



ANNUAL REPORT, 2024

Wicklow Uplands Council
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1. Introduction

Wicklow Uplands Council is an independent, voluntary organisation that represents the shared interests of over 60 diverse member groups and individuals in the Wicklow and Dublin Uplands. For the last 27 years, since its inception in 1997 Wicklow Uplands Council has taken a consensus and partnership approach to sustainable development and promotes projects that bring value to the people who live and work in the Wicklow and Dublin uplands, as well as to those who enjoy the area for recreational activities.

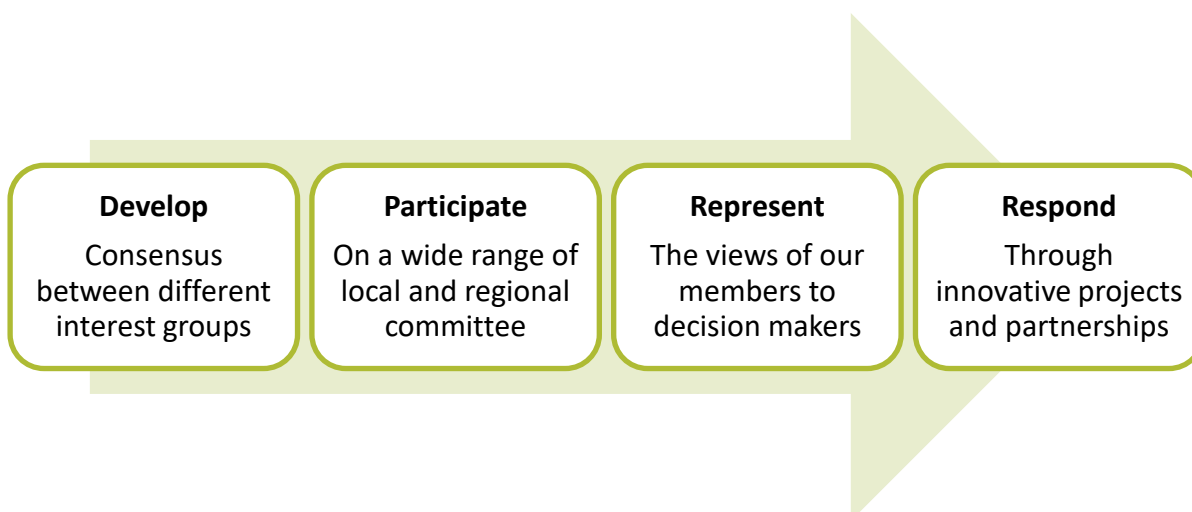
Through 2024 Wicklow Uplands Council remains dedicated to its mission and objectives, aiming to enhance the economic, recreation and environmental welfare of the region and its communities.

The preparation of a new strategic plan is underway (2025-2027), this will guide endeavours for the period spanning the next 3 years. This comprehensive plan will be a testament to the Council's commitment to forward-thinking and sustainable development within the Wicklow Uplands and will ensure that the valuable messages are communicated in an effective way. The Wicklow Uplands will be part of the great opportunity to provide solutions to many of the biodiversity and climate change challenges being faced and the integral need to celebrate and protect our heritage assets.

This progress report summarises work and activities from January to the beginning of November 2024 in line with our mission to:

“Support the sustainable use of the Wicklow Uplands through consensus and partnership with those who live, work and recreate there”

Our Values



2. Organisational Management

2.1 Board of Directors

A voluntary board of directors of 25 dedicated individuals are responsible for guiding the work of The Wicklow Uplands Council. They collectively represent the views and concerns of their representative groups, oversee projects, develop project proposals and policy positions, and implement governance practices.

Consensus decision making is the core value of The Wicklow Uplands Council, no decision is made or has been required by the board of directors through the process of a vote. Details of our Board of Directors are included in the table below.

Monthly directors' meetings and executive committee meetings, in addition to any project subcommittee, stakeholder meeting etc. take place in the office of Wicklow Uplands Council, Parish Hall, Main St, Roundwood, Co. Wicklow this happens on the 3rd Wednesday of each month. Excluding August and December unless otherwise called.

