

Kinnegad Action Plan

Kinnegad Steering Group

22 March 2019

 **Future Analytics**
Planning | Research | Economics

WESTMEATH
COUNTY COUNCIL
COMHAIRLE CHONTAE NA h-IARMHÍ 

Kinnegad Action Plan (C x)

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WESTMEATH TOWN & VILLAGE ACTION PLANS

Kinnegad

Prepared for The Kinnegad Community in partnership with Westmeath County Council

Future Analytics
Planning | Research | Economics

Killex na Míreann
Government of Ireland
Department of Public Safety and Community Development

WESTMEATH COUNTY COUNCIL

LCDC
LOCAL COMMUNITY DEVELOPMENT CENTRE



Windows taskbar: ENG GA 12:59 20/03/2019

Agenda

1. Introduction - Denis Leonard
2. Infrastructure (Killucan Station) - Jimmy O'Connell
3. Enterprise - Richie Allen
4. Streetscape and Environment - Melissa Campbell
5. Community (Library) - Kevin McGrath
6. Secondary School - Carol O'Leary
7. Recreation & Linkages (Community Hall and Town Park) - Kevin McGrath
8. Tourism (Pride of Place) - Denis Leonard
9. Next Steps - Hugh O'Reilly (WCC)
10. Questions & Answers



Ariel View of our town by CH Ariel Photography

Note the bog land in the distance

Photo taken last year before the new car park went in



Kinnegad, located at the junction of two major routes in Ireland

where the roads from Dublin to Galway and Sligo meet

has a long tradition in providing hospitality for the travelling public

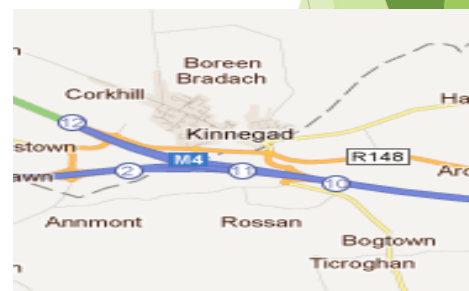
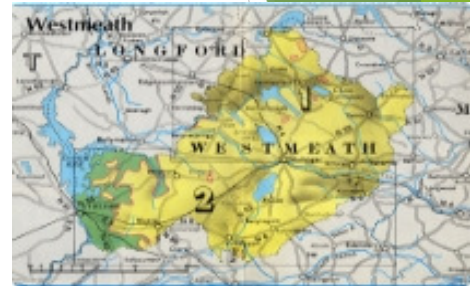
It has many eating-houses with facilities to cater for any taste from early morning to late at night

The history of Kinnegad is closely connected to transport

At the end of the 18th century and beginning of the 19th century, it became a boomtown due to the passing of stagecoaches.

Kinnegad Overview & History

- ▶ Source of the name Kinnegad
- ▶ 1559A.D - Queen Elizabeth gifted the village
- ▶ 1655-59A.D Records
- ▶ 1837A.D overview
- ▶ Ordnance Survey
- ▶ Quarry
- ▶ Transport History began



Spelt 'Kenagadd' on the Down Survey map of Farbill barony, County Westmeath, Kinnegad is known in Irish as Cionn Átha Gad which has been translated as 'the head of the ford of withes'. (willow twigs)

The name suggests that the settlement began life as an artificial crossing point over what is now known as the Kinnegad River .

In 1559 Queen Elizabeth gifted the village to Luke Fitzgerald.

The Civil Survey of 1655–59 recorded that in 1640, Sir Luke Fitzgerald held 8,560 acres in Farbill including Ticroghan and Kinnegad but most of his land passed to his son George after the war as George had fought for Cromwell.

By 1837, Kinnegad was a post town and district parish containing 2,812 inhabitants with 670 living in the town. The town itself comprised 115 houses with a market house in the centre (Lewis 1837).

The Ordnance Survey noted a small portion of bog along the eastern boundary of Kinnegad townland and another small patch of bog close to the northern boundary. The fair green, located twenty chains (400m) west of the town in the 1830s, is now occupied by housing.

A limestone quarry was located half a mile (c.800m) northwest of the town and the remainder of the townland was used for tillage and pasture.

