

# Nenagh Historic & Cultural Quarter



## *Phase 1 Report*

prepared by

**CHL Consulting Company Ltd.**

*December, 2021*

# **CHL**

vers1/smcm/16.12.21

CONTENTS

Page No.

<b>1.</b>	<b>BACKGROUND AND CONTEXT .....</b>	<b>1</b>
	1.1 <i>Background.....</i>	1
	1.2 <i>Context.....</i>	4
<b>2.</b>	<b>MARKET ASSESSMENT.....</b>	<b>7</b>
	2.1 <i>Location and Access.....</i>	7
	2.2 <i>Supply Side Assessment.....</i>	9
	2.3 <i>Demand Side Assessment.....</i>	14
	2.4 <i>Segmentation Analysis.....</i>	18
	2.5 <i>SWOT Analysis.....</i>	19
<b>3.</b>	<b>STAKEHOLDER AND COMMUNITY FEEDBACK.....</b>	<b>21</b>
	3.1 <i>Stakeholder Feedback.....</i>	21
	3.2 <i>Community Survey.....</i>	23
<b>4.</b>	<b>IDENTIFICATION AND TESTING OF CONCEPTS .....</b>	<b>24</b>
	4.1 <i>Identification of Concepts.....</i>	24
	4.2 <i>Market Testing.....</i>	29
<b>5.</b>	<b>CONCLUSIONS &amp; RECOMMENDATIONS.....</b>	<b>31</b>
<b>6.</b>	<b>APPENDICES.....</b>	<b>33</b>
	Appendix 1: <i>Community Survey – Summary Report.....</i>	33
	Appendix 2: <i>Community Survey – Anonymised Results.....</i>	43
	Appendix 3: <i>Comparators.....</i>	63

## 1. BACKGROUND AND CONTEXT

### 1.1 Background

Nenagh occupies a strategic position within Ireland's Hidden Heartlands that it has, as yet, to fully exploit. Located in proximity to several historic sites and to Lough Derg, Nenagh has been identified as a town that warrants further attention and development in a number of wider strategies, as will be discussed in Section 1.2, and has been identified by Tipperary County Council (TCC) as having potential to develop as a tourism destination town - that is, as a town to which visitors will specifically want to travel and in which they will want to stay.

Against this backdrop, TCC was successful in securing Category 2 RRDF funding for a tourism-led regeneration of Nenagh's Historic and Cultural Quarter and, following an open tender, appointed a multi-disciplinary design team led by STW Architects. Tourism and business expertise for the project is provided by CHL Consulting, Event experience design and RedC research.

The rationale for the project is:

*"To examine the existing historic and cultural quarter of Nenagh and identify the optimum visitor experience, product mix and operation models to maximise potential and contribute to Nenagh as a successful and sustainable visitor destination"*

It is intended that the project deliver on the following objectives:

- Deliver a series of linked attractions that provide a motivating visitor experience based on a multifunctional and vibrant centrepiece based on local heritage and history.
- Apply best practice in place-making, reclaiming the street for pedestrians, facilitating sustainable transport and providing places to socialise.

- Elevate Nenagh Town as an historical, heritage and cultural tourism destination.
- Contribute to the economic sustainability of Nenagh Town through business and employment opportunities.
- Lengthen the tourism season.
- Protect the heritage assets located in the Quarter.
- Identify opportunities to utilise public assets to optimise their contribution to the economic, social and cultural life of the town.

The public assets included in the original brief<sup>1</sup> are identified in Figure 1 overleaf and are supported by additional assets in the area, primarily the Arts Centre and Tourist Office located in Banba Square. Other elements of the historic fabric of the area are also critical in the delivery of an attractive heritage quarter, including streets and laneways, buildings and green spaces, as well as the integration of underused buildings and spaces.

The brief specifies an approach to the project that is structured over three phases as outlined below.

- Phase 1 is the Visitor Experience Development Phase including research and benchmarking, a consultation plan and consumer testing of concepts.
- Phase 2 is the Concept Development & Pre-Design Phase which takes the outputs from Phase 1 and identifies the options best placed to deliver on the objectives of the project. This phase includes commercial and financial planning, taking into account the requirements of the Public Spending Code, the business case and consideration of operational models.
- Phase 3 is the Detailed Design and Planning Phase. This includes preparation of detailed drawings, planning application and required consents.

---

<sup>1</sup> Since the issuing of the brief, the Rialto building has been removed from the list of assets as an alternative use has been identified for it as a Digital and Enterprise Hub.

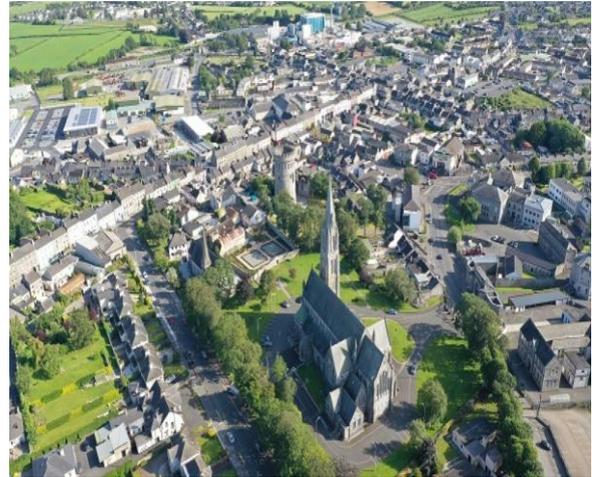
Figure 1: The Project Area and Key Public Assets



This CHL report forms part of the overall Phase 1 report for the project and provides the results of the market research and consultations as well as an overview of the initial concept identification process, the key findings from the market testing and conclusions to be carried forward as a basis for Phase 2.

## 1.2 Context

Nenagh has been identified as a key service town in Regional Spatial and Local Development Plans. It has also been identified as a service town from a tourism perspective. As a result, it has a strategic role to play in providing essential services, facilities and amenities for the wider catchment population and for tourists in the area.

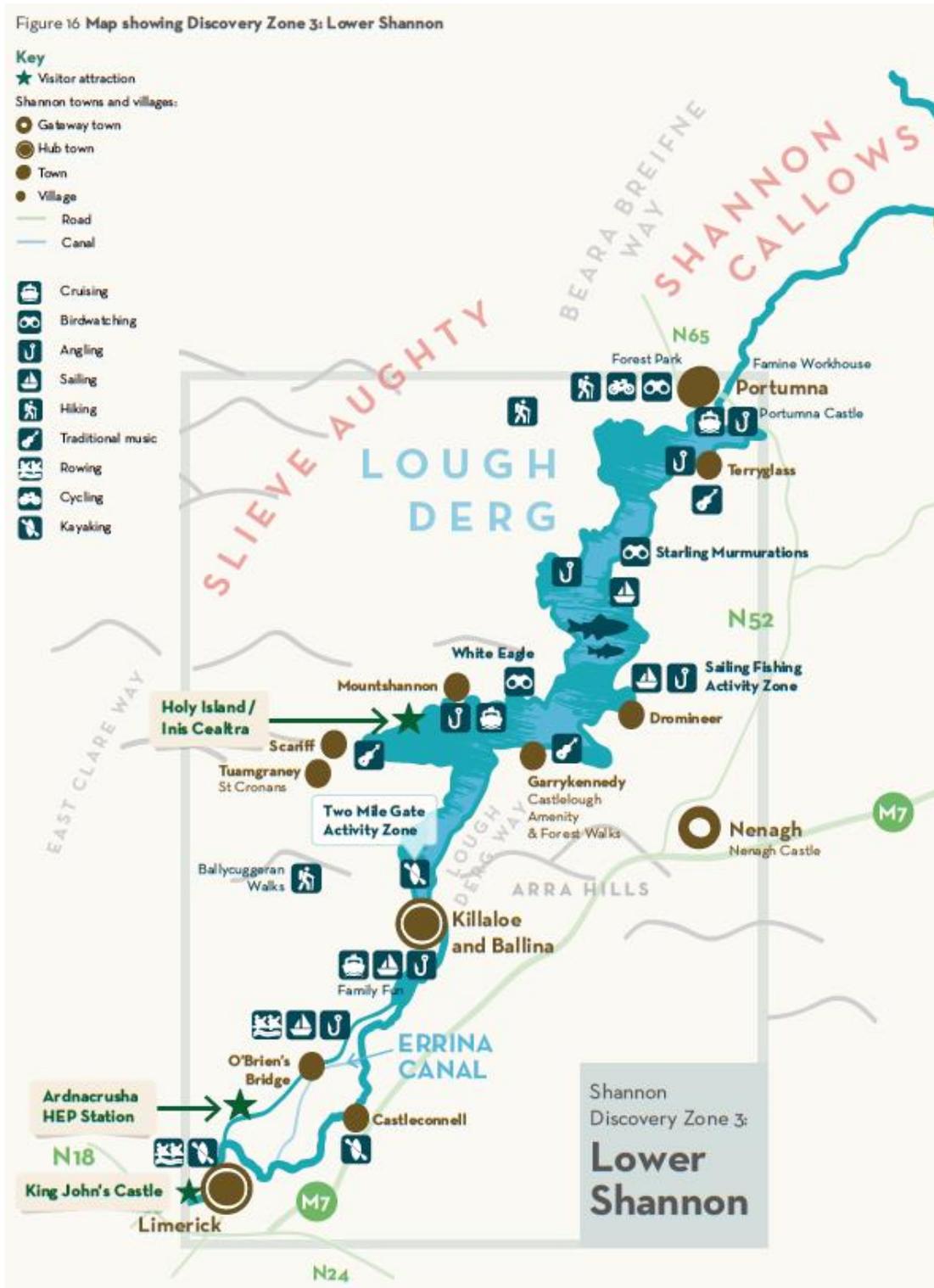


The ambition for Nenagh from its Town Development Plan is:

- A sustainable town for a sustainable future.
- To enhance Nenagh's physical and natural environment.
- To reinforce and develop Nenagh's rich heritage in sports, culture, heritage, arts and community spirit.
- To create, retain and protect jobs for the future prosperity of the town.

Tourism strategies that offer a framework in which Nenagh can be positioned include the Tipperary Tourism Development Plan, the Lough Derg Visitor Experience Plan, Fáilte Ireland's Hidden Heartlands and the River Shannon Tourism Masterplan - all of which seek to reposition Nenagh as a gateway to Lough Derg and to the Shannon, see Figure 2, and emphasise the importance of its cultural heritage.

Figure 2: Nenagh in the Context of Lough Derg and the Shannon<sup>2</sup>



<sup>2</sup> Tourism Masterplan for the Shannon 2020-2030

*The town's strong food culture, accommodation, cycle network, walking links along the Nenagh River to the Lough Derg lakeshore and significant plans for the Historic Quarter, give the town a core role in the development of the broader destination<sup>3</sup>*

Other recent initiatives within the town itself can also provide a basis on which to build and include Nenagh Live, Nenagh 800 and the Pilot Town Living project.

Figure 3: Images from Nenagh Live and Nenagh 800



<sup>3</sup> Lough Derg Visitor Experience Development Plan 2020-2024

## **2. MARKET ASSESSMENT**

The size and characteristics of the market environment in which a tourism destination operates are crucial factors in determining its potential sustainability. In this Section we consider location and access, review the supply side of the market, including competitors and the existing Nenagh 'offer', and evaluate potential markets and segments.

### **2.1 Location and Access**

The Historic and Cultural Quarter is centrally located in Nenagh, within easy walking distance of shops, restaurants, parking, the train station and accommodation, and encompasses the tourist information office and arts centre. This means that it has the potential not only to offer an attractive visitor experience but also to act as the hub and orientation point in Nenagh for tourism activity in the town and wider area.

More broadly, Nenagh itself is readily accessible off the main route between Dublin, Limerick and Kerry via the M7 - which also allows for connectivity to the west via Ennis and the Burren, and provides the potential for stop-over business for both independent and coach touring visitors. There are also regular train and bus services.

However, the minor road network makes connecting with major tourism hotspots such as Cashel and Kilkenny more challenging, making it unlikely that Nenagh could tap into the tourism market in those locations or create a cluster with them.

Figure 4: Location of Nenagh relative to main road network and key towns/cities



Table 2.1 provides an overview of distances from key locations and shows Nenagh’s distance from most large urban centres. This would be a challenge in developing independent daytrip tourism from Cork, Dublin or Galway but it is a good distance for weekend breaks.

Table 2.1: Distances to Nenagh from key locations

Location	Distance: hrs/mins (fastest route)	Distance: Kms
Killaloe	23mins	22
Portumna	29mins	31
Limerick	34mins	41
Cashel	54mins	53
Athlone	1hr 12mins	79
Kilkenny	1hr 13mins	90
Galway	1hr 33mins	102
Cliffs of Moher	1hr 37mins	121
Cork	1hr 46mins	137
Dublin	1hr 50mins	162
Killarney	1hr 56mins	148
Rosslare Harbour	2hrs 35mins	182

## 2.2 Supply Side Assessment

As a town that is in the early stages of developing a tourism market of significance, Nenagh would not be expected to have a wide variety of tourism activities and facilities - and Figure 5, although it is a subjective evaluation, highlights that this is the case.

Figure 5: Overview of Nenagh Town Tourism Experience<sup>4</sup>

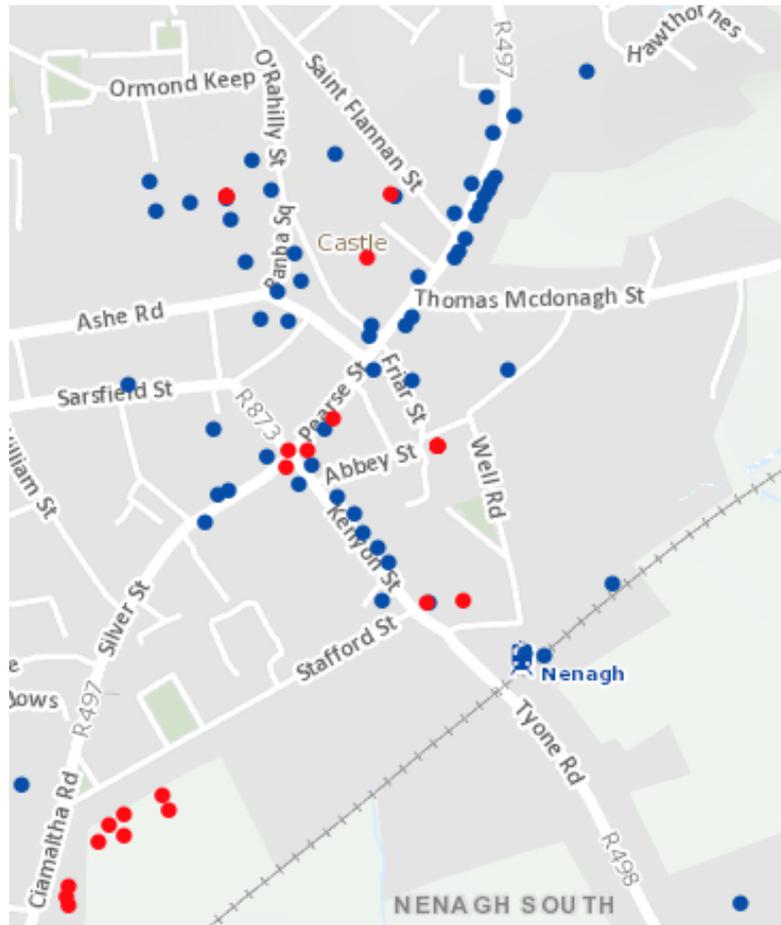


Nevertheless, it has a reasonable asset base from which to grow, including a particular strength in heritage - as illustrated by the number of heritage structures in Nenagh<sup>5</sup> (Figure 6).

