

RETENTION FOR 2x HOLIDAY CHALETs, CORNODE, PORTROE, NENAGH E45 CY94

REF 23/60068, TIPPCOCO LETTER DATED 16/3/2023

RESPONSE TO PARAGRAPH 3 OF ATTACHMENT

REFERENCED DOCUMENTS ARE LISTED AT THE FOOT OF THIS PARA 3 RESPONSE

TIPPCOCO QUESTION:

“The Planning Authority is not favourably disposed to the development of tourism facilities outside existing settlements and at a remove from public services, infrastructure and facilities. The applicant is invited to submit a detailed narrative regarding the siting, need and benefits of this development in compliance with the policies of the North Tipperary County Development Plan 2022 including the demonstration of a clear need and benefits to the local community and also the demonstration that the development is compatible with the policies set out for the protection of the environment. The submission should also demonstrate how the proposed development will link with existing tourism facilities and amenities in the area.”

RESPONSE:

INTRODUCTION

Follows a quotation from the Tipperary Local Community Development Committee (LCDC) to the National Planning Framework (NPF), regarding Tipperary tourist accommodation:

“In Tipperary, there is a very significant shortage of hotel accommodation and it is a constant key reason why the tourism product in Tipperary faces challenges to reach its full potential. It is vital that the NPF acknowledges that there are key areas in the country where tourism accommodation (hotels) is weak and that provision is made for same and indeed that appropriate targeted incentives are provided to assist in making it attractive for hoteliers to develop in these areas. Tipperary is one such county where this is a significant tourism infrastructural deficit. (page 6 of Tipperary LCDC Report dated March 2017 – [Reference 1].

An overarching reason and one of the benefits of these cabins (the subject of this correspondence) is to support the following objective of the Tipperary Transforming - Tourism Product Development Plan 2020 – 2030 [Reference 2].

“This Plan was tasked with looking at general accommodation provision. It remains a critical piece of the tourism development jigsaw. More than virtually any other investment, accommodation (whether it be hotel, self-catering, hostel, homestay or new modes) can accelerate tourism growth. Tipperary needs more accommodation across all sectors and locations. Without balanced provision the ambitions in this Plan will be constantly challenged.”

The cabins are adjacent to Garrykennedy and equidistant (15km's) to Killaloe/Ballina, Dromineer and Nenagh.



The numbered facilities/attractions are listed on the following page.

8 Garrykennedy Castle

- 📍 R494 from Nenagh, then turn off for Garrykennedy
- 🌐 www.facebook.com/pg/Garrykennedy-Lough-Derg-Ireland
- GPS: 52.5420, -8.2045

9 Derg Farmhouse Cheese

- 📍 Garranmore, Nenagh, Co Tipperary
- 📅 Not open to public
- ☎ +353 (0)86 243 1615
- ✉ info@dergfarmhousecheese.ie
- 🌐 www.dergfarmhousecheese.ie

10 Castletown Church and Graveyard

- 📍 1km Castletown village, near Portroe, Co Tipperary
- 📅 Year round
- 🌐 www.discoverloughderg.ie
- GPS: 52.53162, -8.233731

11 Youghal Village

- 📍 Youghal (R494), Newtown, Co Tipperary
- 📅 Open access
- 🌐 www.tipperary.com GPS: 52.5345, -8.2530

12 Art and Healing Centre

- 📍 Whitebarns, Ballinacloagh, Nenagh, Co Tipperary
- 📅 Year round. Check in advance for dates and times
- ☎ +353 (0)504 52895 / +353 (0)86 241 8814
- ✉ marie@artandhealingcentre.ie
- 🌐 www.artandhealingcentre.ie

13 Nenagh Arts Centre

- 📍 Banba Square, Nenagh, Co Tipperary
- 📅 Box Office Monday-Saturday 11am-6pm
- ☎ +353 (0)67 34400
- ✉ director@nenagharts.com
- 🌐 www.nenagharts.com

14 North Tipperary Heritage and Genealogy Centre

- 📍 The Governor's House, Kickham St, Nenagh, Co Tipperary
- 📅 Monday-Friday, 10am-4pm
- ☎ +353 (0)67 33850
- ✉ tipperarynorthgenealogy@eircom.net
- 🌐 www.tipperarycoco.ie/heritage/genealogy-centre/ / www.rootsireland.ie

15 Nenagh Castle

- 📍 O'Rahilly St, Nenagh, Co Tipperary
- 📅 April-October, Tuesday-Saturday 10am-4.30pm
- ☎ +353 (0)67 33850 ✉ castlenenagh@gmail.com
- 🌐 www.hiddentipperary.com/castles/nenagh-castle

16 Mid Ireland Adventure

- 📍 Locations can be arranged

17 Nenagh Equestrian Centre

- 📍 The Briary, Ballintoher, Nenagh, Co Tipperary
- 📅 Year round
- ☎ +353 (0)67 31400 / +353 (0)86 869 8885
- ✉ nenaghequestrian@gmail.com
- 🌐 www.nenaghequestriancentre.com/ www.facebook.com/Nenagh-Equestrian-Centre

