Ballybrilliant:

Heritage-led Regeneration in 5 Irish Towns



An Chomhairle Oidhreachta The Heritage Council





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Foreword

The title of this publication needs an explanation. Baile is the Irish for a townland, a town, or homestead. In Irish placenames it normally precedes a person's name or a description of a geographic feature. In this case, we created the imaginary name of Ballybrilliant. This is not to say that the five towns whose work we describe have achieved complete regeneration. Rather, the approaches taken and the efforts set out, often in the face of adversity, are to be celebrated.

Heritage is a key resource in all of this. Internationally, we have seen the growing practice of heritage-led regeneration. In Ireland, we have not yet established how heritage-led regeneration has developed in our smaller towns. Ballybrilliant seeks to remedy this.

This publication features five Irish towns - Carlingford, Westport, Tramore, Fethard and Youghal - where communities have worked to ensure that their urban centre remains vibrant but also true to its origin and identity. For these five towns, heritage was not a constraint, but a resource used to promote and create interesting places. Perhaps most significantly, these case studies demonstrate the need for leadership and people-centred responses in our towns. Heritage is as much a process involving people and their values, as it is something inherited from the past.

Like the positive developments in the towns themselves, this publication is the result of shared knowledge and expertise, and using networks to set out good practice. The Heritage Council's Urban Team provided an initial briefing about each of the five towns followed by local introductions. The communities themselves generously shared information about their towns, as well as the vibrant images included in these pages. On behalf of the Heritage Council I would like to thank all those who contributed to this publication, in particular Ms Eimear O'Connell, for her time and dedication in drafting and editing Ballybrilliant.

The National Planning Framework and the National Development Plan, both published this year, acknowledge the importance of heritage in the creation of vibrant and interesting places. Through programmes like the Irish Walled Towns Network, the Historic Towns Initiative and grant programmes, the Heritage Council will continue to support energised communities seeking to maintain their urban centres.

In the midst of a crisis of confidence about the future of our smaller towns, these studies provide hope and demonstrate that there are efforts underway across Ireland to respond to the challenges of the twenty-first century.

This publication is a Heritage Council

action for the European Year of Cultural Heritage 2018 and we hope it will encourage and inspire



towns as part of the legacy of this year.

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Chairman, n Chomhairle Oidhreachta.

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Introduction

Investment in our towns and villages through regeneration, public realm improvements and the appropriate adaptation and re-use of our built heritage, are key factors in developing, promoting and investing in a sense of place...

Government of Ireland, National Planning Framework 2018, p. 72





A t its most basic, heritage-led urban regeneration means using a town's existing heritage resources as a starting point to improve the experience of living in, visiting and doing business in that town.

In Ireland, the vast majority of our city, town and village centres are historic places with their own distinct identities. Sustaining these places is a complex process that in many cases involves the conservation and re-use of existing buildings, the care of public spaces, the provision of community facilities, and the communication and interpretation of what makes the place interesting if not unique. The current literature on heritage-led urban regeneration is dominated by foreign examples, but there are important examples from here in Ireland that deserve greater exposure.

This publication provides a snapshot of what the Heritage Council has learned over many years of working with Irish towns to support and encourage heritage-led urban regeneration. As an example of what can be achieved, it features case studies from five towns: Fethard, Tramore, Westport, Carlingford and Youghal. In many of these places, communities have been working together since the late 1980s and early 1990s to improve their shared living experience by undertaking heritage-based regeneration projects, often with the Heritage Council's support. This process was formalised In 2005 when the then Youghal Town Council embarked on a strategy for heritage-led regeneration in their town. The Heritage Council recognised this as a novel approach in Ireland, in line with emerging international practice and has worked with Youghal, since 2005, to help implement the strategy. That process is ongoing. None of the heritage-led regeneration schemes featured in these case studies can be described as finished - balancing the heritage of a town with the needs of living and doing business is a continuous undertaking - but, based on our experience of this work, we believe that the cultural heritage of historic towns can be used to create desirable places where people live, visit and trade. With leadership, vision and investment, heritage-led regeneration can bring benefits that enable our historic towns to prosper through increased residential occupancy, increased visitor numbers and decreased numbers of vacant buildings and commercial premises.

Places like Fethard, Tramore, Westport, Carlingford and Youghal - as well as numerous other historic towns around Ireland - are investing in the urban environment and in the building of community networks. While this is very much work in progress, such Irish examples have important lessons to share both nationally and further afield. The case studies presented here are perhaps more qualitative than quantitative but there is a sound economic rationale for investment in heritage-led urban regeneration. The Ecorys (2012) report on the value of Ireland's historic environment found that heritage was a significant contributor to the Irish economy and the Peter Bacon and Associates (2014) report on fiscal measures for built heritage conservation also noted distinctive economic benefits.





What have we learned from each of these places?

Heritage as a Resource: Identifying Heritage Assets

In the first instance, heritage is a resource and it presents opportunities. Public attitude surveys conducted as part of the 2013-14 Historic Towns Initiative found that the visual presentation of buildings and monuments and the quality of interpretation at heritage sites were the top two drivers identified by visitors out of a field of eighteen items which were likely to result in recommendations to visit a town. A growing body of international research indicates that the historic environment is a key consideration for people choosing towns in which to live - and choosing areas within towns in which to live - particularly for younger people in the 20-35 age bracket. The vast majority of Irish towns have historic assets, be they the streetscape, key buildings, green and public spaces or intangible heritage such as literary or musical associations. As seen in these case studies, the care of this resource and its interpretation can offer diverse opportunities for growth and development. A key means to do this is by identifying what heritage is distinctive to a town and what gives it a unique character. There are established plans and tools that allow such assets to be developed and nurtured. See the references section at the end of this document.

Involving the whole community

While many of the projects featured in this publication deal with the physical bricks and mortar of urban heritage, the process of heritage-led regeneration runs far deeper than this. A key feature of all the places where we have seen success is community engagement and empowerment. Approaches like this bring benefits not just for our heritage assets but they help create social capital and networking too. In effect, heritage acts as a glue to bring people together in caring for a place. This is one of the most exciting things that we have seen when working with heritage projects and in an urban setting it is even more powerful. Places like Westport or Tramore have successfully involved the local community through existing bodies like Tidy Towns and Chambers of Commerce as well as new community organisations like local heritage trusts.