<sup>4</sup> Based on 13 criteria from Fáilte Ireland's Destination Towns Guidelines; source: Tipperary County Council.

<sup>5</sup> Structures from the National Inventory of Architectural Heritage are shown by the blue dots; those from the National Monument Service records are shown in red.

Figure 6: Heritage Structures



Key assets are outlined below.

- **Heritage:** Heritage Centre, Museum and Genealogy Centre in the Governor's House, gatehouse and cell block; Castle; Franciscan Friary; historic graveyards and churches; and a variety of attractive heritage streetscapes and buildings, some of which are not accessible to visitors (e.g. the courthouse). There are also a number of heritage sites within easy driving distance of the town.
- **Arts:** Nenagh Arts Centre (historic building formerly Town Hall); multi-disciplinary centre that includes theatre and exhibition space, with a focus on community development and a year-round programme of events.

- **Food and drink:** good daytime offer; more limited in the evening with a small number of up-market restaurants and gastro pubs. However, this is supplemented by a number of up-market restaurants in the wider area, including around Lough Derg.
- **Other (in town):** leisure centre, playground, castle grounds, retail (although little that is tourism-focused). Also (beyond the town): golf, riding, water-based activities and adventure activities.
- **Walking:** There are a considerable number of walking routes in the wider area, but they are not connected directly with the town itself (see Figure 7). However, Slí Eala comes close and has the potential to be linked into the town centre - it starts 2.5km from the centre at Scott's Bridge and ending at Dromineer, where it also provides connectivity with the longer Lough Derg Way. Within the town itself, there are a number of guided walking tours available.
- **Cycling:** North Tipperary Cycle Route<sup>6</sup> has Nenagh as its hub and offers three looped on-road cycling routes (see Figure 8), two of which provide connectivity with Lough Derg (through Garrykennedy, Terryglass and Dromineer) and the third of which links to Cloughjordan.

---

<sup>6</sup> <https://www.nenagh.ie/places-of-interest/details/nenagh-cycle-hub>

Figure 7: North Tipperary Walking Trails

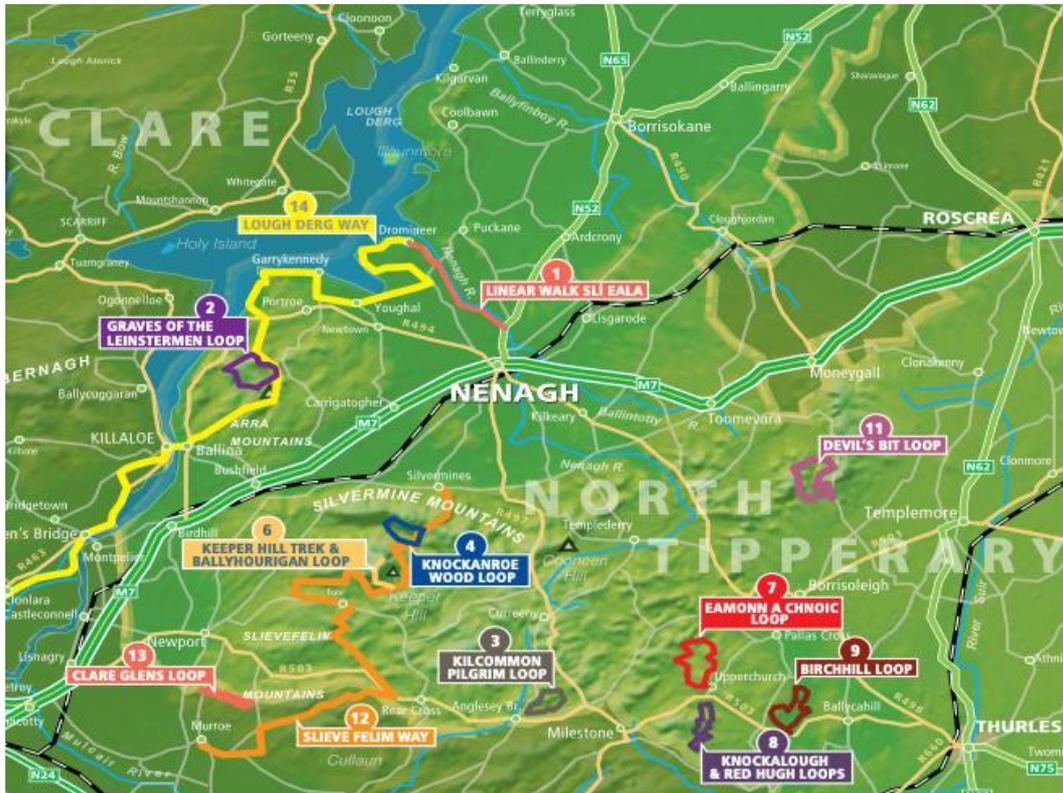


Figure 8: North Tipperary Cycle Routes



In reviewing tourism supply, it is also important to consider the existence and experience of competitors and comparators. The Historic and Cultural Quarter in Nenagh offers some attractive heritage structures and spaces which can be developed for tourists but it is not alone in being able to offer such experiences. Table 2.2 provides a sample of other heritage sites withing easy driving distance that would be competing for the same market as the Historic Quarter in Nenagh.

**Table 2.2: Key Heritage Attractions in the wider area and associated visitor demand**

Attraction	Visitor Numbers 2019
Bunratty Castle & Folk Park	401,246
Kilkenny Castle	401,028
- <i>Kilkenny Castle Parklands</i>	<i>905,642</i>
Rock of Cashel	362,657
Clonmacnoise	141,969
King John's Castle	110,794
Ross Castle	101,212
Cahir Castle	87,333
Hore Abbey	75,380
Roscrea Castle & Damer House	40,669
Swiss Cottage	24,933
Cashel Heritage Centre	15,000
Farney Castle	15,000
Nenagh Castle	11,500
Famine Workhouse 1848	3,047
Nenagh Heritage Centre	2,664
Carrick-on-Suir Heritage Centre	1,600

Table 2.2 above demonstrates a number of key factors to be considered in developing the Historic Quarter. Firstly, it clearly shows the popularity of larger and established heritage 'brands', e.g. Bunratty, Rock of Cashel, Kilkenny Castle. It also confirms the

distance between paying visitors and unpaid usage by the local community - e.g. entry to Kilkenny Castle v. entry to the parklands around it. Finally, it also illustrates the difficulty in ensuring sufficient demand at smaller heritage sites to support economic viability - the majority of the sites in the table require on-going financial and other supports to keep them open. This means that the scale of ambition for the Quarter has to be sufficiently large to put it on a par with the destination attractions in the region, as otherwise it is unlikely to attract sufficient footfall to create economic viability.

## **2.3 Demand Side Assessment**

Tourism destinations generally draw on a number of markets for their ongoing sustainability. These are:

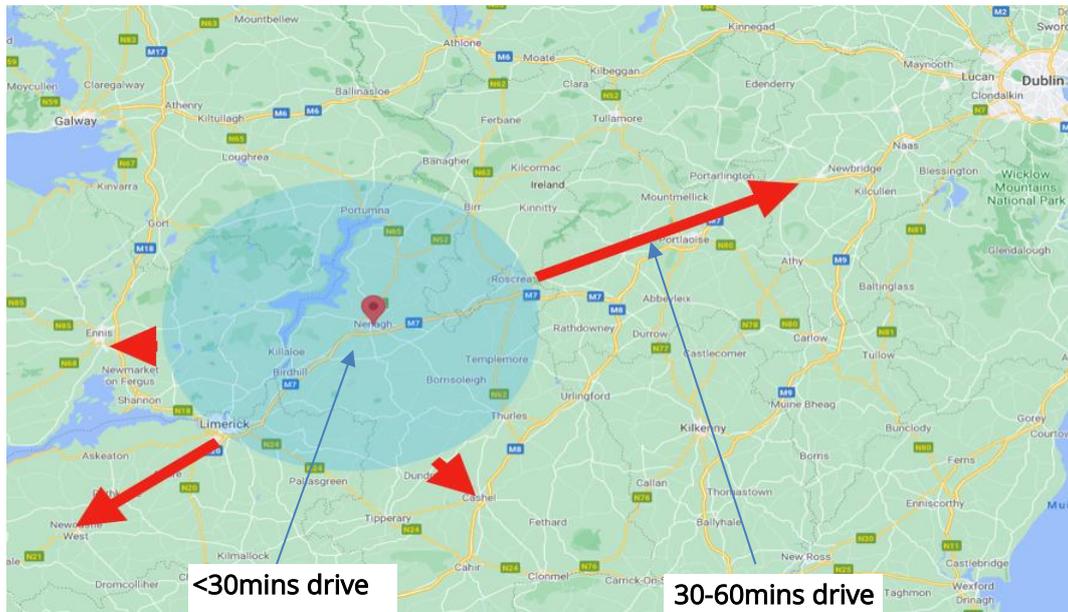
- the resident catchment population
- the domestic tourism market
- the overseas tourism market
- niche markets, including educational, tour and special interest groups.

Assessing the scale and key characteristics of each of these is an important factor in establishing sustainability of attractions and tourism businesses.

### **2.3.1 The Catchment Area Population**

The catchment area is the resident population within easy drive of an attraction or destination that can provide regular and repeat business. Generally speaking, the primary catchment (under 30 minutes' drive) provides the greatest potential for regular business. But if a destination is of sufficient scale to keep visitors occupied for several hours at least, it can consider as its catchment an area within approximately one hour's drive. For Nenagh, this secondary catchment stretches from south Kildare to south Limerick, and from Cashel across to Ennis. There is a sizeable population of 750,000 residents within the two catchments combined.

Figure 9: Local Population Catchment Areas for Nenagh



This market is mainly interested in social and leisure activities and includes a strong family segment. Developing repeat business from the catchment area will support sustainability, particularly as it provides business during the shoulder and off-peak months when there are few overseas tourists in Ireland.

2.3.2 Domestic and Overseas Tourism<sup>7</sup>

Tipperary has a domestic tourism market of approximately 248,000 tourists, with a further 192,000 overseas tourists<sup>8</sup>. More widely, there is a total tourism market of over 2.6 million in the Mid-West Region<sup>9</sup>, some of whom may be attracted to Nenagh if the town's offer is sufficiently attractive.

Domestic tourists have similar motivations for travel as the catchment population, in that they are looking for fun/interesting things to do with family and friends but are less interested in culture and heritage. There is also a high level of repeat visitation in this market.

<sup>7</sup> All tourism data is pre-Covid. It is expected that the tourism markets will not regain this level for at least several years (ref. recovery scenarios outlined in ITIC's *Irish Tourism: From Survival to Revival*)  
<sup>8</sup> Most recent published county-level tourism data, *2017 Topline Performance by Region*, Fáilte Ireland.  
<sup>9</sup> This total tourism market is comprised of 1.4m overseas, 1.2m domestic and 23,000 Northern Irish tourists; Source: Fáilte Ireland, *Tourism Facts 2019*

Overseas tourists, on the otherhand, are primarily interested in natural landscape, culture and heritage. This represents an opportunity for Nenagh’s Historic Quarter but there is strong competition in the wider area from established and developing heritage towns (Cashel, Birr, Kilkenny, Clonmel, Roscrea).

Table 2.3 overleaf outlines some of the pertinent travel characteristics of these two markets.

**Table 2.3: Key Characteristics and Segments of Tourism Markets<sup>10</sup>**

Market	Key Travel Characteristics	Main Segments
<b>Domestic Tourists</b>	<ul style="list-style-type: none"> <li>• Almost as many are visiting friends/relatives (40%) as are on holiday (41%)</li> <li>• The third quarter of the year accounts for 39% of travel, with the remainder being fairly evenly split across the other three quarters.</li> </ul>	<ul style="list-style-type: none"> <li>- Domestic families</li> <li>- Outdoor actives</li> <li>- Urban short breaks</li> </ul>
<b>Overseas Tourists: Britain, M. Europe &amp; Nth. America</b>	<ul style="list-style-type: none"> <li>• More than half (53%) of overseas tourists to northern Tipperary are from Britain - a market that is less inclined to visit heritage attractions. 29% are from M. Europe and 12% from Nth. America.</li> <li>• South Tipperary is more popular with tourists than the northern part of the county and has a greater proportion of European and North American tourists.</li> <li>• 66% are on holiday, 21% visiting friends/relatives</li> <li>• 49% of holiday trips take place between June-August</li> <li>• 65% of holidaymakers are on a first visit</li> <li>• 69% are travelling as a couple or part of an adult party, with only 17% travelling with family</li> <li>• 74% are travelling independently and 73% use a car.</li> </ul>	<p>Three main segments have been identified in overseas markets as having the best potential for Irish tourism:</p> <ul style="list-style-type: none"> <li>- the Culturally Curious</li> <li>- the Great Escapers</li> <li>- the Social Energisers</li> <li>- (see Table 2.4 for more detail).</li> </ul>

<sup>10</sup> NB: Characteristics relate to wider Shannon area, which also includes Tipperary North, Clare, Limerick and West Offaly. Fáilte Ireland, three-year rolling averages published 2016.

#### 2.3.4 Niche Markets

In addition to the mainstream markets above, there are a number of niche markets that can provide smaller but valuable business to attractions and other experiences in the redeveloped Historic Quarter. These include the following:

- ***The educational markets:*** Schools are constantly seeking destinations for both primary and secondary students that align with the school curricula. With its wealth of history and architecture, the Historic Quarter has the potential to cater for students of all ages with educational programmes coupled with fun activities that are developed to enrich their understanding of various periods of history as well as art and commerce. There are 33,000 pupils in County Tipperary and a similar number in Laois/Offaly, and these provide a good opportunity for business between September and May when other markets are low.
- ***Coach tours:*** Both overnight and daytrip coach tour operators are also continually looking for new destinations and experiences to offer customers. With easy access from the established Dublin/Limerick/Kerry route, Nenagh has potential to develop both as a stop-off for coach tours and as a hub for tours to base themselves for daytrips to Kilkenny, Cashel, Limerick and elsewhere. The coach tour and MICE market in Ireland is estimated at over 474,000 passengers<sup>11</sup>, with just over 7% of business accounted for by the Shannon Region<sup>12</sup>. The coach market is highly seasonal, with 47% of travel between June-Aug., but it has good shoulder seasons: 14% of business in May and 16% in September. The market is almost non-existent between Nov-Feb (5%)<sup>13</sup>.
- ***Special interest groups:*** There are a variety of special interest segments that would be interested in the redeveloped Historic Quarter. These include groups that have a specific interest in history and heritage as well as those that are motivated by a new opportunity for a shared social outing, e.g., retirement groups. The size of

---

<sup>11</sup> Business handled by ITOA members excluding FIT, *ITOA Survey of Membership Business 2019*

<sup>12</sup> *ITOA Survey of Membership Business 2018*, based on regional distribution by value

<sup>13</sup> *ITOA Survey of Membership Business 2018*, based on seasonal distribution by value

these groups is difficult to assess accurately but each county in Ireland has at least a few local history societies <sup>14</sup> and the Active Retirement network has approximately 23,000 members. There is also potential to tap into the special interest market in the UK<sup>15</sup>.

## 2.4 Segmentation Analysis

Having considered the scale and key characteristics of the tourism markets, we now turn to look in more detail at the target segments within those markets. As briefly referred to already, a number of market segments have been identified as offering the best potential for Irish tourism. In Table 2.4 we outline their needs in order to understand how the Historic Quarter might develop with a view to attracting them.

