

An aerial photograph of Youghal, Ireland, showing the ruins of Youghal Castle in the center, surrounded by greenery and a cemetery. In the background, there are residential houses and a road. A blue banner with white text is overlaid on the top right.

YOUGHAL

A Heritage-led Vision to the Next Decade



FOREWORD

'YOUGHAL - A Heritage-led Vision for the Next Decade' has a very clear focus. It unequivocally seeks to make Youghal a better place to showcase its wonderful built and natural heritage and essentially make Youghal a place in which people want to live, work, visit and invest.

This plan comes at a time when Youghal is at a crossroads in its regeneration. So much has been achieved through the fore-runner to this plan, 'Investing in Heritage' A Heritage-Led Regeneration Strategy 2005-2012. Yet it is our duty as a local authority and community to still recognize the many issues that continue to exist in terms of the economic and physical regeneration of our historic town. Central issues including higher than average levels of retail vacancies in the town centre as well as a lack of visitor experiences and facilities are clearly highlighted in this plan.

The 'YOUGHAL - A Heritage-led Vision for the Next Decade', which is phased over a period of five years, proposes ways in which our physical and non-physical heritage resources within the town can be used as a catalyst in urban regeneration and tourism growth. Wonderful opportunities exist for Youghal at this time as we prepare to embrace Fáilte Ireland's 'Ireland's Ancient East' initiative. The new plan strongly reflects much of the sentiments of the previous

plan, but also builds on what has been achieved, re-addresses what has not, and identifies new objectives for the coming years.

The success of this Plan is dependent on many factors including the buy-in of all stakeholders; including Local Authorities, State Agencies, relevant Government Departments, but essentially the Youghal community at large.

I would like to publically acknowledge the generous commitment of all involved in compiling this plan. The plan was commissioned by the East Cork Municipal District of Cork County Council. It has been developed with dedication and commitment by The Youghal Socio-Economic Development Group and in particular, Aileen Murray, Manager of the Group, Daniel Noonan Archaeological Consultant together with Dr. Noel Murray, Head of Department of Tourism & Hospitality, Cork Institute of Technology and contributed to and coordinated by Helen Mulcahy, East Cork Municipal District.

YOUGHAL - A Heritage-led Vision for the Next Decade is a clear statement of our intention to re-invigorate the town of Youghal, restore its vibrancy, promote and protect our heritage and safeguard its future for generations to come.

Joe McCarthy, East Cork Municipal District Officer, Cork County Council

EXECUTIVE SUMMARY

Heritage Tourism is an industry and our heritage assets are very marketable resources. Following the downturn of the past years, the value of tourism, and the awareness of it, is increasing. Youghal recognises the opportunity that Heritage Tourism can bring; the goal of *YOUGHAL - A Heritage-led Vision for the Next Decade* is to help realise this opportunity to the full.



Youghal is a historically famous town of international renown, located in a beautifully sheltered harbour on the south coast of Ireland. The town has a long and varied history, springing from its origins as a medieval walled port

town and connections with many of the major events in Irish history. The town has a tangible historical quality in its ancient buildings, medieval streetscapes and waterfront; while its wider suburbs of beaches to the south and the river estuary to the north encourage enjoyment of the town's natural heritage. It enjoys strong community interest and activism, which ensures that the varied cultural heritage of written and oral histories, traditional music, song, dance, and annual festivals, are maintained.

The *YOUGHAL - A Heritage-led Vision for the Next Decade* developed from Youghal's participation in the pilot phase of the *Historic Towns Initiative*. It builds on that experience and of previous strategies and plans enacted over the past decade. The purpose of the Plan is twofold, to provide a framework for the sustainable management and economic enhancement of the town, with Community participation; and to ensure that Youghal's unique character is sustained and preserved for future generations. The Plan has been arrived at through a vigorous review of the existing and previous plans and strategies, to establish what works, what needs a little more help, and what are the reoccurring issues that Youghal faces. Extensive consultation with the community and stakeholders was carried out, with a view to putting together as comprehensive a plan as possible that will put Youghal on the strongest possible footing into the future.

From the review and analysis, goals have been devised to act as the guiding principles on how *YOUGHAL - A Heritage-led Vision for the Next Decade* can be used and implemented. The scope and delivery of the Plan is put forward as a series of projects that have been devised under the three strategic enhancement themes or approaches.

The first approach is that of Town Enhancement, to address the presentation, awareness and accessibility to Youghal, particularly for the tourist visitor.



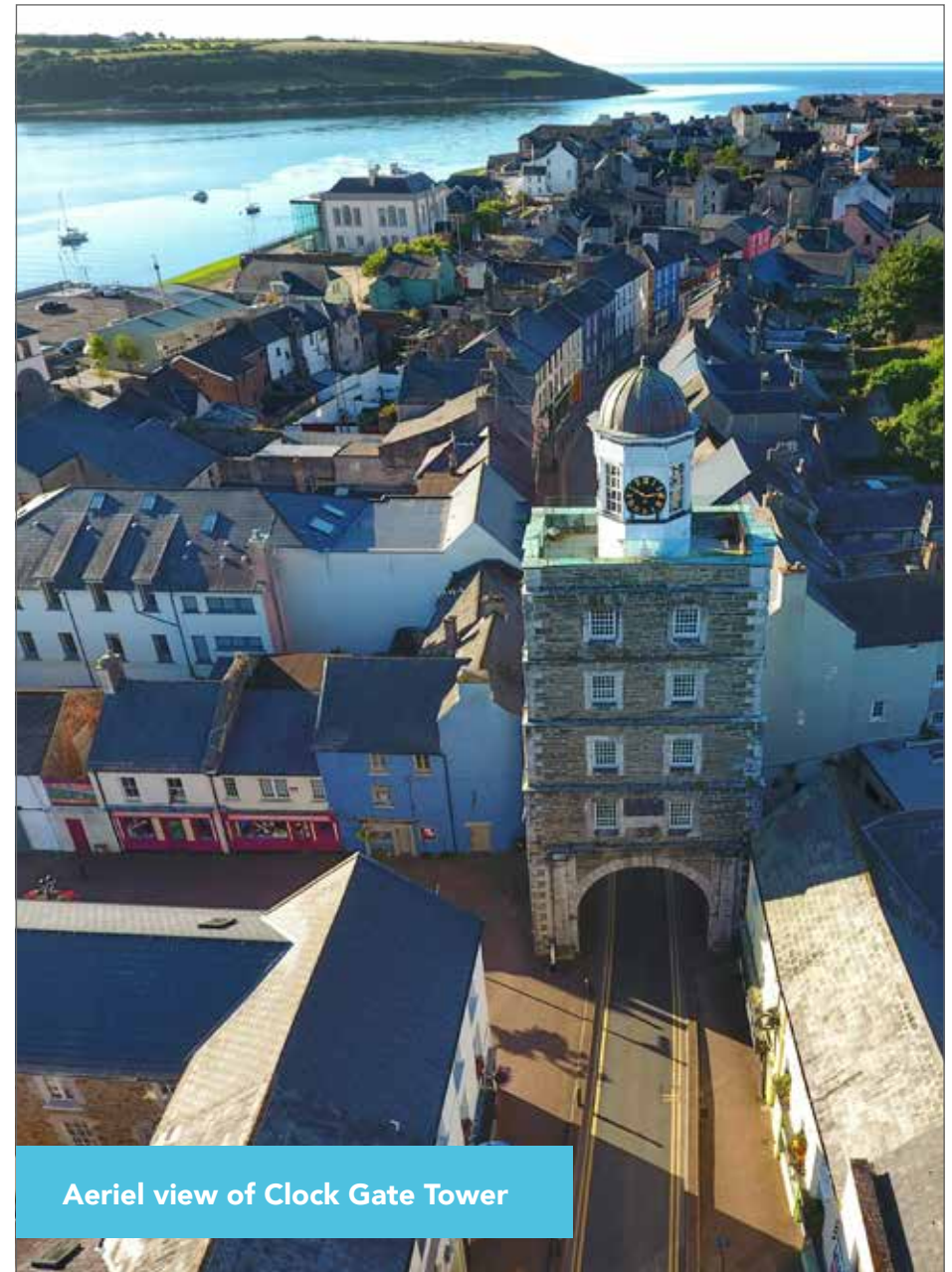
All stakeholders in Youghal, from the local authority, the business and local community, to the state agencies, have a role to play in these projects. The issues to be addressed under this theme include accessing and guiding visitors, through appropriate signage, from the external road approaches, to direction through the town, with back-up mapping and digital/apps and potential public-private partnerships such as a tourist train to transport them. The concepts of various designated historical precincts in the town will be a key project for Youghal, particularly the potential of the Earl's Walk to create an extremely rich visitor experience. All of these works will be reinforced by improvements to the public realm (including lighting, street furniture, parking, etc.) and the tackling, by the local authority, of issues such as dereliction and the encouragement of improvements through schemes such as the heritage painting and heritage shop front schemes.

The second theme is that of Heritage Tourism Development, with projects that will serve to improve the tourist offering and attractions that Youghal has. The projects will enhance and improve access to the unique Built Heritage and improve access to our high quality Natural Heritage, including the beaches, marine and river environment. This theme also identifies and supports new Tourism Product Development to enhance the tourist offering.

The third approach is that of Destination Awareness. Given that tourism and the value of responsible use of our heritage is seen as a major economic driver in Ireland, all current means of analysis for the enhancement of branding and

marketing of Youghal have been used. Identifying and understanding target markets and then creating an appeal for them is the key to this approach. The attractiveness of Youghal as a destination can sometimes be obvious, however it needs to be assessed. Tools such as market segmentation techniques need to be applied in order to understand what the town offers and how its message can be put out there.

The YOUGHAL - A Heritage-led Vision for the Next Decade Plan is a serious endeavour that will require buy-in by all stakeholders to be successful. As it is laid out, it presents an accessible and 'usable' document to guide the future development of this internationally import historic town.



Aerial view of Clock Gate Tower



St. Mary's Collegiate Church and Graveyard, The Raleigh Quarter, Youghal.

ACKNOWLEDGEMENTS

This Plan was prepared at the request of Cork County Council by the Youghal Socio-Economic Development Group and Daniel Noonan Archaeological Consultancy, as an action recommended by the *Historic Towns Initiative* Pilot Programme. Consultancy on marketing and destination management of the plan was provided by Dr. Noel Murray, Head of Department of Tourism & Hospitality, Cork Institute of Technology. The plan was very generously supported by The Heritage Council of Ireland. The plan sets out Cork County

Council's strategic approach to the continued preservation and promotion of Youghal's abundance of heritage, cultural, natural and built, into the next decade. The actions contained in the Plan are intended to facilitate this process, thereby safeguarding our most wonderful assets and giving a much needed boost to the local economy. The plan also recognises that investment in Youghal's heritage is not enough and identifies ways to boost our struggling retail sector through enhancement schemes for local businesses.



A VISION FOR YOUGHAL

The vision of YOUGHAL - A Heritage-led Vision for the Next Decade is to create a sustainable, heritage-led framework for the enhancement of our town as a destination of excellence and superb place in which to live, work and invest. This will be achieved by the execution of high quality projects that promote our historic and built heritage and enhance our offering. The goal of this will be to entice visitors and build an awareness of Youghal as a desirable location in a way that will be physically, socially and economically beneficial in the future.

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1. INTRODUCTION

Youghal is a historically famous town of international renown, located in a beautifully sheltered harbour on the south coast of Ireland. The town has a long and varied history, springing from its origins as a medieval walled port town and connections with many of the major events in Irish history. Youghal blossomed through the medieval period and on into the eighteenth century, before declining in the mid-nineteenth century. However, the arrival of the railway in 1860 revived the town as a Victorian seaside resort, which was largely focused on the Strand area of Youghal, to the southwest of the historical town centre.

It is this history that has brought us the Youghal of today - a distinct and unique place, which blends a modern town centre, teaming with tangible historic character and curiosity, complimented by the beaches and waterside amenities of a seaside suburb.

YOUGHAL - A Heritage-led Vision for the Next Decade

Given the recent mixed fortunes that many towns in Ireland have experienced, (particularly within their historic core), a structured and well prepared heritage-led regeneration approach is now widely recognised as a means of successful economic development and urban regeneration.

Careful and appropriate enhancement of the public realm and restoration of historic structures can bring a renewed vibrancy to a town. This vibrancy enhances the distinctiveness of the town, supporting a greater appreciation of its heritage; its archaeology, history, buildings, natural amenities and the cultural and social lives of the people who live or visit here. Enhancement, reinforced by complimentary supports such as a well-developed, authentic, visitor orientated attractions and tailored marketing to create awareness, brings increased visitor numbers, economic vitality, commercial investment and a better place in which to live.

An opportunity came about, through Youghal's participation in the pilot phase of the *Historic Towns Initiative*, to further the achievements of earlier heritage-led works, and to develop them to suit our current situation, via a new Plan.

This Plan, "*The YOUGHAL - A Heritage-led Vision for the Next Decade*" has been devised, under the auspices of the pilot programme of the *Historic Towns Initiative* (HTI), to enable greater enhancement by means of informed choices on how we use, improve and promote our unique places and spaces; our built heritage, history, townscape, natural amenities and cultural vibrancy.

2. FRAMEWORK OF YOUGHAL - A Heritage-led Vision for the Next Decade

The *YOUGHAL - A Heritage-led Vision for the Next Decade* is intended to be a living document, with realistic policies and supporting projects for the evolution and growth of Youghal. Various plans and strategies have been implemented to varying degrees in the past and share a common thread with earlier initiatives. This Plan intends to get Youghal on the road to realising its full potential. There are existing facilities, amenities and structures in place, "*YOUGHAL - A Heritage-led Vision for the Next Decade*" sets out to build on and enhance these. The Plan reflects on current approaches to the experiences and activities that Youghal has to offer and on how these can be promoted, coordinated and managed in the most productive way. The mechanism to deliver on the Plan is through the implementation of various enhancement projects, based on the three **Strategic Themes/Approaches** of (1) *Town Enhancement*, (2) *Heritage-Based Tourism Development*, and (3) *Destination Awareness*.

Goal of the Plan – Who & Why

The goal of the "*YOUGHAL - A Heritage-led Vision for the Next Decade Plan*" is (a) to provide a framework for the sustainable management and economic enhancement of the town, with Community participation; and (b) to ensure that Youghal's unique character is sustained and preserved for future generations.

The Plan is open to review, with additions and amendments made as situations change.

The encompassing aims of the YOUGHAL - A Heritage-led Vision for the Next Decade Plan are as follows:

- Identify the unique features of the town and provide a vision for the next five years;
- Assess the opportunities these unique features present in terms of marketing and presentation;
- Provide a vision based on identifiable and achievable enhancements;
- Incorporate Community input and encourage their long term involvement in the plan to assist in its successful delivery.
- Provide guidance on what works will be carried out across the **Strategic Themes/Approaches** to those involved in making the decisions for Youghal at public and private levels;
- Provide a framework for the implementation of the projects and future proposals during the lifetime of the Plan.

The Historic Towns Initiative

Youghal was one of three towns invited to participate in the pilot phase of the *Historic Towns Initiative* (HTI). The initiative brought together representatives of the Department of Arts, Heritage & the Gaeltacht, the Heritage Council of Ireland and Fáilte Ireland as well as key local authority officials from each of the three towns.

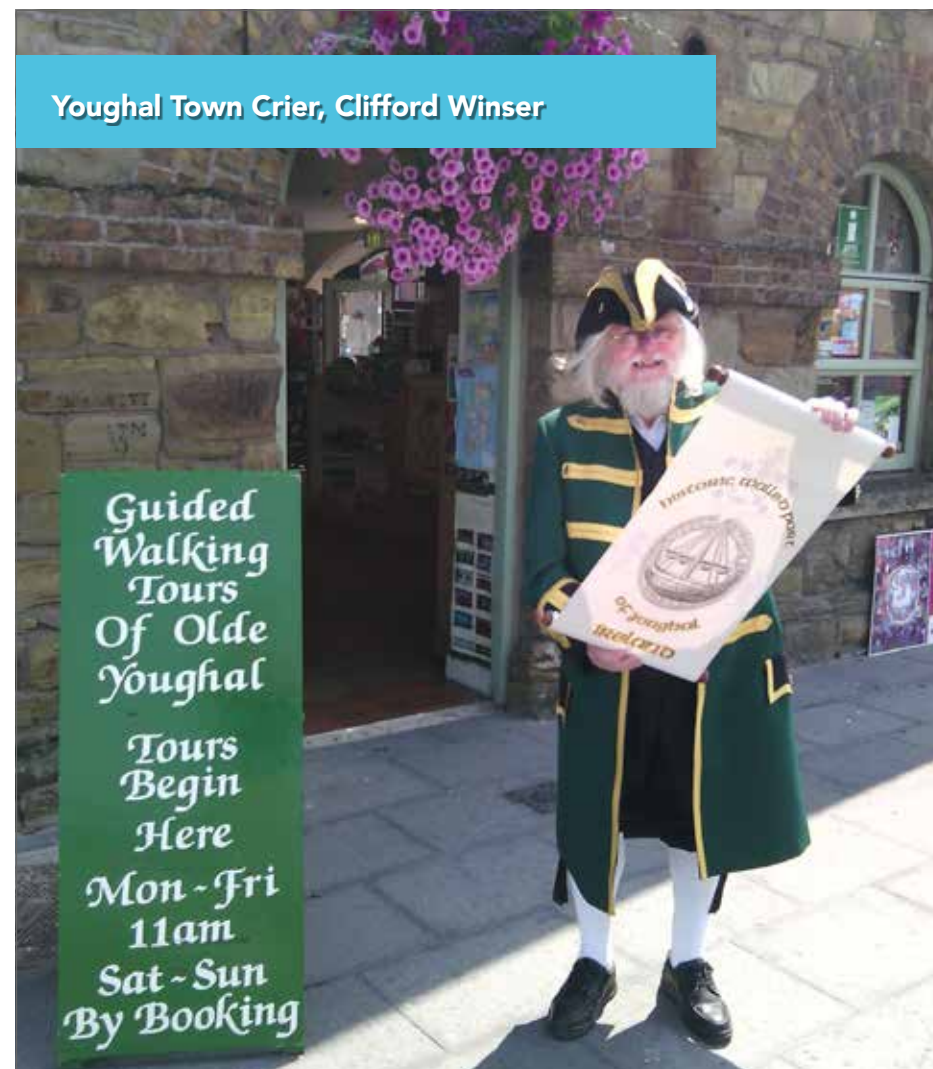
The aims of the HTI are to enhance the physical integrity, presentation, and promotion of a town's character; and thereby bring greater economic prosperity, through an improved tourism offering.

Youghal's participation to-date has brought significant benefits in terms of improvements to the conservation, presentation and interpretation of the historic buildings and streetscapes. Useful analytics have also been generated, through the 2013 *Fáilte Ireland Baseline Metrics* study and the 2014 *Youghal Tourism Product Audit*, both of which detail the strengths, weakness and opportunities that the town has, as a centre for Cultural Heritage Tourism.

The Community – A Key Stakeholder Consultation

An essential part of the preparation of "The *YOUGHAL - A Heritage-led Vision for the Next Decade Plan*" has been consultation with the primary stakeholders, the residents of Youghal. Community involvement in the creation of the Plan and buy-in to implementation is essential for its success.

Several submissions were received from a variety of interested public groups. The submissions identified several issues that have been recognised in the preparation of the proposed enhancement projects.



CONTRIBUTOR	THEME
Youghal Chamber of Tourism Commerce & Development	Coach Parking
	Development of Arts Quarter
	Dereliction
La Petite Auberge B&B	Development of uniform heritage paving.
	Signage
	Street Furniture
Martin Finn, MD Smart Tactics	Development of Maritime Centre
	Further development of Raleigh Quarter (Myrtle Grove & surrounds)
The Mall, Strand Street & Water Lane Residents Association	Traffic Management re HGV
	Up-grading of all public walkways & amenities
	Signage re-development
Youghal Tidy Towns	Development of Wildlife Trails
	Dereliction
	Up-grading of public recreational areas
	Audit of Signage
Youghal4All	Development of Town Wall Walk
	Development of "Moby Dick" Theme
	Development of uniform heritage lighting
	Extension of Heritage Painting Scheme
Comhaltas Eochaill	Greater collaboration between agencies
	Development of social economy scheme

On 19th April 2016, a public consultation meeting was held in Youghal Council Chambers by authors of the plan to facilitate further community input. This followed upon a draft publication of the plan. The public consultation produced further refinement of a number of key actions and streamlining of key elements of the S.M.A.R.T actions as set out in Appendix 4 attached.

The finalised "*YOUGHAL - A Heritage-led Vision for the Next Decade*" will be available to the local community and all interested groups as a pdf document, which can be downloaded on www.youghal.ie. Hard copies will be available at Cork County Council's East Cork Municipal District Office, The Mall House, Youghal Library, Enterprise Youghal, and Youghal Chamber of Tourism & Development Office, Market Square, Youghal.

This will act as reference document that may be used when executing an enhancement project, developing a new project or defining their role and mission statements.

Integration of the Plan

The structure and enhancement policies of "The *YOUGHAL - A Heritage-led Vision for the Next Decade*" plan were prepared to augment and integrate with national and regional strategies and policy documents including:

- *People, Place and Policy Growing Tourism To 2025* (Department of Transport, Tourism and Sport);
- *"Sharing our Stories" (Fáilte Ireland) – "Using interpretation to improve the visitors' experience at heritage sites" Irelands Ancient East – Growing International Sales-toolkit.* Fáilte Ireland
- *Policy Proposals for Ireland's Towns - The Heritage Council of Ireland.*
- *Cork County Development Plan 2015-2022* (Cork County Council);
- *Walking and Cycling Strategy for Youghal (Active Travel Town) Strategic Recommendation Report 2013* (Cork County Council).

The *People, Place and Policy Growing Tourism To 2025* document formulates the Government's strategy for Irish Tourism as a driver of economic recovery over the next 10 years. The approach *will place tourism as a key element of its economic strategy, with development in the tourism sector reflecting the highest standards of environmental and economic sustainability, and the role of tourism in promoting peace and political co-operation on the island of Ireland will continue to be recognised and encouraged* (Executive Summary, p. 9).

The key elements of the *Cork County Development Plan 2015-2022* regarding Youghal include the promotion of enhanced retail vibrancy in the town and the promotion of a sustainable and well managed tourism industry with associated

economic benefits throughout the county. These elements will be further expanded in the forthcoming *East Cork Local Area Plan*.

"The YOUGHAL - A Heritage-led Vision for the Next Decade Plan" can also act as a support in Youghal's participation in the *Fáilte Ireland* destination awareness strategy *"Irelands' Ancient East"*. The new initiative focuses on the history and heritage of the East and South and is strategized to present these locations as desirable destinations for selected segments of the tourist market. The market segmentation profiles that Youghal would most appeal to are those of the *Culturally Curious (International Visitor Profile)* and *Connected Families (Domestic Visitor Profile)*. Youghal's historic and traditional appeal to the *"Day Tripper"* (dating to era of train transport from Cork City to Youghal) also melds well within both these market groups. The relevance of both these market segments is apparent, with Youghal's strong and tangible historical character appealing to the *Culturally Curious*; while our beaches, safe waters and walking routes readily appeal to the *Connected Families*.



Youghal Lighthouse

3. THE TOWN OF YOUGHAL

A Brief History of Youghal

The two most iconic symbols of Youghal are the eighteenth century Clock Gate Tower straddling the main street of the medieval town, and the nineteenth century Lighthouse that guards the entrance to the harbour, marking the start of the Strand area.

The medieval walled port town of Youghal can trace its origins to the arrival of the Anglo-Normans in the late twelfth century; and perhaps earlier to the Vikings. The medieval town remains fossilised in today's streets and lanes, which

have a rich stock of medieval, post-medieval, Georgian and Victorian buildings and shop fronts. Medieval Youghal developed on a narrow strip of land on the west side of the estuary, which commanded the mouth of the Blackwater, and was dominated by high ground to the west. As the town began to prosper, a wall was built around this increasingly important trading centre from the middle of the thirteenth century. The medieval main street remains as today's North and South Main Streets. As well as an enclosing Town Wall, the town supported one of the largest medieval parish churches in Ireland, the splendid St. Mary's Collegiate Church; and two monastic houses, the Franciscans at South Abbey

and the Dominicans at North Abbey. The Franciscan monastery no longer remains above ground; but some fragments of the Dominican friary still stand. St. Mary's Collegiate Church remains in use, for religious worship, discovery by visitors and as a unique musical venue for national and international performers. Not far from the Church is the impressive walled garden of the former College of Youghal, which can trace its origins to the mid-fifteenth century and its foundation by Thomas, Eighth Earl of Desmond.

Maritime trade was the powerhouse of the development and success of medieval Youghal. The town traded goods back and forth to Bristol and many ports across Europe. Fish, timber and wool were exported; while glass, ironmongery, exotic spices and foodstuffs, clothes, wine and salt were imported. However, the arrival of the Black Death in 1348, and general political unrest at the close of the century, had a terrible effect on Youghal. The town bounced back from these struggles and was revived in the fifteenth century. Trade increased again and in 1462 the charter given to the town by King Edward IV made Youghal one of the *Cinque Ports* of Ireland, a special customs status bestowed on only five ports. Youghal had emerged as a medieval economic powerhouse on the south coast. In the late sixteenth century trade again declined, following the unsuccessful rebellions of the Earl of Desmond; who besieged Youghal in 1579.