18 Nenagh Walking Tours

- 📍 Banba Square, Nenagh, Co Tipperary
- 📅 All year, seven days a week. Call for details. Payment by cash on the day.
- ☎ +353 (0)86 124 7945 🌐 @nenaghwalkingtours
- ✉ millsyng@yahoo.ie
- 🌐 www.facebook.com/nenaghwalkingtours
- GPS: 52.865382, -8.199768

19 Millennium Cross

- 📍 Loughtea Hill, southwest of Portroe, in the Arra Mountains, Co Tipperary
- 📅 Year round
- 🌐 www.discoverloughderg.ie/millennium-cross-walk/ / (www.walkingroutes.ie/2070-Arra-Mountain-Loop)

20 Graves of the Leinster Men

- 📍 Ballina to Portroe road (R494), Co Tipperary
- 📅 Year round
- 🌐 [www.tipperarycoco.ie/sites/default/files/Publications/North Tipperary Walking Trails Guide.pdf](http://www.tipperarycoco.ie/sites/default/files/Publications/North%20Tipperary%20Walking%20Trails%20Guide.pdf)



SITING

The cabins are sited at the foot of an existing access road to my adjacent residential property (E45 CY94), which in turn links to L roads to Garrykennedy (to the east) and Portroe (to the west / south west). Planning application reference **23/60068** from Tipperary County Council refers.

The cabins were sited in existing predominantly clear to shore areas, with some minor removal of untidy bramble, overgrown areas, dead/decayed trees and small 'sally saplings'. Any tidying of such brambles etc was performed in the period September to February, in accordance with the Wildlife act section 40, 1976. No burning was performed, just manual small scale pruning and removal.

The cabins were sited, and designed, to provide novel tourist accommodation in a rural lakeside area, with nature and leisure facilities in abundance, to satisfy the needs for rural tourism development / support as further detailed herein.

The following comment is the introduction from the Council's request for further information :

"The Planning Authority is not favourably disposed to the development of tourism facilities outside existing settlements and at a remove from public services, infrastructure and facilities"

It should be noted that these cabins are no different to several others being outside existing settlements and removed from public services etc, including:

- Fraoch Cottage
- Lakeview Farm
- Cornode Cottage
- Lackaroe Cottage
- Etc.

On 16th November 2020 the Office of Public Responsibility (OPR) provided a response to the Tipperary County Council Development Plan 2020 – 2028 [Reference 3]. One aspect of their response, which is relevant to your request for clarification re. retention planning permission is:

"Given the rural character of the county, it will be important that the development plan provides, as much as is feasible, for the enhancement, facilitation and support of rural enterprise. This may include diversification of the rural economy (NPO 21) through inter alia, tourism," (Page 7, 2nd last paragraph

NEEDS

The cabins are needed to support tourism development and enhancement through accessibility to additional bed/room/unit capacity in North Tipperary, particularly they :

- facilitate bringing non North Tipp Euro's into the local area, for spending in stores, eateries, also with activity and facilities providers of tourism, and tourism supporting businesses.
- help promote North Tipperary as a destination of choice for short and longer stays, across twelve months of the year.
- add to the North Tipperary 'estate' of holiday / short break accommodation, providing further niche / quirky options to local, national and international visitors.

The Tipperary County Development Plan 2022 – 2028 Volume 1 [Reference 20][contains several aspects which cover the needs and requirements for rural tourist accommodation types and facilities. Such excerpts include :](#)

“Strongly growing tourism economy, supporting national tourism programmes, through its built and cultural assets, diverse towns and villages and quality outdoor activity experiences.”

- **8.4.4 Start-up Enterprise in the Open Countryside**
- *It is recognised that the viability of start-up enterprises is often dependent on the use of a home base. On a case-by case basis, the Council will seek to facilitate small-scale enterprise developments outside of settlements, to facilitate a start-up entrepreneur in or adjacent to their own home. Proposals will be balanced with the need to protect the residential amenities of adjoining landowners, and the visual amenities of the area. In this respect, proposals for new buildings should be of domestic proportions and capable in time of returning to a domestic use. It should be noted for clarity, that uses that would entail significant customer draw, including non-farm related shops/retailing will not be considered appropriate in the open countryside. Furthermore, if the enterprise needs to expand significantly and has no operational need to be located in a rural area, it will be expected to locate to a settlement with the appropriate level of infrastructure and services.*

8.5 Support and facilitate small-scale start up-rural enterprise in the countryside within and/or adjoining the owner's home. Development proposals will be required to meet the following criteria:

- a) The development shall not have an adverse impact on the residential, environmental and rural amenity of the area;*
- b) Any new structure shall be of a scale appropriate to the size of the site, and be sited and designed to ensure it does not detract from the rural setting and landscape character of the area;*

9.4.2 Specialist/niche tourism accommodation

Fáilte Ireland has highlighted that there are limited choices in accommodation in the county, including holiday homes, motorhome parking, camping and glamping sites. There is also a need for alternative and a more diverse offering in accommodation with associated high-quality facilities for walkers, cyclists and families. There is potential for niche tourism accommodation, in response to growing market interest, where facilities are compatible with adjoining amenity and protection of the environment.

