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Photos above show Howth Courthouse, Crocnafarragh and Tailor's Hall, just some of our properties.

“This Place Matters” project

The new community planning project revealed in last month's e-zine has been born and rechristened in the last month. The first *This Place Matters* meeting has taken place in North Tipperary.

Here is a taste of the feedback from some of the 28 people who attended:

“I understood more about the county council and the development plan. I learned a bit more about the importance of contacting local representatives and how to present a point of view. It was interesting to hear such a diverse group of people giving their opinions so clearly” and

“Coming from a very low knowledge base regarding the planning process I found the presentation given to be very informative regarding the planning process, the need for good planning and what can go wrong in the absence of an independent and informative planning process”

The introductory talk was well received and a significant number of people, many of whom are completely new to planning, and indeed to An Taisce, have said that they would like to take part in a submission on their county development plan with the help of our professional planner. By cutting the plan into bite size pieces people can “cut and come again”, adding as

much input as they feel able to. Other existing campaigning groups also left with significant factual information about producing their own submissions, which, as a result of This Place Matters, will be much more effective.

If you live in **South County Dublin** or **Co Wicklow** please look out for information about *This Place Matters* coming to your county in the next month. The project is developing as it proceeds and we are confident that this programme will enable a much higher level of input from the public to county development plans in the future.

Pre-loved Clothes

On November 27th, the Tailors' Hall will be filled with all matters drapery once again! This swap shop and vintage sale is a great way to pass on some of those items that are no longer your treasures, but could be pure gold for someone else! Some of Dublin's

loveliest vintage shops will have stalls also and there will be entertainment for the evening. There's a €5 entrance fee, but the event is free to anyone that brings along clothes for resale. Doors open at 12pm and will be open until 10pm that evening. All money raised will go to the Tailors' Hall restoration project. To donate clothing in advance

(if there are a few of you in one location, we'll come and collect from you!) call Lorraine (01 7077068 or email fundraising@antaisce.org).



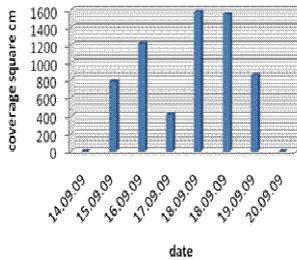
Winter Solstice Walk

On the shortest day of the year, make the most of the sun! On December 21st, the Adventure Agency, on behalf of An Taisce, will be climbing Lugnacoillte and Seefin mountains, in Wicklow to see the sunrise

in all its glory! These two guided walks (Lugnacoillte is for experienced walkers, whilst Seefin is for everyone) are led by experienced climbers so will give everyone the sunrise of a lifetime. It's an early start, but

you'll be home before noon. We're asking you to fundraise €90 (or whatever you can!) in order to take part and for more information, contact Lorraine (01 7077068 or email fundraising@antaisce.org).

An Taisce and the Media



Volume of coverage over ICNT conference

“By blocking pylons and the development of windfarms are we tacitly supporting the continued burning of fossil fuel for electricity generation?”

Is undergrounding of electricity the only answer, or can it cause more environmental damage?



An Taisce has always had a hot and cold relationship with the media. They love bad news and adore a conflict, and as a lot of the work that we do engenders conflict we have always had a tendency to generate bad press. And even when we have had good news we have not been able to track what kind of coverage we have got. The biggest good news story this year, the International Conference of National Trusts, was a different story though. Through Media One (a monitoring company), we were able to gauge the full media interest in the story which was astounding. The importance of the regional press is shown in the 79% of the coverage was in regional

papers, 8% each was in the dailies, and the Sunday papers and 4% in magazines. The Kildare Nationalist provided the most coverage, but 15 regional titles provided between 100 and 700 square cm each. The true value of this coverage is calculated by adding up how much it would cost to have equivalent advertising column centimetres. In the case of the ICNT, this comes out at **€27,528 over the week**. We also received considerable coverage on RTE TV and Radio which has huge value. In addition to monitoring the conference coverage, September also saw 98

other pieces recorded on subjects as diverse as green schools flag raising, talks given by local members, planning decisions and development campaigns. We are currently negotiating for media monitoring to be provided as a charitable donation from a large company and in their researches show that we have been received about 750 media hits this year so far. Effective use of the press release can easily get good coverage and the high level of coverage is due to our increased number well crafted press releases. If any local association wants to know how to improve their media coverage we can provide training, just contact Abby, membership@antaisce.org and she can organise a training day, either on a regional basis or if there are enough members interested on a group by group basis.

North South Interconnector

A discussion was held in Tailors' Hall on the 7th of October regarding the North-South electricity interconnector. There is considerable local objection to the pylons, but it appears to be based more on their impact on property and development site values than on environmental grounds. There are no SACs or SPAs encroached upon by the planned route, and the only sensitive area we identified is the crossing of the Blackwater river near Telltown (the site of the medieval Taillten Fair). Elizabeth Muldowney (An Taisce's energy officer) has raised the crossing issues with Eirgrid and they are willing to address them.