Table 1: List of Directors, Panels represented (WUC 2024.2025)

Wicklow Uplands Council Board Directors 2024		
Panel Group	Name	Organisation
Farmers & Landowners	Denis Halpin	Wicklow Cheviot Sheep Owners
	Sean Malone	Wicklow Cheviot Sheep Owners
	Mary catherine Murphy	Wicklow Cheviot Sheep Owners
	Joe Morrissey	Wicklow IFA
	Declan O'Neill	Wicklow IFA
	Pat Dunne	Wicklow Cheviot Sheep Owners
	Tom Byrne	Wicklow IFA
Environment & Recreation	Michael Keegan	Independent Member
	Máire O'Connor	Mountaineering Ireland
	Hannah O'Kelly	Independent Member
	Darren Flynn	Co. Wicklow Game Conservation
Tourism & Economic	Sean Byrne	Lough Dan House
	Eugene Stephens	Ashford Self Catering
	Dairine Nuttall	Ireland Tour Guide
	John Fenton	Independent Member
Community	Aideen Klauer	Hollywood Forum
	Mary Kelly Quinn	Glendalough & District Development Association
	Séan Pierce	Roundwood Community Council
	Shay Cullen	Independent Member
Co-options	Louis O'Byrne	Independent Member
	Philip Maguire	Dublin IFA
	Donal Anderson	Dublin IFA
	Carmel Kealy	Motorcycling Union of Ireland
	Ann Halpin	Independent Member

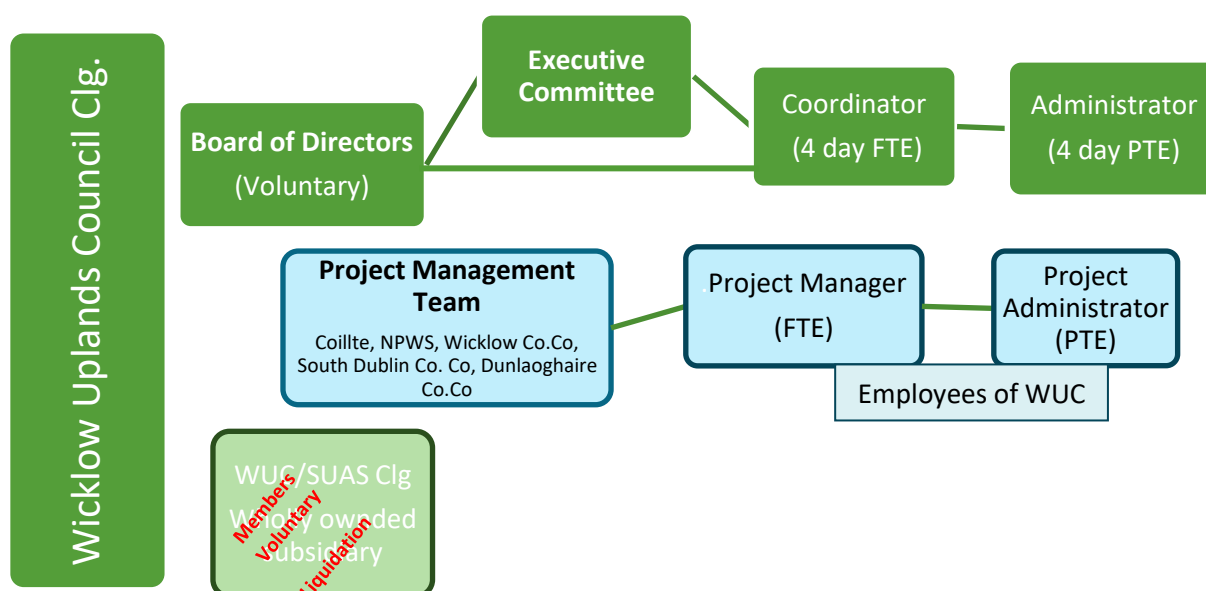
2.2. Staff

Wicklow Uplands Council employs a small team.

A full time Coordinator and a part time Financial Administrative Officer are responsible for managing and directing Wicklow Uplands Council day to day activities. The working hours of the Administrative function is on a 4 day basis (Monday-Thursday, 9:00hrs – 16:00hrs). This arrangement is subject to change as the Councils work load and project commitments develop.

Wicklow Uplands Council also employs staff for the PURE Project (Protecting Upland and Rural Environments), including a full time Project Manager and a part time Administrative Assistant. These positions are based in the PURE Project office in Tinahely, Co Wicklow.

The SUAS Project (Sustainable Uplands Agri-environment Scheme) operated by a subsidiary of Wicklow Uplands Council the subsidiary is undergoing a members voluntary liquidation which is being overseen by Friel Stafford Ltd.



2.3. Funding 2024

In 2024, Wicklow Uplands Council was financially supported by:

- The Heritage Council's Heritage Capacity Funding 2024
- Wicklow County Council
- LAWPRO
- Philanthropic support Denis O'Brien
- Members subscriptions and contributions.

