	LC
<b>Amphibians</b>			
Smooth newt Triturus vulgaris		✓	LC
Common Frog Rana temporaria	V	✓	LC
<b>Reptiles</b>			
Common lizard Lacerta vivipara		✓	LC

4.7.5 Habitat Survey and Mapping of the Cliffs of Moher Development Area

The area identified as the core Cliffs of Moher Development Area for the purposes of the *Cliffs of Moher 2040 Strategy* was subject to habitat surveys in July 2020 and May 2023. The surveys were aimed at informing the Ecological Impact Assessment (EclA) of the development proposals to be generated by the Strategy and the incorporated Site Masterplan. Most of the lands surveyed are within the Cliffs of Moher Special Protection Area (Site code no. 004005), which extends to cover a band of approximately 1km in width along the cliffs. A narrower band is also covered by the Cliffs of Moher proposed Natural Heritage Area (site code no. 000026).

Details of the species composition, extent and condition of each habitat type within the study area is presented below while the distribution of habitats is shown in Figure 30.

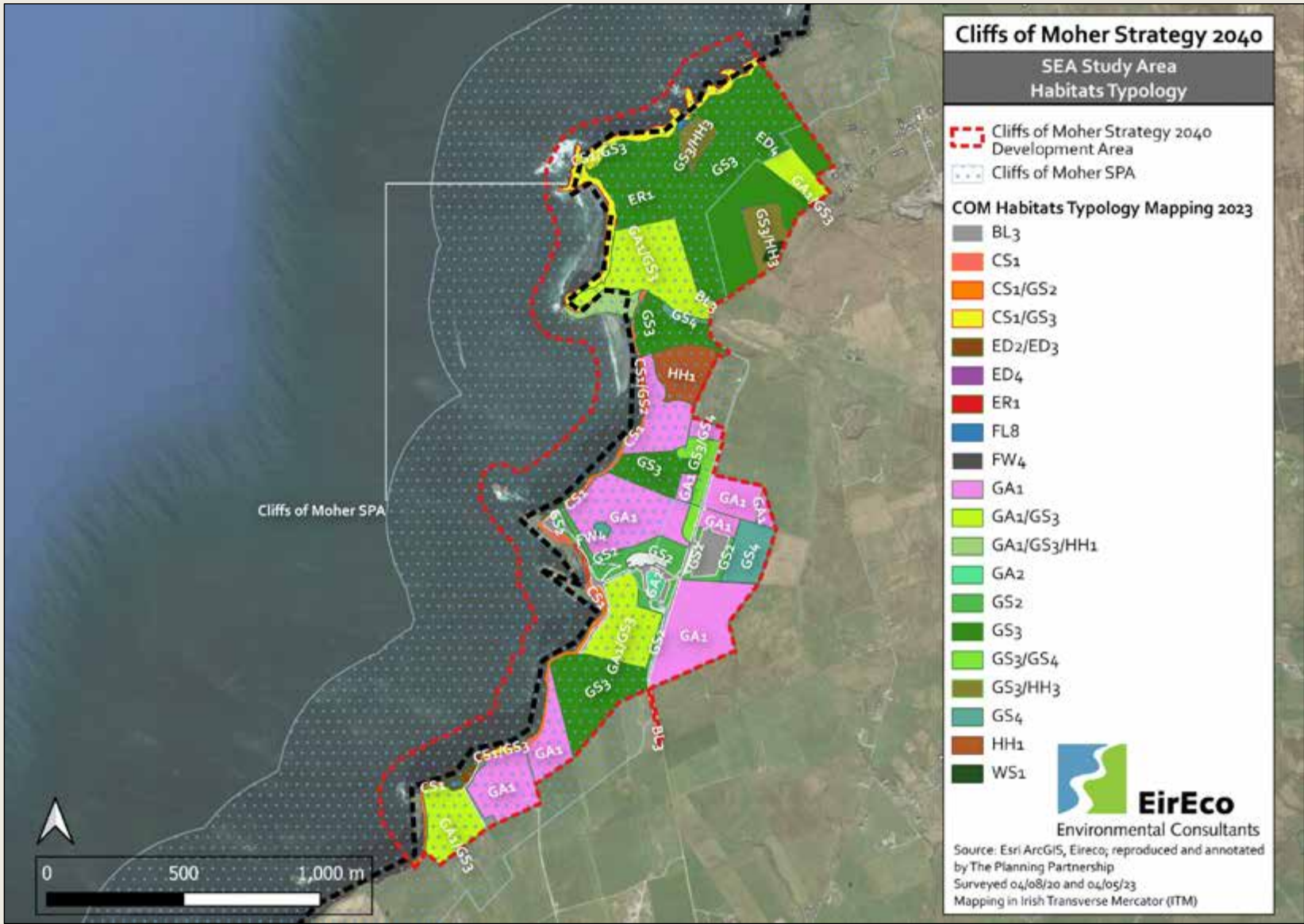
The principal habitat types within the study area are grasslands, which vary from an ungrazed fringe along the cliff top to improved agricultural grasslands on the landward side of the existing fence line bordering the cliff pathway. There are some areas of dry siliceous heath associated with shallow soils and small areas of exposed siliceous rock, along with localised areas of bare ground / recolonising bare ground associated with the cliff top pathway and the area around an old quarry in the south of the study area. To the north, there are areas of wet heath intermediate with dry-humid acid grassland. The habitats recorded are listed in Table 14 below, which also identifies their affinity to Annex I habitat types listed under the EU Habitats Directive.

Table 14: Principal Habitat Types within Cliffs of Moher Development Area

Heritage Council	Habitat	Habitat Code	Affinities to Annex I Habitats under the EU Habitats Directive	Natura 2000 Code
Improved agricultural grassland		GA1	None	
Amenity grassland		GA2	None	
Dry meadows and grassy verges		GS2	Lowland hay meadows ( <i>Alopecurus pratensis</i> , <i>Sanguisorba officinalis</i> )	6510
Dry-humid acid grassland		GS3	Species rich <i>Nardus</i> grasslands on siliceous substrates in mountain areas	6230
Wet grassland		GS4	Mollinia meadows on calcareous, peaty or clayey-silt laden soils	6410
Dry siliceous heath		HH1	European dry heaths	4030
Wet heath		HH3	Northern Atlantic wet heaths with <i>Erica tetralix</i>	4010
Exposed siliceous rock		ER1	Siliceous rocky slopes with chasmophytic vegetation	8220
Drainage ditches		FW4	None	
Artificial lakes and ponds		FL8	None	
Rocky sea cliffs		CS1	Vegetated sea cliffs of the Atlantic and Baltic coasts	1230
Stone walls		BL1	None	
Buildings and artificial surfaces		BL3	None	
Spoil and bare ground		ED2	None	
Recolonizing bare ground		ED3	None	

Source: EirEco (2020, 2023)

Figure 30: Habitat Survey Map



Source: Esri ArcGIS, EirEco (2020, 2023); reproduced and annotated reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

As noted, the principal habitat types within the study area at the Cliffs of Moher are grasslands, which vary from an ungrazed fringe along the cliff top (conforming to the Annex I listed habitat Vegetated Sea Cliffs of the Atlantic and Baltic coasts), to improved agricultural grasslands on the landward side of the fence line bordering the cliff pathway. The semi-natural grassland habitat along the cliff top provides the preferred foraging habitat for chough, one of the principle special conservation interests for the Cliffs of Moher SPA. This habitat has however been subject to considerable erosion along the cliff top pathway with the result that there are now large areas of bare ground / recolonising bare ground (very extensive area around the old quarry in the south of the study area at Slievenageeragh).

Dry Siliceous Heath forms a mosaic with either Rocky Seacliff vegetation or Dry-humid acid grasslands on areas of shallow soil, with a large area of dry heath occurring in the north of the study area associated with small outcrops of exposed siliceous rock. This conforms to the Annex I European Dry Heath habitat and provides important foraging habitat for chough. The fields on the landward side of the cliff path support either improved agricultural grasslands, dry / humid acid grasslands or a gradation between the two.

Near the existing Cliffs of Moher Visitor Centre, sections of cliff top vegetation that has re-established following the set-back of the pathway from the cliff top, has developed into a poor-quality Dry meadow and Grassy verge habitat supporting a range of perennial broad-leaved species typical of neglected grasslands, which does not provide suitable foraging habitat for chough. Similarly, the grasslands around the Visitor Centre have developed into a Dry meadow and Grassy Verge vegetation which is heavily thatched and also unsuitable for foraging by chough.

The proposed setting back of the cliff top pathway from the cliff edge will allow for the rehabilitation of the Rocky Sea Cliff vegetation community which will provide a significant positive impact for both the habitat and its suitability for foraging by chough subject to suitable management. The incorporation of the agricultural grasslands to the north of the visitor centre provides a valuable opportunity to enhance its biological diversity through a combined approach of specific interventions and hands-off re-wilding. The environmental conditions will determine the development of vegetation communities and habitats. Principle amongst these is the level of exposure which will be influenced by proximity to the cliff edge and topography. Soil depth and the occurrence of grazing stock will also be paramount factors.

The rehabilitation and subsequent management of the cliff top vegetation will however, require sensitive appropriate design and adherence to some key principles in order to optimise its ecological benefits and suitability as foraging habitat for chough as follows:

- Re-instatement of the eroded pathway should aim to establish a suitable suite of maritime species typical of the sea cliff habitat. Due to compaction of the ground along the line of the existing pathway, ground preparation may be required to loosen the soil to enable root penetration. The use of sods salvaged from construction areas may be feasible dependant on the species composition of the vegetation at the donor sites. Where sods are found to be unsuitable, sowing the lightly tilled bare soil with red fescue seed (from native sources only) will enable rapid re-vegetating of the bare ground thereby providing stability from wind and water erosion. Soils should not be imported to this area, which would result in the introduction of additional nutrients and weed seeds as has occurred in the vicinity of the trail between the visitor centre and O'Brien's Tower.
- The management of the coastal strip which will exist on the seaward side of the realigned Visitor Experience pathway will require some level of grazing. In the absence of grazing, the vegetation becomes rank and thatched thereby limiting its value as foraging habitat for chough, one of the key special conservation interests for the Cliffs of Moher SPA. This is pertinent also to the lands around the visitor centre which have formed a dense thatch of vegetation rendering them unsuitable as foraging habitat for choughs and also

limiting their botanical diversity by excluding annual species from the sward. The most suitable grazing regime would be achieved by the use of a small flock of hardy sheep such as Soay descended from a population of feral sheep on the island of Soay in the St Kilda Archipelago, in the Western Isles of Scotland. This hardy and sure-footed animal would be welladapted to the prevailing conditions at the Cliffs of Moher, as well as providing an additional interest to visitors.

- The rehabilitation and subsequent management of the cliff top vegetation will require specialist ecological input and oversight.

#### 4.7.6 Key Issues or Threats

- Impact on Special Conservation Interests (SCIs) of Cliffs of Moher SPA of construction activities and post-implementation operational activities.
- Impact on Qualifying Interests/Special Conservation Interests of Cliffs of Moher pNHA of construction activities and post-implementation operational activities.
- Impact on non-designated habitats (loss of biodiversity) within expanded Cliffs of Moher Experience Development Area.
- Habitat loss or fragmentation.
- Habitat alteration or deterioration, including altered structure and function.
- Disturbance or displacement of species or changes to their abundance and distribution.
- Loss or damage to species' habitats, including breeding sites, roosting or resting areas, feeding areas, wintering sites and commuting or migratory routes.
- Introduction or expansion of barriers to movement or to natural processes of habitats.
- Introduction or spread of invasive species.

#### 4.7.7 Opportunities Identified

- Development of new secure and sustainable pathways for visitors and walkers will enable better protected habitats, lead to lower disturbance to cliff-dwelling species such as seabirds, Chough and Peregrine, and will aid in the restoration of favourable conservation condition of the Special Conservation Interests of the Cliffs of Moher SPA.
- Securing expanded land area (lands) permits improved habitat management and implementation of measures to restore habitats and reconstitute biodiversity.
- Implementation of Habitats Management Plan leads to reduction in number of invasive species.
- Implementation of a Visitor Management Plan leads to a greater understanding on the part of visitors of the uniqueness and sensitivity of natural environment of the Cliffs of Moher Development Area and results in improved on-site visitor conduct.



4.8 LAND

The issue of Land has been identified as an SEA Topic to be included in SEA based on EU Directive 2014/52/EU of the European Parliament and of the Council of 16 April 2014 amending Directive 2011/92/EU on the assessment of the effects of certain public and private projects on the environment, as reflected in the guidance contained in the Guidelines on the Information to be Contained in Environmental Impact Reports (EPA, May 2022).

4.8.1 Settlement Pattern

4.8.1.1 The Local Towns

Ennistymon is a 'market town' and the principal town of North Clare. The town is known for its old traditional shop fronts and the lively "craic" to be had in the pubs. Ennistymon is situated on the River Cullenagh, which at this point passes over the famous 'Falls'.

Lahinch is a small town on Liscannor Bay. As a seaside resort, it has become a popular surfing location. Bird watchers enjoy exploring the marshes north of the town that are home to a wide variety of terrestrial, freshwater and marine birds. Lahinch is also renowned for the 18-hole championship courses, Lahinch Golf Course and Lahinch Castle Golf Course.

The coastal village of Liscannor is situated at the end of Liscannor Bay. One of the most renowned aspects of Liscannor is its beautiful and distinctive flagstone, which is called Liscannor Stone. The stone is a popular choice for houses, walls, flooring, paving and roofs.

Located on the edge of the historic Burren, Doolin is a coastal village within the West Clare Gaeltacht area and a noted centre of traditional Irish music, which is played nightly in its pubs, making it a popular tourist destination.

Once a fishing village, Doolin is also popular as a departure point for the Aran Islands Ferry, and Cliffs of Moher Cruises. Doolin pier is situated close to the geological boundary between the limestones which make up most of the Burren and the sandstones and shales which dominate the south and west of County Clare.

The small town of Lisdoonvarna has attracted visitors over many centuries to the waters that flow from springs in the Clare Shale for their curative properties, and is famous for its music and festivals, including the Burren Slow Food Festival. Europe's biggest singles festival, the 'Lisdoonvarna Matchmaking Festival', which is over 160 years old, takes place every September.

4.8.1.2 Rural Settlement Pattern

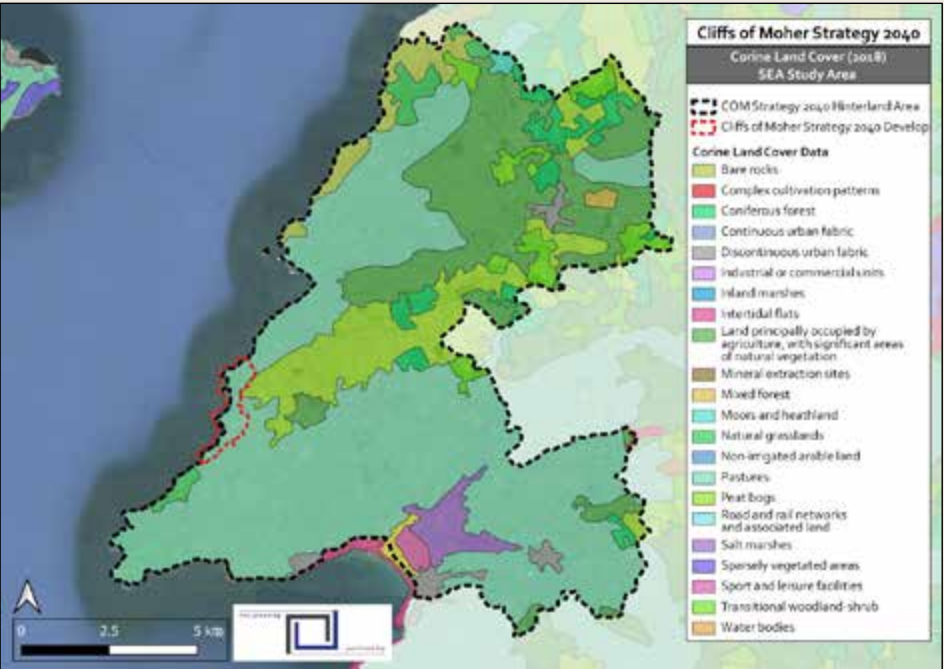
Outside of the towns and villages, the study area is characterised by dispersed rural dwellings and associated landholdings.

4.8.2 Broad Land Use in the SEA Study Area

At the level of the SEA study area, the mapped Corine Land Cover 2018 data provides an overview of the range of broad land use/land cover types, based on a minimum mapping unit of 25ha and a minimum spatial feature width of 100m. As illustrated below in Figure 31, the SEA study area contains several different land cover classifications spanning 'discontinuous urban fabric' associated with the larger urban settlements of Ennistymon, Lahinch and Lisdoonvarna, through 'peat bogs', 'land principally occupied by agriculture with significant areas of natural vegetation' to large swathes of land classified as 'pastures'.

At the scale of the Corine Land Cover data, the core Cliffs of Moher Development Area can be seen largely to be comprised of 'Pastures'.

Figure 31: Corine Land Cover (2018)



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4.8.3 The Cliffs of Moher Visitor Experience Site

Within the Cliffs of Moher Development Area, permitted development and extant uses include:

- Development associated with the Cliffs of Moher Visitors Experience, including the Visitor Centre, surfaced vehicle parking lots, surfaced pathways and retail outlets.
- The Cliffs of Moher Coastal Walking Trail.
- A limited number of small-scale agricultural buildings.

Table 15: Summary assessment of current built features at the Cliffs of Moher Development Area

Feature	Evaluation	Conclusion
Carpark and Payment Kiosks	No inherent value.	Available for significant rearrangement, reinvention and/or replacement.
Main Entrance and Entrance Pathway		
Retail Units and adjoining Public Space		
Main Visitor Centre	Significant capacity issues.	Main Visitor Centre and Coach Entrance buildings can be repurposed.
Coach Park and Coach Entrance Building	Burying of the built infrastructure means the opportunity to use the architecture to offer orientation and identification has been lost.	Alternative locations for the Coach Park should be considered to mitigate the visual impact of the parked buses.
Hard Landscaping to Cliff Walk	In terms of visual impact, the coaches and crowds on the site dilute the potential for a raw natural experience at the cliff edge.	A site-wide strategy for hard landscaping will be developed to integrate new interventions with the Cliff Walk, Cliff Wall & O'Brien's Tower.
Cliff Walk		
Cliff Wall		
O'Brien's Tower	On the busiest days, customers currently must accept the impact of all the other visitors into their private experience.	
	Provides minimal mitigation of the exposed climate.	
Moher Tower at Hag's Head	The tower structure is deteriorating and, without investment, will become dangerous.	Has the potential to be an experiential focal point and walking destination.
	In summer, the tower ruin is occupied by chough and similar birds that are native to the area.	

Source: Henchion Reuter Architects

4.8.4 Key Land Uses in the SEA Study Area

4.8.4.1 Agricultural Uses and Associated Land Holdings

Based on the data published by CSO in respect of the Census of Agriculture in 2000, 2010 and 2020, the following tables and graphs illustrate the following:

- The total number of agricultural holdings in each of the Electoral Divisions comprising the SEA study area over the period 2000 – 2020;
- The average size in hectares of the agricultural holdings over the period 2000 – 2020;
- The extent in hectares of the total Agricultural Area Utilised (AAU) in each of the Electoral Divisions comprising the SEA study area over the period 2000 – 2020;
- The number of livestock (total cattle held, number of dairy cows or other cows, total number of sheep) in each of the Electoral Divisions over the period 2000 – 2020.

Table 16 below highlights that a total number of 325 no. agricultural holdings were extant in the SEA study area in 2020, which is an overall reduction of some 49 no. holdings over the twenty-year timeframe (a 13% decline).

Table 16: Number of Agricultural Holdings in SEA Study Area (2000-2020)

Electoral Division	2000	2010	% Change 2000-2010	2020	% Change 2010-2020	Overall 2000-2020 % Change
Lisdoonvarna	29	29	0%	25	-14%	-14%
Ballysteen	60	51	-15%	39	-24%	-35%
Cloghaun	32	31	-3%	26	-16%	-19%
Ennistimon	81	75	-7%	74	-1%	-9%
Killaspuglonane	42	49	17%	46	-6%	10%
Killilagh	58	55	-5%	53	-4%	-9%
Liscannor	41	35	-15%	32	-9%	-22%
Lurraga	31	32	3%	30	-6%	-3%
<b>TOTAL (No. of Holdings)</b>	<b>374</b>	<b>357</b>	<b>-5%</b>	<b>325</b>	<b>-9%</b>	<b>-13%</b>

Source: CSO

As can be seen, the greatest decline percentage-wise in the number of agricultural holdings over the period from 2000 – 2020 occurred in the EDs of Liscannor (22% decline) and Ballysteen (35% decline). To a certain degree this may be understood in the context of the consolidation of agricultural holdings and, in the case of these EDs, both show an increase in the average size of agricultural holdings over the twenty-year period, as is illustrated in Table 17 and Figure 32 below. It seems evident, however, that there is an overall downward trend both in the number and average size of agricultural holdings in the SEA study area.

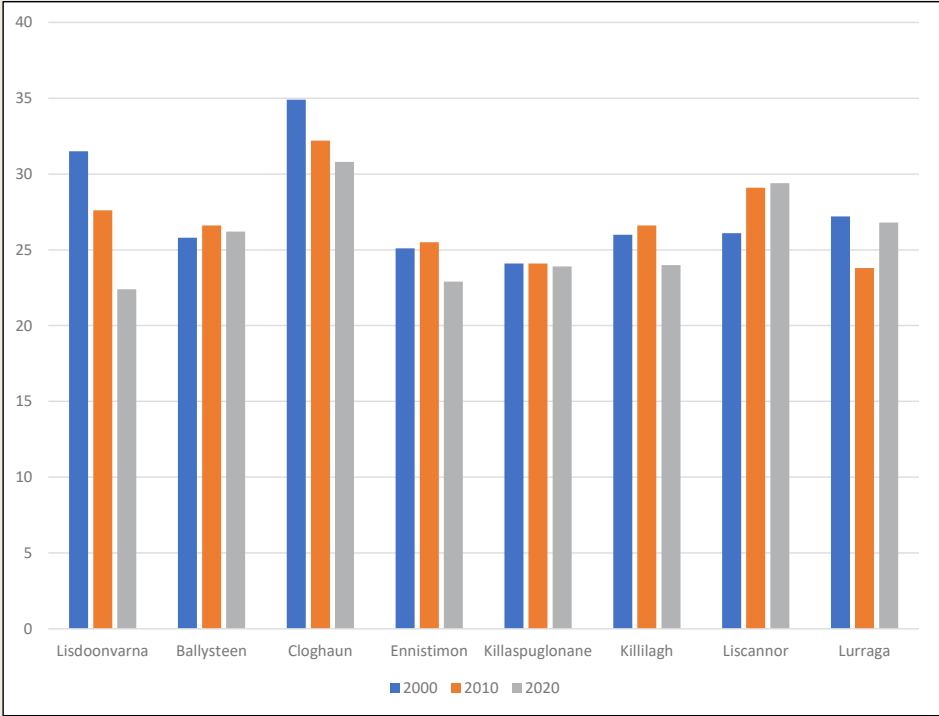
Following on from the above, Table 18 and Figure 33 below highlight the changes in the extent (in hectares) of the total Agricultural Area Utilised (AAU) in each of the Electoral Divisions comprising the SEA study area over the period 2000 – 2020. These data underline the broad understanding that there is a declining trend in agricultural activity in these EDs.

Table 17: Average Size of Agricultural Holdings (in hectares) in SEA Study Area (2000-2020)

Electoral Division	Average Size in Hectares					
	2000	2010	% Change 2000-2010	2020	% Change 2010-2020	Overall 2000-2020 % Change
Lisdoonvarna	31.5	27.6	-12%	22.4	-19%	-29%
Ballysteen	25.8	26.6	3%	26.2	-2%	2%
Cloghaun	34.9	32.2	-8%	30.8	-4%	-12%
Ennistimon	25.1	25.5	2%	22.9	-10%	-9%
Killaspuglonane	24.1	24.1	0%	23.9	-1%	-1%
Killilagh	26	26.6	2%	24	-10%	-8%
Liscannor	26.1	29.1	11%	29.4	1%	13%
Lurraga	27.2	23.8	-13%	26.8	13%	-1%

Source: CSO

Figure 32: Size of Agricultural Land Holdings in SEA Study Area



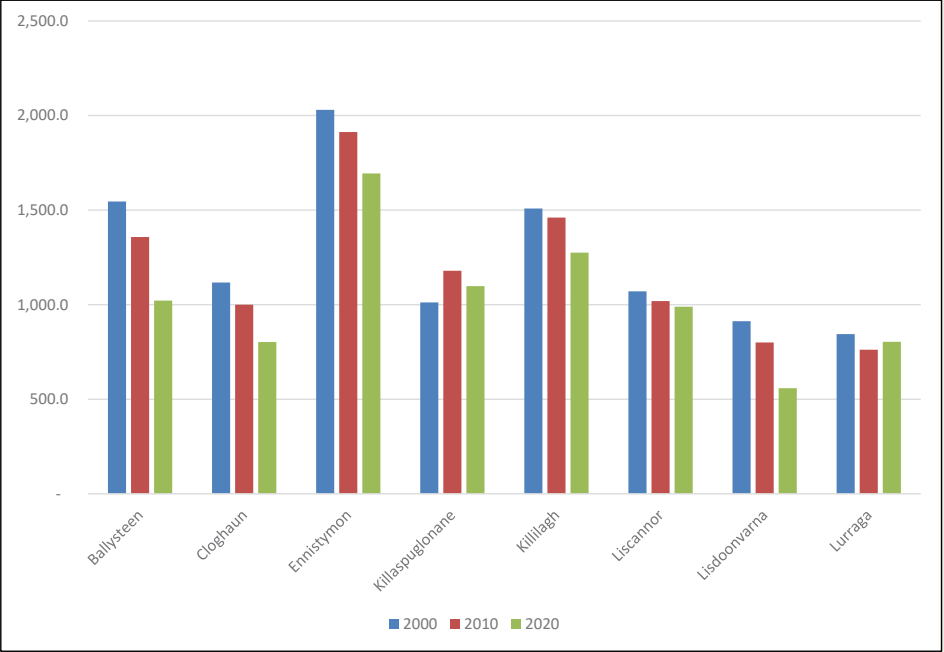
Source: CSO

Table 18: Area Farmed (AAU in hectares) by ED (2000-2020)

Electoral Division	Area Farmed (AAU) in Hectares					
	2000	2010	% Change 2000-2010	2020	% Change 2010-2020	Overall 2000-2020 % Change
Lisdoonvarna	913.1	800.5	-12%	559.0	-30%	-39%
Ballysteen	1,545.0	1,357.8	-12%	1,022.0	-25%	-34%
Cloghaun	1,117.1	999.6	-11%	802.0	-20%	-28%
Ennistimon	2,029.7	1,912.5	-6%	1,694.1	-11%	-17%
Killaspuglonane	1,011.6	1,179.8	17%	1,098.3	-7%	9%
Killilagh	1,508.4	1,460.7	-3%	1,274.5	-13%	-16%
Liscannor	1,070.0	1,018.8	-5%	989.1	-3%	-8%
Lurraga	844.3	762.2	-10%	804.1	5%	-5%

Source: CSO

Figure 33: Area Farmed (AAU in hectares) by ED in SEA Study Area



Source: CSO

Finally, Table 19 below records the livestock numbers for the EDs over the period 2000 – 2020. Again, the data confirm an overall declining trend in agricultural activity in the SEA study area insofar as all EDs apart from Killaspuglonane and Liscannor show lessening numbers of Livestock Units over the period represented. From an environmental perspective, this may be seen to hold opportunities for the regeneration of lands no longer in productive use.

Table 19: Livestock Numbers by ED (2000-2020)

Electoral Division	Total cattle	Dairy cows	Other cows	Total sheep	Total LSU*
<b>Lisdoonvarna</b>					
2000	977	0	426	0	717.8
2010	693	0	277	0	583
2020	473	0	213	189	513.6
<b>Ballysteen</b>					
2000	2900	418	641	128	1964.3
2010	2341	152	606	172	1634.4
2020	1797	0	521	271	1212.1
<b>Cloghaun</b>					
2000	1091	0	341	0	717.8
2010	808	0	276	0	583
2020	719	0	217	164	513.6
<b>Ennistimon</b>					
2000	3374	405	974	409	2246
2010	2563	273	821	347	1889.3
2020	2573	222	892	635	1790
<b>Killaspuglonane</b>					
2000	1434	175	462	125	927.7
2010	1680	0	534	0	1169.9
2020	1557	0	468	215	1084.4
<b>Killilagh</b>					
2000	2238	57	875	61	1353.7
2010	1683	0	647	0	1199.4
2020	1520	0	577	0	1035.1
<b>Liscannor</b>					
2000	1776	272	407	144	1157.8
2010	1289	132	302	0	933.4
2020	1649	306	309	288	1197.8
<b>Lurraga</b>					
2000	1250	0	416	0	812.1
2010	867	0	343	0	592.5
2020	997	0	363	0	671.6
* The EU definition for the reference unit used for the calculation of Livestock Units (=1 LSU) is the grazing equivalent of one adult dairy cow producing 3,000 kg of milk annually, without additional concentrated foodstuffs.					

Source: CSO

#### 4.8.5 Land Ownership

A variety of landowners hold title to lands within the larger footprint of the Cliffs of Moher 2040 Strategy Development Area.

Figure 2 above illustrates the current extent of the land owned by the Clare County Council at the Cliffs of Moher Experience.

It is understood that the County Council is engaged in an ongoing process of negotiation to secure adequate interests in relevant land parcels in pursuit of implementation to achieve the Core Objectives of the *Cliffs of Moher 2040 Strategy*.

#### 4.8.6 Key Issues or Threats

- Increased land interests associated with expanded Cliffs of Moher Visitor Experience Development Area impacts agricultural activities (food supply).
- Levels of access to parks and amenities for the local community is reduced.
- Increased visitor activity impacts on land capacity/quality
- Increased visitor activity leads to degradation of unmanaged COM lands.

#### 4.8.7 Opportunities Identified

- Loss of productive lands offset by net biodiversity gains achieved by soils and biodiversity restoration.
- Acceptable levels of visitors to the site to sustain managed land capacity/quality.
- Socio-economic benefits of enhanced economic beneficiation of the broadening of the Visitor Experience network and extension in time of stays of visitors offsets reduction in agricultural output.
- Increased managed access to parks and amenities for the local community.



4.9 SOILS AND GEOLOGY

4.9.1 Introduction

The focus of the *Cliffs of Moher 2040 Strategy* dictates attention be placed on the Cliffs and important land stability issues. Accordingly, the focus of the baseline for soils and geology is on the following:

- General consideration of soils in the SEA study area;
- Consideration of Geological Heritage features and sites of geomorphological significance;
- Discussion of the geohazard issues related to the Cliffs and the Coastal Walk.

4.9.2 Soils

As noted in the SEA Environmental Report for the *Clare County Development Plan 2023-2029*:

*"Soil is a valuable resource that performs many ecosystem services: production of food; production of biomass; storage, filtration and transformation of nutrients and water; carbon storage and cycling; and contributes to the landscape and cultural environment. Such functions of soil are worthy of protection because of their socio-economic as well as environmental importance. Soils in any area are the result of the interaction of various factors, such as parent material, climate, vegetation, and human action."*

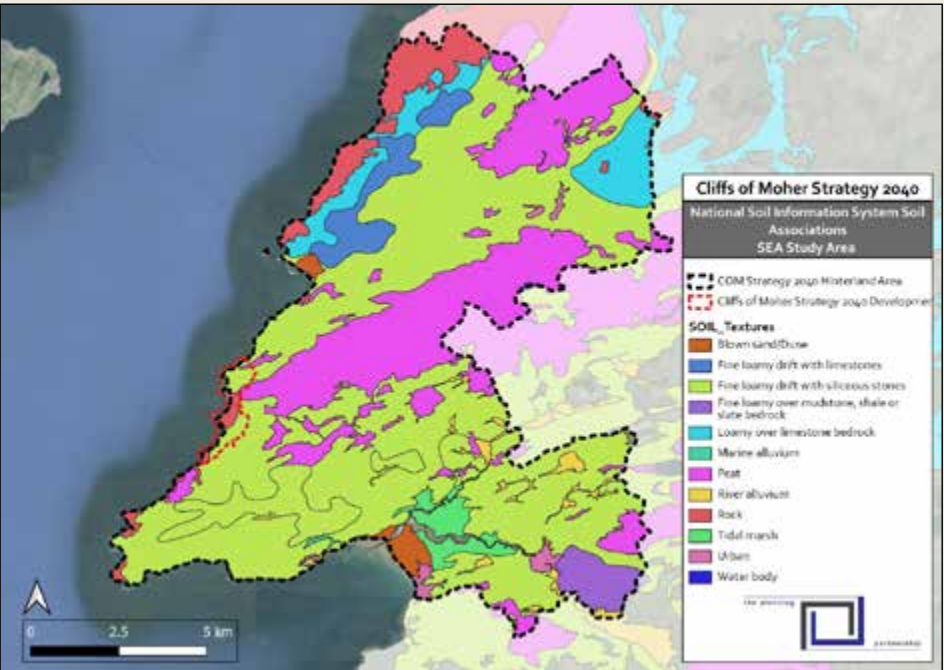
The baseline for soils in the SEA study area is drawn from the new Irish Soil Information System (SIS) data made available by the EPA.

The Irish SIS project adopted a combined methodology of utilising novel predicted mapping techniques in tandem with traditional soil survey applications. This unique combination at a national scale has resulted in the development of a new national soil map for Ireland. This map is designed for general information and strategic planning usage. Per the EPA, the SIS records the following soil properties:

- **Soil Drainage:** The intrinsic flow and transport of water and nutrients through the soil profile means that drainage is a key indicator of the functional capacity of soil and is expressed through mapped drainage categories.
- **Soil Depth:** The derived soil depth data determine the potential rooting depth of plants and any restrictions within the soil that may hinder rooting depth.
- **Soil Texture:** The 3rd Edition of the Soil Series Map of Ireland was used to plot the distribution of indicative soil textural classes in soils across Ireland.
- **Soil Organic Carbon Concentration (SOC):** The SIS project has calculated the SOC stocks for the majority of soils in Ireland, with the exception of peat soils.

Figure 34 below illustrates the various soil textures found within the SEA study area, while Table 20 records in greater detail the prevailing soil associations.

Figure 34: Soils of the Study Area



Source: ArcGIS, National Soil Information System, EPA; reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

Table 20: COM SEA Study Area Soil Associations

Assoc- iation	Assoc- iation_1	Assoc- iation_2	Soil Texture	Drainage	Texture	Depth	Soil Organic Carbon (SOC) Concentration
1xx	01_Bk	Peat	Peat	Poor	Peat		0
0360a	360a	Burren	Loamy over limestone bedrock	Well	Loamy	40-80	108.1451803
05RIV	05RIV	River	River alluvium	Poor	All	>80	173.7651174
05-Mar	05-Mar	Marine	Marine alluvium	Poor	All	>80	186.1437798
05RIV	5RIV	River	River alluvium	Poor	All	>80	173.7651174
0700b	700b	Kilrush	Fine loamy drift with siliceous stones	Poor	Fine loamy	>80	159.7306338

Assoc- iation	Assoc- iation_1	Assoc- iation_2	Soil Texture	Drainage	Texture	Depth	Soil Organic Carbon (SOC) Concentration
0960c	960c	Borrisoleigh	Fine loamy over mudstone, shale or slate bedrock	Well	Fine loamy	>80	148.4200991
0xx	0xx	Blown sand/Dune	Blown sand/Dune	Other			0
1150c	1150c	Faoldroim	Fine loamy drift with limestones	Well	Fine loamy	>80	116.3643079
1160a	1160a	Ashgrove	Fine loamy drift with siliceous stones	Well	Fine loamy	>80	128.2664573
Rock	Rock	Rock	Rock	Other			0
Tidal marsh	Tidal marsh	Tidal marsh	Tidal marsh	Other			0
Urban	Urban	Urban	Urban	Other			0

Source: National Soil Information System, EPA

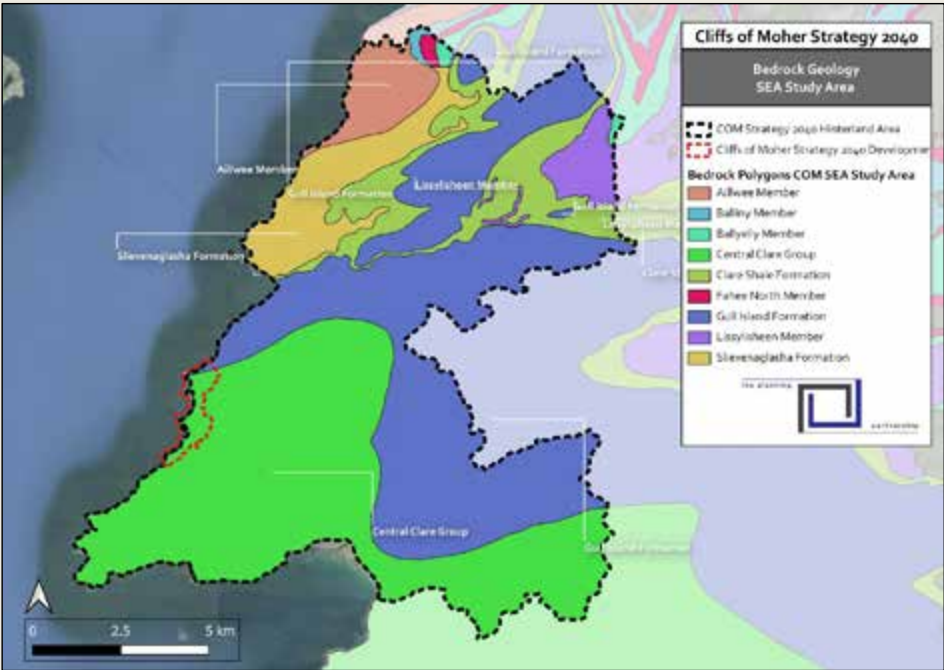
4.9.3 Geology and Geological Heritage Sites

The bedrock geology of the SEA study area is shown below in Figure 35. The area is underlain by several formations, which are described broadly below in Table 21:

Table 21: Bedrock Geology Formations of the SEA Study Area

Formation Name	Description
Gull Island Formation	Grey siltstone & sandstone
Clare Shale Formation	Mudstone, cherty at base
Gull Island Formation	Grey siltstone & sandstone
Lissylisheen Member	Cyclical crinoidal limestone
Lissylisheen Member	Cyclical crinoidal limestone
Lissylisheen Member	Cyclical crinoidal limestone
Ballyelly Member	Nodular & crinoidal limestone with chert
Fahee North Member	Fossiliferous limestone with chert
Balliny Member	Cyclical crinoidal limestone
Aillwee Member	
Slievenaglasha Formation	Cherty limestone, crinoidal intervals
Gull Island Formation	Grey siltstone & sandstone
Gull Island Formation	Grey siltstone & sandstone
Central Clare Group	Sandstone, siltstone & mudstone

Figure 35: Geological Bedrock of the Study Area



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Regarding geological heritage sites within the SEA study area, the data sourced from Geological Survey Ireland identifies 10 no. sites. These are listed and described below in Table 22 and illustrated in Figure 36.

Table 22: Geological Heritage Features of the Study Area

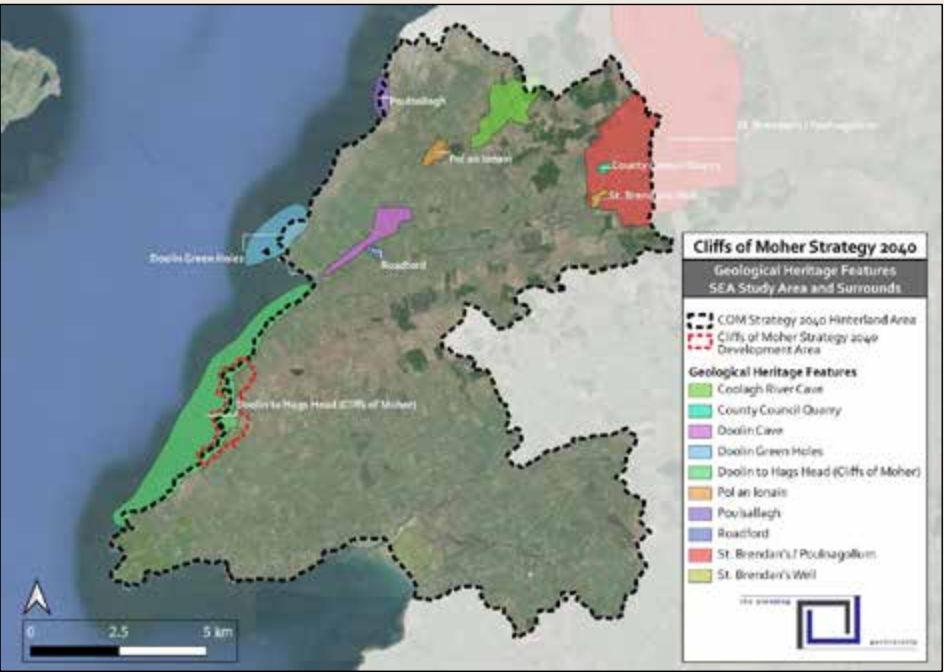
Site Name	Description	Geological	Designation
St. Brendan's/ Poulnagollum	The longest, anastomosing, dendritic, complex cave system and associated risings in Ireland, plus other major systems	This site includes St. Brendan's Well, the main rising for a significant area of karstic drainage focused on the Poulnagollum – Pouelva cave system, the intermediate Killeany rising and the proven drainage from the Cullaun caves (Cullaun o-3)	CGS, recommended for Geological NHA
Doolin to Hags Head (Cliffs of Moher)	Coastal cliffs section	A coastal section with a remarkable development of sand volcanoes in Carboniferous beds over-lying slumped shales and sandstones	CGS, recommended for Geological NHA

Site Name	Description	Geological	Designation
Pol an Ionaín	Ancient chambered cave with important sediments and a large stalactite	The cave is an ancient chambered cave, containing varved sediments (alternating layers of light and dark sediment) and a renowned stalactite (known as 'the Great Stalactite'), 6.541m long	CGS, recommended for Geological NHA
St. Brendan's Well	Stream section exposing lower clare shales	St. Brendan's Well is located about 1 mile east of Lisdoonvarna along Gowlaun Stream. The lower Clare Shales are exposed in this stream overlying the Carboniferous Limestone	CGS, recommended for Geological NHA
Poulsallagh	Well-developed range of karren forms in the inter-tidal zone of the limestone coast	At Poulsallagh Bay and the coastal section immediately to the north of it, a compact area of foreshore exhibits a sequence of biochemically induced karren landforms (mainly hollows 1-50cm deep and 5-300cm wide)	CGS, recommended for Geological NHA
Coolagh River Cave	Mature cave system with many subterranean and subaerial karst features	The Coolagh River Cave is a mature cave system with many subterranean and subaerial karst features	CGS, recommended for Geological NHA
Roadford	Abandoned mine site with some natural streambank exposure	In the river about 500m above Roadford, an outcrop of rock phosphate occurs at the base of the Namurian Clare Shales overlying the Carboniferous limestone	CGS, may be recommended for Geological NHA
Doolin Cave	Extensive dendritic stream cave system	Doolin Cave, a dendritic network of stream passages, is an active cave system, which has preserved various stages of cave development	CGS
Doolin Green Holes	Karst caves inundated by post-glacial sea level rise	The Doolin Green Holes, the best-documented karst caves in Ireland, consist of a series of cave passages that formed at a lower sea level than today when the water was trapped in huge ice sheets	CGS, recommended for Geological NHA
County Council Quarry	Quarry exposing well-bedded, fossiliferous limestones	Upper Viséan, Carboniferous limestones are exposed at the County Council Quarry, located 1.7km outside Lisdoonvarna. These well-bedded, dark grey limestones are rich in fossils (crinoids, bryozoans and corals)	CGS, may be recommended for Geological NHA

Source: Geological Survey of Ireland

It is noted that, in comments submitted in response to the Scoping phase of the SEA, Geological Survey Ireland has recommended that the Doolin to Hags Head (Cliffs of Moher) County Geological Site (CGS) be assessed as a constraint to account for potential impacts on the integrity of the site resulting from proposals in the *Cliffs of Moher 2040 Strategy* and/or the incorporated Site Masterplan.

Figure 36: Geological Heritage Features of the Study Area



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4.9.4 Geohazards

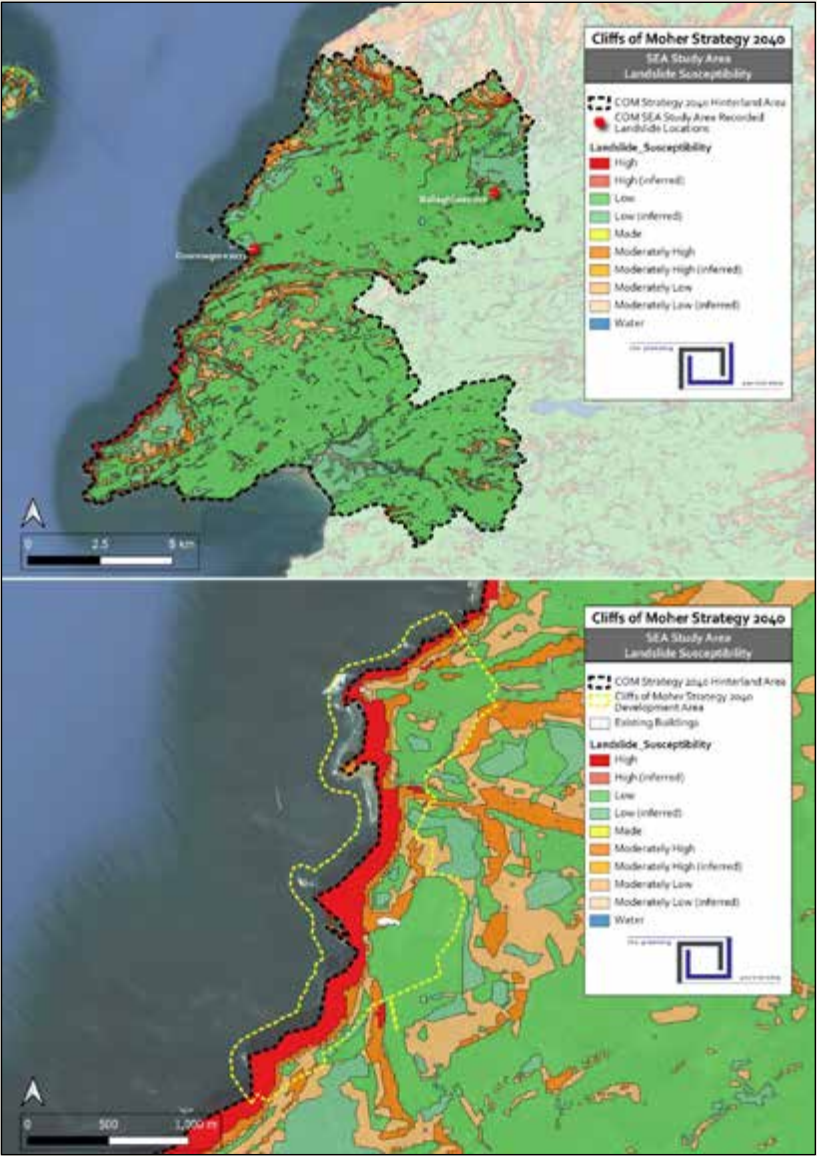
In August 2019, visual inspections of the cliff walkway were undertaken approximately 1.3km north and 1.4km south of the existing visitor centre to identify any potential signs of instability or recent activity that may compromise its safety. Based on the appraisal, it was concluded that further considerations with respect to assessing the risk of significant slope failure and future natural regression of the cliff from erosion are required.

The key outcome from the survey affecting the *Cliffs of Moher 2040 Strategy* is the recommendation that, where possible, the public should be prevented from accessing the cliff edge. Overarching guidance was given to move the walkway back by 20 metres, creating a no walk zone directly along the cliff edge.

Short term measures recommended include the widening of the walkway to the north and south of the Cliffs of Moher Experience. Where the walkway is cutting directly through existing landslide systems it is recommended that either the walkway is rerouted at these locations and if this is not possible then an engineered retaining solution should be implemented to prevent destabilising the historic landslides. Figures 37 and 38 below illustrate the baseline situation regarding landslide susceptibility in the SEA study area as well as in the *Cliffs of Moher 2040 Strategy* Development Area.



Figure 37: Landslide Incidences and Landslide Susceptibility



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Figure 38: Extent of Unstable Cliff-edge lands Identified in 2019 Survey



Source: Clare County Council



4.9.5 Key Issues or Threats

- Additional visitors to the site lead to more disturbance of topsoil resulting in erosion/loss of the resource.
- Uncontrolled access to lands leads to degradation of the topsoil.
- Soil degradation and topsoil loss due to construction and visitor activities.
- Cliff and overburden stability.
- Increased visitor activity leads to loss of geological heritage (fossils etc.) through damage.

4.9.6 Opportunities Identified

- Implementation of the Visitor Management Plan results in better controlled visitor movements within the Cliffs of Moher Development Area on designated path network.
- Implementation of the Visitor Management Plan results in better controlled visitor movements and limiting access to the habitat of the Cliffs of Moher SPA and pNHA.
- Facilitating Clare County Council control over an expanded land area (lands) permits improved soils management and implementation of measures to restore ecological function of the soil resource.
- Managed visitor activity/walking routes leads to improved safety along cliff edge.
- Geological education is better facilitated.

4.10 WATER

4.10.1 Watercourses and Water Quality

The principal legislation governing water quality in Ireland is the *European Communities (Water Policy) Regulations 2003 (S.I. 722 of 2003)* and *EC Water Policy (Amendment) Regulations (SI No. 219 of 2008)* which transposed the *Water Framework Directive 2000/60/EC* (WFD) into Irish law.

Covering rivers, lakes, groundwater and transitional (estuarine) and coastal waters, the objectives of the WFD are to prevent further deterioration of the status of all bodies of surface water, and to protect, enhance and restore all bodies of surface water to good status by 2015.

The Environmental Protection Agency (EPA) was tasked with developing classification systems and Environmental Quality Standards (EQS) for the purpose of assessing the status of surface waters in Ireland. The *European Communities Environmental Objectives (Surface Waters) Regulations 2009 (S.I. No. 272 of 2009)* regulations came into effect in July 2009 and give effect to the measures needed to achieve the environmental objectives established for bodies of surface water by the WFD.

The Cliffs of Moher and the SEA study area lie within the Shannon International River Basin District (Shannon IRBD) which, up to 2008, reported 42% of rivers and canals, 43% of lakes, 35% of estuaries and 27% of coastal waters as satisfactory, with high or good ecological status<sup>2</sup>.

Key rivers in the study area are:

- Aille River: flows west through Lisdoonvarna to meet the sea west of Doolin.
- Dealagh River: discharges into Liscannor Bay.
- Inagh River: (Cullenagh River) flows through Ennistymon to Liscannor Bay.

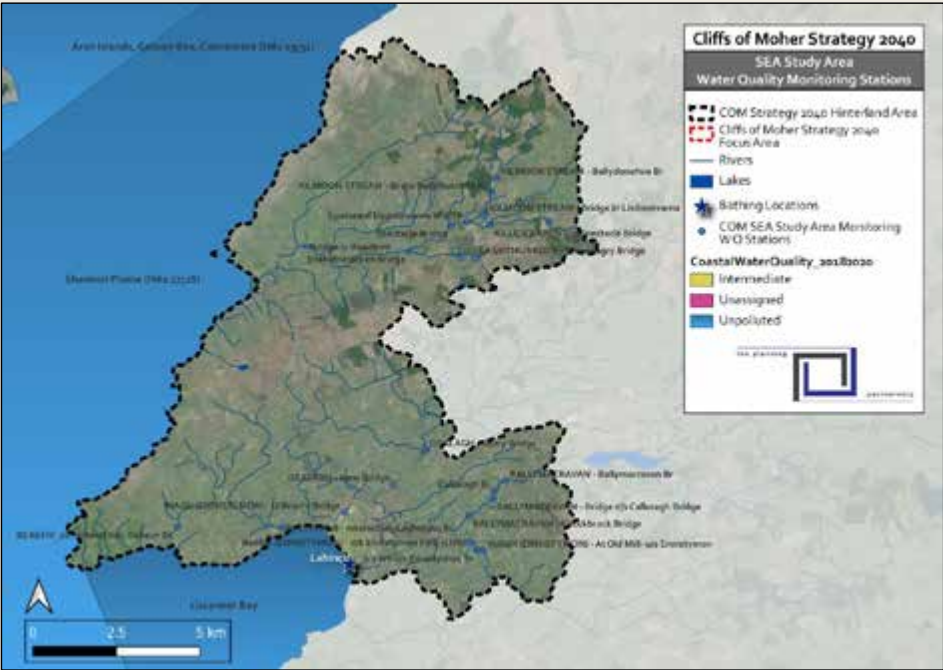
Coastal waters are comprised of the following bodies:

- Liscannor Bay
- The Shannon Plume

The river and stream network within the study area is shown in Figure 39 below, along with the network of Water Quality Monitoring stations and the latest findings on the status of the coastal waters, which is noted to be ‘Unpolluted’.

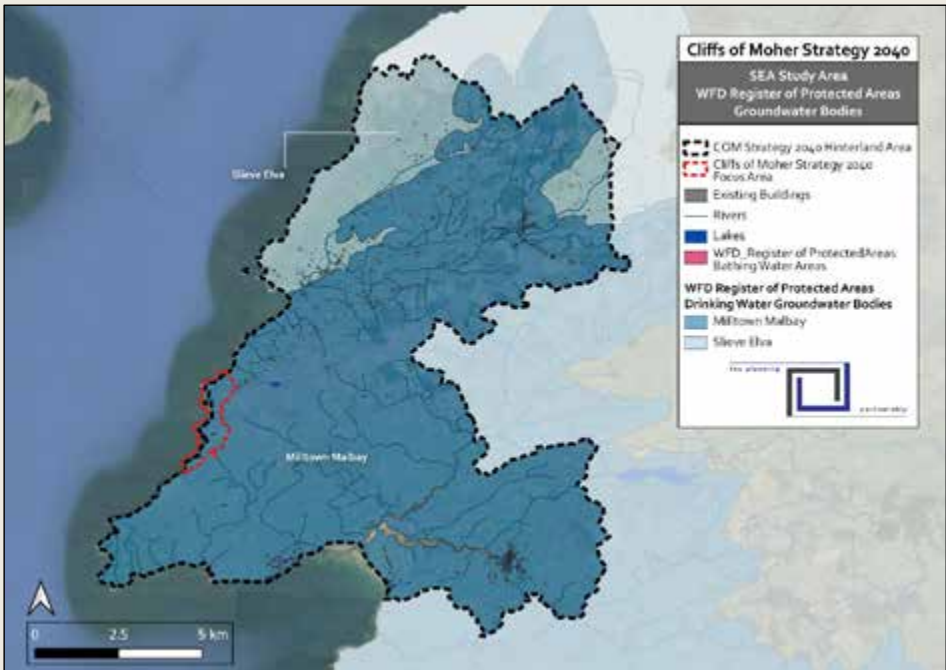
<sup>2</sup> Shannon River Basin Management Plan (2009-2015).

Figure 39: Rivers and Water Quality Monitoring Network in SEA Study Area



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Figure 40: WFD Register of Protected Areas – Groundwater Bodies and Bathing Waters in Study Area



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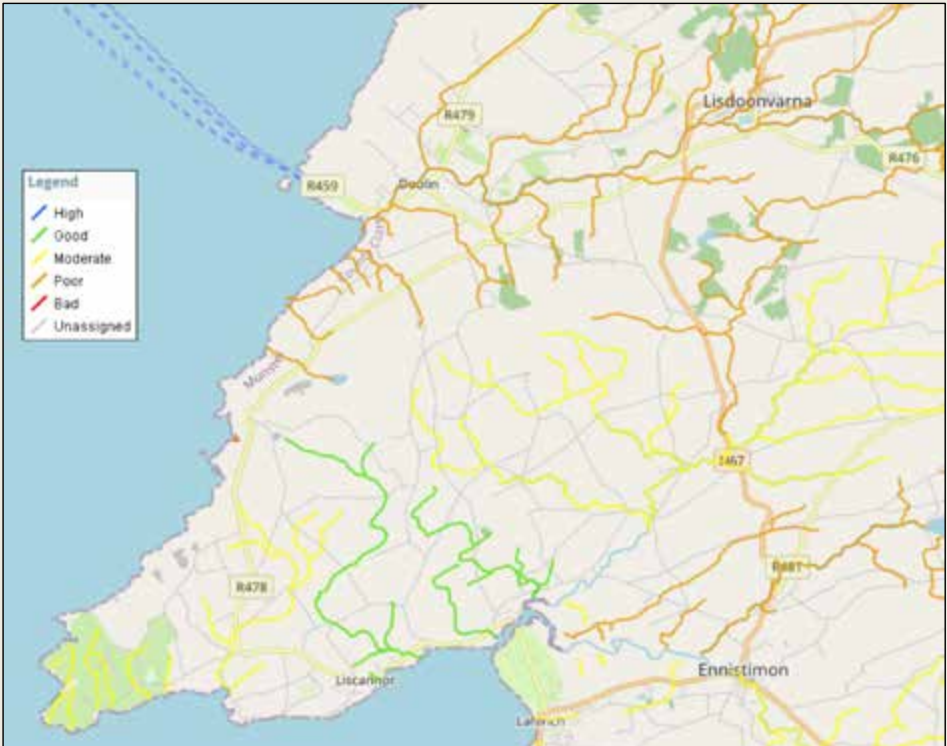
The most recent freshwater water quality data are available on online maps of the EPA ([gis.epa.ie/EPAMaps](https://gis.epa.ie/EPAMaps)) which shows that several sampling areas along the rivers and streams in the study area are not achieving good status (Figure 41) as required under the WFD (Figure 42).

Figure 41: Current water quality monitoring results (EPA) based on Q-samples.



Source: EPA Maps, reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

Figure 42: Current Surface Water Quality status under the Water Framework Directive (WFD).



Source: EPA Maps, reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying



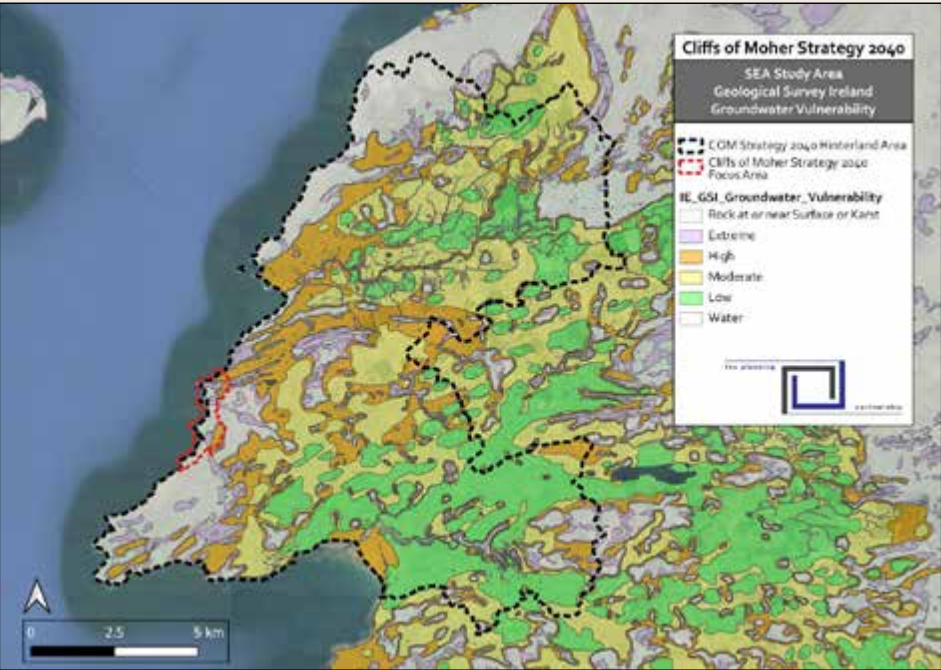
4.10.2 Groundwater Vulnerability

Geological Survey Ireland (GSI) has developed a Groundwater Vulnerability map showing land areas classified in relation to how easy it is for groundwater to be polluted (e.g. by water containing pollutants). This is based on the nature of the geology and characteristics of subsoil layers.

As illustrated below in Figure 43, the SEA study area is characterised by lands classified as follows:

- X – groundwater vulnerability classified as 'Extreme - rock at or near surface or Karst'.
- E – groundwater vulnerability classified as 'Extreme'.
- H – groundwater vulnerability classified as 'High'.
- M – groundwater vulnerability classified as 'Moderate'.
- L – groundwater vulnerability classified as 'Low'.

Figure 43: Groundwater Vulnerability in the Study Area.



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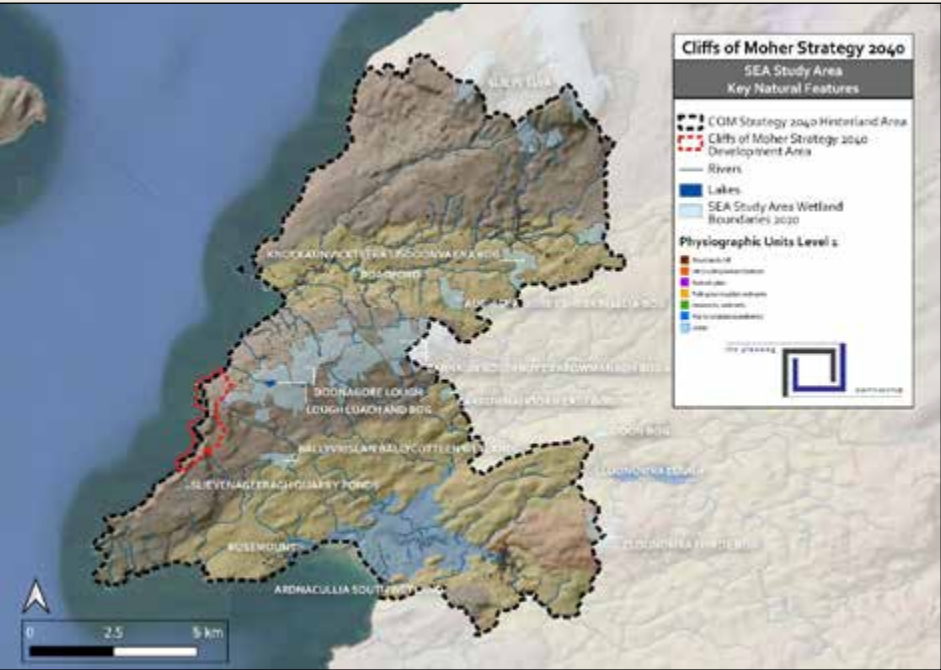
4.10.3 Wetlands

Due to the varying topography, hydrology, climate, coastline and soils present, County Clare has a wide range of wetlands ranging from raised bogs, blanket bogs, fens, marshes, coastal lagoons, large riverine systems, variety of lakes, springs and wet woodlands (Foss & Crushell, 2008).

The County Clare Wetlands Survey prepared a GIS map data layer and associated database of all known freshwater wetland sites in County Clare. Key wetlands in the study area are:

- Luogh Lough – acid, oligotrophic lake. Some 2.5km north-east of the Cliffs of Moher.
- Doonagore Lough – acid, oligotrophic lake. Some 4km north-east of the Cliffs of Moher.
- Unnamed heath/bog mosaic - some 5km north-east of the Cliffs of Moher.
- Lough Goller (acid oligotrophic lake). Lies some 9km north-east of the Cliffs of Moher to the south-west of Lisdoonvarna. Nearby are mapped areas of cutover bog and reed and large sedge swamp (Clare Wetland Survey).

Figure 44: Key Natural Features and Wetlands in the Study Area.



Source: ArcGIS, Quaternary and Geotechnical Section, Land Mapping Unit, Geological Survey Ireland; EPA; reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying



4.10.4 Key Issues or Threats

- Intensification of development within the Cliffs of Moher Development Area leads to an increase in impermeable areas.
- Operational requirements for wastewater treatment are not met leading to adverse impacts on groundwater resources and soil ecology.

4.10.5 Opportunities Identified

- The new Cliffs of Moher development makes use of state-of-the-art networks and systems to conserve, reuse and recycle water leading to greater efficiencies in water usage [MA].
- Development will incorporate best practice in Sustainable Urban Drainage Systems (SUDS), installing greywater systems to BS 85251:2010 or equal and approved, optimising greywater infrastructure in each building, installing rainwater systems to BS 85151:2009 or equal and approved, monitoring water usage, and installing leak detection systems.
- Enhanced infrastructure (Wastewater Treatment Works) reduces risk of adverse impacts on groundwater resources and soil ecology.
- The new Cliffs of Moher development makes use of state-of-the-art networks and systems to manage surface water runoff from the Visitor Experience development.

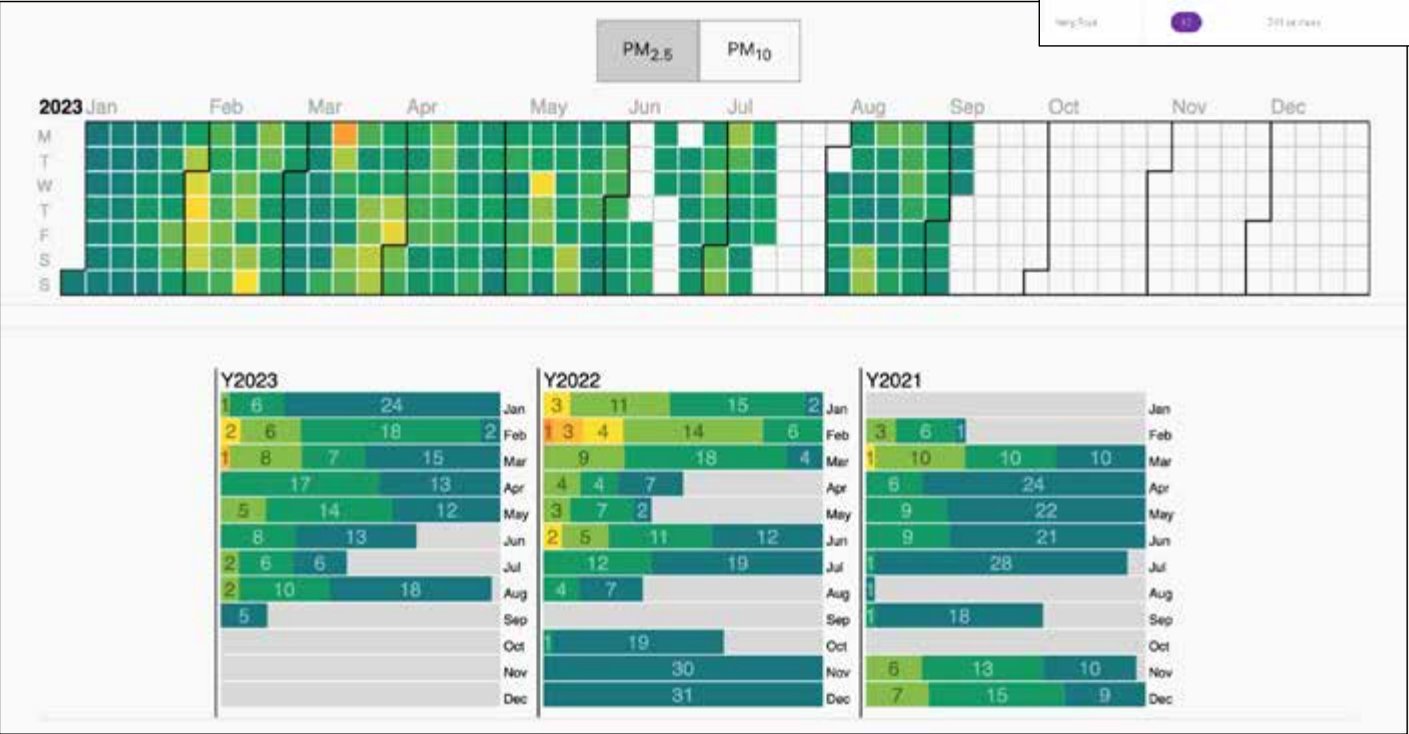
4.11 AIR QUALITY

Air quality standards and policy in Ireland follows the baseline standards for monitoring air quality and reducing emissions set by current EU Directives including *National Emission Ceilings (NEC) Directive (2016/2284/EU)*, which came into force on 31<sup>st</sup> December 2016, and the *Ambient Air Quality Directives (2008/50/EC and 2004/107/EC)*. These are given effect in Ireland by the *Ambient Air Quality Standards Regulations 2022 (S.I. No. 739/2022)*.

The Department of the Environment, Climate and Communications (DECC) is responsible for ensuring that Ireland meets its air quality obligations under EU/international legislation and agreements. The competent body for coordinating ambient air quality assessment in Ireland is the Environmental Protection Agency (EPA).

Data informing the Air Quality topic in the SEA is related to the applicable Air Quality Zones C (Ennis and surrounds) and D (Rural Ireland). In this regard, the closest Air Quality Monitoring Station to the SEA study area is in Ennistymon. The figure below illustrates the span of Air Quality Indices over a 36-month period and reflect that the Air Quality Index for this locality is generally Good (Green: 0-50) as opposed to Average (Yellow: 51-100) or Unhealthy for Sensitive Groups (Orange: 101-150).

Figure 45: Air Quality Index Historical data, Ennistymon



Source: EPA

Band	Index	Ozone (µg/m³) 10-1000 m	Nitrogen Dioxide (µg/m³) 1-1000 m	Sulphur Dioxide (µg/m³) 1-1000 m	PM2.5 (µg/m³) 10-1000 m	PM10 (µg/m³) 10-1000 m
Good	1	0-33	0-57	0-29	0-11	0-18
	2	34-50	58-156	30-58	12-23	19-33
	3	51-100	157-200	59-88	24-35	34-50
Fair	4	101-130	201-200	90-118	36-41	51-58
	5	131-140	201-554	119-148	42-47	59-66
	6	141-150	201-400	149-179	48-55	67-75
Poor	7	151-159	401-400	180-258	56-58	76-83
	8	160-170	400-554	259-279	59-60	84-91
	9	171-180	555-600	280-358	61-70	92-100
Very Poor	10	201 or more	601 or more	359 or more	71 or more	101 or more

4.11.1 Key Issues or Threats

- Air quality impact of traffic to and from the Cliffs of Moher Visitor Experience.
- Air quality impacts of idling vehicles queuing to enter parking facilities during peak periods.
- Air quality impact of traffic to and from the Park and Ride locations.
- Air quality impacts of idling vehicles at Park and Ride facilities during peak periods.
- Increased negative impacts from traffic flows and congestion at Satellite Park and Ride locations.
- Increase in pedestrian traffic along main transportation routes leads to reduction in safety/increase in incidents.

4.11.2 Opportunities Identified

- The new Cliffs of Moher development Park and Ride scheme and facilitation of access to non-motorised modes of transport such as walking and cycling mitigates air quality issues related to the Visitor Experience development.
- Reduction in impacts from traffic flows and congestion due to implementation of traffic and transport management strategies
- Revised/electronic access designs reduce/negate queuing times and idling vehicles.
- Use of electric vehicles (EV Buses) for the Park and Ride System lessens numbers of fossil fuel-powered vehicles traveling to and from the Visitor Experience.
- Electronic access design at the Cliffs of Moher Experience
- Increased awareness of pedestrian and cycle pathways leads to reduction in motorised vehicle traffic volumes and vehicle speeds.

4.12 CLIMATE

The issue of climate may be termed a “cross-cutting” issue insofar as the climate of an area – and the effects of climate change – impact on most facets of society and the natural environment.

Regarding climate change, Ireland’s response is embodied in the *Climate Action and Low Carbon Development (Amendment) Act 2021* and related legally binding objectives set out in support of Ireland’s transition to Net-Zero and the achievement of a climate neutral economy by no later than 2050.

Ireland’s climate ambitions are given substance through specific measures applicable across sectors as reflected in the annual *Climate Action Plan*.

The key factors relating to the effects of implementing the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan on the topic of Climate relate to the impact of greenhouse gas emissions of fossil fuel-powered vehicles and the carbon emissions produced by servicing the energy requirements of the Cliffs of Moher Experience facilities both during construction and post-construction operational phases.

On the understanding that it will be an explicit objective of the *Cliffs of Moher 2040 Strategy* to ensure that any infrastructural upgrades and or new buildings implemented will be carbon neutral, the focus of the SEA in the consideration of climatic factors falls on the impacts of traffic and transportation related to the Visitor Experience.

The Cliffs of Moher Visitor Experience site infrastructures were originally designed for a visitor population of 400,000, which sharply increased over the years reaching numbers of 1.6 million. Currently 56% of visitors travel by car and 44% travel in groups / coaches on the following roads:

- National Secondary Road N67 - from Galway to Tarbert, connecting the towns of Lisdoonvarna to Ennistimon, approximately 12 km;
- Regional Road R478 - linking the town of Lisdoonvarna with Lahinch, part of the road is on the Wild Atlantic Way and it's the only access to the Cliffs of Moher. The R478 travels west from Lisdoonvarna, passing nearby Doolin, Cliffs of Moher, Liscannor and join the N67 in Lahinch;
- Ballyellery Road - from North to South, connecting the Doolin village with the northern area of Lahinch.

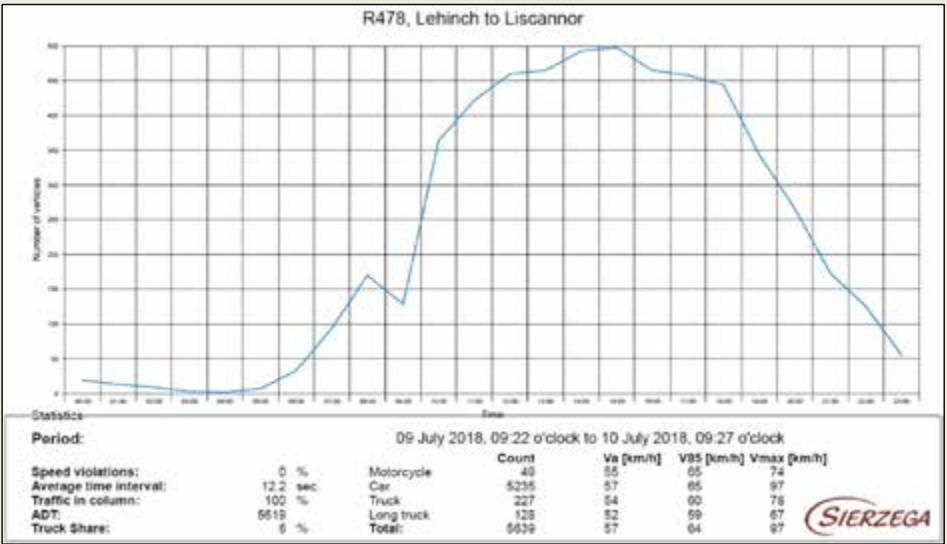
A variety of measures have been introduced to manage the traffic and parking problems, including expanded car and coach parking facilities, improved road and pedestrian safety measures, provision of a shuttle bus service connecting from Ennistymon and Lisdoonvarna and the implementation of ticketing system for coach visits to encourage visits outside peak hours.

Despite the previous measures, transport and accessibility issues remain prevalent during the seasonal peak and are noted as:

- High congestion
- Substandard pedestrian and vehicular accessibility

Figure 46 below illustrates the impact of seasonal peak traffic movements on the R478.

Figure 46: 2018 Daily Traffic Volumes – R478 Lahinch to Liscannor



Source: ROD

4.12.1 Key Issues or Threats

- Intensification of energy usage associated with expanded Visitor Facilities.
- Impact of increase in heavy vehicle traffic and construction activities (dust, construction machinery emissions etc.).
- Ongoing impact of fossil fuel-powered vehicles (buses, cars, motorcycles).
- Building operations non-compliant with future targets of Ireland’s climate ambition

4.12.2 Opportunities Identified

- Use of Smart technologies and ‘State of the Art’ infrastructure solutions to lower energy consumption associated with the Visitor Experience.
- New build will achieve Zero Emission Building Standard.
- Use of electric vehicles (EV Buses) for the Park and Ride System lessens numbers of fossil fuel-powered vehicles traveling to and from the Visitor Experience.
- The new Visitor Centre to have its own renewable energy generation system without the need for fossil fuels.
- Technology to be used within the new Visitor Centre to be of a specification to achieve the Zero Emission Building Standard.



4.13 MATERIAL ASSETS

For the purposes of this report, ‘Material Assets’ are defined as the key infrastructural elements that enable functional human activities and settlements. These are noted as:

- Transportation Networks
- Water supply
- Wastewater treatment facilities
- Waste management facilities

4.13.1 Transportation Networks

4.13.1.1 Main Road Network

The main towns in the Cliffs of Moher hinterland area are:

- Lisdoonvarna (12 km north)
- Liscannor (6 km south)
- Ennistymon (13 km south-east)
- Lahinch (9 km south) and
- Doolin (7 km north)

The nearest larger urban areas to the Cliffs of Moher include:

- Ennis, located 40 km east
- Galway located 76 km north
- Limerick located 80 km south-east

The following roads linking the study area to the above are noted as follows (see Figure below):

- National Secondary Road N67 - from Galway to Tarbert, connecting the towns of Lisdoonvarna to Ennistymon, a distance of approximately 12 km;
- Regional Road R478 - linking the town of Lisdoonvarna with Lahinch, part of the road is on the Wild Atlantic Way and it is the only access route to the Cliffs of Moher. The R478 travels west from Lisdoonvarna, passing nearby Doolin, Cliffs of Moher, Liscannor and joins the N67 in Lahinch;
- Ballyellery Road - from North to South, connecting the Doolin village with the northern area of Lahinch.

Figure 47: Surrounding Road Network



Source: ROD

4.13.1.2 Walking and Cycling Routes

The Burren and Cliffs of Moher Geopark pedestrian network is identified by numerous trails that run along the local roads and off roads as shown on the Figure below. The main trail is identified by the Burren Way, which runs for 123 km from the town of Lahinch to Corrofin, passing through Liscannor, Doolin, Ballyvaughan, and Carran. The Burren Way follows a mix of green road, pathway, minor roadway, and grassy/rocky track, with an initial steep climb out of the Caher Valley and steep descent to Feenagh Valley. The trail is mainly on minor or off roads, however there are some sections along the main road R478 without any footpath or space for pedestrians. An on-road section is localised between Pollboy and Lough North, for about 1.6 km length, another on-road section is just north of Lahinch for a length of 500m with a bridge crossing. In the study area there is also an alternative path that directly connects the Burren Way to the Hag’s Head access and further ahead, the Pollboy cattle pen access to Doolin. The Cliffs of Moher Coastal Walk has a length of 20 km and runs from the Doolin village to Liscannor, passing through the Hag’s Head. The northern access relates to the R478 and the Burren Way trail, while the southern end is connected to Lahinch. The main access point to this trail is the Cliffs of Moher Visitor Centre access, while located at both ends are controlled accesses.

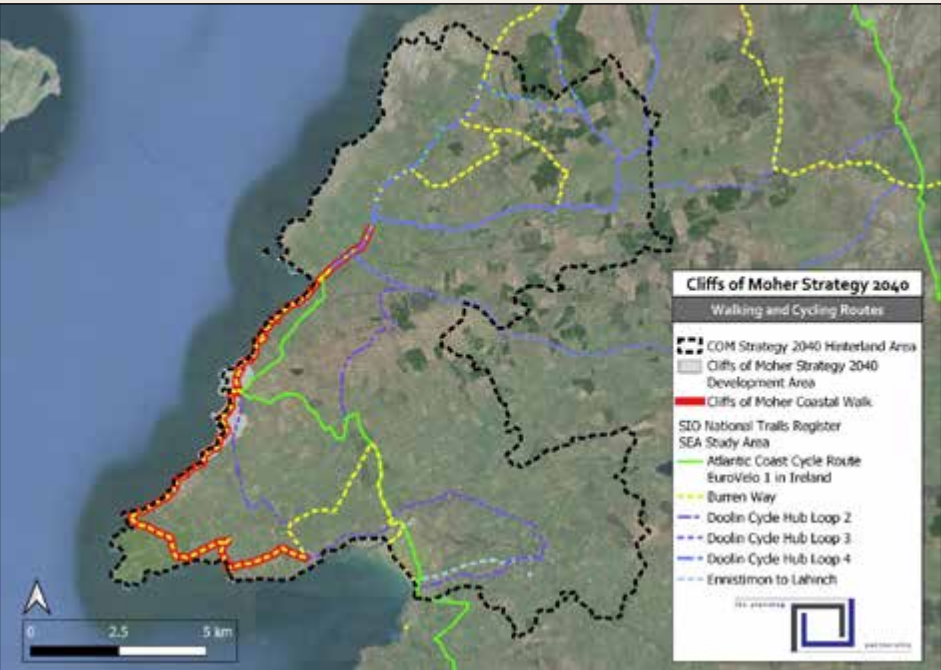
To facilitate cyclists, the Burren & Cliffs of Moher Geopark is crossed by a waymarked cycleway network:

- Doolin Cycle Hub
- Eurovelo Route 1
- Burren Drive Route
- Wild Atlantic Way

Clare County Council are proposing to develop the EuroVelo 1 as shown on the attached map. The route through Clare will be 317km long and forms part of the EuroVelo 1, which in Ireland stretches from Antrim to Wexford. The route primarily goes along quiet back roads. Busier national or regional roads are to be avoided, such as the road from Liscannor towards the Cliffs which carries 6,200 per day in July. Hence the route doesn't go directly past the Cliffs of Moher Centre but it passes 1km to the north. A spur / signpost could be provided from there.

The local cycleways network is identified by signposted routes on-road located at each junction, as illustrated in Figure 48 below:

Figure 48: Cliffs of Moher Coastal Trail and Other Notable Walking and Cycling Routes



Source: ArcGIS, Sport Ireland Outdoors; reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

4.13.1.3 Transportation Issues Related to the Cliffs of Moher

Visitor Numbers and Current Issues

The Cliffs of Moher site infrastructures were originally designed for a visitor population of 400,000, which sharply increased over the last 8/9 years reaching numbers of 1.6 million and which is projected to rise to almost 2 million by 2025. Currently 56% of visitors travel by car and 44% travel in groups / coaches.

A variety of measures have been introduced to manage the traffic and parking problems, including expanded car and coach parking facilities, improved road and pedestrian safety measures, provision of a shuttle bus service connecting from Ennistymon and Lisdoonvarna and the implementation of ticketing system for coach visits to encourage visits outside peak hours. Despite the previous measures, transport and accessibility issues remain prevalent during the seasonal peak and are noted as high congestion and substandard pedestrian and vehicular accessibility

The site access is subjected to a significant level of congestion and traffic queueing on both approaches to the Cliffs of Moher Visitor Experience car park facility. The upgraded ticket booths facility with an available queueing zone of three parallel lanes, can cater up to 21 vehicles. However, during the seasonal peak congestion builds back onto the R478.