Youghal became the major centre for the export of wool from Ireland in the seventeenth century. So successful was the port trade in Youghal at that time that contemporary correspondence described Cork City as a 'port near Youghal'.

The Wool Staplers Guild in Youghal gave the large sum of £100 to the Town Corporation in 1637 to help build a new quay at the Watergate.

Starting in the early decades of the eighteenth century, the size of the town was enlarged to almost twice that of the medieval town; when a great period of Georgian expansion of the waterfront began. Trade was prosperous; but was still moved mainly through the enclosed medieval harbour, which was accessed from the town at a single point through the Watergate that crosses the modern Quay Lane.

To support the increased trade there was a need for better ship berthing and warehousing facilities, beyond the restrictive defended harbour. The Town Corporation began to lease parts of the waterfront to local merchants, and as part of the lease arrangements, the merchants were required to build new quays, outside the line of the old harbour and town wall. On these new quays multi-storey warehouses were built for the storing and trading of goods. Other developments also occurred at this time, including the Clock Gate tower (completed in 1777), which stands on the site of the earlier Trinity Gate, part of the medieval Town Wall.

The expansion eastward into the Blackwater gave us the quayside waterfront that remains today, with the names of the many merchants who built them, such as Green's Quay, Harvey's Dock, and Nealon's Quay. By 1750 the medieval harbour had been in-filled and is today beneath the Market Square.

Unfortunately, from the mid-nineteenth century onwards trade went into decline, ultimately caused by the silting-up of the harbour mouth, which enlarged the sandbar, thus preventing larger vessels from using the port. Ironically, it was at this time of decline that the Lighthouse at the harbour mouth was built.

The nineteenth century decline in maritime trade was countered by developments in the new trade of tourism.

"Taking to the sea" for health benefits had been a tradition since the late eighteenth century, when the cold and saltiness of the sea water was seen as a cure for all ailments. With the coming of the railway to Youghal in 1860 the fine beaches southwest of the historic town centre at the Front Strand and Claycastle were promoted as a Victorian beach retreat. With the invention of the sun holiday in the late nineteenth century, the new suburb of the Strand was established, and along with it another chapter in its tourist heritage. For over 100 years the train service brought hordes of swimmers and sunbathers to the town.

Over its long and varied history, Youghal was at one time or other home to various historical personalities. Amongst them were the Elizabethan adventurers Sir Walter Raleigh and Richard Boyle, 1st Earl of Cork. Boyle was described in the mid-seventeenth century as the richest man in the Kingdoms of Ireland and England. Oliver Cromwell, the infamous Lord Protector of Ireland, wintered his army in Youghal during his campaign in Ireland. The Blessed Dominic Collins, a

Jesuit Brother from Youghal, was executed as a martyr at the North Gate of the town in 1602. And, the unfortunate Florence Newton was tried in court as the 'Witch of Youghal' in 1661.

Cultural Heritage



Ceolta Sí, performing group of the Youghal branch of Comhaltas Ceoltóirí Éireann

A key component of Youghal's Cultural Heritage, other than its history and buildings, is the vibrancy of its musical and folklore traditions, both new and old, and its many festivals and public celebrations. Much of this heritage is supported and presented by the many voluntary groups of the town, which seek to promote the enjoyment and participation of locals and visitors alike.

Youghal Comhaltas preserves and promotes Irish traditional music. In fact it's key performing group 'Ceolta Sí' derives it's name from cultural heritage. The "Youghal 4 All" group promotes festivals such as the annual Food & Mackerel Festival, the Moby Dick Festival and the Halloween Festival. The Queen of the Sea Festival and the annual Medieval Day are other events, run in conjunction with Cork County Council and Youghal Chamber of Tourism & Development. The nationally successful Youghal Celebrates History Annual Conference has been running to increasing applause over many years and attaches both serious academic kudos and amateur interest in equal measure. The many sporting organisations add a healthy quality to the life and well-being of the town, with all major activities and pursuits catered for.

Built Heritage & Its Designations

The physical fabric of Youghal's long history, including its town defences, churches, and buildings, form a major part of the heritage of the town. This Built Heritage is protected by both archaeological and architectural legislation;



"The Red House" on North Main St., Youghal.
A fine example of an early 18th century mansion



**Restoration and Conservation works
to Youghal Town Walls**

and any changes to these structures or their setting will have to take this into consideration.

There are currently over 250 Protected Structures, on the **Register of Protected Structures** (RPS) for Youghal; 65 known Archaeological Monuments in the Record of Monuments and Places (RMP). The majority of the Monuments are within the Zone of Archaeological Potential (ZAP), which includes the entire historic core of the town. The Protected Structures are dispersed more widely, both within the historic core and outside, including the Strand area. Further built heritage protection is afforded by the Architectural Conservation Areas and encompasses the historic core and parts of the Strand suburb.

There are many iconic buildings and structures that are imminently recognisable as being of Youghal. The Lighthouse on the seaward approach, the Clock Gate Tower that straddles the Main Street, the extensive run of Town Walls along the hillside to the west, the medieval Saint Mary's Collegiate Church, the Red House – a rare early eighteenth century mansion house in the middle of the North Main Street, which is located opposite a house of earlier times, Tyntes Castle. Boyle's Alms Houses are one of the earliest surviving examples of social housing in Ireland. Throughout the historic town centre are many Georgian buildings, with traditional shop fronts; while the Strand has many well-built Victorian seaside villas.

Less well-known, but easily seen, are building features such as the strange staggering of the buildings on the west side of North Main Street, a curious quirk that survives from medieval times, when the plots on which they stand ran along the curving shoreline of the early town.

The designation of an Architectural Conservation Area (ACA) for Youghal is a policy required by planning legislation to develop a means for the management and appropriate development of the town, to ensure that the unique features, its streetscape, buildings, rooflines, places of interest and curiosities like the staggering west side of North Main Street, are safeguarded. It follows the ethos of the Protected Structures legislation that protects specific buildings. The ACA addresses the context of the exterior of all buildings within its zone and their setting, which forms part of the physical character and unique identity of

Youghal. Within the ACA care must be taken with changes to all features, big and small, from the overall building to small details like windows and doors, to the visual effect that modern signage can have on the look and feel of the streets. Changes to the buildings, structures, places and architectural features within the ACA cannot be regarded as being exempt from development controls like planning permission, as uncontrolled alteration could inadvertently alter the character of the town. Advice on changes with the ACA should be sought from Cork County Council.

Natural Heritage & Biodiversity

The Natural Heritage and Biodiversity of Youghal and its environs has huge potential for enjoyment and education.

Youghal has, for centuries, been a coastal resort, where visitors enjoyed sea bathing and all the attractions of a family-based beach holiday. The 5kms of sandy beaches are some of our finest natural heritage amenities. Youghal's commanding setting in such a diverse marine/estuarine environment allows visitors to enjoy the beautiful coastal scenery and rugged shorelines which envelop Youghal Bay and the Blackwater River Estuary.

There are many natural habitats in Youghal and environs, recognised by exciting trails such as the Wildlife Wonders of Youghal (promoted by the Youghal Tidy Towns Committee) that bring awareness to the rich diversity of animal and plant habitats to be found. Other fine examples are:

- **The Quarry** - a marvellous small habitat for small mammals, birds, insects. It also boasts a wonderful 'urban orchard' where a selection of fruit trees native to Ireland are planted.
- **The Quayside and Estuary** – part of the Proposed Blackwater Estuary Natural Heritage Area – 000072 and Blackwater Estuary Special Protection Area – 004028, is a wonderful maritime habitat stretching into Youghal Bay, and all of the marine flora and fauna that it contains.
- **Slob Bank** - This waterside walkway stretches 3 km out along the Blackwater Estuary on the Northern end of the Town. On the western side it is flanked by marshland which is fed by the twice daily tides and is home to a very diverse range of species. On the Eastern side is the Blackwater Estuary which is a very popular spot for angling and boasts a variety of species such as plaice, flounder and sea bass. All types of sea birds and water fowl call this home such as, Turnstones, Little Grebe, Ruff, Green Sandpiper, Kingfisher and Egrets – to mention but a few. It is also the winter home for some migrating Greenland White-Fronted Geese.

Urban Environment – a striking and varied flora and fauna to be found in the private urban gardens, boundary walls, hedge rows, building eaves, roof spaces of the town. A walk along the Saint Mary's Graveyard Trail, includes flora and fauna such as yew, climbing ivy, wild garlic (allium ursinum), part of the chive family together with pied wagtail, wren dunnock, robin and swallow. The College Gardens and the private gardens inside the line of the Town Wall along the west side of the town have been known to be the home of fox's and

egrets. A magnificent array of mature trees, including impressive beech, can be found here.

Ballyvergan Marsh – A Proposed Natural Heritage Area – 000078, is one of the largest natural reed beds in Europe and a haven for wildlife. Ballyvergan has long established plant and bird communities and is a very important breeding site for migratory birds from all over the world and the most extensive breeding site for reed warblers in Ireland. It is also home to otter, fox, stoats, hedgehogs and mink. An existing birdhide is very popular for bird watching enthusiasts.

The following birds are regular visitors to Ballyvergan Marsh



BLACKTAILED GODWIT



BLACKHEADED GULL



TEAL



KINGFISHER



St. Mary's Collegiate Church, Youghal.

4. PREVIOUS STRATEGIES & APPROACHES

Several detailed studies have been carried out and strategies enacted over the past 10 years that have made very good progress in developing a heritage-led regeneration approach to Youghal. Improvements and enhancement have been made to the built environment and the public realm; largely through the former Youghal Town Council.

Youghal continues to be, and has over the past decade been, a national leader in heritage enhancement. The innovative Youghal Town Council commissioned the pioneering *Investing in Heritage – A Heritage-led Regeneration Strategy 2005-2012*. The East Cork Municipal District of Cork County Council continues to recognise that Youghal is a place of unique heritage value and significant Cultural Heritage Tourism.

All of the studies and strategies have assessed Youghal's strengths and weaknesses and devised plans and strategies to address the issues they have identified; and while they have had mixed results, they remain relevant. It is strongly advised that the studies and strategies are taken into consideration in the implementation of any of the *YOUGHAL - A Heritage-led Vision for the Next Decade* projects or other enhancement projects that are proposed.

STRATEGIES	OUTCOMES
<p><i>Heritage Led Regeneration Strategy 2005-2012 – Youghal Town Council</i></p> <p><i>“Investing in Heritage”</i></p>	<p>This plan recognized Youghal's potential and set out the following actions.</p> <p>To address the physical, economic and social regeneration of Youghal through the conservation of its rich and diverse cultural heritage;</p> <p>To reverse the current decline of retail activity in the historic centre by increasing business and community confidence;</p> <p>To improve the conditions within which cultural and marine tourism will thrive;</p> <p>To improve the quality of the public realm.</p> <p>See also Appendix 1</p> <p>Public realm improvement actions proved very successful as did the continued conservation of our built heritage – however, a notable lack of private buy-in was apparent. The Youghal Heritage Led Regeneration Plan acted as road map on which to build for the future and gave vision on how to deliver for the future</p>
<p>Youghal Socio-Economic Development Group (YSEDG) Integrated Strategy 2007-2012</p>	<p>This strategy document resulted in the setting up of the YSEDG in 2007 which is still in existence today. The group has evolved into a multi-disciplinary body for Youghal with expertise in the sourcing of funding for major capital projects, events and festivals, heritage and the arts.</p> <p>The YSEDG has continued to build strong relationships with Government Agencies including Failte Ireland, Enterprise Ireland, Local Enterprise Office at a high level. A lack of core funding for the project has however limited it's development in terms of marketing the town as a place in which to live, visit and invest.</p>
<p><i>Youghal Public Realm Plan 2008 – Youghal Town Council</i></p>	<p>The Public Realm Plan was ratified in 2008 and was commissioned to ensure the most effective presentation, management and development of the Towns Public Realm.</p> <p>This plan has brought the almost complete enhancement and improvement to the public realm in the historic core of Youghal Town. The Public Realm Plan was the main driver for Youghal's inclusion in the Historic Towns Initiative(HTI) - the implementation of the Plan on a phased basis over the last number of years has secured €250,000 In funding from the HTI, whose members include The Heritage Council, Fáilte Ireland and The Dept. of Heritage Arts & The Gaeltacht. The Public Realm Plan continues to resonate through “YOUGHAL - A Heritage-led Vision for the Next Decade”.</p>

STRATEGIES	OUTCOMES
<p><i>Youghal Town Walls Conservation & Management Plan 2008</i> – Youghal Town Council</p>	<p>This plan has delivered over €600,000 in funding from The Heritage Council of Ireland, which was match- funding by Cork County Council to undertake works to conserve and restore Youghal Town Walls. This plan has proven to be one of the most successful reports undertaken for the town. The contributors to the plan are considered some of the most highly regarded experts in their field and delivered a document of the highest quality. The plan received numerous plaudits for its vision, understanding and the roadmap it set out for Youghal’s Town Walls.</p> <p>The plan is now up for a review and update (as is considered best practice). The review will take into account the impacts the severe and unexpected weather conditions of recent years have had on the conditions of the town walls. (see Action on: Heritage Tourism Development, Built Heritage page: ...</p>
<p>Development of Baseline Metrics for Historic Towns 2013 - Fáilte Ireland</p>	<p>As an action of the Historic Towns Initiative, Failte Ireland commissioned a survey of 100 respondents in August of 2013, The survey indentified the following:</p> <ul style="list-style-type: none"> • Current levels of visitor satisfaction with particular aspects of their experience, such as the public realm (public spaces, condition of roads/footpaths, sense of safety and security, etc.). • Residents’ opinions of the town as a place to live, work and socialise; • Residents’ opinions with regard to public realm within the town, e.g., traffic management, car parking, etc. • Residents’ awareness of the heritage of the towns and its importance to them. <p>Key Findings:</p> <ul style="list-style-type: none"> • Youghal is reviewed most positively with regard to Access & Transport by both visitors and residents alike • Positive appraisal of history and cultural presentation is consistent across both Visitors and Residents • The variety and presentation of shops is a development area identified by residents, especially for Youghal
<p><i>Youghal Tourism Product Audit 2014</i> – YSEDG</p>	<p>Commissioned by YSEDG, funded by Fáilte Ireland and conducted by Dr. Angela Wright, C.I.T., the Youghal Tourism Audit acted as a snapshot of Youghal’s present product offerings. It outlined Youghal’s positive attributes, uniqueness, and shortcomings, delivering recommendations.</p>



Aerial view of Youghal Town

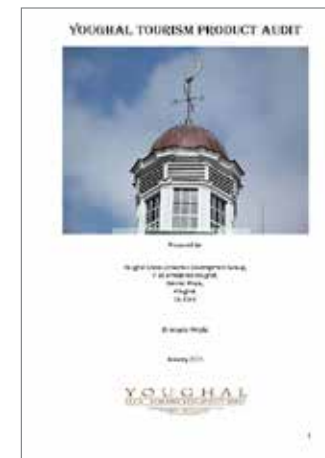
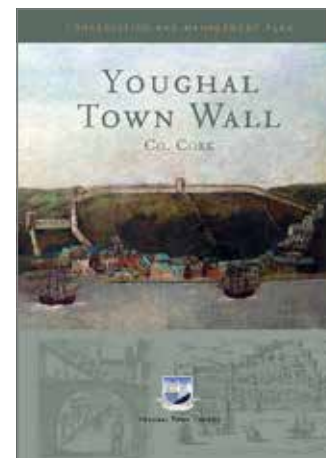
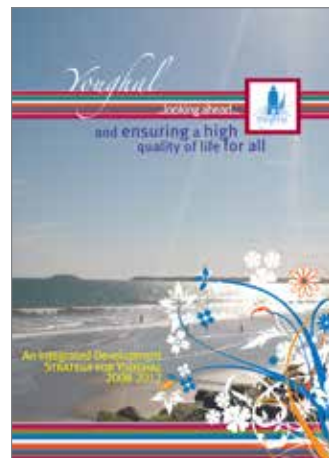
5. YOUGHAL - THE ISSUES

In order to gauge the current and recurring issues affecting Youghal, a Strengths Weaknesses, Opportunities, Threats (SWOT) analysis was carried out. The analysis was informed by observation, review of the various success and failures of the previous initiatives, the Tourism Audit and submissions from the initial Community Consultation.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Possesses built heritage of international significance in St. Mary's Collegiate Church & Town Walls. (*see Note) • Significant natural assets at the mouth of the Blackwater River and 5 km of beach; • Careful treatment by local authority of Youghal's heritage over past 10 years has seen sustained investment in built heritage. • High levels of satisfaction with 'quality of life' standards • Abundance and variety of accommodation types (as detailed in Youghal Tourism Product Audit); • Good geographical location for families and those working locally or in other locations; • Ideal touring base for East Cork, West Waterford • Close proximity to both Cork (45 mins) and Waterford Regional Airports (60 mins); • Natural route along N25 from Rosslare Harbour; • A strong enterprise culture is being nurtured for SME's based in the expanding 'Enterprise Youghal' in heart of 'Raleigh Quarter'; 	<ul style="list-style-type: none"> • Weak retail offering within town centre; • Lack of marina facilities • Poor destination awareness and no strategic market planning • Underutilisation of water as an amenity; • Limited access to built heritage sites • A legacy of negative perceptions from previous damaging press coverage of downturn in Youghal economy • Higher than average cases of dereliction in Main Street of the town • Peripheral geographic location • Only public transport is by bus. 	<ul style="list-style-type: none"> • Development of the Greenways project, Clock Gate Tower as key visitor attraction prospects. • Turn around in national economy will see spin-off in Youghal's economy • Continued investment and confidence in Youghal's heritage offering by State agencies • New designation by Fáilte Ireland 'Ireland's Ancient East' includes Youghal; • Together with local population of 7,000 Youghal can draw on labour force population of 170,000 from East Cork and West Waterford -an economically viable population level from which integrated local development can be planned, implemented and sustained; • State of the art community school is flexible and responsive to emerging opportunities; 	<ul style="list-style-type: none"> • The lack of awareness of Youghal as a destination both domestically and internationally; • Lack of funding to support marketing initiatives for destination development • Economy overly-dependent on tourism • Visitor patterns demonstrate the usual seasonality challenges with a high proportion (approx. 45%) of visits occurring between the months of June and August • Lack of private/commercial investment;

**Note 1: International Heritage: St. Mary's Collegiate Church is one of the oldest churches still in use in Ireland and is of significant importance to our national built heritage. Its associations with famous characters through history and the visible impacts they have left on the church contributes to its status as a building of international significance. Founded in the early 13th century, with the support of the townspeople, the Fitzgeralds, and later Earls of Desmond. Sir Walter Raleigh worshipped there after the Reformation, as did Oliver Cromwell who wintered in Youghal in 1649/50. The person most associated with St. Mary's is Richard Boyle, first Earl of Cork, whose huge funerary monument still dominates the south transept of the church. . See also appendix 3*

Previous Strategies



Tackling the Issues

Historically, Youghal, in the mid-twentieth century, had a strong industrial base, which provided full employment and economic prosperity. Unfortunately, industry has eroded away over the past 30 years, leaving Youghal without an industrial or technological base on which to build prosperity. Youghal's retail offering has suffered as much. As the SWOT analysis highlights, despite there being a wealth of both natural and built heritage here, Youghal is faced with many economic and social challenges.

Youghal needs a reason to believe again, to fulfil that potential and to become a place where people choose to live, work, visit and invest in. This plan proposes that by recognising the opportunity that Cultural Heritage Tourism can bring; creating the **Awareness** of the offering, developing the **Access** to cultural heritage and rolling out a series of specific **Actions** this can be achieved.



[Irish Times article - April 2nd 2011](#)



Nealon's Quay, Youghal.

6. A VISION FOR ENHANCEMENT

Thus far, all sections of the Plan have been a form of audit of Youghal, what it is, what it has to offer that makes it distinct and how this has been approached in the past. Now, the vision for the future and how Youghal will be enhanced through the *YOUGHAL - A Heritage-led Vision for the Next Decade* is set out in terms of a short number of goals. The goals have been devised from the results of the audit and the community consultation; and are developed under the three strategic enhancement themes.

Goals: The Plan will be accessed by a diverse group of participants and stakeholders, from the local authority, to state curation, interpretation and

promotion bodies, funding bodies and the actual project implementers on the ground. These goals have been devised to act as the focused guiding principles on how *YOUGHAL - A Heritage-led Vision for the Next Decade* will be used and implemented.

Goal 1

To sustain and enhance the unique heritage and character of Youghal for the duration of the Plan, by delivering on the enhancement measures within its lifetime.

Goal 2

That the Plan be adopted by the East Cork Municipal District of Cork County Council by Jan 2017.

Goal 3

To work in co-operation with the various heritage, development, interpretation and promotion agencies to achieve the enhancement measures set-out for the lifetime of the Plan, in a sustainable and responsible way.

Goal 4

To identify and seek participation in any local and national strategies or initiatives, as they arise, which promote heritage awareness, are available during the lifetime of the Plan and would be beneficial for Youghal.

Goal 5

To encourage businesses and other private individuals within the town on their own enhancement measures, in a structured, sustainable and responsible way, which can be achieved within the lifetime of this Plan.

Goal 6

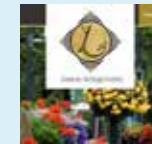
To encourage wide ranging and continuous community activism to support the implementation of the Plan during its lifetime and continue its momentum into the future.

BEST PRACTICE CASE

STUDY NO. 1

A TOURISM

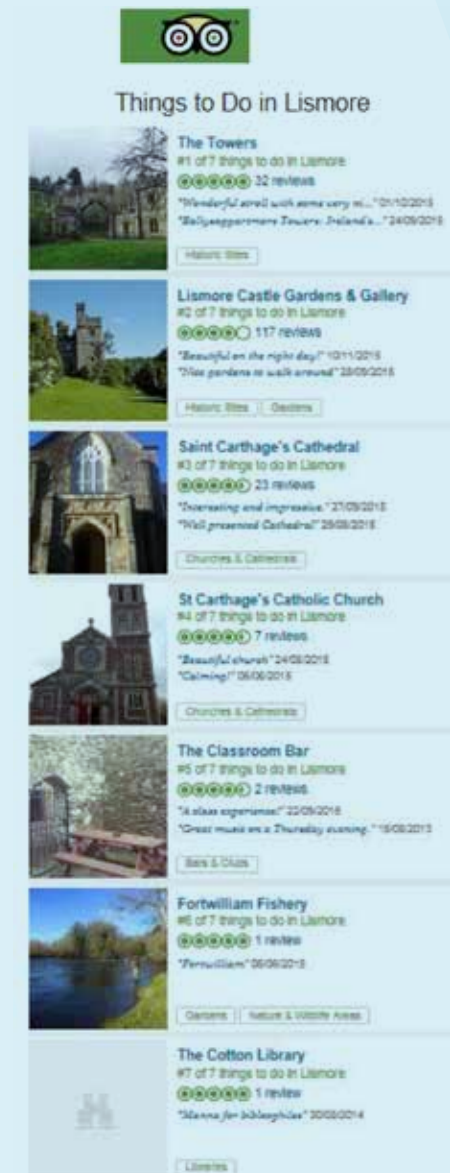
STORY: Lismore, Co. Waterford



Lismore was named the 'Best Small Tourism Town' in November, 2015. The judges made reference to the opulent historic surroundings and stated that it was "beautifully maintained and compact, the visitor can step back in time with all the necessary modern facilities and services within reach" (Irish Times, 2015).

As part of its offering, Lismore Heritage Centre provides an award winning audio- visual display of its illustrious history in a multitude of languages. Considerable emphasis has been placed on developing a 'captivating story' of its historic past. This also includes a number of exhibition galleries which capture the life of Robert Boyle, the noted scientist (Discover, Ireland, 2015) as well as an education package, including animated elements to provide an attractive experience for both young and old (Dungarvan & West Waterford Tourism, 2015).

Lismore has a number of attractive offerings for the 'culturally curious' segment, all of which have received relatively positive reviews on Trip Advisor.



Source: Trin Advisor (2015)



Youghal Clock Gate Tower

7. STRATEGIC ENHANCEMENT APPROACH

The outcomes of the audit of Youghal and the proposed enhancements for the town have been brought together under three **Strategic Themes/Approaches**: *Town Enhancement*, *Cultural Heritage Tourism Development* and *Destination Awareness*. The themes under which different projects are grouped provide a coherency of approach to the Plan.

Town Enhancement

The theme of *Town Enhancement* is a significant strand of potential projects that will serve to improve Youghal, by addressing issues such as visitor orientation,

the quality of the streetscapes and public realm, treatment of dereliction vacancies and works to support the vital concerns for retail vibrancy in the town.

Heritage Tourism Development

The *Cultural Heritage Tourism Development* theme is a strand that concerns potential projects that will serve to improve the tourist offering and attractions that Youghal has. The projects will enhance and improve access to the unique Built Heritage and improve access to our high quality Natural Heritage, including the beaches, marine and river environment. This theme also identifies and supports new Tourism Product Development to enhance the tourist offering.

Destination Awareness

Destination Awareness is the third key theme for the *YOUGHAL - A Heritage-led Vision for the Next Decade Plan* and possibly the most significant. A great destination is somewhere people want to live; somewhere people want to work; somewhere people want to put their money. A destination is somewhere worth leaving home for. A number of critical ingredients provide the recipe for a destination:

ATTRACTORS create awareness of the destination and attract market interest. They include iconic buildings, natural features, retail, leisure and cultural facilities, and events. Attractors deliver the 'highs' of the visitor experience. In Youghal's case these 'attractors' are fast gaining momentum and includes the re-opening of the Clock Gate Tower as a visitor experience and the Youghal Eco-Boardwalk.