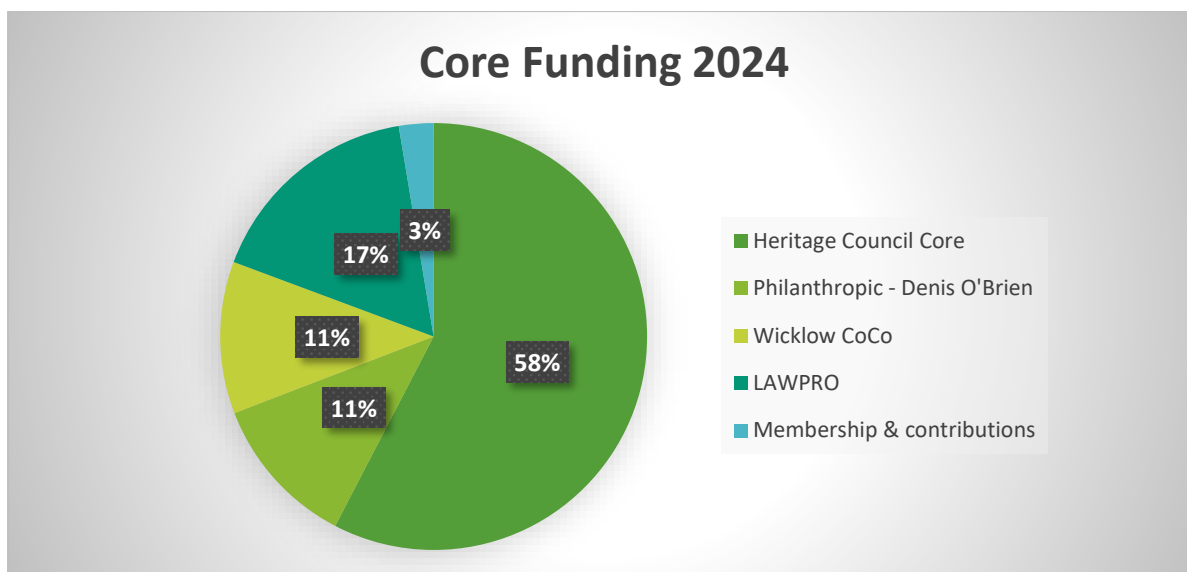


Figure 2: Breakdown of Core Operational Funding Sources (WUC 2024)

Core funding to the Wicklow Uplands Council enables it to leverage specific project funding through various sources. Collectively core funding amounted to €92,225 and allowed for the employment of staff, professional fees, office overheads and small project expenses. This is made up as follows

- Heritage Council €50,000
- Wicklow County Council €15,000
- LAWPRO €14,890
- Philanthropic €10,000
- Membership Subscriptions €2,335

In 2024 the specific project income amounted to over €260,000.

- Protecting Upland Rural Environment Project [PURE] & PURE Mile initiative.

A number of small projects were applied for and secured by the Wicklow Uplands Council in 2024.

- Feasibility Study to establish a social enterprise using locally sourced sheep fleece as a replacement to imported coconut coir rolls for peatland restoration and upland path maintenance projects.
- Wicklow Dry Stone Wall education, training and recording project
- Collaborative Gully Planting Project along the headwaters & streams of East Wicklow River Catchments
- Dog Management and Control Workshop and Roadshow
- Deer Event – Biodiversity talk and Venison Feast

The operation and delivery of projects is an important source of additional income for Wicklow Uplands Council, as a nominal administration fee can be charged on appropriate projects which is dictated by the funding stream and the funding organisation.

Applications worked up in 2024 which may be realised in 2025 include;

- Development of a POD cast 'Paws and Protect' - Understanding the importance of Dog Management and Control in protected areas.

- Community Foundation Ireland – Community activation fund
- Visioning Recreational Management for Protected areas and upland landscapes
- Farm and Landowner Study Visit – Protected Areas – Glenveagh and Sperrins (In discussion)

Key Priorities as per 2021 – 2023 Strategic Plan	Progress 2024
To obtain funding to secure the future sustainability of our work	Ongoing efforts to find new arrangements beyond 2024.
To encourage the sustainable management of our natural heritage, habitats, and landscapes	All projects and activities are centred around the protection and sustainable management of the upland landscape. Wicklow Uplands Council has a strong portfolio most recently e.g., Dog Management and Control, Social Enterprise feasibility and historically SUAS, Deer Management, Upland Path Condition Survey and the ongoing PURE project,
To continue to develop opportunities for sustainable recreation	<p>Wicklow Uplands Council is responsible for the management of 30km of walking trails including; The Avonmore Way, Sugar Loaf Way, Bray Head Loop and the Belmont Way. Through 2024 the focus was establishing a route from Sugar Loaf to Roundwood which opened in mid september.</p> <p>In 2024 and into 2025 re-routing the Avonmore way will be a focus which has been supported under the trails fund administered by POBAL.</p>
To encourage rural employment and support the retention of the rural population	<p>Our projects support the local economy e.g., Trail Developments – encourage more visitors and support local business. Social Enterprise to support the use of locally sourced sheep fleece in peatland restoration and other case uses, this is underway.</p> <p>Wicklow Uplands Council employs a number of staff and contracts local consultants, operators and other.</p>
To promote the Wicklow Uplands by collectively promoting towns and villages which act as ‘gateways’ to the area	A network of interpretative panels continue to be created in towns and villages across Co Wicklow.