The role of the private sector and of private owners in caring for heritage is vital. The basis of heritage-led regeneration is that if the state sends out a signal of confidence by investing in important buildings or streetscapes then business interests will pick up on this signal and on increased footfall by following up with investment. Simple measures like street façade painting schemes in towns like Youghal and Westport are a 'quick win' in this process. Longer term projects like investment in and re-use of a key historic building in a prominent location can act as a beacon. The re-use of a former convent in Youghal as a business incubation centre is one good example.

The energy and insight of community and traders' groups paired with local authority administrative and operational strength in the form of town teams is a key enabler. The really successful projects seen here represent a partnership between the community, the private sector and the local authority. They build upon and create a community spirit, provide a means to engage in significant work on behalf of a place and follow this up with a sense of excitement through good communication and by celebrating successes.

Leadership

We have seen the benefits of community partnership in all of these places featured, but there is also another key element – leadership. Ireland is very much a relationship-based society where personal connections and influence make a difference. Leaders who build support and make things happen might be within the local authority, the Chamber of Commerce or within a voluntary group. Leadership is critical and is a key means to build trust, harness interest and to translate vision into action. Insights we have had into successful leadership involving urban heritage show us that working collaboratively and bringing people along in genuine partnership are the most effective means of ensuring positive results.

Have a Plan

Partnerships work best with an agreed vision matched with deliverables and accountability. This is often in the form of a plan such as the Youghal Heritage Regeneration Strategy 2005 or the Westport 2000 Plan. It is not coincidental that all of the towns featured in this publication have a formal, community-endorsed plan as the basis of their work. Such plans also articulate a structure and communication process. Wide public consultation and approaches that encourage the joint development of such plans and the sense of a genuine stake in their implementation are hallmarks of good practice. Aligning plans with local authority policy is also vital.

Funding

Funding is everything for projects such as the ones described in these case studies. In many cases,

initial investment from the state has created confidence for others to invest. Longer term capital supports for conservation or re-use strategies are also vital. Looking to build supportive networks with heritage, tourism and enterprise state agencies as well as local development bodies is a critical stage in this process. We have listed potential sources of funding at the end of this publication.

The Planning Process

Planning remains an important way to engage in decision making. Policies that affect change are set in Regional and County Development Plans as well as Local Area Plans. Documents such as these are part of daily life for local authority staff but familiarity with these by community groups and a sense of how consultation and participation opportunities work is essential. These policy documents are key mechanisms to ensure the vitality of your town.

Locating amenities within the town centre. Considering the town as a whole

Keeping amenities within a town and thinking of this as a means to retain a sense of life within a town are important topics. Successful towns think about keeping amenities such schools, court houses, fire and Garda stations, government offices, arts and museum facilities, galleries and cinemas, health centres, shopping and other amenities within the town cores. In preparing a heritage-led regeneration strategy it is important to consider the town as a whole, and not to focus merely on individual monuments or sites.

Focus on residents as well as visitors

Tourism is a hugely significant source of income in many Irish towns, and a potential income source in many others. Its importance should not be underestimated. However, the truly successful heritage-led regeneration projects featured here have an equal focus on providing amenities for the local community. This has a knockon effect on tourism. A town that is lived in, and where people clearly enjoy living, is automatically more attractive to visitors - and particularly to overnight visitors - than one which is not.

Encouraging retail

Maintaining urban retail choice remains a difficult issue yet traditionally trade and exchange has been the key function of our towns. As pointed out by Orla Murphy, 'the perception of the rural town Main Street as a fully functioning organism no longer applies. Streets as an urban model are precariously balanced between existence and obsolescence' (2012). Ways to manage these challenges that we have seen include Tramore's identification of vacant retail spaces in prominent town centre locations and their subsequent matching with potential tenants. Support for business owners in the presentation of their property fronts through painting schemes and with improvements to the public realm have all proved important ways of facilitating businesses. Guidance on the sensitive repair of historic shop front repairs, published by Cork County Council, is an important means to maintain the character of urban shop facades. Evidence-based policies to ensure that out of town shopping centres do not undermine the historic town centre are also necessary.

Festivals and Events

Well-planned festivals and events can work to generate community spirit and a sense of working towards a shared goal, as well as attracting tourists and visitors. The Irish Walled Towns Network's booklet on Tourism for Towns gives a good selection of events and projects from towns around the country for inspiration.

Communication is key

Good communication is vital to the success of any project. Good internal communication makes it easy for diverse groups to work together effectively within the town, and good external communication - in the form of marketing and promotion - is fundamental to building on and celebrating the town's success.

Calling in the professionals

So far we have set out a range of approaches to help keep our historic towns in good working order and it is obvious that there is work in this but that the rewards can be many. Good professional advice to help deliver strategies, and sometimes to see potential in what to some may be the mundane, is critical. The insight and expertise of engineers, architects, heritage professionals and planners can also help overcome regulatory and legal hurdles. Funding for such assistance can be a difficulty but there is a wealth of expertise in local communities and in local government at present, moreover, many funding agencies will fund the costs of getting good advice.

There are numerous tools and processes to help towns manage their heritage – these include conservation plans, public realm plans, town centre health checks, and heritage regeneration strategies. While all of these require professional expertise they do not work without community buy in and ownership.

Playing the long game

Finally, play a long game. Just as our towns are long-term projects so are our efforts. Truly successful places think of short-term wins and achievements, which should be celebrated, but some larger projects can take time to develop and deliver.

What have we learned?	How this helps
Think Heritage: heritage is a resource	Make use of what you have in your town. To many, heritage is a regulatory hurdle but it is also a valuable resource when used to differentiate a town and to bring people together. Each town's heritage is unique and, properly managed, can become one of that town's unique selling points.
Identify heritage assets	Consider heritage in its broadest sense. We are all quick to recognise the medieval ruins and Georgian houses as heritage assets, but what about more recent buildings? Shopfronts? Industrial buildings? Natural heritage? Intangible heritage, such as a music or folklore tradition?
Involve, involve, involve share the load	Community groups, local authority and the private sector brought together as a 'town team'.
Leadership	Identify local leaders - these might be within the local authority or the Chamber of Commerce or within a voluntary group.
A plan with a shared vision and a structure to deliver	Consult, plan, and deliver. Consider which structures and partnerships will help to deliver the vision and goals set out in the plan.
Broad range of funding sources	As well as short term, long-term funding is vital. Look to state agencies and a broad network of partners to help e.g. tourism, heritage, enterprise and local development organisations.
Engage with the planning process	County and City Development Plans, Local Area Plans, public realm plans set the agenda. Observe local planning trends and developments.