Many of the "no pylons" pres-

sure groups advocate an underground line rather than overhead. Aside from additional cost we have concerns that the ecological impact could actually be higher for an underground system. Given the current economic climate, it is possible that the cost of the underground option will preclude its adoption. However, this is not necessarily the case. The European Investment Bank provided €500M to fund the interconnector between the East and West. It may provide similar relevant funding for the North South IC sometime in the future when the planning permission process is complete. This could fund elements of the interconnector where there may be opportunities to underground some parts and if this option is used via the current road system in

certain areas it could well face less opposition from all sides of the divide.

In general, An Taisce strongly supports renewable energy and upgrades to the electricity grid and network to accommodate it.

Next Policy Discussion

This discussion was part of a series of open policy discussion meetings, the next will be on **Integrated Transport** and will be held at Tailors' Hall on 2nd December led by James Nix and James Leahy

Which is more efficient—buses or light rail?
How do we reduce car dependency?

Chocolate Box



Life is like a box of chocolates...

of chocolates" where various initiatives requiring development could be presented, and members could volunteer for those which personally resonated with them.

We have had several requests from members for opportunities to get more involved. At the same time, the Board of Management often comes up with promising initiatives, but with insufficient manpower to develop them. Richard Darby introduced the idea of a "box

As we come up with such initiatives, we'll present them as "chocolates" here in the newsletter. Local Associations that are in need of manpower for specific tasks/projects should feel free to forward them to me (jeff@rokeby.ie) for inclusion in the "box". Each chocolate will include contact details to allow interested members

to get involved.

Our box begins with a single flavour:

Events Organizers. To further engage our members, we'd like to organize more zero-cost social events. Ideas have included Dublin North's bring-your-own-booze-and-burger BBQs and Meath's picnics held at various heritage sites. If interested in organizing one (or more) such event, please contact Richard Darby darby.richard@gmail.com or Abby McSherry member-ship@antaisce.org

Brilliant Job opportunity for dynamic multitasking, experienced manager, who is passionate about the environment

10:10.ie

Recently a campaign was launched in the UK called 10:10 – the aims of which are to get people/schools/organisations to reduce their CO2 by 10% in 2010 – see www.1010uk.org.

A number of Irish Environmental Organisations are getting together to clone the concept and launch 1010.ie – which will happen at the end of next week! We have received

funding from the DoEHLG for the initial stages (2 months) of the project. We realise that we need a Campaign/Project Manager for this initial stage – the following appeared in last week's Irish Times & Examiner:

CAMPAIGN MANAGER
Dynamic multi tasking experienced manager with electronic communication skills and environmental commitment for

immediate initial two month contract to introduce and promote 10:10 climate awareness campaign in Ireland. We hope to introduce you to the successful candidate in the next issue.



Heritage of the World in Trust: conservation in a changing climate

An Taisce hosted this major conference on heritage and climate change that included more than 80 countries from all parts of the world with heritage delegates from 38 countries in attendance in the Dublin Castle Conference Centre.

The Dublin Declaration on Climate Change of the International National Trusts Organisation (INTO) was unanimously adopted. This is the first time that the world's national trusts made a combined statement on climate

change and marks the full weight of the worlds cultural and natural heritage NGO's being brought to bear on the world's leaders assembled at Copenhagen and all others to:

- reach global agreement on greenhouse gas reduction targets (limiting global average temperature rise to less than 2 degrees Celsius compared to pre-industrial levels) and the policy mechanisms and timescales for implementing these targets in order to stabilize the global climate (establishing a credible trajectory for reducing global emissions by at least 50% on 1990 levels by 2050)
- create policy frameworks, at international and national levels, that encourage investment in low-carbon technologies and promote energy efficiency; and

Continued overleaf

- ensure that any agreement or policy framework takes into account considerations of intergenerational and inter-regional equity.

- In addition, we call on world leaders to promote and undertake mitigation and adaptation measures that specifically take advantage of the contribution heritage can make in mitigating climate change and that alleviate the effects that climate change has on global heritage.

The national trusts of the world pledged themselves to “to work with governments and agencies worldwide to tackle climate change and thereby to protect the world’s natural and cultural heritage now and for future generations. Conscious of their role as custodians and repositories of heritage, INTO member organizations have also pledged to take action to address their own organization’s carbon

emissions and thereby to be exemplars of best practice in this regard.” This represents a major initiative by those responsible for cultural and natural heritage conservation & protection globally, to take a stand with the wider environmental movement in advocating for emissions reduction and in combating climate change.



If you weren't able to get to the conference...check out the podcast on

www.antaisce.org or

<http://www.mediaconcepts.ie/antaisce>

further information about the conference can also be found at www.internationaltrusts.org



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Preserving our built and natural heritage for future generations

Your views are important to An Taisce. Please don't hesitate to send us any feedback on content, format, etc. of this newsletter, and if there are any topics in particular that you'd like to see covered, we'll do our best to get them in.

Sincerely,

Jeff Young

Hon Secretary, jeff@rokeby.ie

and Abby McSherry, Local Associations Officer

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