

## COMMUNITY DEVELOPMENT

Ballynure is a small rural town situated 50 kilometres from the nearest city and 30 kilometres from the nearest rail network. The railway station in Ballynure closed over thirty years ago and the only public transport available now is a very limited bus service. The old station house has been converted into a number of business units, which are now occupied by people involved in arts and crafts. Some of these enterprises operate on a seasonal basis only and overall Ballynure offers very little by way of large-scale job opportunities for its community.

The town is very picturesque and tranquil. The majority of the people are involved in either agriculture or tourism. Others commute to their employment in the nearest city. Tourism is very important to the town and many visitors come to fish in the nearby lakes. Ballynure has two primary schools and a community school. Most of the young people leave the area to go to college or to work and are unlikely to return because of the lack of employment opportunities.

Ballynure has one big employer that manufactures biscuits and confectionery. Competition and increasing costs are now beginning to impact on this business and the management of the firm are wondering whether to take on the competition by further investment or to downsize and settle for a smaller share of the market. The future is bleak for Ballynure and unless action is taken immediately the problems may escalate.

This situation has prompted some members of the community to be more proactive. Business people and interested parties have been invited to a public meeting to discuss and to address the issues facing the town. The development of an Industrial Park is one of the ideas being mentioned which would create opportunities in different sectors. However, any type of development must not be damaging to the environment or adversely affect the quality of life enjoyed by the current residents.

1. State and explain three problems facing the town of Ballynure. (6)
2. (i) Describe the opportunities and/or challenges the Community group might face.  
(ii) Describe the possible difficulties the Community group might encounter whilst promoting enterprise. (12)
3. Outline four negative implications for the people of Ballynure if the proposed industrial park goes ahead. (12)