Think town centre	Locate amenities in the town centre to keep a sense of life and activity in the urban core. This includes schools, libraries, cinemas, shopping and other amenities.
Consider the town as a whole	Consider the town as a connected whole, not as a collection of individual monuments.
Focus on residents as well as visitors	A town that is lived in, and where people clearly enjoy living, is automatically more attractive to visitors - and particularly to overnight visitors - that one which is not.
Retail is critical	The retail offering of our towns is vital. Towns originated because of trade and exchange. Maintaining the viability of the historic town centre means managing issues like parking and out of town shopping centres.
Festivals and Events	Well-planned festivals and events can generate community spirit and pride in place, as well as attracting visitors and tourists.
Communicate	Share the news of your efforts with locals and partners. Think about how your place is marketed to locals and to visitors. Think also about training and networking opportunities.
Access professional advice	Architects, engineers, heritage professionals, and planners can all make a contribution – good advice is critical to seeing potential and to good project design. Adhering to legislative requirements and best- practice is vital to funding agencies.
Play a long game	Think of short-term wins and achievements which should be celebrated but remember some projects can take time to develop and deliver.

Fethard



	Census 2011	Census 2016	Change
Population	1541	1545	0.26%
Vacant Homes	87	73	-14
Unemployment	28.60%	23.30%	-5.30%
National avg.	19%	12.90%	-6.10%

Tucked away in rural south Tipperary, at approximately equal distances from Cashel and Clonmel, the small town of Fethard boasts Ireland's most complete medieval town wall. Ninety percent of the original 1100m circuit survives. The town is also home to several medieval tower houses, thirteenth-century Holy Trinity Church, a fourteenth-century Augustinian Friary and the seventeenth-century former almshouse, later town hall and courthouse, known locally as the Tholsel. This is horse country, and nearby Coolmore Stud is a major employer in the town.

Fethard today is a small town on the rise. A newly-opened visitor attraction in the seventeenth-century tholsel building - the Fethard Horse Country Experience - is drawing in visitors; the circuit of its medieval town walls has been almost completely conserved and repaired; a new bistro is bustling with diners and a much older pub, Mc Carthy's, still draws a crowd. The town boasts an impressive array of community facilities, including a large playground, sensory musical garden, youth centre, day care centre, community hall and a community-run ballroom. Fethard is home to no less than 47 voluntary and community organisations, and to the Fethard and Killusty Community Council, which has been operating since the 1970s and was formally incorporated as a limited company in 1996.

In the 1986 census, Fethard had a recorded population of 982, down from 997 in 1981. There was high unemployment, there were a large number of vacant buildings in the town centre and the town's many medieval monuments had fallen into disrepair. Joe Kenny, chair of the Community Council, recalls how a lecture by the late archaeologist John Bradley at the Fair of Cahir in that year (in which Bradley described Fethard as an 'undiscovered gem')



prompted a group of locals to found the Fethard Historical Society. The long-standing interest taken by Professor Tadhg O'Keeffe of UCD in the archaeology of Fethard was another motivating factor. The Historical Society was officially launched in 1988; marking a new appreciation for the fact that Fethard's own heritage was a unique asset to be valued and retained.

In 1988 a Mill Restoration Committee was set up to restore the derelict Abymill in the town as a venue for music, theatre and performing arts. This was followed, in 1990, by the founding of the Friends of Fethard (at the instigation of local businessperson and senator, John Magnier and then Chairman of the National Heritage Council, Michael Morris Lord Killanin). The Friends of Fethard took on the conservation and repair of a section of town walls bordering the Clashawley River as their first major project. The restored section of walls was officially opened by then-president Mary Robinson in 1993 and this moment is recalled by locals as the beginning of heritage-led regeneration in Fethard.

The Friends of Fethard and the Fethard and Killusty Community Council worked on a number of community projects over the following decade, including the purchase and reopening of Fethard Community Ballroom, and the provision of a daycare centre for older persons. They also became members of the Welsh-based Walled Towns Friendship Circle.

When the Irish Walled Towns Network (IWTN) was launched in 2005 by the Heritage Council,



Fethard - with its long history of community-focused heritage projects - was ideally placed to take full advantage of the ongoing support, technical advice, training and funding on offer. A suite of three plans for Fethard was initially funded by the IWTN in 2007: A Public Realm Plan, A Conservation Management Plan for the town walls and a Feasibility Study for the Tholsel. These three documents became the basis for all future regeneration work in Fethard. The Public Realm Plan was subsequently adopted as an official document by Tipperary County Council and a special subcommittee of the Community Council oversees its implementation.

Membership of the IWTN, brought community groups in the town into closer contact with South Tipperary County Council (now Tipperary County Council) and the development of this relationship has been significant for the town's success. Community groups in Fethard began engaging with the statutory planning process, making submissions on proposed Development Plans, Local Area Plans and planning applications. The most recent Local Area Plan for Fethard (2017) reflects a community and a local authority working together on common goals.

With funding from the Heritage Council through the IWTN and the local authority, successive sections of the town's medieval wall have been conserved and repaired, and a hugely popular festival is held each year. In 2001, the Community Council purchased the vacant Presentation Convent Hall in the town, using funds raised by a community lotto scheme. In 2008 this was developed as a youth centre.









The town's most recent major project has been the establishment of the Fethard Horse Country Experience in the seventeenth-century Tholsel building. The development of a visitor facility in the Tholsel and the development of an Equestrian Visitor Centre were two separate objectives of the 2008 IWTN-funded public realm plan. Funding from South Tipperary LEADER, Tipperary County Council, Fáilte Ireland (via Ireland's Ancient East), Coolmore Stud and the Andrew Lloyd Weber Foundation was used in the conservation of the building, the installation of a stateof-the-art interactive visitor experience and the employment of a curator. The process was managed by Fethard Business and Tourism Group, a subcommittee of the Community Council. In many ways, the diverse range of organisations and funders involved in this landmark project is a coming together of all of the different contributors to Fethard's regeneration over the last three decades and reflects the extent to which the community's ambition and ability to deliver projects have grown from small beginnings.