**Table 2.4: Main Tourism Segments – Needs and Alignment with the Historic Quarter**

Market	Main Target Segments & Key Needs	How the Historic Quarter Might Appeal to Them
<b>Domestic Tourists</b>	<ul style="list-style-type: none"> <li>Families: Opportunities for shared experiences that are engaging for a range of ages; ‘edutainment’.</li> <li>Outdoor Actives: Opportunities for shared nature-based adventures; stress-reduction; reconnection through shared experiences.</li> <li>Urban short breakers: Opportunities for action-packed or culturally/event-focused weekends shared with friends/partners.</li> </ul>	<p>The opportunity for a few hours of shared fun and discovery at engaging attractions, with outdoor spaces to let off steam for younger kids and to relax and unwind for older families. All-weather attractions are an added advantage for the domestic family market in particular. However, if the Quarter wishes to attract this segment it will need to focus more on entertainment than education.</p> <p>For the Outdoor Active segment, the Quarter will be attractive as an additional component to an otherwise activity-based holiday, e.g., walking, cycling, water-based.</p> <p>The urban break segment is primarily interested in towns where there is plenty going on but a proportion of them may be interested in Nenagh as it develops as a destination, and would be drawn to the Quarter in the context of a more social break and would also be a market for after-hours programming. Food and evening entertainment is important for this segment.</p>

<sup>14</sup> <https://localhistory.ie>; <https://irishprintgallery.wordpress.com/local-history-societies/>

<sup>15</sup> UK history groups: <https://www.local-history.co.uk/Groups/>

Market	Main Target Segments & Key Needs	How the Historic Quarter Might Appeal to Them
Overseas Tourists	<ul style="list-style-type: none"> <li>Great Escapers, with/without children: Opportunities for shared nature-based adventures and reconnection through shared experiences; a chance to rebalance themselves.</li> <li>Culturally Curious: Opportunities for independent discovery in new landscapes and culture; authentic travel; unusual experiences.</li> <li>Social Energisers: City breaks with plenty to do and see by day and night.</li> </ul>	<p>The Great Escapers, being primarily interested in rural holidays, are likely to be less interested in what the Quarter has to offer than the Culturally Curious segment. However, it will be attractive as an additional component to an activity holiday, especially if the weather is poor and if there is an evening programme.</p> <p>The Culturally Curious segment will be attracted to the Quarter because of its local history and broader association with Irish history.</p> <p>Social Energisers are unlikely to consider Nenagh as they are primarily interested in city breaks.</p>

## 2.5 SWOT Analysis

Having reviewed the market in which the Historic Quarter will be operating, Table 2.5 provides a summary SWOT analysis. Please note that this is an analysis of the Quarter itself and not of Nenagh as a town.

Table 2.5: SWOT Analysis of the Project Area in the context of Tourism Development

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Strong interest among target international tourism segments for heritage and culture.</li> <li>• Key heritage assets sufficiently preserved to enable redevelopment.</li> <li>• Attractive outdoor spaces around key assets that provide opportunities for the creation of an integrated Quarter in which to spend time.</li> <li>• Walkable distances between assets will contribute to establishment of an integrated experience.</li> <li>• Location of Quarter in the centre of the town allows synergy with the wider town, e.g. with dining, retail, activities, other attractions.</li> </ul>	<ul style="list-style-type: none"> <li>• Limitations to redevelopment opportunities of heritage buildings due to historic nature and space constraints.</li> <li>• Traffic is currently prioritised through the centre of the project area.</li> <li>• Limited space for new builds, if required.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Synergy with the wider Destination Town initiative in Nenagh will improve its attractiveness for tourists, and support increased footfall in the Quarter.</li> <li>• Synergy with development and promotion of wider Shannon River and Hidden Heartlands destinations.</li> </ul>	<ul style="list-style-type: none"> <li>• Significant competition from heritage sites and towns in the wider area.</li> <li>• More aligned thematically with Ireland's Ancient East than Hidden Heartlands.</li> </ul>

### **3. STAKEHOLDER AND COMMUNITY FEEDBACK**

During early summer, and despite Covid restrictions on public gatherings, a comprehensive consultation process was undertaken by the project team. This included:

- Individual interviews with key stakeholders
- An online community survey
- Group workshops to test emerging themes.

There was a high degree of interest in the project and the key findings of the process are presented here. It must be acknowledged that a considerable amount of the discussions and feedback related to Nenagh as a town rather than exclusively to the Quarter. We have tried to capture as much of this wider context as we can in developing the outline concepts presented in Section 4 (and also in the more detailed separate report by Event) while remaining focused on feedback that related specifically to the Quarter, as per the project brief.

#### **3.1 Stakeholder Feedback**

The initial wave of stakeholder consultations and group workshops took place both by phone and using online video calls in order to adhere to restrictions regarding travel and public meetings that were in place at various points during Phase 1 of the project. Key points from these sessions is captured below.

- There is a welcome for the redevelopment of the Quarter, with widespread mention of the need to address connectivity and traffic in the area.
- There is a desire to see a reimagining of the Gaol and Governor's House as well as to have the raised walkway to the cell block reinstated.
- Many suggested the opening of the original access route to the Castle from the keep.
- There is an awareness that the Quarter, by itself, will not be sufficient to attract visitors to Nenagh and that the experience of the entire town is crucial in doing so.
- There is no shortage of interesting history and storylines to draw on.
- There is support for greater integration with Lough Derg.
- Food, fashion and the green agenda were all mentioned as strengths for Nenagh.

In addition to the points above, there were a number of specific suggestions made by the groups in relation to particular areas of the Quarter. These were all integrated into the concept development work, along with the findings of the desk and comparator research, and online survey. Some additional highlights are presented below.

- **Castle Complex:** a living streetscape in the laneway buildings; a new entrance from Pearse St; AR reproductions of the Baronial Hall; VR animation using original characters; a lighting up scheme and a medieval maze.
- **Rialto Cinema:** create an outdoor civic space for public events; create a covered market with spaces for artisan/crafts workshops; apprentice spaces for conservation skills and gallery; reinstate cinema option for screenings with food.

- **Connecting sites and locations:** use shop fronts for living heritage; use laneway to rear of Castle; audio trails that include music and storytelling.
- **Operational considerations:** integrate with cultural planning; shared programming with Lough Derg villages and sites; there is little appetite for volunteerism; could a Temple Bar Trust model work?

### 3.2 Community Survey

An online survey was carried out from the end of May to mid-June, targeting the local community. It was actively promoted through Tipperary County Council channels and a total of 172 respondents completed the survey. The findings of the survey are presented in detail in the Appendices (both a summary of the findings along with anonymised responses to the open questions). Key points are presented below.

- All respondents support the project.
- It is welcomed as an important contributor to enlivening the town centre.
- It is seen as having potential to create an attractive and vibrant hub for locals and visitors, and to increase business in the town.
- There is also widespread recognition of the importance of protecting and celebrating the heritage assets of the Quarter.
- In terms of usage, while the local community make good use of the open spaces around the Castle and many visit the Arts Centre once or twice a year, there is little usage of the Heritage Centre.
- The community would welcome, in particular, more evening entertainment, attractive outdoor spaces and new visitor experiences in the Quarter.
- The community also made recommendations regarding other sites that the Quarter could meaningfully connect with, including a range of historic sites in and around the town as well as Lough Derg and its villages.

## 4. IDENTIFICATION AND TESTING OF CONCEPTS

### 4.1 Identification of Concepts

The project brief for Phase 1 identified the need to “develop a number of high-level options for concepts and approaches for approval including visual imagery”, and this was done through a process of integrating and workshopping the outputs from the desk research, the stakeholder and community feedback and the comparator review (see Appendix 3).

A core consideration in identifying suitable concepts was the area within which the project is to be anchored, namely an Historic and Cultural Quarter characterised by a cluster of historic landmark buildings. Although the team considered a wide variety of approaches and options in the initial assessment, the final identification of concepts naturally had to have an authentic foundation within the buildings and spaces of the Quarter in order to be both meaningful to tourists and to meet the expectations of the community and the client.

While this authenticity is a strength for Nenagh as a whole, it is also a weakness from a tourism perspective as there are other towns in the region with significant historic and heritage assets. The challenge, therefore, both in identifying outline concepts and narratives in Phase 1 - but more particularly in developing concepts more fully in Phase 2 - will be to ensure sufficient differentiation in the storylines and approaches to interpretation.

Three overarching themes consistently showed up as having the greatest potential for concept development for Nenagh’s Historic Quarter.

- 1) The lengthy and continuing history of Nenagh, as evidenced in its buildings, streetscapes, people, stories and traditions
- 2) Nenagh as a market town and its association with food and trading

- 3) Nenagh's association with sustainability and the environment, both historically and currently

Concepts are needed to make a visitor offer attractive and to cohesively link a number of small attractions and sites that, in isolation, wouldn't constitute a destination in their own right. The themes above provide opportunities not only to develop concepts for the Quarter itself but also offer to create a value proposition for Nenagh as a whole through linkages with additional attractions, businesses and events.

The three themes above were developed and refined by Event to produce three concepts and are presented in detail in their separate report. An extracted summary of the three concepts, along with potential activations in key sites within the Quarter, is provided overleaf.

Table 4.1: Initial Concepts for the Historic and Cultural Quarter

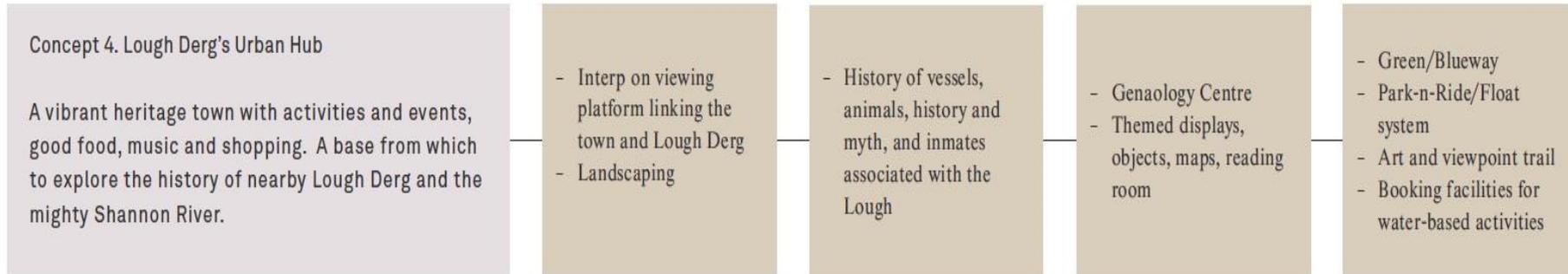
Concept Options	Castle: Example Activations	Gaol: Example Activations	Pearse Street: Example Activations	Other
<p><b>Concept 1. Nenagh Revisited</b></p> <p>800 years of history - families, businesses, and stories are revisited. Outlines are filled in and missing pieces replaced to make the defining features of Nenagh sing.</p>	<ul style="list-style-type: none"> <li>- Soundscape interpretation with characters</li> <li>- Rebuilding the old Castle through landscaping</li> </ul>	<ul style="list-style-type: none"> <li>- Immersive digital show</li> <li>- Zeotrope history of the town</li> <li>- AV in cellblock</li> </ul>	<ul style="list-style-type: none"> <li>- Genealogy Centre</li> <li>- Recreated rooms</li> <li>- Life interpretations</li> </ul>	<ul style="list-style-type: none"> <li>- Opportunities to showcase traditional crafts and skills, and the repurpose old buildings for modern times</li> </ul>
<p><b>Concept 2. 21st Century Fair</b></p> <p>Rethinking what a contemporary market town can be, putting Nenagh's food heritage first.</p>	<ul style="list-style-type: none"> <li>- Traditional fun fair with Nenagh specific rides</li> <li>- Landscapng</li> <li>- Interp on viewing platform</li> </ul>	<ul style="list-style-type: none"> <li>- Museum of Irish food, farming, and rural life</li> <li>- Peek rooms in the cells - inmates and stories related to the land</li> </ul>	<ul style="list-style-type: none"> <li>- Genealogy Centre</li> <li>- Taste through time</li> <li>- Evening dinner offer</li> </ul>	<ul style="list-style-type: none"> <li>- Large food market in Rialto building</li> <li>- Banquet table in Banba Square</li> <li>- Lively, colouted streets</li> </ul>
<p><b>Concept 3. Greener Nenagh</b></p> <p>Building a green agenda, based on local sustainable traditions, which complements ongoing sustainability plans.</p>	<ul style="list-style-type: none"> <li>- Multi-level highline-style garden</li> <li>- Landscaping</li> <li>- Interp on viewing platform</li> </ul>	<ul style="list-style-type: none"> <li>- Plant zoo in building and grounds</li> <li>- Edible crops</li> </ul>	<ul style="list-style-type: none"> <li>- Reopen walkway</li> <li>- Green passage to Castle</li> </ul>	<ul style="list-style-type: none"> <li>- Lough Derg greenway</li> <li>- Greening buildings and ruins</li> <li>- Pocket parks across town</li> <li>- Access and pedestrian</li> </ul>

Following client review and discussion in advance of market testing, it was agreed not to progress further with Concept 3: Greener Nenagh as a concept in its own right, although it was recognised that some of the detail of that concept could be brought to life through the remaining concepts.

At this stage, an additional concept was added for consideration by the client - Nenagh as an urban hub for Lough Derg. While this concept places an emphasis on Lough Derg as the primary destination with Nenagh playing a supporting role, the project was seen to present an opportunity to market test the concept and to get valuable consumer feedback.

This additional concept was briefly developed as follows in Table 4.2 overleaf.

Table 4.2: Additional Concept for Nenagh



## 4.2 Market Testing

Following the concept development stage of Phase 1, the final three concepts were distilled into one-page summaries that provided consumers with an overview of each through an online survey tool. The methodology adopted for the market testing stage of the project, including the distillation of the concepts into single pages, was provided for in the original project brief and based on Fáilte Ireland's Innovation Screener approach. The work was undertaken by RedC during October/November 2021 and included both a quantitative and a subsequent qualitative phase.

A detailed report by RedC of the findings is provided separately and a summary of the key conclusions is presented below.

- All three concepts scored above the norm<sup>16</sup> in terms of appeal, relevance, excitement, clarity and believability.
- Differentiation is a challenge for all three.
- The historic and market town concepts are somewhat more appealing for overseas visitors than for domestic and Northern Irish markets.
- The concepts are seen as complementary to each other.

---

<sup>16</sup> The 'norm' has been established with references to a panel of 73 concepts tested by Fáilte Ireland.

Figure 10: Opportunity for Integration in order to create differentiation

Stronger together - Concepts were seen as complementary to one another and together will extend visitor time in area



## 5. CONCLUSIONS & RECOMMENDATIONS

- There is good opportunity for Nenagh to tap into reasonably-sized tourism markets for redeveloped attractions in the Cultural Quarter. However, the development of the Quarter as a heritage destination is unlikely to be sufficient on its own to draw visitors to Nenagh given that there are a number of existing and developed heritage towns in the wider region.
- In addition to its heritage and cultural assets, Nenagh is an historic market town - which offers potential for the development and integration of food into a wider tourism offer through a variety of retail and dining experiences.
- Nenagh has been identified as a gateway town to Lough Derg and the River Shannon, which has potential to distinguish it from other heritage towns.
- The market testing indicates the attractiveness and relevance of the three tested concepts based on the core themes of history, market town and urban hub for Lough Derg. Each concept was ranked above the norm in relation to its potential as a motivator for travel.
- However, market testing also highlighted the lack of uniqueness in all three, and therefore the challenge is to create more differentiation in developing the Quarter so as to support marketing stand-out for Nenagh town.
- The strength of the 'Urban Hub for a Lake Destination' is of particular relevance for the wider town and should drive tourism development and marketing for Nenagh as a whole, with the Cultural Quarter playing a key role in creating an attractive environment within the town.

