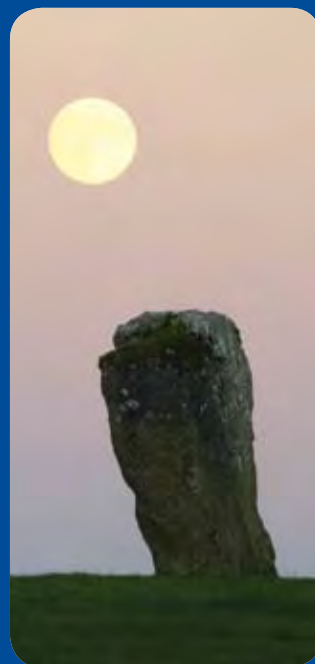


Cavan Diaspora Engagement Strategy 2017 - 2021



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Foreword

A Message from the Cathaoirleach



It is a great privilege for me as Cathaoirleach of Cavan County Council to introduce this Cavan Diaspora Engagement Strategy 2017 - 2021. We recognise the many opportunities for communication, networking and partnership for the vibrant community of Cavan living at home in Ireland and across the globe. This document represents our commitment to continue to foster two-way relationships with our diaspora, supporting vital economic, social and cultural networks for the local and global Cavan community.

Our community is made up of people from every walk of life with a link to Cavan in some way, by ancestry, through business or community connections as well as friendship. Cavan County Council acknowledges the importance of sustaining this unique diaspora, creating a platform that deliberately connects with and supports this diverse community of people.

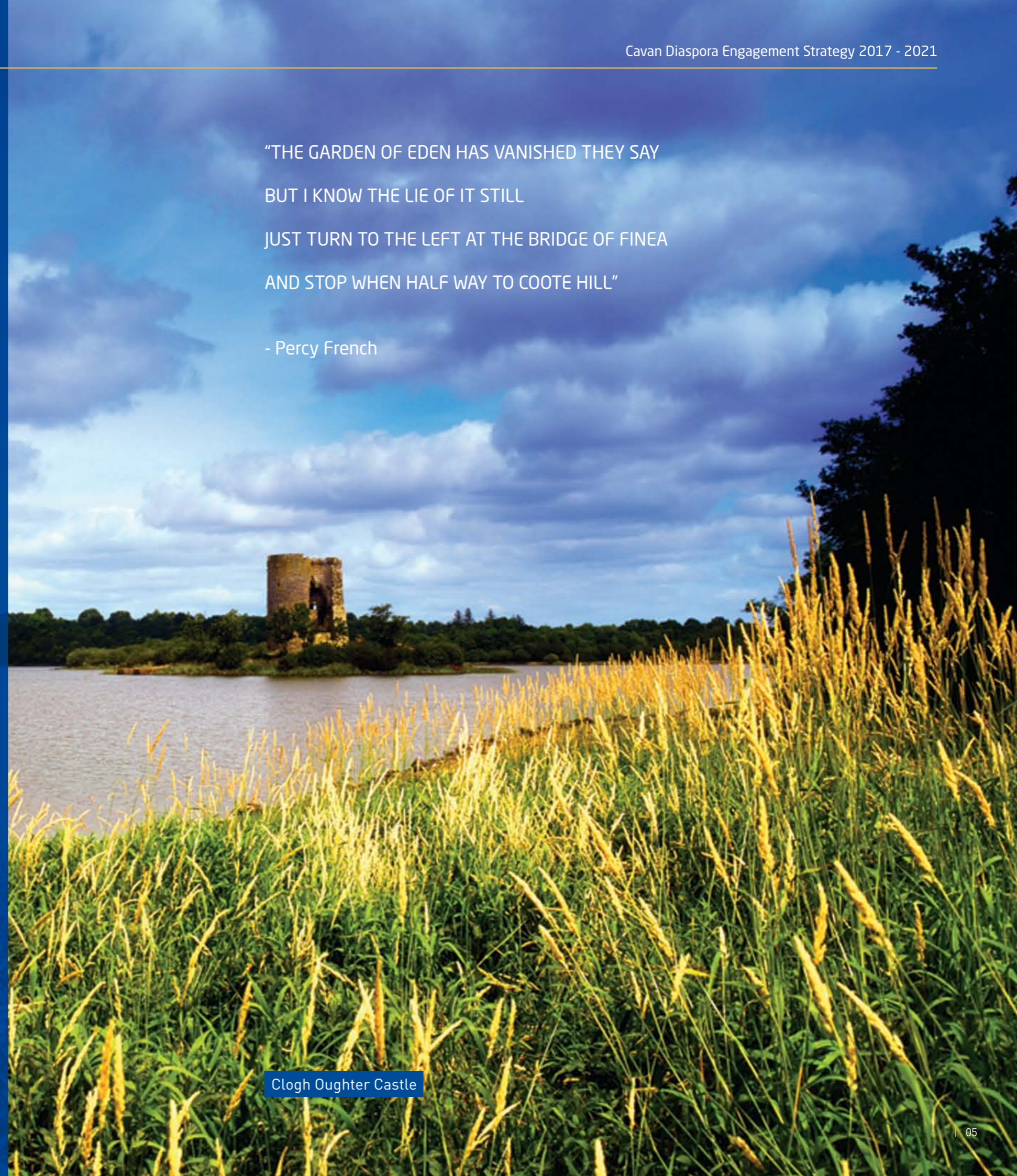
With a focus on participative planning and development, this Cavan Diaspora Engagement Strategy will create authentic pathways for communication by strategically reaching out to members of the County's diaspora. Our initiative concentrates on the animation of existing and new networks, creating a long-term bond of people and place to strengthen local development.

Fergal Curtin

Councillor Fergal Curtin
Cathaoirleach, Cavan County Council
March 2017

"THE GARDEN OF EDEN HAS VANISHED THEY SAY
BUT I KNOW THE LIE OF IT STILL
JUST TURN TO THE LEFT AT THE BRIDGE OF FINEA
AND STOP WHEN HALF WAY TO COOTE HILL"

- Percy French



Clogh Oughter Castle

Introduction

A Message from the Chief Executive



In recent times, initiatives such as The Gathering have demonstrated how local communities can make global connections and tap into the diaspora's strong attachment to county, town and local community. Global Irish: Ireland's National Diaspora Strategy recognises the important role the diaspora can play in terms of economic, social and cultural development. Most recently, 'Ireland 2016' delivered an extensive programme of commemorative events to mark the centenary of the Easter Rising of 1916, a key moment on Ireland's path to independence. One of the seven strands of the overall Ireland 2016 Programme was 'The Global and Diaspora Programme', which showcased the best of traditional and contemporary Ireland across the full range of the arts, including theatre, literature, music and dance.

As well as reaching out to the diaspora at national level, there is huge potential for local communities and counties to reach out to their own diaspora networks in order to build new relationships to benefit local development.

In order to realise this potential, Cavan County Council has been working towards the development and implementation of a Diaspora Engagement Strategy for those with a connection to County Cavan. This document sets out to harness and build on existing connections as well as building new relationships for the long-term.

As indicated in the Cavan Local Economic and Community Plan 2016-2021, diaspora engagement will be built into existing strategic corporate plans. Cavan County Council will push it to the forefront of our thinking, tying into key priorities such as the Economic Forum, Digital Strategy, Food Strategy, Tourism Strategy and other Local Authority initiatives.

Tommy Ryan

Tommy Ryan
Chief Executive
March 2017

Executive Summary

- Cavan County Council Elected Members, Cathaoirleach Fergal Curtin, CEO Tommy Ryan and all members of staff; key stakeholders in the community and voluntary sector as well as businesses are supportive of the Cavan Diaspora Engagement Strategy.
- Our mission is to put Cavan and its people, at home and abroad, first.
- The diaspora can help Cavan and Cavan can help the diaspora.
- The Cavan Diaspora Engagement Strategy will run initially from 2017 until 2021.
- The main strategic aims and objectives of the Cavan Diaspora Engagement Strategy are:
 - 1) to create, nourish and develop a global network of Cavan Ambassadors;
 - 2) to create a diaspora programme of events and services;
 - 3) to create a platform of communications for those at home and abroad and
 - 4) to ensure the continuity of the work.
- The impact of emigration going back over centuries, including during the Famine, has had a devastating impact on the population of Cavan.
- This is somewhat mitigated by our proposed involvement with the diaspora and the many benefits that can accrue. Cavan is connected to all parts of the globe through its widespread and influential diaspora.
- We are all stakeholders, from each individual member of the local community to elected members to voluntary and business organisations.
- We must work in collaboration with each other, our core partners and specifically various Cavan County Council departments and agencies, who will act as the catalyst for success.
- The success of the Cavan Diaspora Engagement Strategy will depend on how it is resourced in terms of budget, staff and support from all the stakeholders and in particular Cavan County Council, its elected members and staff.
- We will have to work in a partnership approach in order to ensure the Cavan Diaspora Engagement Strategy will be the most successful of all Local Authority Strategies. This is achievable.

Vision Statement

“Promoting Cavan as a unique place to live, work, visit and do business”

We will lead and promote the economic, social and cultural development of our county, build confidence in our future, improve quality of life for our citizens and promote a more sustainable and inclusive society. In delivering our services, we will ensure best possible value for money and will be accountable for our actions.

In addition, we will identify and partner with local stakeholders and working members of our diaspora in every sector; creating opportunities to pro-actively promote Cavan on a global platform, for the benefit of our people both at home and abroad.

Lough McNeaen

Mission

“Putting Cavan First”

In delivering on its mission statement, Cavan County Council will put the people of the County first by providing excellent services in a spirit of partnership, continuously promoting a sustainable approach in the attainment of an ever-improving quality of life for the citizens of the County.

In addition, we will respect and nourish our communities at home and abroad, recognising the myriad links to Cavan that stretch across the globe in the form of our diaspora. We will promote existing programmes and develop new initiatives that showcase and celebrate our greatest asset - the people of Cavan.

Section 1 - Background

A **diaspora** (from Greek διασπορά, "scattering, dispersion") is a scattered population whose origin lies within a smaller geographic locale. Diaspora can also refer to the movement of the population from its original homeland.



Section 1 - Background

In order to explore and activate the potential of working with the diaspora of County Cavan, the development and implementation of a focused Diaspora Engagement Strategy is required. This document has been compiled with careful consideration of the unique identity of Cavan as well as existing knowledge about the Cavan diaspora. It reflects many perspectives following extensive consultations with stakeholders and seeks to contribute to the wellbeing of the region. The strategy aims to pay homage to the undeniable strengths of County Cavan and her people, which underpin the rationale of this diaspora initiative. It also seeks to provide a realistic assessment of feasible and meaningful actions and the resources those actions require.

Undoubtedly, Cavan is a county with a significant diaspora population that deserves much more recognition for its assets. The offer from Cavan is strong - stunning landscapes, vibrant sporting communities, proud heritage, incredible culture and a skilled workforce. Cavan County Council staff are energetic, skilled and committed to driving the growth of the region in partnership with the business, community and voluntary sectors. Geographically, this county has great links to the West, to Northern Ireland and to Dublin.

All of the conditions are present to ensure that the Cavan Diaspora Engagement Strategy succeeds. There is extraordinary potential in the people of Cavan at home and abroad, but it cannot be taken for granted that this potential will be realised without a targeted and realistic approach - one rooted in a fundamental desire to give more than to receive, to contribute to a greater purpose, for the betterment of community and county. Rather, to initiate communications with the Cavan diaspora in a half-hearted way or with no clear focus, or to begin a conversation only to let it dwindle, will ultimately cause disengagement.

First and foremost, this is a living project, the success of which depends greatly on the infrastructure that will support it, the energy of its stakeholders and fundamentally, the resources that are committed to it.

Plato said, "The beginning is the most important part of the work." The process of identifying and building upon this potential capital is one which requires careful attention from the beginning. Diaspora engagement work must be built on a solid foundation of viable resources and rational, structured planning. Designated staff must be identified to co-ordinate and facilitate between internal staff, partners and stakeholders, members of the public, diaspora networks, press, funders and more. The strategy should then be developed and carried forward with a realistic, long-term vision which is married with short-term, regular actions. This staged and considered approach is essential to building mutual trust and relationships with members of the diaspora, who can act as connectors for Cavan in their professional and personal networks. It is vital to understand that this process takes time, sustained energy and focused effort.

A crucial element of the success of the Cavan Diaspora Engagement Strategy will be the consistent monitoring and evaluation of the process. As networks grow, it is essential that Cavan continues

to communicate with the diaspora about the programme, and respond constructively to feedback - both positive and negative. Regular opportunities for critical evaluation and space to change direction will encourage true growth. Similarly, programme managers must constantly ask the same questions of themselves, assessing the success of the project and measuring the impact of the diaspora.

Examples of what the diaspora can offer Cavan

- Encouraging inward investment
- Promoting tourism opportunities
- Developing cultural connections
- Fostering skills exchange and experience
- Implementing access to networks
- Developing education and learning exchange programmes
- Promoting Cavan County goods / services
- Raising the profile of Cavan
- Acting as ambassadors and spokespersons for the county
- Nurturing the return of skilled migrants
- Assisting other members of the diaspora to connect with home
- Cultivating philanthropy
- Facilitating high-profile events at home and abroad
- Contributing their voice and stories to the communications plan
- Delivering practical services such as direct investment, sponsorship, mentoring, and advice
- Empowering change for the future of Cavan

Examples of what Cavan can offer its diaspora

- Issue a genuine invitation to act as collaborators in the future of Cavan
- Empower the diaspora community to act as decision makers
- Listen to the diaspora - what do they want and need from Cavan?
- Celebrate and showcase their achievements
- Provide cross-marketing opportunities
- Provide bespoke diaspora engagement packages
- Facilitate meaningful return trips home
- Recognise the importance of the role of diaspora ambassadors
- Trace their ancestry, develop links with home communities
- Take part in cultural and educational exchange programmes
- Become mentors in their industry
- Foster new links and networks
- Offer opportunities for next generation engagement
- Provide opportunities to work together for mutual benefit

Statement of Strategy

It is envisaged that this Cavan Diaspora Engagement Strategy will run from 2017 to 2021.

This is an action-focused document, informed by broad ranging consultations with stakeholders; including Cavan County Council staff, members of the Cavan diaspora, the business community, local communities and the Cavan Genealogical Research Centre. The Cavan Diaspora Engagement Strategy is being created against a backdrop of several other strategies being delivered through Cavan County Council. These are:

| | |
|---|---|
| <ul style="list-style-type: none"> Local Economic and Community Plan 2016-2021 Libraries Development Plan Sports and Recreation Strategy Age Friendly Strategy Heritage Plan | <ul style="list-style-type: none"> LEADER Local Development Strategy 2016-2020 Tourism Strategy Town Teams Digital Strategy Food Strategy Angling Strategy Greenways Strategy Arts Strategy Culture Strategy |
|---|---|

This strategy will inform and complement Cavan County Council's Culture Strategy, which is currently being developed under the Creative Ireland Programme. Creative Ireland presents an opportunity to create a single proposition based on Irish culture and creativity that represents a considered, compelling and imaginative view of how we wish to be seen by the outside world - engagement with the diaspora will be key to Cavan County Council's approach in this regard.

