

Quality of Life in Ennis

Key Indicators, Trends and Marketing Options for Hub Towns



September 2008

***Research Unit,
Community and Enterprise,
Clare County Council,
New Road,
Ennis,
County Clare.***

***Tel: 065 6846498
Fax: 065 6829558***

Table of Contents

Introduction	3
Designation as a Hub Town	3
Quality of Life – Key Trends	5
Quality of Life Indicators	15
1.0 Population	15
2.0 Housing	20
3.0 Education	24
4.0 Economy	28
5.0 Health	36
6.0 Lifestyle	39
7.0 Transport and Travel	42
8.0 Environment	45
Lessons from Ireland’s Hub Towns	48

Introduction

Ennis, the capital town of County Clare is one of the fastest growing hub towns in the country and is closely related in economic terms to the Mid-West region, Limerick and Shannon, in particular. Its strategic focus is grounded in a large and growing population base, proximity to Shannon International Airport, connectivity to national road and rail networks, and its designation in 1997 as Ireland's Information Age Town, which saw Ennis host the world's largest community technology project. The town is within easy reach of a number of internationally renowned golf courses, and is home to GLÓR, the National Irish Music Centre.

Road

Ennis is served by the N18 national primary route which links the town to Galway in the north and Limerick to the south. The opening of the Ennis By-pass in 2007 provides a dual-carriageway between Ennis, Shannon Airport and Limerick, which is significantly reducing journey times between these destinations.

	Limerick	Galway	Dublin	Cork	Shannon Airport
Minutes	20	50	180	110	15
Kilometers	36	67	230	132	19

Air

Ennis is located within 19km of Shannon International Airport which has direct connections to both American and European Destinations.

Rail

Ennis railway station has direct daily commuter services to Limerick with connections to Cork and Dublin.

Designation as a Hub Town

The National Spatial Strategy identifies Ennis as a hub town along with six other strategically located medium sized hubs including Cavan, Kilkenny, Mallow, Monaghan, Tuam and Wexford. In a similar way to the linked gateways the NSS also proposes that Ballina/Castlebar and Tralee/Killarney act as linked hubs working together to promote regional development in their areas. These hubs will support and be supported by the gateways and will link out to wider rural areas. The key characteristics of hubs include:

1. A significant urban population in the range of 20,000 – 40,000 set in an associated rural hinterland
2. Primary and secondary education facilities with the option of third level or outreach facilities.
3. A mix of local, medium sized and larger businesses serving local, regional and national/international markets.
4. An important local node in transportation and communication terms: (a) on the national road and rail or bus networks, (b) with access to a national or regional airport (c) having adequate, reliable, cost effective and efficient access to port facilities (d) with effective and competitive broadband access.
5. Effective local transport system with facilities for pedestrians and cyclists.
6. Local and/or regional hospital.
7. Wide range of amenity, sporting and cultural facilities including public spaces and parks.
8. Effective water services and waste management arrangements.
9. Strategies for physical, social and economic development.
10. Phased zoning and servicing of land - banks in anticipation of needs associated with growth.
11. Industrial and local business parks.

Quality of Life – Key Trends

Population

- There was a sharp population increase (24.4%) in Ennis between 1996 and 2002. This rate of increase fell to less than half (10%) between 2002 and 2006.
- There is a notably higher percentage of 25-44 year olds (35.7%) in Ennis compared with Co. Clare and the Mid-West region, (5.4% and 5.6% higher respectively).
- In contrast, there is a notably lower percentage of 45-64 year olds (at 19.7%) in Ennis compared with Co. Clare and the Mid-West region, (3.9% and 3.1% lower respectively).
- Almost one in every five people (19.6%) in Ennis is a Non-Irish National.

Housing

- The ratio of Persons to Accommodation type for Bed-sits and Caravans is 2.4 : 1 and 7 : 1 respectively.
- A significantly higher percentage of the population of Ennis (3.3% higher) are either buying or renting accommodation from the Local Authority or Voluntary Body compared with the Mid-West region (11%).
- An even higher percentage of the population of Ennis (15.2%) is renting accommodation through other sources compared with the Mid-West region (8.2%).
- The ratio of Persons to Households with four or more rooms' (2.8:1) indicates many households with vacant rooms.
- The number of households comprised of one person and households comprised of a husband and wife or couple increased by 2.5% and 1.2% respectively between 2002 and 2006, while households comprised of a husband and wife or couple with children decreased by 3.1% between 2002 and 2006.

Education

- Of those fifteen years and over whose full-time education had ceased in Ennis in 2006 (16,334 persons), the percentage who had no formal education or whose highest level of education was primary education (at 13.3%) was

significantly lower than for Co. Clare or the State (3.2% and 4.7% lower respectively).

- In contrast, the percentage of persons whose highest level of education was a third level degree or higher in Ennis (at 20.7%) was significantly higher than for Co. Clare or the State (4.3% and 2.2% lower respectively).
- In Ennis, between 2002 and 2006, the percentage of persons with qualifications in Social Science, Business and Law increased by 3.6%, while those with qualifications in Health and Social Services increased by 2.9%.
- In contrast, the percentage of persons with qualifications in Life Science, Physical Science, Mathematics and Statistics decreased by 1.5% and qualification in Computing decreased by 0.6%.
- In 2006, there was a higher percentage of persons with qualifications in Social Science, Business and Law in Ennis compared with the Mid-West (1.3% higher), while there was a lower percentage of persons with qualifications in Computing (1.3% lower).

Economy

- There has been an increase in both those at work (3.7%) and those unemployed (0.5%) between 2002 and 2006.
- During the same period, there has been a reduction of persons looking after the home or family (2.8%).
- There has also been an increase in the number of persons unable to work due to permanent sickness or disability (0.4%).
- There has been a substantial increase (35%) of persons on the Live Register between 2007 and 2008, particularly among males over 25 years (50.5%), which may be reflective of job losses in the construction industry.
- There has been a steady increase in male construction workers (4.6%) and female Sales and Commerce workers (2.4%) during the period 1996 – 2006.
- During the same period, there has been a steady reduction in manufacturing workers (9.3%) and clerical, management and government workers (4.5%).
- There has been a 1.8% decrease in non-manual workers between 2002 and 2006, while there has been a 1.4% increase in skilled manual workers during the same period.
- For the 2000 – 2005 period, Clare had the lowest percentage increase for Disposable Income in the State.

Health

- In Ennis, in 2005, the percentage of 25-29 year old (23.6%) and 30-34 year old (36.7%) women giving birth was 1.4% and 0.9% higher respectively than average for Munster.
- In contrast, the percentage of 20-24 year old (10.8%) and 35-39 year old (20.6%) women giving birth in Ennis were 1.1% and 1.4% lower respectively than the Munster average.
- In 2006, of the total population of Ennis, 9.5% had a disability, or multiple disabilities.
- In 2006, of the total population of Ennis aged 15 years and over, 4.4% were classed as unpaid carers.
- Of the total number of hospital discharges resident in Co. Clare in 2006, 48.3% held a medical card.

Lifestyle

- The percentage of households with a PC in Ennis (59.5%) is significantly higher than for the Mid-West and the State (5.6% and 2.9% respectively).
- The rate of overall crime in Ennis increased substantially between 2005 and 2006, and again between 2006 and 2007 (by 16.4% and 12.5% respectively).

Travel & Transport

- Of the total population aged five years and over, 53.1% are travelling nine kilometres or less to work or school, i.e. within the immediate proximity of Ennis.
- Of the total population aged five years and over, 18.5% travel on foot to work or school, while a further 21.5% travel as a car passenger.
- Of the total population aged five years and over, 71% take less than half an hour to travel to work or school.
- Of the total households in Ennis in 2006, 18.5% did not own a car.

Environment

- The principal water source supplying public water to approximately 23,000 people is vulnerable to pollution and concern over the quality of water from this source has been recurrent.
- Areas at risk of flooding have been identified and there are current development exclusion zones in these areas.

- The index rating for overall air quality in Ennis is 'very good'.
- Ennis Town has two wastewater treatment plants providing secondary treatment only with a combined capacity equivalent to 21,000 head of population.

Note The target population for Ennis hub under the National Spatial Strategy is 35,000 persons

Table No.	Description	Source	Rationale for Inclusion/Sensitivity to Quality of Life (Adapted from http://www.bigcities.govt.nz/indicators.htm)
1.1	Population Change (Total, Male & Female) between 1991 and 2006	CSO Census of Population	Population growth impacts on the adequacy and availability of community services, social infrastructure, open space and physical infrastructure (sewerage, water and roads) as older systems reach capacity and room for expansion and redevelopment becomes difficult to find. It also affects economic development through the increasing demand for goods and services, housing and infrastructure development, and can place increased pressure on the natural environment through diminishing natural biodiversity, increased pollution and climate change.
1.2	Actual and Percentage Change in Population between 1991 and 2006	CSO Census of Population	
1.3	Percentage of usually resident population by place of birth, 2006	CSO Census of Population	Migration is a significant contributor to population growth and decline.
1.4	Percentage of usually resident population in 2006 by usual residence one year ago	CSO Census of Population	
1.5	Percentage of usually resident population by ethnic or cultural background, 2006	CSO Census of Population	Ethnic diversity can have implications for the way in which facilities and services are provided. It can also have implications for social connectedness and community development.
1.6	Traveller Population in Clare and Ennis 2002 and 2006	CSO Census of Population	
1.7	Age groups of persons, males and females, 2006	CSO Census of Population	The age structure of a community impacts on the range of services, facilities and opportunities that need to be planned for and provided at a local level.
1.8	Dependants as a percentage of the Population	CSO Census of Population	
1.9	Persons in private households 2002, 2006	CSO Census of Population	Household composition can reflect the impact of changing social trends (e.g. later marriages, lower fertility rates and independent living), economic pressures (such as housing costs, tertiary education fees and incomes) and cultural preferences (e.g. extended family and intergenerational living).
1.10	Family units in private households in Ennis town classified type of family unit, 2006	CSO Census of Population	The one-parent family is an important category to monitor as it is often reflected in other indicators of disadvantage. One-parent families are more likely to be dependent on government assistance or have lower household incomes than other family types.

2.1	Types of Accommodation and Persons in each	CSO Census of Population	Changes in the number of households and people's living arrangements can have major implications for urban communities and their environments and directly impact on the appropriateness of existing housing stock, the types of dwellings people choose to live in, the amount of residential land used and the location of housing and growth in associated social and physical infrastructure.
2.2	Number of communal establishments and number of persons in communal establishments	CSO Census of Population	
2.3	Number of permanent private households by whether or not they have central heating	CSO Census of Population	
2.4	Number of permanent private households by type of water supply	CSO Census of Population	
2.5	Number of permanent private households by type of sewerage facilities	CSO Census of Population	
2.6	Quarterly house prices for Ireland	CSO Census of Population	Housing is a fundamental component of quality of life. Without appropriate shelter, people cannot meet their basic needs and participate adequately in society. Housing issues can have flow-on effects for health, education and community wellbeing. The changing demand for housing and supply constraints can put pressure on an urban area's natural and social environment and affect a city's ability to provide suitable infrastructure and services.
2.7	Private households classified by composition, 2002, 2006	CSO Census of Population	Housing is the largest single component of many households' expenditure and is central to the ability to meet basic needs. When housing costs are too high relative to income, people have less to spend on other essentials such as food, power, healthcare and education. People facing substantial housing cost burdens may be forced to live in unsafe, unhealthy or inappropriate accommodation.
2.8	Number of permanent private households and persons in permanent private households by number of rooms in the household	CSO Census of Population	Changing household composition can have an impact on the demand for housing.
2.9	Number of permanent private households and persons by type of occupancy	CSO Census of Population	Crowding is an indicator of housing affordability, because people on lower incomes may share their living environments with others as a way to reduce overall housing costs. It is also an indicator of housing need, providing information on the suitability of a dwelling for the people occupying it. Living in crowded situations is associated with poor health outcomes such as respiratory and infectious diseases.
			Levels of household tenure (ownership or renting) are a guide to population stability, the relative wealth of the community and changes in lifestyle and household composition. Many people consider home ownership to be a goal,

			providing personal independence as well as stability and security for their families and a form of savings for retirement. While renting is often seen as less attractive, it may also be associated with a more mobile lifestyle and less traditional approaches to saving and investment.
2.10	Number of Permanent private Households and Persons by year built	CSO Census of Population	Wider access to building materials, Improved construction works and legislation such as the Building Control Act 1990 and Technical Guidance Documents from 1997 would indicate that newer houses are better built houses.
3.1	Percentage of population (15 years +) who have finished full-time education, by the highest level of education completed, 2002 and 2006	WDC 2007	Educational achievement is essential for effective participation in society. There are strong links between socio-economic status and levels of educational participation and achievement. Over the long term, poor educational performance at school makes it harder for individuals to achieve good levels of income, with consequent implications for health, housing quality, participation in community life and eventually the educational achievement of their own children. Those with higher education levels are more likely to participate in the labour market, face lower risks of unemployment, have greater access to further training and receive higher earnings.
3.2	Percentage of population (15 years +) who have finished full-time education, by the highest level of education completed, 2002 and 2006	CSO Census of Population	
3.3	Persons, males and females aged 15 years and over classified by highest level of education completed	CSO Census of Population	
3.4	Persons, males and females aged 15 years and over with a third level qualification attained after completing 2 or more years of study, classified by main subject area, 2002, 2006	CSO Census of Population	
4.1	Persons aged 15 years and over by principal economic status and sex, 2006, 2002	CSO Census of Population	Trends in employment and unemployment reflect the level of economic activity, demographic trends, skill levels and social policies. They can also show pressures within the labour market. Levels of employment and economic growth, along with personal and household income and