- Given the appeal of all three elements, and this project's core objective of redeveloping the Cultural Quarter, it is recommended that the three concepts find expression in Phase 2 in a blended manner, as outlined below.
  - Focus on anchoring the *800 Years of History* concept within the project area itself, with the theme of Nenagh's history as a market town being one of the stories that is brought to the fore.
  - Use the *market town and urban hub for the lake* concepts as themes with which to encourage/stimulate businesses to provide relevant commercial elements within, and close to, the Quarter.
  - Use the concept of Nenagh as *an urban hub to the lake* as the hook and differentiator for the development and marketing of the wider town, taking into account opportunities within the project area for relevant public realm, infrastructure and amenities that would support activity-focused tourists.
- On the basis of the above, Phase 2 will develop the core heritage and cultural aspects of the *800 Years* concept, drawing on the unique approaches to interpretation and storytelling outlined in the Event report in order to create differentiation from more traditional approaches taken at comparator destinations in Ireland.
- Phase 2 will also examine commercial opportunities within the Quarter connected with the *market town* and *urban hub for the lake* concepts.

## 6. APPENDICES

### *Appendix 1:*

#### *Community Survey – Summary Report*

A1. COMMUNITY SURVEY – SUMMARY REPORT



# Nenagh Historic & Cultural Quarter: Phase 1 Report

Appendix 1  
Community Survey – Summary Report  
13<sup>th</sup> December 2021



Help create an Historic & Cultural Quarter in Nenagh  
that everyone will love!

## Survey administration

- Open for responses -13<sup>th</sup> June 2021
- Circulated through official Council channels and local advertising
- A total of 172 full responses were submitted
- The data is held confidentially by CHL and Part 1 of this report is an anonymised summary of the findings.
- Detailed submissions provided within the context of the survey are being integrated into the development of options.

## Initial response

- 100% support for the Project
- It is welcomed as an important contributor in enlivening the town centre.
- It is seen as having potential to create an attractive and vibrant hub for locals and visitors, and to increase business in the town.
- There is also widespread recognition of the importance of protecting and celebrating the heritage assets of the Quarter.

## A selection of comments

"Not many places have 100's of years of history all contained within such a small footprint"

the town needs a focal point, we have no central river so we need a square or area that can be considered the historical centre.

"Combining facets into one unit must have benefits"

It has multiple potentials from tourism to education, local civic awareness and identity.

"Nenagh and surrounding areas are rich in history.. Large towns get easily filled with euro stores and fast food outlets.. Its important to address the balance and maintain the integrity of the town and to drawn in visitors and investment"

"Nenagh is a historical, market town. It also needs to develop attractions and find a niche to compete with other towns that has natural features like beaches etc. It also has a long tradition in the arts and this should be developed"

5

## Current use of assets

- Given the popularity of open spaces for socialising and leisure, it is not surprising that the most used asset by the local community is the Castle Field and Gardens – 41% use it once a month or more.
- The Castle itself is visited frequently by 31%.
- The Arts Centre is visited once or twice a year by 47%.
- The least visited attraction by locals is the Heritage Centre, visited rarely or infrequently by the majority.

6

## Current use of assets



How often do you visit/have you visited the Castle Field and Gardens:

172 out of 172 answered



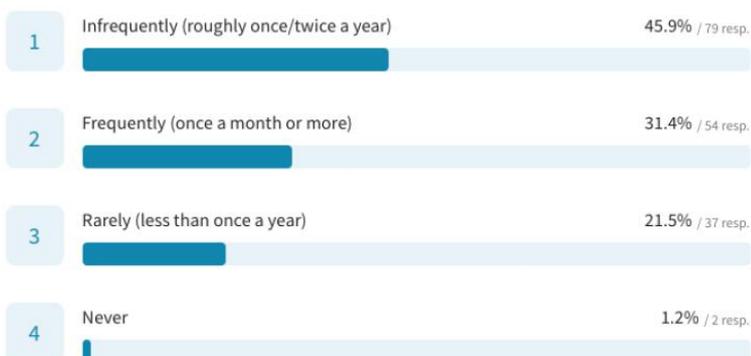
7

## Current use of assets



How often do you visit/have you visited Nenagh Castle:

172 out of 172 answered



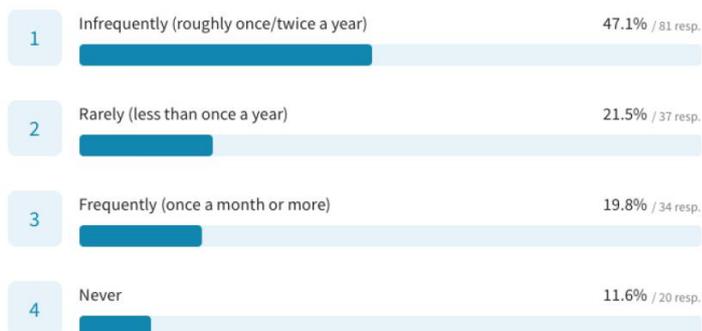
8

## Current use of assets



How often do you visit/have you visited the Arts Centre:

172 out of 172 answered



9

## Current use of assets



How often do you visit/have you visited Nenagh Gaol and Heritage Centre:

172 out of 172 answered

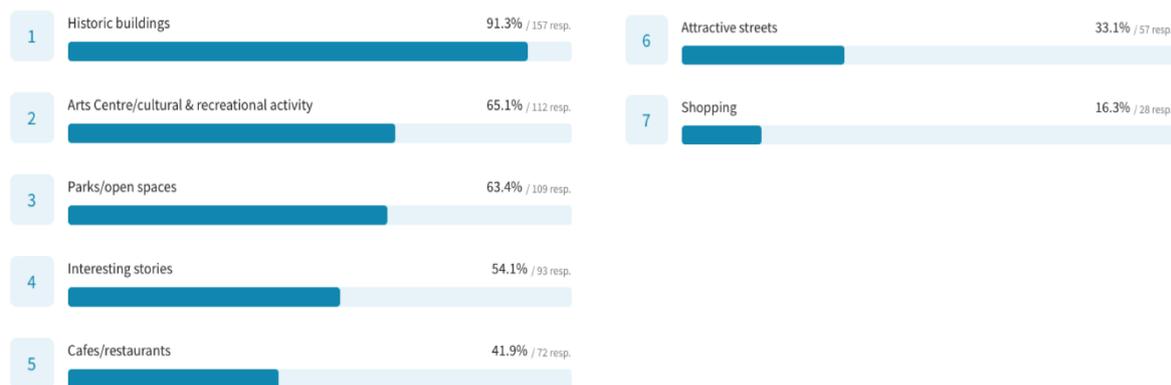


10

## Perceived strengths and weaknesses

6. What, if any, do you see as the main strengths of this area? Please select all that apply.

172 out of 172 answered



11

## Perceived strengths and weaknesses

7. What, if any, do you see as the challenges of redeveloping the Historic and Cultural Quarter? Please select all that apply.

172 out of 172 answered

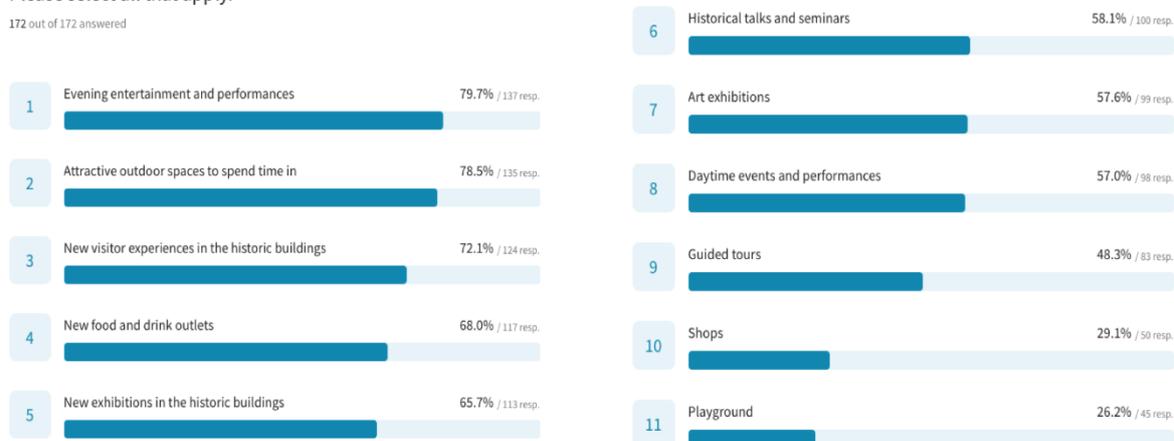


12

## What amenities/facilities would the community use?

8. Which of the following do you think you would use if developed in the Quarter?  
Please select all that apply.

172 out of 172 answered



13

## What else would they like to see in the Quarter?

- Facilities for the arts: a gallery, artists' studios
- A dedicated and well-developed indoor/outdoor market space with support for local craftspeople and artisans
- More green space
- More nighttime entertainment
- Consideration given to the autistic and less able-bodied members of the community
- A new theatre/arts centre and outdoor entertainment space
- Improved connectivity between sites and pedestrianisation of areas
- Integration of other historic sites in the town

14

## What about business owners?

Do you see any opportunities for your business from the redevelopment of the Quarter?

18 out of 172 answered



"Any initiative that improves the experience of local residents going about their daily routines in Nenagh, and that can also attract more tourists to our town will be good for business. Placemaking and encouraging a greater awareness of the value of our heritage are of enormous benefit to all our citizens."

"More people more business"

"I am a doctor. The proposed cultural development would be great for mental health in the area."

"More visitors to our town and an enhanced atmosphere in our town making it a destination for a day to take in the sites have some food and even some shopping."

"I am a goldsmith, handmaking jewellery using traditional techniques. Skills from our heritage creating contemporary designs."

15

## Can Nenagh create strategic links?

- Many respondents made recommendations as to other locations the Quarter could meaningfully connect with.
- These included other sites within the town itself, including the St. Mary churches, Tyone Abbey, the Franciscan Abbey, Kenyon St. graveyard, the military barracks, St. John's Well and old watermill buildings on the River.
- They also included Lough Derg and villages on the lake, mainly Dromineer but also Castlough, Garrykennedy, Puckane and Newtown.

16

## And a selection of other final suggestions

- Self-guided tour
- Úsáid an Ghaeilge
- A focus on what is local
- Find a use for vacant buildings
- Incorporate music
- Outdoor covered spaces
- Lighting for buildings in the Quarter
- Experiences and spaces that are attractive to families and teenagers
- Public toilets
- Historical re-enactments
- Less traffic
- Bus links to the lake
- Parking for visitors
- More attention to attractive shopfronts
- Improved marketing and integration into other promotional campaigns

17

## Concluding notes

- The community is a good source of specific and general ideas for the Quarter. Specific ideas for specific sites are being incorporated into the development of options.
- Some suggestions are frequently made. These include:
  - The development of a high quality indoor/covered market space that would sell and promote local produce and crafts as well as be an attractive entertainment occasion and dining opportunity
  - A new theatre space that would be an improvement on the existing space in the Arts Centre that would also provide film screenings - the Rialto building is mentioned as the most suitable location for this
  - Improved connectivity between the sites, particularly through pedestrianizing of streets in the Quarter
  - Attention to suitable solutions for visitor parking and traffic
  - More to do in the evening: entertainment, music, food
  - Integration of design and experiences for specific segments of the population: specifically the autistic, the less able-bodied, families and teenagers.

18

*Appendix 2:*

*Community Survey – Anonymised Responses*

A2. COMMUNITY SURVEY – ANONYMISED RESULTS



Nenagh  
Historic & Cultural  
Quarter:  
Phase 1 Report

Appendix 2  
Community Survey – Anonymised  
Responses



1. **Question:** Please explain why you welcome the proposal to redevelop the Historic & Cultural Quarter<sup>1</sup>.

Anonymised responses in order of submission.
focal point for the town
Bring in much needed tourism
It's our history
history needs to be preserved for future generations
It will attract business back to town Center and if managed correctly the provision of apartments over shops on Pearse street and surrounds .
It will be such a wonderful boost for the town. The history here is vast and varied and what a way to celebrate than by remembering.
It will be a great addition to the town.
The huge benefit for future tourism
It will make people proud of their town, attract more visitors
It will improve the look and feel of the community revitalising the town
This area explains who we Nenagh people are, how we have evolved. It is only right that this area continues to be at the heart of the town's development and progress.
This is long overdue with enormous potential
It would encourage more visitors and enhance our lovely town
To enhance and encourage more visitors to visit Nenagh.
Its a great opportunity to enhance our History and make the centre of the Town more vibrant and a place to relax and enjoy
I believe that with good investment and promotion it will benefit tourism to Nenagh

<sup>1</sup> NB All responses are presented as they were submitted with no editing for errors in spelling, etc. The only changes that were made were to remove/alter information that might have revealed the identity of the respondent.

The area lends itself to being enhanced-it has the beautiful old buildings most of which have been preserved. They are all in the same locality which makes it attractive as a historical walk. about
The town will benefit from investment and it will ensure that these important buildings are preserved and cared for and will be available to future generations.
There is such potential for this development which can only be for the betterment of the town on all aspects
The town needs tourist amenities to attract and hold visitors to the town.
Maintain & develop the historical area
It will make the town more visitor friendly
Because cultural heritage is important for tourism and traditions, and must properly maintained
We need a town center than we can be proud off
More could be leveraged from it.
The town needs to preserve and enhance it's historical buildings and areas
Nenagh has an interesting history, where it was important when the castle was built, then it declined almost totally to the extent that the Limerick Dublin road didn't even come near , before becoming important again
Regeneration of sites of historic importance will attract tourists and lead to economic development
The area has a lot to offer Historically and Culturaly
I think being from the town as a local for XX years, itw important to accept new developments ideas in the town We live in
It has been neglected for way too long
It is a unique part of the town and should be redeveloped to make the best use out of it
It will preserve and enhance activity in the town centre when all other public policy is making it harder to do business in the town centre
our built heritage needs to be preserved
Future generations will have a greater sense of the rich history of our town
to redevelop the public interest

2

Nenagh is soaked in heritage, and with the added bonus of having become a shopping destination, and with close proximity to Lough Derg, there is already alot of reasons to come here. So its time to tidy up the entrance, get rid of "Steeltech Sheds" billboard on the motorway and take ownership of our fabulous town!.
Creating a cultural epicentre surrounded by Nenagh's big historical attractions should prove to be both a draw for tourists and an opportunity to create a hub for the creative community both within Nenagh and in the surrounding environs.
I think that local history is important and that the culture and heritage of our local buildings should be preserved and maintained to modern standards
There are a number of historic buildings in the town centre that can be reimagined and used to improves Nenagh Town Tourist offer whilst still maintaining their historic importance.
I think it's important to preserve historic buildings
It will be good for the town and bring in tourists
I think the area has a lot to offer and is under promoted at the moment
Enhancement of the town is great for all
The town need s change
It's important to maintain and developed the buildings and keep all generations informed about the history of the area
The Historical Quarter of our beloved Town represents the sleeping history of our unique town and urgently needs to be professionally presented in an appropriate and sympathetic way
It is the right thing to do nenaghs history's should be kept alive and developed for the good of nenagh people and nenaghs tourism and
It's a beautiful part of Nenagh which should be developed and enhanced to its best.
I expect it will bring more visitors to the area, help preserve the existing historical buildings, and create a better space for locals to enjoy
Nenagh is a beautiful town with a rich and interesting history. We need to preserve this heritage for future generations and tell it's story for generations present and future.
Nenagh needs a point/area of focus, thus area is perfect for this