This programme has five key pillars:

- Enabling the creative potential of every child
- Enabling creativity in every community
- Investing in our creative and cultural infrastructure
- Ireland as a Centre of Excellence in media production
- Unifying our global reputation

This strategy has been shaped by national policy context as well as through consultation with stakeholders. Documents consulted include:

- Global Diaspora Strategies Tool-Kit / Kingsley Aikens, Diaspora Matters
- Developing a Road Map for Engaging Diasporas in Development
- Global Irish. Ireland's Diaspora Policy
- Local Diaspora Toolkit
- Cavan Local Economic and Community Plan 2016-2021
- National Landscape Strategy for Ireland 2015-2025
- Report of the 4th Global Irish Economic Forum
- People, Place And Policy - Growing Tourism to 2025
- Culture 2025 Discussion Document

The four main strategic aims and objectives of the Cavan Diaspora Engagement Strategy are as follows:

| AIM | OBJECTIVE | OBJECTIVE | OBJECTIVE | OBJECTIVE |
|---|--|---|--|---|
| 1. To create, nourish and develop a global network of Cavan ambassadors | Advance Cavan socially, culturally & economically | Promote Cavan goods and services | Promote tourism to the county | Encourage inward investment |
| 2. To create a diaspora programme of events and services | Present a programme of signature events with a diaspora focus that provide access for all the community at home and abroad | Identify key opportunities with diaspora networks abroad for the promotion of Cavan throughout the year | Foster a sense of ownership and pride with stakeholders and communities at home and abroad | Enhance the work already being delivered and create mutually supportive opportunities for collaboration |
| 3. To create a platform of communications that allows the people of Cavan, at home and abroad to tell stories and share identity with clarity and pride | Create a unique project brand that identifies the Cavan Diaspora Strategy and strengthens a consistent message | Develop a simple yet impressive website that acts as a hub of information and data gathering | Produce a suite of social media platforms that tell the story of Cavan and her people in diverse and innovative ways | To promote and manage Cavan's reputation on a local, national and international stage as a county committed to development and innovation |
| 4. To ensure continuity of the work by planning a realistic set of actions and opportunities for reflection / change | To ensure the building of relationships based on trust and mutual co-operation | To grow the project as engagement with the diaspora itself grows | To foster a sense of optimism and a positive vision amongst staff and stakeholders by meeting realistic targets | To allow for continuous sourcing of resources and funding opportunities |



Moneygashel Cashel

What Success Looks Like

Cavan has the capacity to weave a magnificent tapestry for its diaspora, telling stories about ancestry and tribes, culture and commerce - past, present and future. This strategy sets out to invite the many people with a connection to Cavan who are scattered all across the globe to take part in the telling of that story through education, philanthropy, enterprise, investment, community, culture, heritage, genealogy and tourism.

The Cavan diaspora will have a heightened awareness of home and be able to access a number of ways to engage with and support Cavan, in person as well as online. There will be large numbers of people feeding information and resources into the project from within the county as well as across the globe. There will be a clear system for monitoring and tracking this engagement and a well-managed diaspora website and associated communications platform.

The Cavan Diaspora Project will have a project officer, strong funding streams and have an annual budget that allows for the project to remain dynamic and to act as a resource for the county. The number of people visiting Cavan will increase, bringing added revenue. New opportunities for skills exchange, education, training and employment as well as mentorship will exist as a result of the work.

There will be several well-known people who act as diaspora ambassadors for Cavan publicly, as well as a range of people advocating for the county in their communities and areas of expertise. Cavan will be recognised as one of the national leaders in successfully engaging with the diaspora and will have created several unique diaspora projects defined by the skills and identity of the region. Specific and measurable relationships with a small number of influential members of the Cavan diaspora will have been created in a variety of sectors such as: Business / Enterprise, Education, Culture, Tourism, Media, Politics and Community. These relationships will open doors for Cavan and its diaspora, facilitating networks that support and enhance the development of the County.

As the project progresses, Cavan's profile will be raised and relationships of trust and mutual co-operation created. Cavan can begin to look at additional diaspora supports. This may take the form of corporate or community philanthropy, partnerships in business, culture, education or enterprise and social entrepreneurship.

Section 2 - Context

"Individually, we are one drop.
Together, we are an ocean"

- Ryunosuke Satoro

Section 2 - Context

Notes on Emigration - Creating our Diaspora

Historically, Irish people have left home to create new lives in other lands. Major events, from famine to economic and political strife, have resulted in generations of mass emigration, a phenomenon experienced once again in the past decade due to the collapse of the Celtic Tiger. The result is that this small island, with a current population of just over six million people, has generated a diaspora of an estimated 70+ million people who claim to have Irish ancestry.

Countless books have been written, songs and poems created, websites developed and social media platforms launched - all to provide ways to tell the stories of Irish identity from home and abroad.

In the past seventy years, there have been three major periods of substantial emigration from Ireland, in the 1950s, the 1980s, and most recently in the last ten years. Professor Bronwen Walter, an expert in Irish Migration at Anglia Polytechnic University, has said that the number of people leaving Ireland in 2012 was “far larger than in the previous huge outpourings of the 1950s and late 1980s” (1)

The word emigration has immediate connotations of ‘coffin ships’, famine, poverty and exile popular perceptions of Irish emigration history remain fixed on the mass exodus during and following the Great Famine of the 1840s. Yet, Irish and County Cavan emigration has a considerably longer pedigree and the vast outflow of population during the Famine period marked a change in scale rather than the advent of something new. Although the Great Famine is frequently used as a dividing line in emigration studies, no great demarcation was obvious in the overlapping and seamless emigration story of County Cavan. Links were forged and a habit of emigration was confirmed, accelerated through the Famine decade and became embedded in the consciousness of the people of County Cavan. (2)

Both the early movement to Europe and the early transatlantic movement foreshadowed the much larger emigration of later periods and demonstrates the way in which Ireland had already been drawn into the emerging and developing world economy centred on European expansion, the exploitation of new lands and a British outreach to the Americas. (3)

Irish Population Records

The area representing the Republic of Ireland registered a decline in population from just over 6.5 million in 1841 to 3.1 million in 1911. The effects of the Famine of 1846/1847 and the subsequent heavy population losses due to emigration in the latter half of the nineteenth century were the main contributing factors to this decline.

Using various sources, Cavan Genealogy offers the following emigration figures for County Cavan:

- Pre-Famine period 1815 to 1844 between 44,000 and 49,000 Transatlantic figure between 27,000 and 33,000.
- Great Famine decade 1845 - 1855, estimate 71,000.
- 1851 - 1921, estimate 127,000,000.

Nationally, a fall of over 5 per cent occurred between 1911 and 1926 – the first year in which a census was held in the newly independent State. The continuing high level of emigration was again the main reason for this decline. The overall population level, which remained relatively stable at just under three million people between 1926 and 1951, declined to a low point of 2.8 million in 1961.

The 1960s, 1970s and the first half of the 1980s witnessed a decline in emigration and a relatively high level of natural increase, culminating in a population total in excess of 3.5 million in 1986. After a slight fall between 1986 and 1991, due mainly to a resumption of net outward migration at the end of the 1980s, the upward trend in population resumed in the early 1990s.

Both natural increase and significant net inward migration contributed to record population growth between 2002 and 2006, with the result that the 2006 population of 4.24 million was 50% higher than the low point of 1961.

Despite a return to net outward migration in the years leading up to Census 2011, the population continued to grow - due mainly to a steady increase in birth rates. (4)

Net outward migration for the country fell to 11,600 in 2015. Initial figures from the 2016 Census show that there is a return to net inward migration for Ireland for the first time since 2009. The number of immigrants to the State in the year to April 2016 is estimated to have increased by almost 15% from 69,300 to 79,300, while the number of emigrants declined over the same period, from 80,900 to 76,200.

These combined changes have resulted in a return to net inward migration for Ireland (+3,100) for the first time since 2009.

CASE STUDY

Chris Noth on tracing his roots to Cavan



In 2016, staff at Cavan County Council were delighted to welcome Hollywood actor Chris Noth and a film crew from the US version of the genealogy series, 'Who Do You Think You Are'? The actor's roots have been traced to the Knockbride/Bailieboro area. His grandfather, whose name was Maguire, left Cavan for Canada around 1840.

"I think the bonds must have been incredibly strong between the people and the place. I think the place must have really defined them; their home. It had to be tough to leave your homeland. If you came from here, I think you had an in-bred toughness to you; that you could get through it... For me, it's been a revelation."

- Chris Noth

| CENSUS YEAR | CAVAN POPULATION ⁽⁵⁾ |
|-------------|---------------------------------|
| 2016 | 76,092 |
| 2006 | 64,003 |
| 1991 | 52,796 |
| 1971 | 52,618 |
| 1951 | 67,065 |
| 1936 | 76,670 |
| 1911 | 91,173 |
| 1891 | 111,917 |
| 1871 | 140,735 |
| 1841 | 243,158 |

(1) [**http://www.businessinsider.com/a-shocking-2-percent-of-ireland-emigrated-last-year-2012](http://www.businessinsider.com/a-shocking-2-percent-of-ireland-emigrated-last-year-2012)

(2),(3) Mary Sullivan, Cavan Genealogy

(4) Population and Labour force Projections Report. CSO 2016 – 2046

(5) <http://www.cso.ie>

Cavan Connections

Cavan's people are its greatest asset - economically, culturally and socially. Cavan County Council is committed to celebrating the considerable achievements of its citizens past and present on a global level, with success stories in realms as diverse as politics, entertainment, sports, business and hospitality.

Simultaneously, Cavan County Council is equally committed to supporting the activities of the next generation of Cavan achievers, and empowering their role as change agents in the future of the county.

To this end, identifying and connecting the extended Cavan diaspora across the globe, and encouraging them to play a fundamental role in the development and evolution of both the county and its citizenry, is key to both the success of this project, and the continued social, cultural and economic health of the region.

The core of this project concerns embracing and celebrating the rich history and cultural legacy of Cavan, and affording ownership of our glories to the extended Cavan diaspora. There are hundreds of Cavan people who have made a major mark in their particular field of expertise, serving as exemplary ambassadors for both the county and its people. The Cavan diaspora website www.cavandiaspora.com will set out to showcase all these people through features and interviews presented online.

Here is just a small sample of Cavan ambassadors - past and present.

The Strypes



The Strypes are a four-piece rock'n'roll band from Cavan. They began playing together at a primary school Christmas concert and signed a major 5 album record deal in 2012. That same year the band signed to Elton John's management company, Rocket Entertainment Ltd. Their debut album *Snapshot* made the top 5 in the UK album charts. Their follow up *Little Victories* album again cracked the UK top 20 and reached number one in their

home country. The band have toured extensively worldwide. Their TV appearances include RTE's *Late Late Show*, *Later with Jools Holland*, *Late Night with Letterman* and the *Conan O'Brien Show* as well as numerous European and Japanese programmes. Renowned for their incendiary live shows, The Strypes won the Grulke Prize for Best International Act at the 2014 SXSW Festival in Austin, Texas and have just completed the recording of their third album. All four lads still live in Cavan because they say 'it's home, we love the place. The people have always supported us and continue to do so. We really enjoy being among family and friends'.

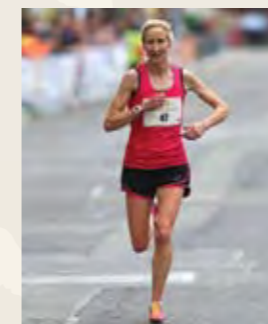
Neven Maguire



Award-winning chef, Neven Maguire, is Head Chef/Owner of MacNean House & Restaurant in Blacklion, Co. Cavan, one of Ireland's top restaurants and luxury guest houses, consistently winning awards for its cuisine, wine offering and service. Recognised as one of Ireland's most talented and innovative chefs, Neven began cooking at 12 years of age in the restaurant, which was then run by his parents. He took over MacNean House & Restaurant in 2001.

He has been named 'Best Chef in Ireland' at numerous awards and has also won Best Food and Drink Blog in Ireland. He has been awarded The Restaurants Association of Ireland's 'Mike Butt Award' in honour of his contribution to the tourism industry.

Catherina McKiernan



Catherina McKiernan is regarded as one of the worlds best ever cross country runners. Born in Cornafean, County Cavan, Catherina grew up on the family farm. Her first major success came in 1988 when she won the Irish schools cross country title. From there, her career as a cross country runner blossomed. She won silver in the World Cross Country championships four years in succession from 1992 to 1995. In these years, she finished top of the order of merit grand prix table. In 1994, she won the inaugural European Cross Country title. In 1992 and 1996, Catherina represented Ireland at the Olympic Games. In 1997, she moved up to the marathon and ran the fastest debut ever by a woman at the time, when she won the Berlin Marathon in a new Irish record of 2.23.44. In April 1998, she became the first Irish person to win the London Marathon. In November of the same year, she broke her own Irish record to win the Amsterdam marathon in a time of 2.22.23 the current Irish marathon record. On the track, Catherinas best times are 5,000 metres: 14.49 and 10,000 metres: 31.08. Catherina has also won several national titles on the track and cross country and remains one of Ireland's favourite sports personalities. In 2004, she retired from competitive athletics and in 2005 she published her biography, "Running for My Life". She is now a qualified Master Chi Running instructor.

Marcus Daly



'No man ever wielded in Montana such influence as was possessed by Marcus Daly - and no man ever did as much for the state or its people. Generous to a fault ... Marcus Daly laid the foundation for the success of hundreds of Montanans. He built and gave homes to the widows of miners in Butte, built the city of Anaconda, aided in the development of livestock and agriculture in the Bitter Root, assisted in the construction of churches, and other community institutions, built smelters and mills, developed various industries throughout Montana and maintained the highest standard of wages for copper miners in the entire world in his day'.

- Montana Standard of July 5, 1936.