The Council will support and encourage tourist accommodation to locate within established settlement boundaries, and ensure that such development relates sympathetically to the scale and level of development and facilities in the locality. Proposals for tourism accommodation in un-serviced rural areas will only be facilitated for unique, or niche accommodation for example 'eco-pods', glamping etc where there is a clear and demonstrated need for it to be located at the site, for example where it is associated within an existing on-site attraction, and where it is compatible with policies for the protection of the environment.

9-2	<i>In assessing proposals for tourism development, including accommodation, at locations outside of settlement centres, to consider proposals on a case-by-case basis, having regard to;</i> <i>1. (a) The nature and scale of the proposal in the context of its setting,</i> <i>2. (b) The specific need for the development to locate in the rural area and not within a settlement,</i> <i>3. (c) Demonstration that the development is compatible with the protection of the</i> <i>environment, including lakeshore and riparian habitats.</i> <i>4. (d) The environmental conditions and sensitivities, scenic amenity, availability of</i> <i>services and the cumulative impact of such developments on the environment.</i>
-----	--

14.3.2 Tourism and Recreation

Walking, cycling and water-based activities are becoming increasingly popular amongst holiday-makers and are an important tourism product, increasing dwell time, extending the tourism season and increasing regional and rural spending. Green and blue infrastructure is a critical component of Tipperary's tourism as further detailed in the Green and Blue Infrastructure Master plan." [Reference 20].

There is a shortage of tourist accommodation both locally and nationally. The housing of refugees and asylum seekers has forced hotel beds to be taken up by these groups, reducing the supply for tourists, increasing demand, pressure and of course affordable and value for money prices. The following recent articles cover this subject:

- <https://businessplus.ie/news/tourists-bed-shortage/>
- <https://www.irishtimes.com/business/2022/05/27/shortages-and-price-hikes-affecting-irelands-tourism-sector-made-worse-by-our-own-decisions/>
- <https://www.nenaghlive.ie/news/national-news/964502/tourism-concerns-over-inflation-and-hotel-bed-shortages-due-to-refugee-numbers.html>
- <https://www.ireland-live.ie/news/national-news/964502/tourism-concerns-over-inflation-and-hotel-bed-shortages-due-to-refugee-numbers.html>
- <https://www.hospitalityireland.com/hotel/irish-hotel-industry-warns-about-shortage-of-hotel-rooms-to-meet-demand-200156>

The cabins provide customers with options for an alternative, niche and quirky type of accommodation experience, which are presently in very short supply, or non existent in this locale. No comparable units are currently known of, in this budgetary range, in this North Tipperary area.

Failte Irelands' Irelands Ancient East – Regional Tourist Development Strategy 2023 – 2027 contains several elements pertinent to this application [Reference 4] . These being:

Page	Section	Comment
2	2 nd last para	<i>“We expect an additional 5% supply side capacity (accommodation, visitor attractions, activity providers, etc.) to come on stream over the period of this strategy. This will be achieved through optimising existing assets (e.g. longer opening hours) as well as developing new stock.</i>”
3	Objective 4	<i>“Enable and assist the industry to grow its capacity and capability to ensure it can thrive over the period of this strategy and create sustainable jobs in local communities.”</i>
16	Future Trends	<i>NEW PLACES TO SLEEP – Visitors embracing alternatives to traditional accommodation supply. Visitors embracing alternatives to traditional accommodation supply.</i>
21	2.3	<i>GROW CAPACITY AND CAPABILITY Enable and assist the industry to grow its capacity and capability to ensure that it can thrive over the period of this strategy</i>”
42	3.5.3	<i>ACCOMMODATION STRATEGY RATIONALE The accommodation hubs in Ireland’s Ancient East are heavily skewed to the Southern half of the region. growth is expected in the accommodation section in Ireland’s Ancient East, particularly in the areas of</i>

		<i>diversification of accommodation types, e.g., in – nature and glamping accommodation.</i>
44 / 45	Distribution/Capacity of Accommodation	<i>These maps show that the Cornode / Garrykennedy area scores lowest in both categories</i>
46	Strategic Objective 2.5	<i>Increase the availability of adapted and accessible accommodation and tourism amenities, and ensure booking services and websites are accessible for all.</i>

Many of the above sentiments are also included within the Irelands Hidden Heartlands – Regional Tourist Destination Strategy 2023 – 2027 [Reference 5].

Most accommodation that is available locally are standard hotels or B&B's, standard regular build cottage rentals and Air BnB's inside family residences etc.

