

Irish Peatland Conservation Council



IPCC Strategic Plan 2022-2024



Our Story Our Future

IPCC's Vision

Is to conserve a representative sample of Irish peatland habitat for people today and future generations to enjoy. This work involves protecting peatlands for nature and biodiversity, ensuring they are managed sustainably with widespread appreciation of their special qualities and with communities benefiting from their conservation.

Aim

To conserve and protect more peatlands in Ireland so that a representative sample is reached and that there is no net loss in peatland habitat (an area of 299,192ha of peatland of conservation importance listed in the Irish Peatland Conservation *Peatlands and Climate Change Action Plan 2030*).

Why is peatland conservation necessary?

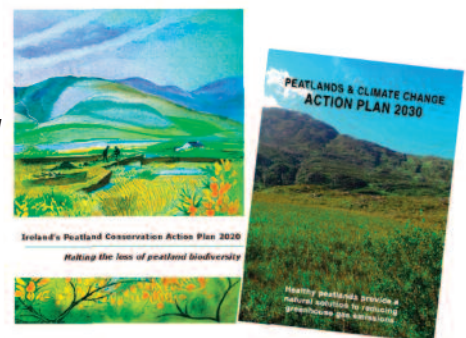
Although peatlands can be regarded as one of the harshest environments on the planet they are the superheroes of ecosystems: purifying water, sometimes mitigating flooding and providing a home for rare species and biodiversity. And they beat nearly every other ecosystem when it comes to carbon storage. Peatlands only cover about 3% of the world's land surface, but store at least twice as much carbon as all of Earth's standing forests. In addition, at least one-third of the world's organic soil carbon, which plays a vital role in mitigating climate change and stabilizing the carbon cycle, is in peatlands. In Ireland we have a high proportion of Europe's remaining peatlands and we therefore have a special international responsibility for their conservation. When Dutch peatland scientists came to Ireland in the 1980's and saw the extent and speed of degradation of our peatlands they bought three pristine peatlands and donated them as gifts to the Irish people with the message to conserve our peatlands while we still had examples that were in pristine condition as it was much more cost effective in the long-term, preventing the need for major investments for mitigating impacts of peatland degradation and repair.

Peatlands are under threat from a wide variety of human impacts. Historically, they've been seen as wastelands that can be conveniently converted into agriculture and forestry, since people don't usually live on them. Drainage of peatlands to exploit them for fuel and horticultural peat products or to plant them with forestry has altered the face of Irish peatlands and has practically driven some peatland types to the brink of extinction. Nevertheless the country still has a resource of conservation worthy peatlands in the region of 300,000ha which need protection, restoration and sustainable management.

How do IPCC deliver the vision?

IPCC has produced three very important documents which form the basis for realising the vision we have:

1. *Peatland Conservation Actions Plans*. As Ireland navigates a biodiversity and climate emergency both the *Irish Peatland Conservation Action Plan 2020 - Halting the Loss of Peatland Biodiversity* and *Peatlands and Climate Change Action Plan 2030* provide a strategy focusing on policy and planning issues affecting the delivery of the conservation of peatlands in Ireland. They contain actions that tackle the causes of peatland loss which need to be enacted not just by the IPCC but by Government, community, business and other NGO stakeholder groups.



2. *IPCC Business Plan 2022-2024* is an organisational strategy that provides direction and priorities for our work over a three year period. These works are necessary to prevent further loss of Irish peatland habitat and to ensure that the IPCC develops as a strong and committed environmental organisation, capable of achieving its aims. This document also includes performance indicators which tell IPCC how well we are doing in achieving our objectives and targets.



These are not the only guiding documents that we use: we have a variety of project plans, reserve management plans, communication plan, volunteer plan, governance plan and education plans that are vital in informing and guiding our day-to-day work.

Timeframe

This Strategic Plan charts the course of IPCC action over the period from 2022-2024.

Process

This Strategic Plan describes a programme of actions that will take the IPCC closer to achieving our vision. Our experience has shown that a web of effort advancing on different fronts gets results. The IPCC Peatland Conservation Action Plan 2020 and Peatlands and Climate Change Action Plan 2030 expands on the work that we have done and still need to do in the future.

For example taking the longer view of 40 years of the existence of the IPCC much has been achieved in the area of peatland site designation as Special Areas of Conservation and Natural Heritage Areas, the creation of educational resources, the development of a National Peatlands Strategy and site management and recreation. These achievements have helped to develop the IPCC as the leading NGO campaigning for peatland conservation in Ireland. Our save the bogs campaign is the longest running conservation campaign in Ireland originating in 1985.

Goals, Objectives and Audience

IPCC will deliver on our vision through key areas of activity targeted at specific audiences. These include: Conservation and enhancement; Promoting understanding, awareness and enjoyment and Building capacity and effectiveness for the IPCC. Each area of activity is described in detail in the following sections.

Conservation and Enhancement

Drawing on our experience of conserving and managing our own network of peatland sites in Ireland, the IPCC will work to conserve and enhance the natural beauty, wildlife and cultural heritage of peatlands nationally.

IPCC will be:

- Raising funds to purchase threatened peatlands as a demonstration of our commitment to conserving peatlands.
- Encouraging the wise use of peatland resources in ways that benefit peatland biodiversity, habitats, heritage, carbon storage and deposition and through an on-going programme of policy development and site planning monitoring.
- Working with partners and stakeholders to implement the National Peatlands Strategy.
- Working with the National Parks and Wildlife Service to identify and conserve important peatland sites through designation and management.
- Working with relevant government departments, site users and other stakeholders to ensure that Ireland's peatlands are sustainably managed so that their benefits can be enjoyed responsibly
- Providing advice, training and assistance to community-based peatland conservation initiatives.



Promoting Understanding, Awareness and Enjoyment

The IPCC will use its Nature Centre at the Bog of Allen and our education services to promote understanding of the unique and valuable contribution made by peatlands to nature and wildlife in Ireland.

IPCC will be:

- Using the full range of communication methods to reach the widest audience.
- Establishing a relationship with schools, communities and visitors to instill an appreciation of the special qualities of peatland habitats, wildlife and culture.
- Connecting with turf cutters, decision makers, recreational and other site users to explain the role of peatland ecosystem services in our daily lives.
- Explaining why the conservation and enhancement of peatlands is important for the sake of future generations.
- Promoting opportunities for the public to enjoy a wide range of sustainable activities around peatlands including those which promote relaxation and spiritual renewal.



Building Capacity and the Effectiveness of the IPCC

For IPCC to play the most effective role possible in the delivery of peatland conservation in Ireland we need to develop and evolve, building on our past experience and improving our competency in fundraising.

IPCC will:

- Improve the skills and competencies of our staff to meet new conservation, development and operational challenges.
- Build the Bog of Allen Nature Centre as an international base for peatland conservation, education and research.
- Enhance opportunities for volunteers to help deliver our goals and objectives.
- Build better recognition of our brand to ensure supporters, the public, peatland site users, the media and decision makers are aware of what we do and what we stand for.
- Seek to increase our resources by attracting new income in new ways and from new sources thereby giving us a better ability to fund our own work for peatlands.
- Be better partners and engage with a wider range of partners to deliver peatland conservation.



Expected Outcomes

The outcomes from our work will be as follows:

- More endangered peatlands surveyed, designated and protected;
- More effective and sustainable management and use of Ireland's peatlands;
- Greater availability and uptake of peat free energy and gardening products;
- School of peatland ecology and management skills established;
- Sustainable funding sources for peatland actions;
- Wider understanding and support for the protection of Irish peatlands;
- Greater recognition of peatlands as a valuable local, national and international asset;
- Strengthened operational role of the IPCC and improved brand recognition.

Added Value

The conservation of Irish peatlands has added value in ensuring that the range of sustainable and recreational values that benefit human health and support tourism and sustainable development.

About IPCC

The Irish Peatland Conservation Council (IPCC) is best known for the Save the Bogs Campaign in Ireland. IPCC is an independent conservation organisation: taking action for bogs and wildlife is what we do and we have had some major success stories over the past 40 years. Founded in 1982 the IPCC has run hundreds of projects involving thousands of people to conserve peatland heritage all over Ireland. For example:

- Peatlands are bought and conserved;
- Peatland wildlife and biodiversity is protected;
- Teachers are trained and schools are visited and shown the bogs;
- Awareness is raised of the goods and services peatlands provide;
- Developments are monitored on 1000 sites of conservation value;
- Plans are developed for the conservation of peatlands;
- International co-operation is sought for peatland conservation and advocacy.

In Ireland we work with government, business and communities so that people and peatlands can live in harmony. IPCC's mission is to conserve a representative sample of the peatlands of Ireland for people to enjoy now and in the future.

We own and manage a network of six peatlands for conservation and we run the Bog of Allen Nature Centre in Co. Kildare which is open to visitors and school groups. Further information about IPCC's actions to conserve bogs can be found in Ireland's Peatland Conservation Action Plan 2020 – halting the loss of peatland biodiversity and Peatlands and Climate Change Action Plan 2030. IPCC is a not-for-profit organisation with nearly 60% of our annual income donated by our dedicated supporters. We have a long-term relationship with the Heritage Council, the Dutch Foundation for Conservation of Irish Bogs, Sustainable Energy Authority of Ireland, the Irish Peatland Society and the Irish Environmental Network. See www.ipcc.ie for further information about IPCC and its Governance structure in Appendices 1-4.

Team IPCC

IPCC's successes is mainly due to the staff we employ to develop and run the projects that deliver our vision. Our staff have a wealth of experience and expertise among them on all aspects of peatland conservation, education, research and fundraising. Our team consists of four full time staff in the areas of Conservation, Education, Management, Campaigning and Fundraising (see Appendix 1). The work of the staff is monitored by a Committee of Management, the eight members of which are Directors of the Company.



IPCC Business Plan 2022-2024

Action for Bogs and Wildlife



IPCC Business Plan 2022-2024

This IPCC Business Plan aims to present IPCC’s detailed plans for delivering our vision, mission and goals. The Business Plan charts the route IPCC must take over a three year period in a number of key areas of activity to achieve our vision. These are:

- * Site protection and purchase;
- * Campaigning to influence decision makers;
- * Attracting subscribers and supporters;
- * Environmental education and training for the future;
- * Communicating with the public and raising their awareness;
- * Media communications and publicity;
- * Fundraising.