INFRASTRUCTURE helps create a sense of place and supports the smooth operation of the destination. It includes transport, parking, signage and public spaces. This plan has set out a series of infrastructural improvements which will build on the public realm works already undertaken to date and detailed in the *Youghal Public Realm Plan 2008*.

SERVICES cater to visitors' and residents' needs, help create activity and, ultimately, increase spending. They include hotels, cafés, bars, shops, performance venues, event programmes, and services such as cleaning, security and customer care. It is imperative that there is careful and continued destination development and building of awareness of Youghal as a destination.

The following are examples of key festivals and events undertaken by the local community. These events give the visitor an "added" reason to visit and experience the local offering.



QUEEN OF THE SEA FESTIVAL – MASKED BALL

EVENT	DETAILS	MONTH
Moby Dock & Food Festival	A 3 day festival of family fun activities with special emphasis on the icon movie "Moby Dick"	June
Queen of the Sea Festival	Major annual festival attraction for Youghal. A festival of Free Family Fun events, Outdoor Food, Arts & Crafts, Market, Activities on land, sand and sea, culminating with the crowning of Queen of the Sea followed by spectacular fireworks.	July
Youghal Mackerel Festival	Focusing on our natural amenities, -fish primarily, caught and cooked and free at Barry's Lane. Glamorous Granny contest with Live street music.	August
Youghal Medieval Festival	Award winning family (one-day) event at St. Mary's College Gardens in the Raleigh Quarter, bringing Youghal's unique heritage and history to life.	August
Youghal Celebrates History	Annual weekend gathering of history lovers with high quality guest speakers. Field trips and activities included.	Sept.
Youghal Spooktacular	Unique Halloween events and activities to entertain and scare with a special appearance of An Bean Uisce!	Nov.



Moby Dick Festival



Kiddies Crafts – Youghal Medieval Festival

Youghal Celebrates History

THE FITZGERALDS OF DESMOND

EARLS, POETS & REBELS – FROM GALLIC TO GAELIC

YOUGHAL CELEBRATES HISTORY – 13TH ANNUAL CONFERENCE

Mall Arts Centre, Town Hall, Youghal

18th – 20th September 2015

Further details on our website: www.youghalcelebrateshistory.com

Telephone Enquiries: 087 9666554

Youghal Celebrates History Weekend Conference

With this in mind, no longer can an approach of ‘build it and let them come’ be taken when hoping to attract visitors to Youghal. The town is in a highly competitive market, with many other destination offerings of both different and similar natures, to be found locally and nationwide. Regionally, Kinsale is a town with a similar historic offering, which is enhanced by marine activities and culinary experiences. It is well organised in promoting itself, both through national initiatives like the Fáilte Ireland created Wild Atlantic Way, and on its own initiative through its digital marketing and vibrant website presence.

On a national level, Kilkenny is a medieval urban centre that actively promotes itself by offering a living medieval experience through its Medieval Mile marketing plan, and as a clean and friendly place; all of which is heavily marketed through its digital presence. Youghal can build beyond the medieval mile, by creating a more personal experience based on the historical personage of Richard Boyle, 1st Earl of Cork, and his walk along the “Earl’s Walk”, creating important linkages through the town. *See details of the “Earls Walk” and other enhancement projects under ‘Town Enhancement Projects’ overleaf.

Youghal needs to improve on its Destination Awareness, so that it can compete with other visitor locations. This will be achieved by implementing projects that take a strategic approach to enhancing tourist awareness of our offering. An improved digital presence, a recognisable brand identity, and the promotion of the experiences we have to offer, can all be achieved by thorough planning and strategic marketing.

BEST PRACTICE CASE STUDY NO. 2

TOURIST STORY: Waterford Viking Triangle

The development of the Viking Triangle has transformed the destination offering in Waterford city, through the development of beautifully presented heritage attractions such as Reginald’s Tower, Bishop’s Palace and Ireland’s only Medieval Museum (Waterford Treasures, 2015). Waterford is Ireland’s oldest city and the development of the Viking Triangle chronicles the 1100 years of history of Waterford since its foundation by Vikings in 914. The quality of the tourism offering is further enhanced by the significant development in the public realm (Waterford Viking Triangle, 2015) to provide space and enhance the overall tourism offering. Overall the development has become a magnet for the cultural visitor, with the Medieval Museum receiving the RIAI’s Best Public Building, as well as being shortlisted for the prestigious Mies Van der Rohe award for European Architecture (Irish Examiner, 2015).

The Council in conjunction with Fáilte Ireland have transformed the city center offering further by enhancing the public realm (Waterford City Council, 2013). Significantly, the development of the public realm uses high-quality materials which recognize “the inherent qualities of these spaces and to be sensitive to the historical and cultural context” (Waterford Viking Triangle, 2015). This has been further complemented with the development of a coach parking area by extending and upgrading the ‘Bolton Street’ car park which provides greater accessibility for tourists (Southern Regional Assembly, 2015).





St. Mary's Collegiate Church & Graveyard Trail, Youghal

8. ENHANCEMENT PROJECTS

Various Enhancement Projects, assigned to the Strategic Enhancement Themes devised for YOUGHAL - A Heritage-led Vision for the Next Decade, are put forward here in overview, along with the relevant participants and support mechanism in which to implement them. These are also presented as an appendix to this document in a S.M.A.R.T. (Specific, Measurable, Achievable, Realistic Timeframe) Table format.

TOWN ENHANCEMENT PROJECTS

Effective 'visitor orientation' is a key issue for Youghal and one which should receive due consideration from this Plan. Author Graham Black in his publication "The Engaging Museum, Developing Museums for Visitor Involvement 2005" describes quality visitor orientation as: "The intention of providing clear orientation is not to 'prescribe' the route an audience should follow, or the order, rather to make the organisational structure clear so that visitors know

exactly what part [of the museum or exhibit] they are entering and select for themselves.” This can be applied to a town such as Youghal, with its long sweeping entrance routes to the town and traditional medieval streetscape often obscuring many of the more interesting and historic areas; aspects of the town centre often left unexplored.



1. N25 Approach Road Signage

Following the merger of the National Roads Authority (NRA) with the Railway Procurement Agency (RPA) to form Transport Infrastructure Ireland (TII) it is anticipated that new policies will be put in place that may facilitate upgrading the main signage on approach roads.

what the town currently has to offer. Impactful signs using high quality imagery that reflect the town's competitive advantage and heritage offering are required. Imagery references to include: Clock Gate, Town Walls, beach front, yachting, boating, seafood, gastronomy and the Sir Walter Raleigh connection.

2. Upgrade of Approach Road to Youghal from Waterford Direction (R634)

Partners: Waterford County Council, Cork County Council, SECAD

Cork County Council to undertake an audit of ALL signage on entering and throughout the town in order to review what is in situ. Undertake removal of all obsolete and derelict signage. Consider appointing a signage design consultant to oversee requirements for signage which will incorporate new Youghal Brand Identity and combine with existing heritage signage/Raleigh Quarter branding



Directional/Interpretive & Orientational Signage

etc. Use can be made of resources such as the Heritage Council's Bored of boards! Ideas for interpreting heritage sites.

Partners: Cork County Council, Heritage Council of Ireland, SECAD, Fáilte Ireland

Extensive consultation, coordination, agreement and planning with these stakeholders, in a timely manner, will be required in order to achieve this action, within the timeframe of the Plan.

4. Casual/Temporary Signage

Casual signage for events and commercial operators has become common place throughout the town centre and approach roads. In order to dissuade users from undertaking this practice, provision should be made for genuine event organisers to promote their events.

This can be done through a number of 'heritage-themed' notice boards throughout the town, in key locations at Youghal Tourist Office, Town Hall, Beach Front, Dolphin's Square Car Park etc. A3 posters on events can be placed here, with the facility managed by Youghal Chamber of Tourism & Development.

Partners: Cork County Council, Youghal Chamber of Tourism & Development, Event Organisers, Youghal Tidy Towns

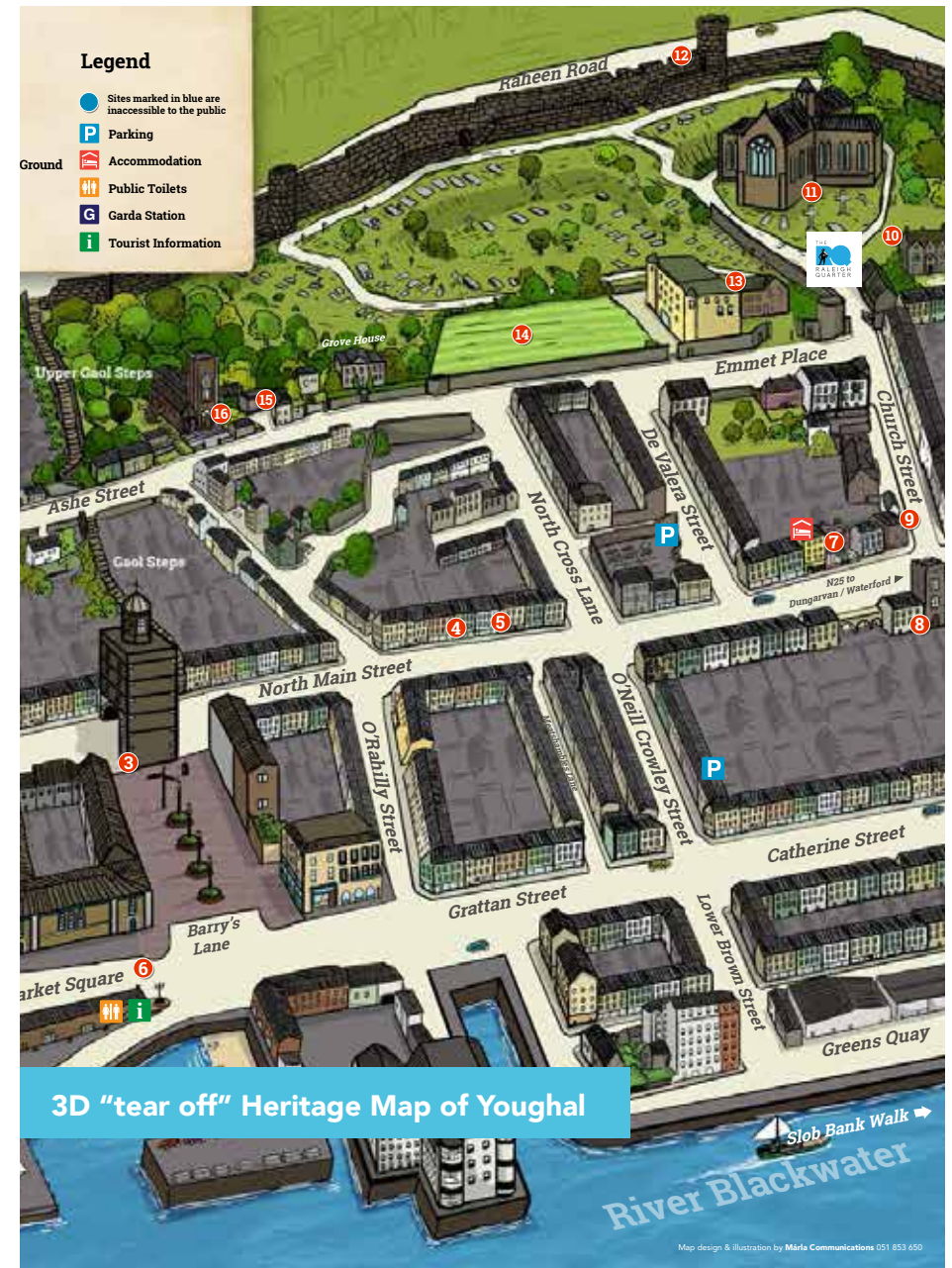
Extensive consultation, coordination, agreement and planning with these stakeholders, in a timely manner, will be required in order to achieve this action, within the timeframe of the plan.

5. Maps/Digital Tools

To further enhance and complement an improved visitor orientation experience, a 3D “tear off” heritage map has been developed, incorporating the existing heritage trail and is available for visitors’ at all key attractions and visitor information points.

This plan also proposes developing a simple audio guide system for visitors, enabling a self-guided tour of the town. Considerations should include the ‘In-hand Audio Guide’ system. This approach will be developed to cater for non-native English speakers with translations into a number of European languages.

Partners: Cork County Council, YSEDG, Irish Walled Towns Network/ Heritage Council of Ireland, Youghal Chamber/Tourist Office





6. Youghal Tourist Train

Due to the long and linear layout of the town an opportunity exists to develop a **tourist train** for Youghal. As set out in the recommendations in the *Youghal Tourism*

Product Audit, a train could be operated in

a similar way to the train used in Galway City Centre, or in the Phoenix Park, Dublin. This initiative has been rolled out in Cobh, also. Proposals should be sought to provide the service either independently or on a partnership basis, ferrying visitors to the heart of the 'Raleigh Quarter'. Waterford City use a train for the Winterville festival at Christmas. Explore if this could be rented for a trial during the summer months



Galway Tourist Train

Partners: Cork County Council, Local Enterprise Office, SECAD, Fáilte Ireland, Private Investor

VISITOR ORIENTATION: CONCEPTUAL

7. Designation of Historic Quarters throughout the Town Centre

Extensive consultation, coordination, agreement and planning with these stakeholders, in a timely manner, will be required in order to achieve this action, within the timeframe of the Plan

This plan proposes the provision of a conceptual frame of reference which will support the need to achieve 'connectedness' within the town. A key proposal of this plan is the establishment of a series of 'historic quarters' throughout the core of Youghal town centre, to include a 'Maritime Quarter', an 'Arts Quarter', an area called 'The Earl's Walk' and enhancement of the existing 'Raleigh Quarter'. This will support the need for developing 'connectedness' and will ensure that the town's historic quarters in particular are 'navigable and inviting', thus encouraging the visitor's desire, curiosity and confidence to explore.

Proposed Historic Quarters

urb. We hope you enjoy
ified on this map.



Church
uilt in 1796 by public
y Dr. William Coppinger,
rch was removed in 1919
terior of the Church is
ign with a marble altar
ng the gallery and roof.
rish church for the

A 40 yard long tree-lined
at Quay in 1772-9. The
named from the river in
ed for the business of
ets of this time. The
room where concerts
d reading rooms were
in Hall houses the
County Council.

mer 12th-century Irish
entre of the Town. The
double monastery in
sick. Oliver Cromwell
eg the winter of 1649
ing from the beautiful
d the building still
ed door, ornamental
window. The archway
e original structure.

Sir. Walter Raleigh
Mayor of Youghal, 1588/89



IRELAND'S
ANCIENT EAST



Cork County Council
Comhairle Contae Chorcaí

The rationale for these 'precincts' lies in the provision of improved visitor orientation, which will deliver a tangible link to all heritage aspects of the town. These designations will also deliver for the local stakeholder, who will benefit as follows:

- Historic 'districts' can positively impact the local economy through tourism. An aesthetically cohesive and well-promoted district can be a community's most important attraction.
- The investments of owners and residents of historic properties are protected. Historic district designation encourages people to buy and rehabilitate properties because they know their investment is protected over time. *(In December 2015 The Minister for Arts, Heritage and the Gaeltacht, Heather Humphreys TD, launched an Action Plan for historic houses in private ownership. The plan contains nine actions aimed at securing these historic properties on a sustainable footing into the future. The Action Plan focuses on ways to strengthen links with local communities and local authorities; the development of visitor programmes; boosting marketing and tourism opportunities and improving links between historic houses and the educational sector).*
- Local districts encourage better quality design. In this case, better design equals a greater sense of cohesiveness, more innovative use of materials, and greater public appeal, all of which are shown to occur more often within designated districts than non-designated ones.

- Properties within local historic districts appreciate at rates greater than the local market overall as well as faster than similar, non-designated areas.
- Historic districts are also less vulnerable to market volatility from interest rate fluctuations and economic downturns.
- Local districts are energy-efficient. Many older buildings were designed with energy conservation in mind, taking advantage of natural light, cross-ventilation, and climate-appropriate materials. Preservation commissions are also increasingly improving their design guidelines to make it easier for historic building owners to use renewable-energy technologies.
- Historic districts are a vehicle for education. They are a tangible link to the past and a way to bring meaning to history and to people's lives. They preserve the original character of buildings and streets, while welcoming growth and innovation within those spaces. They are a living, active record of communities and their residents.

7(i). The Raleigh Quarter

Where? The Raleigh Quarter incorporates the historic core of Youghal and includes such national treasures as St. Mary's Collegiate Church, Graveyard, College Gardens, Town Walls and Myrtle Grove.

Why? While considerable investment has taken place over the past ten years (and as a direct result of actions set out in the predecessor to this plan), focus now needs to be placed on marketing the 'Raleigh Quarter' to visitors. The sites contained in this 'Quarter' are almost all in Cork County Council ownership

(with the exception of Myrtle Grove) and have enormous potential to deliver a complete visitor experience in the heart of historic Youghal. .

Proposals to Include:

This plan proposes the undertaking of a management and tourism marketing strategy specifically focusing on this area in order to fully exploit the opportunities presented under the Ireland's Ancient East strategy by Fáilte Ireland. This strategy document should set out a roadmap that will give direction, impetus and structure to develop a distinct and authentic tourism product in the Raleigh Quarter.

7(ii). The Maritime Quarter

Where? Youghal maritime offerings start at The Mall and extend north along The Market Dock to Buttimer's Dock and Greens Quay.

Why? Youghal has a significant maritime heritage which dates back to the 1400's when it was one of the most important ports in the Country and a very busy merchant town. In later years it also developed a thriving fishing community. Youghal's selection as the location for the filming of 'Moby Dick' in the 1950's well and truly put in on the map. Other key focal points include the arrival of the 'Nellie Fleming' and the 'Kathleen & May' and their many adventures as merchant ships. There are also many tales to be told of shipwrecks, pirates and sunken schooners. Youghal's relationship with the sea creates many, many stories which must be told - an opportunity exists to 'tell Youghal's maritime

story' through a series of tangible exhibits, public realm enhancements and an interpretive centre.

Proposals to Include:

- Consider appropriate Cork County Council owned buildings to house a Maritime Museum in the town.
- Replacement of footpaths along the Market Dock and Buttimer's Dock to enhance the waterfront walkway. Reduction in street furniture and provision of strategic story-telling boards along the 'Maritime Quarter' to tell of its extensive history.
- Maritime Sculpture: to commemorate the filming of 'Moby Dick' in 1954.





Foundling Museum Tokens

7(iii). The 'Earl's Walk'

The Earl's Walk is a branding and marketing concept in an early stage of discussion, with an intention that it can be developed as a unique, new, tech-savvy approach to capturing the historical qualities and identity of Youghal, and use it as a tool to enhance heritage tourism.

Where? From the Clock Gate Tower through to the Alms Houses on North Main Street.

Why? As a means of linking the above 'precincts' in a seamless manner, this plan proposes adding 'The Earl's Walk' as a 'notional walk' by Sir Richard Boyle through the Medieval Town Centre. The authors of this plan believe this proposal to be the **HOOK** which can be a key driver of footfall to the town centre and upon which a *true* revival of the town centre can be built.

The following is the initial proposal which this plan believes should be further expanded and developed upon. It is based on Sir Richard Boyle's diary entry which stated:

"When I arrived in Dublin [Ireland] all my wealth was then £27 3s. in money, and two tokens, which my mother had formerly given me, viz: a diamond ring, which I ever have since, and still do wear, and a bracelet of gold, worth about £10; a taffety doublet cut with and upon taffety; a pair of black velvet breeches, laced; a new Milan fustian suit laced and cut upon taffety; two cloaks; competent linen and necessities; with my rapier and dagger"

The proposed route can begin at Youghal Clock Gate Tower in South Main Street. A Token/Tokens, as mentioned in Boyle's diary, to be set in the street surface at either irregular intervals or close to historical points of interest where Boyle would have stopped to admire or saw a business opportunity. The token/tokens should be metal, perhaps simple items such as coins or the "ring" he speaks of. They should be big enough to see, but not too big that they are too easy to find. The intention would be to create a discoverable trail through the

town, bringing the visitor through all of the quarters and linking the main points of interest, the Maritime Quarter, Medieval Town Centre, Clock Gate Tower, progressing along North Main Street and up to the Raleigh Quarter and all that that contains.

The use of tokens can be eye-catching, simple and a cause for curiosity. For example the Da Vinci Code has a fictional Rose Line on a meridian line going through Paris, which is marked by brass strips and tokens.

The Foundling Museum in London has set simple objects that were found as tokens, given with abandoned babies to the Foundling Hospital, into pavement slabs in the vicinity. The token(s) could be tied-in with some the ideas not yet developed for the Raleigh Quarter.

7(iv). The Arts Quarter

Where? South Main Street, From South Abbey through to the Clock Gate Tower

Why? South Main Street has historically struggled in terms of it's retail offering and is subject to dereliction. An opportunity exists to build on the architectural character of the street and also the impetus gathered with the re-development of the Regal Cinema on the street.

Proposals to Include:

- Creation of a cultural and heritage exhibition in a space within the Quarter;
- The creation of a distinctive brand identity that will tie in with other historic precincts with appropriate signage in order to enhance visitor orientation.
- A series of 'Event calendars' displayed in 'heritage styled' notice boards.

Partners: Cork County Council, The Heritage Council of Ireland, Failte Ireland, Youghal Chamber of Tourism & Development, Youghl 4 All, Dept of Arts, Heritage & Gaeltacht, Select Vestry, Youghal, Local Arts Community



8. TACKLING DERELICTION

This plan has identified dereliction on the main street as one of the key weaknesses of the town (Youghal - The Issues). While some of the macro issues for dealing with dereliction remain outside of the remit of this plan – including rent and rates, this plan proposes firstly the identification and prioritisation of the derelict sites in the town. A number of key incentives have been proposed to provide a short to medium term solution to the problem. These incentives have been developed on the basis that owners may be tied up in litigation or not in a position to invest in properties over a prolonged period.

8(i). Identification of derelict sites:

Identification and prioritisation of all derelict sites throughout the town should be undertaken and details of their current status listed. It is timely and appropriate that this list be compiled in order to fully understand and appreciate a major issue affecting Youghal's town centre. It is a project that can be undertaken 'in-house' by Cork County Council staff.

8(ii). Creation of a Series of Artistic Tourist Information Panels (Moveable)

Commission a graphic artist to create a number of contemporary art scenes of some of Youghal's best known (and lesser known) visitor attractions, as well as natural heritage sites.

The images, which would be created on vinyl decals, would be placed on illuminated boxes which would be installed in the windows of some of the worst eyesore vacant buildings throughout the town. The boxes could in time be moved premises depending on need. The artwork itself will give provide information on opening times and directions – in particular to areas of The Raleigh Quarter which is often deemed 'off the beaten track' for visitors.

This is a huge opportunity to tackle dereliction in an innovative way – providing 'an easy fix' to business owners who would in turn see fit to give permission to implement the initiative.

8(iii). Heritage-Themed Shop Front Templates

Good quality shop fronts have always been a notable part of Youghal's Built Heritage and attractiveness. Unfortunately due to factors largely brought about by the economic downturn, many shop fronts have now become rundown. Inappropriate signage, in modern plastic and neon materials, has become commonplace; due to cheaper alternatives and a lack of a creative design direction. This impacts on the visual amenity of the townscape in a noticeable way and degrades the Architectural Conservation Area (ACA).

Proposals to Include:

- Incentivise shop owners to use a heritage-style shop front sign and take down any neon signage;

- Cork County Council to offer 50% matched funding towards approved signs.

8(iv). Heritage Painting Scheme

In 2012 the 'Youghal Heritage Painting Scheme' was a huge success in terms of engagement and positive aesthetic results. Focusing on the North Main Street of the town, shop owners were financially incentivised to choose from a palette of 'heritage colours' devised by Cork County Council's Architect, Sean McLoughlin. In 2015/2016 Cork County Council re-introduced the scheme, and further extended it to cover the South Main Street. A 50% contribution towards paint and labour is offered by Cork County Council when choosing from the specified palette.

This plan also proposes developing a 'shop front of the year' award to encourage participation, with a prize giving ceremony and the winning shopfront promoted as providing exemplar best practice.

Partners: National Asset Management Agency (NAMA), Banks, Property Owners, Youghal Chamber of Tourism & Development, Cork County Council, Tidy Towns, Individual Shop Owners

9. PUBLIC REALM INITIATIVES

The streetscapes of the town centre in particular require careful and specific provision for the continuation of Youghal's public realm improvements. This will aim to enhance footfall and permeability, overcome clutter and improve the environmental amenity of the town and overall enhancement of visitor

orientation. In recent years the subsidised painting scheme has made a significant positive visual impact on the town.

9(i). Repavement of Barry's Lane

This plan proposes a programme of repavement works to the area known as Barry's Lane in the Market Square area of the town - the heart of Medieval Youghal and on the line of the Town Wall.

Barry's Lane is a predominantly pedestrian street that links the Main Street and waterfront area of Youghal. It is dominated to the west by the iconic Youghal Clock Gate Tower. Approximately 25 years ago Barry's Lane was paved with red-brick effect pavers, and water services were also installed. The works will be carried out in the context of the various street/public realm improvement works that the Local Authority has been in the process of doing over the past number of years. The improvement is designed within the parameters and principals of the Youghal Town Public Realm Plan (2008).