The Fethard Horse Country Experience saw over 4,000 visitors through its doors in the first 5 months and that number continues to grow. The town is hopeful that proposed greenways from Clonmel to Thurles and Clonmel to Carrick will attract even greater numbers. There are elements of the Public Realm Plan still outstanding - including a 'round the wall walk' - and these will be delivered over the coming years. Upgrading derelict facades in the town centre, marketing and promotion - along with a focused retail strategy - are likely to be where the community's attention shifts next.



Tramore



	Census 2011	Census 2016	Change
Population	10328	10381	0.51%
Vacant Homes	354	322	-32
Unemployment	22.30%	15.00%	-7.30%
National avg.	19%	12.90%	-6.10%

or most non-locals, Tramore is synonymous with its famous seafront 'Prom', built in the early twentieth century at a time when the resort was considered "the Brighton of Ireland". For generations of holiday-makers, memories of Tramore are centred around the promenade, the amusements, the camping grounds and the three miles of sandy beach that line the inner coast of Tramore Bay.

The arrival of the Waterford-Tramore railway in 1853, transformed Tramore from a small fishing village to the largest town in county Waterford and one of Ireland's most popular seaside resorts. Hand-in-hand with the development of the seafront went the growth of the residential town and much of Tramore's historic housing stock dates to the late-nineteenth and early-twentieth centuries, coinciding with the post-railway boom. The line closed in 1961 and with the closure of the station an important connection between the town and the seafront was lost.

Today, Tramore is a major commuter town for Waterford city, with a population of over 10,000 at the last census. By the late 1990s, proximity to the larger city and the advent of edge-of-town retail development had led to the decline of the historic town centre, with a high vacant-property rate and a much-reduced retail offering. In 1999, increasing dereliction and rumoured proposals for a major out-oftown commercial hub spurred a group of local residents to do something to "save" Tramore town centre and ArcArt - which would later become Tramore Development Trust - was born.

A chance encounter, leading to a consultation with Scottish community-regeneration consultant Alan Caldwell around the time of ArcArt's first public meeting, convinced



the group that in order for their regeneration vision to succeed they needed three things:

- 1. A formal mandate from the wider community
- 2. A plan
- 3. A defined legal structure

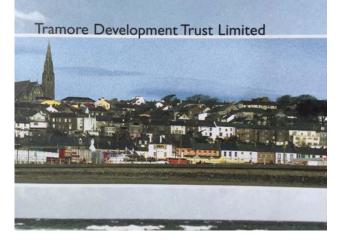
They set about a more focused process of community consultation - often holding meetings in informal locations to encourage broad participation - and drew up Tramore Community Plan (2000). A copy of the final plan was delivered to every house in the community. They also incorporated Tramore Development Trust as a limited company and registered charity, a status that was to prove invaluable in pursuing funding opportunities as the Trust grew.

Tramore Community Plan grew directly from the community consultation process and sets out objectives under eight strategic themes that people living in Tramore felt strongly about. These include: Community Facilities, Youth and Children, Building an enterprising community, Arts and Culture, Older Persons, Participation/Social Inclusion, and Monitoring and Evaluation. The group's initial focus on the cultural regeneration of Tramore and the preservation of its architectural heritage had grown into something much bigger - a vision for building the kind of town that people wanted to live in, based around the heritage assets (both architectural and natural) that they already had.

From the beginning, Tramore Development Trust set themselves a "town centre" radius within which all their projects would be carried out.



Tramore community plan





In 2000, they undertook a measured and condition survey of the derelict Coastguard Station, which had been gutted by fire a number of years earlier. Working alongside the OPW and Waterford County Council, the coastguard station was conserved, repaired and adapted to a new use as a cultural centre. Today it houses a cafe, gallery, workshop space and venue. Half of the building is still in use by the Irish Coast Guard. The Coastquard Cultural Centre is located south west of the main street, on Tramore's most popular recreational walking route and is very well frequented as a result. It employs one full time member of staff and eleven additional part-time staff, many via community employment schemes.

When they were offered the opportunity to take a long-term lease on the infrequently used Quaker Meeting House on Branch Road, the members of the Trust went back to the Community Plan and looked again at what facilities were missing in the town. Childcare was high on that list, and - with the aid of Department of Justice funding - the meeting house was opened as an after-school centre for socially- and economically-disadvantaged children in 2003. After funding was discontinued in 2010, the building was vacant for a number of years while the Trust waited for the 'right' use for the space to present itself. It now operates as a daycare centre for adults with intellectual disabilities, run by the Brothers of Charity. The space is also available to community and support groups in the evenings.

Above the Quaker Meeting House, the gardens to nineteenth-century Tramore House had previously been refurbished as a town park. This had become neglected and was a focus







for antisocial behaviour, meaning that it was severely underused by the local community. In 2012, a visit to Tramore by the great-grandson of international writer and folklorist Lafcadio Hearn sparked the idea for a memorial garden. Hearn, whose father was Irish, had spent childhood summers in Tramore. In 2015, with the assistance of funding from Waterford County Council, the Japanese JEC Fund and a number of private sector organisations, the Lafcadio Hearn Japanese Gardens officially opened to the public. The gardens operate as a paid visitor attraction, however concessions on entry are available to locals, community events are facilitated and the gardens are open freeof-charge every Thursday.

The Trust has also helped to develop a playground and proposed sheltered housing in the town centre, initiated a streetscape improvement scheme and in 2015 became a founder member of the Tramore Town Centre Management Group, at the invitation of Waterford City Council. This group includes representatives from Waterford County Council, An Garda Siochana, Tramore Chamber of Tourism and Commerce, Tramore Development Trust, the Tidy Towns Committee, local retailers and estate agents. The Tramore Town Centre Management Plan 2016-2018 was launched in 2016 on foot of market research carried out by the group. The Town Centre Management Group has also successfully targeted vacant retail spaces in prominent town centre locations and "matched" those spaces with potential tenants, to the benefit of all involved.

The Tramore Development Trust is currently carrying out an audit of all of its projects to date. They acknowledge that there is still work to do. Wayfinding between the seafront and the town remains a major issue, the streetscape on main street could be improved and a number of vacant premises in very prominent positions detract from the overall appearance of the town. For now, the Trust has set its sights on developing a craft centre to showcase the work of local producers and makers. In the longer term, the Trust hopes to develop the railway station, a building that is both physically and historically central to Tramore's development as a historic town.



