

# Loop Head Tourism's Development Strategy

## Chapter: Remote Working

### Introduction

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*“Keira and Simon turn left out of their drive in Co Kildare to make their way to work in Dublin. It is 7am. In the back, their 2 young kids look out the car window, tired. As they near Dublin, they are already braced for the traffic getting heavier. They eventually make it to the kindergarten. It's beside their work where they drop off their children. A kindergarten that is close by just in case there's a problem during the work day. They go to work; tired. They finish by 17:30. They pick up the kids by 18hrs and are home by 20hrs.*

*Next morning it's Saturday. It's a quiet Saturday this time unlike most of the Saturdays when they try to catch up with the family work. They walk to the end of the drive and stop. They think about Monday for a brief second and shudder. Then they imagine... they imagine turning west instead of east. Towards 2600 km of Wild Atlantic Way - stretching as it does from one open space to another, from one village to another. They imagine a place where there's so much less stress than when they turn east. They have heard on radio that many villages have better and better broadband. And schools with pupil-teacher ratios that enable quality interaction; indeed, some that could really do with more pupils. They remember their own visits with long seaside walks. Beside homes. They imagine their own office in one of these homes, connected by 5G broadband with their clients and with their employers whenever needed. They think of the clarity of thought such an alternative would give them. They think of the quality of life and of the energy and happiness increase. They can only see a win for themselves and their family and a win for their clients and their employers. They ask themselves why they are driving East when they could be going west...”*

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This chapter examines the ins and outs of what that would mean on the Loop Head Peninsula County Clare, Ireland.

## Background

This foundation for a remote Working Strategy on Loop Head is built upon:

- **LHT’s Vision for the Loop Head Peninsula ‘A place you love to be in’,**
- **Clare County Council’s ‘Realising Clare’s Rural Potential - Our Life, Our Home’ Rural Development Strategy 2026, and**
- **Clare County Council’s 5-year Digital Strategy to 2023.**

It is synergetic with the overall development strategy for tourism on Loop Head and it supports rural development on the Loop Head Peninsula.

## Aim of this chapter

To robustly initiate the conversation required to establish Loop Head Peninsula as one of the top 3 go-to places for remote working in Ireland, therefore attracting more people to live and work in Clare. This chapter lays the basis for a remote working strategy including baseline, SWOT, recommendations for action and supporting policy measures. This will leverage the improved quality of life that the development of tourism products and services afford those who visit or live on the Loop Head Peninsula. It is to contribute to our joint goal of reversing the trends of population decline in the area, and will include measures to attract more people to live and work on the Loop (and so also in Clare) by being able to work from home on the fabulously beautiful and attractive Loop Head section of the Wild Atlantic Way. The recommendations are listed as actions so that collaboratively this can result in a pilot scheme trailed by Loop Head Tourism (LHT), the local development groups and Clare County Council (CCC) in partnership.

## Remote working Personas

The type of people we should be aiming at includes

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*the young family living in Co Kildare who commute east every day to Dublin at a very high cost to quality of life – described in the introduction.*

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*the young Googler interested in going back to a “clean” lifestyle,*

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*the highflyer at the other end of a flight into Shannon who could do with a bolt-hole, professionals originating from the area who would like to come home, etc.*

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## Situation analysis

1. How remote working is promoted around the world and in Ireland:
2. The current situation of remote workers on the Loop: what works and what needs improving  
Interview 1:  
Interview 2:  
Interview 3:  
Interview 4:  
Interview 5:  
Interview 6:  
Interview 7:
3. SWOT Analysis for the Loop as a destination for remote working.
4. A list of the important issues we need to address to help promote remote working on the Loop
5. A beginning of a marketing strategy to promote what is great about the local schools.
6. Stakeholder mapping (incl. current remote workers from the Loop, CCC, The Elliott Centre, service providers, broker organisations matching remote workers with employers, Rural Resettlement program, etc.)

## Recommendations

- Partner with Clare County Council and Grow-Remote to create a high-level remote working conference to examine concrete actions needed to enable remote working.
- Ensure all broadband providers advertise their guaranteed minimum internet access speed rather than speeds up to a speed they never can guarantee.
- Work collaboratively to create a pilot scheme trailed by both Loop Head Tourism and Clare County Council.
- Develop guidance at a CoCo level to address the issues raised by the people interviewed who are working remotely on Loop Head or who would consider working there.
- Develop the awareness campaign outlined that would catalyse the development of a stronger inflow of remote workers

Note – this is a draft to guide content. Please give all feedback to John on [john.aston@astoneco.com](mailto:john.aston@astoneco.com) , in person or via 085 2153765.