3. Representing the shared interests of the Wicklow Uplands

Throughout 2024 Wicklow Uplands Council continued to represent the shared interests of the uplands on a number of fora and committees. These include:

- Co Wicklow Public Participation Network
- Dublin Mountains Partnership Consultative Forum
- Irish Uplands Forum
- Local Community Development Committee (LCDC)/ PPN
- St Kevin's Way Management Committee
- Wicklow County Tourism
- Wicklow Heritage Forum
- Wicklow Biodiversity Action Group
- Wicklow Local Sports & Recreation Partnership
- Wicklow Multi Agency Animal Welfare Committee
- Wicklow Outdoor Recreation Committee
- Member of Leave no Trace Ireland
- Member of the EUROPARC Federation



Image; A meeting with members of the 4 panel groups of the Wicklow Uplands Council, 2024, (stock image WUC)

4. Project Updates

Throughout 2024 Wicklow Uplands Council continued to administer a number of projects (trail development, PURE, Social Enterprise Development, Dog Management Road Show, Wicklow Dry Stone Wall). All projects are developed from the bottom-up and delivered in partnership with various relevant stakeholder organisations. This bottom-up approach along with wider agency support, ensures that projects are delivered in an effective and sustainable manner.

An outline of project activities is included in the sections below. Full details of all projects can be found on our website www.wicklowuplands.ie/projects.

4.1 Sustainable Trails Development

Wicklow Uplands Council continues to manage the Avonmore Way, Belmont Way, Bray Head Loop and Sugar Loaf Way and Varty walking trails – a distance of over 30km. Our long-term vision continues to be the development of a long distance off road walking route along the east of the county linking

from Bray in the north to Woodenbridge in the south. The route will connect the villages along the way including Kilmacanogue, Roundwood, Annamoe, Laragh, Rathdrum, Avoca and Woodenbridge.

After much negotiation and surveying through 2022 to 2024, a new walking trail linking Sugar Loaf and the Vartry Reservoirs was completed and opened. The agreed name is the Sugar Loaf Way as it is recognised and iconic, (in 2022 it was suggested to be 'The Calary Way') the 9km route now connects the Sugar Loaf to the Vartry Trails providing a waymarked walking route from Bray to Roundwood – a distance of over 30km from Bray Seafront. The new long distance trail links Bray Head, the Little Sugar Loaf, the Great Sugar Loaf and the Vartry Reservoirs. As the trails increase the connectivity between towns and villages along the way, it supports local economies and importantly provide links with public transport at various points along the route.

The latest section is being managed in partnership with Wicklow Uplands Council and Wicklow County Council and Coillte.



Route from Bray to Vartry Reservoirs



4.2 Wicklow Dry Stone Wall

The Wicklow Dry Stone Wall project aimed to preserve and promote the traditional craft of dry stone walling.

Through a series of key activities, the project showcased heritage, ecological, and economic value of this ancient technique, concluding with an audiovisual piece to document and share impact. The project started with onboarding stakeholders, including dry stone wall professionals, to define the project's scope, objectives, and roles. Initial assessments identified significant sites in the Wicklow uplands for training and filming, laying the groundwork for a structured and impactful program.

Heritage Talk & Walk – Dry Stone Walls Their Ecology our Perception



During Heritage Week (August, 2024), the team held a public event “Dry Stone Walls: Their Ecology, Our Perception.” Approximately 40 attendees, including locals & visitors, participated in presentations and a “walk and talk” session highlighting the walls’ ecological role and cultural significance in Wicklow. This event effectively raised awareness about the craft as an active part of the region’s heritage.

Hands-on training sessions formed a core part of the project, providing local volunteers and heritage enthusiasts with skills to repair and build dry stone walls. Experts from the Dry Stone Wall Association of Ireland guided participants in traditional techniques, emphasising stability, sustainability, and the use of local materials. The training taught practical skills and fostered pride in preserving the landscape around Vartry Reservoir, a shared public space & popular trail.