3

I think its clear for everyone from Nenagh that the potential of our town has not been reached. We have amazing architectural history that is not as visible as it should be. The buildings blocking the view of the castle on Pearse Street opposite the Macdonagh street junction really should be demolished to open up the castle vista for the people of Nenagh and tourists alike to enjoy. We should also consider reducing the amount of car access and parking as it os a visual blight which is not suitable in a historic quarter. It should predominantly be a pedestrian and cycling part of the town.
There is such a variety of historical buildings in such close proximity, it makes perfect sense to develop a combined visitor experience
Very important for Nenagh as a tourist destination
It will be a focal point in the town and enhance the public spaces and streetscapes. It should boost tourism highlighting the historical and heritage offerings in the town.
Any effort made to make Nenagh a more attractive town to its residents and visitors is a positive.
It is a real asset to any town to be able to have a focal point rooted in its history
Nenagh has a lot to offer to visitors and any investment in that is welcome
To attract tourists and locals to the town and wider north Tipp area
It's important to preserve our history and it could generate additional tourism to the town
The church road area is steeped in historical buildings , if pedestrianised it would make a very appealing place to visit
The town is dull and needs something to boost it
Is a valuable resource and asset for the town.
For cultural historical and asthetics
Enhance the town for locals and visitors
It would be nice to have a public space in the town that celebrates the towns rich history.
Nice to have original historic buildings noted
It is a shame to lose our history and not to preserve it. It could become a major tourist attraction and bring an economic boost to the area
Its about time that the cuturel and historical buildings of Nenagh were given some investment and are celebrated to benefit all the people of Nenagh
It would help to promote nenagh as a tourist destination

4

As all sites are close to each other
Nenagh maintains a lot of the 'old world' charm. Capitalizing on this aspect will keep Nenagh vibrant and energetic. This will draw visitors which will also increase the value for residents
I believe the historical significance and tourism potential of the area has fir far too long not been embraced.
Huge potential.
It has been under developed for too long. It needs revamping
The Castle has been redeveloped brilliantly from the way it was, and Kevin is an excellent curator. But the empty Cell Block in the Courthouse grounds is crying out for redevelopment. In any other town it would be a fantastic walk through historic experience. Unfortunately here its used for Council storage of roadwork signs and miscellaneous clutter. Its very sad to see that. Ive always wanted to walk through the building and see the cells, and soak up the atmosphere and history. Hopefully this initiative will see that materialise. Time is moving on, so the sooner the better.
Great for local commerce and to highlight the rich history of Nenagh
Improve Town
To make the area more attractive to locals as well as visitors to the town
It will help regenerate the area.
Any new developement is to be welcomed
The area and buildings are of historical significance as well as being architecturally interesting. The area is also very pleasant to the eye and has potential to be even more so.
Develop a cultural area in an historic town
We should preserve the area and celebrate the beautiful historical buildings. Bring more tourism to the town and just make it generally a fabulous area to spend time
its good
Already in existence so many fantastic buildings that we have a responsibility to mind and preserve.
No brainer
Nenagh lacks a "town centre" feel , it is a natural place to have one and will enhance the town for locals and visitors

5

It is a great idea to tie these historic buildings in to a cultural quarter. It will provide a great amenity for the residents of Nenagh, as well as providing further tourist potential for visitors.tourist
the town needs a focal point, we have no central river so we need a square or area that can be considered the historical centre.
Nenagh is an old Norman town,as I understand it's history
As Nenagh is 800 years old it has the potential to be the Tourist attraction of North Tipperary with its old buildings of interest as already mentioned in your survey people from all over Ireland and the World pass through the town for various reasons Banba Square being the main hub of the town needs to be refurbished to show the main area of the town
It would be a great walk with dogs and children
It would have a transformative effect on the social and economic future of Nenagh.
Because we need to preserve our history
Nenagh Historic quarter looks well but unfortunately some of the beauty is hidden by old empty buildings..
The are of Nenagh around Banba Square needs re-development and something to encourage locals and vistiors. Plus teh fantastic historical significance of the Nenagh Castle, churches and the old Prison with the heritage centre is important for attracting tourists.
To provide a welcoming sense of place in Nenagh town centre
Our past is the key to unlocking our future and unless we explore and share our traditions with future generations then we have let them down
Nenagh has an enormous amount of history to it and the buildings to go with it. There is a huge gap in the market and can be exploited respectfully
It is a beautiful part of town and developing it should be good for locals and attract visitors
A well designed and maintained cultural centre in a town generally comes to define a town, it creates a first impression and a lasting memory.
Nenagh has alot to offer and needs to be highlighted
Be lovely to see specially when the town is full of it
It would be great to have a cultural focal point in the town
Sustainable tourism development to benefit both visitors and community alike. A unique oppportunity to enhance and evolve the cultural identity of Nenagh to the benefit of all.
The castle area is a great feature and needs to be promoted more

6

Great history here needs to be highlighted and celebrated
Fantastic focal point taking in various asoects of the town
Lots of beautiful buildings undervalued and not maintained.
Nenagh town has a good number of artistic groups and a dedicated area within the town would be lovely for a country town
There is an abundance of history in this area that needs to be highlighted.
To bring people back into the town center
Every town needs a centre .tre .A cultural and hutoric area would be good for the people of the town and hinterland,especially ter point for meeting up and for it's identity.Any
Because the buildings are historically interesting with stories attached
to improve the quality of life of our local population, to improve the experience for visitors to our town, and to help our commercial enterprises to grow and develop.
It's a Welcome addition to the town and to preserve important landmarks
There is a great history in nenagh
Bring more tourist to the town.
I think this will enhance Nenagh town and surrounding areas and create employment, while also attracting more visitors to the area and enhancing the lives of the locals living here.
It will improve tourism and create employment
I think it will be great for Nenagh
Ut would be a good boost to the town, bring in business and tourism
It is important to preserve old and historic buildings in the town and make the town more attractive as a tourist destination. This needs to be managed be managed sensitively and in keeping with the existing structures.
It brings more visitors to Nenagh and this will boost the social and economic prospects in the town.
Landmarks that represent our past and are an important asset to the future of the area

7

There is great potential for the development of public spaces which will make the town centre a more attractive and accessible place to visit and enjoy.
Make the town more aesthetically pleasing
Nenagh has so much history and the town is thriving it's i
If done with thought, consideration to current public amenities, residents and businesses and authentic historical renovation it could be a valuable asset to the town.#
Brings energy back to the town center
Good for both locals and visitors
will be a lovely area for both residents and visitors
We have a long history of cultural and historical influences.A theatre in Nenagh (old cinema ) would be an enormous boost to the areacultural
I fear part of it is being forgotten about and left behind. The Castle Garden is beautiful but I feel the whole area should be linked and used for a lot more than history walks and tours.
I think it has done wonders for the aesthetic and promoting the historical significance of areas of the town. More options for tourists bringing business to the local economy
I believe it's a real gem to have such a collection of historical buildings all within the close proximity of the town which has huge potential from a tourism point of view.It is also important to protect and preserve all of these buildings steeped in history whether it's good or bad.A lot of towns haven't the luxury of having these so we should use this as positive in terms of enhancing the town.
Any development is good for the town and we have some well maintained historical sites in the town
My family came from Nenagh and it is important to preserve that heritage
Nenagh has great history and to be able to expand on that further for future generations is fantastic
Nenagh is a historical, market town. It also needs to develop attractions and find a niche to compete with other towns that has natural features like beaches etc. It alsohas a long tradition in the arts and this should be develeoped
Combining facets into one unit must have benefits
Lots of wonderful history in the town that should be celebrated and promote for both locals and visitors
Not many places have 100's of years of history all contained within such a small footprint

8

Its the centre of Nenagh and as such defines the town
Good for the town
It is a unique historic quarter in Nenagh, it should be preserved and expanded to benefit the entire town of Nenagh and surrounds
Town center needs life and people in there
Tourism,and all its aspects is a huge part of modern life
It will bring people to the town and more business for everybody
Nenagh and surrounding areas are rich in history.. Large towns get easily filled with euro stores and fast food outlets.. Its important to address the balance and maintain the integrity of the town and to drawn in visitors and investment
Potential for nenagh to attract and retain visitors and for locals to have amenities
Improves Nenagh as a whole
Great opportunity for Nenagh
Many times tourists have stopped me in town looking for further information about Nenagh and sadly there was no where to direct them to as heritage centre was not open prior to April and there was no Tourism Office available to visitors and it is a shame not to be able to share information about our beautiful town.
I feel that the Gaol has fantastic potential to become a world class attraction. Access from Pearse st is welcomed. Need access from carpark into castle grounds and i would love to see link restored between governor house and Gaol.
Nenagh needs municipal space
It has multiple potentials from tourism to education, local civic awareness and identity.
To bring more people in to the town
It will develop better opportunities for tourism, businesses to grow and expand, more visitors to come to the town
A market town with such historical significance deserves to be celebrated properly
The area has a number of buildings that will suit being highlighted this way. Good for the town
It is time!

I think it would add to the cultural growth of Nenagh and add an to tourism in the area.

2. Question: If there is anything **else** you would like to see in the redeveloped Quarter, please let us know below.

(This question was asked after a closed question that presented a list of options that could be included in the redevelopments)

<b>Anonymised responses in order of submission.</b>
Good signage
Public toilets
The opening up of the pearse street entry onto the castle field site I understand the Cllr owns the buildings directly across from roundabout
Market place and food stalls. Bikes for hire. It being kept clean and tidy
Events such as music and cultural productions taking place.
1 Seating+ benches for visitors
Outdoor entertainment space for live music
Pedestrian only areas, sheltered outdoor areas, more colour and flora, perhaps a dog park, bicycle accommodation, possibly street art.
Pedestrian zone, even partial.
The. Military Barracks to be assessed for redevelopment
Access to the area from Pearse St. Gift shop and cafes with outdoor facilities.
Proper Toilet facilities in a couple of places in the town and this new proposed development. Similar to ones in Cahir
Outdoor concerts in the Castle Field - a covered bandstand would be a great addition to the area with a small amount of seating in a circle around it also included under the canopy.
It would be fantastic to integrate the military barracks into the plans. It is not in the area identified as the new Quarter but it is important in the history of the town and, together with other historical buildings, can be a destination for tourists passing through Nenagh.
An open market area to the rear of the former cinema to tie in with the town as the Fair of Munster. An ambitious county museum in the rest of the old cinema building.

11

Historical information Centre/hub
A good local information center that includes local hill walks etc . and history . Areas like portroe, the Silvermines etc
The old cinema should be renovated and preserved
I would like to have people living in the area (housing units in or around the old cinema
More emphasis on the town's early history- its medieval connections. More could be made of the fact that a set of historical annals were compiled at the Franciscan Friary, for example. Perhaps an exhibition on this very fact? Also the interplay between Norman settlers and the larger Gaelic population. Visitors would appreciate the long historical links which the town has. More also should be said about the famine in North Tipperary and a proper, high quality Famine memorial is needed.
I would like to see at least some of this quarter become pedestrian only and the Castle made accessible from Pearse street by the creation of a beautiful (maybe stone and wrought iron?) entrance. Whilst this would entail the demolition of "Ayres" and I am aware of the historical links of this house i feel that the time has come to move forward with this. This would make a very pleasing aspect to visitors coming into town via the Dublin road instead of the current jaded image the buildings currently give.
More roofed spaces for activities or dining.
More outdoor Concerts and Theatre productions

12

<p>A town as big as Nenagh with 70,000 people potentially living in North Tipp hasnt a proper state of the art theatre/ venue.</p> <p>A theatre built on the old site of sheehans hardware would be a massive boast to the local economy and visitor experience to nenagh. I think a theatre that also can be used as an educational hub for young people to learn about production, performance and everything that is involved in running a show would be a huge boast to the 3 huge 2nd level schools We have in nenagh. Tipp town has one, thurles too. Also it would out Nenagh on the map for live entertainment. All of the touring acts would stop by in Nenagh and perform to the locals and surrounding people in a state of the art concert setting.</p> <p>Production companies and touring bands will always return to a venue they hold as a high standard.</p> <p>I feel if you turn it in to a museum you will have back packers visiting and leaving with no footfall and probably having a packed lunch. It would be a visitor experience but with no effect to the local economy. The art centre old town hall was never marketed properly after it was redeveloped. At the time it was advertised as The NAC. But to the locals it will always be the town hall and I think that went over their heads a bit. Its a fine venue but it hasnt lx bars that carry and raise loads or much of a venue merit. Its up a stairs and quirky in one way but a chore in others. You need to pay attention to locals when your naming a place like that keeping it new but with tradition kept. The arts centre would make a fabulous gallery. The tunnel under the Courth House is a really cool feature. Tying that tunnel to the prison would be special. Another idea for the prison instead of a guide an actual reenactment in the prison. So your walking though the tour but theres actual life, actors, prison guards dialogue. It would be special and like bunratty in a way. But nobody in Ireland would have a real life prison from 100s of years ago reacting of the days it existed. Such a feature. And again locals cluld be involved for various coral societies ect.</p> <p>I also think something mad to have maybe be a sky walk. As in a large connecting bridge where the castle walls used to be over the roads and across to the prison area heritage site. Maybe to much? The more outside the box features the more attractive it will be.</p>
A safe area where unsocial behaviour cannot happen
Spaces for local organisations to use for meetings, activities to ensure that more of the community can be pulled into that area
Good lights cctv and good management of anti social activity ... not well managed in town streets
staffing and year round opening
Seating & bins
Nenagh is historically a market town! What has happened??! The council putting red tape stopping any new thinking on this. We should look at this as an opportunity to imalgamate all the little markets into a larger, indoor idea. Possibly at the old cinema/Sheehans building. With some space for outdoor markets too. A plaza at this area would be amazing and pedestrianise Banba as far as AIB.
Cultural/Historical attractions specifically aimed at children
Historical recreations and/or bigger emphasis on historical activities/events for kids/teenagers to take part in.