			expenditure, are closely linked with people's ability to secure a good quality of life for themselves and their families. This includes their ability to purchase adequate housing, health care and education.
4.2	Persons on the Live Register (Number) by Sex, Age Group and year	CSO Data Dissemination Service	As economic activity fluctuates, some groups are more likely to be vulnerable to unemployment, particularly the unskilled and those without qualifications.
4.3	Population by socio-economic group of reference person, 2006, 2002	CSO Census of Population	
4.4	Estimates of Disposable Income per person for Co. Clare, 2000 to 2005	CSO Regional Accounts	There is a correlation between household income and wellbeing. Levels of income are associated with health outcomes. People on lower incomes are more exposed to health risk factors such as poor diet and lack of access to health services, which can lead to poor health outcomes.
4.5	Population at risk of poverty for Mid-West Region	CSO EU SILC	
4.6	Persons at work or unemployed by sex and occupation, 2006	CSO Census of Population	Movements in the relative measures of unemployment can reflect changes in the relative labour market value of particular skills and levels of education and changes in the skill requirements of the overall economy.
4.7	Persons aged 15 years and over at work and unemployed by broad occupational group, 1996, 2002, 2006	CSO Census of Population	
5.1	Births in 2005	Report on Vital Statistics 2005	Tracking population growth in our cities ensures that funding, services and facilities are provided to meet the needs of fast growing communities.
5.2	Total number of Discharges resident in Co. Clare by Age, Discharge Status and GMS Status, 1999-2006	HIPE Data	There is a consistent and pervasive correlation between increasing deprivation and worsening health. This includes shorter life expectancy, higher mortality rates and higher hospitalisation rates.
5.3	Births by age at maternity in 2005	Report on Vital Statistics 2005	Women who become mothers at a young age are likely to have reduced educational attainment, limited opportunity to complete tertiary education and reduced participation in paid work. There are also several physical and mental health risks associated with teenage pregnancy.
5.4	Deaths occurring in 2005 in Ennis		Death in infancy is recognized internationally as a sensitive indicator of social

	classified by sex and age		and economic conditions and the adequacy of health services. An infant death is defined as a live-born infant dying before the first year of life is completed.
5.5	Population classed by disability	CSO Census of Population	
5.6	Carers aged 15 years and over classified by number of hours per week of unpaid help provided 2002 and 2006	CSO Census of Population	An indication of social ties and support.
6.1	Number of households with a personal computer, 2006	CSO Census of Population	Communicating with others is fundamental to a strong and healthy society. Electronic communication can facilitate social interaction and lifelong learning and overcome mobility barriers to participation.
6.2	Number of households with Internet access by type of access, 2006	CSO Census of Population	
6.3	Persons classed by Voluntary Activity in Clare and Ennis, 2006	CSO Census of Population	The presence of formal and informal relationships between people, either living in the same local area or not, facilitates participation in society, encourages a sense of belonging and supports social cohesion.
6.4	Key Crime Statistics for Ennis Garda District		Crime is a topic of general public debate. For some the concern stems from the perception that rising crime levels constitute an increasing threat to their safety, their property and their sense of wellbeing.
7.1	Persons aged 5 years and over by distance travelled to work, school or college, 2006	CSO Census of Population	The continued high dependence on motor vehicles has a negative impact on cities. Issues include congestion pressures (and associated delays in travel time and individual stress), a high human cost through crashes and fatalities and poor air quality due to vehicle emissions (particularly at busy intersections at peak travel times). Increasing traffic volumes also place demand on existing road networks. New road development to meet traffic demand can potentially divide communities and use valuable land that could be utilized for other purposes. Provision of access to public transport facilities can increase access to employment, education and medical services and reduce isolation for some residents.
7.2	Persons aged 5 years and over by means of travel to work, school or college, 2006	CSO Census of Population	
7.3	Number of households with cars, 2006	CSO Census of Population	
7.4	Persons aged 5 years and over by journey time to work, school or college, 2006	CSO Census of Population	

8.1	Effluent Quality from Wastewater Treatment Plants, 2005	EPA, 2007	Polluted recreational water is strongly related to human health problems, such as stomach and intestinal illness, colds and flu and skin, eye and ear infections. Ineffective waste disposal can create air, water and soil pollution and loss of biodiversity. Stress is placed on waterways through point and non-point pollution sources. These factors can compromise the source of a city's drinking water supply. The quality of drinking water supplied to residents has a direct impact on people's health and wellbeing.
8.2	River Water Quality in Ennis	Clare County Council	
8.3	Air Quality Index	EPA, 2007	Air pollutants can reduce the capacity to resist infection, which can increase the number of hospital admissions and emergency department visits, school absences, lost work days and restricted activity days.

Quality of Life Indicators

1.0 Population

Temporal Trends

- The percentage change in population in Co. Clare almost tripled between 1996 and 2002 compared with the previous census period. It then fell by about a quarter in the following census period. In contrast, the percentage change in population in Ennis more than doubled between 1996 and 2002 compared with the previous period, but fell by as much in the following census period. However, it needs to be taken into context that the percentage change for Co. Clare between 1996 and 2002 was 9.9% compared to 24.4% for Ennis.
- There is a significantly higher percentage of 25-44 year olds in Ennis compared with Co. Clare and the Mid-West region, (5.4% and 5.6% higher respectively). This may be attributed to the designation of Ennis as an Information Age Town in 1997 and a subsequent influx of workers. In contrast, there is a significantly lower percentage of 45-64 year olds in Ennis compared with Co. Clare and the Mid-West region, (3.9% and 3.1% lower respectively).
- Almost one in every five people in Ennis is a Non-Irish National, with 6.4% being born the UK and 2.4% being born in Poland. A significant percentage (4.2%) of the population resided abroad one year before the 2006 census, i.e. 2005.
- There has been a significant drop (3.4%) in the percentage of households comprised of a husband and wife (or couple) with children in Ennis between 2002 and 2006. During the same period, there has been an increase in the percentage of one-person households (1.3%) and of households comprised of a husband and wife (or couple) without children (1.4%).

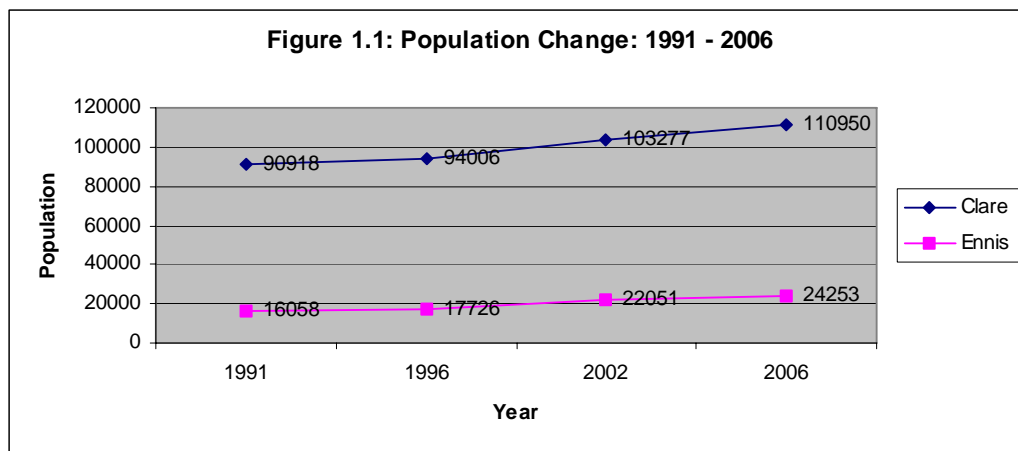
Tables and Graphs for Population

	1991			1996			2002			2006		
	Total	M	F	Total	M	F	Total	M	F	Total	M	F
Clare County	90918	46367	44551	94006	47789	46217	103277	52063	51214	110950	56048	54902
Ennis	16058	7794	8264	17726	8684	9042	22051	10636	11415	24253	11918	12335

Table 1.1 Population Change (Total, Male & Female) between 1991 and 2006.
(Source: CSO Census of Population)

	Actual Change			Percentage Change		
	1991-1996	1996-2002	2002-2006	1991-1996	1996-2002	2002-2006
Clare County	3088	9271	7673	3.4	9.9	7.4
Ennis Hub	1668	4325	2202	10.4	24.4	10

Table 1.2 Actual and Percentage Change in Population between 1991 and 2006.
(Source: CSO Census of Population)



Place of Birth	Ireland	UK	Poland	Lithuania	Other EU 25	Rest of World
% of Population	80.4	6.4	2.4	0.6	3	7.1

Table 1.3 Percentage of usually resident population by place of birth, 2006.
(Source: CSO Census of Population)

Previous Address	Same address	Elsewhere in County	Elsewhere in Ireland	Outside Ireland
% of Population	86.5	6.9	2.4	4.2

Table 1.4 Percentage of usually resident population in 2006 by usual residence one year ago. (Source: CSO Census of Population)

Ethnicity	White Irish	White Irish Traveller	Other White	Black or Black Irish	Asian or Asian Irish	Other	Not stated
% of Population	80.5	1.8	8.8	3.7	1.1	2.1	1.8

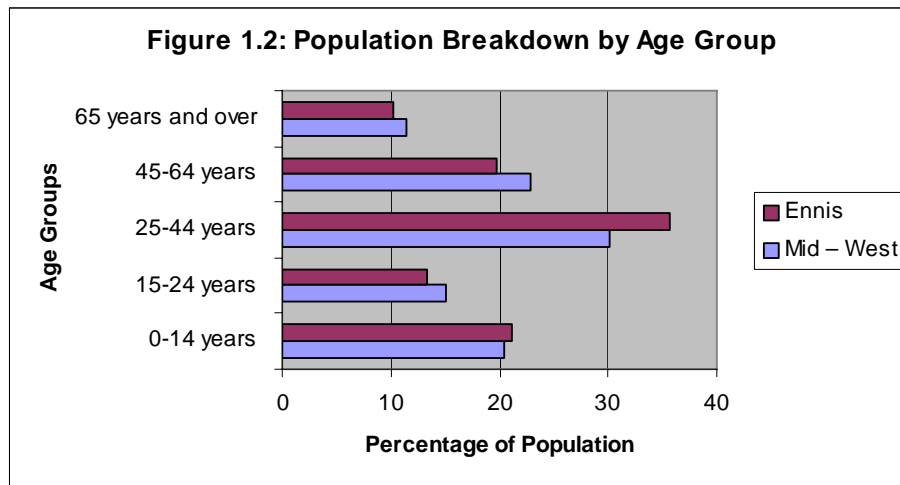
Table 1.5 Percentage of usually resident population by ethnic or cultural background, 2006. (Source: CSO Census of Population)

	Persons	Males	Females	Travellers per 1,000 total population
Clare 2002	715	378	337	6.9
Clare 2006	660	344	316	5.9
Ennis 2002	513	268	245	23.3
Ennis 2006	428	227	201	17.6

Table 1.6 Traveller Population in Clare and Ennis 2002 and 2006. (Source: CSO Census of Population)

	Total	0-14 years	15-24 years	25-44 years	45-64 years	65 years and over
Mid – West (%)	361028 (100)	74018 (20.5)	54407 (15.1)	108575 (30.1)	82417 (22.8)	41611 (11.5)
Clare County (%)	110950 (100)	23973 (21.6)	14322 (12.9)	33573 (30.3)	26161 (23.6)	12921 (11.6)
Ennis: Total (%)	24253 (100)	5118 (21.1)	3225 (13.3)	8657 (35.7)	4768 (19.7)	2485 (10.2)
Ennis: Males (%)	11918 (100)	2604 (21.8)	1588 (13.3)	4359 (36.6)	2329 (19.5)	1038 (8.7)
Ennis: Females (%)	12335 (100)	2514 (20.4)	1637 (13.3)	4298 (34.8)	2439 (19.8)	1447 (11.7)

Table 1.7 Age groups of persons, males and females, 2006. (Source: CSO Census of Population)