Kinnegad then began its rich transport history as a stopping point for all travelling across the country.



Kinnegad as a Transport Hub

- ▶ Kinnegads' Reputation & National Profile
- ▶
- ▶ Staging post for route from West to East
- ▶ Developments of barracks, postal services etc
- ▶ Changes over the last 10 years

Over the last century, Kinnegad developed a reputation and a national profile far in excess of that which would be expected for a village of its size. The reason for this was the high standing - which the town built up over many years and through the hard work of many Kinnegad business people - as an excellent place to stop and break a journey when heading East or West across Ireland.

Going back to the 18th and 19th centuries, Kinnegad was established as a staging post and service centre on the route west out from Dublin. Over time this gave rise to the development of lodgings, livery services, a barracks and postal services – a forerunner of modern-day Motorway services !!

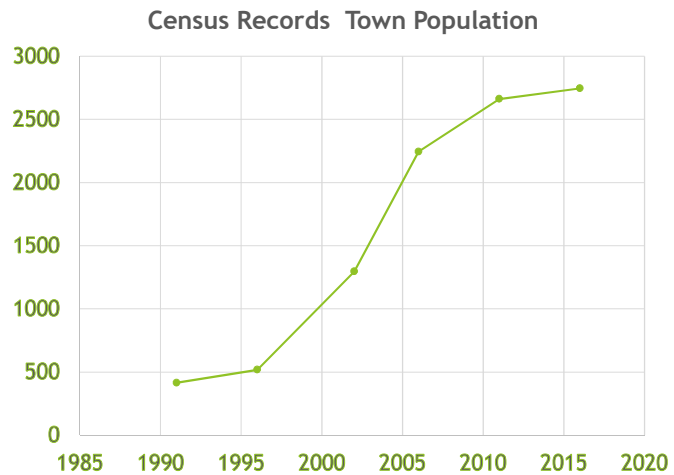
Kinnegad grew and thrived over time, with primarily service and retail businesses serving the public both passing through the town and those living in the rural hinterland of Westmeath and Meath. Over the last 10 years, a huge change has occurred in the nature of the town and the business community of Kinnegad has had to adapt to meet the many challenges these changes have thrown our way.

Harrys of Kinnegad



Census Records over the last 28 years

Year	Town Population
1991	415
1996	517
2002	1,296
2006	2,245
2011	2,662
2016	2,745



Almost 30 years ago there was over 6 times less the population in Kinnegad as there is today

No Backend Infrastructure put in place to aid the massive growth

No core facilities available (hall, library, secondary school, activities etc) to aid and interest the community

Tony Gallagher Study of Kinnegad 2006

- ▶ Kinnegad typical of suburbanization of rural towns. Sustainable planning not in evidence here.
- ▶ “If this generation cannot meet its needs then how can the next one with further depleted resources.”
- ▶ “The needs of the community such as access to a variety of services and amenity and the desire to work and live in the same area have become apparent in the analysis of Kinnegad”
- ▶ “The development of Kinnegad has been characterized primarily by residential housing estate and the amenities provided are not sufficient to sustain the current population.”
- ▶ Local employment must be generated, strategic location marketed , sustainable transport like Killucan station opened, residential estates prohibited until appropriate retail, commercial and community facilities are in place.

Kinnegad typical of suburbanization of rural towns. Sustainable planning not in evidence here.

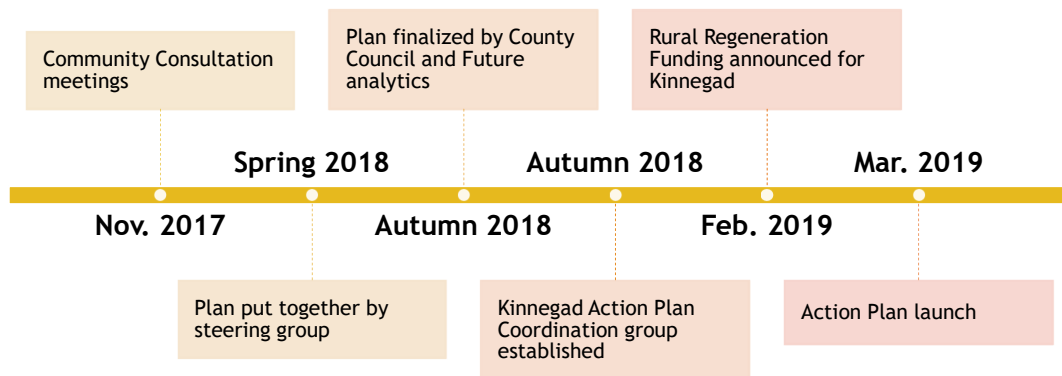
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Kinnegad Action Plan to date