These cabins create interest from all customer types including 'off grid' visitors who wish to get with nature, the lakeside environment and also local history and amenities. The Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021, published by Tipperary County Council in 2016 [Reference 6] quotes that Failte Ireland describes the three types of consumers who are a particular focus for Irish tourism marketing, in its principal source markets of Britain, USA, France and Germany). These are:

- ***“Culturally Curious”: Travellers in the over 45 age group taking a holiday with their partner. They are out to broaden their minds and expand their experience by exploring new landscapes, history and culture.***
- ***“Great Escapers”: These tend to be younger and are specifically interested in rural holidays. Great Escapers are on holiday to take time out, and experience nature at close range.***
- ***“Social Energisers”: Younger visitors who like to holiday in groups or as couples. Friends or colleagues looking for an exciting trip to a new and vibrant destination.”***

The report from the Government Department of Transport, Tourism and Sport – People, Place and Policy - Growing Tourism to 2025 [Reference 8], also makes reference to these three consumer types. It's preamble / mission statement is:

“Tourism is one of Ireland's most important economic sectors and has significant potential to play a further role in Ireland's economic renewal “.

The Failte Ireland report [Reference 7] also states the following regarding domestic tourists:

“There now exists a more developed understanding of the domestic tourism consumer and what it is they expect from a domestic leisure break. The domestic market has also been segmented and specific types of consumer identified. These are:

““Connected Families”: These families are looking for opportunities to spend time together through shared experiences. This segment accounts for 23% of the domestic market.

***“Footloose Socialisers”:* These are young travellers keen to spend time socialising with groups of friends. They account for 15% of the domestic market.**

***“Indulgent Romantics”:* Couples who want to spend time reconnecting and are particularly interested in the more luxurious end of the market. This segment accounts for 14% of domestic market.”**

These cabins, and their location in North Tipperary, satisfy all these needs of domestic and international tourists and visitors, as outlined above.

This Tipperary County Council Strategic Report [Reference 6]also states:

“To an increasing degree, conventional accommodation cannot serve as a differentiating factor prompting consumers to choose one destination over another. This is why in the Governments People, Place, and Policy – Growing Tourism to 2025 [Reference 8] ,mention is made of “visitor services that provide competitive advantage to Ireland”.

Again these novel cabins do provide such differentiation and competitive advantage due their location and structure/build/facilities type.

The Government published Tourism Report, Department of PEOPLE, PLACE AND POLICY GROWING TOURISM TO 2025,[Reference 8], states that:

“local authorities will be encouraged to support communities in tourism development”.

We contend that these cabins should benefit from local authority planning support in order that local tourism is continued to be developed and supported.

Earlier this year (February 21st 2023) there was a debate at DailEireann between the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media, Catherine Martin, and Alan Kelly TD regarding severe lack of Tourist Accommodation. Excerpts from this exchange [Reference 9] are quoted below :

“Deputy Alan Kelly asked the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media the plans she has to develop the tourism product and experience throughout the Lough Derg areas of counties Tipperary, Clare and Galway, particularly given the huge improvement in access to the area that is being provided through the construction of the Shannon Crossing between Ballina and Killaloe. We have the attractions, the activities and the events. We have only two hotels. The Minister can come to Nenagh and Ballina-Killaloe - I live between these two areas. She can come to Portumna. There is very little accommodation here. We need a situation that will allow more accommodation to be built. We need more glamping and facilities. I have seen the marketing that is going on. My former colleagues are fantastic at it. From a planning and product development perspective, we need to facilitate the provision of more accommodation to create stickiness so that people can stay in this fantastic area at the centre of Ireland.”

Catherine Martin:

"We will take the Deputy's ideas on board, including alternatives, such as glamping, as well as the greenway experience of Lough Derg, and I will link in with Fáilte Ireland in that regard. Publicity is taking place..... I take on board what the Deputy is saying that there is a real issue with accommodation. We attract people. Attractions are there, but there is an issue with accommodation, which is something we will have to look at.

Alan Kelly:

"I say this in all sincerity because it is a matter about which I am very passionate. The number of people who saw the area around Lough Derg during Covid was fantastic. The hotel in Athenry burned down. We have one hotel in Nenagh and one in Ballina. As for trying to provide accommodation, it is virtually impossible because no one can get planning. We have fantastic natural attractions. We have fantastic activities involving the lake, walking, cycling and adventure sports and everything else. We have brilliant events but, unfortunately, there is nowhere to stay.

I come from Portroe. Garrykennedy is fantastic. It was voted one of the top ten most charming villages in Ireland according to The Nenagh Guardian. I was there at the weekend. People come all year round and stay in camper vans as there is little, if any, accommodation. There are a couple of Airbnbs. We must have a process for tourism areas, particularly dealing with the hole in the doughnut syndrome of middle Ireland where there is good value and where there are great activities, attractions and events to which people can get to quickly thanks to the motorways, but where there is not enough accommodation, unfortunately. Across government, working with the Department with responsibility for planning and local government, we need to find a way to develop more accommodation quickly."