13

Live busking done in a tasteful manner
Seating areas
Attractive signage to encourage visitors to spend time in the town and discover all of the town
Autism friendly area with a quite room.
Art galleries and an open air artesian market
A Guided and explaining feature to compliment the complete historical story to also include the 3 Olympian Statues on the Courthouse site.
Some where free from gangs of teenagers loitering and in general being a nuisance around like they are in other areas of nenagh the carry on of some of them doesn't do good for our town
Outdoor musical events of various types
Ample space for visitors and locals to enjoy this vibrant town!
Nenagh has very poor exhibition space, badly needs a proper gallery. This area could be the gateway to Lough Derg. Retail space showcasing local , high quality products would be great addition.
Please knock they two buildings on Pearse street blocking the view of the Castle. We have one chance to get this right. Open up the castle for people to see it.
I think there is potential to have a pedestrian entrance opposite Dublin Road to Nenagh Castle and develop little businesses along the entrance.It would be very eye catching for visitors coming in to the town from this approach road.
Outside summer music venue and festival
Something that employs older people
Public toilets, more seating,
Live summer entertainment
Just do it right unlik the town park which is shambolic
Gallery

14

The old jail by the courthouse should be developed into a tourist attraction, it has huge potential to bring people to the region. Old jails, such as the women's jail in Cork city, a major tourist attraction and we have one in our town, within a puck of a ball from the Round House, castle etc and it isn't open to the public. That, combined with the other attractions in the area, would help bring a lot of people to the area. Plus I feel the courthouse could be open to tourists when not in use. It would be yet another attraction
I think the road in front of the courthouse at Banba square should be permanently closed to traffic. The railings at the courthouse should be removed and the Banba Square plaza extended up to the steps of the courthouse. The buildings on Pearse St in front of the Castle. Ayres etc should be demolished. The view of the castle should be opened up to as many positions throughout the town as possible.
A tourist information station
You could work with a small independent tea room and give a food/beverage credit to people that visit all the sites in the quarter in the one day. Maybe a horse box coffee shop in the castle grounds with outdoor seating.
More flowers and vibrant building colors like we saw in Westport :)
An engaging visitor experience, which unfortunately the Castle currently fails to deliver.
Access for people with mobility problems.
The work house pot needs to be moved from behind the library. No one knows it's there and when library closes there is no access to it.
Redevelop the Cell Block and open as an interpretive Centre please. Its such a waste being used as a store . It's steeped in history, let's share it, before we are history too.
Longer open hours during summer months and open 7 days a week.
I believe that access to suitable public toilets - to include disabled facilities - is very important
Things for teenagers. Safe for those with disabilities and sensory PD.
All amenities should be accessible to those with disabilities. Broad range of activities that attract a wide range of the population.
Space to sit and relax, an outside market, musicians on the street
Remember people who have contributed to Irish and Tipperary life, alex Reid, michael courtenay, those excited in Nenagh, old IRA etc.
Open up entrance to castle on castle street/Pearse street

15

Flowers , shrubs , greenery , especially in the castle grounds, inclusion of churches in historical tours , Linking periods of history With historic walks that people can do themselves or guided(eg space down on way to Abbey Court )signage around town indicating places of historic interest, and people of note who lived or stayed in Nenagh..murals similar to the one near the DAPP inn on walls with historic figures/ info. outdoor seating with space to eat.
I think it would be good to have some studio space for artists
possible bike rental, ordinary and electric.
Water fountain, on the Square
Feasibility of lightshow projections on historic buildings, particularly the castle?
We need to pedestrianise one of the streets in Nenagh
Please, Please, Please do something about the property's facing every person as they enter the town from McDonagh Street. Old derelict buildings obstructing the Castle facade. What a pity that people can drive through the town and be unaware of the Castle & gardens. The Castle garden is beautiful but the old rusty building overlooking the garden and the laneway leading off the garden could do with a little more enhancement.
Proper access for cycling, not just red paint. Give priority to pedestrians and cyclists. Open spaces for outdoor cafe and amenity. Pedestrianise the south end of Pearse St, from the roundabout to the traffic lights as well as O'Rahilly St. Encourage congregation with Cafe and dining. Not turn into soul-less streets like in UK with High Street stores and rubbish.
Historical background on the sporting clubs within the town
I would like to see local people get the opportunity to set up small enterprises in the quarter rather than everything going to tender & locals being excluded. Public procurement does not always work well & cheapest quotes in general are not the best value for money
Art Gallery for contemporary art
Buildings that have recently become available in the proposed Quarter provide an opportunity to develop the performance space in Nenagh by either serving as a location for a relocated theatre with exhibition space or by presenting an opportunity to further develop the existing Arts Centre and to address some of the difficulties such as providing more comfortable theatre seating, dedicated changing areas/dressing rooms, gallery and exhibition space.
Buildings should be painted in bright cheerful colours with lots of plants and flowers.pavements and walkway done in coloured stone .have nice lighting with facility to lower or brighten at different times of year. Halloween dark Christmas nice walkway and sparkling to santa grotto. Space to have Christmas Market stalls.

16

Street theatre
Incorporation of The Butler Trail into the way finding strategy and new visitor experiences. Integration of Tipperary Food, craft and produce. Enhanced linkages to IHH Lough Derg and South towards Cashel. Integration of the great outdoors into the orientation and visitor information to clearly illustrate how close Nenagh is to excellent outdoor visitor experiences
Guides / security personnel
A Monument to commemorate and tell the story of Daniel and William Cormack. Some outdoor tables and chairs to sit and have lunch. A pedestrian crossing from the courthouse across O'Rahilly Street. An area dedicated to performance arts. A parking drop off zone outside St Mary's Convent Primary School which would reduce traffic build up on O'Rahilly Street. Funding to decorate facade of St Mary's. Hold a recreation event of the Nenagh Mart of bygone years.
Active planning taking into account all age groups. Young people and teens should be catered for just as much as adults.
Something for teenagers but also more traditional music events. I don't think there's enough taking place centrally
Exhibition centre, youth centre, fully functional theater in old cinema.
less traffic
an outdoor performance space. An environmental educational centre
An office or 'hub' that would deal with networking ie contact local organisations/groups and inform them about events etc.
more parking spaces, either multi storey or surface. I would like to see the old cinema used as a visual arts centre
I know it outside of the area but it would be nice to see something in the old building at the railway station
A proper theatre
Maybe if there was a nice area in Banba for people to sit and gather, a band stand where local artist could play music etc.
The old Rialto cinema should be reinstated as a theatre venue in its original style based on the 20s -40s decor with a cafe/bar area and seating outside.
The Friary
Ongoing interesting arts events and alternative films for adults and also events for children in the arts centre, a small plaza style space for a small market perhaps once a month in summer, small concerts, small and intimate spaces for eating and drinking.

17

O'Reilly street should be pedestrians with cafes overlooking the castle. Have a Sunday country market at the open carpark.
To see this available for all times of the year and run seasonal activities
I think a public entertainment area with a bandstand would be nice, somewhere performing arts and musicians can perform
Dog friendly areas
Living history re-enactment. Shortly after the castle opened this took place for one day and it drew 800 people into the castle. Permission was not given to do it again because the town manager thought 'it was not worth it' Those involved are still being asked if they would do it again by locals.
Pedestrian streets, parking on the outside of the quarter
area that dogs are welcome in
Development of Rialto cinema into a theatre /arts center.

18

<p>An t-Aonach, The Fair of Ormond! The Fair... Market. In a town as big as Nenagh with that much space i think there should be an outdoor market like The Milk Market held every weekend for a few hours. Many Nenagh people are there both buying and selling their wares. Why are we not selling local produce locally? Is it because The Milk Market is so well established with a huge footfall that people feel they have a better chance of selling their goods and produce in there. A Market with an area for outdoor dining, entertainment provided by local artists, invite local groups to take part from choirs, singers, bands, musicians, actors, dancers, acrobats, gymnasts the list is endless. Give them the opportunity to display their talents with no charge. When people see a sample performance it might encourage them to support them when they hold concerts, plays, musicals, recitals, exhibitions etc. We should be promoting our local talent and giving them a forum to be able to do so. Turn Nenagh into a Market Town again for at least one day a week with an Arts cultural aspect to it. Give people a reason to come to Nenagh, shop in Nenagh, stay in Nenagh and support their own. People wouldn't feel the need to travel outside of the town to other markets if they had similar in their own town. The Market could be themed at different times of the year depending on the Season and the produce that's available. Summer Market promoting and selling local products, jams, honey, fruit and vegetables, arts and crafts, all of the above are available all year round but depending on what's in season at the time. Christmas, Easter, Halloween, Winter, Different Cultures from different Countries promote them all. Live music displays, stalls, cafes, but food not to be sold at astronomical prices, seating. There's so much that could be done with such a huge area.</p> <p>Nenagh Castlefest is a highlight of the year every Summer in Nenagh. It's a fantastic event that gives so many a forum to display their talents. The crowds that support speaks for itself. People are interested, they would support. I do however feel that a number of the stalls that are at Castlefest charge way too much for what they sell, most especially fast food stalls! It stops people from supporting. Why would you pay €7 or €8 for a burger when you can walk down the road to a chipper and buy one for less than half that price. We should be encouraging all types of people from all walks of life to support us not just the elite who can afford to spend astronomical amounts on a mere burger.</p> <p>Nenagh Live has proved to be very successful this past year. Imagine how many people would come out to see these people perform live on a weekly basis. They just need the venue to display their talents. Different artists every week depending on the theme at the time. Start big, grow on it and make it bigger. Give people something to talk about, something to look forward to from week to week, give people a reason to come to Nenagh and stay in Nenagh, encourage the buying and selling and promoting of both local produce and local talent.</p> <p>Apologies if this has been too long or repetitive but I feel strongly about this.</p>
<p>I can't think of anything at the moment but it think the work that has been done in the Castle field is amazing and should be an inspiration for other areas of noted interest in the town.</p>
<p>Local craft and design shops/stalls ( micro) Proper night lighting sympathetic to the area.</p>
<p>Designated dog park and dog friendly cafe dog restrictions lifted from castle and garden as a lot of tourists vacationing with pets and this is deterring potential visitors</p>
<p>I would like to see the area expanded to included Kenyon street graveyard, the two St Marys and the Franciscan abbey</p>
<p>Redevelop nenaghs market town maybe have a weekly market for local producers</p>
<p>A view of castle from Dublin road/castle st</p>

19

<p>I'd like it to be as environmentally friendly / sustainable as possible and also family friendly (buggy access, changing facilities, events for children as well as adults)</p>
<p>Well maintained open style town park with interconnecting footpaths to the castle, gaol, roundhouse, arts centre, Gills field, and RC &amp; Cofl churches</p>
<p>The Art Centre , is not fit for purpose. When it was been built funding had run out and as a result both staging and seating were compromised. The facilities back stage are not adequate as there is only one official dressing room I would love to see the Rialto site to be converted to the new Art Centre.</p>
<p>I would like to see the area become a pedestrian zone if possible after a certain time and at weekends, great to see a coffee dock or food outlet where people could gather and sit away from traffic</p>
<p>Signs to tell people to park in Car parks not parking on the street highlight which car park is nearest to attractions</p>
<p>VIEWING THE COURTHOUSE FROM PEARSE STREET, REMOVAL OF THE TREES WOULD ENHANCE THE VISTA ALSO CHURCH VIEW ( FALVEYS LANE) WITH ENTRANCE TO CASTLE GARDENS, A FORMER GRAIN STORE. BESIDE THE CASTLE GARDEN NEEDS TO BE DEVELOPED IN KEEPING WITH THE SURROUNDING'S (CASTLE+CHURCH OF IRELAND) AS REGARDS NUMBER 35 AND 36 PEARSE ST THE AREA BETWEEN IT AND THE CASTLE IS CLOSED TO THE PUBLIC A TASTEFULLY DESIGNED PEDESTRIAN ENTRANCE INCORPORATING AN INFORMATION CENTRE, PERHAPS TEA ROOMS, SOUVENIR SHOP, ITS UNUSUAL THAT MOST OF THE HISTORICAL AREA IS LOCATED ONE AREA.</p>
<p>Make good use of the old gaol</p>
<p>Festivals</p>
<p>Outdoor social and entertainment spaces</p>
<p>A theatre (could be encompassed in Heritage centre that might show a historical video on Nenagh or famous people from Nenagh (eg. JD Bernal). A concert or singing circle or pageant in Castle Grounds.</p>
<p>Nenagh is struggling with night time activity. It would be great if access was available for the evening time.</p>
<p>It would be great to see a good quality outdoor food market providing a platform for local food producers . If a suitable location can be identified a good quality food market would add to the cultural atmosphere and have touristic and economic benefits for the town.</p>
<p>A heritage trail with specific markers noting points of historical importance.</p>
<p>We hope the development will take into consider disability access in its design, including access and sensory items for people with autism</p>

20

More entertainment at night and to make the redeveloped Quarter more accessible for all people with disabilities
Market stalls or a dedicated market space to regain Nenagh's status as a great fair town once again by facilitating local producers, local craft makers and local artisans to support the lifeblood and connectivity of Nenagh and the surrounding areas. This will help add more character and natural charm by avoiding the soulless trend of bland characterless homogenous looking city high streets by allowing market towns to remain as they are and play to their strengths. Celebrate local and build out from that foundation by creating the space and opportunity for it to flourish. An urban tree planting programme around the town centre to make it more attractive and enjoyable to walk around, planting beautiful native trees in random and unusual areas around the town to give Nenagh more natural green space around the town centre. An excellent visual way to advance eco tourism brighten the energy up of the town centre and the countless benefits of planting trees to the environment are endless. Friendly Promotional campaigns to keep the town river and local areas clean, our Nenagh, our future.
Autism friendly
I think an Gallery for visual arts is needed in Nenagh and Artists Studio's.

21

3. **Question:** Are there other sites or places in or within 10km of Nenagh that you think the redeveloped Quarter could also link to? If so, please use the space below to list them or provide more details.

<b>Anonymised responses in order of submission.</b>
Lough derg Old mine works in silvermines
The old mining sites in Silvermines.
The Old Barracks in Summerhill. What a building
Any of the lakeside villages and Hanley's woolen mills.
Military Barracks Ball Alley Lane
Dromineer. It's cultural and historical relevance is ignored at the expense of exploiting the lake's potential for profit.
Aforementioned Barracks- also Lough Derg locations
I love the old Rialto cinema, I think it could be developed into a historical visitor centre with gift shop and cafe.
The Abbey in Friar St, Kenyon Street Graveyard Tower, The Railway Station Area improved.. Abbey in Tyone.. there are numerous sites which could be points of Interest, The Castle in Dromineer. ST Johns Well, has a long history as a Holy Well.
Aforementioned Military Barracks site at Summerhill.
Could link in with a Clans of Tipperary style idea where a tower house is redeveloped for each of the prominent surnames / clans in the area such as the Kennedys etc. Some of these are within 10kms. It could be a link on to a Brian Boru trail that goes from Nenagh to Killaloe via the Graves of the Leinstermen and along the lake.
Dromineer Castle

22

Silvermines Mining History Knocknaroe loop walks in Silvermines Hills Mapped graves in Ballinacloough, Dolla & Kilmore History of Ballinacloough graveyard Graves of the Leinster Men, Lisbunny Graveyard History
River walk from tyone
Perhaps links to Lough Derg and the history around the slate quarries such as at Portroe and Garrykennedy.
There should be a link to the old Minch Norton building opposite Lidl and that building should be renovated and used for tourist purposes also.
Dromineer must have been important historically to Nenagh. I would like to see that link explored .
Ballina, Dromineer
Definitely you have to tie in dromineer to Nenagh castle. An ancient landing space for boats coming from the estuary. There has to be great history to tie the 2 together. The old site where the hotel in dromineer was would be a great visitor centre.
The harbours at garrykennedy and dromineer. Graves of the leinstermen
A guided walk of the town that highlights all the structures of interest from Nenagh's 900 years of history, like the Abbey, the location of the old town wall, the influence of different factors on the evolution of the town's layout
The walk along the nenagh river should also be considered as an asset and link to Lough Derg as a significant source of potential Tourism
The Grave yard down opposite the train station, theres alot history
The Scouts Hall
Linkage to the Lake and lakeside villages, linkage to the Nenagh River
waterfront villages perhaps? Garrykennedy, Castletlough, Dromineer
The town centre any way to encourage vacant properties to be utilised
Famine graves at Nenagh hospital
Lakeshore drive and lough derg activities.

23

Yes indeed the Franciscan Friary, the Well on Dublin Road and the old Tower and Graveyard in Kenyon Street.
Any of our River Walks again all these places are used for a lot more than walking pity there's not enough resources to have these areas a bit more adult/dog friendly
Monastic site - Tyone Abbey restoration Visual virtual tour of the original workhouse that is now the hospital
Hanley's mills Silvermines
Dromineer should be a jewel in the crown....falling way below potential. Not sure cycleway along river as mentioned is feasible - would be amazing but I expect it will be very challenging to pull off. Hotel in Dromineer is a disgrace, could owners be penalised?
Church View which leads up to the castle Gardens really should be included to become a more pleasant street. There are potentially great views of the castle from there.
Nenagh River walk
Lough Derg, Dromineer, Garrykennedy, Millennium Cross, Nenagh River Walk, Knockanroe/Step,
I dont know of any within 10km but would not limit it to a distance and would involve local Historical/Geneology Groups in North Tipperary in the initiative
Silver mines historical sites/shalee,
Silvermines
The old abbey
Dromineer, garrykennedy
Hanly's Woolen mills - Moneygall village/Obama ancestral home-Keeper Hill walking loop, Lough Derg Yacht Club/3rd oldest yacht club in the world.
Dromineer, GarryKennedy, Graves of Leinstermen.
Ashley park hotel
Youghal Arra cemetery which has the remains of St. Conlon's monastery and the holy well.