Proposals include:

- The removal of the red-brick effect pavers and their replacement with limestone pavers and cobble setts.
- Improved surface drainage and a new combined sewer service to run along the length of the street).

Partners: Cork County Council, Historic Towns Initiative, YSEDG, Youghal Chamber of Tourism & Development, Other Local Community Groups

9(ii). Treatment of Overhead Cabling

During re-surfacing of the Church Street/Emmet Place area overhead wires were placed underground with a very pleasing aesthetic effect. As was set out in the 'Youghal Public Realm Plan 2008' this policy should be extended to North and South Main Streets. Electricity, telecommunications and other service providers should be consulted on their requirements for relocation of overhead lines to below ground. Existing timber telegraph poles and street lighting should be removed.

Partners: Cork County Council, ESB Networks Ltd, Eir, Youghal Chamber of Tourism & Development

9(iii). Street Furniture

New street furniture should have the minimum reasonable perceived street presence or level of obtrusiveness, whilst still achieving its intended purpose. Street furniture should be kept as simple as possible: the historic buildings are the focus and heritage of Youghal. Street furniture should not have decorative embellishments, which would both detract and distract from their surroundings. Broken bins should be replaced with 'heritage-themed' bins and any older bins phased out.

Partners: Cork County Council, Youghal Chamber of Tourism & Development, Tidy Towns Committee

9(iv). Enhancement of Medieval Laneways

The benefits of creating pedestrian priority space are evident in the surfacing renewal that has occurred on Church Lane. This is now a very pleasant pedestrian priority area albeit with a lower footfall than the Main Street. It offers an attractive escape from the traffic dominant Main Street and uses high quality surfacing materials. Further resurfacing and attention to medieval laneways will only serve to enhance the public realm experience of the pedestrian. These laneways include: Meat Shambles Lane, Barry's Lane and Fox's Lane.

Partners: Cork County Council, Office of Public Works, Youghal Chamber, Historic Towns Committee

9(v). Lighting

The undertaking of an audit is required on all forms of street lighting and floodlighting throughout the town. Generally, lighting should be subtle and simple, and should not detract from the character of the spaces in which it is situated – particularly when adjacent to, or lighting up, historic landmark buildings, or more generally on the Main Street or in Market Square. Once the audit is completed and reviewed an opportunity exists to engage a lighting designer and commission detailed proposals for floodlighting landmark buildings (and other lighting design, where required).

Partners: Cork County Council, Youghal Chamber of Tourism & Development, Electric Ireland, SECAD

9(vi). Coach Parking

While parking is a major issue for Youghal it remains somewhat outside the remit of this plan. A limited amount of drop-off coach parking currently exists on Market Place and Fair Field Car Park. However, coaches parking for extended periods of time detract from the waterfront and should park in alternative locations. A coach park was created in 2017, on Raheen Road, providing visitor access to the Town Walls, St. Mary's Collegiate Church (The Raleigh Quarter). This Coach Park requires further enhancement and visitor orientation.

Partners: Cork County Council, Youghal Chamber of Tourism & Development

9(vii). Supporting Implementation of 'Smarter Travel' (Cork County Council's Strategic Report 2014)

As the town is lacking in any significant centralised car free public space, credence must be given to supporting the roll out of Youghal Walking and Cycling Strategy Infrastructure Recommendations. These include specific references to: street resurfacing, widening of footpaths, provision of cycle lanes, cycle tracks and mixed streets.

Partners: Cork County Council, Youghal Cycling Club, Youghal Chamber, Local Communities

9(ix). Retail Initiatives

Retail vacancy in the town generally remains above the national average, with evidence of long term and persistent vacancy on the South Main Street. This represents a major challenge considering this street is a focal entrance to the town with a number of premises boarded up. This plan sets out a number of retail initiatives to address the issues:

- Design of 'shop local' paper bags with Youghal branding;
- Develop an online voucher system similar to that in Letterkenny: eg: www.shoplk.ie
- Engage Retail Excellence Ireland to mentor/monitor businesses with aim of maximising shop fronts and retail interior layouts. Aim also to improve skill set of retailers;
- Engage Local Enterprise Office to further develop the 'Beacon Initiative' which was completed successfully in Youghal by over 15 businesses in 2013.

Partners: Cork County Council, Retail Excellence Ireland, Youghal Chamber of Tourism & Development, Local Enterprise Office

HERITAGE TOURISM DEVELOPMENT

The following are a series of proposals aimed at enhancing Youghal's built and natural heritage (tangible) but also the emotive, intangible aspects of Youghal which deserve attention.

1. Cultural Heritage

1(i). Animation – Bringing Heritage to Life

With the roll-out of Fáilte Ireland's **Ireland's Ancient East Experience** experience brand, it is imperative that Youghal engages fully with its key target market the **culturally curious**. In a similar manner to the 'Sharing our Stories' initiative of the Viking Triangle in Waterford or how the Cobh Animation Team has brought the Cobh Maritime story to life, this plan recommends a similar approach. Animated tours of Youghal's Heritage Trail and the revitalised **Raleigh Quarter** of the town will allow visitors to interact with heritage and learn about history by bringing great local stories to life. Using larger than life local characters and famous local events, this development will gradually enhance the visitor's experience of Youghal by bringing Irish heritage and culture to life, both inside the visitor attractions, and in the key public spaces of Youghal.

Another proposal would see *Ceolta Sí* (one of Comhaltas Eochail's performing groups) interpret and narrate presentations with musical interludes to enhance the visitors and locals experience at a number of the accessible built heritage sites throughout the town.

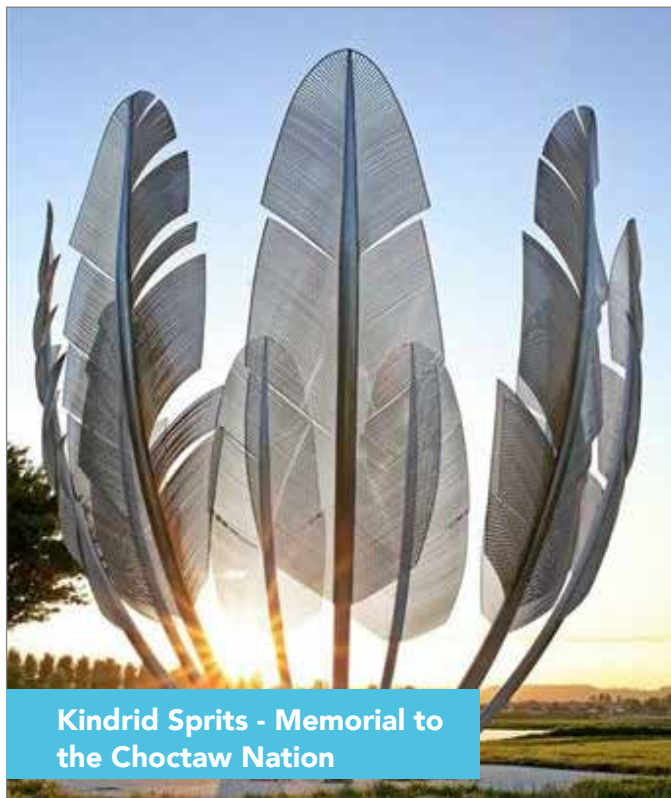
Partners: Cork County Council, Fáilte Ireland, Ceolta Sí, Private Enterprise, Youghal 4 All

Culturally Curious is a consumer segment derived following a global segmentation study by Fáilte Ireland in 2014. The Culturally Curious market is independent thinkers with a craving for culture and history. The age group for this demographic is 40+



The Cobh Animation Group

SELECTION OF PUBLIC ART WORKS LOCATED IN MIDLETON, CO. CORK



Kindrid Sprits - Memorial to the Choctaw Nation



The Gooses Acre



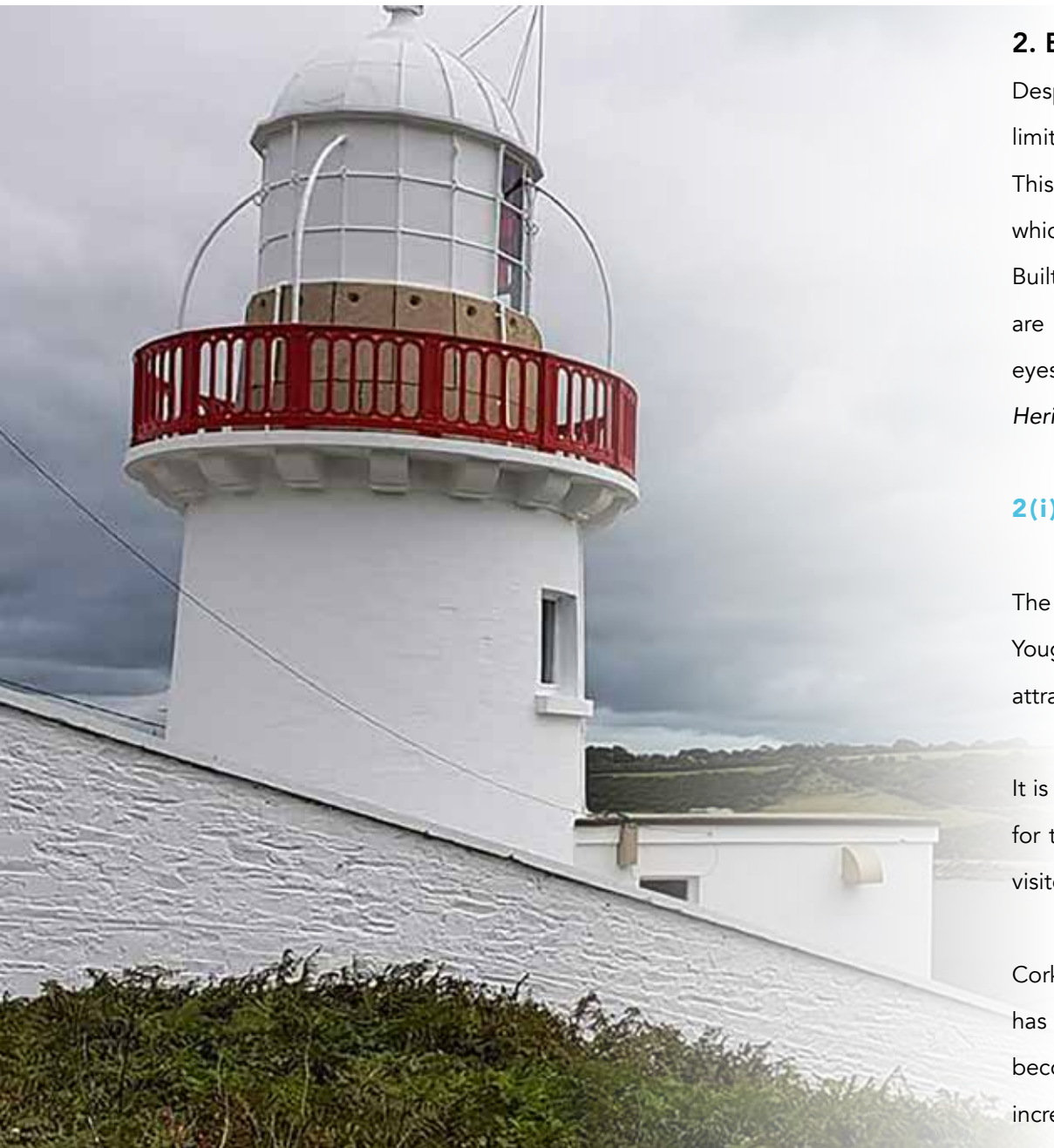
The Nellie Cashman

1(i). Public Art

Eye-catching and appropriate public art has the capacity to invigorate and give meaning to a place through physical expression, artistic vision and craftsman's skill. This plan proposes a piece of public art be commissioned for various locations throughout the town. Proposals include a piece to recognise the contribution the filming of 'Moby Dick' had in the town. Other options include a piece located in the **Raleigh Quarter** of, possibly, Raleigh himself; designs for which already exist, or Sir Richard Boyle along the proposed (in this plan) 'Earl's Walk' at a notable point in the town centre.

The works might say something about Youghal's history, future, or perhaps say something more subtle, or simply add life or humour. Different artists should be commissioned to work on each location to encourage variety.

Partners: Cork County Council, Fáilte Ireland, SECAD, Youghal 4 All



2. Built Heritage

Despite having an internationally recognised built heritage, Youghal provides limited public access to the many built heritage sites throughout the town. This plan recommends developing a number of key access sites in a manner which will get to the ‘heart of the story’ in Youghal, and communicate that story. Built heritage attractions stimulate people’s imaginations and holiday makers are attracted to built heritage sites that have a level of significance in their eyes (source: *Fáilte Ireland: A Tourism Toolkit for Developing Ireland’s Built Heritage*).

2(i). Establish Youghal Light House and surrounding grounds as a Visitor Amenity

The overall objective of this project is to provide visitor accessibility to one of Youghal’s most iconic sites, and develop a significant addition to the suite of attractions for tourists to the town of Youghal

It is expected that Youghal Lighthouse and its site will be a wonderful amenity for the local community will also attract additional, higher spending overseas visitors to the region who are attracted to the Ireland’s Ancient East story.

Cork County Council alongside Youghal Socio-Economic Development Group has a clear vision for Youghal, and seeks to further enhance it’s offering to become a ‘destination’ for visitors, increasing the dwell time and therefore increasing the economic spin off to the local community.



Partners: Cork County Council, YSEDG, Department of Rural & Community Development

2(ii). Develop Gaol Steps as a Walking Route

Now that Youghal Clock Gate Tower is a fully functioning tourist attraction, it is appropriate and necessary to enhance the amenity of the Public Realm that surrounds it. The walkway uphill to the west of the tower is The Gaol Steps, which leads away towards the Town Walls. When viewed from the tower, it is unsightly and its improvement is an opportunity through sympathetic landscaping, pause points with benches together with appropriate signage, to enhance the vista back towards the tower and the town.

Partners: YSEDG, Cork County Council, Department of Arts, Heritage, Regional, Rural & Gaeltacht Affairs, Fáilte Ireland, SECAD, YSEDG, Youghal Chamber of Tourism & Development, Heritage Council of Ireland

2(iii). Provision of Increased Access to Historic Homes in Private Ownership

Youghal is home to a number of properties in private ownership which are not only hugely historically significant, but they are also important assets to local communities which can help to drive tourism and economic activity.

November 2015 saw the launch of an 'Action Plan' for Historic Houses by the Dept. of Culture, Heritage & The Gaeltacht which will see a number of incentives rolled out to support historic houses and secure their viability into the future. These include:

The development of an Historic House-Living Museum programme, for private houses open to the public to help attract more visitors and tell the stories of these houses

- The development of a specific visitor promotional programme
- The establishment of a building conservation advisory service for owners of historic houses, to help advise them on the maintenance and upkeep of their properties
- A review, in collaboration with the Department of Finance, of Section 482 of the Taxes Consolidated Act 1997

The Action Plan also focuses on ways to strengthen links with local communities and local authorities; the development of visitor programmes; boosting

marketing and tourism opportunities and improving links between historic houses and the educational sector. A key component of the Action Plan includes Fáilte Ireland liaising with the Irish Historic Houses Association (IHHA) and agreeing a methodology that will allow historic house owners to receive guests and visitors in a way that does not compromise the authenticity of the houses concerned.

The YOUGHAL - A Heritage-led Vision for the Next Decade Plan proposes Cork County Council engages with the owners of these properties, and works in partnership on the above 'Action Plan for Historic Houses'. The aim will be to provide increased public access, (even if on a limited basis) to the properties.

Partners: Cork County Council, Fáilte Ireland, Department of Culture, Heritage & The Gaeltacht, Various Private Property Owners, South & East Cork Area Development (SECAD)

a) Myrtle Grove;

Myrtle Grove is most famous for being the home of Sir Walter Raleigh when he was in Youghal in the late 1580s. Some sources suggest that he may have built the house. However, it is equally possible that at its core is an earlier house of the fifteenth century, which was part of the College of Youghal. Whatever its origins, Myrtle Grove is a unique architectural gem which inside is still timber panelled like it would have been in Sir Walter's era, and is made striking by tall chimneys on the rear that were added in later times.

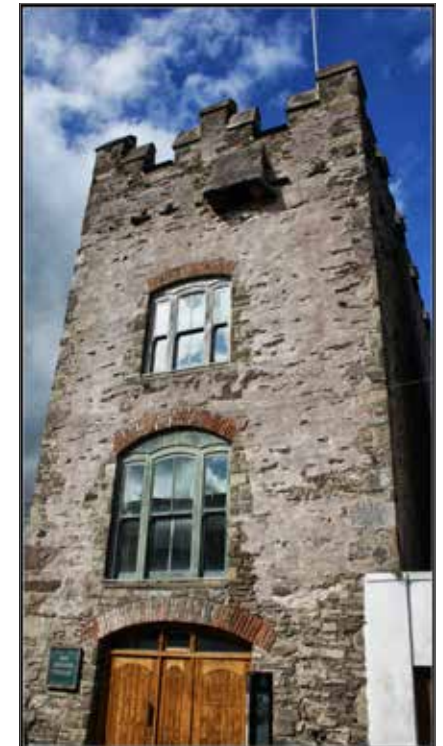
Myrtle Grove, Youghal - 2016



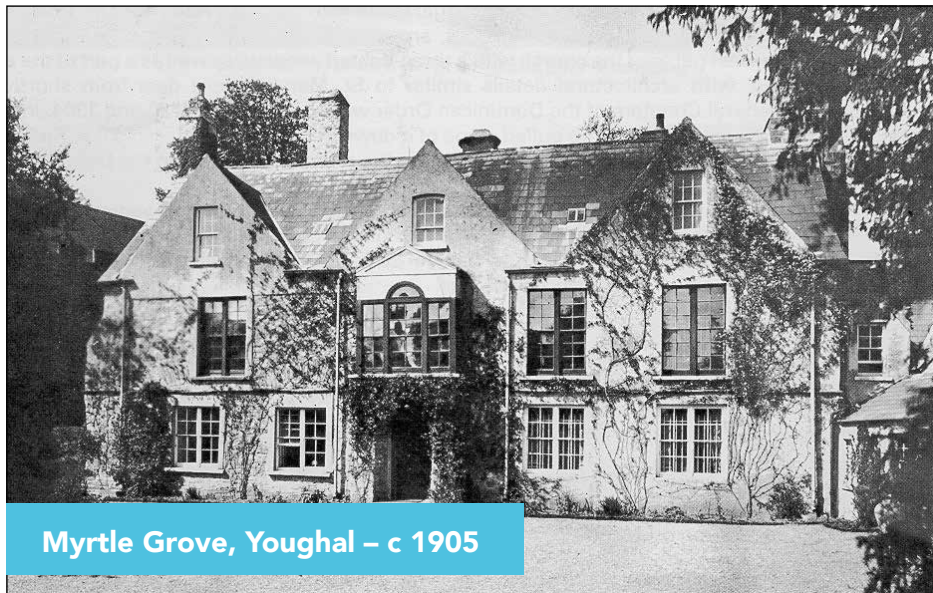
Efforts should also be explored in re-opening negotiations with the private owners of Myrtle Grove. As is set out in the 'Youghal Tourism Product Audit 2015', author Dr. Angela Wright informs us that *"Following conversations with representatives of the present owners, this author has determined that constructive goodwill exists on their part with regard to the future of this iconic building, its gardens, and stables. It must be reiterated, however, that Myrtle Grove is a private home, thus requiring a high level of sensitivity in any discussion or negotiation concerning its potential development as a pivotal tourist attraction for Youghal and Ireland"*

b) Tynte's Castle

Tynte's Castle is a late fifteenth Century urban tower house. It is the only remaining example of several urban tower houses that were formally to be found in Youghal, County Cork, Ireland. It has always been the intention of the McCarthy Family to restore the building to its former glory and in recent years the family have undertaken to open the building to the public for various events and festivals.



Tynes Castle, Youghal



Myrtle Grove, Youghal – c 1905



c) The Red House

The Red House is a rare example of an early 18th-century brick built townhouse. It was built for the Uniacke family, a merchant family in Youghal, and was completed in 1703. The building is a hugely impressive example of Dutch domestic architecture of the baroque William and Mary style. Currently in the ownership of the Keane family, the house has enormous potential to a worldwide niche following of rare architecture styles.

2(iv). Review and up-date of Youghal Town Walls Conservation & Management Plan 2008

The conservation and management plan for Youghal's Town Walls was completed in 2008. This has been the template upon which a series of annual restoration works on the walls has been delivered, through conservation best practice, with funding from the Heritage Council of Ireland. Considering the level of works undertaken, this plan recommends a review is undertaken of the plan and if necessary undertake a revision/update of its actions and policies. It is essential that Cork County Council continue its investment in Youghal's Town Walls. They are an exemplar, being amongst the longest and most impressive in the country; and are a hugely significant resource for the town. They can, like the reopened Clock Gate, form a key 'hook' in the **Ireland's Ancient East** initiative for the region.

Partners: Cork County Council, the Heritage Council of Ireland, Irish Walled Towns Network (IWTN)

2(v). Strategy for St. Mary's Collegiate Church & Raleigh Quarter.

The development of an interpretive strategy for St. Mary's Collegiate Church & Raleigh Quarter will identify further opportunity in an area that is very current in the approach to accessing our built and cultural heritage, thereby adding greater value to the document. A well-developed interpretative element, taking into account the unique physical aspects, stories and features of Youghal's Town Walls, will give a 'road map' for the management of same. The physical integrity of the walls has largely been secured for now, albeit more works are required and continual maintenance is essential. The Town Walls are central to the historic walking trails around the historic core of medieval Youghal, and important events such as the highly successful, family-orientated annual 'Medieval Festival' are directly linked to the walls as an amenity, as the event takes places within the curtilage of the walls, in the College Gardens. It is intended that the new interpretational element of the plan will build on this success.

There are opportunities to identify and develop stories and events associated with the history and defence of Youghal, and incorporate findings from the physical improvement works carried out, which would be of interest to the visitors to the Town Walls. These could possibly include the interpretation of a series of small stories, matched with tangible physical elements, such as the early 17th century mayoral date-plaques that were found in the parapet wall of

the wall-walk of the town wall as it wraps around the medieval parish church of St. Mary's.

Partners: Cork County Council, The Heritage Council/Irish Walled Towns Network, Fáilte Ireland , SECAD, YSEDG



The Boyle Chapel, St. Mary's Collegiate Church, Youghal

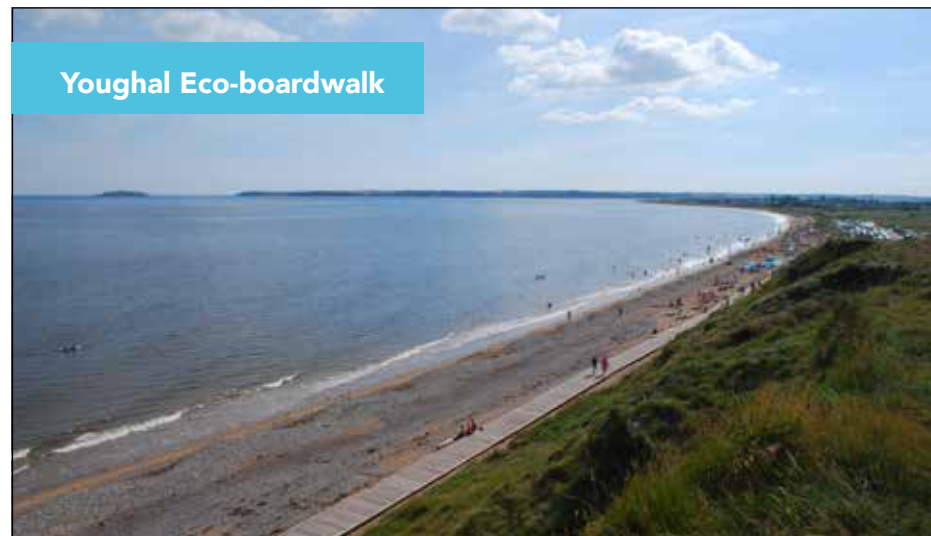
3. Natural Heritage

3(i). Development of Phase 2 Youghal Eco-Boardwalk

The roll out of Phase 1 of the Youghal Eco-Boardwalk from the Front Strand to Claycastle by Cork County Council, with funding from *Fáilte Ireland*, has proved a major success; through the enhancement of access and the amenity of the natural heritage of Youghal, for both the local community and visitors to the town. It is imperative that Cork County Council, therefore, pursues the delivery of Phase 2 of the project to connect with Redbarn, the Quality Hotel and Self Catering Apartments, in order to fully maximise the true potential of Youghal's natural tourism assets for the economic benefit of business in Youghal. This would create a continual pedestrian link from the historic town centre to the beach front; opening up this as major route for recreational walking.

Once complete the route will span nearly 2 km, eventually forming part of the National Coastal Walking Route. Phase 2 of the route is the most ecologically sensitive and challenging in terms of access; however an ecological impact assessment and the appropriate assessment screening on this section of the proposed walkway were completed in 2013. Renewed commitments from *Fáilte Ireland* to deliver on the completion of the project must be sought alongside Cork County Council, as well as land acquisition from adjoining land owners on the route.