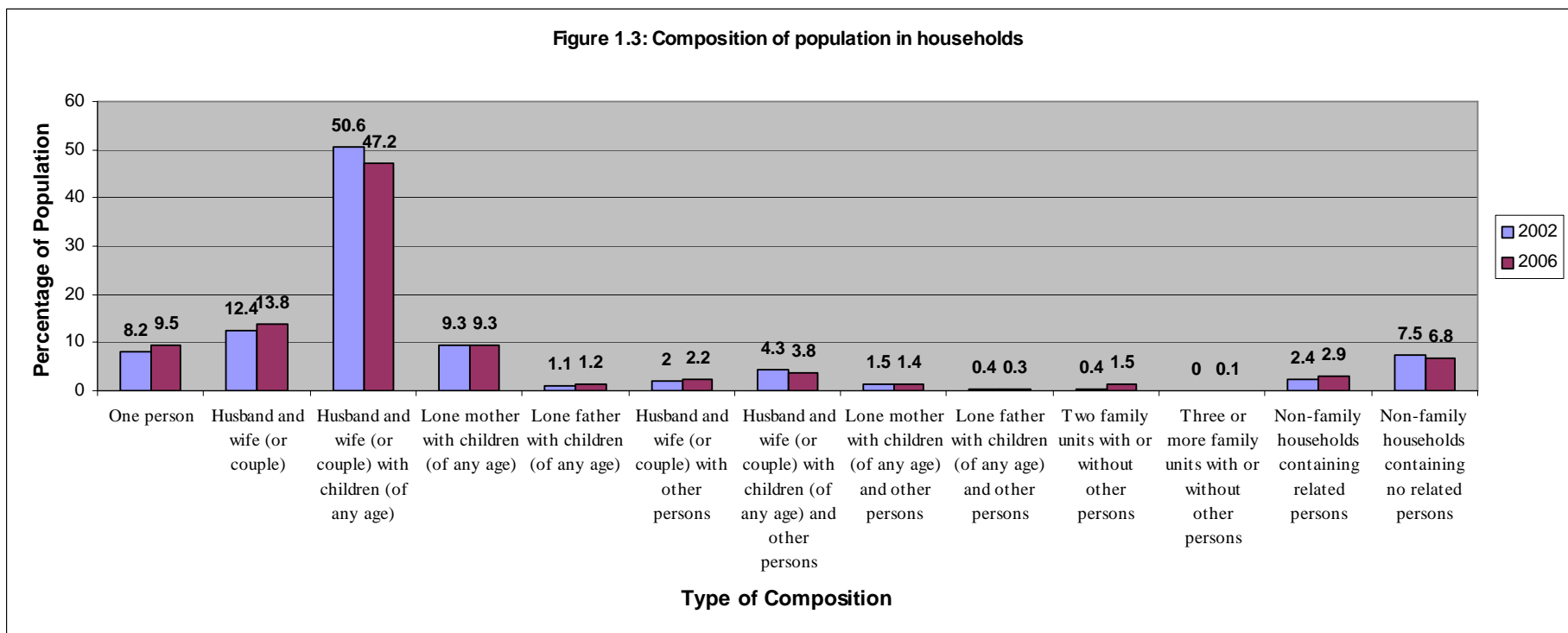


Dependant Group	0-14 years	65 years and over	Persons with a Disability	Total
Clare County	21.6	11.6	8.9	42.1
Ennis	21.1	10.2	9.5	40.8

Table 1.8: Dependants as a percentage of the Population. (Source: CSO Census of Population)

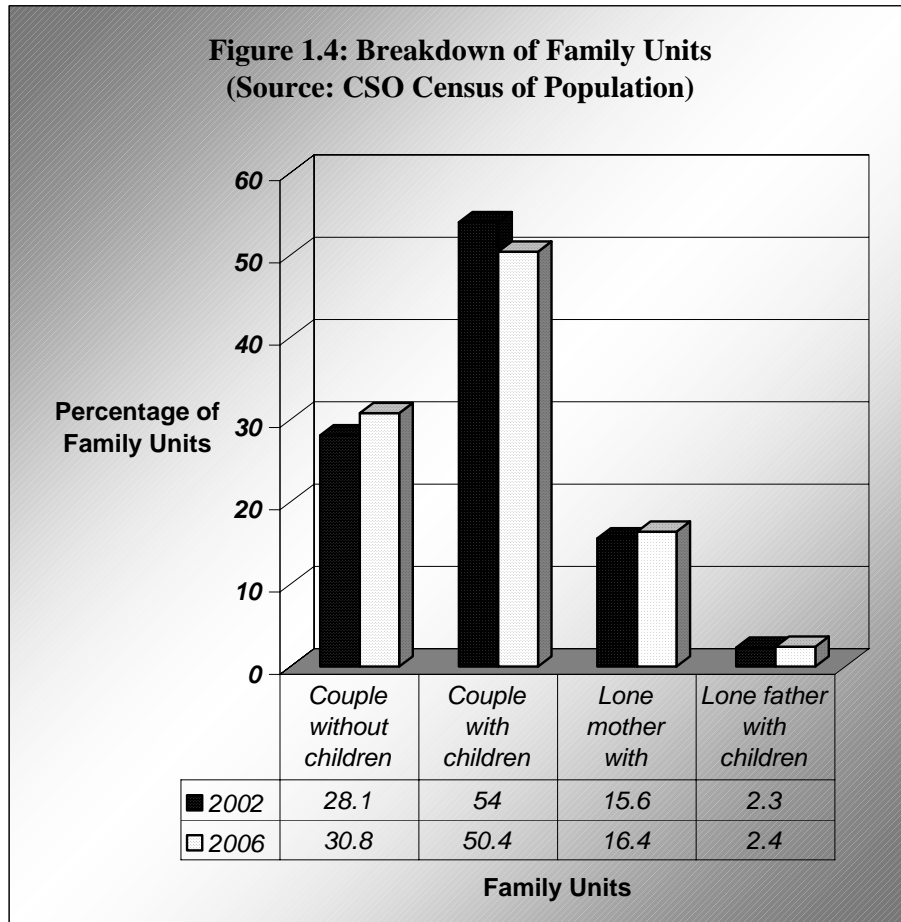
	Total persons	One person	Husband and wife (or couple)	Husband and wife (or couple) with children (of any age)	Lone mother with children (of any age)	Lone father with children (of any age)	Husband and wife (or couple) with other persons	Husband and wife (or couple) with children (of any age) and other persons	Lone mother with children (of any age) and other persons	Lone father with children (of any age) and other persons	Two family units with or without other persons	Three or more family units with or without other persons	Non-family households containing related persons	Non-family households containing no related persons
2002 (%)	20953 (100)	1715 (8.2)	2596 (12.4)	10598 (50.6)	1950 (9.3)	232 (1.1)	413 (2)	897 (4.3)	312 (1.5)	91 (0.4)	89 (0.4)	0 (0)	494 (2.4)	1566 (7.5)
2006 (%)	23148 (100)	2193 (9.5)	3194 (13.8)	10933 (47.2)	2147 (9.3)	280 (1.2)	515 (2.2)	889 (3.8)	328 (1.4)	81 (0.3)	342 (1.5)	17 (0.1)	663 (2.9)	1566 (6.8)

Table 1.9: Persons in private households in Ennis 2002, 2006. (Source: CSO Census of Population)



Family Unit	Total family units	Husband and wife (or couple) without children	Husband and wife (or couple) with children	Lone mother with children	Lone father with children
2002 (%)	5106 (100)	1433 (28.1)	2758 (54)	798 (15.6)	117 (2.3)
2006 (%)	5765 (100)	1774 (30.8)	2904 (50.4)	947 (16.4)	140 (2.4)

Table 1.10 Family units in private households in Ennis town classified type of family unit, 2006. (Source: CSO Census of Population)



2.0 Housing

Temporal Trends

- A high proportion of the population (14.3%) are either buying or renting from the Local Authority or Voluntary Body. A further 15.2% of the population are renting accommodation. This is much higher than figures for the Mid-West Region, which are 11% and 8.2% respectively, however the latter set of figures also take rural areas into account.
- The number of persons to accommodation type ratio for Bed-sits (2.4:1) and caravans (7:1) is very high.
- The Public mains that supplies water to 90.4% of the population is recognised as being vulnerable to pollution and there has been recurrent concerns over the quality of the water with partial boil notices being put in place on several occasions.
- The combined capacity of the two public wastewater treatment plants is equivalent to a population of 21,000. With an average household size of 2.8 persons, and with 86.2% of households using the public scheme, this corresponds to over 20,000 persons.
- Of the total number of houses, 12.8% were built in 1960 or before, with 10.5% of the population inhabiting these.
- A further 8.4% were built in 1970 or before, meaning 21.2% of houses are 38 years and over.
- 19% of houses were built since 2001, with 18.9% of the population inhabiting them
- The composition of households reflects the composition of the population (section 3.1), i.e. Households comprised of a husband and wife (or couple) with children has dropped significantly (3.1%) between 2002 and 2006, while one-person households and households comprised of a husband and wife (or couple) have increased, 2.5% and 1.2% respectively.
- Although the ratio of persons to households increases as the number of rooms in each household increases, it is not a significant increase which indicates a large number of households where rooms are vacant.

Tables and Graphs for Housing

Accommodation	House/ Bungalow	Flat/ Apartment	Bed- sit	Caravan/ Mobile Home	Not stated	Total
Number of each Type	7642	850	45	3	148	8688
Number of Persons	21014	1560	108	21	445	23148
Person: Accommodation Type	2.7:1	1.8:1	2.4:1	7:1	3:1	2.7:1

**Table 2.1 Types of Accommodation and Persons in each.
(Source: CSO Census of Population)**

	Number
Establishments	34
Persons	1038

Table 2.2 Number of communal establishments and number of persons in communal establishments. (Source: CSO Census of Population)

Central Heating	Yes (%)	No (%)	Not stated (%)	Total
Number of Households	7652 (88.1)	804 (9.3)	229 (2.6)	8685

Table 2.3 Number of permanent private households by whether or not they have central heating. (Source: CSO Census of Population)

Water Supply	Public main	Group scheme with Local Authority source	Group scheme with private source	Other private source	None	Not stated	Total
No. of Households (%)	7856 (90.4)	509 (5.9)	31 (0.4)	12 (0.1)	2 (Negligible)	275 (3.2)	8685 (100)

**Table 2.4 Number of permanent private households by type of water supply.
(Source: CSO Census of Population)**

Sewerage Type	Public scheme	Individual septic tank	Other individual treatment	Other	No sewerage facility	Not stated	Total
No. of Households (% of total)	7488 (86.2)	830 (9.6)	38 (0.4)	31 (0.4)	2 (Negligible)	296 (3.4)	8685

**Table 2.5 Number of permanent private households by type of sewerage facilities.
(Source: CSO Census of Population)**

Year	Quarter	New Houses		Second-hand Houses	
		Ave. Price	% Change Quarterly	Ave. Price	% Change Quarterly
2006	Q1	294,580	2.6%	348,597	-0.8%
	Q2	308,302	4.7%	379,011	8.7%
	Q3	309,206	0.3%	389,871	2.9%
	Q4	313,087	1.3%	375,577	-3.7%
2007	Q1	320,969	2.5%	379,874	1.1%
	Q2	331,947	3.4%	386,989	1.9%
	Q3	319,214	-3.8%	374,392	-3.3%
	Q4	314,333	-1.5%	366,912	-2.0%
2008	Q1	311,113	-1.0%	359,277	-2.1%

**Table 2.6 Quarterly house prices for Ireland.
(Source: CSO Census of Population)**

	Total households	One person	Husband and wife (or couple)	Husband and wife (or couple) with children (of any age)	Lone mother with children (of any age)	Lone father with children (of any age)	Husband and wife (or couple) with other persons	Husband and wife (or couple) with children (of any age) and other persons	Lone mother with children (of any age) and other persons	Lone father with children (of any age) and other persons	Two family units with or without other persons	Three or more family units with or without other persons	Non-family households containing related persons	Non-family households containing no related persons
2002 (%)	7546 (100)	1715 (22.7)	1298 (17.2)	2584 (34.2)	708 (9.4)	90 (1.2)	121 (1.6)	167 (2.2)	80 (1.1)	24 (0.3)	17 (0.2)	0 (0)	195 (2.6)	547 (7.2)
2006 (%)	8688 (100)	2193 (25.2)	1597 (18.4)	2705 (31.1)	801 (9.2)	114 (1.3)	140 (1.6)	166 (1.9)	86 (1)	20 (0.2)	65 (0.7)	2 (Negligible)	246 (2.8)	553 (6.4)

Table 2.7 Private households classified by composition, 2002, 2006.
(Source: CSO Census of Population)

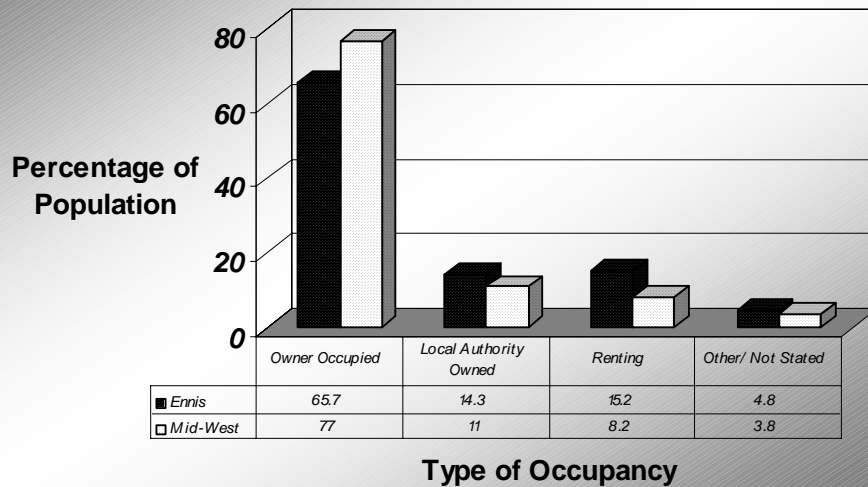
Number of Rooms	1 room	2 rooms	3 rooms	4 rooms	5 rooms	6 rooms	7 rooms	8 rooms or more	Not stated	Total
Households	95	413	856	800	2007	1862	1164	1220	268	8685
Persons	149	729	1954	1973	5050	5024	3404	4136	708	23127
Persons/Household	1.6	1.8	2.3	2.5	2.5	2.7	2.9	3.4	2.6	2.7

Table 2.8 Number of permanent private households and persons in permanent private households by number of rooms in the household.
(CSO Census of Population)

Occupancy Type	Owner occupied with mortgage	Owner occupied no mortgage	Buying from Local Authority	Rented from Local Authority	Rented from Voluntary Body	Other rented - unfurnished	Other rented - furnished	Occupied free of rent	Not stated	Total
No. of Households	3514	2219	143	619	433	120	1210	105	322	8685
No. of Persons	10080	5119	376	1780	1147	379	3138	209	899	23127