Targets

From the list of key areas of activity above, IPCC has developed 161 targets, which constitute our road map to advancing our vision and to achieving our mission and goals. The targets are written using the SMART progress and these have been incorporated into the work plans of the staff and volunteers. The SMART target process will make the evaluation of the achievements of this plan on an annual basis possible. Please see details in Appendix 5. The number of targets set in each product group are summarized in the table below.

Target in the IPCC Business Plan 2022-2024	Number of SMART Targets
1 Peatland Sites	50
2 Campaigning	8
3 Subscribers and Supporters	11
4 Environmental Education and Training	13
5 Public Awareness	21
6 Media, Communications and Publicity	12
7 Fundraising	30
8 Operations	6
9 Human Resources	10
Total	161

Financial Projections

The cost of the plan has been estimated at €659,800 for the three-year period and a full breakdown of this figure is provided in Appendix 6. A synopsis of the income and expenditure for each of the three years of the Business Plan is given in the table below.

	2022 €	2023 €	2024 €	Total (3 years) €
Income	218,100	218,600	223,100	659,800
Expenditure	212,750	213,300	218,900	644,950
Surplus (Deficit)	5,350	5,300	4,200	14,850

IPCC’s Committee of Management and staff developed this plan to provide direction for the work of and to assist with the governance of the charity.

Annual Overview of IPCC's Work 2022

The Business Plan of the IPCC will be moved forward on a number of fronts in 2022. In relation to our network of six peatland reserves we will be engaging in a variety of monitoring actions to ensure that the management works undertaken are delivering on protecting the biodiversity and peat-forming functions for the peatlands. Citizen scientists will be engaged in a variety of monitoring works and trained in new techniques including Curlew, pollinator and butterfly monitoring, habitat enhancement and restoration. IPCC will continue to upgrade visitor facilities at the Bog of Allen Nature Centre with the completion of an outdoor learning zone and visitor decking, new peat free growing raised beds for vegetables and maintenance of existing features.

In 2022 IPCC will be placing a strong emphasis on the promotion of the 7th peatland conservation action plan, *Peatlands and Climate Change 2030*. This plan, run in parallel with the UN Decade on Ecosystem Restoration, will be actively raising the profile of peatlands as carbon stores reviewing existing policies and the status of peatland sites in terms of greenhouse gas emissions. The series of actions identified within the plan will guide advocacy works in 2022 and over the next 10 years.

In 2021 IPCC extended its land bank with the purchase of Ketts Lough, Co. Clare. 2022 will focus on discovery and sharing the value of Ketts Lough with all through development of a new webpage on www.ipcc.ie, an information leaflet, short promotional video and building relationships with local wildlife groups, individuals and community members.

Through our representation on the Irish RAMSAR Committee, Peatlands Council, Irish Peatland Society and work on the development of a new education programme for the Wild Atlantic Nature LIFE project IPCC will develop capacity in new techniques particularly in relation to blanket bog and endangered species conservation.

On the educational front, IPCC will continue to promote knowledge and understanding of peatlands and their wise use through our participation in the Heritage in Schools Programme, the SEAI energy programme and the provision of bog field studies at the Bog of Allen Nature Centre. In the public interest we will communicate via social media and through our Féile an Dúlra festival to ensure that we engage as many people as possible with the Save the Bogs Campaign and win their support. Across IPCC's reserves network we will promote a series of public events as part of Heritage Week and Biodiversity Week. Following adaptations made during the Covid-19 pandemic we will continue to offer a blended educational programme with virtual talks and resource development.

Fundraising is a critical part of the successful implementation of this plan. In 2022 we will be implementing strategies to improve our success rate in attracting new funding sources and maintaining existing ones. We will be offering the public a wide range of opportunities for them to engage with us as part of combating the biodiversity and climate emergency.

Appendix 1. Irish Peatland Conservation Council

Mission Statement

To ensure the conservation of a representative sample of Ireland's peatlands for people to enjoy today and in the future.

Governance Team

IPCC is a non governmental organisation that was set up in 1982. We became registered as a charity and company limited by guarantee in 1986. We are registered with the Charities Regulatory Authority and meet the requirements of the Charities Regulator Governance Code. The organisation is supported by 4,500 subscribers. With 40 years experience of the Save the Bogs Campaign the organisation has amassed significant assets, skills and expertise that help us to deliver the organisation's vision, mission and goals. The sections that follow outline the governance structure of the IPCC, our staff and volunteers and some of our success projects to date.

a) Council Membership

The members of the Irish Peatland Conservation Council include ordinary and honorary members (see Appendix 2).

Ordinary members are selected by the Committee of Management from IPCC's supporters and volunteers. The Committee of Management of the IPCC is elected from the membership of the Council.

The IPCC's Honorary Members are highly respected individuals nationally and internationally with an environmental interest. They possess a wealth of experience on which the IPCC can draw. Honorary Members are appointed for a three year term of office which is renewable.

All IPCC Council Members are invited to attend and vote at the AGM.

b) Committee of Management

The affairs of the IPCC are managed by a Committee of Management which consists of Directors elected from the Council (see Appendix 3).

The Committee of Management's Directors number up to ten. They meet regularly each year to review progress, implement governance measures, control finances and formulate IPCC policy. The implementation of IPCC policy on a daily basis is undertaken by full-time IPCC staff members and is co-ordinated by the Chief Executive.

The Committee of Management meets formally with Council members once a year at the Annual General Meeting at which the year's achievements are reviewed, audited accounts are presented and general matters of policy are discussed.

Professional Staff

At present the IPCC employs 4 full-time staff members including a Chief Executive, Education and Conservation, Campaign and a Conservation Policy & Fundraising Officer (see Appendix 3).

The Chief Executive Officers role is to ensure the effective and co-ordinated functioning of the IPCC by management of staff and volunteers and control of company finances. In addition the Chief Executive is responsible for campaigns, site management, lobbying and fundraising and the running of the Bog of Allen Nature Centre.

The Education & Conservation Officer is responsible for co-ordination of IPCC's education programmes and services provided at the Bog of Allen Nature Centre, for delivering outreach education programmes, co-ordinating volunteers, publications and public awareness campaigns and fundraising. The position co-ordinates the annual schedule of peatland site management works on IPCC's network of six peatland reserves.

The Campaign Officer is responsible for the management of IPCC's peatland reserves in Kerry, Kildare, Meath, Clare and Waterford and managing IPCC's Frog records received through IPCC's citizen science 'Hop To It Frog Survey'. In addition they meet and greet visitors to the Bog of Allen Nature Centre, assist with fundraising and support in the delivery of the education programmes at the Bog of Allen Nature Centre.

The Conservation & Fundraising Officer is responsible for handling enquiries relating to the conservation of peatlands and planning proposals, maintaining the IPCC site database, promoting IPCC's Irish Peatland Conservation Action Plan 2020 and 2030, liaising with other NGO's on joint campaign initiatives, responding to policy documents, representing IPCC on the Environmental Pillar of Social Partnership and implementing and recording the results of IPCC's annual subscriber fundraising cycle.

Volunteers

In addition to staff the work of IPCC is supported by a variable number of volunteers who engage in the following activities: site surveys and monitoring, site restoration and management, maintenance of grounds and buildings at the Bog of Allen Nature Centre, gardening, committee work, fundraising and community events.

The volunteer contribution to the work of the IPCC is equivalent to six full time staff members.

Supporter Base

IPCC is heavily reliant on its loyal supporter base. There are 4,500 supporters/subscribers of the organisation who pay an annual subscription fee and/or support IPCC's appeals and campaigns regularly.

IPCC Success Stories

1. Nine peatland sites purchased and six actively managed
2. Bog of Allen Nature Centre in Co. Kildare purchased in 2003 and opened to the public since 2004
3. Seven Plans on Peatland Conservation published including *Ireland's Peatland and Climate Change Action Plan* (published in 2021)
4. 30 School groups hosted at the Bog of Allen Nature Centre annually since 2004
5. 2,000 visitors to the Bog of Allen Nature Centre annually since 2004
6. Longest running advocacy campaign in Ireland – the Save the Bogs Campaign
7. 250,000ha of peatland conserved through campaigning Government
8. Restoration work carried out on 9 peatlands
9. Continuous monitoring of 1000 peatlands of conservation importance including Natural Heritage Areas & Special Areas of Conservation
10. 50 general and technical publications
11. 20 educational resources published
12. Peatland News Magazine published twice each year since 1986
13. One teacher training course provided annually, with 2,000 teachers trained between 1991 and 2017
14. One case to the European Court

15. Winner of numerous awards for research, campaign work, educational and public awareness initiatives
16. Response to 10 planning submissions annually
17. Response to 10 policy documents annually
18. Evening course on bogs for adults between 1997-2013
19. Extensive web site at www.ipcc.ie since 1997 and Social Media Presence (Facebook, Instagram, Twitter and You Tube) since 2010
20. Annual schools competitions between 1991 and 2006
21. Nature gift shop open since 1990
22. Permanent peatland exhibition on display since 1990
23. 30 composting courses delivered annually between 2004-2018

See full list of IPCC's Successes and Achievements in Appendix 4.

SWOT Analysis of IPCC Now

	Helpful	Harmful
Internal Origin	<p>Strengths</p> <p>Staff with a recognised profile and technical expertise in education, conservation, site management and policy</p> <p>40 years experience as an independent advocator for peatland conservation and strong funding base</p>	<p>Weaknesses</p> <p>Our cause and brand are weak in the eyes of the public</p> <p>Weak fundraising and economic performance</p>
External Origin	<p>Opportunities</p> <p>IPCC are a fantastic organisation and we are doing positive and innovative work for peatland conservation</p> <p>Many success stories of people-centred peatland conservation from around the country</p> <p>There is a need for the services and information that IPCC provide</p> <p>Financial support available from members of the public and grant awarding bodies</p>	<p>Threats</p> <p>Access to technical equipment</p> <p>Poor contacts with business and other target groups</p> <p>Availability of funding</p> <p>State owned peatland development company, other NGOs, commercial organisations and state sponsored education centres promoting peatland conservation message</p> <p>Lack of interest and poor attitude to peatland conservation at local level</p>

Appendix 2. IPCC Company Particulars

SECRETARY:	Dr. Catherine Fitzgerald
REGISTERED OFFICE:	Lullymore, Rathangan, Co Kildare, R51 V293
AUDITOR:	Kildare Audit & Accountancy Services 9 Eyre Street, Newbridge Co. Kildare
SOLICITOR:	O'Shaughnessy Bairéad Solicitors 1 Father McWey Street Edenderry Co Offaly
BANKERS:	
	Bank of Ireland, Baggot Street Branch, Dublin 2
	Bank of Ireland, PO Box 2124, Belfast BT1 9RS
	Permanent TSB, 300 Lower Rathmines Road, Rathmines, Dublin 6
	An Post, State Savings, GPO, Dublin 1, DO1 F5P2
COMPANY REGISTRATION NUMBER:	116156
REGISTERED CHARITY NUMBER:	CHY 6829
TAX REFERENCE NUMBER:	4810172H
TAX CLEARANCE ACCESS NUMBER:	619337
CHARITIES REGISTRATION AUTHORITY REFERENCE NUMBER:	20013547

IPCC confirm that our organisation complies with the Charities Regulator Charities Governance Code.