Westport



	Census 2011	Census 2016	Change
Population	6063	6198	2.23%
Vacant Homes	533	354	-179
Unemployment	17.60%	10.80%	-6.80%
National avg.	19%	12.90%	-6.10%

estport - 2012 Irish Times Best Place to Live in Ireland, three-time National Overall Tidy Towns Winner, home of the Great Western Greenway - is likely to need little introduction. It's certainly the best publicised of the five case-study towns in this booklet. Westport enjoys a beautiful location, on the shores of Clew Bay, overlooked by Croagh Patrick to the south and the Nephin Ranges to the north; it also has a remarkably intact formally-planned Georgian town centre, begun in 1767 by local architect William Leeson, as well as Westport House with its surrounding grounds. The house and grounds were opened to the public by the Browne family in the 1960s and have over the years acted as both a major tourist attraction and unofficial town park. A number of large employers, including pharmaceutical giant Allergan, lend the town an economic stability that would be difficult to replicate based on tourism alone.

On the face of it, Westport seems to have all the advantages necessary to make a town work. However, appearances can be deceptive and it is worth looking more closely at the hard work and deliberate effort that have gone in to making the town as successful as it now is. To quote municipal architect Simon Wall: "Just to survive as a viable town on the Atlantic west coast is a challenge! To thrive requires strong local leadership, an immense amount of cooperation and coordinated team work".

Like all successful regeneration stories, this one starts with a plan. In the 1980s and into the 1990s Westport already had a thriving seasonal tourist industry and Allergan was already established as a major local employer. However, the town centre was run-down and car-dominated. Day visitors more-often-than-not went straight to Westport House and spent little time in the town itself. As the



millennium year approached, Westport Town Council, made the decision to invest funds that might otherwise have been spent on a memorial park or monument in a comprehensive design vision for the town. The resulting plan, Westport 2000 - published in 1998 - is the basis on which all subsequent regeneration works have been carried out.

The Council made this decision partly with an eye to managing the increase in construction and renovation of rental property produced by the Section 23 tax relief scheme. What they couldn't have predicted was how important the document would become in managing the even greater construction boom associated with the "Celtic Tiger" economy.

In consultation with local residents and voluntary groups, the Council identified unused and underused spaces in the town centre and earmarked these for development. Based on the objectives identified in the plan, they ran weekly planning clinics, offered free consultation on painting colour schemes, 'conditioned-out' uPVC windows and doors as planning applications arose and took a similar approach to opening up the rear sites of town centre properties, requiring prospective developers to include pedestrian walkways in town centre development applications.

Westport Town Council (now Mayo County Council) aims to deliver a major civic project every decade. To date this undertaking has provided a leisure centre, cinema and theatre venue,





all located in the town centre and all easily accessible on foot. The theatre's bar closes after performances so that patrons are encouraged to go back out and frequent other town centre businesses. These civic projects are delivered by a not-for-profit community interest company, which employs two full-time members of staff as well as a number of FÁS and TÚS workers.

Westport has also capitalised on its location to set itself up as Ireland's Outdoor Adventure capital. The town has cleverly managed its tourism product, organising competitions and events for off-season weekends where visitor numbers would otherwise be low and offering a broad selection of events that attract "not just ironman, but the whole family".

The town authorities have also proved adept at sourcing funding. In 2012, Westport received €5 million in Smarter Travel funding via national competition to implement a raft of sustainable travel initiatives in the town. The Westport-Achill Great Western Greenway initially opened in 2011 and extended using the Smarter Travel funding - has been a huge visitor draw, popular with both national and international tourists. What is less well-known, however, is that approximately 70% of the residential areas in Westport are now linked by greenways. Significant public realm and pedestrian-infrastructure improvements were also implemented under the scheme.





This is in keeping with the Westport 2000 vision of making Westport a great place to live for its full-time residents (not just for its tourists) and the result is a population that is very much engaged in the promotion and development of the town. Westport had 97 voluntary and community organisations at last count, and the Tidy Towns volunteers alone contribute over 6000 person hours a year to community improvement projects.

Simon Wall talks repeatedly about the importance of building trust between local communities and the local authority. In Westport they started with small projects - a signage policy, improved planting on traffic islands - and moved on to larger projects, developing a working relationship along the way. Central to this process has been a willingness to celebrate achievement when it happens. When Westport won the Irish Times competition in 2012 they commissioned a public sculpture to celebrate that achievement. In turn, the sculpture - and the public realm works associated with it - won a RIAI public choice award in 2016. In 2011, the Tidy Towns Committee - using prize money from their three Tidy Towns wins as well as LEADER funding - oversaw the design and construction of a new skatepark for the town: a voluntary community organisation confident and accomplished enough to deliver a major public infrastructure project.

Mayo County Council continues to work on achieving medium-density development in the town centre, sometimes stepping in with compulsory purchase orders to ensure that this happens. Westport's next big challenge is to reconnect and redevelop it relationship with the Atlantic Ocean. Plans for a marina and other marine-based tourism initiatives are currently under discussion



Carlingford



	Census 2011	Census 2016	Change
Population	1045	1445	38.28%
Vacant Homes	270	121	-149
Unemployment	25.80%	15.20%	-10.60%
National avg.	19%	12.90%	-6.10%

hen Carlingford Lough Heritage Trust was founded in 1990, Carlingford was - in the words of one Trust committee member - "quite derelict". The still-active border with Northern Ireland meant restricted travel to and from Newry and Belfast and in those pre-motorway days the journey to Dublin was significantly longer than it is now. There were local employers in Greenore, or Dundalk, but commuting to farther afield was much less common. Many of the buildings in the town centre, both residential and commercial, were vacant. The Trust started out with a Business Plan and successive Community Plans followed.

Today Carlingford is a flourishing small town, to the extent that demand for housing has driven prices out of the reach of many and there is a scarcity, rather than an oversupply, of vacant commercial space. The M1 motorway has meant that commuting to Dublin or Belfast for work is a reasonable option, and the removal of border posts makes towns like Newry and Derry much more accessible. Carlingford has become a popular destination for overnight breaks and the population of the town can more than double on busy summer weekends. It is perceived as an attractive place, both to live and to visit.

The town is undeniably picturesque, set between Carlingford Lough and Slieve Foy, with numerous surviving medieval monuments, town walls and a largely-intact medieval street plan in addition to significant built heritage from later periods, including Georgian Ghan House and the Holy Trinity Church.