Marcus Daly was born in Crosserlough on December 5, 1843, the youngest of eleven children. He emigrated to New York at the age of fifteen. He moved West and became a foreman for the Walker Brothers, a banking and mining syndicate in Salt Lake City. In 1872, he married Margaret and in 1874 he became a citizen of the United States. The Walker Brothers sent Daly to the Montana Territory in 1876 to find and invest in a silver mine. Daly bought the Alice mine for the company and retained a one fifth interest for himself. In 1881, Daly sold his interest in the Alice mine and purchased the Anaconda Claim. This was mainly a silver mine until they hit a copper vein 300 feet deep and 100 feet wide. Copper was just coming into use for telegraph wire and electricity. To reduce costs, Daly built a smelter on a site twenty-eight miles west of Butte and built the town of Anaconda to support his smelter.

By 1889 he had a 22,000 acre ranch on which he had developed a huge agricultural enterprise. By 1890, the copper mines of Butte were producing over seventeen million dollars worth of copper a year. In 1900 Marcus Daly died in New York City aged 58.

Professor Traolach O'Riordain, University of Montana has said *"He truly was a colossus, the man, more than any other, who shaped the history of Montana and the West"*.

When he died he was one of the major figures in American Industry and was known as 'The Copper King of Montana'. Thousands of people attended his Memorial Mass. This obituary from the Butte Miner read

'Marcus Daly was a man to remember. He fought his way from dire poverty to fabulous riches. A true empire builder, he was a man of extreme. A friend to his friends, to his enemies, remorseless and unforgiving. Daly, a father figure watched over his family, his friends and his employees with a heartfelt benevolence. It must be noted that when he ran the Anaconda Mining Company, he treated his employees better than most corporations of the time. More than any other man he built the Montana mining industry, he was a true son of Ireland, which he never forgot'

Father Thomas O'Reilly



Thomas O'Reilly, a native of Drumgora, Lurgan attended All Hallows College and was ordained for the diocese of Savannah, Georgia in June 1857 along with Patrick Hooke from Co. Westmeath.

Hooke and O'Reilly were appointed assistants at the Cathedral of St John the Baptist in Savannah. An epidemic of yellow fever swept through the town, with both priests contracting the disease and Father Hooke dying in January 1859. O'Reilly was moved for health reasons to Atlanta and given responsibility for the parish and the surrounding missions. His territory was Albany, Covington, Dalton and Mariella.

The Civil War began in 1861 and the Confederate Army made Atlanta the administrative and distributive centre of the southeast because of its railroads and strategic location. When the battle neared Atlanta, O'Reilly was at the railroad station to give aid to the wounded being transferred from the battlefield to hospital. In 1864 he was appointed a Confederate chaplain by Bishop Augustine Verot but he assisted Union soldiers also. General William T. Sherman claimed Atlanta in September and intended to destroy the city whilst giving a ten day respite to the citizens to evacuate to Dalton and Chattanooga. O'Reilly was well known to Catholic soldiers in the Union army and he approached General Sherman through General Slocum who was stationed near the church in Atlanta.

He warned that if they burned the Catholic Church, all Catholics in the ranks of the Union army would mutiny. He also asked that all churches, the courthouse and other buildings be spared and this was accepted. Atlanta's Church of the Immaculate Conception had been damaged in the destruction and the grateful Catholics of the city decided that rather than renovate, they would build a new one. Father O'Reilly continued his ministry but the strain of the war years and his poor health meant that he did not live to see the church completed.

'The man who saved Atlanta' is buried in a vault beneath the altar of the present church of the Immaculate Conception and the Georgia Civil War Heritage Trust placed a marker at the church dedicated to him for his contribution to the people and city of Atlanta.

CASE STUDY

St Kilian - Patron of Sufferers of Rheumatism. Feastday: July 8th

Born in 640 in Mullagh, St. Kilian was sent to evangelize Franconia (Baden and Bavaria) upon being consecrated Bishop. There, he and two followers were successful as missionaries and converted Gosbert, the Duke of Wurzburg. Unfortunately the Duke had married Geilana, his brother's widow who is reputed to have had the three missionaries beheaded when she found that Gosbert was going to leave her after Kilian had told him the marriage was forbidden by the Church.

The martyred Kilian was soon revered and his relics were transferred to the Cathedral in Wurzburg on July 8, 752. It is there that he is greatly honoured by the people. The Cathedral is dedicated in his name. The seminary is called Killianarun and numerous statues of the saint are prominent around the city.

The Diocese and City celebrate "Kilianfest" in the first week of July with a street carnival, pageants and a solemn procession with the relics of the three martyrs.

Existing Engagement

Engagement with the diaspora takes place constantly in our communities at home and abroad. Indeed, it is at the core of what it means to be Irish - the importance of family, of community, of home, and the desire to reach out to those in need. When you help someone who has recently moved abroad to seek employment, a new life, or a roof over their head, you are working with the diaspora. When you buy locally made goods, tell a story about home, or share tips for the best places to visit, you are acting as a cultural ambassador.

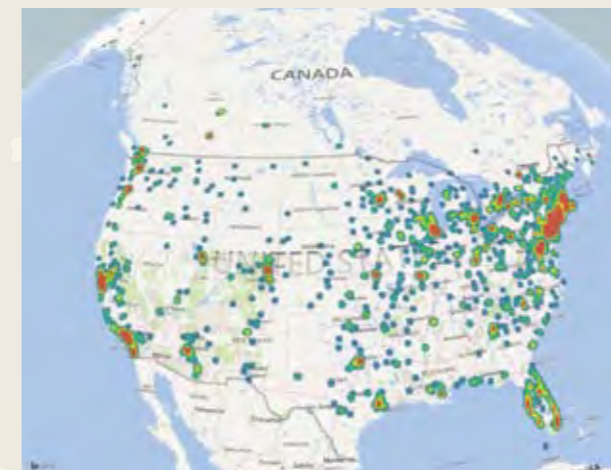
This project does not seek to create new or elaborate ways of working with the diaspora. Rather, it aims to demonstrate the massive value in doing this work, the capacity for every individual to get involved and the tangible ways in which it can make a difference.

Throughout this document you will find case studies detailing some of the numerous occasions that diaspora work has been delivered for Cavan. These are vital events that must be recognised as key to evolving and sustaining the extended Cavan Diaspora. Each diaspora event is significant, building a foundation upon which we create the next levels of engagement.

Cavan Global Connections

In 2016 Cavan Genealogy secured funding from the Local Diaspora Engagement Fund to deliver 'Cavan Global Connections'. The overarching aim of this project was to identify the Cavan diaspora and commence a process of engagement and network building along with animating and developing the capacity of local communities to engage with the diaspora.

A core part of this project has been the identification, or mapping of the Cavan diaspora. By using a section of the substantial records contained within the genealogical research centre, the team has created an interactive map, which identifies clusters of Cavan emigrants have.



Dispersion and density of requests from the USA to Cavan Genealogy



Residents of the highlighted countries have contacted Cavan Genealogy for assistance in researching their heritage.

Other key projects to date have included:

- Elected representatives have a long tradition of networking the diaspora, hosting regular visits at home as well as travelling to other countries to act as ambassadors for the county.
- In 2010, 2011 and 2012, Cavan hosted three consecutive Fleadh Cheoil na hÉireann, welcoming over 250,000 visitors each year.
- In 2013, Cavan took part in The Gathering where a very successful festival 'The Life of Reilly' was held in Cavan Town, with over 300 members of the diaspora returning home for the event.
- Cavan also hosts a wide array of festivals and events throughout the year which celebrate and showcase the county. (See Appendix 1)
- In 2015 Cavan County Council and the Local Enterprise Office, teamed up with Connect Ireland to identify expanding companies, which might locate in Cavan. Partners invested in the preparation of a suite of documents, which are available to send to the diaspora.
- In 2016, Cavan Chamber of Commerce secured funding from the Local Diaspora Engagement Fund to deliver the 'Come Home to Cavan' project. This was aimed at local community groups, stakeholders and diaspora groups to encourage communications and network building.
- Jaunay Clan is located in the Vienna Department in the Poitou-Charentes region in western France. It has a population of approximately 6000 and is twinned with Cavan for the past 29 years. Many delegations have visited Jaunay Clan from Cavan in that time and visitors from there have been to Cavan on many occasions. Future visits to continue to develop stronger links between the two towns are planned.

The fundamental elements to any successful diaspora engagement plan are:

- WHO are the change-makers that need to be built into the project?
- WHAT can Cavan offer its diaspora?
- WHERE are the people connected to Cavan? Where are they clustered?
- WHEN will it take place and for how long?
- WHY are we doing this? Identification of clear goals.
- HOW will the project be resourced to ensure success?

How Diaspora Engagement Work Happens

Authenticity is the cornerstone of a successful diaspora initiative - the authentic voice of communities of people reaching out to one-another across the globe. Storytelling is at the heart of this work and the Cavan Diaspora Engagement Strategy will create pathways to identify what the stories of Cavan are, how they need to be told and where the thousands of listening ears are waiting around the world to hear them.

We will consolidate and build new connections with our diaspora, and nourish already existing relations. Effective diaspora work is developmental, with short, medium and long term goals, beginning with a clear set of agreed values that lead, and associate partners can refer back to as a guide and anchor.

Section 3 - Description of Stakeholders

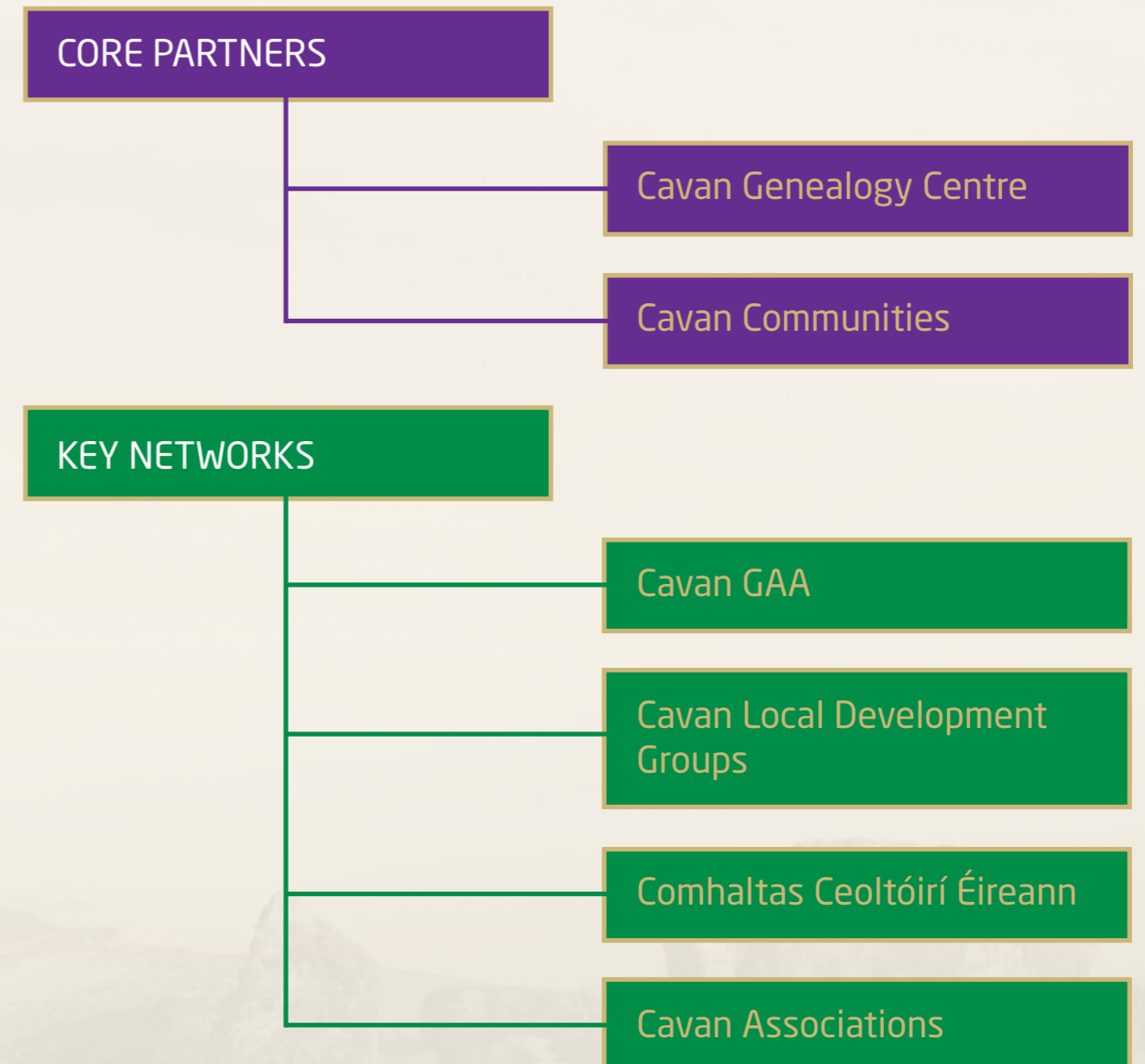
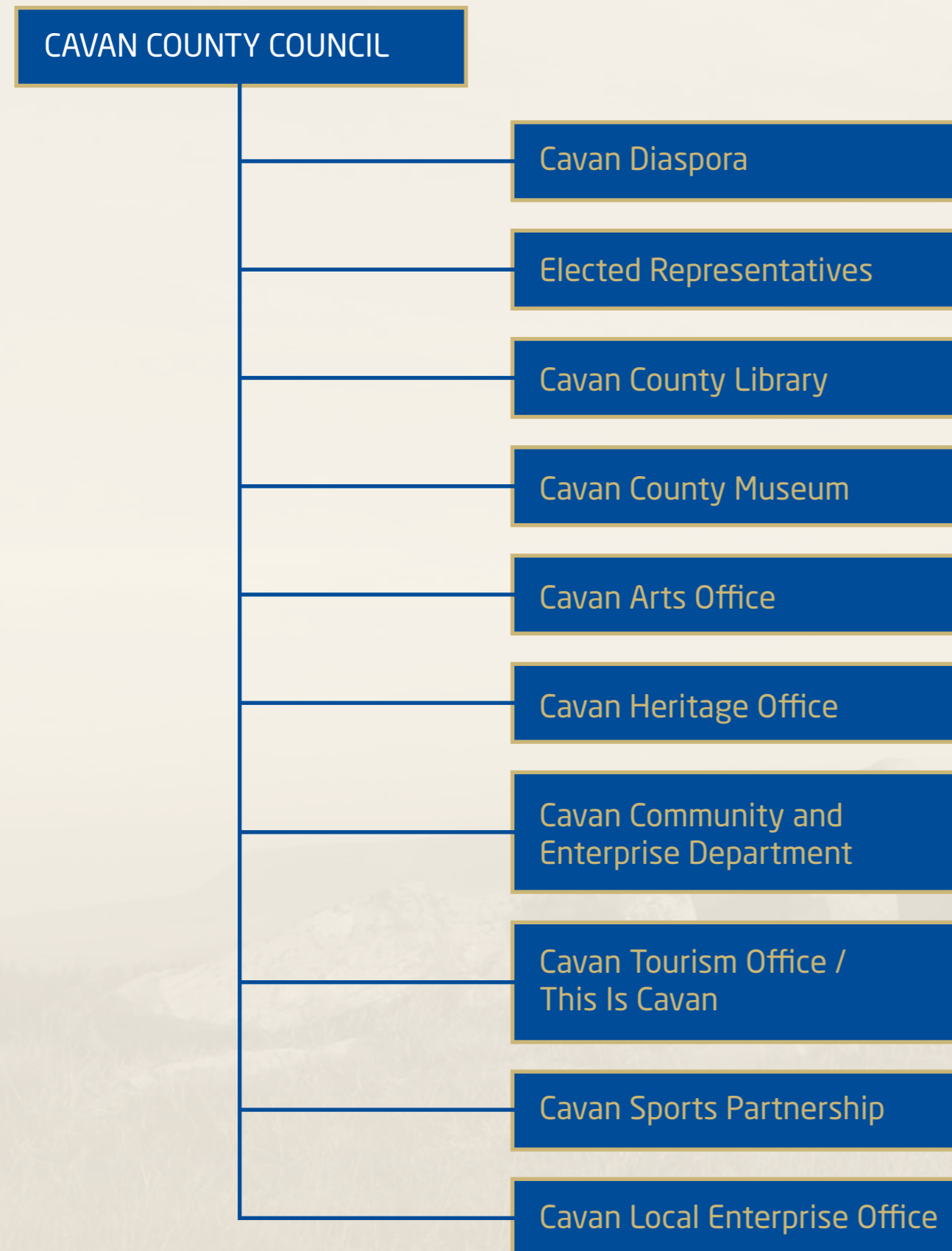
The Irish nation cherishes its special affinity with people of Irish ancestry living abroad who share its cultural identity and heritage.