Appendix 2. The IPCC and the Committee of Management

The affairs of the Irish Peatland Conservation Council (IPCC) is overseen by a Committee of Management which consists of Executive Members. Committee Members are also Directors.

Mr. Martin Kelly,	Committee Member
Dr. Catherine Fitzgerald,	Company Secretary
Miss Miriam Mooney	Committee Member
Miss Kate Macnamara	Committee Member
Dr. Tiernan Murray	Committee Member
Mr. John Pierce	Committee Member
Mr. Eugene Dunbar	Committee Member
Mr. John Lynch	Committee Member

Council Members

Ordinary Members

Miss Gillian M. Boyle M.Agr.Sc.
Stephen Bray B.Sc., M.Sc.
Dr Patrick Crushell B.Sc.; Ph. D.
Dr Joanne Denyer Ph. D.
Dr Rosaleen Dwyer B.Sc.; Ph. D.
Dr Peter Foss B. Sc.; Ph. D.
Miss Gabrielle Farren M. A.
Miss Josephine Herlihy
Dr Fiona MacGowan B. Sc.; Ph. D.
Dr Ruth Mc Grath B. Sc., Ph. D.
Dr Miles Newman M. Sc. Ph. D.
Dr Jennifer Roche B.Sc. Ph. D.
Dr. Rachel Kavanagh Ph. D.

Honorary Members

Mr. Don Conroy	Artist, Writer and R.T.E. Presenter
HRH Princess Irene of the Netherlands	Environmentalist and Educator
Miss Éanna Ní Lamhna	Environmentalist, writer, lecturer and radio presenter
Drs. Matthijs Schouten, D.Sc.	University Professor, Writer, Conservationist and Chairman of the Dutch Foundation for the Conservation of Irish Bogs
His Excellency Drs Adraain Palm	Netherlands Ambassador to Ireland

Appendix 3. IPCC Staff

Miss Paula Farrell B. Sc.	Education & Conservation Officer
Miss Nuala Madigan B. Agr. Sc. M. Ed.	Chief Executive
Mr Tristram Whyte B. Sc.	Conservation Policy and Fundraising Officer
Miss Brigita Gindvilyte B. Sc.	Campaign Officer

Appendix 4. IPCC Achievements and Success Stories

IPCC HEADQUARTERS PURCHASED

- Bog of Allen Nature Centre (2003)

PEATLAND SITES PURCHASED & PROTECTED

*Please note sites marked with an * were purchased on behalf of the Dutch Foundation for Conservation of Irish Bogs and were donated to the Irish Government as a gift. They are National Nature Reserves and are managed by the National Parks and Wildlife Service*

- Ketts Lough, Co. Clare (2021-on-going)
- Coad Bog, Co. Kerry (2015 – on-going)
- Girley Bog, Co. Meath (2013 – on-going)
- Fenor Bog, Co. Waterford (1999 – on-going)
- Lullymore West, Co. Kildare (2005 – on-going)
- Lodge Bog, Co. Kildare (2005 – on-going)
- Cloghernagun Bog, Co Galway (1996)*
- Bealacooan Bog, Co Galway (1991 – 1996)*
- Scragh Bog, Co Westmeath (1985 – 1992)*
- Cummeragh River Bog, Co Kerry (1992 – 1993)*
- Ardkill Bog, Co Kildare (1989 – on-going)
- Sheheree Bog, Co Kerry (1989 – on-going)

CAMPAIGNS AND ENVIRONMENTAL EDUCATION

- Peatlands and Climate Change Action Plan 2030 (2021-on-going)
- Moss Peat (2018-on-going)
- Raised Bogs, Blanket Bogs and Fens (2014-on-going)
- National Peatland Strategy (2014-2016)
- Peatland Passport for Ireland (2013)
- Peatlands Under Threat Campaign (2006)
- Lodge Bog visitor facilities (2005-on-going)
- Bog of Allen Nature Centre (1993-on-going)
- Special Areas of Conservation Campaign (1999 on-going)
- Natural Heritage Areas Campaign (1999-on-going)
- Ireland's Peatland Conservation Action Plan 2020 (2001–on-going)
- Wild Boglands & Peat-free Gardening Exhibition (2001)
- Raised Bog Conservation, Utilisation and (After-use Symposium (2000–2001)
- Irish Fen Inventory (2000)
- Peatland Biodiversity Campaign (2000-2001)
- Peatlands Around the World Web site (1998 on-going)
- Hop to it Irish Frog Survey (1998–on-going)
- The End is in Sight Raised Bog Campaign (1997)
- Save the Bogs Campaign (1985-on-going)
- International Mire Conservation Group Symposium Meeting in Ireland (1989-1990)
- Peat-free Gardening Campaign (1990-on-going)
- Ardkill Bog Visitor Facilities, Co Kildare (1989-1992)
- Schools Art Competitions (1988 &1991); Photographic Competition (1990)

PUBLICATIONS

- Peatlands Habitats Assessment Guide (2020)
- Hop to It Frog Book (2019)
- My Raised Bog (2019)
- Bogland Wildlife Quirky Facts (2019)
- Bonding with Butterflies (2019)
- Your Community Your Environment – Guide to Protecting and Enhancing your Local Environment (2018, 2019)
- Discovering the Wild Bogs of Ireland Post Primary Bog Field Study Worksheets (2017)
- A Guide to Irish Fen Habitats (2016)
- A Guide to Irish Bog Habitats (2016)
- Coad Bog, Kery Map and Guide (2016)
- Girley Bog Conservation Action Plan 2016-2025 (2015)
- Girley Bog Map and Guide (2014)
- Lullymore Biodiversity Trail Map and Guide (2013)
- Lodge Bog Management Plan 2011-2016 (2011)
- Nature Box Irish Habitats and Wildlife (2010)
- Guide to Composting, Wildlife Gardening and Sustainable Living (2010)
- Lodge Bog Map and Guide (2010)
- Lullymore West Bog Map and Guide (2010, 2019)
- Lullymore Island Map and Guide (2010)
- Bog of Allen Nature Centre Map and Guide (2010)
- Fenor Bog NNR Conservation Action Plan 2009 (2009)
- Ireland's Peatland Conservation Action Plan 2020 (2009)
- Lullymore West Bog Management Plan (2006)
- Habitat and Heritage Survey of the Bog of Allen (2005)
- Lodge Bog, Co. Kildare Conservation Management Plan (2005)
- Lullymore Island, Co. Kildare – A Heritage Survey (2005)
- Bog of Allen, Kildare and Offaly Map and Guide (2005)
- Progress on the Designation of SAC's in Ireland (2002)
- Birds and Wildlife in your Garden (2002)
- Celebrating Boglelands (2002)
- Hop to It Frog Book (2002)
- IPCC Peat-free Garden Campaign Report (2002)
- SAC's in Ireland – NGO Review 2002 (2002)
- Bogs & Fens of Ireland – Conservation Plan 2005 (2001)
- The Wild Boglelands – Adult Education Course Notes (2001)
- Irish Fen Inventory Report (2000)
- Protecting Nature in Ireland – Irish Shadow SAC Project (2000)
- Cutover & Cutaway Bogs Education Pack (2000)
- Fenor Bog, Waterford Map and Guide (1999 and 2017)
- Irish Cutover & Cutaway Bogs Survey Report (1999)
- *Crex crex* Corncrake Resource Pack (1999)
- Wild Woods of Ireland Field Studies Guide (1999)
- A Day on the Bog Field Studies Guide (1998)
- IPCC Guide to Community Composting (1997)
- Towards a Conservation Strategy for the Bogs of Ireland (1998)

- Hop to It! – Irish Frog Survey Report (1997)
- The IPCC Peatland Conservation & Management Handbook (1998)
- The Save the Bogs Story (1997)
- Irish Peatland Conservation Plan 2000 (1996)
- Save the Bogs Campaign Video (1996)
- Wake up to Bogs Training Video (1996)
- Wake up to Bogs Training Handbook (1995)
- Peatlands and the Primary School Curriculum (1994)
- Focus on Birds – For Peat’s Sake (1993)
- The Living Bog: Teacher’s Handbook with Colour Slides (1993)
- IPCC Policy Statement & Action Plan 1992-1997 (1992)
- Peatland Education Pack (6 subject modules 1992)
- Bogland Wildlife Wallchart (1992)
- Bogs in the Classroom (1991)
- Irish Peatlands, the Critical Decade (1991)
- Discovering the Wild Boglands Video (1990)
- Ardkill Bog Co. Kildare A Young Visitor’s Guide (1990)
- Guides to Peatland Nature Reserves (1989-90)
- Teaching Focus on Bogs Information Leaflet (1989)
- Rua the Red Grouse (1987)
- The IPCC Guide to Irish Peatlands (1987)
- Peatland News magazine (1986-on-going)

Notice Nature (formerly ENFO) JOINT PUBLICATIONS

- Irish Fens (2001)
- Woodland Habitats of Ireland (2001)
- The Common Frog (1999)
- Irish Raised Bogs (1986; 2000)
- Irish Peatlands (1997)
- Butterflies and Moths in your Garden
- Irish Blanket Bogs
- Irish Heathlands
- Carnivorous Plants

GROWING WISER WILDLIFE GARDENING SERIES

- Gardening Without Peat
- Making a Bog Garden
- The World of the Water Garden
- Gardening for Wildlife
- How to make leaf mould and garden compost
- How to make a worm bin