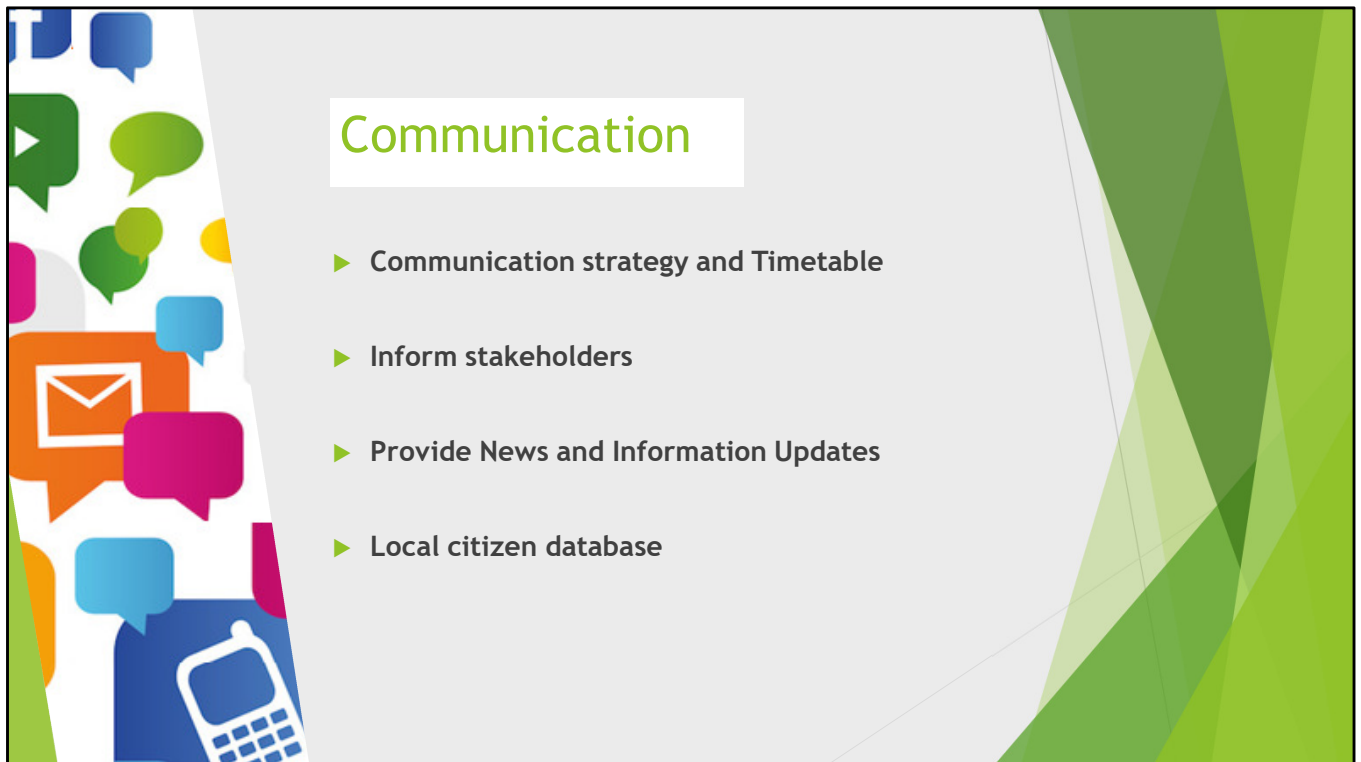


Steering Group Goals

- Merging of Interests
- Understand and Represent
- Manage Conflict
- 3-year Action Plan
- Actively Participate
- Ongoing Involvement
- Investment Opportunities
- Development Plan progress