Article 2 - Bunreacht na hÉireann, Constitution of Ireland



Tullygobbin Tomb, Cavan Burren Park

Section 3 - Description of Stakeholders



Description of Stakeholders

There is an enormous amount of high quality work taking place in Cavan every day with a team of highly skilled and dedicated people. There is also a great sense of the opportunities to engage with the Cavan diaspora and many examples of ad-hoc meetings taking place all the time. Much of this output can be immediately fed into the Cavan Diaspora Engagement Strategy and re-presented as diaspora work. There is also space for new and innovative projects to be developed.

With a lack of ring-fenced resources at this stage however, the need for joined up thinking and a partnership approach is crucial. Indeed, the success of the strategy depends on this approach. The recommendation is that the aforementioned key stakeholders work together to deliver a synergistic set of programmes and communication systems, which complement one another.

Rather than commit to an approach that is unsustainable, the work should happen on a phased approach with easy to meet actions that allow for momentum to build. Engagement with or reference to the diaspora as a key stakeholder is assumed to run throughout every action.

Stakeholders should:

- Meet quarterly to discuss the development of the strategy;
- Devise cross-marketing opportunities to highlight their commitment to diaspora engagement;
- Identify ways to engage communities in an imaginative and sustainable way with the diaspora;
- Deliver specific events where diaspora themed programmes aimed at the public correspond with each other. This programme should be staggered, growing as the work of the strategy develops and gains support;
- Use existing programmes and resources to host community consultation events. These are essential to ensure buy in from the people of Cavan and begin to build a sense of ownership and pride;
- Identify ways to build relationships with and harness the power of the diaspora in an economic, social and cultural context;
- Feed contacts into the diaspora database;
- Create content for marketing and promotion including website and social media platforms;
- Share information and opportunities for networking, promotion and engagement;
- Identify potential ambassadors, initiate contact when agreed;
- Share budget for collaborative events;
- Cultivate awareness for the project wherever possible. Utilise the support and networks of national partners and institutions;
- Agree to adapt where necessary as the project develops, and
- Maintain momentum.

Cavan Diaspora

The diaspora themselves must be core partners in the project. Throughout its design as well as implementation, the Cavan Diaspora Engagement Strategy must harness the energy and strength of a variety of communities and stakeholders to work in collaboration with one another. Ambassadors are central to driving the message of Cavan, leveraging networks and developing key strategic relationships in different sectors of industry, culture and society. Cavan people are spread all over the world with huge communities in Europe, Britain and Australia and the USA. Whilst the Cavan Diaspora Engagement Strategy seeks to represent and engage with the widest Cavan community possible, identifying a small number of influential supporters within the diaspora community will be crucial to the success of the project.

Elected Representatives

The principal decision-making function in Cavan County Council is undertaken by the Elected Members of the Council. These 18 members are elected democratically every 5 years. The Council meets each month and a Cathaoirleach/Chairperson is elected annually. There are three Municipal Districts in County Cavan which were set up following a process of local government reform that commenced in 2014 under the Local Government Reform Act. The elected members are elected at Municipal District level (6 in each area) and form the overall County Council. The functions of the elected members include decision making on a wide range of topics including planning, transport, finance, etc.

The Elected Members serve on a number of committees and Boards and provide public representation for their constituents. They perform a policy development role through participating in Strategic Policy Committees that focus on different service areas.

The Elected Members are a representative voice for communities in Cavan and have a significant role to play in engaging with the diaspora through international work such as St Patrick's Day visits, town twinning and cross border work, and by forming a vital interface with local communities, keeping in touch with the issues of the day to better inform how we serve and support everyone in the community, including Cavan people who now live further afield.

Cavan County Library

Cavan County Council Library Service was established in 1930. It has three full-time libraries and six part-time libraries that serve all Cavan Town and county. The libraries provide an evolving range of services in response to on-going user needs (social, economic and cultural), national strategies and models of good practice.

As a major point of contact for the local community as well as for visitors, the library service is a pivotal partner in diaspora engagement work. It acts as a successful information provider for people and a core asset for lifelong learning and empowerment, and as such, is a crucial network and support system that should be harnessed effectively.

Frontline library staff have the potential to promote the idea of diaspora engagement with visitors to their libraries, the marketing potential in terms of promoting the project is huge, and each library can become a host for capturing information related to the diaspora.

Significantly, Johnston Central Library is home to the single most important resource for the study of the history, archaeology, literature and culture of Cavan. Acknowledged as one of the foremost in the country, cutting edge information technology has been utilised to ensure preservation, conservation and better service delivery for this unique collection. There is a large selection of information on home place, family history, researching for a publication on the history of an area or researching Cavan's political, cultural or heritage history available for historians, scholars and researchers.

Cavan Library is situated adjacent to the County Genealogy Service and a synergistic relationship with regard to diaspora engagement could be developed between the two services.

www.cavanlibrary.ie

Actions

- Support information and training sessions for Cavan staff and stakeholders;
- Generate events and projects as part of their existing programmes;
- Nominate a staff diaspora representative who can actively engage with members of the public about the project;
- Promote Local Studies section of library as a resource to the diaspora;
- Continue to research and identify diaspora leaders and powerful connectors;
- Feed information into main Cavan Diaspora Engagement Strategy database;
- Widely promote and advertise the project for visitors of all ages throughout libraries network as well as online;
- Create engagement programmes with education and community partners;
- Support the delivery of a range of community consultation events that ensure participation and feedback from the Cavan community, and
- Present the archive collections, which relate to County Cavan from both public and private sources in new ways. Curate elements of the archive collections to tie in with other diaspora programmes to be delivered throughout the area.

CASE STUDY

Ed Reavy



Famous composer and fiddler, Ed Reavy was born in Barnagrove, Canningstown, Cootehill County Cavan in 1898. He emigrated to Philadelphia in 1912 and lived there for the rest of his life, returning home to Ireland twice for a visit.

A proud Irishman and president of the Irish Musicians' Association of America, more than one hundred of his compositions have been published. In 2000, he was posthumously awarded the title 'Composer of the Century'.

An outstanding fiddler and composer of traditional dance tunes, he recorded for the Victor record label in 1927. It is estimated that he wrote between 400 and 500 tunes, of which 127 have been preserved in notational form.

In 2015 Cavan County Museum obtained funding through Comhaltas and liaised with the Reavy family in New York to obtain key artefacts and memorabilia related to this major diaspora figure for County Cavan. Ed Reavy's band uniform is currently housed in the Museum and discussions are underway with a view to obtaining his fiddle for the Museum. The museum staged the launch of the exhibition and programmed a series of opening concerts and lectures. The exhibition was designed to be able to travel and has since been displayed in Maudabawn, Cootehill and Cavan Crystal Hotel.

Renowned folklorist and musician, Dr. Mick Moloney states in his foreword to the book 'The Collected Compositions of Ed Reavy' that "No composer of traditional dance tunes in the history of Irish music has ever had his music adopted and played as widely as Ed. He devoted much of his life to the creation of a vast body of compelling, finely crafted tunes leaving an indelible imprint on the beautiful old tradition that was always his first love".

The Ed Reavy Festival, organised by the Cavan Town Branch of Comhaltas has now become an annual event in County Cavan attracting many national and international visitors to celebrate this local legend of traditional music. The festival takes place in October.

www.cavantowncomhaltas.ie

Cavan County Museum

Housed in a beautiful Georgian building in Ballyjamesduff, Cavan County Museum aims to collect, conserve and ultimately display the material heritage and culture of County Cavan and its environs, for the benefit of the public. The work of the staff at this Museum is outstanding and notable for its energy and dynamic attitude.

The Museum has a clear and active commitment to diaspora engagement which is already in place as evidenced through their enthusiasm for this project, ambitions for the future and the existing provision of two diaspora exhibitions: Emigration and The Famine. Both exhibitions are extremely popular with visitors and generate much interest, interaction and enquiries. The Museum actively facilitates diaspora engagement by inviting visitors to place a label on a world map marking the location in Cavan from which their ancestors emigrated and the place to which they emigrated. This is such a simple yet powerful device, which has attracted hundreds of responses from people eager to map the movement of their people across the globe.

The Museum has also staged temporary travelling exhibitions with strong and clearly identified diaspora focuses, including: 'Round the House and Mind the Dresser', 'The Living Tradition' and 'Collective Culture: An Exhibition of Sport and Irish Traditional Music in Australia'.

Several galleries in the Museum house a rich variety of extremely well laid out exhibitions, including a comprehensive GAA space. The Museum is home to two of the most famous pieces of Celtic and Pagan art in Ireland as well as the largest outdoor First World War replica trench open to the public in Ireland and the UK.

The trench, built to the specifications and manuals of the Irish Guards and used by the Royal Irish Fusiliers at the Battle of the Somme in 1916 is over 350m long and includes frontline, communication and support trenches. Over 6000 sand bags were used in its construction.

A children's playground, garden and short 'Nun's Walk, shop and coach parking are all available and the Museum tea rooms can accommodate large numbers. The Museum is fully accessible and can accommodate wheelchair users.

Visitor numbers to Cavan County Museum have increased significantly with over 30,000 visitors in 2016 and going forward, this is a key success factor in the development of the Cavan Diaspora Engagement Strategy.

www.cavanmuseum.ie



Actions

- Develop the WWI Trench Experience as a significant diaspora tourism opportunity;
- Work in partnership with the Cavan Genealogy Centre and Cavan Tourism to identify and attract visitors with specific connections to Cavan. An example of this would be World War I connections eg. through British, American, Canadian, Australian and New Zealand (Anzac) Armies
- Identify funding opportunities and work towards the development of a large-scale outdoor Experiential Emigration Exhibition, to include The Famine and other significant periods of emigration from Cavan. This exhibition could also explore the impact of the establishment of the border on 20th Century Cavan emigration;
- The Museum can provide a strong support to the diaspora website - to digitise the wall-based interactive diaspora map and encourage visitors to track their families journeys online;
- Encourage schools, community groups and businesses to buy into the diaspora project by generating events and projects as part of their existing programmes;
- Support information and training sessions for Cavan staff and stakeholders;
- Nominate staff diaspora representative who can inform members of the public about the project, and
- Continue to identify diaspora leaders and powerful connectors.

Cavan Arts Office

In his Global Diaspora Strategies Toolkit, Kingsley Aikens stated that “Culture is the underlying glue that can bridge diaspora strategies” Cavan County Council Arts Office provides an incredible cultural context for this programme, working as they do with artists and communities to support arts development in the county. The county has a rich and well managed cultural landscape that can act as a genuine animator for diaspora engagement projects.

Galleries and studios, culture centres, sculpture gardens, concerts, sessions, artist residencies and the county’s calendar of exhibitions, lectures and cultural exchanges ensures a vibrant year-round calendar of art and culture.

Cavan presents three drama festivals annually: Shercock, Cavan and Maudabawn. A love of the spoken and written word is evidenced as Cavan is home to award winning publishing houses, magazines and writers. Cavan is also home to two theatres - Ramor Theatre in Virginia and the new Townhall Cavan Arts Space in the historic Townhall building in Cavan Town.

There are many examples of how the arts office engages with the diaspora of Cavan through culture to great effect. In 2017 Mad4Trad, a talented group of young traditional musicians from County Cavan, have been invited to attend the Ri Ra festival of traditional music in Butte, Montana. These musicians hail from the home of Marcus Daly and are keeping this link alive. They will receive support from Cavan County Council and the Ri Ra Festival towards this trip.

The strategic objectives of the Arts Office are:

- Support artistic excellence and innovation in the arts.
- Consolidate and build on strategic partnerships across all art forms.
- Raise the public profile of the arts across County Cavan.
- Foster public engagement and participation.
- Strengthen the management and operation of the Arts Office.

Actions

- Support information and training sessions for Cavan staff and stakeholders;
- Generate events and projects as part of their existing programmes;
- Nominate a staff diaspora representative who can actively engage with members of the public about the project;
- Continue to research and identify Diaspora leaders and powerful connectors;
- Feed information into main Cavan Diaspora Engagement Strategy database;
- Work with schools and community groups to create engagement programme, and
- Support the delivery of a range of community consultation events that ensure participation and feedback from the Cavan community.

CASE STUDY

Chris Murray and Carlotta Hester, Lavey Links

In 2004 Carlotta Hester an American Artist from the Govinda Gallery, Washington had an exhibition at Cavan County Museum in association with the Arts Office. The Govinda Gallery is curated by Chris Murray who has holidayed in Cavan every summer since 1999 and meets the Murray family who hail from Lavey. Chris Murray and Carlotta Hester married at the St Dympna’s Holy Well, Lavey, Co Cavan in 2005. Carlotta subsequently made a series of live drawings during the years of Fleadh Cheoil na hÉireann in County Cavan, 2010 to 2012. These drawings celebrate the rich cultural tradition of the county and feature renowned Cavan and national musicians, capture street scenes and the drama of the Comhaltas competitions. A selection of these drawings featuring significant Cavan and Comhaltas musicians nationally and internationally were exhibited in 2012 in Cavan during the Fleadh and subsequently in 2013 at TradFest in Temple Bar. Chris and Carlotta are in the process of buying a holiday home in Cavan for their visits and every summer they attend Comhaltas and traditional music sessions in the public houses across the county and at the Museum where Carlotta is constantly sketching the musicians, singers and dancers as they preserve and build the tradition.