You Tube VIDEOS

- Fen Plants - How many do you know? (2022)
- Raised Bog Plants - How many do you know? (2022)
- Blanket Bog Plants - How many do you know? (2022)
- Lunchtime with IPCC. A series of nine peatland talks (2021)
- Pollinator Enhancement Study – Managing Pollinators in your Community Garden (2021)
- Introduction to Nature’s Water Filters (2019)
- DIY Composting Saves Irish Bogs (2018)
- Introducing Freshwater Invertebrates to Indicate Water Quality (2018)
- Action for Ireland’s Breeding Curlew (2018)
- GO Raised Bog Habitats (2018)
- GO Fen Habitats (2017)
- IPCC – Protecting Ireland’s Peatlands (2016)
- Coad Bog Visitor Guide (2016)
- How to Make A St Bridget’s Cross (2015)
- Bog of Allen Rise of Heritage (2014)
- Girley Bog Meitheal (2014)
- Dutch Irish Saving Bogs (2014)
- Pond Dipping with Niall Murray (2014)
- Lullymore Biodiversity Trail (2013)
- Flytraps Carnivorous Plants (2013)
- Bargarveen Nature Reserve, the Netherlands (2012)
- Bog of Allen Nature Centre, Co. Kildare Visitor Attraction (2012)
- IPCC Saving Irish Bogs (2011)
- Lodge Bog (2011)
- Turf Cutting Dispelling the Myths (2010)
- Hop to It Frog Survey (2010)
- *Sphagnum* movie (2010)
- Marsh Fritillary Butterfly (2010)

Appendix 5. Detailed Targets of the IPCC Strategic Business Plan 2022-2024

IPCC Strategic Business Plan 2022-2024			
Targets	2022	2023	2024
1 Peatland Sites	2022	2023	2024
Database - Sites	Add information on 25 sites from Wetland Surveys Ireland to the sites database	Add information on 25 sites from Wetland Surveys Ireland to the sites database	Add information on 25 sites from Wetland Surveys Ireland to the sites database
Planning applications	Make a written response to 10 peatland-site related planning applications	Make a written response to 10 peatland-site related planning applications	Make a written response to 10 peatland-site related planning applications
Site planning meetings	Attend 2 meetings in relation to peatland planning developments. Keep minutes and use to make submissions	Attend 2 meetings in relation to peatland planning developments. Keep minutes and use to make submissions	Attend 2 meetings in relation to peatland planning developments. Keep minutes and use to make submissions
Site Enquiries from the public	Log all calls and emails relating to peatland sites including oral and/or written responses made	Log all calls and emails relating to peatland sites including oral and/or written responses made	Log all calls and emails relating to peatland sites including oral and/or written responses made
Site Acquisition	Investigate 1 site acquisition and bring report for decision to Committee of Management	Investigate 1 site acquisition and bring report for decision to Committee of Management	Investigate 1 site acquisition and bring report for decision to Committee of Management
Raised and blanket bog SACs	Record ongoing restoration works on 12 Raised Bogs Life and those in the WAN LIFE project	Record ongoing restoration works on blanket bogs in the WAN LIFE project	Record ongoing restoration works on blanket bogs in the WAN LIFE project
NHA designations	Input legal designations information on the 61 raised bog NHA's from Statutory Instruments published by the Government to IPCC's sites database	Input legal designations information on the 61 raised bog NHA's from Statutory Instruments published by the Government to IPCC's sites database	Input legal designations information on the 61 raised bog NHA's from Statutory Instruments published by the Government to IPCC's sites database
Frog Distribution Data	Promote the collection of frog breeding information by members of the public through a press release and survey forms provided to the IPCC web site and social media sites. Input 150 new records to the frogs database.	Promote the collection of frog breeding information by members of the public through a press release and survey forms provided to the IPCC web site and social media sites. Input 150 new records to the frogs database.	Promote the collection of frog breeding information by members of the public through a press release and survey forms provided to the IPCC web site and social media sites. Input 150 new records to the frogs database.
Illegal Dumping on IPCC peatland properties	Monitor six IPCC sites in Kildare, Meath, Clare and Kerry for illegal dumping. Report incidents to litter warden and organise clean ups	Monitor six IPCC sites in Kildare, Meath, Clare and Kerry for illegal dumping. Report incidents to litter warden and organise clean ups	Monitor six IPCC sites in Kildare, Meath, Clare and Kerry for illegal dumping. Report incidents to litter warden and organise clean ups
Girley Bog Meitheal	Request to bring Girley Bog Meitheal Group back together following the Covid-19 pandemic.	Attend 3 management meetings of the Girley Bog Meitheal Group and work with them on a communications programme for the Conservation Action Plan for the site	Attend 3 management meetings of the Girley Bog Meitheal Group and work with them on a communications programme for the Conservation Action Plan for the site

Girley Bog Hydrology	Re-instate water level monitoring across the high and cutover bog following enhanced restoration completed in 2021.	Record water levels on a quarterly basis. Include hydrographs in an end of year management report.	Record water levels on a quarterly basis. Include hydrographs in an end of year management report.
Girley Research	Collate & Document in site diary	Collate & Document in site diary	Collate & Document in site diary
Girley Drain Blocking	Assess the presence of the 34 dams in drains following enhanced rehabilitation on the reserve in 2021.	Visually check remaining dams in drains once in summer and repair any faults with sheets of plastic lumbar. Report actions in an end of year management report.	Visually check remaining dams in drains once in summer and repair any faults with sheets of plastic lumbar. Report actions in an end of year management report.
Girley <i>Sphagnum</i> Trials	Assess the presence of <i>Sphagnum</i> moss trail areas following enhanced rehabilitation in 2021. Report actions in an end of year management report.	Identify areas that could benefit from <i>Sphagnum</i> moss transfer method on the cutover area of the bog. Monitor <i>Sphagnum</i> moss trials remaining, photograph and report in the end of year management report.	Undertake <i>Sphagnum</i> moss transfer on areas that would benefit. Monitor <i>Sphagnum</i> moss trials remaining, photograph and report in the end of year management report.
Girley Visitor Information	Circulate 250 annually via the National Parks and Wildlife Service, Causey Farm, Kells Tourism and the Bog of Allen Nature Centre	Circulate 250 annually via the National Parks and Wildlife Service, Causey Farm, Kells Tourism and the Bog of Allen Nature Centre	Circulate 250 annually via the National Parks and Wildlife Service, Causey Farm, Kells Tourism and the Bog of Allen Nature Centre
Girley Bog Ecotopes survey		In liaison with Girley Bog Meitheal or the local community organise a consultant to Resurvey the ecotopes distribution and extent on the bog	
Girley Bog Birds and Large Heath Survey	Record birds quarterly and large heath butterflies on one summer visit along the boundary of IPCC's property and report results in the end of year report	Record birds quarterly and large heath butterflies on one summer visit along the boundary of IPCC's property and report results in the end of year report	Record birds quarterly and large heath butterflies on one summer visit along the boundary of IPCC's property and report results in the end of year report
Fenor Bog, Waterford	Organise public awareness event for 20 year anniversary and attend one meeting with Rita Byrne to discuss issues relating to the site. Report in a site diary	attend one meeting with Rita Byrne to discuss issues relating to the site. Report in a site diary	attend one meeting with Rita Byrne to discuss issues relating to the site. Report in a site diary
Fenor Bog Hydrology	Assess the condition of the previously monitored water monitoring piezometers and work with the community to re establish a quarterly hydrological monitoring programme.	Train local volunteers to monitor and record water levels at the reserve. Input data and annually plot hydrograph and report in the annual management report.	Obtain records of quarterly hydrological monitoring of piezometers by local volunteer each year, input into spreadsheet and plot hydrographs. Report in the annual management report.

Fenor Management Plan Development	Engage with community members to begin discussion on the updating of the Fenor Bog Management Plan.	Undertake a community consultation prior to the development of a conservation action plan. Prepare draft of the conservation action plan	Send Conservation plan to public consultation and publish final version
Fenor Bog Visitor Information	Continue to use the current visitor guide.	Based on the developments from the conservation plan update existing visitor guide and map and publish on the IPCC website	Update existing visitor guide and map and publish on the IPCC website
Lodge Bog Management Plan		Develop and carry out public consultation and publish	
Lodge Bog Hydrology	Quarterly monitoring of 118 piezometers, input data and plot hydrographs in end of year report	Quarterly monitoring of 118 piezometers, input data and plot hydrographs in end of year report	Quarterly monitoring of 118 piezometers, input data and plot hydrographs in end of year report
Lodge Bog Drain dams	Visually check 200 dams in drains once in summer and repair any faults with sheets of plastic lumbar. Report actions in an end of year management report.	Visually check 200 dams in drains once in summer and repair any faults with sheets of plastic lumbar. Report actions in an end of year management report.	Visually check 200 dams in drains once in summer and repair any faults with sheets of plastic lumbar. Report actions in an end of year management report.
Lodge Bog Curlew	Enact the predator control programme and record activity of Curlew on site daily from April to June to include habitat utilisation, population size and breeding success. Report to BirdWatch Ireland.	Enact the predator control programme and record activity of Curlew on site daily from April to June to include habitat utilisation, population size and breeding success. Report to BirdWatch Ireland.	Enact the predator control programme and record activity of Curlew on site daily from April to June to include habitat utilisation, population size and breeding success. Report to BirdWatch Ireland.
Lodge Bog Butterflies (*Large Heath)	Monitor occurrence of butterfly along two transects on Lodge north and Lodge South. Report data to the National Biodiversity Data Centre	Monitor occurrence of butterfly along two transects on Lodge north and Lodge South. Report data to the National Biodiversity Data Centre	Monitor occurrence of butterfly along two transects on Lodge north and Lodge South. Report data to the National Biodiversity Data Centre
Lodge Bog Fencing, Seat, Board Walks & Gate	Quarterly health and safety check.	Quarterly health and safety check.	Quarterly health and safety check.
Lodge Bog Sphagnum moss regeneration	Photograph 17 revegetated plots with Sphagnum moss in September as a way of monitoring progress in this restoration technique. Report actions in end of year report.	Photograph 17 revegetated plots with Sphagnum moss in September as a way of monitoring progress in this restoration technique. Report actions in end of year report.	Photograph 17 revegetated plots with Sphagnum moss in September as a way of monitoring progress in this restoration technique. Report actions in end of year report.
Lodge Bog Information	Distribute 500 to visitors to the Bog of Allen Nature Centre and local tourist offices. Update guide on the web site with any new research findings	Reprint 2000 copies and distribute 500 to visitors to the Bog of Allen Nature Centre and local tourist offices. Update guide on the web site with any new research findings	Distribute 500 to visitors to the Bog of Allen Nature Centre and local tourist offices. Update guide on the web site with any new research findings
Lodge Bog Trampling	Monitor through vegetation survey once a year and report in the end of year report.	Monitor through vegetation survey once a year and report in the end of year report.	Monitor through vegetation survey once a year and report in the end of year report.