Table 2.9 Number of permanent private households and persons by type of occupancy.
(Source: CSO Census of Population)

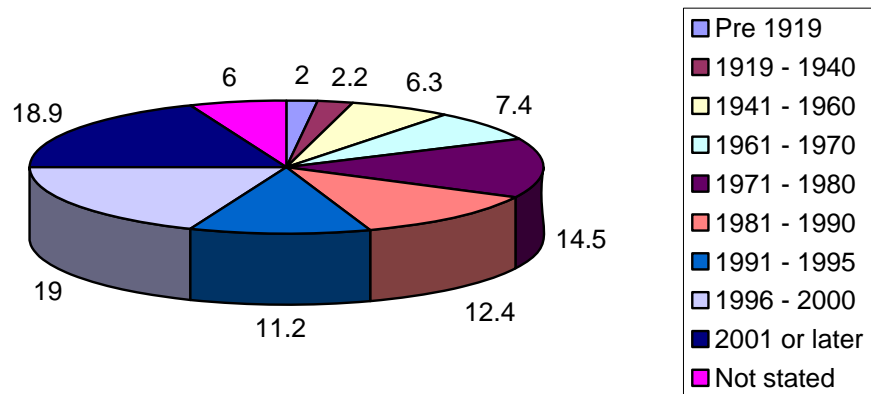
Figure 2.1: Percentage of population living in households by type of occupancy



Year house built	Pre 1919	1919 - 1940	1941 - 1960	1961 - 1970	1971 - 1980	1981 - 1990	1991 - 1995	1996 - 2000	2001 or later	Not stated	Total
No. of Households	229	239	648	729	1242	1028	924	1508	1654	484	8685
No. of Persons	471	520	1447	1722	3362	2876	2585	4384	4368	1392	23127
Persons/Household	2.1	2.2	2.2	2.4	2.7	2.8	2.8	2.9	2.6	2.9	2.7

Table 2.10 Number of Permanent Private Households and Persons by year built. (Source: CSO Census of Population)

Figure 2.2: Percentage of the population living in households by age of households



3.0 Education

Temporal Trends

- During the 2002 to 2006 census period, the percentage of the population in Ennis whose highest level of education attained was primary level (or less), and secondary level fell by 1.6% respectively.
- During the same period, the percentage of the population with a degree or higher increased by 2.5%.
- The percentage of the population in Ennis who have attained a third level degree is significantly higher than for Clare, the Mid-West and the State, 4.3%, 4.9% and 2.2% respectively.
- In contrast, the percentage of the population whose highest level of education is primary level or less is significantly lower in Ennis than for Clare, the Mid-West and the State, 3.2%, 4.4 and 4.7% respectively.
- During the 2002 to 2006 census period, the percentage of the population in Ennis whose full time education had not ceased increased by 2.9%. Furthermore, the percentage of those classified as 'other economic status' doubled from 3.5% to 7%.
- During the 2002 to 2006 census period, the percentage of the population in Ennis with third level qualifications in Computing fell by 0.6%, while those with qualifications in Life science, Physical science, Mathematics and Statistics fell by 1.5%.
- In contrast, during the same period the percentage of those with qualifications in Health and Social Services, and Social Sciences, Business and Law increased by 2.9% and 3.6% respectively.
- The percentage of the population in Ennis with qualifications in Computing is 1.3% lower than for the Mid-West while it is 1.3% higher for those with qualifications in Social Sciences, Business and Law. This is interesting given the status of Ennis as an Information Age Town.

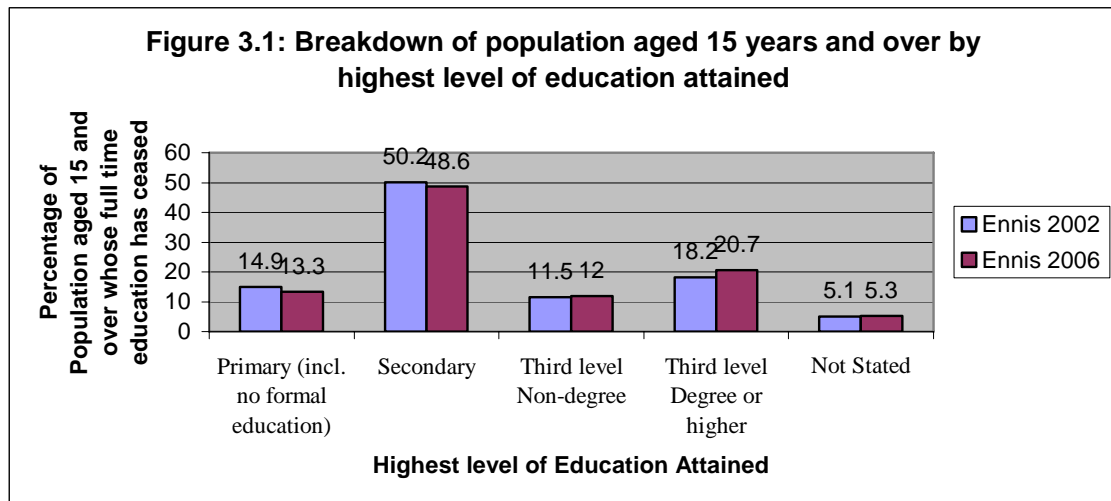
Tables and Graphs for Education

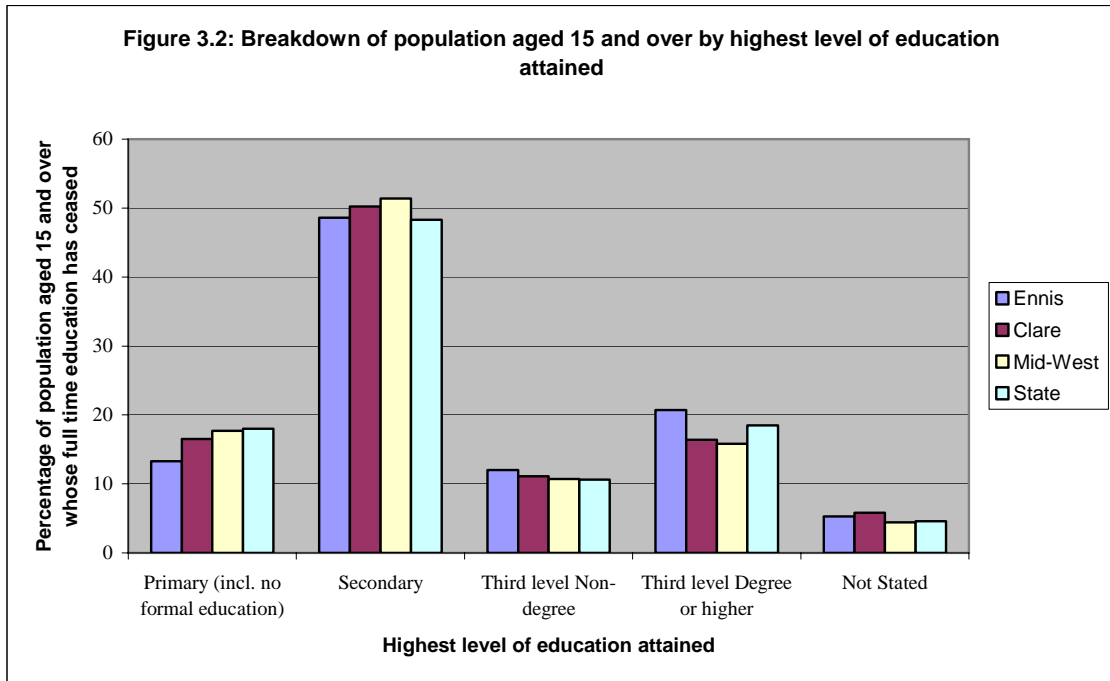
	Primary (incl. no formal education)		Secondary		Third level Non-degree		Third level Degree or higher		Not Stated	
	2002	2006	2002	2006	2002	2006	2002	2006	2002	2006
	%	%	%	%	%	%	%	%	%	%
Clare	20.3	16.5	51.3	50.2	9.7	11.1	13.4	16.4	5.2	5.8
State	21.1	18.0	49.2	48.3	9.5	10.6	15.1	18.5	5.1	4.6

Table 3.1 % of population (15 years +) who have finished full-time education, by the highest level of education completed, 2002 and 2006 (Source, WDC 2007)

	Primary (incl. no formal education)		Secondary		Third level Non-degree		Third level Degree or higher		Not Stated	
	2002	2006	2002	2006	2002	2006	2002	2006	2002	2006
	%	%	%	%	%	%	%	%	%	%
Ennis	14.9	13.3	50.2	48.6	11.5	12	18.2	20.7	5.1	5.3

Table 3.2 % of population (15 years +) who have finished full-time education, by the highest level of education completed, 2002 and 2006. (Source: CSO Census of Population)





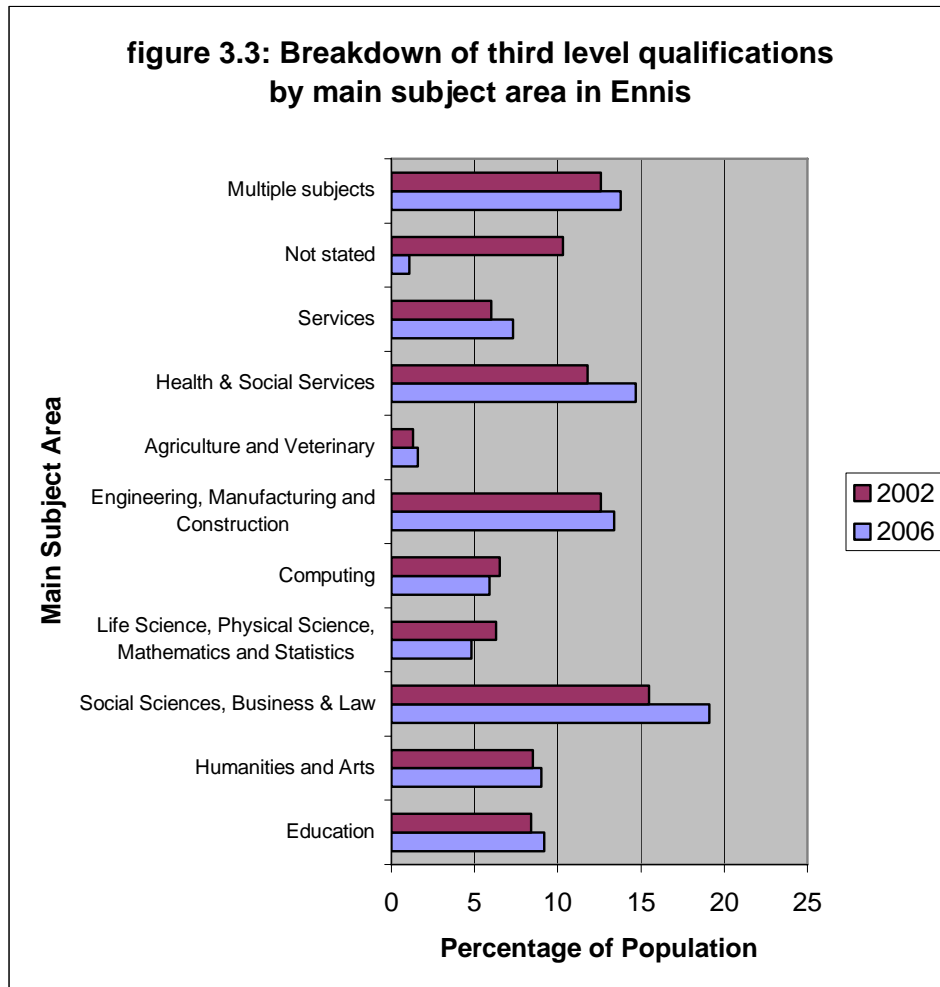
	Year	Total	Total whose full-time education has ceased	Primary (incl. no formal education)	Lower secondary	Upper secondary	Third level, non-degree	Third level, degree or higher	Not stated	Total whose full-time education has not ceased	Total at school, university, etc	Other economic status
Clare (%)	2006	86977	74967 (86.2)	12402 (14.3)	14598 (16.8)	23001 (26.4)	8330 (9.6)	12272 (14.1)	4364 (5)	12010 (13.8)	7887 (9.1)	4123 (4.7)
	2002	80403	69991 (87)	14224 (17.7)	14889 (18.5)	21035 (26.2)	6795 (8.4)	9391 (11.7)	3657 (4.5)	10412 (13)	7952 (9.9)	2460 (3.1)
Mid-West (%)	2006	287010	242335 (84.4)	42826 (14.9)	51657 (18)	72904 (25.4)	25854 (9)	38311 (13.3)	10783 (3.8)	44675 (15.6)	31277 (10.9)	13398 (4.7)
	2002	267623	226589 (84.7)	48285 (18)	51649 (19.3)	66378 (24.8)	21425 (8)	29225 (10.9)	9627 (3.6)	41034 (15.3)	32115 (12)	8919 (3.3)
Ennis (%)	2006	19135	16334 (85.4)	2177 (11.4)	2763 (14.4)	5179 (27.1)	1954 (10.2)	3390 (17.7)	871 (4.5)	2801 (14.6)	1462 (7.6)	1339 (7)
	2002	17226	15207 (88.3)	2273 (13.2)	2729 (15.8)	4912 (28.5)	1746 (10.1)	2770 (16.1)	777 (4.5)	2019 (11.7)	1411 (8.2)	608 (3.5)

Table 3.3 Persons, males and females aged 15 years and over classified by highest level of education completed. (Source: CSO Census of Population)

	Year	Total	Education	Humanities and Arts	Social Sciences, Business & Law	Life Science, Physical Science, Mathematics and Statistics	Computing	Engineering, Manufacturing and Construction	Agriculture and Veterinary	Health & Social Services	Services	Not stated	Multiple subjects
Clare (%)	2006	19604 (100)	1888 (9.6)	1771 (9)	3327 (17)	904 (4.6)	1188 (6.1)	2815 (14.4)	564 (2.9)	2937 (15)	1430 (7.3)	240 (1.2)	2540 (13)
	2002	14992 (100)	1307 (8.7)	1314 (8.8)	2054 (13.7)	809 (5.4)	952 (6.3)	1813 (12.1)	393 (2.6)	1815 (12.1)	932 (6.2)	1599 (10.7)	2004 (13.4)
Mid-West (%)	2006	62440 (100)	5730 (9.2)	5592 (9)	11115 (17.8)	2873 (4.6)	4483 (7.2)	8877 (14.2)	1938 (3.1)	9664 (15.5)	3956 (6.3)	756 (1.2)	7456 (11.9)
	2002	48403 (100)	3883 (8)	4407 (9.1)	6895 (14.2)	2734 (5.6)	3505 (7.2)	5721 (11.8)	1471 (3)	6052 (12.5)	2454 (5.1)	4893 (10.1)	6388 (13.2)
Ennis (%)	2006	5189 (100)	477 (9.2)	469 (9)	991 (19.1)	250 (4.8)	305 (5.9)	696 (13.4)	84 (1.6)	764 (14.7)	377 (7.3)	59 (1.1)	717 (13.8)
	2002	4205 (100)	354 (8.4)	357 (8.5)	654 (15.5)	267 (6.3)	273 (6.5)	531 (12.6)	53 (1.3)	497 (11.8)	252 (6)	435 (10.3)	532 (12.6)

Table 3.4 Persons, males and females aged 15 years and over with a third level qualification attained after completing 2 or more years of study, classified by main subject area, 2002, 2006.