Catherine Martin:

"What the Deputy is saying will fit very well with what we are doing. We are developing a national, sustainable tourism policy. It is about getting into the regions and promoting sustainable types of tourism, including the accommodation the Deputy mentioned, as well as for longer stays in the regions. Fáilte Ireland has a lot of business supports that it provides to the region's tourism industry. Its roadmap is about setting out the steps a business can take on its carbon reduction journey. We should be looking at supports in connection with the new sustainable tourism policy for the type of accommodation to which the Deputy referred. I take on board what he is saying in regard to a whole-of-government approach. Although accommodation is key, tourism is out of my remit in relation to building-----"

BENEFITS

There are three key areas of benefit :

1. promoting/support tourism locally, nationally, internationally,
2. business and revenue for local businesses, services, staff and contractors
3. compliance with, and support to Tipperary County Council and Bord Failte, waterways Ireland etc. related tourism and recreation / leisure initiatives (including Greenways and Blueways

There are several businesses in the area who would, will, and do benefit from tourists / visitors based in the Garrykennedy area.

The cabins allow customers to enjoy the beauty of Lough Derg from their doorstep, with the convenience of all the facilities that can be reached within a short drive or a walk or cycle.

This location provides a stop off / hop off point for transient and touring type visitors – maybe walkers or cyclists, or those in their own or hired vehicle. The Lough Derg Greenway (five potential routes, two pass within 500 metres, all routes pass within 2 km's) is such an attraction [Reference12] that will drive a need for niche accommodation. This is further described in the Lough Derg Greenway Feasibility and Constraints Report [Reference 10] and www.Cyclist.ie (the National Cycling Advocacy Network made a submission on Thu 12 Jan 2023, on the Options Selection Phase of the Development of the Lough Derg Greenway. Information on the project can be read at <https://loughderggreenway.ie/>[References 11 and 12]).

Some other local accommodation providers on nearby greenway routes will only accept bookings for 5/7 night stays whereas our stay minimum is 2 nights, providing needed flexibility for transient, 'passing through', short term tourists.

We have already attracted, and continue to attract, visitors from all across the globe, bringing with them spend in needed subsistence, entertainment, leisure, sports and exercise. During the pandemic, when restrictions allowed, the visitors came from the local area (Tipperary and Limerick) and from across the breadth of the island of Ireland (for example Dublin, Northern Ireland). Upon all our return to normality the doors were again opened to overseas visitors. The countries our guests have travelled from include, but are not limited to, the United Kingdom, France, Italy, Holland, Belgium, Germany, the Nordic countries, other Western / Eastern European EU states, the United States of America, Canada, Australia, New Zealand.

The chalets are self catering so our income is limited to accommodation costs. The minimum stay is two nights , with bookings in the school holiday periods often being for between five to seven nights. One booking (from Australia) was for a complete month. So all these couples, and often families (each chalet accommodates six people- a 'full house' is not unusual) who stay with us are spending with various businesses in the locality on :

- Groceries / food
- Fuel
- Restaurants / evening entertainment
- Local tours and activities
- Sports (eg Portroe Dive centre, fishing, sailing)
- Etc.

Immediately close to our site are the pubs / restaurants in Garrykennedy / Portroe, and slightly beyond are the towns of Nenagh, Dromineer and Ballina / Killaloe, with their various needed facilities, shops etc.

Therefore the cabins provide benefit by 'pulling through' revenues for many local businesses, and those further beyond.

The existence of the cabins provide employment and earnings to local domestic and maintenance staff, allowing them and their families to remain based in the rural area, for their ongoing spending in the local area.

The chalets and surrounding environment are of course to be cleaned and maintained at least every second day. I hire locally based people, on a part time and as needed basis to perform the following tasks:

- Cleaning, linen changes / washing / ironing, window cleaning
- Cleaning, refilling of hot tub, accumulating, cutting and re-stocking needed firewood
- Maintenance, painting, cleaning / tidying, power washing external areas.
- Grass cutting, hedge cutting, weeding, leaf clearing
- Restocking cabins and linen room, dealing with any breakages and upgrades to cabin items.

There is further spend with local businesses on required cleaning and bedding / linen items, central heating oil and other recurring but not weekly costs.

Whilst there are currently no direct full time employees there are several locally based people who make small but needed earnings, and they are providing important services and support. There are several other local businesses who benefit from occasional required works/services for maintenance/repairs/upgrades i.e. electrical, central heating, access roads.

So, all the abovementioned benefits feed into the primary targets of Tipperary Transforming – Tourism Product Development Plan 2020 – 2030 [Reference 2] i.e. increase Part Time employment, increase overnighting visitors into the county, increasing international visitors, increasing investment in tourism and related / supporting offerings.

Without increased quantity and types of accommodation offerings, tourism cannot grow.