Lodge Bog specialist surveys e.g. Spider survey and Ecotope survey			Resurvey ecotopes present on Lodge bog with reference to work of Miles Newman. Publish a new map of site ecotopes
Lullymore West Habitat Enhancement for Biodiversity	Remove scrub over 1km butterfly transect. Introduce donkeys for 2 months in late spring early summer to graze Molinia grass. Photograph site before and after management, monitor species present and report in end of year report.	Remove scrub over 1km butterfly transect. Introduce donkeys for 2 months in late spring early summer to graze Molinia grass. Photograph site before and after management, monitor species present and report in end of year report.	
Lullymore West Marsh Fritillary	Undertake 5 hour survey of the number of nests of the butterfly in spring and autumn. Report findings to the NBDC.	Undertake 5 hour survey of the number of nests of the butterfly in spring and autumn. Report findings to the NBDC.	Undertake 5 hour survey of the number of nests of the butterfly in spring and autumn. Report findings to the NBDC.
Lullymore West Fencing and signage	Ensure fencing is stock proof to allow for grazing management and complete quarterly health and safety check.	Ensure fencing is stock proof to allow for grazing management and complete quarterly health and safety check.	Ensure fencing is stock proof to allow for grazing management and complete quarterly health and safety check.
Lullymore West Bog Butterfly Transect	Make 26 site visits to record the number of butterflies present on the 1km transect on the site. Report results to the NBDC.	Make 26 site visits to record the number of butterflies present on the 1km transect on the site. Report results to the NBDC.	Make 26 site visits to record the number of butterflies present on the 1km transect on the site. Report results to the NBDC.
Lullymore West Bog Tree Clearance Programme	Remove scrub from 1ha grassland area in late autumn	Remove scrub from 1ha grassland area in late autumn	Remove scrub from 1ha grassland area in late autumn
Lullymore West Bog Visitor Information	Maintain stock of visitor leaflets at the reserve.	Maintain stock of visitor leaflets at the reserve. Reprint 2,000 copies of visitor leaflet and upload to the IPCC web site.	Maintain stock of visitor leaflets at the reserve.
Lullymore West Aquatic Invertebrates	Make a comparative study of aquatic invertebrates in a bog drain and a created lake on the site 4 times annually. Include results in the end of year report for the site.	Make a comparative study of aquatic invertebrates in a bog drain and a created lake on the site 4 times annually. Include results in the end of year report for the site.	Make a comparative study of aquatic invertebrates in a bog drain and a created lake on the site 4 times annually. Include results in the end of year report for the site.
Coad Bog Research and Restoration	Undertake site visit to check its status and to undertake on-going monitoring of species of note and effectiveness of drain blockage.	Undertake site visit to check its status and to undertake on-going monitoring of species of note and effectiveness of drain blockage.	Undertake site visit to check its status and to undertake on-going monitoring of species of note and effectiveness of drain blockage.
Coad Bog visitor information	Update on line visitor guide to include new research results. Distribute 250 copies of visitor guide via the Bog of Allen Nature Centre and to local schools and shops.	Update on line visitor guide to include new research results. Distribute 250 copies of visitor guide via the Bog of Allen Nature Centre and to local schools and shops.	Update on line visitor guide to include new research results. Distribute 250 copies of visitor guide via the Bog of Allen Nature Centre and to local schools and shops.

Ketts Lough	Research information available about this reserve. Meet with community members, develop a new webpage on www.ipcc.ie and produce a digital leaflet and information video.	Engage with community members and prepare a draft conservation management plan. Open to public consultation and publish.	Continue to engage with community members and take steps towards completing actions identified within the conservation management plan.
Surrounding Landuse & Planning	Monitor planning and land use applications around all 6 IPCC reserves through year round vigilance	Monitor planning and land use applications around all 6 IPCC reserves through year round vigilance	Monitor planning and land use applications around all 6 IPCC reserves through year round vigilance
Site management tools	Purchase and maintain	Purchase and maintain	Purchase and maintain
Annual Management Report on IPCC reserves	Prepare an end of year report on the monitoring, management works and awareness activities undertaken on IPCC's six peatland reserves with reference to the site Management Plan for each site (with the exception of Ketts Lough as this will be developed in 2023)	Prepare an end of year report on the monitoring, management works and awareness activities undertaken on IPCC's six peatland reserves with reference to the site Management Plan for each site	Prepare an end of year report on the monitoring, management works and awareness activities undertaken on IPCC's six peatland reserves with reference to the site Management Plan for each site
Site Access, fencing and signage	Monitor and Maintain existing fencing and signage by running annual check on all four IPCC reserves	Monitor and Maintain existing fencing and signage by running annual check on all four IPCC reserves	Monitor and Maintain existing fencing and signage by running annual check on all four IPCC reserves
Site Research	Promote and supervise student research on 6	Promote and supervise student research on 6	Promote and supervise student research on 6
Site Diary	Maintain a diary of events relating to the four peatland reserves owned and managed by IPCC	Maintain a diary of events relating to the four peatland reserves owned and managed by IPCC	Maintain a diary of events relating to the four peatland reserves owned and managed by IPCC
Site Safety	Monitor suitability and fitness for purpose on Kildare sites four times per year. Carry out repairs	Monitor suitability and fitness for purpose on Kildare sites four times per year. Carry out repairs	Monitor suitability and fitness for purpose on Kildare sites four times per year. Carry out repairs
Awareness events and tours	Organise 4 annually and respond to all requests	Organise 4 annually and respond to all requests	Organise 4 annually and respond to all requests
Site Biodiversity Monitoring	Collect Data (Researched & Casual) and submit records to the NBDC	Collect Data (Researched & Casual) and submit records to the NBDC	Collect Data (Researched & Casual) and submit records to the NBDC

2 Campaigning	2022	2023	2024
International meetings	Review those relevant to peatlands and attend 1 and contribute oral talk, poster or written paper	Review those relevant to peatlands and attend 1 and contribute oral talk, poster or written paper	Review those relevant to peatlands and attend 1 and contribute oral talk, poster or written paper
National committees e.g. Peatlands Council, Irish Peatland Society, RAMSAR.	Sit on 4 committees and attend ten meetings	Sit on 4 committees and attend ten meetings	Sit on 4 committees and attend ten meetings
Steering committees/project advisory panels. E.g. Raised Bogs Steering Group, LIFE projects, Turf cutting appeals group, Abbeyleix bog group	Make oral and written submissions and attend 8 meetings	Make oral and written submissions and attend 8 meetings	Make oral and written submissions and attend 8 meetings
Irish Environmental Network Meetings of directors and environmental pillar	Attend 9, review 15 public documents and vote as appropriate. Obtain log of voting record from the environmental pillar	Attend 3, review 15 public documents and vote as appropriate. Obtain log of voting record from the environmental pillar	Attend 3, review 15 public documents and vote as appropriate. Obtain log of voting record from the environmental pillar
Peatland Action Plan 2020 & 2030	Review progress on actions and report annually to the committee of management	Review progress on actions and report annually to the committee of management	Review progress on actions and report annually to the committee of management
Policy Submissions, e.g. Local Authority or Semi-state organisations Heritage Plans/Biodiversity/Development Plans	Make 10 policy submissions to stakeholder documents, maintain records and report annually	Make 10 policy submissions to stakeholder documents, maintain records and report annually	Make 10 policy submissions to stakeholder documents, maintain records and report annually
Peatland advocacy campaign	Draft up a social media based advocacy plan for the Save the Bogs Campaign and present to the committee of management for feedback	Draft up a social media based advocacy plan for the Save the Bogs Campaign and present to the committee of management for feedback	Draft up a social media based advocacy plan for the Save the Bogs Campaign and present to the committee of management for feedback
New EU legislation and enforcement of existing legislation	Review and make one submission on legislative changes. Make one oral or written submission to the EU in relation the Irish government's interpretation of existing legislation.	Review and make one submission on legislative changes. Make one oral or written submission to the EU in relation the Irish government's interpretation of existing legislation.	Review and make one submission on legislative changes. Make one oral or written submission to the EU in relation the Irish government's interpretation of existing legislation.

3 Subscribers & Supporters	2022	2023	2024
New subscribers and or Supporters	Carry out 2 membership mailings to 360 contacts via post and 200 via email. Log all responses to mailings.	Carry out 2 membership mailings to 360 contacts via post and 200 via email. Log all responses to mailings.	Carry out 2 membership mailings to 360 contacts via post and 200 via email. Log all responses to mailings.
New Corporate subscribers	Maintain 3 and seek others	Maintain 3 and seek others	Maintain 3 and seek others
Business Partnerships	Investigate 1 new opportunity and maintain 1 existing	Investigate 1 new opportunity and maintain 1 existing	Investigate 1 new opportunity and maintain 1 existing
Subscribers welcome pack	Update the Save the Bogs Campaign Story and incorporate as new members booklet. Print 500		
Peatland News/Portach	Design and write articles for two magazines. Print and Circulate 700 copies of each edition	Design and write articles for two magazines. Print and Circulate 700 copies of each edition	Design and write articles for two magazines. Print and Circulate 700 copies of each edition
Action for Bogs Newsletter	Produce 1 and upload to web site	Produce 1 and upload to web site	Produce 1 and upload to web site
Virtual Supporters	Organise fundraising campaign for social media supporters. Log results	Organise fundraising campaign for social media supporters. Log results	Organise fundraising campaign for social media supporters. Log results
Volunteers and Work experience for students	Respond to all requests for volunteering and work experience. Encourage and train volunteers and students. Log all volunteer hours.	Respond to all requests for volunteering and work experience. Encourage and train volunteers and students. Log all volunteer hours.	Respond to all requests for volunteering and work experience. Encourage and train volunteers and students. Log all volunteer hours.
School Supporters	Recruit 24 school stamp collectors and promote donation scheme with annual schools mailing to 300 schools	Recruit 24 school stamp collectors and promote donation scheme with annual schools mailing to 300 schools	Recruit 24 school stamp collectors and promote donation scheme with annual schools mailing to 300 schools
Subscribers subscription rates	Implement through subscription renewal mailing	Implement through subscription renewal mailing	Implement through subscription renewal mailing
Supporters survey and opinion	Conduct on line survey & review changes		