The Cliffs of Moher site suffers from traffic congestion and parking capacity issues during the peak season, and this negatively impacts on visitor's enjoyment of the site as well as resulting in traffic impacts on the surrounding road network. Many of these problems have present in recent years when there has been significant growth in visitor numbers. The following tables present the 2019 visitor numbers, which are summarised as follows:

- July & August are the busiest months, accounting for 30% of the total annual numbers;
- During the high season 85% of the visitors arrive between 10:00 – 16:00, which shows a good spread throughout the day;
- While Thursday and Friday are the busiest days there is a good distribution of visitors across the week.

Table 23: Cliffs of Moher 2019 Visitor Numbers

January	39,888
February	43,698
March	102,171
April	141,708
May	186,191
June	211,496
July	237,286
August	247,708
September	172,968
October	125,967
November	53,362
December	

Table 24: Cliffs of Moher Opening Hours by Season

Low Season		Shoulder Season		High Season	
January	9.00-17.00	March	8.00-19.00	May	8.00-21.00
February	9.00-17.00	April	8.00-19.00	June	8.00-21.00
November	9.00-17.00	September	8.00-19.00	July	8.00-21.00
December	9.00-17.00	October	8.00-19.00	August	8.00-21.00

Table 25: Cliffs of Moher Visitor Numbers by Season

Low Season		
Total Visitors	180,454	
9.00 -11.00	23,186	12.85%
11.00-13.00	67,463	37.39%
13.00-15.00	76,542	42.42%
15.00-17.00	13,264	7.35%
Shoulder Season		
Total Visitors	515,392	
8.00 -10.00	10,533	2.04%
10.00-12.00	123,948	24.05%
12.00-14.00	194,478	37.73%
14.00-16.00	169,595	32.91%
16.00-19.00	16,837	3.27%
High Season		
Total Visitors	837,023	
8.00 -10.00	13,921	2%
10.00-12.00	224,821	27%
12.00-14.00	257,013	31%
14.00-16.00	225,700	27%
16.00-18.00	74,429	9%
18.00-21.00	41,140	5%

Table 26: Cliffs of Moher Visitor Percentage Visits per Day of the Week

Peak Season Visitors	
Monday	15%
Tuesday	12%
Wednesday	13%
Thursday	16%
Friday	16%
Saturday	13%
Sunday	14%

Site Access and Parking Facilities

Access to the Cliffs of Moher site is currently possible only from the road R487.

- Car park along eastern side R478;
- Coach park along western side R478;
- Zebra crossing link between car park and Visitor entrance;

The existing car park has:

- 450/480 spaces car park extension;
- Ticket booths moved further back;

Nearby car parks include:

- Garrihy’s Cross - 6.9 km from the Visitor Centre;
- Doolin Walker’s parking – 9.1 km from the Visitor Centre;
- Liscannor car park - 5.6 km from the Visitor Centre;
- Lahinch car park - 10.3 km from the Visitor Centre;
- Hag’s Head (Walker’s parking) – 4.5 km from the Visitor Centre;

Additionally, Guerin’s Path car park (local) is located some 170 m from the Visitor Centre

Access to the coach parking is provided with a right turning lane for the southbound traffic on the R478 Regional Road.

The coach parking has been expanded in order to accommodate up to 28 coaches and special need vehicles. This includes a one-way system that operates in a clockwise direction which minimise conflict points and eases traffic movements into and out of the site

The west side of the concourse has been upgraded, removing the scheduled service bus area in order to provide 7 additional coach spaces. The east side of the concourse has been expanded with the provision of additional 9 coach spaces.

Additionally, the set down area for special needs vehicles / mobility impaired people has been expanded.

At busy times some coaches are directed to park in the car park after they have dropped off their passengers before returning later when their passengers are ready to depart

Figure 49: Site Access and Parking



Source: ROD

**Traffic Management**

A Traffic Management Plan is currently in operation to keep traffic moving and parking attendants assist traffic entering and parking as follows:

- 2 staff within the lanes directing cars and keeping them moving;
- 3 staff within the car park directing cars and assisting with space finding;
- 2 staff floating on the main road (R478).

As depicted in Figure 50 below, incoming traffic from the R478 is split into the three access lanes, depending on the longest queue.

Figure 50: Traffic Management Arrangements



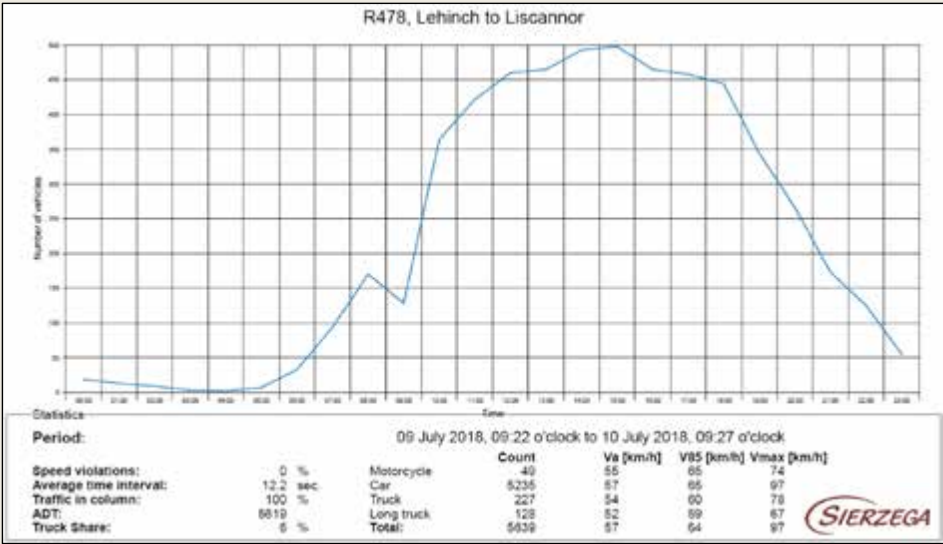
Source: ROD

The graph below shows the daily traffic volumes and profile for a section of the R478 between Liscannor and Lahinch. This shows that there is a very clear peak between 12:00 and 18:00, which coincides with the Visitor Centre peak arrivals, and that there is a sharp drop off in traffic volumes before and after this period.

Coach visits controlled by advance booking system is encouraged by dynamic pricing. Pre-bookings for cars are now being implemented with the intention of promoting visits outside peak times, as shown in the 2019 public admission rates.



Figure 51: Daily Traffic Volumes – R478 Lahinch to Liscannor



Source: ROD

Variable Message Signs (VMS) are used for traffic accessing the Cliffs. These are located at Inagh, Lahinch and Lisdoonvarna. The VMS are controlled by the Cliffs of Moher team and the messages usually notify visitors if car parking is full or if delays should be expected

Public Transport

An existing shuttle bus service is operated by the Cliffs of Moher:

- Ennistymon – Lahinch – Liscannor – Cliffs
- Lisdoonvarna – Doolin – Cliffs

The pick-up locations make use of existing car parking facilities at Lisdoonvarna and Doolin. Tickets for the shuttle bus includes the entry to the Centre. It is not possible to buy a bus ticket only. It has been noted that so far there has been a slow take up in service. There have also been requests from locals to use the bus service to connect between the towns / villages and this could operate on a similar fashion to the Local Link services that are promoted by the NTA throughout the County. Improved promotion and signage of these services is needed to encourage greater use of this service.

Bus Éireann operates a regional bus service, route 350, from Galway to Doolin via Cliffs of Moher and Ennis, with 5 services in each direction every day.

Figure 52: Coach Pick-Up Locations/Park & Ride



Source: ROD

The nearest railway station is located at Ennis, which is 40km to the east. The main service on this line operates between Limerick and Galway, with 5 services from Galway and 9 services per day from Limerick. The journey time to Ennis from Limerick is 40 minutes and from Galway is 1¼ hours. There is also a service between Ennis and Dublin via Limerick Junction with 8 services per day in each direction. The journey time from Dublin to Ennis is 3 hours.

A privately owned shuttle bus service also operates in the area with a loop service between Doolin town, Doolin park & ride, Cliffs of Moher Access, Liscannor and Kilconnel.

In addition, there are numerous private coach operators that visit from Galway, Dublin, Cork and Limerick directly to the Cliffs of Moher Geopark.

Excerpts below from the report Buses in the Burren 2014 – A Study of the Impacts and Issues highlight key issues:

- In 2014, there were an estimated 21,152 bus trips to and within the Burren carrying approximately 571,000 persons.
- 47% of all visitors to Cliffs of Moher came by bus. This proportion has increased significantly from 39% in 2009 and is on an upward trend, reflective of the rise in bus tourism.
- 2,957 buses carrying 78,121 passengers visited the next 10 largest Visitor Centres – the largest being Aillwee Cave and Burren Centre, Kilfenora.
- Excluding retail, the estimated spending by coach operators and their passengers in the Geopark in 2014 was €6,933,558. Using Fáilte Ireland's guideline that each €1million of tourist expenditure helps to support 34 tourism jobs, which indicates that 235 jobs are supported by bus tourism in the Geopark area.

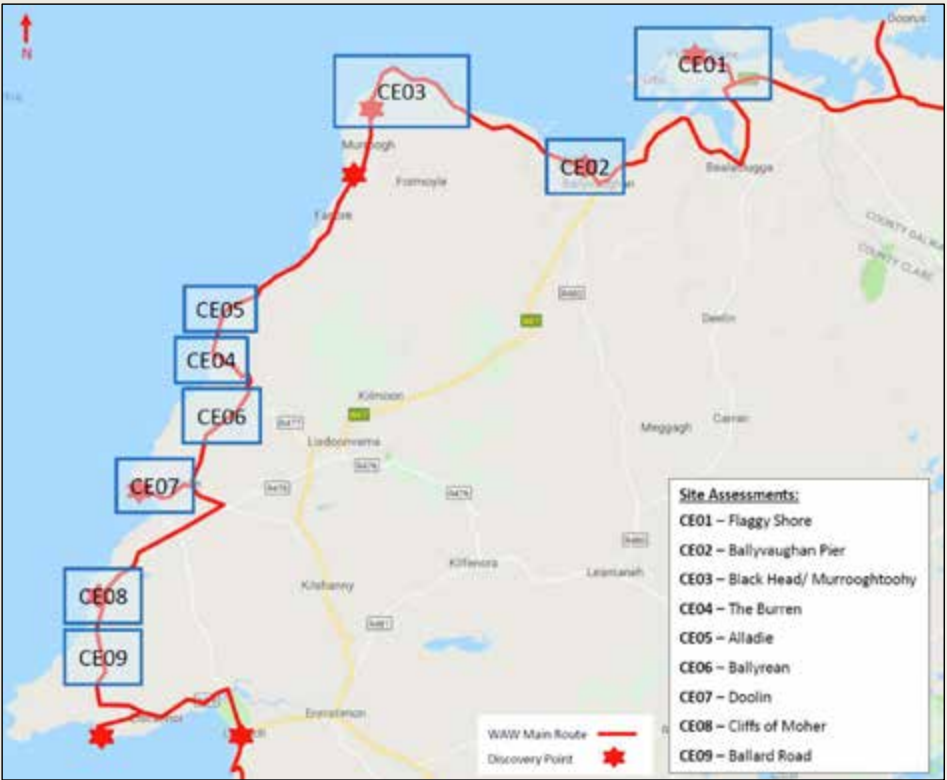
4.13.2 Road Improvements

Fáilte Ireland infrastructure improvements along the Wild Atlantic Way:

- CE07: Develop improved parking facilities in the Doolin region to accommodate visitor and coach parking demand.
- CE08: Relocate the existing ticket booth facility to provide additional queuing capacity within the extents of the existing car park facility and/or revise the operation of the ticket booth to allow vehicles to freely enter the car park off the R478 (e.g. automatic barrier) and purchase tickets within the car park grounds. Undertake improvements to the existing R478 road (Approx. 1km) . Develop improved parking facilities to reduce congestion issues for visitor traffic along the R478 - To address issue no. 1
- CE09: Undertake improvements to the existing R478 road (Approx. 2km).

Clare County Council proposes a relief road to alleviate the through flow of traffic in Ennistymon. The proposed relief road will connect from the N85 Lisdoonvarna / Ballyvaughan Road to the N67 Lahinch Road (N67).

Figure 53: Road Improvements



Source: ROD

4.13.2.1 Traffic and Transport Summary Issues

During peak seasons visitor numbers exceed the capacity that the site can handle. This results in traffic queuing and congestion and delays accessing the car park, and this negatively impacts on visitor's enjoyment of the site as well as resulting in traffic impacts on the surrounding road network. Much of these problems have occurred due to the very significant increase in visitor numbers the past 10 years, which has seen visitor numbers far exceed that which the site was original designed to cater for.

A range of measures that have been introduced to manage the traffic and parking problems, including expanded car and coach parking facilities, improved road and pedestrian safety measures, provision of a shuttle bus service connecting from Ennistymon and Lisdoonvarna and the implementation of ticketing system to encourage visits outside peak hours. It is considered essential for the continued success of the Cliffs of Moher, to minimise any adverse impacts and to deliver a world class visitor experience, that further improvements are made to both to the access infrastructure and to the traffic & transport management measures.

The existing road network has limited capacity and any road upgrade are likely to be limited to localised pinch points or safety improvements, but they will not increase the carrying capacity

4.13.3 Water Supply

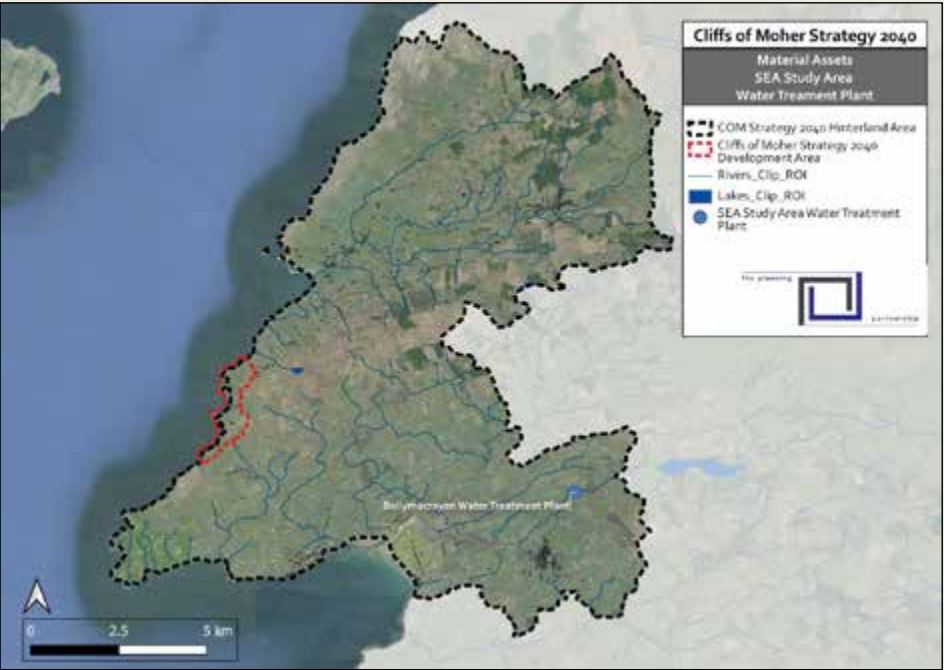
4.13.3.1 Water Supply: SEA Study Area

The *Clare County Development Plan 2023-2029* records that Uisce Éireann is responsible for providing and maintaining public water supply infrastructure throughout County Clare. There are also several group schemes operating in the County. Public group water schemes manage their own networks but are supplied with treated water by Uisce Éireann. Private group schemes manage their own networks but in addition have their own private source that they are responsible for managing. In areas that are unserved by either a public water supply or a group water scheme, water supply comprises mainly of wells serving single dwellings.

Drinking water in the study area is drawn from a variety of sources. The main regional water supply scheme for the area is the Ennistymon Regional Water Supply Scheme and Figure 54 below highlights the main Water Treatment Plant in the study area as the Ballymacravan Water Treatment Plant, located north-east of Ennistymon. As indicated in Figure 55 below, most households in each of the EDs in the study area receive their water supply from a Public Main or from a Group Scheme with water drawn from a public source.

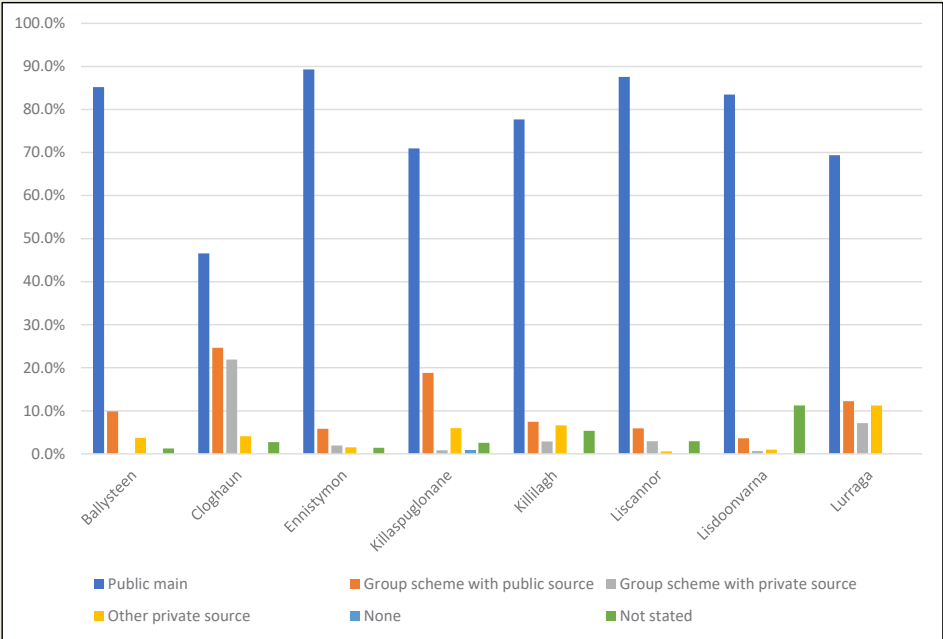
Overall, in the SEA study area, some 83.2% of households are supplied by a Public Main.

Figure 54: Water Treatment Plants in SEA Study Area



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Figure 55: Household Water Supply Sources (2022)



Source: CSO

4.13.3.2 Water Supply: Cliffs of Moher Visitor Experience

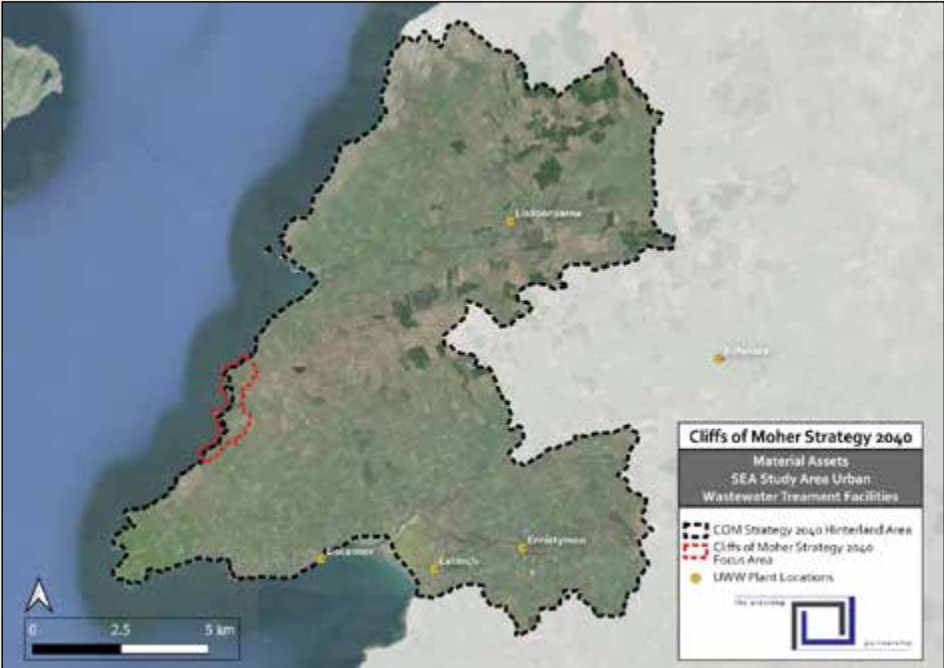
Records received from Clare County Council and Irish Water appear to indicate that the Cliffs of Moher Visitor Centre site is currently served by a drinking water reservoir, located approximately 760m north of the Visitor Centre site. This reservoir is supplied from the public water supply network in the area. Drinking water is supplied to the visitor centre site via an existing 75mm/50mm diameter watermain along the R478.

4.13.4 Wastewater Treatment

As is the case for water supply, the *Clare County Development Plan 2023-2029* affirms that Uisce Éireann is responsible for the provision and management of wastewater facilities serving sewered towns and villages, including the management of storm water for combined sewers. At present there are significant service and compliance issues in many existing wastewater systems in County Clare. A number of treatment plant and network projects are being progressed under Uisce Éireann's 2020-2024 Programme of Investment to address these issues. Outside of the serviced towns and villages most developments in County Clare are served by individual proprietary wastewater treatment plants and septic tanks.

As illustrated below in Figure 56, there are currently 4 no. Urban Wastewater Treatment plants (WWTP) in the SEA Study Area, located at: (i) Lisdoonvarna; (ii) Ennistymon; (iii) Lahinch; and (iv) Liscannor.

Figure 56: Urban Wastewater Treatment Plants in SEA Study Area



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4.13.4.1 Wastewater Treatment and Surface Water Drainage: Cliffs of Moher Visitor Experience

The Cliffs of Moher Visitor Centre is currently served by an existing on site WWTP. The existing WWTP was constructed in 2006 and consists of a membrane bioreactor (MBR) treatment system complete with inlet screen, nitrogen removal, chemical dosing for phosphorus reduction and UV treatment. Treated effluent from the existing WWTP currently discharges to a surface water culvert, approximately 100m south of the WWTP which is believed to discharge to the Ballysteen River.

The existing surface water drainage network provides for the collection of surface water in a piped network, where it is ultimately conveyed off site and discharges to the Ballysteen River, south of the Visitor Centre.

There is also foundation drainage on site that collects groundwater from the back of existing walls and the existing WWTP structure and conveys it to a soakaway chamber where it percolates to ground.



4.13.5 Waste Management

County Clare falls under the scope of the *Southern Region Waste Management Plan 2015-2021*.

There are no licenced landfill and/or licensed waste facilities in the SEA study area. The closest licensed and/or defunct landfill sites are located south (West Rockchapel Landfill – unlined) and south-east of Ennistymon (Ballyduff Beg Landfill – lined).

There is an EPA-licenced waste facility at Ennis (Doora Landfill Site).

4.13.6 Material Assets: Key Issues or Threats

- Increased visitor numbers will result in increased demand for water use.
- Challenge to manage existing wastewater treatment appropriately.
- Inadequate management of waste from the Visitor Experience.
- Potential for new surfaced areas (walkways etc.) to worsen impact of stormwater runoff.
- 

4.13.7 Material Assets: Opportunities

- Implementation of the technically advanced infrastructure interventions proposed reduces risk of negative impacts.
- Relocation opportunity of the COM wastewater treatment plant out of the COM SPA.
- Cliffs of Moher Zero-Waste Strategy makes use of compostable and recyclable materials to decrease waste generation.
- The construction materials used for the new walkways will meet all required standards for drainage comprising of SUDS and nature-based sustainable drainage solutions.

#### 4.14 CULTURAL HERITAGE (ARCHAEOLOGICAL AND ARCHITECTURAL)

This section deals with the baseline in the SEA study area with respect to archaeological heritage and architectural heritage and provides a focused statement in relation to the Cliffs of Moher Development area.

As part of their response in the Scoping Stage, the Development Applications Unit in the Department of Housing, Local Government and Heritage provided the following recommended statement:

Archaeology is the study of past societies through their material remains and the evidence of their environment. It is not restricted solely to ancient periods; it includes the study of relatively recent societies through, for example, industrial and military sites. The archaeological heritage is comprised of all material remains of past societies with the potential to add to our knowledge of such societies. It therefore includes the remains of features such as settlements, monuments, burials, ships and boats and portable objects of all kinds, from the everyday to the very special. It also includes evidence of the environment in which those societies lived.

Archaeological heritage occurs in all environments, urban and rural, upland and lowland, grassland, tillage and forestry, inland and coastal, dryland, wetland (including peatlands) and underwater (including watercourses, lakes and the sea). Archaeological heritage may exist in the form of upstanding or visible remains, or as subsurface features with no surface presentation. Given the above, archaeological heritage may be present in as yet unidentified contexts within all environments. Archaeological Heritage is a unique, finite, fragile and non-renewable resource. A continued awareness and opportunities for enhancement of understanding, awareness and appreciation of this resource must be fully considered in the preparation of relevant guidance, statutory and non-statutory policy documents and plans – at both local and national levels.

Broadly, for the purposes of this report, archaeological heritage features are taken to encompass recorded monuments/national monuments and archaeological objects.

Monuments are defined in the *National Monuments Act, 1930* (as amended) as including “any artificial or partly artificial building, structure, or erection whether above or below the surface of the ground and whether affixed or not affixed to the ground and any cave, stone, or other natural product whether forming part of or attached to or not attached to the ground which has been artificially carved, sculptured or worked upon or which (where it does not form part of the ground) appears to have been purposely put or arranged in position and any prehistoric or ancient tomb, grave or burial deposit, but does not include any building which is for the time being habitually used for ecclesiastical purposes”.

National monuments are those monuments whose preservation is deemed to be a matter of national importance "by reason of the historical, architectural, traditional, artistic, or archaeological interest attaching thereto."

Archaeological objects are defined in the Act as “any chattel whether in a manufactured or partly manufactured or an unmanufactured state which by reason of the archaeological interest attaching thereto or of its association with any Irish historical event or person has a value substantially greater than its intrinsic (including artistic) value, and the said expression includes ancient human and animal remains and does not include treasure trove in which the rights of the State have not been waived.”

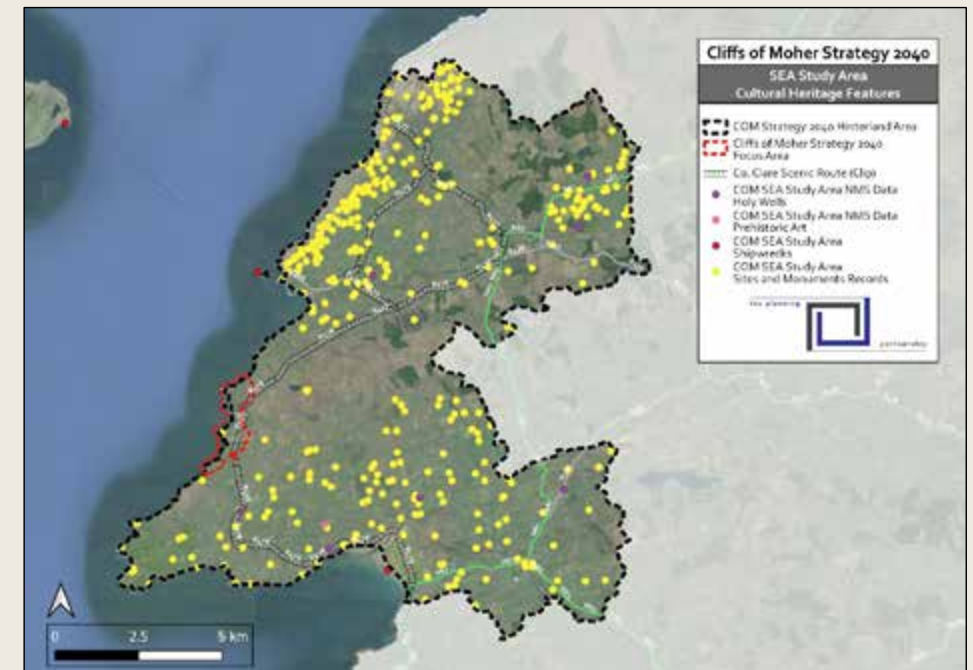
Data in the above regard have been sourced from the National Monuments Service.

#### 4.14.1 Key Archaeological Heritage Features in the SEA Study Area

As illustrated below in Figure 57, there are some 475 no. archaeological heritage features in the SEA study area. These encompass the following:

- 465 no. features recorded in the Sites and Monuments Record (SMR), one of which, O'Brien's Tower, is located within the *Cliffs of Moher 2040 Strategy* Development Area;
- 7 no features recorded in NMS data on Holy Wells;
- 1 no. feature recorded in NMS data on Prehistoric Art sites (rock art); and
- Recorded or possible sites of 3 no. shipwrecks, which are located close to or within the study area, being the remains of a wooden wreck located approximately 100m below the high-water mark off Lahinch Strand. The other shipwreck recorded due west of Crab Island is that of the gunboat Magpie in 1864.

**Figure 57: Key Cultural Heritage Features**



Source: Esri ArcGIS, EPA, National Monuments Service; reproduced and annotated under licence by The Planning Partnership including Licence No.: CYAL50365403 © Tailte Éireann – Surveying

4.14.2 Architectural Heritage Features

Part IV of the *Planning and Development Act 2000* (as amended) defines the term architectural heritage as:

*“structures and buildings together with their settings and attendant grounds, fixtures and fittings, groups of structures and buildings, and sites, which are of architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest”.*

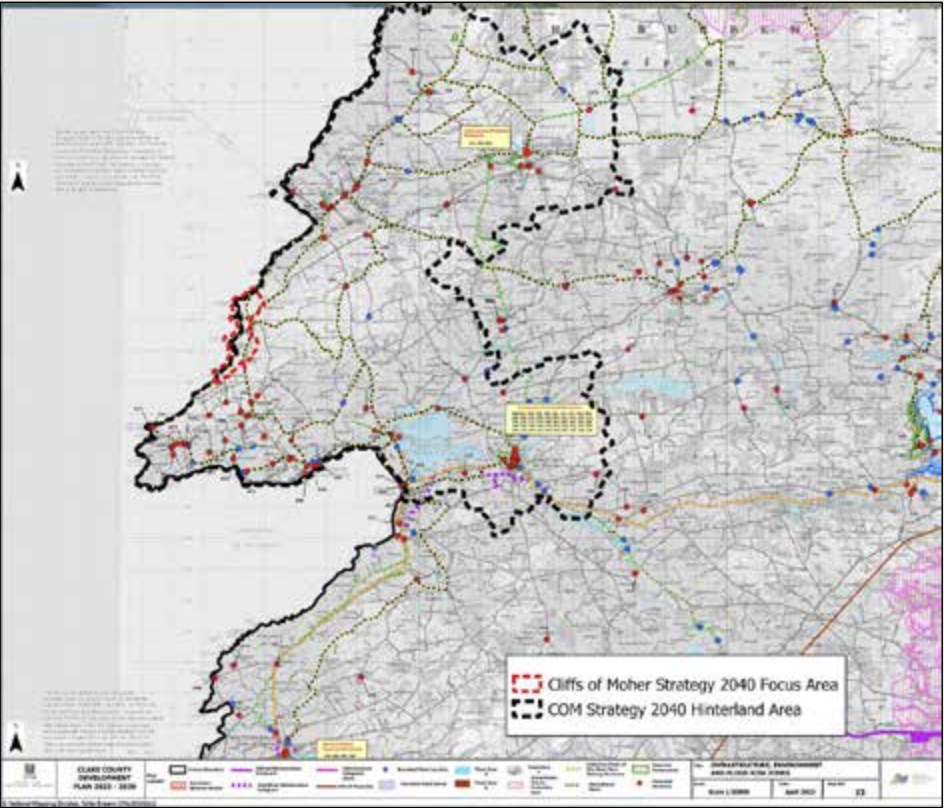
Section 51(1) of the Act further provides that:

*“For the purpose of protecting structures, or parts of structures, which form part of the architectural heritage and which are of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest, every development plan shall include a record of protected structures, and shall include in that record every structure which is, in the opinion of the planning authority, of such interest within its functional area.”*

Such a ‘Record of Protected Structures’ (RPS) forms part of the *Clare County Development Plan 2023-2029* and the relevant features recorded within the SEA study area are illustrated in Figure 58 below.

No protected structures are located within the *Cliffs of Moher 2040 Strategy* Development Area.

Figure 58: Record of Protected Structures in COM SEA Study Area



Source: Clare County Development Plan 2023-2029 (Map Ref. I1 and I3), excerpted, reproduced and annotated by The Planning Partnership under Licence No.: CYAL50365403 © Tailte Éireann – Surveying

#### 4.14.3 Cliffs of Moher Heritage and Cultural Context

The Heritage and Cultural Context Statement is divided into the following sections:

1. **Network** – The Cliffs of Moher is part of a wider network, connecting to other sites of geological, ecological and cultural interest.
2. **Assets and Themes** – The Cliffs of Moher has significant heritage and cultural assets to draw upon for future interpretative planning and development.
3. **Experiences and Engagement** – The Cliffs of Moher can be guided by regional and national strategies and research for experiences and engagement.

##### 4.14.3.1 Network

The Cliffs of Moher is part of a wider network of trails and tours, connecting them to other sites of geological, ecological and cultural interest in the region.

The cliffs are one of seven discovery points along the **Wild Atlantic Way** within the Burren and Cliffs of Moher Global Geopark. This brand initiative is one of the world's longest defined coastal touring routes and one of four of Fáilte Ireland's major tourism initiatives. The County Clare coastline, stretching from Galway Bay to the Shannon Estuary, is at the core of the Cliff Coast region and encompasses other striking coastal views at Loophead, Spanish Point and Flaggy Shore, along with historic and atmospheric towns such as Ballyvaughan, Doolin, Lahinch and Kilkee. A 7-day pass giving visitors access to all the top attractions along the Wild Atlantic Way in County Clare is offered.

In addition, the cliffs are one of a series of nine **Geosites** in the Geopark and are therefore a key landmark within Geopark heritage trails that interpret and promote local natural and cultural features. A key objective of these trails is to disperse independent travellers inland to the Burren Lowlands and provide interpretative content that reveals unknown stories in the landscape.

The cliffs are also part of the 123km **Burren Way** walking trail, which showcases the best of the region's wildflower decorated limestone terraces and archaeological remains

The Cliffs are located within a **UNESCO Global Geopark** and are therefore a member of an international partnership of significant geological landscapes. Along with other Geoparks across the world, the Burren and Cliffs of Moher Geopark uses its UNESCO designation to raise public awareness of its internationally significant geological heritage and related natural and cultural heritage assets. As of April 2018, there are 140 Geoparks in 38 Member States. Geoparks across Europe participate in a week-long programme of events and activities every year during May and June. Using EU LIFE funding, the Burren and Cliffs of Moher Geopark has also delivered a project that sought to seek a collaborative balance between the tourism interests and conservation needs of the region through stakeholder consultation, visitor management plans, conservation toolkit and a pilot universal access heritage education programme. They were also among nine European Geoparks to receive EU funding for a project to promote and disseminate geological and cultural by connecting visitor experiences across the Atlantic Area. The geological, cultural, natural and built heritage of the Geopark is currently interpreted at The Burren Centre in Kilfenora.

A variety of community and heritage groups are already active in the region, providing opportunities to involve local people in the research and interpretation of the Cliffs of Moher. Communities in County Clare are consistently volunteering on projects relating to access and interpretation of heritage sites through wildlife audits, oral history and the research of local folklore, place names and genealogy. National Heritage Week provides a focal point for groups to organise a wide variety of events throughout the county which highlight the work done by local people to both conserve and promote natural, built and cultural heritage. Partnerships with established participants such as Clare Archaeological and Historical Societies, Cuimhneamh an Chláir, Clare Roots and the County Clare Heritage & Genealogy Centre can provide mechanisms for involving further youth, active age, marginalised and socially disadvantaged groups in the Cliffs of Moher project.

With community participation comes opportunities for training in multiple aspects of heritage interpretation and engagement, and a number of organisations already offer courses that the project can collaborate on and add value to. As an example, Burren and Cliffs of Moher UNESCO Global Geopark run a 'Reading the Landscape' course that allows participants to identify, examine and record the heritage features in their own local area through dedicated fieldwork. Other potential training partners include the Burrenbeo Trust, Clare Library, Limerick and Clare Education and Training Board and Clare Local Development Company.

The Cliffs of Moher and Burren are among the distinct landscapes in Ireland being identified, mapped and characterised as part of a national strategy. A key objective of the *National Landscape Strategy for Ireland 2015-2025* is the collection of data and qualitative information about the landscapes of Ireland through liaison between local planning authorities, agencies and community organisations. The ultimate aim is to establish a National Landscape Character Map using the evidence base that can describe and assess distinct landscape character areas at a national scale, informing effective spatial planning and landscape-centred decision making. The database and associated maps will use Landscape Character Assessment methodology and will result in an outline Historic Landscape Characterisation.

##### Opportunities Identified

- Both interpretive planning and programming must adopt strategic thinking in connecting the Cliffs of Moher to wider heritage sites and themes in the region, through the Global Geopark, and nationally, through the Wild Atlantic Way brand.
- Establish thematic links between attractions, motivating audiences to explore further content as part of a larger itinerary in the area.
- Highlight the geological credentials of the Cliffs and Burren landscape within an international context, allowing visitors to recognise its significance among other Global Geoparks.
- Utilise existing community networks and events to involve groups in interpretation development and engagement activities.

##### 4.14.3.2 Assets and Themes

The most significant heritage asset of the Cliffs of Moher is its geology, which adds depth to the understanding of the internationally renowned geological formations within the wider Burren landscape. The Burren extends over 500 km<sup>2</sup> and is best known for its distinctive limestone pavement formed during the Carboniferous period.

Through its UNESCO designation this terrain is regarded to be of 'outstanding natural beauty', with karst limestone eroded and smoothed by glaciers interweaved by the River Fergus and its tributaries. The layers of shales, siltstones and sandstones seen at the Cliffs of Moher were formed much more rapidly from sand and silt



washed into the sea by a major river system now long disappeared. Slabs of rock known as ‘Moher Flags’ show traces formed by unknown creatures that burrowed through the sand and mud. As this sedimentary basin is normally only visible under the sea, the cliffs provide a unique opportunity for visitors to learn about the local environment that existed over 300 million years ago. Today the cliffs are also subject to coastal erosion, shown by the sea caves and great sea stack at the foot of the cliffs. The landscape is therefore a powerful and tangible illustration of global climate change, showing the impacts of rising sea levels.

The diversity of flora and fauna and their environmental protection is a key focus for local and national heritage strategies. The cliffs have been designated a Special Designated Area (SPA) under Irish and EU legislation due to the presence of seabirds such as clough, fulmar, kittiwake, guillemot, razorbill and puffin. 95 species of bird have been recorded within the Park overall, with at least 50 using the area for breeding.

Whales, basking sharks, seals, otters and dolphins can also sometimes be seen in the water under the cliffs. Of all the wildlife across the park, it is perhaps the wildflowers that grow among the Burren limestone plateau that capture the public imagination most. The fertile habitats are unique for the mix of arctic alpine and Mediterranean flowers that grow alongside each other. The Burren is home to approximately 75% of Ireland’s plant species, including 23 of Ireland’s 27 native orchid species.

A selection of these wildflowers can be seen at the cliffs at the right time of year and the site therefore has the potential to encourage visitors to explore the abundance of flora in the rest of the park. Further significant habitats in the county include the blanket bogs and wetlands on Slieve Beanagh and Slieve Aughty and the long narrow lake of Lough Derg. Local and national natural heritage strategies focus heavily on the importance of landscape protection and the interconnectivity of biodiversity and climate change. Demonstrating how the geology and fragile ecological environments of the park help these species to thrive is therefore important.

Bringing to life the folklore legends associated with the Cliffs of Moher can help to connect visitors with the traditional culture of Ireland. County Clare’s Culture and Creativity strategy, which aligns with the national cultural policy, supports community initiatives that lead to the awareness, collection and preservation of the county’s unique and intangible cultural heritage, including oral history, music and folklore. Celebrating the traditional beliefs, customs and stories of a place can reveal how the community perceive and are inspired by their historic environment and brings visitors into close contact with the musicians, artists and writers that are so central to the Irish identity. The Cliffs of Moher have always been in the public consciousness and are therefore linked to several legends and folklore. Stories include the Mermaid of Moher, the Corpse- Eating Eel, the Lost City of Kilstiffen and the Leap of the Foals. Some of these tales have become immortalised through specific features and place names, providing a tangible link to the landscape. The lunar-like terrain of the Burren has also captured the imaginations of many writers, craftspeople, artists and musicians throughout history, from JRR Tolkien to Seamus Heaney. Experiencing these works in the places that inspired them holds a powerful appeal for visitors and provides an opportunity to link to the continuing musical traditions of the local area, exemplified by Doolin nearby which offers nightly music all year round.

A number of significant historical events are associated with the cliffs, providing opportunities for powerful learning opportunities connected to the national curriculum. A major objective for the national curriculum is the involvement of children in the study of local history through the investigation of buildings and natural features that have impacted on the lives of the community. A visit to the Cliffs of Moher has the potential to provide tangible insights into a number of significant historical events, including accounts of families of emigrants coming to the cliffs to wave goodbye to the boats leaving for the New World, the rise of tourism in the area through the personal story of Cornelius O’Brien, the destruction of the Spanish Armada and the peak of the local quarrying industry in the 19<sup>th</sup> and 20<sup>th</sup> century, which connects the cliffs to Doonagore mining village and

Liscannor port. All these stories would benefit from further research to determine their value and relevance to local audiences and international visitors.

County Clare has one of the highest densities of monuments of any county in Ireland. It is particularly rich in early field monuments and ecclesiastical settlements, with approximately 7,500 known archaeological sites and many more still undiscovered in the County. The most visited archaeological site within the Geopark is the designated National Monument, Cahercommaun Cashel, situated on the edge of a deep ravine with spectacular vistas of the surrounding countryside. Several buildings appear within the landscape of the cliffs and provide an insight into the different periods of built heritage in the area. Moher tower is the stone ruin of an old Napoleonic-era watchtower which stands on Hag’s Head at the southern end of the Cliffs of Moher. The gothic O’Brien’s Tower is emblematic of the emerging tourism in the 19<sup>th</sup> century, while St Brigid’s Well located between the cliffs and Liscannor provides a connection to religion, spirituality and local folklore. Further up the coast, Doonagore Castle is a round 16<sup>th</sup> century tower house that provides a focal point leading into the coastal village of Doolin.

Opportunities Identified

- Research, storytelling and messaging should highlight the geological and natural heritage of the cliffs in relation to the wider Burren landscape, for example by helping visitors to understand when they were formed within the larger chronology of geological events.
- Link the cliffs to the storytelling and musical traditions of the area, revealing their place within the local public’s consciousness.
- Immerse visitors in the historical events in which the cliffs have played a key role.

4.14.3.3 Experiences and Engagement

**Authentic and immersive experiences are a central principle of both regional and national strategies.** Fáilte Ireland have analysed the latest trends in the tourism sector and are prioritising investment in heritage experiences that, above all, connect visitors to the authenticity of the site and deliver an immersive experience. The first component of this is the storytelling, which should focus on bringing to life personal and cultural stories, evoking emotional responses that will make the history of the place feel tangible and real. The experience itself should be participative, stimulating and multi-sensory in a way that helps the visitor to feel absorbed and connected to the essence of the setting. The interpretative challenge for the Cliffs of Moher therefore lies in engaging visitors with the elemental qualities of Ireland’s wild and dramatic natural environment through an intimate and visceral experience. A related objective of the Wild Atlantic Way is to promote the wider Burren landscape as a place of wellness, where contact with the natural elements relaxes the mind and delivers a rejuvenating encounter. Emphasis is placed on creating an affinity with the ancient landscape through contemplation and self-exploration.

**Interacting and connecting with real people is considered to be a key motivator at heritage sites.** By carrying out visitor attitudes surveys, Fáilte Ireland have confirmed that engaging with local people is a crucial motivating factor for visiting Ireland and an important contributor to visitor satisfaction levels.

Connecting with local communities and their heritage is a significant part of the objective to deliver ‘real experiences’. If not through direct face-to-face contact, this can be achieved through researching and embedding content relating to human- interest stories - local folklore, dialect and accent - into interpretation. Festivals and events are another opportunity to allow local people to celebrate their culture and heritage and share it with visitors, for example the Burren Food Trail events showcasing local produce. Fáilte Ireland are

prioritising investment in programming that features performances and re-enactments, bringing colour, animation and vivid immersion to historic sites.

Providing opportunities for the local community to participate in heritage projects and thereby get closer to their historical roots is an important strategic objective. There is currently a revival in volunteering in Ireland with people taking an interest in their local heritage and its conservation. The Cliffs of Moher project can capitalise on this by creating more opportunities for specific groups, specifically young people, to participate in research and interpretation and in the process develop important skills and generate a tangible sense of place and belonging. Fáilte Ireland is currently investing in training and capacity building activities, including community archaeology and citizen science initiatives. Data and qualitative information collected can not only feed into site interpretation but can also digital platforms such as the Heritage Council’s Heritage Maps initiative (www.heritagemaps.ie) and local Landscape Character Assessments.

Other initiatives that sector bodies are keen to support is the innovative use of digital technologies and foreign language provision. Recognising that technology is playing an ever- increasing role in all stage of the visitor journey, Fáilte Ireland are supporting projects that can integrate digital media seamlessly into the visitor experience, both for delivering content in an innovative and immersive way and offering excellent customer services. In addition, the increasing number of nationalities visiting Ireland means that the organisation are keen on improving and expanding services that deliver new and tangible ways of providing information to visitors in a foreign language.

4.14.3.4 Summary of Opportunities

Table 27 below lists the identified opportunities related to the Cliffs of Moher Heritage and Cultural Context:

Table 27: Heritage and Cultural Context Opportunities

Priority Action	Section
<ul style="list-style-type: none"><li>Both interpretive planning and programming must adopt strategic thinking in connecting the Cliffs of Moher to wider heritage sites and themes in the region, through the Global Geopark, and nationally, through the Wild Atlantic Way brand. Establish thematic links between attractions, motivating audiences to explore further content as part of a larger itinerary in the area.</li><li>Highlight the geological credentials of the Cliffs of Moher and Burren landscape within an international context, allowing visitors to recognise its significance among other Global Geoparks.</li><li>Utilise existing community networks and events to involve groups in interpretation development and engagement activities.</li></ul>	Networks
<ul style="list-style-type: none"><li>Research, storytelling and messaging should highlight the geological and natural heritage of the cliffs in relation to the wider Burren landscape, for example by helping visitors to understand when they were formed within the larger chronology of geological events.</li></ul>	Assets/Themes

Priority Action	Section
<ul style="list-style-type: none"><li>Link the cliffs to the storytelling and musical traditions of the area, revealing their place within the local public’s consciousness.</li><li>Immerse visitors in the historical events in which the cliffs have played a key role.</li></ul>	Experiences/Engagement
<ul style="list-style-type: none"><li>Storytelling and design deliveries should combine to create a visitor experience that fully immerses visitors, allowing them to be absorbed in the wild natural environment as well as feel emotionally connected to its human interest narratives.</li><li>Create opportunities for visitors to engage with and feel connected to real people, whether through storytelling or first-person interpretation.</li></ul>	
<ul style="list-style-type: none"><li>Ensure the project has a direct impact on the local community by maximising opportunities for creative partnerships, volunteering and skills development.</li></ul>	

4.14.4 Key Issues or Threats

- It would be a lost opportunity to not identify the prehistoric, medieval and 19th century area sites and history these sites.
- Removal of cultural features by visitors to the area.
- Impacts during construction and operational phases on Recorded Monuments, Protected Structures or structures listed on the National Inventory of Architectural Heritage (NIAH).

4.14.5 Opportunities

- Implementation of the *Cliffs of Moher 2040 Strategy* results in Cliffs of Moher Visitor Experience visitors’ enhanced understanding and appreciation of the area’s significant prehistoric, medieval and 19th century history and linkages to the present-day.
- The increase in visitor exploration of sites within the wider area.
- Implementation of the *Cliffs of Moher 2040 Strategy* results in enhanced management and conservation of Recorded Monuments, Protected Structures or structures listed on the National Inventory of Architectural Heritage (NIAH) in the SEA Study Area.
- The New Centre emphasises where/what these protected structures are.
- The Archaeological and Architectural structures will continue to be promoted and protected.

4.15 LANDSCAPE CHARACTER, CONTEXT AND QUALITY

4.15.1 Introduction

This section of the report sets out the landscape baseline and the associated landscape statement for the Cliffs of Moher, to inform the development of the *Cliffs of Moher 2040 Strategy*. Where relevant, the statement has also considered the cliffs in context with the separate, related landscape of the Burren. It concludes with an initial set of landscape opportunities and constraints recorded by landscape architects from Arup, drawing from a site visit and a series of stakeholder meetings undertaken on the 12 and 13 February 2020. The landscape statement is set out in the following sections:

- Policy context;
- Physical influences;
- Cultural and social influences;
- Perception and experiential qualities;
- Landscape statement and key landscape values; and
- Landscape opportunities and constraints analysis.

4.15.2 Landscape character, context and quality: Policy Context

The landscape of the Cliffs of Moher is an outstanding example of the glacial karst landscapes of western Ireland. The site forms the principal part of the 'Cliffs of Moher and Lahinch Landscape Character Area' within the *Landscape Character Assessment of County Clare 2004* and the *Clare County Development Plan 2023-2029*. It occupies a prominent and dramatic, open and visually sensitive, sparsely vegetated coastal headland and rugged vertical sea cliffs on one of the westernmost tips of County Clare. Clifftop farmlands and historic field patterns, stone field boundary walls and occasional whitewashed cottages extend into the landscape beyond. The cliffs jut into the Atlantic for eight kilometres, rising to heights of up to 214 metres from the sea and comprise of a geology of Upper Carboniferous shales and flagstones.

The wildness and scenic beauty of the cliffs and their outstanding geological character and quality are recognised through the following designations:

- The UNESCO Burren and Cliffs of Moher Geopark Designation, which was inscribed in 2015, and which recognises not only the outstanding and internationally significant geology of the cliffs, but also the need to plan development and visitor management sustainably and responsibly, recognising their intrinsic quality and vulnerability.

- Geological designation at the local level (Doolin to Hag’s Head [Cliffs of Moher] County Geological Site within the *Clare County Development Plan 2023-2029* – see Section 4.9.3 above).
- As a geological Natural Heritage Area, and as a Heritage Landscape within the *Clare County Development Plan 2023-2029*, traversed by a designated scenic route from Liscannor to Doolin and Lisdoonvarna.
- The landscape of the cliffs forms part of a wider sequence of sculptural karst landscapes along the Clare Coast, with dramatic headlands and promontories interspersed with rocky coves, bays and beaches and intersected at points in the wider character area by coastal rivers such as the Inagh.
- Landmarks are formed by natural and geological features as well as monuments such as O’Brien’s Tower, providing distinctive points of focus and orientation and linked by a clifftop coastal path.

The notable scenic and recreational value of the cliffs, as well as the need to plan sensitively for their protection and management, is recognised in the following policies within the *Clare County Development Plan 2023-2029*:

- CDP 9.6 Development Plan Objective: Tourism Corridors. This objective encompasses the development of the potential of the Cliffs of Moher as a key destination on the Wild Atlantic Way by supporting and facilitating the delivery and implementation of the *Cliffs of Moher 2040 Strategy* and acknowledges the importance of doing so in line with the findings of the *Cliffs of Moher 2040 Strategy* Environmental Assessments.
- CDP 9.9 Development Plan Objective: Educational Tourism. The supporting text recognises the educational value and interest of key geological assets such as the Cliffs of Moher and the Burren.
- CDP 9.24: Development Plan Objective: Tourism in North Clare and the Burren (maintaining the Cliffs of Moher and the Burren as a primary tourism asset and facilitating appropriate improvements).
- CDP 15.25: Burren and Cliffs of Moher Geopark. Affirms the objective of Clare County Council to continue to work in partnership with all relevant stakeholders to support the on-going work of the Burren and Cliffs of Moher Geopark and to secure the retention of the 'Geopark' status into the future and to continue to seek on an on-going basis, new funding mechanisms for the work of the Geopark including from national and EU sources.

The *Landscape Character Assessment of County Clare 2004* used systematic methods based on desktop research and fieldwork as well as public consultation to determine at the County level different 'Landscape Character Types'<sup>3</sup>, 'Historic Landscape Types'<sup>4</sup> and 'Landscape Character Areas'<sup>5</sup>.

At the broader level of the SEA study area, the *Landscape Character Assessment of County Clare 2004* categorises the 'Landscape Character Types' as being comprised of components of:

- Coastal Limestone Slopes
- Limestone Uplands

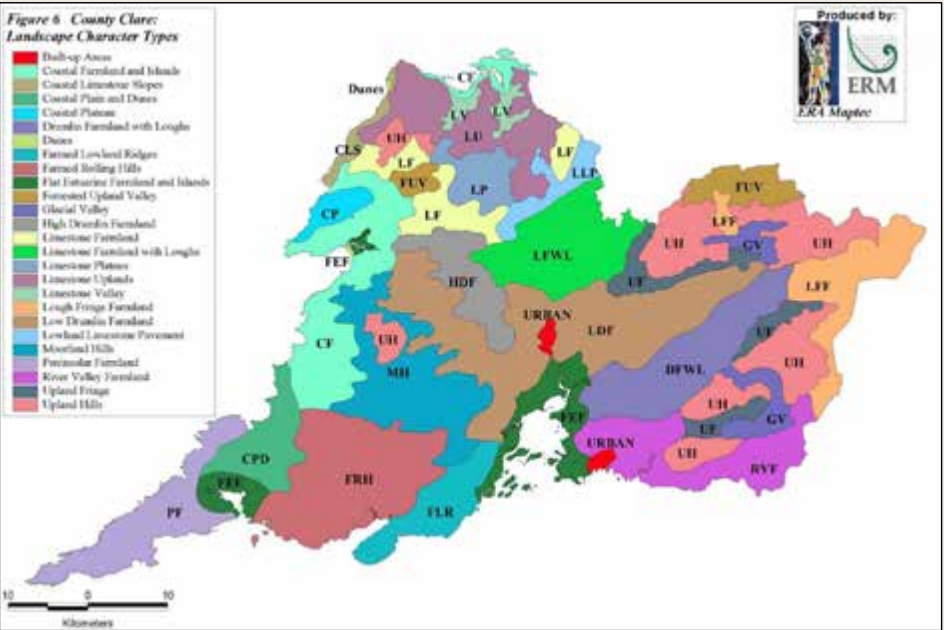
<sup>3</sup> Landscape Character Types are defined in the report as “distinct types of landscape that are relatively homogenous in character. They are generic in nature in that they may occur in different localities throughout the country. Nonetheless, where they do occur, they commonly share similar combinations of geology, topography, land cover and historical land use. For example, limestone river valleys or blanket bog uplands are distinct landscape character types and are recognisable as such whether they occur in County Clare or other counties.”

<sup>4</sup> Historic Landscape Types are defined in the report as “a discrete landscape based on the 'scale and integrity of the archaeological features [that] reflect significantly on the human history and land use of that area' (Cooney et al. 2000, 22).”

<sup>5</sup> Landscape Character Areas are defined in the report as “units of the landscape that are geographically specific and have their own character and sense of place. Each LCA has its own distinctive character, based upon patterns of geology, landform, landuse, cultural, historical and ecological features.”

- Limestone Farmland
- Upland Hills
- Forested Upland Valley
- Coastal Farmland and Islands
- Coastal Plateau
- Flat Estuarine Farmland and Islands
- Dunes

Figure 59: Landscape Character Types of Co. Clare

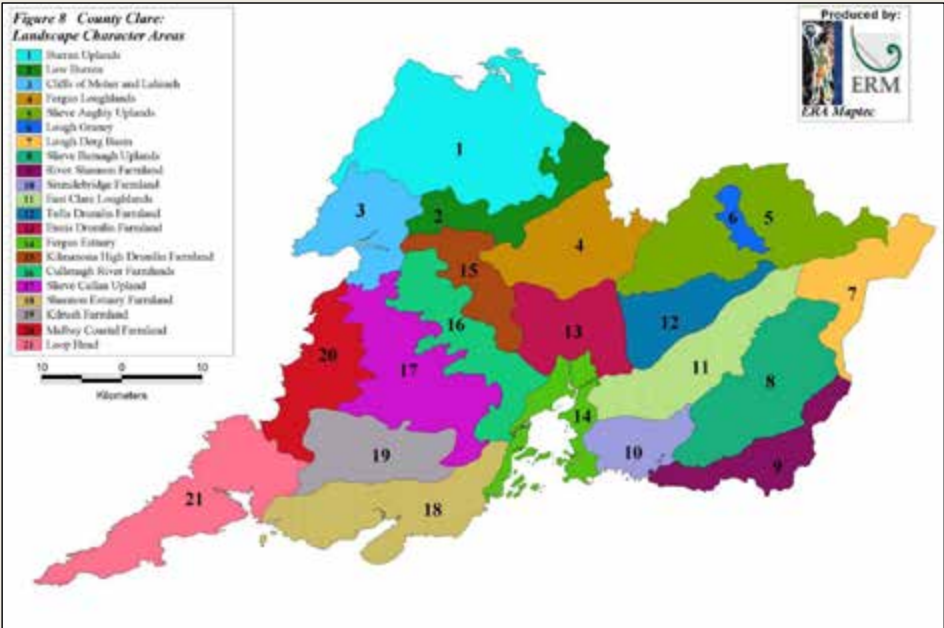


Source: ERM, C. Clare

As illustrated below, at the broader level of the SEA study area, the main 'Landscape Character Areas' characteristic of the area are listed as:

- Burren Uplands
- Cliffs of Moher and Lahinch

Figure 60: Landscape Character Areas of Co. Clare



Source: ERM, C. Clare



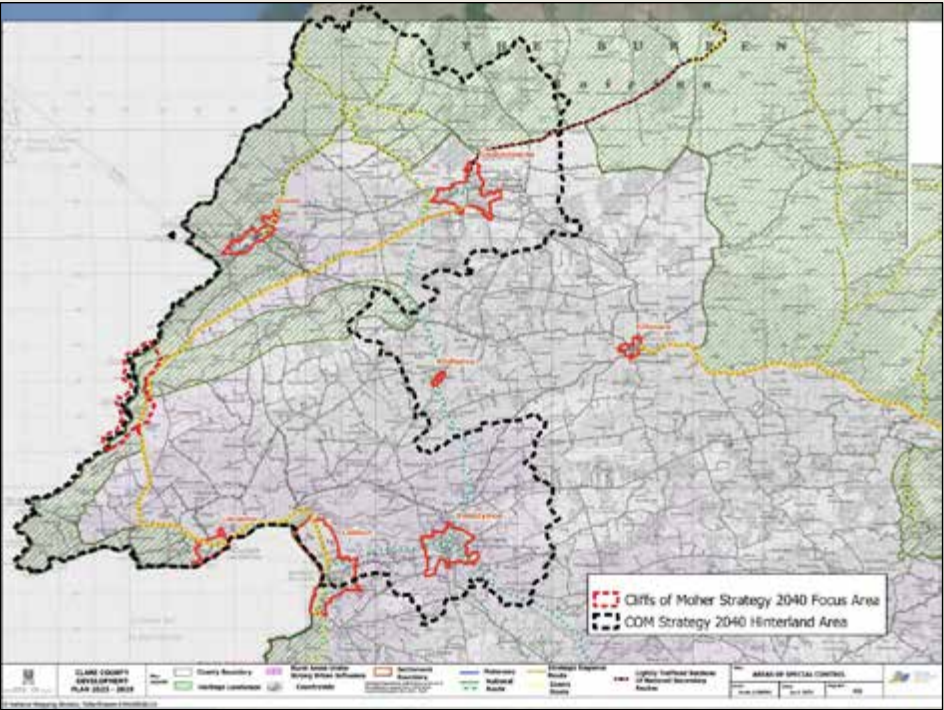
4.15.3 Landscape Designations and Areas of Special Control

The *Clare County Development Plan 2023-2029* provides for the designation of 'Areas of Special Control' within which controls are set in respect of the development of new single houses. These 'Areas of Special Control' are comprised of:

- 'Areas of Special Control'
- 'Heritage Landscapes'
- Sites Accessed from Scenic Routes

As is illustrated in Figure 61 below, the SEA study area is characterised by 'Heritage Landscapes' zones as well as several 'Scenic Routes'.

Figure 61: Landscape Designations and Areas of Special Control in SEA Study Area



Source: Clare County Development Plan 2023-2029 (Map Ref. I1 and I3), excerpted, reproduced and annotated by The Planning Partnership under Licence No.: CYAL50365403 © Tailte Éireann – Surveying

Below, more detail is provided on the physical and cultural influences and perceptual characteristics underpinning the landscape of the Cliffs of Moher, to inform the baseline landscape statement.

4.15.4 Physical influences

4.15.4.1 Geology and Landform

Part of the iconic status of the Cliffs of Moher as a tourist destination derives from the scenic qualities which are a direct result of the distinctive geological systems and processes from which they were formed. Composed of layered bands of carboniferous shales and flagstones, the striations of the cliffs are, by contrast to the nearby rock formations of the Burren, of comparatively rapid formation, the legacy of sand and silt being washed into the sea by a long-vanished river system (as described under the Geological Survey of Ireland's IGH9 Upper Carboniferous and Permian and the IGH3 Carboniferous - Pliocene Palaeontology themes). In contrast, the rocks of the Burren formed over tens of millions of years, with the fossil rich limestones in the north and east formed in tropical, equatorial seas and deposited over a period of c.20 million years. It is these limestones which define the austere Burren landscape (and its characteristic limestone pavements), and which are overlain by the younger siltstones, shales and sandstones of the Cliffs of Moher in the south and west.

The formation and folding of the rocks is also partly the legacy of continental drift and tectonic plate collision, with the entire landmass on which the rocks are sited having collided with what is now mainland Europe shortly after their formation. This resulted in the hitherto flat rocks becoming gently folded and distinctly tilted, as at the Burren. The cracks, fissures and splits frequently evident in the rocks today are the legacy of the enormous forces acting on them during this process.

Some 1.8 million years ago, during the Ice Age, vast masses of ice more than 200 metres thick scoured the surface from the north and north-east, carving a series of valleys and depositing drift material in places on top of the bedrock. These are apparent in the series of scattered rocks apparent across much of the Burren to this day, as well as on a number of the beaches on this stretch of the coast, with granites and red sandstones from as far away as Connemara.

Distinctive features of the geology of the cliffs include a variety of structures which are the result of seawater erosion on the soft rocks, such as caves, limestone stacks and arches. There are also rare fossilised neopteran pterygote insects near Doolin, which were an early and major evolutionary advancement in insect development, enabling accurate dating of the rocks. A diversity of trace fossils is also found in the sandstone ledges and the Moher Flagstones. Also significant are sand volcanoes in the carboniferous beds and the Fisherstreet Slide, which is part of the Gull Island Formation and a notable example of sedimentary rockslide, being some 30 metres thick and several kilometres long.

4.15.4.2 Landcover, habitat and ecology, flora and fauna

The flora and fauna of the limestone plateau of the Burren in particular is diverse, overlaid upon limestone rock and soils, forming a habitat for around 1,100 plant species, approximately three quarters of the total found in Ireland. The elevated oceanic climate gives rise to a unique combination of flora, either simultaneously or in succession across the seasons, including Mediterranean orchid, hoary rock rose and spring gentian, plus a mosaic of ferns and mosses in autumn and winter. The valleys which dissect the plateau are overlain with thick deposits of glacial till and blanketed with fertile grazing lands which have long supported the lamb and beef

which characterises much agriculture in Ireland. The fertility of the lands of the Burren was noted by Edmund Ludlow as far back as 1651<sup>6</sup>:

*"The Burren is a country where there is not water enough to drown a man, wood enough to hang one, nor earth enough to bury him;... and yet their cattle are very fat; for the grass growing in tufts of earth, of two or three foot square, that lie between the rocks, which are of limestone, is very sweet and nourishing".*

The landscape also supports numerous emblematic animal species, such as pine marten, the internationally endangered Lesser Horseshoe Bat, over seventy species of land snail due to the presence of calcium carbonate and 28 of Ireland's thirty species of butterfly<sup>7</sup>.

The Cliffs of Moher are the habitat for a wide variety of seabirds, coastal flowers and lichens, plus land mammals including badgers, hares and stoats. The seascape is characterised by marine life and sea mammals such as whale, basking sharks and seals. Seabirds inhabiting the cliffs include puffins, a member of the Auk family which winters at sea and returns to the cliffs for nesting season, along with significant numbers of other cliff nesting seabirds, across over 20 species including guillemot, razorbill, fulmar (a relative of the albatross) and kittiwake. Other species include chough and peregrine falcon. It is this rich variety of seabird species which has led to the designation of the cliffs as a Natura 2000 site – a Special Protection Area (SPA)<sup>8</sup>.

#### 4.15.5 Cultural and social influences

This section is organised according to the broad chronological stages of evolution, as relevant.

##### Neolithic and Bronze and Iron Ages (c.10,000 BC to AD 43)

The Cliffs of Moher literally translates as Cliffs of the Ruined Fort, a reference to the Iron Age Fort of Mothar on the clifftops of c.2,000 years ago, of which no trace now remains, although Moher Tower stands near its former site.

##### Medieval (1066-1600)

The cliffs formed the last destination of the Spanish Armada of 1588. The Spanish Fleet, under the Duke of Medina Sidonia, having been unsuccessful in their attempted invasion of England, sailed north around Scotland and wide around Ireland as part of a planned return home, but was annihilated by storms *en route*.

Boetius Clancy, High Sheriff of Clare, spotted the fleet out at sea and in distress on 16th September 1588 and was ordered by the Lord Deputy William Fitzwilliam to capture and execute any Spanish sailors. Two more ships carrying almost 700 men altogether sank on 20th September on the reef near Mutton Island. The four survivors were taken prisoner by Clancy and along with survivors from other ships were hanged in a gruesome execution near Spanish Point, being buried thereafter in a mass grave known as Tuama na Spaineach<sup>9</sup>. Clancy records as follows in his diary:

<sup>6</sup> [https://www.europeangeoparks.org/?page\\_id=665](https://www.europeangeoparks.org/?page_id=665)

<sup>7</sup> <https://www.cliffsofmoher.ie/about-the-cliffs/nature/>

<sup>8</sup> <https://www.cliffsofmoher.ie/about-the-cliffs/history/>

<sup>9</sup> <https://www.cliffsofmoher.ie/about-the-cliffs/history/>

*"It was a wild and stormy day in September, and the light was dying out westward over the great rollers of the Atlantic, when the watchers on the towering Cliffs of Moher saw two sails beyond Aran, and in the dim twilight, fancied they saw others farther out to sea" ...<sup>10</sup>*

##### Post-medieval (1600-1800)

From the latter 16<sup>th</sup> century until the early 19<sup>th</sup> century, young Irish nobles would embark on the Grand Tour from the coast of County Clare and Galway. Irish travel journals of the 1780s frequently describe the sublime beauty of the Cliffs of Moher which many of the travellers on their Grand Tour experienced when sailing across to mainland Europe. An example is John Lloyd's 'An Impartial and Accurate Description of the County of Clare' (1780), where he wrote as follows:

*"This Mohar is the summit of a very high, stupendous Cliff, ... which exhibits a clear Prospect of the gloomy Highlands of Eyr Connaught, the Isles of Aren, of almost the whole Coast of Malbay, and of the adjacent Country for many miles; underneath this is another green Pasture gradually declining to the lower Cliff, and which is often covered with the raging Billows of this alarming Coast".<sup>11</sup>*

In a similar spirit albeit much later, in 1897, the French writer Madame Marie-Anne de Bovet wrote:

*"The Cliffs of Moher surpass in savage beauty all other points of this marvellous side of Clare. Imagine a reach of several miles of wall of black stone rising as high as 600 feet above the ocean, the angles formed like the bastions of a fortress crossed below by sinister caverns, among which may be seen the white wings of myriads of sea-birds"<sup>12</sup>.*

##### Early modern and modern (1800 to present day)

The great landowners of County Clare created a designed landscape and architectural legacy which shapes the character of the cliffs to this day. A notable example was Cornelius O'Brien MP of Birchfield House, Liscannor, who built the folly O'Brien's Tower in 1835 near the highest point of the cliffs, to provide a striking vantage point for visitors. O'Brien was also responsible for the wall of Liscannor Flagstone along the clifftop. The tower forms part of a wider programme of building works by O'Brien in the area, notably the bridge across the Inagh River between Liscannor and Lahinch, his monument at Liscannor, St Brigid's National School, local road schemes and the well house at St Brigid's Well, built by O'Brien to give thanks for when he was saved from illness in London when he had asked for water to be sent from St Brigid's Well for his recovery<sup>13</sup>.

The other principal element of the landscape in this period shaping how it is experienced today was flagstone quarrying through the 19<sup>th</sup> century and into the early 20<sup>th</sup> century. In its heyday the industry employed around 500 men, resulting in Liscannor becoming a busy port shipping stone to London and Liverpool, and with a village being built for workers near the Doonagore Mines. The mines largely closed with the advent of the First World

<sup>10</sup> <https://www.cliffsofmoher.ie/about-the-cliffs/history/>

<sup>11</sup> <https://www.irelandsown.ie/the-story-of-the-cliffs-of-moher/>

<sup>12</sup> <https://www.irelandsown.ie/the-story-of-the-cliffs-of-moher/>

<sup>13</sup> <https://www.irelandsown.ie/the-story-of-the-cliffs-of-moher/>

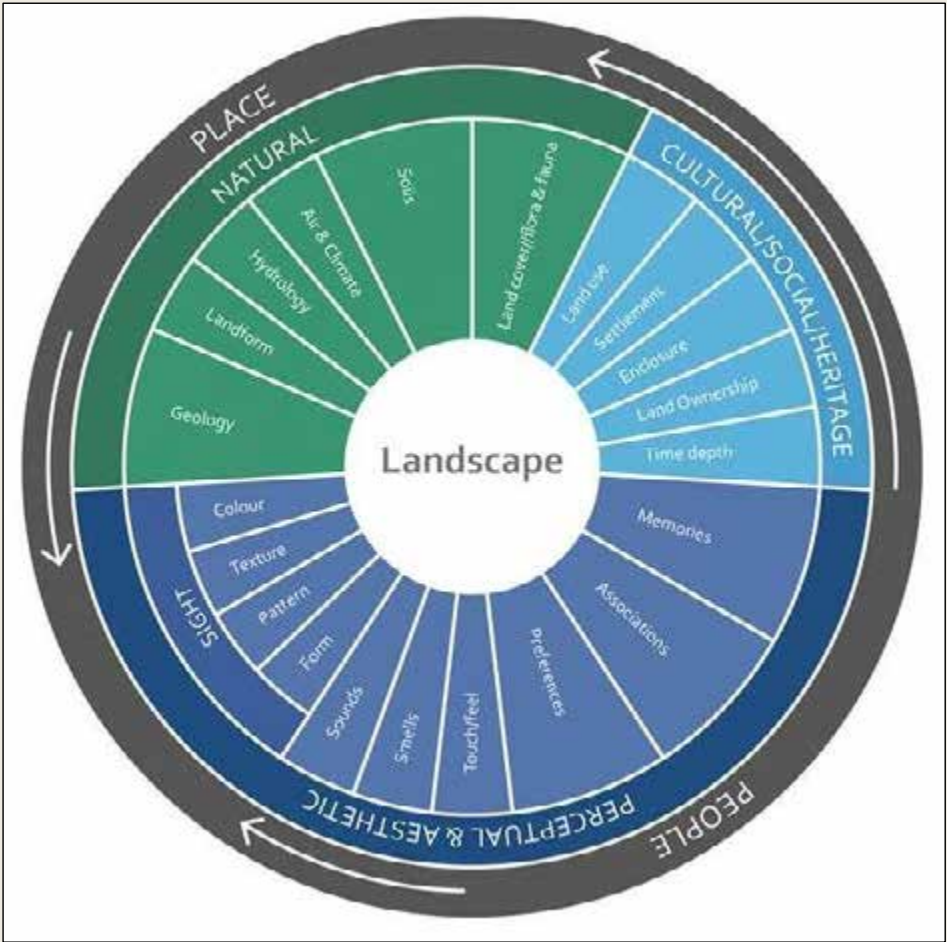
War, although some re-opened in Liscannor in the 1960s, producing the distinctive local Flagstone to this day and which influences much of the built vernacular in the locality, along with Moher slate<sup>14</sup>.

The clifftop also has a long held popular association with open air musical performance which continues to take place in the 21st century and as a scenic backdrop for numerous motion pictures since the 1960s (see landscape statement below)<sup>15</sup>.

4.15.6 Perception and experiential qualities

Reflecting current and multi-dimensional approaches to landscape analysis, this statement considers the perceptual qualities of the landscape (see Elements of Landscape diagram below) to highlight particular qualities for the masterplan to take account of in terms of sense of place and identity.

Figure 62: The Elements of Landscape



Source: Arup, adapted from 'An Approach to Landscape Character Assessment, Tudor, Natural England, 2004

The following section is presented as a series of annotated site photographs which represent particular aspects or qualities of the landscape experience of the Cliffs of Moher, drawn from the team’s site visit, and discussions with stakeholders.

<sup>14</sup> <https://www.irelandsown.ie/the-story-of-the-cliffs-of-moher/>

<sup>15</sup> <https://www.cliffsofmoher.ie/about-the-cliffs/culture/>









Expansive, elevated prospects across the peninsula including to Uiscannor Bay and its rural hinterland



A sparsely vegetated landscape of lines and layers, not just the striations of the cliffs themselves but also the ancient patchwork of co-axial fields and bounded by Moher slate walls beyond



Exposed and elemental, wind-blown, eroded landscapes on the soft, crumbly shale which forms the upper layers of the cliffs



Vulnerable, erosion-prone clifftops which is exacerbated by visitor pressures and which detracts from the otherwise spectacular visual qualities of the cliffs

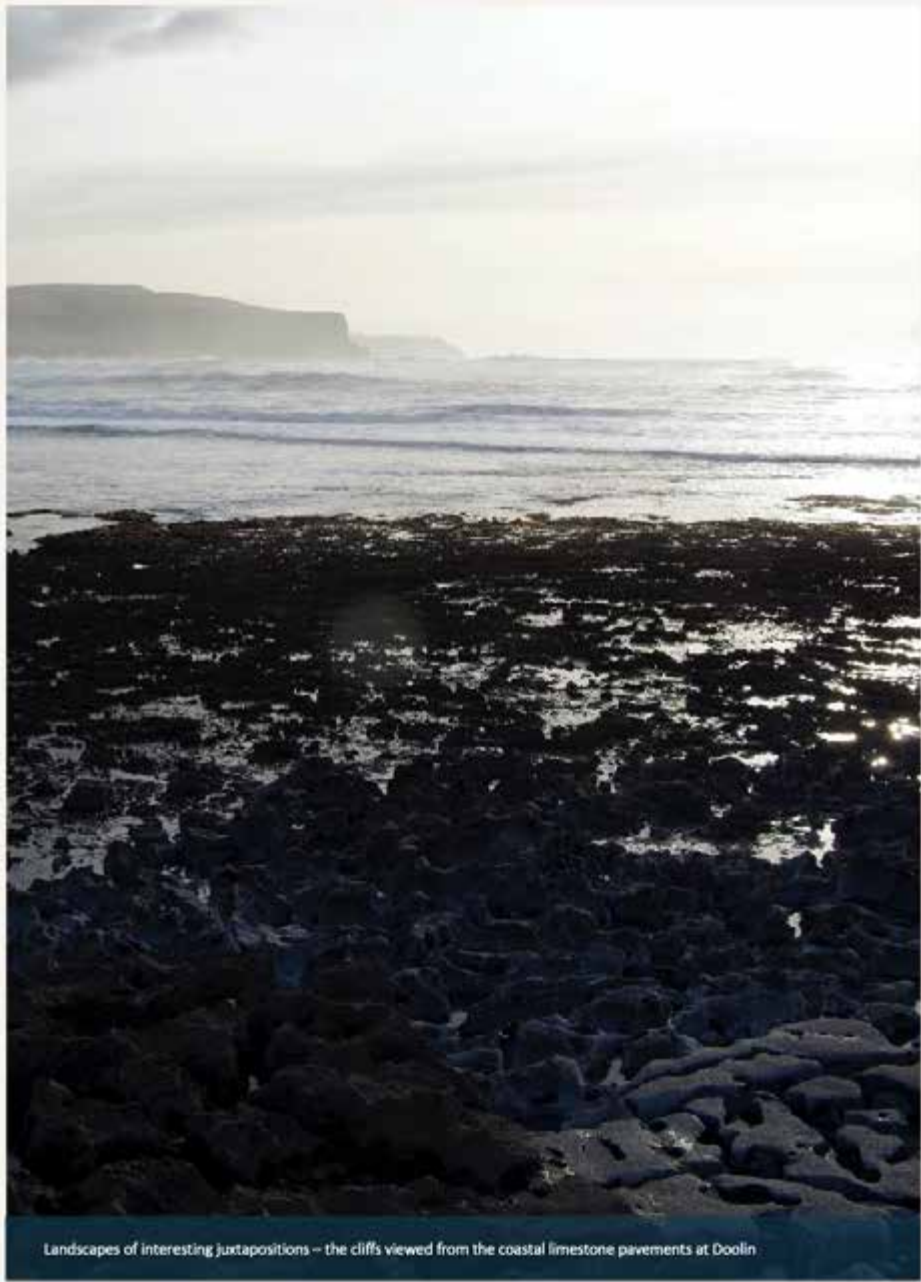




Prospect, refuge and reflection. Natural amphitheatres created by erosion of shale create new vantage points and welcome shelter from the elements



Fine, wild and often underplayed views from Hag's Head and Moher Tower, which often equal those from near O'Brien's Tower and the Visitor Centre



Landscapes of interesting juxtapositions – the cliffs viewed from the coastal limestone pavements at Doolin



Landscape contrasts – the coastal Burren and limestone pavements near Fanore and Lisdoonvarna



4.15.7 Landscape statement and key landscape values

Drawing from the above, the following aspects of the Cliffs of Moher make a key contribution to their landscape significance and value:

- Geology of the glacial karst landscapes and the outstanding geological record evident.
- Dramatic weathered and erosion prone sea cliffs, landforms and elemental seascapes, associated wild and remote qualities, and the scenic vantage points provided by the coastal cliff top paths and iconic structures such as O'Brien's Tower and Moher Tower.
- Open visual character and long, dynamic seascape views to the Isles of Aran, plus ever-changing light, colour and shadow.
- The contrast with the adjacent hills and elevated landscape of the Burren.
- The diverse and varied seasonal succession of flora and the outstanding habitat the landscape and seascape of the cliffs provides for sea birds.
- The diverse array of histories, stories and narratives for which the cliffs form the backdrop – their role in the Spanish Armada and the gruesome history of Spanish Point, and later as a key point on the outward and homeward journeys for aristocratic tourists of the Enlightenment.
- The associations of the cliffs with historic and contemporary popular culture, through open air musical performance, and as a scenic backdrop to numerous films ranging from The Guns of Navarone (1961) and Ryan's Daughter (1970) to Harry Potter and the Half Blood Prince (2009) and Burke & Hare (2010).

4.15.8 Landscape opportunities and constraints analysis

Initial landscape opportunities and constraints from the site survey and stakeholder discussions are mapped on the drawings below, along with identification of appropriate precedents dealing with concepts such as landscape experience, wayfinding and visitor dispersal/management and wider landscape discovery.

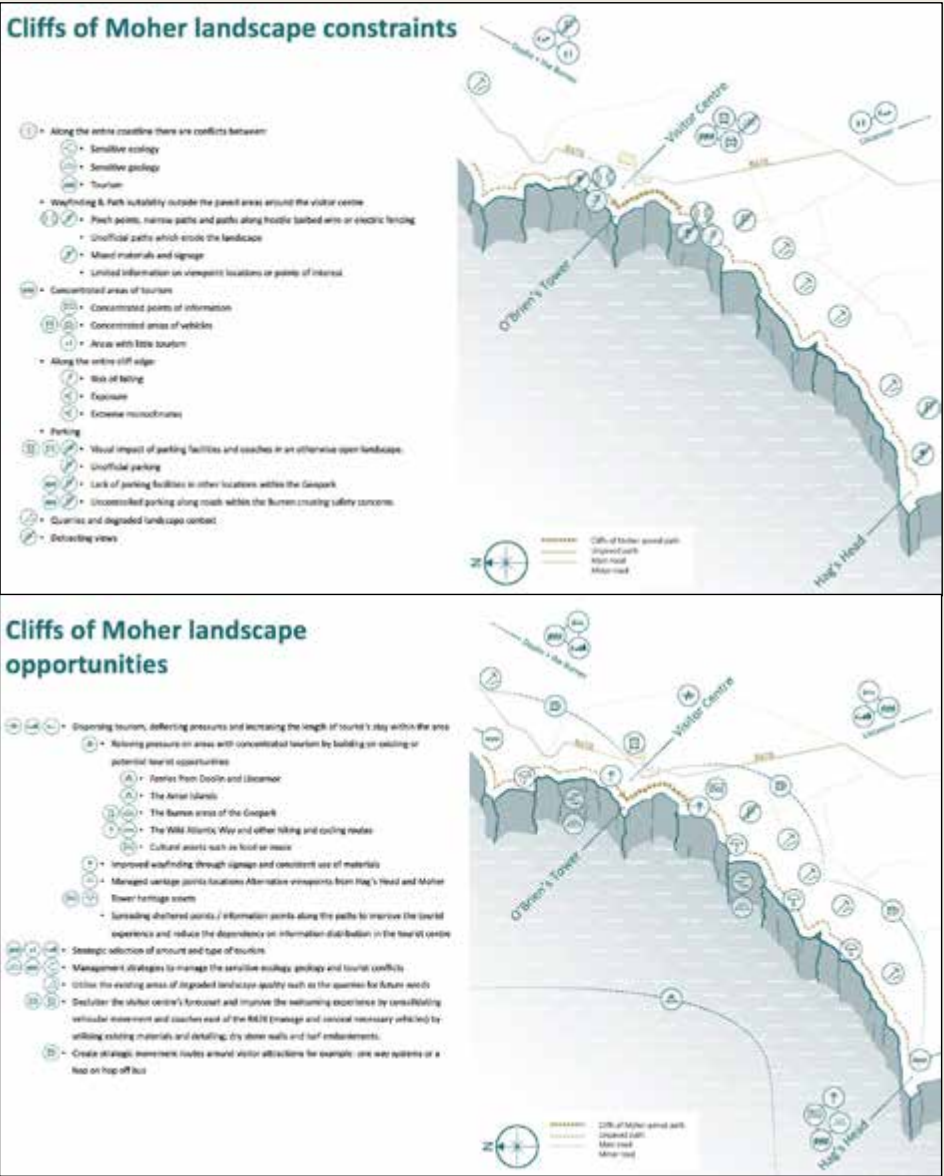
Constraints largely relate to physical restrictions on the current carrying capacity of the site which are impairing the landscape experience through erosion and pressure points, as well as the considerable geological and ecological interest of the site (which also form opportunities for better presentation, management and interpretation). These and associated potential conflicts are noted on the constraints diagram, as a focus for design options.