CASE STUDY

The Pram That Helped the Rising - A Tribute to the Irish Community in Butte Montana, 1916-1919

This live storytelling and traditional music event by visual artist Amanda Jane Graham in collaboration with musician Martin Donohoe premiered in the Townhall Cavan in March 2016. The work centred on Amanda Jane’s own personal and deeply moving story of her grandmother Mary Timmins, a story passed down through three generations which the artist has drawn on as part of her art practice. The story is set against the backdrop of Marcus Daly’s Anaconda Copper Mine. Daly, a native of Crosserlough, Co.Cavan, and the youngest of eleven children, emigrated to America at the age of fifteen and made his fortune in the mines, which then became known as ‘The Richest Hill on Earth’. The women of the Irish Community in Butte, Montana made a mattress for a doll’s pram and secretly stitched thousands of dollars inside it, which is given to three-year old Mary Timmins to unwittingly smuggle to Ireland. The money raised by the Irish emigrants in the Butte Montana Mine was to be used to help prepare for the 1916 Rising.

Cavan Heritage Office

The guiding principle of Cavan County Heritage Office is to ensure that “the unique and diverse heritage of County Cavan is conserved, sustained and, above all, cherished and celebrated by the people of the County”

The Heritage Office promotes and develops the heritage of County Cavan through the development and implementation of heritage policies and the initiation of heritage projects which promote awareness throughout the county.

The Heritage Office continues to lead specific heritage plan projects funded by the Heritage Council on an annual basis. In addition, the Heritage Office continues work at an inter-sectoral to progress heritage awareness throughout the county e.g. Cavan Walking Festival, Culture Night etc. In 2016, Cavan County Council Heritage Office received €25,000 from the Heritage Council for the implementation of several Heritage Plan Projects.

www.cavanheritage.com

Actions

- Add information onto their website and any appropriate print materials about the Cavan Diaspora Engagement Strategy;
- Promote Cavan Diaspora Engagement Strategy during National Heritage Week;
- Support information and training sessions for Cavan County Council staff and stakeholders;
- Generate events and projects as part of their existing programmes;
- Continue to research and identify diaspora leaders and powerful connectors;
- Feed information into main Cavan Diaspora Engagement Strategy database;
- Work with schools to create engagement programme, and
- Support the delivery of a range of community consultation events that ensure participation and feedback from the Cavan community.

Community & Enterprise

The Community & Enterprise Department in Cavan County Council facilitates and supports local community and economic development along with social inclusion within the County.

This Department also supports the Local Community Development Committee, which is responsible for planning and oversight of local and community development programmes and delivering the Cavan Local Economic and Community Plan (LECP) 2016–2021.

The C&E Department is also responsible for other initiatives and programmes including Cavan Sport Partnership, PEACE Programme, Age Friendly County and the Taste of Cavan food festival.

The role of the Social Inclusion Unit in Cavan County Council is to support access to services, particularly by marginalised communities, and to assist all individuals to participate in their community and society. In the context of the diaspora, the work of the unit is important as a mechanism for helping to develop links, and could be a particular support for returning emigrants helping to access local support groups, services and networks that would re-establish their connection with the local community.

The Community and Enterprise Department, in conjunction with the IT Department, are driving the preparation of a Digital Strategy for County Cavan under the title “Supporting a Connected County: A Digital Strategy for Cavan”. The project will incorporate the development of both a five year Digital Strategy and emerging from the strategy, a feasibility study for the development of a Digital Hub in the County.

In relation to the Digital Strategy element of the project there are a number of key areas of focus that have emerged from earlier consultation with key enterprise and other stakeholders in the digital economy and society. These are:

- a) Connectivity
- b) Education, Training & Skills
- c) Digital Hub
- d) Networking/Clustering/Ecosystems
- e) Educate Community
- f) Creative Industries

Each of these strands has the potential to reach out to and engage with the Cavan diaspora. A specific requirement of the strategy is to research the best practice models to leverage support from the Cavan diaspora and to build a strong message and network for the development of the sector and digital society at home in Cavan.

www.cavancoco.ie

CASE STUDY

The Taste of Cavan Food Festival

The Taste of Cavan Food Festival commenced in 2012 to promote the wonderful local produce and food offering that is available in County Cavan. The first year saw visitor numbers of 7,000. This has steadily grown each year and in 2016, over 39,000 visitors came to The Taste of Cavan, which showcased food from all over Ireland. Cavan County Council is the main organiser of the event and has formed key partnerships with food producers, chefs, sponsors, media, Bord Bia, Failte Ireland, IFA, ICA and volunteers who all make the event the success that it has become.

Cavan is part of Ireland's Ancient East and is committed to telling the "farm to fork" story which is at the heart of The Taste of Cavan. Cavan County Council is currently developing a Food Strategy for the County and this will shape the way that this important story is told in the future.

Cavan is renowned for its strong food offering and The Taste of Cavan is playing a key role in the emergence of Cavan as a foodie county. The Taste of Cavan will continue to keep innovating, to grow overseas and domestic visitor numbers, and to cement the position of this annual event as one of the country's top food festivals. The Cavan Diaspora Engagement Strategy will support the research and delivery of The Taste of Cavan brand at festivals, venues and events across the world using key diaspora networks and events.

www.tasteofcavan.ie

Actions

- Identify key cross-sectoral stakeholders and communities at home and abroad;
- Publish calendar of events in Cavan to include sport, culture and other;
- Work with Cavan Public Participation Network and local communities to ensure buy in from the people of Cavan and begin to build a sense of ownership and pride;
- Identify diaspora leaders and powerful connectors, and
- Identify opportunities to create programmes with social inclusion partners such as the Older People's Council, Men's Sheds and multicultural networks.



Tourism

'This is Cavan!' is the brand name given to the tourism section of Cavan County Council. The work of this section forms an incredibly strong foundation on which to build for the Cavan Diaspora Engagement Strategy. 'This is Cavan!' focuses on promoting Cavan as a visitor destination (both directly through social media and indirectly through traditional print and broadcast media). This involves producing tourist information material, identifying funding opportunities and working to develop the visitor experience through developing and improving tourism infrastructure, liaising with local and national stakeholders, improving accessibility and inclusivity, and assisting the management of festivals and events.

Over the past five years the role of social media in promoting tourism has grown significantly and 'This is Cavan!' has very active Facebook and Twitter profiles with 11,000 and 2,200 followers respectively. In the period from December 2015 to December 2016, 'This is Cavan!' increased its Facebook following by 44% and generated over two and a half million impressions across the globe, with over 40,000 post engagements in that twelve month period.

Cavan's diaspora represents a huge opportunity to boost tourism to Cavan. As a border area that has traditionally experienced high levels of emigration, there are potentially hundreds of thousands of global citizens who can trace their lineage to County Cavan. Creating lasting links with this diaspora can encourage some of those with Cavan ancestry to visit the land of their forebears thus boosting the local economy. Social media has afforded 'This is Cavan!' the opportunity to connect with a global audience on a previously unimaginable basis. Among the 2,500,000 impressions garnered by 'This is Cavan!' Facebook posts in 2016 were hits in Australia, the United States, the United Kingdom, Spain, and Canada.

Nothing beats a word of mouth recommendation, so utilising the global Cavan diaspora to spread the word about the unspoiled beauty of County Cavan can encourage those who may not necessarily have Cavan roots but who want to visit Ireland, to stray away from typical destinations such as the Cliffs of Moher and the Guinness Storehouse and visit lesser-known but equally impressive destinations such as Cavan Burren Park, Cavan County Museum or Dún a Rí Forest Park to name but a few.

www.thisiscavan.ie

Actions

- Identify pivotal branding and messaging for the Cavan Diaspora Engagement Strategy that complements 'This Is Cavan!';
- Develop creative ways of linking with the diaspora through social media, website and other innovative digital channels;
- Identify targeted methods of communication through Irish diaspora focused media and tourism outlets;
- Identify specific diaspora tourism market opportunities;
- Support information / training sessions for Cavan County Council staff and stakeholders;
- Develop specific genealogy tourism packages with the Cavan Genealogy Centre;
- Identify networks and platforms to marketing the Cavan Diaspora Engagement Strategy;
- Identify networking opportunities for stakeholders and diaspora at home and abroad;
- Develop a network of ambassadors that will support the strategy, and
- Develop The Taste of Cavan as a key driver in the Cavan Diaspora Engagement Strategy.

Cavan Sports Partnership

Initiated by Sport Ireland and Cavan County Council, The Cavan Sports Partnership was established in 2008 with a vision of promoting and supporting sport at a local level in County Cavan

The key aim of Cavan Sports Partnership is to increase participation in sport and physical recreation and ensure that local resources are used to best effect.

www.cavansportspartnership.ie

Actions

- Generate events and projects as part of existing programmes;
- Feed information into main Cavan Diaspora Engagement Strategy database;
- Widely promote and advertise the project for visitors of all ages throughout network as well as online;
- Work with schools to create an engagement programme, and
- Spread awareness of diaspora ambassadors in sport, both past and present.



Cavan Local Enterprise Office (LEO)

Cavan Local Enterprise Office was established by the Government in April 2014, to help promote and encourage local enterprise development. Cavan Local Enterprise Office (LEO) is one of 31 Local Enterprise Offices nationwide. The LEO network is funded by the Government's Department of Jobs, Enterprise, & Innovation and part financed by the EU. The key focus for LEOs under national policy is supporting 'microenterprises' (i.e. enterprises with no greater than 10 employees). The manufacturing and traded services sectors are priority areas for support. LEO Cavan aims to promote entrepreneurship, foster business start-ups and develop existing micro and small businesses to drive job creation and to provide accessible high quality supports for businesses in the county.

The key objectives of LEO Cavan are:

Business Information & Advisory Services:

- First Stop Enterprise & Business Support Solution: Provision of first stop shop activities in respect of Business Support, Enterprise Development and Promotion, including Signposting

Make It Easier to do Business:

- Provide supports, guidance and solutions that make it easier for entrepreneurs, owners and managers to identify opportunities and implement actions to start-up, grow and survive within a competitive business environment

Enterprise Support Services: Maximise Business Potential

- Deliver support services that equip entrepreneurs, owners and managers with the knowledge to plan, grow and sustain productivity, innovation and competitiveness, as well as encourage greater technology uptake

Collaborate with Enterprise Ireland:

- Enhance communication with Enterprise Ireland to facilitate potential progression of companies from LEO to EI, facilitating access to relevant EI financial, business and innovation/research facilities, and two-way transfer of clients to ensure appropriate services and maximum impact

Entrepreneurship Support Services:

- Promote a Best Practice Enterprise Culture
Act as the catalyst and advocate for the establishment of a best practice enterprise culture among start-ups, micro and small businesses; also promoting enterprise and self-employment as a viable career option among the wider population

Local Economic Development Services:

- Environment for Start-Ups
Leverage the full range of potential enterprise support/economic development promotion mechanisms across the Local Authority economic development remit, including enterprise space, rates framework, economic development, etc to start-ups and small businesses in County Cavan

www.localenterprise.ie/Cavan/

Local Enterprise Office Actions

- Continue to connect with Cavan business community, ensuring that they are promoting the enterprise message as widely as possible;
- Nominate Enterprise Ambassadors, people who can promote County Cavan as a place to set up and run a business;
- Identify people who returned to County Cavan from abroad to set up a business, and
- Research potential networks or links with the Irish business community abroad.



CORE PARTNERS

Genealogy

In the context of this diaspora strategy, it is highly significant that Cavan has a very large genealogical database, making this county one that should be noted as a centre for excellence in this area of research and practice. This is due to the work of two people, a manager and researcher, who between them have fifty years' experience of sourcing and analysing local, national and international genealogical material and producing family history reports. Their commitment to best practice, diligence and expertise is remarkable.

Genealogical research has been commissioned by thousands of people from Ireland and all over the world seeking information on their Cavan ancestors. Although percentages vary from year to year generally 51% of clients derive from the USA, 16% from Ireland, 13% from Australia, 10% from the UK. 6% from Canada, 3% from New Zealand and 1% from the rest of the world.

The building of the database of all sources of a genealogical nature that are known to exist for County Cavan is continuing. The database, which is a county treasure, currently holds in excess of one million records of church baptisms, marriages and burials; civil records of births, deaths and marriages; 1821, 1841, 1901 and 1911 census records; pre and post famine land records; occupational and commercial directories; military records; gravestone inscriptions and numerous other sources of a genealogical nature applicable to County Cavan.

The research service includes single searches, assessment reports, partial family history reports and full bound family history reports. Consistently high emigration rates throughout the nineteenth century and beyond has given rise to a large Cavan diaspora and very many of them have subsequently visited the county because of their contact with the genealogical centre regarding their Cavan heritage.

The Centre provides an information service for people, who are doing historical research, writing local histories, studying various topics or carrying out graveyard surveys and clean-ups etc. No fees are charged for this information. The centre manager and researcher have delivered genealogy workshops/lectures in over twenty locations throughout the county. The Centre has also produced several exhibitions related to diaspora and also provides work experience opportunities for transition year students and for students from Cavan Institute particularly those studying Heritage and Tourism. From September to May each year, it also provides tourist information on behalf of Fáilte Ireland.

From the early 1990s the centre began to receive visits and enquiries from all over the world from people of Cavan ancestry wishing to trace their family history but particularly from the United States of America, Canada, Australia, New Zealand, England and Scotland.

Following on from the initial contact from abroad, enquirers often donate items to the centre especially bound family histories and letters or copies of letters. All information received is stored and forms what is now called the Cavan Diaspora Archive. This continually increasing archive in a very representative way tells the story of and maps the Cavan diaspora, not only the emigrant generation but also their descendants. It is a very valuable resource for academic research.

The Centre regularly works in partnership with other institutions locally and nationally, including the Mellon Centre for Migration Studies whose resources include the world's leading specialist collection of books on Irish migration history and the Irish Emigration Database, which contains over 33,000 primary source documents that are free-text searchable.

www.cavan.rootsireland.ie

Actions

- Digitise the remaining files;
- Devise future plan for the centre;
- Generate events and projects as part of their existing programmes;
- Continue to research and identify diaspora leaders and powerful connectors;
- Provide content and images for the website, and
- Widely promote and advertise the project for visitors of all ages throughout network as well as online.