4 Environmental Education & Training	2022	2023	2024
Community Engagement education and skills training courses	Deliver	Deliver	Deliver
Annual Teacher Conferences	Attend one conference with information stand annually	Attend one conference with information stand annually	Attend one conference with information stand annually
Provide education expertise/consultancy	Log response to all enquiries	Log response to all enquiries	Log response to all enquiries
Teacher/Trainee Teacher/Educator training	Develop, promote and deliver 1 training course to 25 teachers	Develop, promote and deliver 1 training course to 25 teachers	Develop, promote and deliver 1 training course to 25 teachers
Travelling Exhibition	Promote	Promote	Promote
Heritage in Schools Scheme	Deliver 10 visits as an outreach activity	Deliver 10 visits as an outreach activity	Deliver 10 visits as an outreach activity
SEAI	Deliver 22 visits and attend 1 training course	Deliver 22 visits and attend 1 training course	Deliver 22 visits and attend 1 training course
Discovering Primary Science & Maths Programme	Deliver 3 programme visits	Deliver 3 programme visits	Deliver 3 programme visits
Volunteer Programme	Promote volunteering opportunities for work at IPCC properties. Train all new volunteers. Log all volunteer hours and responses. Review and update Volunteer policy and handbook annually with Committee of Management	Promote volunteering opportunities for work at IPCC properties. Train all new volunteers. Log all volunteer hours and responses. Review and update Volunteer policy and handbook annually with Committee of Management	Promote volunteering opportunities for work at IPCC properties. Train all new volunteers. Log all volunteer hours and responses. Review and update Volunteer policy and handbook annually with Committee of Management
Field Studies Equipment	Purchase and maintain five sets of field studies equipment including nets, quadrats, basins keys and metre sticks	Purchase and maintain five sets of field studies equipment including nets, quadrats, basins keys and metre sticks	Purchase and maintain five sets of field studies equipment including nets, quadrats, basins keys and metre sticks
School/Group/College Visits to Bog of Allen	Promote, organise and host 45 group visits to the Bog of Allan Nature Centre. Log all group visits and numbers attending, record in annual report	Promote, organise and host 45 group visits to the Bog of Allan Nature Centre. Log all group visits and numbers attending, record in annual report	Promote, organise and host 45 group visits to the Bog of Allan Nature Centre. Log all group visits and numbers attending, record in annual report
Sustainability agenda outreach	Deliver 15 projects in liaison with Local Authorities	Deliver 20 projects in liaison with Local Authorities	Deliver 20 projects in liaison with Local Authorities
Up-skilling courses	Design & Deliver 1 course in liaison with the National Biodiversity Data Centre	Design & Deliver 1 course in liaison with the National Biodiversity Data Centre	Design & Deliver 1 course in liaison with the National Biodiversity Data Centre

5 Public Awareness	2022	2023	2024
Bog of Allen Nature Centre Management Plan	Complete actions set out in management plan for gardens and museum, review 3 times throughout the year to ensure objectives are being met. Produce an end of year report	Complete actions set out in management plan for gardens and museum, review 3 times throughout the year to ensure objectives are being met. Produce an end of year report	Complete actions set out in management plan for gardens and museum, review 3 times throughout the year to ensure objectives are being met. Produce an end of year report
Centre Gardens & Habitats	Complete outdoor learning zone and visitor decking.	Develop & maintain	Develop & maintain
Bog of Allen Nature Centre - independent visitors	Meet and greet 1000 visitors to the centre. Log all visits and visitor comments and include in end of year report.	Meet and greet 1000 visitors to the centre. Log all visits and visitor comments and include in end of year report.	Meet and greet 1000 visitors to the centre. Log all visits and visitor comments and include in end of year report.
Heritage Week Event	Promote and deliver 3 events during heritage week. Log the numbers attending the events and include in report to sponsors and in IPCC's annual report. Post photos on social media.	Promote and deliver 3 events during heritage week. Log the numbers attending the events and include in report to sponsors and in IPCC's annual report. Post photos on social media.	Promote and deliver 3 events during heritage week. Log the numbers attending the events and include in report to sponsors and in IPCC's annual report. Post photos on social media.
Biodiversity Week Event	Promote and deliver 5 events during Biodiversity week. Log the numbers attending the events and include in report to sponsors and IPCC annual report. Post photos on social media.	Promote and deliver 5 events during Biodiversity week. Log the numbers attending the events and include in report to sponsors and IPCC annual report. Post photos on social media.	Promote and deliver 5 events during Biodiversity week. Log the numbers attending the events and include in report to sponsors and IPCC annual report. Post photos on social media.
International Bog Day Event	Promote and deliver 6 events (in collaboration with 5 other peatland organisations). Log the numbers attending the events and include in report to sponsors and IPCC annual report. Post photos on social media.	Promote and deliver 6 events (in collaboration with 5 other peatland organisations). Log the numbers attending the events and include in report to sponsors and IPCC annual report. Post photos on social media.	Promote and deliver 6 events (in collaboration with 5 other peatland organisations). Log the numbers attending the events and include in report to sponsors and IPCC annual report. Post photos on social media.
Culture Night, Curlew Day, Environment Day, World Wetland Day, St Bridget's Day, Science Week and Spring Clean Events	Promote and deliver 7 events. Log the numbers attending each event and include in report to sponsors and IPCC annual report. Post photos on social media.	Promote and deliver 7 events. Log the numbers attending each event and include in report to sponsors and IPCC annual report. Post photos on social media.	Promote and deliver 7 events. Log the numbers attending each event and include in report to sponsors and IPCC annual report. Post photos on social media.
Museum Inventory	Add information on three additions to museum database and put objects on display.	Add information on three additions to museum database and put objects on display.	Add information on three additions to museum database and put objects on display.
Group Visits Promotion	Create annual programme of events and circulate to 50 retirement, gardening and countrywomen groups	Create annual programme of events and circulate to 50 retirement, gardening and countrywomen groups	Create annual programme of events and circulate to 50 retirement, gardening and countrywomen groups
Bog of Allen Gardens Development & Maintenance	Recruit and train 5 volunteers to undertake 520 hours work on maintenance of wildlife gardens.	Recruit and train 5 volunteers to undertake 520 hours work on maintenance of wildlife gardens.	Recruit and train 5 volunteers to undertake 520 hours work on maintenance of wildlife gardens.

Garden Bird Survey	Record the number of garden birds and other wildlife observed at the Bog of Allen Nature Centre weekly. Include records in the IPCC's yearly report and submit bird records to Birdwatch Ireland and casual butterfly records to the Dublin Naturalists' Field Club	Record the number of garden birds and other wildlife observed at the Bog of Allen Nature Centre weekly. Include records in the IPCC's yearly report and submit bird records to Birdwatch Ireland and casual butterfly records to the Dublin Naturalists' Field Club	Record the number of garden birds and other wildlife observed at the Bog of Allen Nature Centre weekly. Include records in the IPCC's yearly report and submit bird records to Birdwatch Ireland and casual butterfly records to the Dublin Naturalists' Field Club
Weather recording station	Record weather daily. Send monthly data to Met Eireann	Record weather daily. Send monthly data to Met Eireann	Record weather daily. Send monthly data to Met Eireann
Research Library Service	Open library to the public year round and assist users researching within the library. Log all users.	Open library to the public year round and assist users researching within the library. Log all users.	Open library to the public year round and assist users researching within the library. Log all users.
Database Library Collection	Enter records for 36 acquisitions to library database	Enter records for 36 acquisitions to library database	Enter records for 36 acquisitions to library database
Visitor Information for Bog of Allen Nature Centre	Update on-line visitor guide. Distribute 1000 guides to visitors	Update on-line visitor guide. Distribute 1000 guides to visitors	Update on-line visitor guide. Distribute 1000 guides to visitors
Peat-free gardening and information	Promote peat free gardening concept to 1000 visitors and write two features on this issue in Peatland News magazine	Promote peat free gardening concept to 1000 visitors and write two features on this issue in Peatland News magazine	Promote peat free gardening concept to 1000 visitors and write two features on this issue in Peatland News magazine
Information stands at public events (e.g. Ploughing, Native Species)	Attend 3 high profile national events throughout the year	Attend 3 high profile national events throughout the year	Attend 3 high profile national events throughout the year
Annual Report and Accounts of IPCC	Prepare annual report of achievements and liaise with accountant and committee of management to output financial accounts. Upload to www.ipcc.ie and to charities regulator	Prepare annual report of achievements and liaise with accountant and committee of management to output financial accounts. Upload to www.ipcc.ie and to charities regulator	Prepare annual report of achievements and liaise with accountant and committee of management to output financial accounts. Upload to www.ipcc.ie and to charities regulator
Green Schools	Run campaign	Run campaign	Run campaign
Outreach Information Talks	Prepare and deliver 5 lectures to conferences and other events	Prepare and deliver 5 lectures to conferences and other events	Prepare and deliver 5 lectures to conferences and other events
Bog of Allen Nature Centre Promotion	Circulate 500 leaflets to tourist information offices in Meath, Kildare, Offaly and Dublin and 4 National parks. Promote through IPCC website and social media.	Circulate 500 leaflets to tourist information offices in Meath, Kildare, Offaly and Dublin and 4 National parks. Promote through IPCC website and social media.	Circulate 500 leaflets to tourist information offices in Meath, Kildare, Offaly and Dublin and 4 National parks. Promote through IPCC website and social media.