- **Bring together** many actors and interests from local public and private sectors.
- **Understand and represent** the interests of all community stakeholders
- **Manage conflict** through an open, transparent and inclusive approach – understanding issues that have caused conflicts and ongoing communication key
- Develop and implement a **3-year action plan** through a community-led, inclusive approach for the development of the town.
- **Actively participate** in meetings through attendance, discussion, and review of documents
- Seek ongoing involvement and views of wider community and stakeholder groups
- Seek investment opportunities
- **Report** on Development Plan progress – reporting to the community



Develop a **communication strategy** and timetable for ensuring periodic, timely updates on the process of the Town Teams and their role and projects

Inform stakeholders through for example, newsletters, emails, local meetings, local media and social media

Provide news, information updates, etc. via different media streams

Develop and maintain a local citizen database

Managing Expectations



SHORT & LONG
TERM ACTIONS



EARLY WINS AND
EVIDENCE OF
NEW PROJECTS



PRACTICAL
IMPLEMENTATION
PLAN



SMALL ACTIONS -
BIGGER PICTURE



RESPONSIBILITIES
AND
COORDINATION

Short & long term actions

Early wins and evidence of new projects

Big vision with a practical implementation plan

Multiple small actions contribute to the bigger picture

Spread of responsibilities but focus on coordination

Infrastructure



Re-opening of Killucan Railway



Town Entry Points



Traffic Management and Road Safety Review

Parking and traffic management
Safety Assessment
Speed Limit Review
Pedestrian Crossings
Pedestrian & Cyclist Infrastructure

Advocate for the re-opening of Killucan Railway Station to enhance education and employment opportunities

Undertake a comprehensive revision of key town entry points to strengthen the 'announcement' of Kinnegad,

to build a sense of place and to encourage increased visitors in to the town centre.

Undertake a traffic management and road safety review. Road safety issues near schools is of key importance. Factors to review include:

- Parking and traffic management in Kinnegad
- Safety assessment of the approach road design
- Speed limit review on approach roads to the town centres
- The need for a pedestrian crossing in Killucan
- Pedestrian and cyclist infrastructure leading to key community services and amenities
- Pedestrian and cycle permeability from the centres of the settlement to their development boundaries on all access roads

Infrastructure

- ▶ Cycling Signage & Improved Infrastructure
- ▶ Long Term Car Park
- ▶ Public Transport Linkages:
 - ▶ Enhanced Public Transport
 - ▶ Dedicated Bus Lay-by Area
- ▶ Electric Car Charging Points
- ▶ Improve Accessibility
- ▶ Visitor Numbers



Increase cycling within the community through the implementation of a cycling/signage strategy and improved cycling infrastructure within the town, its hinterlands and at and at areas of interest and attractions

Provide a long-term car park off the Main Street that would cater for commuter parking, e.g. park and ride or all day parking for persons working locally.

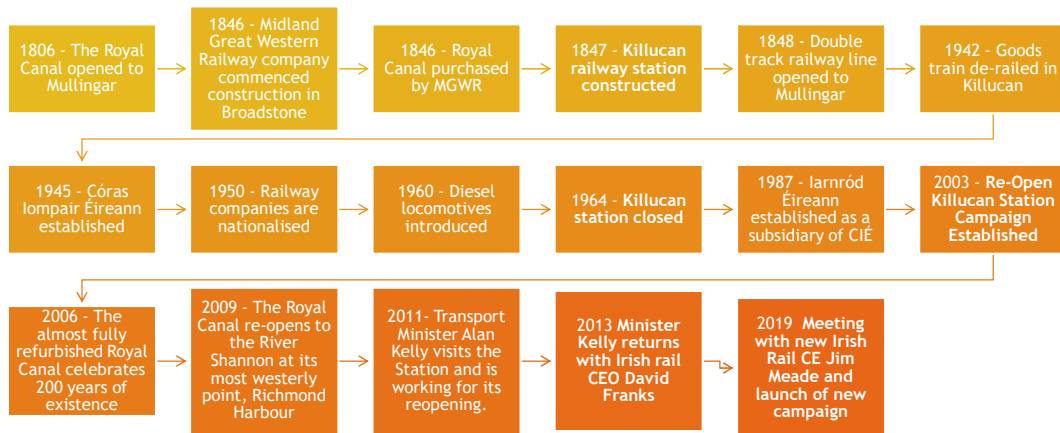
Enable better public transport linkages by:

- (i) Advocating for an enhanced public transport service for Kinnegad through engagement with Bus Eireann
- (ii) Creating a dedicated bus lay-by area for pick-ups / drop offs, complete with shelter and timetable

Seek installation of electric car-charging points

Review connectivity with key attractions and places of interest to improve accessibility and encourage increased visitor numbers to the town centre.

History of Killucan station



Do not read through entire slide, just leave there and overview it and people can scan it
Point out the more recent activity from 2003 when campaign started

When it closed
Current use of lines
Campaign

Images of Killucan Station



Minister and Irish Rail CEO visit Killucan station in July 2013



Infrastructure in Place



KILLUCAN RAILWAY STATION DEVELOPMENT

Design-Think Design Partnership WORKING TOGETHER TO DELIVER BETTER PROJECTS
PROPOSED DEVELOPMENT AT KILLUCAN RAILWAY STATION



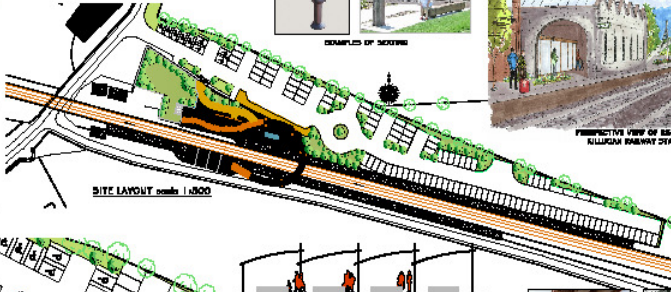
EXAMPLES OF SHELTERS



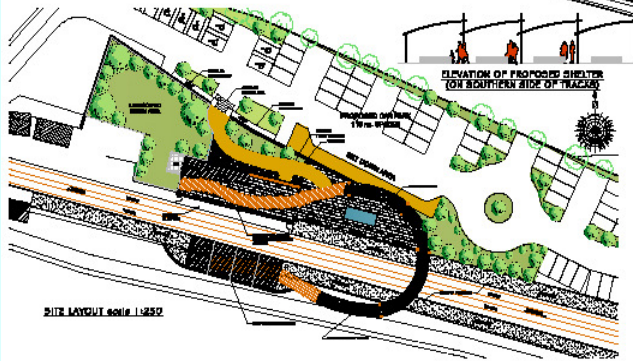
EXAMPLES OF SEATING



PERSPECTIVE VIEW OF PROPOSED KILLUCAN RAILWAY STATION



SITE LAYOUT scale 1:800



SITE LAYOUT scale 1:400

ELEVATION OF PROPOSED SHELTER (ON SOUTHERN SIDE OF TRACKS)



EXAMPLES OF TIMBER PEDESTRIAN BRIDGES



SITE LOCATION MAP 1:811



OLD LANES KILLUCAN	
BOSTON: BOSTON DESIGN ONLY	
PRELIMINARY DRAWING	NO. 1000
DATE:	SCALE:
PROJECT NO.:	CLIENT:
DESIGNER:	APPROVED:

KILLUCAN , COUNTY WESTMEATH

PRELIMINARY ONLY



Undertake a review of the existing vacant enterprise units and the existing infrastructure to assess if Kinnegad's current offering meets the needs of contemporary enterprise needs

Advocate for improved telecommunications and broadband access

Seek lower commercial rates to stimulate enterprise

Seek the establishment of a co-working space to stimulate and facilitate local employment and job creation

Implement a Business Improvement Programme / Strategy to achieve improved efficiencies, revenue, skills and marketing plan with the aim of promoting and encouraging new investment, based on Kinnegad's location with direct M4/M6 access

Establish a Kinnegad Chamber of Commerce to advocate for enterprise and support for retail.