(Source: CSO Census of Population)



4.0 Economy

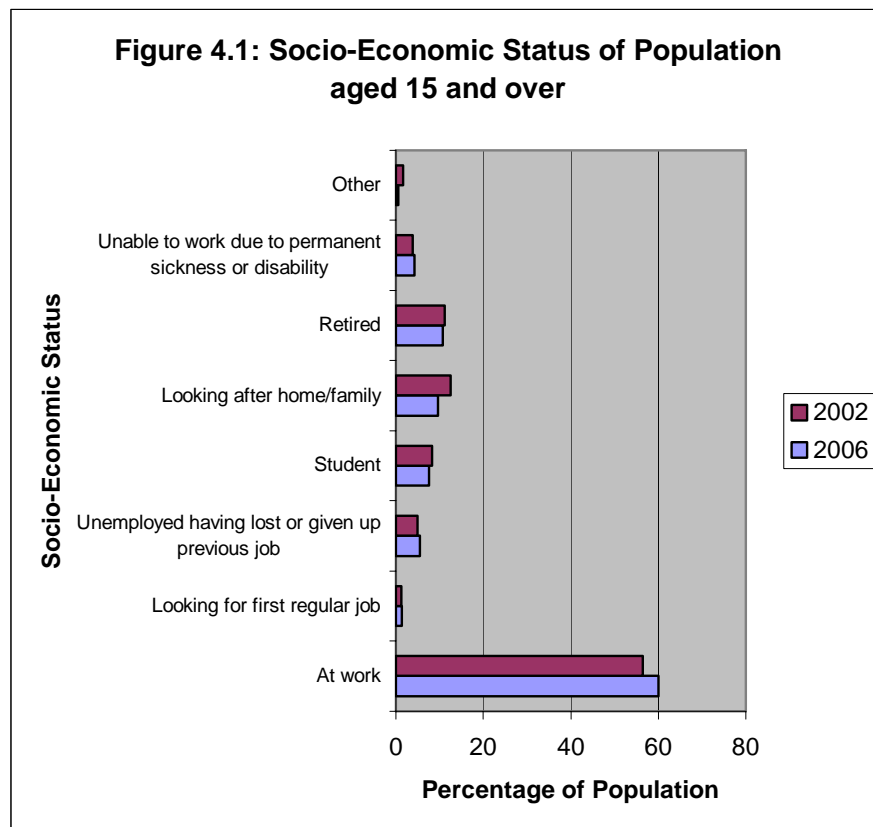
Temporal Trends

- Interestingly, there has been an increase in both those at work (3.7%) and those unemployed (0.5%) between 2002 and 2006. Much of this may be a result of the reduction of persons looking after the home or family (2.8%).
- There has been an increase in the number of persons unable to work due to permanent sickness or disability (0.4%) between 2002-2006.
- There has been a 35% increase in the number of people of any age on the live register between 2007 and 2008.
- There has been a 51.1% increase in males of any age on the live register during the same period, and an increase of 50.5% in males over 25 on the live register.
- There is a notable gender divide within sectors in Ennis. The divide in Manufacturing, Building and Construction, and Transport favours males by 14.7%, 15% and 4.8% respectively.
- In contrast, the divide in Clerical, Sales, Professional and Services favour females by 12.9%, 7.9%, 6.7% and 7.8% respectively.
- Among the male labour force, the percentage of manufacturing workers, and clerical, management and government workers has fallen over the last two census periods, while the percentage of building and construction workers has increased over the same period.
- There has been a 1.8% decrease in non-manual workers between 2002 and 2006, while there has been a 1.4% increase in skilled manual workers during the same period.
- For the 2000 – 2005 period, Clare had the lowest percentage increase for disposable Income in the State. See Table 4.4.

Tables and Graphs for Economy

Principal Economic Status	2006				2002	
	Male	Female	Total	% of Population aged 15 years and over	Total	% of Population aged 15 years and over
Population	11918	12335	24253		22051	
Population aged 15 years and over	9314	9821	19135	100	17226	100
At work	6319	5178	11497	60.1	9709	56.4
Looking for first regular job	140	131	271	1.4	204	1.2
Unemployed having lost or given up previous job	606	441	1047	5.5	857	5
Student	652	810	1462	7.6	1411	8.2
Looking after home/family	85	1773	1858	9.7	2152	12.5
Retired	1083	994	2077	10.8	1934	11.2
Unable to work due to permanent sickness or disability	385	443	828	4.3	673	3.9
Other	44	51	95	0.5	286	1.7

Table 4.1 Persons aged 15 years and over by principal economic status and sex, 2006, 2002.
(Source: CSO Census of Population)



		2002	2003	2004	2005	2006	2007	2008
Total	All Ages	2226	2629	2446	2374	2523	2688	3629
	Under 25 years	421	506	431	395	476	530	764
	Over 25 Years	1805	2123	2015	1979	2047	2158	2865
Male	All Ages	1163	1324	1206	1182	1308	1399	2114
	Under 25 years	240	285	232	196	272	309	473
	Over 25 Years	923	1039	974	986	1036	1090	1641
Female	All Ages	1063	1305	1240	1192	1215	1289	1515
	Under 25 years	181	221	199	199	204	221	291
	Over 25 Years	882	1084	1041	1041	1011	1068	1224

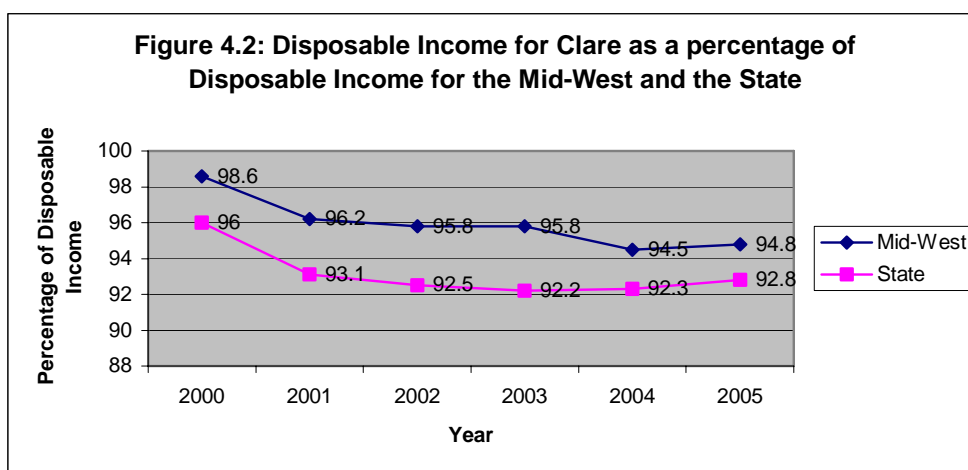
Table 4.2 Persons on the Live Register (Number) by Sex, Age Group and year.
(Source: CSO Data Dissemination Service)

Year	Socio-economic Group	Employers and managers	Higher professional	Lower professional	Non-manual	Manual skilled	Semi-skilled	Unskilled	Own account workers	Farmers	Agricultural workers	All others gainfully occupied and unknown
2006	% of Population	16	6.7	12.4	19.6	11.9	8.4	4.1	4.2	0.5	0.2	16
2002	% of Population	15.2	5.9	12.9	21.4	10.5	8	4.2	3.6	0.9	0.2	17.2

Table 4.3 Population by socio-economic group of reference person, 2006, 2002.
(Source: CSO Census of Population)

Year		2000	2001	2002	2003	2004	2005
Disposable Income (€)	Clare	13426	14748	15813	16866	17459	18722
Disposable Income for Clare as a % of Disposable Income for:	Mid-West	98.6	96.2	95.8	95.8	94.5	94.8
	State	96	93.1	92.5	92.2	92.3	92.8

Table 4.4 Estimates of Disposable Income per person for Co. Clare, 2000 to 2005.
(CSO Regional Accounts)

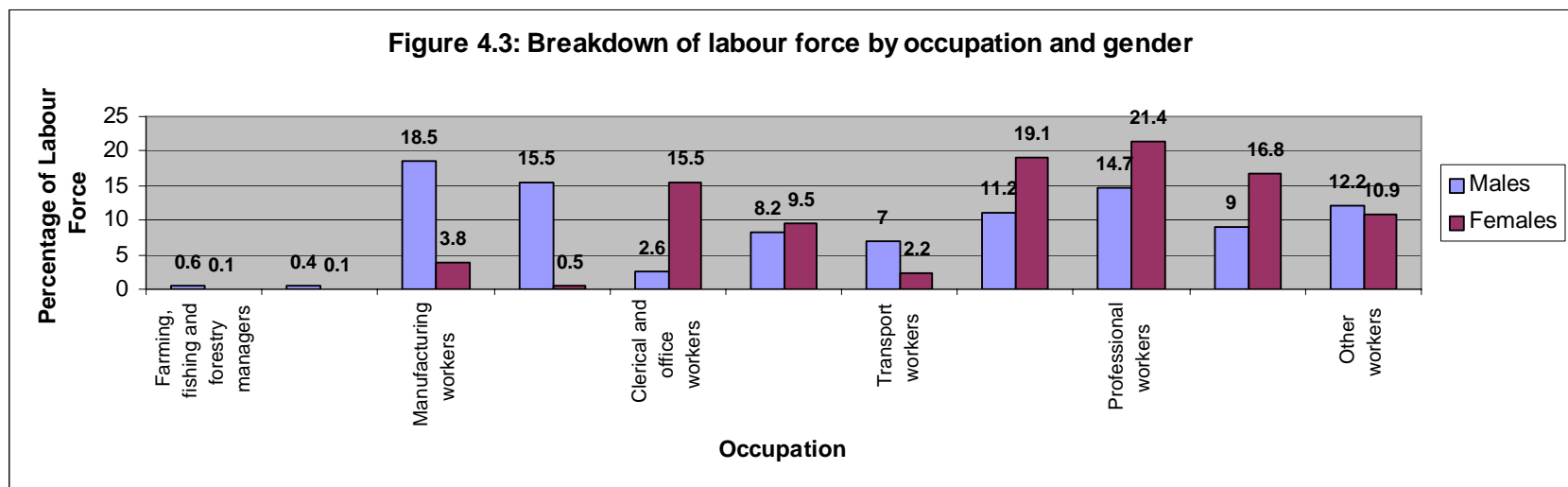


Year	2005	2006
% of Population	25.6	23.2

Table 4.5: Population at risk of poverty for Mid-West Region.
(CSO EU SILC)

	Occupation	Farming, fishing and forestry managers	Other agricultural workers	Manufacturing workers	Building and construction workers	Clerical and office workers	Administrative and Government executive	Transport workers	Sales workers	Professional workers	Services workers	Other workers	Total
		Males	At work (%)	43 (0.7)	26 (0.4)	1230 (19.5)	971 (15.4)	164 (2.6)	555 (8.8)	459 (7.3)	739 (11.7)	985 (15.6)	593 (9.4)
	Unemployed (%)	1 (0.2)	5 (0.8)	53 (8.7)	103 (17)	14 (2.3)	16 (2.6)	24 (4)	38 (6.3)	30 (5)	31 (5.1)	291 (48)	606
Females	At work (%)	3 (0.1)	4 (0.1)	193 (3.7)	27 (0.5)	851 (16.4)	524 (10.1)	123 (2.4)	997 (19.2)	1167 (22.5)	901 (17.4)	388 (7.5)	5178
	Unemployed (%)	0 (0)	0 (0)	21 (4.8)	1 (0.2)	23 (5.2)	12 (2.7)	3 (0.7)	74 (16.8)	34 (7.7)	46 (10.4)	227 (51.5)	441