6 Media Communications & Publicity	2022	2023	2024
Personal interview service	Undertake 12 radio interviews and include in monthly operations report	Undertake 12 radio interviews and include in monthly operations report	Undertake 12 radio interviews and include in monthly operations report
News and event press releases	Issue 12 press releases per annum and log in monthly operations report	Issue 12 press releases per annum and log in monthly operations report	Issue 12 press releases per annum and log in monthly operations report
Photographic library (in house)	Add 12 photographic albums to the photo library and make one photo available to the public each month	Add 12 photographic albums to the photo library and make one photo available to the public each month	Add 12 photographic albums to the photo library and make one photo available to the public each month
Promotional articles	Prepare 6 articles on peatlands for external publications. Log publications in the monthly operations report	Prepare 6 articles on peatlands for external publications. Log publications in the monthly operations report	Prepare 6 articles on peatlands for external publications. Log publications in the monthly operations report
Press email list	Review and update core press email list with up to date email addresses for 100 contacts	Maintain core press email list with up to date email addresses for 100 contacts	Maintain core press email list with up to date email addresses for 100 contacts
IPCC Web Presence	Maintain 100 pages on the IPCC web site. Add new page for Coad Bog acquisition	Maintain 100 pages on the IPCC web site. Add new page for Coad Bog acquisition	Maintain 100 pages on the IPCC web site. Add new page for Coad Bog acquisition
Web site visitor monitoring	Maintain & Monitor visitors to site through Google Analytics. Report in annual report	Maintain & Monitor visitors to site through Google Analytics. Report in annual report	Maintain & Monitor visitors to site through Google Analytics. Report in annual report
Social Networking	Weekly posting of stories, news and events on Social media. Respond to all queries and interact with supporters.	Weekly posting of stories, news and events on Social media. Respond to all queries and interact with supporters.	Weekly posting of stories, news and events on Social media. Respond to all queries and interact with supporters.
YouTube video sharing	Maintain YouTube videos on the IPCC channel and add one video	Maintain YouTube videos on the IPCC channel and add one video	Maintain YouTube videos on the IPCC channel and add one video
Instagram/Twitter	Upload material to IPCC twitter/instagram and respond to supporters	Upload material to IPCC twitter/instagram and respond to supporters	Upload material to IPCC twitter/instagram and respond to supporters
Petition site.com	Build support for issue as appropriate	Build support for issue as appropriate	Build support for issue as appropriate
Communications Plan	Monitor the effectiveness of IPCC communications plan	Monitor the effectiveness of IPCC communications plan	Monitor the effectiveness of IPCC communications plan

7 Fundraising	2022	2023	2024
Mail order catalogue production and processing orders	Produce and distribute 2 with Peatland News. Process 200 orders	Produce and distribute 2 with Peatland News. Process 200 orders	Produce and distribute 2 with Peatland News. Process 200 orders
Trade Buyers	Promote to 10 trade customers	Promote to 10 trade customers	Promote to 10 trade customers
Web catalogue	Update & promote	Update & promote	Update & promote
Nature shop product development	Purchase new products for the catalogue and nature shop annually	Purchase new products for the catalogue and nature shop annually	Purchase new products for the catalogue and nature shop annually
Advertising (in house)	Develop and print adds for IPCC membership, wills, nature centre, nature shop and volunteering and publish in 2 issues of Peatland News	Develop and print adds for IPCC membership, wills, nature centre, nature shop and volunteering and publish in 2 issues of Peatland News	Develop and print adds for IPCC membership, wills, nature centre, nature shop and volunteering and publish in 2 issues of Peatland News
Investment fund income	manage accounts	manage accounts	manage accounts
Consultancy	Tender IPCC expertise to three agencies	Tender IPCC expertise to three agencies	Tender IPCC expertise to three agencies
Grant and Award scheme applications	Keep a log of potential award schemes and apply to 20. Log all applications and report any funding received in annual report	Keep a log of potential award schemes and apply to 20. Log all applications and report any funding received in annual report	Keep a log of potential award schemes and apply to 20. Log all applications and report any funding received in annual report
Site purchase symbolic shares appeal	promote the symbolic share certificate donation scheme through the nature shop. Process 10 orders	promote the symbolic share certificate donation scheme through the nature shop. Process 10 orders	promote the symbolic share certificate donation scheme through the nature shop. Process 10 orders
Species Adoptions	Maintain species adoption packages and provide incentives package for the scheme	Maintain species adoption packages and provide incentives package for the scheme	Maintain species adoption packages and provide incentives package for the scheme
Annual lottery	Seek 15 raffle prizes and printing costs from sponsors for lottery. Design, print and circulate 750 raffle tickets. Obtain permit. Process 150 entries and deliver 15 prizes	Seek 15 raffle prizes and printing costs from sponsors for lottery. Design, print and circulate 750 raffle tickets. Obtain permit. Process 150 entries and deliver 15 prizes	Seek 15 raffle prizes and printing costs from sponsors for lottery. Design, print and circulate 750 raffle tickets. Obtain permit. Process 150 entries and deliver 15 prizes
Annual Legacies appeal	Respond to all enquiries	Respond to all enquiries	Respond to all enquiries
End of Year Appeal	Write and mail end of year appeal to 750 IPCC supporters. Publish appeal on website. Process 50 responses	Write and mail end of year appeal to 750 IPCC supporters. Publish appeal on website. Process 50 responses	Write and mail end of year appeal to 750 IPCC supporters. Publish appeal on website. Process 50 responses
Spring supporters appeal	Write and mail spring appeal to 750 IPCC supporters with reminder in Peatland News. Publish appeal on website. Process 100 responses	Write and mail spring appeal to 750 IPCC supporters with reminder in Peatland News. Publish appeal on website. Process 100 responses	Write and mail spring appeal to 750 IPCC supporters with reminder in Peatland News. Publish appeal on website. Process 100 responses
IEN Core Funding	apply annually	apply annually	apply annually
IEN Policy Submission Funding	Apply annually	Apply annually	Apply annually
Fundraising workshop	Attend as appropriate	Attend as appropriate	Attend as appropriate
IEN Core Capacity Funding	Apply		
IEN training fund	Apply annually	Apply annually	Apply annually

Top donor appeal	Write and mail high donor appeal to 100 IPCC supporters. Process 25 responses.	Write and mail high donor appeal to 100 IPCC supporters. Process 25 responses.	Write and mail high donor appeal to 100 IPCC supporters. Process 25 responses.
Collectors Appeal including Stamp collecting & sales	Promote collecting, processing and sales through adds in peatland news, the web site and social media. Offer 5 collectible products for sale in nature shop. Process 12 stamp orders.	Promote collecting, processing and sales through adds in peatland news, the web site and social media. Offer 5 collectible products for sale in nature shop. Process 12 stamp orders.	Promote collecting, processing and sales through adds in peatland news, the web site and social media. Offer 5 collectible products for sale in nature shop. Process 12 stamp orders.
Tax Refunds on Donations	Mail top 25 supporters annually regarding application for tax refund on donations and submit details to the Revenue Commissioners	Mail top 25 supporters annually regarding application for tax refund on donations and submit details to the Revenue Commissioners	Mail top 25 supporters annually regarding application for tax refund on donations and submit details to the Revenue Commissioners
Student Programmes	recruit 1 per year and develop suitable work programme	recruit 1 per year and develop suitable work programme	recruit 1 per year and develop suitable work programme
Crowdfunding	Upload	Upload	Upload
Bog of Allen Nature Centre Donations	Provide 3 Donation Boxes, log all donations.	Provide 3 Donation Boxes, log all donations.	Provide 3 Donation Boxes, log all donations.
Visitor Entrance fees	Review, maintain and collect entrance fees for 1000 visitors to the centre. Log all.	Review, maintain and collect entrance fees for 1000 visitors to the centre. Log all.	Review, maintain and collect entrance fees for 1000 visitors to the centre. Log all.
Visitor Donations	Develop add-on package such as refreshments to increase visitor spending	Develop add-on package such as refreshments to increase visitor spending	Develop add-on package such as refreshments to increase visitor spending
Venue Hire	Offer space at the nature centre to three clients for meetings	Offer space at the nature centre to three clients for meetings	Offer space at the nature centre to three clients for meetings
Strategic Business Plan	Review annually at AGM	Develop new and review annually at AGM	Develop new and review annually at AGM
Subscriber Renewals	Mail 660 subscribers seeking annual renewal	Mail 690 subscribers seeking annual renewal	Mail 690 subscribers seeking annual renewal
8 Operations			
	2022	2023	2024
Bog of Allen Nature Centre Buildings	Maintain, refurbish & decorate	Maintain, refurbish & decorate	Maintain, refurbish & decorate
Computer/Office equipment	Maintain and up-grade	Maintain and up-grade	Maintain and up-grade
Fire Safety Equipment	Annual service	Annual service	Annual service
Health and Safety Plan	Review and enact, Monitor incidents and report to committee for review	review and enact, Monitor incidents and report to committee for review	Review and enact, Monitor incidents and report to committee for review
Health and Safety Training	Train Staff and Volunteers	Train Staff and Volunteers	Train Staff and Volunteers
Governance	Monitor effectiveness of IPCC Governance role through annual evaluation against the Governance Code. Report to Committee of Management	Monitor effectiveness of IPCC Governance role through annual evaluation against the Governance Code. Report to Committee of Management	Monitor effectiveness of IPCC Governance role through annual evaluation against the Governance Code. Report to Committee of Management

9 Human Resources	2022	2023	2024
Education & Conservation Officer - Full-time	Employ 1	Employ 1	Employ 1
Chief Executive Officer	Employ 1	Employ 1	Employ 1
Conservation, Fundraising and Policy Conservation Officer - full-time	Employ 1	Employ 1	Employ 2
Campaign Officer	Employ 1	Employ 1	Employ 1
Research student	Recruit 1	Recruit 1	Employ 1
Volunteers 10hrs/wk	Recruit 5	Recruit 5	Recruit 5
Information Officer 20hrs/wk			Employ 1
Grounds/Maintenance/Gardener 20hrs/wk		Employ 1	Employ 1
Seasonal Visitor Guide			Employ 1

Appendix 6. Detailed Finances of the IPCC Strategic Business Plan 2022-2024

Finances: IPCC Strategic Business Plan 2022-2024

Summary of Expenditure and Income	2022	2023	2024
Expenditure Total €	212,750	213,300	218,900
Income Total €	218,100	218,600	223,100
Surplus (deficit)	5,350	5,300	4,200

Expenditure Total € **212,750 213,300 218,900**

1 Peatland Sites **2022 2023 2024**

Database - Sites	500	600	600
Planning applications	2,500	2,500	2,500
Site planning meetings	200	200	200
Site Enquiries from the public	750	1,000	1,000
Site Acquisition	200	200	1,000
Raised and blanket bog SACs	200	200	200
NHA designations	200	200	200
Frog Distribution Data	1,000	1,000	1,000
Illegal Dumping on IPCC peatland properties	800	800	800
Peatlands Climate Action Scheme	1,000	1,000	
Girley Bog Meitheal	200	200	200
Girley Bog Hydrology	400	400	400
Girley Research	100	100	100
Girley Drain Blocking	200	200	200
Girley Sphagnum Trials	200	200	200
Girley Visitor Information	400	400	400
Girley Bog Ecotopes survey		5,000	
Girley Bog Birds and Large Heath Survey	400	400	400
Fenor Bog, Waterford	200	200	200
Fenor Bog Hydrology	200	200	200
Fenor Management Plan Development	400	1200	5000
Fenor Bog Visitor Information	200	200	200
Lodge Bog Management Plan		5000	
Lodge Bog Hydrology	1600	1600	1600
Lodge Bog Drain dams	400	400	400
Lodge Bog Curlew	800	800	800
Lodge Bog Butterflies (*Large Heath)	200	200	200
Lodge Bog Fencing, Seat, Board Walks & Gate	200	200	200
Lodge Bog <i>Sphagnum</i> moss regeneration	100	100	100
Lodge Bog Visitor Information	200	600	600
Lodge Bog Trampling	100	100	100
Lodge Bog specialist surveys e.g. Spider survey and Ecotope survey			5000
Lullymore West Habitat Enhancement for Biodiversity	1800	1800	1800
Lullymore West Marsh Fritillary	400	400	400
Lullymore West Fencing and signage	400	400	400
Lullymore West Bog Butterfly Transect	2000	2000	2000
Lullymore West Bog Tree Clearance Programme	400	400	400
Lullymore West Vegetation Survey	1000		
Lullymore West Bog Visitor Information	400	400	400
Lullymore West Aquatic Invertebrates	400	400	400
Coad Bog Research and Restoration	400	400	400