Functions to include Christmas street lighting and St Patrick's Day Parade



Discuss opportunity for more serviced lands for new enterprise/innovation park with Westmeath County Council/IDA

Seek skills development training through cross agency collaboration

Organise an annual town business briefing to promote the variety of services and supports that are available to business at a local level

Develop promotional material aimed at potential entrepreneurs or investors detailing available premises, land zoning, workforce profile etc.

Provide enterprise support mentoring - organise a training workshop for local retailers in areas such as online marketing, sales, the use of social media to promote local retailers and enhance visitor retail experience

Grow the creative economy and culture-led economic development and facilitate training sessions for local artists to enhance business and marketing skills



Encourage and support the development of social enterprises, e.g. youth or community café, market, tourism, renewable energy, horticulture, skilled crafts, in cooperation with Social Entrepreneurs Ireland

Seek to create linkages with training and educational organisations and seek opportunities for creating professional development training to enhance skills within the population

Develop promotional material aimed at potential entrepreneurs or investors detailing available premises, land zoning, workforce profile etc.

Support creative practitioners and entrepreneurs to access professional and business development opportunities, to enhance their contribution to the creative economy

Support the promotion of local produce through the creation of a dedicated space for local arts / crafts to be displayed and marketed locally through pop-up shop initiative.

Liaise with owners of vacant properties to rent space

Streetscape and Environment

- ▶ Town Enhancement Scheme:
 - ▶ Inventory of vacant & derelict buildings, sites, maps and areas for renovation
 - ▶ Shop front renovation plan
 - ▶ Footpath improvement works
 - ▶ 'Repaint & Rejuvenate' town painting scheme
- ▶ Inclusive Design - Age/Disability Friendly
- ▶ Improve Maintenance
- ▶ Community Green Areas



Town Enhancement Scheme - to oversee the widespread improvement of buildings and streetscapes throughout the town to include

An inventory of vacant and derelict buildings and sites and map and prioritise properties / areas for renovation.

Shop Front Renovation plans –

- building a façade review and shop front renovation plan to include with repair works,
- with emphasise on retaining and protecting original features,
- ensuring the heritage character of the buildings is protected

Footpath improvement works (powerhosing, repairs)

'Repaint & Rejuvenate' town painting scheme

Undertake an age and disability friendly review of future public realm proposals planned in Kinnegad to ensure inclusive design

Improve maintenance and planting of community green areas including playground and surrounding area;

Streetscape and Environment

- ▶ Living over Shop Scheme & Increase Housing
- ▶ Presentation and Planting Plan
- ▶ Window Display Initiative
- ▶ Enhancing the river:
 1. Upgrade riverside recreational infrastructure e.g. footpaths, seating, lighting, signage, planting
 2. Strengthen the connectivity of the river
 3. Promote the river environment within the community as a distinctive and quality amenity and natural resource
 4. Biodiversity

Support the 'living over the shop' scheme to increase vitality within the core town centre and increase housing in the area.

Develop a town and village centre Presentation and Planting Plan and engage with local retailers, residents and groups to assist

Initiate a window display initiative with retailers to encourage that active window displays are maintained at ground floor in order to enhance street vibrancy.

Where a premise is vacant, liaise with owners of vacant retail premises to have a window display.

Enhancing the river:

1. Upgrade riverside recreational infrastructure e.g. footpaths, seating, lighting, signage, planting

2. Strengthen the connectivity of the river with the town centre and community

3. Promote the river environment within the community as a distinctive and quality amenity and natural resource

4. Enhance biodiversity in the river area by erecting bat boxes, urban bee boxes etc. to

encourage biodiversity in the area

Streetscape and Environment

- ▶ Promote Green Infrastructure:
 - ▶ Dissemination of information to the public
 - ▶ Establishing a community initiative
 - ▶ Support existing efforts by resident's groups
- ▶ Promoting the enhancement of hedgerows and planting:
 - ▶ New Native Hedgerows in housing estates
 - ▶ Enhance biodiversity & Green Infrastructure Corridors
- ▶ Local Organisations Involvement
- ▶ Edible Food Gardens

Promote Green Infrastructure through a dedicated Green Infrastructure enhancement initiative through:

Dissemination of information to the public about current and upcoming local Kinnegad environmental projects, workshops, publications and how members of the public can contribute to green infrastructure expansion and enhancement

Establishing a community initiative to retain, protect and enhance the existing native mature trees and hedgerows in the villages and surrounding hinterlands

Support existing efforts by resident's groups to enhance their estates through enhanced place management including plantings, lighting, increased incorporation of Green Infrastructure measures

Promoting the enhancement of hedgerows and planting of new native hedgerows in housing estates and public spaces order to enhance biodiversity and increase Green Infrastructure corridors in urban areas.