COMPATIBILITY WITH ENVIRONMENT PROTECTION POLICIES

The Strategic Environmental Assessment (SEA) for the Lough Derg Visitor Experience Development Plan (VEDP) 2020 – 2024, which was commissioned by Tipperary County Council [Reference 13] contains several sections where these cabins follow and / or meet the objectives stated therein. These sections include :

Page	Section	Comment
4	7	<i>“Evaluation of Alternative Scenarios</i> <i>Alternative 1: Consolidation and Improvement to existing Tourism Infrastructure, Visitor Attractions and Experiences and to provide new attractions in existing settlements.”</i> <i>**Note 1”</i>
5	7	<i>“Alternative 2: Develop major new visitor attractions on or alongside the water/river. Lough Derg is located within a predominantly rural area which means that visitor infrastructure in terms of attractions, accommodation and associated activity is also relatively low.”</i> <i>**Note 1</i>
9	1.3	<i>“the VEDP will be part of the decision-making framework for future development consent of projects listed EIA directive. Relevant annex II (Projects referred to in Article 4(2)) include:</i> <i>• Holiday villages and hotel complexes outside urban areas and associated developments; “</i>
13	2.2.1	<i>“Key Elements Of the VEDP -Area Action 2. Destination Innovation</i> <i>•Enable a choice of accommodation; support the development of a variety of unique accommodation options to meet visitor needs. “</i>
41	Table -	<i>“Objective 3: Provide designated rural cycle networks especially for visitors and recreational cycling.”</i>
56	Policy LH2	<i>“Protection of Visual Amenity and Character of Primary and Secondary Amenity Areas</i> <i>..... New development shall have regard to the following:</i> <i>a) Developments should avoid visually prominent locations and be designed to minimise adverse visual impact on the character of primary and secondary amenity areas.</i> <i>b) Buildings and structures shall ensure that the development integrates with the landscape through careful use of scale, form, finishes and colour.</i> <i>c) Existing landscape features, including trees, hedgerows and distinctive boundary treatment shall be protected and integrated into the design proposal.”</i>
97	7.1.4	<i>“Selection of Preferred Alternative</i> <i>The preferred alternative which emerged from the evaluation process is Alternative 1 which is the consolidation of and</i>

		<i>improvement to existing tourism infrastructure, visitor attractions and experiences and the provision of new attractions in existing settlements within the VEDP area. This has the fewest potentially negative impacts on the SEA objectives set out in Section 6.”</i> <i>**Note1</i>
109	Table 1.5	<i>“Support development of Accommodation that is ‘distinctively Lough Derg’</i> <i>.....</i> <i>1.5.2 Support the Scattered Accommodation Concept (as outlined in the Failte Ireland Destination Town Guidelines) in Destination Lough Derg.</i> <i>1.5.3 Explore the potential of forest sites around Lough Derg as a suitable setting for low impact accommodation.</i> <i>1.5.4 Support the development of activity friendly accommodation characteristics e.g. drying rooms, cycle, canoe and equipment storage.”</i>
122	2.2.8	<i>“...Provide enhanced walking links to Castlelough Woods onwards to Ballina/Killaloe (south) and Garrykennedy/Dromineer (north) along the Lough Derg Way.”</i>
		<i>“Proposed Additional Text relating to Environmental Management</i> <i>The following additional text was included in Chapter 07, Measuring Success:</i> <i>...7. Advice of the local planning authority should be sought in relation to developments or renovations that facilitate the ‘scattered accommodation concept’.”</i>

Note 1 –Alternative 1 was selected and recommended.

Several of the above sentiments are also included in the Lough Derg Action Plan 2020 – 2024 [Reference 14] and in the Lough Derg Visitor Experience Development Plan 2020 – 2024 [Reference 15].

Refuse is sorted by the visitors, then by my team before depositing in appropriate containers. Dry recyclable refuse is taken to local recycling stations, with non recyclable waste (and certain dry recyclables) collected under a contract and disposed of in accordance with ISO14001 (Accreditation in Environment) and ISO9001 (Quality) and ISO45001 (Health & Safety).

The waste water compliance etc. is dealt with further in John Fannings Report.