Partners: Cork County Council, Fáilte Ireland, Adjoining Land Owners



3(ii). Greenway Project

Cork County Council has been pursuing the Greenways project which will see the development of the Midleton to Youghal Railway line as a walking and cycling route tentatively known as 'My' Greenway (Midleton - Youghal). This plan supports the work undertaken to date and proposes that a deeper exploration of opportunities be developed, either by the private sector or in a partnership approach to fully maximise the potential of the route. With wildlife issues around the 'red hen harrier' not posing any significant problems, this project, along with the completion of the Youghal Eco-Boardwalk has the potential to see Youghal become synonymous with, and a market leader, in Eco-Tourism for the region.

3(iii). Old Railway Station Building/Grounds

This Plan proposes to undertake a feasibility study, with public consultation, to determine the effectiveness and viability of redeveloping the old Youghal Railway Station House and grounds. Proposals should be explored with regard to its provision as an amenity area with car parking, tea rooms and a photographic display of the railway in use. It will be imperative that Cork County Council officials liaise with Irish Rail to further this proposal, seeking agreement in principle of the transfer of infrastructure.

Partners: Cork County Council, Private Enterprise, Department of Transport, Tourism & Sport, Irish Rail



Old Youghal to Midleton Railway route

3(iv). Development of an 'Estuary Walkway'

The area known locally as 'Slob Bank' is ideal for development and enhancement as a waterfront walkway and wildlife sanctuary. The area is grossly underutilised by both locals and visitors. It would provide a wonderful addition to the eastern side of the Town as a designated walkway. The walkway is popular with anglers which could also facilitate many types of marine activities such as angling competitions. The area is home to a huge range of wildlife which is little known to most people. **This plan proposes:**

- Improved accessibility, information signs and a promotion of the walkway which will increase usage and raise awareness of natural heritage
- Build on the 'Wildlife Wonders' of Youghal Trail by Youghal Tidy Towns Committee.

Partners: Cork County Council, SECAD, Local Community including Youghal Tidy Towns Committee

3(v). Marina Development

The development of a marina is a project which has been muted for many years for Youghal. This plan proposes supporting the key recommendation of the *Youghal Tourism Product Audit* (2015) which set out the urgent need to develop marina facilities in the area. This Plan recommends on establishing a steering committee of key stakeholders to further develop the project, to include local elected members of Cork County Council, key officials in relevant departments along with local stakeholders in Youghal Sailing Club who are



The "Slob Bank" Youghal

looking to advance the project at a community level. The importance of a Marina to Youghal is recognised in Cork County Council's Development Plan.

Initial undertakings should include:

- Assimilating all previous feasibility studies, reports, pre-planning assessments that have been already commissioned;
- Decision taken on best location, taking all factors into account.

Partners: Cork County Council, Dept. of Agriculture, Food & The Marine, Youghal Sailing Club

3(vi). All Weather Boating Trips on River Blackwater

An opportunity exists to develop an all-tide and weather boat trip, capable of regular and reliable trips up the river Blackwater. This is a project which could be developed through a public/private partnership. In order to advance the project this plan proposes the following to be undertaken:

- Direct contact made with existing providers in Lower Cork Harbour;
- Seek expressions of interest informing that opportunity exists;
- Discuss the proposal with Cork County Council Tourism Department.

Partners: Cork County Council, Waterford County Council, Private/Public Partnership

DESTINATION AWARENESS

Marketing

Destination marketing involves identifying what exactly the destination has to offer (the product), who are the groups of people that have the time, money and desire to visit the destination (the target market) and what is the most appropriate medium to reach and persuade those people to visit the destination (marketing) (Buhalis, 2000; Lundburg, 1990). Marketing is a fundamental ingredient in the success of any destination (Prideaux & Cooper, 2002; Buhalis, 2000); yet marketing a destination is more complex than that of a traditional product or service as it incorporates a complex product offering delivered by a diverse range of tourism providers (O'Neill, 1998; Ritchie & Ritchie, 1998). A key finding from Youghal Tourism Product Audit (2015) found that Youghal had a lot to offer but it lacked a coordinated approach to telling people about it;

Youghal has it all!!.... but who knows about it? Marketing the town is a bigger challenge than anything else facing it".

In order to market Youghal's offering effectively, we must break this into three distinct areas;

1. Destination Assessment
2. Market Segmenting & Targeting
3. Marketing Communication

1. Destination Assessment:

A complete product audit was carried out in Youghal in 2015 by Dr Angela Wright. Although there were a number of strengths and weaknesses identified with the existing offering, for the purpose of this strategy document, we will examine specifically what Youghal has to offer so that an appropriate marketing plan can be developed. This is not a comprehensive list of everything on offer in Youghal, but encapsulates the main offerings in the destination. This assessment is broken into 4 subcategories:

- i. Tourist Activities
- ii. Entertainment
- iii. Festivals
- iv. Built Heritage

BEST PRACTICE CASE STUDY NO. 3

STAKEHOLDER COLLABORATION: York

There has been a host of studies in the academic literature examining partnerships, collaboration, cooperation and stakeholder engagement in destinations (Czernek, 2013; Presenza, Del Chiappa, & Sheehan, 2013; Beritelli, 2011; Naipaul, Wang, & Okumus, 2009). Embracing the views from a multitude of stakeholders at a destination level is fraught with complexity due to the fragmented nature of the industry (Baggio et al., 2010; d'Angella & Go, 2009; Lemmetyinen & Go, 2009), however, developing forums involving public participation has long since been recognised (Gunn, 1972).

One such town to embrace destination development from a multi-stakeholder perspective is York, in the north of England. Despite having a population of only 200,000, it manages to attract over 6.7 million visitors per year (VisitYork.org, 2016). Due to this level of visitors, there were many social problems in the 80s and 90s which impacted on the lives of the host population (Bahaire & Elliot-White, 2000). York has been extremely successful in developing a host of initiatives to embrace community participation in tourism destination development. This has mainly arose through the development of the York Tourism Forum in 1995 which is a partnership between of numerous public, private and community groups (Bahaire & Elliot-White, 2000).



1. (i) Activities

Youghal offers a comprehensive array of activities for visitors. These are as follows:

1. Youghal Clock Gate Tower A most unique building that holds many stories and told to you by the best storytellers you can find as they journey with you through life in Youghal under the watchful gaze of “The Clock”.
2. Youghal Beaches Stroll, swim, or surf along one of Youghal's beautiful beaches.
3. The Raleigh Quarter Step into a piece of Youghal's unique history, a visit to the Raleigh Quarter encompasses the national monument St.Mary's Collegiate Church (guided tours available), St. Mary's Graveyard Trail, a walk on the Historic Town Walls and a walk through the colourful beauty of the adjacent College Gardens.
4. Youghal Tourist Office & Heritage Centre: The knowledgeable and friendly staff provide visitors with information on places to go, things to do & see and where to stay in Youghal and surrounding area. The centre also hosts a very elegant retail section. The adjoining Heritage Centre exhibits artefacts, images and models, illustrating the history of Youghal, the historic figures that formed this history, and the way of life – making a nice little forerunner to a tour of Youghal Heritage Town.
5. Guided Tours of Youghal Heritage Town The Town Crier, in full livery, takes our visitor/s of a tour of Youghal Town, offering many interesting facts and stories.
6. Birdwatching Ballyvergan Marsh, The marsh is of particular importance as it is the largest freshwater coastal marsh in County Cork, and accommodates important plant and bird species. It is also the most extensive known-breeding site for reed warblers in Ireland. Ballyvergan Marsh forms part of the South & East Coast Bird Trail.
7. The Slob Bank & Foxhole All types of birds, ranging from Turnstones, Little Grebe, Ruff, Green Sandpiper and Kingfisher can be seen in this area of huge natural history. Ballyvergan Marsh, The Slob Bank & Foxhole form part of the South & East Cork Bird Trail.

1. (ii) Entertainment

Blackwater Cruises:	Cruise along the stunning Blackwater River with Captain Tony Gallagher on 'The Maeve' Blackwater Cruises set off from Youghal Harbour to the rear of Youghal Visitor Centre.
Perks Entertainment Centre:	Experience Youghal's Indoor Entertainment – one of Ireland's largest indoor funfair centres.
Aura Leisure Centre:	Work-out, relax or enjoy the fantastic facilities of with 25mtr. pool including slide and fun feature pool for kids.
Youghal's Greyhound Stadium.	Racing every Monday and Friday night. (Free admission in July & August)
Claycastle Pitch & Putt Club	Established in 1986 and the course is considered to be one of the finest but toughest in Ireland.
Youghal Golf Club	A challenging, scenic parkland course overlooking the Blackwater Estuary.

1. (iii) Festivals

Throughout the year, Youghal has an array of festivals on offer to attract visitors. This allows Youghal to attract visitors with a wide range of interests. These are as follows:

St Patricks Day	March 17th	Annual parade
The Donkey Derby	March	Fundraiser - proceeds to Queen of Sea Festival.
Youghal Classic Car & Bike Run	May – 2 day event	Classic Car event & Bike run

The Emer Casey Memorial 5K Run/Walk	Mid May	This sporting event is growing from strength to strength – attracting bigger numbers every year from athletic clubs & fun runners nationwide and overseas
Moby Dick Festival	June	A three day festival. Activities centre on family fun and the filming of Moby Dick in Youghal. Ideas such as 'Windmill Hill Ball Race' and live web link-ups with New Bedford, Massachusetts, USA for literary debates. Live entertainment and food market.
Queen of the Sea Festival	July	The major annual event for Youghal. A weekend of fun- packed free activities on land and sea, culminating in the crowning of the Queen of the Sea followed by spectacular pyrotechnics.
Food/Mackerel Festival	Mid August	Focusing on the town's natural amenities - fish (primarily mackerel) and local foods and offerings. Mackerel caught & cooked, free at Barry's Lane with Glamorous Granny Contest, live entertainment and family fun.
Youghal Vintage Family Fun Day	August (always Sunday)	Displays of vintage farm machinery. Family fun day. Location: Farrells, Summerfield Bar. Free entry. Donations in lieu of local charities.
Youghal Medieval Festival	End of August	This award winning event takes place at St. Mary's College Gardens within the 13th Century Town Walls to celebrate Youghal's unique history and heritage – bringing Youghal's history to life. This event has become a 'must- visit' for families of all ages.
Moby Dick Triathlon Youghal	September	In its infancy, the South Coast Triathlon Club is attracting significant interest and activity both locally and nationally.
Youghal Celebrates History	September	An annual history conference, organized by the voluntary group, Youghal Celebrates History, two days, with high quality speakers, field trips and activities relating to Youghal's heritage.
Halloween Festival Youghaloween Spooktacular	Halloween weekend	This event was devised to help promote Youghal during the off-peak season. This festival has earned a reputation for unique events not found anywhere else in Ireland e.g., Headless Horseman, An Bhean Uisce, Haunted Town Centre.
Christmas Festival	Christmas Period	Events during Christmas include: the Reverse Santa (i.e., donating presents to Santa who passes them onto Charity), Christmas Lantern Parade, Choir singing on streets, indoor and outdoor markets.
Christmas Lights	End of Nov	Santa visits the town on his horse drawn sleigh. This is followed by an afternoon of carol singing; street music, culminating in the Christmas light 'switch on' at Market Square.

1. (iv) Built Heritage

The town of Youghal possesses an internationally recognised built heritage, with twelve archaeological sites and monuments in state or local authority ownership, and fifty recorded monuments in the town development plan area. An Architectural Conservation Area has been established for the main and adjoining streets. Youghal is one of a national network of Walled Towns of Ireland. The built heritage is recognised in many reports as a significant asset and Youghal is designated as a heritage town by Fáilte Ireland, (Rapid Area Report, 2010). Unfortunately some of the built heritage offerings have limited and in some cases no public access. The built heritage attractions are as follows:

The Watergate	Youghal's Water Gate was built in the 13th century to provide access through the town walls to the docks. Also known as Cromwell's (outdoor) Arch, it was from here that Oliver Cromwell left Ireland in 1650.
Town Walls	The construction of Youghal's Town Walls can be dated to approximately 1250 AD. The first record of the walls is a charter of 1275, (outdoor) granted by King Edward 1, for their repair and extension. The walls were raised and repaired by Sir Richard Boyle in the 17th Century.
St. Mary's Collegiate Church (Public access)	St. Mary's Collegiate Church is built on the site of an earlier church, destroyed by storm in 1192. It is cruciform in shape consisting of an aisled nave, north and south transepts, a chancel and tower. The church was left almost in ruins following the Desmond Rebellion of 1579 and the chance.
Youghal Clock Gate Tower (Public access)	The Clock Gate was built on the site of Trinity Castle, part of the town's fortifications. The old Trinity Gate had separated the base town from the medieval town proper. The Clock Gate served the town as gaol and public gallows until 1837. It was a symbol of terror and tyranny for the countryside around. The Clock Gate Tower is now a fully functioning visitor attraction.
Tyntes Castle (Limited public access)	Tyntes Castle is the only surviving example of several urban tower houses that were once to be found in Youghal. It is a four storey rectangular tower with a 19th Century extension to the east. The Castle opens intermittently for special events and festivals throughout the year.
Boyles Almshouses (Limited public access)	Richard Boyle, 1st Earl of Cork, built this building, the oldest surviving alms house in Ireland, in 1643. It was built with the promise to provide alms for retired soldiers; the pledge was later extended to include their widows. In recent years alterations and modifications were made to the building, which now functions as homes for senior citizens.
The College (Limited public access)	Thomas Fitzgerald, Earl of Desmond, founded the College in 1464. It gained international fame; a papal Bull of Pope Innocent VIII refers to the College as University of the City of Youghal. In 1602, Sir Richard Boyle bought the college from Sir Walter Raleigh, and rebuilt the College and walled the gardens in 1641. Major rebuilding and renovation was carried out to create the 18th Century building that remains today, which now operates as a functioning business and enterprise centre.
Benedictine Priory of St. John's (Public access)	The present building at 56 North Main Street was identified as the site of the Benedictine Priory of St. John. The Benedictine Order had been established in Ireland by the 12th Century. The building now operates as a restaurant.

Red House (No public access)	The Red House is an impressive example of Dutch domestic architecture that was transported to Youghal by it's architect Leuventhen.
Myrtle Grove (No public access)	Myrtle Grove is a rare Irish example of an unfortified, late medieval Tudor style stone house. The building may be late 15th century and it's construction has been accredited to Sir Walter Raleigh. It is at Myrtle Grove that a panicked servant reputedly dowsed Raleigh in water while he was smoking the first tobacco in Ireland.

Dr. Wright in her Tourism Audit of 2015 concludes, Youghal has much to offer though its activities, entertainment, festivals, and built heritage offering. This comprehensive audit has provided the foundation to develop a marketing strategy to showcase and attract particular market segments.

MARKET SEGMENTATION & TARGETING:

To maximise the tourist potential of Youghal, it is necessary to provide or at least create the conditions where visitors can have the best experience possible for their stay in Youghal. The experience will range from the activities they participate in, the vibe and atmosphere of the places they will visit, the people they will interact with, the variety and quality of the food and drink they will consume and the feelings that all of this generates in them. It is essential to provide visitors with a range of well-presented buildings and public spaces, with good access and informative, but not overbearing tourist information and signage. In addition, key visitor attractions such as the Town Walls. St. Mary's Collegiate Church, the Clock Gate, etc., allowing pedestrian friendly movement, through a clean and tidy environment, is what is required for the historic core of Youghal. A similar standard of environment and offering is required for outside the historic core, such as the Strand; with an added need for more specialised facilities, such as welfare and changing areas for the beaches, and privately

operated amenities for water sports and marine leisure activities. Youghal has moved well along the path towards creating the conditions outlined above. This is particularly the case with improved accommodation options, variety of dining options, entertainment and socialising. However, there are still opportunities for enhancement.

Paramount to creating a successful visitor experience, is recognising who the visitor to Youghal is; or at least who should be targeted – our branding and marketing strategies. The most recent research into tourist visitor profiles to Ireland by Fáilte Ireland is based on a market segmentation approach.

Market Segmentation for Youghal

Segmentation is simply the grouping of people according to some criteria. In 2012 Fáilte Ireland undertook extensive research in the Great Britain market and once the model proved successful there, the idea of extending it to other markets was considered. Additional research in the US, Germany and France validated the segments and ascertained they applied globally. These countries deliver over 70% of Irish Tourism's international markets.

Segmentation Approach:

The approach taken by Fáilte Ireland in this instance was a ‘global segmentation’ one, different to those previously employed in Irish tourism. Focusing on motivation rather than needs, it delivered rich insights into potential visitors, enabling more targeted and efficient use of resources. Fáilte Ireland and Tourism Ireland subsequently prioritised three segments in the four main markets of GB, US, Germany and France. **These included the:**

Culturally Curious	Slightly older, independent minded, interested in places of historic and cultural interest.
Social Energisers	Young, looking for new and exciting experiences
Great Escapers:	Look to “get away from it all”, renew family bonds, spend time together in a beautiful place

This model was then applied to the domestic market, which prioritised:

Connected families	Families with young children. Core motivation to spend quality time together.
Footloose socialisers	Travel as groups of friends, shared experiences with those of same mind-set.
Indulgent Romantics	Couples seeking a romantic get-away, to reconnect in wonderful surroundings.

The most competitive destinations and businesses are the ones that understand who their best customers are, what their customers want to buy from them and how best to communicate with them. This plan therefore aims to use the information gathered by Fáilte Ireland in its segmentation strategy and identify the segments most relevant to Youghal and its heritage tourism products and

services. It is hoped this information will guide and inform sales and marketing efforts, along with product, service and experience development in Youghal. Having analysed various market segments, both global and domestic from a strategic perspective, this plan recommends that Youghal can drive accelerated growth from key overseas markets, where high value customers stay longer and spend more through the **culturally curious** market segment. In terms of the domestic market, the **connected families** segment most suits Youghal’s offering. However, a third key traditional target market for Youghal is the ‘day tripper’. Youghal’s visitor segments are detailed as follows:

1. Day Trippers

More and more Irish tourists are looking to get away on day trips to experience new places and to enjoy a range of activities. These can include a range of profiles including: young couples, families, groups of friends, and retired couples. For Youghal to engage and attract these various audiences, it is essential that the key activities and ‘things to do’ are positioned and showcased. As Youghal sits between the heavily populated Cork and Waterford cities, along with the adjoining hinterland, it is uniquely positioned to attract visitors on day trips. The Wild Atlantic Way and the emergence of Ireland’s Ancient East has brought renewed focus to the attractions in Ireland for domestic tourists. With this in mind Youghal must showcase the range of activities available for these various tourist groups. Perhaps, Youghal is seen as *just* a seaside town, therefore it is essential that the destination engages in much more meaningful marketing to highlight the range of activities on offer.

Day trips have the potential to bring much needed visitor numbers to the town which will be an important source of revenue to a host of tourism operators and stakeholders. With this in mind, a concerted effort will be made to attract day trip visitors through our digital marketing strategy and marketing management efforts which are discussed in more detail later.

2. Culturally Curious

Who are they? They choose their holiday carefully and are independent 'active sightseers' looking to visit new places. They want to 'do a place' and are unlikely to return for some time once they have visited it. They travel as couples or on their own and are usually aged 40 +. Biased towards females with a higher proportion of single adults and couples. They seek to 'broaden their minds'

What they want from a holiday? They want authentic and won't visit a place to 'follow the herd'. This is their own exploration and they want to discover everything themselves, looking for real insight. They like people to show an interest and educate them, to feel they've connected. They really appreciate personal tour guides.

Holiday Behaviour? Most likely to stay in a hotel, self-catering accommodation or a B&B so long as there is a lot to see. They usually choose somewhere with access to scenery and good walks. They are three times as likely to take a long break as average, but also take more short breaks as average.



Culturally Curious visit -
Blarney Castle, Co. Cork.

In terms of using the internet they are more likely to rely on 'search' rather than social media. They are also heavy users of newspapers and radio.

An examination of visitor profiles of potential tourists from various countries is presented in Appendix 5.

Opportunities for Youghal? The information provided in this overview of the **culturally curious** market provides a major opportunity for Youghal. In terms of needs and wants in a holiday, a number of Youghal's current offerings tick the required boxes. One of the 'bonuses' of being slightly 'off the beaten track' can now be seen as a positive. The following elements need to be promoted for this market segment:

- Youghal offers an authentic, quality experience in terms of walking tours of the town, St. Mary's Collegiate Church, the Town Walls and Youghal Clock Gate Tower. Many more opportunities are set out in the proposed actions in Section 7 of this plan.
- This group segment's accommodation requirements can be met in Youghal and the wider region. Relevant accommodation in the greater Youghal area includes: 45 B&B's, 10 Hotels and 157 self-catering units providing a total of 3,498 bed nights (as determined in the 2015 Youghal Tourism Product Audit, which was commissioned by the YSEDG and funded by **Fáilte Ireland**).



**Connected Family visit -
Cahir Castle**

3. Connected Families

Who are they? Connected families make up 23% of the domestic market, the single largest segment, and are usually relatively young families. Parents are in their 30's and early 40's and children are usually under 10 years of age. They look to spend quality time together, creating memories to last a lifetime. They devote a long period of time into finding all a destination has to offer, best places to stay, hidden gems that can be shared by adults and children together. They focus not on having a definite plan for each day but knowing that there is plenty they can do together as a family.

What they want from a holiday? They enjoy a holiday that offers a variety of things to do and see in a place that feels 'special', such as a petting farm, crab catching, a walk on the beach or nature trail, as long as they are doing it together they feel happy. The parents just want their kids to be happy. They are ultimately seeking to make special memories on which they can look back fondly over the months and years to come.

Holiday Behaviour? Connected families tend to plan and book their holiday 3-6 months in advance and do most of their booking online. Their stays last between 4-7 days in hotels or holiday homes. They rely heavily on online reviews social media and personal recommendations when making choice of accommodation. After they return home they are likely to post their experiences on social media and if positive earn the area/experience significant positive media attention.

Opportunities for Youghal? Youghal has a huge opportunity to attract significant numbers of the 'connected families' market. While to some extent this has been the 'traditional' market for Youghal's tourism product providers, with a carefully packaged and targeted message this market segment for Youghal has an opportunity to grow and develop through the following means:

- Enhancing Youghal's natural heritage including the beach, the Blackwater River, the Ballyvergan Marsh and Youghal's Eco-Boardwalk and making these assets 'fit for visitor use' are a prerequisite for attracting these young families to the area.
- Marketing Youghal as a touring base to reach other tourist locations of Ardmore, Lismore and further south to Fota Wildlife Park and The Jameson Experience in Midleton.
- Fully exploit Youghal's unique selling proposition which is its wealth of history and heritage, and the access provided to families (college gardens, heritage trail walks etc) to the maximum in all its marketing messages.

Connected Families: Visitor Profile:

The Family: Seán & Caroline are married with 3 children, Conor (10), Cathal (7) and Ella (5). Seán is 45 and Caroline is 42. They are busy professionals and when they go on holidays, they love having a great time by doing a variety of activities. The children are still young but energetic, so Seán & Caroline want to do some activities where the children can have a good time, but also want to do some less strenuous activities together. For them the holiday is an opportunity to create memories for them and their children by doing cool things and seeing new places.

Profession: Seán runs his own business, so has a hectic work schedule, and looks forward to getting away and spending quality time with his wife and children by doing various activities that the whole family can enjoy. For Seán, having quality time with his family, which involves having a fun time together and also being able to relax from the hectic nature of his business is the greatest appeal when choosing a domestic holiday destination.

Caroline is a primary school teacher, and looks forward to getting to spend time with her husband and children, so that they can do things together. Her idea of a great holiday involves activities, but really values the down time as well. Having a relaxing time is something she really looks forward to. Caroline is the one to do the research on where might be the best place to go on holiday. She likes to see what different places have to offer that provide a mix of activities and time to relax. She is continuously searching TripAdvisor and talking to her friends in work about where is the best place to go so that her kids have a fantastic time.

Target Marketing

For many tourism firms, participation in delivering a destination experience is no longer a peripheral or optional activity (Lemmetyinen & Go, 2009; Wang, 2008; Pike, 2005; 2004). The advantages of promoting a tourist experience at

a destination level by involving both public agencies and private enterprises in the planning, coordination and promotion of integrated product offerings has been widely acknowledged (Pike, 2008; Dredge, 2006b; Massey, 2003; Carlsen, 1999; Davidson & Maitland, 1997; Laws, 1995; Butler, 1980). However, creating the necessary inter-community, inter-firm and inter-agency collaboration at a destination level has proven to be a difficult task (Carlsen, 1999; Ritchie, 1999; Ritchie & Crouch, 1993). The fragmented nature of tourism stakeholders and the diversity in product offerings has meant that the level of coordination, communication and consensus building needed to control and deliver a rich combination of tourism service portfolios at a destination level has never materialised (Baggio et al., 2010a; Prideaux & Cooper, 2002; Edgell, 1990).

One of the key challenges facing Youghal therefore is to effectively coordinate the marketing efforts within the destination. To date, the marketing efforts have been largely disjointed and fragmented, with various individual operators, interested groups and associations, marketing the destination of Youghal independently of one another. The consequence has been weak market penetration.

Objective: To develop a co-ordinated marketing effort so that a harmonized voice is used to market the destination

1. Marketing Communication

Local Community Engagement Marketing

There is a lack of cooperation and coordination when marketing Youghal resulting in a fragmented market penetration and weak differentiation from other destinations. In this time of intense tourism competition between destinations at a county, regional, national and international level, it is imperative that there is a destination wide realisation that greater market penetration can only be achieved through leveraging and integrating marketing resources, efforts and expertise.