Coad Bog visitor information	200	200	200
Ketts Lough Awareness	4,500	3,000	3,000
Surrounding Landuse & Planning	200	200	200
Site management tools	500	500	500
Annual Management Report on IPCC reserves	4000	4000	4000
Site Access, fencing and signage	500	500	500
Site Safety	400	400	400
Site Diary	400	400	400
Volunteer Site Warden	200	200	200
Awareness events and tours	1,450	1,450	1,450
Site Biodiversity Monitoring	1,000	1,000	1,000

2 Campaigning

International meetings	600	600	600
National committees e.g. Peatlands Council, Irish Peatland Society, RAMSAR.	1000	1000	1000
Steering committees/project advisory panels. E.g. Bogs Steering Group, LIFE projects, Turf cutting appeals group, Abbeyleix bog group	1000	1000	1000
Irish Environmental Network meetings and environmental pillar	450	450	450
Peatland Action Plan 2020 & 2030	1,000	800	800
Policy Submissions, e.g. Local Authority or Semi-state organisations Heritage, Biodiversity & Development Plans	4,000	4,000	4,000
Peatland advocacy campaign	1,000	1,000	1,000
New EU legislation and enforcement of existing legislation	200	200	200

3 Subscribers & Supporters

New subscribers/Supporters	400	400	400
New Corporate subscribers	200	200	200
Business Partnerships	600	600	600
Subscribers welcome pack	300	300	300
Peatland News/Portach	4,500	4,500	4,500
Action for Bogs Newsletter	500	500	500
Virtual Supporters	400	400	400
Volunteers and Work experience for students	600	600	600
School Supporters	200	200	200
Subscribers subscription rates	200	200	200
Supporters survey and opinion	300		

4 Environmental Education & Training

Adult education course	100	100	100
Annual Teacher Conferences	200	200	200
Provide education expertise/consultancy	500	500	500
Teacher/Trainee Teacher/Educator training	800	1000	1000
Travelling Exhibition	100	100	100
Heritage in Schools Scheme	2000	2000	2000
SEAI	2000	2000	2000
Discovering Primary Science & Maths Programme	600	600	600
Volunteer Programme	400	400	400
Field Studies Equipment	200	200	200
School/Group/College Visits to Bog of Allen	3,500	4,500	5,000
Sustainability agenda	2,400	2,600	2,600
Up-skilling courses	200	200	200

5 Public Awareness

Bog of Allen Nature Centre Management Plan	600	600	600
Centre Gardens & Habitats	20000	4,000	15,000
Bog of Allen Nature Centre - independent visitors	5000	5000	5000
Heritage Week Event	600	600	600
Biodiversity Week Events	2,000	400	400
International Bog Day Event	400	400	400
Curlew Day, Culture Night, Environment Day, World Wetland Day, St Bridget's Day, Science Week and Spring Clean Events	700	700	700
Museum Inventory	100	100	100
Group Visits Promotion	400	400	400
Bog of Allen Gardens Development & Maintenance	200	200	200
Garden Bird Survey	400	400	400
Weather recording station	600	600	600
Research Library Service	100	100	100
Database Library Collection	100	100	100
Visitor Information for Bog of Allen Nature Centre	600	100	100
Peat-free gardening and information	100	100	100
Information stands at public events (e.g. Ploughing, Native Species)	600	600	600
Annual Report and Accounts of IPCC	800	800	800
Green Schools	200	200	200
Outreach Information Talks	1000	1000	1000
Bog of Allen Nature Centre Promotion	200	200	200

6 Media Communications & Publicity

Personal interview service	200	200	200
News and event press releases	1000	1200	1200
Photographic library (in house)	200	200	200
Promotional articles	600	600	600
Press email list	200	200	200
IPCC Web Presence	600	600	600
Web site visitor monitoring	100	100	100
Social Networking	600	600	600
YouTube video sharing	200	200	200
Instagram/Twitter	200	200	200
Petition site.com	100	100	100
Communications Plan	200	200	200

7 Fundraising

Mailorder catalogue production and processing	5,000	5,500	5,500
Trade Buyers	200	200	200
Web catalogue	600	600	600
Nature shop product development	400	400	400
Advertising (in house)	600	600	600
Investment fund income	200	200	200
Consultancy	1,000	1,000	1,000
Grant and Award schemes applications	4,400	4,400	4,400
Site purchase symbolic shares appeal	400	400	400
Species Adoptions	150	150	150
Annual lottery	800	800	800
Annual Legacies appeal	400	400	400
End of Year Appeal	600	600	600
Spring supporters appeal	1000	1000	1000

IEN Core Funding	600	600	600
IEN Policy Submission Funding	400	400	400
Fundraising workshop	200	200	200
IEN Core Capacity Funding	200	200	200
IEN training fund	100	100	100
Top donor appeal	200	200	200
Collectors Appeal including Stamp collecting & sales	600	600	600
Tax Refunds on Donations	200	200	200
Student Programmes	1950	1950	1950
Crowdfunding	100	100	100
Bog of Allen Nature Centre Donations	100	100	100
Visitor Entrance Fees	100	100	100
Visitor Donations	100	100	100
Venue Hire	200	200	200
Review Business Plan	1000	500	500
Subscriber renewals	600	600	600

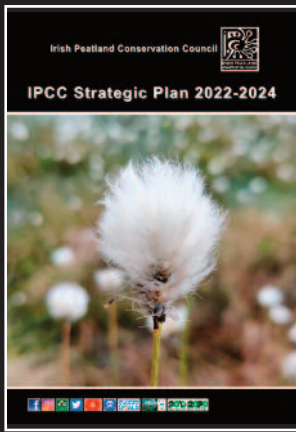
8 Operational Costs

Bog of Allen Nature Centre Buildings repairs and maintenance	12,000	15,000	15,000
Computer/Office equipment	5,000	5,000	5,000
Insurance, Fire Safety Equipment	10,000	10,000	10,000
Health and Safety Plan	200	200	200
Staff and Volunteers Health and Safety Training	1,000	500	1,000
Printing, stationery, telephone and postage	12,500	12,500	12,500
Bank and audit fees	4,000	4,000	4,000
Light, heat and rates	6,000	7,000	7,000
Travel Costs for project outreach	12,000	12,000	12,000
Materials costs for projects	20,000	25,000	20,000
Stock Purchase	3500	3500	3500
Governance	400	400	400

Finances: IPCC Strategic Business Plan 2022-2024

	2022	2023	2024
Income Total €	218,100	218,600	223,100
1 Peatland Sites	0	0	0
2 Campaigning			
International meetings (grants)	500	500	500
IPCC representation at National committees, and conferences e.g. Peatlands Council, Irish Peatland Society (expenses)	350	350	350
Steering committees/project advisory panels (expenses)	200	200	200
Irish Environmental Network Meetings of environmental pillar	500	500	500
3 Subscribers & Supporters			
Subscribers subscriptions	35,000	35,000	35,000
Business Partnerships	3,000	4,000	5,000
4 Environmental Education & Training			
Community Engagement and Skills sharing education course	550	550	550
Teacher/Trainee Teacher/Educator training	1,550	1,550	1,550
Heritage in Schools Scheme	2,500	2,500	2,500
SEAI	2,800	2,800	2,800
Discovering Primary Science & Maths Programme	200	200	200
School/Group/College Visits to Bog of Allen	12,000	15,000	18,000
Sustainability agenda outreach	7,500	8,000	8,000
Up-skilling courses	350	350	350
5 Public Awareness			
Bog of Allen Nature Centre - independent visitors	4,500	5,000	5,000
Heritage Week Event	300	300	300
Biodiversity Week Events	2,000	2,000	2,000
International Bog Day Event	700	700	700
World Curlew Day, Culture Night, Environment Day, World Wetland Day, St Bridget's Day, Science Week and Spring Clean Events	600	600	600
6 Media Communications & Publicity	0	0	0
7 Fundraising			
Mailorder catalogue	10,000	10,500	11,000
Investment fund income	100	100	100
Grant and Award schemes applications	60,000	60,000	60,000
Site purchase symbolic shares appeal	4,500	4,500	4,500
Species Adoptions	1,250	1,250	1,250
Annual lottery	6,000	6,000	6,000
Annual Legacies appeal	1,000	1,000	1,000
End of Year Appeal	6,000	6,000	6,000
Spring supporters appeal	15,000	15,000	15,000
IEN Core Funding	19,000	19,000	19,000

IEN Policy Submission Funding	1,500	1,500	1,500
IEN Core Capacity Funding	5,000		
IEN training fund	500	500	500
Top donor appeal	5,000	5,000	5,000
Collectors Appeal including Stamp collecting & sales	1,000	1,000	1,000
Vat Refunds	300	300	300
Tax Refunds on Donations	5,000	5,000	5,000
Bog of Allen Nature Centre Donations	1,250	1,250	1,250
Venue Hire	600	600	600
8 Operations	0	0	0
9 Human Resources	0	0	0



We are the Irish Peatland Conservation Council

For 40 years, Irish Peatland Conservation Council has had a single vision - to save bogs and celebrate their wildlife. Bogs are at the heart of our landscape and are a life support for many aspects of our lives and well-being. But without our help, this priceless natural heritage is in danger of being lost.

From the open spaces of our nature reserves to the corridors of government, we work tirelessly to raise the profile of peatlands, celebrate their beauty and protect their future on your behalf.

Where bogs are, wildlife runs free



Irish Peatland Conservation Council

Bog of Allen Nature Centre

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Irish Peatland Conservation Council is a charitable company limited by guarantee.

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Charity Nos (Revenue) CHY6829 (Charities Regulator) RCN20013547

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