Image: Participant in Dry Stone Walling workshop, and completed piece of wall along the Vartry Trail

The project was later showcased at the annual Féile na gloch festival [Inis Oirr] where the team shared insights with stonework and heritage preservation communities from Ireland and abroad, underscoring the value of community engagement in heritage conservation.

The project's culmination was a 4-minute film, available on Vimeo <https://vimeo.com/1023222837/ddbba9f40a> and local heritage website www.ourwicklowheritage.ie capturing the essence of dry stone walling through interviews, training footage, and scenic shots. This video serves as both an educational resource and a promotional tool, celebrating Wicklow's dry stone walling heritage.

4.3 Community Climate Action – Collaborative Gully Planting Initiative

The upland gully woodland planting project aims to mitigate the impacts of climate change and build climate resilience by using a proven nature based solution in restoring and enhancing the natural ecosystem of native woodland habitats in the uplands. This reduces carbon loss, stabilises soils and slows the flow of water off the hills reducing downstream flooding and erosion impacts.

This project is a collaboration between East Wicklow Rivers Trust and Wicklow Uplands Council building on the work and report of Paddy Purser [independent forester] and Faith Wilson, [independent ecologist] 'The Development of a Gully Woodland Restoration Plan for the Upper River Dodder Catchment and the Identification and Assessment of Generic Issues of Relevance for Future Similar Projects in Ireland'. This report reviewed international practice elsewhere and set out a vision for the restoration of native woodlands in suitable locations in the uplands of Ireland.

These include areas of open ground suitable for native woodland in the uplands and the restoration of gully woodlands along headwater streams and watercourses across Wicklow. Progress in implementing the vision of woodland restoration set out in the 2008 study was initially slow and the concept took time to be adopted but in recent years projects such as the SUAS EIP which was co-ordinated by Wicklow Uplands Council. The restoration of native gully woodland habitat in the Wicklow and Dublin Uplands is continuing to develop with recent planting of native trees in the headwater streams of the Upper Dodder by National Parks and Wildlife Service (NPWS) on state owned land within Wicklow Mountains National Park. This work is being assisted by volunteers from ReWild Wicklow and Mountaineering Ireland and is being funded through NPWS Conservation Measures funding.

The Climate Action Fund funded project aims to complement the important native gully woodland planting on undesignated and privately owned lands outside of the WMNP. These include sites along headwater streams in the Vartry, Dargle as well as the Avonmore catchment. Many of these locations are also priority areas for action for the restoration of high water status under the Water Framework Directive as shown on **Figure 1** below.

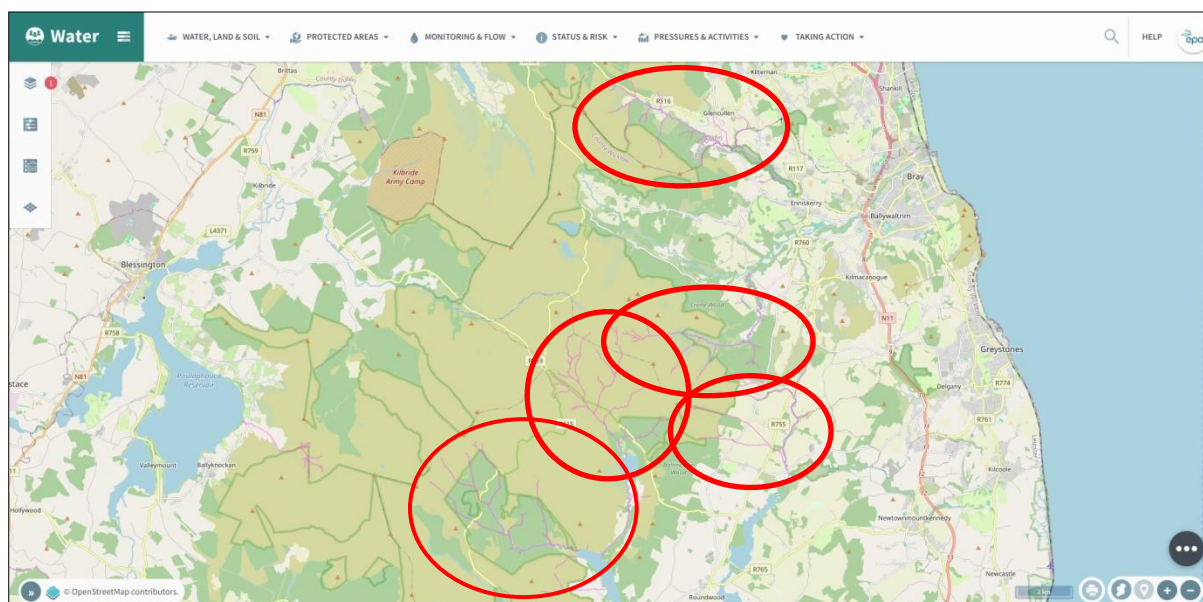


Figure 1. Priority areas for high quality water status restoration in Co. Wicklow.