Opportunities relate to visitor dispersal and deflection; and using the more underplayed assets of the clifftop path as new foci for visitor activity to extend the possibilities offered by a visit to the cliffs. They also relate to landscape narratives and opportunities to better tell the wide range of stories associated with the cliffs and their history.

A key aspect is in relation to the visitor arrival and welcome, to integrate parking, ticketing and ancillary infrastructure more sensitively, to create an arrival worthy of the quality of the landscape, and to link this to a series of well- managed routes and vantage-points.

Key landscape constraints and opportunities are illustrated below in Figure 63:

Figure 63: Key Landscape Constraints and Opportunities



Source: Arup

4.16 CONCLUSION: KEY STRATEGIC ENVIRONMENTAL ISSUES

Based on a synthesis of the baseline information set out above (consideration of the key issues and opportunities identified under each of the SEA Topics) and taking into account the outcomes of the SEA consultation undertaken, Table 28 below summarises the major strategic environmental issues deemed to be relevant to SEA of the *Cliffs of Moher 2040 Strategy*:

Table 28: Key Strategic Environmental Issues Relevant to the Cliffs of Moher 2040 Strategy

SEA Topic	Key Strategic Environmental Issues
Population and Human Health	<div><div>a.</div><div>b.</div><div>c.</div></div> Impact of the Cliffs of Moher Experience on quality of life for local community, businesses, and visitors (access, recreation, vehicular parking, educational opportunities, full year use). Impact of vehicular traffic (visitors, staff and service providers/suppliers). Potential for socio-economic beneficiation and deepening of linkages between the Cliffs of Moher Experience and local businesses and communities.
Biodiversity, Flora and Fauna	<div><div>a.</div><div>b.</div><div>c.</div><div>d.</div><div>e.</div><div>f.</div><div>g.</div><div>h.</div></div> Cliffs of Moher SPA (Site Code 004154), Inagh River Estuary SAC (Site Code 000036), Black Head-Poulsallagh Complex SAC (Site Code 000020), Ballyteige (Clare) SAC (Site Code 000994): (conserve, develop, knowledge). Habitats Directive (Annex I – habitat type and flora). Habitats Directive (Annex II – flora and fauna species). Habitats Directive (Annex IV – strict protection species). Birds Directive (Annex I – avian species and habitat). Invasive Species (Flora and Fauna). Non-designated habitats including landscape features of major importance for wild flora and fauna such as ecological corridors as referenced in Article 10 of the Habitats Directive. Species protected under the Wildlife Act including protected flora and Red data book species.
Land	<div><div>a.</div><div>b.</div></div> Obtaining adequate land interests to implement the Cliffs of Moher 2040 Strategy. Effects of construction and operational impacts including Visitor Numbers, Agriculture: Farm Holdings, Farm Type, Land Quality and Land Interests.
Soils and Geology	<div><div>a.</div><div>b.</div></div> Soil degradation and topsoil loss due to human activities. Geological events (cliff and overburden stability).
Water (Ground and Surface Water)	<div><div>a.</div><div>b.</div><div>c.</div></div> Conservation of water resource (source, use, reuse and recycle). Enhancing surface water drainage systems (integration with existing infrastructure). Flood Risk (surface water mitigation measures).

SEA Topic	Key Strategic Environmental Issues
Air Quality	<div><div>a.</div><div>b.</div></div> Cliffs of Moher Experience (air quality impact from increased traffic flows). Satellite Park and Ride system implementation (satellite locations, vehicular movements – potential congestion and idling).
Climate	<div><div>a.</div><div>b.</div><div>c.</div></div> Climate neutral conceptualisation and design of new build proposals (building concepts). Management of Construction Stage (materials and methodology). Operational Stage (sustainable energy sources / renewables).
Material Assets	<div><div>a.</div><div>b.</div><div>c.</div><div>d.</div></div> Drainage (foul and surface water connectivity and pump station functionality where required). Waste management (public refuse [littering], collection, disposal, reuse and recycling and operationally generated waste). Access Infrastructure (pedestrian footpaths, access for mobility impaired, roads). Operational services (renewable energy, communications).
Cultural Heritage (Archaeological and Architectural)	<div><div>a.</div><div>b.</div><div>c.</div><div>d.</div><div>e.</div></div> Identification (opportunity to highlight prehistoric, medieval and 19th century area history). Importance Level (assessment of recovered artefacts). Protection (in-situ and documentation). Heritage protection and conservation (direct impact of new development). Enhancement (complementary expansion by incorporating existing structure into design and reuse of structures).
Landscape (Visual Character)	<div><div>a.</div><div>b.</div><div>c.</div><div>d.</div></div> Natural (landscape character designations, feature preservation). Historic (relationship with pre-historic environment, medieval and Burren). Views, relationships and access to Cliffs (Cliffs of Moher SPA and views from sea via Doolin Pier). Visual relationship to Existing Development (Cliffs of Moher and O'Brien's Tower).

5 STRATEGIC ENVIRONMENTAL OBJECTIVES

5.1 INTRODUCTION

Given the level of detail of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan, the formulation of Strategic Environmental Objectives (SEOs) is undertaken acknowledging the following:

- Statutory requirements in relation to the implementation of environmental protection objectives (EU Directives and the transposition of these into Irish law);
- Guidance from policies governing environmental protection objectives at EU, state and local level; and
- Specific focus on the scope of the provisions set out in the Draft *Cliffs of Moher 2040 Strategy* and responding to these at an appropriate level of detail.

5.2 SETTING STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)

Responding to the Key Strategic Environmental Issues drawn from the baseline assessment in Section 4, SEOs are set out under the key SEA Topics. These SEOs are used to evaluate the provisions of the Draft *Cliffs of Moher 2040 Strategy* and the alternatives that were considered as part of the formulation of the SEA and Strategy to determine:

- The likely (significant or non-significant) positive environmental effects of implementing the provisions of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan.
- The likely (significant or non-significant) negative environmental effects of implementing the provisions of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan.
- The identification of instances where the likely effects of implementing the provisions of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan are considered to be neutral (i.e. neither negative or positive).
- The identification of instances where the likely effects of implementing the provisions of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan are considered to be uncertain or unknown based on the current state of information available.

The SEOs formulated are set out below in Table 29.

Table 29: List of Identified Strategic Environmental Objectives for the Draft Cliffs of Moher 2040 Strategy

SEA Topic	Key Strategic Environmental Issues	Strategic Environmental Objectives
Population and Human Health (PHH)	<div>a. Impact of the Cliffs of Moher Experience on quality of life for local community, businesses, and visitors (access, recreation, vehicular parking, educational, full year use).</div> <div>b. Impact of vehicular traffic (visitors, staff and service providers/suppliers).</div> <div>c. Potential for socio-economic beneficiation and deepening of linkages between the Cliffs of Moher Experience and local businesses and communities.</div>	<div>PHH1. To improve the social, educational, recreational, and economic fabric for communities.</div> <div>PHH2. To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience.</div> <div>PHH3. To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment.</div> <div>PHH4. To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages.</div> <div>PHH5. To enhance enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities.</div> <div>PHH6. To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times.</div>
Biodiversity, Flora and Fauna (BFF)	<div>a. Cliffs of Moher SPA (Site Code 004154), Inagh River Estuary SAC (Site Code 000036), Black Head-Poulsallagh Complex SAC (Site Code 000020), Ballyteige (Clare) SAC (Site Code 000994): (conserve, develop, knowledge).</div> <div>b. Habitats Directive (Annex I – habitat type and flora).</div> <div>c. Habitats Directive (Annex II – flora and fauna species).</div> <div>d. Habitats Directive (Annex IV – strict protection species).</div> <div>e. Birds Directive (Annex I – avian species and habitat).</div> <div>f. Invasive Species (Flora and Fauna).</div>	<div>BFF1. To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area</div> <div>BFF2. To restore the biodiversity and habitats at the Cliffs of Moher Development Area.</div> <div>BFF3. To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity.</div> <div>BFF4. To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area.</div> <div>BFF5. To support the protection and improvement of other sites important for</div>

SEA Topic	Key Strategic Environmental Issues	Strategic Environmental Objectives
	<p>g. Non-designated habitats including landscape features of major importance for wild flora and fauna such as ecological corridors as referenced in Article 10 of the Habitats Directive.</p> <p>h. Species protected under the Wildlife Act including protected flora and Red data book species.</p>	<p>nature conservation including areas covered by the Wildlife Act.</p> <p>BFF6. To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area.</p>
<b>Land (L)</b>	<p>a. Obtaining adequate land interests to implement the <i>Cliffs of Moher 2040 Strategy</i>.</p> <p>b. Effects of construction and operational impacts including Visitor Numbers, Agriculture: Farm Holdings, Farm Type, Land Quality and Land Interests.</p>	<p>L1. To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area.</p> <p>L2. To achieve effective land management on lands within the Cliffs of Moher Development Area.</p>
<b>Soils and Geology (SG)</b>	<p>a. Soil degradation and topsoil loss due to human activities.</p> <p>b. Geological events (cliff stability).</p>	<p>SG1. To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource.</p> <p>SG2. To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events).</p> <p>SG3. To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan.</p> <p>SG4. To restore the soil resource within the Cliffs of Moher Development Area.</p>
<b>Water [Ground and Surface Water] (W)</b>	<p>a. Conservation of water resource (source, use, reuse and recycle).</p> <p>b. Enhancing surface water drainage systems (integration with existing infrastructure).</p> <p>c. Flood Risk (surface water mitigation measures).</p>	<p>W1. To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area.</p> <p>W2. To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD.</p>

SEA Topic	Key Strategic Environmental Issues	Strategic Environmental Objectives
		<p>W3. To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures.</p>
<b>Air Quality (AQ)</b>	<p>a. Cliffs of Moher Experience (air quality impact from increased traffic flows).</p> <p>b. Satellite Park and Ride system implementation (satellite locations, vehicular movements – potential congestion and idling).</p>	<p>AQ1. To ensure that all development implemented in terms of the <i>Cliffs of Moher 2040 Strategy</i> supports the <i>Clean Air Strategy</i>.</p>
<b>Climate (C)</b>	<p>a. Climate neutral conceptualisation and design of new build proposals (building concepts).</p> <p>b. Management of Construction Stage (materials and methodology).</p> <p>c. Operational Stage (sustainable energy sources / renewables).</p>	<p>C1. To contribute positively towards achieving the national targets to deliver Ireland's climate ambition.</p> <p>C2. To reduce and minimise greenhouse gas emissions.</p> <p>C3. To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan.</p>
<b>Material Assets (MA)</b>	<p>a. Drainage (foul and surface water connectivity and pump station functionality where required).</p> <p>b. Waste management (public refuse [littering], collection, disposal, reuse and recycling and operationally generated waste).</p> <p>c. Access Infrastructure (pedestrian footpaths, access for mobility impaired, roads).</p> <p>d. Operational services (renewable energy, communications).</p>	<p>MA1. To ensure the protection of the receiving environment from WWTP percolation discharge.</p> <p>MA2. To ensure that the operation of the Cliffs of Moher Visitor Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies.</p>
<b>Cultural Heritage [Archaeological and Architectural] (CH)</b>	<p>a. Identification (opportunity to highlight prehistoric, medieval and 19th century area history).</p> <p>b. Importance Level (assessment of recovered artefacts).</p>	<p>CH1. To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area.</p>



SEA Topic	Key Strategic Environmental Issues	Strategic Environmental Objectives
	<div><div>c. Protection (in-situ and documentation).</div><div>d. Heritage protection and conservation (direct impact of new development).</div><div>e. Enhancement (complementary expansion by incorporating existing structure into design and reuse of structures).</div></div>	<div><div>CH2. To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan.</div><div>CH3. To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan.</div></div>
Landscape [Visual Character] (LVC)	<div><div>a. Natural (landscape character designations, feature preservation).</div><div>b. Historic (relationship with pre-historic environment, medieval and Burren).</div><div>c. Views, relationships and access to Cliffs (Cliffs of Moher SPA and views from sea via Doolin Pier).</div><div>d. Visual relationship to Existing Development (Cliffs of Moher and O'Brien's Tower).</div></div>	<div><div>LVC3. To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>.</div><div>LVC4. To enhance the visitor experience of the landscape.</div></div>

## 6 STRATEGIC ENVIRONMENTAL ASSESSMENT METHODOLOGY

### 6.1 INTRODUCTION

This section sets out the methodology adopted to subject the different elements of the Draft *Cliffs of Moher 2040 Strategy* to evaluation for the purposes of SEA.

The approach followed has been systematic and iterative over the extended duration of the development of the Strategy and comprised of the following:

- Adherence to the statutory requirements of the SEA process and related consultation in Stage 1 (Screening) and Stage 2 (Scoping), as set out in Section 2 above.
- Incorporation of relevant responses from the consultative process into the SEA approach.
- Confirmation of SEA Topics based on Scoping outcomes, as set out in Section 4.1.
- The identification of key strategic environmental issues per SEA Topic based on consultation and the baseline information assembled.
- The formulation of Strategic Environmental Objectives (SEOs) in relation to each of the SEA Topics covered in the SEA.
- Adoption of an SEA Evaluation Framework comprising of 'Significance Criteria' to determine the extent to which each of the assessed elements of the Draft *Cliffs of Moher 2040 Strategy* is likely to have an effect on the achievement of the SEOs in the absence of mitigation.
- The application of the Significance Criteria in a Detailed Assessment of:
  - Strategic Decisions taken and Alternatives considered;
  - Core Objectives of the Strategy and relevant provisions of the incorporated Site Masterplan.
- Development of an overall Summary Assessment relevant to:
  - The Strategic Decisions and Alternatives considered as set out below in Section 7;
  - The Strategy Core Objectives and relevant provisions of the incorporated Site Masterplan as set out below in Section 8.
- The full Detailed Assessment per SEA Topic is included as [Appendix 4](#) to this Environmental Report.
- Both Detailed and Summary Assessments form the basis for identification of mitigations, actions and targets as set out in Section 9.

### 6.2 SEA INPUT ON THE DRAFT CLIFFS OF MOHER 2040 STRATEGY

As noted in Section 3 above, the Draft *Cliffs of Moher 2040 Strategy* has responded to the existing challenges and opportunities identified at the Cliffs of Moher Experience by setting out a set of Core Objectives, key strategic elements or 'Focus Areas' and putting forward a set of conceptual design proposals in a Site Masterplan.

The environmental assessments undertaken have influenced the development of the core objectives, strategic elements and overall provisions of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan by assessing compliance with

### 6.3 DIFFICULTIES ENCOUNTERED

In line with the requirements of Annex I(h) of the SEA Directive, the following reflects the difficulties and/or data gaps encountered during the assessment:

- The span of time over which the process of formulating the Draft *Cliffs of Moher 2040 Strategy* took place (November 2019 to May 2024), including the breaks in the flow of the project due to the COVID-19 pandemic, proved to be challenging and required certain baseline data to be reassessed and updated in places whilst also resulting in some data compiled in 2019/2020 having to be relied on in certain instances (see below).
- The broad scope and the range and nature of provisions set out in the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan proved difficult to assess.
- As the Strategy objectives and provisions range from site-specific development proposals of a conceptual nature through to broader regional-scale objectives, determining an appropriate strategic level of assessment led to the formulation of a strategic assessment framework whereby a relatively large number of SEOs were defined across the various SEA Topics, as set out in Table 29 above.
- In turn, this required the adoption of an extended iterative approach and required the application of a methodology that permitted a Summary Assessment to be undertaken, as outlined in this Section.
- In relation to Data Gaps, these were primarily noted regarding the following:
  - Lack of certainty as to the precise extent of lands over which the Clare County Council might have effective control or a degree of control in future.
  - A lack of recent data available regarding the traffic and transport baseline as it pertains to the Cliffs of Moher Experience site and surrounds.
  - A lack of recent data describing the status of infrastructure (water supply and wastewater) at the Cliffs of Moher Experience site.

### 6.4 SEA EVALUATION FRAMEWORK TO EVALUATE THE PROVISIONS OF THE CLIFFS OF MOHER 2040 STRATEGY

The adopted SEA Evaluation Framework and sequence of steps taken systematically in the assessment of the different elements of the Draft *Cliffs of Moher 2040 Strategy* is comprised of the following:

1. A set of Significance Criteria, which were used to assess whether each identified relevant element/provision of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan would likely have or cause an effect in relation to meeting or delivering the SEOs set out in Section 5.2 (Table 29) above. These 'Significance Criteria' are set out in Table 30 below.
2. Using the Significance Criteria, each identified relevant element/provision of the Draft *Cliffs of Moher 2040 Strategy* was assessed and evaluated against the individual SEOs set per SEA Topic.
3. To determine an overall summary evaluation of the likely significance of the effect of each identified relevant element/provision of the Draft *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan, a balanced summary approach was used where the final assessment conclusion (e.g. ++, +, 0, --, - or ?) was calculated based on the assessment of each SEO and then apportioning an overall rating in relation to the number of SEOs assessed per Topic.

Table 30: Significance Criteria in Relation to SEOs

Likely Significance of Effect	Description of Effect Significance
Substantially supports SEO ++	Effect is considered significant, e.g. beneficial impacts are substantial, substantially accelerate an improving trend, substantially decelerate a declining trend, substantially support delivery of a declared SEO.
Supports SEO +	Supports SEO but not to a significant extent (e.g. beneficial impacts are not substantial, do not substantially accelerate an improving trend, do not substantially decelerate a declining trend, do not substantially support delivery of a declared SEO).
Neutral Contribution to SEO O	Either no impacts or on balance (taking account of positive and negative impacts) a neutral contribution.
Detracts from SEO -	Detracts from SEO but not to a significant extent (e.g. adverse impacts are not substantial, do not substantially decelerate an improving trend, do not substantially accelerate a declining trend, do not substantially detract from delivery of a declared SEO).
Substantially detracts from SEO --	Is considered significant (e.g. adverse impacts are substantial, substantially decelerate an improving trend, substantially accelerate a declining trend, substantially detract from delivery of a declared SEO).
Effect on SEO Uncertain ?	Interactions with SEO are uncertain

## 7 DESCRIPTION AND EVALUATION OF ALTERNATIVES

### 7.1 THE NEED TO CONSIDER REASONABLE ALTERNATIVES

In line with the requirements set under Article 5 of the SEA Directive as transposed into Article 12 of the European Communities (*Environmental Assessment of Certain Plans and Programmes*) Regulations 2004 (S.I. No.: 435/2004), it is necessary for an Environmental Report to set out the consideration given to “reasonable alternatives taking into account the objectives and geographical scope of the plan or programme.”

### 7.2 LIMITED ALTERNATIVES AVAILABLE

In acknowledging the need to consider “reasonable alternatives”, it is important to highlight that the key motivation for embarking on the *Cliffs of Moher 2040 Strategy* is the need to deal with challenges that have been identified over a period of several years relating to the limited capacity in certain instances of the existing visitor facilities at the Cliffs of Moher Experience, concerns over the impact of the seasonal influx of tourists (and related vehicle traffic) drawn to the Cliffs of Moher attraction, and the need to broaden the positive spin-offs from tourism into a wider region to benefit local communities.

It is also important to highlight again that the Cliffs of Moher are acknowledged as being Ireland’s most visited natural attraction (and the second most visited attraction overall), with over 1.6 million visitors annually. As such, the Cliffs of Moher are a Signature Discovery Point on the Wild Atlantic Way, which itself is a core route in Ireland’s portfolio of Regional Experience brands.

These facts establish the geographical scope of the Cliffs of Moher 2040 Strategy, which is that the focus of the Strategy is on the existing physical attraction (the Cliffs) and surrounding lands. As such, the reasonable alternatives considered were identified as follows:

1. Business as Usual (Alternative 1: the Status Quo)
2. Prepare the *Cliffs of Moher 2040 Strategy* (Alternative 2: Plan for Change)

### 7.3 ALTERNATIVE 1: BUSINESS AS USUAL (THE STATUS QUO)

Under a ‘Status Quo Scenario’, it is likely that the key challenges and constraints that currently prevail at the Cliffs of Moher Experience and in its hinterland as described in Section 3.3.1 above would persist and further entrench current negative effects. As noted, these key challenges and constraints include:

- Poor sense of arrival for visitors due to the current difficulties in managing traffic volumes and congestion at the entrance to the existing parking located on the eastern side of the R478 road during Peak Season. In addition, the location of coach parking and large paved concourses on the approach to the cliff-edge detracts from the experiential concept of “standing at the edge of the world”.
- Congestion on local access routes due to some coach tour operators making use of unsuitable routes, which has been mitigated to an extent since 2016 by the decision not to approve any new route licences, thus limiting the number of day trip coaches on these routes.
- The limited capacity of the existing Visitor Centre and associated facilities, which were not designed to accommodate the current annual number of visitors (around 1.6m visitors per annum), especially during the Peak Season. The design of the current visitor centre, retail and catering spaces does little to mitigate the

impact of crowds and are under-scaled for the current needs and expectations of visitors at a world-class experience. This is most apparent in the entrance foyer, where a crossflow of visitors accessing the reception desk and gift shop prevents circulation and creates a sense of disorder and disorientation upon entry.

- The current direct pathway from the Visitor Centre to the cliff edge leads to a high number of visitors and crowding along the route, which detracts from the quality of the experience at viewing points. As a result, the current experience can feel linear and disconnected from the wild and untamed atmosphere of the cliffs, again especially during Peak Season.
- The limited nature of the existing cliff-edge path creates health and safety issues, linked to erosion of the cliff-edge itself because of visitors going beyond the designated pathways. The cliff paths beyond the designated Visitor Experience are a major safety hazard due to their proximity to the unstable cliff-edge and unpredictable weather conditions. Visitors rarely heed the warnings in situ and try to get as close to the edge as possible for photograph opportunities.
- These behaviours have also impacted on vulnerable habitats. The most important habitat is the rocky sea-cliff vegetation and coastal grassland community that provides foraging areas for Chough and this habitat has been subject to considerable erosion along the cliff path. In addition, much of the coastal headland is grasslands which have been regularly fertilised, grazed by cattle or cut for silage. The fauna here are much diminished, reducing the attraction for ground nesting birds and small mammals.
- The current lack of partnerships between local and regional tourism products and the absence of connected transport and accommodation infrastructure means the benefits of the high visitor numbers drawn to the Cliffs of Moher Experience are not felt across the county. It is notable that County Clare has the second lowest average spend by international overnight visitors.
- There are limited public transport options to provide the flexibility that encourages people to stay and explore the area. Local bus routes from Galway to Doolin via the Cliffs of Moher and Ennis are infrequent. Moreover, to date there has been limited development, management, maintenance, and promotion of sustainable transport routes such as the Cliffs of Moher Coastal Walk.

The absence of a strategic approach to dealing with the above challenges and constraints would likely result in a need for Clare County Council to continue to adopt reactive solutions to negative effects without addressing directly and systematically the core challenge that the existing visitor facilities were designed for a volume of visitors that has been significantly exceeded for several years.

### 7.4 ALTERNATIVE 2: PREPARE THE CLIFFS OF MOHER 2040 STRATEGY (PLAN FOR CHANGE)

The need to respond to the current situation at the Cliffs of Moher Experience in an integrated manner led the Clare County Council to undertake the formulation of the *Cliffs of Moher 2040 Strategy* with its incorporated Site Masterplan, to set in place a long-term Vision for the sustainable development of the Visitor Attraction.

As described in Section 3.3.3 above, the Strategy is intended to guide and direct the delivery of a phased programme of strategic projects at the Cliffs of Moher and their hinterland area to achieve transformational environmental and economic benefits in this area and beyond.

It is understood that the unique ecological and cultural importance of the Cliffs of Moher – and the worldwide recognition of this significance – means there is great potential to develop a world-class visitor experience with far-reaching benefits for the environment, visitors and local communities.



The decision to plan proactively to address the current constraints and challenges and seek to maximise opportunities for improvement and enhanced development acknowledges that the *Cliffs of Moher 2040 Strategy* charts a course forward but does not give statutory effect to the proposals set out therein.

It is recognised, therefore, that the *Cliffs of Moher 2040 Strategy* is a plan that would not grant consent or establish a framework for granting consent for any proposed development. Any projects selected for implementation that are not classed as exempted development under the *Planning and Development Act 2000* (as amended) would be subject to compliance with all applicable statutory development consent procedures.

7.5 KEY STRATEGIC DECISIONS AND ALTERNATIVES CONSIDERED UNDER ALTERNATIVE 2

Several key strategic decisions were taken in relation to the Core Objectives set for the Draft *Cliffs of Moher 2040 Strategy*, some of which entailed the consideration of potential alternative solutions. These are identified as follows:

1. **Strategic Decision A:** Locating welcome and support facilities as part of a new Visitor Centre at a remote location.
2. **Strategic Decision B:** Proposal to establish a Park and Ride Shuttle Bus Service.
3. **Strategic Decision C:** Relocating and consolidating the visitor arrivals, welcome and support facilities to the east of the main R478 access road.
4. **Strategic Decision D:** Focus on the Northern Topography.
5. **Strategic Decision E:** Visitors will transition from the new Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge.
6. **Strategic Decision F:** Cliff- edge experiences.
7. **Strategic Decision G:** The existing Visitor Centre will be repurposed.

7.6 EVALUATION OF KEY STRATEGIC DECISIONS AND ALTERNATIVES

7.6.1 Introduction

As set out above, within the limited scope of the identified reasonable alternatives of ‘Alternative 1: Business as Usual’ or ‘Alternative 2: Plan for Change’, the preferred alternative was to proceed with the formulation of the *Cliffs of Moher 2040 Strategy*.

Again, as recorded above, within the scope of the Strategy, several Strategic Decisions were contemplated, some of which entailed the consideration of alternative courses of action. It is these Strategic Decisions and, where relevant, the Alternatives considered that were assessed comparatively for the purpose of this SEA of the *Cliffs of Moher 2040 Strategy*.

7.6.2 Methodology

As noted in Section 6 above, a standard assessment methodology was applied using the Significance Criteria set out in Section 6.3. The following steps were followed systematically in the assessment of the Strategic Decisions and the relevant Alternatives considered:

1. A detailed assessment was undertaken where each element of the Strategic Decisions and, where applicable, the Alternatives considered under a Strategic Decision, were assessed and evaluated against the individual SEOs set per SEA Topic using the Significance Criteria set out in Table 30 above;
1. Thereafter, a summary conclusion rating was determined for each element of the Strategic Decisions and, where applicable, the Alternatives considered under a Strategic Decision by applying the method set out in Section 6.4 above.

7.6.3 Detailed Evaluation of Strategic Decisions and Alternatives

7.6.3.1 Strategic Decision A: Locating Welcome and Support Facilities as part of a new Visitor Centre at a Remote Location

The Strategic Decision in this regard considered a development option where almost all existing visitor facilities at the current Cliffs of Moher Experience site apart from visitor drop-off and collection facilities and basic on-site facilities (ablutions etc.) would be removed from the current site and developed at a remote location. The key features of such a development option included the following:

- There would be significantly less built infrastructure at the Cliffs of Moher Experience site, which is a positive in relation to the core objective to rewild/restore the habitat and landscape at the site.
- The development of new parking, arrivals and visitor facilities at a remote Cliffs of Moher Experience centre would bring significant economic benefits to whichever location was selected for the development, which also met the requirements of the core objective to enhance economic benefits related to the Cliffs of Moher attraction more broadly across the region.
- However, from a design and implementation perspective, the site selection criteria for a single arrivals and collection point at the Cliffs site are extremely demanding as there would still need to be adequate provision for visitor needs as well as shelter for staging of arriving visitors and those waiting to be collected and transported back to the remote Visitor Centre.
- As the scenario contemplated that no independent arrivals at the Cliffs site would be catered for and all visitors would need to travel to the Cliffs from the remote location, a year-round comprehensive and responsive bus shuttle system would be needed, which would require significant resources to be funded and operated on a full-time basis, regardless of season.
- The shuttle system would also need to be set up and adequately resourced (i.e. numbers of available vehicles, drivers, maintenance and operations etc.) to deal with exigencies. For example, extreme changes in weather conditions are not uncommon at the Cliffs site, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.

All the above factors, taken together, led to this development option being disregarded for further consideration.

### 7.6.3.2 Strategic Decision B: Proposal to Establish a Park and Ride Shuttle Bus Service

The Strategic Decision in this regard addressed the objective of achieving longer visitor dwell times on-site at the Cliffs of Moher Experience through a combination of setting in place a cap on the number of visitors to be accommodated at the site (proposed to be set at the 2019 peak levels of c. 10,500 visitors per day), the development of expanded facilities and a wider range of activities (routes and experience opportunities) and the provision of a Park and Ride bus shuttle service to cater for car-dependent visitors (so-called Fully Independent Travellers – or FITs) during peak periods. It is proposed that all car arrivals during the peak season will require pre-booking (as is the case currently for all coaches) which will eliminate the situation where visitors arrive at the Cliffs of Moher site speculatively. This will also further reduce the risk of FITs, many of whom will have potentially travelled a long distance, arriving when the car park is full and queuing on the main R478 road adjacent to the site. The key features of this Strategic Decision include:

- Overall, the provision of a more sustainable access system that will reduce the number of car-borne FITs to the site using lower-emission vehicles to provide mass transportation during peak seasons.
- By providing a more orderly and managed access system, a better experience for visitors to the Cliffs would be achieved from the outset.
- The use of the Park and Ride shuttle system during peak periods will address the additional car parking demand that will result from the extended dwell time of visitors on-site, thus allowing the existing number of car parking spaces provided to be maintained without expansion.
- The ultimate development and operation of 2 no. Park and Ride hubs (to the north and south of the Cliffs of Moher Experience, most likely to be in or near Lisdoonvarna and Ennistymon) would be an important element in achieving the core objective of extending the benefits of tourism by encouraging visitors to stay and explore local towns in the area.

#### Alternatives Considered:

The Alternatives considered to the provision of a Park and Ride Shuttle system during peak periods were:

- **Option 1 – Do Nothing:** This option, where extended dwell times on-site by visitors is achieved but no Park and Ride service is offered and all car-borne visitors are accommodated to park at the Cliffs of Moher Experience site, would likely require significantly increased car parking areas to accommodate the same total number of visitors (as there would be less turnover in parking spaces).
- **Option 2 – Maintain the Current Situation:** Under this option, where no changes are made to the overall Experience, it is likely that pressure from visitor numbers will compound congestion and disruption on local roads during tourism peak periods.
- **Option 3 – Provide a Year-Round Comprehensive Shuttle System:** Under this option, all parking would be removed from the Cliffs site and the same disadvantages as were noted to apply to the provision of a comprehensive shuttle system under the development option where a completely new Visitor Centre at a remote location was considered apply.

All the above factors, taken together, led to the adoption of a Park and Ride Shuttle to form part of the Draft Cliffs of Moher 2040 Strategy.

### 7.6.3.3 Strategic Decision C: Relocating and Consolidating the Visitor Arrivals, Welcome and Support Facilities to the East of the Main R478 Access Road

The Strategic Decision in this regard is that all major facilities related to visitor arrivals, welcome and visitor experience support would be developed in an integrated fashion to the east of the R478 access road. Facilities to be developed would include a new gateway Reception Building. A key consideration for this development option was that it facilitates the creation of a wilder, back to nature experience for visitors to the Cliffs of Moher Experience. Accordingly, the main features of this Strategic Decision include:

- The consolidation of visitor arrivals facilities (car parking facility, gateway Reception Building etc.) supports the adoption of a new habitat management approach to transform lands (regular field system) to the west of the R478 to benefit the restoration of the site's biodiversity.
- The development option entails the development of new coach and shuttle bus drop-off points in screened-off areas to the east of the R478 road and the decommissioning of the existing coach drop-off facility to the west of the R478, which also then provides for the restoration of those lands.

#### Alternatives Considered:

The alternatives considered in respect of the visitor arrivals, welcome and support facilities were as followed:

- **Option 1 – Do Nothing:** Under this option, negative aspects of the current situation would prevail, including traffic queues and disruption at peak times; the pollution/air quality impacts of queuing vehicles; a poor sense of arrival for car-borne visitors; safety issues associated with visitors having to cross the R478; and ongoing environmental impacts across the site.
- **Option 2 – Provision of split arrival/parking on both sides of the R478 road and extend the existing Visitor Centre (also with new coach and shuttle bus drop-off points developed to the west of the R478):** Under this option, traffic management is eased and traffic queues and disruption would be reduced; however, an increase in built infrastructure is required which negatively impacts the visitor's sense of arrival and also may negatively affect the adjacent lands in the Cliffs of Moher SPA; and access infrastructure would be required to address the safety issues associated with visitors crossing the R478.
- **Option 3 – Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478):** Under this option, traffic management is also eased and a reduction in traffic queues and disruption is achieved; however, visitors are aware of an even greater degree of built infrastructure within the sensitive landscape to the west of the R478; the impacts of the increase in built infrastructure/hard surfacing footprints on the sensitive landscape and lands some of which would likely have to be located within the Cliffs of Moher SPA.
- **Option 4 – Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (rewilding and recovery of landscape to the west of R478):** The selected option, which would lead to significantly less built infrastructure at the existing Cliffs of Moher Experience site, which is a positive in relation to the core objective to rewild/restore the habitat and landscape at the site.

All the above factors, taken together, led to the adoption of Relocating and Consolidating the Visitor Arrivals, Welcome and Support Facilities to the East of the Main R478 Access Road to form part of the Draft Cliffs of Moher 2040 Strategy.

7.6.3.4 Strategic Decision D: Focus on the Northern Topography

The Strategic Decision in this regard considered that, for most visitors to the Cliffs of Moher Experience, the journey to and from the cliff-edge is concentrated through a relatively narrow access 'corridor' that is mainly hard landscaped. This encourages visitors to go directly to the cliff-edge, promoting a short dwell time and leads to overcrowding and a reduced quality of experience. The large areas of hard standing diminish the natural beauty of the site. Analysis of the subject site highlighted that focusing on securing access to and restoring lands to the north of the existing Visitor Centre (labelled the 'northern topography') offered potential positive outcomes.

The key aspects of this Strategic Decision include the following:

- A focus on the northern topography would encourage more widespread visitor distribution across the site and provide additional and varied views of the cliffs whilst facilitating a focus on habitat recovery in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.
- The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.
- As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.
- The reinstatement of historic features such as a lake that can provide wetlands to the east of O'Brien's Tower will further enhance the visitor experience in the northern zone whilst further advancing the Strategy's core objective of transforming and restoring the natural landscape.

All the above factors, taken together, led to the adoption of a Focus on the Northern Topography to form part of the Draft Cliffs of Moher 2040 Strategy.

7.6.3.5 Strategic Decision E: Visitors will Transition from the Reception Building Facilities to the Cliff Side of the R478 Access Road via a New Pedestrian Bridge

The Strategic Decision in this regard provides that Visitors will transition from the new reception building facilities to the cliff side of the R478 access road via a new pedestrian bridge. The key aspects of this Strategic Decision include the following:

- The creation of the new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.
- The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding restored landscape.

Alternatives Considered:

The alternatives considered in respect of the means of crossing the R478 access road were:

- **Option 1 – Road Crossing (visitors cross the R478 at road level):** Under this option, traffic on the R478 would likely be disrupted by visitors crossing the road, as at present. The road is experienced as a dividing line between the point of arrival for car-borne visitors and their entry to the Experience. This option also forms part of the poor sense of arrival and represents a safety issue due to potential conflicts between pedestrians and traffic.
- **Option 2 – Provide an Underpass (all visitors cross underneath the R478):** Under this option, conflicts between pedestrians and vehicular traffic are avoided and safety is enhanced. However, the construction of an underpass would require the closure of the R478 for some months which would cause disruption to all traffic along this route. Moreover, the construction is regarded as a substantial project with a significant embodied carbon footprint. The option also results in a poor sense of arrival for visitors as it provides no engagement with the views of the landscape as visitors cross underneath the road. Visitors emerge from the underpass at low level, making ease of access to the site more difficult for visitors with limited mobility.
- **Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478):** The selected option, this proposal achieves minimal traffic disruption as visitors pass over the R478. Construction of the footbridge would not require the closure of the road. The footbridge provides an enhanced sense of arrival and a more integrated visitor experience of the landscape as visitors cross over the R478 to engage with the spectacular views ahead of them. The construction of the footbridge would likely have a lesser environmental impact than the underpass.

All the above factors, taken together, led to the adoption of a New Pedestrian Bridge across the R478 Road to form part of the Draft Cliffs of Moher 2040 Strategy.

7.6.3.6 Strategic Decision F: Cliff-Edge Experiences

The Strategic Decision in this regard provides that a range of new experiences will be provided at the cliff-edge, ranging from adrenaline-rush experiences to opportunities for quiet reflection. Physical barriers will be an important element for visitor safety and management. These will be designed to take account of the impacts on views and heritage features. Different approaches are appropriate across the site in areas with distinct characters. The key aspects of this Strategic Decision include the following:

- A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.
- A variety of new engineered viewing platforms will bring visitors back to the edge in places where views are particularly dramatic.
- Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.
- Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.

All the above factors, taken together, led to the adoption of a new design and visitor management approach to Cliff-Edge Experiences to form part of the Draft Cliffs of Moher 2040 Strategy.

7.6.3.7 Strategic Decision G: The Existing Visitor Centre will be Repurposed

The key aspects of this Strategic Decision provide as follows:

- The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.
- This decision avoids the need to expand the existing building, which would impact on views and the conservation of habitats in a location that is at the heart of the wild cliffs experience.
- The Visitor Centre will be remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.
- Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.
- The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.

All the above factors, taken together, led to the decision to retain and repurpose the existing Visitor Centre to form part of the Draft *Cliffs of Moher 2040 Strategy*.

Table 31 below sets out the Summary Assessment matrix indicating how each element of the Strategic Decisions and, where applicable, the Alternatives were evaluated in summary:



Table 31: Summary Assessment of Strategic Decision and Alternatives

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
STRATEGIC DECISIONS/ALTERNATIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
StratD_ A	Locating welcome and support facilities as part of visitor centre at a remote location											
	A.1 Less built infrastructure at the Cliffs of Moher site.	+	++	+	++	++	++	++	++	O	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision A would have supported/not hindered achievement of the SEOs as the removal of significant built infrastructure at the Cliffs of Moher Experience would be expected to permit more extensive restoration of habitats and the showcasing of an authentic and wilder Cliffs experience. AN ALTERNATIVE WAS SELECTED.
	A.2 Bring significant direct economic benefits to the remote location.	++	+	O	O	O	O	?	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision A would have supported/not hindered achievement of some of the SEOs, particularly in relation to Population and Human Health, by facilitating improved local economic development and enhanced investment in local infrastructure and facilities at the remote locality that may have been selected. AN ALTERNATIVE WAS SELECTED.”
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	-	?	?	?	?	O	?	?	O	?	Overall, an uncertain to potentially negative effect would be anticipated due to the likely negative effect on the Population and Human Health SEOs of this aspect of Strategic Decision A in relation to the likely negative effect of selecting a suitable site as an arrivals and departure point fit for purpose under complex weather and logistical circumstances. AN ALTERNATIVE WAS SELECTED
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	+	O	O	O	O	-	-	?	O	O	Overall, an uncertain to potentially negative effect would be anticipated as this aspect of Strategic Decision A would likely lead to an increase in funding needing to be dedicated to a year-round shuttle bus transport and, notwithstanding the commitment to make such a shuttle service based around low-emission vehicles, it is envisaged that related logistical inefficiencies, including the need to accommodate all car-borne visitors at the remote location, would ensue. AN ALTERNATIVE WAS SELECTED
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	-	O	O	O	O	O	-	O	O	O	Overall, an uncertain to potentially negative effect would be anticipated as this aspect of Strategic Decision A would likely lead to additional infrastructure being required to be retained and/or developed at the Cliffs of Moher Experience site as well as an increase in year-round shuttle bus transport being required and related inefficiencies. AN ALTERNATIVE WAS SELECTED

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
STRATEGIC DECISIONS/ALTERNATIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
StratD_B	Proposal to establish Park and Ride and shuttle bus service											
	B.1 Provide a more sustainable access system.	++	+	+	O	O	+	++	+	+	O	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision B will support or not hinder achievement of the SEOs by facilitating the development and implementation of a seasonal Park and Ride shuttle service during peak periods as part of a more sustainable access system.
	B.2 Better experience for visitors to the Cliffs.	+	+	+	O	O	O	O	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of Strategic decision B will support or not hinder achievement of the SEOs by presenting visitors with a clearer, more orderly and sustainable access system to travel to and from the Cliffs of Moher Experience during peak periods.
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	+	+	+	O	+	+	+	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision B will support or not hinder achievement of the SEOs as the Park and Ride system is designed to function during peak periods to reduce the numbers of car-borne visitors seeking to access the car parking facilities at the Cliffs of Moher Experience site at any one time, thus obviating the need for an expansion of car parking facilities at the site.
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	++	+	+	O	O	O	O	+	O	O	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision B will support or not hinder achievement of the SEOs as the Park and Ride system will function to return visitors to the Hub Locations and form part of a revitalised visitor experience that would be designed to encourage visitors to remain for longer in the local area and explore other attractions.
Alt_B	B.1 Option 1 – Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	-	--	--	--	-	--	--	-	-	--	A significant negative effect is anticipated if a Do-Nothing option had been selected as an unmanaged, free-for-all situation with regard to car-borne visitors without even a limited shuttle service would likely lead to increased demand for on-site car parking, congestion during peak periods and more severe disruption of local traffic. This would not support the achievement of the SEOs. AN ALTERNATIVE WAS SELECTED
	B.2 Option 2 – Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	--	-	--	-	-	-	-	O	-	-	A negative to significant negative effect is anticipated if the option to maintain the Current Situation had been selected as the current unsatisfactory conditions would continue to be perpetuated. This would not support the achievement of the SEOs. AN ALTERNATIVE WAS SELECTED
	B.3 Option 3 – Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	O	++	++	++	O	O	-	O	O	O	Within the constraints of this scenario being considered as an alternative to a seasonal Park and Ride shuttle system only, no significant negative effect is anticipated. It is likely that this Core Objective would have supported or not hindered achievement of the SEOs by removing to a significant extent the current challenges and negative effects of car-borne traffic at and around the Cliffs of Moher Experience site. AN ALTERNATIVE WAS SELECTED

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
STRATEGIC DECISIONS/ALTERNATIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
StratD_ C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.											
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	+	++	++	++	++	+	+	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision C will support or not hinder achievement of the SEOs by facilitating the reduction of built infrastructure and hard surfacing (e.g. coach arrivals facility) west of the R478 and enabling additional land areas to be subject to restoration under the envisaged Habitat Management Plan.
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	+	+	+	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision C will support or not hinder achievement of the SEOs, particularly in relation to Landscape, by facilitating the reduction of built infrastructure and hard surfacing associated with the existing coach arrivals facility west of the R478 and permitting restoration of those lands.
Alt_C	C.1 <b>Option 1 - Do Nothing:</b> (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	-	-	-	O	O	O	O	-	O	-	A neutral to negative effect would be anticipated if a Do-Nothing option had been selected as it represents the status quo and would likely result in the continuation of existing challenges and negative effects. AN ALTERNATIVE WAS SELECTED
	C.2 <b>Option 2 -</b> Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	-	--	-	-	O	O	O	?	?	--	An overall neutral to negative effect would be anticipated if Option 2 had been selected as it represents an intensification of the status quo through the extension of the existing Visitor Centre and the addition of new/extended coach and shuttle bus drop-off points west of the R478, which would increase the land take in areas closer to and more directly linked to the Cliffs of Moher SPA. AN ALTERNATIVE WAS SELECTED
	C.3 <b>Option 3 -</b> Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	-	-	-	--	O	O	-	?	?	--	An overall negative effect would be anticipated if Option 2 had been selected as it represents an even stronger intensification of the status quo through the extension of the existing Visitor Centre, the addition of new/extended coach and shuttle bus drop-off points plus the relocation of existing car parking facilities west of the R478, which would increase the land take and create more additional built infrastructure in areas closer to and more directly linked to the Cliffs of Moher SPA. AN ALTERNATIVE WAS SELECTED
	C.4 <b>Option 4 -</b> Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	++	++	++	++	O	+	+	++	+	++	No significant negative effect is anticipated. It is likely that this Option, the selected Alternative, will support or not hinder achievement of the SEOs by facilitating the development of a unified arrival, welcome and visitor support facility with associated services and infrastructure and permitting the transformation of larger areas of the lands west of the R478 through restoration.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
STRATEGIC DECISIONS/ALTERNATIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
StratD_ D	Focus on the Northern Topography											
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	++	++	++	+	++	+	+	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision D will support or not hinder achievement of the SEOs by facilitating habitat restoration and the 'opening up' of new routes to enhanced viewing points, which would permit a new approach to visitor management by spreading visitors more over a wider site and away from the narrow corridor that currently leads directly to the Cliffs.
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	+	+	O	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision D will support or not hinder achievement of the SEOs by facilitating a new approach to visitor management by spreading visitors more over a wider site and away from the narrow corridor that currently leads directly to the Cliffs.
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	-	--	--	--	O	O	O	O	-	--	A negative to significant negative effect is anticipated as this statement highlights the likely consequences of not opening up the northern topography, which is that a greater concentration of visitors would congregate in the area to the south of the existing Visitor Centre where the topography encourages them to venture closer to the cliff-edge to experience views that are more easily and safely obtained in the northern topography.
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien’s tower, will enhance the visitor experience in the northern zone	+	++	+	+	++	O	O	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision D will support or not hinder achievement of the SEOs by facilitating the reinstatement of a historic lake feature that could provide wetlands east of O'Brien's Tower, which would accord with the restoration of habitats and permit additional visitor experiences to be offered as part of a new approach to visitor management on-site.



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STRATEGIC DECISIONS/ALTERNATIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
StratD_ E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge.											
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	+	+	+	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision E will support or not hinder achievement of the SEOs through the development of a footbridge that will permit the safe crossing over of the R478 and will also allow designers to create a structure that provides visitors with a more impactful entrance to the restored landscape of the Cliffs of Moher Experience west of the road.
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	+	+	+	O	O	O	O	O	O	+	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision E will support or not hinder achievement of the SEOs through the development of a footbridge to a design specification that will provide a safe and sheltered means of crossing the R478 whilst integrating with the surrounding landscape in order to minimise visual impact.
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	--	-	-	O	O	O	O	O	O	-	An overall neutral to negative effect would be anticipated if Option 1 had been selected as it represents a continuation of the status quo and would likely result in ongoing traffic disruption as well as safety risks for pedestrians crossing whilst perpetuating the poor sense of arrival at the site. AN ALTERNATIVE WAS SELECTED
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	O	O	O	O	O	O	O	An overall neutral to negative effect would be anticipated if Option 2 had been selected as it removes safety risks for pedestrians crossing the R478 but does so through a construction process that is more complex and represents a larger embodied energy footprint than the footbridge alternative. AN ALTERNATIVE WAS SELECTED
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	+	O	O	O	O	O	O	O	O	+	No significant negative effect is anticipated. It is likely that this Option under Strategic Decision E, the selected Alternative, will support or not hinder achievement of the SEOs by facilitating the development of a footbridge that will permit the safe crossing over of the R478 and will also allow designers to create a structure that provides visitors with a more impactful entrance to the restored landscape of the Cliffs of Moher Experience west of the road.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
STRATEGIC DECISIONS/ALTERNATIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
StratD_ F	Cliff-edge Experiences											
	F.1 A new cliff-edge walk could be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	+	++	++	++	+	O	+	O	O	+	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision F will support or not hinder achievement of the SEOs through ensuring that a new cliff-edge route is selected that aligns with safety recommendations and is developed and managed in a way that ensures visitors do not stray from the pathway and allows habitat recovery along the cliffs.
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	+	++	++	++	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision F will support or not hinder achievement of the SEOs through the provision of viewing platforms engineered to comply with safety recommendations and which provide visitors with dramatic viewpoints of the cliffs whilst not extending beyond the cliff-edge.
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	+	++	++	++	+	O	+	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision F will support or not hinder achievement of the SEOs through ensuring that a combination of appropriate design of pathways and viewing platforms and visitor management are implemented on-site.
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	+	++	++	++	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision F will support or not hinder achievement of the SEOs by ensuring that no engineered viewing platforms or viewpoints would be permitted to extend beyond the cliff-edge to prevent visitor impacts on breeding seabird populations on the cliff face.
StratD_ G	The existing Visitor Centre will be repurposed.											
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	+	O	+	+	O	O	O	+	+	O	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision G will support or not hinder achievement of the SEOs by ensuring that the existing Visitor Centre would not be extended (limiting further land take) but would rather be repurposed to complement the proposed new welcome and arrivals facilities and Reception Building to be located east of the R478.
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	+	+	++	++	+	O	+	+	O	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision G will support or not hinder achievement of the SEOs by ensuring that the existing Visitor Centre would not be extended (limiting further land take).
	G.3 Re-modelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	+	+	+	O	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision G will support or not hinder achievement of the SEOs by facilitating the sensitive repurposing and remodelling of the existing Visitor Centre to enhance its role in the overall Visitor Experience whilst also offering expanded opportunities for offering the visitor new cultural and learning opportunities.

Draft Cliffs of Moher 2040 Strategy STRATEGIC DECISIONS/ALTERNATIVES		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	++	++	+	O	O	O	O	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision G will support or not hinder achievement of the SEOs by facilitating the sensitive repurposing and remodelling of the existing Visitor Centre to enhance its role as a hub for educational experiences as well as enhanced facilities for researchers.
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	++	+	+	O	O	O	O	O	+	O	No significant negative effect is anticipated. It is likely that this aspect of Strategic Decision G will support or not hinder achievement of the SEOs by facilitating the sensitive repurposing and remodelling of the existing Visitor Centre to enhance its role in the overall Visitor Experience.

8 EVALUATION OF THE CLIFFS OF MOHER 2040 STRATEGY PROVISIONS

8.1 INTRODUCTION

The SEA assessment has been undertaken in line with the standard model of 'source-pathway-receptor' following the methodology set out in Section 6.3 above, acknowledging the degree of uncertainty that is associated with a high-level strategic plan such as the *Cliffs of Moher 2040 Strategy*. In this regard, the following were key informants for the assessment:

1. The nature, scope and level of detail of the Draft *Cliffs of Moher 2040 Strategy* and Site Masterplan;
2. The nature, scope and level of detail of the individual elements of the Strategy and Site Masterplan identified for assessment; and
3. The SEOs set out in Table 29 (Section 5.2) above, which were formulated in relation to the nature, scope and level of detail of the key elements of the Strategy and Site Masterplan.

8.2 OVERALL ASSESSMENT OUTCOME

As reflected in Figure 64, the following was concluded:

- Of the total of 273 no. individual elements that were assessed as part of the Core Objectives evaluation:
  - 73 no. elements (26.7%) were assessed as being substantially supportive of the achievement of the SEOs (significant positive effect);
  - 137 no. elements (50.2%) were assessed as being supportive of the achievement of the SEOs (positive effect not to a significant extent);
  - 59 no. elements (21.6%) were assessed as being neutral in relation to the achievement of the SEOs (no impact or a neutral contribution); and
  - 4 no. elements (1.5%) were assessed as having an uncertain effect on the achievement of the SEOs (insufficient detail or uncertainty regarding the element assessed);
- Of the total of 728 no. individual elements that were assessed as part of the Site Masterplan evaluation:
  - 128 no. elements (17.6%) were assessed as being substantially supportive of the achievement of the SEOs (significant positive effect);
  - 320 no. elements (44%) were assessed as being supportive of the achievement of the SEOs (positive effect not to a significant extent);
  - 258 no. elements (35.4%) were assessed as being neutral in relation to the achievement of the SEOs (no impact or a neutral contribution);
  - 18 no. elements (2.5%) were assessed as having an uncertain effect on the achievement of the SEOs (insufficient detail or uncertainty regarding the element assessed); and
  - 4 no. elements (1.5%) were assessed as likely detracting from the achievement of the SEOs (negative effect not to a significant extent).

Table 32 below sets out the full summary assessment of the Core Objectives of the Draft *Cliffs of Moher 2040 Strategy* while Table 33 sets out the full summary assessment of the Site Masterplan provisions. The complete set of detailed assessments per SEA Topic are provided in [Appendix 4](#).

Figure 64: Graphic Depiction of SEA Summary Assessment

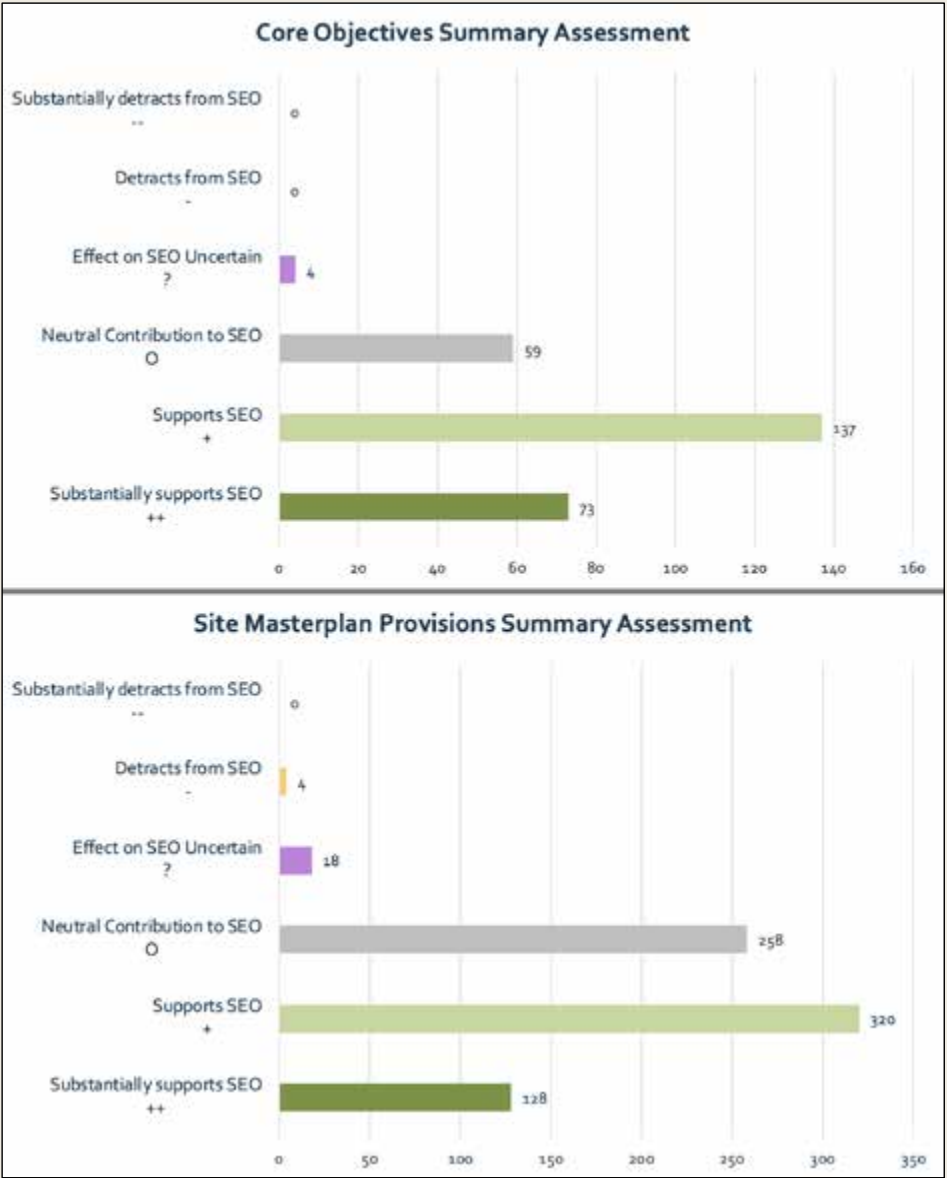




Table 32: SEA Summary Assessment of Core Objectives of Draft Cliffs of Moher 2040 Strategy

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
CORE OBJECTIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
CO1	Enhancing Economic Benefits Across the Region											
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	++	+	O	O	O	O	?	+	O	O	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs, particularly in relation to Population and Human Health, by facilitating improved local economic development and enhanced investment in local infrastructure and facilities.
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	++	+	++	O	O	?	?	+	O	O	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs by facilitating improved relationships between the Cliffs of Moher Experience, Clare County Council, key stakeholders and local communities.
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	++	++	O	O	+	+	+	+	+	+	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs through ensuring that alignment with key environmental policy goals and adherence to statutory processes are integrated into the implementation of the Cliffs of Moher 2040 Strategy.
CO1.4	Minimising adverse impacts on local communities	++	++	+	O	++	++	++	++	+	O	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs by requiring that a holistic and integrated approach be adopted to the implementation of projects flowing from the Strategy so that improvements made at the Cliffs of Moher Experience lead to improved local economic development, enhanced investment in local infrastructure and facilities as well as a sustained focus on the restoration, protection and conservation of local habitats and the suite of ecosystem services that underpins the wellbeing of local communities.
CO1.5	Sustainably increasing tourism revenue across the season	++	+	+	O	O	O	O	+	+	O	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs, particularly in relation to Population and Human Health, by facilitating improved local economic development and enhanced investment in local infrastructure and facilities.
CO2	Optimising the World-Class Experience											
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	++	+	O	O	+	+	+	++	++	++	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs as it is understood that a world-class tourism model is one that ensures that the needs of visitors (audiences) are catered for in a way that delivers memorable experiences within authentic socio-cultural settings and a natural and built environment that is sustainable .

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
CORE OBJECTIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	++	+	O	O	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs, particularly in relation to Population and Human Health and Landscape, by placing an emphasis on accessing the unique aspects of the Cliffs of Moher Experience and its hinterland in a safe and sustainable manner.
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	++	+	+	O	+	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs, particularly in relation to Population and Human Health and Landscape, by placing an emphasis on accessing the unique aspects of the Cliffs of Moher Experience and its hinterland in a safe and sustainable manner.
CO2.4	Develop targeted event and activity packages	++	+	O	O	O	O	O	O	++	++	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs by focusing on ensuring that a wide range of activities are presented at the Cliffs of Moher Experience to meet the needs of a diverse target audience.
CO3	Transforming the Natural Landscape											
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	+	++	++	++	++	+	++	+	+	++	No significant negative effect is anticipated. It is likely that this Core Objective will support achievement of the SEOs by giving effect to the need to set in place measures to conserve, restore and protect the Cliffs habitat and associated ecosystem services.
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	++	++	++	++	+	++	O	+	++	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs by giving effect to the need to set in place measures to conserve, restore and protect the Cliffs habitat and associated ecosystem services.
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	++	++	++	++	++	+	++	++	+	+	No significant negative effect is anticipated. It is likely that this Core Objective will support achievement of the SEOs by implementing a systematic and planned approach to managing visitor behavior on-site and ensuring the conservation, restoration and protection of the Cliffs, their habitat and associated ecosystem services.
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	++	++	++	++	++	+	++	+	+	+	No significant negative effect is anticipated. It is likely that this Core Objective will support achievement of the SEOs by prioritising the establishment and/or strengthening of partnerships to bolster conservation research and education outreach programmes as well as monitoring of on-site activities and the outcomes of visitor behavior, implemented projects etc.
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	++	++	++	+	++	++	+	++	No significant negative effect is anticipated. It is likely that this Core Objective will support achievement of the SEOs by giving effect to the need to set in place measures to conserve, restore and protect the Cliffs habitat and associated ecosystem services.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
CORE OBJECTIVES		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
CO4	Providing Sustainable Access											
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	++	+	O	O	O	+	+	+	O	O	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs generally by facilitating improvements in how traffic is managed in the local area and, particularly, by ensuring that a system is put in place that makes use of low-emission vehicles to provide sustainable transport solutions to visitors to the Cliffs of Moher Experience during peak periods to avoid traffic congestion on local routes.
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	++	+	+	++	++	O	+	++	+	+	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs by facilitating the development of new fit-for-purpose infrastructure, services and visitor facilities to accommodate the number of visitors set as a maximum based on the peak daily number of visitors of 10,500.
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	++	++	+	++	+	O	+	O	+	+	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs as the integration of the Cliffs of Moher Coastal Walk into the proposed network of pathways at the Cliffs of Moher Experience site will broaden access to the site subject to the provisions of the Cliffs of Moher Experience Visitor Management Plan and Habitat Management Plan, and the Coastal Walk Management Plan.
CO4.4	Managing visitors across the wider area	++	++	++	++	++	+	+	+	+	++	No significant negative effect is anticipated. It is likely that this Core Objective will support achievement of the SEOs by ensuring that visitors to the Cliffs of Moher Experience and to its hinterland area will be subject to the provisions of the Cliffs of Moher Experience Visitor Management Plan and the Cliffs of Moher Coastal Walk Management Plan.
CO4.5	Provide valuable community amenities	++	+	O	O	O	O	O	O	O	O	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs as it is understood that it represents a commitment to ensuring that a sustainable approach is adopted towards managing visitor activity and ensuring that the assets that are the Cliffs of Moher and related tourism routes such as the Cliffs of Moher Coastal Walk are conserved and protected.
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	++	+	+	O	O	O	?	+	O	O	No significant negative effect is anticipated. It is likely that this Core Objective will support or not hinder achievement of the SEOs, particularly in relation to Population and Human Health, by facilitating improved local economic development and enhanced investment in local infrastructure and facilities.

Table 33: SEA Summary Assessment of Site Masterplan Provisions incorporated in Draft Cliffs of Moher 2040 Strategy

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM1	Rewilding an Enlarged Landholding / Arriving at the Site											
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	+	++	++	++	++	+	+	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as increasing the extent of lands over which Clare County Council has effective control would permit the more effective implementation of a systematic and planned approach to managing visitor behavior on-site and ensuring the conservation, restoration and protection of the Cliffs and surrounding lands' habitat and associated ecosystem services.
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the reception building and parked vehicles.	+	+	+	+	+	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it facilitates the use of terrain modification where appropriate to reduce visual impact of the proposed development east of the R478 road.
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate “back to nature” experience with the cliffs.	+	+	+	+	+	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would reduce the concentration of visitors in small, focused areas at any one time, which is considered especially beneficial during peak periods.
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through “rewilding” of the landscape.	++	++	++	++	++	+	+	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would facilitate and support efforts to restore and protect the habitats and landscape of the subject site.
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	++	++	++	++	++	+	+	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would facilitate and support efforts to restore and protect the habitats and landscape of the subject site.
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	++	++	++	++	++	+	+	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for processes of engagement with neighbouring landowners to obtain buy-in to measures that would likely support the more effective implementation of a systematic and planned approach to managing visitor behavior and ensuring the conservation, restoration and protection of the Cliffs and surrounding lands' habitat and associated ecosystem services.



Draft Cliffs of Moher 2040 Strategy SITE MASTERPLAN PROVISIONS		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	++	++	++	++	++	+	+	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for resources, including human resources, to be put in place to support the effective implementation of a systematic and planned approach to managing the conservation, restoration and protection of the Cliffs and surrounding lands' habitat and associated ecosystem services.
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	++	-	+	+	?	?	?	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will overall support or not hinder achievement of the SEOs as it provides for the improved design of appropriately scaled visitor facilities, services and infrastructure, and facilitates a more systematic approach to managing visitor access and on-site visitor behaviour so as to better mitigate the effects of visitors at the site at all times but especially during peak periods.
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	+	-	+	O	O	?	?	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will overall support or not hinder achievement of the SEOs as it provides for the improved design of appropriately scaled visitor facilities, services and infrastructure, and facilitates a more systematic approach to managing visitor access and on-site visitor behaviour so as to better mitigate the effects of visitors at the site at all times but especially during peak periods.
SM1.10	A surface car park for 450 cars with separate building access.	+	-	+	O	O	?	?	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will overall support or not hinder achievement of the SEOs as it provides for the improved design of appropriately scaled visitor facilities, services and infrastructure, and facilitates a more systematic approach to managing visitor access and on-site visitor behaviour so as to better mitigate the effects of visitors at the site at all times but especially during peak periods.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Gateway Reception building, at a lower level.	+	-	+	O	O	?	?	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will overall support or not hinder achievement of the SEOs as it provides for the improved design of appropriately scaled visitor facilities, services and infrastructure, and facilitates a more systematic approach to managing visitor access and on-site visitor behaviour so as to better mitigate the effects of visitors at the site at all times but especially during peak periods.
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building).											
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	++	O	+	O	O	O	O	O	+	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would increase the amenity value and facilitate the provision of improved facilities and range of activities to be offered at the new facilities .
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	++	++	+	O	O	O	O	O	+	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs by facilitating the sensitive repurposing and remodelling of the existing Visitor Centre to enhance its role as a hub for educational experiences as well as enhanced facilities for researchers.
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	+	+	O	O	O	O	O	O	O	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would serve to enhance and enrich the landscape and wildness (authenticity) of the Cliffs of Moher Experience.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	+	+	++	++	+	++	++	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a reduction in hard landscaping and the level of vehicle access required to service the existing Visitor Centre in future.
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	+	+	O	O	O	O	O	O	+	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that serve to enrich the visitor experience and contribute to the quality of the overall journey through the Cliffs of Moher Experience site/landscape.
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	+	+	O	O	O	O	O	O	O	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design approaches that seek to reduce the visual impact of car parking facilities east of the R478 road to visitors exploring the Cliffs of Moher Experience Landscape west of the road.
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	+	+	O	O	O	O	O	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a design element that would provide visitors with access to an enhanced experience of the Cliffs of Moher landscape west of ther R478 whilst partaking of meals and refreshments.
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	+	+	O	O	O	O	O	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs by facilitating the sensitive repurposing and remodelling of the existing Visitor Centre to enhance its role as a hub for educational experiences as well as enhanced facilities for researchers.
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	++	+	+	O	O	O	O	O	+	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a design approach facilitate the sensitive repurposing and remodelling of the existing Visitor Centre to enhance its role in the overall Visitor Experience.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat.											
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	++	+	+	+	+	O	O	O	++	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for the placement of infrastructure and visitor support facilities at appropriate locations within the landscape to provide information and rest opportunities for visitors so as to enhance and enrich the visitor experience.
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	+	+	+	+	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that maintain the prominence of O'Brien's Tower within the Cliffs of Moher Experience journey/offering.
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	+	+	+	+	O	O	O	O	+	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it represents a statement of fact recognising the geological importance of the stone ledge in front of the existing Visitor Centre.
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	+	+	+	+	O	O	O	O	+	O	No significant negative effect is anticipated based on this statement alone. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for the potential enhancement of an existing feature of geological interest, which would be subject to inherent mitigation through compliance with relevant planning policies and statutory requirements.  No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a design approach that facilitates the restoration of habitat as well as enhanced habitat and visitor management at a key location within the Cliffs of Moher Experience.
SM3.5	Habitat remediation will occur within the double cantilever circle.	++	++	++	++	+	+	+	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs by facilitating the reinstatement of a historic lake feature that could provide wetlands east of O'Brien's Tower, which would accord with the restoration of habitats and permit additional visitor experiences to be offered as part of a new approach to visitor management on-site.



Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	++	++	++	++	++	+	+	O	+	++	No significant negative effect is anticipated based on this statement alone. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for the potential enhancement of an existing feature of geological interest, which would be subject to inherent mitigation through compliance with relevant planning policies and statutory requirements.
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	+	+	+	+	O	O	O	O	+	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a design element and a visitor management approach that would afford visitors access to one of the most sought after views of the Cliffs while ensuring that the concentration of visitors at that point is managed in such a way as to reduce the negative impact of visitors on the the sensitive cliff-edge. This is considered especially beneficial during peak periods.
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge, without protruding over the cliff edge.	+	++	+	++	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it represents a statement of fact regarding the view/outlook from the proposed cantilevered skywalk.
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	+	+	O	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would permit a scenic route for visitors in a manner that minimises impact on a wetland area, which would be subject to inherent mitigation through compliance with relevant planning policies and statutory requirements.
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	+	+	+	+	+	O	O	O	O	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would permit access for visitors to a scenic viewpoint in a manner that minimises impact on the areas habitat, which would be subject to inherent mitigation through compliance with relevant planning policies and statutory requirements.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	+	+	+	+	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for the placement of infrastructure and visitor support facilities at appropriate locations within the landscape to provide information and rest opportunities for visitors so as to enhance and enrich the visitor experience.
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy.											
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	++	+	+	+	+	O	O	O	++	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for the placement of infrastructure and visitor support facilities at appropriate locations within the landscape to provide information and rest opportunities for visitors so as to enhance and enrich the visitor experience.
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	+	+	O	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it represents a statement of fact regarding the view/outlook from the elevated plateau landscape.
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	+	+	O	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it represents a statement of fact regarding the view/outlook from the elevated plateau landscape.
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	+	+	O	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it represents a statement of fact regarding the view/outlook from the elevated plateau landscape.
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	+	+	O	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it represents a statement of fact regarding the view/outlook from the elevated plateau landscape.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	+	+	O	O	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it represents a statement of fact regarding the view/outlook from the elevated plateau landscape.
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	++	++	++	++	+	+	+	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would result in a new alignment of the cliff-edge walk further inland to reduce pressure on the sensitive cliff-edge, permit habitat restoration and improved levels of visitor safety, which is considered especially beneficial during peak periods.
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitats Management Plan.	++	++	++	++	++	+	+	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for the restoration/rewilding of landscapes wherever possible across the extent of the Cliffs of Moher Experience site and on further lands where Clare County Council can secure an interest.
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	+	++	++	++	+	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would reduce the movement of visitors through sensitive landscapes/habitat and the better protection of valuable foraging areas for Chough.
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	++	+	+	++	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would reduce the movement of visitors through sensitive landscapes/habitat by providing a wider variety of appropriate route choices.
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	++	+	+	++	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would reduce the movement of visitors through sensitive landscapes/habitat by providing a wider variety of appropriate route choices.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	++	+	+	+	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would reduce the movement of visitors through sensitive landscapes/habitat by providing a wider variety of appropriate route choices.
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	+	+	+	+	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would permit access for visitors to points of interest/scenic viewpoints in a manner that minimises impact on the areas habitat, which would be subject to inherent mitigation through compliance with relevant planning policies and statutory requirements.
SM4.14	The trigonometry point will be developed as a primary "destination" point in the landscape with the addition of a significant sculptural feature and viewing platform.	+	+	+	+	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would serve to attract visitors to a point of interest/scenic viewpoint in a manner that minimises impact on the areas habitat, which would be subject to inherent mitigation through compliance with relevant planning policies and statutory requirements.
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	++	+	+	+	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would serve to attract visitors to a point of interest/scenic viewpoint in a manner that minimises impact on the areas habitat, which would be subject to inherent mitigation through compliance with relevant planning policies and statutory requirements.
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	++	+	+	+	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would reduce the movement of visitors through sensitive landscapes/habitat by providing a wider variety of appropriate route choices.
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	++	+	++	++	+	O	O	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a visitor management approach that is responsive to on-site conditions and would function to reduce the concentration of visitors in small, focused areas at any one time, which is considered especially beneficial during peak periods.
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	++	+	+	O	O	O	O	O	+	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a design element that is necessary to provide for access to emergency services on-site.



Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM5	Northern Loop/Southern Cliff-Walk.											
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	+	+	++	+	O	O	O	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for communication and visitor management approaches to provide clarity on the application of different visitor management regimes likely applicable between the Cliffs of Moher Coastal Walk, subject to the Coastal Walk Management Plan and the Cliffs of Moher Experience, subject to the Experience Visitor Management Plan.
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	+	+	+	+	O	O	O	O	O	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a route design approach that links the cliff-walk route south of the existing Visitor centre to the Cliffs of Moher Coastal Walk.
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	++	+	+	+	+	O	O	O	++	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for the placement of infrastructure and visitor support facilities at appropriate locations within the landscape to provide information and rest opportunities for visitors so as to enhance and enrich the visitor experience.
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	++	+	+	+	O	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a vision of how a new Northern Loop route(s) could expand the Cliffs of Moher Experience and further enhance the visitor experience and range of activities to reduce the concentration of visitors on the main attractions at the site during peak periods. This would be subject to Clare County Council being able to secure appropriate interests in the land in question/agreement from landowners in the area concerned.
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	+	+	+	+	O	O	O	O	O	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would permit access for visitors to points of interest/scenic viewpoints along the Southern Cliff Walk route in a manner that minimises impact on the area's habitat, which would be subject to inherent mitigation through compliance with relevant planning policies and statutory requirements.

Draft Cliffs of Moher 2040 Strategy		STRATEGIC ENVIRONMENTAL OBJECTIVES (SEOs)										Response
SITE MASTERPLAN PROVISIONS		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Overall Comment
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitats Management Plan being prepared.	++	++	++	++	++	O	O	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a vision of how a new Northern Loop route(s) could expand the Cliffs of Moher Experience and further enhance the visitor experience and range of activities to reduce the concentration of visitors on the main attractions at the site during peak periods. This would be subject to Clare County Council being able to secure appropriate interests in the land in question/agreement from landowners in the area concerned.
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitats Management Plan being prepared.	++	++	++	++	++	O	O	O	O	O	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a vision of how lands alongside the pathways of the Souther Cliff Walk and Cliffs of Moher Coastal Walk could be subject to habitat restoration and protection under the proposed Habitat Management Plan.
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	++	++	++	++	++	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for a vision of how lands to the north and south of the Cliffs of Moher Experience could be managed to enhance the Experience as well as to enhance and extend habitat restoration and habitat management efforts.
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	++	++	++	++	+	O	O	O	+	++	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for the (preferred) possibility that design and visitor management approaches could be adopted to result in a new alignment of the cliff-edge walk further inland to reduce pressure on the sensitive cliff-edge, permit habitat restoration of critical areas for seabird foraging and achieve improved levels of visitor safety.
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do so.	+	+	++	++	+	O	O	O	+	+	No significant negative effect is anticipated. It is likely that this aspect of the Site Masterplan provisions will support or not hinder achievement of the SEOs as it provides for design and visitor management approaches that would enhance visitor safety.
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	?	?	?	?	O	?	?	The effect of this aspect of the Site Masterplan provisions is uncertain as it represents a statement of fact concerning information not yet available, which would provide a clearer picture of how best to deal with the issue of cliff-edge stability in the Northern Loop area.

8.3 KEY FINDINGS

8.3.1 Provisions of the Draft Cliffs of Moher 2040 Strategy

The provisions of the Draft *Cliffs of Moher 2040 Strategy* are assessed to have a likely positive, likely positive significant or a neutral effect.

Within the overall framework of the assessment, only 4 no. elements of the Site Masterplan were assessed to have likely negative effects in relation to the achievement of the SEOs. These elements were related to the development of the proposed new visitor facilities insofar as they are assessed as detracting to a certain degree (but not substantially) from the BFF SEOs, in the absence of mitigation.

8.3.2 Compliance with Environmental Legislation: Incorporation of SEA and AA Recommendations

The Draft *Cliffs of Moher 2040 Strategy* is assessed as being compliant with the requirements of applicable environmental legislation. SEA and AA as processes have informed the preparation of the Strategy to contribute towards sustainable development, enhanced environmental protection outcomes, and improved environmental management in the following manner:

- Adherence of the Strategy to statutory planning guidelines.
- Established ongoing Bird Survey Programme.
- Incorporation of design-led solutions to mitigate potential impacts and negative effects of proposals.
- Habitat Management Plan
- Visitor Management Plan
- Environmental Monitoring Programme
- Cliffs of Moher Experience Climate Action Strategy
- Stakeholder Engagement and Communications Plan
- Land-Legal Rights Securement Programme

8.4 POTENTIAL FOR CUMULATIVE (IN-COMBINATION) EFFECTS

Annex 1 of the SEA Directive requires that the Environmental Report must, during the evaluation of a plan or programme, consider information relating to the “likely significant effects on the environment” including “cumulative effects” of implementing the plan or programme.

In the case of the Draft *Cliffs of Moher 2040 Strategy*, such effects are seen potentially to arise either because of the cumulative effect of implementing projects identified in the Strategy itself (intra-plan cumulative effects), or in combination with the effects of other plans or projects (inter-plan cumulative effects).

8.4.1 Intra-Plan Cumulative Effects

Given the nature of the provisions set out in the Strategy, and hence the level of uncertainty that exists with regard to the precise scale and location of some of the objectives and actions set out within it, it is recognised that the identification of specific cumulative effects is limited at this point and, therefore, that the assessment of cumulative effects will have to be undertaken in a more comprehensive manner at project-level as part of the development consenting process.

As previously noted, this forms part of the inherent mitigation that is accepted as an important element in the overall SEA of the *Cliffs of Moher 2040 Strategy* insofar as all actions and development proposals are statutorily required to comply with relevant planning policies and will undergo any applicable screening and full adherence with the relevant development consenting process.

8.4.2 Inter-Plan Cumulative Effects

As noted in Section 3.4, the *Cliffs of Moher 2040 Strategy* has the potential for inter-plan cumulative effects to arise due to the nature of the Strategy’s focus: namely, tourism centred on the Cliffs of Moher Experience but conceived, marketed and managed so as to increase tourism revenue, distribute the load of visitor numbers at the site more evenly over seasons, and to do so whilst restoring, protecting and enhancing biodiversity.

This focus intersects with national, regional county and local plans to promote and develop the tourism industry across Ireland and in regional tourism destinations/routes such as the Wild Atlantic Way. Typically, these plans undergo SEA and AA requirements, and it is important to note that the *Cliffs of Moher 2040 Strategy* forms part of this wider, extensive policy and planning framework covering a variety of sectors, including tourism development.

For the purposes of this Draft SEA Environmental Report, the following highlights relevant Plans and Programmes which have been subject to environmental assessment in compliance with the *SEA Directive (2001/42/EC)* that have been considered as part of the assessment:

- **National Planning Framework Project Ireland 2040 (NPF) and SEA** - setting out Ireland’s planning policy for the next 22 years to be implemented through the Regional Spatial and Economic Strategies and lower tier Development Plans and Local Area Plans.
- **Regional Spatial and Economic Strategy for the Southern Region (RSES) and SEA** - a 12-year strategic regional development framework, primarily aiming to support the delivery of the programme for change set out in the NPF and the *National Development Plan 2018-2027 (NDP)*.

- **People, Place and Policy Growing Tourism to 2025** - Tourism is one of Ireland's most important economic sectors and has significant potential to play a further role in Ireland's economic renewal. The focus details tourism policy to maximise the export contribution of tourism, while protecting the invaluable assets of Ireland's natural, built and cultural heritage, involving a change of focus from overseas visitor numbers to overseas visitor revenue.
- **Clare County Development Plan 2023-2029 and SEA** - an agreed strategy to achieve the shared vision for the County, with the aim of enhancing the quality of life for all people who live, work and visit County Clare.
- **Galway County Development Plan 2022-2028 and SEA** - setting out an overall strategy for the functional area of Galway County Council while protecting and enhancing its environment through employing the principles of sustainable development in the policies and objectives set out therein. Chapter 13 sets a framework for the planned, co-ordinated and sustainable development of the Gaeltacht area, which include Oileáin Árann (the three Árann Islands of Inis Mór, Inis Meáin and Inis Oírr), to enhance and facilitate the balancing of economic, social and environmental infrastructure in order to maintain and develop a high quality of life, without compromising the protection of the environment and the needs of future generations.
- **Wild Atlantic Way Regional Tourism Development Strategy 2023-2027 and SEA** - replaces the previous *Wild Atlantic Way Operational Programme 2015-2019* and sets out a strategic approach to unlocking the commercial potential of Wild Atlantic Way. Strives to ensure that focus on tourism development is sustainable; that benefits accrue to local communities; and the natural environment is protected.
- **The Burren and Cliffs of Moher Visitor Experience Development Plan and SEA** – seeks to increase the economic and social contribution of tourism to the destination of the Burren and Cliffs of Moher Visitor Experience and to develop here, supporting and ancillary experiences for the region that will motivate visitors to stay longer and spend more; extend the length of the season; align to relevant brand, target markets and segments; sustain and increase job creation in the local area; and protect the special environmental character of the region.
- **The Connemara Coast & Aran Islands Visitor Experience Development Plan** - focussed on strengthening the value of tourism to the local economy by creating the opportunity for tourism businesses to create and deliver visceral experiences that will inspire, challenge and reinvigorate the visitor who has come to explore this ancient landscape and its artistic traditions.

Appendix 3 further contains a non-exhaustive list of identified Key International, National, Regional and Local legislation and policies of relevance.

9 MITIGATION

9.1 INTRODUCTION

Mitigation measures have been identified as part of the SEA process to prevent, reduce and/or offset as fully as possible any significant negative impacts on the environment of implementing the Draft *Cliffs of Moher 2040 Strategy*. This section of the Draft SEA Environmental Report details the mitigation measures that have been identified to address any significant environmental impacts expected because of the implementation of the Strategy.

Mitigation involves identifying actions or responses that serve to address significant negative effects. Mitigation measures can be described as those that avoid significant negative effects; reduce the magnitude or extent, probability and/or severity of effects; repair effects after they have occurred; and compensate for potential negative impacts by providing environmental benefits elsewhere.

While the assessment of the Draft *Cliffs of Moher 2040 Strategy* against the SEOs is largely positive as set out in Section 8 above, the SEA evaluation did identify certain actions deemed to be necessary to mitigate anticipated or potential negative environmental impacts. For the purposes of this SEA, the broad categorisation of such identified mitigation encompasses the following:

- Inherent Mitigation
- Strategic Mitigation/Mitigation Through Design
- Specific Mitigation Measures Identified

9.2 INHERENT MITIGATION

Inherent mitigation is held to apply in any instance where a specific action/set of actions or project that is proposed in the Draft *Cliffs of Moher 2040 Strategy* and its incorporated Site Masterplan is bound to comply with or be subject to statutory requirements and/or statutory development consent procedures.

The applicability of such requirements and/or development consent procedures depend on the nature and scale of the type of development being proposed. Examples of such compliance would include:

- Compliance with the statutory planning and policy framework, as applicable (e.g. compliance with the relevant provisions of the *National Planning Framework*; the *Regional Spatial and Economic Strategy (RSES) for the Southern Region*; the *Clare County Development Plan 2023-2029*).
- Compliance with the provisions of the Planning and Development Act 2000 (as amended) and the Planning and Development Regulations 2001 (as amended).
- Screening of projects for EIA and, where applicable, statutory EIA.
- Screening of projects for AA and, where applicable, full AA (NIS).
- Following best practice during construction stages.