CASE STUDY

Nuffield Contemporary Scholars Conference

In March 2016, 'This is Cavan!' supported the Nuffield Contemporary Scholars Conference which saw those working in agriculture travelling to Cavan from across the globe. Emily Rigby, an Australian, whose ancestors left here in the 19th Century made contact with the organisers prior to the conference and arranged to meet some of her relatives during her attendance at the conference. Emily was also interviewed by the local newspaper, Anglo Celt, about her visit to Cavan and the story of her family's links to Cavan.



CORE PARTNERS

Communities

In an address to the Joint Sitting of the Houses of the Oireachtas in 1995, then President Mary Robinson commented “emigration is not just a chronicle of sorrow and regret. It is also a powerful story of contribution and adaptation. In fact, I have become more convinced each year that this great narrative of dispossession and belonging, which so often had its origins in sorrow and leave-taking, has become, with a certain amount of historic irony, one of the treasures of our society”.

There is powerful potential in the communities of Cavan becoming actively engaged with reaching out to the diaspora. After all, it is the people of Cavan who know where their kinfolk and communities abroad are, and specifically, the progress and placing of family and friends who have left in recent times.

Cavan should build on the legacy of 3 All Ireland Fleadhanna from 2010 – 2012, The Gathering in 2013 and ‘Ireland 2016’ and should tailor key festivals / events to attract a diaspora audience. Using the communications platform that will be created to showcase the project and working in partnership with key stakeholders will allow for the wide integration of themes and spread the message that Cavan wants to engage with her diaspora.

In order to locate the diaspora and begin to build networks and to maximise impact, a community-led, grass-roots element within the overall project is key. Stakeholders with existing programmes in the community can encourage schools, community groups and business owners to buy into the project by generating events and projects. This united approach is essential to build a strong programme that achieves common goals.

Actions

- Promote the Cavan Diaspora Engagement Strategy to their own personal and professional networks;
- Liaise between members of the diaspora and Cavan County Council staff and stakeholders;
- Design and deliver diaspora engagement events and opportunities, and
- Act as ambassadors for the project whenever possible.

KEY NETWORKS

GAA Network

The Gaelic Athletic Association (GAA) is one of the most significant diaspora networks worldwide. Ireland's largest sporting organisation, it is celebrated as one of the great amateur sporting associations in the world. It is part of the Irish consciousness and plays an influential role in Irish society that extends far beyond the basic aim of promoting Gaelic games.

As emigration from Ireland increased in recent years, so too did the membership of GAA clubs across the globe. These clubs provide a vital and unique sense of community, identity and pastoral care that promote a sense of Irishness and belonging, and preserve a strong connection to home.

The Cavan County Board of the GAA (Cavan GAA) is one of the thirty two county boards of the GAA in Ireland, and is responsible for Gaelic games in Cavan. Cavan GAA county teams play their home games at Kingspan Breffni Park, Cavan. The current Cavan senior football team manager is Mattie McGleenan (former Tyrone player) who took over in October 2016 from Terry Hyland who had spent four and a half years as manager. Under Terry Hyland's management, the Cavan Senior team were promoted to Division 1 for 2017 season having been promoted from Division 3 to 2 in 2014. Previously, Hyland had led the under 21 team to two successive Ulster titles in 2011 and 2012 and the All Ireland final in 2011.



Local GAA Network Statistics

The power of the GAA network in connecting people across the world with what is happening in their local area is incredible: There are forty one GAA clubs in Cavan with their own loyal following on social media. The connectivity of this network is remarkable. Indeed the Cavan County Board has over 20,200 followers on Twitter and Cavan GAA (clubs & county) combined had over 80,000 social media followers in 2016. The national official GAA has over 305,000 followers, reaching over 1 million when clubs nationally are taken into account. There are forty one clubs in County Cavan catering for the various GAA codes of Gaelic football, hurling, handball, ladies Gaelic football, Camogie, Scór and rounders with over 2,600 games played annually in Cavan.

www.cavangaa.ie

CASE STUDY

1947 All-Ireland Senior Football Championship Final



The 1947 All-Ireland Senior Football Championship Final between Cavan and Kerry was the sixtieth All-Ireland Final. For the first and only time, the final was played outside Ireland, at the Polo Grounds in New York City, to cater for the large Irish-American community there. The New York final was also intended to observe the centenary of the Great Famine that triggered mass Irish emigration to the U.S. and other countries. Around 30,000 people were in the Grounds for the final. Cavan travelled by air and Kerry by sea; the Ulster team credited their victory partially to their shorter time spent travelling. The Cavan team flew via the Azores, taking 30 hours. Kerry's trip by Ocean Liner took far longer. After a slow start, Cavan fought back to lead 2-5 to 2-4 at the break and went on to win by four points. Peter Donohue scored eight points from frees and was called "the Babe Ruth of Gaelic football" in the New York press. Michael O'Hehir broadcast radio commentary back across the Atlantic Ocean.

The Cavan team returned to Ireland aboard the RMS Queen Mary. Cavan captain Mick Higgins recalled, "It was only after we arrived in Southampton that we realised the joy of it all. Large numbers of Cavan people turned up to see us in London and Birmingham. We were treated like kings in Cavan."

CASE STUDY

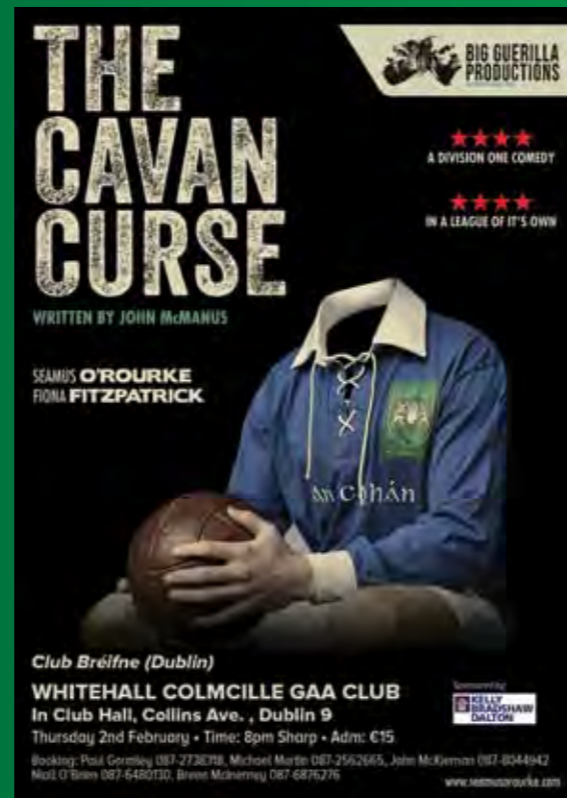
The Cavan Curse

On 2nd February 2017, Club Breifne in Dublin staged a play called 'The Cavan Curse'.

Written by John McManus and featuring Seamus O'Rourke and Fiona Maria Fitzpatrick, this is a GAA play about Cavan reaching the All-Ireland Football Final, only to find the team is cursed.

The last living member of the '52 team has to get himself dead before the end of the game, but that turns out to be more difficult than he first thought.

Over 300 people turned out to see this play in Whitehall Colmcille GAA Club, which was sponsored by Kelly Bradshaw Dalton (Vincent Kelly).



CASE STUDY

wearecavan.com

wearecavan.com is a website focusing on covering all Cavan sports through the media of video and audio. The service produces weekly podcasts featuring lively discussion and analysis on as many sports as possible. The team also produces video content and streams live audio of sporting events including matches, draws and panel discussion shows.

This initiative was set up because of the large number of Cavan people overseas who are keen to hear how their local GAA team was doing, especially in championship. Hundreds of the Cavan Diaspora regularly tune in to hear live commentary on all championship matches in Kingspan Breifne Park and other venues.

On a trip to New York in 2015 with the Cavan senior football team, Damien Donohoe saw first hand how keen the diaspora were for 'hyper local information' - news from home delivered fast. The idea for 'We Are Cavan' was born, a digital platform that would bring local sporting information to the global Cavan community as soon as possible. The company generates some revenue from advertisers including O'Reilly's bars in New York.

Statistics include:

- Live broadcasts have been heard on 82,449 devices around the world
- The weekly podcast has been listened to over 35,900 times
- There have been 275,577 page-views by 63,039 unique users
- The top 50 city locations of visits to the website show the spread of the Cavan diaspora across the world



KEY NETWORKS

Cavan Local Development Groups

Cavan Public Participation Network (PPN) is an umbrella organisation set up to help community involved groups have their say in shaping local society. Nationally, the PPNs were set up by the Government in late 2014 to establish a way for community groups to have their say in civic and other matters in each county. Its original aim was to provide networking and representational functions but this has grown to training, support and animation. It is a growing process, which is changing annually to adapt to community input and need. There are 36 representatives on the Network representing 183 Community & Voluntary Groups in County Cavan. They host information meetings and produce newsletters for groups to assist them with their work. They also host various training seminars and were key to setting up Men's Sheds in Cavan Town and other areas. In March 2017, the PPN Co-Ordinator will visit a Men's Shed in Australia to twin with a Men's Shed in Cavan. This will be the first twinning of Men's Sheds in County Cavan.

Cavan PPN have a Community Radio Studio where volunteers are the broadcasters – these shows are online and downloaded from all over the world. One show promoted a local band, The High Stool Prophets, which was listened to by an American listener who arranged to bring them to Las Vegas to do a show. Cavan PPN will be involved in the Cavan Diaspora Engagement Strategy through building a register of international Cavan-based clubs and groups, and providing a networking platform to community groups to reach out to those who may have diaspora members to engage with.

www.cavanppn.weebly.com

Comhaltas Ceoltóirí Éireann

Comhaltas is a global movement involving tens of thousands of people with the aim of preserving and promoting Irish traditional music. The movement is democratically governed, with volunteer members on each level organising themselves into committees which then elect representatives to the next level of the organisation. Comhaltas also has a small number of professional staff, based in Dublin headquarters or in one of its Regional Resource Centres.

Branches of Comhaltas have formed in every county in Ireland and also abroad, organising classes, concerts, and sessions in local communities. The mission statement embodied in the Comhaltas Development Programme summarises their ambitions for the future as follows.

“Cultural traditions should be an enriching part of the lives of Irish people everywhere, particularly our young people; they should be a living, highly visible and vibrant part of society; they should be easily accessible to all; and their unique social, cultural and economic benefits should be fully

realised by communities and individuals throughout the country and in Irish communities abroad”. There are 420 branches of Comhaltas worldwide, 300 national branches and 11 local Comhaltas branches in County Cavan.

www.cavantowncomhaltas.ie

Cavan Associations

Irish and County Associations exist all across the globe and act as a celebration of Irish culture and tradition. These organisations have traditionally been vital support systems for Irish people abroad. They host a regular programme of events, promote local events to the diaspora and address the needs of their community in a variety of ways. Their actions bring together the Irish immigrant community and maintain strong connections with home and nurturing their Irish identity.

Active Cavan Associations abroad include:

The Official Cavan Society of Philadelphia - www.facebook.com/thecavansociety

Cavan Protective & Benevolent Association of New York, Inc. - www.cavannewyork.com

Cavan London Association - www.cavanlondon.org.uk

CASE STUDY

The Cavan Protective & Benevolent Association

During the decade from 1845 to 1855, over a million Irish men and women went to America. Among these, many thousands came from Cavan. In an alien country, far from home and family, they came together to form an organisation to foster a spirit of fraternity and where they might help each other in time of need.

One hundred and sixty nine years ago, a small group of these exiles formed what is known today as The Cavan Protective & Benevolent Association. The Cavan men boast the oldest county association in the U.S; the first written record concerning the Cavan Association in New York is in an official program for an Annual Ball celebrating its 35th Anniversary in 1883.

Although the Constitution of the Association has been amended occasionally to keep in line with changing times, its primary goals remain unaltered. These goals are to “foster a spirit of friendship among the members, and to help them and their families in time of sickness and death.”

Section 4 - Strategic Objectives

“The issue is no longer relative power but centrality in a dense global web. Where you are from means where you can and do, go back and whom you can trust and network with”

- Kingsley Aikens



Kilnavart Standing Stone, Templeport

Section 4 - Strategic Objectives

The Cavan Diaspora Engagement Strategy recognises the potential in harnessing Ireland's powerful diaspora and has emerged from a history of Cavan County Council continuously networking with its diaspora through regular visits to key diaspora areas, business and enterprise networking, partnership working and cultural programming. This strategy is consistent with the core strategy and objectives of the Cavan Local Economic and Community Plan 2016-2021 (LECP). This plan provides a framework to guide local economic and community development in County Cavan for the next five years.

The policy context for the LECP is Putting People First: Action Programme for Effective Local Government. The overarching vision of Putting People First is "to promote the wellbeing and quality of life of citizens and communities". These communities include those people who are connected to Cavan by birth, business or friendship.

Key priorities in the plan include developing an innovative local economy that supports and generates business, jobs and enterprise, delivering a county with a quality natural and built environment with vibrant sustainable, inclusive, healthy and active communities who have a high quality of life and wellbeing. The LECP provides the framework to provide strategic leadership to the community. Cavan County Council will take the lead role, working with a cohort of stakeholders from the statutory, community and voluntary sectors. Delivered with a partnership approach, the Cavan Diaspora Project will broaden the focus of stakeholders, by enhancing and modifying core services to deliver new opportunities in response to national developments in the diaspora engagement sector. This strategy will thus complement and tie in with several work-plans and strategies across the Council and alongside stakeholder operations.

The strategy document recognises the slow-burn approach to diaspora work, this is the beginning of a long-term programme, which will be re-evaluated and critically reviewed. The vision for The Cavan Diaspora Engagement Strategy is to develop and implement a focused, ambitious and authentic plan that contains a range of actions, which will underpin and support the work of the Cavan Local Economic and Community Plan. As with the LECP, the success of the strategy will depend on collaboration between different agencies and partnership with the community and business sectors, all working together to achieve the shared vision set out in this strategy.

The document lays out a series of action-orientated goals over the short, medium and long-term. It also recognises the substantial groundwork that has already been delivered and underlines the core values of working in a co-ordinated way with a cross-section of stakeholders.

Context

As we emerge from another period of severe economic recession in our country, there is a palpable sense of optimism and renewed focus in Ireland - both for those people living on the Island as well as our people scattered across the globe. Our island's social, cultural and economic landscape has shifted once again and it is against a backdrop of major global change that Cavan County Council offers reliability and security.