Although the majority of flooding impacts are felt in urban centres downstream it is in the uplands where land use really has an impact. Centuries of human activities have combined to speed the flow of water off the mountains and hills. Here deforestation of native woodland, drainage, turf cutting, and overgrazing by deer and sheep have all combined to change how water flows from these areas to the sea. Overgrazing of remnant gully woodlands removes regenerating trees which buffer the adjoining watercourses. Rainfall in these areas then drains too fast, destabilising soil, and clearing natural 'dams' of debris resulting in deepening eroding channels and resulting in accelerated water flows with subsequent impacts downstream.

4.4 Feasibility study for the establishment of a Social Enterprise which seeks to replace imported coconut coir rolls with locally sourced sheep fleece for peatland restoration and upland path maintenance and other use cases not yet identified.

Protecting and restoring peatland is recognised as one of the most important things that we can do to help combat climate change and reduce carbon emissions. Carbon rich peatlands are the planets most important long-term sinks for carbon as they absorb and store carbon from the atmosphere - the Wicklow and Dublin uplands are dominated by these peat soils. In their natural undisturbed state, and with a water table that is persistently high, peatlands can very effectively sequester and store this carbon in the ground for thousands of years.

Damaged and dry peatlands lose this ability and become a carbon source, releasing previously stored carbon into the atmosphere. Drains, eroded gullies and in the worst cases vast areas of bare peat all represent damaged peatland. Without plant cover the peat can no longer store carbon and is susceptible to erosion which has a knock on effect on waterbodies downstream. The reality is that these damaged and unvegetated areas will never recover without intervention.

The SUAS Project (2018-2022) worked alongside the National Parks and Wildlife Service and with upland farmers to trial some revegetation and restoration techniques on a number of sites featuring extensive erosion. The process involved:

- Sheering of sheep in situ
- Rolling the sheep fleece, binding it
- These are firmly pegged into the drain



Image: Mr Donie Anderson SUAS participant Sheering Sheep in situ, as a trial for using Sheep Fleece as a replacement for 'Coconut' Coir in peatland drain blocking. (Image courtesy; H McLindon, NPWS)

4.5 Protecting Upland Rural Environment (PURE) Project

Since its initiation by the Wicklow Uplands Council and launch in 2006, the PURE Project has continued to make great strides in tackling illegal dumping and fly tipping across the Wicklow and Dublin uplands.

Key to the project's outstanding success, is the unique partnership which saw the bringing together of statutory and non-statutory organisations (Wicklow County Council, South Dublin County Council, DunLaoghaire Rathdown County Council, Coillte, National Parks & Wildlife Service) working closely with local communities and relevant stakeholders to ensure the protection of the rural landscape.

The PURE Project's rapid response to removing illegally dumped waste from the landscape and its various awareness raising initiatives, have resulted in conjunction with legislative actions and national initiatives (e.g WEEE Directive 2012/19/EU, Plastic bag levy, 2001, REPAK and Leave No Trace) in a steady reduction of illegally dumped material in the upland landscape. On an annual basis the PURE Project removes an average of 260 tonnes of illegally dumped waste from the landscape, equating to a monthly average of ~21 tonnes.

The new truck purchased in March replaced that which has been on the road since 2006, this thanks to capital funding committed through the Department of Environment, Climate and Communications.

The free phone number 1800 365 123 supports the reporting of illegal activities.

To Report fly-tipping/illegal dumping in Wicklow and Dublin Uplands

Phone: 1800 365 123



4.5.1. PURE Mile

First launched in 2010, the PURE Mile celebrated 15 years of activity and growth. It is a unique environmental, community initiative, which encourages communities and groups to adopt a mile of road, (or miles) or other settings, and to work together to enhance these areas by keeping them free of litter, tidy, and to research information about local wildlife and the built, cultural, & social heritage. Some groups have taken the extra step of creating websites, heritage booklets and walking routes to the benefit of locals and visitors alike.

For the 2024 Pure Mile, there are over 1000 miles of roads, mountains, woodlands, valleys, forestry, and upland amenities, involving thousands of volunteers - the largest number ever since the initiative began. Along with community groups, under the 'Clean up the Uplands' category, the PURE Mile continues to welcome special interest groups such as sports and recreational groups, scouts, schools and a growing number of corporate bodies, who are currently active across all areas of the uplands.