Critical to successfully marketing Youghal as a destination of choice to visitors, requires the support of the local community. There is a need for locals to 'Enjoy Youghal' and to develop a sense of place and civic pride in their destination. Marketing efforts must be directed at the local community of Youghal to educate them about all that Youghal has to offer, so they can not only truly appreciate and understand the area where they live, but that they can also act as brand ambassadors for their local community, by spreading the word to friends and family, acknowledging tourists and offering advice to visitors that they come across.

This plan proposes a series of targeted actions which will increase awareness and community participation in Tourism, Heritage and the Arts in Youghal, which requires initiation in conjunction with any internal marketing drives.

1(i). Pilot Local Community Heritage Projects:

Specifically create story boards of residents' history and lives as they relate to key public tourist sites e.g. gaol steps project, town walls, quays etc. Create 4 reliving our past story boards through oral histories, visual imagery and making them available at key tourist sites. This brings communities lived experiences to life and includes them in an interpretation of their heritage town.

Partners: Cork County Council, Youghal Residents Network/Cumann na Daoine

1(ii). Deliver a Local Training Initiative Focused on Tourism, Heritage and History

Host a local training initiative (LTI) funded by the ETB to build local capacity/awareness and with a view to new projects/products being delivered subsequently. The LTI can be delivered to 14 local participants, with a view to building skills and capacity which will relate to future job potential and opportunities, enhancement and appreciation of the local environment.

Partners: Cork County Council, Cumann na Daoine, ETB

1(iii). Execution of Community Art project

Invite the Crawford School of Art to place an artist in residence in Youghal to explore community arts projects as they relate to communities, heritage,

tourism and history. The Artist in Residence would be based in Youghal for 1 year with specific brief in place. It will provide supports to communities to provide their interpretations through visual arts projects.

Partners: Cork County Council, Cumann na Daoine, Crawford Art Gallery, Irish Walled Towns Network, YSEDG

1(iv). Development of 'Destination Day' – Internal Marketing with Internal Focus

This plan proposes developing a destination day to showcase the offering in Youghal to all stakeholder groups. There is a requirement to internally market the offering in Youghal to showcase the array of improvements in the town and also to develop a sense of pride. A Youghal tourism passport could be developed for children who can collect stickers at each location being showcased. This will be targeted at the local schools in particular. It is essential that all stakeholders are aware of the offering in Youghal. It is appropriate to target children to make this a family day out.

Partners: Cork County Council, YSEDG & Local Community

2. DESTINATION BRANDING

Many destinations attempt to create a destination brand (Hankinson, 2004; Gnoth, 2002; Prideaux & Cooper, 2002) which facilitates the development of a stronger relationship between the destination and the visitor by creating a value

proposition that incorporates functional, emotional or self-expressive benefits (San Martín & Rodríguez Del Bosque, 2008; Aaker, 1996). For Morrison and Anderson (2002: 17) destination branding can be defined as the “process used to develop a unique identity and personality that is different from all competing destinations”.

Youghal has already engaged in a new destination brand initiative in order to foster a more meaningful brand identity. Youghal has taken huge steps in regenerating itself over past 8-10 years which is not reflected in any one clear brand identity. Youghal's offering to holiday makers is significant and needs to be demonstrated. The focus here was therefore seeking to replicate the improved look and experience of Youghal as a destination for both domestic and overseas visitors through a new brand identity. Following our market segmentation strategy, this brand must appeal to 2 key markets of visitors; the domestic 'connected families' market and the overseas 'culturally curious' market. The key message is that Youghal is a coastal location for families, but it is more than just that. It is a quality destination with a depth of history and heritage.

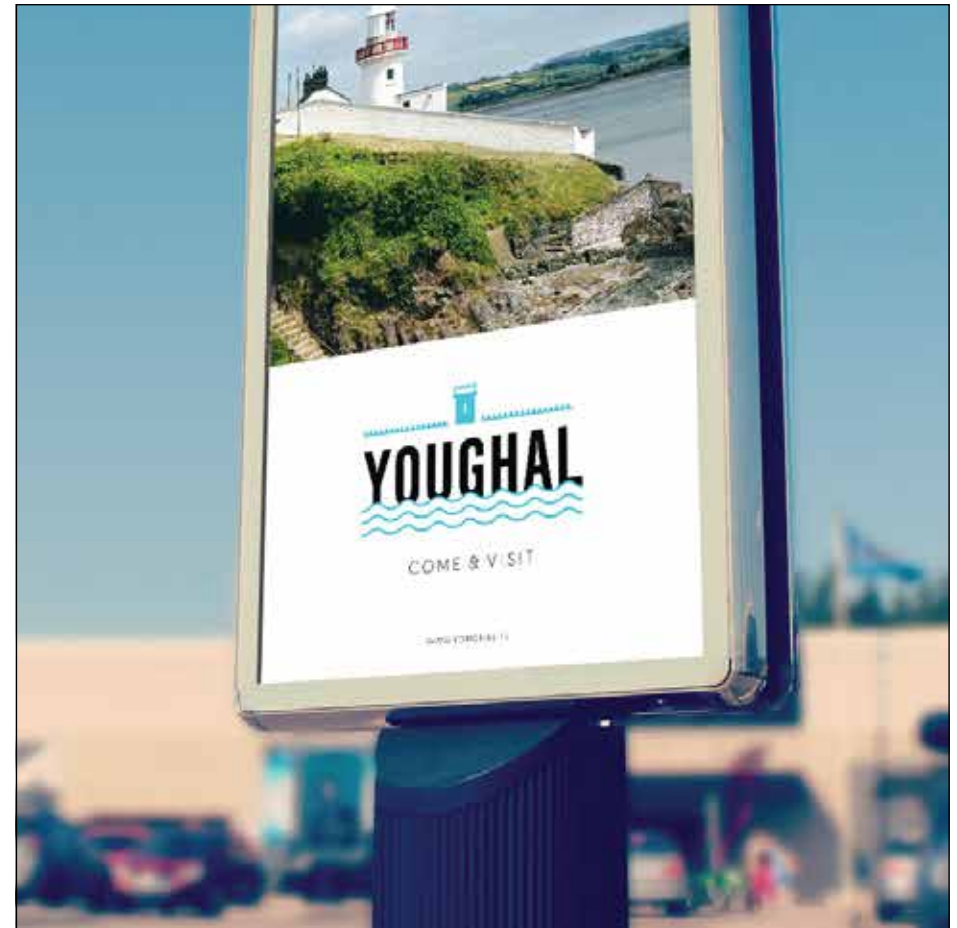
The following Figure depicts the new brand which is being used in Youghal

Next we can see instances of how this can be used to capture the essence of Youghal and have a brand identity that everyone on the destination can stand behind.

However, having a brand logo is not enough. The most successful tourism destinations have a simple brand story to tell about what is special and different



about their destination. It is not a comprehensive list of everything on offer but a narrative that captures the essence of the destination brand by focusing on what makes it distinctive from other competitive destinations. Currently Youghal does not have a brand identity that differentiates itself from other destinations





nor communicates the quality of the tourism product that is in the destination. Having a brand story highlights what is special about the destination based upon what customers really value about Youghal.

There exists a significant opportunity for Youghal to execute a destination brand identity and story that provides a shared sense of place and is a way for



stakeholders to 'sing from the same hymn sheet' by uniformly and consistently communicating a destination's unique identity and story to its visitors. Stakeholders can use the brand story for Youghal in part or whole, as part of their marketing communications. The brand story for Youghal must be realistic and the promise capable of being delivered.

CASE STUDY: KILLARNEY

Shared Destination Brand Story

People have been escaping to Killarney – in the ancient Kingdom of Kerry – for over 250 years.

They come for the legendary beauty: the lakes, waterfalls, mountain peaks and heart-stopping views. And they come for the craic agus ceol: the good times and the banter, the pubs, live music, and easy Irish charm.

Queen Victoria visited and fell in love with it. Poets and songwriters have waxed lyrical about it. It's known as the home of the traditional Irish welcome, because this is where Irish tourism began.

Beauty's home, Killarney (as the song goes) is in Ireland's first great National Park, where Na Crucha Dubha - the country's highest mountains - ring three gorgeous glacial lakes. Ireland's only herd of native red deer roam wild here in ancient woods of oak and yew. Rare white-tailed sea eagles drift overhead.

The town is on the north-east shore of the largest of the three Lakes of Killarney – Lough Leane, or Lake of Learning – where the medieval monks of Inisfallen recorded the earliest history of Ireland.

Killarney makes it easy to enjoy nature - to be as active or as laid-back as you choose. There are easy strolls and challenging hikes, trips and tours, bike hires

and boat rides. Traditional horse-drawn jaunting cars – with their drivers known as jarveys – waiting in the centre of town to take visitors into the National Park. You can take a jaunting car through the hauntingly beautiful mountain pass, the Gap of Dunloe. The boat trip across the three lakes is a magical experience.

Killarney is also a great base for exploring South West Ireland's three wild Atlantic peninsulas – Dingle, Beara and Iveragh – and the world-famous Ring of Kerry.

Back in town, the streets are a hive of activity, full of life ... Irish through and through. Everything's geared towards making sure you have a great time. No wonder, when you say Killarney to an Irish person, they'll start to smile ...

2(i). Development of a Destination Brand Story

This plan proposes developing a shared brand story for the destination. This can be achieved by examining the marketing material of destination stakeholders to ensure the brand story is being utilised.

Through stakeholder collaboration and engagement, it is realistic that this can be developed for the entire industry to utilise. There will be a requirement to consult with all industry stakeholders to develop a meaningful brand story that captures the essence of what Youghal has to offer.

Partners: Fáilte Ireland, Cork County Council, YSEDG, Youghal Chamber of Tourism & Development, Youghal 4 All + other tourism groups in local community

DIGITAL MARKETING & MARKETING MANAGEMENT

A significant challenge facing Youghal at this time is to ensure that visitors and prospective visitors can easily locate and find information about Youghal online. Visitors are increasingly using digital technologies to explore, investigate, purchase and share their travel experiences. Given that many destinations in Ireland have not fully embraced social media in their strategies, there is a significant opportunity for Youghal to use different digital marketing tools to service their customers and strengthen their competitive positioning over other destinations.

In the summer of 2018, research will be conducted to gain a better understanding of visitors through a survey, which will be posted online and promoted by the wider industry. The aim of the survey is to gain a better understanding of tourists in terms of the tourist experience, but also to examine their online behaviour. This data will be used to develop a digital marketing strategy which encompasses the numerous mechanisms to market Youghal online. It will also provide insight into the design and creation of content and setting tangible goals for the strategy which will include; increasing web traffic, increase in Facebook comments, likes and shares, increase in Twitter followers, and also to improve the reputation of Youghal by examining conversations online. Other tools such as Google Adplanner will be used to determine other websites where potential

visitors go to, and Google Alerts will also be used to run searches to see when Youghal is being mentioned online.

In September 2016 a new official website for Youghal was launched, which has a focus primarily on attracting our target markets of the connected families & the culturally curious. This is being driven by The YSEDG. Social media tools including Facebook, Twitter and more recently Instagram have been set up.

Marketing Youghal warrants constant attention is the management of the various marketing activities, otherwise resources will be wasted with limited or weak market penetration as the outcome. However, securing funding to market and promote Youghal as a tourism destination is a significant challenge, especially considering that there is currently no dedicated or full-time personnel whose responsibility is marketing. This requires the appointment of a 'Marketing Co-ordinator', who will be responsible for engaging in a more strategic approach to marketing the destination, who can engage with tourists and potential visitors to drive improvements in visitor numbers and revenues

The Marketing Co-ordinator will have a specific remit which will be to design a marketing and communications strategy for Youghal. The first part of this initiative will be to develop a centralised approach for marketing the destination. Digital media will be used to embrace content developed by industry as well as by visitors. In addition, a core focus will be to develop linkages with other destinations and attractions on Ireland's Ancient East, as well as leveraging

the close proximity of the Wild Atlantic Way. This action is aimed at increasing visitor numbers, and enhancing the visitor experience. In the current explosion of social media activity, brand co-creation has become synonymous with the tourism industry and more specifically with the visitor experience, as visitors chat online and share images and videos of their holiday experiences. The technology of Web 2.0, introduced about a decade ago (O'Reilly, 2005) has given more empowerment to the consumers as opposed to giving more control and authority to organisations (Fournier and Avery, 2011). This requires tourism destinations to take a more focussed approach to managing the online conversation about their respective destinations. In order to co-create value for a brand, tourism destination must utilise its marketing capabilities and resources so as to meet consumers' expectations, and engage with them through their involvements on social media (Muñiz Jr and Schau, 2011). In essence, this calls for a far more strategic approach to marketing Youghal with a Marketing Co-ordinator who can engage with tourists and potential visitors to drive improvements in visitor numbers and revenues.

Partners: Cork County Council, YSEDG, Tourism Bodies Locally

Appointment of Marketing Co-Ordinator

This plan therefore proposes the appointment of a marketing co-ordinator to develop and execute a marketing strategy, incorporating a digital marketing strategy. The Marketing Co-ordinator will have a specific remit which will be to design a marketing and communications strategy for Youghal. Key to

appointing this role will be securing funding for this position. However, SECAD through the Rural Development Fund will be a key target for this sustained funding.

Partners: Cork County Council, YSEDG, SECAD, Failte Ireland

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APPENDIX - Review of investing in heritage

A Heritage-Led Regeneration Strategy for Youghal 2005 - 2012

Review of Investing in Heritage – A Heritage-led Regeneration Strategy for Youghal 2005-2012

Detailed analysis and assessment of the issues facing Youghal have been carried out with the commissioning by Youghal Town Council of the 2005 Investing in Heritage – A Heritage-led Regeneration Strategy for Youghal 2005-2012 document, and a follow-up in 2008 with the Youghal Historic Port Public Realm Plan. Both of these recent studies remain relevant and contain an accurate assessment, along the lines of a SWOT analysis, of the various issues, challenges and opportunities that Youghal faced at the time of assessment, and which remain today in these economically constrained times.

The commissioning of the studies must be seen as being part of the strategic thinking that has taken place in Youghal over the past decade and these are amongst a number of important heritage initiatives, such as:

- Establishment in 2005 of the Heritage Municipal Policy Committee
- Acquired ownership of the important St. Mary's College and Gardens

- Became guardian to the medieval parish church, St. Mary's Collegiate Church
- Developed an Enterprise Centre in the west wing of the College, reusing this heritage building to encourage small local business, whilst ensuring its long term future.
- Set-up the Youghal Socio-Economic Development Group (YSEDG) as an umbrella organisation that uses various state and semi-state agency resources to promote sustainable development in Youghal, particularly the areas of heritage, tourism and enterprise development.

Here follows a synopsis and analysis of the regeneration strategy and the public realm plan, with a view to the issues raised as pointers in HTI framework consultation document.

Existing Policies

Investing in Heritage – A Heritage-led Regeneration Strategy for Youghal 2005-2012

In 2005 Youghal Town Council commissioned Investing in Heritage – A Heritage-led Regeneration Strategy for Youghal 2005-2012. This strategy document

was the first of its kind for a medium sized town in Ireland. The concept of the heritage of an area being of economic benefit, and the enhancement of it as a driver of regeneration and sustainable development has been tried and proven to work. The strategy first examined the current state of historic core and concluded the following issues in addressing regeneration in Youghal:

- Lack of business (retail) confidence in the town centre
- Loss of the grocery trade from the town centre
- High level of vacant retail space
- Stunted growth of tourism, particularly marine tourism
- Lack of awareness of catalytic potential of heritage resources in attracting inward investment
- Poor condition of sections of town walls and 5½% of Protected Structures are buildings at risk.
- Dilution of the quality, character and distinctiveness of the historic built environment
- Poor quality of above-shop residential accommodation
- Lack of public access to important heritage sites
- Poor visitor permeability between the three main precincts of the historic centre (waterfront, main street, medieval church)

To address these issues, recommendations were made for improvements to the public realm; parking; access to the historic buildings; conservation of historic shop fronts; removal of derelict sites; encouraging living above the shops, thereby increasing residential numbers in the historic core; redefinition of the

role of the historic core; reduce shop vacancy; enhance the conservation and presentation of Protected Structures, perhaps with financial incentives.

To achieve the recommendation a total of fifteen (15) 'Flagship Projects', spread across twenty-three (23) actions, based on the seven following themes was proposed:

- Theme 1 Housing
- Theme 2 Conservation
- Theme 3 Tourism
- Theme 4 Education / Awareness
- Theme 5 Waterfront
- Theme 6 Public realm
- Theme 7 Access to heritage

The following table puts forward the twenty-three flagship projects/actions that were put forward:

Table A: Flagship Projects

NO.	PROJECT TITLE	DETAILS	PARTNERS
1.	Housing Living over the shop	Undertake two adaptations of upper floor spaces above shop premises to a high standard of living accommodation to demonstrate the quality of living space that is possible within the historic core.	Youghal Town Council; Private owners; Chamber of Tourism and Commerce.
2.	Conservation/Training (1) Restoration of the courthouse	Undertaking the restoration of the courthouse as a key restoration project in the town. This will provide a focus for the Market Square area which it is currently lacking. It will demonstrate that public buildings such as this are important contributors to the quality of the public realm.	Youghal Town Council; Department of Justice (Courts Service); Heritage Council.
3.	Conservation/Training (2) Town Walls	Engagement of a stone mason, possibly accompanied by a training scheme, to continue conservation work on the surviving stretches of the town wall.	Youghal Town Council; FÁS; Heritage Council.
4.	Conservation/Training (3)	Conservation work on the gardens and graveyard of St. Mary's.	Youghal Town Council.
5.	Conservation (4)	A number of support mechanisms should be investigated which could assist the owners of Protected Structures, e.g. part-waiving of rates or development fees.	Youghal Town Council

NO.	PROJECT TITLE	DETAILS	PARTNERS
6.	Conservation (5)	Undertake an audit of conservation/traditional buildings skills within the town.	FÁS; Youghal Town Council
7.	Tourism (1) Co-ordinated marketing programme for tourist attractions in Youghal	Such a marketing programme would comprise, inter alia, an information booklet containing details of Youghal's tourist attractions, accommodation providers, restaurants and craft producers.	Youghal Town Council; Chamber of Tourism and Commerce; Fáilte Ireland; Crafts Council of Ireland; Private businesses.
8.	Tourism (2) Pilot eco-labelling scheme for hotels and other accommodation	Develop an environmental management scheme for hotels and other accommodation providers in association with Fáilte Ireland. Compliance with the criteria of the scheme would result in the awarding of an eco-label for the establishment.	Youghal Town Council; Fáilte Ireland; Cork/Kerry Tourism; Chamber of Tourism and Commerce; Private businesses.
9.	Tourism (3) Provision of high quality hostel accommodation	Hostel accommodation is the one type of tourism accommodation that is absent in Youghal and, as a result, the town may be missing out on the type of visitor (e.g. backpackers) who may favour this form of accommodation.	Private businesses; Youghal Chamber of Tourism and Commerce.
10.	Conservation/ Awareness Irish Historic Towns Atlas for Youghal	That work on the production of the Irish Historic Towns Atlas for Youghal, which has commenced with the assistance of the Royal Irish Academy, should be prioritised.	Royal Irish Academy; Heritage Council; Fáilte Ireland.
11.	Education/Awareness(1) 'Heritage in Schools' Programme	Devise a number of 'Heritage in Schools' days in primary schools in Youghal through the INTO and Heritage Council 'Heritage in Schools' Programme.	Primary schools

NO.	PROJECT TITLE	DETAILS	PARTNERS
12.	Education/Awareness(2) Transition year heritage projects	That secondary schools in Youghal, particularly Transition Year students, be encouraged to undertake a number of heritage projects centred around the Youghal Regeneration Project.	Secondary schools
13.	Education/Awareness (3) Booklet and poster on Youghal's shop fronts	Publish a booklet and accompanying poster on the rich diversity of Youghal's shop fronts. The booklet will include guidelines on the conservation, repair, maintenance and replacement of shop fronts.	Youghal Town Council; Chamber of Tourism and Commerce; Heritage Council
14.	Waterfront (1) Development o f a marina	That Youghal Town Council will facilitate the development of a marina along the waterfront.	Youghal Town Council; private developers.
15.	Waterfront (2) Phased reduction of parking from the waterfront	Youghal Town Council will, over a period of two to three years, remove facilities for car parking along the waterfront. These areas will be developed for amenity purposes.	Youghal Town Council - Now Cork County Council
16.	Public realm (1) Improvement of Market Square	This will include raising the level of the road between The Quay's pub, the Youghal Visitor Centre and the Courthouse to the same level as the footpath and paving in an homogenous material to the footpath. This will result in the creation of a plaza area which can be closed off to traffic as necessary for public events. A small architectural competition could be held for the redesign of Market Square.	Youghal Town Council Now Cork County Council
17.	Public realm (2) Placing of overhead wires underground	A phased programme of removing poles and overhead wires and placing them underground within the historic centre should be put in place. Specifications should be prepared for any re-surfacing and re-paving schemes.	Youghal Town Council; Now Cork County Council ESB

NO.	PROJECT TITLE	DETAILS	PARTNERS
18.	Public realm (3) Re-paving of main street and footpath along North Main Street on a phased basis	Re-pave the street and footpaths along North Main Street in similar materials with appropriate street furniture such as bollards, lights and seating.	Youghal Town Council.
19.	Public realm (4) Improvements to linking lanes between North & South Main Streets and the waterfront area.	All of the narrow lanes, with the exception of that connecting Market Square with the clock tower, require environmental improvements such as re-paving, painting of buildings and opening of retail units / café's.	Youghal Town Council; Chamber of Tourism and Commerce; Private developers.
20.	Public realm (5) Public lighting	The large lamp poles should be removed from the historic centre of the town and replaced by smaller lamp stands, thereby restoring a more human scale to this area.	Youghal Town Council Now Cork County Council
21.	Public realm (6) Floodlighting scheme	A number of key public buildings and structures should be floodlit to draw attention to them (e.g. western stretch of town walls below Raheen Park, Clock Tower, Courthouse, St. Mary's Cathedral). Floodlighting also renders public places more attractive for walking at night-time.	Youghal Town Council now Cork County Council
22.	Access to heritage (1) Improved access (physical and interpretive) to key tourist sites	Provide improved access and interpretative signage at key sites, beginning with the town walls and the clock tower.	Youghal Town Council, now Cork County Council. Chamber of Tourism and Commerce;
23.	Access to heritage (2) Restoration of 17thcentury Boyle Garden	A second access point is the blocked doorway at the southern end of the Boyle Wall on Emmet Place. The possibility of restoring the part or entire garden in the manner in which it would have been laid out in Boyle's time should be explored.	Youghal Town Council; now Cork County Council. Chamber of Tourism and Commerce

Assessment of the Heritage-led Regeneration Strategy

in general terms the strategy has been executed and attention given to the vast majority of the themes. Unfortunately, an economic measure of its success is heavily skewed by the major economic downturn that has been experienced since late 2007. However, the issues raised remain valid in assessing the issues that Youghal faces, and several were taken further in the 2008 public realm plan. The following is a preliminary review of each of the 'flagship projects'/actions that were proposed in the strategy.

BEST PRACTICE CASE STUDY NO. 4

DESTINATION BRAND STORY: Killarney

Killarney has been the 'jewel' in Irish tourism for decades and is commonly referred to as a 'honeypot' destination. Despite its success, in 2012 there was a realisation that a compelling story depicting the main tourism offering available in Killarney needed to be developed. This would allow the tourism industry actors to communicate a high quality message to potential tourists.



Fáilte Ireland took a strategic approach by facilitating a shared story workshop with some of the most prominent tourism stakeholders in Killarney getting involved. The outcome of this process was the development of a shared story which provides industry with a central message which can be used on websites or on promotional material.



Although all participants involved in the workshop are aware of what Killarney has to offer, a compelling story that resonates with potential tourists had never before materialised. As Ireland's most iconic destination with a long history in tourism, it is interesting that this is the first time that destination actors have come together to develop a centralised message for visitors. The outcome of this process is a message that not only highlights the attractions and numerous tourism offerings; it also attempts to appeal to the five senses to create an emotive connection with visitors. Source: Murray (2013)



Table B: Preliminary Review of Flagship Projects

NO.	PROJECT TITLE	REMARKS
1.	Housing Living over the shop	This action was not implemented and the prospect of living over the shop is difficult in the current economic situation, with little take-up.
2.	Conservation/Training (1) Restoration of the courthouse	The courthouse restoration is in limbo, given the current economic situation. However, as part of new public realm works under the auspices of the Historic Towns Initiative, the area around the front of the courthouse and Market Square will be repaved.
3.	Conservation/Training (2) Town Walls	A total of 7 seasons of conservation works has now been carried out by Youghal Town Council - now Cork County Council on the Town Walls, following objectives in accordance with the Youghal Town Wall Conservation & Management Plan 2008.
4.	Conservation/Training (3)	Both locations are now in Council ownership/guardianship and correct maintenance is being carried out.
5.	Conservation (4)	This issue has been addressed by the Protected Structures grant scheme.
6.	Conservation (5)	This has not been implemented.
7.	Tourism (1) Co-ordinated marketing programme for tourist attractions in Youghal	Such a strategy has to a degree been implemented through the efforts of the Youghal Socio-Economic Development Group (YSEDG) and the Chamber of Tourism and Development. However, the YSEDG has gone through a diversification of it's role – with a key priority being the re-opening of the Youghal Clock Gate Tower as a tourist attraction. A dedicated marketing co-ordinator is urgently required for the town.