Table 4.6 Persons at work or unemployed by sex and occupation, 2006.
(Source: CSO Census of Population)



	Occupation	Farming, fishing and forestry workers	Manufacturing workers	Building and construction workers	Clerical, managing and government workers	Communication and transport workers	Sales and commerce workers	Professional, technical and health workers	Services workers	Other workers (incl. not stated)	Total
2006	Males	75 (1.1)	1283 (18.5)	1074 (15.5)	749 (10.8)	483 (7)	777 (11.2)	1015 (14.7)	624 (9)	845 (12.2)	6925
	Females	7 (0.1)	214 (3.8)	28 (0.5)	1410 (25.1)	126 (2.2)	1071 (19.1)	1201 (21.4)	947 (16.8)	615 (10.9)	5619
2002	Males	55 (0.9)	1127 (19.5)	714 (12.4)	701 (12.1)	486 (8.4)	685 (11.9)	967 (16.7)	513 (8.9)	527 (9.1)	5775
	Females	3 (0.1)	256 (5.3)	12 (0.2)	1310 (27.3)	97 (2)	906 (18.9)	1073 (22.4)	727 (15.2)	407 (8.5)	4791
1996	Males	82 (1.8)	1031 (23)	488 (10.9)	546 (12.2)	374 (8.3)	511 (11.4)	691 (15.4)	405 (9)	352 (7.9)	4480
	Females	2 (0.1)	267 (8.3)	14 (0.4)	905 (28.2)	63 (2)	535 (16.7)	674 (21)	502 (15.6)	250 (7.8)	3212

Table 4.7 Persons aged 15 years and over at work and unemployed by broad occupational group, 1996, 2002, 2006.
(Source: CSO Census of Population)

Figure 4.4: Change in female labour force from 1996 - 2006 by occupation

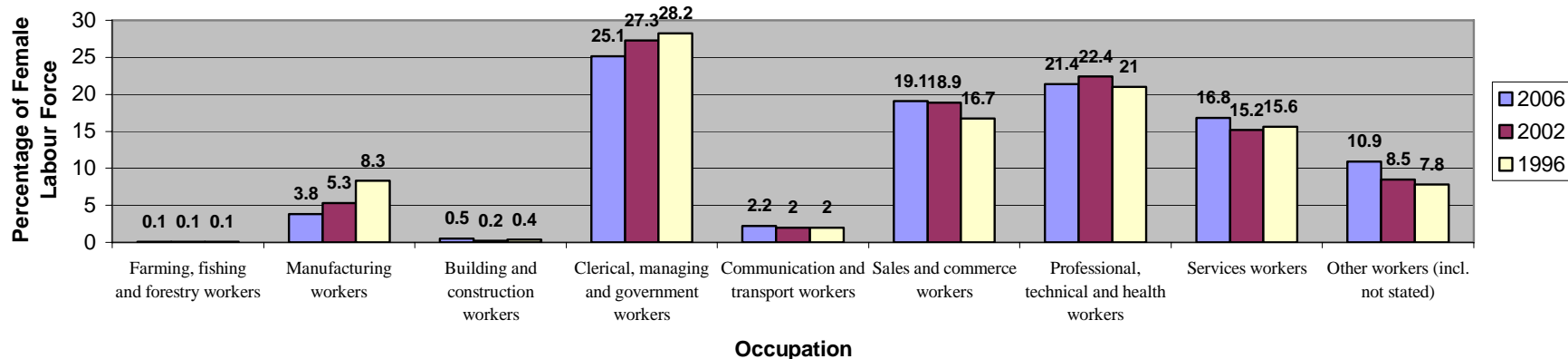
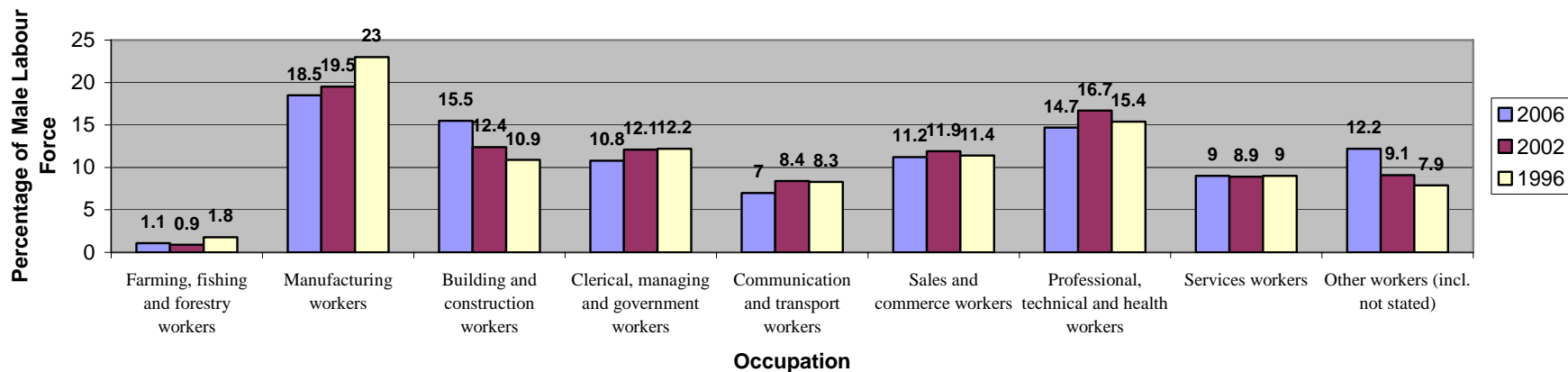


Figure 4.5: Change in male labour force from 1996 - 2006 by occupation



5.0 Health

Temporal Trends

- The number of hospital discharges in Clare increased by 68% between 1999 and 2006.
- In 2005, the percentage of women giving birth aged 20-24 and 35-39 were 1.1% and 1.4% higher respectively in Munster than in Ennis, whereas the percentage aged 25-29 and 30-34 were 1.4% and 0.9% higher in Ennis than in Munster.
- In 2006, the percentage of the population with a disability was 0.6% higher in Ennis than for Clare, however, the percentage of unpaid carers was 0.8% lower in Ennis than for Clare.
- It should be noted that not all persons with a disability require a carer, and many carers are paid and so do not feature above.

NOTES

- **Medical card status** - contains data on the medical card status of discharges. 'No' relates to those discharges that did not have a medical card. 'Yes' relates to those discharges that did hold a medical card. 'Unknown' refers to discharges for which medical card status was unknown.
- **Public Private Status** - refers to the public/private status of the patient on discharge. This relates to whether the discharge saw the consultant publicly or privately, and not to the type of bed occupied by the patient. Please note that this parameter is determined on discharge, and therefore, the HIPE system does not capture any changes in the public/private status of the patient during the period of hospitalisation. Furthermore, the HIPE system does not distinguish how private discharges funded their consultant care, which may be through either private health insurance or directly out of their own pocket. For these reasons, caution should be exercised in interpreting this variable.
- A **principal diagnosis** is defined as that condition established after study to be chiefly responsible for occasioning admission to hospital for care.

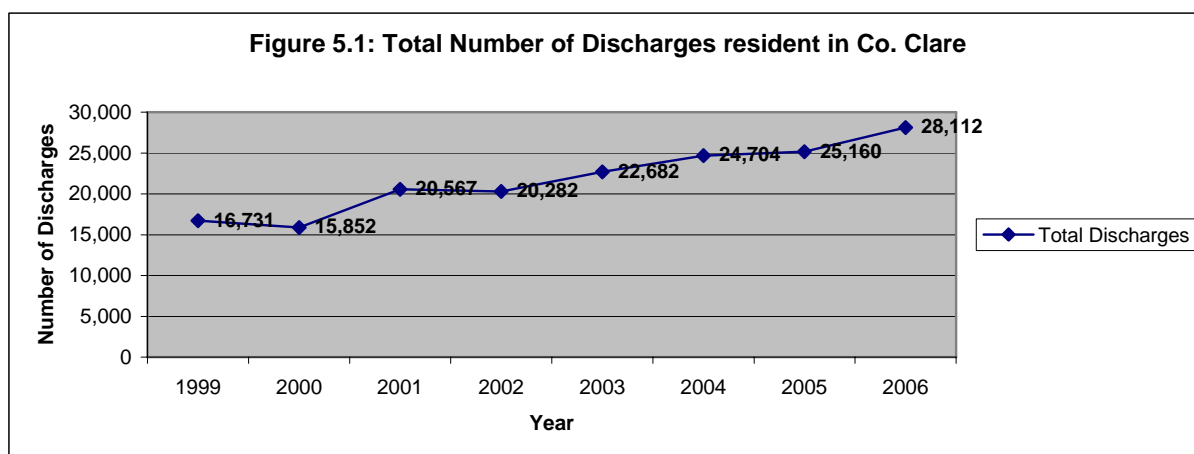
Tables and Graphs for Health

	Male	Female	Total
Ennis	199	199	398
Clare	843	811	1654
Munster	8457	8110	16567

**Table 5.1 Births in 2005
(Report on Vital Statistics 2005)**

Age	1999	2000	2001	2002	2003	2004	2005	2006
00-09 Years	1,757	1,941	2,028	2,124	2,345	2,421	2,414	2,460
10-19 Years	1,427	1,277	1,505	1,322	1,387	1,594	1,497	1,440
20-29 Years	2,101	2,045	2,420	1,906	2,348	2,498	2,492	2,539
30-39 Years	2,402	2,299	2,758	2,546	3,110	3,522	3,576	3,914
40-49 Years	1,758	1,690	2,226	2,283	2,286	2,608	2,719	3,255
50-59 Years	1,902	1,914	2,750	2,772	3,174	3,325	3,412	3,980
60-69 Years	1,903	1,881	2,501	2,727	3,086	3,391	3,504	4,381
70-79 Years	2,117	1,837	2,700	2,896	3,007	3,190	3,354	3,814
80-89 Years	1,232	878	1,521	1,547	1,736	1,914	1,913	2,054
90 Years and over	132	90	158	159	203	241	279	275
Total	16,731	15,852	20,567	20,282	22,682	24,704	25,160	28,112
Discharge Status								
1 Public	11,137	9,923	13,009	12,784	14,357	15,668	16,073	18,675
2 Private	5,594	5,929	7,558	7,498	8,325	9,036	9,087	9,437
Total	16,731	15,852	20,567	20,282	22,682	24,704	25,160	28,112
GMS Status								
0 No	9,409	9,507	11,343	10,353	11,695	12,872	13,442	14,317
1 Yes	7,173	6,157	9,079	9,503	10,357	11,128	11,582	13,587
2 Unknown	149	188	145	426	630	704	136	208
Total	16,731	15,852	20,567	20,282	22,682	24,704	25,160	28,112

Table 5.2 Total number of Discharges resident in Co. Clare by Age, Discharge Status and GMS Status, 1999-2006 (HIPE Data)



Area	Total	Under 20	20-24	25-29	30-34	35-39	40-44	45 & over	Not stated
Ennis (%)	398	13 (3.3)	43 (10.8)	94 (23.6)	146 (36.7)	82 (20.6)	18 (4.5)	1 (0.2)	1 (0.2)
Clare (%)	1654	57 (3.4)	153 (9.2)	355 (21.5)	637 (38.5)	360 (21.8)	89 (5.4)	1 (0.1)	2 (0.1)
Munster (%)	16567	611 (3.7)	1976 (11.9)	3687 (22.2)	5927 (35.8)	3651 (22)	670 (4)	18 (0.1)	27 (0.2)

**Table 5.3 Births by age at maternity in 2005
(Report on Vital Statistics 2005)**

	All	Under 1	Under 5	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85+
Male	64	-	-	-	-	1	2	1	1	1	3	1	2	4	4	9	4	12	7	12
Female	62	1	1	1	-	1	-	1	1	-	-	3	1	1	3	3	5	6	12	23

Table 5.4: Deaths occurring in 2005 in Ennis classified by sex and age

	Total Persons	Total persons with a disability	Total persons with a disability as a % of Total persons	Blindness, deafness, or a severe vision or hearing impairment	A condition that substantially limits one or more basic physical activities	Difficulty in learning, remembering or concentrating	Difficulty in dressing, bathing or getting around inside the home	Difficulty in going outside the home alone	Difficulty in working or attending school/college	Learning or intellectual disability	Psychological or emotional condition	Difficulty in participating in other activities	Other, including chronic illness	Total disabilities
Clare	110950	9923	8.9	1846	4562	2973	2350	3121	3641	1752	1566	3552	3531	28894
Ennis	24253	2313	9.5	451	1054	753	610	813	961	436	547	933	915	7473

**Table 5.5 Population classed by disability.
(Source: CSO Census of Population)**

Unpaid Help	Total persons	Total carers	1-14 hours a week	15-28 hours a week	29-42 hours a week	43 or more hours a week	Carers as a % of total persons
Clare 2002	80403	4110	2393	444	205	1068	5.1
Clare 2006	86977	4507	2704	488	248	1067	5.2
Ennis 2002	17226	754	462	97	31	164	4.4
Ennis 2006	19135	834	507	83	46	198	4.4

**Table 5.6 Carers aged 15 years and over classified by number of hours per week of unpaid help provided 2002 and 2006.
(Source: CSO Census of Population)**

6.0 Lifestyle

Temporal Trends

- Ennis was designated as an Information Age town in 1997. At that time a special offer on Personal Computers was given to all households in the area. By 1999, PCs had been installed for a nominal fee in 75% of the town's 5,500 homes (The Examiner, Tuesday, June 8th, 1999).
- PC ownership increased by 25.2% between 1999-2006. However, the number of households increased by 57.9% during this time.
- PC ownership in Ennis is 5.6% above the figure for the Mid-West.
- Of all households in Ennis (those with and without PC's), only 21.2% have broadband. However, of those households with PC's, 35.6% are connected to broadband.
- The percentage of the population involved in a voluntary activity is 0.9% lower in Ennis than for the county average.
- The percentage of overall crime in Ennis increased substantially between 2005 and 2006, and again between 2006 and 2007 (16.4% and 12.5% respectively).