9.3 STRATEGIC MITIGATION/MITIGATION THROUGH DESIGN

Strategic mitigation (or mitigation by design) applies where measures were adopted that respond to issues flagged during the planning and environmental assessment process. Examples of such measures include:

- Visitor management (i.e. the formulation and implementation of a Visitor Management Plan).
- Habitat management (i.e. the formulation of a Habitat Management Plan to facilitate the restoration, extension and protection of habitats and associated ecosystem services).
- Capping the visitor capacity of the Cliffs of Moher Experience and committing to a systematic approach to managing daily and seasonal visitor flow and associated traffic through the implementation of measures such as requiring 'Pre-Booking' for all visitors to access the site, and a Park and Ride shuttle system to be operational during peak season periods.
- Key design elements including:
  - Ensuring adequate design standards for key infrastructure such as water supply, wastewater treatment, waste management, traffic flow management and parking provision.
  - The location of new integrated visitor arrival and visitor services facilities east of the R478 to facilitate the reduction in hard surfacing and infrastructure required to the west of the road.
  - The development of an extended network of pathways and visitor experiences within an extended site footprint to facilitate pro-active management of the concentration of visitors across the site to ensure visitor distribution and prevent concentrated focus points of visitor activities.
  - Where required, to re-align the cliff pathways further from the cliff to protect cliff stability and enhance visitor safety.
  - Design standards to prevent any viewing platform or structure near the cliff edge from extending beyond the cliff-edge, acknowledging potential impacts on breeding seabird populations.

9.4 SPECIFIC MITIGATION MEASURES IDENTIFIED

Table 34 below provides a detailed breakdown of the full Summary Assessment related to mitigation identified as well as action assignments, identifying responsible party/parties and action target(s).

A summary of the mitigation identified is presented in Table 35.



Table 34: SEA Mitigation Measures

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
CORE OBJECTIVES															
CO1	Enhancing Economic Benefits Across the Region														
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	++	+	O	O	O	O	?	+	O	O	Record and monitor the length of visitors' stay in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years.	Develop and implement an annual monitoring programme to determine the length of visitor stay in the area.	Clare County Council	Q1 2025 ongoing
													Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Baseline Q1 2025. Thereafter every 5 years
												Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.	Clare County Council	Q1 2025
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	++	+	++	O	O	?	?	+	O	O	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council	Q3 2024
												Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council	Q1 2025
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	++	++	O	O	+	+	+	+	+	+	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements.	Clare County Council	Q1 2026 ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy.	Clare County Council	Q1 2025 ongoing
CO1.4	Minimising adverse impacts on local communities	++	++	+	O	++	++	++	++	+	O	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.	Clare County Council	Q1 2025
												Record and monitor groundwater vulnerability in the area on an annual cycle as part of an Environmental Monitoring Programme.	Develop and implement an annual groundwater vulnerability monitoring programme to measure groundwater quality at the Cliffs of Moher Experience.	Clare County Council	Q1 2026
												Record and monitor emissions and ambient air quality in the area on an annual cycle as part of an Environmental Monitoring Programme.	Develop and implement an annual emissions and ambient air quality monitoring programme to measure air quality at the Cliffs of Moher Experience.	Clare County Council	Q1 2026
												Record and monitor greenhouse gas emissions, renewable energy and energy efficiency in the area on an annual cycle as part of an Environmental Monitoring Programme.	Develop and implement an annual greenhouse gas emissions, renewable energy and energy efficiency monitoring programme to measure conformance with Cliffs of Moher Experience Climate Action Strategy.	Clare County Council	Q1 2026
CO1.5	Sustainably increasing tourism revenue across the season	++	+	+	O	O	O	O	+	+	O	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.	Clare County Council	Q1 2025

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		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
													Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Q1 2025
CO2	Optimising the World-Class Experience														
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	++	+	O	O	+	+	+	++	++	++	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council	Q1 2025 ongoing
												Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy.	Clare County Council	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	++	+	O	O	O	O	O	O	+	++	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council	Q1 2025 ongoing
												A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	++	+	+	O	+	O	O	O	+	++	Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate	Obtain land-legal interests.	Clare County Council	Q3 2024

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.			
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
CO2.4	Develop targeted event and activity packages	++	+	O	O	O	O	O	O	++	++	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council	Q2 2025 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
												Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.	Clare County Council	Q1 2025
CO3	Transforming the Natural Landscape														
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	+	++	++	++	++	+	++	+	+	++	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.	Clare County Council	Q1 2025
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	++	++	++	++	+	++	O	+	++	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	++	++	++	++	++	+	++	++	+	+	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	++	++	++	++	++	+	++	+	+	+	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme.	Clare County Council	Q1 2025



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		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	++	++	++	+	++	++	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
CO4	Providing Sustainable Access														
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	++	+	O	O	O	+	+	+	O	O	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council	Q1 2026 ongoing
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate	++	+	+	++	++	O	+	++	+	+	Inherent mitigation to be confirmed in statutory development consent procedure in ecological studies (incl. Ecological Impact Assessment, Appropriate Assessment, Habitats Management Plan, Ongoing Bird Surveys).	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing

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		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	sustainable and enhanced universal access for all visitors											Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	++	++	+	++	+	O	+	O	+	+	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
CO4.4	Managing visitors across the wider area	++	++	++	++	++	+	+	+	+	++	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
												A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
CO4.5	Provide valuable community amenities	++	+	O	O	O	O	O	O	O	O	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and	++	+	+	O	O	O	?	+	O	O	Record and monitor the length of visitors' stay and tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years.	Develop and implement an annual monitoring programme to determine the length of visitor stay in the area.	Clare County Council	Q1 2025 ongoing

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		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	social future of the towns, villages and rural areas around the region												Develop and implement an annual monitoring programme to determine tourism revenue in the area.	Clare County Council	Q1 2025 ongoing
													Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Baseline Q1 2025. Thereafter every 5 years
STRATEGIC DECISIONS/ALTERNATIVES															
StratD_A	Locating welcome and support facilities as part of visitor centre at a remote location														
	A.1 Less built infrastructure at the Cliffs of Moher site.	+	++	+	++	++	++	++	++	O	++	An alternative was selected.	Design Team	Clare County Council/ Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	++	+	O	O	O	O	?	O	O	O	An alternative was selected.	Design Team	Clare County Council/ Design Team	Immediate
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	-	?	?	?	?	O	?	?	O	?	An alternative was selected.	Design Team	Clare County Council/ Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	+	O	O	O	O	-	-	?	O	O	An alternative was selected.	Design Team	Clare County Council/ Design Team	Immediate

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	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	-	O	O	O	O	O	-	O	O	O	An alternative was selected.	Design Team	Clare County Council/ Design Team	Immediate
StratD_B	Proposal to establish Seasonal Park and Ride and shuttle bus service														
	B.1 Provide a more sustainable access system.	++	+	+	O	O	+	++	+	+	O	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council	Q1 2026 ongoing
	B.2 Better experience for visitors to the Cliffs.	+	+	+	O	O	O	O	O	+	+	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council	Q1 2025 ongoing
												Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
	B.3 Address the additional car parking demand that will result from	+	+	+	O	+	+	+	O	+	+	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be	Clare County Council	Q1 2026 ongoing

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	the extended dwell time of visitors on-site.											vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	confirmed in statutory development consent procedure		
												Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy.	Clare County Council	Q1 2025 ongoing
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	++	+	+	O	O	O	O	+	O	O	Record and monitor the length of visitors' stay and tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years.	Develop and implement an annual monitoring programme to determine the length of visitor stay in the area.	Clare County Council	Q1 2025 ongoing
													Develop and implement an annual monitoring programme to determine tourism revenue in the area.	Clare County Council	Q1 2025 ongoing
													Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Baseline Q1 2025. Thereafter every 5 years
												Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.	Clare County Council	Q1 2025
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing



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Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	-	--	--	--	-	--	--	-	-	--	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	--	-	--	-	-	-	-	O	-	-	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	O	++	++	++	O	O	-	O	O	O	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.														
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	+	++	++	++	++	+	+	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024

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	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	+	+	+	O	O	O	O	O	O	++	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	-	-	-	O	O	O	O	-	O	-	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	-	--	-	-	O	O	O	?	?	--	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	-	-	-	--	O	O	-	?	?	--	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of	++	++	++	++	O	+	+	++	+	++	Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing

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	landscape to the west of R478)														
StratD_D	Focus on the Northern Topography														
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	++	++	++	+	++	+	+	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	+	+	O	O	O	O	O	O	O	++	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on	-	--	--	--	O	O	O	O	-	--	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.											Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone	+	++	+	+	++	O	O	O	+	+	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge.														
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	+	+	+	O	O	O	O	O	O	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the	Develop and implement a Bird Survey Programme as part of	Clare County Council	Ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	inherent mitigation to be confirmed by statutory development consent procedure.		
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	+	+	+	O	O	O	O	O	O	+	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	--	-	-	O	O	O	O	O	O	-	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	O	O	O	O	O	O	O	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	+	O	O	O	O	O	O	O	O	+	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
StratD_F	Cliff-edge Experiences														
	F.1 A new cliff-edge walk could be created further inland, aligning with recommendations to avoid geologically unstable land and	+	++	++	++	+	O	+	O	O	+	Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing



Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	allow habitat recovery at the clifftop.											A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
F.2	A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	+	++	++	++	O	O	O	O	O	++	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	Avoid the potential of engineered viewing platforms extending over the cliff edge.	Clare County Council/Design Team	Ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
F.3	Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	+	++	++	++	+	O	+	O	+	+	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
F.4	Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	+	++	++	++	O	O	O	O	O	++	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	Avoid the potential of engineered viewing platforms extending over the cliff edge.	Clare County Council/Design Team	Ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough,	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed	Clare County Council	Ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												Peregrine, Seabird and Productivity.	by statutory development consent procedure.		
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
StratD_G	The existing Visitor Centre will be repurposed.														
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	+	O	+	+	O	O	O	+	+	O	Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	+	+	++	++	+	O	+	+	O	++	Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
	G.3 Re-modelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	+	+	+	O	O	O	O	O	+	++	Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
G.4	Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	++	++	+	O	O	O	O	O	+	+	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme.	Clare County Council	Q1 2025
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
G.5	The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	++	+	+	O	O	O	O	O	+	O	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council	Q2 2025 ongoing
SITE MASTERPLAN PROVISIONS															
SM1	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building).														
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an	+	++	++	++	++	+	+	O	+	+	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	improved Visitor Experience.														
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the reception building and parked vehicles.	+	+	+	+	+	O	O	O	+	++	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate “back to nature” experience with the cliffs.	+	+	+	+	+	O	O	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through “rewilding” of the landscape.	++	++	++	++	++	+	+	O	+	++	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	++	++	++	++	++	+	+	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing

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		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
												Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	++	++	++	++	++	+	+	O	+	++	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.	Clare County Council	Q1 2025
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
												A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
SM1.7	Clare County Council will provide an ongoing commitment and the necessary	++	++	++	++	++	+	+	O	+	++	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing



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	resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.														
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	++	-	+	+	?	?	?	O	O	O	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	+	-	+	O	O	?	?	O	O	O	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing

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SM1.10	A surface car park for 450 cars with separate building access.	+	-	+	O	O	?	?	O	O	O	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Gateway Reception building, at a lower level.	+	-	+	O	O	?	?	O	O	O	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building).														
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	++	O	+	O	O	O	O	O	+	O	Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy.	Clare County Council	Q1 2025 ongoing
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will	++	++	+	O	O	O	O	O	+	O	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
												Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations	Implement the Research and Education Partnership Outreach Programme.	Clare County Council	Q1 2025

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	focus on providing an updated interpretative exhibition with additional facilities for education and groups.											and research entities.			
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy.	Clare County Council	Q1 2025 ongoing
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	+	+	O	O	O	O	O	O	O	+				
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be	+	+	++	++	+	++	++	O	+	+	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing

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	achieved, in keeping with the ambition to rewild as much of the landscape as possible.											Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	+	+	O	O	O	O	O	O	+	O	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	+	+	O	O	O	O	O	O	O	+	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	+	+	O	O	O	O	O	O	O	O	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	+	+	O	O	O	O	O	O	O	O	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
SM2.9	The existing Visitor Centre building will continue to play an	++	+	+	O	O	O	O	O	+	O	A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Cough,	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed	Clare County Council	Ongoing

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		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.											Peregrine, Seabird and Productivity.	by statutory development consent procedure.		
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy.	Clare County Council	Q1 2025 ongoing
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat.														
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	++	+	+	+	+	O	O	O	++	++	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	+	+	+	+	O	O	O	O	+	++	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	+	+	+	+	O	O	O	O	+	O	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed	Clare County Council	Ongoing



Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												provision of monitoring/survey of Cough, Peregrine, Seabird and Productivity.	by statutory development consent procedure.		
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	+	+	+	+	O	O	O	O	+	O	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Cough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.5	Habitat remediation will occur within the double cantilever circle.	++	++	++	++	+	+	+	O	O	O	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Cough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will	++	++	++	++	++	+	+	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Cough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	benefit flora and fauna and create another natural feature for the visitor to engage with.											Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	+	+	+	+	O	O	O	O	+	O	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge, without protruding over the cliff edge.	+	++	+	++	O	O	O	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	+	+	O	O	O	O	O	O	O	++				
SM3.10	A suspended pathway is designed to pass through the	+	+	+	+	+	O	O	O	O	+	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed	Clare County Council	Q1 2026 ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	established wetland habitat east of O'Brien's Tower.											provision for periodic monitoring/survey of terrain that is the subject of restoration.	by statutory development consent procedure.		
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	+	+	+	+	O	O	O	O	O	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy.														
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	++	+	+	+	+	O	O	O	++	++	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	+	+	O	O	O	O	O	O	O	++				
SM4.3	From various locations in this landscape, the visitor can engage	+	+	O	O	O	O	O	O	O	++	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed	Clare County Council	Q1 2025 ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives									Proposed Response					
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target	
	with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.											activities/routes/key attractions and key messaging at the site.	by statutory development consent procedure.			
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing	
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing	
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing	
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	+	+	O	O	O	O	O	O	O	O	++	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
													A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
													A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
													Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	+	+	O	O	O	O	O	O	O	O	++	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
													A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the	Develop and implement Habitats Management Plan and Visitor Management Plan as part of	Clare County Council	Q1 2026 ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												provision for periodic monitoring/survey of terrain that is the subject of restoration.	inherent mitigation to be confirmed by statutory development consent procedure.		
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	+	+	O	O	O	O	O	O	O	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	++	++	++	++	+	+	+	O	O	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024



Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitats Management Plan.	++	++	++	++	++	+	+	O	O	O	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	+	++	++	++	+	O	O	O	O	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	++	+	+	++	O	O	O	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	++	+	+	++	O	O	O	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	++	+	+	+	O	O	O	O	+	++	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to	+	+	+	+	O	O	O	O	O	++	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing

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		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	the edge where views are particularly dramatic.											A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
SM4.14	The trigonometry point will be developed as a primary “destination” point in the landscape with the addition of a significant sculptural feature and viewing platform.	+	+	+	+	O	O	O	O	O	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this	++	+	+	+	O	O	O	O	O	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	particularly dramatic view.											Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	++	+	+	+	O	O	O	O	+	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests.	Clare County Council	Q3 2024
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	++	+	++	++	+	O	O	O	+	+	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of	Obtain land-legal interests.	Clare County Council	Q3 2024

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		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												Moher Development Area to pursue implementation of Strategy 2040.			
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	++	+	+	O	O	O	O	O	+	O	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5	Northern Loop/Southern Cliff-Walk.														
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	+	+	++	+	O	O	O	O	+	+	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	+	+	+	+	O	O	O	O	O	+	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.3	Interpretative signage and rest/picnic opportunities will	++	+	+	+	+	O	O	O	++	++	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing



Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	be provided along these routes.														
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	++	+	+	+	O	O	O	O	+	++	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	+	+	+	+	O	O	O	O	O	++	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy	++	++	++	++	++	O	O	O	+	+	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.	Clare County Council	Q1 2025

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	recommends exploring how this area could be included into a dedicated Habitats Management Plan being prepared.											To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council	Q3 2024
												To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitats Management Plan being prepared.	++	++	++	++	++	O	O	O	O	O	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.8	Lands to the north and south present	++	++	++	++	++	O	O	O	+	++	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate	Obtain land-legal interests	Clare County Council	Q3 2024

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	further physical and ecological development opportunities.											control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.			
												To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Cough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	++	++	++	++	+	O	O	O	+	++	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council	Q3 2024
												To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed	Clare County Council	Ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives										Proposed Response			
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
												provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	by statutory development consent procedure.		
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	+	+	++	++	+	O	O	O	+	+	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2025 ongoing
												To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council	Q3 2024
												To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Q1 2026 ongoing
												A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council	Ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and	?	?	?	?	?	?	?	O	?	?	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.	Develop and implement a monitoring programme to determine cliff stability in the area.	Clare County Council	Q1 2025 ongoing
												Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council	Q1 2026 ongoing

Draft Cliffs of Moher 2040 Strategy		Strategic Environmental Objectives									Proposed Response				
		(PHH)	(BFF)	(L)	(SG)	(W)	(AQ)	(C)	(MA)	(CH)	(LVC)	Mitigation	Action	Responsibility	Target
	the degree to which the cliff-edge walk could be set back has yet to be confirmed.														



Table 35: Summary Overview of Identified Mitigation Measures

Mitigation	Purpose	Responsibility	Target
Surveys and Monitoring			
1. Annual Tourism Monitoring Programme	<ul style="list-style-type: none"><li>Record and monitor the length of visitors' stay in the area on an annual cycle; and</li><li>Survey and determine tourism revenue in the area.</li></ul>	• Clare Council County	• Q1 2025 and ongoing
2. Five-Yearly Economic Benefit Survey	<ul style="list-style-type: none"><li>Determine the level of investment into local towns and villages in the area every five years</li></ul>	• Clare Council County	<ul style="list-style-type: none"><li>Baseline Q1 2025</li><li>Every five years thereafter</li></ul>
3. Annual Visitor Satisfaction Survey	<ul style="list-style-type: none"><li>Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.</li></ul>	• Clare Council County	• Q1 2025 and ongoing
4. Annual Bird Survey Programme	<ul style="list-style-type: none"><li>Identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</li></ul>	• Clare Council County	• Ongoing
5. Annual Environmental Monitoring Programme	<ul style="list-style-type: none"><li>Record and monitor groundwater vulnerability in the area on an annual cycle;</li><li>Record and monitor emissions and ambient air quality in the area on an annual cycle; and</li><li>Record and monitor greenhouse gas emissions, renewable energy and energy efficiency in the area on an annual cycle.</li></ul>	• Clare Council County	• Q1 2026
6. Cliff Stability Monitoring Programme	<ul style="list-style-type: none"><li>Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.</li></ul>	• Clare Council County	• Q1 2025 and ongoing
Management Plans and Strategies			
7. Cliffs of Moher Experience Visitor Management Plan	<ul style="list-style-type: none"><li>Guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key</li></ul>	• Clare Council County	• Q1 2025 and ongoing

Mitigation	Purpose	Responsibility	Target
	attractions and key messaging at the site		
8. Cliffs of Moher Experience Habitat Management Plan	<ul style="list-style-type: none"><li>Identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</li></ul>	• Clare Council County	• Q1 2026 and ongoing
9. Cliffs of Moher Experience Climate Action Strategy	<ul style="list-style-type: none"><li>Set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.</li></ul>	• Clare Council County	• Q1 2025 and ongoing
10. Cliffs of Moher Experience Park and Ride Strategy	<ul style="list-style-type: none"><li>Identify Park and Ride Hubs and operational elements including routes, seasonal timetables, specification of vehicle fleet etc.; and</li><li>Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include:<ul style="list-style-type: none"><li>No., size and emissions rating of vehicles;</li><li>Trip frequency and average loads per trip; and</li><li>Trip distance per vehicle per month</li></ul></li></ul>	• Clare Council County	• Q1 2026 and ongoing
Other			
11. Stakeholder Engagement and Communications Plan	<ul style="list-style-type: none"><li>Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region; and</li><li>Create an organisational framework and establish a multi-stakeholder co-ordinating body to</li></ul>	• Clare Council County	• Q1 2025

Mitigation	Purpose	Responsibility	Target
	review and report on progress on the implementation of Strategy 2040.		
12. Research and Education Partnership Outreach Programme	<ul style="list-style-type: none"><li>Establish strategic partnerships with Third Level institutions/conservation organisations and research entities</li></ul>	<ul style="list-style-type: none"><li>Clare County Council</li></ul>	<ul style="list-style-type: none"><li>Q1 2025</li></ul>
13. Land-Legal Rights Securement Programme	<ul style="list-style-type: none"><li>Obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</li></ul>	<ul style="list-style-type: none"><li>Clare County Council</li></ul>	<ul style="list-style-type: none"><li>Q3 2024</li></ul>

9.5 ALIGNMENT WITH MITIGATION MEASURES IDENTIFIED IN NATURA IMPACT STATEMENT

To ensure that a comprehensive approach is taken regarding the identification of measures for mitigation of the potential significant effects of the Draft *Cliffs of Moher 2040 Strategy*, the table below sets out verbatim the mitigation measures identified in the NIS to protect Natura 2000 sites. This provides for specific details that are discussed in the NIS to be reflected, and to inform further qualifying details to be addressed within the overall mitigation measures as outlined within this SEA Environmental Report.

Table 36: Mitigation Measures to Protect Natura 2000 Sites

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
A. Improvements to, or new infrastructure outside of the Cliffs of Moher site	<p>Inherent mitigation applies in the case of proposals for new or updated infrastructure, as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements. In the majority of cases, proposals to introduce new infrastructure should be subject to environmental assessment, which at site level, should take into account the existing baseline ecological conditions of the site, the ecological value of on-site features, and contain bespoke mitigation and environmental protection measures to protect site and local ecology/biodiversity. Appropriate Assessment may be required in certain cases where:</p> <ul style="list-style-type: none"><li>Any Natura 2000 site lies within or adjacent to the project area; or</li><li>Any Natura 2000 site lies within the likely zone of impact of the project. The distance of the zone of impact (or zone of influence ZOI) should be evaluated on a case-by-case basis with reference to the nature, size and location of the project, and the sensitivities of the ecological receptors, and the potential for in-combination effects.</li></ul>

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
B. Redevelopment of the Cliffs of Moher site and/or improvements to existing infrastructure	<p>Re-development of the Cliffs of Moher Visitor site will require project-specific Appropriate Assessment which should consider the nature conservation implications of each action/proposal before the decision is made to allow the projects(s) to proceed (DoEHLG, 2009).</p> <p>Certain aspects of the site redevelopment have the potential to result in positive impacts upon the SCI species of the Cliffs of Moher SPA. For instance, the proposed setting back of the cliff-top pathway, whilst aiding the habitat restoration programme (see D below), will effectively move people away from the cliff top and reduce disturbance to seabirds, Chough and Peregrine. Overall, this could lead to better protection of habitats, lower disturbance to cliff-dwelling species such as seabirds, Chough and Peregrine, and will aid in the restoration of favourable conservation condition of the Special Conservation Interests of the Cliffs of Moher SPA.</p>
C. Climate Change	<p>The Cliffs of Moher Experience Climate Action Strategy should set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy. The Strategy should comply with the most up to date Climate Action Plan, National Climate Change Adaptation Framework and National Mitigation Plan, including contributing towards efforts to decarbonise the tourism sector, and improve low carbon travel, such as clean alternatively fuelled vehicles, walking and cycling. An Environmental Monitoring Programme is recommended which should include <i>inter alia</i> the monitoring of noise, groundwater, ambient air quality, greenhouse gas emissions, renewable energy and energy efficiency in the area.</p> <p>Proposed Park and ride facilities and shuttle bus services serving the Cliffs of Moher site and wider hinterland should prioritise the use of electric vehicles. Clean (alternatively fuelled) buses will offer considerable advantages. Reductions in emissions of greenhouse gases, air pollutants and noise have the potential to bring about considerable public health benefits as well as resulting in positive environmental impacts</p>
D. Habitat Management	<p>A Habitats Management Plan is required to identify key actions and indicators as well as the provision for periodic monitoring/survey of parts of the site that will be subject to habitat restoration.</p> <p>Restoration of habitats at the Cliffs of Moher lies at the very core of the <i>Cliffs of Moher 2040 Strategy</i>. While one aim is to 'create a wilder, back to nature experience' for visitors, it is well recognised that the natural cliff-top habitats within the site have been subject to considerable erosion as a result of the existing cliff-top pathway. In addition, the agricultural grasslands within the site have been intensively managed for decades and could be managed in a less intensive and more appropriate way for foraging Chough.</p> <p>Choughs are specialist feeders of soil invertebrates and are thus susceptible to changes in land use and agricultural practices which affect abundance and accessibility of invertebrate prey (Hayhow et al. 2018). The link between short-</p>

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
	<p>cropped grass (grazing) and Chough foraging success is well documented, as is the requirement for the presence of animal dung; invertebrates and invertebrate larvae within dung being a food source. Management practices such as grazing, short-cropped grass, and animal dung will form important components of a habitat management plan for Chough, along with avoidance of macrocyclic lactone (ML) cattle treatments (Avermectins) which are known to reduce/kill invertebrates. Restoration of cliff-top habitats will also result in positive impacts upon Chough as foraging successfully close (&lt;300m) to cliff ledge nest sites is important during the period of feeding chicks (e.g. Kerbiriou et al. 2006; Carroll et al. 2010).</p> <p>The proposed Habitats Management Plan should be prepared in consultation and agreement with the NPWS, and/or integrated with any Management Plan that is being developed for the Cliffs of Moher SPA by NPWS.</p>
<b>E. Protection and Conservation of Species of Special Conservation Interest</b>	<p>The birdlife and biodiversity of the Cliffs of Moher are as renowned and important as the rich landscape and geological heritage of the site. The Cliffs of Moher 2040 Strategy recognises this importance and proposals to undertake habitat and visitor management will reinforce commitments to protect the designated habitats and protected species. We recommend that a formal Bird Survey Programme be developed to identify key actions, status and indicators. This programme should be developed in consultation with the National Parks and Wildlife Service. This programme should include the provision for continued monitoring of the Chough, Peregrine and seabird populations at the site. Given that the conservation condition (status) of Peregrine and Chough within the Cliffs of Moher SPA is unfavourable (compared to the baseline status), the required target is to increase numbers of breeding pairs of both species within the SPA. This mitigation action will also strengthen opportunities for conservation research, monitoring and education and has the potential to be an exemplar of habitat and species restoration projects along the Wild Atlantic Way.</p> <p>The Cliffs of Moher should seek to develop structured relationships with local communities and key stakeholders to embed a mutual understanding of, and commitment to, the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs.</p>
<b>F. Seabird Watching/Viewing Code of Conduct</b>	<p>To remove the potential for disturbance to nesting seabirds, a formal code of conduct for ferries, cruises and other boats operating trips to the Cliffs of Moher should be developed and put into practice, with each boat operator signing up and following the code of conduct thereafter.</p> <p>Disturbance can cause long-term negative effects upon nesting seabirds (e.g. Jarrett et al., 2022) due to the energetic costs of disturbance (i.e. increased energy expenditure from moving away from source of disturbance), (ii) a reduction in efficient foraging and consequent reduction in prey caught and rate of provisioning chicks, and (iii) increased stress in response to disturbance. Seabirds leaving their nesting or roosting sites is a common consequence of disturbance. This results in chicks becoming more vulnerable to predation while</p>

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
	<p>the adults are away - eggs are not being incubated, hatching is delayed and/or eggs are knocked off the cliff. Furthermore, it has been known for frightened seabird chicks to fall off their cliff ledge sites in response to boat-based disturbance.</p> <p>The seabird watching code of practice should be prepared by experienced seabird ecologists and in consultation with the National Parks and Wildlife Service.</p>
<b>G. Direct Habitat Creation – Provision of Nesting Habitat</b>	<p>The reasons why Choughs are taking up nest sites in buildings, often unused old agricultural sheds, as opposed to the more 'traditional' cliff nesting sites is not known. The use of farm sheds and barns appears to have increased in Ireland over the last decade or so. Recent work for the 2021 national Chough survey found an increasing proportion of West Cork Choughs now favouring farm buildings, including some buildings that are in use (C. Heardman pers. comm). Scott (2020) purported that the decline in breeding pairs on Dursey Island may have been linked to increased mortality of adult birds during the exceptionally severe weather in early March 2018 when severe cold for this area led to snow cover for several days and an inability therefore for Chough to forage, leading to birds in poor condition or starvation. With climate change we are seeing an increase in winter storms. For a species traditionally adapted to cliff-top and coastal living, could the increase in Chough moving inland to nest in buildings be linked to the birds simply retreating from severe weather?</p> <p>To aid the recovery of the species at the Cliffs of Moher SPA (see also point E above) we recommend the provision of a disused farm building(s) at a suitable location within the site. The building should be enclosed with no human access and should be provisioned with a nest box, and under licence and NPWS guidance, could be fitted with a nest camera, which could replay live images back to the Visitor Centre for visitors to gain an intimate experience with this special and protected species during the nesting season. While this is not a novel idea (see <a href="https://www.npws.ie/news/nestflix-and-chill-new-live-stream-nature-lovers-npws">https://www.npws.ie/news/nestflix-and-chill-new-live-stream-nature-lovers-npws</a>), this would provide potential important Chough nesting habitat while providing visitors with a special encounter with the species. Under licence and guidance of NPWS, Chough chicks could also be colour-ringed, which provides a way of uniquely colour marking individual birds – useful for future monitoring of the site population.</p>
<b>H. Visitor Management – Cliffs of Moher</b>	<p>A core objective of the Strategy is to 'encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages.' In addition, the Strategy aims to increase visitor numbers at the Cliffs of Moher during quieter times or off-peak seasons, while capping the numbers of visitors at peak times. Notwithstanding the positives, a Visitor Management Plan should be developed and implemented to include an annual monitoring programme which determines the length of visitor stay in at the Cliffs of Moher site and within the wider area.</p> <p>Within the site itself, the layout of new walk paths and facilities such as viewing points, cantilever walk paths etc. needs to carefully identify both the areas/locations where visitor numbers/walkers can be increased without causing</p>

Element or Topic to be Addressed by Mitigation	Mitigation Proposed in Natura Impact Statement
	negative impacts to SCI species, and also what areas should be avoided, for example, areas close to nesting SCI species. It may be necessary for seasonal visitor management practices to be put in place, for example, excluding visitors from areas close to Chough nest sites during the period of time when the parent birds are feeding their young.
I. Visitor Management – Local and Regional	Article 6 of the Habitats Directive requires that Member States establish the necessary conservation measures for European sites involving, if needs be, management plans specifically designed for the sites or integrated into other development plans. Fáilte Ireland and local authorities should engage with the National Parks and Wildlife Service in order to ensure that where Strategy objectives will result in increased visitor numbers to Natura 2000 sites, that management measures and measures to prevent disturbance to habitats and wildlife are in place. One action, for example, could be a collaborative, regional/national public educational campaign on the seriousness of disturbance to wintering and breeding waterbirds, with practical and achievable management methods aiming to result in lowered occurrences of this type of negative impact.
J. Invasive Species	The Cliffs of Moher site does not currently support any invasive, alien species (IAS species). Development of the site, however, leads to the risk that such species may be introduced accidentally via vehicles, machinery or materials. To safeguard this happening, the future undertaking of site projects should be accompanied by a project-specific Construction Environmental Management Plans (CEMP) which contain measures to prevent the introduction and spread of IAS. The proposed habitat management plan should contain an early-warning system that sets out procedures/monitoring to identify the occurrence of IAS species at the earliest possibility, including the training of site staff to identify such species.

Source: Cliffs of Moher 2040 Strategy – Natura Impact Statement, June 2024

10 MONITORING

10.1 INTRODUCTION

Article 10 of the SEA Directive (2001/42/EC) provides that the significant environmental effects of implementing a plan or programme shall be monitored to identify at an early stage unforeseen negative effects and to enable appropriate remedial action to be identified and implemented in response.

While the apparent focus is on unforeseen negative effects, it is understood that monitoring of the implementation of the Draft *Cliffs of Moher 2040 Strategy* can also demonstrate positive effects over time that may be of value in enhancing the knowledge base and facilitating further refinements in the provisions of the Strategy and/or projects being implemented.

The information gathered through monitoring is seen to be of value in the following respects:

- It serves as a test of the effectiveness of the SEA process insofar as it reveals the effects of implementing the Strategy over time and enables a comparison to be drawn between the likely significant effects identified in the SEA and what has unfolded.
- It permits data to be assembled in relation to areas of uncertainty encountered in the course of the SEA where the scope and nature of the Strategy may have led to difficulties in the assessment.
- Monitoring the effects of the implementation of the Strategy may help to identify further mitigation measures or remedial actions in response to issues that are flagged.
- It permits the assembly of data that could be used to inform the review of the Strategy or inform other planning processes of a similar nature.

10.2 THE MONITORING FRAMEWORK: LINKING SEOs TO MONITORING INDICATORS AND TARGETS

For the purposes of the Monitoring Framework proposed to monitor the effects of implementing the Draft *Cliffs of Moher 2040 Strategy*, a set of Key Indicators, Targets and Data Sources have been identified to permit the assembly and collation of quantitative measures in trends over time in relation to the achievement of the SEOs identified in Section 5 above.

These are arranged in relation to each of the SEA Topics and are set out in Table 36 below.

10.3 SOURCES OF INFORMATION

As set out in Table 37 below, the following data sources are identified:

- Cliffs of Moher 2040 Strategy Annual Tourism Monitoring Programme
- Cliffs of Moher 2040 Strategy Annual Visitor Satisfaction Survey Report
- Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress
- Cliffs of Moher 2040 Strategy 5-Yearly Economic Benefit Study
- Cliffs of Moher 2040 Strategy Visitor Management Plan Annual Review

- Cliffs of Moher 2040 Strategy Habitat Management Plan Annual Review
- Cliffs of Moher 2040 Strategy Bird Survey Programme Annual Summary Report
- Cliffs of Moher 2040 Strategy Annual Cliff Stability Monitoring Programme Report
- Cliffs of Moher 2040 Strategy Environmental Monitoring Programme
- Cliffs of Moher 2040 Strategy Annual Infrastructure Standards Compliance Report

10.4 RESPONSIBILITY AND REPORTING

In terms of Article 17 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (S.I. No.: 435/2004)*, as amended, the following applies:

*“The competent authority shall monitor the significant environmental effects of implementation of the plan or programme, or modification to a plan or programme”.*

Accordingly, as Clare County Council is the competent authority, being the authority which is responsible for the preparation of the Draft *Cliffs of Moher 2040 Strategy*, it shall be responsible for monitoring the effects of implementing the Strategy.

This responsibility is to be undertaken within the context of the Monitoring Framework outlined above but should be incorporated into the proposed system of reporting on the overall implementation of the Strategy through the Stakeholder and Communications Plan to ensure transparency in this regard.



Table 37: Monitoring Indicators, Targets and Data Sources

SEA Topic	Key Indicators	Targets for the Cliffs of Moher 2040 Strategy	Data Source
Population and Human Health	<p>PHH1. Increase/decrease in length of visitors’ stay on-site at the Cliffs of Moher Experience.</p> <p>PHH2. Number of visitors to the Cliffs of Moher Experience per month.</p> <p>PHH3. Percentage increase/decrease in numbers of overnight visitors to accommodation establishments in the SEA study area per month.</p> <p>PHH4. Percentage increase/decrease in spend of visitors to accommodation, leisure and hospitality establishments in the SEA study area per month.</p> <p>PHH5. Number of employment opportunities at Cliffs of Moher Experience.</p> <p>PHH6. Number of employment opportunities in the tourism, leisure and hospitality sectors in the SEA study area.</p>	<p>PHH1. To contribute to the strengthening of the local economy and increase employment opportunities as presented in statistical data.</p> <p>PHH2. To design and implement a network of experiences (physically, educationally, and culturally) within the region to benefit the wider community.</p> <p>PHH3. To create a physical environment that provides a bespoke arrival process and a range of engagement experiences throughout the Cliffs of Moher site to increase levels of satisfaction with the COM Experience.</p> <p>PHH4. To maintain its premier market position of the COM and its ability to attract tourists, promote Ireland overseas and deliver a financially sustainable business.</p> <p>PHH5. To increase levels of satisfaction with the COM experience.</p> <p>PHH6. To increase length of stay of visitors in the area.</p> <p>PHH7. To increase overnight stays in County Clare.</p> <p>PHH8. To increase average visitor spend in County Clare.</p> <p>PHH9. To increase partnerships between COME and (i) local businesses and (ii) residents.</p> <p>PHH10. To protect designated habitats and protected species (and associated ecological corridors / linkages) within the site and wider area.</p> <p>PHH11. To provide a sustainable access system to the Cliffs of Moher.</p> <p>PHH12. To reduce environmentally related pressures associated with the health and wellbeing of the wider community.</p>	<ul style="list-style-type: none"><li>Annual Tourism Monitoring Programme</li><li>Annual Visitor Satisfaction Survey Report</li><li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li><li>5-Yearly Economic Benefit Study</li></ul>
Biodiversity, Flora and Fauna	<p>BFF1. Level of adherence of visitors to designated pathways and appointed viewing points.</p> <p>BFF2. Annual Bird Survey outcomes.</p> <p>BFF3. Percentage of habitat restored versus baseline of Habitats Survey 2023.</p>	<p>BFF1. To provide pathways, viewing points and physical visitors’ infrastructure at the Cliffs of Moher Experience and the wider Development Area.</p> <p>BFF2. Ensure no adverse effects on the integrity of the Natura 2000 sites, their Qualifying Interests/Special Conservation Interests, and function.</p> <p>BFF3. To stop the loss of biodiversity and deterioration of habitats at the Cliffs of Moher Development Area.</p> <p>BFF4. To implement a Habitat Management Plan within the Cliffs of Moher Development Area, to ensure its long-term sustainable management.</p> <p>BFF5. To increase the Chough and Peregrine population within the Cliffs of Moher Development Area.</p> <p>BFF6. To protect seabird breeding sites and fledglings from disturbance within the Cliffs of Moher Development Area.</p>	<ul style="list-style-type: none"><li>Visitor Management Plan Annual Review</li><li>Habitat Management Plan Annual Review</li><li>Bird Survey Programme Annual Summary Report</li></ul>

SEA Topic	Key Indicators	Targets for the Cliffs of Moher 2040 Strategy	Data Source
Land	L1. Area of land (in hectares) over which Clare County Council has control within the Cliffs of Moher Development Area.	L1. To obtain appropriate legal interests in lands within the Cliffs of Moher Development Area. L2. To implement a Habitats Management Plan within the Cliffs of Moher Development Area, to ensure its long-term sustainable management. L3. To establish and implement a Management Plan for the Cliffs of Moher Coastal Walk.	<ul style="list-style-type: none"> <li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li> </ul>
Soils and Geology	SG1. Area of land (in hectares) over which Clare County Council has control within the Cliffs of Moher Development Area. SG2. Cliff-edge stability status Periodic cliff stability assessment reporting.	SG1. To obtain appropriate legal interests in lands within the Cliffs of Moher Development Area. SG2. To implement a Habitats Management Plan within the Cliffs of Moher Development Area, to ensure its long-term sustainable management. SG3. To establish and implement a Management Plan for the Cliffs of Moher Coastal Walk. SG4. To confirm Cliffs of Moher cliff stability status.	<ul style="list-style-type: none"> <li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li> <li>Annual Cliff Stability Monitoring Programme Report</li> </ul>
Water (Ground and Surface Water)	W1. Percentage improvement/deterioration in EPA surface water quality assessment outcomes.	W1. A sustainable network of SUDS and nature-based solutions using natural features/landscapes to manage surface water while increasing biodiversity. W2. Sustainable water management solutions to be integrated within development proposals in the Cliffs of Moher Development Area. W3. Proposed development to be subject to Flood Risk Screening Assessment and Drainage Impact Assessment	<ul style="list-style-type: none"> <li>Annual Environmental Monitoring Programme (Groundwater Vulnerability Monitoring Component)</li> <li>EPA Water Quality Data</li> </ul>
Air Quality	AQ1. Quarterly and annual data on numbers of vehicles servicing Park and Ride system. AQ2. Quarterly and annual data on numbers of vehicles accessing the Cliffs of Moher Experience parking facility.	AQ1. To ensure that all development implemented in terms of the Cliffs of Moher 2040 Strategy reduces emissions from transport and energy usage at the Visitor Experience. AQ2. To comply with applicable Air Quality Standards in terms of the <i>Air Quality Directive</i> (2008/50/EC) to include for the protection of human health. AQ3. To implement the proposed seasonal traffic management approach (Park and Ride and online booking) to ensure that the volume and intensity of traffic to and from the Cliffs of Moher Visitor Experience is reduced, with resulting reduction in emissions. AQ4. To monitor queuing at accesses to COM parking and Park and Ride facilities to reduce/negate idling vehicles.	<ul style="list-style-type: none"> <li>Annual Environmental Monitoring Programme (Emissions and Ambient Air Quality Monitoring Component)</li> </ul>
Climate	C1. Quarterly and annual data on numbers of vehicles servicing Park and Ride system. C2. Quarterly and annual data on numbers of vehicles accessing the Cliffs of Moher Experience parking facility. C3. Percentage renewable energy source utilisation at the Cliffs of Moher Experience.	C1. To ensure that all development implemented in terms of the <i>Cliffs of Moher 2040 Strategy</i> delivers on Ireland's climate ambition as evaluated against the Climate Action Plan. C2. To reduce and minimise greenhouse gas emissions.	<ul style="list-style-type: none"> <li>Annual Environmental Monitoring Programme (Greenhouse Gas Emissions, Renewable Energy and Energy Efficiency Monitoring Component)</li> </ul>

SEA Topic	Key Indicators	Targets for the Cliffs of Moher 2040 Strategy	Data Source
		<p>C3. To implement the proposed seasonal transport and traffic management approach (Park and Ride and online booking) to ensure that the volume and intensity of traffic to and from the Cliffs of Moher Visitor Experience is reduced.</p> <p>C4. Deliver Net Zero Energy, including the target of 100% renewable energy consumption.</p>	
Material Assets	<p>MA1. Water consumption in M3 per year at the Cliffs of Moher Experience.</p> <p>MA2. Volume of solid waste in metric tonnes generated annually at the Cliffs of Moher Experience.</p> <p>MA3. Compliance of influent and effluent samples taken at the Cliffs of Moher Experience Wastewater Treatment Plant.</p>	<p>MA1. Where possible, water consumption shall be minimised to 0.6 M3/per year by 2050.</p> <p>MA2. To make optimal use of existing infrastructure where possible and to ensure that existing infrastructure is enhanced and operates within the parameters of all regulatory requirements to comply with applicable technical and environmental standards.</p> <p>MA3. To ensure that all new infrastructure operates within the parameters of all regulatory requirements to comply with applicable technical and environmental standards.</p> <p>MA4. To relocate, upgrade and enhance the existing wastewater treatment and drainage infrastructure capacity to cater for all development implemented in terms of the <i>Cliffs of Moher 2040 Strategy</i>.</p> <p>MA5. To support circular economy principles prioritising prevention, reuse, recycling and recovery of waste.</p> <p>MA6. To implement a Zero-Waste Strategy and audit use of compostable packaging/materials in relevant on-site operations.</p>	<ul style="list-style-type: none"><li>Annual Infrastructure Standards Compliancy Report based on monthly monitoring of key indicators.</li></ul>
Cultural Heritage (Archaeological and Architectural)	<p>CH1. Level of visitors’ awareness, knowledge and understanding of the cultural heritage of the Cliffs of Moher.</p>	<p>CH1. To increase visitor awareness, knowledge and understanding of the area’s cultural heritage.</p> <p>CH2. To ensure that only development is permitted which protects/enhances places, buildings, features and landscapes of archaeological or architectural heritage significance within the Cliffs of Moher Development Area.</p> <p>CH3. To design and implement a network of experiences (physically, educationally, and culturally) within the region to benefit the wider community.</p>	<ul style="list-style-type: none"><li>Annual Visitor Satisfaction Survey Report</li><li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li></ul>
Landscape (Visual Character)	<p>LVC1. Level of visitors’ satisfaction of their experience of the landscape of the Cliffs of Moher.</p>	<p>LVC1. To ensure landscape design proposals integrate with the implementation of a Habitats Management Plan within the Cliffs of Moher Development Area.</p> <p>LVC2. To ensure that any assessed significant negative visual impacts of development on the receiving landscape are appropriately mitigated resulting from the implementation of the <i>Cliffs of Moher 2040 Strategy</i>.</p> <p>LVC3. To monitor visitor satisfaction of their experience of the extended COM Experience landscape.</p>	<ul style="list-style-type: none"><li>Annual Visitor Satisfaction Survey Report</li><li>Annual Report on Cliffs of Moher 2040 Strategy Implementation Progress</li></ul>

## 11 CONCLUSION

This Draft SEA Environmental Report presents an assessment of the likely significant effects of the Draft *Cliffs of Moher 2040 Strategy* and incorporated Site Masterplan on the environment.

The report has been prepared in compliance with *Directive 2001/42/EC on the Assessment of the Effects of Certain Plans and Programmes on the Environment* (the SEA Directive) and associated transposing Irish legislation, the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended).

It is confirmed that SEA and Appropriate Assessment have been undertaken in tandem with the formulation of the Draft *Cliffs of Moher 2040 Strategy* and the SEA and AA as processes have informed the preparation of the Strategy to contribute towards sustainable development, enhanced environmental protection outcomes, and improved environmental management.

The Draft *Cliffs of Moher 2040 Strategy* and incorporated Site Masterplan has been subjected to two levels of assessment:

1. Detailed assessment per SEA Topic in terms of the adopted Significance Criteria of each of the identified elements or provisions of the Draft *Cliffs of Moher 2040 Strategy* Core Objectives and Strategic Decisions/Alternatives as well as each of the identified provisions of the Site Masterplan incorporated into the Draft *Cliffs of Moher 2040 Strategy*.
2. Summary assessment per SEA Topic per SEA Topic in terms of the adopted Significance Criteria of each of the identified elements or provisions of the Draft *Cliffs of Moher 2040 Strategy* Core Objectives and Strategic Decisions/Alternatives as well as each of the identified provisions of the Site Masterplan incorporated into the Draft *Cliffs of Moher 2040 Strategy*.

The provisions of the Draft *Cliffs of Moher 2040 Strategy* are assessed to have a likely positive, likely positive significant or a neutral effect. Within the overall framework of the assessment, only 4 no. elements of the Site Masterplan were assessed to have likely negative effects in relation to the achievement of the SEOs. These elements were related to the development of the proposed new visitor facilities insofar as they are assessed as detracting to a certain degree (but not substantially) from the BFF SEOs, in the absence of mitigation.

Mitigation measures have been identified as part of the SEA process to prevent, reduce and/or offset as fully as possible any significant negative impacts on the environment of implementing the Draft *Cliffs of Moher 2040 Strategy*. For the purposes of this SEA, the broad categorisation of such identified mitigation encompasses the following:

- Inherent Mitigation, which is held to apply in any instance where a specific action/set of actions or project that is proposed in the Draft *Cliffs of Moher 2040 Strategy* and its incorporated Site Masterplan is bound to comply with or be subject to statutory requirements and/or statutory development consent procedures.
- Strategic Mitigation/Mitigation Through Design, where measures were adopted that respond to issues flagged during the planning and environmental assessment process.
- Specific mitigation comprising of a set of 13 no. measures.

### 11.1 CONSULTATIONS

Consultations on the Draft Cliffs of Moher 2040 Strategy and incorporated Site Masterplan as well as the Draft SEA Environmental Report and the Natura Impact Statement is currently underway.

### 11.2 NEXT STEPS

Once the Draft *Cliffs of Moher 2040 Strategy* and the Draft SEA Environmental Report and Natura Impact Statement have been published for a comment period of no less than four weeks, comments received will be reviewed and the documents will be finalised for approval.

After approval, the Monitoring Framework set out in the SEA Statement will be implemented to assess the impacts of the implementation of the *Cliffs of Moher 2040 Strategy* and the incorporated Site Masterplan.

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Appendix 1:

SEA Screening Determination



COMHAIRLE CLARE  
CONTAE AN CHLÁIR COUNTY COUNCIL

**STRATEGIC ENVIRONMENTAL ASSESSMENT (SEA) SCREENING DETERMINATION BY CLARE COUNTY COUNCIL AS COMPETENT AUTHORITY for the CLIFFS OF MOHER STRATEGY 2040**

A Strategic Environmental Assessment (SEA) Screening Process by Clare County Council as the Competent Authority has determined that the *Cliffs of Moher Strategy 2040*:

- Does not contribute towards setting a framework for future development consent of projects listed in Annexes I and II of the *Environmental Impact Assessment Directive (2011/92/EU)* and amended (2014/52/EU), requiring mandatory SEA.
- If unmitigated, is likely to have a significant effect on a European Site (Natura 2000), individually or in combination with other plans, requiring assessment pursuant to the *Habitats Directive (92/43/EEC)* and/or *Birds Directive (2009/147/EC)*.
- If unmitigated, is likely to have significant effects on the environment taking account of the relevant criteria as set out in Annex II of the *SEA Directive (2001/42/EC)* and per Schedule 1 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended).
- Set the framework for future development consent projects which, if unmitigated, is likely to have significant effects on the environment.

It is the decision of the Clare County Council as Competent Authority to determine under Article 9 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended) that:

*"A Strategic Environmental Assessment of the Cliffs of Moher Strategy 2040 is required in terms of SEA Directive (2001/42/EC) and in accordance with the European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004, as amended by European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011."*

Therefore a Strategic Environmental Assessment (SEA) as set out in the *SEA Directive (2001/42/EC)* and per the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended), will be carried out and an environmental report will be prepared on the likely significant effects on the environment of implementing the *Cliffs of Moher Strategy 2040*.

Signed:

Date:

Leonard Cleary  
Director of Service  
Clare County Council

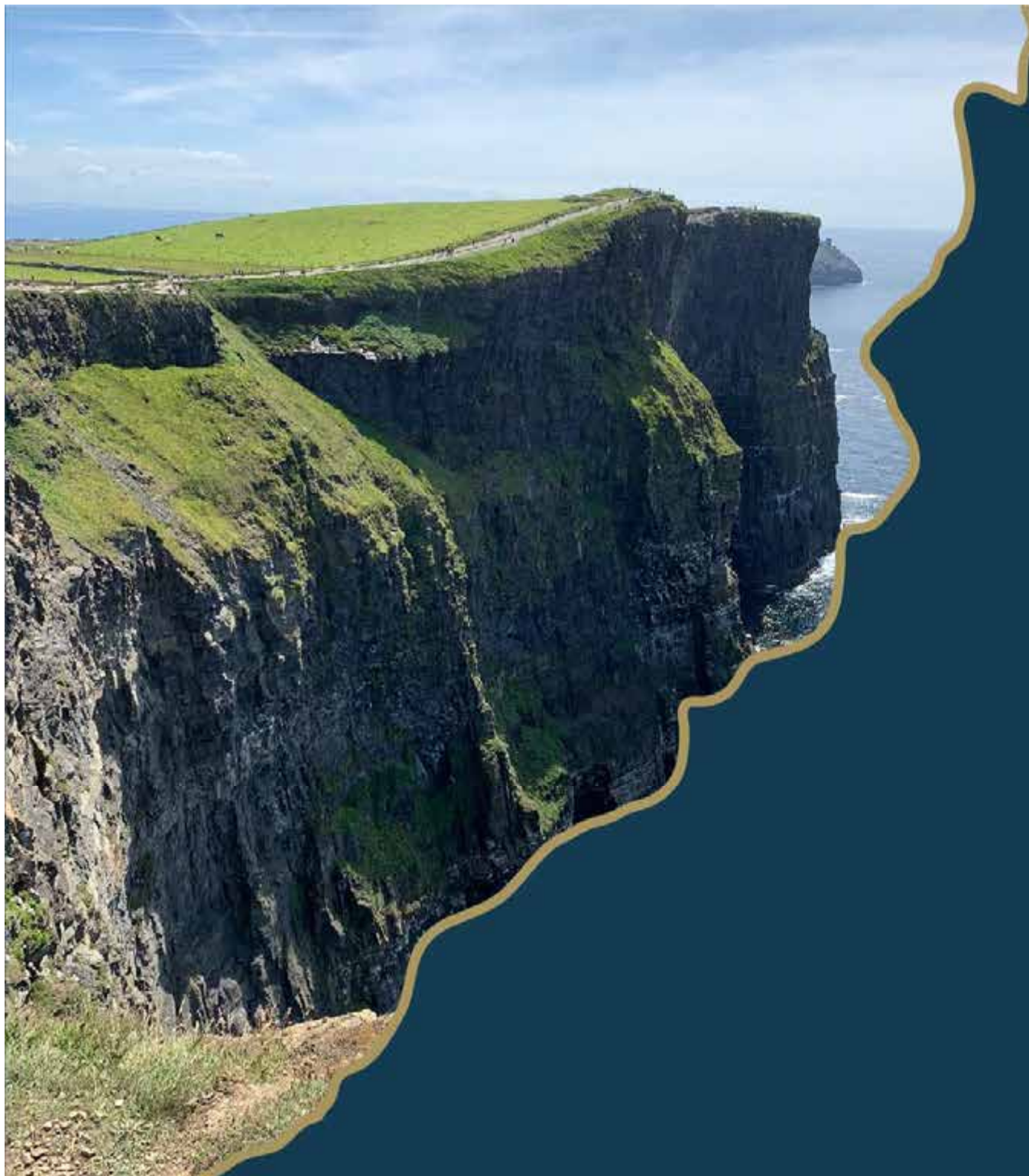
24/06/20

Roinn Tuaithe agus Pobail  
Stiúirtheacht Forbairt Pobail  
Áras Contae an Chláir, Bothar Nua, Inis, Co. an Chláir, V95 DXP2

Rural and Community Department  
Rural Development Directorate  
Áras Contae an Chláir, New Road, Ennis, Co. Clare, V95 DXP2

Appendix 2:

SEA Scoping Responses Report



CLARE COUNTY COUNCIL  
CLIFFS OF MOHER  
STRATEGY 2040

Strategic Environmental Assessment  
Scoping Consultation:  
Responses Report

December 2023



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# Glossary

## Appropriate Assessment

Appropriate Assessment (AA) is an appraisal of the potential adverse effects of a plan or project (and the cumulative effects in combination with other plans or projects) on designated Natura 2000 sites i.e. Special Areas of Conservation (SAC) and Special Protection Areas (SPA). SACs are protected by European law via the Habitats Directive (92/43/EEC), while SPAs are protected by European law via the Birds Directive (2009/147/EC). The statutory requirement for AA is set out in the Habitats Directive. Both directives have been transposed into Irish law via the *European Communities (Birds and Natural Habitats) Regulations 2011* (as amended).

## Biodiversity

In simple terms “biodiversity” includes all life on Earth. As defined by the United Nations Convention on Biological Diversity (CBD), “biological diversity” means the variability among living organisms from all sources including, *inter alia*, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part, including genetic diversity within species, between species and of ecosystems.

## Environmental Impact Assessment

“Environmental Impact Assessment” (EIA) is the process of examining the anticipated environmental effects of a proposed project - from consideration of environmental aspects at design stage, through consultation and preparation of an Environmental Impact Assessment Report (EIAR), evaluation of the EIAR by a competent authority, and the subsequent decision as to whether the project should be permitted to proceed, encompassing public response to that decision.

## Environmental Impact Assessment Report

An “Environmental Impact Assessment Report” (EIAR) is a report or statement of the effects, if any, which the proposed project, if carried out, would have on the environment. It is prepared by the developer to inform the EIA process.

## Protected Structure

A “Protected Structure” is a structure, or a specified part of a structure, which is included in a record of protected structures, and, where that record so indicates, includes any specified feature which is within the attendant grounds of the structure, and which would not otherwise be included in this definition.

## Recorded Monument

A “Recorded Monument” is included in the list of recorded monuments and places and accompanying maps on which such monuments and places are shown, set out county by county under Section 12 of the National Monuments (Amendment) Act 1994 by the Archaeological Survey of Ireland unit of the National Monuments Service, and includes Zones of Archaeological Potential in towns and all other monuments of archaeological interest that have so far been identified. When the owner or occupier of a property, or any other person proposes to carry out, or to cause, or to permit the carrying out of any work at or in relation to a Recorded Monument they are required to give two months’ notice in writing under Section 12 of the *National Monuments (Amendment) Act 1994* to the Minister of Culture, Heritage and the Gaeltacht for consideration of such works.

## Strategic Environmental Assessment

“Strategic Environmental Assessment” (SEA) is the process by which environmental considerations are required to be fully integrated into the preparation of plans and programmes prior to their final adoption. The objectives of SEA are to provide for a high level of protection of the environment and to promote sustainable development.

## Strategic Environmental Assessment Screening

The stage which establishes whether proposed plans or programmes must undergo a SEA. It comprises of firstly, a consideration of the overall characteristics of the proposed plans or programmes to establish whether it falls within the requirements of the SEA Directive (2001/42/EC), and secondly, an assessment of the potential environmental significance of implementing the proposed plan or programme according to a series of significance criteria.

## Strategic Environmental Assessment Scoping

The stage where statutory and non-statutory consultees are liaised with and, where necessary, collaborated with to identify the key environmental issues of concern that are likely to arise as the result of the implementation of the proposed plans or programmes. The scoping stage determines what should be covered in the subsequent environmental report i.e. the scope and level of detail of the information to be included in the environmental report.

## Strategic Environmental Objectives

Strategic Environmental Objectives (SEOs) are environmental objectives set in respect of a plan or programme that are based on the assessment of baseline data assembled, taking into account national policy and relevant international legal obligations as well as EU or international environmental objectives, and against which the relevant plan or programme will be compared as part of its overall assessment.

# Abbreviations

AA	Appropriate Assessment
CFRAM	Catchment Flood Risk Assessment and Management
CGS	County Geological Site
DAFM	Department of Agriculture, Food and the Marine
DECC	Department of the Environment, Climate and Communications
EC	European Commission
EEC	European Economic Community
EIA	Environmental Impact Assessment
EIAR	Environmental Impact Assessment Report
EPA	Environmental Protection Agency
ER	Environmental Report
GEOPARK	Burren and Cliffs of Moher UNESCO Global Geopark
GSI	Geological Survey Ireland
MSDF	Marine Strategy Framework Directive
NIAH	National Inventory of Architectural Heritage
NHA	Natural Heritage Area
NPWS	National Parks and Wildlife Service
OPW	Office of Public Works
pNHA	Proposed Natural Heritage Area
RMP	Record of Monuments and Places
RPA	Register of Protected Areas
RPS	Record of Protected Structures
SAC	Special Area of Conservation
SEA	Strategic Environmental Assessment
SEO	Strategic Environmental Objective
S.I. No.	Statutory Instrument Number
SPA	Special Protection Area
TII	Transport Infrastructure Ireland
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WFD	Water Framework Directive

1 INTRODUCTION

1.1 BACKGROUND

Article 9(2) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended) details that a plan or programme that determines the use of a small area at local level shall require an environmental assessment only where the competent authority determines that it is likely to have significant effects on the environment and, for this purpose, the competent authority shall make any such necessary determination. In the case of the *Cliffs of Moher Strategy 2040*, the competent authority is Clare County Council.

Article 9(3) requires that a competent authority shall determine whether plans and programmes are likely to have significant environmental effects with reference to relevant criteria set out in Schedule 1 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended).

In accordance with Article 9 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004*, as amended by *European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011*, Clare County Council, as the competent authority, undertook an SEA Screening of the preparation of the *Cliffs of Moher Strategy 2040* in early 2020.

As detailed in the *Cliffs of Moher Strategy 2040 Strategic Environmental Assessment Screening Report and Determination June 2020*, having had regard to the observations and submissions received from statutory environmental authorities and non-statutory consultees, Clare County Council issued a determination that an environmental assessment is required for the *Cliffs of Moher Strategy 2040* on 24<sup>th</sup> June 2020.

Where a competent authority has determined that an environmental assessment of a plan or programme is required in terms of Article 9 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended), Article 11 of said Regulations details the need for a *SEA Scoping Process* to determine the scope and level of detail of the information to be included in the required Environmental Report that shall identify, describe and evaluate the likely significant effects on the environment as a result of implementing the *Cliffs of Moher Strategy 2040* and incorporated *Site Masterplan*. Article 11(1) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended) requires that:

*"Prior to making a decision on the scope and level of detail of the information to be included in an environmental report, the competent authority shall give notice in accordance with sub-article (2) to the environmental authorities specified in article 9(5), as appropriate."*

In accordance with Article 11(1) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended), Clare County Council, as the competent authority, gave notice on 11<sup>th</sup> October 2023 to the environmental authorities specified in Article 9(5) as well as additional statutory authorities and non-statutory bodies, inviting observations and inputs regarding the scope and level of detail of the information to be included in the required Environmental Report for the preparation of the *Cliffs of Moher Strategy 2040*.

1.2 PURPOSE OF THIS SEA SCOPING CONSULTATION RESPONSES REPORT

This report is intended to provide Clare County Council with an overview of the responses received to the aforementioned notice given on 11<sup>th</sup> October 2023, which were received by the statutory deadline of 17<sup>th</sup> November 2023.

The ultimate purpose of the report is to highlight key issues raised and/or information provided in regard to the scope and level of detail of the information to be included in the required Environmental Report for the Strategic Environmental Assessment of the *Cliffs of Moher Strategy 2040* in terms of Article 12(1)(b) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended).

Certain observations regarding the scope and content of the *Cliffs of Moher Strategy 2040* and the *Appropriate Assessment* process are also highlighted.

1.3 FORMAT OF THIS STRATEGIC ENVIRONMENTAL ASSESSMENT SCOPING CONSULTATION RESPONSES REPORT

**Section 2.0** presents a summary of Submissions/Observations received from Statutory Environmental Authorities consulted, and other Non-Statutory Consultees.

**Section 3.0** concludes by highlighting the key observations made in relation to:

- (i) Recommendations regarding the content of the *Cliffs of Moher Strategy 2040*; and
- (ii) The scope and level of detail of the information to be included in the required Environmental Report;
- (iii) Recommendations regarding the content and scope of the Appropriate Assessment process for the *Cliffs of Moher Strategy 2040*

**Annexure – Copies of Submissions/Observations received:**

*Statutory Environmental Authorities:*

- Geological Survey Ireland – Letter dated 25<sup>th</sup> October 2023.
- Environmental Protection Agency (EPA) – Email with attachments dated 3<sup>rd</sup> November 2023.
- Department of Housing, Local Government and Heritage – Letter dated 17<sup>th</sup> November 2023 from Development Applications Unit, Department of Housing, Local Government and Heritage.

*Non-statutory Consultees:*

- Fáilte Ireland - E-mail with attachments dated 17<sup>th</sup> November 2023.



## 2 SEA STAGE 2 SCOPING CONSULTATION REPORT: CONSULTATIONS FOR THE PREPARATION OF CLIFFS OF MOHER STRATEGY 2040

### 2.1 STATUTORY ENVIRONMENTAL AUTHORITIES CONSULTED DURING THE SEA SCOPING PROCESS

In accordance with Article 9(5) of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended), the following statutory environmental authorities and other authorities were notified as part of the Scoping stage of the SEA process for the *Cliffs of Moher Strategy 2040*:

- Environmental Protection Agency (EPA).
- Minister for Housing, Local Government and Heritage.
- Minister for Agriculture, Food and the Marine
- Minister of State for Land Use and Biodiversity
- Minister for Social Protection
- Minister for Rural and Community Development.
- Minister for the Environment, Climate and Communications
- Minister for Transport.
- Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media.
- Irish Water.
- National Parks and Wildlife Service.
- Transport Infrastructure Ireland.
- Development Applications Unit (Dept of Housing, Local Government and Heritage).

### 2.2 NON-STATUTORY CONSULTEES REGARDING THE SEA SCOPING PROCESS OF THE CLIFFS OF MOHER STRATEGY 2040

As at screening stage, Clare County Council also undertook additional non-statutorily required consultation and invited submissions or observations in relation to scope and level of detail of the information to be included in the required Environmental Report of the SEA for the *Cliffs of Moher Strategy 2040* from the following:

- Fáilte Ireland.
- Cliffs of Moher Visitor Experience.
- Birdwatch Ireland.
- The Burren Centre.
- Burren and Cliffs of Moher UNESCO Global Geopark.
- The Southern Regional Assembly.

## 2.3 SUBMISSIONS/OBSERVATIONS RECEIVED REGARDING THE SEA SCOPING OF THE CLIFFS OF MOHER STRATEGY 2040

A total of 4 no. submissions/observations were received by Clare County Council in response to the notification of the SEA Scoping of the *Cliffs of Moher Strategy 2040*, and enclosed under Annexure.

### Statutory Environmental Authorities:

- Geological Survey Ireland – Letter dated 25<sup>th</sup> October 2023.
- Environmental Protection Agency (EPA) – Email with attachments dated 3<sup>rd</sup> November 2023.
- Department of Housing, Local Government and Heritage – Letter dated 17<sup>th</sup> November 2023 from Development Applications Unit, Department of Housing, Local Government and Heritage.

### Non-statutory Consultees:

- Fáilte Ireland - E-mail with attachments dated 17<sup>th</sup> November 2023.

## 2.4 SUMMARY OF OBSERVATIONS/SUBMISSIONS RECEIVED FROM THE STATUTORY ENVIRONMENTAL AUTHORITIES AND NON-STATUTORY CONSULTEES, AND CLARE COUNTY COUNCIL'S RESPONSE TO EACH REGARDING THE SEA SCREENING PROCESS

Table 1 and Table 2 below respectively set out a summary of the Submissions/Observations received from the notified Statutory Environmental Authorities and Non-Statutory Consultees, as well as Clare County Council Response as responsible authority.

Table 1: Summary of Observations/Submissions from Statutory Environmental Authorities responding to the *Notice* in terms of *Article 11(1) of the European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended)

Statutory Environmental Authority Observation Received	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
<b>Geological Survey Ireland</b> Geological Survey Ireland (GSI), the national earth sciences Agency that is a division of the Department of the Environment, Climate and Communications, submitted observations per letter dated 25 <sup>th</sup> October 2023.	<ul style="list-style-type: none"><li>Geological Survey Ireland (GSI) is in partnership with the National Parks and Wildlife Service (NPWS, Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs) to identify and select important geological and geomorphological sites throughout the country for designation as geological NHAs (Natural Heritage Areas).</li></ul>	Noted.
	<ul style="list-style-type: none"><li>Geological Survey Ireland supports Ireland's three UNESCO Global Geoparks, including the Cliffs of Moher UNESCO Global Geopark.</li></ul>	Noted and acknowledged.
	<ul style="list-style-type: none"><li>Recommends that, because the Cliffs of Moher is possibly the most visited geological site in Ireland, after the Giant's Causeway in Antrim and that, aside from the spectacular nature of the cliffs, the average visitor has no concept of the geological or geomorphological interest of the cliffs, any upgrade to the Visitor Centre and or/infrastructure at the Cliffs should include accessible explanations of the geology of the area.</li></ul>	Noted. The Cliffs' geological and geomorphological characteristics and its relationship with surrounding geological features, including the Burren and Cliffs of Moher UNESCO-designated Geopark will form a key theme within the <i>Cliffs of Moher Strategy 2040</i> .
	<ul style="list-style-type: none"><li>Highlights that the County Geological Site (CGS) <b>Doolin to Hags Head (Cliffs of Moher)</b>, Co. Clare (GR 103521, 192478) as adopted under the National Heritage Plan and included in the <i>Clare County Development Plan 2023-2029</i>, is located within the 'Cliffs of Moher Development Area' and broader '<i>Cliffs of Moher Strategy 2040</i> Hinterland Area'. The hyperlink to the <i>Doolin to Hag's Head (Cliffs of Moher) County Geological Site Report</i> is provided.</li></ul>	Noted and acknowledged to be integrated within SEA Baseline and Reference Documentation.
	<ul style="list-style-type: none"><li>Recommends that this CGS should be assessed as a constraint to account for potential impacts on the integrity of the site resulting from proposals in the <i>Cliffs of Moher Strategy 2040</i> and/or the incorporated Site Masterplan.</li></ul>	Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .
	<ul style="list-style-type: none"><li>Details on sourcing information associated with Geoheritage, Culture and Tourism, Groundwater, Geological Mapping, Geohazards, Natural Resources (Minerals/Aggregates), and the Marine and Coastal Realm through Geological Survey Ireland's Marine and Coastal Unit, are provided.</li></ul>	Noted and acknowledged, with thanks.
	<ul style="list-style-type: none"><li>A forthcoming online database, <i>Stone Built Ireland</i>, is to be released shortly. <i>Stone Built Ireland</i> was a research collaboration agreement between Geological Survey Ireland, Trinity College Dublin &amp; the office of Public Works.</li></ul>	Noted.
	<ul style="list-style-type: none"><li>Notes that the following Guidelines may be of assistance:<ul style="list-style-type: none"><li>Document prepared by the Institute of Geologists of Ireland entitled <i>Guidelines for the Preparation of the Soils, Geology and Hydrogeology Chapters of Geology in Environmental Impact Statements</i>; and</li><li>EPA document (2022): <i>Guidelines on the information to be contained in Environmental Impact Assessment Reports (EIAR)</i></li></ul></li></ul>	Noted.



Statutory Environmental Authority Observation Received	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
<p><b>Environmental Protection Agency (EPA)</b></p> <p>EPA acknowledges the notice of SEA Scoping of the <i>Cliffs of Moher Strategy 2040</i> issued in terms of Article 11(1) of the <i>European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004</i> (as amended).</p> <p>Observations were submitted by email on 3<sup>rd</sup> November 2023, covering the following:</p> <ol style="list-style-type: none"> <li>1. Recommendations regarding the content of the <i>Cliffs of Moher Strategy 2040</i>.</li> <li>2. The scope and level of detail of the information to be included in the SEA Environmental Report;</li> <li>3. Appropriate Assessment; and</li> <li>4. Links to recommended Guidelines and resource documents</li> </ol>	<p><b>Recommendations Relevant to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Scope of the Strategy</b></p> <ul style="list-style-type: none"> <li>• The Strategy should clearly set out the scope, remit and implementation - related elements of the Strategy as these will have implications for the SEA in terms of guiding the level of assessment applicable at the appropriate level for the Strategy.</li> <li>• Where specific measures will be implemented directly, further detail should be provided in the Strategy on the relevant environmental assessments to be carried out at the project stage and relevant mitigation measures to be applied, as appropriate.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p>
	<p><b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Transport</b></p> <ul style="list-style-type: none"> <li>• The Strategy should promote proper and sustainable tourism related developments and ensure that the requirements of relevant environmental legislation are reflected, as relevant and appropriate, in any plans/projects that may arise in implementing the Strategy.</li> <li>• The Strategy should consider possible alternative traffic management scenarios.</li> <li>• The provision of charging infrastructure for electric vehicles in designated parking spots should be prioritised, in collaboration with the relevant stakeholders</li> <li>• It would be useful to describe the range of works likely to be involved in implementing the Strategy, including aspects such as the provision of signage, discovery point information (e.g. installation of interpretative panels) etc.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p> <p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p>
	<p><b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Climate Change Resilience</b></p> <ul style="list-style-type: none"> <li>• The Strategy must be aligned with national commitments on climate change mitigation and adaptation, as well as relevant national, sectoral and local climate action plans. Specific climate-related actions or objectives should be included in a specific chapter/section in the Strategy.</li> <li>• The Strategy should include clear actions/measures which will contribute to the sector reducing its overall carbon footprint. Consideration could be given to the development of relevant initiatives to achieve this within the Strategy.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p>
	<p><b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Biodiversity</b></p> <ul style="list-style-type: none"> <li>• The Strategy should include a specific action / objectives and commitments to protect designated habitats and protected species (and associated ecological corridors/linkages) within and adjacent to the Strategy area.</li> <li>• Link provided to guidance on <a href="#">Integrated Biodiversity Impact Assessment - Streamlining AA, SEA and EIA Processes. Best Practice Guidance</a>. This may be useful to consider in preparing the Strategy and SEA.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>, detailing that lands outside COM area is not under the control of COM.</p> <p>Noted.</p>
	<p><b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Ecosystem Services and Green Infrastructure</b></p> <ul style="list-style-type: none"> <li>• The Strategy should include a section that recognises the ecosystem services in the Strategy area.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p>

Statutory Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
	<ul style="list-style-type: none"> <li>The Strategy should consider a commitment to mapping ecosystem services within its key destination areas/sites and associated catchment zones/usage areas within and in the zone of influence of the destination areas/sites.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"> <li>In implementing the Strategy, tourism-related development and associated activities should be managed in a manner that avoids or minimises the potential for significant disturbance to habitats and species. Habitat mapping and related ecosystem services mapping, where available, should be incorporated into the Strategy.</li> </ul>	<p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p> <p>A Habitat Map and associated Habitat Sensitivity Map have been prepared and will inform the proposals of the <i>Cliffs of Moher Strategy 2040</i>.</p>
	<b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Water Quality</b>	
	<ul style="list-style-type: none"> <li>The Strategy should provide clear commitments to protect both surface water (including rivers, lakes and estuaries), groundwater and their associated habitats and species, including fisheries, within and adjacent to the Strategy area.</li> </ul>	Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .
	<ul style="list-style-type: none"> <li>Where specific recommendations/concerns for water bodies within the Strategy area are identified in EPA water quality reports, including the <a href="#">Water Quality in Ireland 2016 – 2021</a> (EPA, 2022), or displayed on <a href="http://www.catchments.ie">www.catchments.ie</a>, these should also be considered at an appropriate level in the Strategy.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"> <li>The Strategy should ensure that any specific relevant objectives and measures for individual water bodies within the Strategy area, as set out in the Draft Third River Basin Management Plan, are considered, when considering tourism (and ancillary) related developments, to ensure water quality is protected/improved/maintained.</li> </ul>	Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .
	<b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Invasive Alien Species Control and Management</b>	
	<ul style="list-style-type: none"> <li>A commitment should be included to ensure that implementation of the Strategy minimises the risk of the spread of invasive species.</li> </ul>	Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .
	<ul style="list-style-type: none"> <li>Control and management of invasive alien species should be taken into account in the planning, construction, and carrying out of maintenance activities (e.g. hedgerow cutting, road or development works) associated with implementing the Strategy.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Landscape</b>	
	<ul style="list-style-type: none"> <li>The Strategy should consider available Local Authority landscape character assessments, and available habitat mapping of the Strategy area.</li> </ul>	Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .

Statutory Observation Received	Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
		<b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Data and Knowledge Gaps</b>	
		<ul style="list-style-type: none"> <li>The Strategy should identify any significant data and knowledge gaps, including commitments to address these on a priority basis and where relevant, in association with other government departments/ organisations, during the implementation phase of the Strategy with a view to strengthening the evidence base for future reviews and iterations of the Strategy.</li> </ul>	<p>Noted – to be contained within SEA Documentation.</p> <p>To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p>
		<b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Acknowledging the State of the Environment Report 2020</b>	
		<ul style="list-style-type: none"> <li>In finalising the Strategy and integrating the findings of the SEA into the Strategy, the relevant recommendations, key issues and challenges described in the EPAs State of the Environment Report 2020 should be taken into account.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p>
		<b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Appropriate Assessment</b>	
		<ul style="list-style-type: none"> <li>Clare County Council should consult with the National Parks and Wildlife Service regarding any existing or proposed new conservation management plans or conservation management plans that may be prepared over the lifetime of the Strategy. Where relevant, these should be integrated into the Strategy and its implementation.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p>
		<b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Monitoring, Implementation and Reporting</b>	
		<ul style="list-style-type: none"> <li>The Strategy should include a commitment to implement SEA related environmental monitoring requirements and the associated reporting.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained as Mitigation within SEA Documentation.</p>
		<ul style="list-style-type: none"> <li>Suggest the inclusion of a separate section on '<i>Monitoring, Implementation and Reporting</i>' in the Strategy, setting out the provisions for monitoring and reporting on the implementation of the Strategy</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained as Mitigation within SEA Documentation.</p>
		<ul style="list-style-type: none"> <li>The Strategy should include a commitment to monitor visitor numbers and to incorporate this into the Strategy Implementation and SEA-related monitoring and associated activities, with a view to assessing the potential environmental effects which may occur with increased tourism numbers. It may also assist in determining the capacity of sensitive areas to accommodate visitor numbers seasonally.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained as Mitigation within SEA Documentation.</p>
		<ul style="list-style-type: none"> <li>The Strategy should be subject to the relevant aspects, both established and evolving, for the Wild Atlantic Way Environmental Monitoring Programme.</li> </ul>	<p>Noted – to be contained as Mitigation within SEA Documentation.</p>
		<b>Recommendations related to the Drafting of the <i>Cliffs of Moher Strategy 2040</i>: Integration with Other Plans and Programmes</b>	
		<ul style="list-style-type: none"> <li>The Strategy to include schematics showing the links and key inter-relationships with other key relevant national, regional, sectoral and environmental plans.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained within SEA Documentation.</p>

Statutory Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
	<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Scope of SEA</b> <ul style="list-style-type: none"> <li>Where it is envisaged that measures proposed in the Strategy will be implemented via other plans, which themselves have been or will be subject to SEA, this should be explained in the Environmental Report and considered in the assessment.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation.
	<ul style="list-style-type: none"> <li>Where specific measures will be implemented directly, further detail should be provided in the Environmental Report on the relevant environmental assessments to be carried out at the project stage and relevant mitigation measures to be applied, as appropriate.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"> <li>There may be merit in including a matrix in the SEA environmental report to show the interrelationships between the various topics. This should be accompanied by relevant explanatory text.</li> </ul>	Noted – to be contained within SEA Documentation.
	<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Infrastructure-Related Considerations</b> <ul style="list-style-type: none"> <li>The SEA should assess the potential additional pressures (including seasonal variations) on existing critical infrastructure (drinking water, wastewater, waste, transport) servicing areas associated with any projected increased visitor numbers.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"> <li>Should there be a need to construct additional ancillary developments, this should also be captured in the SEA.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Transport</b> <ul style="list-style-type: none"> <li>The SEA should assess, and seek to avoid, reduce and mitigate where necessary, the potential environmental effects of a likely increase in tourism-related traffic volumes along any routes resulting from implementation of the Strategy.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"> <li>The need for additional parking during peak season and any required road improvements / road maintenance associated with increased traffic volumes, should be assessed in collaboration with the relevant stakeholders.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.

Statutory Observation Received	Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
		<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Climate Change Resilience</b> <ul style="list-style-type: none"> <li>The SEA should consider how resilient the various elements of the Strategy (and associated infrastructure) are to the effects of climate change, including impacts arising from prolonged dry / wet spells, increased storm conditions, flooding, soil erosion etc.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
		<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Biodiversity</b> <ul style="list-style-type: none"> <li>Link provided to guidance on <a href="#">Integrated Biodiversity Impact Assessment - Streamlining AA, SEA and EIA Processes. Best Practice Guidance</a>. This may be useful to consider in preparing the Strategy and SEA.</li> </ul>	Noted – to be contained within SEA Documentation.
		<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Ecosystem Services and Green Infrastructure</b> <ul style="list-style-type: none"> <li>There is merit in considering adopting an ecosystem services approach to the relevant aspects of the SEA.</li> </ul>	<p>Noted and to be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p>
		<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Landscape</b> <ul style="list-style-type: none"> <li>In preparing the SEA, landscape sensitivity should be considered.</li> </ul>	<p>To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained within SEA Documentation.</p>
		<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Appropriate Assessment Considerations</b> <ul style="list-style-type: none"> <li>The findings of the AA should be reflected in the relevant sections of the SEA.</li> </ul>	<p>To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p> <p>Noted – to be contained within SEA Documentation.</p>
		<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Range of Effects</b> <ul style="list-style-type: none"> <li>The SEA Environmental Report should identify and focus on the key relevant environmental aspects of the Strategy. The full range of environmental effects (secondary, cumulative, synergistic, short, medium and long term, permanent, temporary, positive and negative) should be considered in the SEA.</li> </ul>	Noted – to be contained within SEA Documentation.
		<ul style="list-style-type: none"> <li>The potential for cumulative effects associated with the implementation of the Strategy should be considered, in association with other relevant Plans/Programmes and projects within and adjacent to the Strategy area.</li> </ul>	<p>To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> and within SEA Documentation.</p> <p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p>



Statutory Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
	<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Alternatives</b>	
	<ul style="list-style-type: none"> <li>The methodology applied in the assessment of the preferred alternative, along with any assumptions made, should be described. Where possible and practical, quantitative assessments should be undertaken of the assessment of the preferred alternative/ combination of alternatives</li> </ul>	Noted – to be contained within SEA Documentation. To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .
	<ul style="list-style-type: none"> <li>Link to EPA Guidance document <a href="#">Developing and Assessing Alternatives in Strategic Environmental Assessment - Good Practice Guidance</a> (EPA, 2015), provided.</li> </ul>	Noted – to be contained within SEA Documentation.
	<ul style="list-style-type: none"> <li>Key impacts arising from the Strategy may be related to increased tourist numbers and associated traffic movements and the associated demands/pressures on critical water and transport related infrastructure. This should be reflected in the assessment of and consideration of alternatives.</li> </ul>	Noted – to be contained within SEA Documentation. Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"> <li>In considering and assessing alternatives, the alternatives proposed should be reasonable and realistic and should be set at the appropriate strategic level at which the Strategy will be implemented operating within the national planning hierarchy.</li> </ul>	To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> . Noted – to be contained within SEA Documentation.
	<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Monitoring, Implementation and Reporting</b>	
	<ul style="list-style-type: none"> <li>The SEA environmental report should include a description of the measures envisaged concerning monitoring.</li> </ul>	Noted – to be contained within SEA Documentation.
	<ul style="list-style-type: none"> <li>The SEA-related monitoring should address positive, negative and cumulative effects where they are likely to occur and should include provision for on-going review to facilitate an early response to any unforeseen environmental issues that may arise.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation.
	<ul style="list-style-type: none"> <li>The SEA Environmental Report should specify the monitoring frequency and responsibilities and include provisions for reporting on the monitoring.</li> </ul>	Noted – to be contained as Mitigation within SEA Documentation.
	<ul style="list-style-type: none"> <li>The Environmental Report should refer to any relevant monitoring carried out on the impacts of initiatives such as the Wild Atlantic Way or other similar tourism routes. This would provide an opportunity to learn from and incorporate useful approaches to consider in monitoring the effectiveness and environmental performance of the Strategy.</li> </ul>	Noted – to be contained within SEA Documentation.
	<ul style="list-style-type: none"> <li>To avoid duplication in data collection, the same indicators should be used for the Strategy -related and SEA-related monitoring aspects where possible.</li> </ul>	Noted – to be contained within SEA Documentation. To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .
	<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: Integration with Other Plans and Programmes</b>	
	<ul style="list-style-type: none"> <li>The SEA to include schematics showing links and key inter-relationships with other key relevant national, regional, sectoral and environmental plans.</li> </ul>	Noted – to be contained within SEA Documentation.
	<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report: SEA Statement</b>	
	<ul style="list-style-type: none"> <li>In accordance with Article 16 of the SEA Regulations, Clare County Council is required to publish a SEA Statement alongside the adopted Strategy. This should summarise the following: <ul style="list-style-type: none"> <li>How environmental considerations have been integrated into the Strategy;</li> <li>How the environmental report and consultation comments on it have been taken into account;</li> <li>The reasons for choosing the Strategy as adopted, in the light of the other reasonable alternatives dealt with (in the Environmental Report and the associated consultation); and</li> <li>The measures decided concerning monitoring.</li> </ul> </li> </ul>	Noted – to be contained within SEA Documentation.