There were over 3,000 litter picks/clean-ups were organised by Pure Mile Groups in 2024 resulting in the collection of over 4,000 bags of litter and rubbish being removed from the Wicklow and Dublin upland region.

4.6 Dog Management & Control Workshop & Road Show

The issues around loose dogs in the uplands have been a long standing and never relenting issue. In 2024 Wicklow Uplands Council took a new approach to combating the issue as a first step in supporting a cultural shift towards dog management. To support and promote responsible dog ownership and management Wicklow Uplands Council invited Wicklow County Council to deliver across the municipal districts of Wicklow an information and education public awareness campaign through a series of interactive workshops on the importance of managing dogs in rural environments. The roadshow is fostering awareness about dog behaviours, owner responsibilities, and effective dog control practices, while providing practical mentoring sessions for local dog owners.

Background and Rationale:

Dogs are beloved companions, but their presence in rural settings requires mindful management to balance their needs with those of the environment & wildlife, livestock and fellow community members. Uncontrolled dogs can cause stress to livestock, disturb wildlife, and negatively impact landscapes and other recreational users outdoor experiences. This roadshow addresses these concerns by supporting and educating the public about their responsibilities as dog owners and fostering a community of responsible pet care in rural Wicklow.

<https://www.eventbrite.ie/e/dog-management-control-workshop-supporting-responsible-ownership-tickets-1063717340199?aff=oddttdtcreator>



The poster features a photograph of a light-colored dog standing on a log in a forest. The title 'WICKLOW DOG MANAGEMENT ROAD SHOW' is prominently displayed in white text on a dark green background. Logos for WicklowUplands Council, Wicklow County Council, NPWS, and Purple Woofs are at the top. Event details for three dates and locations are listed, along with a link to the Eventbrite page, time, and price information.

WICKLOW DOG MANAGEMENT ROAD SHOW

LOCATION:
Knocksink, Enniskerry (14.11.24)
Clermont Campus (16.11.24)
Shoreline Sport Park (14.12.24)

TIME: 9.30 - 11.30am

PRICE: Free - Registration is necessary

[Click Here for Eventbrite Link](https://www.eventbrite.ie/e/dog-management-control-workshop-supporting-responsible-ownership-tickets-1063717340199?aff=oddttdtcreator)

Email for more information:
info@wicklowuplands.ie

Promoting good dog ownership practices will help alleviate and minimise conflicts, protect the natural environment, and ensure the safety and well-being of both dogs and the public.

1. Introduction to Rural Dog Management:

A brief overview of the unique challenges of managing dogs in rural settings, such as proximity to livestock, wildlife conservation areas, and shared public spaces.

Discussion on the impact of uncontrolled dogs on livestock, local wildlife and sensitive habitats, highlighting real-life examples and potential consequences.

2. Understanding Responsibilities:

Outline of the legal obligations and responsibilities of dog owners, licencing & tagging, including leash laws, dog fouling, and training expectations.

Explanation of the moral and social responsibilities to neighbours, local farmers, and other dog owners and other outdoor recreational users.

3. Mentoring Session on Effective Dog Control:

Short Workshops on key aspects of dog management, such as:

- Understanding dog behaviour and body language.
- Techniques for effective leash control and recall training.
- Recognising signs of stress or aggression in your own dog and others.
- Practical demonstrations on positive reinforcement training methods.

4. Interactive Activities:

Real-life scenarios and role-playing exercises to help participants understand different dog behaviours and appropriate responses.

5. Q &A and Resource Distribution:

An open forum for questions and discussions with Kelly

Distribution of informational pamphlets and materials on responsible dog ownership, local regulations, and resources for further training and support. (Responsible Dog Ownership Leaflet etc)

6. Expected Outcomes:

- Increased public awareness and understanding of the importance of responsible dog ownership in rural areas.
- Improved knowledge of effective dog control techniques among local dog owners.
- Strengthened community relationships through shared commitment to animal welfare and environmental stewardship.
- Reduction in incidents involving uncontrolled dogs, such as livestock nuisance or wildlife disturbances and upsets caused to other outdoor enthusiasts.

Conclusion:

The Wicklow Dog Roadshow serves as a vital community initiative to enhance responsible dog ownership and foster a safer, more harmonious rural environment for all. By bringing dog owners together to learn, share, and practice, we aim to build a foundation of respect and understanding for dogs, wildlife, and our shared landscapes.