We have seen throughout history how people have had to leave to create a new home. An entire generation of young people left Ireland in search of work when our recession was at its peak. A survey commissioned by the National Youth Council of Ireland* states that, between 2009 and 2013, over 300,000 people emigrated from Ireland, and of those, 40% were aged between 15 and 24. The survey also states that most young Irish people intended to return home to Ireland after five years abroad.**

This strategy recognises that loss and sets out to provide a declaration and a roadmap that will encourage recent emigrants to return home. And the tide is turning; latest figures from the Central Statistics Office show Ireland's population is increasing as people move home to reclaim their place as Irish citizens. With that, new stories are being told about the ebb and flow of people in this 21st century.

We also have a new way of communicating, a digital landscape that means we are connected with our communities in ways that have never been possible before. This strategy is presented against the backdrop of this brave new era. It sets out to recognise the extensive and already developed relationships that exist with Cavan and her people, whilst at the same time identifying ways to raise the bar, to create new channels of communication that strengthen and develop our vision for the Cavan of the future.

There are so many ways that we can create diaspora engagement channels in County Cavan. This is a county that is beloved by its people and rightly so. From deep lakes and ancient sites to the incredible views soaring over pastoral landscapes and through leafy woods, Cavan is an incredible county.

*<https://www.rte.ie/news/2013/0509/391211-emigration-report/>

**NYCI, an umbrella body that represents over 50 youth organisations around the country commissioned Youth Emigration Report 2013

The soft power of the diaspora is mighty. John F. Kennedy, 35th President of the United States and himself part of the Irish Diaspora said, "Ask not what your country can do for you – ask what you can do for your country".

If this project is successful, and the correct relationships and networks are built it is certain that Cavan people, clustered across the globe, can act as first movers across all sectors. Results of this relationship building can include developing business and trade links, philanthropy, an increase in tourism and genealogy visits, educational exchanges, mentorship and peer-to-peer learning opportunities, advocacy and creating connections that foster growth and development across every sector.

CASE STUDY

Andy Leonard

Andy Leonard – In August 2017, Cavan County Council and Cavan Comets Baseball Club unveiled a plaque to Andy Leonard who was born in Cavan in 1846 and died in Boston in 1903. Andy was a famous baseball player and played for the Cincinnati Red Stockings. He was nominated for induction into the Baseball Hall of Fame in 2016.

CASE STUDY

Col. Patrick O'Rorke

Col. Patrick O'Rorke was born in Drumbess, Co. Cavan in 1837 and moved to the USA when he was 1 year old. He graduated first in his class in 1861 at West Point and commanded his Infantry at the Battle of Gettysburg where he was killed aged 27 years

In 2013 Cavan County Council was contacted regarding this Cavan man who has a bridge named after him in Rochester. Justice Dollinger and other members of the O'Rorke Memorial Society are seeking to have the Congressional Medal of Honor posthumously awarded to Col O'Rorke and Judge Dollinger believes that O'Rorke would have been one of the leaders of the post war generation had he lived.

On 27th March 2014, a ceremony was held in Drumbess where Minister Michael Ring unveiled a plaque to honour Col Patrick O'Rorke. The US Embassy was represented at the event, Professor Timothy Madigan from Rochester and Government Ministers also attended. The plaque was provided by Cavan County Council & Cornafean Community Development Association.

Following on from this, in 2015, members of Cavan County Council visited New York City for St. Patrick's Day and made a visit to Rochester where they met with members of the O'Rorke Memorial Society.



Section 5 - Summary

“Coming together is a beginning; keeping together is progress; working together is success”

- Henry Ford



River Erne, Belturbet

Section 5 - Summary

Critical Success Factors

The Cavan Diaspora Engagement Strategy aims to magnify the change-agent potential of the Cavan diaspora by adding momentum to work already underway and laying out an achievable vision for the next chapter. Cavan people at home and abroad have the potential human, social and economic capital to create global linkages and generate sustainable growth through utilising their skills, experience and networks. The people of the Cavan diaspora likewise deserve to be celebrated and recognised for their achievements.

In 2015, the Local Diaspora Toolkit was commissioned by the Minister for Diaspora Affairs Mr. Jimmy Deenihan, TD at the Department of the Taoiseach and developed by researchers at the Clinton Institute UCD. The Toolkit sets out the a specific approach to the successful initiation and development of diaspora engagement work as follows:

- Identify Your Diaspora – Define, Locate, Map.
- Engage Your Diaspora – Strategise, Listen, Plan.
- Share Your Project – Open Up, Communicate, Build a Brand.
- Grow Your Project – Expand, Embed.

The Cavan Diaspora Engagment plan will follow this approach as a guideline and pay particular attention to the following key success factors:

Success Factor - Resources

The Cavan Diaspora Engagement Strategy specific to Cavan and ambitious in its aspirations, is no different from development initiatives in any sector. This programme will only achieve measurable benefits if there is adequate funding committed to drive it. As well as financial support, essential resources include a firm commitment to delivery and a secure partnerships approach with stakeholders. Diaspora engagement work takes time and has a 'slow-burn' nature. The creation of a dedicated Cavan Diaspora Officer is crucial - someone who can direct the traffic of information, and keep the momentum going between staff, stakeholders, partners and the local and global Cavan community.

Success Factor - Focused Approach

The best way forward is to build on existing relationships before attempting to create new pathways. To immediately identify particular clusters and niche areas will allow for a target approach that builds capacity and provides essential momentum.

- There are incredibly strong diaspora links between Cavan and Montana as well as Atlanta. These should be used as a starting point with focused connections developed in the areas of culture, commerce and education.
- The Taste of Cavan is a huge success story for the County. Diaspora networks could be developed to allow for The Taste of Cavan to travel throughout the year, showcasing Cavan at festivals and events across the world.

- Working in partnership with education alumni and developing international learning opportunities in Cavan holds significant and realistic potential.
- Utilising the remarkable quality and knowledge of the Cavan Genealogy Centre along with a strong tourism department and vibrant cultural providers could see specific diaspora tourism packages being developed.
- Business and Enterprise can be supported through the Cavan Diaspora Engagement Strategy by promoting Cavan goods and services abroad, developing mentoring opportunities and fostering key networks.

Success Factor - Partnerships and Networks

Working in partnership will be a key tool in effectively progressing the delivery of the aims and objectives of The Cavan Diaspora Engagement Strategy. Identifying key figures in the Cavan diaspora community who will support the project is essential. Matching the skills and expertise of members of the team to appropriate projects will ensure that they are delivered. Consistent monitoring and evaluation will provide focus and promote opportunities to engage that are worthwhile, consistent and practical. In order to maximise the impact of existing networks, it is key to liaise with State agencies such as the Department of Foreign Affairs & Trade, IDA, Enterprise Ireland, Science Foundation Ireland, Bord Bia, Culture Ireland and Tourism Ireland. Cavan will also develop new strategic connections and connect with International Agencies such as the Irish Technology Leadership Group, Irish Network USA, Irish International Business Group, Ireland INC, Irish Pubs Global, Wild Geese Network, Network Irlandie.

Success Factor - Communications

The time is right to proudly present County Cavan on a global platform; to reach out to and engage with all those people who have a link to their homeland by birth, business or belief; to issue the invitation to come home in a hundred different ways. New technology and digital communications allow us to connect with the diaspora immediately. The Cavan diaspora website will act as the public hub of the project with information across all sectors, locally, nationally and internationally made available through it. The website will allow users to sign-up and receive information. It will promote Cavan and her people, encouraging communications in marketing and education, heritage, culture, tourism, business and enterprise. This is an essential tool in developing philanthropy and connections. It will also have an integrated CMS system and allow managers to track user data. Traditional communication networks will also be used with print and broadcast media opportunities explored.

The Cavan Diaspora Engagement Strategy has been created to ignite opportunities for communication, networking and partnership for the vibrant community of Cavan living in Ireland and across the globe. This initiative aims to foster meaningful relationships, recognising the profound emotional links to 'home' that can be harnessed to have an impact on the economic, social and cultural growth of Cavan.

This is a community made up of people from every walk of life with a link to Cavan in some way - by ancestry, through business or community connections as well as friendship. Cavan County Council acknowledge the importance of sustaining their unique diaspora, creating a platform that deliberately engages with and supports this diverse community of people.

With a focus on participative planning and development, Cavan County Council and partners will carve pathways for communication by strategically researching and reaching out to members of their diaspora. This initiative concentrates on the animation of existing and new networks, creating a long-term bond of people and place to strengthen local development.

Overview of Actions

Year 1

- Commission diaspora engagement strategy;
- Launch strategy in USA and Ireland;
- Create unique and clear brand identity for project;
- Design bespoke Cavan diaspora website;
- Critically analyse existing forms of diaspora engagement;
- Create a secure, manageable diaspora database;
- Create a working group that pools existing knowledge with stakeholders;
- Identify core values for Cavan County Council;
- Establish a communications plan - local, national and international;
- Secure diaspora project co-ordinator;
- Map out networking opportunities defining special annual events etc., and
- Identify particular clusters and niche areas for diaspora engagement.

Year 1 - 3

- Steadily promote Cavan diaspora project;
- Actively engage with the Cavan diaspora and request feedback;
- Identify key diaspora change-agents across sectors;
- Identify ways the diaspora can support Cavan;
- Train and inform staff and stakeholders;
- Deliver community consultation events;
- Launch specific diaspora events at home;
- Begin to work towards showcase diaspora event, eg Polo Grounds, NY anniversary;
- Identify and build USP for Cavan, eg Genealogy tourism packages, and
- Build diaspora engagement into existing strategic Corporate Plans and key priorities.

Year 1 - 5

- Maintain high-quality communications portfolio;
- Develop community led projects;
- Develop educational initiatives;
- Strengthen relationships with ambassadors;
- Develop a programme that recognises the importance of future generation engagement;
- Identify and develop key networking opportunities;
- Update database with contact information, and
- Expand networks and develop support bases locally nationally and internationally.

Appendices



Shantemon, Ballyhaise

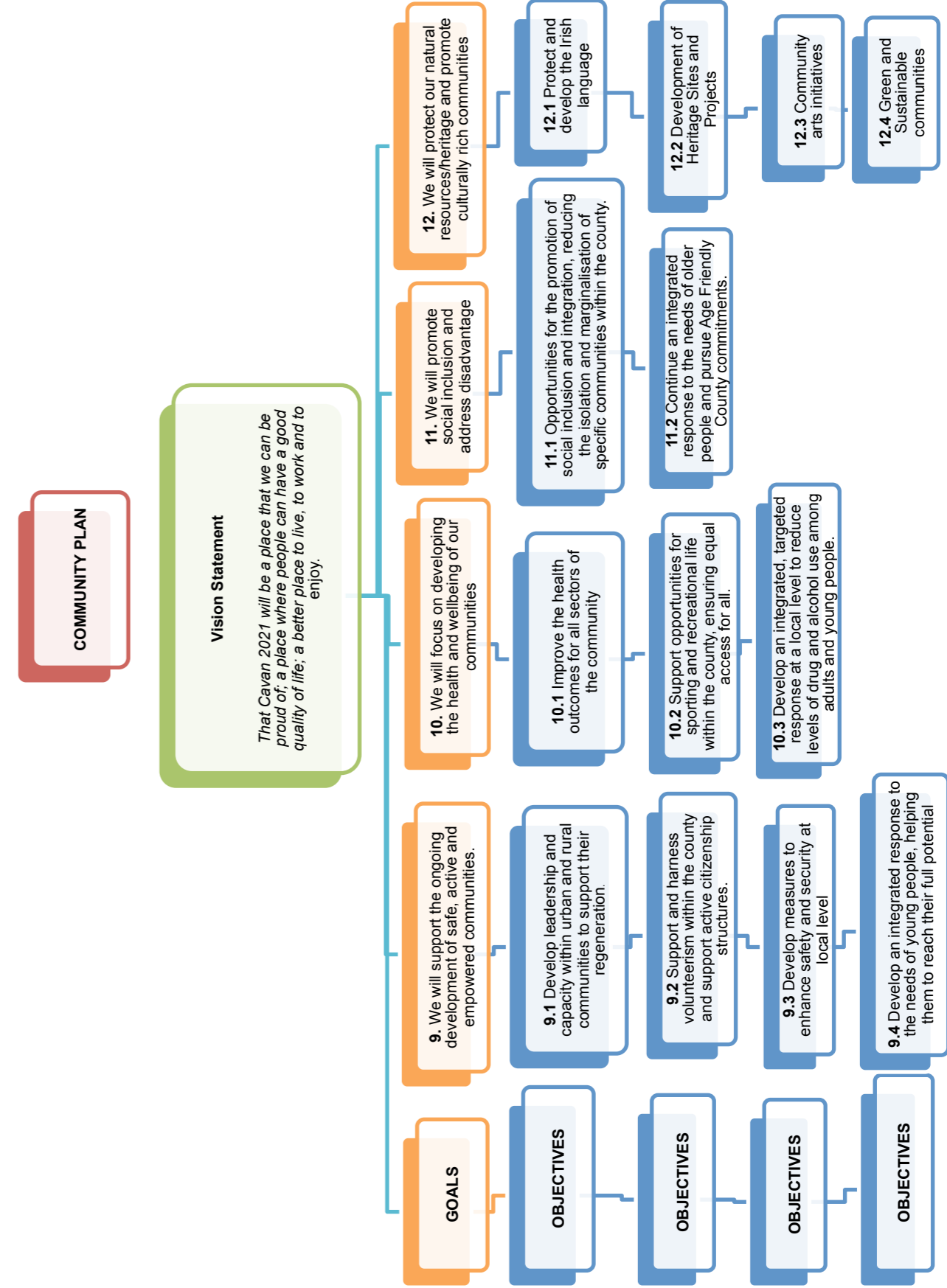
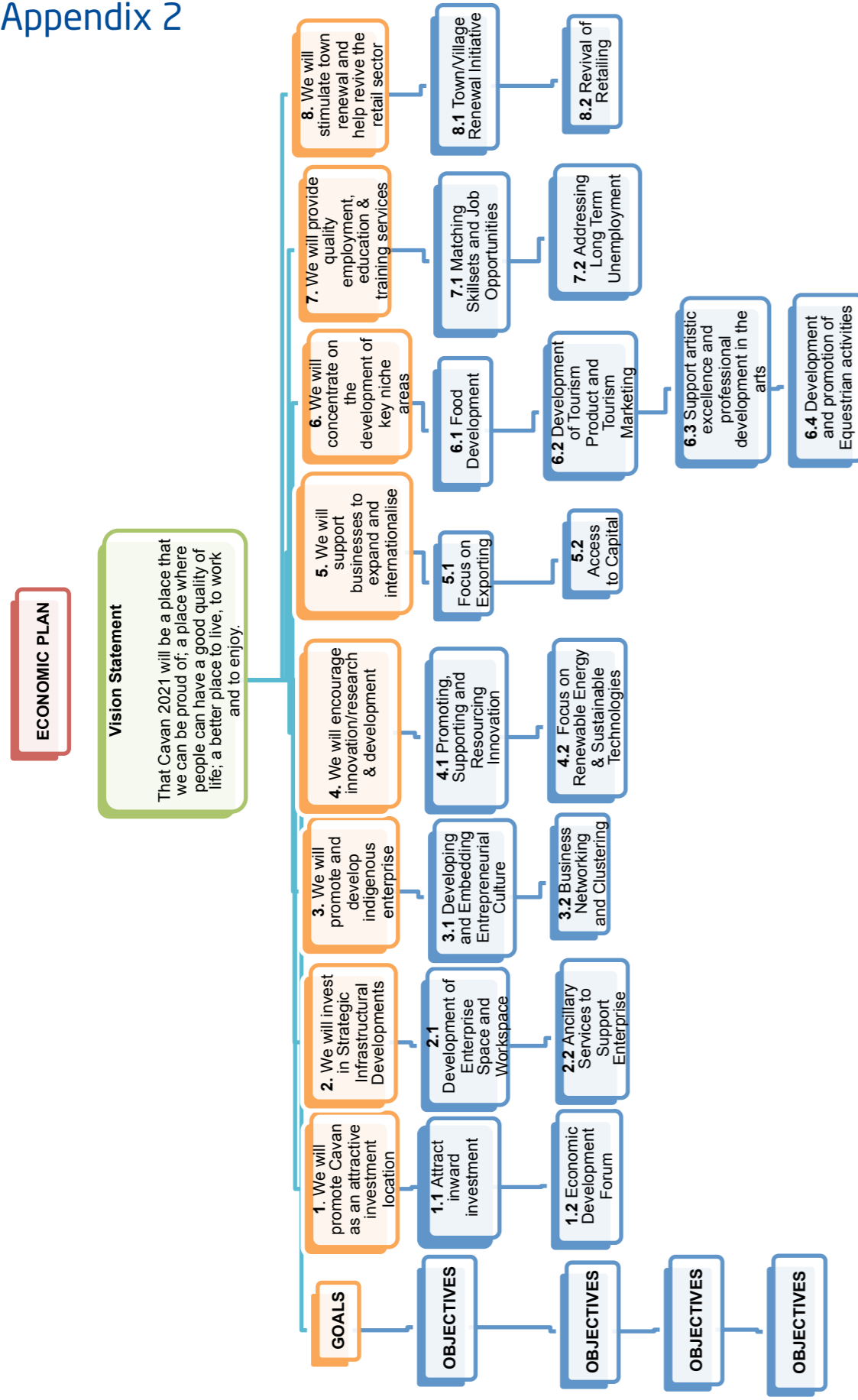
Appendix 1