Holy Trinity Church, now Carlingford Heritage Centre, was the Carlingford Lough Heritage Trust's first project. The Trust acquired a lease on the building in 1991 and used



Fáilte Ireland funding linked to a Heritage Towns designation to develop it as a heritage centre. With great foresight, the Trust retained the building's capacity to function as a gathering place (the central space is left free, display panels can be folded away when not in use) and today a significant portion of their income is generated from its use as a venue, particularly for civil marriage ceremonies. A portion of the Fáilte Ireland funding was used to appoint a director, a recent graduate from the then-new Heritage Management MA at UCC. Trust members point to this appointment as significant and argue strongly that ongoing access to professional expertise for community-led projects is vitally important.

The conservation of the Holy Trinity Church and the launch of the new Heritage Centre is remembered as the first significant inward investment in Carlingford in modern times. It marked the beginning of a change in the town's fortunes. The Trust's next project, however, was the one that really changed the look and feel of the town: the pedestrianisation and redevelopment of Tholsel Street.

In 1992, Carlingford was the first town in the Republic of Ireland to receive International Fund for Ireland (IFI) funding under the Border Towns and Villages programme, to be used for the redevelopment of Tholsel Street. The Trust also acquired a derelict site on the street, using a Local Enterprise Office grant. The street was pedestrianised, medieval monuments conserved and four town houses with ground floor retail units, three







further shops and four apartments were built on the derelict site. The town houses and apartments were sold and two retail units were retained, to be operated by the Trust as an incubation space for start-up businesses. Income from these units, along with income generated by the Trust from the hire of the Heritage Centre as a venue and other sources, goes into a pot that is used to supply match funding for any grant applications that require it.

In tandem with the IFI-funded development, Carlingford Adventure Centre - a private enterprise run by a local family - decided to locate their purpose-built adventure centre just off Tholsel Street, behind the fifteenth-century tower house known as The Mint. The somewhat unusual choice of an in-town location for a traditionally out-of-town business has had a significant knock-on effect. There is no on-site parking for Adventure Centre visitors so they park on the seafront and walk up through the town, as they do to access activities on the mountain or in the Lough; overnight accommodation for Adventure Centre visitors is scattered around various buildings in the town centre and the Centre is open 365 days a year. This all contributes to the town centre feeling vibrant and busy.

Other regeneration projects delivered by the Trust include: the floodlighting of King John's Castle, the provision of playgrounds and the conservation and reuse of the nineteenth-century former Station House. This last was used first as a health centre and subsequently as a tourist office.







Carlingford joined the Irish Walled Towns Network (IWTN) in 2005 and has availed of IWTN funding to conserve and repair its surviving sections of the town wall. The IWTN also provides funding for medieval-themed activities during the summer months, and training to Trust members on aspects of heritage-led urban regeneration.

In 2013, Carlingford Lough Heritage Trust was instrumental in setting up Carlingford Community Forum. This brings together local community and business interest groups with representatives from a broad cross section of Louth County Council, including forward planning, parks and recreation and civil engineering. The aim is to encourage more joined-up thinking, particularly on public realm projects, and to provide a forum - open to members of the public - where the community's voices can be heard.

The influx of weekend visitors to Carlingford, while it is good for the local economy, places increased pressure on infrastructure and services. Local Tidy Towns volunteers, for example, go out on Saturday and Sunday mornings and collect rubbish from the nights before. This places a huge strain on already stretched voluntary resources and a more sustainable strategy for managing Carlingford's popularity as a destination is something that the Trust would like to see put in place.



Youghal



	Census 2011	Census 2016	Change
Population	7794	7963	2.17%
Vacant Homes	691	465	-226
Unemployment	29.30%	20.70%	-8.60%
National avg.	19%	12.90%	-6.10%

oughal, near the Cork-Waterford border, hit the headlines just over a decade ago for all the wrong reasons. Beginning in 2005, the town lost almost all of its major employers within the space of five years. At least 2000 jobs were lost during that period with far reaching social and economic consequences for the town - and Youghal became an unwilling poster-child for the national recession. News reports on the impact of the economic downturn frequently featured Youghal and a 2011 Irish Times article that led with the question "How do you fix a broken town?" is still a bitter pill for many locals to swallow. In some ways, Youghal has found it harder to shake the image of a town in decline than to shake the decline itself.

In 2005, when the first of the factory closures hit, Youghal Town Council and a number of interested locals sat down to look at what Youghal still had to offer and quickly realised that heritage was high on that list. Youghal has an abundance of heritage assets, both natural and cultural. Sandy beaches and the River Blackwater flank the town, and the streetscapes feature numerous surviving medieval monuments, eighteenth-century houses, large sections of early town walls and the landmark Clock Tower, built in 1777. The town also has a rich supply of nineteenth- and twentieth-century building stock, dating to the era when Youghal was a popular seaside destination.

Youghal's Heritage-led Regeneration Strategy, published in 2005 with Heritage Council funding, was the first of its kind in Ireland. The first major development based on its recommendations was the establishment of Youghal Socio-economic Development Group (YSEDG) in 2007. YSEDG brings together representatives from Fáilte Ireland, Enterprise Ireland, SECAD (the South & East Cork



LEADER development company), the Local Enterprise Office, Youghal Town Council (now Cork County Council), Youghal Chamber of Commerce and local members. The group meets every two months and has been enormously beneficial to the town, particularly in terms of connecting local organisations with national and regional funding opportunities. Before YSEDG was established, neither Fáilte Ireland nor Enterprise Ireland had funded any Youghal-based projects. In the years since it was established they have funded numerous schemes.

In 2005, as another consequence of having established the Heritage-led Regeneration Strategy and actively seeking heritage-focused opportunities, Youghal became a founder member of the Irish Walled Towns Network. In 2008, the town was able to avail of IWTN funding to prepare a Conservation Management Plan for the town walls and embarked upon a yearly program of works to the surviving sections of wall that continues to the present day.

The IWTN also funded a Public Realm Plan for the town, on foot of which Fáilte Ireland funding was sourced to carry out capital public realm improvements.

In 2008, Youghal Town Council acquired a 999 year lease on St. Mary's Collegiate Church, a National Monument dating to the 12th century. The Council also purchased the adjacent 17th-century College and its gardens. The Church is operated as a visitor attraction, and is



the central focus of the recently rebranded Raleigh Quarter, named for its association with Sir Walter Raleigh who reputedly lived for a time in Myrtle Grove, beside the Collegiate Church.