4.7 The effects of Deer on upland Biodiversity & Venison Feast

Deer often have a bad reputation in the Uplands, mainly due to their over-abundance and their negative effects on the environment and agriculture. Overpopulation of deer can hinder the regeneration of native woodlands, contribute to overgrazing, and damage field boundaries and agricultural land. These issues were highlighted in the 2023 report by the Irish Deer Management Strategy Group, which prompted the Wicklow Uplands Council and Wicklow County Council Environment & Climate Action Team to host this event during Biodiversity Week.

The event aimed to explore deer research in Ireland and their impact on biodiversity. Simone Ciuti and Colin Brock [M.Sc., researcher] from the School of Wildlife Biology at University College Dublin, presented their findings. They discussed the differences between balanced and unbalanced environments and the implications for deer populations, densities, and ecosystems. Simone emphasized the role of deer as ecosystem "engineers" and discussed the SMARTDEER project (2020-2022), with focus on forestry, bovine tuberculosis (bTB), and deer management. Colin's work on the "BioDEERiversity" project examines how deer at varying densities affect biodiversity, including mammal and bird diversity, understory vegetation, microbial composition, and soil chemistry across 50 sites in Wicklow and NE Carlow.



Before the formal presentations, attendees enjoyed a "venison feast" prepared by the Brockagh Resource Centre team. The meal included venison sausage soup with Mediterranean vegetables, followed by warm ciabatta filled with seasonal salad and roasted rump of venison! This provided an opportunity for participants to discuss the topics while enjoying quality venison. David Thompkins, General Manager of Wild Irish Game, spoke about the quality of venison products, the processing

methods, and the market for venison; which linked his talk to the key issues highlighted in Simone's closing slide.

The event underscored the importance of proper and transparent national coordination in managing deer populations to balance ecological health and human interests.



5. Communications and Engagement

Wicklow Uplands Council website www.wicklowuplands.ie is the main repository for all Wicklow Uplands Council information, policy, projects etc. The website has an average of >1,000 Unique Visitors per month.

In 2024 WUC embraced the 'buffering' system to ensure that ongoing roll out of media post could happen seamlessly whilst not having a dedicated comms officer for the organisation, meaning that posts could be prepared in down times for delivering for upcoming and future events.

Wicklow Uplands Council continues to have a visible online presence through various channels our followers have increased across all channels by ~10% in 2024:

- Facebook followers amounts to >4,900 + www.facebook.com/WicklowUplandsCouncil
- Twitter followers amounts to > 2,190 followers www.twitter.com/WicklowUplands
- Instagram followers amount to >2,800 www.instagram.com/wicklowuplands
- The SUAS Project has a standalone Facebook page with 661 followers www.facebook.com/SUASproject

5.1 Media engagement

In 2024 the roll of delivering media output lay with the administrative office. The community nature and the large stakeholder engagement of the organisation does generate local media interest (radio and print including the Bray People, The Wicklow Times and East Coast Radio). Due to the national significance of many of its projects/programmes it does receive requests to contribute authoritative input to articles on a broad range of Upland related matters. Pieces have been presented on RTE's productions, The Independent and Irish Times Newspapers. Social media is updated with all relevant information of local, national and international concern. This spans the diverse membership group and the wider community engaging with the Wicklow uplands.

5.2 Personal Engagement

Wicklow Uplands Council takes opportunity when it arises to show case the bottom up, consensus and partnership model approach to supporting sustainable development actions for those that live, work and recreate in the uplands. Knowledge share is fundamental to supporting a solution based approach to conflicts and pressures experienced within upland regions.

Presentations were made at/to the following groups through the year. In particular an organisational and funding overview is given to ensure that there is understanding in how programmes and projects can be delivered for social good with regard to social, natural and built heritage outcomes

- Trinity College Dublin - Land Management Students (Feb 2024)
- Understanding Dogs, Management and Control Workshop (March 2024)
- Scottish Crofters – Ireland Study Tour (May 2024)
- Biodiversity Impacts of Overpopulation of Deer in Upland Environments (May 2024)
- Water Heritage Day – Roundwood (August 2024)
- Féile na gloch -Inis Oirr (September 2024)
- Europarcs – Sustainable Tourism Conference (October 2024)
- Vision for Venison – Wicklow County Council, Bray (November, 2024)

Knowledge share is fundamental to supporting a solution based approach to conflicts and pressures experienced within upland regions.

5.3 Wicklow Mountain Views – Newsletter

Attached separately

Annual Wicklow Mountain Views is published sharing valuable insights and perspectives regarding the sustainable development of the Wicklow Uplands for those that live, work and recreate there. The newsletter is shared as an E-zine, and printed copies are circulated amongst community groups, at events and on a dedicated mailing list.