Annual Festivals and Events

| DATE | NAME | CATEGORY | LOCATION |
|-------|---|-----------------------|-------------------------------------|
| Jan | Dancing in the Drumlins | Traditional | Cavan |
| March | National Science Week | Science | Cavan |
| March | NYAH Traditional Music Festival | Traditional | Cavan |
| March | Cavan Drama Festival | Theatre | Townhall Cavan |
| March | Shercock Drama Festival | Theatre | Townhall Cavan |
| March | Cootehill 'Roy Armstrong' Easter Festival | Sport | Cootehill |
| May | Killeshandra Fishing Festival | Sport | Killeshandra |
| May | Geopark Gourmet Tour | Food | Blacklion |
| May | Cavan Walking Festival | Sport | Cavan |
| May | Breffni Challenge | Sport | Arvagh |
| June | Killinkere Whit Jamboree | Family | Killinkere/ Virginia |
| June | Cavan County Fleadh | Traditional | Various |
| June | Midsummer Night Bonfire | Family | Ballyhugh Arts & Cultural Centre |
| June | Milltown Midsummer Tradfest | Traditional | Milltown |
| June | Summer Solstice Walk at Cavan Burren Park | Heritage & Culture | Blacklion |
| July | Cathal Bui Arts Festival | Arts | Blacklion |
| July | Wheelin' in the Years | Family | Ballyjamesduff |
| July | Festival of the Erne | Family | Belturbet |
| July | Arvagh Show | Agriculture | Arvagh |
| July | Belturbet Annual Fishing Festival | Sport | Belturbet |
| July | Bawnboy Community Festival | Family | Bawnboy |
| July | Let's Tri Cavan | Sport | Cavan |

| DATE | NAME | CATEGORY | LOCATION |
|-----------|---|-----------------------|---------------------|
| August | Virginia Show | Agriculture | Virginia |
| August | Fair of Muff | Family | Kingscourt |
| August | Gowna Angling Festival | Sport | Gowna |
| August | Heritage Week | Heritage & Culture | Various |
| August | Ramor Open Pike Festival | Sport | Virginia |
| August | Moynalty Steam Threshing | Family | Moynalty |
| August | Redhills Carnival on the Green | Family | Redhills |
| August | Taste of Cavan Food Festival | Food | Cavan |
| September | Mullagh Fair Day | Family | Mullagh |
| September | Gerry Whelan Memorial Weekend | Traditional | Cootehill |
| September | Cootehill Championship Fishing Festival | Sport | Cootehill |
| September | World Pairs Angling | Sport | Ballyconnell |
| September | King of Clubs Angling Festival | Sport | Arvagh |
| September | Knowing One's Place | Religion | Mullagh |
| September | Culture Night | Heritage & Culture | Various |
| October | Bailieborough Poetry Festival | Arts | Bailieborough |
| October | Virginia Pumpkin Festival | Family | Virginia |
| October | Cavan Kayakarun | Sport | Cootehill |
| October | Ed Reavy Traditional Music Festival | Traditional | Cavan & Cootehill |
| October | Run with Catherina | Sport | Cavan |
| October | Festival of the Dead | Theatre | Townhall Cavan |
| November | Cavan Craft & Food Fair | Family | Cavan |
| November | Cavan Monaghan Science Festival | Family | Cavan & Monaghan |
| December | Winter Solstice at Cavan Burren Park | Heritage & Culture | Blacklion |

Appendix 2



Appendix 3

Facts About Cavan

- Situated on the border with Northern Ireland, County Cavan / Chontae an Chabháin is in the province of Ulster. Cavan borders six counties: Leitrim to the west, Fermanagh and Monaghan to the north, Meath to the south-east, Longford to the south-west and Westmeath to the south.
- It is named after the Town of Cavan and is based on the historic Gaelic territory of East Breffny (Bréifne). The Kingdom of East Breifne or Breifne O'Reilly was an historic kingdom of Ireland that existed from 1256 to 1607.
- Key Socio Economic Points from the Cavan Local Economic and Community Plan 2016-2021 that are of particular relevance to this strategy include:
 - The population of the county grew by 14.3% between 2006 and 2011, nearly twice the growth rate for the State 8.2%
 - Cavan is a predominantly rural county with 70% of the population living in rural areas and very small settlements. This is in stark contrast to the State, where the majority of people (62%) live in urban areas.
 - Almost a quarter (23.5%) of Cavan's population are children (aged 0-14) and 12.11% are aged 65 years and over.
 - Census 2011 recorded that the number of unemployed was 7,331 or 21.2% of the total labour force, an increase of 4,810 compared to 2006.
 - There are 6,008 registered businesses in County Cavan (Vision - net)
 - It is the third most popular county for overseas visitors in the NW of the country
 - Cavan is highly reliant on employment in agriculture, forestry and fishing.
- Cavan is a county of contrasts with significant population expansion in the South of the county, which forms part of the commuter belt to Dublin, contrasting with very sparsely populated rural areas of West Cavan.

Appendix 4

Notes On Emigration - Creating Our Diaspora

Three Reilly brothers, Garrett, Miles and Thomas, arrived in Northern Virginia in 1635 from County Cavan.¹ From their disembarkation at Chesapeake Bay, theirs is the first evidence of Cavan emigration to America uncovered by Cavan Genealogy. It is most likely, that they came as indentured servants.

Most members of the dispossessed Gaelic and Old English gentry looked to Europe for refuge but some, who joined the French and Spanish military saw service in North America and settled there and others went directly. The early Reillys in Colonial America passed down many traditional names used by the O Reillys in Cavan such as Brian, Farrell (Fearghal), Hugh (Aodh), John (Seán), and Miles (Maolmordha). These three Reilly brothers were possibly sons of Fearghal, son of Aodh, son of Failidh, son of Fearghal, son of Maolmordha, son of Failidh, who was son of Domhnall Bán O Reilly, who died in 1454.²

Population

In 1821, when the first complete census of Ireland was taken, the population of County Cavan was 195,076. Notwithstanding the reservations widely held about the accuracy of the 1821 and 1831 censuses, the increase of 16.84%, which occurred in the county in the ten years bringing it up to 227,933 in 1831, was greater than that of any other Ulster county and 2.65% greater than the increase for Ireland as a whole, which was 14.19%.³ In fact, only six other counties Galway, Mayo, Roscommon, Sligo, Kerry and Clare had greater percentage increases for the decennial period 1821-1831. The increase of 6.68% from 1831 to 1841 bringing the population to its pre famine peak of 243,158 again was higher than any other Ulster county and 1.43% higher than the percentage for Ireland as a whole, which was 5.25%.⁴ Parts of the county, particularly those adjoining Monaghan had settlement densities well in excess of the uncomfortable concentration of 400 persons per square mile and represented some of the most densely populated districts in Ireland.⁵ The high population density was attested to by Mr Carmichael one of the witnesses examined on Small Tenantry at the Poor Inquiry, when accounting for tight competition for land he said 'Ireland is too full in this part of the country, there is no room for the population...'⁶ A combination of weaving and farming led to this markedly dense settlement as well as the continuing practice of subdivision as noted by Nicholson in his report on the Greville estate.⁷

¹ Cavan Emigrants Study File

² James Carney (ed.) *A Genealogical History of the O Reillys Written in the Eighteenth Century by Eóghan Ó Raghallaigh and Incorporating Portion of the Earlier Work of Dr Thomas Fitzsimons, Vicar-General of the Diocese of Kilmore* (Cavan 1959) p. 103

³ Joel Mokyr, *Why Ireland Starved: A Quantitative and Analytical History of the Irish Economy, 1800-1850* (London 1983) p. 31 & W. E. Vaughan & A. J. Fitzpatrick, eds. *Irish Historical Statistics Population 1821 - 1971* (Dublin 1978) p. 3, 11-13

⁴ W. E. Vaughan & A. J. Fitzpatrick, eds. *Irish Historical Statistics Population 1821 - 1971* (Dublin 1978) p. 16

⁵ P. J. Duffy, *The Making of the Cavan Landscape* in Raymond Gillespie (ed.) *Cavan: Essays on the History of an Irish County* (Dublin 1995) p. 34 & W. H. Crawford, *Economy and Society in South Ulster in the Eighteenth Century in Clogher Record* Vol. 8 No. 3 (Monaghan 1975) p. 256

⁶ *Appendix to First Report of Commissioners for Inquiring into the Condition of the Poorer Classes in Ireland*. Appendix F. p.73

⁷ B Ó Mórdha, *The Greville Papers A Cavan Estate on the Eve of the Famine* Vol. 1 No.3 (Cavan 1960) p.267 - 268 & B Ó Mórdha *Life in Co. Cavan 1800-45 in Breifne* Vol. 2 No. 6 (Cavan 1963) p. 156 - 158

Population decline in the county began as elsewhere between 1841 and 1851 with the highest percentage decline of any decade of 28.41% reducing the population to 174,064 in 1851.⁸ County Cavan's population decline in the famine decade, as with the pre famine increases, was 8.56% higher than the decrease for Ireland as a whole and showed the strongest decline in Ulster, which for the famine decade was 15.69%. The county was sixth with the highest percentage decline behind Roscommon, Mayo, Monaghan, Sligo and Longford.⁹ The famine decade showed that some areas of the county sustained greater population decline than others, with five of the eight baronies losing about thirty per cent of their population.¹⁰ These differences, often across contiguous parishes or even townlands could be attributed to the effectiveness of landlords or relief committees, which varied widely in their organization and impact or indeed to migration, particularly chain migration from particular areas.

The barony with the lowest percentage decline was the mountainous northwestern region of Tullyhaw whose difficult terrain and inhospitable environment had limited ability to sustain a dense population even before the famine crisis. Crawford points out that of the 69,094 people, who vanished from the county between 1841 and 1851 we do not know how many died or how many emigrated but we do know that of those who perished more died of disease than of starvation, although the image of death from starvation has survived as a sharper and more emotive picture.¹¹ The decline continued year on year, decade on decade falling to 153,906 in 1861, 140,735 in 1871, 129,476 in 1881, 111,917 in 1891, 95,541 in 1901 and 91,173 in 1911 until it reached 52,618 in 1971. Between 1851 and 1881 the decline averaged 8% but the rate of decline shot up in the depressed final two decades of the nineteenth century to 13.5% for the 1880s and 12.85% for the 1890s. The 1880s plummet was exceeded only by Monaghan (16.10%), Longford (13.70%) and Roscommon (13.66%) and in the 1890s was exceeded only by Sligo (14.21%) and by Monaghan (13.45%).¹² Finally, the percentage decline between 1841 and 1951 for the 26 counties of Ireland was 54.7% but for County Cavan was 72.7%, third over the one hundred and ten year period behind counties Leitrim 73.5% and Roscommon 73.1%.¹³

The systematic enumeration of emigrants from Irish ports did not begin until 1st May 1851 and so it is possible to give rough estimates only for emigration from County Cavan for the pre-famine period. Even after 1851 statistics do not include emigration to Great Britain. The statistics compiled by the General Register Office in Britain included Irish data from 1825 but dealt only with emigrants from Irish ports and excluded Liverpool, Glasgow and other British ports, from where very many Irish emigrants departed.

(Mary Sullivan)

8 W. E. Vaughan & A. J. Fitzpatrick, eds. *Irish Historical Statistics Population 1821 – 1971* (Dublin 1978) p. 11 & 22

9 W. E. Vaughan & A. J. Fitzpatrick, eds. *Irish Historical Statistics Population 1821 – 1971* (Dublin 1978) p. 5-15

10 Census of Ireland for the Year 1851 Part 1 Area, Population and Number of Houses (Dublin 1852) p.99

11 Margaret Crawford, *Poverty and Famine in County Cavan* in Raymond Gillespie (ed.) *Cavan: Essays on the History of an Irish County* (Dublin 1995) p. 141 & 156

12 W. E. Vaughan & A. J. Fitzpatrick, eds. *Irish Historical Statistics Population 1821 – 1971* (Dublin 1978) p. 5-23

13 Commission on Emigration and other Population Problems 1948 – 1954 Reports (Dublin 1955) p.282



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