Statutory Observation Received	Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
		<b>Observations on scope and level of detail of the information to be included in the SEA Environmental Report : Details and Links to Recommended Guidelines and Information Sources</b>	
		<ul style="list-style-type: none"><li>Details on sourcing information resources and relevant Guidelines related to SEA are provided.</li></ul>	Noted – to be acknowledged within SEA Documentation.
		<b>Observations on Appropriate Assessment</b>	
		<ul style="list-style-type: none"><li>The Appropriate Assessment (AA) should consider hydrological connections between Natura 2000 sites and potential impacts of the Strategy. Features of interest and conservation objectives should be taken into account when assessing the potential impacts of the Strategy.</li></ul>	Noted – to be contained within AA Documentation. To be acknowledged within SEA Documentation.
		<ul style="list-style-type: none"><li>The AA should identify the sensitivities of SPAs/SACs whose integrity could be affected either by the Strategy on its own or cumulatively/in combination with other plans and programmes.</li></ul>	Noted – to be contained within AA Documentation. To be acknowledged within SEA Documentation.
		<ul style="list-style-type: none"><li>Provide a link to the EPA Appropriate Assessment GeoTool application (<a href="#">AA GeoTool</a>) which has been developed in partnership with the NPWS. It allows users to a select a location, specify a search area, and gather available information for each European Site within the area.</li></ul>	Noted and to be acknowledged within SEA and AA Documentation.

Statutory Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
<div>Department of Housing, Local Government and Heritage: Development Applications Unit (DAU)</div> <div>The Development Applications Unit of the Department of Housing, Local Government and Heritage coordinated heritage-related observations and associated recommendations under the broad headings of Archaeology and Nature Conservation.</div> <div>Observations were submitted by letter dated 17<sup>th</sup> November 2023.</div>	<b>Archaeology: General Observations</b>	
	<ul style="list-style-type: none"><li>Welcomes the inclusion in the SEA Scoping Consultation Report of specific reference to Cultural Heritage, including the archaeological and architectural heritage of the Cliffs of Moher and environs.</li></ul>	Noted.
	<ul style="list-style-type: none"><li>Recommends that an explanatory statement be included in the opening section on archaeological heritage and provides an example of such.</li></ul>	Noted and acknowledged, with thanks.
	<b>Archaeology: Statutory Protections and Framework</b>	
	<ul style="list-style-type: none"><li>All proposed development and strategies should be in compliance with the National Monuments Acts 1930 to 2014, as amended, and with the national policy on protection of archaeological heritage – <i>Framework and Principles for the Protection of the Archaeological Heritage</i> published in 1999 by the Department of Arts, Heritage, Gaeltacht and the Islands, and general guidance were provided.</li></ul>	Noted – to be acknowledged within SEA Documentation.  To be contained also as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure
	<ul style="list-style-type: none"><li>Any proposals that may be considered to have potential for impacts (both positive and negative) on recorded or previously unknown archaeological heritage within the SEA area should be subject to project specific Archaeological Impact Assessment (AIA).</li></ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"><li>All elements of the Cliffs of Moher Strategy 2024 that are found to have potential to impact on the archaeological heritage should be assessed by a suitably qualified archaeologist and, where appropriate, specialists in the field of archaeological heritage should be consulted in the SEA process.</li></ul>	To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .  To be contained also as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"><li>Where upstanding archaeological sites/monuments may be subject to impacts, AIA should also include an assessment of potential for visual impacts, to include the setting and amenity of such areas.</li></ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<b>Archaeology, Biodiversity and Climate Change</b>	
	<ul style="list-style-type: none"><li>Recommends that the policies and objectives of core national policy documents pertaining to archaeology and built heritage, including <i>Heritage Ireland 2030</i>, the <i>Climate Change Sectoral Adaptation Plan for the Built and Archaeological Heritage</i> (published in 2019), the <i>Built Vernacular Strategy</i> (published in 2021) and the <i>National Policy on Architecture</i> (2022) be taken into consideration in the SEA process.</li></ul>	Noted – to be acknowledged within SEA Documentation.
	<b>Archaeology and Socio-Economic Benefits</b>	
	<ul style="list-style-type: none"><li>Supports the integration and communication of multiple strands of cultural and natural heritage, particularly through the implementation of blue and green infrastructural projects that holistically deal with all aspects of archaeological, built and natural heritage.</li></ul>	Noted – to be acknowledged within SEA Documentation.

Statutory Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
	<ul style="list-style-type: none"> <li>Emphasises that the Department will be happy to provide advice and observations and engage with relevant heritage professionals regarding protection, conservation and enhancement of the archaeological heritage during the progression of the SEA process and the development of the <i>Cliffs of Moher Strategy 2040</i>.</li> </ul>	Noted and acknowledged, with thanks.
	<b>Nature Conservation: General Observation</b>	
	<ul style="list-style-type: none"> <li>Affirms that observations are made by the Department in its role as the authority with overarching responsibility for nature conservation and the nature directives (i.e. the <i>EU Birds Directive (2009/147/EC)</i> and <i>Habitats Directive (92/43/EEC)</i>).</li> </ul>	Noted.
	<b>Nature Conservation Observations in relation to Strategic Environmental Assessment</b>	
	<ul style="list-style-type: none"> <li>Recommends that the Biodiversity, Flora and Fauna section of the SEA should be undertaken by or in conjunction with a suitably qualified ecologist, and in conjunction with the Appropriate Assessment to ensure full integration of biodiversity issues and concerns.</li> </ul>	Noted and to be acknowledged within SEA and AA Documentation.
	<ul style="list-style-type: none"> <li>Notes that the Environmental Report is required to contain information on the environmental characteristics of the areas likely to be affected significantly by the plan and provides recommendations on additional items to be added to Section 3 of Table 3 and Table 5 (in the Biodiversity, Flora and Fauna section of potential environmental effects) in the Scoping Consultation Report.</li> </ul> <p><i>Table 3:</i></p> <p>Species protected under the Wildlife Acts including protected flora.</p> <p>Important bird areas such as those identified by Birdlife International.</p> <p>Features of the landscape which are of major importance for wild flora and fauna, such as those with a “stepping stone” and ecological corridors function, as referenced in Article 10 of the Habitats Directive.</p> <p>Other habitats of ecological value in a national to local context</p> <p>Red data book species.</p> <p><i>Table 5:</i></p> <p>Habitat loss or fragmentation.</p> <p>Habitat alteration or deterioration, including altered structure and function.</p> <p>Disturbance or displacement of species or changes to their abundance and distribution.</p> <p>Loss or damage to species’ habitats, including breeding sites, roosting or resting areas, feeding areas, wintering sites and commuting or migratory routes.</p> <p>Introduction or expansion of barriers to movement or to natural processes of habitats.</p> <p>Introduction or spread of invasive species.</p>	Noted and to be acknowledged within SEA and AA Documentation.
	<ul style="list-style-type: none"> <li>Advises that there should be consideration of any impacts that could arise from increases in recreational and amenity usage and visitor numbers and recommend that methods of assessing the risks and quantifying changes in pressures and disturbance arising from amenity and recreational developments associated with tourism, on their own and in combination with other plans and projects, will need to be developed to support conclusions reached, and to form the basis for future SEA monitoring.</li> </ul>	Noted and to be acknowledged within SEA and AA Documentation. Noted – to be contained as Mitigation within SEA and AA Documentation.
	<ul style="list-style-type: none"> <li>Recommends that the SEA Monitoring Programme should be clear and developed in such a manner as to ensure that it will identify the effects on the environment that will or may arise, and monitor the effectiveness of any mitigation on which the assessment relies</li> </ul>	Noted – to be contained as Mitigation within SEA and AA Documentation.
	<ul style="list-style-type: none"> <li>Recommends further that it should be set out clearly where responsibilities for Monitoring Programmes lie, and their frequency and reporting/publication arrangements, as well as the procedures that will be put in place to ensure that there is a response mechanism to any unforeseen or undesirable negative effects/results, and that remedial action will be taken, if necessary.</li> </ul>	Noted – to be contained as Mitigation within SEA and AA Documentation.

Statutory Environmental Authority	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
	<b>Nature Conservation Observations in relation to Appropriate Assessment</b>	
	<ul style="list-style-type: none"><li>Advises that the Appropriate Assessment should focus on the likely impacts on Natura 2000 sites in view of their conservation objectives and that a screening distance of 15 kilometres outside the plan area is recommended in the guidance available from <a href="http://www.npws.ie">www.npws.ie</a>.</li></ul>	Noted and to be acknowledged within AA and SEA Documentation.
	<ul style="list-style-type: none"><li>Advises that Appropriate Assessment should demonstrate that it has considered the likely effects of all aspects of the plan on European sites. In this way, plan elements that pose risks can be highlighted for modification, mitigation or further assessment.</li></ul>	Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"><li>Accepts that Strategy-level mitigation may include setting out provisions to demonstrate that lower-level plans or projects will be subject to Appropriate Assessment where necessary. However, if objectives are made conditional on adequate evaluations and assessments being undertaken at lower plan level or at project level, it is advised that, as a minimum, these situations should be subject to preliminary examination and should be noted clearly in the Strategy.</li></ul>	Noted and to be acknowledged within AA and SEA Documentation.  Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.
	<ul style="list-style-type: none"><li>Advises that the NIS should conclude with a clear statement on whether or not significant effects are likely as a result of the Strategy on its own, and in combination with other plans and projects.</li></ul>	Noted and to be acknowledged within AA and SEA Documentation.
	<ul style="list-style-type: none"><li>Advises that to reach such a conclusion, all recommendations of the Appropriate Assessment, including amendments and mitigation measures, must be reflected in the content of the <i>Cliffs of Moher Strategy 2040</i> itself.</li></ul>	Noted – to be contained as Mitigation within SEA and AA Documentation.  To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i> .



Table 2: Summary of Observations/Submissions from Non-Statutory Consultees responding to the *Notice* in terms of *Article 11(1) of the European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004* (as amended)

Non-Statutory Consultees: Observation Received	Observations and Key Issues Raised in Response to Notice of Scoping Consultation	Clare County Council Response
<p><b>Fáilte Ireland</b></p> <p>Response by email on 17<sup>th</sup> November 2023.</p> <p>Welcomes the opportunity to provide feedback on the <i>Strategic Environmental Assessment Scoping Consultation Report</i> for the preparation of the <i>Cliffs of Moher Strategy 2040</i>.</p>	<ul style="list-style-type: none"> <li>Affirm that Fáilte Ireland launched the <i>Visitor Experience Development Plan for the Burren and Cliffs of Moher</i> in October 2021 to drive and sustain tourism in the Burren and Cliffs of Moher area over the period of the plan 2021- 2026 and that it is understood that the <i>Cliffs of Moher Strategy 2040</i> and the incorporated Cliffs of Moher Site Masterplan will guide the sustainable management and development of the 'Cliffs of Moher Visitors Experience' for the next 20 years.</li> </ul>	<p>Noted and to be acknowledged within AA and SEA Documentation.</p> <p>To be acknowledged within the <i>Cliffs of Moher Strategy 2040</i>.</p>
	<ul style="list-style-type: none"> <li>Confirm that the protection, enhancement and promotion of the natural environment is of strategic importance for Fáilte Ireland.</li> </ul>	<p>Noted and to be acknowledged within SEA and AA Documentation.</p>
	<ul style="list-style-type: none"> <li>Note that improved environmental outcomes (including improved attainment of conservation objectives) have been achieved at Visitor Experiences with visitor management practices in place and that there is an opportunity for collaboration through the implementation of Fáilte Ireland Strategies to protect, preserve and enhance the Cliffs of Moher site and Visitor Experience.</li> </ul>	<p>Noted and to be acknowledged within SEA and AA Documentation.</p> <p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p>
	<ul style="list-style-type: none"> <li>Highlights recommendations made under the <i>Wild Atlantic Way Environmental Surveying Strategy</i> on visitor management and future environmental monitoring at the Cliffs of Moher.</li> </ul>	<p>Noted and to be acknowledged within SEA and AA Documentation.</p> <p>Noted – to be contained as Mitigation within SEA Documentation, as such can only be assessed when there is sufficient detail in relation to the architectural/ engineering form and scale of any proposal which will be subject to its own detail assessment at Planning Consent Stage procedure.</p>
	<ul style="list-style-type: none"> <li>Provides a copy of the document <i>Visitor Management Guidelines for the Wild Atlantic Way</i> (June 2020) for reference.</li> </ul>	<p>Noted and acknowledged, with thanks.</p>
	<ul style="list-style-type: none"> <li>Concludes by affirming that Fáilte Ireland fully supports the development of a sustainable strategy for the Cliffs of Moher and looks forward to engaging throughout the development process.</li> </ul>	<p>Noted and acknowledged, with thanks.</p>

3 SUMMARY AND CONCLUSION

3.1 KEY OBSERVATIONS RELATING TO THE CLIFFS OF MOHER STRATEGY 2040

Regarding observations and/or submissions received that relate to the scope and content of the *Cliffs of Moher Strategy 2040*, the following key aspects are highlighted:

- Several observations highlight the need for the *Cliffs of Moher Strategy 2040* to provide clarity and substance in its provisions and implementation proposals so that the SEA can best determine the correct scope and level of detail of the environmental assessment.
- Emphasis is placed on the need for the Strategy to:
  - Ensure that the requirements of relevant environmental legislation are reflected, as relevant and appropriate, in any plans/projects that may arise in implementing the Strategy;
  - Be aligned with national commitments on climate change mitigation and adaptation, as well as relevant national, sectoral and local climate action plans;
  - Be specific and clear about different levels of proposals and related implementation pathways to enable the SEA to differentiate between impacts related to broad/strategic or programme-level actions/targets and project-level implementation that would be subject to a more detailed level of environmental assessment.

3.2 KEY OBSERVATIONS RELATING TO THE SCOPE AND LEVEL OF DETAIL OF THE INFORMATION TO BE INCLUDED IN THE SEA ENVIRONMENTAL REPORT

Numerous specific observations related to the methodology, scope and level of detail of the information are put forward by the environmental authorities and Fáilte Ireland. In line with the above, it is noted that it will be important for the *Cliffs of Moher Strategy 2040* is drafted in a way that the SEA is able to adopt a clear approach to the scope and level of detail of the information to be included in the Environmental Report.

3.3 THE NEXT STAGE IN THE SEA PROCESS AFTER SCOPING

Based on the outcomes of this SEA Scoping process as set out above, the SEA Environmental Report will be prepared for the *Cliffs of Moher Strategy 2040* to contain the information as contained in Schedule 2 of the *European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004*, as amended by *European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011*, and detail and assess the likely significant effects of the *Cliffs of Moher Strategy 2040* on the key environmental issues and receptors identified as part of the SEA scoping:

- An outline of the contents and main objectives of the strategy.
- The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan.
- The environmental characteristics of areas likely to be significantly affected.
- Any existing environmental problems which are relevant to the plan/strategy, particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to the Birds Directive or the Habitats Directive.

- The environmental protection objectives established at international, European Union or national level, which are relevant to the plan and the way those objectives and any environmental considerations have been taken into account during its preparation.
- The likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors.
- The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan.
- An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how).
- A description of the measures envisaged concerning monitoring of the significant environmental effects of implementation of the plan.
- A non- technical summary of the information provided under the above headings.

The SEA Environmental Report will further:

- Take account of any submission or observation received in response to Article 11(1) Scoping Consultation.
- To be sufficient quality to meet the requirements of regulations.
- Include the current knowledge and methods of assessment.
- The contents and level of detail in the plan/programme (Cliffs of Moher Strategy).
- The stages of plan/strategy (Cliffs of Moher strategy).
- The extent to which certain matters are more appropriately assessed at different levels in the decision-making process.

## Annexure

Copies of Observations/Submissions received:

*Statutory Environmental Authorities:*

- Geological Survey Ireland – Letter dated 25<sup>th</sup> October 2023.
- Environmental Protection Agency (EPA) – Email with attachments dated 3<sup>rd</sup> November 2023.
- Department of Housing, Local Government and Heritage – Letter dated 17<sup>th</sup> November 2023 from Development Applications Unit, Department of Housing, Local Government and Heritage.

*Non-statutory Consultees:*

- Fáilte Ireland - E-mail with attachments dated 17<sup>th</sup> November 2023.

Clare County Council  
New Road  
Ennis  
Co Clare, V95 DXP2

25 October 2023

Re: Cliffs of Moher Strategy 2040

Your Ref: n/a  
Our Ref: 23/321

Dear Sir/Madam,

Geological Survey Ireland is the national earth science agency and is a division of the Department of the Environment, Climate and Communications. We provide independent geological information and gather various data for that purpose. Please see our [website](#) for data availability. We recommend using these various data sets, when conducting the EIAR, SEA, planning and scoping processes. Use of our data or maps should be attributed correctly to 'Geological Survey Ireland'.

The publicly available data referenced/presented here, should in no way be construed as Geological Survey Ireland support for or objection to the proposed development or plan. The data is made freely available to all and can be used as independent scientific data in assessments, plans or policies. It should be noted that in many cases this data is a baseline or starting point for further site specific assessments.

With reference to your email received on the 23 October 2023 concerning the Cliffs of Moher Strategy 2040, Geological Survey Ireland would encourage use of and reference to our datasets. Please find attached a list of our publicly available datasets that may be useful to the environmental assessment and planning process. We recommend that you review this list and refer to any datasets you consider relevant to your assessment. The remainder of this letter and following sections provide more detail on some of these datasets.

#### Geoheritage

Geological Survey Ireland is in partnership with the National Parks and Wildlife Service (NPWS, Department of Housing, Local Government and Heritage), to identify and select important geological and geomorphological sites throughout the country for designation as geological NHAs (Natural Heritage Areas). This is addressed by the Geoheritage Programme of Geological Survey Ireland, under 16 different geological themes, in which the minimum number of scientifically significant sites that best represent the theme are rigorously selected by a panel of theme experts.

County Geological Sites (CGSs), as adopted under the National Heritage Plan, include additional sites that may also be of national importance, but which were not selected as the very best examples for NHA designation. All geological heritage sites identified by Geological Survey Ireland are categorised as CGS pending any further NHA designation by NPWS. CGSs are now routinely included in County Development Plans and in the GIS of planning departments, to ensure the recognition and appropriate protection of geological heritage within the planning system. CGSs can be viewed online under the Geological Heritage tab on the online [Map Viewer](#).

The audit for Co. Clare was completed in 2005. The full report details can be found [here](#). **Our records show that there is a CGS within the proposed Cliffs of Moher Strategy Plan.**

**Doolin to Hags Head (Cliffs of Moher)**, Co. Clare (GR 103521, 192478), under IGH themes: IGH 3 Carboniferous to Pliocene Palaeontology, IGH 9 Upper Carboniferous and Permian, IGH 13 Coastal Geomorphology. A coastal section with a remarkable development of sand volcanoes in Carboniferous beds over-lying slumped shales and sandstones. The cliffs also illustrate cyclothems I and II (Tullig Cyclothem and Kilkee Cyclothem) of the five in the Central Clare Group. These cyclothems are repeated sequences of mudstone, siltstone and sandstone, formed by normal processes in the deltaic environment that created these rocks. They are normally separated by thin marine bands with distinctive goniatite fossils, allowing correlation of rocks and events across a wide area.

**The Cliffs of Moher are possibly the most visited geological site in Ireland, after the Giant's Causeway in Antrim. Aside from the spectacular nature of the cliffs, the average visitor has no concept of the geological or geomorphological interest of the cliffs. Any upgrade to the visitor centre and or/infrastructure at the Cliffs must include accessible explanations of the geology.** Link to Site Report: [CE017](#).

There may be potential impacts on the integrity of current CGS envisaged by future development, should this site not be assessed as a constraint. Ideally, the site should not be damaged or integrity impacted or reduced in any manner due to any proposed developments. However, this is not always possible, and in this situation appropriate mitigation measures should be put in place to minimize or mitigate potential impacts. Where the integrity cannot be preserved, we would ask that careful consideration be given in design to accommodating preservation of exposures and access to the site during construction to record the exposures to strengthen our knowledge and datasets. Should any redevelopment take place, we would ask to include information signage/panels to highlight the presence of this important geoheritage site. Geological Survey Ireland would be happy to assist the County Council with technical wording and information for any such signage. Please contact GSI Planning ([GSIPlanning@gsi.ie](mailto:GSIPlanning@gsi.ie)) for further information and possible mitigation measures if applicable.

#### Culture and Tourism

A report on the Irish Geoheritage Sector carried out in 2016 by INDECON for Geological Survey Ireland showed that tourism in sites of geological value contributed €240 million to the Irish economy that year. While not all tourists were aware of the geological value of the sites of beauty they visited, it is undeniable that our geology, landscape, soils and weather formed the raw materials of Fáilte Ireland's brands of the Wild Atlantic Way and Ireland's Hidden Heartlands. Geological Survey Ireland supports Ireland's three UNESCO Global Geoparks (Copper Coast, [Burren and Cliffs of Moher UNESCO Global Geopark](#), Cuilcagh Lakelands), and one aspiring geopark on the Co Galway/Co Mayo border (Joyce Country and Western Lakes). These Geoparks have bolstered tourism in various parts of Ireland and helped to increase its levels in areas that were previously not as popular with tourists. **We would encourage Clare County Council to continue this trend, and to use the geological audit information making it easily available to the general public.**

Geological Survey Ireland provides financial and technical support to the Burren and Cliffs of Moher UNESCO Global Geopark, and we welcome the support provided to the Geopark by Clare County Council. As a significant asset to the County we would encourage the local authority to continue their ongoing support of the geopark.

In 2022, Burren and Cliffs of Moher UNESCO Global Geopark was awarded funding as part of Geological Survey Ireland's Geoheritage Grant Scheme. The aim of this funding is to encourage the telling of the Irish geological story, improve the understanding of geoscience, and to engage with groups throughout the country. Details of the project can be found below:

#### Burren & Cliffs of Moher UNESCO Global Geopark

The proposal is to design and produce of a series of short animations that graphically tell the story of the geological history of the Burren and Cliffs of Moher UGGp. The animations aim to tell the stories of the geology of the geopark and include the formation of the Burren limestone, the sandstone and shale of the Cliffs of Moher, fossils in the Geopark, the plate tectonic journey and the Ice Age. These stories will connect the geological processes with the local landscape and promote geoheritage awareness among all age groups and to a wide-reaching audience.

#### Dimension Stone/Stone Built Ireland

Stone Built Ireland was a research collaboration agreement between Geological Survey Ireland, Trinity College Dublin & the office of Public Works. The project aims to document building and decorative stone in Ireland to inform government agencies, building owners and conservationists of the sources for suitable replacement stone in restoration work and to develop a greater awareness among the general public.

In addition to promoting citizen science and awareness of local materials, the inventory will aid the public in complying with part 4 of the Planning and Development Act 2000, which requires owners to conserve protected structures. It will also assist local authorities in issuing Section 57 Declarations, which outline 'the type of works which it considers would or would not materially affect the character of the structure or any element of the structure'.

This project builds on work already completed funded by the Irish Research Council (March 2019 - September 2020) that carried out primary research on the topic and developed a simple database and web-based platform as well as hosting various heritage displays at venues ([www.stonebuiltireland.com](http://www.stonebuiltireland.com)). The complete STONEBUILT IRELAND online database is due to be released shortly.

#### Groundwater

Geological Survey Ireland's [Groundwater and Geothermal Unit](#), provides advice, data and maps relating to groundwater distribution, quality and use, which is especially relevant for safe and secure drinking water supplies and healthy ecosystems.

Proposed developments need to consider any potential impact on specific groundwater abstractions and on groundwater resources in general. We recommend using the groundwater maps on our [Map viewer](#) which should include: wells; drinking water source protection areas; the national map suite - aquifer, groundwater vulnerability, groundwater recharge and subsoil permeability maps. For areas underlain by limestone, please refer to the karst specific data layers (karst features, tracer test database; turlough water levels (gwlevel.ie). Background information is also provided in the Groundwater Body Descriptions. Please read all disclaimers carefully when using Geological Survey Ireland data.

[GWClimite](#) is a groundwater monitoring and modelling project that aims to investigate the impact of climate change on groundwater in Ireland. This is a follow on from a previous project (GWFlood) and the data may be useful in relation to Flood Risk Assessment (FRA) and management plans. Maps and data are available on the [Map viewer](#).

Geological Survey Ireland has completed Groundwater Protection Schemes (GWPSs) in partnership with Local Authorities, and there is now national coverage of GWPS mapping. A Groundwater Protection Scheme provides guidelines for the planning and licensing authorities in carrying out their functions, and a framework to assist in decision-making on the location, nature and control of developments and activities in order to protect groundwater. **The Groundwater Protection Response overview and link to the main reports is here:** <https://www.gsi.ie/en-ie/programmes-and-projects/groundwater/projects/protecting-drinking-water/what-is-drinking-water-protection/county-groundwater-protection-schemes/Pages/default.aspx>

#### Geological Mapping

Geological Survey Ireland maintains online datasets of bedrock and subsoils geological mapping that are reliable and accessible. We would encourage you to use these data which can be found [here](#), in your future assessments.

**Please note we have recently launched QGIS compatible bedrock (100K) and Quaternary geology map data, with instructional manuals and videos. This makes our data more accessible to general public and external stakeholders. QGIS compatible data can be found in our downloadable bedrock 100k .zip file on the [Data & Maps](#) section of our website.**

#### Geohazards

Geohazards can cause widespread damage to landscapes, wildlife, human property and human life. In Ireland, landslides, flooding and coastal erosion are the most prevalent of these hazards. We recommend that geohazards be taken into consideration, especially when developing areas where these risks are prevalent, and we encourage the use of our data when doing so.

Landslides are common in areas of peat, rock near surface and in fine to coarse range materials (such as glacial tills), areas which are found within the Cliffs of Moher area. Geological Survey Ireland has information available on landslides in Ireland via the National Landslide Database and Landslide Susceptibility Map both of which are available for viewing on our dedicated [Map Viewer](#). Associated guidance documentation relating to the National Landslide Susceptibility Map is also available.

Geological Survey Ireland also engaged in a national project on Groundwater Flooding. The data from this project may be useful in relation to Flood Risk Assessment (FRA) and management plans, and is described in more detail under 'Groundwater' above.

#### Natural Resources (Minerals/Aggregates)

Geological Survey Ireland provides data, maps, interpretations and advice on matters related to minerals, their use and their development in our [Minerals section](#) of the website. The Active Quarries, Mineral Localities and the Aggregate Potential maps are available on our [Map Viewer](#).

We would recommend use of the Aggregate Potential Mapping viewer to identify areas of High to Very High source aggregate potential within the area. In keeping with a sustainable approach we would recommend use of our data and mapping viewers to identify and ensure that natural resources used in any proposed developments are sustainably sourced from properly recognised and licensed facilities, and that consideration of future resource sterilization is considered.

#### Marine and Coastal Unit

Our marine environment is hugely important to our bio-economy, transport, tourism and recreational sectors. It is also an important indicator of the health of our planet. Geological Survey Ireland's Marine and Coastal Unit in partnership with the Marine Institute, jointly manages [INFOMAR](#), Ireland's national marine mapping programme; providing key baseline data for Ireland's marine sector. The programme delivers a wide range of benefits to multi-sectoral end-users across the national blue economy with an emphasis on enabling our stakeholders. Demonstrated applications for the use of INFOMAR's suite of mapping products include Shipping & Navigation, Fisheries Management, Aquaculture, Off-shore Renewable Energies, Marine Leisure & Tourism and Coastal Behaviour.

INFOMAR data such as bathymetry, backscatter, sediment classification, shipwrecks and survey metadata can be downloaded free of charge in a variety of formats at the INFOMAR Marine Data Download Portal:

<https://experience.arcgis.com/experience/9213db3d963d4f3cab3a220323d7cd4e/page/Page-1?views=Download-Vector-Datasets>

Of particular interest to tourism is the extensive database of shipwrecks mapped by the INFOMAR programme, many lost close to the coast and with engaging human interest stories associated with them <https://www.infomar.ie/maps/story-maps/shipwrecks>.

INFOMAR also produces a wide variety of seabed mapping products that enable public and stakeholders to visualize Ireland's seafloor environment <https://www.infomar.ie/maps/downloadable-maps/maps>. [Story maps](#) have also been developed providing a different perspective of some of the bays and harbors of the Irish coastline. We would therefore recommend use of our Marine and Coastal Unit datasets available on our [website](#) and [Map Viewer](#).

The Marine and Coastal Unit also participate in coastal change projects such as [CHERISH](#) (Climate, Heritage and Environments of Reefs, Islands, and Headlands) and are undertaking mapping in areas such as coastal vulnerability and coastal erosion. Further information on these projects can be found [here](#).

#### Guidelines

The following guidelines may also be of assistance:

- Institute of Geologists of Ireland, 2013. Guidelines for the Preparation of the Soils, Geology and Hydrogeology Chapters of Geology in Environmental Impact Statements.
- [EPA, 2022](#). Guidelines on the information to be contained in Environmental Impact Assessment Reports (EIAR)



[illegible]

1. The maps and data listed above are available on the Geological Survey Ireland map viewer <https://www.gsi.ie/en-ie/data-and-maps/Viewer/default.aspx>
2. Please read all disclaimers carefully when using Geological Survey Ireland data
3. Geological Survey Ireland and Irish Concrete Federation published guidelines for the treatment of geological heritage in the extractive industry in 2008.



I hope that these comments are of assistance, and if we can be of any further help, please do not hesitate to the Geological Survey Ireland Planning Team at [GSIPlanning@gsi.ie](mailto:GSIPlanning@gsi.ie).

Yours sincerely,

## Geoheritage and Planning Programme

Enc: Table - Geological Survey Ireland's Publicly Available Datasets Relevant to Planning, EIA and SEA processes.



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Mr Leonard Cleary  
Director of Tourism Development and West Clare Municipal District  
Clare County Council  
Tourism Department  
New Road  
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3<sup>rd</sup> November 2023

Our Ref: SCP231005.1

#### Re. SEA Scoping for Cliffs of Moher Strategy 2040

Dear Mr Cleary,

We acknowledge your notice, dated 11<sup>th</sup> October 2023, in relation to Clare County Council Cliffs of Moher Strategy (the 'Strategy').

The EPA is one of five statutory environmental authorities under the SEA Regulations. In our role as an SEA environmental authority, we focus on promoting the full and transparent integration of the findings of the Environmental Assessment into the Strategy and advocating that the key environmental challenges for Ireland are addressed as relevant and appropriate to the Strategy.

Our submission includes comments and recommendations to consider in undertaking the SEA and preparing the Strategy. Our comments focus in particular on the EPA's remit and areas of expertise including water, air, climate change waste and noise aspects. In the context of the limited information provided to date on the scope and detail of the Strategy, we may provide further comments at the next stage of the SEA process.

Specific comments are also provided in Appendix I of this submission. We also attach our '*SEA of Local Authority Land Use Plans – EPA Recommendations and Resources*' which sets out our key recommendations for integrating environmental considerations



into local authority land use related plans. Given that the broad principles and many of the issues addressed in this document also apply to tourism, we recommend that you take this guidance document into account, where relevant and appropriate, in preparing the Strategy and undertaking the SEA.

#### Governance and implementation

Regarding governance and implementation considerations, the Strategy should clearly set out the implementation arrangements and governance structures, including lines of responsibility for implementation and delivery as well as provisions for interim review and progress reporting. The relationship between the Strategy, the National Planning Framework and the Regional Spatial and Economic Strategies should be clarified. Implications of the Strategy in the context of existing local authority plans/programmes should also be clarified.

#### Synergies with key national plans

It will be important that the Strategy documents the synergies between it and key national plans and programmes. The relevant actions of the Climate Action Plan 2023 (and Climate Action Plan 2024 under preparation) and the objectives and policy commitments of the National Planning Framework, River Basin Management Plan, and the Southern Regional Spatial and Economic Strategy should be aligned with and considered, as appropriate.

#### Integration of the SEA and the Strategy

The integration of the SEA process into the Strategy should reflect the overall objective of the SEA Directive "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".

It is key that the SEA acknowledges the complex and cross cutting nature of climate and biodiversity issues and includes targets and measures, where relevant and appropriate, that can take account of Ireland's climate crisis and our biodiversity emergency as part of an integrated approach to tackling these environmental challenges.

All recommendations from the SEA and AA processes, including mitigation measures and monitoring proposals, should be integrated into the Strategy. We recommend that the Strategy includes summary tables outlining the key findings of the SEA and linking the significant environmental effects identified to the proposed mitigation measures, monitoring programme and Strategy policies/measures.

Fully integrating the findings and recommendations of the SEA into the Strategy will be key to strengthening its overall positive commitments while ensuring that any potential significant adverse effects of implementing the Strategy are mitigated.

The SEA Environmental Report and the Strategy should include a chapter outlining how the recommendations and mitigation measures from the SEA have been incorporated into the Strategy. We recommend that the SEA Environmental Report includes



summary tables outlining the key findings of the SEA and linking the significant environmental effects identified to the proposed mitigation measures, monitoring programme and, where relevant, Strategy policies/measures.

#### **EPA SEA Tourism Guidance**

The EPA has published [Good practice guidance on SEA for the Tourism Sector](#) (EPA, 2023) that may be useful to consider in preparing the Strategy and associated SEA.

#### **Environmental Authorities**

Under the SEA Regulations, you should also consult with:

- The Minister for Housing, Planning and Local Government
- Minister for Agriculture, Food and the Marine, and the Minister for Communications, Climate Action and Environment, where it appears that the plan or programme, or modification of the plan or programme, might have significant effects on fisheries or the marine environment
- where it appears that the plan or programme, or amendment to a plan or programme, might have significant effects in relation to the architectural or archaeological heritage or to nature conservation, the Minister for Culture, Heritage and the Gaeltacht, and

If you have any queries or need further information in relation to this submission, please contact me directly. I would be grateful if you could send an email confirming receipt of this submission to: [sea@epa.ie](mailto:sea@epa.ie).

Yours Sincerely,

Cian O'Mahony  
SEA Section  
Office of Evidence and Assessment  
Environmental Protection Agency



## **Appendix I – Specific Comments on the SEA Scoping Report**

### **Scope of the SEA**

The Strategy should clearly set out the scope, remit and implementation related elements of the Strategy. These will have implications for the SEA, in terms of guiding the level of assessment applicable at the appropriate level for the Strategy. Where it is envisaged that measures proposed in the Strategy will be implemented via other plans, which themselves have been or will be subject to SEA, this should be explained in the Environmental Report and taken into account in the assessment.

Where specific measures will be implemented directly, further detail should be provided in the Environmental Report and Strategy on the relevant environmental assessments to be carried out at the project stage and relevant mitigation measures to be applied, as appropriate. There may be merit in exploring this issue further with the relevant Environmental Authorities during the Strategy preparation and SEA processes.

There may be merit in including a matrix in the SEA environmental report to show the interrelationships between the various topics. This should be accompanied by relevant explanatory text.

### *Infrastructure Related Considerations*

The SEA should assess the potential additional pressures (including seasonal variations) on existing critical infrastructure (drinking water, wastewater, waste, transport) servicing areas associated with any projected increased visitor numbers. An increase in visitor numbers may have the potential to result in pressures on both surface waters and groundwaters due to increased demands on water supply and increased loadings to existing waste water treatment facilities.

Should there be a need to construct additional ancillary developments, this should also be captured in the SEA. This would provide a better indication of the nature and possible scale of impacts that could be expected.

### *Transport*

The SEA should assess, and in turn seek to avoid, reduce and mitigate where necessary, the potential environmental effects of a likely increase in tourism-related traffic volumes along any routes resulting from implementation of the Strategy. The need for additional parking during peak season and any required road improvements / road maintenance associated with increased traffic volumes, should be assessed in collaboration with the relevant stakeholders. Possible alternative traffic management scenarios should also be considered. The Strategy should promote proper and sustainable tourism related developments and ensure that the requirements of relevant environmental legislation are reflected, as relevant and appropriate, in any plans/projects that may arise in implementing the Strategy.

The provision of charging infrastructure for electric vehicles in designated parking spots should be prioritised, in collaboration with the relevant stakeholders. It would be



useful to describe the range of works likely to be involved in implementing the Strategy, including aspects such as the provision of signage, discovery point information (e.g. installation of interpretative panels) etc.

#### *Climate Change Resilience*

You should ensure that the Strategy is aligned with national commitments on climate change mitigation and adaptation, as well as relevant national, sectoral and local climate action plans. Specific climate-related actions or objectives should be included in a specific chapter/section in the Strategy.

The SEA should consider how resilient the various elements of the Strategy (and associated infrastructure) are to the effects of climate change, including impacts arising from prolonged dry / wet spells, increased storm conditions, flooding, soil erosion etc.

The Strategy should include clear actions/measures which will contribute to the sector reducing its overall carbon footprint. Consideration could be given to the development of relevant initiatives to achieve this within the Strategy.

#### *Biodiversity*

The Strategy should include a specific action / objectives and commitments to protect designated habitats and protected species (and associated ecological corridors/linkages) within and adjacent to the Strategy area.

In 2012, the EPA published guidance on [Integrated Biodiversity Impact Assessment - Streamlining AA, SEA and EIA Processes. Best Practice Guidance](#). The aim is to inform practitioners, plan / project proponents and consent authorities on integrating SEA, EIA and AA processes and requirements to streamline biodiversity considerations. This may be useful to consider in preparing the Strategy and SEA.

#### *Ecosystem Services & Green Infrastructure*

There is merit in considering adopting an ecosystem services approach to the relevant aspects of the SEA. The Strategy area supports a significant ecological resource, with associated ecosystem services, that can benefit local communities and the local economy, while also protecting environmental sensitivities and vulnerabilities. The Strategy should include a section that recognises the ecosystem services in the Strategy area. The Strategy should consider a commitment to mapping the services within the key destination sites and associated catchment zones/usage areas within and in the zone of influence of the destination areas/sites.

In implementing the Strategy, tourism-related development and associated activities should be managed in a manner that avoids or minimises the potential for significant disturbance to habitats and species. Habitat mapping and related ecosystem services mapping, where available, should be incorporated into the Strategy. This could also be strengthened by highlighting the need for a “green infrastructure first” approach and provision of guiding advice on how to implement green infrastructure as part of



development plans. Our current State of the Environment Report (2020) highlights that high-quality green and blue spaces are important not just for nature but for peoples’ health & wellbeing, particularly in the context of an increasingly urban society and increasing settlement densities.

#### *Water Quality*

Protection of surface and ground water resources is of vital importance both for human health and ecosystems. In this context, the Strategy should provide clear commitments to protect both surface water (including rivers, lakes and estuaries), groundwater and their associated habitats and species, including fisheries, within and adjacent to the Strategy area.

Where specific recommendations/concerns for water bodies within the Strategy area are identified in EPA water quality reports, including the [Water Quality in Ireland 2016 – 2021](#) (EPA, 2022), or displayed on [www.catchments.ie](http://www.catchments.ie), these should also be considered at an appropriate level in the Strategy.

The Strategy should also ensure that any specific relevant objectives and measures for individual water bodies within the Strategy area, as set out in the Draft Third River Basin Management Plan, are considered, when considering tourism (and ancillary) related developments, to ensure water quality is protected/improved/maintained.

#### *Invasive Alien Species Control and Management*

Control and management of invasive alien species should be taken into account in the planning, construction, and carrying out of maintenance activities (e.g. hedgerow cutting, road or development works) associated with implementing the Strategy. A commitment should be included to ensure that implementation of the Strategy minimises the risk of the spread of invasive species.

#### *Landscape*

In preparing the Strategy and SEA, landscape sensitivity should be considered. The Strategy should consider available Local Authority landscape character assessments, and available habitat mapping of the Strategy area.

#### **Data & Knowledge Gaps**

The Strategy should identify any significant data and knowledge gaps, including commitments to address these on a priority basis and where relevant, in association with other government departments/ organisations, during the implementation phase of the Strategy. This is with a view to strengthening the evidence base for future reviews and iterations of the Strategy.

#### **State of the Environment Report**

Our State of Environment Report, [Ireland’s Environment - An Integrated Assessment 2020](#) (SOER2020) identifies thirteen Key Messages for Ireland. Delivering Ireland’s long-term sustainable development and environmental protection goals will require a concerted effort by government departments to address these key actions. The report



recognises the need for full implementation of existing environmental legislation and review of governance/coordination on environmental protection across public bodies.

[Chapter 12](#) of the SOER2020 relates to energy and describes that almost 90% of our total energy use is provided by combustion of, mostly imported, fossil fuels, which is unsustainable, and we need to begin fast tracking measures within the Climate Action Plan and other necessary solutions. This will involve strategic planning to transform this situation by 2050. Transitioning to using clean energy is essential for the protection of human health, our climate and the wider environment and will help support sustainable development of our society and economy.

[Chapter 2](#) of the SOER2020 relates to Climate and highlights the clear need for systemic change in Ireland to ensure the country will become the climate neutral and climate resilient society it aspires to be. The report states that more urgency is needed to deliver actions on climate mitigation and adaptation and to ensure that Ireland meets its international obligations to reduce greenhouse gas (GHG) emissions. Further measures are required to meet national and EU ambitions to keep the global temperature increase to 1.5°C (EPA, 2020). These measures will contribute to Ireland achieving climate neutrality by 2050.

Some recent climate change publications that may be useful to consider in preparing the SEA and the Plan are shown below:

- [Ireland's Greenhouse Gas Emissions Projections 2022-2040](#) (EPA, 2023)
- [Ireland's Final Greenhouse Gas Emissions 1990-2021](#) (EPA, 2023)
- [Ireland's Provisional Greenhouse Gas Emissions 1990-2022](#) (EPA, 2023)
- [Climate Change's Four Irelands](#) (EPA, 2022)
- [Ireland's Air Pollutant Emissions 2021 \(1990-2030\)](#) (EPA, 2023)

[Chapter 11](#) of the SOE report relates to Environment and Transport. The transport sector has a significant impact on the environment, including being responsible for 20 per cent of Ireland's greenhouse gas emissions. A sustainable mobility transformation is required, with the next decade crucial, whereby necessary journeys are made by sustainable modes such as walking, cycling and public transport, followed by using electric vehicles where unavoidable. For this transformation to happen the measures relating to transport in the Climate Action Plan, and other necessary measures, must be fast tracked. Long-term, integrated spatial and transport planning can achieve compact development and move trips to other modes of transport, including cycling and should be supported in the Plan. Shifting to these modes is an essential part of a sustainable and climate-neutral transition for the transport sector.

[Chapter 14](#) of the report relates to Environment, Health and Wellbeing. Providing health-promoting environments is an essential requirement for healthy, thriving and inclusive communities. Providing integrated health-promoting environments in urban planning can promote more active travel, reduce air pollution through using fewer private vehicles journeys, act as quiet areas buffered from environmental noise and also improve the physical and mental health.



[Chapter 7](#) of the SOER2020 focus on water quality and the need to improve the water environment and tackle water pollution locally at a water catchment level. Water quality in Ireland's rivers, lakes and estuaries needs to be better protected through evidence-based measures, integrated water catchment-based projects and initiatives and by reducing the amount of nutrients ending up in water courses. It is essential that the 3<sup>rd</sup> River Basin Management Plan (once adopted) is supported to deliver on real and sustained water quality improvements.

Other chapters of the SOER2020, include relevant issues, challenges and recommendations, that should also be considered, in preparing the Strategy and SEA. These include:

- [Chapter 6](#) – Nature and [Chapter 8](#) – The Marine Environment

The SOER2020 messages are also linked to a number of the UN's Sustainable Development Goals, in particular Climate Action, Life on Land, Life below Water and affordable and clean energy. Addressing and implementing these actions will be important in delivering environmental protection and promoting sustainable development in Ireland. In finalising the Plan and integrating the findings of the SEA into the Plan, the relevant recommendations, key issues and challenges described in the EPAs SOER2020 should be taken into account.

The EPA is currently preparing the next iteration of the State of the Environment Report, to be published in 2024.

#### **Appropriate Assessment Considerations**

The Appropriate Assessment (AA) should consider hydrological connections between Natura 2000 sites and potential impacts of the Strategy. Features of interest and conservation objectives should be taken into account when assessing the potential impacts of the Strategy. The findings of the AA should be reflected in the relevant sections of the SEA. The AA should identify the sensitivities of SPAs/SACs whose integrity could be affected either by the Strategy on its own or cumulatively/in combination with other plans and programmes.

You should consult with the National Parks and Wildlife Service regarding any existing or proposed new conservation management plans or conservation management plans that may be prepared over the lifetime of the Strategy. Where relevant, these should be integrated into the Plan and its implementation. Available conservation management plans can be consulted at:

[www.npws.ie/protectedsites/conservationmanagementplanning/conservationplans/](http://www.npws.ie/protectedsites/conservationmanagementplanning/conservationplans/)

#### **Range of Effects**

The SEA Environmental Report should refer to the full range of effects and of the area likely to be affected. This assessment should consider the duration and frequency of effects as well as short, medium and long-term, cumulative and synergistic effects of





the Plan. The EPA's [Good Practice Guidance on Cumulative Effects Assessment in Strategic Environmental Assessment](#) (EPA, 2020).

The assessment should identify and focus on the key relevant environmental aspects of the Strategy. The full range of environmental effects (secondary, cumulative, synergistic, short, medium and long term, permanent, temporary, positive and negative) should also be considered in the SEA.

The potential for cumulative effects associated with the implementation of the Strategy should be considered, in association with other relevant Plans / Programmes and projects within and adjacent to the Strategy area.

The methodology applied in the assessment of the preferred alternative, along with any assumptions made, should be described. Where possible and practical, quantitative assessments should be undertaken of the assessment of the preferred alternative/ combination of alternatives.

#### **Suggested Plans and Programmes to consider**

Additional plans to consider include, where relevant:

- National Planning Framework
- National Greenways Strategy
- National Rural Development Programme
- Southern Regional Spatial and Economic Strategy
- Limerick Shannon Metropolitan Area Transport Strategy
- National Climate Action Plan, Clare Local Authority Climate Adaptation Plan
- Shannon Catchment Flood Risk Assessment and Managements Study and associated flood risk mapping
- Local Authority Development Plans
- Local Authority Heritage/ Biodiversity Plans
- Failte Ireland Wild Atlantic Way Regional Tourism Strategy and any relevant destination experience development plans (DEDP) or visitor experience development plans (VEDP), including the Burren and Cliffs of Moher VEDP.

#### **Alternatives**

The development of alternatives should be clearly described, as well as the methodology applied in the assessment of alternatives along with any assumptions made. The Agency has published an EPA Guidance document [Developing and Assessing Alternatives in Strategic Environmental Assessment - Good Practice Guidance](#) (EPA, 2015), which should be considered.

Key impacts arising from the Strategy may be related to increased tourist numbers and associated traffic movements and the associated demands/pressures on critical water and transport related infrastructure. This should be reflected in the assessment of and consideration of alternatives. In considering and assessing alternatives, the alternatives proposed should be reasonable and realistic and should be set at the appropriate strategic level at which the Strategy will be implemented operating within the national



planning hierarchy. They should be assessed against the relevant environmental objectives established for the key environmental aspects of the environment likely to be significantly affected. Clear justification should be provided for the selection of the preferred alternative/ combination of alternatives.

#### **Monitoring, Implementation & Reporting**

Article 10 of the SEA Directive (2001/42/EC) requires that the significant environmental effects of implementing a plan/programme (the Strategy in this instance) are monitored in order, *inter alia*, to identify at an early-stage unforeseen adverse effects and to be able to undertake appropriate remedial action. The SEA environmental report should include a description of the measures envisaged concerning monitoring. The Strategy should include a commitment to implement SEA related environmental monitoring requirements and the associated reporting.

The Strategy should include a commitment to implement the SEA environmental monitoring programme and associated reporting. We suggest including a separate section on '*Monitoring, Implementation and Reporting*' in the Strategy, setting out the provisions for monitoring and reporting on the implementation of the Strategy. There may be merits in aligning the periodic reviews of the Plan with existing cyclical reporting e.g. *Ireland's Environment, National Planning Framework, Water Framework Directive*, etc.

I refer you to the high-level monitoring indicators proposed in Table 1 on page 23 of the [EPA guidance on SEA Statements and Monitoring](#) (EPA, 2023), that may be useful to you to consider.

The SEA-related monitoring should address positive, negative and cumulative effects where they are likely to occur and should include provision for on-going review to facilitate an early response to any unforeseen environmental issues that may arise. The SEA Environmental Report should specify the monitoring frequency and responsibilities and include provisions for reporting on the monitoring.

The Strategy should include a commitment to monitor visitor numbers and to incorporate this into the Strategy -implementation and SEA-related monitoring and associated activities, with a view to assessing the potential environmental effects which may occur with increased tourism numbers. It may also assist in determining the capacity of sensitive areas to accommodate visitor numbers seasonally. The Strategy should be subject to the relevant aspects, both established and evolving, for the Wild Atlantic Way Environmental Monitoring Programme.

The Environmental Report should refer to any relevant monitoring carried out on the impacts of initiatives such as the Wild Atlantic Way or other similar tourism routes. This would provide an opportunity to learn from and incorporate useful approaches to consider in monitoring the effectiveness and environmental performance of the Strategy.



To avoid duplication in data collection, the same indicators should be used for the Strategy -related and SEA-related monitoring aspects where possible.

#### **SEA Statement**

Following the completion of the public consultation on the SEA environmental report and the Strategy, the final stages of the SEA process will be to integrate the environmental considerations of the SEA environmental report into the Strategy, as appropriate. In accordance with Article 16 of the SEA Regulations Clare County Council is required to publish a SEA Statement alongside the adopted Strategy, summarising:

- how environmental considerations have been integrated into the Strategy;
- how the environmental report and consultation comments on it have been taken into account;
- the reasons for choosing the Strategy as adopted, in the light of the other reasonable alternatives dealt with (in the Environmental Report and the associated consultation);
- the measures decided concerning monitoring.

The EPA has published [Guidance on SEA Statements and Monitoring](#) (EPA, 2023), which should be considered in the preparation of the SEA Statement.

#### **Integration with other key Plans and Programmes**

We recommend including schematics in the Strategy and SEA Environmental Report, showing the links and key inter-relationships with other key relevant national, regional, sectoral and environmental plans.

#### **Available SEA Guidance & Resources**

The EPA has published guidance notes that may be of assistance in preparing the SEA environmental report.

Guidance on the SEA Scoping Process is included in the Development of Strategic Environmental Assessment (SEA) Methodologies for Plans and Programmes in Ireland (EPA, 2003). You can access these [SEA process guidance](#) and [topic and sector specific guidance documents](#) along with other resources listed below at:

Our website contains various SEA resources and guidance, including:

- SEA process guidance and checklists;
- Inventory of spatial datasets relevant to SEA;
- Topic and sector specific SEA guidance (including [Good practice guidance on SEA for the Tourism Sector](#) (EPA, 2023), [Good practice note on Cumulative Effects Assessment](#) (EPA, 2020), [Developing and Assessing Alternatives in SEA](#) (EPA, 2015), and [Integrated Biodiversity Impact Assessment](#) (EPA, 2012)).

*Environmental Sensitivity Mapping (ESM) Webtool*



The ESM Webtool is a decision support tool to assist SEA and planning processes in Ireland. The tool brings together over 100 datasets and allows users to explore environmental considerations within a particular area and create plan-specific environmental sensitivity maps. These maps can help planners anticipate potential land-use conflicts and help identify suitable development locations, while also protecting the environment. The ESM Webtool is available at [www.enviromap.ie](http://www.enviromap.ie).

#### *EPA SEA GIS Search and Reporting Webtool*

Our SEA GIS Search and Reporting Webtool has been updated recently and is now publicly available at <https://gis.epa.ie/EPAMaps/SEA>. It allows public authorities to produce an indicative report on key aspects of the environment in a specific geographic area. It is intended to assist public authorities in SEA screening and scoping exercises.

#### *EPA Water Framework Directive Application*

Our Water Framework Directive (WFD) Application provides a single point of access to water quality and catchment data from the national WFD monitoring programme. Publicly available data can be accessed via the [www.Catchments.ie/maps](http://www.Catchments.ie/maps) website.

#### *EPA Appropriate Assessment GeoTool*

Our [AA GeoTool](#) application has been developed in partnership with the NPWS. It allows users to select a location, specify a search area, and gather available information for each European Site within the area.



**Planning Ref:** FP2023-150

(Please quote in all related correspondence)

17 November 2023

Director of Services-Planning  
Clare County Council  
Áras an Chontae Chláir  
New Road  
Ennis  
Co Clare  
V95 DXP2

**Clare County Council: SEA Scoping: Preparation of Cliffs of Moher Strategy 2040**

A chara,

I refer to correspondence dated 13 October 2023 received in connection with the above.

Outlined below are heritage-related observations/recommendations co-ordinated by the Development Applications Unit under the stated headings.

**Archaeology**

The Department welcomes the opportunity to provide observations at the Strategic Environmental Assessment (SEA) Scoping stage of the preparation of the Cliffs of Moher Strategy 2040. The following observations are made by the Department in its role as statutory authority with responsibility for the continued protection, conservation and enhancement of the archaeological heritage and are intended to assist in the preparation of a SEA with regard to the protection of the archaeological heritage.

The Department acknowledges and welcomes the inclusion in the SEA Scoping Consultation Report of specific reference to Cultural Heritage, including the archaeological and architectural heritage of the Cliffs of Moher and environs. It is very important that SEA scoping and resultant assessments be informed by a clear understanding of the nature of archaeology and the archaeological heritage. It is recommended that an explanatory statement be included in the opening section on archaeological heritage. The following is provided by way of assistance in drafting such text:



*Archaeology is the study of past societies through their material remains and the evidence of their environment. It is not restricted solely to ancient periods; it includes the study of relatively recent societies through, for example, industrial and military sites. The archaeological heritage is comprised of all material remains of past societies with the potential to add to our knowledge of such societies. It therefore includes the remains of features such as settlements, monuments, burials, ships and boats and portable objects of all kinds, from the everyday to the very special. It also includes evidence of the environment in which those societies lived.*

*Archaeological heritage occurs in all environments, urban and rural, upland and lowland, grassland, tillage and forestry, inland and coastal, dryland, wetland (including peatlands) and underwater (including watercourses, lakes and the sea). Archaeological heritage may exist in the form of upstanding or visible remains, or as subsurface features with no surface presentation. Given the above, archaeological heritage may be present in as yet unidentified contexts within all environments.*

*Archaeological Heritage is a unique, finite, fragile and non-renewable resource. A continued awareness and opportunities for enhancement of understanding, awareness and appreciation of this resource must be fully considered in the preparation of relevant guidance, statutory and non-statutory policy documents and plans – at both local and national levels.*

**Statutory Protections and Framework**

The SEA process for the Cliffs of Moher Strategy 2040 should be in compliance the National Monuments Act 1930-2014, as amended. This provides for statutory protection of the recorded archaeological heritage and the SEA process should take cognisance of national policy as set out in the publication '*Framework and Principles for the Protection of the Archaeological Heritage*' (Government of Ireland 1999). Any proposals that may be considered to have potential for impacts (both positive and negative) on recorded or previously unknown archaeological heritage within the SEA area should be subject to project specific Archaeological Impact Assessment (AIA) as per Development Management Guideline A1.9 of the Clare County Development Plan 2023-2029 and Section 3.6.2 of '*Framework and Principles*' policy document previously referenced. All areas of archaeological heritage should be addressed, including:

- Immovable archaeological heritage; e.g. monuments and ancient field boundaries.
- Underwater cultural heritage where applicable.



- Movable cultural heritage; e.g. loose carved stones, sculptures, architectural fragments, etc.

All elements of the Cliffs of Moher Strategy 2024, which have potential to impact on the archaeological heritage should be assessed by a suitably qualified archaeologist. Where appropriate, specialists in the field of archaeological heritage should be consulted throughout the SEA process, from scoping through to assessment and implementation. In this regard, all surveys pertaining to archaeological heritage must be of a high standard in order to allow informed decisions to be taken.

Where upstanding archaeological sites/monuments may be subject to impacts, AIA should also include an assessment of potential for visual impacts, to include the setting and amenity of such areas. Where works are proposed at or within waterways or waterbodies, an Underwater Archaeological Impact Assessment (UAIA) should be required. All impact assessment must include direct, indirect, temporary and cumulative impacts.

#### **Archaeology, Biodiversity and Climate Change**

A number of key national policy documents pertaining to archaeology and built heritage, including *Heritage Ireland 2030*, the *Climate Change Sectoral Adaptation Plan for the Built and Archaeological Heritage* (published in 2019), the *Built Vernacular Strategy* (published in 2021) and the *National Policy on Architecture* (2022), provide the context for this response.

The Department recommends that the policies and objectives of these core documents are taken into consideration in the SEA process. The Department notes that research into the symbiotic relationship between cultural heritage and biodiversity provides opportunities to build capacity as per the National Biodiversity plan 2017–2021 actions and to focus not just on protection but also on the conservation/restoration of diminishing or under threat cultural assets; i.e. the archaeological and built heritage of the county.

The development of these new policy documents position archaeology and built heritage as a central and integrated theme within all government policy, planning and funding frameworks. These new policies are of strategic importance in terms of the Department's alignment with EU policies and funding programmes ensuring resilience in the face of significant challenges particularly the impacts of Brexit, climate change and the COVID 19 pandemic. The Department recognises that this is an important time to be working collaboratively and strategically with Local Authorities, particularly with regard to vulnerable built and archaeological heritage sites, the safeguarding of vacant buildings and the promoting/enabling reuse and repurposing of existing cultural assets. In this regard the



Department notes the importance of new areas of interest including built vernacular architecture and its setting both rural and urban, and the protection and potential of planned and designed landscapes for recreational and amenity purposes.

The Programme for Government supports the 17 No. Sustainable Development Goals adopted by the United Nations and built on the principle of 'leaving no one behind'. Targets to be achieved are wide-ranging including the adoption and implementation of integrated policies and plans towards 'inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters and implement holistic disaster risk management at all levels', whilst targets for cultural and natural heritage are focused on strengthening its protection.

#### **Archaeology and Socio-Economic Benefits**

The Department welcomes the opportunity for making cultural heritage more accessible and better integrated with wider tourism and recreational opportunities of the county. This will be strategically important to enhancing as well as spreading the tourism capacity through the county's heritage sites. The Department supports the integration and communication of multiple strands of cultural and natural heritage, particularly through the implementation of blue and green infrastructural projects that holistically deal with all aspects of archaeological, built and natural heritage. By delivering high quality renewal and enhancement to existing places, the social, environmental and economic objectives for sustainable development of communities will be met and cultural heritage significance, conservation best practice and preservation and protection of biodiversity of these places will be raised in general to the benefit of all.

The Department will be happy to provide future advice and observations and engage with relevant heritage professionals regarding protection, conservation and enhancement of the archaeological heritage during the progression of the SEA process and the development of the Cliffs of Moher Strategy 2040.

#### **Nature Conservation**

The following observations are made by the Department in its role as the authority with overarching responsibility for nature conservation and the nature directives (i.e. the EU Birds Directive (2009/147/EC) and Habitats Directive (92/43/EEC)). The observations are not exhaustive but are intended to assist Clare County Council in meeting its obligations in relation to nature conservation, European sites, biodiversity and environmental protection in the process of preparing the Cliffs of Moher Strategy 2040. The below observations should



be read in conjunction with previous comments submitted by the Department on the Cliffs of Moher Strategy 2040.

#### SEA Environmental Report

The Biodiversity, Flora and Fauna section of the SEA should be undertaken by or in conjunction with a suitably qualified ecologist, and in conjunction with the Appropriate Assessment to ensure full integration of biodiversity issues and concerns, particularly in relation to nature conservation sites, rare and protected species, habitats that are rare or of high ecological value, and Article 10 of the Habitats Directive. The Environmental Report is required to contain information on the environmental characteristics of the areas likely to be affected significantly by the plan.

For Biodiversity, Flora and Fauna, the Department recommends the following also be included in Section 3, Table 3 of the scoping document:

- Species protected under the Wildlife Acts including protected flora
- Important bird areas such as those identified by Birdlife International
- Features of the landscape which are of major importance for wild flora and fauna, such as those with a “stepping stone” and ecological corridors function, as referenced in Article 10 of the Habitats Directive
- Other habitats of ecological value in a national to local context
- Red data book species

Please refer to the EPA's website for a complete and up-to-date list of relevant SEA guidance <http://www.epa.ie/monitoringassessment/assessment/sea/resources/>.

Furthermore, the Department recommends the addition of the following to Table 5 in the Biodiversity, Flora & Fauna section of potential environmental effects:

- Habitat loss or fragmentation
- Habitat alteration or deterioration, including altered structure and function
- Disturbance or displacement of species or changes to their abundance and distribution



- Loss or damage to species' habitats, including breeding sites, roosting or resting areas, feeding areas, wintering sites and commuting or migratory routes
- Introduction or expansion of barriers to movement or to natural processes of habitats
- Introduction or spread of invasive species

There should be consideration of any impacts that could arise from increases in recreational and amenity usage and visitor numbers. Methods of assessing the risks and quantifying changes in pressures and disturbance arising from amenity and recreational developments associated with tourism, on their own and in combination with other plans and projects, will need to be developed to support conclusions reached, and to form the basis for future SEA monitoring.

The SEA monitoring programme should be clearly set out and developed in such a manner as to ensure that it will identify the effects on the environment that will or may arise, and monitor the effectiveness of any mitigation on which the assessment relies. It is advisable to set out clearly where responsibilities for monitoring programmes lie, and their frequency and reporting/publication arrangements, as well as the procedures that will be put in place to ensure that there is a response mechanism to any unforeseen or undesirable negative effects/results, and that remedial action will be taken, if necessary.

#### Appropriate Assessment

The plan will require Appropriate Assessment screening in line with Article 6(3) of the Habitats Directive. Screening will suffice only if it can be concluded, based on objective criteria and the necessary scientific evidence, that the plan, alone and in combination with other plans and projects, poses no risks of having significant effects on Natura 2000 sites in view of their conservation objectives. In the event that there are risks of significant effects, a Natura Impact Report (NIR) will be required.

The Appropriate Assessment should focus on the likely impacts on Natura 2000 sites in view of their conservation objectives. Natura 2000 sites include SACs and SPAs (including candidate and proposed sites). Information about these sites, including their locations, site synopses, Natura 2000 standard data forms and qualifying or conservation interests, is available from [www.npws.ie](http://www.npws.ie). Generic conservation objectives are also available. A screening distance of 15 kilometres outside the plan area is recommended in the above guidance. SACs have been selected for the conservation of a range of Habitats Directive Annex I





habitats and Annex II species. These are the qualifying interests for the site from which the conservation objectives are derived.

SPAs have been selected for the conservation of a range of Birds Directive Annex I species and regularly-occurring migratory species, and their habitats, particularly wetlands. The overarching conservation objective for each SPA is to ensure that target bird populations (i.e. the special conservation interests) and their habitats are maintained at, or restored to favourable conservation condition. The long term population trend for each relevant species should be stable or increasing. The Cliffs of Moher SPA is a European site, selected for the conservation of six breeding birds, including Chough, i.e. the special conservation interests of the site. Among the implications are that:

- No new plan or project may have adverse effects on the conservation objectives and integrity of the SPA – this is ensured through the proper application of the appropriate assessment process, including screening, by the consent authority (i.e. the 'competent authority' under planning legislation).
- Screening for appropriate assessment and an appropriate assessment must always consider or assess the effects of any plan or project alone and in combination with other plans and projects on the site in view of its conservation objectives.
- The favourable conservation condition of the special conservation interests of the SPA must be maintained or restored at the site.
- Deterioration of habitats or significant disturbances of species must be avoided in the site insofar as either could be significant in relation to the objectives of the Habitats and Birds Directives [Habitats Directive Article 6(2); Regulation 27 of the European Communities (Birds and Natural Habitats) Regulations, 2011].
- The current baseline is one that is already altered by high and increasing amenity, recreational and tourism pressures, with the result that there is deterioration and damage of the habitat of species (i.e. Chough) at the site. A plan or project that would have or perpetuate adverse effects on the conservation objectives or integrity of the site cannot be permitted, without invoking Article 6(4) and establishing imperative reasons of overriding public interest (IROPI) for the project to proceed where there are no feasible alternatives.

The Appropriate Assessment should demonstrate that it has considered the likely effects of all aspects of the plan on European sites. In this way, plan elements that pose risks can be



highlighted for modification, mitigation or further assessment. Plan level mitigation may include, among other things, setting out provisions to demonstrate that lower level plans or projects will be subject to appropriate assessment where necessary. However, if objectives are made conditional on adequate evaluations and assessments being undertaken at lower plan level or at project level, it is advised that, as a minimum, these situations should be subject to preliminary examination and should be noted clearly in the plan. The proposals should:

- Include a statement of the issue being addressed without favouring a specified solution (if a specified solution is put forward, appropriate assessment will be required of that solution)
- State that issues may arise under Article 6(3) of the Habitats Directive that will require assessment and that alternative solutions may need to be considered to avoid significant effects
- Stress that in deciding on a solution, it will be necessary to comply fully with Article 6(3) (and, if warranted, Article 6(4), including compensatory measures) of the Habitats Directive

The screening report or NIR should conclude with a clear statement on whether or not significant effects are likely as a result of the plan on its own, and in combination with other plans and projects. In order to reach such a conclusion, all recommendations of the Appropriate Assessment, including amendments and mitigation measures, must be reflected in the content of the plan itself. Public authorities and agents/consultants acting on their behalf are advised to have regard to the following Guidance:

- Department of Environment, Heritage and Local Government. 2010. *Appropriate Assessment of plans and projects in Ireland: Guidance for planning authorities*. Available on [www.npws.ie](http://www.npws.ie)
- European Commission (2018) Managing Natura 2000 Sites: the provisions of Article 6 of the 'Habitats' Directive 92/43/EEC
- European Commission, 2001. Methodological guidance on the provisions of Article 6 (3) and (4) of the Habitats Directive 92/43/EEC
- OPR Practice Note PN01. *Appropriate Assessment Screening for Development Management*, March 2021



It is also advisable to take account of any European or National jurisprudence that supersedes any guidance within these documents available at:  
[http://ec.europa.eu/environment/nature/legislation/caselaw/index\\_en.htm](http://ec.europa.eu/environment/nature/legislation/caselaw/index_en.htm)

Public authorities also have duties to take appropriate steps to avoid, in European sites, the deterioration of natural habitats and the habitats of species as well as the disturbance of the species for which the areas have been designated in so far as such disturbance could be significant in relation to the objectives of the Habitats Directive.

Please acknowledge receipt of this letter (as required under Article 29(2) of the Planning & Development Regulations 2001).

You are requested to send any further communications to this Department's Development Applications Unit (DAU) at: [manager.dau@npws.gov.ie](mailto:manager.dau@npws.gov.ie)

Le meas,

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Brian Bone  
Development Applications Unit  
Administration

Sheila Browne,  
Project Co-Ordinator, Cliffs of Moher Experience,  
Cliffs of Moher,  
Liscannor,  
Co. Clare,  
V95 KN9T

By Email: [sheila.browne@cliffsofmoher.ie](mailto:sheila.browne@cliffsofmoher.ie)

17<sup>th</sup> November 2023

#### Re: SEA Scoping Cliffs of Moher Strategy 2040

A Chara,

Fáilte Ireland welcomes the opportunity to provide feedback on the Strategic Environmental Assessment Scoping Consultation Report for the Preparation of the Cliffs of Moher Strategy 2040.

Fáilte Ireland in October 2021 launched the 'Visitor Experience Development Plan for the Burren and Cliffs of Moher' to drive and sustain tourism in the Burren and Cliffs of Moher over the period of the plan 2021-2026. The preparation of this Cliffs of Moher Strategy 2040 to be incorporated into the Cliffs of Moher Site Masterplan will guide the sustainable management and development of the Cliffs of Moher Experience for the next circa. 20 years

The protection, enhancement and promotion of our most important tourism asset, the natural environment is of strategic importance to Fáilte Ireland. Environmental monitoring undertaken by Fáilte Ireland has shown improved environmental outcomes (including improved attainment of conservation objectives) in areas with visitor management practices in place. In this regard, there is an opportunity to collaborate through the implementation of Fáilte Ireland Strategies to protect, preserve and enhance the Cliffs of Moher site and visitor experience alongside equally tangible benefits for the North Clare region.

The Cliffs of Moher have been previously monitored as part of the Wild Atlantic Way Environmental Surveying Strategy on commencement in 2015 and most recently again in 2018. At that time, recommendations included;

*"Consideration could be given to control/manage visitor movements to reduce erosion at the site, and potentially facilitate the rehabilitation of the grassland habitats. ... Potential sources for disturbance such as drone use should be managed and monitored carefully at the discovery point. Consideration needs to be given to control / manage visitor access to sensitive areas to prevent further damage to sensitive habitats. Future ecological monitoring is recommended particularly in the context of a way marked trail being established in the area".*

The full set of reporting undertaken as part of the Wild Atlantic Way Operational Programme is publicly accessible on the Fáilte Ireland website (link below).

<https://www.failteireland.ie/Regional-experience-brands/Wild-Atlantic-Way/The-Wild-Atlantic-Way-Operational-Programme/Environmental-Surveying-and-Monitoring-Programme.aspx>

We also attach the Fáilte Ireland Wild Atlantic Way Visitor Management Guidelines (2020) including details on monitoring and managing by design where practical examples of success, mistakes, details, materials used, access to site and potential ideas for monitoring & maintenance at sites are developed for potential reference.

Given the Cliffs of Moher Strategy 2040 is focused on the future development of the site to create world-class visitor experiences, enhance the special qualities of the cliffs and to grow the tourism and economic contribution to Clare County, in this context, it may be useful to review the recently published guidance document by the Environmental Protection Agency (EPA) "Good practice guidance on SEA for the Tourism Sector".

In summary, Fáilte Ireland fully supports the development of a sustainable strategy for the Cliffs of Moher, underpinned by commitments to responsible and sustainable tourism – protecting, preserving and enhancing the Cliffs of Moher site and visitor experience alongside equally tangible benefits for the North Clare region and looks forward to engaging throughout the development process. If further information is required on any of the detail of this submission, please do not hesitate to contact Fáilte Ireland as per details below.