24

The old Gaol blocks should be incorporated. Maybe Church View could be improved and incorporated into and extended Castle Gardens
River bank walks and st John's
The castle in Dromineer.
Train Station, entrance into Nenagh from Sarsfield and from Dublin roads
Military Barracks, Franciscan Abbey, Kenyon St Cemetery, Rathurles Ring Fort, Nenagh Railway Station, Augustinian Abbey Tyne, Silvermines Mining Heritage, Dromineer/Garrykennedy River heritage,
Tyone graveyard Abbey and graveyard Work house famine pot
The train station could house a museum of Transport, Commerce, and Industry of the town through the ages. Its becoming dilapidated, and has unbelievable potential.
Dromineer Silvermines Mountains
None come to mind
The famine pot. The army barracks. Nenagh river walks.
1. The Franciscan Friary ruins on Martyr's Road. 2. Tyone Priory (there is apparently a secret passage between the Priory, the Castle, Lisboney and Kenyon St. (formerly Barrack St.) - probably to the graveyard there - see <a href="http://thetipperaryantiquarian.blogspot.com/2016/12/tyone-abbey.html?m=1">http://thetipperaryantiquarian.blogspot.com/2016/12/tyone-abbey.html?m=1</a> ) 3. Many of the old churches and graveyards in surrounding parishes e.g. Monsea 4. Walking trails e.g. near Silvermines.
Silvermines, Tyrone, Dromineer, (Lough Derg) Ardcroney, etc
Castlough, portroe, tountinna, Garrykennedy, Cloughjordan, Borrisokane
Other churches of note, other castles / houses of note linked to Nenagh. Famine history links with Nenagh area. Promote Lake areas also for visits
There will be a new fine arts centre opening outside Borrisokane in the future - it might be good to have links there, if within the 10km limit.
the library, the churches, river walk around the town, the Franciscan Abbey, Dromineer, Hanleys mills, St Johns well,

The Military Barracks, could be redeveloped as part of the Towns Heritage
The feasibility of having a ticket whereby tourists could visit the historic sites and also enjoy a boat trip on Lough Derg from Dromineer or Garrykennedy
Garrykennedy castle
I think the Heritage centre could have an exhibition area connected to the Richard Talbot's Expedition to Canada from Cloughjordan and the quarry workers and families that left from Portroe Arra area. Genealogy always generates business from overseas and locals are very helpful and giving of their time in this topic.
Historical Cloughjordan and the McDonagh centre. Borrisokane. Silvermines, and its financial importance to Nenagh
Future Nenagh Eire Og Community walking track if supported could be a cultural hotspot within the centre of the town which could include heritage information along the walk which would inform and advise walking patrons of the cultural history that is available within the town etc.
Rathurles first settlement around Nenagh, Dromineer, Nenagh to Dromineer river walk, Silvermines.
Link to Dromineer for tourists and the literary festival. Also outdoor theatre in the summer
As per previous answer. Lough Derg. Shanbally House. The Sli eala. East towards Clough Jordan and Lorrha (outside 10km I know)
The abbey on the Well road
Railway station Abbey
Village of Ballina
Places like Garrykennedy and Puckane have music & drama that also attract visitors
Silvermines, slate quarries.
The two churches, the Convent grounds and the harbour areas on Lough Derg
YES, I think the old Church of Ireland Church at Ballinacloy could be incorporated into this group and used for one of two ideas (a) a museum to house local archaeological pieces and interesting artifacts or (b) it is a very attractive church & on account of its famous marriage ceremony of Sir William Rowan Hamilton (Astronomer) and Ms Helena Bayly in 1833, it could be used commercially for wedding ceremonies and thereby help to finance its refurbishment.

Yes. All the lakeshore villages , especially Dromineer.And on the other side The Silvermines and Templederry highland areas with their great walking and cycling trails.
The building at the railway station
Love to see the old Military barracks restored with a rich history of Military use in Nenagh , tied into the history of the goal and court house , just have to look at Collins barracks in Dublin
The megalitic tomb outside Nenagh
Yes, the old Franciscan Abbey and also the old Abbey out beyond Tyone.
The Franciscan Abbey
Would it be possible to link the town with outdoor activities such as hill walking near the Silvermines or watersports in Dromineer, eco village in Cloughjordan (try to package things in a similar way to what has been done on the wild Atlantic way).
Dromineer, Garrykennedy
There are many empty old buildings around the town, mostly 19c that are neglected and I can find nothing about ie the brewery at the back of The Well and what looks like an old mill building rear of house next to Nenagh Tyres on Limerick Road. There are others worth exploring/renovating and included in the walking tours of the town. The old photographs of Nenagh could be superimposed to the current to see where these sites were and still are, plus their former glory.
Dromineer
Present arts centre for other uses.
The Town Park could be linked into Market Place also. It would be an ideal location to also allow various groups to display their talents especially youth groups.
Friar Street/Abbey St
I think there is a number of old watermill houses along the nenagh river from Scott's bridge to Ballyartella that should be brought back to its original working state as part of an insight of the past.Also it would be a huge attraction to include a cycle track (not tarmac)with walk way along the river to include seating.The river is a great place for people to switch off and safe where there are no cars or noise also is a passage and a link from the lake to the town.I think this would be a huge asset for marketing the town.It would be a insensitive maybe to involve people in the locality to be part of the work.
Tyone abbey, Kenyon Street graveyard, military barracks, two St Marys, Francican Abbey, St Jon's well, Sli Eala. Some of these sites are connected with the historic quater and predate it. It is short sighted and poor planning to exclude them

27

Raththurles rath
The villages around the lake. Lots of history there too. The town and surrounding areas have some good cultural events/festivals. Nenagh could be an arts destination as well as historical.
Dromineer- develop an all year round affordable water sports venue, linked to the town centre via greenway/riverbank walk, which would also benefit those with an interest in ,with sailing, rowing, kayaking. This could all be built around a cafe style club house/centre
Dromineer
There are numerous historical sites within 10 km
ALL BUILDINGS OF HISTORIC INTEREST SHOULD HAVE IDENTIFYING PLAQUE'S, IE, LECTURE HALL, THE OLD GARDA BARRACKS WHICH WAS THE TOWNHOUSE OF THE LAST CHIEF OF THE O'MEARA CLAN, MORGAN O' MEARA WHO LIVED IN BALLYMACKY DIED IN 1829. TYONE, AND LISBUNNY CASTLES
History of all Tipperary North Riding... The villages around the county that are struggling with depopulation.. Encourage gatherings as done previously with families meeting and celebrating in ancestral home places.. Pilgrim routes.. Genealogy. Help people trace their family tree.. Development of good social media links to assist with all of the above
A proper town park for Nenagh, the land next to where Nenagh Eire Og are developing their new field would be a good option
The Old Abbey, St. Johns Well, Tyone
Propose Transport Hub and gateway to Lough Derg
This project must absolutely take account of the nearby Roman Catholic and Church of Ireland church buildings. If they were newer buildings I would not make this suggestion but both have deep historical roots in the town. Both are of huge significance in the history of church-building and architecture in Ireland. While it may be problematic to include places of worship, the exclusion of these rich historical buildings, given their proximity to the proposed project locations, would completely undermine the project.
Dromineer and castlough and Garrykennedy to have more things to do in garrykennedy
Dromineer, Garrykennedy, Newtown, Puckane, Lough Derg
Lough Derg
Puckane, Dromineer, Terryglass

28

4. **Question:** Finally, if you have any thoughts or creative input on the development of Nenagh as a destination town for visitors, please feel free to share them below.

<b>Anonymised responses in order of submission.</b>
We live adjacent to some of the most beautiful parts of the river Shannon, we also live beside the Silvermines mountains which have some of the most beautiful views and walks in the country, both of which could be exploited more.
More pedestrian streets .
It has so much potential if done right. I look forward to seeing what comes of it.
Get it Heritage Town status and bring back the market.!
Increasing small amount hotel type accommodation Parking for camper vans in the Nenagh area
Nenagh has a lot to offer, the empty shops need to be filled. Using them as exhibition spaces or pop up shops in the interim would create a great buzz. The outdoor film shorts that have been installed around the town the past few years have been fantastic and used the empty spaces very well. More pedestrian areas with an expanded market and cafes spilling out on to the streets invites locals and visitors to relax, enjoy and spend time and money in the town
It would be nice if Nenagh were known for something in particular that is unusual regionally, such as the go to place for organic foods or modern arts and culture, etc. Maybe convert some of the town centre's old houses into affordable apartments created for artists, with lots of light inside. Have a monthly night of artist studios being open, cafes open. Everything now is very family oriented.
Guided walks offer both residents and visitors an informed view of the town. Opportunities to meet the representatives of the various clubs and interest groups could be afforded on specified days. Expand the Lakeshore market network to include the town with the emphasis on farm and garden produce.
The development should be attractive foremost for locals and be an attractive destination for tourists with emphasis on the historic aspects of the overall scheme
Lots of Promotions to bring people to the town and providing all the facilities in an area will ensure that people will come into the town. Adequate Parking is very important near the area as visitors need ease of access or they loose interest and drive out of Town as soon as they arrive. Keeping prices low for entrance. Clever use of areas for Families to enjoy picnics / food bought locally. Lismore in Co Waterford has good examples of providing parks for Visitors. Also Cahir has lovely Facilities in the heart of the town

29

There could be a much more proactive Chamber of Commerce that would embrace all organisations - not just business owners. This would ensure that individual activities being organised by one group would be supported and enhanced by all. Build on what we have already rather than reinventing the wheel. Shop windows are a great way of creating an awareness of activities in the town while also attracting people to the town centre. One example of involvement by businesses is Finnertys Chemist- very supportive and happy to create a window display. Visit other towns to see what they are doing eg Listowel - Listowel Literary Festival. Every shop in the town has a window display. An outdoor visual installation ( outside Arts Centre) to include up to date activities in the area. Visitors are always looking for things to do.
Nenagh could be a lovely tourist destination but it definitely would need to improve public transport and evening entertainment to attract visitors to stay here rather than, say, Limerick. This should be developed in conjunction with the historical quarter. When developing the historical quarter there should be involvement from the community rather than paying a historical consulting firm to create the narrative and link it with a snazzy exhibition. Find a public historian used to integrating communities and their work into professional historical outputs. For example, something as small as offering tours could provide part-time employment to three currently unemployed people, or people who left Nenagh in search of other opportunities. Glasnevin Cemetery museum offer tour guide training for Transition Year students, there is no reason that Nenagh tour guides could not (when fully qualified) offer the same to the schools in the area.
This area has such potential. This development is so needed in order for this historical aspect to grow . The castle and area around it has huge potential for a growth in visitor numbers but is somewhat hidden. Hopefully the opening up and development will create a space in the town where all the history of the town can be interlinked professionally and be more easily assessible
It is important to be ambitious with the attraction that is put into the cinema building.
Get the rail line working better and make the station a hub for buses ect
I think better signage is needed, of the type that is explanatory but also provides historical reconstructions.
More off street parking available to enable a different traffic system
More attractive building facades to add to the improvements being undertaken
Maybe the setting up of monthly meetings were the Public can brainstorm and put forward their ideas on the project
Hostels for visitors to stay.
Making it a safe area and possibly the upgrading and utilisation of town centre buildings through new businesses and enterprise
As cultural quarter, pick a small few elements to focus in and develop (trad music, painting, sculpture, live venues, comedy, anything else) and develop Nenagh to become a destination for these elements. Something that can grow and develop into events, festivals, seminars, etc that will draw visitors

30

The council dont listen enough to those of us in the town centre everyday . It can be better managed. Town team ? Whats happening ? Building an info biz hub in streame when there are lots of premises in town that could creat great offices . Crazy idea and waste of public funds when the town centre could fulfill the need.
Revive Nenagh market town. Its already a shopping destination, add to that, revive the market culture. There are already people enthusiastic and just waiting for the opportunity to do this but keep getting sidelined!
More outdoor performances during summer months. Quality busking talent from both around Ireland and abroad.
I feel that there could be more recreational/activity centres built around the town to attract kids and young people to visit Nenagh. A bowling alley, arcade, escape room centre, virtual reality rooms or crazy golf centres would be a big draw for teenagers or adolescents. I also think that Nenagh would benefit from more popular stores or shopping areas e.g. pennies, golden discs, cex store etc. not to mention some interest from more fast food or popular restaurant chains. In my view, Nenagh is lacking and falling behind other towns, badly. But a renewed change in the cultural and historical buildings is a good start towards bringing Nenagh into modern times.
The offer from the hotels could be improved. Other regional towns such as Dungarvan have hotels actively pushing the location.
Nenagh is a great base to explore the beautiful villages on the shore of Lough Derg. I think there is great potential to create walking routes in and around Nenagh / Lough Derg
Street paths are always dirty need to be power washed especially outside closed up premises something also needs to be done about those places also they are an eyesore to the town
In order to attract families some of the exhibitions should appeal to children and a playground in the area would be welcome.
We have a great town with lots of unique shops services with many family run business and great restaurants and cafés we need some more marketing but trully we have a great product just supporting this unique place will keep this vibrant
Outdoor dining in bamba Square with maybe a covered performance area like a band stand for outdoor entertainment. More public toilets. Tourist office incorporating a gallery for local artists and craftspeople to exhibit and sell their works. Also an Internet cafe or hub. Better bigger signage in bamba square to direct people to the various sites.
The council have recently developed a outdoor on street dining area on Kenyon Street which could be developed on other streets but the availability of parking centrally and signposted has to be paramount.
There is a lot of old delapidated buildings one time houses and businesses some with the names still over them it would be great to have them painted up and restored someway as it was originally Nenagh could do with a full time tourist office open all year round as hopefully after this pandemic and lockdowns are finished tourists will visit all year round not only a few months of the year

31

Tourist signs on each street summarising the areas of interest for visitors and perhaps linking them with an app for the town
To be a successful town for visitors Nenagh needs "experiences". It currently just has the castle and the heritage centre. This development should get the ball rolling as ultimately it needs buy in from the commercial sector who will respond when there is a sufficient target audience. In my opinion Portumna has reached this point, having the following: Portumna Castle. Walled gardens with dedicated guide/gardener Beautiful Café on the castle grounds Outstanding exhibition space Permanent outdoor art exhibition Superb workhouse tours, with, again, outstanding exhibition space Best forest bike trails in the country. Forest walks. Coffee dock in the Forest Park Top class Bike hire in the town with bikes to suit all ages, including novelty bikes. Numerous outdoor sculptures Outdoor gym. Top class camper van park Boat and fishing rod hire.  I spent yesterday in the town and there was a continuous flow of visitors to the various attractions even though it is much further from a motorway. If you build it, they will come! Well done to the Council on this initiative, it is the start of something big for the region.
Campaign as hard as you can to demand the government invest in the antiquated infrastructure on the Killonan Jct to Ballybrophy Railway. People love to travel to destinations for day trips by train. If you want to increase tourists to Nenagh invest in one of our most underutilised resources.  A bowling alley with a family friendly arcade in the Rialto building might be a good use of that building.  Give some of the streets back to pedestrians. Nenagh at present is a giant car park. Cars drive up and down Sarsfield Street like they are on the motorway.
Promote Nenagh as a lough Derek Town
I feel this new initiative will be positive and anything that comes from it will be positive.
Nenagh should become an activity centre taking advantage of all the amenities around the town

32

More restaurants
Build a multi story carpark then pedestrianise mains streets, which will facilitate outside seating - dining areas that will create a fantastic and atmosphere in the heart of the town
Too many run down buildings or un used buildings like the old dunnes stores building need to be cleaned up. Owners for the buildings should be fined or made do something with them. Reduce rates for the businesses in the town to help attract more businesses to the town centre. Allow or look for more restaurants as current food offerings are either take-away's, junk food or few options for evening dining.
Empty and derelict buildings can be in attractive to look at
I think the town would benefit by having a large open public space with cafes and small shops along with areas for sitting.
The wall art across from the Dapp Inn is fantastic. Similar street art on other walls around the town would seriously brighten up the town and create an artistic vibe to the place. Ennis have plenty such art around their town and it looks fantastic
Campaign to have the government invest in and upgrade the Nenagh train line. It would help encourage day trips to Nenagh from rail users. While also providing a decent commuter public transport system. Vitrally important to get the most out of this resource. It is also part of our towns history. Its almost 200 years since the train came to Nenagh..
We need good affordable accommodation
Please allow more free parking.
More Medieval themed activities/talks connected with the garden. Stronger focus on the medieval garden as this is something a bit rare in all of Ireland.
Utilise technology -holograms, audio and live performances to deliver an engaging visitor experience. The former two could be available year round in the various locations and a season of live performances has the potential to create an annual 'Nenagh Experience' which could attract visitors on a recurring basis. Above all, tap into the strong potential of this regions military history stretching from before the Medieval period right to the present day which can exploit the growing interest in Military tourism. Nenagh's 'hidden history' has been a secret for far too long.
Night time illumination.
Opening times of attractions need to match, for example Heritage centre doesn't open on a Saturday but the Castle is. All amenities need to be wheelchair accessible. Better signage in town and on approach roads into area too.
It's a strangers paradise, and a town that loves music. We need a festival of music, it's a universal passion. Attract the visitors and the locals will do what they do best, make them welcome ,and make them want to come back !
Good Tourist Office with links to surrounding area regarding activities.