And to raise awareness with resident groups of local biodiversity

Working with local organisations like the Men's Shed or youth organisations to

participate e.g. bat boxes, urban bee boxes, open space management to allow for meadows etc.

Supporting the planting of a dedicated edible foods garden to promote sustainability and promotion of home grown healthy foods.

Community

Seek Funding Dedicated facilities for

- Community Initiatives and Meetings
- Men's Shed

Increase Community Groups

Increase Community Awareness & Engagement

Communication between Business & Community Groups

Community Support and Training for Funding

Community Integration Initiative

Seek funding for a dedicated space in the Kinnegad for community initiatives and meetings, with appropriate facilities to support such activities

Seek funding for Men's Shed to increase social inclusivity and foster cross community and age engagement

Increase number of community groups to cater for all age groups e.g. toddlers, youth, older people, art, music, parents, active retirement

Introduce a community mechanism to increase community awareness and engagement. Harness use of digital and social media such as a website, newsletter and/or Facebook page

Seek cross representation between business and community groups to support better communication

Seek support and training for the community in accessing funding

Develop community integration initiative e.g. community festival, or local market

Community: Young People

► Facilities and services for young people:

1. Youth Café or Youth Innovation Centre
2. Kinnegad Youth Forum
3. Training in decision making skills, self-awareness, and leadership
4. Promote engagement by local schools and clubs with the Foróige developed drug awareness initiative 'It's up to You'

Provide better facilities and services for young people:

1. Seek support for the development of a Youth Café or Youth Innovation Centre. This provides opportunity for cross-community cooperation involving the youth clubs, Men's Shed in renovating a café/youth meeting space

2. Support the establishment of a Kinnegad Youth Forum that encourages participation in young people in local initiatives and issues e.g. environmental protection, local planning process, community and social development issues

3. Support training in decision making skills, self-awareness, and leadership;

4. Promote engagement by local schools and clubs with the Foróige developed drug awareness initiative 'It's up to You'

Community: Elderly

- ▶ Develop and promote an activity programme
- ▶ Identify Current Activities and identify gaps and potential target areas
- ▶ Sports Activities & Recreation
 - ▶ Hosting a 'Come & Try It' programme e.g. bowls (indoor or outdoor), table tennis, dance or Zumba;
- ▶ New Recreation Activity Groups e.g. dance and athletics

Develop and promote an activity programme for older persons to enable participation in physical activities;

Identify current activities and programmes offered for Older Adults in Kinnegad and its hinterlands to identify gaps and potential target areas;

Assist in the development and promotion of sports activities and recreation e.g. by hosting a 'Come & Try It' programme e.g. bowls (indoor or outdoor), table tennis, dance or Zumba;

Encourage new recreation activity groups e.g. dance and athletics

Community



- ▶ GROW Group Meeting
 - ▶ to support people who have or are currently experiencing mental health issues www.grow.ie/
- ▶ Provide space for community allotments
- ▶ Enhance the volunteer spirit
- ▶ Strengthen Cross Generational Cooperation:
 - ▶ Provision of educational and literacy supports by retirees to disadvantaged youth and adults
 - ▶ Provision of IT skills to older persons
 - ▶ Facilitate new library programmes to aid learning in a technological and social context

Promote and support creation of a GROW group meeting in Kinnegad to support people who have or are currently experiencing mental health issues www.grow.ie/

Provide space for community allotments in conjunction with schools, retirement group, skills and further educational training schemes

Enhance the volunteer spirit and strengthen cross generational cooperation and integration through, for example:

Provision of educational and literacy supports by retirees to disadvantaged youth and adults

