Employment Trends & Growth Sectors in Co Mayo
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What do we do?

1. Inform policy-making through data analysis (e.g. employment, infrastructure)
2. Support sustainable development based on region’s resources (e.g. wood heat, creative)
3. Promote benefits of living, working & doing business in Western Region – LookWest.ie
4. Provide risk capital to SMEs & social enterprises through WDC Investment Fund

Outline

► Mayo’s Labour Force
► Employment by Sector in Mayo
► Enterprise by Sector in Mayo
► Mayo NE Town & Village Profiles
► Growth Sectors
Mayo’s Labour Force

Population 15+ 103,325
In Labour Force 60,942
At Work 49,076
Self-employed 10,521
Employee 38,555
Unemployed 11,866
Student 10,533
Home Duties 9,999
Retired 16,193
Other 5,658

Employment by Sector in Co Mayo

► 21% of working people in Mayo are self-employed

► Biggest employment sectors
  1. Wholesale and Retail – 7,609
  2. Industry – 6,414
  3. Health – 5,532
  4. Agriculture – 5,354
  5. Education – 4,244
Agriculture, Forestry & Fishing (% of employment)
Manufacturing (% of employment)

Construction (% of employment)
Other (% of employment)

Employment Change in Mayo 2006-2011

% Change in Employment by Sector in Co Mayo, 2006-2011
Enterprise by Sector in Co Mayo

No. of Active Enterprises in Co Mayo, 2010

Enterprise Change in Co Mayo
2006-2010

% Change in No. of Enterprises in Co Mayo, 2006-2010
NE Mayo Town & Village Profiles

Profiles of 13 towns & villages in NE Mayo

- Age Group
- Principal Economic Status
- Sector of Employment
- Education Levels
- Occupation Groups

www.wdc.ie  LookWest.ie

Map showing locations of towns and villages in the Northeast Mayo region.
Employment Sectors in Towns/Villages

- Commerce & Trade and Professional Services the two largest for many towns/villages (Ballina, Swinford, Foxford, Kiltimagh, Crossmolina, Kilkelly & Bangor Erris)
- Manufacturing biggest sector in Ballyhaunis & also important in Kilalla
- Construction important in Kilkelly and Ballycastle
- ‘Other’ a large source of employment in Ballycastle, Knock, Belmullet and Charlestown
- Public administration big source of employment for Swinford, Charlestown and Foxford
- Transport & Communications most important around IWAK (Kilkelly, Charlestown and Swinford)
- Agriculture is most important in the smaller centres (Ballycastle, Kilkelly and Bangor Erris)

Growth Sectors
WESTERN REGION GROWTH SECTORS

- Life Sciences
- Software, Financial & International services
- Caring
- Tourism
- Creative
- Green economy
- Food
- Education

Caring

- Caring opportunities – elder care, residential & home care, childcare
- Nationally
  - 101,000 work in social & care occupations
  - Half are care workers, home carers
  - 6,900 new jobs 2007-2011
- Mayo
  - In some areas more than 1 in 5 people are aged 65+
  - 30% of people aged 65+ live alone
- Demand for care services is expected to continue to grow – social enterprise opportunity e.g. Roscommon Home Services
% of Population 0-14 years

% of Population aged 65+

Census Mapping Module: Mayo County
Interactive Mapping and Data Analysis Toolkits
Tourism

- **Tourism opportunities** – outdoor & adventure tourism, cultural, festivals, events (e.g. triathlons), water-based, ‘grey’ market, coach tourism
- Overseas visitors to Mayo 2011 – 267,000 visitors; €83m revenue
- Visitors to Ireland 2010 – 33% rural holiday + 45% rural/urban mix (opportunity for NE Mayo)
- ‘Experience’ real culture / community
- Knock airport – new flights Germany, France, Italy
- Western Region Tourism Marketing Programme
- The Gathering 2013

Creative

- **Creative sector** – arts centres, artists, crafts, digital media, film & TV, community radio, design
- Mayo (2008) 1,536 employed in creative
- Attractiveness of an area, tourism, social inclusion, rural locations, micro-enterprises, marketing, culture
- Support projects
  - CISNet ([http://cisnetwork.eu/](http://cisnetwork.eu/))
  - Creative Edge ([www.creative-edge.eu](http://www.creative-edge.eu))
Green Economy

- **Green economy** – wood energy, wind & ocean energy, retro-fitting, energy efficiency
- Social enterprise opportunity in local wood supply e.g. Donegal Woodland Owners Co-op
- Energy efficiency and warmer homes, opportunity for former construction workers

Food

- **Food opportunities** – higher value-added, organic, artisan, marine
- Employment in assisted agri-food grew in Mayo by +19.5% 2007-2010, strongest growth sector
- Local branding opportunity e.g. Taste of Ballyhoura, Fuschia
- Community kitchen facilities e.g. Drumshanbo Food Hub
Education

- **Education opportunities** – private and community & voluntary sector, upskilling/training for jobseekers, facilities for outreach education (community centres)
- Biggest enterprise growth sector in Mayo since 2006
- Nationally, strong growth in vocational trainers/instructors
- Access to upskilling and distance education (e.g. broadband) in rural areas – role for community facilities

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**Thank You**

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