The College building was redeveloped as a very successful Enterprise Centre, with funding from Enterprise Ireland, South and East Cork LEADER and the Dormant Accounts Fund, among others. The first phase of enterprise units was launched in 2008, craft workshops were added in 2012 and in November 2017 a further expansion was almost complete. Demand for spaces in the centre currently far outstrips supply. The centre employs two full-time members of staff and thirty-eight companies have passed through the building as lease holders

since it opened in 2008.

The recent history of the Clock Tower is an excellent illustration of Youghal's philosophy of "doing what you can, when you can, with what you have". The Clock Tower is a national monument. Funding was initially obtained for a conservation plan, on the basis of which SECAD, Youghal Town Council and the Local Enterprise Office funded conservation works. The Irish Walled Towns Network then funded a feasibility study, followed by a SECAD-backed interpretation plan and on the basis of having all these elements already in place, Youghal was awarded €200,000 via Ireland's Ancient East for the development of an interpretative centre in the building. This has now been open for over a year and has been highly successful.





In 2013 Youghal became one of three pilot members of the Historic Towns Initiative (HTI), a joint venture between the Heritage Council of Ireland, the then Department of Arts, Heritage and the Gaeltacht and Fáilte Ireland. As part of the pilot scheme the town carried out significant public realm works, including the installation of large open-air 'umbrellas' on a section of Nealon's Quay. In 2018, Youghal was again announced as one of seven beneficiaries under an expanded version of the scheme.

Toady on Youghal's main street, new shops and restaurants are opening up and Chamber of Commerce figures say that visitor numbers are up 13,000 on last year. A town-centre hotel, which had been vacant, has recently reopened under new management, giving a significant boost to the town. In the edge-of-town industrial estates, new businesses are opening and there is competition for vacant industrial units. The major manufacturing industries are unlikely to return, but smaller, more-specialised firms are beginning to take their place.

The Youghal Socio Economic Development Group has targeted the attraction of overnight visitors as their next goal. A lack of hotel beds, and a perception of Youghal as a day trip destination has meant that not nearly enough visitors are staying in Youghal overnight. The difference in spend for overnight guests, as opposed to day-trippers, is significant. A new boardwalk will be extended to link the town with the Quality Hotel at Redbarn, just down the coast, and there are plans to develop the disused lighthouse as a visitor attraction. Funding has recently been secured for a six-berth pontoon in the harbour, which will make the town more attractive to marine leisure tourism and a cycleway from Middleton (MY Greenway) along the disused railway line is also in the development stage.



Possible funding opportunities

Even though there are always things that can be accomplished at low or zero cost, many heritage regeneration projects will require funding. Grant opportunities from the State and the EU can change frequently. Accordingly, a detailed breakdown of existing sources could become quickly redundant. Nonetheless, the organisations listed below have various grant programmes which provide funding for the social, economic, tourism and heritage initiatives that may be deemed necessary for your town to succeed. Build an understanding of grant programmes and how they could help fund potential actions.

The following list of relevant State, EU and NGO funding sources is not exhaustive:

- County Council
- Department of Culture, Heritage and the Gaeltacht (including Creative Ireland)
- Department of Rural and Community Development
- Department of Transport, Tourism and Sport
- EU INTERREG and other EU funding sources
- Fáilte Ireland
- Irish Georgian Society

- Irish Public Bodies Insurance
- Leader
- Local Enterprise Office
- Pobal
- Royal Irish Academy
- Sustainable Energy Authority of Ireland
- The Arts Council
- The Heritage Council

Where possible, local business and community sourced funding should be obtained to support projects. Most government and EU funding requires some level of matching funding. Companies and individuals can avail of tax relief on charitable donations under Section 848A of the Taxes Consolidation Act 1997. If the implementing body of the planned urban regeneration actions already has or obtains charitable status this will be an additional incentive for companies and individuals to provide financial support.

The Wheel, which is a representative body for charities and voluntary organizations, provides useful information on fundraising and grants on its website, www.wheel.ie. The website also has a regularly updated directory of live grant opportunities.

Funding bodies provide guidance notes for making an application and many share details of previously successful applications. If an application is unsuccessful don't be afraid to ask for feedback.

Helpful resources

Strategic Context:

The Irish town: an approach to survival (1975), Shaffrey, P., O'Brien Press

Town: origins, morphology and future (2012), Murphy, O.

Energising Ireland's rural economy (2014), CEDRA https://www.teagasc.ie/media/website/rural-economy/CEDRA_Report.pdf

Irish Towns (2015), Ignite Research, The Heritage Council https://www.heritagecouncil.ie/content/files/irish_towns_research.pdf

The Urban-Rural Impact of Economic Recovery (2017), O'Donoghue, C., Kilgarriff, P., & Ryan, M. Teagasc https://www.teagasc.ie/media/website/publications/2017/The-Local-Impact-of-the-Economic-Recovery.

Strategic context presentations on the Heritage Council's YouTube channel https://www.youtube.com/watch?v=jAOqtnKVa_1&list=PLIKz_D-MJSUmy0o7_idP5tWYNe-xno06n

The Economics of Heritage

Assessment of possible fiscal incentives in relation to the built heritage of Ireland's towns (2014), Peter Bacon and Associates report for the Heritage Council

http://www.heritagecouncil.ie/content/tiles/assessment_tiscal_incentives_tinal_report_peter_bacon_ rpt_2mb.pdf_

Economic value of Ireland's historic environment (2012), Ecorys report for the Heritage Council http://www.heritagecouncil.ie/content/fles/ecorys economic evaluation historic environment fnal report_1mb.pdf

Working with and Protecting Heritage:

Adopt a monument: guidance for community archaeology projects (2017), The Heritage Council https://www.heritagecouncil.ie/content/files/Guidance_for_community_archaeology_projects.pdf

Conserving and maintaining wildlife in towns and villages: a guide for local community groups (2005), The Heritage Council

<u>https://www.heritagecouncil.ie/content/files/conserving_enhancing_wildlife_guide_2005_480kb.pdf</u>

Historic Towns Initiative: framework for the pilot phase Listowel, Westport, Youghal 2013 – 2014 (2018), Department of Culture, Heritage and the Gaeltacht

www.chg.gov.ie/heritage/built-heritage/architectural-heritage-advisory-service/historictowns-initiative/