NO.	PROJECT TITLE	REMARKS
8.	Tourism (2) Pilot eco-labelling scheme for hotels and other accommodation	This has not been implemented.
9.	Conservation/ Awareness Irish Historic Towns Atlas for Youghal	Completed. The Irish Historic Towns Atlas for Youghal has been completed and was published in 2015.
10.	Education/Awareness(1) 'Heritage in Schools' Programme	Limited events in the school have taken place.
11.	Education/Awareness(2) Transition year heritage projects	Limited events in the school have taken place. Transition year students have, for a number of years, been taken on for work experience/placements in heritage practices in the town.
12.	Education/Awareness (3) Booklet and poster on Youghal's shopfronts	A large format A2 poster detailing the shop fronts of Youghal has been produced for sale and distribution by the Council.
13.	Waterfront (1) Development of a marina	A number of attempts have been made by private developers to create a marina; however none have come to fruition.
14.	Waterfront (2) Phased reduction of parking from the waterfront	Parking continues on the waterfront. However, as part of Public Realm works by Cork County Council, significant improvements have been made to Nealon's Quay Car Park. The introduction of the 'tulip umbrellas' (funding SECAD/ Youghal Chamber) has also made a significant impact on the aesthetics of the area.
15.	Public realm (1) Improvement of Market Square	A phased programme of pavement improvement works is being carried out here; with further works for around the courthouse.

NO.	PROJECT TITLE	REMARKS
16.	Public realm (2) Placing of overhead wires underground	This has been carried out as part of public realm improvement works at Mall Lane, Fox's Lane, Quay Street, Emmet Place and Church Street.
17.	Public realm (3) Re-paving of main street and footpath along North Main Street on a phased basis	Plans are in place to carry this out; particularly at the entrance to the historic town at the site of the North Gate, as devised in the Youghal Historic Port Public Realm Plan 2008.
18.	Public realm (4) Improvements to linking lanes between North & South Main Streets and the waterfront area	Substantial improvement has been achieved with the reappointment and repaving of Mall Lane, Fox's Lane, and Quay Street, which link South Main Street with the back street and the waterfront.
19.	Public realm (5) Public lighting	This has been implemented in locations where public realm improvement works have been carried out; such as Mall Lane, Fox's Lane, Quay Street, Emmet Place and Church Street.
20.	Public realm (6) Floodlighting scheme	Schemes for lighting various monuments have been explored, but none have been substantially implemented.
21.	Access to heritage (1) Improved access (physical and interpretive) to key tourist sites	Improved access to the Town Wall has been provided through improvement to the wall-walk along Raheen Road. General signage and information has improved with the distinctive heritage trail based on the triangular totem pole signs located around the town, particularly at all historic building and locations. Youghal Clock Gate Tower has, through Cork County Council, via Youghal Socio-Economic Development Group, opened as a signature tourist attraction.
22.	Access to heritage (2) Restoration of 17th century Boyle Garden	The second access point has been reappointed. Archaeological and geophysical survey of the lower terrace of the garden has taken place and the overall gardens are now open to the public.

Success for the strategy has been achieved on the public investment side by Youghal Town Council, subsequently Cork County Council. The value of heritage for regeneration and growth in Youghal has been recognised by the policies and actions of Youghal Town Council, now Cork County Council. Seven seasons of conservation works have been carried out on the town walls, following the commissioning of a conservation and management plan. Extensive public realm improvement works have been carried out at Church Street and Emmet Place, in the northwest corner of the historic core. This has greatly improved the presentation of these locations that give access to St. Mary's Collegiate Church, the College and its gardens. Overall access to the heritage of the town has been improved with the many heritage/tourist trails bearing detail and information signage having been added to the town infrastructure.

The strategy has been successful in increasing awareness of the heritage of the town among the inhabitants, commercial community and visitors alike (Ryan & Murray 2012). There has been a marked approach to heritage across all spheres of the community in Youghal, with increased 'buy in' to the relevance of heritage. Volunteerism has increased locally, with a strong Tidy Towns group and voluntary organisations such as Youghal4All adding to the altruistic spirit in hard times.

Through the auspices of the Youghal Municipal Heritage Committee and the Youghal Socio-Economic Development Group, an annual and very successful

family based Medieval Day is held in the College garden – the event attracts an average of 7,000 people per annum.

APPENDIX. – St. Mary's Collegiate Church

St. Mary's Collegiate Church – Youghal

In use for nearly 800 years, the impressive Collegiate Church of Saint Mary the Virgin, locally known as the Collegiate Church (Church of Ireland), is arguably the finest example a medieval Gothic church in County Cork. It is possibly the third church on this site, with a local historical tradition that an early monastic church was built here in the mid-fifth century by St Declan of Ardmore. Saint Mary's is the medieval parish church of the historic walled town of Youghal, and the second largest of its type in Ireland. It sits imposingly at the top of Church Street, just west of the town's medieval market place, in a pocket formed by the enclosing Town Wall to the northwest. From its thirteenth century foundation, Youghal became one of the most prosperous towns in Medieval Ireland, and the building of Saint Mary's in the fashionable Gothic style, through the support of its citizens, reflected the status of this new Anglo-Norman seaport town that had wide-ranging trade contacts across Europe.

The church is built to a mid-thirteenth century cruciform plan, and its setting is enhanced by a massive, its detached bell tower and its surrounding hillside graveyard. Walking around it, the Gothic church layout of a nave, chancel and transepts to the north and south can easily be seen. The broad west gable has a distinctive mid-thirteenth century Gothic, tall triple-lancet window with pointed arches. The window has two robust, simple, vertical mullions forming the lancets

and a simple protective hood mounding above, with weathered, carved human heads as stops. The west door is slightly off-centre, and decorated with two orders to the sides that reduce inwards and the distinctly Irish Gothic style of roll-and-fillet carved, stone hood-moulding above. The later, fifteenth century Gothic chancel is very ornate, the great east window being an excellent example of the style known as curvilinear tracery. It is also a good example of the Gothic builder's use of the buttress, in this case fancy ones that are stepped setback from the corners of east gable, to give support to the east wall into which the window is built. The top of the gable is decorated with a row of stones that are carved to imitate foliage. The chancel is also lit by windows in the side walls, arranged in double-lancets and triple-lancets that copy the earlier ones of the north and south transepts. These decorative elements contrast with the semi-military appearance of the battlement parapet walls above, a contradiction typical of some Irish Late Medieval churches.

This chancel was added by Thomas Fitzgerald, eighth Earl of Desmond, when he founded the nearby College of Youghal in 1464, with Saint Mary's as its collegiate church. This college of singing priests was religious rather than educational and needed a larger chancel for singing, so a new chancel was built in place of the smaller, earlier one. Damaged during the Second Desmond Rebellion (1579-83), it remained roofless until repaired in the mid-nineteenth

century. An interesting discovery made during the renovations was the small circular holes, to be seen high in the walls above the choir stalls. These housed ceramic vases that amplified the singing, something unique in Ireland.

The nave is aisled and divided into five bays by the pillars of the nave arcade, maximising the space available for worship by the townspeople. The robust square, chamfered pillars, with medieval mason's marks, rise to pointed Gothic arches supporting the roof. Personnel marks were carved on the dressed stone by the mason's as a quality control mark for their work. The exposed oak timbers of the scissors braced truss roof are original and one of the oldest roofs in Ireland.

A rare seventeenth century sword rest, of the Mayor and Corporation of Youghal, hangs on a pillar of the south arcade, reinforcing the churches link with the secular urban community who underwrote its upkeep. There are many tombs, grave ledger-stones and wall plaques that commemorate the tradition, popular since medieval times, of burial inside the nave of members of the community, particularly those who could afford to pay for the privilege. Archaeological excavations carried out for Cork County Council in the aisle in 2014 uncovered four hidden burial vaults beneath the floor, including a burial place of the Fitzgeralds of nearby Dromana, a branch family of the Earls of Desmond.

The South Transept is dominated by the rare and magnificent burial monument of the successful Elizabethan Adventurer Richard Boyle, first Earl of Cork (1560

-1643). Originally endowed as the thirteenth century chantry chapel of Richard Barrett and Ellis Barry, Boyle built his monument and a simpler memorial to Barrett and Barry to associate himself with the founders. With this he was able to add an air of authenticity to his 'new money' pedigree.

APPENDIX. – Enhancement Projects

(I) TOWN ENHANCEMENT PROJECTS:

VISITOR ORIENTATION - PHYSICAL

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	PARTNERS	STATUS
1. N25 Approach Road Signage	Requirement to upgrade/replace main TII signage from approach roads on N25 Cork & Waterford Routes. Current offering not reflective of town offering.	Any new signage will incorporate new logo/ brand story for Youghal	It is very appropriate that signage be reviewed and updated, with quality imagery, reflecting town's competitive advantage and heritage offering. It is a key opportunity to attract visitors from such a high volume route.	With the merger of the National Roads Authority (NRA) with the Railway Procurement Agency (RPA) to form Transport Infrastructure Ireland (TII) this is a key opportunity to work with a new agency on advancing this action. However until formal approaches are made by local authority a definable outcome cannot be discerned.	2018	Cork County Council Waterford County Council Transport Infrastructure Ireland YSEDG	Not commenced
2. Upgrade of Approach Road to Youghal (R634) from Waterford Direction	Requirement to undertake works to update route from Rhinecrew Roundabout to Breton Road	A design plan for the route exists (developed by Youghal Town Council in 2009). It sets out areas for redevelopment including series of potted plants, road improvements, widening of footpaths and appropriate signage.	This is an area of the town which has been neglected for many years. With dated signage etc the entire stretch of road sets a negative perception of the town on approach.	A design plan for the route was developed by Youghal Town Council in 2009. Therefore this initiative can be reviewed and driven forward with relevant bodies, without having to start from scratch.	TBA	Waterford County Council Cork County Council SECAD	Not commenced.

3. Directional/ Interpretive/ Orientation Signage	<p>Requirement to undertake an audit of ALL signage on entering and throughout town and follow up with removal of obsolete and derelict signage</p> <p>Consider appointing signage design consultant to oversee requirements for signage which will incorporate new Youghal Brand identity but also tie in with existing heritage signage</p>	<p>Improved visitor orientation will result from the actions taken.</p>	<p>With the elongated nature of the town, signage will always play a major role in creating a positive visitor experience.</p> <p>It is essential and appropriate that any new signage ties in conjunction with existing heritage signage.</p>	<p>Immediate actions will have to be undertaken with the audit of signage. This can be undertaken 'in-house' by Cork County Council and at a local level.</p> <p>This is a project that requires careful deliberation and will be rolled out over a medium to long term period.</p>	2018	<p>Cork County Council</p> <p>The Heritage Council of Ireland</p> <p>SECAD</p> <p>Failte Ireland</p>	Not commenced
4. Casual/ Temporary Signage	<p>Removal of casual signage throughout town centre and approach roads and provide 'heritage-themed' notice boards at various key locations throughout the town where A3 posters on events can be placed</p>	<p>By providing event organisers with an alternative location in which to promote events this will dissuade the practice.</p> <p>The removal of these unsightly signs will impact extremely positively on the public realm.</p>	<p>It has become common practice for event organisers and commercial operators to put up casual signage in an effort to promote events.</p>	<p>With stakeholder 'buy-in' this is a very realistic goal which could be managed by the main tourism representative body in the town; Youghal Chamber of Tourism & Development.</p>	2018	<p>Cork County Council</p> <p>Youghal Chamber of Tourism & Development</p> <p>Event Organisers</p> <p>Youghal Tidy Towns Group</p>	Work in progress

5. Maps/ Digital Tools	<p>With the development of the A3, 3D visitor orientation map ensure distribution to all channels including tourist information offices and hospitality outlets in the region.</p> <p>Development of a simple audio guide system for visitors. Considerations should include the "In Hand Audio Guide" system.</p>	The Map should improve visitor orientation	<p>The main distributor for the tear-off map will be the Tourist Office</p> <p>Our key target market is becoming continually tech savvy: therefore appropriate to meet needs and expectations</p>	<p>It is realistic that the action can be achieved.</p> <p>It is realistic to expect this to be developed and rolled out in 2018/19</p>	<p>2017 / 2018</p> <p>Depending on funding, the project to be rolled out in 2018/2019</p>	<p>Cork County Council</p> <p>YSEDG</p> <p>Irish Walled Towns Network/ Heritage Council of Ireland</p> <p>Youghal Chamber/Tourist Office</p>	Not yet commenced
6. Tourist Train	Develop a 'tourist train' to service and connect key attractions within the town.	<p>It is vital that a study be undertaken on the feasibility of the proposal in advance.</p> <p>Once considered feasible, a business plan developed with realistic targets set out which can be then measured.</p>	Due to the long and linear layout of the town, a tourist train (similar to that recently launched in Cobh and Galway) would enhance visitor orientation	This is a proposition which could be explored and developed in a public private partnership as has been done in Cobh, and rolled out initially on a seasonal basis.	2019 / 20	<p>Cork County Council</p> <p>LEO</p> <p>SECAD</p> <p>Failte Ireland</p> <p>Private Investor</p>	Not yet commenced

(I) TOWN ENHANCEMENT PROJECTS:

Visitor Orientation – Conceptual: Designation of Historic Precincts

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	PARTNERS	STATUS
7 (i) The Raleigh Quarter	Develop a management & tourism strategy to fully exploit the opportunities presented under the Ireland's Ancient East strategy of Failte Ireland.	This strategy will give impetus, direction and structure to develop a distinct and authentic tourism product in the Raleigh Quarter	Considerable investment has taken place over the past 10 years, into capital works to the area, but now focus needs to be placed onto marketing the site to visitors.	This plan and roll-out of the plan is achievable as structures currently exist which will enable the tourism offering to grow, but in a structured and defined manner.	2019 - 2020	Cork County Council Heritage Council of Ireland Failte Ireland Select Vestry	Not yet commenced
7 (ii) .The Maritime Quarter	Consider Cork Co.Co. owned buildings as suitable locations to house a Maritime Museum Develop a maritime structure to commemorate the filing of "Moby Dick	The success of this concept can be measured in the amount of publicity generated on the concept, increased footfall to the area resulting in an economic boost to the town.	An opportunity exists to tell Youghal's extensive 'maritime heritage' story through a series of tangible exhibits, public realm enhancements and interpretive centre Maritime facilities will also make provision for visitors to dwell in the area and fully appreciate Youghal's maritime heritage.	Each of these proposals can be developed on a project by project basis by liaising with relevant bodies and sharing the vision set out.	2018- 2020	Local stakeholders (Youghal 4 All, Youghal Chamber of Tourism & Development) Cork County Council Failte Ireland	Work in progress

7 (iii) The 'Earl's Walk'	<p>Develop a 'notional walk' by Sir Richard Boyle through the Medieval Town Centre.</p> <p>Combine with a 'virtual element' which could target both the culturally curious and connected family market segments with an original and unique concept using latest technological advances.</p>	The success of this concept can be measured in the amount of publicity generated on the concept, increased footfall to town centre; resulting in an economic boost to the town.	Youghal needs a key, unique 'hook' which would be a major driver of footfall to the town centre, and upon which a true revival can be built. The authors of this plan believe this concept, further developed, using latest technology can be that driver.	<p>With appropriate stakeholder 'buy-in' to the concept, this concept and action can be delivered.</p> <p>The concept is based on a character that had a major influence on life in Youghal and future generations. Combining this concept with the use of technology this action can realistically be developed.</p>	2019/20	<p>Cork County Council</p> <p>Failte Ireland Ireland's Ancient East</p> <p>Local Stakeholders</p>	Not commenced
7 (iv) The Arts Quarter	<p>Creation of a cultural and heritage exhibition in a space within the 'Quarter' (South Main Street through to Clockgate Tower)</p> <p>Develop brand identity to tie in with other historic precincts</p> <p>- Create series of 'event calendars' displayed in 'heritage-styled' notice boards.-</p>	Visual enhancement together with footfall will provide a measurement of the success/otherwise of the action.	It is certainly appropriate that this area of the town centre is focused upon, considering its history of dereliction and poor retail offering.	This project has already received impetus with the reopening of The Regal Cinema on Friar Street.	2018-2020	<p>Cork County Council</p> <p>Youghal Chamber of Tourism & Development</p> <p>Arts Community locally</p>	Not commenced

(I) TOWN ENHANCEMENT PROJECTS:

Tackling Dereliction:

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	PARTNERS	STATUS
8 (i) Identification of derelict sites	Identification and prioritisation of all derelict sites throughout the town and their current status.	This action will be deemed a success with the production of an up-to-date list of derelict sites which can be easily updated.	It is timely and appropriate that this list be compiled in order to fully understand and appreciate a major issue affecting Youghal's town centre.	This is a very achievable action which can be undertaken 'in-house' by Cork County Council staff.	2018	Cork County Council NAMA Banks Property Owners Youghal Chamber	Work in progress
8 (ii) Creation of Artistic Tourist Information Panels	Commission of a graphic artist to create a number of contemporary art scenes of some of Youghal's best known (and lesser) visitor attractions as well as natural heritage sites. -Images to be created on vinyl decals placed on illuminated boxes to be installed in windows of derelict buildings.	This is innovative and one way of providing a short to medium term 'easy-fix' which would instantaneously give a lift to the main street.	The tourist information panels could be moved depending on need. The artwork itself will provide information on opening times and directions – in particular to The Raleigh Quarter which is often deemed too 'off the beaten track' to be found.	The co-operation of business owners will be required to facilitate this initiative. It is an unobtrusive method which will detract from some of the worst eyesore buildings throughout the town.	2018 / 19	Cork County Council NAMA Banks Property Owners Youghal Chamber	Not commenced

8 (iii) Heritage-Themed Shop Front Templates	<p>Incentivise shop owners to use a heritage-style shop front sign and remove any neon signage</p> <p>Cork County Council to offer 50% matched funding towards improved signs.</p>	<p>This project was piloted in 2015 with a very poor uptake.</p> <p>With a more aggressive approach undertaken in publicising the scheme, to include</p> <p>a list of local approved suppliers this proposal can make a very noticeable impact on the townscape.</p>	<p>Good quality shop fronts have always been a notable part of Youghal's Built Heritage and attractiveness.</p> <p>Due to the downturn in the economy shop owners turned to cheaper, inappropriate alternatives.</p> <p>'Buy-in' is required by the individual to deliver on this scheme. This can be achieved by appropriate 'packaging', giving 'best practice' examples etc, and setting out benefits to individuals, and local community.</p>	<p>Significant improvement can be achieved in the Architectural Conservation Area (ACA) , re-enforcing that Youghal is indeed a 'Heritage-Town' of substance and value.</p>	2017 / 2020	<p>Cork County Council</p> <p>Youghal Chamber of Tourism & Development</p> <p>Individual Shop Owners</p> <p>Local Tradespersons</p>	Ongoing
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8 (iv). Heritage Painting Scheme	<p>Incentivise shop owners in all areas of the town to paint their properties in a colour chosen from a 'heritage-palette' of colours.</p> <p>- Cork County Council to offer 50% matched funding towards paint and labour.</p> <p>-The plan also proposes developing a "Shop Front of The Year" award to encourage participation, with a prize-giving ceremony and the winning shop front promoted as providing exemplar best practice.</p>	<p>This scheme was first introduced in 2012 with great success.</p> <p>It was a scheme that was admired and introduced by many other heritage towns across the country, as seen as a very inexpensive means of giving the town a facelift.</p> <p>Challenge is to re-invigorate shop owners, produce a 'package' similar to that listed above for signage scheme and aim to create similar impact as in 2012.</p>	<p>This scheme received significant positive aesthetic results when first introduced in 2012.</p> <p>It has been proved and aim is to achieve these results once again.</p>	<p>This is a very realistic and relatively inexpensive scheme to roll-out as has been evidenced in the 2012 success and relative success of the 2015 scheme.</p>	2017 / 2020	<p>Cork County Council</p> <p>Youghal Chamber of Tourism & Development</p> <p>Individual Shop Owners</p> <p>Local Tradespersons</p>	Work in progress
9 (i) Repaving works to the area known as Barry's Lane	<p>1. The removal of the red-brick effect pavers and their replacement with limestone pavers and cobble setts.</p> <p>2. Improved surface drainage and a new combined sewer service to run along the length of the street</p>	<p>Works will significantly improve the overall aesthetics of a central, historic area of the town centre.</p>	<p>The improvement is designed within the parameters and principals of the Youghal Town Public Realm Plan (2008)</p>	<p>With funding secured from appropriate sources, this project can be delivered</p>	Over a 6 month period 2018.	<p>Cork County Council.</p> <p>Historic Towns Initiative.</p>	<p>Designs completed, Ministerial Consent granted for this project</p>

9 (ii) Treatment of Overhead Cabling	<p>Extend policy of placing overhead cabling (electricity, telecommunications) underground for North and South Main Streets.</p> <p>Once cabling is placed underground, existing timber telegraph poles and obsolete street lighting poles should be removed.</p>	<p>This policy was adopted in the re-surfacing works of the Church Street/Emmet Place area with a hugely pleasing aesthetic effect. If this were to be enacted for Main Street it would be certain to provide a similar visual transformation.</p>	<p>It is appropriate to adopt this policy on overhead cabling as this was set out in the 2008 Public Realm Plan for the town.</p> <p>Electricity, telecommunications and other service providers should be consulted on their requirements for relocation of overhead lines to below ground.</p>	<p>The costs involved in the undergrounding of overhead cables are huge but a strategic approach could be taken to the gradual removal of cables in the historic core town centre first.</p>	2018 - next decade	<p>Electric Ireland</p> <p>Eir</p> <p>Cork County Council</p> <p>Office of Public Works</p> <p>Youghal Chamber of Tourism & Development</p>	Not commenced
9 (iii) Street Furniture	<p>Introduce simple street furniture, without decorative embellishments</p> <p>Replace broken bins with 'heritage-themed' bins and phase out any older bins.</p>	<p>This street furniture should have the minimum reasonable perceived street presence or level of obtrusiveness while still achieving its purpose.</p>	<p>Due to the elongated nature of the town street furniture – i.e: seating is appropriate.</p>	<p>This is an action which can be achieved taking into consideration appropriate design and positioning through the town.</p>	2018 / 2020	<p>Cork County Council</p> <p>Youghal Chamber of Tourism & Development</p> <p>Tidy Towns Committee</p>	Not commenced

9 (iv) Enhancement of Medieval Laneways	<p>Creation of pedestrian priority spaces on Medieval Laneways including:</p> <p>Meat Shambles Lane, Barry's Lane, Fox's Lane similar in character to what has been achieved on Church Street.</p>	<p>Church Street which has undergone enhancement is now a very pleasant pedestrian priority area, making these laneways safe and attractive.</p> <p>Where individual opportunities arise, shops or other buildings adjacent to existing laneways should be encouraged to open up onto those laneways to increase activity and interaction with the laneway.</p>	<p>Many of Youghal's Laneways are long overdue resurfacing and attention which will only serve to enhance the public realm experience of the pedestrian.</p>	<p>This is an achievable action with funding ring fenced from the Town Development Fund over the life of the plan.</p>	2018/ next decade	<p>Cork County Council</p> <p>Office of Public Works</p> <p>Youghal Chamber of Tourism & Development.</p> <p>Heritage Towns Initiative</p>	Work in Progress
9 (v) Lighting	<p>Undertake an audit of all forms of street lighting and floodlighting throughout the town.</p> <p>Once completed engage a lighting designer and commission detailed proposals for floodlighting landmark buildings (and other lighting design, where required).</p>	<p>Any new floodlights will only be successful if sensitive to their setting and luminaries should generally be hidden from view. If they are visible, they should be as subtle and simple as possible.</p>	<p>Lighting should have consistency throughout the town, so that particular types of street, building or other features are treated in a similar way.</p>	<p>An approach which is consistent and professional, working alongside a designer which is sensitive to the needs of a 'heritage-town' should be viewed as providing a realistic proposal for Youghal in terms of lighting and looked upon favourably by funding bodies.</p>	2018-2020	<p>Cork County Council</p> <p>Electric Ireland</p> <p>SECAD</p>	Not commenced

9 (vi) Coach Parking	Enhancement of Coach Parking facilities at Raheen Road	The use by Coach Tours of the newly developed coach parks will be easily measured, facilitating increased coach business to the town	<p>The only other designated coach parking areas are at the Waterfront (by Tourist Office) and Fair Field Car Park.</p> <p>It is prudent that other options be explored as coaches parking for extended periods of time (in particular at the waterfront) detract from the waterfront vista.</p>	<p>Enhancement of the Raheen Road car park particularly realistic as it has already been initiated in the 2008 Youghal Town Walls Conservation & Management Plan as a potential coach park.</p> <p>It is also very timely as Cork County Council continues to market and develop The Raleigh Quarter as a tourism destination in Ireland's Ancient East.</p>	Mid 2018	Cork County Council Youghal Chamber of Tourism & Development	Work in progress
9 (vii). Support Implementation of 'Smarter Travel Strategic Report' (Cork County Council's Strategic Report 2014)	<p>Support initiative with particular reference to:</p> <p>Street resurfacing.</p> <p>Widening of footpaths.</p> <p>Provision of cycle lanes.</p> <p>Cycle tracks.</p> <p>Mixed streets .</p>	<p>Cork County Council to undertake survey to garner feedback from cyclists, pedestrians and impacts on traders in the town.</p> <p>Only completed however after a qualified period of introduction of cycle lanes/tracks. Suitable adjustments made to take findings into account.</p>	Appropriate as town is lacking in any significant centralised car free public space	<p>As this is a strategic report of Cork County Council and was developed following a significant level of consultation undertaken. It is realistic therefore to expect once appropriate funding is secured these initiatives will be rolled out by Cork County Council</p>	2018 / 2020	Cork County Council Youghal Cycling Club Youghal Chamber of Tourism & Development/ Youghal Traders Local Community	Not commenced