LINKS TO EXISTING TOURISM FACILITIES AND AMENITIES

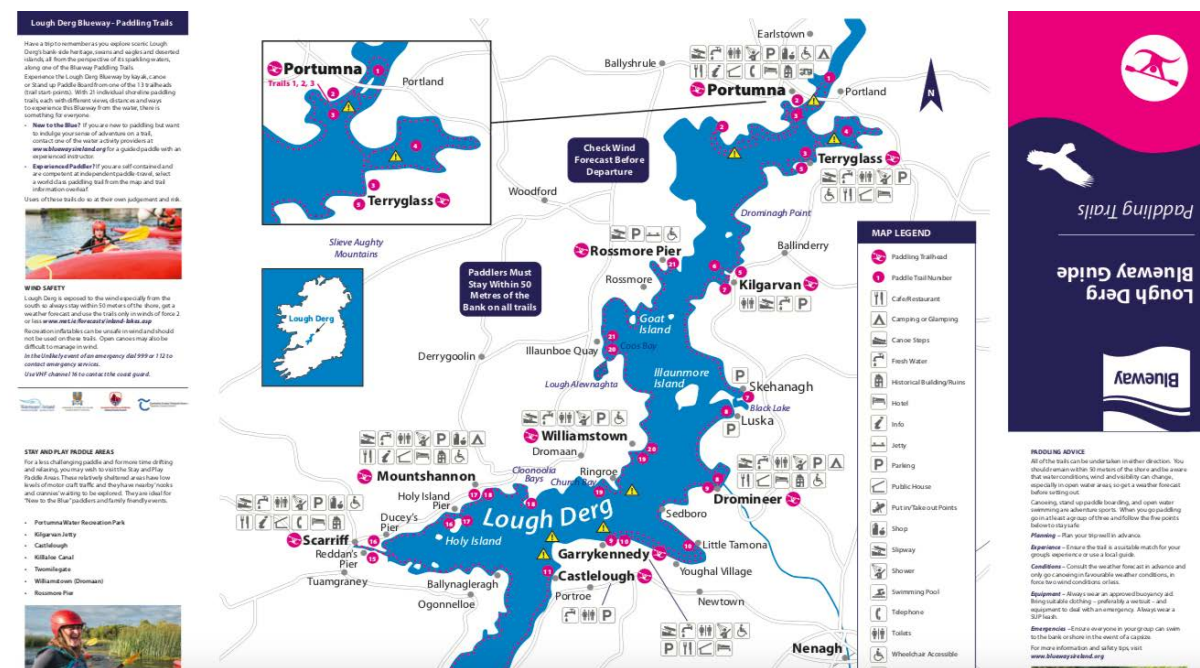
The site is located on the shores of Lough Derg, and area of outstanding beauty with a wide range of natural amenities and activities to be enjoyed (and has been enjoyed) by visitors from across Ireland, Europe, the Americas, the Far East and Australasia / New Zealand. The location is very well suited to those aspiring to any activity based holiday, or a quieter and less arduous break involving relaxation, good food and local sights of historical interest.

The cabins are located 15km's from each of Ballina / Killaloe, Nenagh and Dromineer and all of their facilities, attractions, heritage, restaurants, entertainment etc.

The North Tipperary area is promoted at a national and county level through the following publications and on their websites :

Sport Ireland [Reference 16& Reference 19]

Water Based Activities



Lough Derg Blueway Guide – Paddling Trails [Reference 16].

Discover Ireland [Reference 17]

- Lough Derg Watersports, Kilgarvan Quay
- Aqua Splash Dromineer
- Blue Way West Scariff
- Blue Way Paddling Trails
- Blue Way South, Killaloe
- Lough Derg Blueway North, Portumna

Walking & Cycling [Reference 17]

Discover Ireland [Reference 17]

- eBike Tours, Nenagh and Killaloe
- Lough Derg Way, Trailheads
- Lough Derg Blueway North, Portumna

Historical, Local Interest & Nature [Reference 17]

- Lough Derg East, Nenagh



10 Nenagh Historic and Cultural Quarter (including Nenagh Gaol)

Location
Nenagh

Timeframe
2020-2030

Heritage

Creating Clusters

Description

The Nenagh Historic and Cultural Quarter is a large quadrant in the heart of Nenagh Town Centre embracing a cluster of historic landmark buildings and civic spaces, including Nenagh Gaol, Nenagh Castle and Banba Square. This significant regeneration project aims to revitalise the local economy/visitor economy by activating, in an integrated yet phased manner, tourism-led regeneration comprising arts, artisan retailing, history, heritage and culture (including a Genealogy Centre, Arts Centre and Tourist Office).

The core themes of the project are:

- ✓ Nenagh Gaol – this new immersive attraction to be built on the theme of 'Crime, Punishment & Repentance';
- ✓ Nenagh Castle (OPW) – to be enhanced under the theme of 'Enhancing the Visitor Medieval Experience';
- ✓ Banba Square – 'Regeneration and Development of the Public Realm'.

There will also be the creation of an attractive arrival point for visitors to the Nenagh Gateway, including a new civic plaza at the heart of the new Quarter.

Embedding Best Practice

See examples of best practice heritage-led urban regeneration:

Kilkenny City Centre – Original Medieval Mile and Abbey Quarter, www.housing.gov.ie/planning/national-planning-framework/abbey-quarter-project-kilkenny; www.communities-ni.gov.uk/articles/urban-regeneration-plans-and-frameworks; and Belfast City Centre Regeneration and Docks area, www.communities-ni.gov.uk/articles/urban-regeneration-plans-and-frameworks.

Next Steps

- ✓ Given the scale and complexity of this project considerable support is now required behind the delivery of the Rural Regeneration & Development Fund for the design and development stage of this project.

It is fitting in this context that 2020 sees Nenagh celebrate its 800th birthday under the tag line 'Heritage at its Heart'.

The project is now part of a wider framework and cluster of projects, including new centre for sustainable excellence, regeneration quarter, education campus and historic and cultural quarter. The project has potential to be of greater scale, ambition and economic impact. It has potential to attract more international visitors and fit well with the IHH brand. Consider adding more living history, new interpretive angles such as penal reform, addition of auditory sensory and new special event opportunities.

- Lough Derg Blueway, Killaloe
- Lough Derg Blueway North, Portumna

The Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021, published by Tipperary County Council in 2016 [Reference 6] states that:

“Tipperary has the capacity to meet the requirements of any visitor wanting to participate in their favourite outdoor activity while on holiday. And while the following is not an exhaustive list of all types of activities available, it does illustrate clearly the abundance on offer.