Maintenance: a guide to the care of older buildings (2007), Department of Environment, Heritage and Local Government

https://www.chg.gov.ie/app/uploads/2015/07/Maintenance-A-Guide-to-the-Care-of-Older-Buildings-2007.pdf

Ruins: the conservation and repair of conservation ruins (2010), Department of Environment, Heritage and Local Government

https://www.chg.gov.ie/app/uploads/2015/07/Ruins-The-Conservation-and-Repair-of-Masonary-Ruins-2010.pdf

Shaping the future: case studies in adaptation and reuse in historic urban environments (2012), Department of Culture, Heritage and the Gaeltacht

www.chg.gov.ie/app/uploads/2015/07/shaping-the-future-case-studies-in-adaptation-and-reuse-in-historic-urban-en-vironments.pdf_

Working with and protecting heritage - presentations on the Heritage Council's YouTube channel https://www.youtube.com/playlist?list=PLIKz_D-MJSUkxluL8MxLPmOF-h2Y_xrEL&disable_polymer=true

Communities Working Together:

Creating talented town teams and partnerships, Department for Communities and Local Government UK http://thegreatbritishhighstreet.co.uk/pdf/kickstart/GBHS-Top-tips-Creating-talented-Town-Teams-and-localpartnerships.pdf?2

Solving our own problems! A two-day workshop identifying Carrick-on-Suir's issues and coming up with solutions (2014), The Heritage Council

<u>https://www.heritagecouncil.ie/content/files/solving our own problems workshop report 2014 3mb.pdf</u>

Sustainable communities: a governance resource book for small community and voluntary organisations https://www.wheel.ie/sites/default/files/TheWheel_SustainableCommunities_Governance%20FINAL%20ELEC-TRONIC_0.pdf

Communities working together - presentations on the Heritage Council's YouTube channel https://www.youtube.com/watch?v=AKmHLRRTrEO&list=PLIKz_D-MJSUIcLU9IawZOOMGSnVr0XHGK

Public Realm and Planning

Community-led village design statements in Ireland: toolkit (2012), The Heritage Council www.heritagecouncil.ie/planning/initiatives/village-design-statement-programme/vdstoolkit/___

Design manual for urban roads and streets, Department of Transport, Tourism and Sport and the Department of Environment, Community and Local Government

<u>http://www.housing.gov.ie/sites/default/files/migrated-files/en/Publications/DevelopmentandHousing/Plan-</u> <u>ning/FileDownLoad%2C32669%2Cen.pdf</u>

HerO (heritage as opportunity) the road to success: integrated management of historic towns (2011), URBACT http://urbact.eu/hero-heritage-opportunity-complete-overview

Revitalising Ireland's towns: a collaborative initiative by National 'Pilot' Town Centre Health Check (TCHC) Training

http://www.heritagecouncil.ie/content/files/Workshop_pack_town_centre_health_check_naas.pdf_

Public realm presentations on the Heritage Council's YouTube channel

https://www.youtube.com/watch?v=HEd0Mz9Quts&list=PLIKz_D-MJSUmOwuJNy16XRP8zMad4s0HU

Planning presentations on the Heritage Council's YouTube channel

https://www.youtube.com/watch?v=JMsWcvidZ_U&list=PLIKz_D-MJSUkyHU8ZCYVkvOVdVowx4Tłq

Retail

A framework for town centre renewal (2014), Retail Consultation Group https://dbei.gov.ie/en/Publications/Publication-files/A-Framework-for-Town-Centre-Renewal.pdf

The Portas review: an independent review into the future of our high streets (2011), Mary Portas https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/ file/6292/2081646.pdf

Retail presentations on the Heritage Council's YouTube channel https://www.youtube.com/watch?v=P4Z42O9PDwA&list=PLIKz_D-MJSUmpfWiAeSFL4h5w_HD2AZAm

Tourism

Historic towns in Ireland: maximising your tourism potential (2012), Fáilte Ireland www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2 Develop Your Business/3 Marketing Tool-kit/5 Cultural Tourism/Historic-Towns-In-Ireland-with-link1.pdf?ext=.pdf

Rural tourism (2016), Teagasc https://www.teagasc.ie/media/website/publications/2016/Rural-Tourism-Booklet.pdf

Tourism for towns: an introduction to developing a sustainable tourism sector in your historic town (2017), The Heritage Council http://www.heritagecouncil.ie/content/files/Tourism_for_towns_995kb.PDF

Tourism presentations on the Heritage Council's YouTube channel

https://www.youtube.com/watch?v=tJl2vXB6pRM&list=PLIKz_D-MJSUnf0a9CvsaWnmTabv5TDOlv

Town Plans

Fethard public realm plan (2009), Paul Hogarth Company and ERM https://www.tipperarycoco.ie/sites/default/files/Publications/Fethard%20Public%20Realm%20Plan%20 Part 1.pdf

Tramore community plan, Tramore Development Trust Ltd. https://www.heritagecouncil.ie/content/files/Tramore_Community_Plan.pdf

Westport 2000: integrated action plan, Westport Urban District Council https://www.heritagecouncil.ie/projects/irish-walled-towns-network

Youghal: a heritage-led vision to the next decade, Cork County Council https://www.heritagecouncil.ie/content/files/Youghal A Heritage Led -Vision -to -the -Next Decade pdf

Presentations about the Ballybrilliant towns on the Heritage Council's YouTube channel https://www.youtube.com/watch?v=RTOjcvFpGzs&list=PLIKz_D-MJSUlxge09iT0nsPK8XUtshD70



National policy

Policy Proposals for Ireland's Towns (2015), The Heritage Council, http://www.heritagecouncil.ie/content/fles/policy_proposals_irelands_towns_2015_5mb.pdf

Realising our Rural Potential: Action Plan for Rural development (2017) Department of Culture, Heritage and the Gaeltacht www.cha.aov.ie/app/uploads/2017/01/162404-rural-ireland-action-plan-web-2-1.pdf

Project Ireland 2040: National Planning Framework (2018), Government of Ireland http://npf.ie/wp-content/uploads/Project-Ireland-2040-NPF.pdf

Project Ireland 2040: National Development Plan 2018–2027 (2018) Government of Ireland http://www.per.gov.ie/en/national-development-plan-2018-2027/

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