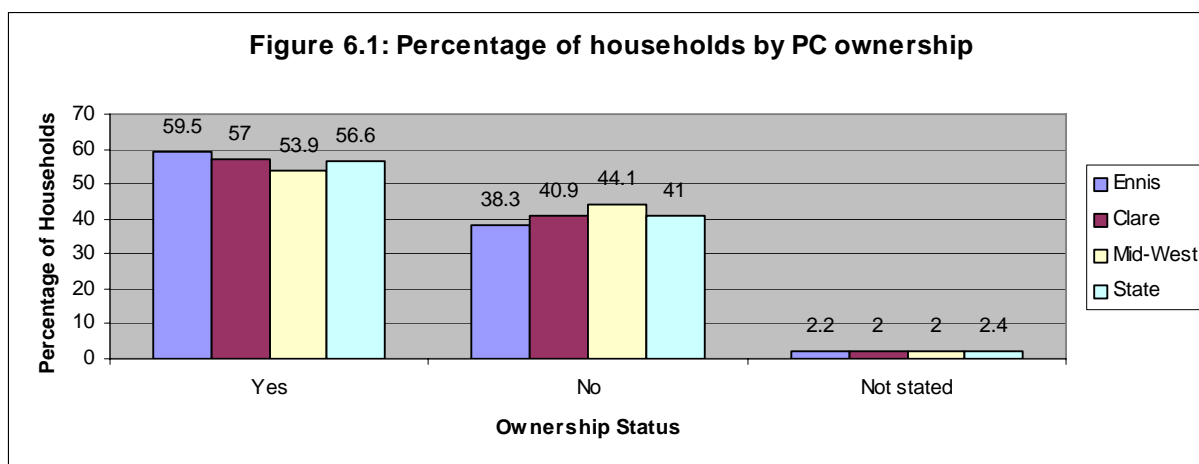
Notes

- Crime Statistics are based on the Irish Crime Classification System (ICCS), details of which can be found in the Crime section on www.cso.ie but excluding elements of Group 4 (Dangerous or Negligent Acts), and all of Groups 14 (Road and Traffic Offences (Not Elsewhere Classified)) and 16 (Offences Not Elsewhere Classified).

Tables and Graphs for Lifestyle

Area	Home PC	Yes	No	Not stated	Total
Ennis	No. of Households (%)	5165 (59.5)	3330 (38.3)	190 (2.2)	8685
Clare		21700 (57)	15556 (40.9)	770 (2)	38026
Mid-West		67292 (53.9)	55059 (44.1)	2497 (2)	124848
State		828356 (56.6)	599417 (41)	34523 (2.4)	1462296

Table 6.1 Number of households with a personal computer, 2006.
(Source: CSO Census of Population)



Internet Access	Broadband	Other connection	No internet access	Not stated	Total households
No. of Households (%)	1838 (21.2)	2197 (25.3)	4073 (46.9)	577 (6.6)	8685

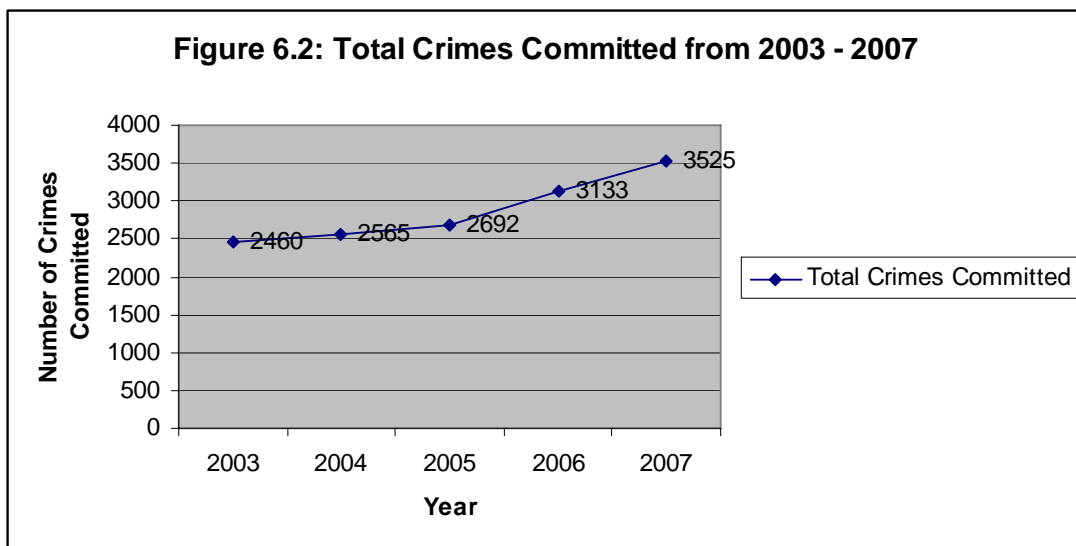
Table 6.2 Number of households with Internet access by type of access, 2006.
(Source: CSO Census of Population)

	Total	Helping or voluntary work with a social or charitable organisation	Helping or voluntary work with a religious group or church	Helping or voluntary work with a sporting organisation	Helping or voluntary work with a political or cultural organisation	Any other voluntary activity	Total persons involved in one or more voluntary activity	Persons not involved in voluntary work (incl. not stated)
Clare	86977	5417	4296	5801	1402	4048	16217	70760
Ennis	19135	1189	928	1104	250	802	3388	15747

Table 6.3 Persons classed by Voluntary Activity in Clare and Ennis, 2006.
(Source: CSO Census of Population)

Ennis Garda District	2003	2004	2005	2006	2007	2008 (to 30 th June only)
Homicide Offences	-	2	2	-	4	-
Sexual Offences	49	26	20	23	24	2
Attempts/Threats to Murder, Assaults, Harassments and Related offences	232	167	191	188	230	132
Dangerous or Negligent Acts	115	174	204	300	334	184
Kidnapping and Related Offences	3	1	-	2	1	-
Robbery, Extortion and Hijacking Offences	14	16	10	7	21	4
Burglary and Related Offences	189	149	155	241	252	154
Theft and Related Offences	727	745	566	764	805	418
Fraud, Deception and Related Offences	93	73	59	41	46	24
Controlled Drug Offences	124	149	151	230	202	122
Weapons and Explosives Offences	26	22	33	20	49	14
Damage to Property and to the Environment	393	391	377	509	441	301
Public Order and other Social Code Offences	430	599	865	748	1023	467
Offences against Government, Justice Procedures and Organisation of Crime	65	51	59	60	93	37
All	2460	2565	2692	3133	3525	1859
Annual % Increase	-	4.3	4.9	16.4	12.5	-

Table 6.4 Key Crime Statistics for Ennis Garda District



7.0 Transport and Travel

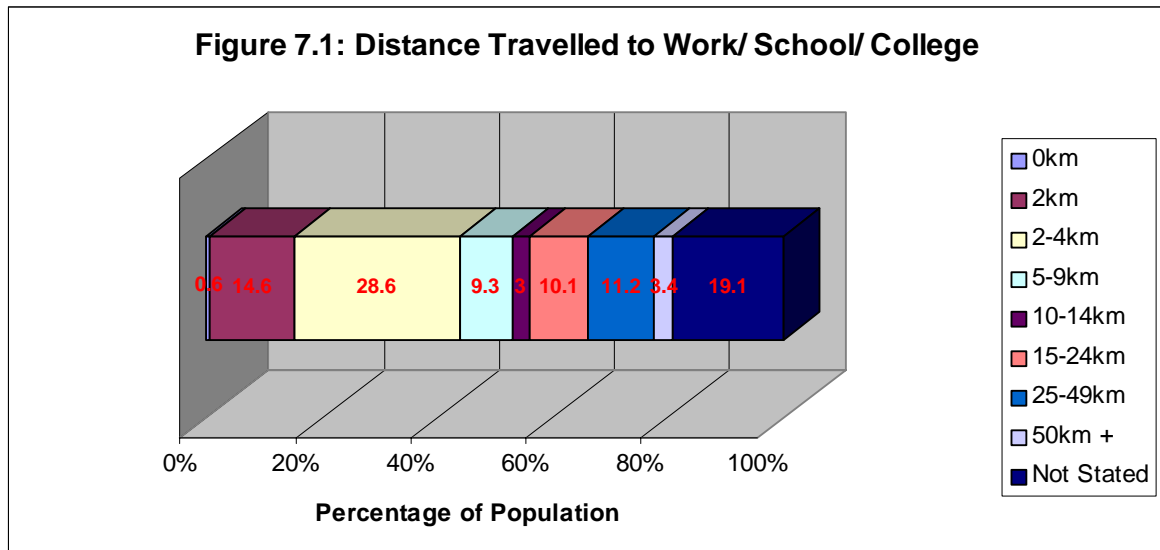
Temporal Trends

- Table 7.3 indicates that there is a minimum of 11008 cars in Ennis, however only 7245 (65.8%) are used for work/ school/ college purposes.
- Of the total population aged five years and over, 53.1% are travelling nine kilometres or less to work or school, i.e. within the immediate proximity of Ennis.
- Those travelling between 15 and 49 kilometres are likely to be travelling to Shannon or Limerick.
- Of the total population aged five years and over, 18.5% travel on foot to work or school, while a further 21.5% travel as a car passenger.
- 46% drive to work/school or college.
- Of the total population aged five years and over, 71% take less than half an hour to travel to work or school, while 4.7% take over an hour.
- Of the total households in Ennis in 2006, 18.5% did not own a car, while 38.5% owned two or more.

Tables and Graphs for Transport and Travel

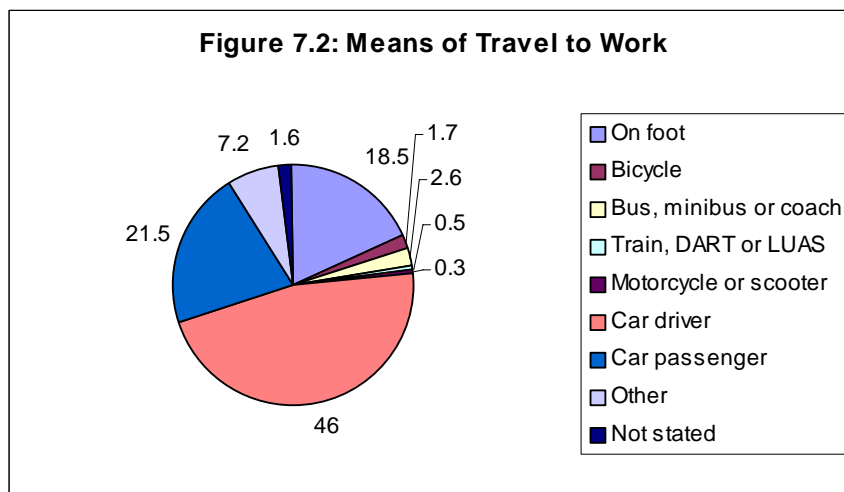
Distance Travelled	0 Kilometres	1 Kilometre	2 to 4 Kilometres	5 to 9 Kilometres	10 to 14 Kilometres	15 to 24 Kilometres	25 to 49 Kilometres	50 Kilometres and over	Not Stated	Total
Population (%)	99 (0.6)	2292 (14.6)	4506 (28.6)	1470 (9.3)	474 (3)	1589 (10.1)	1761 (11.2)	536 (3.4)	3000 (19.1)	15727 (100)

Table 7.1 Persons aged 5 years and over by distance travelled to work, school or college, 2006.
(Source: CSO Census of Population)



Means of Travel	On foot	Bicycle	Bus, minibus or coach	Train, DART or LUAS	Motorcycle or scooter	Car driver	Car passenger	Other	Not stated	Total
Population (%)	2916 (18.5)	275 (1.7)	403 (2.6)	83 (0.5)	42 (0.3)	7245 (46)	3379 (21.5)	1131 (7.2)	253 (1.6)	15727 (100)

Table 7.2 Persons aged 5 years and over by means of travel to work, school or college, 2006.
(Source: CSO Census of Population)

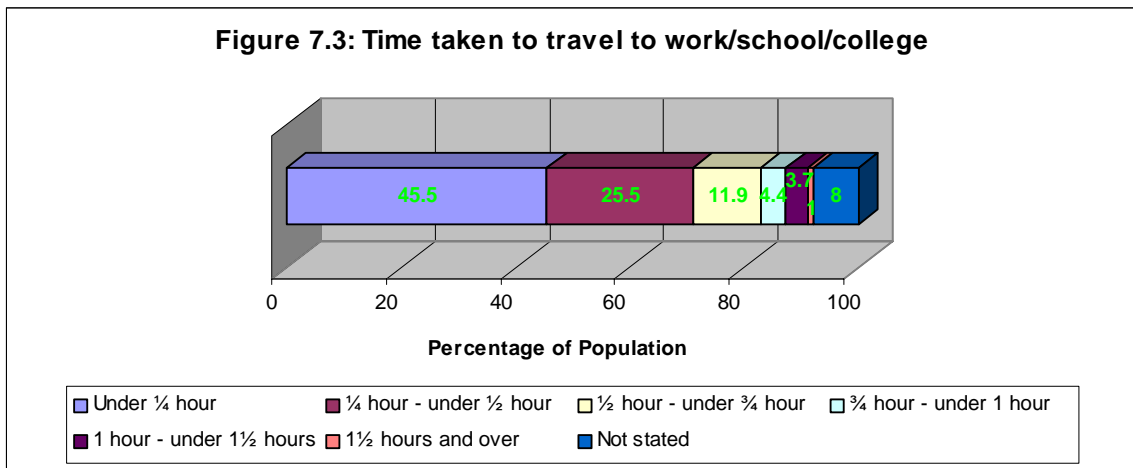


Car Ownership	No motor car	One motor car	Two motor cars	Three or more motor cars	Total
No. of Households (%)	1610 (18.5)	3730 (42.9)	2757 (31.7)	588 (6.8)	8685