Land-based activities:

- ***Walking: independent and guided options; signed and mapped routes, both looped and long distance.***
- ***Cycling: independent and guided options; signed and mapped routes, both looped and long distance.***
- ***Equestrian***
- ***Golf***
- ***GAA***
- ***Horse-racing.***

Water-based activities:

- ***Angling***
- ***Cruising***
- ***Sailing***
- ***Kayaking/canoeing/water-skiing***
- ***Guided lake tours”***

Lough Derg Blueway East documents [Reference 16] also refer.

These attractions are also published (excerpt below) in the Welcome Brochure for Lough Derg Lakelands [Reference 18].



These cabins provide an excellently located base for over 90% of these listed activities (on the doorstep or within a few kilometres).

The cabins are within 500m of Loop 2 of the existing North Tipperary Cycle network as outlined in the Lough Derg Blueway East Brochure [Reference 17].



REFERENCES

1.] - <https://www.npf.ie/wp-content/uploads/2017/09/0298-Tipperary-LCDC.compressed.pdf>).
2. Tipperary Transforming - Tourism Product Development Plan 2020- 2030 (<https://www.tipperarycoco.ie/tourism/tourism-plan-consultation/tipperary-transforming-tourism-product-development-plan-2020-2030>)
3. Re: Issues Paper for the Tipperary County Development Plan 2022 – 2028 – OPR dated 16.11.2020 (<https://www.tipperarycoco.ie/sites/default/files/2022-08/Tipperary%20County%20Development%20Plan%202022%20-%202028.pdf>&<https://www.opr.ie/wp-content/uploads/2020/11/2020.11.16-OPR-Submission-on-Issues-Paper-for-the-Tipperary-County-Development-Plan.pdf>)
4. Irelands Ancient East Regional Tourism Development Strategy 2023 – 2027 (<https://www.failteireland.ie/Regional-experience-brands/regional-development-strategies/IAE-Regional-Development-Strategy.aspx>)
5. Irelands Hidden Heartlands Regional Tourism Development Strategy 2023 – 2027 (<https://www.failteireland.ie/Regional-experience-brands/regional-development-strategies/IHH-Regional-Development-Strategy.aspx>)
6. TIPPERARY - Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021 SUMMARY REPORT (<https://tipperary.com/wp-content/uploads/2019/08/Tipperary-Tourism-Development-Strategy.pdf>)
7. Failte Ireland Reporthttps://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/Domestic%20segmentation/Domestic_segmentation_full_version_June2014.pdf
8. Government Department of Transport, Tourism and Sport – People, Place and Policy - Growing Tourism to 2025 (<https://www.gov.ie/en/publication/7e58d7-people-place-and-policy-growing-tourism-to-2025/#>)
9. Tourist Accommodation – Dail Eireann Debate – 21st February 2023 (Alan Kelly TD & Catherine Martin TD) (<https://www.oireachtas.ie/en/debates/question/2023-03-29/89/>)
10. Lough Derg Greenway Feasibility and Constraints Report (<https://loughderggreenway.ie/wp-content/uploads/2022/11/B2D-RP-AL-0001-I02-Master.pdf>)
11. LOUGH DERG GREENWAY – OPTIONS ([HTTPS://CYCLIST.IE/2023/01/LOUGH-DERG-GREENWAY-OPTIONS-SELECTION-CYCLIST-IE-SUBMISSION/](https://CYCLIST.IE/2023/01/LOUGH-DERG-GREENWAY-OPTIONS-SELECTION-CYCLIST-IE-SUBMISSION/))
12. <https://loughderggreenway.ie/>.
13. Strategic Environmental Assessment (SEA) for the Lough Derg Visitor Experience Development Plan (VEDP) 2020 – 2024 (<https://tipperarycoco.com/tourism/tourism-development-initiatives/strategic-environmental-assessment-lough-derg-visitor>)
14. Lough Derg Visitor Experience Development Plan 2020 – 2024 (<https://www.tipperarycoco.ie/tourism/tourism/tourism-latest-news/2023/lough-derg-visitor-experience-development-plan-2020-2024>)
15. Lough Derg Action Plan 2020 – 2024 (https://tipperarycoco.com/sites/default/files/2022-07/Lough%20Derg_Action%20Plan%202020_Final%2016%20Dec%202020.pdf)
16. Lough Derg Lakelands – Blueway Visitor Guide & Lough Derg Blueway Guide – Paddling Guide www.bluewaysireland.org & <https://www.bluewaysireland.org/destinations/lough-derg>
17. www.discoverireland.ie/Activities-Adventure/the-lough-derg-way/13044
18. <https://tipperary.com/wp-content/uploads/2019/08/lough-derg-visitor-guide.pdf>
19. www.irishtrails.ie & <https://www.sportireland.ie/outdoors/find-your-trails>

20. Tipperary County Development Plan 2022 – 2028Volume 1
<https://www.tipperarycoco.ie/sites/default/files/2022-09/Volume%201%20Written%20Statement.pdf> [Reference 20].