Yours Sincerely,



John Fallon

Environmental Engineering Officer, Fáilte Ireland

Enc: Visitor Management Guidelines for the Wild Atlantic Way, Fáilte Ireland 2020



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Appendix 3:

Legislation, Other Plans and Programmes Relevant to the Cliffs of Moher 2040 Strategy



## APPENDIX 3: Legislation, Plans and/or Programmes relevant to the Cliffs of Moher Strategy 2040

International/European Level		
Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>SEA Directive (2001/42/EC)</b>	<ul style="list-style-type: none"> <li>Contribute to the integration of environmental considerations into the preparation and adoption of plans and programmes with a view to promoting sustainable development.</li> <li>Provide for a high level of protection of the environment by carrying out an environmental assessment of plans and programmes which are likely to have significant effects on the environment.</li> </ul>	<ul style="list-style-type: none"> <li>Carry out an environmental assessment for plans or programmes referred to in Articles 2 to 4 of the Directive.</li> <li>Prepare an environmental report which identifies, describes and evaluates the likely significant effects on the environment of implementing the plan or programme and reasonable alternatives that consider the objectives and the geographical scope of the plan or programme.</li> <li>Consult with relevant authorities, stakeholders and public allowing sufficient time to make a submission.</li> <li>Consult other Member States where the implementation of a plan or programme is likely to have transboundary environmental effects.</li> <li>Inform relevant authorities and stakeholders on the decision to implement the plan or programme.</li> <li>Issue a statement to include requirements detailed in Article 9 of the Directive.</li> <li>Monitor and mitigate significant environmental effects identified by the assessment.</li> </ul>
<b>EIA Directive (2011/92/EU as amended by 2014/52/EU)</b>	<ul style="list-style-type: none"> <li>Requires the assessment of the environmental effects of public and private projects which are likely to have significant effects on the environment.</li> <li>Aims to assess and implement avoidance or mitigation measures to eliminate environmental effects, before consent is given of projects likely to have significant effects on the environment by virtue, inter alia, of their nature, size or location are made subject to a requirement for development consent and an assessment with regard to their effects. Those projects are defined in Article 4.</li> </ul>	<ul style="list-style-type: none"> <li>All projects listed in Annex I are considered as having significant effects on the environment and require an EIA.</li> <li>For projects listed in Annex II, a "screening procedure" is required to determine the effects of projects on the basis of thresholds/criteria or a case by case examination. This should take into account Annex III.</li> <li>The environmental impact assessment shall identify, describe and assess in an appropriate manner, in the light of each individual case and in accordance with Articles 4 to 12, the direct and indirect effects of a project on the following factors: human beings, fauna and flora, land, soil, water, air, climate and the landscape, material assets and the cultural heritage, the interaction between each factor.</li> <li>Consult with relevant authorities, stakeholders and public allowing sufficient time to make a submission before a decision is made.</li> </ul>
<b>Habitats Directive (92/43/EEC)</b>	<ul style="list-style-type: none"> <li>Promote the preservation, protection and improvement of the quality of the environment, including the conservation of natural habitats and of wild fauna and flora.</li> <li>Contribute towards ensuring biodiversity through the conservation of natural habitats and of wild fauna and flora.</li> <li>Maintain or restore to favourable conservation status, natural habitats and species of wild fauna and flora of community interest.</li> <li>Promote the maintenance of biodiversity, taking account of economic, social, cultural and regional requirements.</li> </ul>	<ul style="list-style-type: none"> <li>Propose and protect sites of importance to habitats, plant and animal species.</li> <li>Establish a network of European sites hosting the natural habitat types listed in Annex I and habitats of the species listed in Annex II, to enable the natural habitat types and the species' habitats concerned to be maintained or, where appropriate, restored at a favourable conservation status in their natural range.</li> <li>Carry out comprehensive assessment of habitat types and species present.</li> <li>Establish a system of strict protection for the animal species and plant species listed in Annex IV.</li> </ul>
<b>Birds Directive (2009/147/EC)</b>	<ul style="list-style-type: none"> <li>Conserve all species of naturally occurring birds in the wild state including their eggs, nests and habitats.</li> <li>Protect, manage and control these species and comply with regulations relating to their exploitation.</li> <li>The species included in Annex I shall be the subject of special conservation measures concerning their habitat in order to ensure their survival and reproduction in their area of distribution.</li> </ul>	<ul style="list-style-type: none"> <li>Preserve, maintain or re-establish a sufficient diversity and area of habitats for all the species of birds referred to in Annex 1.</li> <li>Preserve, maintain and establish biotopes and habitats to include the creation of protected areas (Special Protection Areas).</li> <li>Ensure the upkeep and management in accordance with the ecological needs of habitats inside and outside the protected zones, re-establish destroyed biotopes and creation of biotopes.</li> <li>Measures for regularly occurring migratory species not listed in Annex I is required as regards their breeding, moulting and wintering areas and staging posts along their migration routes. The protection of wetlands and particularly wetlands of international importance.</li> </ul>
<b>EU Nitrates Directive (91/676/EC)</b>	<ul style="list-style-type: none"> <li>Reducing water pollution caused or induced by nitrates from agricultural sources and – preventing further such pollution.</li> </ul>	<p>Ireland's Nitrates Action Programme is designed to prevent pollution of surface waters and groundwater from agricultural sources and to protect and improve water quality. Ireland's third NAP came into operation in 2014. Each Member State's NAP must include:</p> <ul style="list-style-type: none"> <li>a limit on the amount of livestock manure applied to the land each year</li> <li>set periods when land spreading is prohibited due to risk</li> <li>set capacity levels for the storage of livestock manure</li> </ul>
<b>EU Integrated Pollution Prevention Control Directive (2008/1/EC)</b>	<ul style="list-style-type: none"> <li>The purpose of this Directive is to achieve integrated prevention and control of pollution arising from the activities listed in Annex I. It lays down measures designed to prevent or, where that is not practicable, to reduce emissions in the air, water and land from the abovementioned activities, including measures concerning waste, in order to achieve a</li> </ul>	<p>The IPPC Directive is based on several principles:</p> <ul style="list-style-type: none"> <li>an integrated approach</li> <li>best available techniques,</li> <li>flexibility; and</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
	high level of protection of the environment taken as a whole, without prejudice to Directive 85/337/EEC and other relevant Community provisions.	<ul style="list-style-type: none"> <li>public participation</li> </ul>
<b>EU Plant Protection (products) Directive 2009/127/EC</b>	<ul style="list-style-type: none"> <li>The Directive aims at reducing the risks and impacts of pesticide use on human health and the environment by introducing different targets, tools and measures such as Integrated Pest Management (IPM) or National Action Plans (NAPs).</li> </ul>	<ul style="list-style-type: none"> <li>The Framework Directive applies to pesticides which are plant protection products.</li> <li>Regarding pesticide application equipment already in professional use, the Framework Directive introduces requirements for the inspection and maintenance to be carried out on such equipment.</li> </ul>
<b>EU Renewables Directive (2009/28/EC)</b>	<ul style="list-style-type: none"> <li>The Renewable Energy Directive establishes an overall policy for the production and promotion of energy from renewable sources in the EU.</li> <li>It requires the EU to fulfil at least 20% of its total energy needs with renewables by 2020 – to be achieved through the attainment of individual national targets.</li> <li>All EU countries must also ensure that at least 10% of their transport fuels come from renewable sources by 2020.</li> </ul>	<ul style="list-style-type: none"> <li>The Directive promotes cooperation amongst EU countries (and with countries outside the EU) to help them meet their renewable energy targets.</li> <li>The Directive specifies national renewable energy targets for each country, taking into account its starting point and overall potential for renewables.</li> <li>EU countries set out how they plan to meet these targets and the general course of their renewable energy policy in national renewable energy action plans.</li> <li>Progress towards national targets is measured every two years when EU countries publish national renewable energy progress reports.</li> </ul>
<b>Indirect Land Use Change Directive (2012/0288 (COD))</b>	<ul style="list-style-type: none"> <li>Article 3(4) of Directive 2009/28/EC of the European Parliament and of the Council (3) requires Member States to ensure that the share of energy from renewable energy sources in all forms of transport in 2020 is at least 10 % of their final energy consumption.</li> <li>The blending of biofuels is one of the methods available for Member States to meet this target, and is expected to be the main contributor.</li> <li>Other methods available to meet the target are the reduction of energy consumption, which is imperative because a mandatory percentage target for energy from renewable sources is likely to become increasingly difficult</li> <li>To achieve sustainability if overall demand for energy for transport continues to rise, and the use of electricity from renewable energy sources.</li> </ul>	<ul style="list-style-type: none"> <li>Limit the contribution that conventional biofuels (with a risk of ILUC emissions) make towards attainment of the targets in the Renewable Energy Directive;</li> <li>Improve the greenhouse gas performance of biofuel production processes (reducing associated emissions) by raising the greenhouse gas saving threshold for new installations subject to protecting installations already in operation on 1st July 2014;</li> <li>Encourage a greater market penetration of advanced (low-ILUC) biofuels by allowing such fuels to contribute more to the targets in the Renewable Energy Directive than conventional biofuels;</li> <li>Improve the reporting of greenhouse gas emissions by obliging Member States and fuel suppliers to report the estimated indirect land-use change emissions of biofuels.</li> </ul>
<b>Alternative Fuels Infrastructure Directive (2014/94/EU)</b>	<ul style="list-style-type: none"> <li>This Directive establishes a common framework of measures for the deployment of alternative fuels infrastructure in the Union in order to minimise dependence on oil and to mitigate the environmental impact of transport.</li> </ul>	<ul style="list-style-type: none"> <li>This Directive sets out minimum requirements for the building-up of alternative fuels infrastructure, including recharging points for electric vehicles and refuelling points for natural gas (LNG and CNG) and hydrogen, to be implemented by means of Member States' national policy frameworks, as well as common technical specifications for such recharging and refuelling points, and user information requirements.</li> </ul>
<b>EU Energy Efficiency Directive (2012/27/EU)</b>	<ul style="list-style-type: none"> <li>Establishes a set of binding measures to help the EU reach its 20% energy efficiency target by 2020.</li> <li>Under the Directive, all EU countries are required to use energy more efficiently at all stages of the energy chain, from production to final consumption.</li> </ul>	<ul style="list-style-type: none"> <li>Energy distributors or retail energy sales companies have to achieve 1.5% energy savings per year through the implementation of energy efficiency measures</li> <li>EU countries can opt to achieve the same level of savings through other means, such as improving the efficiency of heating systems, installing double glazed windows or insulating roofs</li> <li>The public sector in EU countries should purchase energy efficient buildings, products and services</li> <li>Every year, governments in EU countries must carry out energy efficient renovations on at least 3% (by floor area) of the buildings they own and occupy</li> <li>Energy consumers should be empowered to better manage consumption. This includes easy and free access to data on consumption through individual metering</li> <li>National incentives for SMEs to undergo energy audits</li> <li>Large companies will make audits of their energy consumption to help them identify ways to reduce it</li> <li>Monitoring efficiency levels in new energy generation capacities.</li> </ul>
<b>EU Seveso Directive (2012/18/EU)</b>	<ul style="list-style-type: none"> <li>This Directive lays down rules for the prevention of major accidents which involve dangerous substances, and the limitation of their consequences for human health and the environment, with a view to ensuring a high level of protection throughout the Union in a consistent and effective manner.</li> </ul>	<p>The Seveso Directive is well integrated with other EU policies, thus avoiding double regulation or other administrative burden. This includes the following related policy areas:</p> <ul style="list-style-type: none"> <li>Classification, labelling and packaging of chemicals;</li> <li>The Union's Civil Protection Mechanism;</li> <li>The Security Union Agenda including CBRN-E and Protection of critical infrastructure;</li> <li>Policy on environmental liability and on the protection of the environment through criminal law;</li> <li>Safety of offshore oil and gas operations.</li> </ul>
<b>European Union Biodiversity Strategy to 2020</b>	<ul style="list-style-type: none"> <li>Aims to halt or reverse biodiversity loss and speed up the EU's transition towards a resource efficient and green economy.</li> <li>Halting the loss of biodiversity and the degradation of ecosystem services in the EU by 2020, and restoring them in so far as feasible.</li> </ul>	<ul style="list-style-type: none"> <li>Outlines six targets and twenty actions to aid European Union in halting the loss to biodiversity and eco-system services.</li> <li>The six targets cover: <ul style="list-style-type: none"> <li>Full implementation of EU nature legislation to protect biodiversity</li> <li>Maintaining, enhancing and protecting for ecosystems, and green infrastructure</li> <li>Ensuring sustainable agriculture, and forestry</li> </ul> </li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
		<ul style="list-style-type: none"> <li>○ Sustainable management of fish stocks</li> <li>○ Reducing invasive alien species</li> <li>○ Addressing the global need to contribute towards averting global biodiversity loss</li> </ul>
<b>Biodiversity Strategy for 2030 - Bringing nature back into our lives (European Commission, 2020)</b>	<ul style="list-style-type: none"> <li>• The EU's biodiversity strategy for 2030 is a comprehensive, ambitious and long-term plan to protect nature and reverse the degradation of ecosystems. The strategy aims to put Europe's biodiversity on a path to recovery by 2030, and contains specific actions and commitments.</li> </ul>	<p>The Strategy contains specific commitments and actions to be delivered by 2030, including:</p> <ul style="list-style-type: none"> <li>• Establishing a larger EU-wide network of protected areas on land and at sea, building upon existing Natura 2000 areas, with strict protection for areas of very high biodiversity and climate value.</li> <li>• An EU Nature Restoration Plan - a series of concrete commitments and actions to restore degraded ecosystems across the EU by 2030, and manage them sustainably, addressing the key drivers of biodiversity loss.</li> <li>• A set of measures to enable the necessary transformative change: setting in motion a new, strengthened governance framework to ensure better implementation and track progress, improving knowledge, financing and investments and better respecting nature in public and business decision-making.</li> <li>• Measures to tackle the global biodiversity challenge, demonstrating that the EU is ready to lead by example towards the successful adoption of an ambitious global biodiversity framework under the Convention on Biological Diversity.</li> </ul>
<b>EU Green Infrastructure Strategy</b>	<ul style="list-style-type: none"> <li>• Aims to create a robust enabling framework in order to promote and facilitate Green Infrastructure (GI) projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting GI in the main EU policy areas.</li> <li>• Supporting EU-level GI projects.</li> <li>• Improving access to finance for GI projects.</li> <li>• Improving information and promoting innovation.</li> </ul>
<b>UNESCO (1972) The Convention for the Protection of the World Cultural and Natural Heritage</b>	<ul style="list-style-type: none"> <li>• Links concepts of nature conservation and the preservation of cultural properties; and</li> <li>• Recognizes the way in which people interact with nature, and the fundamental need to preserve the balance between the two.</li> </ul>	<ul style="list-style-type: none"> <li>• Sets out the duties of States Parties in identifying potential sites and their role in protecting and preserving them;</li> <li>• Each country pledges to conserve not only the World Heritage sites situated on its territory, but also to protect its national heritage;</li> <li>• Encourages to integrate the protection of the cultural and natural heritage into regional planning programmes, set up staff and services at their sites, undertake scientific and technical conservation research and adopt measures which give this heritage a function in the day-to-day life of the community.</li> </ul>
<b>UN (1992) The Convention on Biological Diversity</b>	<ul style="list-style-type: none"> <li>• An overall objective is to develop national strategies for the conservation and sustainable use of biological diversity.</li> </ul>	<p>The Convention has three main goals:</p> <ul style="list-style-type: none"> <li>• the conservation of biological diversity (or biodiversity);</li> <li>• the sustainable use of its components; and</li> <li>• the fair and equitable sharing of benefits arising from genetic resources.</li> </ul>
<b>UN (1992) Framework Convention on Climate Change</b>	<ul style="list-style-type: none"> <li>• The Framework Convention is aimed at stabilising greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system.</li> </ul>	<ul style="list-style-type: none"> <li>• The Framework Convention acknowledges the vulnerability of all countries to the effects of climate change and calls for special efforts to ease the consequences, especially in developing countries which lack the resources to do so on their own.</li> </ul>
<b>UN Kyoto Protocol (2<sup>nd</sup> Kyoto Period); the Second European Climate Change Programme (ECCP II); Paris climate conference (COP21) 2015 (Paris Agreement); Glasgow Climate Change Conference (COP 26) 2021 (Glasgow Climate Pact)</b>	<ul style="list-style-type: none"> <li>• The UN Kyoto Protocol set of policy measures to reduce greenhouse gas emissions.</li> <li>• The Second European Climate Change Programme (ECCP II) aims to identify and develop all the necessary elements of an EU strategy to implement the Kyoto Protocol.</li> <li>• At the Paris climate conference (COP21) in December 2015, 195 countries adopted the first-ever universal, legally binding global climate deal. The agreement sets out a global action plan to put the world on track to avoid dangerous climate change by limiting global warming to 1.5°C.</li> <li>• The Paris Agreement was finalised and confirmed by the Glasgow Climate Pact (COP 26, 2021).</li> </ul>	<ul style="list-style-type: none"> <li>• The Kyoto Protocol is implemented through the European Climate Change Programme (ECCP II).</li> <li>• EU member states implement measures to improve on or compliment the specified measures and policies arising from the ECCP.</li> <li>• Under COP21, governments agreed to come together every 5 years to set more ambitious targets as required by science; report to each other and the public on how well they are doing to implement their targets; track progress towards the long-term goal through a robust transparency and accountability system.</li> </ul>
<b>EU 2020 Climate and Energy Package</b>	<ul style="list-style-type: none"> <li>• Binding legislation which aims to ensure the European Union meets its climate and energy targets for 2020.</li> <li>• Aims to achieve a 20% reduction in EU greenhouse gas emissions from 1990 levels.</li> <li>• Aims to raise the share of EU energy consumption produced from renewable resources to 20%.</li> <li>• Achieve a 20% improvement in the EU's energy efficiency.</li> </ul>	<p>Four pieces of complimentary legislation:</p> <ul style="list-style-type: none"> <li>• Reform of the EU Emissions Trading System (EU ETS) to include a cap on emission allowances in addition to existing system of national caps.</li> <li>• Member States have agreed national targets for non-EU ETS emissions from countries outside the EU.</li> <li>• Meet the national renewable energy targets of 16% for Ireland by 2020.</li> <li>• Preparing a legal framework for technologies in carbon capture and storage.</li> </ul>
<b>EU 2030 Framework for Climate and Energy</b>	<ul style="list-style-type: none"> <li>• A 2030 Framework for climate and energy, including EU-wide targets and policy objectives for the period between 2020 and 2030 that has been agreed by European countries.</li> </ul>	<p>To meet the targets, the European Commission has proposed the following policies for 2030:</p> <ul style="list-style-type: none"> <li>• A reformed EU emissions trading scheme (ETS).</li> <li>• New indicators for the competitiveness and security of the energy system, such as price differences with major trading partners, diversification of supply, and interconnection capacity between EU countries.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>The Clean Air for Europe Directive (2008/50/EC)</b> <b>(EU Air Framework Directive)</b>  <b>Fourth Daughter Directive (2004/107/EC)</b>	<ul style="list-style-type: none"> <li>Targets include a 40% cut in greenhouse gas emissions compared to 1990 levels, at least a 27% share of renewable energy consumption and at least 27% energy savings compared with the business-as-usual scenario.</li> <li>The CAFE Directive merges existing legislation into a single directive (except for the fourth daughter directive).</li> <li>Sets new air quality objectives for PM<sub>2.5</sub> (fine particles) including the limit value and exposure related objectives.</li> <li>Accounts for the possibility to discount natural sources of pollution when assessing compliance against limit values.</li> <li>Allows the possibility for time extensions of three years (PM<sub>10</sub>) or up to five years (NO<sub>2</sub>, benzene) for complying with limit values, based on conditions and the assessment by the European Commission.</li> <li>The Fourth Daughter Directive lists pollutants, target values and monitoring requirements for the following: arsenic, cadmium, mercury, nickel and polycyclic aromatic hydrocarbons in ambient air.</li> </ul>	<ul style="list-style-type: none"> <li>First ideas for a new governance system based on national plans for competitive, secure, and sustainable energy. These plans will follow a common EU approach. They will ensure stronger investor certainty, greater transparency, enhanced policy coherence and improved coordination across the EU.</li> <li>Sets objectives for ambient air quality designed to avoid, prevent or reduce harmful effects on human health and the environment as a whole.</li> <li>Aims to assess the ambient air quality in Member States on the basis of common methods and criteria.</li> <li>Obtains information on ambient air quality in order to help combat air pollution and nuisance and to monitor long-term trends and improvements resulting from national and community measures.</li> <li>Ensures that such information on ambient air quality is made available to the public.</li> <li>Aims to maintain air quality where it is good and improving it in other cases.</li> <li>Aims to promote increased cooperation between the Member States in reducing air pollution.</li> </ul>
<b>Noise Directive (2002/49/EC)</b>	<ul style="list-style-type: none"> <li>The Noise Directive - Directive 2002/49/EC relating to the assessment and management of environmental noise - is part of an EU strategy setting out to reduce the number of people affected by noise in the longer term and to provide a framework for developing existing Community policy on noise reduction from source.</li> </ul>	<p>The Directive requires competent authorities in Member States to:</p> <ul style="list-style-type: none"> <li>Draw up strategic noise maps for major roads, railways, airports and agglomerations, using harmonised noise indicators and use these maps to assess the number of people which may be impacted upon as a result of excessive noise levels;</li> <li>Draw up action plans to reduce noise where necessary and maintain environmental noise quality where it is good; and</li> <li>Inform and consult the public about noise exposure, its effects, and the measures considered to address noise.</li> </ul> <p>The Directive does not set any limit value, nor does it prescribe the measures to be used in the action plans, which remain at the discretion of the competent authorities.</p>
<b>Floods Directive (2007/60/EC)</b>	<ul style="list-style-type: none"> <li>Establishes a framework for the assessment and management of flood risks</li> <li>Reduce adverse consequences for human health, the environment, cultural heritage and economic activity associated with floods in the Community</li> </ul>	<ul style="list-style-type: none"> <li>Assess all water courses and coast lines at risk from flooding through Flood Risk Assessment</li> <li>Prepare flood hazard maps and flood risk maps outlining the extent or potential of flooding and assets and humans at risk in these areas at River Basin District level (Article 3(2) (b)) and areas covered by Article 5(1) and Article 13(1) (b) in accordance with paragraphs 2 and 3.</li> <li>Implement flood risk management plans and take adequate and coordinated measures to reduce flood risk for the areas covered by the Articles listed above.</li> <li>Inform the public and allow the public to participate in planning process.</li> </ul>
<b>Water Framework Directive (2000/60/EC)</b>	<ul style="list-style-type: none"> <li>Establish a framework for the protection of water bodies to include inland surface waters, transitional waters, coastal waters and groundwater and their dependent wildlife and habitats.</li> <li>Preserve and prevent the deterioration of water status and where necessary improve and maintain "good status" of water bodies.</li> <li>Promote sustainable water usage.</li> <li>The Water Framework Directive repealed the following Directives: <ul style="list-style-type: none"> <li>The Drinking Water Abstraction Directive</li> <li>Sampling Drinking Water Directive</li> <li>Exchange of Information on Quality of Surface Freshwater Directive</li> <li>Shellfish Directive</li> <li>Freshwater Fish Directive</li> <li>Groundwater (Dangerous Substances) Directive</li> <li>Dangerous Substances Directive</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Protect, enhance and restore all water bodies and meet the environmental objectives outlined in Article 4 of the Directive.</li> <li>Achieve "good status" for all waters.</li> <li>Manage water bodies based on identifying and establishing river basins districts.</li> <li>Involve the public and streamline legislation.</li> <li>Prepare and implement a River Basin Management Plan for each river basin districts identified and a Register of Protected Areas.</li> <li>Establish a programme of monitoring for surface water status, groundwater status and protected areas.</li> <li>Recover costs for water services.</li> </ul>
<b>Groundwater Directive (2006/118/EC)</b>	<ul style="list-style-type: none"> <li>Protect, control and conserve groundwater.</li> <li>Prevent the deterioration of the status of all bodies of groundwater.</li> <li>Implements measures to prevent and control groundwater pollution, including criteria for assessing good groundwater chemical status and criteria for the identification of significant and sustained upward trends and for the definition of starting points for trend reversals.</li> </ul>	<ul style="list-style-type: none"> <li>Meet minimum groundwater standards listed in Annex 1 of Directive.</li> <li>Meet threshold values adopted by national legislation for the pollutants, groups of pollutants and indicators of pollution which have been identified as contributing to the characterisation of bodies or groups of bodies of groundwater as being at risk, also taking into account Part B of Annex II.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Drinking Water Directive (98/83/EC)</b>	<ul style="list-style-type: none"> <li>• Improve and maintain the quality of water intended for human consumption.</li> <li>• Protect human health from the adverse effects of any contamination of water intended for human consumption by ensuring that it is wholesome and clean.</li> </ul>	<ul style="list-style-type: none"> <li>• Set values applicable to water intended for human consumption for the parameters set out in Annex I.</li> <li>• Set values for additional parameters not included in Annex I, where the protection of human health within national territory or part of it so requires. The values set should, as a minimum, satisfy the requirements of Article 4(1) (a).</li> <li>• Implement all measures necessary to ensure that regular monitoring of the quality of water intended for human consumption is carried out, in order to check that the water available to consumers meets the requirements of this Directive and in particular the parametric values set in accordance with Article 5.</li> <li>• Ensure that any failure to meet the parametric values set in accordance with Article 5 is immediately investigated in order to identify the cause.</li> <li>• Ensure that the necessary remedial action is taken as soon as possible to restore its quality and shall give priority to their enforcement action.</li> <li>• Undertake remedial action to restore the quality of the water where necessary to protect human health.</li> <li>• Notify consumers when remedial action is being undertaken except where the competent authorities consider the non-compliance with the parametric value to be trivial.</li> </ul>
<b>Urban Waste Water Treatment Directive (91/271/EEC)</b>	<ul style="list-style-type: none"> <li>• This Directive concerns the collection, treatment and discharge of urban waste water and the treatment and discharge of waste water from certain industrial sectors.</li> <li>• The objective of the Directive is to protect the environment from the adverse effects of waste water discharges.</li> </ul>	<ul style="list-style-type: none"> <li>• Urban waste water entering collecting systems shall before discharge, be subject to secondary treatment.</li> <li>• Annex II requires the designation of areas sensitive to eutrophication which receive water discharges.</li> <li>• Establishes minimum requirements for urban waste water collection and treatment systems in specified agglomerations to include special requirements for sensitive areas and certain industrial sectors.</li> </ul>
<b>Environmental Liability Directive (2004/35/EC) as amended by Directive 2006/21/EC, Directive 2009/31/EC and Directive 2013/30/EU</b>	<ul style="list-style-type: none"> <li>• Establish a framework of environmental liability based on the 'polluter-pays' principle, to prevent and remedy environmental damage.</li> </ul>	<ul style="list-style-type: none"> <li>• Relates to environmental damage caused by any of the occupational activities listed in Annex III, and to any imminent threat of such damage occurring by reason of any of those activities; damage to protected species and natural habitats caused by any occupational activities other than those listed in Annex III, and to any imminent threat of such damage occurring by reason of any of those activities, whenever the operator has been at fault or negligent.</li> <li>• Where environmental damage has not yet occurred but there is an imminent threat of such damage occurring, the operator shall, without delay, take the necessary preventive measures.</li> <li>• Where environmental damage has occurred the operator shall, without delay, inform the competent authority of all relevant aspects of the situation and take all practicable steps to immediately control, contain, remove or otherwise manage the relevant contaminants and/or any other damage factors in order to limit or to prevent further environmental damage and adverse effects on human health or further impairment of services and the necessary remedial measures, in accordance with Article 7.</li> <li>• The operator shall bear the costs for the preventive and remedial actions taken pursuant to this Directive.</li> <li>• The competent authority shall be entitled to initiate cost recovery proceedings against the operator.</li> <li>• The operator may be required to provide financial security guarantees to ensure their responsibilities under the directive are met.</li> <li>• The Environmental Liability Directive has been amended through a number of Directives. Implementation of the Environmental Liability Directive is contributed towards by a Multi-Annual Work Programme (MAWP) 'Making the Environmental Liability Directive more fit for purpose' that is updated annually to changing developments, growing knowledge and new needs.</li> </ul>
<b>European Convention on the Protection of the Archaeological Heritage (Valletta 1992)</b>	<ul style="list-style-type: none"> <li>• The aim of this (revised) Convention is to protect the archaeological heritage as a source of the European collective memory and as an instrument for historical and scientific study.</li> </ul>	<ul style="list-style-type: none"> <li>• The Valletta Convention makes the conservation and enhancement of the archaeological heritage one of the goals of urban and regional planning policies. The Convention sets guidelines for the funding of excavation and research work and publication of research findings. It also deals with public access, in particular to archaeological sites, and educational actions to be undertaken to develop public awareness of the value of the archaeological heritage. It also constitutes an institutional framework for pan-European co-operation on the archaeological heritage, entailing a systematic exchange of experience and experts among the various States.</li> </ul>
<b>Convention of the Protection of the Architectural Heritage of Europe (Granada 1995)</b>	<ul style="list-style-type: none"> <li>• The main purpose of the Convention is to reinforce and promote policies for the conservation and enhancement of Europe's heritage. It also affirms the need for European solidarity with regard to heritage conservation and is designed to foster practical co-operation among the Parties. It establishes the principles of "European co-ordination of conservation policies" including consultations regarding the thrust of the policies to be implemented.</li> </ul>	<ul style="list-style-type: none"> <li>• The reinforcement and promotion of policies for protecting and enhancing the heritage within the territories of the parties.</li> <li>• The affirmation of European solidarity with regard to the protection of the heritage and the fostering of practical co-operation between states and regions.</li> </ul>
<b>ICOMOS (2011) Principles for the Conservation of Industrial</b>	<ul style="list-style-type: none"> <li>• It is aimed to assist in the documentation, protection, conservation and appreciation of industrial heritage as part of the heritage of human societies around the World.</li> </ul>	<ul style="list-style-type: none"> <li>• Document and understand industrial heritage structures, sites, areas and landscapes and their values;</li> <li>• Ensure effective protection and conservation of the industrial heritage structures, sites, areas and landscapes;</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
Heritage Sites, Structures, Areas and Landscapes ('Dublin Principles')		<ul style="list-style-type: none"> <li>• Conserve and maintain the industrial heritage structures, sites, areas and landscapes; and</li> <li>• (IV) Present and communicate the heritage dimensions and values of industrial structures, sites, areas and landscapes to raise public and corporate awareness, and support training and research.</li> </ul>
Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro 2005)	<ul style="list-style-type: none"> <li>• Cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time.</li> <li>• A heritage community consists of people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations.</li> </ul>	<ul style="list-style-type: none"> <li>• Recognise that rights relating to cultural heritage are inherent in the right to participate in cultural life, as defined in the Universal Declaration of Human Rights.</li> <li>• Recognise individual and collective responsibility towards cultural heritage.</li> <li>• Emphasise that the conservation of cultural heritage and its sustainable use have human development and quality of life as their goal.</li> <li>• Take the necessary steps to apply the provisions of this Convention concerning the role of cultural heritage in the construction of a peaceful and democratic society.</li> <li>• Greater synergy of competencies among all the public, institutional and private actors concerned.</li> </ul>
European Landscape Convention 2000	<ul style="list-style-type: none"> <li>• The developments in agriculture, forestry, industrial and mineral production techniques, together with the practices followed in town and country planning, transport, networks, tourism and recreation, and at a more general level, changes in the world economy, have in many cases accelerated the transformation of landscapes. The Convention expresses a concern to achieve sustainable development based on a balanced and harmonious relationship between social needs, economic activity and the environment. It aims to respond to the public's wish to enjoy high quality landscapes.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote protection, management and planning of landscapes.</li> <li>• Organise European co-operation on landscape issues.</li> </ul>
The Seventh Environmental Action Programme (EAP) of the European Community (2013-2020)	<ul style="list-style-type: none"> <li>• It identifies three key objectives: <ul style="list-style-type: none"> <li>◦ to protect, conserve and enhance the Union's natural capital</li> <li>◦ to turn the Union into a resource-efficient, green, and competitive low- carbon economy</li> <li>◦ to safeguard the Union's citizens from environment-related pressures and risks to health and wellbeing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Four so called "enablers" will help Europe deliver on these objectives (goals): <ul style="list-style-type: none"> <li>◦ Better implementation of legislation.</li> <li>◦ Better information by improving the knowledge base.</li> <li>◦ More and wiser investment for environment and climate policy.</li> <li>◦ Full integration of environmental requirements and considerations into other policies. Two additional horizontal priority objectives complete the programme:</li> <li>◦ To make the Union's cities more sustainable.</li> <li>◦ To help the Union address international environmental and climate challenges more effectively.</li> </ul> </li> </ul>
Bern Convention (Convention on the Conservation of European Wildlife and Natural Habitats)	<p>The convention has three main aims:</p> <ul style="list-style-type: none"> <li>• to conserve wild flora and fauna and their natural habitats</li> <li>• to promote cooperation between states</li> <li>• to give particular attention to endangered and vulnerable species including endangered and vulnerable migratory species</li> </ul>	<p>The Parties under the convention recognise the intrinsic value of nature, which needs to be preserved and passed to future generations, they also:</p> <ul style="list-style-type: none"> <li>• Seek to ensure the conservation of nature in their countries, paying particular attention to planning and development policies and pollution control.</li> <li>• Look at implementing the Bern Convention in central Eastern Europe and the Caucus.</li> <li>• Take account of the potential impact on natural heritage by other policies.</li> <li>• Promote education and information of the public, ensuring the need to conserve species is understood and acted upon.</li> <li>• Develop an extensive number of species action plans, codes of conducts, and guidelines, at their own initiative or in co-operation with other organisations.</li> <li>• Created the Emerald Network, an ecological network made up of Areas of Special Conservation Interest.</li> </ul>
Bali Road Map (2007)	<p>The overall goals of the project are twofold:</p> <ul style="list-style-type: none"> <li>• To increase national capacity to co-ordinate ministerial views, participate in the UNFCCC process, and negotiate positions within the timeframe of the Bali Action Plan; and</li> <li>• To assess investment and financial flows to address climate change for up to three key sectors and/or economic activities.</li> </ul>	<p>The Bali Action Plan is centred on four main building Blocks:</p> <ul style="list-style-type: none"> <li>• mitigation</li> <li>• adaptation</li> <li>• technology</li> <li>• financing</li> </ul>
Cancun Agreements (2010)	<ul style="list-style-type: none"> <li>• Set of decisions taken at the COP 16 Conference in Cancun in 2010 which addresses a series of key issues in the fight against climate change. Cancun Agreements' main objectives cover: <ul style="list-style-type: none"> <li>◦ Mitigation</li> <li>◦ Transparency of actions</li> <li>◦ Technology</li> <li>◦ Finance</li> <li>◦ Adaptation</li> <li>◦ Forests</li> <li>◦ Capacity building</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Among the most prominent agreements is the establishment of a Green Climate Fund to transfer money from the developed to developing world to tackle the impacts of climate change.</li> </ul>



Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Doha Climate Gateway (2012)</b>	<ul style="list-style-type: none"> <li>Set of decisions taken at the COP 18 meeting in Doha in 2012 which pave the way for a new agreement in Paris in 2015.</li> </ul>	<ul style="list-style-type: none"> <li>Set out a timetable to adopt a universal climate agreement by 2015 (to come into effect in 2020);</li> <li>Complete the work under Bali Action Plan and to focus on new completing new targets;</li> <li>Strengthen the aim to cut greenhouse gases and help vulnerable countries to adapt;</li> <li>Amend Kyoto Protocol to include a new commitment period for cutting down the greenhouse gases emissions; and</li> <li>Provide the financial and technology support and new institutions to allow clean energy investment and sustainable growth in developing countries.</li> </ul>
<b>EU Common Agricultural Policy</b>	<ul style="list-style-type: none"> <li>To improve agricultural productivity, so that consumers have a stable supply of affordable food; and</li> <li>To ensure that EU farmers can make a reasonable living.</li> </ul>	<ul style="list-style-type: none"> <li>Ensuring viable food production that will contribute to feeding the world's population, which is expected to rise considerably in the future;</li> <li>Climate change and sustainable management of natural resources;</li> <li>Looking after the countryside across the EU and keeping the rural economy alive.</li> </ul>
<b>EU REACH Regulation (EC 1907/2006)</b>	<ul style="list-style-type: none"> <li>Aims to improve the protection of human health and the environment through the better and earlier identification of the intrinsic properties of chemical substances.</li> </ul>	<p>The aims are achieved by applying REACH, namely:</p> <ul style="list-style-type: none"> <li>Registration,</li> <li>Evaluation,</li> <li>Authorisation; and</li> <li>Restriction of chemicals.</li> </ul> <p>REACH also aims to enhance innovation and competitiveness of the EU chemicals industry.</p>
<b>Stockholm Convention</b>	<ul style="list-style-type: none"> <li>The objective of the Stockholm Convention is to protect human health and the environment from persistent organic pollutants.</li> </ul>	<ul style="list-style-type: none"> <li>Prohibit and/or eliminate the production and use, as well as the import and export, of the intentionally produced Persistent Organic Pollutants (POPs) that are listed in Annex A to the Convention</li> <li>Restrict the production and use, as well as the import and export, of the intentionally produced POPs that are listed in Annex B to the Convention</li> <li>Reduce or eliminate releases from unintentionally produced POPs that are listed in Annex C to the Convention</li> <li>Ensure that stockpiles and wastes consisting of, containing or contaminated with POPs are managed safely and in an environmentally sound manner</li> <li>To target additional POPs</li> <li>Other provisions of the Convention relate to the development of implementation plans, information exchange, public information, awareness and education, research, development and monitoring, technical assistance, financial resources and mechanisms, reporting, effectiveness evaluation and non-compliance</li> </ul>
<b>Ramsar Convention</b>	<ul style="list-style-type: none"> <li>The Convention's mission is "the conservation and wise use of all wetlands through local and national actions and international cooperation, as a contribution towards achieving sustainable development throughout the world".</li> </ul>	<p>Under the "three pillars" of the Convention, the Contracting Parties commit to:</p> <ul style="list-style-type: none"> <li>Work towards the wise use of all their wetlands;</li> <li>Designate suitable wetlands for the list of Wetlands of International Importance (the "Ramsar List") and ensure their effective management;</li> <li>Cooperate internationally on transboundary wetlands, shared wetland systems and shared species.</li> </ul>
<b>European 2020 Strategy for Growth</b>	<p>Europe 2020 sets out a vision of Europe's social market economy for the 21st century and puts forward three mutually reinforcing priorities:</p> <ul style="list-style-type: none"> <li>Smart growth: developing an economy based on knowledge and innovation;</li> <li>Sustainable growth: promoting a more resource efficient, greener and more competitive economy;</li> <li>Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion.</li> </ul>	<p>In order to reach these priorities, the Commission proposes five quantitative targets to fulfil by 2020:</p> <ul style="list-style-type: none"> <li>75 % of the population aged 20-64 should be employed;</li> <li>3% of the EU's GDP should be invested in R&amp;D;</li> <li>the "20/20/20" climate/energy targets should be met (including an increase to 30% of emissions reduction if the conditions are right);</li> <li>the share of early school leavers should be under 10% and at least 40% of the younger generation should have a tertiary degree;</li> <li>20 million less people should be at risk of poverty.</li> </ul>
<b>European Parliament resolutions, including the European Green Deal (EGD) 2020</b>	<ul style="list-style-type: none"> <li>The deal sets out how to make Europe the first climate-neutral continent by 2050, boosting the economy, improving people's quality of life, caring for nature and leaving no one behind.</li> </ul>	<ul style="list-style-type: none"> <li>It sets out a roadmap with actions to boost the efficient use of resources by moving to a clean, circular economy, restore biodiversity and cut pollution.</li> <li>It outlines investments required, financing tools available and explains how to ensure a just and inclusive transition.</li> <li>In order to meet the goal to become climate neutral by 2050 as part of the European Green Deal, the European Union (EU) Commission proposed on 4th March 2020 to bring about the first European Climate Law and legally bind the target of net zero greenhouse gas emissions by 2050.</li> </ul>
<b>EU (2018) Clean Air Policy Package</b>	<ul style="list-style-type: none"> <li>Aims to substantially reduce air pollution across the EU.</li> </ul>	<ul style="list-style-type: none"> <li>The proposed strategy sets out objectives for reducing the health and environmental impacts of air pollution by 2030, and contains legislative proposals to implement stricter standards for emissions and air pollution.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Leaders Pledge for Nature 2020</b>	<ul style="list-style-type: none"> <li>Political leaders (including Taoiseach Michael Martin) participating in the United Nations Summit on Biodiversity in September 2020, representing 75 countries from all regions and the European Union, have committed to reversing biodiversity loss by 2030.</li> </ul>	<p>As part of the UN Decade of Action to achieve sustainable development, the leaders commit to achieve the vision of Living in Harmony with Nature by 2050 by undertaking ten actions, including:</p> <ul style="list-style-type: none"> <li>Putting biodiversity, climate, and the environment at the heart of COVID-19 recovery strategies and investments as well as national and international development and cooperation;</li> <li>Developing and implementing an ambitious and transformational post-2020 global biodiversity framework for adoption at the 15th meeting of the Conference of the Parties (COP 15) to the UN Convention on Biological Diversity (CBD) in Kunming, China, as a key instrument to reach the SDGs;</li> <li>Raising ambition and aligning domestic climate policies with the Paris Agreement on climate change, with enhanced nationally determined contributions (NDCs) and long-term strategies consistent with the temperature goals of the Paris Agreement, and the objective of net zero greenhouse gas (GHG) emissions by mid-century, and strengthen climate resilience of economies and ecosystems; and</li> <li>Mainstream biodiversity into relevant sectoral and cross-sectoral policies at all levels, including in food production, agriculture, fisheries and forestry, energy, tourism, infrastructure and extractive industries, and trade and supply chains, as well as into key international agreements and processes.</li> </ul>

#### National Level

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Ireland 2040 - Our Plan, the National Planning Framework, and The National Development Plan (2018- 2027)</b>	<ul style="list-style-type: none"> <li>The National Planning Framework is the Government's high-level strategic plan for shaping the future growth and development of to the year 2040. It is a framework to guide public and private investment, to create and promote opportunities for people, and to protect and enhance the environment - from villages to cities, and everything around and in between.</li> <li>The National Development Plan sets out the investment priorities that will underpin the successful implementation of the new National Planning Framework. This will guide national, regional and local planning and investment decisions in Ireland over the next two decades, to cater for an expected population increase of over 1 million people.</li> </ul>	<p>National Strategic Outcomes as follows:</p> <ul style="list-style-type: none"> <li>Compact Growth</li> <li>Enhanced Regional Accessibility</li> <li>Strengthened Rural Economies and Communities</li> <li>Sustainable Mobility</li> <li>A Strong Economy, supported by Enterprise, Innovation and Skills</li> <li>High-Quality International Connectivity</li> <li>Enhanced Amenity and Heritage</li> <li>Transition to a Low-Carbon and Climate-Resilient Society</li> <li>Sustainable Management of Water and other Environmental Resources</li> <li>Access to Quality Childcare, Education and Health Services</li> </ul>
<b>Planning, Land Use and Transport Outlook 2040 [in preparation]</b>	<p>The PLUTO will take account of forecasted future economic and demographic scenarios, affordability considerations and relevant Government policies and will:</p> <ul style="list-style-type: none"> <li>Quantify in broad terms the appropriate scale of financial investment in land transport over the long term;</li> <li>Consider how fiscal, environmental and technological developments might impact on this investment; and,</li> <li>Identify strategic priorities for future investment to ensure land transport infrastructure provision facilitates the objectives of Project Ireland 2040.</li> </ul>	<p>PLUTO Goals are:</p> <ul style="list-style-type: none"> <li>A clean, low-carbon and environmentally sustainable transport system</li> <li>Supporting successful places and vibrant communities</li> <li>A high-level of service on a safe, accessible, reliable and efficient public transport network</li> <li>A strong and balanced economy</li> </ul>
<b>Planning and Development Act 2000 (as amended)</b>	<ul style="list-style-type: none"> <li>The core objectives of this Act are to amend the Planning Acts of 2000 – 2009 with specific regard given to supporting economic renewal and sustainable development.</li> </ul>	<ul style="list-style-type: none"> <li>Development, with certain exceptions, is subject to development control under the Planning Acts and the local authorities grant or refuse planning permission for development, including ones within protected areas.</li> <li>There are, however, a range of exemptions from the planning system. Use of land for agriculture, peat extraction and afforestation, subject to certain thresholds, is generally exempt from the requirement to obtain planning permission.</li> <li>Additionally, Environmental Impact Assessment (EIA) is required for a range of classes and large-scale projects.</li> <li>Under planning legislation, Development Plans must include mandatory objectives for the conservation of the natural heritage and for the conservation of European sites and any other sites which may be prescribed. There are also discretionary powers to set objectives for the conservation of a variety of other elements of the natural heritage.</li> </ul>
<b>European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (S.I. 435 of 2004), as amended by S.I. 200 of 2011</b>	<ul style="list-style-type: none"> <li>The purpose of these Regulations is to transpose into Irish law Directive 2001/42/EC of 27 June 2001 (O.J. No. L 197, 21 July 2001) on the assessment of the effects of certain plans and programmes on the environment — commonly known as the Strategic Environmental Assessment (SEA) Directive.</li> </ul>	<ul style="list-style-type: none"> <li>The Regulations cover plans and programmes in all of the sectors listed in article 3(2) of the Directive except land-use planning.</li> <li>These Regulations also amend certain provisions of the Planning and Development Act 2000 to provide the statutory basis for the transposition of the Directive in respect of land-use planning.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
		<ul style="list-style-type: none"> <li>• Transposition in respect of the land-use planning sector is contained in the Planning and Development (Strategic Environmental Assessment) Regulations 2004 (S.I. No. 436 of 2004).</li> </ul>
European Communities (Birds and Natural Habitats) Regulations 2011 (S.I. 477 of 2011, as amended)	<ul style="list-style-type: none"> <li>• These Regulations provide a new for the implementation in Ireland of Council Directive 92/43/EEC on habitats and protection of wild fauna and flora (as amended) and for the implementation of Directive 2009/147/EC of the European Parliament and of the Council on the protection of wild birds.</li> </ul>	<ul style="list-style-type: none"> <li>• They provide, among other things, for: the appointment and functions of authorized officers; identification, classification and other procedures relative to the designation of Community sites.</li> <li>• The Regulations have been prepared to address several judgments of the CJEU against Ireland, notably cases C-418/04 and C-183/05, in respect of failure to transpose elements of the Birds Directive and the Habitats Directive into Irish law.</li> </ul>
Waste Management Act 1996, as amended	<ul style="list-style-type: none"> <li>• To make provision in relation to the prevention, management and control of waste; to give effect to provisions of certain acts adopted by institutions of the European communities in respect of those matters; to amend the Environmental Protection Agency Act, 1992, and to repeal certain enactments and to provide for related matters.</li> </ul>	<ul style="list-style-type: none"> <li>• The Waste Management Act contains a number of key legal obligations, including requirements for waste management planning, waste collection and movement, the authorisation of waste facilities, measures to reduce the production of waste and/or promote its recovery.</li> </ul>
European Communities Environmental Objectives (FPM) Regulations 2009 (S.I 296 of 2009)	<ul style="list-style-type: none"> <li>• The purpose of these Regulations is to support the achievement of favourable conservation status for freshwater pearl mussels</li> </ul>	<ul style="list-style-type: none"> <li>• Set environmental quality objectives for the habitats of the freshwater pearl mussel populations named in the First Schedule to these Regulations that are within the boundaries of a site notified in a candidate list of European sites, or designated as a Special Area of Conservation, under the European Communities (Natural Habitats) Regulations, 1997 (S.I. No. 94/1997).</li> <li>• Require the production of sub-basin management plans with programmes of measures to achieve these objectives.</li> <li>• Set out the duties of public authorities in respect of the sub-basin management plans and programmes of measure.</li> </ul>
European Communities Environmental Objectives (Groundwater) Regulations 2010 (S.I 9 of 2010), as amended (S.I. No. 366 of 2016)	<ul style="list-style-type: none"> <li>• To amend the European Communities Environmental Objectives (Groundwater) Regulations 2010 (S.I. No. 9 of 2010) to make further provision to implement Commission Directive 2014/80/EU of 20 June 2014 amending Annex II to Directive 2006/118/EC of the European Parliament and of the Council on the protection of groundwater against pollution and deterioration.</li> </ul>	<ul style="list-style-type: none"> <li>• The substances and threshold values set out in Schedule 5 to S.I. No. 9 of 2010 have been reviewed and amended where necessary, based on existing monitoring information and international guidelines on appropriate threshold values.</li> <li>• Part A of Schedule 6 has been amended to include changes to the rules governing the determination of background levels for the purposes of establishing threshold values for groundwater pollutants and indicators of pollution.</li> <li>• Part B of Schedule 6 has been amended to include nitrites and phosphorus (total) / phosphates among the minimum list of pollutants and their indicators which the Environmental Protection Agency (EPA) must consider when establishing threshold values.</li> <li>• Part C of Schedule 6 amends the information to be provided to the Minister by the EPA with regard to the pollutants and their indicators for which threshold values have been established.</li> </ul>
European Communities (Good Agricultural Practice for Protection of Waters) Regulations 2014 (S.I. No. 31 of 2014)	<ul style="list-style-type: none"> <li>• These Regulations, which give effect to Ireland's 3rd Nitrates Action Programme, provide statutory support for good agricultural practice to protect waters against pollution from agricultural sources</li> </ul>	<p>The Regulations include measures such as:</p> <ul style="list-style-type: none"> <li>• Periods when land application of fertilisers is prohibited</li> <li>• Limits on the land application of fertilisers</li> <li>• Storage requirements for livestock manure; and</li> <li>• Monitoring of the effectiveness of the measures in terms of agricultural practice and impact on water quality.</li> </ul>
Climate Action and Low Carbon Development Act 2015 and Climate Action and Low Carbon Development (Amendment) Act 2021	<ul style="list-style-type: none"> <li>• An Act to provide for the approval of plans by the Government in relation to climate change for the purpose of pursuing the transition to a low carbon, climate resilient and environmentally sustainable economy.</li> </ul>	<p>When considering a plan or framework, for approval, the Government shall endeavour to achieve the national transition objective within the period to which the objective relates and shall, in endeavouring to achieve that objective, ensure that such objective is achieved by the implementation of measures that are cost effective and shall, for that purpose, have regard to:</p> <ul style="list-style-type: none"> <li>• The ultimate objective specified in Article 2 of the United Nations Framework Convention on Climate Change done at New York on 9 May 1992 and any mitigation commitment entered into by the European Union in response or otherwise in relation to that objective,</li> <li>• The policy of the Government on climate change,</li> <li>• Climate justice,</li> <li>• Any existing obligation of the State under the law of the European Union or any international agreement referred to in section 2; and</li> <li>• The most recent national greenhouse gas emissions inventory and projection of future greenhouse gas emissions, prepared by the Agency.</li> </ul>
Climate Action Plan 2023	<ul style="list-style-type: none"> <li>• The Climate Action Plan 2023 provides a detailed plan for taking decisive action to achieve a 51% reduction in overall greenhouse gas emissions by 2030 and setting Ireland</li> </ul>	<ul style="list-style-type: none"> <li>• The Plan lists the actions needed to deliver on our climate targets and sets indicative ranges of emissions reductions for each sector of the economy. It will be updated annually to ensure alignment with Ireland's legally binding economy-wide carbon budgets and sectoral ceilings.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
	on a path to reach net-zero emissions by no later than 2050, as committed to in the Programme for Government and set out in the Climate Act 2021.	
<b>The Sustainable Development Goals National Implementation Plan (2018 – 2020)</b>	<ul style="list-style-type: none"> <li>National Implementation Plan 2018 - 2020 is in direct response to the 2030 Agenda for Sustainable Development and provides a whole-of-government approach to implement the 17 Sustainable Development Goals (SDGs).</li> <li>The Plan provides an 'SDG Matrix' which identifies the responsible Government Departments for each of the 169 targets. It also includes an 'SDG Policy Map' indicating the relevant national policies for each of the targets.</li> </ul>	<p>The Plan identifies four strategic priorities to guide implementation:</p> <ul style="list-style-type: none"> <li>Awareness: raise public awareness of the SDGs;</li> <li>Participation: provide stakeholders opportunities to engage and contribute to follow-up and review processes, and further develop national implementation of the Goals;</li> <li>Support: encourage and support efforts of communities and organisations to contribute towards meeting the SDGs, and foster public participation; and</li> <li>Policy alignment: develop alignment of national policy with the SDGs and identify opportunities for policy coherence.</li> </ul>
<b>European Union (Birds and Natural Habitats) (Sea-Fisheries) Regulations 2013 (S.I. 290 of 2013)</b>	<ul style="list-style-type: none"> <li>These regulations have been drafted to implement the responsibilities of the Minister for Agriculture Food and the Marine in relation to sea fisheries in European sites, in accordance with the Habitats and Birds Directives as transposed by the European Communities (Birds and Natural Habitats) Regulations 2011 (S.I. 477 of 2011).</li> </ul>	<ul style="list-style-type: none"> <li>Regulation 3 provides for the submission of a Fisheries Natura Plan in relation to planned fisheries;</li> <li>Regulation 4 provides for a screening of a Fisheries Natura Plan to determine whether or not an appropriate assessment is required;</li> <li>Regulation 5 provides for an appropriate assessment of a Fisheries Natura Plan and also provides for public and statutory consultation;</li> <li>Regulation 6 provides for the Minister to make a determination to adopt a Fisheries Natura Plan. The Minister may amend, withdraw or revoke a plan;</li> <li>Regulation 7 provides for publication of the adopted Fisheries Natura Plan;</li> <li>Regulation 8 provides for a Risk Assessment of unplanned fisheries and also provides for public and statutory consultation on the assessment;</li> <li>Regulation 9 provides for the issue of a Natura Declaration to prohibit, restrict including restricting by permit, control, etc. of sea fishing activities;</li> <li>Regulation 10 provides for Natura Permits to be issued where required by Natura Declarations; and</li> <li>Regulations 11 to 31 deal with functions of authorised officers and related matters, offences, etc.</li> </ul>
<b>Strategy for Renewable Energy (2012-2020)</b>	<ul style="list-style-type: none"> <li>The Government's overarching strategic objective is to make renewable energy an increasingly significant component of Ireland's energy supply by 2020, so that at a minimum it will achieve its legally binding 2020 target in the most cost-efficient manner for consumers.</li> <li>Of critical importance is the role which the renewable energy sector plays in job creation and economic activity as part of the Government's action plan for jobs.</li> </ul>	<p>This document sets out five strategic goals, reflecting the key dimensions of the challenge to 2020:</p> <ul style="list-style-type: none"> <li>Increasing on and offshore wind,</li> <li>Building a sustainable bioenergy sector,</li> <li>Fostering R&amp;D in renewables such as wave &amp; tidal,</li> <li>Growing sustainable transport; and</li> <li>Building out robust and efficient networks.</li> </ul>
<b>Governments White Paper 'Ireland's Transition to a Low Carbon Energy Future' (2015 – 2030)</b>	<ul style="list-style-type: none"> <li>The White Paper sets out a vision and a framework to guide Irish energy policy between now and 2030. A complete energy policy update informed by the vision to transform Ireland into a low carbon society and economy by 2050.</li> </ul>	<p>2030 will represent a significant milestone, meaning:</p> <ul style="list-style-type: none"> <li>Reduced GHG emissions from the energy sector by between 80% and 95% ensuring that secure supplies of competitive and affordable energy remain available to citizens and businesses.</li> </ul>
<b>National Policy Position on Climate Action and Low Carbon Development (2014)</b>	<ul style="list-style-type: none"> <li>The National Policy Position provides a high-level policy direction for the adoption and implementation by Government of plans to enable the State to move to a low carbon economy by 2050.</li> <li>Statutory authority for the plans is set out in the Climate Action and Low Carbon Development Act 2015.</li> </ul>	<p>National climate policy in Ireland:</p> <ul style="list-style-type: none"> <li>Recognises the threat of climate change for humanity;</li> <li>Anticipates and supports mobilisation of a comprehensive international response to climate change, and global transition to a low-carbon future;</li> <li>Recognises the challenges and opportunities of the broad transition agenda for society; and</li> <li>Aims, as a fundamental national objective, to achieve transition to a competitive, low carbon, climate-resilient and environmentally sustainable economy by 2050.</li> </ul>
<b>National Clean Air Strategy [in preparation]</b>	<ul style="list-style-type: none"> <li>The Clean Air Strategy will provide the strategic policy framework necessary to identify and promote integrated measures across government policy that are required to reduce air pollution and promote cleaner air while delivering on wider national objectives.</li> </ul>	<ul style="list-style-type: none"> <li>Having a National Strategy will provide a policy framework by which Ireland can develop the necessary policies and measures to comply with new and emerging EU legislation.</li> <li>The Strategy should also help tackle climate change.</li> <li>The Strategy will consider a wider range of national policies that are relevant to clean air policy such as transport, energy, home heating and agriculture.</li> <li>In any discussion relating to clean air policy, the issue of people's health is paramount and this will be a strong theme of the Strategy.</li> </ul>
<b>EirGrid's Grid25 Strategy and associated Grid25 Implementation Programme 2017-2022</b>	<ul style="list-style-type: none"> <li>EirGrid's mission is to develop, maintain and operate a safe, secure, reliable, economical and efficient transmission system for Ireland; "Our vision is of a grid developed to match future needs, so it can safely and reliably carry power all over the country to the major towns and cities and onwards to every home, farm and business where the electricity is</li> </ul>	<ul style="list-style-type: none"> <li>Grid25, EirGrid's roadmap to uprate the electricity transmission grid by 2025, continues to be implemented so as to increase the capacity of the grid, to satisfy future demand, and to help Ireland meet its target of 40 per cent of electricity from renewable energy by 2020.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
	consumed and so it can meet the needs of consumers and generators in a sustainable way.”	
<b>Strategy for the Future Development of National and Regional Greenways (2018)</b>	<ul style="list-style-type: none"> <li>The objective of this Strategy is to assist in the strategic development of nationally and regionally significant Greenways in appropriate locations constructed to an appropriate standard in order to deliver a quality experience for all Greenways users.</li> <li>It also aims to increase the number and geographical spread of Greenways of scale and quality around the country over the next 10 years with a consequent significant increase in the number of people using Greenways as a visitor experience and as a recreational amenity.</li> </ul>	<ul style="list-style-type: none"> <li>A Strategic Greenway network of national and regional routes, with a number of high capacity flagship routes that can be extended and/or link with local Greenways and other cycling and walking infrastructure;</li> <li>Greenways of scale and appropriate standard that have significant potential to deliver an increase in activity tourism to Ireland and are regularly used by overseas visitors, domestic visitors and locals thereby contributing to a healthier society through increased physical activity;</li> <li>Greenways that provide a substantially segregated off road experience linking places of interest, recreation and leisure in areas with beautiful scenery of different types with plenty to see and do; and</li> <li>Greenways that provide opportunities for the development of local businesses and economies, and</li> <li>Greenways that are developed with all relevant stakeholders in line with an agreed code of practice.</li> </ul>
<b>National Water Resources Plan [in preparation]</b>	<ul style="list-style-type: none"> <li>The NWRP is a plan on how to provide a safe, secure and reliable water supply to customers for the next 25 years, without causing adverse impact on the environment.</li> <li>The objective of the NWRP is to set out how we intend to maintain the supply and demand for drinking water over the short, medium and long term whilst minimising the impact on the environment.</li> </ul>	<p>The key objectives of the plan are to:</p> <ul style="list-style-type: none"> <li>Identify areas where there are current and future potential water supply shortfalls, taking into account normal and extreme weather conditions</li> <li>Assess the current and future water demand from homes, businesses, farms, and industry</li> <li>Consider the impacts of climate change on Ireland’s water resources</li> <li>Develop a drought plan advising measures to be taken before and during drought events</li> <li>Develop a plan detailing how we deal with the material that is produced as a result of treating drinking water</li> <li>Identify, develop and assess options to help meet potential shortfalls in water supplies</li> <li>Assess the water resources available at a national level including lakes, rivers and groundwater</li> </ul>
<b>National Strategic Plan for Aquaculture Development (2014-2020)</b>	<ul style="list-style-type: none"> <li>Vision: “Aquaculture in RC is economically, socially and ecologically sustainable, with a developed infrastructure, strong human potentials and an organized market. The consumption of aquaculture products is equal or above EU average, while the technological development of the sector is among the best in the EU.”</li> </ul>	<p>General development and growth objectives of marine and freshwater aquaculture (2014 – 2020):</p> <ul style="list-style-type: none"> <li>Strengthen the social, business and administrative environment for aquaculture development</li> <li>Increase in the total production to 24,050 tonnes while adhering to the principles of economic, social and ecological sustainability</li> <li>Improvement of the perception and increase in the national consumption of National products</li> </ul>
<b>Construction 2020, A Strategy for a Renewed Construction Sector</b>	<p>Construction 2020 sets out a package of measures agreed by the Government and is aimed at stimulating activity in the building industry.</p> <p>The Strategy aims both to increase the capacity of the sector to create and maintain jobs, and to deliver a sustainable sector, operating at an appropriate level. It seeks to learn the lessons of the past and to ensure that the right structures and mechanisms are in place so that they are not repeated.</p>	<p>This Strategy therefore addresses issues including:</p> <p>A strategic approach to the provision of housing, based on real and measured needs, with mechanisms in place to detect and act when things are going wrong;</p> <p>Continuing improvement of the planning process, striking the right balance between current and future requirements;</p> <p>The availability of financing for viable and worthwhile projects;</p> <p>Access to mortgage finance on reasonable and sustainable terms;</p> <p>Ensuring we have the tools we need to monitor and regulate the sector in a way that underpins public confidence and worker safety;</p> <p>Ensuring a fit for purpose sector supported by a highly skilled workforce achieving high quality and standards; and</p> <p>Ensuring opportunities are provided to unemployed former construction workers to contribute to the recovery of the sector.</p>
<b>Sustainable Development: A Strategy for Ireland (1997)</b>	<p>The overall aim of this Strategy is to ensure that economy and society in Ireland can develop to their full potential within a well-protected environment, without compromising the quality of that environment, and with responsibility towards present and future generations and the wider international community.</p>	<p>The Strategy addresses all areas of Government policy, and of economic and societal activity, which impact on the environment. It seeks to re-orientate policies as necessary to ensure that the strong growth Ireland enjoys and seeks to maintain will be environmentally sustainable.</p>
<b>National Landscape Strategy for Ireland 2015-2025 and National Landscape Character Assessment (pending preparation)</b>	<ul style="list-style-type: none"> <li>The National Landscape Strategy will be used to ensure compliance with the European Landscape Convention and to establish principles for protecting and enhancing the landscape while positively managing its change. It will provide a high-level policy framework to achieve balance between the protection, management and planning of the landscape by way of supporting actions.</li> <li>Landscape Strategy Vision: “Our landscape reflects and embodies our cultural values and our shared natural heritage and contributes to the well- being of our society, environment and economy. We have an obligation to ourselves and to future generations to promote its sustainable protection, management and planning.”</li> </ul>	<p>The objectives of the National Landscape Strategy are to:</p> <ul style="list-style-type: none"> <li>Implement the European Landscape Convention by integrating landscape into the approach to sustainable development;</li> <li>Establish and embed a public process of gathering, sharing and interpreting scientific, technical and cultural information in order to carry out evidence-based identification and description of the character, resources and processes of the landscape;</li> <li>Provide a policy framework, which will put in place measures at national, sectoral - including agriculture, tourism, energy, transport and marine - and local level, together with civil society, to protect, manage and properly plan through high quality design for the sustainable stewardship of the landscape;</li> <li>Ensure that we take advantage of opportunities to implement policies relating to landscape use that are complementary and mutually reinforcing and that conflicting policy objectives are avoided in as far as possible.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
Ireland's National Waste Policy 2020 – 2025	<ul style="list-style-type: none"> <li>The Policy sets out new targets to tackle waste and move towards a circular economy.</li> </ul>	<ul style="list-style-type: none"> <li>The plan includes halving our food waste by 2030, the introduction of a deposit and return scheme for plastic bottles and cans, a ban on certain single use plastics from July 2021, and a levy on disposable cups. Other measures include applying green criteria and circular economy principles in all public procurement, a waste recovery levy to encourage recycling, and ensuring all packaging is reusable or recyclable by 2030.</li> </ul>
National Hazardous Waste Management Plan (EPA) 2014-2020	<ul style="list-style-type: none"> <li>This Plan sets out the priorities to be pursued over the next six years and beyond to improve the management of hazardous waste, taking into account the progress made since the previous plan and the waste policy and legislative changes that have occurred since the previous plan was published. Section 26 of the Waste Management Act 1996 as amended, sets out the overarching objectives for the National Hazardous Waste Management Plan. In this context, the following objectives are included as priorities for the revised Plan period:</li> <li>To prevent and reduce the generation of hazardous waste by industry and society generally;</li> <li>To maximise the collection of hazardous waste with a view to reducing the environmental and health impacts of any unregulated waste;</li> <li>To strive for increased self-sufficiency in the management of hazardous waste and to minimise hazardous waste export;</li> <li>To minimise the environmental, health, social and economic impacts of hazardous waste generation and management.</li> </ul>	<p>The revised Plan makes 27 recommendations under the following topics:</p> <ul style="list-style-type: none"> <li>Prevention</li> <li>Collection</li> <li>Self-sufficiency</li> <li>Regulation</li> <li>Legacy issues</li> <li>North-south cooperation</li> <li>Guidance and awareness</li> <li>Implementation</li> </ul>
Ministerial Guidelines such as Sustainable Rural Housing Guidelines and Flood Risk Management Guidelines	<ul style="list-style-type: none"> <li>The Department produces a range of guidelines designed to help planning authorities, An Bord Pleanála, developers and the general public and cover a wide range of issues amongst others, architectural heritage, child care facilities, landscape, quarries and residential density.</li> </ul>	<ul style="list-style-type: none"> <li>The Minister issues statutory guidelines under Section 28 of the Act which planning authorities and An Bord Pleanála are obliged to have regard to in the performance of their planning functions.</li> </ul>
HSE Healthy Ireland Framework for Improved Health and Wellbeing 2013-2025	<ul style="list-style-type: none"> <li>The vision is: "A Healthy Ireland, where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone's responsibility."</li> </ul>	<p>These four goals are interlinked, interdependent and mutually supportive:</p> <ul style="list-style-type: none"> <li>Goal 1: Increase the proportion of people who are healthy at all stages of life</li> <li>Goal 2: Reduce health inequalities</li> <li>Goal 3: Protect the public from threats to health and wellbeing</li> <li>Goal 4: Create an environment where every individual and sector of society can play their part in achieving a healthy Ireland</li> </ul>
Our Sustainable Future: A framework for Sustainable Development for Ireland 2012	<ul style="list-style-type: none"> <li>A medium to long term framework for advancing sustainable development and the green economy in Ireland. It identifies spatial planning as a key challenge for sustainable development and sets a series of measures to address these challenges.</li> </ul>	<ul style="list-style-type: none"> <li>Sets out the challenges facing us and how we might address them in making sure that quality of life and general wellbeing can be improved and sustained in the decades to come.</li> </ul>
Smarter Travel – A Sustainable Transport Future – A New Transport Policy for Ireland 2009 – 2020 (2009)	<ul style="list-style-type: none"> <li>Outlines a policy for how a sustainable travel and transport system can be achieved.</li> <li>Sets out five key goals: <ul style="list-style-type: none"> <li>To reduce overall travel demand.</li> <li>To maximise the efficiency of the transport network.</li> <li>To reduce reliance on fossil fuels.</li> <li>To reduce transport emissions.</li> <li>To improve accessibility to transport.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Others lower level aims include: <ul style="list-style-type: none"> <li>reduce distance travelled by private car and encourage smarter travel, including focusing population growth in areas of employment and to encourage people to live in close proximity to places of employment</li> <li>ensuring that alternatives to the car are more widely available, mainly through a radically improved public transport service and through investment in cycling and walking</li> <li>improving the fuel efficiency of motorised transport through improved fleet structure, energy efficient driving and alternative technologies</li> <li>strengthening institutional arrangements to deliver the targets</li> </ul> </li> </ul>
Investing in our Future: A Strategic Framework for Investment in Land Transport (SFILT) – Department of Transport, Tourism and Sport	<ul style="list-style-type: none"> <li>SFILT sets out a set of priorities to guide the allocation of the State's investment to best develop and manage Ireland's land transport network over the coming decades.</li> </ul>	<p>The three priorities stated in SFILT are:</p> <ul style="list-style-type: none"> <li>Priority 1: Achieve steady state maintenance (meaning that the maintenance and renewal of the existing transport system is at a sufficient level to maintain the system in an adequate condition);</li> <li>Priority 2: Address urban congestion; and</li> <li>Priority 3: Maximise the value of the road network.</li> </ul> <p>In delivering on the steady state maintenance objective set out in SFILT, the Plan includes for:</p> <ul style="list-style-type: none"> <li>Planned replacement programme for the bus fleet operated under Public Service Obligation ("PSO") contracts;</li> <li>Tram refurbishment and asset renewal in the case of light rail; and</li> <li>To the extent within the Authority' remit, support for the operation of the existing rail network within the GDA.</li> </ul>



Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Delivering a Sustainable Energy Future for Ireland – The Energy Policy Framework 2007 – 2020 (2007)</b>	<ul style="list-style-type: none"> <li>White paper setting out a framework for delivering a sustainable energy future in Ireland.</li> <li>Outlines strategic Goals for: <ul style="list-style-type: none"> <li>Security of Supply</li> <li>Sustainability of Energy</li> <li>Competitiveness of Energy Supply</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The underpinning Strategic Goals are: <ul style="list-style-type: none"> <li>Ensuring that electricity supply consistently meets demand</li> <li>Ensuring the physical security and reliability of gas supplies to Ireland</li> <li>Enhancing the diversity of fuels used for power generation</li> <li>Delivering electricity and gas to homes and businesses over efficient, reliable and secure networks</li> <li>Creating a stable attractive environment for hydrocarbon exploration and production</li> <li>Being prepared for energy supply disruptions</li> </ul> </li> </ul>
<b>National Adaptation Framework (NAF) 2018 and associated regional, local and sectoral adaptation plans</b>	<ul style="list-style-type: none"> <li>NAF specifies the national strategy for the application of adaptation measures in different sectors and by local authorities in their administrative areas in order to reduce the vulnerability of the State to the negative effects of climate change and to avail of any positive effects that may occur</li> </ul>	<ul style="list-style-type: none"> <li>Adaptation under this Framework should seek to minimise costs and maximise the opportunities arising from climate change.</li> <li>Adaptation actions range from building adaptive capacity (e.g. increasing awareness, sharing information and targeted training) through to policy and finance-based actions.</li> <li>Adaptation actions must be risk based, informed by existing vulnerabilities of our society and systems and an understanding of projected climate change.</li> <li>Adaptation actions taken to increase climate resilience must also consider impacts on other sectors and levels of governance</li> </ul>
<b>2030 Climate and Energy Framework</b>	<ul style="list-style-type: none"> <li>Adopted October 2014, includes EU-wide targets and policy objectives for the period from 2021 to 2030.</li> </ul>	<p>Key targets for 2030:</p> <ul style="list-style-type: none"> <li>At least 40% cut in greenhouse gas emissions (from 1990 levels).</li> <li>At least 32% share for renewable energy. This was revised upwards in 2018.</li> <li>At least 32.5% improvement in energy efficiency. This was revised upwards in 2018.</li> </ul>
<b>National Renewable Energy Action Plan (2010)</b>	<ul style="list-style-type: none"> <li>Sets out the Member State's national targets for the share of energy from renewable sources to be consumed in transport, electricity and heating and cooling in 2020, and demonstrates how the Member State will meet its overall national target established under the Directive.</li> </ul>	<ul style="list-style-type: none"> <li>Ireland's 16% target of gross final consumption to come from renewables by 2020.</li> </ul>
<b>National Energy Efficiency Action Plan for Ireland (2009 – 2020)</b>	<ul style="list-style-type: none"> <li>This is the second National Energy Efficiency Action Plan for Ireland.</li> </ul>	<ul style="list-style-type: none"> <li>The Plan reviews the original 90 actions outlined in the first Plan and updates/renews/removes them as appropriate.</li> </ul>
<b>National Energy &amp; Climate Plan (NECP) 2021 – 2030</b>	<ul style="list-style-type: none"> <li>Ireland's National Energy &amp; Climate Plan (NECP) 2021-2030 takes into account energy and climate policies developed up to 2019, the levels of demographic and economic growth identified in the National Planning Framework - Project 2040 and includes all of the climate and energy measures as set out in the National Development Plan 2018-2027.</li> </ul>	<ul style="list-style-type: none"> <li>The planned policies and measures that were identified up to the end of 2019, collectively deliver a 30% reduction by 2030 in non-Emission Trading Systems greenhouse gas emissions (from 2005 levels). Ireland is committed to achieving a 7% annual average reduction in greenhouse gas emissions between 2021 and 2030. The NECP was drafted in line with the current EU effort-sharing approach, before the Government committed to this higher level of ambition, and therefore does not reflect this higher commitment. Ireland is currently developing those policies and measures and intends to integrate the revision of the NECP into the process which will be required for increasing the overall EU contribution under the Paris Agreement.</li> </ul>
<b>Wildlife Act of 1976 Wildlife (Amendment) Act, 2000</b>	<ul style="list-style-type: none"> <li>The act provides protection and conservation of wild flora and fauna.</li> </ul>	<ul style="list-style-type: none"> <li>Provides protection for certain species, their habitats and important ecosystems</li> <li>Give statutory protection to NHAs</li> <li>Enhances wildlife species and their habitats</li> <li>Includes more species for protection</li> </ul>
<b>Actions for Biodiversity (2017-2021) Ireland's National Biodiversity Plan</b>	<ul style="list-style-type: none"> <li>Sets out strategic objectives, targets and actions to conserve and restore Ireland's biodiversity and to prevent and reduce the loss of biodiversity in Ireland and globally.</li> </ul>	<ul style="list-style-type: none"> <li>To mainstream biodiversity in the decision-making process across all sectors.</li> <li>To substantially strengthen the knowledge base for conservation, management and sustainable use of biodiversity.</li> <li>To increase awareness and appreciation of biodiversity and ecosystems services.</li> <li>To conserve and restore biodiversity and ecosystem services in the wider countryside.</li> <li>To conserve and restore biodiversity and ecosystem services in the marine environment.</li> <li>To expand and improve on the management of protected areas and legally protected species.</li> <li>To substantially strengthen the effectiveness of international governance for biodiversity and ecosystem services.</li> </ul>
<b>National Broadband Plan (2012)</b>	<ul style="list-style-type: none"> <li>Sets out the strategy to deliver high speed broadband throughout Ireland.</li> </ul>	<ul style="list-style-type: none"> <li>The Plan sets out: <ul style="list-style-type: none"> <li>A clear statement of Government policy on the delivery of High-Speed Broadband.</li> <li>Specific targets for the delivery and rollout of high-speed broadband and the speeds to be delivered.</li> <li>The strategy and interventions that will underpin the successful implementation of these targets.</li> <li>A series of specific complementary measures to promote implementation of Government policy in this area.</li> </ul> </li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Food Vision 2030</b>	<ul style="list-style-type: none"> <li>This is a ten-year strategy for the Irish agri-food sector (taken to include primary agriculture, food and drink processing and manufacturing, fisheries, aquaculture and fish processing, forestry and forestry processing and the equine sector). The Strategy has four high-level Missions for the sector to work towards: <ul style="list-style-type: none"> <li>Mission 1 - A Climate Smart, Environmentally Sustainable Agri-Food Sector;</li> <li>Mission 2 - Viable and Resilient Primary Producers with Enhanced Well-Being;</li> <li>Mission 3 - Food Which is Safe, Nutritious and Appealing, Trusted And Valued at Home and Abroad;</li> <li>Mission 4 - An Innovative, Competitive and Resilient Agri-Food Sector, Driven by Technology and Talent.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The four high-level missions contain 22 goals in total. Those relating directly to biodiversity are:</li> <li>Develop a Climate-Neutral Food System by 2050 and Improve Air Quality</li> <li>Restore and Enhance Biodiversity</li> <li>Protect High Status Sites and Contribute to protection and restoration of Good Water Quality and Healthy Aquatic Ecosystems</li> <li>Develop Diverse, Multi-Functional Forests.</li> </ul>
<b>European Communities (Water Policy) Regulations of 2003 (SI 722 of 2003)</b>  <b>European Communities (Water Policy) Regulations of 2003 (SI 350 of 2014)</b>  <b>European Communities Environmental Objectives (Surface waters) Regulations of 2009 (SI 272 of 2009)</b>	<ul style="list-style-type: none"> <li>Transpose the Water Framework Directive into legislation.</li> <li>Outlines the general duty of public authorities in relation to water.</li> <li>Identifies the competent authorities in charge of water policy (amended to Irish Water in 2013) and gives EPA and the CER the authority to regulate and supervise their actions.</li> </ul>	<ul style="list-style-type: none"> <li>Requires the public to be informed and consulted on the Plan and for progress reports to be published on River Basin Districts (RBDs).</li> <li>Implements a Register of protected areas, Classification systems and Monitoring programmes for water bodies.</li> <li>Allows the competent authority to recover the cost of damage/destruction of status of water body.</li> <li>Outlines environmental objectives and programme of measures and environmental quality standards for priority substances.</li> <li>Outlines criteria for assessment of groundwater.</li> <li>Outlines environmental objectives to be achieved for surface water bodies.</li> <li>Outlines surface water quality standards.</li> <li>Establishes threshold values for the classification and protection of surface waters against pollution and deterioration in quality.</li> </ul>
<b>European Communities Environmental Objectives (Groundwater) Regulations of 2010 (SI 9 of 2010)</b>	<ul style="list-style-type: none"> <li>Transpose the requirements of the Groundwater Directive 2006/118/EC into Irish Legislation.</li> </ul>	<ul style="list-style-type: none"> <li>Outlines environmental objectives to be achieved for groundwater bodies of groundwater against pollution and deterioration in quality.</li> <li>Sets groundwater quality standards.</li> <li>Outlines threshold values for the classification and protection of groundwater.</li> </ul>
<b>Water Pollution Acts 1977 to 1990</b>	<ul style="list-style-type: none"> <li>The Water Pollution Acts allow Local Authorities the authority regulate and supervise actions relating to water in their division.</li> </ul>	<p>The Water Pollution Acts enable local authorities to:</p> <ul style="list-style-type: none"> <li>Prosecute for water pollution offences.</li> <li>Attach appropriate pollution control conditions in the licensing of effluent discharges from industry, etc., made to waters.</li> <li>Issue notices ("section 12 notices") to farmers, etc., specifying measures to be taken within a prescribed period to prevent water pollution.</li> <li>issue notices requiring a person to cease the pollution of waters and requiring the mitigation or remedying of any effects of the pollution in the manner and within the period specified in such notices;</li> <li>Seek court orders, including High Court injunctions, to prevent, terminate, mitigate or remedy pollution/its effects.</li> <li>Prepare water quality management plans for any waters in or adjoining their functional areas.</li> </ul>
<b>Water Services Act 2007</b>  <b>Water Services (Amendment) Act 2012</b>  <b>Water Services Act (No. 2) 2013</b>	<ul style="list-style-type: none"> <li>Provides the water services infrastructure.</li> <li>Outlines the responsibilities involved in delivering and managing water services.</li> <li>Identifies the authority in charge of provision of water and waste water supply.</li> <li>Irish Water was given the responsibility of the provision of water and waste water services in the amendment act during 2013, therefore these services are no longer the responsibility of the 34 Local Authorities in Ireland.</li> </ul>	<p>Key strategic objectives include:</p> <ul style="list-style-type: none"> <li>Ensuring Irish Water delivers infrastructural projects that meet key public health, environmental and economic objectives in the water services sector.</li> <li>Ensuring the provision of adequate water and sewerage services in the gateways and hubs listed in the National Spatial Strategy, and in other locations where services need to be enhanced.</li> <li>Ensuring good quality drinking water is available to all consumers of public and group water supplies, in compliance with national and EU drinking water standards</li> <li>Ensuring the provision of the remaining infrastructure needed to provide secondary waste water treatment, for compliance with the requirements of the EU Urban Waste water Treatment Directive.</li> <li>Promoting water conservation through Irish Water's Capital Investment Plan, the Rural Water Programme and other measures.</li> <li>Monitoring the on-going implementation of septic tanks inspection regime and the National Inspection Plan for Domestic Waste Water Treatment Systems.</li> <li>Ensuring a fair funding model to deliver water services.</li> <li>Overseeing the establishment of an economic regulation function under the CER.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Irish Water's Water Services Strategic Plan 2015 and associated Proposed Capital Investment Plan (2014-2016)</b>	<ul style="list-style-type: none"> <li>This Water Services Strategic Plan sets out strategic objectives for the delivery of water services over the next 25 years up to 2040. It details current and future challenges which affect the provision of water services and identifies the priorities to be tackled in the short and medium term.</li> </ul>	<p>Six strategic objectives as follows:</p> <ul style="list-style-type: none"> <li>Meet Customer Expectations.</li> <li>Ensure a Safe and Reliable Water Supply.</li> <li>Provide Effective Management of Waste water.</li> <li>Protect and Enhance the Environment.</li> <li>Support Social and Economic Growth.</li> <li>Invest in the Future.</li> </ul>
<b>Raised Bog SAC Management Plan and Review of Raised Bog Natural Heritage Areas</b>	<ul style="list-style-type: none"> <li>Aims to meet nature conservation obligations while having regard to national and local economic, social and cultural needs</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that the implications of management choices for water levels, quantity and quality are fully explored, understood and factored into policy making and land use planning.</li> <li>Review the current raised bog NHA network in terms of its contribution to the national conservation objective for raised bog habitats and determine the most suitable sites to replace the losses of active raised bog habitat and high bog areas within the SAC network and to enhance the national network of NHAs.</li> </ul>
<b>Food Harvest 2020</b>	<ul style="list-style-type: none"> <li>Food Harvest 2020 is a roadmap for the Irish food industry, as it seeks to innovate and expand in response to increased global demand for quality foods. It sets out a vision for the potential growth in agricultural output after the removal of milk quotas.</li> </ul>	<ul style="list-style-type: none"> <li>Seeks for the improvement of all agricultural sectors at all levels in terms of sustainability, environmental consideration and marketing development.</li> </ul>
<b>Agri-vision 2015 Action Plan</b>	<ul style="list-style-type: none"> <li>Outlines the vision for agricultural industry to improve competitiveness and response to market demand while respecting and enhancing the environment</li> </ul>	N/A
<b>Rural Environmental Protection Scheme (REPS)</b>  <b>Agri-Environmental Options Scheme (AEOS)</b>  <b>Green, Low-Carbon, Agri-environment Scheme (GLAS)</b>	<ul style="list-style-type: none"> <li>Agri-environmental funding schemes aimed at rural development for the environmental enhancement and protection.</li> <li>GLAS is the new replacement for REPS and AEOS which are both expiring.</li> </ul>	<ul style="list-style-type: none"> <li>Establish best practice farming methods and production methods in order to protect landscapes and maximise conservation.</li> <li>Protect biodiversity, endangered species of flora and fauna and wildlife habitats.</li> <li>Ensure food is produced with the highest regard to the environment.</li> <li>Implement nutrient management plans and grassland management plans.</li> <li>Protect and maintain water bodies, wetlands and cultural heritage.</li> </ul>
<b>National Rural Development Programme</b>	<ul style="list-style-type: none"> <li>The National Rural Development Programme, prepared by the Department of Agriculture, Fisheries and Food, sets out a national programme based on the EU framework for rural development and prioritises improving the competitiveness of agriculture, improving the environment and improving the quality of life in rural areas.</li> </ul>	<p>At a more detailed level, the programme also:</p> <ul style="list-style-type: none"> <li>Supports structural change at farm level including training young farmers and encouraging early retirement, support for restructuring, development and innovation;</li> <li>Aims to improve the environment, biodiversity and the amenity value of the countryside by support for land management through funds such as Natura 2000 payments etc.; and</li> <li>Aims to improve quality of life in rural areas and encouraging diversification of economic activity through the implementation of local development strategies such as non-agricultural activities</li> </ul>
<b>Realising our Rural Potential: The Action Plan for Rural Development 2017</b>	<ul style="list-style-type: none"> <li>The Plan aims to unlock the potential of rural Ireland through a framework of supports at national and local level which will ensure that people who live in rural areas have increased opportunities for employment locally, and access to public services and social networks that support a high quality of life.</li> </ul>	<p>The Plan contains 276 actions across five key pillars. The five pillars are:</p> <ul style="list-style-type: none"> <li>Supporting Sustainable Communities,</li> <li>Supporting Enterprise and Employment,</li> <li>Maximising our Rural Tourism and Recreation Potential,</li> <li>Fostering Culture and Creativity in Rural Communities, and</li> <li>Improving Rural Infrastructure and Connectivity.</li> </ul>
<b>National Forestry Programme (2014-2020)</b>	<ul style="list-style-type: none"> <li>Represents Ireland's proposals for 100% State aid funding for a new Forestry Programme for the period 2014 – 2020.</li> </ul>	<p>Measures include the following:</p> <ul style="list-style-type: none"> <li>Afforestation and Creation of Woodland</li> <li>NeighbourWood Scheme</li> <li>Forest Roads</li> <li>Reconstitution Scheme</li> <li>Woodland Improvement Scheme</li> <li>Native Woodland Conservation Scheme</li> <li>Knowledge Transfer and Information Actions</li> <li>Producer Groups</li> <li>Innovative Forest Technology</li> <li>Forest Genetic Reproductive Material</li> <li>Forest Management Plans</li> </ul>
<b>River Basin Management Plan</b>	<ul style="list-style-type: none"> <li>The River Basin Management Plan sets out the measures planned to maintain and improve the status of waters.</li> </ul>	<ul style="list-style-type: none"> <li>Aim to protect and enhance all water bodies in the RBD and meet the environmental objectives outlined in Article 4 of the Water Framework Directive.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
		<ul style="list-style-type: none"> <li>Identify and manages water bodies in the RBD.</li> <li>Establish a programme of measures for monitoring and improving water quality in the RBD.</li> <li>Involve the public through consultations.</li> </ul>
<b>National Peatlands Strategy (2015- 2025)</b>	<ul style="list-style-type: none"> <li>This Strategy aims to provide a long-term framework within which all of the peatlands within the State can be managed responsibly in order to optimise their social, environmental and economic contribution to the well-being of this and future generations.</li> </ul>	<p>Objectives of the Strategy:</p> <ul style="list-style-type: none"> <li>To give direction to Ireland's approach to peatland management.</li> <li>To apply to all peatlands, including peat soils.</li> <li>To ensure that the relevant State authorities and state-owned companies that influence such decisions contribute to meeting cross-cutting objectives and obligations in their policies and actions.</li> <li>To ensure that Ireland's peatlands are sustainably managed so that their benefits can be enjoyed responsibly.</li> <li>To inform appropriate regulatory systems to facilitate good decision making in support of responsible use.</li> <li>To inform the provision of appropriate incentives, financial supports and disincentives where required.</li> <li>To provide a framework for determining and ensuring the most appropriate future use of cutover and cutaway bogs.</li> <li>To ensure that specific actions necessary for the achievement of its objectives</li> <li>are clearly identified and delivered by those involved in or responsible for peatlands management or for decisions affecting their management.</li> </ul>
<b>Flood Risk Management Plans arising from National Catchment Flood Risk Assessment and Management Programme</b>	<ul style="list-style-type: none"> <li>The national Catchment Flood Risk Assessment and Management (CFRAM) programme commenced in Ireland in 2011 and is being overseen by the Office of Public Works. The CFRAM Programme is intended to deliver on core components of the National Flood Policy, adopted in 2004, and on the requirements of the EU Floods Directive.</li> </ul>	<ul style="list-style-type: none"> <li>CFRAM Studies have been undertaken for all River Basin Districts. The studies are focusing on areas known to have experienced flooding in the past and areas that may be subject to flooding in the future either due to development pressures or climate change. Flood Risk and Hazard mapping, including Flood Extent Mapping, was finalised in 2017. The final outputs from the studies are the CFRAM Plans, finalised in 2018. The Plans define the current and future flood risk in the River Basin Districts and set out how this risk can be managed.</li> </ul>
<b>Draft National Bioenergy Plan 2014 - 2020</b>	<p>The Draft Bioenergy Plan sets out a vision as follows:</p> <ul style="list-style-type: none"> <li>Bioenergy resources contributing to economic development and sustainable growth, generating jobs for citizens, supported by coherent policy, planning and regulation, and managed in an integrated manner.</li> </ul>	<p>Three high level goals, of equal importance, based on the concept of sustainable development are identified:</p> <ul style="list-style-type: none"> <li>To harness the market opportunities presented by bioenergy in order to achieve economic development, growth and jobs.</li> <li>To increase awareness of the value, opportunities and societal benefits of developing bioenergy.</li> <li>To ensure that bioenergy developments do not adversely impact the environment and its living and non-living resources.</li> </ul>
<b>Draft Renewable Electricity Policy and Development Framework (DCCAE) 2016</b>	<ul style="list-style-type: none"> <li>Goal: To optimise the opportunities in Ireland for renewable electricity development on land at significant scale, to serve both the All Island Single Electricity Market and any future regional market within the European Union, in accordance with European and Irish law, including Directive 2009/28/EC: On the promotion of the use of energy from renewable resources.</li> </ul>	<ul style="list-style-type: none"> <li>Objective: To develop a Policy and Development Framework for renewable electricity generation on land to serve both the All-Island Single Electricity Market and any future regional market within the European Union, with particular focus on large scale projects for indigenous renewable electricity generation. This will, inter alia, provide guidance for planning authorities and An Bord Pleanála.</li> </ul>
<b>National Alternative Fuels Infrastructure for the Transport Sector (DTTAS) 2017- 2030</b>	<ul style="list-style-type: none"> <li>This Framework sets targets to achieve an appropriate level of alternative fuels infrastructure for transport, which is relative to national policy and Irish market needs. Non-infrastructure-based incentives to support the use of the infrastructure and the uptake of alternative fuels are also included within the scope of the Framework.</li> </ul>	<p>Targets for alternative fuel infrastructure include the following:</p> <ul style="list-style-type: none"> <li>AFV forecasts</li> <li>Electricity targets</li> <li>Natural gas (CNG, LNG) targets</li> <li>Hydrogen targets</li> <li>Biofuels targets</li> <li>LPG targets</li> <li>Synthetic and paraffinic fuels targets</li> </ul>
<b>Food Wise 2025 (DAFM)</b>	<ul style="list-style-type: none"> <li>Food Wise 2025 sets out a ten-year plan for the agri-food sector. It underlines the sector's unique and special position within the Irish economy, and it illustrates the potential which exists for this sector to grow even further.</li> </ul>	<p>Food Wise 2025 identifies ambitious and challenging growth projections for the industry over the next ten years including:</p> <ul style="list-style-type: none"> <li>85% increase in exports to €19 billion.</li> <li>70% increase in value added to €13 billion.</li> <li>60% increase in primary production to €10 billion.</li> <li>The creation of 23,000 additional jobs all along the supply chain from producer level to high-end value-added product development.</li> </ul>
<b>National Cycle Network Scoping Study 2010</b>	<ul style="list-style-type: none"> <li>Outlines objectives and actions aimed at developing a strong cycle network in Ireland</li> <li>Sets out 19 specific objectives, and details the 109 actions, aimed at ensuring that a cycling culture is developed</li> </ul>	<ul style="list-style-type: none"> <li>Sets a target where 10% of all journeys will be made by bike by 2020</li> <li>Proposes the planning, infrastructure, communication, education and stakeholder participations measures required to implement the initiative</li> </ul>
<b>National Policy Framework</b>	<ul style="list-style-type: none"> <li>This National Policy Framework on Alternative Fuels Infrastructure for Transport represents the first step in communicating our longer-term national vision for</li> </ul>	<ul style="list-style-type: none"> <li>This policy set out to achieve five key goals in transport: <ul style="list-style-type: none"> <li>Reduce overall travel demand</li> </ul> </li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>for Alternative Fuels Infrastructure for Transport in Ireland 2017 to 2030</b>	<ul style="list-style-type: none"> <li>decarbonising transport by 2050, the cornerstone of which is our ambition that by 2030 all new cars and vans sold in Ireland will be zero-emissions capable.</li> <li>By 2030 it is envisaged that the movement in Ireland to electrically-fuelled cars and commuter rail will be well underway, with natural gas and biofuels developing as major alternatives in the freight and bus sectors.</li> </ul>	<ul style="list-style-type: none"> <li>Maximise the efficiency of the transport network</li> <li>Reduce reliance on fossil fuels</li> <li>Reduce transport emissions</li> <li>Improve accessibility to transport</li> </ul> <ul style="list-style-type: none"> <li>These goals remain the cornerstone of transport policy and are fully aligned to the objectives of this National Policy Framework.</li> </ul>
<b>Tourism Action Plan 2019-2021</b>	<ul style="list-style-type: none"> <li>The Tourism Action Plan 2019-2021 sets out actions that the Tourism Leadership Group has identified as priorities to be progressed until 2021 in order to maintain sustainable growth in overseas tourism revenue and employment. Each action involves specific tourism stakeholders, both in the public and private sectors, all of whom we expect to proactively work towards the completion of actions within the specified timeframe.</li> </ul>	<p>The Plan contains 27 actions focusing on the following areas:</p> <ul style="list-style-type: none"> <li>Policy Context</li> <li>Marketing Ireland as a Visitor Destination</li> <li>Enhancing the Visitor Experience</li> <li>Research in the Irish Tourism Sector</li> <li>Supporting Local Communities in Tourism</li> <li>Wider Government Policy</li> <li>International Context</li> <li>Co-ordination Structures</li> </ul>
<b>Tourism Policy Statement: People, Place and Policy – Growing Tourism to 2025</b>	<ul style="list-style-type: none"> <li>The main goal of this policy statement is to have a vibrant, attractive tourism sector that makes a significant contribution to employment across the country; is economically, socially and environmentally sustainable; helps promote a positive image of Ireland overseas, and is a sector in which people want to work.</li> </ul>	<p>The Tourism Policy Statement sets three headline targets to be achieved by 2025:</p> <ul style="list-style-type: none"> <li>Overseas tourism revenue of €5 billion per year net of inflation excluding carrier receipts;</li> <li>250,000 people employed in tourism; and</li> <li>10 million overseas visitors to Ireland per year.</li> </ul>
<b>Draft Renewable Electricity Policy and Development Framework (DCCAE)</b>	<ul style="list-style-type: none"> <li>Goal: To optimise the opportunities in Ireland for renewable electricity development on land at significant scale, to serve both the All Island Single Electricity Market and any future regional market within the European Union, in accordance with European and Irish law, including Directive 2009/28/EC: On the promotion of the use of energy from renewable resources.</li> </ul>	<ul style="list-style-type: none"> <li>Objective: To develop a Policy and Development Framework for renewable electricity generation on land to serve both the All Island Single Electricity Market and any future regional market within the European Union, with particular focus on large scale projects for indigenous renewable electricity generation. This will, inter alia, provide guidance for planning authorities and An Bord Pleanála.</li> <li>Methodology: Development of the Policy and Development Framework is to be informed by the carrying out of an SEA, including widespread consultation with stakeholders and public, and with AA under the Habitats Directive.</li> </ul>
<b>National Alternative Fuels Infrastructure for the Transport Sector (DTTAS) 2017- 2030</b>	<ul style="list-style-type: none"> <li>This Framework sets targets to achieve an appropriate level of alternative fuels infrastructure for transport, which is relative to national policy and Irish market needs. Non-infrastructure-based incentives to support the use of the infrastructure and the uptake of alternative fuels are also included within the scope of the Framework.</li> </ul>	<p>Targets for alternative fuel infrastructure include the following:</p> <ul style="list-style-type: none"> <li>AFV forecasts</li> <li>Electricity targets</li> <li>Natural gas (CNG, LNG) targets</li> <li>Hydrogen targets</li> <li>Biofuels targets</li> <li>LPG targets</li> <li>Synthetic and paraffinic fuels targets</li> </ul>
<b>People Place and Policy - Growing Tourism to 2025, (DTTAS, 2014)</b>	<ul style="list-style-type: none"> <li>Growing Tourism to 2025 is a policy framework for the development of tourism within the Country.</li> </ul>	<p>The framework establishes the overall tourism goal of Government;</p> <ul style="list-style-type: none"> <li>Employment in the tourism sector will be 250,000 by 2025, compared with around 200,000 at present.</li> <li>There will be 10 million visits to Ireland annually by 2025.</li> <li>The Government's ambition is that overseas tourism revenue will reach €5 billion in real terms by 2025.</li> </ul>
<b>Waterways Ireland Heritage Plan 2016-2020</b>	<ul style="list-style-type: none"> <li>The overarching aim of the Plan is to: "Identify and protect the unique waterways heritage and promote its sustainable use for the enjoyment of this and future generations".</li> </ul>	<p>Four objectives of the Plan include the following:</p> <ul style="list-style-type: none"> <li>Objective 1: Fostering partnerships to continue building waterway heritage knowledge through storing information, undertaking research and developing best practice.</li> <li>Objective 2: Promoting awareness, appreciation and enjoyment of our waterway heritage with a focus on community engagement.</li> <li>Objective 3: Promoting the integrated management, conservation, protection and sustainable use of the inland navigable waterway asset.</li> <li>Objective 4: To develop Waterways Ireland as a heritage organisation committed to achieving the aim of this plan.</li> </ul>
<b>Tourism Development and Innovation – A Strategy for Investment 2016-2022, (Fáilte</b>	<ul style="list-style-type: none"> <li>This strategy sets out the framework and mechanism for the delivery of investment to cities, towns, villages, communities and businesses across the country. It identifies priorities to support innovation in the sector to retain and grow the country's</li> </ul>	<p>The objectives of the Tourism Development and Innovation Strategy are:</p> <ul style="list-style-type: none"> <li>To successfully and consistently deliver a world class visitor experience;</li> <li>To support a tourism sector that is profitable and achieves sustainable levels of growth and delivers jobs;</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
Ireland, 2016)	competitiveness in the marketplace. Its ultimate aim is to strengthen the appeal of Ireland for international visitors.	<ul style="list-style-type: none"> <li>To facilitate communities to play an enhanced role in developing tourism in their locality, thereby strengthening and enriching local communities; and</li> <li>To recognise, value and enhance Ireland's natural environment as the cornerstone of Irish tourism.</li> </ul>
Aquaculture Acts 1997 to 2006 (Sea-Fisheries and Maritime Jurisdiction Act 2006 (8/2006), s. 1(3)) Fisheries (Amendment) Act 1997 (23/1997) Fisheries and Foreshore (Amendment) Act 1998 (54/1998), ss. 2, 3 and 4 Fisheries (Amendment) Act 2001 (40/2001) Sea-Fisheries and Maritime Jurisdiction Act 2006 (8/2006)	<ul style="list-style-type: none"> <li>The Aquaculture and Foreshore Management Division ensures the efficient and effective management of Aquaculture licensing and Foreshore licensing in respect of Aquaculture and Sea Fishery related activities.</li> </ul>	The Strategic Objectives of the Aquaculture and Foreshore Management Division are: <ul style="list-style-type: none"> <li>To develop and manage an efficient and effective regulatory framework in respect of Aquaculture licensing and Foreshore licensing of Aquaculture and Sea Fishery related activities;</li> <li>To secure a fair financial return from the State's foreshore estate in the context of Aquaculture licensing and Foreshore licensing in respect of Aquaculture and Sea Fishery related activities;</li> <li>To progressively reduce arrears in the clearing of licence applications.</li> </ul>
Foreshore Acts 1933 to 2011	<ul style="list-style-type: none"> <li>The Foreshore Acts require that a lease or licence must be obtained from the Minister for Housing, Planning and Local Government for the carrying out of works or placing structures or material on, or for the occupation of or removal of material from, State-owned foreshore, which represents the greater part of the foreshore. Construction of permanent structures on privately owned foreshore also required the prior permission of the Minister under the Foreshore Act.</li> </ul>	<ul style="list-style-type: none"> <li>Developments on the foreshore require planning permission in addition to a Foreshore Lease/Licence/Permission. All Foreshore Leases, Licences</li> <li>Permissions are without prejudice to the powers of the local planning authority. Applicants should, therefore, consult initially with the local planning authority regarding their proposal.</li> <li>In the case of developments on foreshore for, by or on behalf of a Local Authority where an EIS is required, applications should be made to An Bord Pleanála under Part XV, Planning and Development Act 2000.</li> </ul>
Marine Planning Development Management Bill (General Scheme), 2019	<ul style="list-style-type: none"> <li>The Bill seeks to establish in law a completely new regime for the maritime area which will replace existing State and development consent regimes and streamline arrangements on the basis of a single consent principle.</li> </ul>	<ul style="list-style-type: none"> <li>One of the aims is to establish a legal basis for An Bord Pleanála and coastal local authorities to consent to development in the maritime area, while retaining existing foreshore and planning permission provisions for aquaculture and sea fisheries related development. It will also provide for a single environmental impact assessment (EIA) and a single appropriate assessment (AA), where applicable.</li> </ul>
National Seafood Operational Programme (2014-2020)	<ul style="list-style-type: none"> <li>The Operational Programme (OP) supported by the European Maritime and Fisheries Fund (EMFF) in Ireland aims at achieving key national development priorities along with the EU's "Europe 2020" objectives. The OP supports the general reform of the EU's Common Fisheries Policy (CFP) and the development of its Integrated Maritime Policy (IMP) in Ireland.</li> <li>The OP strategy is designed around the Irish national priorities in the agri-food sector: 'Act Smart' by encouraging knowledge and innovation, 'Think Green' through a responsible and sustainable use of resources, 'Achieve Growth' in order to maintain and create jobs.</li> </ul>	The Irish OP is organised around the following priorities: <ul style="list-style-type: none"> <li>Union Priority 1 (UP1): €67 million (28% of the total allocation) aim at assuring the sustainable development of fishing activities, while protecting the marine environment.</li> <li>Union Priority 2 (UP2): €30 million (12% of the total allocation) will support the Irish National Strategic Plan for Aquaculture that aims at boosting the competitiveness of the aquaculture sector.</li> <li>Union Priority 3 (UP3): €84.8 million (35.4% of the total allocation) will go towards compliance with CFP rules regarding control and data collection.</li> <li>Union Priority 4 (UP4): €12 million (5% of the total allocation) will support local development initiatives — a substantial, eleven-fold increase compared to the 2007- 2013 funding period.</li> <li>Union Priority 5 (UP5): €33 million (13.8% of the total allocation) will go towards creating scale in the Irish marketing and processing sectors, starting from the base of very small-scale businesses.</li> <li>Union Priority 6 (UP6): €10.6 million (4% of the total allocation) will be used on measures to improve the knowledge on the state of the marine environment and the level of protection of marine areas.</li> </ul>
Harnessing Our Ocean Wealth: An Integrated Marine Plan for Ireland 2012	<ul style="list-style-type: none"> <li>Harnessing Our Ocean Wealth is an Integrated Marine Plan (IMP), setting out a roadmap for the Government's vision, high-level goals and integrated actions across policy, governance and business to enable our marine potential to be realised. Implementation of this Plan will see Ireland evolve an integrated system of policy and programme planning for our marine affairs.</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable economic growth of marine/ maritime sectors;</li> <li>Increase the contribution to the national GDP;</li> <li>Deliver a business friendly yet robust governance, policy and planning framework;</li> <li>Protect and conserve our rich marine biodiversity and ecosystems;</li> <li>Manage our living and non-living resources in harmony with the ecosystem;</li> <li>Implement and comply with environmental legislation;</li> <li>Building on our maritime heritage, strengthen our maritime identity;</li> <li>Increase our awareness of the value, opportunities and societal benefits; and</li> <li>Engagement and participation by all.</li> </ul>
All Ireland Pollinator Plan 2015-2020 and 2021-2025 (in preparation)	<ul style="list-style-type: none"> <li>The All-Ireland Pollinator Plan is an island-wide attempt to reverse declines in pollinating insects to ensure the sustainability of our food, avoid additional economic impacts on agriculture, and protect the health of the environment.</li> </ul>	<ul style="list-style-type: none"> <li>This voluntary Plan identified 81 actions, shared out between over 100 governmental and non-governmental organisations.</li> <li>A large focus of the Plan is to identify actions to improve the quality and amount of flower-rich habitat.</li> </ul>



Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
	<ul style="list-style-type: none"><li>• The main objectives include:<ul style="list-style-type: none"><li>○ Making farmland, public land and private land in Ireland pollinator friendly;</li><li>○ Raising awareness of pollinators and how to protect them;</li><li>○ Managed pollinators – supporting beekeepers and growers;</li><li>○ Expanding our knowledge of pollinators and pollination service; and</li><li>○ Collecting evidence to track change and measure success.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Actions range from creating pollinator highways along our transport routes, to supporting pollinators on farmland, in gardens, businesses, and on public land.</li></ul>

Regional/County/Local Level		
Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Regional Economic and Spatial Strategy for the Southern Region: 2020-2032</b>	<ul style="list-style-type: none"> <li>The Regional Spatial and Economic Strategy provides a long-term strategic planning and economic framework for the Southern Region to support the implementation of the National Planning Framework.</li> </ul>	<ul style="list-style-type: none"> <li>The Southern Regional Economic and Spatial Strategy includes provisions for its ten constituent local authorities: Carlow County Council; Kilkenny County Council; Wexford County Council; Waterford County Council; Cork County Council; Cork City Council, Kerry County Council; Tipperary County Council, Limerick County Council and Clare County Council.</li> </ul>
<b>NPWS Conservation Plans and/or Conservation Objectives for SACs and SPAs</b>	<p>Management planning for nature conservation sites have several aims, including:</p> <ul style="list-style-type: none"> <li>To identify and evaluate the features of interest for a site</li> <li>To set clear objectives for the conservation of the features of interest</li> <li>To describe the site and its management</li> <li>To identify issues (both positive and negative) that might influence the site</li> <li>To set out appropriate strategies/management actions to achieve the objectives</li> </ul>	<ul style="list-style-type: none"> <li>Conservation objectives for SACs and SPAs (European sites within the Natura 2000 network) have to be set for the habitats and species for which the sites are selected.</li> <li>These objectives are used when carrying out appropriate assessments for plans and projects that might impact on these sites.</li> </ul>
<b>Groundwater Protection Schemes</b>	<ul style="list-style-type: none"> <li>A Groundwater Protection Scheme provides guidelines for the planning and licensing authorities in carrying out their functions, and a framework to assist in decision-making on the location, nature and control of developments and activities in order to protect groundwater.</li> </ul>	<ul style="list-style-type: none"> <li>A Groundwater Protection Scheme aims to maintain the quantity and quality of groundwater, and in some cases improve it, by applying a risk assessment-based approach to groundwater protection and sustainable development.</li> </ul>
<b>Clare County Development Plan 2023-2029, which came into effect on 20<sup>th</sup> April 2023</b>	<ul style="list-style-type: none"> <li>Outline planning objectives for land use development.</li> <li>Strategic framework for planning and sustainable development including those set out in National Planning Framework and Regional Economic and Spatial Strategy for the Southern Region.</li> <li>Set out the policies and proposals to guide development in the relevant area.</li> </ul>	<ul style="list-style-type: none"> <li>Identify future infrastructure, development and zoning required.</li> <li>Protect and enhances amenities and environment.</li> <li>Guide planning authority in assessing proposals.</li> <li>Aim to guide development in the area and the amount of nature of the planned development.</li> <li>Aim to promote sustainable development.</li> <li>Provide for economic development and protect natural environmental, heritage.</li> </ul>
<b>Galway County Development Plan 2022-2028, which came into effect on 20<sup>th</sup> June 2022</b>	<ul style="list-style-type: none"> <li>Outline planning objectives for land use development.</li> <li>Strategic framework for planning and sustainable development including those set out in National Planning Framework and Regional Economic and Spatial Strategy for the Northern and Western Region.</li> <li>Set out the policies and proposals to guide development in the relevant area.</li> <li>Chapter 13 of the <i>Galway County Development Plan 2022-2028</i> deals with the provisions for strategic development and a related range of policy objectives for the 'Galway Gaeltacht and Islands'. The Aran Islands are of direct relevance for the <i>Cliffs of Moher Strategy 2040</i> because of their proximity and tourism links, including Aran Islands and Cliffs of Moher ferry excursions from Doolin Pier.</li> </ul>	<ul style="list-style-type: none"> <li>Identify future infrastructure, development and zoning required.</li> <li>Protect and enhances amenities and environment.</li> <li>Guide planning authority in assessing proposals.</li> <li>Aim to guide development in the area and the amount of nature of the planned development.</li> <li>Aim to promote sustainable development.</li> <li>Provide for economic development and protect natural environmental, heritage.</li> </ul>
<b>Clare County Local Economic and Community Plan (LECP) 2016-2021</b>	<ul style="list-style-type: none"> <li>The overarching vision for the LECP is to support and facilitate local economic and community development to achieve "A county that, for all its people: nurtures an ethos of wellbeing, social inclusion and creativity; cherishes and sustains, for future generations, its environmental inheritance; fosters entrepreneurship and provides quality employment; offers cutting-edge research and development challenges, while providing education and training opportunities that are inspirational and accessible".</li> </ul>	<ul style="list-style-type: none"> <li>The LECP sets out 14 no. High Level Goals to facilitate the achievement of the Vision for Clare under 5 no. Themes: <ul style="list-style-type: none"> <li>Economic Development, Employment and Enterprise</li> <li>Quality of Life, Health and Wellbeing</li> <li>Education and Training</li> <li>Research and Development</li> <li>Climate Change and Energy</li> </ul> </li> </ul>
<b>County Clare Landscape Character Assessment and Landscape Character Assessments in adjoining counties</b>	<ul style="list-style-type: none"> <li>Characterises the geographical dimension of the landscape.</li> </ul>	<ul style="list-style-type: none"> <li>Identifies the quality, value, sensitivity and capacity of the landscape area.</li> <li>Guides strategies and guidelines for the future development of the landscape.</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
<b>Clare County Heritage Plan 2017-2022</b>	<ul style="list-style-type: none"> <li>The aim of the Clare County Heritage and Biodiversity Plan 2017- 2022 is “to create awareness and understanding, leading to a greater appreciation, enjoyment and ownership of our natural, cultural, built and community heritage to optimise the opportunities that derive from the unique character of County Clare’s heritage”.</li> <li>Overarching objectives are: <ul style="list-style-type: none"> <li>Identify, manage and conserve heritage for the benefit of all</li> <li>Collect and make available heritage information</li> <li>Raise awareness through education initiatives</li> <li>Acquire knowledge through surveys and research</li> <li>Inform public policy on heritage</li> <li>Support the strategic and integrated management of heritage at a local level.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Actions to achieve the objectives set are specified under the following 6 no. themes: <ul style="list-style-type: none"> <li>Community</li> <li>Training and Education</li> <li>Sustainable Tourism</li> <li>Biodiversity, Climate Change and Green Infrastructure Planning</li> <li>Built Heritage</li> <li>Cultural Heritage.</li> </ul> </li> </ul>
<b>Clare County Biodiversity Action Plan 2017-2023</b>	<ul style="list-style-type: none"> <li>The Clare County Biodiversity Action Plan 2017-2023 complements the Heritage Plan 2017-2022 and identifies and translates the actions of the National Biodiversity Plan which relate to County Clare, and ensures that they are implemented at the local level.</li> </ul>	<ul style="list-style-type: none"> <li>To implement the actions of Ireland’s National Biodiversity Action Plan 2017-2021 as they relate to County Clare;</li> <li>To inform all biodiversity projects undertaken as part of the County Clare Heritage Plan 2017-2023 and support its full implementation;</li> <li>To ensure the Clare County Biodiversity Action Plan 2017-2023 fully informs all planning policy within the County, including the biodiversity objectives in the Clare County Development Plan 2017-2023;</li> <li>To produce best practice guidelines on biodiversity conservation and management for all sections of Clare County Council;</li> <li>To ensure that all projects carried out under the Clare County Biodiversity Action Plan 2017-2023 comply with the requirements of the Habitats Directive, and all other legislation as appropriate</li> </ul>
<b>Clare County Renewable Energy Strategy 2017-2023 (LARES)</b>	<ul style="list-style-type: none"> <li>LARES outlines the potential for a range of renewable resources, including bioenergy and anaerobic digestion, micro renewables, geothermal, solar, hydro, energy storage, onshore and offshore wind, wave and tidal energy</li> </ul>	<ul style="list-style-type: none"> <li>The LARES sets out 8 no. Strategic Aims. <ul style="list-style-type: none"> <li>To support the attainment of and to exceed in County Clare, where possible, the National targets and commitments to renewable energy;</li> <li>To identify/highlight the opportunities for various renewable energy technologies and resources and identify broad areas suitable for their development in full compliance with the requirements of all environmental legislation including the requirements of the Strategic Environmental Assessment Directive, Habitats Directive and Water Framework Directive;</li> <li>To provide an evidence-based strategy founded on understanding the local feasibility and potential for renewable and low carbon technology, predicated upon optimising the County’s natural and socio economic, advantages and key assets, core skills, and nearby research institutes;</li> <li>To maximise the opportunities for renewable energy development whilst safeguarding the environment and existing residential amenities;</li> <li>To safeguard, where appropriate, areas with potential for renewable energy projects and to guide renewable energy development to preferred locations;</li> <li>To set out policies and objectives for the main renewable sectors subject to Strategic Environmental Assessment (SEA) and Habitats Directive Assessment (HDA) requirements;</li> <li>To provide guidance on energy efficiency and conservation;</li> <li>To provide a clear development management framework</li> </ul> </li> </ul>
<b>Clare County Noise Action Plan 2018</b>	<ul style="list-style-type: none"> <li>The Noise Action Plan addresses environmental noise from major roads and is prepared in accordance with the EU Noise Directive (EU Directive 2002/49/EC).</li> </ul>	<ul style="list-style-type: none"> <li>To endeavour to manage the existing noise environment and protect the future noise environment within the action planning area.</li> <li>Management of the existing noise environment may be achieved by prioritizing areas for which further assessment and possible noise mitigation may be required.</li> <li>Protection of the future noise environment may be achieved by acoustical planning, which further incorporates noise into the planning process via measures such as land-use planning, development planning, sound insulation measures, traffic planning and control of environmental noise sources.</li> </ul>
<b>Fáilte Ireland Tourism plans, strategies, including those relating to the Wild Atlantic Way</b>	<ul style="list-style-type: none"> <li>Fáilte Ireland’s work includes preparing various plans and strategies for Ireland’s Wild Atlantic Way and other brands and initiatives. These plans are subject to their own environmental assessment processes and any project arising is required to be consistent with and conform with the provisions of all adopted/approved Statutory Policies, Strategies, Plans and Programmes, including provisions for the protection and management of the environment.</li> </ul>	<ul style="list-style-type: none"> <li>Some of Fáilte Ireland’s plans and strategies include various projects relating to land use and infrastructural development, including those relating to development of land or on land and the carrying out of land use activities. Many of these projects exist already while some are not currently in existence.</li> <li>The Statutory Policies, Strategies, Plans and Programmes that provide for different projects undergo a variety of environmental assessments. These assessments ensure that environmental effects are considered,</li> </ul>

Legislation, Plan, etc.	Summary of high-level aim/ purpose/ objective	Summary of lower-level objectives, actions etc.
		including: those arising from new and intensified uses and activities; and those arising from various sectors such as tourism.

## Appendix 4:

### Detailed Assessment per SEA Topic of the Draft Cliffs of Moher 2040 Strategy and incorporated Site Masterplan

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Population and Human Health											
		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
		To improve the social, educational, recreational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times	Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
CORE OBJECTIVES													
CO1	Enhancing Economic Benefits Across the Region												
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages								Achievement of this Core Objective will likely result in a long-term positive significant effect through the generation of improved economic and related work opportunities in the local towns and villages.	Record and monitor the length of visitors' stay in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine the length of visitor stay in the area.	Clare County Council	Q1 2025 ongoing
		++	+	O	++	++	++	++			Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Baseline Q1 2025. Thereafter every 5 years
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	++	+	+	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the creation of enhanced synergistic relationships and reciprocal channels of communication between the Cliffs of Moher Experience and local communities and businesses.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	++	+	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through giving effect to extant policies, including the focus on broadening benefits of key tourism routes and attractions.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements	Clare County Council.	Ongoing
CO1.4	Minimising adverse impacts on local communities	++	++	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through addressing key challenges of concern to communities in a sustainable manner.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.5	Sustainably increasing tourism revenue across the season								Achievement of this Core Objective will likely result in a long-term positive significant effect through the broadening of the impact of increased revenue flows generated by tourism in the SEA study area.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.	Clare County Council	Q1 2025
		++	+	++	++	++	++	++			Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Q1 2025



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Population and Human Health											
		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
		To improve the social, educational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times						
Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target								
CO2	Optimising the World-Class Experience												
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	+	+	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	O	O	++	+	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	+	+	++	+	O	++	++	Implementation of the Cliffs of Moher Strategy 2040 will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.				
CO2.4	Develop targeted event and activity packages	+	O	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing
CO3	Transforming the Natural Landscape												
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	+	+	++	+	O	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through enhancing and conserving the key attraction underpinning the Cliffs of Moher Experience.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	+	++	++	+	+	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring enhanced sustainability of the habitats and the related broadening of appeal of the attraction.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	+	++	++	+	O	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the improved management and monitoring of visitor behavior and the impacts of same on the habitats and the SPA.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Population and Human Health											
		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
		To improve the social, educational, recreational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times	Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	+	++	++	++	++	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
CO3.5	Protect the cultural authenticity and wildness of the natural assets	+	++	++	++	+	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO4	Providing Sustainable Access												
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	+	+	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through instituting a smarter and more sustainable transport system to manage and moderate the volume of traffic generated by the Cliffs of Moher Experience, especially during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	O	++	++	+	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.				
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	+	+	++	++	+	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the establishment of a stronger and more cohesive identity for the Cliffs of Moher Experience and its relationship with the Cliff Walk trail and other linked trails thus enhancing the appeal of the broader area for local and international tourists.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing
CO4.4	Managing visitors across the wider area	+	+	+	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring better management of visitors to the site, improving their awareness of the site's sensitivities and the importance of its conservation.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Population and Human Health											
		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
		To improve the social, educational, recreational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times	Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
CO4.5	Provide valuable community amenities	++	++	+	+	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as the provision of additional community amenities related to the Cliffs of Moher Experience and/or the enhanced revenue streams generated through the implementation of Strategy 2040 will positively impact the range of social, cultural and economic opportunities for local communities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	++	++	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the generation of improved economic and related work opportunities in the local towns and villages.	Record and monitor the length of visitors' stay and tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years.	Develop and implement an annual monitoring programme to determine the length of visitor stay in the area.  Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council.	Q1 2025 ongoing   Baseline Q1 2025. Thereafter every 5 years
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED													
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location												
	A.1 Less built infrastructure at the Cliffs of Moher site.	O	O	++	O	O	+	+	This aspect of Strategic Decision A would likely result overall in a long-term positive effect as less built infrastructure at the Cliffs of Moher Experience site would enhance the uniqueness of the "wildness" of the site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	++	+	++	++	++	++	++	This aspect of Strategic Decision A would likely result overall in a long-term positive significant effect, most particularly for the location where the Experience's new visitor facilities would be located.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	O	O	-	O	O	O	-	This aspect of Strategic Decision A would likely result overall in a long-term negative effect as it would remain necessary to retain a range of essential facilities at the arrival/departure point at the Cliffs of Moher Experience, which would compromise to a degree the idea of presenting a 'pure' and wilder experience at the attraction and result in an element of duplication in the development of facilities.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Population and Human Health											
		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
		To improve the social, educational, recreational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times	Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	?	?	O	+	+	?	+	This aspect of Strategic Decision A would likely result in a long-term positive effect in relation to the economic spin-offs of a year-round functioning of the shuttle service for local communities, most particularly the location selected for the remote Experience visitor facilities.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	?	?	--	-	O	-	-	This aspect of Strategic Decision A would likely result in a long-term negative effect as the unpredictable weather at the site would result in visitors experiencing difficult and potentially conflictual situations and detract from the overall quality of the Experience.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_B	Proposal to establish Park and Ride and shuttle bus service												
	B.1 Provide a more sustainable access system.	+	+	++	++	+	++	++	This aspect of Strategic Decision B would likely result in a long-term positive significant effect related to the overall reduction in concentrated volumes of traffic on local roads as well as parking facilities, especially during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	B.2 Better experience for visitors to the Cliffs.	O	+	++	+	+	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	O	+	++	O	O	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the reduction in the concentrated demand for parking at the Cliffs of Moher Experience, especially during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Population and Human Health											
		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	To improve the social, educational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times	Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
		++	+	++	++	++	++	++	This aspect of Strategic Decision B would likely result overall in a long-term positive significant effect through the generation of improved economic and related work opportunities in the local towns and villages.	Record and monitor the length of visitors' stay and tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years.	Develop and implement an annual monitoring programme to determine the length of visitor stay in the area.  Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council.	Q1 2025 ongoing  Q1 2025 ongoing  Baseline Q1 2025. Thereafter every 5 years
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	O	-	--	-	O	-	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative effect by virtue of requiring the provision of extended car parking areas at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	--	-	--	--	-	--	--	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect because of the worsening of the negative effects of seasonal peak traffic impacts.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	-	-	O	+	+	O	O	This alternative Option scenario under Strategic Decision B would likely result in a long-term neutral contribution to achieving the PHH SEOs because of the balancing off of a likely negative effect of having to develop larger scale parking lots associated with the Park and Ride facilities with the positive effects of such facilities for local communities.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.												
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	+	+	++	+	O	O	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the enhancement of the appeal of the Cliffs of Moher Experience because of the restoration of the site's biodiversity.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	O	+	+	O	O	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the removal of the existing Bus drop-off and parking area west of the R478 and the consequent benefits to the enhancement of the Cliffs of Moher Experience, including the release of additional lands for restoration.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Population and Human Health											
		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
		To improve the social, educational, recreational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times		Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	O	O	-	--	-	--	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of limiting the enhancement of the Cliffs of Moher Experience site and thus limiting the positive impact on the appeal of the attraction.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	O	O	-	O	O	O	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of limiting the enhancement of the Cliffs of Moher Eperience site and thus limiting the positive impact on the appeal of the attraction.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	O	O	-	O	O	O	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of limiting the enhancement of the Cliffs of Moher Eperience site as well as increasing the land take at the existing site and thus limiting the positive impact on the appeal of the attraction.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	+	+	++	+	O	++	++	This alternative Option scenario under Strategic Decision C would likely result in a long-term positive significant effect by virtue of removing to a notable extent built infrastructure to the west of the R478 and thus freeing up those lands for restoration, and providing a consolidated arrivals/welcome visitors facilities to the east of the R478.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography												
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	+	+	++	+	+	++	++	This aspect of Strategic Decision D would likely result in a long-term positive significant effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site and strengthening linkages with other existing routes in the area as well as enabling the extension of habitat restoration efforts.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	++	O	O	O	+	This aspect of Strategic Decision D would likely result in a long-term positive effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site into an area better suited to finding viewing points towards the cliffs.				



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Population and Human Health											
		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
		To improve the social, educational, recreational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times	Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	O	-	--	O	O	-	-	This statement highlights the likely long-term negative effect if the northern area is not 'opened up', which is the likely increasing focus of visitor numbers being directed to the lands south of the existing Visitor Centre where viewing points are less advantageous. This results in visitors trying to get closer to the cliff-edge, which is a significant safety risk and has the potential to negatively impact cliff stability and thus represents a significant risk to the sustainability of the Experience.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	O	+	++	+	O	O	+	This aspect of Strategic Decision D would likely result in a long-term positive effect due to the overall enhancement of the Cliffs of Moher Experience itself and, related to that as well as facilitating the restoration of the habitat, the sustainability of the attraction.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge												
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	O	++	+	O	+	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	O	+	++	+	O	+	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	a	-	--	-	-	-	--	Acknowledging the need to secure and maintain a means to cross the R478 from the eastern side of the road to the western side in order to access the Cliffs of Moher, this alternative (the status quo) would likely lead to a long-term negative significant effect due to ongoing and likely increasing challenges related to the higher volumes of pedestrians seeking to cross the road because of the fact that Strategic Decision C results in all visitors to the Experience now arriving at facilities to the east of the N478.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	+	-	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral contribution to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

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	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	+	++	O	O	O	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_F	Cliff-edge Experiences												
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	O	++	++	+	O	+	+	This aspect of Strategic Decision F would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	O	+	++	+	O	+	+	This aspect of Strategic Decision F would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	O	++	++	O	O	+	+	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety as well as the management and conservation of the biodiversity, soils resources and cliff stability.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	O	++	++	O	O	+	+	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety, lead to lower disturbance to cliff-dwelling species such as seabirds, Chough and Peregrine, and will aid in the restoration of favourable conservation condition of the Special Conservation Interests of the Cliffs of Moher SPA.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_G	The existing Visitor Centre will be repurposed												
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	+	+	+	O	O	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building, which would play an important role in the enhancement of the quality and sustainability of the Experience.				
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	O	+	++	+	O	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it re-uses an existing building without further expanding it, thus enabling the implementation of restoration of lands on the western side of the N478, further enhancing the quality and sustainability of the Experience.				

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	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	O	+	++	+	O	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building, which would play an important role in the enhancement of the quality and sustainability of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	++	++	++	++	++	++	++	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive significant effect in that it represents the creative re-use of an existing building to offer a unique and valuable learnign and cultural resource to the advantage of both local communities as well as visitors to the Experience.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O	++	++	+	+	+	++	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive significant effect in that it facilitates the creative re-use of an existing building in a manner that adds value to the overall enhancement of the quality and sustainability of the Experience.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing
SITE MASTERPLAN PROVISIONS ASSESSMENT													
SM1	Rewilding an Enlarged Landholding/Arriving at the Site												
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	+	+	+	+	+	+	+	The securing of control over an extended landholding by the CCC would likely result in a long-term positive effect as it facilitates improved land management and project implementation opportunities to pursue the core objectives of Strategy 2040, including enhancing economic benefits across the region.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	+	+	++	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for the minimisation of visual impact of the proposed development on the landscape of the site, thus heightening the authenticity and 'magic' of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate "back to nature" experience with the cliffs.	O	++	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for design approaches that would lessen the concentration of visitors in any single area at one time, thus heightening the authenticity and 'magic' of the Experience.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through "rewilding" of the landscape.	+	++	++	+	O	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	+	++	++	+	O	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	+	++	++	+	++	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the formation of strengthened partnerships to facilitate management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site would enhance the authenticity and sustainability of the Experience.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region..  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	+	++	++	O	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate facilitate land and habitat management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site and enhance the authenticity and sustainability of the Experience.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	++	+	++	+	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience ensures that an integrated approach is taken to catering for the needs of visitors at all times of the year to ensure the sustainability of the attraction.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

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		Population and Human Health											
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		To improve the social, educational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times	Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	O	+	++	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience ensures that an integrated approach is taken to catering for the needs of visitors at all times of the year to ensure the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.10	A surface car park for 450 cars with separate building access.	+	O	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience ensures that an integrated approach is taken to catering for the needs of visitors at all times of the year to ensure the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	O	O	+	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience ensures that an integrated approach is taken to catering for the needs of visitors at all times of the year to ensure the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)												
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	+	+	++	O	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the new Gateway Reception building design would facilitate better all-season facilities to enable a broadening of potential commercial and cultural activities at the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	+	++	++	+	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the existing Visitor Centre will be re-purposed and add value to the social, cultural and educational offer at the Experience site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	++	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design and staging of the arrival sequence at the Cliffs of Moher Experience would enhance the authenticity and wildness of the site.				

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SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	+	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands to the west of the R478, thus facilitating the restoration of a larger area of lands and enhancing the sustainability of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	++	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design and staging of the arrival sequence at the Cliffs of Moher Experience would enhance the authenticity and wildness of the site.				
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	+	++	++	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for the minimisation of visual impact of the proposed development on the landscape of the site, thus heightening the authenticity and 'magic' of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	++	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design of the Gateway Reception building showcases the unique landscape of the site west of the R478 and, in so doing, underpins the world-class status of the Cliffs of Moher Experience.				
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	+	++	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the existing Visitor Centre will be re-purposed and add value to the social, cultural and educational offer at the Experience site.				
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	++	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the existing Visitor Centre will continue to be a valuable asset and offer necessary facilities and amenities at the Experience site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat												
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to enhance the accessibility and vitality of the Experience and contribute to the ambition to achieve world-class status.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing



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		To improve the social, educational, and economic fabric for communities	To protect the health of residents of the study area as well as visitors to the Cliffs of Moher Experience	To bring the magic of the Cliffs of Moher Experience alive and deliver world-class experiences in a safe, accessible, authentic, and welcoming environment	To encourage visitors to stay longer in the area, especially overnight, spend more and facilitate greater benefits and investment into local towns and villages	To develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and local businesses and communities	To deliver sustainable access to the Cliffs of Moher to resolve current negative impacts on local businesses and residents, especially at peak times	Conclusion	Comments in relation to likely positive or negative significant effects on the Population and Human Health SEOs	Mitigation	Action	Responsibility	Target
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	O	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it retains a focus on a core and beloved element of the existing Experience.				
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	O	O	+	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	+	+	++	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.5	Habitat remediation will occur within the double cantilever circle.	+	+	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time, giving emphasis to the world-class offering of the Experience.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	+	++	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time, giving emphasis to the world-class offering of the Experience.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
									Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies			Q1 2026 ongoing
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	+	+	++	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	+	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe and protects the sensitive geology of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	+	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe and protects the sensitive geology of the cliffs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
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SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	+	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it makes provision for the protection of sensitive habitat in line with the ethos of conserving and restoring key areas of the site to ensure its enhancement and sustainability.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	+	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy												
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to enhance the accessibility and vitality of the Experience and contribute to the ambition to achieve world-class status.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O	+	++	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.				
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	+	+	++	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O	+	++	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.				
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	+	+	++	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.				
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	+	+	++	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	+	++	++	+	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to protect the sensitive cliff edge and creates the opportunity for the restoration and conservation of foraging habitat for seabirds and will be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	+	+	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures restore and conserve an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	+	+	++	O	O	++	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to direct visitor traffic away from sensitive habitat that acts as a valuable foraging area for Chough.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	+	+	++	+	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	+	++	++	+	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

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SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	+	++	++	+	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	+	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.14	The trigonometry point will be developed as a primary "destination" point in the landscape with the addition of a significant sculptural feature and viewing platform.	+	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	+	++	++	+	O	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	+	++	++	+	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	+	++	++	+	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	+	++	++	+	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for important health and safety requirements to enhance the world class status of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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SM5	Northern Loop/Southern Cliff-Walk												
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	+	+	++	O	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it enhances the legibility and quality of information (and hence knowledge and understanding) about the site and its linkages to the Experience and beyond.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	O	+	++	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences and linkages to other walking routes for visitors in a sustainable manner.				
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	+	+	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to enhance the accessibility and vitality of the Experience and contribute to the ambition to achieve world-class status.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	+	++	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences and linkages to other walking routes for visitors in a sustainable manner.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	+	++	++	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases in a revised and safer manner a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		PHH1	PHH2	PHH3	PHH4	PHH5	PHH6						
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SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	+	+	+	+	++	+	++	If it were achieved, this provision of the Strategy would likely have a long-term positive significant effect as it would facilitate the establishment of a partnership approach to land management and affords opportunities to extend the restoration of habitats and the reach of the Habitats Management Plan.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	+	+	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures restore and conserve an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	+	+	++	+	+	+	++	If it were achieved, this provision of the Site Masterplan would likely have a long-term positive significant effect as it would facilitate the extension of pathways and land management provisions into lands currently not under the control of the Clare County Council.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	+	+	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures and new pathway design to protect the sensitive cliff edge and create the opportunity for the restoration and conservation of foraging habitat for seabirds and be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing



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SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	+	+	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it would provide for measures and low-impact pathway design and routing to protect the sensitive cliff edge and create a safer and more sustainable route for visitors to that area.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	?	?	?	?	The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a monitoring programme to determine cliff stability in the area.  Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2025

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		Biodiversity, Fauna and Flora												
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6							
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target	
CORE OBJECTIVES														
CO1	Enhancing Economic Benefits Across the Region													
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	O	O	+	O	O	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through the creation of enhanced synergistic relationships and reciprocal channels of communication between the Cliffs of Moher Experience and local communities and businesses.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025	
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	+	+	+	+	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the creation of enhanced synergistic relationships and reciprocal channels of communication between the Cliffs of Moher Experience and local communities and businesses.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025	
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	+	+	++	+	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through giving effect to extant policies, including the focus on broadening benefits of key tourism routes and attractions and centering the importance of restoration and conservation of key habitats and the attainment of Natura 2000 site Conservation Objectives on achieving the sustainability of such socio-economic and cultural assets.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements.	Clare County Council.	Q1 2026 ongoing		
									A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing		
									A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing		
CO1.4	Minimising adverse impacts on local communities	+	+	++	+	+	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through addressing key challenges of concern to communities in a sustainable manner.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025	

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
CO2.5	Sustainably increasing tourism revenue across the season	O	O	+	O	O	O	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through the broadening of the impact of increased revenue flows generated by tourism in the SEA study area.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025
CO2	Optimising the World-Class Experience												
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	O	+	++	+	+	+	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	O	O	+	O	O	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through entrenching restoration and conservation of key habitats and biodiversity as core to the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.  A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a monitoring programme to measure audience needs and satisfaction.  Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing  Ongoing
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	O	+	+	+	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Inherent mitigation to be confirmed in statutory development consent procedure.  A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	To be integrated within statutory consent procedures and associated studies.  Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.	Q1 2026 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
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CO2.4	Develop targeted event and activity packages	O	O	+	O	O	O	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Develop structured targeted event and activity packages and commit to such programme.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.	Q2 2025 ongoing  Ongoing
CO3	Transforming the Natural Landscape												
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	++	++	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive effect through enhancing and conserving the key attraction underpinning the Cliffs of Moher Experience.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	++	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring enhanced sustainability of the habitats and the related broadening of appeal of the attraction.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	++	++	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the improved management and monitoring of visitor behavior and the impacts of same on the habitats and the SPA.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	++	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Implement the Research and Education Partnership Outreach Programme.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.	Q1 2025  Ongoing	
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing	
CO4	Providing Sustainable Access												
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	O	O	+	O	O	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through instituting a smarter and more sustainable transport system to manage and moderate the volume of traffic generated by the Cliffs of Moher Experience, especially during peak season.					
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	+	+	+	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through ensuring that facilities and walkways provided limit as far as possible impacts of visitors on the SPA and the habitats of the Cliffs of Moher Development Area, thus entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Inherent mitigation to be confirmed in statutory development consent procedure in ecological studies (incl. Ecological Impact Assessment, Appropriate Assessment , Habitats Management Plan, Ongoing Bird Surveys).	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing	
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	+	+	++	+	+	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through the establishment of a stronger and more cohesive identity for the Cliffs of Moher Experience <u>and</u> its relationship with the Cliff Walk trail and other linked trails thus enhancing the appeal of the broader area for local and international tourists.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing	

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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
CO4.4	Managing visitors across the wider area	++	++	++	++	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring better management of visitors to the site, improving their awareness of the site's sensitivities and the importance of its conservation.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2025 ongoing
										A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
										A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
CO4.5	Provide valuable community amenities	O	O	+	O	O	O	+	Achievement of this Core Objective will likely result in a long-term positive significant effect as the provision of additional community amenities related to the Cliffs of Moher Experience and/or the enhanced revenue streams generated through the implementation of Strategy 2040 will positively impact the range of social, cultural and economic opportunities for local communities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	O	O	+	O	O	O	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through the generation of improved economic and related work opportunities in the local towns and villages.				
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED													
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location												
	A.1 Less built infrastructure at the Cliffs of Moher site.	++	++	++	++	+	++	++	This aspect of Strategic Decision A would likely result overall in a long-term positive significant effect as less built infrastructure at the Cliffs of Moher Experience site would enhance the uniqueness of the "wildness" of the site and facilitate the restoration of habitats in the Cliffs of Moher Development Area.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate



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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
	A.2 Bring significant direct economic benefits to the remote location.	O	O	+	O	O	O	+	This aspect of Strategic Decision A would likely result overall in a long-term positive effect, as it would shift the focus of much activity away from the current Visitor Centre and facilitate the restoration of habitats there.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	?	?	?	?	?	?	?	The overall effect of this aspect of Strategic Decision A in relation to the achievement of the BFF SEOs is unclear at this stage.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	O	O	O	O	O	O	O	This aspect of Strategic Decision A would likely result in a long-term neutral effect in relation to the BFF SEOs as in any scenario appropriate measures are required to enhance and ensure sustainable access to the revitalised Cliffs of Moher Experience.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	O	O	O	O	O	O	O	This aspect of Strategic Decision A would likely result in a long-term neutral effect in relation to the BFF SEOs as in any scenario appropriate measures are required to enhance and ensure sustainable access to the revitalised Cliffs of Moher Experience.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_B	Proposal to establish Park and Ride and shuttle bus service												
	B.1 Provide a more sustainable access system.	+	+	+	+	+	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the overall reduction in concentrated volumes of traffic on local roads as well as parking facilities, especially during peak season.				
	B.2 Better experience for visitors to the Cliffs.	O	O	+	O	O	O	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.  Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement a monitoring programme to measure audience needs and satisfaction.  Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.  Clare County Council.	Q1 2025 ongoing  Q1 2025 ongoing
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	O	O	+	O	O	O	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the reduction in the concentrated demand for parking at the Cliffs of Moher Experience, especially during peak season.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	O	O	+	O	O	O	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect through the generation of improved economic and related work opportunities in the local towns and villages and the emphasis on the importance of biodiversity and habitat restoration in enabling such opportunities over the longer term.	Record and monitor the length of visitors' stay and tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years.   		

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		Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target						
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	O	O	+	O	O	O	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the removal of the existing Bus drop-off and parking area west of the R478 and the consequent benefits to the enhancement of the Cliffs of Moher Experience, including the release of additional lands for restoration.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	O	-	-	-	-	-	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of limiting the enhancement of the Cliffs of Moher Experience site and thus limiting the positive impact on the appeal of the attraction.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	O	--	--	-	-	-	--	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative significant effect by virtue of limiting the enhancement of the Cliffs of Moher Experience site and the extent of opportunities to restore the biodiversity of the site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	-	-	-	-	-	-	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of increasing the land take and limiting the restoration of biodiversity at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	+	++	++	+	+	+	++	This alternative Option scenario under Strategic Decision C would likely result in a long-term positive significant effect by virtue of removing to a notable extent built infrastructure to the west of the R478 and thus freeing up those lands for restoration, and providing a consolidated arrivals/welcome visitors facilities to the east of the R478.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography												
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	+	+	++	+	+	+	++	This aspect of Strategic Decision D would likely result in a long-term positive significant effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site and strengthening linkages with other existing routes in the area as well as enabling the extension of habitat restoration efforts.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	+	O	O	O	+	This aspect of Strategic Decision D would likely result in a long-term positive effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site into an area better suited to finding viewing points towards the cliffs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  Inherent mitigation to be confirmed in statutory development consent procedure.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Obtain land-legal interests  To be integrated within statutory consent procedures and associated studies.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.	Q3 2024  Q1 2026 ongoing  Q1 2026 ongoing
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	--	--	--	--	--	--	--	This statement highlights the likely long-term negative effect if the northern area is not 'opened up', which is the likely increasing focus of visitor numbers being directed to the lands south of the existing Visitor Centre where viewing points are less advantageous. This results in visitors trying to get closer to the cliff-edge, which is a significant safety risk and has the potential to negatively impact cliff stability and thus represents a significant risk to the sustainability of the Experience.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  Inherent mitigation to be confirmed in statutory development consent procedure.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Obtain land-legal interests  To be integrated within statutory consent procedures and associated studies.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.	Q3 2024  Q1 2026 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	++	++	++	+	+	+	++	This aspect of Strategic Decision D would likely result in a long-term positive effect due to the overall enhancement of the Cliffs of Moher Experience itself and, related to that as well as facilitating the restoration of the habitat, the sustainability of the attraction.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge												
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	O	+	O	O	O	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	O	O	+	O	O	O	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	O	O	-	O	O	O	-	Acknowledging the need to secure and maintain a means to cross the R478 from the eastern side of the road to the western side in order to access the Cliffs of Moher, this alternative (the status quo) would likely lead to a long-term negative effect due to ongoing and likely increasing challenges related to the higher volumes of pedestrians seeking to cross the road because of the fact that Strategic Decision C results in all visitors to the Experience now arriving at facilities to the east of the N478.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it enables a more sustainable means of crossing the R478 but does not enhance the achievement of the BFF SEOs in a clear manner.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	O	O	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it enables a more sustainable means of crossing the R478 but does not enhance/impact the achievement of the BFF SEOs in a clear manner.				
StratD_F	Cliff-edge Experiences												
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	++	++	++	++	++	++	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect as it facilitates measures to manage the impact of visitors at the Experience site and allows habitat recovery/restoration along the cliff edge.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
										A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	+	+	++	+	+	+	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect as it facilitates measures to manage the impact of visitors at the Experience site and allows habitat recovery/restoration along the cliff edge.	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Avoid the potential of engineered viewing platforms extending over the cliff edge.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council/Design Team  Clare County Council.  Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	++	++	++	++	++	++	++	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety as well as the management and conservation of the biodiversity, soils resources and cliff stability.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	++	++	++	++	++	++	++	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety, lead to lower disturbance to cliff-dwelling species such as seabirds, Chough and Peregrine, and will aid in the restoration of favourable conservation condition of the Special Conservation Interests of the Cliffs of Moher SPA.	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Avoid the potential of engineered viewing platforms extending over the cliff edge.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council/Design Team  Clare County Council.  Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
StratD_G	The existing Visitor Centre will be repurposed												
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	O	O	O	O	O	O	O	The retention and repurposing of the existing Visitor Centre would likely result in a long-term neutral effect in that it represents the creative re-use of an existing building that would not result in additional impacts on the biodiversity of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
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		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	+	+	+	+	+	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it re-uses an existing building without further expanding it, thus enabling the implementation of restoration of lands on the western side of the N478, further enhancing the quality and sustainability of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	O	O	++	O	O	O	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building, which would play an important role in the enhancement of the quality and sustainability of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	+	+	++	+	+	+	++	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive significant effect in that it represents the creative re-use of an existing building to offer a unique and valuable learning and cultural resource that could strengthen the conservation messaging central to ensuring the sustainability of the Cliffs of Moher Experience.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.									Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing	
	A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.									Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	
									Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing	
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O	O	+	O	O	O	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it facilitates the creative re-use of an existing building in a manner that adds value to the overall enhancement of the quality and sustainability of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area		Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SITE MASTERPLAN PROVISIONS ASSESSMENT														
SM1	Rewilding an Enlarged Landholding/Arriving at the Site													
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	++	++	++	++	++	++	++		The securing of control over an extended landholding by the CCC would likely result in a long-term positive significant effect as it facilitates improved land management and project implementation opportunities to pursue the core objectives of Strategy 2040 and, importantly, the BFF SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	O	O	+	O	O	O	+		This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for the minimisation of visual impact of the proposed development on the landscape of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate "back to nature" experience with the cliffs.	+	+	+	+	+	+	+		This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for design approaches that would lessen the concentration of visitors in any single area at one time.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
										A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through "rewilding" of the landscape.	++	++	++	++	++	++	++		This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the BFF SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
										A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	++	++	++	++	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the BFF SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	++	++	++	++	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the formation of strengthened partnerships to facilitate management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the BFF SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Obtain land-legal interests.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.  Clare County Council.	Q3 2024  Q1 2026 ongoing  Ongoing
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	++	++	++	++	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate land and habitat management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site in line with the BFF SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	-	O	+	O	O	-	-	This provision of the Site Masterplan would likely result in a long-term negative effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience represents a built element requiring land take and infrastructure development within a sensitive environment.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target						
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	-	O	+	?	?	-	-	This provision of the Site Masterplan would likely result in a long-term negative effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience represents a built element requiring land take and infrastructure development within a sensitive environment.	Inherent mitigation to be confirmed in statutory development consent procedure	Comprehensive Section 177AE application to ABP	Clare County Council.  Cliffs of Moher Centre Designated Activity Company	At statutory development consent stage
SM1.10	A surface car park for 450 cars with separate building access.	-	O	+	?	?	-	-	This provision of the Site Masterplan would likely result in a long-term negative effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience represents a built element requiring land take and infrastructure development within a sensitive environment.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	-	O	+	O	O	-	-	This provision of the Site Masterplan would likely result in a long-term negative effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience represents a built element requiring land take and infrastructure development within a sensitive environment.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)												
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	O	O	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the BFF SEOs.				



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	+	+	++	+	+	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the existing Visitor Centre will be re-purposed and add value to the social, cultural and educational offer at the Experience site and serve as a resource to inform visitors, students etc. on the importance and uniqueness of the habitats and biodiversity of the Cliffs of Moher Development Area and the need to restore and conserve it.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Implement the Research and Education Partnership Outreach Programme  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.  Clare County Council.	Q1 2025  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	O	++	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design and staging of the arrival sequence at the Cliffs of Moher Experience would emphasise the authenticity and wildness of the site.				
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	+	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands to the west of the R478, thus facilitating the restoration of a larger area of lands and enhancing the sustainability of the site.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
								Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design and staging of the arrival sequence at the Cliffs of Moher Experience would enhance the authenticity and wildness of the site.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.  Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for the minimisation of visual impact of the proposed development on the landscape of the site, thus heightening the authenticity of the Experience.				
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design of the Gateway Reception building showcases the unique landscape of the site west of the R478 and, in so doing, underpins the world-class status of the Cliffs of Moher Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the existing Visitor Centre will be re-purposed and add value to the social, cultural and educational offer at the Experience site.				
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the existing Visitor Centre will continue to be a valuable asset and offer necessary facilities and amenities at the Experience site.	A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat												
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	O	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it retains a focus on a core and beloved element of the existing Experience.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.  Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	+	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	+	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
								Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM3.5	Habitat remediation will occur within the double cantilever circle.								This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the BFF SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		++	++	+	++	++	++	++		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.								This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the BFF SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		++	++	++	++	++	++	++		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
					To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity				Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.								This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	+	+	+	+	+	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.								This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	+	++	+	+	+	++		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
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		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target						
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it makes provision for the protection of sensitive habitat in line with the ethos of conserving and restoring key areas of the site to ensure its enhancement and sustainability.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing	
									A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	
									Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing	
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
									A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	
									Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing	
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy												
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.				



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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target						
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
									A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	
									Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing	
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
									A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	
									Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing	

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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
								Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	++	++	++	++	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to protect the sensitive cliff edge and creates the opportunity for the restoration and conservation of foraging habitat for seabirds and will be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	++	++	++	++	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures restore and conserve an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target						
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	++	++	++	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to direct visitor traffic away from sensitive habitat that acts as a valuable foraging area for Chough.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing	
		++	++	++	++	++	++		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	
									Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing	
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing	
		+	+	+	+	+	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing	
									Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing	

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
								Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.								This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	+	+	+	+	+	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
										A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target						
SM4.14	The trigonometry point will be developed as a primary "destination" point in the landscape with the addition of a significant sculptural feature and viewing platform.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
										A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	+	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
										A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
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Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	+	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for important health and safety requirements to enhance the world class status of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
SM5	Northern Loop/Southern Cliff-Walk							Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it enhances the legibility and quality of information (and hence knowledge and understanding) about the site and its linkages to the Experience and beyond.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council  Clare County Council	Q2 2026 ongoing  Q2 2026 ongoing
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council  Clare County Council	Q2 2026 ongoing  Q2 2026 ongoing
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	+	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	O	O	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it would provide for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing

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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area						
								Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.								This provision of the Site Masterplan would likely result in a long-term positive effect as it would showcase in a revised and safer manner a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		O	O	+	O	O	O	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
										Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.								If it were achieved, this provision of the Strategy would likely have a long-term positive significant effect as it would facilitate the establishment of a partnership approach to land management and affords opportunities to extend the restoration of habitats and the reach of the Habitats Management Plan.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council.	Q2 2026 Ongoing
		++	++	++	++	++	++	++		A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
										A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
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		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	++	++	++	++	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures to restore and conserve an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.  Clare County Council.	Q2 2026 Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	++	++	++	++	++	++	++	If it were achieved, this provision of the Site Masterplan would likely have a long-term positive significant effect as it would facilitate the extension of designed pathways and land management provisions into lands currently not under the control of the Clare County Council.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Obtain land-legal interests.  Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent	Clare County Council.  Clare County Council.  Clare County Council.  Clare County Council.	Q3 2024  Q2 2026 Ongoing  Q1 2026 ongoing  Ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives											
		Biodiversity, Fauna and Flora											
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6						
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area	Conclusion	Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs	Mitigation	Action	Responsibility	Target
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	++	++	++	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures and new pathway design to protect the sensitive cliff edge and create the opportunity for the restoration and conservation of foraging habitat for seabirds and be subject to the provisions of the proposed Habitats Management Plan.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Obtain land-legal interests.  Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent	Clare County Council.  Clare County Council.  Clare County Council.  Clare County Council.	Q3 2024  Q2 2026 Ongoing  Q1 2026 ongoing  Ongoing	
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	+	+	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it would provide for measures and low-impact pathway design and routing to protect the sensitive cliff edge and create a safer and more sustainable route for visitors to that area.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Obtain land-legal interests.  Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent	Clare County Council.  Clare County Council.  Clare County Council.  Clare County Council.	Q3 2024  Q2 2026 Ongoing  Q1 2026 ongoing  Ongoing	

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives													
		Biodiversity, Fauna and Flora													
		BFF1	BFF2	BFF3	BFF4	BFF5	BFF6								
		To support the achievement of the Conservation Objectives of Natura 2000 (SPA and SAC) sites in the study area	To restore the biodiversity and habitats at the Cliffs of Moher Development Area	To recognise and value the Cliffs of Moher Development Area natural heritage and bio-cultural diversity	To support the protection and improvement of other sites important for nature conservation including the Burren and Cliffs of Moher Geopark and the pNHAs in the study area	To support the protection and improvement of other sites important for nature conservation including areas covered by the Wildlife Act 1976 (as amended) in the study area	To support the protection and improvement of other sites important for nature conservation including any identified ecological corridors in the study area								
		Comments in relation to likely positive or negative significant effects on the Biodiversity, Fauna and Flora SEOs						Mitigation		Action		Responsibility		Target	
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	?	?	?	?	The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.	Develop and implement a monitoring programme to determine cliff stability in the area.	Clare County Council	Q1 2025		
									Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council	Q1 2025			



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CORE OBJECTIVES									
CO1	Enhancing Economic Benefits Across the Region								
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.				
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the creation of enhanced relationships and channels of communication between the Cliffs of Moher Experience and local landowners that would facilitate building consensus on measures to improve land management.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
						Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040.	Clare County Council	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements.	Clare County Council.	Q1 2026 ongoing
						A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
						A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
CO1.4	Minimising adverse impacts on local communities	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through addressing key challenges related to sustainable land management of common concern to local landowners and communities.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO1.5	Sustainably increasing tourism revenue across the season	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the generation of increased revenue flows that facilitates allocation of resources to effective land management in the SEA study area.	<p>A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.</p>	<p>Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Implement the Research and Education Partnership Outreach Programme.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2025</p>
CO2	Optimising the World-Class Experience								
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Land								
		L1	L2							
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target	
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.  A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a monitoring programme to measure audience needs and satisfaction.  Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing  Ongoing	

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation				Achievement of this Core Objective will likely result in a long-term positive significant effect by virtue of making clear through messaging and landscape interpretation the link between effective land management measures and the enhancement and sustainability of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests</p> <p>To be integrated within statutory consent procedures and associated studies.</p> <p>Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p>	<p>Clare County Council</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>
		+	+	+					

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO2.4	Develop targeted event and activity packages	O	O	O	<p>Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.</p>	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.</p>	<p>Obtain land-legal interests</p> <p>Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040</p>	<p>Clare County Council.</p> <p>Clare County Council</p>	<p>Q3 2024</p> <p>Q1 2025</p>



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO3	Transforming the Natural Landscape								
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through implementing land management measures to achieve the restoration and conservation of the key attraction underpinning the Cliffs of Moher Experience.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests</p> <p>To be integrated within statutory consent procedures and associated studies.</p> <p>Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p>	<p>Clare County Council</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through implementing land management measures to achieve the restoration and conservation of the key attraction underpinning the Cliffs of Moher Experience.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
						A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
						A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through implementing land management measures to achieve the restoration and conservation of the key attraction underpinning the Cliffs of Moher Experience.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Obtain land-legal interests  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council	Q3 2024  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area, and linking this to improving long-term land management activities.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Implement the Research and Education Partnership Outreach Programme.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.	Q1 2025  Ongoing
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching effective land management as a central element in the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Obtain land-legal interests  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council	Q3 2024  Q1 2026 ongoing
CO4	Providing Sustainable Access								
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.				

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		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through design measures that will facilitate ongoing improved land management and conservation.	Inherent mitigation to be confirmed in statutory development consent procedure in ecological studies (incl. Ecological Impact Assessment, Appropriate Assessment , Habitats Management Plan, Ongoing Bird Surveys).	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through design measures that will facilitate ongoing improved land management and conservation.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing

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		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO4.4	Managing visitors across the wider area	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring better management of visitors to the site, improving their awareness of the site's sensitivities and the importance of effective land management.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.</p> <p>A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2025 ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>
CO4.5	Provide valuable community amenities	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the generation of improved economic and related work opportunities in the local towns and villages and the facilitation of implementing transformative land management measures in the area on lands under the control of Clare County Council.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED									
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location								
	A.1 Less built infrastructure at the Cliffs of Moher site.	++	O	+	This aspect of Strategic Decision A would likely result overall in a long-term positive effect as less built infrastructure at the Cliffs of Moher Experience site would facilitate effective land management there.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	?	?	?	This effect of this aspect of Strategic Decision A is unclear.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

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		L1	L2						
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StratD_B	Proposal to establish Park and Ride and shuttle bus service								
	B.1 Provide a more sustainable access system.	+	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the overall reduction in concentrated volumes of traffic on local roads as well as parking facilities, especially during peak season.				
	B.2 Better experience for visitors to the Cliffs.	+	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.  Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement a monitoring programme to measure audience needs and satisfaction.  Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.  Clare County Council.	Q1 2025 ongoing  Q1 2025 ongoing
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	+	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the reduction in the concentrated demand for parking at the Cliffs of Moher Experience, especially during peak season.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing



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	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	+	O	+	<p>This aspect of Strategic Decision B would likely result overall in a long-term positive significant effect through the generation of improved economic and related work opportunities in the local towns and villages and the likely link between improved economic outcomes and the ability to allocate resources to improved land management activities.</p>	<p>Record and monitor the length of visitors' stay and tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years.</p> <p>Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.</p>	<p>Develop and implement an annual monitoring programme to determine the length of visitor stay in the area.</p> <p>Develop and implement an annual monitoring programme to determine tourism revenue in the area.</p> <p>Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.</p> <p>Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2025 ongoing</p> <p>Q1 2025 ongoing</p> <p>Baseline Q1 2025. Thereafter every 5 years</p> <p>Q 2025</p>
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	--	--	--	<p>This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect by virtue of requiring the provision of extended car parking areas and associated additional land take at the Cliffs of Moher Experience site.</p>	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	--	--	--	<p>This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect because of the worsening of the negative environmental effects of seasonal peak traffic impacts.</p>	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

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	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	++	++	++	This alternative Option scenario under Strategic Decision B would likely result in a long-term positive significant effect on the achievement of the L SEOs because of the balancing off of a likely negative effect of having to develop larger scale parking lots associated with the remote Park and Ride facilities with the positive effects of reducing to a minimum land take for Park and Ride drop-off/collection points at the Cliffs of Moher Experience.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.								
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	++	++	++	This aspect of Strategic Decision B would likely result overall in a long-term positive significant effect related to the emphasis on land management as part of the new intergated approach to habitats management, restoration and conservation.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Obtain land-legal interests  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council	Q3 2024  Q1 2026 ongoing
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	+	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the removal of the existing Bus drop-off and parking area west of the R478 and the consequent reduction of the land take to the west of the R478 at the Cliffs of Moher Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	-	-	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of limiting the reduction in land take to the west of the R478 at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	-	-	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of extending the land take west of the R478 at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	--	O	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of increasing the land take at the existing Experience site and thus limiting the positive impact of heightened land management activities there.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	++	++	++	This alternative Option scenario under Strategic Decision C would likely result in a long-term positive significant effect by virtue of removing to a notable extent built infrastructure to the west of the R478 and thus freeing up those lands for restoration and long-term enhanced land management activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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StratD_D	Focus on the Northern Topography								
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	++	+	++	This aspect of Strategic Decision D would likely result in a long-term positive significant effect related to the enhancement of the Cliffs of Moher Experience by broadening the extent of lands under the control of Clare County Council thus facilitating expanding the reach of enhanced land management activities within the Cliffs of Moher Development Area.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Obtain land-legal interests  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council	Q3 2024  Q1 2026 ongoing
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	O	This aspect of Strategic Decision D will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.  				

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	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	--	--	--	This statement highlights the likely long-term negative significant effect if the northern area is not 'opened up', which is the likely increasing focus of visitor numbers being directed to the lands south of the existing Visitor Centre where viewing points are less advantageous. This results in visitors trying to get closer to the cliff-edge, which would hamper habitat restoration and land management activities and represents a significant risk to the sustainability of the Experience.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p>	<p>Obtain land-legal interests</p> <p>To be integrated within statutory consent procedures and associated studies.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Q1 2026 ongoing</p>

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	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	++	O	+	This aspect of Strategic Decision D would likely result in a long-term positive effect due to the overall enhancement of the Cliffs of Moher Experience itself and, related to that as well as facilitating the restoration of the habitat, the sustainability of the attraction.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests</p> <p>To be integrated within statutory consent procedures and associated studies.</p> <p>Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p>	<p>Clare County Council</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>

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StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge								
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	+	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the more effective channeling of visitor pedestrian traffic across the R478 and thus the reduction in uncontrolled pedestrian movements and the impact of such movement on lands under the control of the Clare County Council.	<p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	+	O	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the more effective channeling of visitor pedestrian traffic across the R478 and thus the reduction in uncontrolled pedestrian movements and the impact of such movement on lands under the control of the Clare County Council.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing



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Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	-	O	-	Acknowledging the need to secure and maintain a means to cross the R478 from the eastern side of the road to the western side in order to access the Cliffs of Moher, this alternative (the status quo) would likely lead to a long-term negative effect on effective land management due to ongoing and likely increasing challenges related to the higher volumes of pedestrians seeking to cross the road because of the fact that Strategic Decision C results in <u>all</u> visitors to the Experience now arriving at facilities to the east of the N478.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	This aspect of Strategic Decision E will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	O	O	This aspect of Strategic Decision E will likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.				

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StratD_F	Cliff-edge Experiences								
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	++	+	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect related to the more effective management of visitor movements at the Cliffs of Moher Experience site and the related facilitation of improved land management in the area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing  Q1 2026 ongoing

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	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	++	+	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect related to the more effective management of visitor movements at the Cliffs of Moher Experience site and the related facilitation of improved land management in the area.	<p>Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Avoid the potential of engineered viewing platforms extending over the cliff edge.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council/Design Team</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	++	++	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect related to the more effective management of visitor movements at the Cliffs of Moher Experience site and the related facilitation of improved land management in the area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	++	++	++	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety, lead to lower disturbance to cliff-dwelling species such as seabirds, Chough and Peregrine, and will aid in the restoration of favourable conservation condition of the Special Conservation Interests of the Cliffs of Moher SPA.	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Avoid the potential of engineered viewing platforms extending over the cliff edge.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council/Design Team  Clare County Council.  Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
StratD_G	The existing Visitor Centre will be repurposed								
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	+	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building, which would play an important role in the enhancement of the quality and sustainability of the Experience without resulting in additional land take at the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	++	++	++	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive significant effect in that it re-uses an existing building without further expanding it, thus enabling the implementation of restoration of lands and enhanced land management protocols on the western side of the N478, further enhancing the quality and sustainability of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	+	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building, which would play an important role as an interpretive centre to highlight the key importance of effective land management in securing the sustainability of the Cliffs of Moher Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	+	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building, which would play an important role as an interpretive centre to highlight the key importance of effective land management in securing the sustainability of the Cliffs of Moher Experience.	<p>Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Implement the Research and Education Partnership Outreach Programme</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2025</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	+	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive significant effect in that it facilitates the creative re-use of an existing building in a manner that adds value to the overall enhancement of the quality and sustainability of the Experience without increasing the land take at the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
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SITE MASTERPLAN PROVISIONS ASSESSMENT									
SM1	Rewilding an Enlarged Landholding/Arriving at the Site								
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	++	++	++	The securing of control over an extended landholding by the CCC would likely result in a long-term positive significant effect as it facilitates improved land management and project implementation opportunities to pursue the core objectives of Strategy 2040 and, importantly, the L SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for the minimisation of visual impact of the proposed development on the landscape of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate “back to nature” experience with the cliffs.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for design approaches that would lessen the concentration of visitors in any single area at one time and facilitate more effective land management.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.  Clare County Council.	Q1 2026 ongoing  Ongoing



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SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through “rewilding” of the landscape.				This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the L SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		++	++	++		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
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		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the L SEOs.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.</p> <p>A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2025 ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Land								
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SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the formation of strengthened partnerships to facilitate land management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the L SEOs.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>	
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate land and habitat management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site in line with the L SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing	

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		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience facilitates a more integrated approach to managing visitor activities on site and thus provides opportunities to apply a more focused land management approach to the lands under the control of CCC.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience facilitates a more integrated approach to managing visitor activities on site and thus provides opportunities to apply a more focused land management approach to the lands under the control of CCC.	Inherent mitigation to be confirmed in statutory development consent procedure	Comprehensive Section 177AE application to ABP	Clare County Council. Cliffs of Moher Centre Designated Activity Company	At statutory development consent stage
SM1.10	A surface car park for 450 cars with separate building access.	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience facilitates a more integrated approach to managing visitor activities on site and thus provides opportunities to apply a more focused land management approach to the lands under the control of CCC.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience facilitates a more integrated approach to managing visitor activities on site and thus provides opportunities to apply a more focused land management approach to the lands under the control of CCC.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2	<b>New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)</b>								
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it facilitates the offering of a wider range of activities in conditions better sheltered from weather events and thus permits a more integrated approach to managing visitor activities on site and a more focused land management approach to the lands under the control of CCC.				

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SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the existing Visitor Centre will be re-purposed and add value to the social, cultural and educational offer at the Experience site and serve as a resource to inform visitors, students etc. on the importance and uniqueness of the habitats and biodiversity of the Cliffs of Moher Development Area and the need to restore and conserve it.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
						Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
						A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
						A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within		

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SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands under the control of CCC to the west of the R478, thus facilitating the restoration of a larger area of lands and enhancing the sustainability of the site.	<p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	<p>Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure</p> <p>To be integrated within statutory consent procedures and associated studies</p>	<p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2025 ongoing</p> <p>Q1 2026 ongoing</p>
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.				
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing



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SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the existing Visitor Centre will continue to be a valuable asset and offer necessary facilities and amenities at the Experience site that could complement effective land management policies.	A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing
SM3	<b>The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat</b>								
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it retains a focus on a core and beloved element of the existing Experience.	<p>Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure</p> <p>To be integrated within statutory consent procedures and associated studies</p>	<p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2025 ongoing</p> <p>Q1 2026 ongoing</p>
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	<p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

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SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.				This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	O	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM3.5	Habitat remediation will occur within the double cantilever circle.				This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the L SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		++	++	++		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing

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SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.				This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the L SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		++	++	++		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.				This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	O	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	<p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.				

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SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.				This provision of the Site Masterplan would likely result in a long-term positive effect as it makes provision for the protection of sensitive habitat in line with the ethos of conserving and restoring key areas of the site to ensure its enhancement and sustainability.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	+	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.				This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	+	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
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SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy								
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.				
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
						A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
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SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
						A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
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SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
						A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
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SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.	<p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

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SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	++	++	++	<p>This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to protect the sensitive cliff edge and creates the opportunity for the restoration and conservation of foraging habitat for seabirds and will be subject to the provisions of the proposed Habitats Management Plan.</p>	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

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SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures restore and conserve an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

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SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	++	++	++	<p>This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to direct visitor traffic away from sensitive habitat that acts as a valuable foraging area for Chough.</p>	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

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SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

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SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>	
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	<p>Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure</p> <p>To be integrated within statutory consent procedures and associated studies</p>	<p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q1 2025 ongoing</p> <p>Q1 2026 ongoing</p>	



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SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.				This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	+	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
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SM4.14	The trigonometry point will be developed as a primary “destination” point in the landscape with the addition of a significant sculptural feature and viewing platform.				This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>	

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SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

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SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

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SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move and permit site management to be responsive to conditions and volumes of visitors to better safeguard lands under their control.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Obtain land-legal interests.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for important health and safety requirements to enhance the world class status of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
SM5	Northern Loop/Southern Cliff-Walk								
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	+	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it enhances the legibility and quality of information (and hence knowledge and understanding) about the site and its linkages to the Experience and beyond.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council  Clare County Council	Q2 2026 ongoing  Q2 2026 ongoing
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council  Clare County Council	Q2 2026 ongoing  Q2 2026 ongoing
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.				This provision of the Site Masterplan would likely result in a long-term positive effect as it would provide for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		+	O	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.				This provision of the Site Masterplan would likely result in a long-term positive effect as it would showcase in a revised and safer manner a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
		O	+	+		A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.	Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.	Clare County Council.	Ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies.	Clare County Council.	Q1 2026 ongoing



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
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SM5,6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	++	++	++	If it were achieved, this provision of the Strategy would likely have a long-term positive significant effect as it would facilitate the establishment of a partnership approach to land management and affords opportunities to extend the restoration of habitats and the reach of the Habitats Management Plan.	<p>To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q2 2026 Ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
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		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures to restore and conserve an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	<p>To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent procedures and associated studies.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q2 2026 Ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p> <p>Q1 2026 ongoing</p>

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
		L1	L2						
		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	++	++	++	If it were achieved, this provision of the Site Masterplan would likely have a long-term positive significant effect as it would facilitate the extension of designed pathways and land management provisions into lands currently not under the control of the Clare County Council.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests.</p> <p>Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q2 2026 Ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Land							
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		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures and new pathway design to protect the sensitive cliff edge and create the opportunity for the restoration and conservation of foraging habitat for seabirds and be subject to the provisions of the proposed Habitats Management Plan.	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests.</p> <p>Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q2 2026 Ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Land								
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		To achieve net positive effects for the environment based on land under the control of Clare County Council within the Cliffs of Moher Development Area	To achieve effective land management on lands within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Land SEOs	Mitigation	Action	Responsibility	Target	
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	+	++	++	<p>This provision of the Site Masterplan would likely result in a long-term positive Significant effect as it would provide for measures and low-impact pathway design and routing to protect the sensitive cliff edge and create a safer and more sustainable route for visitors to that area.</p>	<p>To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.</p> <p>To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.</p> <p>A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.</p> <p>A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.</p>	<p>Obtain land-legal interests.</p> <p>Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.</p> <p>Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.</p> <p>To be integrated within statutory consent.</p>	<p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p> <p>Clare County Council.</p>	<p>Q3 2024</p> <p>Q2 2026 Ongoing</p> <p>Q1 2026 ongoing</p> <p>Ongoing</p>	
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	<p>The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.</p>	<p>Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.</p> <p>Inherent mitigation to be confirmed in statutory development consent procedure.</p>	<p>Develop and implement a monitoring programme to determine cliff stability in the area.</p> <p>Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.</p>	<p>Clare County Council</p> <p>Clare County Council</p>	<p>Q1 2025</p> <p>Q1 2025</p>	

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives										
		Soils and Geology										
		SG1	SG2	SG3	SG4							
		To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource	To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events)	To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan	To rehabilitate the soil resource within the Cliffs of Moher Development Area							Conclusion
CORE OBJECTIVES												
CO1	Enhancing Economic Benefits Across the Region											
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.					
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025	
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements	Clare County Council.	Ongoing	
CO1.4	Minimising adverse impacts on local communities	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025	
CO1.5	Sustainably increasing tourism revenue across the season	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025	
CO2	Optimising the World-Class Experience											
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.					