Table 7.3 Number of households with cars, 2006.
(Source: CSO Census of Population)

Time Traveling	Under ¼ hour	¼ hour - under ½ hour	½ hour - under ¾ hour	¾ hour - under 1 hour	1 hour - under 1½ hours	1½ hours and over	Not stated	Total
Population (%)	6948 (45.5)	3902 (25.5)	1814 (11.9)	674 (4.4)	562 (3.7)	155 (1)	1218 (8)	15273 (100)

Table 7.4 Persons aged 5 years and over by journey time to work, school or college, 2006.
(Source: CSO Census of Population)



8.0 Environment

Temporal Trends

- The principal water source supplying public water is currently from the Drumcliff Spring, which supplies to approx. 23,000 people. It is a groundwater resource and is vulnerable to pollution. A new permanent treatment plant is anticipated to be in operation in February 2009. Concern over the quality of water from this source has been recurrent.
- The EPA Groundwater Risk Assessment identifies much of Ennis as 'possibly at risk of not achieving good status'. To the east around Spencilhill and to the east of Ennis town are areas which are 'strongly expected to achieve good status'. Remaining areas are expected to reach 'good status'.
- The EPA 2005 River Water Quality Report rated the quality of a number of locations within Ennis, including R. Inch and R Fergus, as 'poor', and 'at risk of not achieving good status'. Only the Gaurus River is expected to achieve good status.
- Areas at risk of flooding have been identified. There are current development exclusion zones in these areas. The OPW are advancing two flood alleviation schemes within the vicinity of Ennis town.
- The index rating for overall air quality is 'very good'. Ennis has the highest concentrations of sulphur dioxide likely due to burning coal and other solid fuel.
- Ennis Town has two wastewater treatment plants providing secondary treatment only with a combined capacity equivalent to 21,000 population.
- There is only one pedestrianised area in Ennis (part of Parnell street and adjoining lanes). Many of the roads in the inner town area are narrow with narrow footpaths adjoining which poses a high accidents risk.

Tables and Graphs for Environment

Concentration Limit	Biological Oxygen Demand			Chemical Oxygen Demand			Total Suspended Solids		
	25mg/l			125mg/l			35mg/l		
	No. Samples Taken	No. >25mg/l	No. >50mg/l	No. Samples Taken	No. >125mg/l	No. >250mg/l	No. Samples Taken	No. >35mg/l	No. >87.5mg/l
Ennis North	12	2	0	12	0	0	12	0	0
Ennis South	12	6	3	12	3	0	12	6	2

Table 8.1 Effluent Quality from Wastewater Treatment Plants, 2005.
(Source: EPA)

Quality Rating		River Water Quality				Satisfaction	
Q5, Q4-5, Q4		Unpolluted				Satisfactory	
Q3-4		Slightly Polluted				Unsatisfactory	
Q3, Q2-3		Moderately Polluted					
Q2, Q1-2, Q1		Seriously Polluted					
River Name	Station Location	1998-2000	2001-2003	2004	2005	2006	2007
FERGUS	Poplar Bridge	4	3-4	No Data	No Data	4	3-4
FERGUS	Riverstown Bridge	4	4	No Data	No Data	3-4	3-4
FERGUS	Bridge in Corofin	4-5	4	No Data	No Data	3-4	3-4
FERGUS	2 nd Bridge d/s L Atedaun	4	3	No Data	No Data	3-4	3-4
FERGUS	Addroon Bridge	4	4	No Data	No Data	3-4	3-4
FERGUS	Nutfield Bridge	4	4	No Data	No Data	3-4	3-4
FERGUS	Corravarrin Br	2-3	3	No Data	No Data	3	3
FERGUS	Drehidnagower Bridge	4	4	No Data	No Data	3-4	3-4
FERGUS	Bridge near Clonroad House	3-4	3-4	No Data	No Data	3	3
SHALLEE	Bridge N. of Ballyknock	4	4	No Data	4-5	4-5	No Data
SHALLEE	Bridge N.E. of Erinagh	4	4	No Data	4	3-4	3-4
SHALLEE	Bridge d/s Lough Cleggan	3-4	4	No Data	3-4	3	3-4
INCH	Kilmaley Bridge	4	4	4	4	4	No Data
INCH	Bridge in Rathkerry	4	4-5	4-5	4	4	No Data
INCH	Inch Bridge	4	4	4	4	3-4	4
INCH	Claureen Bridge	4	4	3	2-3	3	3

Table 8.2 River Water Quality in Ennis.
(Source Clare County Council)

	SO₂ / ppb (1 hour avg.)	NO₂ / ppb (1 hour avg.)	O₃ / ppb (1 hour avg.)	PM₁₀ / ug m⁻³ (24 hour avg.)
Very Good	0 - 19	0 - 19	0 - 19	0 - 19
Good	20 - 49	20 - 49	20 - 59	20 - 49
Fair	50 - 79	50 - 74	60 - 89	50 - 74
Poor	80 - 129	75 - 104	90 - 119	75 - 99
Very Poor	≥130	≥105	≥120	≥100
Ennis	3.7	6.9	27.1	28.8

**Table 8.3 Air Quality Index (January 24th 2006 – April 18th 2007).
(Source EPA)**

Lessons from Ireland's Hub Towns

A. Tralee/ Killarney (Kerry Hub Development Strategy 2007)

The NSS 2002-2020 designated Tralee and Killarney as a linked hub, providing a spatial framework for balanced regional development. Tralee exerts influence over the surrounding environs and its hub status asserts its importance at regional level. To this end, Kerry Local Authorities adopted the Kerry Hub Development Strategy in 2007. The key themes of the Hub Strategy are:

1. The concept of an urban network
2. Creativity and economic generation
3. Community involvement
4. Culture
5. Tourism attractions
6. Lifestyle choice and unique quality of life³

The principles of the Hub Strategy and sustainable development will therefore inform all objectives, policies, decisions and actions of the Council for the period of the Plan. Achieving a more sustainable and appealing environment involves making the best use of scarce resources, including land, while designing a more attractive, energy efficient, healthier and less polluting built environment which is in harmony with the natural environment and which provides user friendly patterns of activity.

The Tralee/Killarney Local Area Plan recognises the importance of branding and marketing as a tool to develop Tralee/Killarney as a vibrant hub to live, work and invest in. It states that *“house buyers, businesses, tourists, residents and visitors all have a choice on where to go and how to spend their money. People are looking for places that offer something different, something rewarding – usually a mix of tangible attributes (such as location, environment, architecture and people) and intangible, emotional attributes (culture, diversity, reputation and heritage). Every place has its own mix – it's the role of the brand to define its individuality.”*

A number of steps are being undertaken to develop a brand including:

1. Consultation (engage)
2. Public Relations (mobilize)
3. Regional and National Advertising (get noticed)
4. PR and precision marketing (influence)
5. Sustained activity (continued delivery)

The marketing concept will need to focus on the following elements:

1. **The product:** The Linked Hub – promoting growth, development and synergy between the two towns; promoting the Kerry Hub as a vibrant and exciting place to live, work and play.
2. **The customer:** The inhabitants of both towns; businesses for inward investment; the younger mobile population within Ireland and Europe; international tourists.
3. **How is the product going to appeal to the customer?** Quality of life issues; technologically advanced and skilled; outstanding scenic landscapes; amenities at its doorstep; strong sense of history and identity; culturally distinctive and creative.
4. **How is the marketing campaign going to be delivered?** Regional, National and International Advertising, through partners, billboards and hoardings on key development sites around the towns and at Kerry Airport, etc.
5. **How is the product going to be delivered?** Through key investments in infrastructure (EU, state and local funding; through inward investment; developed high quality tourism products; high value business and employment; public realm improvements; developed amenities; etc.

B. How Mallow Hub Town is Positioning Itself (Presentation delivered at the National Planning Conference 2008 (see Appendices)

Steps being followed in developing a sustainable marketing strategy for Mallow include:

1. Identifying the key employment growth areas both, indigenous and FDI
2. Identifying the key conditions/requirements to attract investment in growth areas
3. Identifying potential targets/sectors
4. Establishing data on skills profile
5. Encouraging landowners and developers
6. Developing the material and strategy

Future options include:

1. Website development with input from agencies such as IDA
2. Hub conference

C. Wexford at the Hub: reaching its full potential

Conference held at the The Talbot Hotel, Wexford, February 17th.

In order to explore and capitalise on the hub designation of Wexford town under the NSS, a conference was held in 2006 entitled **Wexford at the Hub: reaching its full potential** (championed by Wexford Borough Council and Wexford Chamber of Commerce). Speakers included a Senior Planning Adviser with the Spatial Planning Section and Heritage and Planning Division of the Department of the Environment Heritage and Local Government, a Senior Architect with the Office of Public Works and local business representatives, entrepreneurs and other key stakeholders. Delegates at the conference opened by Minister Dick Roche T.D. heard details of over €300m worth of development either underway or planned for Wexford town.

The Wexford County Development Board website contains a section entitled “Marketing Wexford” which examines Wexford town from the perspective of:

1. Employment Structure and Economic Climate
2. Telecommunications
3. Road, Rail and Ports
4. Industrial Sites, Buildings and Premises

D. Kilkenny Integrated Area Plan

Information about the Kilkenny hub is provided through:

1. Local Newspaper
2. Kilkenny County Council Website
3. RAPID Kilkenny Website
4. RAPID Community Newsletter

E. Cavan

Cavan Town Council produced a marketing brochure titled *Cavan Town: an established location* which colorfully and succinctly captures all of the town’s key assets and attractions including details of accessibility, housing, education, health, sport facilities, nightlife, and places to shop. The brochure can be downloaded at <http://www.cavantc.ie/cavan-estlocation.pdf> and is also contained in the Appendices of this document.

F. Castlebar/ Ballina:

Continued development of festivals such as the Blues festival and Walking festival to promote area as a tourist destination.

E. Other Areas: Drumshanbo

Although Drumshanbo in Leitrim is not a hub town under the NSS, much work has been done to market and promote the town as an attractive place to visit, live and work and some of the tools employed could be used by other towns wishing to raise their profile and enhance their livability factor.

Work to date includes:

1. Website launched.
2. Local Notes in Newspaper.
3. Town Cleanup/ Makeover.
4. Business Directory.
5. Market Survey (What's currently unavailable in the town?).
6. Concurrent enterprise programme run with Leitrim County Council.
7. Enterprise Park.
8. Signage in main car park to request fair use of spaces.
9. Harvest Feast.

It is anticipated that the marketing programme aimed at 'Marketing Drumshanbo: bringing Leitrim to life' will focus on a range of key initiatives and actions such as:

1. Devise a "Reach Out to Your Neighbor" campaign.
2. Public Meeting to be held for inhabitants in the area.
 - Identify 3-5 people living abroad that are interested in moving back to the area
 - Build up a database of expatriates by skill set and area of expertise (Chefs/Marketers/Accountants whatever it may be).
 - Draft suitable press coverage to highlight campaign in International newspapers emphasizing those services and amenities that are particularly needed (restaurateur, IT skills, retail owners of drapery, shoes, beauty treatment etc).
 - Set up email account to illicit pool of ideas based on skill sets of interested parties.
 - Identify top 10 individuals with appropriate skill sets who are ready to move back and/or fund setting up a business in the town.
 - Create a brochure.

Plan of Action

1. Devise a "Why Relocate to Drumshanbo" campaign.
2. Set up meetings between relevant watchdog organisations and members of Drumshanbo Business Forum to include.
 - Western Development Commission – Move West Campaign.

- Arigna Leader, Leitrim County Enterprise Board, Leitrim County Council, Enterprise Ireland etc – identify potential new business prospects.
- Identify 3 ways to leverage campaign with these organizations based on their existing efforts to attract people to the West.
- Draft suitable press coverage highlighting Drumshanbo as an ideal business hub for start up and migration of existing businesses.

Plan of Action

1. Devise a “Why start up a business in Drumshanbo” Campaign.
2. Organize an “Entrepreneurs Wanted Forum” to attract interest within the community and from surrounding areas.
 - Meeting to specifically target potential entrepreneurs.
 - Participation from Arigna LEADER, LCEB and Momentum Consulting on funding available and sources of support for small business start ups.
 - Draft suitable local press coverage to highlight Entrepreneurial initiative for Drumshanbo.
 - Encourage representation from Drumshanbo Enterprise Centre, Food Hub and Lough Allen Hotel.
 - Identify 5 high potential start up entrepreneurs to maximize available commercial space in the town.
 - Identify a set off rolling activity-based themes in conjunction with the Lough Allen Hotel, Lough Allen Activity Centre etc.
 - Identify themes for festivals with a view to implementing 1-2 key festivals a year.