33

The main approach roads into the town should be made to look more attractive and appealing to visitors.
Bus links to areas like Dromineer, Terryglass etc. Bike hire place.
This is a farce.how can you link to sites a distance away.why call it a quarter if thats the case
The cultural quarter is a great idea - I really hope it is a success. The challenge might be to make it interesting for all generations - it would be great to have place(s) where both younger (even teens) and older people would like to hang out / meet/attend events.  In other parts of the town - improved / clean pavements with uniform surface (not brick!), - outdoor seating /benches or more space for pavement cafes (at least in summer). - more trees on the streets - improved shop fronts, which if not traditional, at least sympathetic to the surrounding architecture (many already are wonderfully restored)
Some kind of 'creative hub' for local artists musicians and drama and crafts is vital, particularly for young people at this time. No sign of any effort in this regard notwithstanding the availability of an arts centre for that purpose .  The old cinema is a beautiful building. Hopefully it can be capitalised on.
Nenagh has a lot going for it , with excellent business people. Link in with the chamber or business network to ensure that Whatever is decided includes them.
As I mentioned previously, it would be good to have artist (and possibly craft studio space). I also think that place for people to go at night (other than pubs) would be good. Regeneration of town centre is important.
the old rialto cinema could provide a much needed space for Art exhibitions and meeting areas it would also be a lovely space for a decent tourist office with craft centre included for local arts and crafts to be displayed and sold, craft workshops could be facilitated on a rotation basis, artist in residence... coffee shop .
knowledgeable tour guides Friendly businesses Warm clean and friendly Hotel and guest Houses Good Restaurants and cafes Social entertainment GoodPublic transport links
More colourful shopfronts and businesses (as in Clonakilty and Westport) would make the town very attractive. The feasibility of hand-painted street signage could be considered too.

34

I'm in favour of the proposal, we'll only get one chance to do this so done correctly it could be fantastic for Nenagh
To make any town/village a destination we just have to think what makes Westport, Killarney, Kinsale honey pots? It's colour on the buildings, quaint little gift shops, flowers. Good restaurants,music and I guess the local business people knowing the benefits of visitors to the area and all working together.
Free on street WiFi. Make it easier to explore on foot/by bike. Street side bike hire. Open the castle on Sundays and Bank Holiday Mondays. Lunacy to have it closed. Make more of the jail house and the stories. Redevelop the old jail cell block that is lying idle. Promote the town as a pedestrian friendly town
The river Shannon on our door step is totally under developed as a potential major tourism attraction
Promote the Beara Breiffne Way & have Nenagh as a major hub for walkers & users of the route
Old Rialto cinema to be Nenagh Arts Centre with a fit for purpose auditorium large enough to attract bigger acts,musicals etc, a proper stage with a fly tower,easy access to stage for get in/out up to date lighting and sound,fit for purpose dressing room to address child protection issues.It should also have a contemporary art gallery( for a town if its size it is a shame to have no contemporary art gallery )cafe wine bar open daily and in the evenings when there are events.The present arts center can still be rented out as rooms or rehearsal space or for smaller events.It could also host a work hub. I think the town would benefit from having bicycles like Dublin bikes with parking for them in Dromineer,Ballyartella and across from Chilled Meats this would make the Nenagh to Dromineer river walk more accessible to visitors.The Heritage Centre could have more changing exhibitions it would make it more attractive to visit. The key to making it attractive to visitors is to work on making it attractive to the locals which will inturn attract the visitors.A great effort has been made in the last couple of years with hanging baskets and flower beds this needs to be encouraged even more and some sort of incentive for people to upkeep premises/private houses as this visual impact has lasting impressions and you always want to revisit places that have pride of place.We have an amazing town we just need to up our game and instil some pride in our community.
This is an exciting opportunity to develop a focal area in Nenagh and for it to become the historic and cultural heart of the town. Nenagh is lucky to be endowed with many impressive buildings each with their own stories. By preserving and developing these and by providing excellent facilities to foster performing arts, Nenagh can become a destination of choice for visitors and by all who live and wish to remain in its environs.
Nenagh Town would be a good location for bus tour from day care centres. There is room to park in carpark in large carpark and did go on tour and have tea and scones and then visit slieveblooms mountains and return to nenagh to have dinner and some live music and bit of a dance. Link in in memory tours etc
Old military barracks is just an eye sore
Street theatre, audio walking guide, artisan shops, street market one day or more per week, pedestrianise the area, provide obvious parking for tourists, street sculpture

35

Leverage local creative input to authentically link to the stories of Nenagh and develop the hub and spoke effect outwards from there.
More advertising
A recreation of the Market Days in Nenagh. Nenagh would benefit greatly from a 'Féile' type event that was so popular in Thurles, but with a historic theme, music/dance etc
Maybe relocate the theatre in the arts centre to the new premises. As a former cinema it already has the proper layout. The current theatre in the arts centre is cramped and lacks ventilation.
To encourage and boost drama, a bursary could be given to selected writers, and material for plays/sketches could be collected locally by historical societies & other groups, written up and performed at the end of the year or perhaps in conjunction with the Dromineer /Nenagh literary festival. this would attract visitors and also encourage the people who where unemployed during the pandemic.
Nenagh's history was framed around the Castle, and later on its story was one of a thriving Market town.We need a prosperous and beautiful town for our residents,where developing a sustainable tourism sector will go hand in hand with sustainable economic development
We need to paint all the shops on the main streets the building about the stores are so bland and they could be bright and colourful , also free parking for tourists ,
We need a fit for purpose concert/theatre venue.
I think the fact that Nenagh Castle was the first castle built by the Butlers of Ormond and this is where the family dynasty started, going on to be one of the most powerful and wealthy family in Ireland for centuries. Also, Nenagh should be added to the Butler Trail App along with Roscrea, Clonmel abd Carrick-on-Suir.
Yes, Nenagh Castle should be added to the Butler Trail App, as it is where this family dynasty started.
There are few places to stay or eat in the evenings in the town itself. There is little or no self catering accommodation or a campsite for those who wish to spend a night or two in a campervan, this might need to be addressed. I believe there is a lot of interest in arts, music, food and historical events but unfortunately there are too few of these.
Ballycommon
Whatever public amenities are put in place, they need to be designed to minimize antisocial behaviour, especially at night
Develop the market to attract visitors
As a member of Nenagh Players I would love to see the old cinema developed for theatre and music venue.

36

<p>I'll finish as I started, An t-Aonach, The Fair! We should be living up to our name. More and more people are also buying and selling second hand goods for various reasons. The amount of people that are selling on social media is unbelievable. Some are selling arts and crafts, clothes, baby essentials, household goods, the list is endless! What struck me most recently though is that some people are not selling for self profit, they are selling to donate to different charities especially homeless and homeless shelters. How amazing would it be if Nenagh had a venue for people to be able to buy top quality goods at favorable prices on site and not have to go online to shop and also support those less fortunate. It's a win- win situation for everyone involved.</p>
<p>The night time economy is something that definitely needs investment. The lack of sophisticated pubs, clubs and dining leads to a lack of attractiveness for people living in and visiting the area. Anti social behaviour occurring due to lack of options of places to go in the night time. People favour Ballina or Limerick for these reasons.</p>
<p>As a staycationer travelling with pets. Make visitors travelling with pets feel more welcome by offering more petfriendly options around the town.</p>
<p>A self guided tour would enhance the experience</p>
<p>Nenagh like many towns needs to have weekly night time entertainment for locals and visitors</p>
<p>Top class tourist town have great facilities as well as interesting places to visit. Good quality &amp; affordable accommodation is important, as well as places to eat and drink. Nenagh has a good arts scene that could be developed and promoted further. Litter can be a problem (especially dog fouling) so this is an area to improve. Promote the town as a family destination, with the lake, public swimming pool etc as attractions.</p>
<p>Make more use of pictures of castle/heritage buildings etc on local signposting. Make bigger effort to incorporate benefits of Nenagh into both Tipperary &amp; Mid-West Tourism brochures, which always have Bunratty, King Johns Castle &amp; Rock of Cashel at forefront &amp; little or no mention of Nenagh &amp; it's lakeside amenities</p>
<p>Castle is an amazing feature in the town, more done to market it and use it more, arts etc</p>
<p>IT'S THE CAPITAL OF ORMOND MOST OF NENAGH IS IN LOWER ORMOND IT WAS KNOWN AS THE FAIR OF ORMOND. THE BUTLERS BUILT THE CASTLE, AND THE FAIR AND TOWN DEVELOPED AROUND IT, INFORMATION CENTRE WITH VIDEO SHOWING THE HISTORY.</p>
<p>More marketing to let people know about Ireland's best kept secret</p>
<p>Make more streets pedestrian, at least part time</p>
<p>Have a cultural hour on a Sunday where we share song/dance/music perhaps in Castle Field. Have information leaflets available and postcards for sale showing interesting places in town. Midsummers gathering in Castle. Have tour guides available. More theatre/shows would definitely attract more visitors. Market Castle Fest to visitors. Reasonable accommodation for families.</p>

<p>Night time activity is essential. With well designed artificial lighting, it will make the quarter attractive and safe for night time uses. Best of luck with this project. Looking forward to seeing the plans at a later date.</p>
<p>* Nenagh and its parks are highly pet-unfriendly. While there is provision at Gill's Garden, the town park on the Dublin Road has none. It is a also a very forbidding location with too much signage listing the activities not permitted in the park. * Nenagh would benefit from an all-year-round visitor centre incorporating interactive multimedia centre, gift shop selling only high-end locally sourced crafts and related produce. It would also incorporate a gallery for exhibition for local art, sculpture, multimedia. The Library gallery is useful but too small and not well located. * In light of the past year it is obvious that Nenagh, like most Irish towns, would benefit from outdoor covered spaces for socialising, sitting, occasional events, etc. Locating such spaces (maybe in the form of mini-gazebos) throughout the cultural quarter would be hugely attractive and, if designed properly, visually pleasing.</p>
<p>Autism is a Pervasive Development Disorder (PDD), which is traditionally diagnosed by a triad of impairments; difficulties with social communication, social interaction and social behavior. 78% of people with an autistic spectrum condition (ASC), also exhibit sensory sensitivities to their environments. These can be either a hyper or hypo sensitivity. So, what can architects, engineers and designers do to improve how people with ASC experience the world?</p> <p>It is often said that if you've met one person with autism, you've met one person with autism. Whilst this quip might be true, it suggests that the task of designing suitable environments for people with autism is extremely challenging. Improving the accessibility of our entire built environment for people with PDD is ultimately the end goal, but we need to focus primarily on the first environment an individual experiences outside of the home, school.</p> <p>Built environment professionals have a responsibility to create environments that enhance the building user's experience, and that responsibility is to every building user, regardless of what type of building that might be and what type of disability. Often, the smallest of design considerations can have an insurmountable impact on an individual with autism.</p> <p>We hope that the design team will take this into consideration in the design process and we look forward to your proposals in due course.</p>
<p>To have a sensory garden in nenagh more accessible activities for people of all ages with disabilities to have an outdoor swimming pool in nenagh to have more outdoor concerts regularly in nenagh and get local musicians to perform and do up every vacant building in nenagh</p>
<p>Any developments in Nenagh should have their foundation based on celebrating and boosting local businesses and artistry so that everything supports the authentic local economy and the people of Nenagh. Visitors are seeking genuine cultural and local experiences with unique character that set them aside from any other generic commercialised experience. The strength of tourism and visitors to nenagh lays in the character and people of Nenagh. Which can be surmised in the well known phrase nenagh a strangers paradise - A great pr slogan to lead any visitor tourism experience!</p>
<p>Where is the Gaeilge??</p>

Informative tours on the history of the town

*Appendix 3:*

*Comparators*

### A3. COMPARATORRS

A wide selection of comparators were considered for the project, including those with specific heritage assets similar to those in Nenagh’s Historic and Cultural Quarter as well as those that offer interesting examples of how other towns have tackled similar issues. Below are some key learnings from a selection of exemplars. There is also additional reference to comparators in the concept report by Event, and comparators will be revisited in Phase 2 to consider management and operational approaches.

**Table A3.1: Key Learnings from Comparator Review**

Exemplar	Key Learnings
<b>Wicklow</b>	Wicklow Gaol offers a good but standard approach to telling a Gaol story - one that is repeated elsewhere, e.g. in the UK. As there are several Gaols in Ireland that operate as visitor attractions, it is clear that there needs to be an awareness of what is on offer and to create a different visitor experience in Nenagh Gaol.
<b>Gothenburg, Sweden</b>	Gothenburg is an interesting exemplar in terms of its civic design and overall proposition as ‘Europe’s best rainy city’. It is a tourist destination that is designed to be better, more fun, in the rain than it is in the sun. It is also significantly sustainable and all-round tourism winner.
<b>Poznan, Poland</b>	A reinvigorated town that wears its market heritage on its sleeve. There is an active market square and refreshed shop fronts that keep a tradition alive for a different audience.
<b>Helsinki, Finland</b>	While we aren’t expecting to install wood-fired saunas throughout Nenagh, we really liked the way that a culture that has such a role in shaping everyday life, and had been lost, has been reinstated and rethought for modern life in a friendly and sustainable way. This contributed to the thinking that developed into the Nenagh Revisited concept, particularly the team’s thinking about ‘a town of lost things’ or ‘missing pieces’ really being a town of found things.

Exemplar	Key Learnings
<b>Nantes, France</b>	Nantes has a strong public offer, linked in simple, subtle and effective public design (a green line throughout the town). It is really pitching itself as a culturally-dense tourist offer, ranging from huge spectacle festivals to small architectural details – they are many and can be shuffled in any order. Almost too many to experience, it demands repeat visits and a thoughtful pre-visit plan, which is a really nice experience through their website: <a href="https://www.levoyageanantes.fr/en/parcours-images/">https://www.levoyageanantes.fr/en/parcours-images/</a>
<b>Giethoorn, Netherlands</b>	This town is mostly car-free, with a strong emphasis on walking/cycling and traditional buildings.
<b>Ebeltoft, Denmark</b>	This town is very traditional and serves as a hub for the surrounding national park.
<b>Monmount, Wales</b>	This is Wye Valley's market town and birth place of Henry V, but also Queen, Oasis and Simple Minds. It has several heritage sites and is well known for its independent retail.

# CHL

CHL Consulting Company Ltd.  
8 Lower Fitzwilliam Street, Dublin 2, Ireland

Tel: +353.1.284.4760

E-Mail: [mail@chl.ie](mailto:mail@chl.ie)