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
		Soils and Geology									
		SG1	SG2	SG3	SG4						
		To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource	To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events)	To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan	To rehabilitate the soil resource within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Soils and Geology SEOs	Mitigation	Action	Responsibility	Target
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
CO2.4	Develop targeted event and activity packages	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
CO3	Transforming the Natural Landscape										
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	++	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through enhancing, conserving and emphasising the importance of the soil resource and unique geology underpinning the key attraction of the Cliffs of Moher Experience.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring enhanced protection of the soils and geology and the related sustainability of the habitats within the Cliffs of Moher Development Area.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	++	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the improved management and monitoring of visitor behavior and the impacts of same on the soils resource and geology of the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	++	++	O	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, geology, soils and water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
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CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the protection of the soils resource and geology that characterises the uniqueness of the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO4	Providing Sustainable Access										
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	++	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.				
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	++	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the establishment of a stronger and more cohesive identity for the Cliffs of Moher Experience and its relationship with the Cliff Walk trail and other linked trails thus enhancing the appeal of the broader area for local and international tourists.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing
CO4.4	Managing visitors across the wider area	++	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring better management of visitors to the site, improving their awareness of the site's sensitivities and the importance of its conservation.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
CO4.5	Provide valuable community amenities	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	O	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
		Soils and Geology									
		SG1	SG2	SG3	SG4						
		To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource	To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events)	To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan	To rehabilitate the soil resource within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Soils and Geology SEOs	Mitigation	Action	Responsibility	Target
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED											
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location										
	A.1 Less built infrastructure at the Cliffs of Moher site.	++	++	O	++	++	This aspect of Strategic Decision A would likely result overall in a long-term positive significant effect as less built infrastructure at the Cliffs of Moher Experience site would enhance the uniqueness of the "wildness" of the site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	O	O	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	?	?	?	?	?	The effect of this aspect of Strategic Decision A is uncertain in relation to the SG SEOs as the full dimensions of the element are unclear.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	O	O	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	O	O	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_B	Proposal to establish Park and Ride and shuttle bus service										
	B.1 Provide a more sustainable access system.	O	O	O	O	O	This aspect of Strategic Decision B would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
	B.2 Better experience for visitors to the Cliffs.	O	O	O	O	O	This aspect of Strategic Decision B would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	O	O	O	O	O	This aspect of Strategic Decision B would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	O	O	O	O	O	This aspect of Strategic Decision B would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
		Soils and Geology									
		SG1	SG2	SG3	SG4						
		To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource	To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events)	To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan	To rehabilitate the soil resource within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Soils and Geology SEOs	Mitigation	Action	Responsibility	Target
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	--	--	O	-	--	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect by virtue of requiring the provision of extended car parking areas and associated land take at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	-	-	O	-	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect because of the worsening of the negative effects of seasonal peak traffic impacts.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	++	++	O	++	++	This alternative Option scenario under Strategic Decision B would likely result in a long-term positive significant effect on achieving the SG SEOs because of the balancing off of a likely negative effect of having to develop larger scale parking lots associated with the Park and Ride facilities with the positive effects of removing such facilities at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.										
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site’s biodiversity.	++	++	O	++	++	This aspect of Strategic Decision C would likely result overall in a long-term positive significant effect related to the enhancement of the appeal of the Cliffs of Moher Experience because of the restoration of the site's biodiversity.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	O	O	O	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors’ facilities to the west of R478)	O	O	O	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	-	-	O	-	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of limiting the enhancement of the Cliffs of Moher Experience site and extending the land take.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
		Soils and Geology									
		SG1	SG2	SG3	SG4						
		To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource	To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events)	To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan	To rehabilitate the soil resource within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Soils and Geology SEOs	Mitigation	Action	Responsibility	Target
	C.3Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	--	--	O	--	--	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative significant effect by virtue of limiting the enhancement of the Cliffs of Moher Experience site as well as increasing the land take at the existing site and thus limiting the positive impact on the appeal of the attraction.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	++	++	O	++	++	This alternative Option scenario under Strategic Decision C would likely result in a long-term positive significant effect by virtue of removing to a notable extent built infrastructure to the west of the R478 and thus freeing up those lands for restoration, and providing a consolidated arrivals/welcome visitors facilities to the east of the R478.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography										
	D.1To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	+	+	O	+	+	This aspect of Strategic Decision D would likely result in a long-term positive effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site and strengthening linkages with other existing routes in the area as well as enabling the extension of habitat restoration, soil resource restoration and cliff protection efforts.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.2The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	O	O	O	This aspect of Strategic Decision D would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
	D.3As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	--	--	O	--	--	This statement highlights the likely long-term negative significant effect if the northern area is not 'opened up', which is the increasing focus of visitor numbers being directed to the lands south of the existing Visitor Centre where viewing points are less advantageous. This results in visitors trying to get closer to the cliff-edge, which is a significant safety risk and has the potential to negatively impact cliff stability and thus represents a significant risk to the sustainability of the Experience.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
		Soils and Geology									
		SG1	SG2	SG3	SG4						
		To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource	To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events)	To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan	To rehabilitate the soil resource within the Cliffs of Moher Development Area	Conclusion	Comments in relation to likely positive or negative significant effects on the Soils and Geology SEOs	Mitigation	Action	Responsibility	Target
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	+	+	O	O	+	This aspect of Strategic Decision D would likely result in a long-term positive effect due to the overall enhancement of the Cliffs of Moher Experience itself and, related to that as well as facilitating the restoration of the habitat and soils resource and thus the sustainability of the attraction.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge										
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	O	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	O	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_F	Cliff-edge Experiences										
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	++	++	+	++	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect related to the enhancement of cliff protection measures.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
		Soils and Geology									
		SG1	SG2	SG3	SG4						
		To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource	To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events)	To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan	To rehabilitate the soil resource within the Cliffs of Moher Development Area						
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	++	++	+	++	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect related to the enhancement of cliff protection measures.	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Avoid the potential of engineered viewing platforms extending over the cliff edge.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council/Design Team  Clare County Council.  Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	++	++	O	++	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect as visitor management would enhance both visitor safety as well as the management and conservation of the biodiversity, soils resources and cliff stability.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
		Soils and Geology									
		SG1	SG2	SG3	SG4						
		To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate restoration of the soil resource	To minimise the impact of visitors to the Cliffs of Moher Development Area and facilitate reduced impact on cliff failure (geological events)	To ensure that all site works including excavation and movement of soils is subject to monitoring and compliance with a detailed Construction Environmental Management Plan	To rehabilitate the soil resource within the Cliffs of Moher Development Area						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Soils and Geology SEOs	Mitigation	Action	Responsibility	Target				
StratD_G	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	++	++	+	++	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect as visitor management would enhance both visitor safety as well as the management and conservation of the biodiversity, soils resources and cliff stability.	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Avoid the potential of engineered viewing platforms extending over the cliff edge.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council/Design Team  Clare County Council.  Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
	The existing Visitor Centre will be repurposed										
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	+	+	O	O	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building without extending its footprint and associated land take, which would play an important role in the enhancement of the quality and sustainability of the Experience.				
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	++	++	O	+	++	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive significant effect in that it re-uses an existing building without further expanding it, thus enabling the implementation of restoration of lands on the western side of the N478, further enhancing the quality and sustainability of the Experience.				
	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	O	O	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
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	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	O	O	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O	O	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing
SITE MASTERPLAN PROVISIONS ASSESSMENT											
SM1	Rewilding an Enlarged Landholding/Arriving at the Site										
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	++	++	O	++	++	The securing of control over an extended landholding by the CCC would likely result in a long-term positive significant effect as it facilitates improved land management and project implementation opportunities to pursue the core objectives of Strategy 2040 and, importantly, the SG SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	+	O	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as while it provides for the minimisation of visual impact of the proposed development on the landscape of the site, it should also be used to facilitate soil restoration.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate "back to nature" experience with the cliffs.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for design approaches that would lessen the concentration of visitors in any single area at one time and facilitate more effective land management.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through "rewilding" of the landscape.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the SG SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the SG SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the formation of strengthened partnerships to facilitate land management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the SG SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council	Q1 2025
								To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council	Q3 2024
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate soil, land and habitat management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site in line with the SG SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the site and building design catering for the selected 'capped' maximum capacity of the Experience facilitates a more integrated approach to managing visitor activities on site and thus provides opportunities to apply a more focused land management approach to the lands under the control of CCC.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
								Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing

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SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.10	A surface car park for 450 cars with separate building access.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)										
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	++	++	O	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands under the control of CCC to the west of the R478, thus facilitating the restoration of a larger area of lands and enhancing the sustainability of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives									
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		SG1	SG2	SG3	SG4						
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SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat										
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it retains a focus on a core and beloved element of the existing Experience.				
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases and protects a key aspect of the Cliffs, namely its cultural heritage and unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	?	+	O	?	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases and protects the cliffs and their unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.5	Habitat remediation will occur within the double cantilever circle.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the SG SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	++	++	O	O	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the SG SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	++	++	O	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	O	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it makes provision for the protection of sensitive habitat in line with the ethos of conserving and restoring key areas of the site to ensure its enhancement and sustainability.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy										
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	O	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	O	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	O	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.				
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to protect the sensitive cliff edge and creates the opportunity for the restoration and conservation of the soils resource and foraging habitat for seabirds and will be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing

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SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to restore and conserve the soils resource as well as an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to direct visitor traffic away from sensitive habitat that acts as a valuable foraging area for Chough.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing



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SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases the unique experience of the cliff edge and views of landscape and seascape in a safe manner that protects the cliff edge .	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM4.14	The trigonometry point will be developed as a primary “destination” point in the landscape with the addition of a significant sculptural feature and viewing platform.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases the unique experience of the cliff edge and views of landscape and seascape in a safe manner that protects the cliff edge .	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	++	++	O	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move and permit site management to be responsive to conditions and volumes of visitors to better safeguard lands under their control.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	O	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5	Northern Loop/Southern Cliff-Walk										
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it enhances the legibility and quality of information (and hence knowledge and understanding) about the site and its linkages to the Experience and beyond.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.				
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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Conclusion	Comments in relation to likely positive or negative significant effects on the Soils and Geology SEOs	Mitigation	Action	Responsibility	Target						
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it would provide for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	+	+	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases the unique experience of the cliff edge and views of landscape and seascape in a safe manner that protects the cliff edge .	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	++	++	O	++	++	If it were achieved, this provision of the Strategy would likely have a long-term positive significant effect as it would facilitate the establishment of a partnership approach to land management and affords opportunities to extend the restoration of habitats and the soils resource as well as the reach of the Habitats Management Plan.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures to restore and conserve an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing

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						Conclusion	Comments in relation to likely positive or negative significant effects on the Soils and Geology SEOs	Mitigation	Action	Responsibility	Target
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	++	++	O	++	++	If it were achieved, this provision of the Site Masterplan would likely have a long-term positive significant effect as it would facilitate the extension of designed pathways and land management provisions into lands currently not under the control of the Clare County Council.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
								Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures and new pathway design to protect the sensitive cliff edge and create the opportunity for the restoration and conservation of foraging habitat for seabirds and be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
								Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	++	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive Significant effect as it would provide for measures and low-impact pathway design and routing to protect the sensitive cliff edge and create a safer and more sustainable route for visitors to that area.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
								Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	?	?	The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.	Develop and implement a monitoring programme to determine cliff stability in the area.	Clare County Council	Q1 2025
								Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
CORE OBJECTIVES										
CO1	Enhancing Economic Benefits Across the Region									
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	+	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through giving effect to extant policies, including the focus on broadening benefits of key tourism routes and attractions and centering the importance of implementing the WFD and the MSFD on achieving the sustainability of such socio-economic and cultural assets.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements	Clare County Council.	Ongoing
CO1.4	Minimising adverse impacts on local communities	+	+	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as it necessarily includes the need to address the maintenance and protection of water resources and the adherence to flood risk management measures.	Record and monitor groundwater vulnerability in the area on an annual cycle as part of an Environmental Monitoring Programme	Develop and implement an annual groundwater vulnerability monitoring programme to measure groundwater quality at the Cliffs of Moher Experience.	Clare County Council	Q1 2026
CO1.5	Sustainably increasing tourism revenue across the season	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
CO2	Optimising the World-Class Experience									
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	+	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect as, in centering the needs and satisfaction of visitors to the Experience and the provision of a world class Experience, it would necessarily need to address the maintenance and protection of water resources and the adherence to flood risk management measures.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	+	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect as its focus on enhancing memorable yet safe experiences requires due focus on the the maintenance and protection of water resources and the adherence to flood risk management measures.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO2.4	Develop targeted event and activity packages	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing
CO3	Transforming the Natural Landscape									
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	++	++	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through conserving and emphasising the importance of the water resource and its essential role in securing the conditions for biodiversity and habitats restoration.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	++	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through conserving and emphasising the importance of the water resource and its essential role in securing the conditions for biodiversity and habitats restoration.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	++	++	+	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the improved management and monitoring of visitor behavior and the impacts of same on the water resources and areas at risk of flooding within the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, geology, soils and water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the protection of the water resources that underpin the uniqueness of the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO4	Providing Sustainable Access									
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	+	+	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through incorporating design to manage surface water runoff and to secure and protect sensitive water resource areas thus entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	+	+	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through the establishment of a designed network of linked trails that incorporate appropriate measures for the protection of water resources and the mitigation of flood risks whilst enhancing the appeal of the broader area for local and international tourists.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing
CO4.4	Managing visitors across the wider area	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring better management of visitors to the site, improving their awareness of all aspects of the site's sensitivities and the importance of its protection and conservation.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
CO4.5	Provide valuable community amenities	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.	Clare County Council	Q1 2025
								Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Q1 2025
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED										
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location									
	A.1 Less built infrastructure at the Cliffs of Moher site.	++	++	++	++	This aspect of Strategic Decision A would likely result overall in a long-term positive significant effect as less built infrastructure at the Cliffs of Moher Experience site would entail fewer risks to water resources and require less attention to flood risk management and mitigation on-site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
		O	O	O	O	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
A.2	Bring significant direct economic benefits to the remote location.	O	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
A.3	Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	?	?	O	?	The effect of this aspect of Strategic Decision A is uncertain in relation to the SG SEOs as the full dimensions of the element are unclear.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
A.4	Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	O	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
A.5	Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	O	O	O	O	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_B	Proposal to establish Park and Ride and shuttle bus service									
B.1	Provide a more sustainable access system.	O	O	O	O	This aspect of Strategic Decision B will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
B.2	Better experience for visitors to the Cliffs.	O	O	O	O	This aspect of Strategic Decision B will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
B.3	Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	O	O	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the reduction in the concentrated demand for parking at the Cliffs of Moher Experience, especially during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs		Mitigation	Action	Responsibility	Target		
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	O	O	O	O	This aspect of Strategic Decision B will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	-	-	-	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative effect by virtue of requiring the provision of extended car parking areas and associated land take/potential impact on water resources/additional surface water runoff at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	-	-	-	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect because of the worsening of the negative effects of seasonal peak traffic impacts.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	O	O	O	O	This aspect of Strategic Decision B will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.									
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	++	++	+	++	This aspect of Strategic Decision C would likely result overall in a long-term positive significant effect related to the restoration of the site's biodiversity and associated benefits for the water resource in the area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	O	O	O	O	This aspect of Strategic Decision C will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	O	O	O	O	This aspect of Strategic Decision C will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	O	O	O	O	This aspect of Strategic Decision C will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	O	O	O	O	This aspect of Strategic Decision C will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	O	O	O	O	This aspect of Strategic Decision C will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography									
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	++	++	O	++	This aspect of Strategic Decision D would likely result in a long-term positive significant effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site and strengthening formalised linkages with other existing routes in the area as well as enabling the extension of habitat restoration and water resource protection efforts.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	O	O	This aspect of Strategic Decision D will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	O	O	O	O	This aspect of Strategic Decision D will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	++	++	O	++	This aspect of Strategic Decision D would likely result in a long-term positive significant effect due to the reinstatement of a historic lake/wetland area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures	Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge									
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	O	O	O	This aspect of Strategic Decision E will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	O	O	O	O	This aspect of Strategic Decision E will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	O	O	O	O	This aspect of Strategic Decision E will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	O	This aspect of Strategic Decision E will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	O	O	O	This aspect of Strategic Decision E will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_F	Cliff-edge Experiences									
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	+	+	O	+	This aspect of Strategic Decision F would likely result in a long-term positive effect related to the enhancement of cliff protection measures, the restoration of habitats and the associated benefits for the water resources in the area.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	O	O	O	O	This aspect of Strategic Decision F will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	+	+	+	+	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety as well as the management and conservation of the biodiversity, soils and water resources and cliff stability.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	O	O	O	O	This aspect of Strategic Decision F will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
StratD_G	The existing Visitor Centre will be repurposed									
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	O	O	O	O	This aspect of Strategic Decision G will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	+	+	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it re-uses an existing building without further expanding it, thus enabling the implementation of restoration of lands and associated improved protection of water resources on the western side of the N478, further enhancing the quality and sustainability of the Experience.				
	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	O	O	O	O	This aspect of Strategic Decision G will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	O	O	O	O	This aspect of Strategic Decision G will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O	O	O	O	This aspect of Strategic Decision G will likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing
SITE MASTERPLAN PROVISIONS ASSESSMENT										
SM1	Rewilding an Enlarged Landholding/Arriving at the Site									
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	++	++	O	++	The securing of control over an extended landholding by the CCC would likely result in a long-term positive significant effect as it facilitates improved land management and project implementation opportunities to pursue the core objectives of Strategy 2040 and, importantly, the W SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as while it provides for the minimisation of visual impact of the proposed development on the landscape of the site, it could also be used to facilitate works to manage the risk of surface water flooding.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate “back to nature” experience with the cliffs.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for design approaches that would lessen the concentration of visitors in any single area at one time and facilitate more effective land and visitor management.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through “rewilding” of the landscape.	++	++	O	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the W SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	++	++	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the W SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives										
		Water										
		W1	W2	W3								
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures								
		Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs		Mitigation		Action		Responsibility		Target	
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	++	++	O	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the formation of strengthened partnerships to facilitate land management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the W SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024		
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	++	++	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate soil, land and habitat management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site in line with the W SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing		
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	?	?	O	?	The effect of this provision of the Site Masterplan is uncertain as there are no data on projected flood risk or flood related to the proposed new development.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing		
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing		

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives				Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
SM1.10	A surface car park for 450 cars with separate building access.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)									
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands under the control of CCC to the west of the R478, thus facilitating the restoration of a larger area of lands and the protection of water resources, and enhancing the sustainability of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target			
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat									
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.5	Habitat remediation will occur within the double cantilever circle.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the W SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	++	++	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the W SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it makes provision for the protection of sensitive wetland habitat in line with the ethos of conserving and restoring key areas of the site to ensure its enhancement and sustainability.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target			
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy									
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs		Mitigation	Action	Responsibility	Target		
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to protect the sensitive cliff edge and creates the opportunity for the restoration and conservation of the soils and water resource and foraging habitat for seabirds and will be subject to the provisions of the proposed Habitats Management Plan.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	++	++	+	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to restore and conserve the water resource as well as an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Cough.	+	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to direct visitor traffic away from sensitive habitat that acts as a valuable foraging area for Cough.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target			
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.14	The trigonometry point will be developed as a primary "destination" point in the landscape with the addition of a significant sculptural feature and viewing platform.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move and permit site management to be responsive to conditions and volumes of visitors to better safeguard lands under their control.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5	Northern Loop/Southern Cliff-Walk									
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.				
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
		O	O	O	Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	O	O	O	O	This aspect would likely result in a long-term neutral effect as it does not relate directly to the achievement of the W SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	++	++	O	++	If it were achieved, this provision of the Strategy would likely have a long-term positive significant effect as it would facilitate the establishment of a partnership approach to land management and affords opportunities to extend the restoration and protection of habitats and the soils and water resource as well as the reach of the Habitats Management Plan.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council	Q1 2025
							To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council	Q3 2024
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	++	++	O	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures to restore and conserve an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
							Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	++	++	O	++	If it were achieved, this provision of the Site Masterplan would likely have a long-term positive significant effect as it would facilitate the extension of designed pathways and land management provisions into lands currently not under the control of the Clare County Council.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
							Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Water SEOs	Mitigation	Action	Responsibility	Target
		Water								
		W1	W2	W3						
		To protect both surface water and groundwater, and their associated habitats and species within and adjacent to the Cliffs of Moher Development Area	To ensure that the status of water resources is protected, maintained, and improved within the Cliffs of Moher Development Area, in line with the requirements of the WFD and MSFD	To ensure the protection where applicable of areas at risk of surface water flooding from the proposed development through avoidance, mitigation, and adaptation measures						
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures and new pathway design to protect the sensitive cliff edge and create the opportunity for the restoration and conservation of foraging habitat for seabirds and be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive Significant effect as it would provide for measures and low-impact pathway design and routing to protect the sensitive cliff edge and create a safer and more sustainable route for visitors to that area.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	?	The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a monitoring programme to determine cliff stability in the area.  Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council  Clare County Council	Q1 2025  Q1 2025



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives	Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
		Air Quality						
		AQ1						
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>						
CORE OBJECTIVES								
CO1	Enhancing Economic Benefits Across the Region							
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEO.				
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	?	?	There is uncertainty relating to the effect of the achievement of this Core Objective as there is no clarity whether issues related to Air Quality are to be addressed as part of the partnership arrangements.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through giving effect to extant policies, including the focus on broadening benefits of key tourism routes and attractions and centering the importance of implementing the Clean Air Strategy on achieving the sustainability of such socio-economic and cultural assets.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements	Clare County Council.	Ongoing
CO1.4	Minimising adverse impacts on local communities	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as adherence to policy and statutory requirements necessarily includes the need to address the implementation of the Clean Air Strategy.	Record and monitor emissions and ambient air quality in the area on an annual cycle as part of an Environmental Monitoring Programme.	Develop and implement an annual emissions and ambient air quality monitoring programme to measure air quality at the Cliffs of Moher Experience.	Clare County Council	Q1 2026
CO1.5	Sustainably increasing tourism revenue across the season	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives	Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
		Air Quality						
		AQ1						
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>						
CO2	Optimising the World-Class Experience							
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	+	+	Achievement of this Core Objective will likely result in a long-term positive effect as, in centering the needs and satisfaction of visitors to the Experience and the provision of a world class Experience, it would necessarily need to ensure adherence to the Clean Air Strategy.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
CO2.4	Develop targeted event and activity packages	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
CO3	Transforming the Natural Landscape							
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through conserving and emphasising the importance of maintaining air quality and its essential role in securing the conditions for human health, biodiversity and habitats restoration.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through reducing agricultural emissions on restored lands as well as conserving and emphasising the importance of maintaining air quality and its essential role in securing the conditions for human health, biodiversity and habitats restoration.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives		Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
		Air Quality							
		AQ1							
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the improved management and monitoring of visitor behavior and the impacts of same on Air Quality indicators within the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing	
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the air quality, habitats, geology, soils and water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025	
CO3.5	Protect the cultural authenticity and wildness of the natural assets	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the monitoring and protection of the air quality that underpins the unique wildness and authenticity of the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing	
CO4	Providing Sustainable Access								
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	+	+	Achievement of this Core Objective will likely result in a long-term positive effect as it would likely reduce the volume and intensity of vehicle traffic within the Cliffs of Moher Development Area, particularly during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing	
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives		Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
		Air Quality							
		AQ1							
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	O		O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing
CO4.4	Managing visitors across the wider area	+		+	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
CO4.5	Provide valuable community amenities	O		O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	O		O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.	Clare County Council	Q1 2025
							Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Q1 2025
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED									
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location								
	A.1 Less built infrastructure at the Cliffs of Moher site.	++		++	This aspect of Strategic Decision A would likely result overall in a long-term positive significant effect as less built infrastructure at the Cliffs of Moher Experience site would entail fewer activities on-site linked to air emissions.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	O		O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives	Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
		Air Quality						
		AQ1						
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>						
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	-	-	This aspect of Strategic Decision A will likely result in a long-term negative effect as it would entail year-round traffic movements and related air emissions.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_B	Proposal to establish Park and Ride and shuttle bus service							
	B.1 Provide a more sustainable access system.	+	+	This aspect of Strategic Decision B would likely result in a long-term positive effect as a more sustainable access system that moderates the volume and intensity of traffic at peak seasons and makes use of EVs or lower-emission transport technologies would reduce air emissions.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	B.2 Better experience for visitors to the Cliffs.	O	O	This aspect of Strategic Decision B would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the reduction in the volume and frequency of private vehicle movements, especially during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives		Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
		Air Quality							
		AQ1							
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	O	O		This aspect of Strategic Decision B would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	--	--		This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect by virtue of the provision of extended car parking areas and the facilitation of unmanaged traffic volumes at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	-	-		This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect because of the worsening of the negative effects of seasonal peak traffic impacts.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	O	O		This aspect of Strategic Decision B would likely result in a long-term neutral effect as the likely benefits of removing parking at the Cliffs of Moher Experience would shift the volumes of traffic to the remote Park and Ride locations, to the detriment of air quality in those locations.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.								
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	+	+		This aspect of Strategic Decision C would likely result in a long-term positive effect through reducing agricultural emissions on restored lands.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives	Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
		Air Quality						
		AQ1						
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>						
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	+	+	This aspect of Strategic Decision C would likely result in a long-term positive effect through reducing agricultural emissions on restored lands.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography							
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	+	+	This aspect of Strategic Decision C would likely result in a long-term positive effect through reducing agricultural emissions on restored lands.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	This aspect of Strategic Decision D would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	O	O	This aspect of Strategic Decision D would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	O	O	This aspect of Strategic Decision D would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				

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		Air Quality							
		AQ1							
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge								
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	O		This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	O	O		This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	O	O		This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O		This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	O		This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
StratD_F	Cliff-edge Experiences								
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	O	O		This aspect of Strategic Decision F would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	O	O		This aspect of Strategic Decision F would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	O	O		This aspect of Strategic Decision F would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	O	O		This aspect of Strategic Decision F would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
StratD_G	The existing Visitor Centre will be repurposed								
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	O	O		This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				



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		Air Quality							
		AQ1							
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
	G.2      Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	O		O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	G.3      Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	O		O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
	G.4      Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	O		O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
	G.5      The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O		O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SITE MASTERPLAN PROVISIONS ASSESSMENT									
SM1	Rewilding an Enlarged Landholding/Arriving at the Site								
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	+		+	The securing of control over an extended landholding by the CCC would likely result in a long-term positive significant effect as it facilitates improved land management and project implementation opportunities to pursue the core objectives of Strategy 2040 and, importantly, the AQ SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate “back to nature” experience with the cliffs.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through “rewilding” of the landscape.	+		+	This provision of the Site Masterplan would likely result in a long-term positive effect as the restoration of biodiversity and habitats at the site would reduce agricultural emissions on certain lands and enhance the authenticity and sustainability of the Experience and directly contribute to achieving the AQ SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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		Air Quality						
		AQ1						
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>						
			Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the restoration of biodiversity and habitats at the site would reduce agricultural emissions on certain lands and enhance the authenticity and sustainability of the Experience and directly contribute to achieving the AQ SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the formation of strengthened partnerships to facilitate land management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the AQ SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate soil, land and habitat management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site in line with the AQ SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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		Air Quality							
		AQ1							
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	?	?	The effect of this provision of the Site Masterplan is uncertain as there is no clarity regarding the detailed proposals related to air quality impacts.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing	
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	?	?	The effect of this provision of the Site Masterplan is uncertain as there is no clarity regarding the detailed proposals related to air quality impacts.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing	
SM1.10	A surface car park for 450 cars with separate building access.	?	?	The effect of this provision of the Site Masterplan is uncertain as there is no clarity regarding the detailed proposals related to air quality impacts.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing	
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	?	?	The effect of this provision of the Site Masterplan is uncertain as there is no clarity regarding the detailed proposals related to air quality impacts.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing	
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)								
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Air Quality							
		AQ1							
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>		Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands under the control of CCC to the west of the R478, thus facilitating the restoration of a larger area of lands, reducing agricultural emissions and enhancing ecosystem services and the sustainability of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing	
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat								
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					

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		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM3.5	Habitat remediation will occur within the double cantilever circle.	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the AQ SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing	
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the AQ SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing	
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					

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		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy								
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	O		O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	+		+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to protect the sensitive cliff edge and creates the opportunity for the restoration and conservation of the soils and water resource (ecosystem services)and foraging habitat for seabirds and will be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

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		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>							
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to restore and conserve ecosystem services as well as an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing	
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM4.14	The trigonometry point will be developed as a primary "destination" point in the landscape with the addition of a significant sculptural feature and viewing platform.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Air Quality							
		AQ1							
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>	Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target	
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM5	Northern Loop/Southern Cliff-Walk								
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.					



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives						
		Air Quality						
		AQ1						
		To ensure that all development implemented in terms of the <i>Cliffs of Moher Strategy 2040</i> supports the <i>Clean Air Strategy</i>						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Air Quality SEOs	Mitigation	Action	Responsibility	Target	
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the AQ SEOs.				
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.	Develop and implement a monitoring programme to determine cliff stability in the area.	Clare County Council	Q1 2025
					Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland's climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
CORE OBJECTIVES										
CO1	Enhancing Economic Benefits Across the Region									
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	?	?	O	?	There is uncertainty over the effect of achieving this Core Objective as there needs to be greater clarity around the extent to which actions to meet the targets of the Climate Action Plan would form part of the planning and management related to transforming the economic and social futures of the communities in the SEA study area.				
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	?	?	O	?	There is uncertainty relating to the effect of the achievement of this Core Objective as there is no clarity whether issues related to Climate Change are to be addressed as part of the partnership arrangements.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	+	+	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through giving effect to extant policies, including the focus on broadening benefits of key tourism routes and attractions and centering the importance of implementing the Climate Action and Low Carbon Development (Amendment) Act 2021, the annual Climate Action Plan and the Clare County Development Plan 2023-2029 on achieving the sustainability of such socio-economic and cultural assets.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.  Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Ensure alignment with applicable policies and statutory requirements.  Develop Cliffs of Moher Experience Climate Action Strategy	Clare County Council.  Clare County Council	Ongoing  Q1 2025 ongoing
CO1.4	Minimising adverse impacts on local communities	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as the goal to reduce impacts on local communities includes a focus on establishing a more sustainable access system which would facilitate the mitigation of climate change-related impacts and climate change adaptation measures in line with the Climate Action and Low Carbon Development (Amendment) Act 2021, the annual Climate Action Plan and the Clare County Development Plan 2023-2029.	Record and monitor greenhouse gas emissions, renewable energy and energy efficiency in the area on an annual cycle as part of an Environmental Monitoring Programme.	Develop and implement an annual greenhouse gas emissions, renewable energy and energy efficiency monitoring programme to measure conformance with Cliffs of Moher Experience Climate Action Strategy.	Clare County Council	Q1 2026

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
CO1.5	Sustainably increasing tourism revenue across the season	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
CO2	Optimising the World-Class Experience									
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	+	+	O	+	Achievement of this Core Objective will likely result in a long-term positive effect as, in centering the needs and satisfaction of visitors to the Experience and the provision of a world class Experience, it highlights a focus on achieving a sustainable transport/access system as well as a focus on infrastructure and new building elements that comply with Climate Action Plan targets.	Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy	Clare County Council.	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO2.4	Develop targeted event and activity packages	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
CO3	Transforming the Natural Landscape									
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through securing the conditions for biodiversity and habitats restoration and conservation and the role the natural environment plays in mitigating carbon emissions.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through securing the conditions for biodiversity and habitats restoration and conservation and the role the natural environment plays in mitigating carbon emissions.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the improved management and monitoring of visitor behavior and the impacts of same on the biodiversity and habitats within the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, geology, soils and water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	O	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through the restoration and conservation of the biodiversity and habitats that underpin the uniqueness of the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO4	Providing Sustainable Access									
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	+	+	O	+	Achievement of this Core Objective would likely result in a long-term positive effect as the integrated transport system proposed is aimed at achieving a more sustainable access system that generates fewer greenhouse gas emissions.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	+	+	O	+	Achievement of this Core Objective would likely result in a long-term positive effect as the new arrivals and visitor facilities and network of walkways are aimed at meeting targets set in the Climate Action Plan and facilitating the restoration of the biodiversity/habitats on the Cliffs of Moher Development Area.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	+	+	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through the establishment of a designed network of linked trails that incorporate appropriate measures to facilitate the restoration of habitats and biodiversity whilst enhancing the appeal of the broader area for local and international tourists.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing
CO4.4	Managing visitors across the wider area	+	+	O	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring better management of visitors to the site, improving their awareness of all aspects of the site's sensitivities and the importance of its protection and conservation.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
CO4.5	Provide valuable community amenities	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	?	?	O	?	There is uncertainty over the effect of achieving this Core Objective was there needs to be greater clarity around the extent to which actions to meet the targets of the Climate Action Plan would form part of the planning and management related to transforming the economic and social futures of the communities in the SEA study area.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland's climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED										
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location									
	A.1 Less built infrastructure at the Cliffs of Moher site.	++	++	O	++	This aspect of Strategic Decision A would likely result overall in a long-term positive significant effect as less built infrastructure at the Cliffs of Moher Experience site would likely entail fewer localised sources of greenhouse gas emissions there.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	?	?	O	?	There is uncertainty over the effect of achieving this Core Objective was there needs to be greater clarity around the extent to which actions to meet the targets of the Climate Action Plan would form part of the planning and management related to transforming the economic and social futures of the communities in the SEA study area.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	?	?	O	?	The effect of this aspect of Strategic Decision A is uncertain in relation to the SG SEOs as the full dimensions of the element are unclear.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	-	-	O	-	This aspect of Strategic Decision A will likely result in a long-term neutral effect as it does not relate directly to the achievement of the SG SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	-	-	O	-	This aspect of Strategic Decision A will likely result in a long-term negative effect as the scenario outlined involves additional, unscheduled movements of Shuttle vehicles.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_B	Proposal to establish Park and Ride and shuttle bus service									
	B.1 Provide a more sustainable access system.	++	++	O	++	This aspect of Strategic Decision B would likely result in a long-term positive significant effect as it addresses the need for a transport system that moderates and manages the volumes of traffic and visitors to the Cliffs of Moher Experience and would likely result in the lowering of greenhouse gas emissions.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
	B.2 Better experience for visitors to the Cliffs.	O	O	O	O	This aspect of Strategic Decision B would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	+	+	O	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the reduction in the concentrated demand for parking at the Cliffs of Moher Experience due to lower volumes of cars travelling to the site, especially during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council.	Q1 2026 ongoing
							The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Develop Cliffs of Moher Experience Climate Action Strategy	Clare County Council.	Q1 2025 ongoing
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	O	O	O	O	This aspect of Strategic Decision B would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	--	--	O	--	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect by virtue of requiring the provision of extended car parking areas to meet the demand for the expected additional volume of traffic at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	-	-	O	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative effect because of the worsening of the negative effects of seasonal peak traffic impacts.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	-	-	O	-	This aspect of Strategic Decision B would likely result in a long-term negative effect as it envisages the need to maintain a full fleet of shuttle vehicles to service demand on an as-needed basis.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.									
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	+	+	O	+	This aspect of Strategic Decision C would likely result overall in a long-term positive significant effect related to the restoration of the site's biodiversity and associated increase/improvement in ecosystem services (including potentially the carbon sink effect) in the area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	O	O	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	O	O	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	O	O	O	O	This aspect of Strategic Decision C would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	-	-	O	-	This aspect of Strategic Decision C would likely result in a long-term negative effect as it requires an increase in the land take in an area that is a more sensitive and impacted habitat than the current area where parking is provided to the east of the R478.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	+	+	O	+	This aspect of Strategic Decision C would likely result in a long-term positive effect as it facilitates restoration of lands (habitat) to the west of the R478, which is viewed as a benefit in relation to the achievement of Ireland's climate ambition.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography									
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	+	+	O	+	This aspect of Strategic Decision D would likely result in a long-term positive effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site and strengthening formalised linkages with other existing routes in the area as well as enabling the extension of habitat restoration efforts.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	O	O	This aspect of Strategic Decision D would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	O	O	O	O	This aspect of Strategic Decision D would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	O	O	O	O	This aspect of Strategic Decision D would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge									
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	O	O	O	This aspect of Strategic Decision E would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_F	Cliff-edge Experiences									
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	+	+	O	+	This aspect of Strategic Decision F would likely result in a long-term positive effect related to the enhancement of cliff protection measures, the restoration of habitats and the associated benefits for ecosystem services.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
		O	O	O	Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	O	O	O	O	This aspect of Strategic Decision F would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	+	+	O	+	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety as well as the management and conservation of the biodiversity, soils and water resources and cliff stability, leading to an improvement in ecosystem services.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	O	O	O	O	This aspect of Strategic Decision F would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
StratD_G	The existing Visitor Centre will be repurposed									
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	O	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	+	+	O	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it re-uses an existing building without further expanding it, thus enabling the implementation of restoration of lands/habitats and associated improved ecosystem services on the western side of the N478, further enhancing the quality and sustainability of the Experience.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	O	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	O	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				

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		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
SITE MASTERPLAN PROVISIONS ASSESSMENT										
SM1	Rewilding an Enlarged Landholding/Arriving at the Site									
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	+	+	O	+	The securing of control over an extended landholding by the CCC would likely result in a long-term positive significant effect as it facilitates improved land management and project implementation opportunities to pursue the core objectives of Strategy 2040 and the C SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate “back to nature” experience with the cliffs.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through “rewilding” of the landscape.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the C SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the C SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the formation of strengthened partnerships to facilitate land management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area would enhance ecosystem services at the site and directly contribute to achieving the C SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate soil, land and habitat management improvements as well as restoration of biodiversity and habitats and the enhancement of ecosystem services at the Cliffs of Moher Development Area site in line with the C SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	?	?	O	?	The effect of this provision of the Site Masterplan is uncertain as there is no clarity regarding the detailed proposals related to climate impacts.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	?	?	O	?	The effect of this provision of the Site Masterplan is uncertain as there is no clarity regarding the detailed proposals related to climate impacts.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.10	A surface car park for 450 cars with separate building access.	?	?	O	?	The effect of this provision of the Site Masterplan is uncertain as there is no clarity regarding the detailed proposals related to climate impacts.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		C1	C2	C3						
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		?	?	O	?	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.					The effect of this provision of the Site Masterplan is uncertain as there is no clarity regarding the detailed proposals related to climate impacts.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)									
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy	Clare County Council.	Q1 2025 ongoing
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy	Clare County Council.	Q1 2025 ongoing
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	++	++	O	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands under the control of CCC to the west of the R478, thus facilitating the restoration of a larger area of lands, enhancing ecosystem services and the sustainability of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				

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SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	Cliffs of Moher Experience Climate Action Strategy to set targets on greenhouse gas emissions, renewable energy and energy efficiency in line with EU and Ireland Public Sector targets set in the Public Sector Climate Action Strategy.	Develop Cliffs of Moher Experience Climate Action Strategy	Clare County Council.	Q1 2025 ongoing
SM3	The Skywalk and Hinterland / O’Brien’s Tower and the Wetland Habitat									
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM3.2	O’Brien’s observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM3.5	Habitat remediation will occur within the double cantilever circle.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the AQ SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O’Brien’s Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as restoration of habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the AQ SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

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		To contribute positively towards achieving the national targets to deliver Ireland's climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
					Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy									
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				

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SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to protect the sensitive cliff edge and creates the opportunity for the restoration and conservation of the soils and water resource (ecosystem services)and foraging habitat for seabirds and will be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	+	+	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for measures to restore and conserve ecosystem services as well as an optimal foraging habitat for seabirds in terms of the Habitats Management Plan.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.14	The trigonometry point will be developed as a primary “destination” point in the landscape with the addition of a significant sculptural feature and viewing platform.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				



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		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
					Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM5	Northern Loop/Southern Cliff-Walk									
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
				Conclusion	Comments in relation to likely positive or negative significant effects on the Climate SEOs	Mitigation	Action	Responsibility	Target	
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q2 2026 Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Climate								
		C1	C2	C3						
		To contribute positively towards achieving the national targets to deliver Ireland’s climate ambition	To reduce and minimise greenhouse gas emissions	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan						
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council.  Clare County Council.  Clare County Council.	Q2 2026 Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the C SEOs.				
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	?	The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a monitoring programme to determine cliff stability in the area.  Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council  Clare County Council	Q1 2025  Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
CORE OBJECTIVES									
CO1	Enhancing Economic Benefits Across the Region								
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	O	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the generation of improved economic and related work opportunities in the local towns and villages and increased investment in infrastructure and community facilities there.	Record and monitor the length of visitors' stay in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine the length of visitor stay in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025 ongoing  Baseline Q1 2025. Thereafter every 5 years
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	O	+	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through the creation of enhanced synergistic relationships and reciprocal channels of communication between the Cliffs of Moher Experience and local communities and businesses.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through giving effect to extant policies, including those focus on setting minimum standards for wastewater treatment as well as the implementation of waste reduction, nature-based drainage solutions and energy efficiency strategies etc.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements	Clare County Council.	Ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
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CO1.4	Minimising adverse impacts on local communities	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through ensuring that all infrastructure developed or enhanced at the Cliffs of Moher Experience complies with minimum standards and adhere to statutory monitoring requirements, where applicable.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.5	Sustainably increasing tourism revenue across the season	O	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the broadening of the impact of increased revenue flows generated by tourism and the ability therefore to fund ongoing monitoring and maintenance of infrastructure.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025
CO2	Optimising the World-Class Experience								
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as the focus of ensuring a world class tourism experience centred on visitor needs and satisfaction must entail the assurance that critical infrastructure and management systems are monitored and maintained in line with best practice.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
CO2.4	Develop targeted event and activity packages	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
CO3	Transforming the Natural Landscape								
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	+	O	+	Achievement of this Core Objective will likely result in a long-term positive effect as it necessarily entails that all measures be adopted to ensure the protection of the receiving environment.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	+	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as it necessarily entails that all measures be adopted to ensure the protection of the receiving environment.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	O	++	+	Achievement of this Core Objective will likely result in a long-term positive effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area, including on aspects relevant to best practice in waste reduction, nature-based drainage solutions and energy efficiency strategies in relation to tourism developments.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as it necessarily entails that all measures be adopted to ensure the protection of the receiving environment.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO4	Providing Sustainable Access								
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	O	++	+	Achievement of this Core Objective will likely result in a long-term positive effect through instituting a smarter, more energy efficient and sustainable transport system to manage and moderate the volume of traffic generated by the Cliffs of Moher Experience, especially during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing
CO4.4	Managing visitors across the wider area	O	++	+	Achievement of this Core Objective will likely result in a long-term positive effect through ensuring better management of visitors to the site, improving their awareness of the site's sensitivities and the importance of its conservation and their compliance with waste reduction and energy efficiency measures applicable on-site.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
CO4.5	Provide valuable community amenities	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the generation of improved economic and related work opportunities in the local towns and villages and increased investment in infrastructure and community facilities there.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED									
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location								
	A.1 Less built infrastructure at the Cliffs of Moher site.	++	++	++	This aspect of Strategic Decision A would likely result overall in a long-term positive significant effect as less built infrastructure at the Cliffs of Moher Experience site would result in fewer impacts on the receiving environment.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	?	?	?	The effect of this aspect of Strategic Decision A is uncertain as there is no clarity regarding the scale of facilities that would still be required to ensure the operation of the single arrival point.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	O	?	?	The effect of this aspect of Strategic Decision A is uncertain as there is no clarity regarding the scale of facilities that would still be required to ensure the operation of the single arrival point.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
StratD_B	Proposal to establish Park and Ride and shuttle bus service								
	B.1 Provide a more sustainable access system.	O	++	+	<p>This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the overall reduction in concentrated volumes of traffic on local roads as well as parking facilities and related gains in energy efficiency, especially during peak season.</p>	<p>Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.</p> <p>The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.</p>	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	B.2 Better experience for visitors to the Cliffs.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	O	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the generation of improved economic and related work opportunities in the local towns and villages and increased investment in infrastructure and community facilities there.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	<p>Develop and implement an annual monitoring programme to determine tourism revenue in the area.</p> <p>Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.</p>	<p>Clare County Council</p> <p>Clare County Council</p>	<p>Q1 2025</p> <p>Q1 2025</p>

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	O	-	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative effect by virtue of requiring the provision of extended car parking areas and associated need for additional drainage solutions at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.								
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	-	-	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect because it does not materially address the existing mismatch between the design capacity of the current Visitor Centre facilities and the increase in number of visitors to the site per annum.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	?	?	?	The effect of this Option under Strategic Decision C is uncertain as there is no clarity regarding the envisaged scale or design of the facilities.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	?	?	?	The effect of this Option under Strategic Decision C is uncertain as there is no clarity regarding the envisaged scale or design of the facilities.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	++	++	++	This alternative Option scenario under Strategic Decision C would likely result in a long-term positive significant effect by virtue of removing to a notable extent built infrastructure to the west of the R478 and proposing instead a consolidated and state-of-the-art new set of arrivals and Visitor Centre facilities with accompanying infrastructure.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography								
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge								
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
StratD_F	Cliff-edge Experiences								
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
StratD_G	The existing Visitor Centre will be repurposed								
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	O	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	+	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it re-uses an existing building without further expanding it.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
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	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SITE MASTERPLAN PROVISIONS ASSESSMENT									
SM1	Rewilding an Enlarged Landholding/Arriving at the Site								
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate "back to nature" experience with the cliffs.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through "rewilding" of the landscape.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies						
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.10	A surface car park for 450 cars with separate building access.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)								
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat								
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
SM3.5	Habitat remediation will occur within the double cantilever circle.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy								
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies	Conclusion	Comments in relation to likely positive or negative significant effects on the Material Assets SEOs	Mitigation	Action	Responsibility	Target
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
		To ensure the protection of the receiving environment from WWTP percolation discharge	To ensure that the operation of the Cliffs of Moher Experience adheres to waste reduction, nature-based drainage solutions and energy efficiency strategies						
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.14	The trigonometry point will be developed as a primary "destination" point in the landscape with the addition of a significant sculptural feature and viewing platform.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5	Northern Loop/Southern Cliff-Walk								
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Material Assets							
		MA1	MA2						
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SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.				
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	O	O	O	This aspect of Strategic Decision G would likely result in a long-term neutral effect as it does not relate directly to the achievement of the MA SEOs.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.	Develop and implement a monitoring programme to determine cliff stability in the area.	Clare County Council	Q1 2025
						Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
					Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target
CORE OBJECTIVES										
CO1	Enhancing Economic Benefits Across the Region									
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	+	O	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through giving effect to extant policies and statutory requirements related to the protection of recorded monuments, protected structures as embodied in the applicable legislation and policy documents including the Clare County Development Plan 2023-2029.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements	Clare County Council.	Ongoing
CO1.4	Minimising adverse impacts on local communities	O	O	++	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through addressing key challenges of concern to communities in a sustainable manner.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target
		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
CO1.5	Sustainably increasing tourism revenue across the season	O	O	+	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through the broadening of the impact of increased revenue flows generated by tourism in the SEA study area and utilising funds made available for the monitoring and management of visitor activities at the Cliffs of Moher Experience.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025
CO2	Optimising the World-Class Experience									
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	++	O	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	++	O	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO2.4	Develop targeted event and activity packages	++	O	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
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		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target			
CO3	Transforming the Natural Landscape									
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	++	O	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through enhancing and conserving the key attraction underpinning the Cliffs of Moher Experience by the presentation of curated and managed events and activities there.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
						A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing	
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	O	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through ensuring enhanced sustainability and aesthetic appeal of the natural setting of the Cliffs of Moher Experience.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	+	O	++	+	Achievement of this Core Objective will likely result in a long-term positive effect through the improved management and monitoring of visitor behavior and the impacts of same on the habitats and the SPA as well as key cultural heritage features within the Cliffs of Moher Experience.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	+	O	++	+	Achievement of this Core Objective will likely result in a long-term positive effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area, including visitor responses/behaviors.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025



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		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs		Mitigation	Action	Responsibility	Target		
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	O	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through ensuring the protection of key cultural heritage features and elements of importance at the Cliffs of Moher Experience site.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO4	Providing Sustainable Access									
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	+	O	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through the provision of infrastructure and facilities that ease the task of monitoring and managing the movements of visitors to the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	+	O	O	+	Achievement of this Core Objective will likely result in a long-term positive effect through the provision of extended infrastructure and facilities that ease the task of monitoring and managing the movements of visitors to the Experience and lands within the broader Cliffs of Moher Development Area.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing
CO4.4	Managing visitors across the wider area	O	O	++	+	Achievement of this Core Objective will likely result in a long-term positive effect through ensuring better management of visitors to the site, improving their awareness of the site's sensitivities and the importance of its conservation.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
CO4.5	Provide valuable community amenities	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target			
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	O	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.	Clare County Council	Q1 2025
								Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Q1 2025
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED										
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location									
	A.1 Less built infrastructure at the Cliffs of Moher site.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives				Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target
		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
StratD_B	Proposal to establish Park and Ride and shuttle bus service									
	B.1 Provide a more sustainable access system.	O	O	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the enhanced level of management over how visitors access and spend time at the Cliffs of Moher Experience.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	B.2 Better experience for visitors to the Cliffs.	+	O	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect through ensuring that visitors are better informed about the unique cultural heritage features of the site.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	O	O	+	+	Implementation of this Strategic Decision/Alternative will likely result in a long-term positive effect as it integrates with the implementation of the Park and Ride system and forms part of the visitor management approach.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025

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		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	O	O	--	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative effect by virtue of allowing a relatively unmanaged process for visitors to gain access to the Cliffs of Moher Experience.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	O	O	-	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative effect because of the worsening of the negative effects of seasonal peak traffic impacts and the relatively unmanaged process for visitors to access the Experience.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.									
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	O	O	+	+	Implementation of this Strategic Decision/Alternative will likely result in a long-term positive effect as the new habitat management approach must integrate with a holistic approach to visitor maangement on-site.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	?	O	O	?	The effect of implementing this alternative Option scenario under Strategic Decision C is uncertain as there is no clarity regarding the extent and locality of the land take required.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

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		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs		Mitigation	Action	Responsibility	Target		
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	?	O	O	?	The effect of implementing this alternative Option scenario under Strategic Decision C is uncertain as there is no clarity regarding the extent and locality of the land take required.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	O	O	+	+	This alternative Option scenario under Strategic Decision C would likely result in a long-term positive effect by virtue of removing to a notable extent built infrastructure to the west of the R478 and providing consolidated arrivals/welcome visitors facilities to the east of the R478 in a manner that is designed to ease monitoring and management of visitors as they arrive at and progress through the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography									
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	O	O	++	+	This aspect of Strategic Decision D would likely result in a long-term positive effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site and strengthening linkages with other existing routes in the area whilst putting in place a better designed network of pathways and signage/information to better enable monitoring and management of visitors activities as they move through the Experience and into lands in the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				

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		O	O	-	-	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	O	O	-	-	This statement highlights the likely long-term negative effect if the northern area is not 'opened up', which is the likely increasing focus of visitor numbers being directed to the lands south of the existing Visitor Centre where viewing points are less advantageous. This results in visitors trying to get closer to the cliff-edge, which is a significant safety risk and posed challenges to the effective management of visitor activities on the site.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	+	O	O	+	This aspect of Strategic Decision D would likely result in a long-term positive effect due to the overall enhancement of the Cliffs of Moher Experience itself and, in particular, O'Brien's Tower by virtue of the reinstatement of its historic setting.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge									
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

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		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
StratD_F	Cliff-edge Experiences									
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	+	O	+	+	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety as well as the management and conservation of the cultural heritage features within their settings at the Cliffs of Moher.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	+	O	O	+	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety as well as the management and conservation of the natural and cultural heritage features within their settings at the Cliffs of Moher.	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Avoid the potential of engineered viewing platforms extending over the cliff edge.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council/Design Team  Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
StratD_G	The existing Visitor Centre will be repurposed									
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	O	O	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building, which would play an important role in the enhancement of the quality and sustainability of the Experience and provides a key element in the overall visitor journey at the site.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target
		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	+	O	O	+	The retention and repurposing of the existing Visitor Centre as an interpretation hub would likely result in a long-term positive effect in that it represents an opportunity to engage with visitors and inform them on the unique and conservation worthy cultural heritage aspects of the Cliffs of Moher Experience as well as the broader area.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	+	O	+	+	The retention and repurposing of the existing Visitor Centre as an interpretation hub would likely result in a long-term positive effect in that it represents an opportunity to engage with visitors and inform them on the unique and conservation worthy cultural heritage aspects of the Cliffs of Moher Experience as well as the broader area.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O	O	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents an asset that adds value to the Visitor Experience and facilitates engagement with visitors during their journey at the site.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing
SITE MASTERPLAN PROVISIONS ASSESSMENT										
SM1	Rewilding an Enlarged Landholding/Arriving at the Site									
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	++	O	O	+	The securing of control over an extended landholding by the CCC would likely result in a long-term positive effect as it facilitates improved land management, cultural heritage protection and project implementation opportunities to pursue the core objectives of Strategy 2040 and the CH SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	++	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for the minimisation of visual impact of the proposed development on the landscape of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate “back to nature” experience with the cliffs.	++	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for design approaches that would lessen the concentration of visitors in any single area at one time and facilitate more effective land management and the protection of cultural heritage features.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through “rewilding” of the landscape.	++	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the landscape and cultural features at the Experience and directly contribute to achieving the CH SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	++	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the landscape and cultural features at the Experience and directly contribute to achieving the CH SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	++	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the formation of strengthened partnerships to facilitate land management and cultural heritage protection improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the CH SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024

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		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target			
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	++	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate land and related management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site in line with the CH SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.10	A surface car park for 450 cars with separate building access.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	O	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target			
SM2	New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)									
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it facilitates the offering of a wider range of activities in conditions better sheltered from weather events and thus permits a more integrated approach to managing visitor activities on site and a more focused land management approach to the lands under the control of CCC.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the existing Visitor Centre will be re-purposed and add value to the social, cultural and educational offer at the Experience site and serve as a visitor management resource to inform visitors, students etc. on the importance and uniqueness of the habitats and biodiversity of the Cliffs of Moher Development Area and the need to restore and conserve it.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the L SEOs.				
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewind as much of the landscape as possible.	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands under the control of CCC to the west of the R478, thus facilitating the restoration of a larger area of lands and enhancing the quality of the landscape and overall sustainability of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it represents a key element in the overall objective to guide and manage visitors as they move through the Experience.				

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		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the existing Visitor Centre will continue to be a valuable asset and offer necessary facilities and amenities at the Experience site that would complement effective visitor management policies.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3	The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat									
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	++	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it retains a focus on a core and beloved element of the existing Experience.				
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	++	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target			
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.5	Habitat remediation will occur within the double cantilever circle.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	++	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as restoration of historical habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the CH SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	+	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it showcases a key aspect of the Cliffs, namely its cultural heritage and unique geology.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	++	O	O	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				

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SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy									
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment, its cultural heritage and its landscape, and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				

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SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a more managed and sustainable manner that would better protect the sensitive landscape and habitats through which they move.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a more managed and sustainable manner that would better protect the sensitive landscape and habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a more managed and sustainable manner that would better protect the sensitive landscape and habitats through which they move.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.14	The trigonometry point will be developed as a primary “destination” point in the landscape with the addition of a significant sculptural feature and viewing platform.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs		Mitigation	Action	Responsibility	Target		
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a more managed and sustainable manner that would better protect the sensitive landscape and habitats through which they move.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	O	O	++	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive landscape and habitats through which they move and permit site management to be responsive to conditions and volumes of visitors to better safeguard lands under their control.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for important health and safety requirements and facilitates effective visitor mangement responses when required.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5	Northern Loop/Southern Cliff-Walk									
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it enhances the legibility and quality of information available to visitors (and hence knowledge and understanding) about the site and its linkages to the Experience and beyond.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
					Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	++	O	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment with its cultural heriate and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it would provide for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive habitats through which they move.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives			Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target
		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	+	O	O	+	If it were achieved, this provision of the Strategy would likely have a long-term positive significant effect as it would facilitate the establishment of a partnership approach to land management and afford opportunities to extend the restoration of habitats, the better protection of cultural heritage features, and the reach of the Habitats Management Plan.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	O	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.				
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	+	O	O	+	If it were achieved, this provision of the Site Masterplan would likely have a long-term positive effect as it would facilitate the extension of designed pathways and land and visitor management provisions into lands currently not under the control of the Clare County Council.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	O	O	++	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures and new pathway design to manage and direct visitors moving through the area, protect the sensitive cliff edge and create the opportunity for the restoration and conservation of foraging habitat for seabirds and be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Cultural Heritage (Archaeology and Architecture)								
		CH1	CH2	CH3						
		To ensure the protection of all places, buildings, features and landscapes of archaeological or architectural heritage significance within their settings in the landscape of the Cliffs of Moher Development Area	To ensure that all construction works and related activities are monitored and subject to a comprehensive Construction Environmental Management Plan	To ensure that post-construction operational activities are monitored and subject to a comprehensive Visitor Management Plan						
		Conclusion	Comments in relation to likely positive or negative significant effects on the Cultural Heritage SEOs	Mitigation	Action	Responsibility	Target			
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	O	O	+	+	This provision of the Site Masterplan would likely result in a long-term positive Significant effect as it would provide for measures and low-impact pathway design and routing to protect the sensitive cliff edge and create a safer and more sustainable route for visitors to that area.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
							Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	?	The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.	Develop and implement a monitoring programme to determine cliff stability in the area.	Clare County Council	Q1 2025
							Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
CORE OBJECTIVES									
CO1	Enhancing Economic Benefits Across the Region								
CO1.1	Encourage visitors to stay longer in the area and facilitate greater benefits and investment into local towns and villages	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.				
CO1.2	Develop enhanced partnerships and greater coordination between the Cliffs of Moher Experience and Local Businesses and Communities	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
CO1.3	Align with the Local, Regional and National policy priorities to create high quality visitor experiences within the county	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through giving effect to extant policies relevant to the protection of significant landscapes.	Inherent mitigation applies as all planning authorities and relevant stakeholders are statutorily required to comply with relevant planning policies and statutory requirements.	Ensure alignment with applicable policies and statutory requirements	Clare County Council.	Ongoing
CO1.4	Minimising adverse impacts on local communities	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
CO1.5	Sustainably increasing tourism revenue across the season	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025
CO2	Optimising the World-Class Experience								
CO2.1	Deliver a world-class tourism model in which audience needs and satisfaction are central	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching measures to protect the significant landscapes in the Cliffs of Moher Development Area and inform and enhance visitors' experiences of these landscapes as part of the overall, multifaceted uniqueness of the site.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing
CO2.2	Offer excellent value for money in delivering a sequence of memorable experiences that prioritise exhilarating encounters with the cliffs and immersion in untamed nature	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching measures to protect the significant landscapes in the Cliffs of Moher Development Area and inform and enhance visitors' experiences of these landscapes as part of the overall, multifaceted uniqueness of the site.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
CO2.3	Provide a sequence of memorable experiences through a network of safe graded walks and enhanced landscape interpretation	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching measures to protect the significant landscapes in the Cliffs of Moher Development Area and inform and enhance visitors' experiences of these landscapes as part of the overall, multifaceted uniqueness of the site.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO2.4	Develop targeted event and activity packages	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching measures to protect the significant landscapes in the Cliffs of Moher Development Area and presenting special packages to inform and enhance visitors' experiences of these landscapes as part of the overall, multifaceted uniqueness of the site.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing
CO3	Transforming the Natural Landscape								
CO3.1	Conserve and highlight the beautifully rugged and ecologically rich habitats of the cliffs	++	++	++	Achievement of this Core Objective will likely result in a long-term positive effect through enhancing and conserving the key landscapes that form a fundamental part of the Cliffs of Moher Experience.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources, sustainable transport modes and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040	Clare County Council.	Q1 2025
						A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
CO3.2	Restoration of the natural environment will enhance the biodiversity value as well as increase its aesthetic appeal for a wide range of audiences	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as the restored habitats would enhance the authenticity and wildness of the landscapes and visual character of the Cliffs of Moher Development Area.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.3	Proactive habitat and visitor management will reinforce commitments to protect designated habitats and protected species and associated ecological corridors/linkages at the Cliffs of Moher site and wider area	+	+	+	Achievement of this Core Objective will likely result in a long-term positive effect through the improved management and monitoring of visitor behavior and the impacts of same on the habitats and significant landscapes of the Cliffs of Moher Development Area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
CO3.4	Strengthen opportunities for conservation research, monitoring and education through strategic partnerships	+	O	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through the development of partnerships with research institutions to bolster the capacity for research and monitoring of the habitats, water resources, cultural heritage, landscape and potentially other aspects of the Cliffs of Moher Experience within the SEA study area.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
CO3.5	Protect the cultural authenticity and wildness of the natural assets	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area by restoring habitats and protecting key assets such as the unique landscapes of significance.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives								
		Landscape (Visual Character)								
		LVC1	LVC2							
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape							Conclusion
CO4	Providing Sustainable Access									
CO4.1	New Park and Ride hub and shuttle service for visitors to the Cliffs of Moher as part of an integrated transport system for the wider area	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.					
CO4.2	At the Cliffs of Moher site, the provision of new and enhanced facilities, services and network of walkways and features, will facilitate sustainable and enhanced universal access for all visitors	+	+	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through providing facilities and pathways that permit visitors to move through the Experience in a safer and better managed way that facilitates the protection of sensitive habitats and key elements of the significant landscapes characteristic of the area	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing	
CO4.3	Cliffs of Moher Coastal Walk and the developing greenways present opportunities for sustainable access links with the Cliffs of Moher site	+	+	+	Achievement of this Core Objective will likely result in a long-term positive significant effect through the establishment of a stronger and more cohesive identity for the Cliffs of Moher Experience <u>and</u> its relationship with the Cliff Walk trail and other linked trails thus enhancing the appeal of the broader area for local and international tourists whilst affording them access via a safe network of pathways and viewing points.	To be identified in the Cliffs of Moher Coastal Walk Management Plan and applied, where applicable, to other linking walking/cycling routes.	Develop and Implement the Cliffs of Moher Coastal Walk Management Plan. Inherent mitigation to be confirmed in statutory development consent procedure.	Clare County Council	Q2 2026 ongoing	
CO4.4	Managing visitors across the wider area	++	++	++	Achievement of this Core Objective will likely result in a long-term positive significant effect as it focuses on the management of visitor movements through design and through interaction (education, information) which also facilitates the better understanding and protection of the significant landscapes characteristic of the Cliffs of Moher Development Area.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing	

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
CO4.5	Provide valuable community amenities	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
CO4.6	Attracting visitors, increasing visitor revenue, and transforming the economic and social future of the towns, villages and rural areas around the region	O	O	O	Achievement of this Core Objective will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.	Clare County Council	Q1 2025
							Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council	Q1 2025
KEY STRATEGIC DECISIONS/ALTERNATIVES ASSESSED									
StratD_A	Locating welcome and support facilities as part of a visitor centre at a remote location								
	A.1 Less built infrastructure at the Cliffs of Moher site.	++	++	++	This aspect of Strategic Decision A would likely result overall in a long-term positive significant effect as less built infrastructure at the Cliffs of Moher Experience site would enhance the uniqueness of the "wildness" of the site and showcase the landscapes of the area.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.2 Bring significant direct economic benefits to the remote location.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
	A.3 Site criteria for a single arrival point are extremely demanding when facilities are at a remote location.	?	?	?	The effect of this aspect of Strategic Decision A is uncertain as there is no clarity regarding the scale of facilities that would still be required to ensure the operation of the single arrival point and hence the potential impact on landscapes of significance in the area.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.4 Year round, comprehensive shuttle system would also need to be funded and operated to take all visitors arriving in cars to and from the Cliffs	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	A.5 Extreme changes in weather conditions, even in summer periods, and sudden heavy rain and strong winds mean visitors need on-site shelter and the shuttle system would be under significant pressure from high numbers of visitors waiting to return to the remote location.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_B	Proposal to establish Park and Ride and shuttle bus service								
	B.1 Provide a more sustainable access system.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.				
	B.2 Better experience for visitors to the Cliffs.	+	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect through entrenching the sustainable operation of the Cliffs of Moher Experience as a Signature Discovery Point on the Wild Atlantic Way and an anchor attraction within the SEA study area.	Record and monitor visitor/customer satisfaction to identify issues that need to be addressed in the delivery and management of the Cliffs of Moher Experience.	Develop and implement a monitoring programme to measure audience needs and satisfaction.	Clare County Council.	Q1 2025 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
	B.3 Address the additional car parking demand that will result from the extended dwell time of visitors on-site.	+	+	+	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the reduction in the concentrated demand for parking at the Cliffs of Moher Experience and the consequent demand for additional space for parking, especially during peak season.	Monitor the efficacy of the Park and Ride Shuttle Service. Key parameters to be referenced against baseline data include: Number, size, type and emissions rating of vehicles used in the Park and Ride service; trip frequency; average loads per trip; trip distance per vehicle per month.  The Park and Ride Shuttle system should prioritise the usage of low-emission vehicles.	Implement the Park and Ride Strategy as part of the Implementation Plan for Strategy 2040. Inherent mitigation to be confirmed in statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	B.4 Extending the benefits of tourism by encouraging visitors to stay and explore local towns	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Record and monitor tourism revenue in the area on an annual cycle and undertake an Economic Benefit Survey every 5 years	Develop and implement an annual monitoring programme to determine tourism revenue in the area.  Develop and implement a Five-Yearly Economic Benefit Survey to determine the level of investment into local towns and villages.	Clare County Council  Clare County Council	Q1 2025  Q1 2025
Alt_B	B.1 Option 1 - Do Nothing: To allow all car visitors to park at the Cliffs would require significantly increased car parking areas to accommodate the same number of visitors.	--	--	--	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative significant effect by virtue of requiring the provision of extended car parking areas with the related land take and visual impact at the Cliffs of Moher Experience site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	B.2 Option 2 - Current situation: Will continue/compound congestion and disruption on local roads during the peak season.	-	-	-	This alternative Option scenario under Strategic Decision B would likely result in a long-term negative effect because of the worsening of the effects of seasonal peak traffic impacts and a decrease in the quality of the visitor experience of the landscape.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives		Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape						
	B.3 Option 3 - Requirement for a year-round comprehensive shuttle system where all parking is removed from Cliffs.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
StratD_C	Relocating and consolidating the arrivals, welcome and support facilities to the east of the main R478 access road.								
	C.1 Facilitates a new habitat management approach to transform regular field system to benefit site's biodiversity.	++	++	++	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the enhancement of the appeal of the Cliffs of Moher Experience because of the restoration of the site's biodiversity/habitats and the aesthetic benefits on the landscape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	C.2 Create new coach and shuttle bus drop off points in screened areas to the east of the R478.	++	++	++	This aspect of Strategic Decision B would likely result overall in a long-term positive effect related to the removal of the existing Bus drop-off and parking area west of the R478 and the consequent benefits to the enhancement of the Cliffs of Moher Experience, including the release of additional lands for restoration as well as the shielding of the visual impact from the main landscape of the Cliffs to the west of the R478.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_C	C.1 Option 1 - Do Nothing: (ongoing provision of split arrivals / parking and existing visitors' facilities to the west of R478)	-	-	-	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative effect by virtue of limiting the enhancement of the Cliffs of Moher Experience site and thus limiting the positive impact on the protection of the landscape whilst enduring likely increasing challenges in future related to the under-provision of facilities to cope with the level of visitor traffic at the site.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
	C.2 Option 2 - Provision of split arrival / parking on both sides of R478 and extended existing visitor centre (New coach and shuttle bus drop off points developed to the West of R478)	--	--	--	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative significant effect by virtue of extending the land take to accommodate an expanded Visitor Centre and the resultant impact on the significant landscape west of the R478.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.3 Option 3 - Provision of unified and improved arrival / welcome facilities for all visitors to the west of the R478 (remove existing arrival and parking east of the R478)	--	--	--	This alternative Option scenario under Strategic Decision C would likely result in a long-term negative significant effect by virtue of extending the land take to accommodate an expanded Visitor Centre plus all parking and bus arrival facilities, with the resultant impact on the significant landscape west of the R478.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	C.4 Option 4 - Provision of unified and improved arrival / welcome facilities for all visitors to the east of the R478 (facilitates restoration of landscape to the west of R478)	++	++	++	This alternative Option scenario under Strategic Decision C would likely result in a long-term positive significant effect by virtue of removing to a notable extent built infrastructure to the west of the R478 and thus freeing up those lands for restoration and the enhancement of the significant landscape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_D	Focus on the Northern Topography								
	D.1 To encourage widespread visitor distribution across the site and provide additional and varied views of the cliffs the visitor experience could focus on habitat restoration in the north as well as inland. This would encourage visitors to navigate various routes to the cliffs, depending on ability, time and interest.	++	++	++	This aspect of Strategic Decision D would likely result in a long-term positive significant effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site and strengthening linkages with other existing routes in the area as well as enabling the extension of habitat restoration efforts and facilitating measures to extend the protection of significant landscapes in the area.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
	D.2 The decision to focus on the northern area was determined because of the topography of the site. The northern topography rises higher in many places along the route than the southern topography, giving a much-enhanced view of the cliff landscape.	++	++	++	This aspect of Strategic Decision D would likely result in a long-term positive effect related to the enhancement of the Cliffs of Moher Experience by broadening the reach of the site into an area better suited to finding viewing points towards the cliffs and enhancing the visitor experience of the landscape.				
	D.3 As the topography of the site naturally slopes away from the cliff-edge, a focus on developing and encouraging more visitors into the land to the south of the existing visitor centre would likely encourage more visitors towards the cliff-edge and, consequently, would not provide the enhanced views that the north of the site naturally provides.	--	--	--	This statement highlights the likely long-term negative effect if the northern area is not 'opened up', which is the likely increasing focus of visitor numbers being directed to the lands south of the existing Visitor Centre where viewing points are less advantageous. This results in visitors trying to get closer to the cliff-edge, which is a significant safety risk and has the potential to negatively impact cliff stability and thus represents a significant risk to the character of the landscape and the overall sustainability of the Experience.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
	D.4 Reinstatement of historic features such as the lake, which can provide wetlands to the east of O'Brien's tower, will enhance the visitor experience in the northern zone.	+	+	+	This aspect of Strategic Decision D would likely result in a long-term positive effect due to the overall enhancement of the Cliffs of Moher Experience itself and the reinstatement of a historic element of the landscape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
StratD_E	Visitors will transition from the Reception Building facilities to the cliff side of the R478 access road via a new pedestrian bridge								
	E.1 The creation of a new footbridge will bring visitors to the rewilded cliffs experience at an elevated level.	++	++	++	This aspect of Strategic Decision E would likely result in a long-term positive significant effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and showcasing of the significant landscape west of the R478.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	E.2 The footbridge design will mitigate the impact of strong wind and rain on visitors at this elevation, while appearing visually integrated into the surrounding wild landscape.	+	+	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
Alt_E	E.1 Option 1 - Road Crossing (All visitors cross the R478 at road level)	-	-	-	Acknowledging the need to secure and maintain a means to cross the R478 from the eastern side of the road to the western side in order to access the Cliffs of Moher, this alternative (the status quo) would likely lead to a long-term negative significant effect due to ongoing and likely increasing challenges related to the higher volumes of pedestrians seeking to cross the road because of the fact that Strategic Decision C results in <u>all</u> visitors to the Experience now arriving at facilities to the east of the N478.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate
	E.2 Option 2 - Provide an Underpass (All visitors cross underneath the R478)	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	An alternative was selected.	Design Team	Clare County Council/Design Team	Immediate



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape						
	E.3 Option 3 - Provide a Pedestrian Footbridge (All visitors cross over the R478)	+	+	+	This aspect of Strategic Decision E would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the sustainability of the attraction.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
StratD_F	Cliff-edge Experiences								
	F.1 A new cliff-edge walk will be created further inland, aligning with recommendations to avoid geologically unstable land and allow habitat recovery at the clifftop.	+	+	+	This aspect of Strategic Decision F would likely result in a long-term positive effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the safer enjoyment of the significant landscape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	F.2 A variety of new engineered viewing platforms will bring visitors back to the edge where views are particularly dramatic.	++	++	++	This aspect of Strategic Decision F would likely result in a long-term positive significant effect related to the enhancement of the impact and quality of the Cliffs of Moher Experience and the safer enjoyment of the significant landscape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	F.3 Visitors will be discouraged from leaving designated pathways to seek adrenaline experiences and photograph opportunities.	+	+	+	This aspect of Strategic Decision F would likely result in a long-term positive effect as visitor management would enhance both visitor safety as well as the management and conservation of the biodiversity and the protection of the significant landscape.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
	F.4 Engineering platforms will be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.	++	++	++	This aspect of Strategic Decision E would likely result in a long-term positive significant effect as more effective visitor management at the sensitive cliff edge would enhance both visitor safety as well as the management and conservation of the biodiversity and the protection of the significant landscape.	Engineering platforms be restricted from extending over the cliff edge, acknowledging potential impacts on breeding seabird populations.  A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  A Bird Survey Programme to identify key actions, status and indicators as well as the provision of monitoring/survey of Chough, Peregrine, Seabird and Productivity.  Inherent mitigation to be confirmed in statutory development consent procedure.	Avoid the potential of engineered viewing platforms extending over the cliff edge.  Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure.  Develop and implement a Bird Survey Programme as part of inherent mitigation to be confirmed by statutory development consent procedure.  To be integrated within statutory consent procedures and associated studies.	Clare County Council/Design Team  Clare County Council.  Clare County Council.	Ongoing  Q1 2026 ongoing  Ongoing  Q1 2026 ongoing
StratD_G	The existing Visitor Centre will be repurposed								
	G.1 The existing visitor centre will be repurposed as part of the overall concept of moving visitor support services away from the cliff side of the R478 access road.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
	G.2 Avoid the need to expand the existing building, thereby impacting on views and conservation of habitats in a location that is at the heart of the wild cliffs experience.	++	++	++	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive significant effect in that it re-uses an existing building without further expanding it, thus enabling the implementation of restoration of lands on the western side of the N478, further enhancing the quality and enjoyment of the significant landscape and the overall sustainability of the Experience.				
	G.3 Remodelled to provide a spectacular panoramic viewing point towards the cliffs and a centralised interpretation hub for the stories of the cliffs.	++	++	++	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive significant effect in that it re-uses an existing building without further expanding it, thus enabling the implementation of restoration of lands on the western side of the N478, further enhancing the quality and enjoyment of the significant landscape and the overall sustainability of the Experience.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
	G.4 Improved internal facilities will also provide an opportunity to establish the Cliffs of Moher as a valuable local learning and cultural resource with a focus on providing updated and additional facilities for education, research and groups.	+	+	+	The retention and repurposing of the existing Visitor Centre would likely result in a long-term positive effect in that it represents the creative re-use of an existing building to offer a unique and valuable learning and cultural resource to the advantage of both local communities as well as visitors to the Experience.	Formulate a Research and Education Partnership Outreach Programme through establishing strategic partnerships with Third Level institutions/conservation organisations and research entities.	Implement the Research and Education Partnership Outreach Programme	Clare County Council.	Q1 2025
	G.5 The building will continue to play an important role in offering shelter in inclement weather and it will maintain a seasonal food and drink offer.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Develop structured targeted event and activity packages and commit to such programme.	Implement structured targeted event and activity packages and monitor participants' needs and satisfaction.	Clare County Council.	Q2 2025 ongoing

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		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape						
SITE MASTERPLAN PROVISIONS ASSESSMENT									
SM1	Rewilding an Enlarged Landholding/Arriving at the Site								
SM1.1	Clare County Council has begun negotiations for the purchase or leasing of an extended landholding to facilitate an improved Visitor Experience.	+	+	+	The securing of control over an extended landholding by the CCC would likely result in a long-term positive effect as it facilitates improved land management, landscape protection and project implementation opportunities to pursue the core objectives of Strategy 2040 and the LVC SEOs.	To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Obtain land-legal interests	Clare County Council.	Q3 2024
SM1.2	The topography is manipulated throughout by contour modification and berming to screen the impacts of the new Reception Building and parked vehicles.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for the minimisation of visual impact of the proposed development on the landscape of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.3	The approach will also facilitate the managed dispersal of visitors across the site, creating more space and opportunities for an intimate “back to nature” experience with the cliffs.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for design approaches that would lessen the concentration of visitors in any single area at one time and facilitate more effective land management, the enhancement of selected viewing points over the landscape and seascape, and the protection of key landscape features.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.4	This strategy presents a unique opportunity to enhance the biodiversity value and aesthetic appeal of the site through “rewilding” of the landscape.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the landscape and cultural features at the Experience and directly contribute to achieving the LVC SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape						
SM1.5	With appropriate management, the landscape can be brought back to a naturally variable mosaic of grassland, heathland and scrub habitats.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as the restoration of biodiversity and habitats at the site would enhance the authenticity and sustainability of the landscape and cultural features at the Experience and directly contribute to achieving the LVC SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM1.6	There are significant opportunities to form partnerships with adjacent landowners to achieve further habitat improvement along the full extent of the coastal walk in the future.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as the formation of strengthened partnerships to facilitate land management, landscape and cultural heritage protection improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site would enhance the authenticity and sustainability of the Experience and directly contribute to achieving the LVC SEOs.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024
SM1.7	Clare County Council will provide an ongoing commitment and the necessary resources to support appropriate habitat management, including providing specialist ecological stewardship by an experienced land manager and implementing a new Habitat Management Plan.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as the deployment of specialist land management capacity in tandem with the implementation of a Habitat Management Plan would facilitate land and related management improvements as well as restoration of biodiversity and habitats at the Cliffs of Moher Development Area site in line with the CH SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing

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		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM1.8	The new Cliffs of Moher site has been designed to anticipate 10,500 visitors per day at peak, new shuttle services from remote car parks to deliver 3,300 visitors per day at peak, coach facilities to deliver 3,300 visitors per day at peak, onsite car parking deliver 3,300 visitors per day at peak, and a significant seasonal change from days with high visitor numbers to low visitor numbers.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM1.9	Bus drop-off for eight coaches with parking allocation for 30-40 more coaches of various sizes is provided, with separate building access.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.10	A surface car park for 450 cars with separate building access.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM1.11	A delivery area and separate staff car park is located to the southeast of the proposed new Reception Building, at a lower level.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2	<b>New Reception Building / The Interpretation Hub (Repurposed Existing Visitor Centre Building)</b>								
SM2.1	The new Reception Building creates a concealed enclosed courtyard at its centre, protected from the winds and will allow outdoor activities to develop that are not currently possible at the site, including facilitating an extension of the restaurant and retail on peak days.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM2.2	The existing Visitor Centre building (anticipated net building area extending to circa 2700 sq m over 2 floors) will be reorganised to be an Interpretation Hub, which will focus on providing an updated interpretative exhibition with additional facilities for education and groups.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.3	Once visitors have passed into and through the new Reception Building, they will partake of the core Cliffs of Moher Experience and leave the world of cars and buses behind.	O	++	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it makes use of design to enhance and intensify the visitor experience of the unique landscape at the Cliffs of Moher Experience.				
SM2.4	Vehicular traffic needed to sustain activities at the existing Visitor Centre building will be minimised and a significant reduction in hard landscaping around that building can therefore be achieved, in keeping with the ambition to rewild as much of the landscape as possible.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as the design provides for the reduction in hard landscaping associated with existing facilities on lands under the control of CCC to the west of the R478, thus facilitating the restoration of a larger area of lands and enhancing the quality of the landscape and overall sustainability of the site.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.5	The new Reception Building (anticipated net building area extending to circa 3300 sq m over 2 floors) creates a critical threshold between the visitor arriving at the site and entering the site.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.				
SM2.6	The new Reception Building itself screens the visual impact of parked vehicles.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it enhances the visitor experience of the landscape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM2.7	The new restaurant has an external patio that enjoys views of the western landscape.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.				

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM2.8	The masterplan foresees a revised role for the existing Visitor Centre, where it will no longer be at the centre of the Cliffs of Moher Experience, with most primary visitor functions being provided in the new Reception Building.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.				
SM2.9	The existing Visitor Centre building will continue to play an important role in offering shelter in inclement weather and it will maintain an enlarged seasonal café with panorama view.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3	<b>The Skywalk and Hinterland / O'Brien's Tower and the Wetland Habitat</b>								
SM3.1	Interpretative signage and rest/picnic opportunities will be provided.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.2	O'Brien's observation tower will remain the focus point of the Cliffs of Moher Experience for many visitors as it enjoys a particularly strategic view of the southern headlands, and no physical changes at this location is foreseen.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it retains a focus on a core and beloved element of the existing Experience.				
SM3.3	The stone ledge in front of the existing visitor centre is of particular interest to geologists as there have been fossil finds at the location.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.4	Within the circle of the skywalk, the topsoil will be removed to expose more of the clifftop ledge as a geological exhibition.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM3.5	Habitat remediation will occur within the double cantilever circle.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM3.6	Historical maps indicate that there was once a freshwater lake to the east of O'Brien's Tower, and it is proposed to re-establish a freshwater wetland habitat at this location, which will benefit flora and fauna and create another natural feature for the visitor to engage with.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as restoration of historical landscape features and habitat enhances the sustainability of the site whilst bolstering ecosystem services in the area over time and directly advances the CH SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM3.7	The stone ledge in front of the existing Visitor Centre has long been the focus of activity for visitors to the Cliffs of Moher and will be used as part of the geological exhibition.	O	O	O	Implementation of this Strategic Decision/Alternative will likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.8	The masterplan proposes the construction of a double cantilever skywalk at this location to bring the visitor out to experience the cliff-edge.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM3.9	Visitors also have an excellent vantage point to enjoy a view of the southern headlands from this location.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.				
SM3.10	A suspended pathway is designed to pass through the established wetland habitat east of O'Brien's Tower.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it enables visitors to pass through restored historical landscape in a safe and guided manner.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM3.11	An inland cantilevered structure will be built south of the established wetland habitat to capitalise on the views from the existing raised promontory point and would be the end point of the revised primary site access route.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4	On the Plateau / The Escarpment / The Escarpment to Pollboy								
SM4.1	Interpretative signage and rest/picnic opportunities will be provided.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment, its cultural heritage and its landscape, and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM4.2	Between O'Brien's Tower and the escarpment is an elevated plateau landscape that enjoys dramatic panoramic viewing opportunities.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.				
SM4.3	From various locations in this landscape, the visitor can engage with views of the southern cliff headlands, views to Liscannor and Lahinch, views inland (eastward) and views to the Burren and North Clare from the trigonometry point.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.4	The escarpment at the northern perimeter of the plateau is a natural elevated position from which the visitor can enjoy dramatic cliff views.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM4.5	Views north to the Burren and North Clare from this location will give visitors a better understanding of the wider geographical context.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.6	The viewing point at Pollboy offers an exceptional visitor experience as it is lower than the cliffs to the south and allows the visitor a vantage point of the cliff structure and the bird life that is unavailable elsewhere.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.7	A new cliff-edge walk will be created further inland to improve visitor safety, allowing habitat remediation at the clifftop to be carried out where it is most critical foraging habitat for birds.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM4.8	The landscape between the pathways will be rewilded and developed as an optimal foraging habitat for seabirds in terms of a dedicated Habitat Management Plan.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	A Habitats Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.9	The visitor pathways will skirt around the edges of poorly drained landscape between the trigonometry point and the escarpment, identified as valuable foraging area for Chough.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive landscape and habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2026 ongoing
SM4.10	Additional routes from the trigonometry point to the escarpment will be developed to provide easier access for walkers with additional pathways constructed.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a more managed and sustainable manner that would better protect the sensitive landscape and habitats through which they move.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape						
SM4.11	Instead of the visitor experience being constricted to the current narrow clifftop walk, a new landscape of looped walkways offers more options to navigate through the habitats.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a more managed and sustainable manner that would better protect the sensitive landscape and habitats through which they move.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.12	Looped walking routes of varying distance and duration can therefore be offered to visitors, based on their fitness level and willingness to engage with the climate.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a more managed and sustainable manner that would better protect the sensitive landscape and habitats through which they move.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM4.13	Some engineered viewing platforms at optimal locations are proposed to bring the visitor back to the edge where views are particularly dramatic.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM4.14	The trigonometry point will be developed as a primary “destination” point in the landscape with the addition of a significant sculptural feature and viewing platform.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.15	An engineered cantilevered platform, not protruding over the cliff edge/face, will be constructed at the Cliff of the Foals to provide a safer opportunity to enjoy this particularly dramatic view.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it showcases the cliff-edge and views of landscape and seascape, whilst doing so in a manner that is safe, protects the sensitive geology and habitat of the cliffs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.16	Additional routes from the escarpment to the Pollboy lookout will be developed to provide easier access for walkers with additional pathways constructed.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it provides for pathway design to facilitate diverse experiences for visitors in a more managed and sustainable manner that would better protect the sensitive landscape and habitats through which they move.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM4.17	On busy days the routes can be organised into a one-way system, if necessary.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive landscape and habitats through which they move and permit site management to be responsive to conditions and volumes of visitors to better safeguard lands under their control.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council.	Q1 2025 ongoing

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		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM4.18	Where the coastal path engages with the R478 road, access will be provided for emergency services.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the LVC SEOs.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5	Northern Loop/Southern Cliff-Walk								
SM5.1	The Northern Loop connects with the coastal path to Doolin to the north and the threshold between the two projects shall be demarcated and signage provided.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it enhances the legibility and quality of information available to visitors (and hence knowledge and understanding) about the site and its linkages to the Experience and beyond.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM5.2	The Southern Cliff Walk extends south of the current visitor centre for circa 1.5km and connects onto the coastal walk to Hags Head and Liscannor.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it provides for pathway design to facilitate diverse managed/curated experiences for visitors in a sustainable manner that would better protect the sensitive landscape and habitats through which they move.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing



Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM5.3	Interpretative signage and rest/picnic opportunities will be provided along these routes.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as the provision of improved amenities, facilities and information media at the Cliffs of Moher Experience will serve to better inform visitors about the importance of conserving the unique environment with its cultural heritage and its landscape and offer visitors places to stop that are designed for such activities.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing
SM5.4	The northern loop could provide a considerable extension to the Cliffs of Moher Experience, offering the visitor a more remote walking experience, particularly on busy days, as it is not envisaged that all visitors will reach this far from the core facilities.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as it would provide for pathway design to facilitate diverse experiences for visitors in a sustainable manner that would better protect the sensitive landscape and habitats through which they move.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2025 ongoing  Q1 2026 ongoing
SM5.5	Core vantage points have been identified as viewing platforms along the Southern Cliff Walk.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive effect as it would direct visitors and showcase in a revised and safer manner a key aspect of the Cliffs, namely the unique experience of the cliff-edge and views of landscape and seascape.	Inherent mitigation to be confirmed in statutory development consent procedure	To be integrated within statutory consent procedures and associated studies	Clare County Council.	Q1 2026 ongoing

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		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM5.6	The lands within the Northern Loop do not form part of the Cliffs of Moher 2040 Strategy. However, in partnership with the landowners, the strategy recommends exploring how this area could be included into a dedicated Habitat Management Plan being prepared.	+	+	+	If it were achieved, this provision of the Strategy would likely have a long-term positive effect as it would facilitate the establishment of a partnership approach to land management and afford opportunities to extend the restoration of habitats, the better protection of cultural heritage and landscape features, and the reach of the Habitats Management Plan.	Develop structured relationships with local communities and key stakeholders to embed a mutual understanding of and commitment to the importance of restoring and conserving the habitats, soils, geology, water resources and landscape of the Cliffs of Moher and environs, as a core socio-economic asset for the region.  To obtain adequate land-legal rights through acquisition/lease/agreements to facilitate control of key priority lands in the Cliffs of Moher Development Area to pursue implementation of Strategy 2040.	Create an organisational framework and establish a multi-stakeholder co-ordinating body to review and report on progress on the implementation of Strategy 2040  Obtain land-legal interests	Clare County Council  Clare County Council	Q1 2025  Q3 2024
SM5.7	The landscape between the pathways at the Southern Cliff-edge walk could be rewilded and developed as an optimal foraging habitat for seabirds in line with a dedicated Habitat Management Plan being prepared.	O	O	O	This provision of the Site Masterplan would likely result in a long-term neutral effect as it does not relate directly to the achievement of the CH SEOs.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure  To be integrated within statutory consent procedures and associated studies	Clare County Council  Clare County Council	Q1 2025 ongoing  Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM5.8	Lands to the north and south present further physical and ecological development opportunities.	++	++	++	If it were achieved, this provision of the Site Masterplan would likely have a long-term positive effect as it would facilitate the extension of designed pathways and land and visitor management provisions into lands currently not under the control of the Clare County Council.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing
SM5.9	Based on ongoing analysis of the clifftop stability, a new Southern Cliff-edge walk could be created further inland to allow habitat remediation at the clifftop where it is most critical for seabird foraging.	++	++	++	This provision of the Site Masterplan would likely result in a long-term positive significant effect as it would provide for measures and new pathway design to manage and direct visitors moving through the area, protect the sensitive cliff edge and create the opportunity for the restoration and conservation of foraging habitat for seabirds and be subject to the provisions of the proposed Habitats Management Plan.	A Habitats Management Plan and Visitor Management Plan to identify key actions, baseline and indicators as well as the provision for periodic monitoring/survey of terrain that is the subject of restoration..	Develop and implement Habitats Management Plan and Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing
SM5.10	Built interventions on the Northern Loop will be limited to gravel pathways and information panels to guide the visitor away from the cliff-edge where it is appropriate to do this.	+	+	+	This provision of the Site Masterplan would likely result in a long-term positive effect as it would provide for measures and low-impact pathway design and routing to protect the sensitive cliff edge and create a safer and more sustainable route for visitors to that area.	Visitor Management Plan to guide and manage the visitor experience from pre-booking stage through the journey to the Cliffs of Moher Experience and on to the activities/routes/key attractions and key messaging at the site.	Develop and implement Visitor Management Plan as part of inherent mitigation to be confirmed by statutory development consent procedure	Clare County Council	Q1 2025 ongoing
						Inherent mitigation to be confirmed in statutory development consent procedure.	To be integrated within statutory consent procedures and associated studies	Clare County Council	Q1 2026 ongoing

Cliffs of Moher Draft Strategy 2040		Strategic Environmental Objectives							
		Landscape (Visual Character)							
		LVC1	LVC2						
		To ensure compliance with the framework for the protection of significant landscapes set by the <i>National Landscape Strategy</i> and the <i>Clare County Development Plan 2023-2029</i>	To enhance the visitor experience of the landscape	Conclusion	Comments in relation to likely positive or negative significant effects on the Landscape (Visual Character) SEOs	Mitigation	Action	Responsibility	Target
SM5.11	At the time of the publication of the Strategy 2040, a specialist review of the stability of the cliff-edge within the Northern Loop is still ongoing and the degree to which the cliff-edge walk could be set back has yet to be confirmed.	?	?	?	The effects of the outcome of the specialist review of cliff stability are uncertain at this stage of the SEA and Strategy 2040 formulation.	Record and monitor cliff stability in the area on an ongoing basis and maintain cliff stability records.  Inherent mitigation to be confirmed in statutory development consent procedure.	Develop and implement a monitoring programme to determine cliff stability in the area.  Develop and implement a Cliff Stability Survey to determine the stability of the cliff edge.	Clare County Council  Clare County Council	Q1 2025  Q1 2025



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