9 (viii). Retail Initiatives	<p>Design of 'shop local' paper bags with new Youghal branding.</p> <p>Develop an online voucher similar to that in Letterkenny e.g.: www.shoplk.ie</p> <p>Engage with Retail Excellence Ireland to mentor/monitor businesses with aim of maximising shop fronts and retail interior layouts while improving skill set of retailers</p> <p>Engage Local Enterprise Office to further develop the 'Beacon Initiative' (or similar style project) which was completed successfully in Youghal by over 15 businesses in 2013.</p>	<p>Each initiative should be reviewed on an individual basis to estimate it's value to the local economy.</p> <p>Retail Excellence Ireland will offer means of measuring impacts of mentoring as will Local Enterprise Office on Beacon Initiative.</p>	<p>With retail vacancies in the town above the national average it is one of the key weakness of the town and due attention and collaboration with all stakeholders is required to rectify situation.</p>	<p>Each of the listed measures is achievable given Youghal's above average vacancy rating.</p>	2018-2020	<p>Cork County Council</p> <p>Youghal Chamber of Tourism & Development</p> <p>LEO</p> <p>Retail Excellence Ireland</p>	Work in progress
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(II) HERITAGE TOURISM DEVELOPMENT:

Cultural Heritage

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	PARTNERS	STATUS
1 (i) Animation – Bringing Heritage to Life	Undertake review into current format of guided tours of the town. Review should incorporate an emphasis on timing, style of delivery etc Consider Undertaking animated tours of Youghal Town – with ‘larger than life’ characters representing key historical figures in Youghal’s history to engage with visitors	This success of this action will be measured against numbers captured by Youghal Chamber of Tourism & Development and detailed in the ‘Youghal Tourism Audit 2014’.	Visitors want more than to be ‘lectured to’. At the heart of Ireland’s Ancient East is the ability to tell a story and fully engage with an audience. It is appropriate then that a review of HOW tours are conducted and the style and format be considered with the aim of attracting tour operator business.	This is an action which could be initiated throughout the 2018/19 season. By asking visitors to complete a simple survey, data can be gathered on what would be suit the format of tours going forward. The review could then be completed in the off-season, with ‘packaging’, training and marketing undertaken for the season ahead.	Review and rolled out for 2018/19 season	Youghal Chamber of Tourism & Development Youghal 4 All Private Operators Cork County Council Fáilte Ireland	Not commenced
1 (ii) Public Art	Commission pieces of public art for key locations around the town centre. This will also form part of the identification of ‘precincts’ throughout the town.	Establishing a public “buy-in” before commission of public art will ensure acceptance and satisfaction among the local community. Pieces that are vandal proof and representative of Youghal will stand the test of time.	Public Art and sculpture are viewed as the nexus for gathering. They are free, and open to everyone to enjoy. It will serve to further improve the aesthetics of the public realm.	The commissioning of public art is expensive and this plan proposed it be undertaken on a phased basis.	2018 to next decade	Cork County Council Failte Ireland. SECAD	Work in progress

(II) HERITAGE TOURISM DEVELOPMENT:

Built Heritage

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	PARTNERS	STATUS
2 (i) Develop Youghal Lighthouse as a Visitor Amenity	<p>Create a development plan for the site which will integrate archaeological and architectural expertise as well as interpretation. Plan to include works such as:</p> <p>New wrought iron entrance gates.</p> <p>Upgrade existing fencing between the lighthouse and the adjacent,</p> <p>Construct viewing balcony in front of the lighthouse which would allow for panoramic views of the harbour.</p> <p>Re-develop the hard stand area within the site to create a 'courtyard' around the Lighthouse.</p>	<p>This project will be measured on the number of amenities and attractions visitors engage with on their visit to Youghal.</p>	<p>This project has already been identified as a good 'fit' under the Town & Village Renewal Scheme of the Dept. Of Arts, Heritage, Regional, Rural and Gaeltacht Affairs for 2017/18</p>	<p>Under the terms of the Town & Village Renewal Scheme, this project will be completed in 2018. Further phases to the project may be developed in subsequent years.</p>	2018 / 2020	<p>Cork County Council, Dept Of Rural & Community Development, YSEDG</p>	On going

2 (ii) Develop Gaol Steps for Walking Route	<p>Improve public realm of walkway uphill to the west of the tower which lead to the town walls.</p> <p>Develop sympathetic landscaping, pause points, benches and appropriate signage which will enhance the vista back towards the tower and town.</p>	The current walkway is unsightly and works will produce an improved aesthetic experience for both residents in the area and the additional visitors the Clockgate Tower will attract.	Given that the Clockgate Tower will be a fully functioning visitor attraction it is appropriate and necessary to enhance the amenity of the public realm that surrounds it.	It is realistic to expect that once the Clockgate Tower is open focus will turn to the improving the public realm surrounding the area.	2018-2020	<p>Cork County Council</p> <p>The Heritage Council of Ireland/ Irish Walled Towns Network</p> <p>YSEDG</p> <p>Fáilte Ireland</p> <p>SECAD</p> <p>Youghal Chamber of Tourism & Development</p>	Not Commenced
2(iii) Provision of Increased Access to Historic Homes in Private Ownership	<p>Explore efforts to increase access to historic homes in private ownership</p> <p>Support the 'Action Plan' for Historic Houses by the Dept of Arts, Heritage & Gaeltacht</p>	Even limited public access to any of the mentioned houses will be measured to be a success as each house has a truly unique story and position within Youghal's history. This will only serve to increase the range of products and services on offer to the visitor, in particular the 'culturally curious' market.	Despite Youghal possessing an abundance of built heritage, many of its buildings remain inaccessible to the public. It is therefore timely and appropriate to initiate this action as Youghal prepares to fully engage with the Ireland's Ancient East concept and truly engage with visitors.	<p>Given that the Department has published an 'Action Plan' for Historic Houses, it is realistic to expect that one or a number of Youghal's historic houses will be opened, even if on a limited scale.</p> <p>It is encouraging to note that the Action Plan include Failte Ireland liaising with the Irish Historic Houses Association and agreeing a methodology that will allow historic house owners to receive guests in a way that does not compromise the authenticity of the houses concerned.</p>	2016-2020	<p>Cork County Council</p> <p>Dept of Culture, Heritage & Gaeltacht</p> <p>Failte Ireland</p> <p>Irish Historic Houses Association</p> <p>Individual Historic Home Owners</p>	Work in progress
a. Myrtle Grove							
b. Tynte's Castle							
c. The Red House							

2 (iv) Review of Town Walls Conservation & Management Plan of 2008	Undertake a review of the 2008 plan and if necessary undertake a revision/update of its actions and policies.	The review will measure the success of what has been achieved to date on the conservation and restoration of the walls with support from the Irish Walled Towns Network) since the plan was developed in 2008.	It is considered best practice to undertake a review of such plans every 6-8 years. Therefore this action is timely and appropriate. - It will also take into account the impacts the severe and unexpected weather conditions of recent years have had on the condition of the walls.	With support from The Heritage Council of Ireland under the 'heritage management scheme' and matched funding from Cork County Council this project can be achieved.	2018-2019	Heritage Council of Ireland/Irish Walled Towns Network Cork County Council	Not yet commenced
2 (v) Strategy for St. Mary's Collegiate Church & Raleigh Quarter	Develop interpretive strategy to incorporate interpretive elements of town walls and St. Mary's Collegiate Church. Identify and develop stories and events associated with the history and defence of Youghal Incorporate findings from the physical improvement works undertaken to date into the plan.	It is intended the new interpretive element of the Raleigh Quarter will serve to build on the success achieved in the annual Youghal Medieval Festival and build on the visitor experience already in existence in the area.	With appropriate funding this project can be achieved within a 6 month time frame.	With more focus and importance attributed to The Raleigh Quarter it is realistic to expect this plan will be funded and rolled out in coming 2 year period.	2019 (6 months to complete plan)	Cork County Council YSEDG SECAD Heritage Council of Ireland/IWTN	Preliminary work in progress.

(II) HERITAGE TOURISM DEVELOPMENT:

Natural Heritage (Tangible)

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	PARTNERS	STATUS
3 (i) Development of Phase 2 of Youghal Eco-Boardwalk	<p>Develop Phase 2 of the Youghal Eco-Boardwalk from Claycastle through to Redbarn.</p> <p>Gain renewed commitments from Cork Co. Co & Fáilte Ireland for delivery of project. Cork Co. Co. to complete land acquisitions from landowners on the route.</p>	<p>No measurable data exists on the success of the current section of boardwalk.</p> <p>This plan proposes undertaking a survey over a designated period to determine data on usability, satisfaction and economic spin off to local economy.</p> <p>This can then be used in determining future success of Phase 2 (and also in any application process).</p>	<p>As this project was always intended to run from the town through to Redbarn it is appropriate that it be driven to completion.</p>	<p>One of the biggest issues centres around land ownership on the proposed route of the boardwalk.</p> <p>Cork County Council has committed to providing the matched funding to execute the project but significant issues surround these land rights.</p> <p>This project requires a determination among all parties to reach an agreement in order to deliver what will be a major attraction for the region.</p>	2017 - 2022	<p>Cork County Council</p> <p>Individual Land Owners</p> <p>Faillte Ireland</p>	Ongoing

3 (ii) Greenway Project	Development of Youghal to Midleton Railway line as a walking & cycling route which would see Youghal become synonymous with/market leader in Eco-Tourism in the region.	<p>Given the success of the 'Great Western Greenway' in Co. Mayo and the Waterford Greenway a template exists for such a project to be developed.</p> <p>The Youghal-Midleton Project will look to these projects for guidance and example.</p>	Given that Irish Rail has publically ruled out the re-opening of the railway line between Youghal and Midleton, it is therefore appropriate that this plan be given full support. With the success of similar projects around the country this is a plan that should receive community buy-in.	This project is already being pursued. It is a realistic expectation that this action that will be delivered upon – the speed at which it is delivered will be determined by funding.	2016 to next decade	Cork County Council Private Landowners Irish Rail Dept of Tourism, Transport & Sport.	Part 8 planning process is underway since Feb 2018
3(iii) Old Railway Station Building/ Grounds	<p>Cork County Council officials to liaise with Irish Rail seeking agreement in principle of the transfer of infrastructure.</p> <p>- Undertake a feasibility study on future uses of the old Youghal Railway Station and grounds.</p> <p>- Consideration to be given to the provision of its use as an amenity area, tea rooms and photographic display centre.</p>	- BLANK?	As Irish Rail has indicated, the railway to Youghal is not a viable option in the medium to long term. It is therefore appropriate to explore all other options to redevelop and provide further amenities to enhance the Strand Area of the Town.	The success or otherwise of negotiations with Irish Rail and Cork County Council will determine how this action will progress and also the subsequent determination of Cork County Council in executing plans going forward.	2018 - 2020	Cork County Council Irish Rail	Not commenced

3 (iv) Development of Estuary Walkway	<p>-Area known locally as 'Slob Bank' is ideal for development and enhancement as a waterfront walkway and wildlife sanctuary.</p> <p>Include information signs, raising awareness of Natural Heritage</p> <p>Build on the "Wildlife Wonders" of Youghal Trail, developed by Youghal tidy Towns Committee.</p>	Improved accessibility, information signs and a promotion of the walkway will increase usage and raise awareness of the natural heritage.	<p>Area grossly underutilised by both locals and visitors. It would provide a wonderful addition to the eastern side of the Town as a designated walkway. The walkway is also popular with anglers which could in turn facilitate many types of marine activities such as angling competitions.</p> <p>Area is home to a huge range of wildlife which is little known to most people.</p>	This project is already being pursued. It is a realistic expectation that this action will be delivered upon.	2018 - 2020	<p>Cork County Council</p> <p>SECAD</p> <p>FAILTE Ireland</p> <p>Youghal Tidy Towns Group</p>	Work in progress
3 (v) Marina Development	<p>Build on momentum gathered in roll out of visitor moorings and pontoon.</p> <p>Liaise with Dept of Agriculture, Food & Marine in further advancing a marina for Youghal.</p> <p>Use 2018/9 to undertake survey of numbers of sea farers using visitor moorings and pontoon.</p>	Use results of surveys undertaken in 2018/8 as impetus/evidence in any future funding applications.	<p>With the delivery of the visitor moorings and pontoon this project has already been advanced. However, a full marina for Youghal is still a long-term (10 year) plan.</p>	This project realistically is a long-term project but with impetus already gathered an end goal now in sight.	10 years (2018-2020)	<p>Dept of Agriculture, Food & Marine</p> <p>Cork County Council</p> <p>Youghal Sailing Club</p>	On going

3 (vi). All Weather Boating Trips	Development of an all-weather/all tides boating trip, capable of regular and reliable trips up the Blackwater River. This proposal to be developed through a public/private partnership arrangement.	<p>Contact should initially be made with existing providers in the Lower Harbour with regard to current offerings in the harbour, and timetabling of trips etc.</p> <p>Case studies on other such services around the country should be identified and usage measured against a number of these.</p>	Current offerings are too weather dependent if Youghal is to expand its tourism offering and become an all-year-round destination for visitors.	<p>As Youghal becomes an integral part of the Ireland's Ancient East experience brand, it will invariably attract increased visitor numbers who are looking for more attractions/things to do.</p> <p>A private operator is required to recognise this opportunity, and the huge untapped potential of the Blackwater River.</p>	2018-2022	<p>Cork County Council</p> <p>Private Investor</p> <p>Youghal Sailing Club</p> <p>Fáilte Ireland</p> <p>SECAD/LEO</p>	Not commenced.
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(III) DESTINATION AWARENESS: MARKETING COMMUNICATION

Increasing awareness and community participation in Tourism, Heritage and the Arts in Youghal

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	RESPONSIBLE	STATUS
1 (i) Pilot local community heritage projects	Create story boards of residents history and lives as they relate to key public tourist sites e.g. gaol steps project, town walls, quays etc	Create 4 reliving our past story boards through oral histories, visual imagery and making them available at key tourist sites	This brings communities lived experiences to life and include them in an interpretation of their heritage town	Human resource time and funding will be required to research and capture the stories and subsequently transform them into high quality public art pieces	2018-2019	Cork County Council Youghal Residents Network/Cumann na Daoine	In Progress
1 (ii) Deliver a local training initiative focused on tourism, heritage and history	Host a local training initiative (LTI) funded by the ETB to build local capacity/awareness and with a view to new projects/products being delivered subsequently	LTI delivered to 14 local participants	Builds skills and capacity which will relate to future job potential and opportunities	Design of suitable accredited course with ETB support	2017 - 2018	Cumann na Daoine Cork County Council ETB	In Progress
1 (iii) Community Art project	Invite the Crawford School of Art to place an artist in residence in Youghal to explore community arts projects as they relate to communities, heritage, tourism and history	Artist in Residence based in Youghal for 1 year with specific brief in place	Provides supports to communities to provides their interpretations through visual arts projects	Make an application to the Crawford School of Art as soon as possible	2016 - 2018	YSEDG Cork County Council Heritage Committee Irish Walled Towns Network Cumann na Daoine Crawford School of Art	Under exploration

1 (iv) Develop a destination day to showcase the offering in Youghal to all stakeholder groups	Requirement to internally market the offering in Youghal to showcase the array of improvements in the town and also to develop a sense of pride in the local community	A Youghal tourism passport could be developed for children who can collect stickers at each location being showcased. This will be targeted at the local schools.	- It is essential that all stakeholders are aware of the offering in Youghal. It is appropriate to target children to make this a family day out.	Through stakeholder collaboration and engagement, it is realistic that this can be developed as a showcase event	2018	Cork County Council YSEDG Local Community	Not commenced
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(III) DESTINATION AWARENESS:

Destination Brand Story

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	PARTNERS	STATUS
2. Develop a shared brand story for the destination	Requirement to consult with all industry stakeholders to develop a meaningful brand story that captures the essence of what Youghal has to offer.	This can be achieved by examining the marketing material of destination stakeholders to ensure the brand story is being utilised	- It is essential that a brand story is used to differentiate the offering from competing destinations both nationally and internationally. It is also appropriate to complement the offerings of the other destinations in the Ancient East initiative.	- Through stakeholder collaboration and engagement, it is realistic that this can be developed for the entire industry to utilise.	2018-(3-6 month project)	Fáilte Ireland Cork County Council YSEDG Youghal Chamber Youghal 4 All Other local tourism bodies/groups	Not commenced

(III) DESTINATION AWARENESS

Digital Marketing & Appointment of Marketing Co-Ordinator

ACTION	SPECIFIC	MEASURABLE	APPROPRIATE	REALISTIC	TIME	PARTNERS	STATUS
3. Appoint a marketing co-ordinator	Co-ordinator to develop and execute marketing strategy & digital marketing plan A core focus will be to develop linkages with other destinations and attractions on Ireland's Ancient East, as well as leveraging the close proximity of the Wild Atlantic Way	The Marketing Co-ordinator will have a specific remit which will be to design a marketing and communications strategy for Youghal	This is essential in order to maximise market reach and penetration.	Key to appointing this role will be securing funding for this position.	2019	Cork County Council YSEDG Tourism Bodies Locally	Not commenced

APPENDIX: Visitor Profiles: Culturally Curious Source: Fáilte Ireland (2016) 1- 4

CULTURALLY CURIOUS - USA



NAME
Kevin

AGE
36

PROFESSION
Social Media Manager

Kevin, a social media manager for a mid-size corporation enjoys keeping fit and follows Nike & New Balance to find out about the latest equipment. He also frequently checks into Pilates studios as well as letting his followers and colleagues know about new health products. A knowledge seeker, he is constantly engaging with current digital trends and reading up on entrepreneurship.

He is a keen traveller who has been to Europe a number of times. He considers Rome, Budapest, Prague and Greece some of the best places he has visited due to their mix of ancient and modern. He likes to travel with his partner and both enjoy checking out local, authentic venues and tasting local foods. He is also quite active in his exploration of new places – always bringing his running/hiking boots so he can uncover new locations by foot. When searching for new places to explore, Kevin relies heavily on peer to peer recommendation sites as well as visiting trusted blogs.

Interest/Hobbies

- Music
- Social Media
- Fashion
- Health and Fitness
- Television (HBO Series & Mad Men)
- Technology (Windows Surface & HTC)

Barriers to visiting

Doesn't see Ireland as offering the depth of diversity he seeks in terms of landscape, culture and history.

Digital Interest Touch Points

- TedX & Wired
- Globalizer
- The Cultural Calculator
- Simply Measured
- Art on Air
- Huffington Post
- Kickstarter
- YouTube
- Twitter

Digital Travel Touch Points

- Virgin Atlantic
- Trip Advisor
- Yelp
- Porter Airlines
- Getaway Magazine
- Business Travel News
- CAA Neo Travel
- About.com Travel
- Tripbase

Implications

The type of content which appeals to Kevin is that which brings to life the background history of a place – merging old with the new. As a Social Media Manager he responds well to peer to peer referrals, and is highly engaged on social platforms such as Twitter and YouTube. He is attracted to high quality video and photo content, and 'snackable' content such as Top 10 Lists. Social listening is critical to identifying and engaging with Kevin when he is online discussing his possible travel plans.

CULTURALLY CURIOUS - UK



NAME
Vanessa

AGE
38

PROFESSION
High School Principle

Meet Vanessa, she is a fan of things of beauty, photography, new design, music, mixology and fine cuisine from the world over. She loves photography exhibitions and uses her smartphone to share images from the world over, from her trips abroad to sharing artistic photos around her. She embraces Instagram to share her photos to a wider community using relevant hashtags like #regram and #tbt (Throw back Thursday)

As an active person she is constantly looking for new experiences that take her off the beaten track. She likes walking tours around major European cities as she is looking to see what each city can offer her outside of a tour bus. When researching a holiday she's looking for an authentic experience and researches on multiple sites to determine what galleries and museums to visit and small intimate places to stay.

Interest/Hobbies

- Photography & Design (Creative Design)
- Cookery (Ivy Manning)
- Keeping Fit (London Strollers)
- Music and Theatre (West End & Cirque du Soleil)

Barriers to visiting

Not aware of the outdoor activities that Ireland has to offer.

Believes that Ireland has a limited food offering from a fine dining perspective.

Digital Interest Touch Points

- Huffington Post
- Creative Design
- BBC News
- Instagram (Sharolyn Wise)
- BuzzFeed
- Radio Times
- Guardian Guide
- Reuters
- Gawker

Digital Travel Touch Points

- Guardian Travel
- Culture Trip
- In the Know Traveller
- Lescape
- British Travel Blog
- Mr & Mrs Smith
- Lastminute.com
- Timeout London
- World Travel Market

Implications

Visual content appeals to Vanessa including informative articles showcasing culture news, galleries, crafts, photography and food. High quality photographic content that can be used standalone and within articles and distributed to visual social channels like Instagram and Pinterest with relevant social tagging is important to connect with Vanessa. From a distribution perspective, it's important that our content reaches food, travel and culture-based blogs and online publications to reach Vanessa.

CULTURALLY CURIOUS - GER



NAME
Alexander Gorny

AGE:
45, Married

PROFESSION:
Engineer, BMW

Alex is an engineer at BMW's primary production plant in Milbertshofen, Munich, heading up a vehicle testing team.

His logical and curious mind translates into his holiday research habits. He engages in meticulous research pre-trip, talking with friends to get specific recommendations and researching official tourist sites to really discover the must-dos of an area, planning every detail of his trip in advance. In addition to reading the Sunday Travel newspaper supplements, he accesses information via his iPad, mostly searching in the evenings and at weekends.

Recent trips of note with his wife Doris have included a two week coastal trip of Croatia, visiting the world heritage sites of Dubrovnik, Split and the Plitvice Lakes National Park, and a Danish adventure to the scenic beauty of North Jutland and the historical epicentres surrounding Kronborg Castle and Roskilde Cathedral. He always travels with his iPad and iPhone by his side, and Frommers & Lonely Planet Guidebooks.

Interest/Hobbies

- History
- Technology / Engineering
- Hillwalking / Trekking
- Iconic Scenery
- News / Current affairs

Barriers to visiting

- Looks for warmer climates
- Not aware of what Ireland has to offer
- Distance from Germany

Digital Interest Touch Points

- Spex
- Der Spiegel
- Re-publica
- Wuv.de
- Stern
- Wallpaper.com

Digital Travel Touch Points

- Tripadvisor
- AirBerlin & German Wings
- Travel Made Simple
- Slow Travel Berlin
- Frommers
- Lonely Planet

Implications

Content should seek to educate i.e. informative articles that give Alexander a clear sense of what a destination has to offer. Content should be distributed to a mix of OTAs, third party interest sites and travel sections of media publications. Itineraries and regional brochures play a key role in helping Alexander plan and enjoy his trip, so having e-brochures and itineraries easily accessible as PDFs is important. Likewise, all content needs to be mobile friendly, and packaged up within apps which he can use while on holiday.

CULTURALLY CURIOUS - FR



NAME
Cedric Buisson

AGE:
57, Married no kids

PROFESSION:
Sales Manager

Cedric comes from Lyon. He and his wife, Celine, like going on romantic 'learning' breaks, together having explored Pompeii and Herculaneum, and have taken a two week tour through Transylvania, Bulgaria and the Balkans. He follows Adventure Holiday Providers & Nouvelle Frontieres for ideas on upcoming trips. He sees himself as a free-spirited adventurer, despite putting a lot of effort into planning every step of his trips.

With a hectic work schedule, he likes to unwind by watching documentaries and particularly likes Bernard Natan films. Cedric also likes the theatre and is a regular attendee at Lyon's Halle Tony Garnier Theatre. He is also a fan of the Night Museums.

He follows Le Monde, Le Figaro, Le Point and Le Nouvel Observateur on Twitter to stay up to date on current affairs. A foodie, he refers to the Guide Michelin and the La Fourchette food review site when choosing places to eat.

Interest/Hobbies

- Documentaries
- Arts, Culture & Theatre
- Literature
- Museums & Galleries
- Current Affairs

Barriers to visiting

Weather and price, believes that Ireland's weather is always bad! Also price is a contributing factor. He is looking for value.

Digital Interest Touch Points

- Aventures en Islande
- Culture Spaces
- nuitdesmusees.culture.fr
- Le Monde
- Le Nouvel Observateur
- La Fourchette

Digital Travel Touch Points

- www.viamichelin.fr
- Lastminute.com France
- Voyages-sncf.com
- www.voyage-prive.com
- Expedia.fr
- www.homair.com
- www.gralon.net

Implications

The type of content that resonates most with Cedric is long form articles from reliable sources, i.e. respected travel bloggers and travel sections of media publications. Therefore, relationship building online with key influencers is critical to helping Cedric to decide which destinations to visit (consideration stage). Paid media on OTAs and review sites will also be key in creating initial visibility.