Provision of IT skills to older persons, facilitate new library programmes to facilitate learning in a technological and social context

Community



Greater Social
Inclusion of Minority
Groups



Community Alert
Group/Support



Community Alert
System



Monitored CCTV



New Secondary
School



New Sheltered
Housing/Retirement
Village



Town Notice Board

Support greater social inclusion of minority groups, LGBT community, refugees, Traveller community and new incoming members to the community through dedicated inclusion programme of events and activities e.g. World Food and Culture Weekend

Establish a Community Alert Group / Support and encourage the expansion of the Community Alert system. Promote its existence and use within the communities

Seek funding for monitored CCTV in areas of anti-social behaviour

Seek provision of a new secondary school (land available)

Seek provision for the development of a new sheltered housing/retirement village

Seek funding for a town notice board to publicise events and activities to encourage community cohesion

Old School in Kinnegad Possible site of new library and Adult Education Centre

- ▶ Detached six-bay single-storey National School, built c.1893.
- ▶ A highly appealing and well-detailed late nineteenth-century national school
- ▶ Retains its original form and character
- ▶ Most attractive example of its type and date in Westmeath.
- ▶ Was built to designs by A. Scott architect, and the contractor was T. Reilly.
- ▶ Today it's a Cultural and Education Centre for Midlands Arts.



Detached six-bay single-storey national school, built c.1893.

A highly appealing and well-detailed late nineteenth-century national school, which retains its original form and character.

This building is probably the most attractive example of its type and date in Westmeath.

This school was built to designs by A. Scott, architect, and the contractor was T. Reilly.

Today it's a cultural and education centre for Midlands Arts.

St Etchens

- ▶ The patron Saint of the school, 490AD - 577AD
- ▶ Founded a Monastery in Confad
- ▶ Ordination of St. Columcille to the Priesthood
- ▶ Honoured as a patron saint of ploughmen and farmers
- ▶ Statue in Clonard Church depicts him as a ploughman
- ▶ Buried in Clonfad Cemetery
- ▶ St Etchens beginning & move
- ▶ Cardinal Glennon Building
- ▶ New Extension five years ago to facilitate 600 students
- ▶ Largest Primary School in Co Westmeath



St Etchen the patron Saint of the school was born in 490AD. He founded a Monastery in Confad and is most famous for his ordination of St. Columcille to the Priesthood. St Etchen is honoured as a patron saint of ploughmen and farmers. Indeed the statue of St. Etchen in Clonard Church depicts him as a ploughman. He died on the 11th of February in 577ad. St. Etchen is buried in Clonfad Cemetery. The school began in the old school building on main street and later moved to the current site. In 2009 the new Cardinal Glennon Building was opened and now a new extension is planned as the school grows to over 500 pupils

Secondary School

- ▶ EVERY WEEK:
 - ▶ 300 children leave Kinnegad
 - ▶ Financial Cost €7500 (€33,000 per month)
 - ▶ Carbon Footprint

- ▶ Educational land zoned behind N.S

- ▶ Kinnegad is the third largest town in Westmeath and the ONLY large town in the Midlands without a secondary school

- ▶ Largest Primary School in Westmeath

Every week more than 300 children leave Kinnegad to attend secondary schools in the wider environs which imposes a significant time cost on them individually and a financial cost of over €7500 / week on their parents, which equates to over €33,000 / month leaving our town, which would be better spent in supporting town based businesses.

This unsustainable mass movement of children also imposes an environmental impact with tonnes of Carbon Dioxide being emitted needlessly per year.

There is currently land zoned specifically for educational purposes located behind our primary school which could be utilised to develop a secondary school for our town if and when it is purchased by the Dept. of Education.

Kinnegad is the third largest town in Westmeath and the only large town in the Midlands without a secondary school.

We have an ever expanding primary school population with one of the largest primary schools in Westmeath in Kinnegad and additionally two schools in close proximity in Clonard and Coralstown

Secondary School

A Secondary School would:

1. Quality of Life for children
 - ▶ After School Activities
 - ▶ Mental Health & Wellbeing
 - ▶ Study Time
 - ▶ Increased Leisure time
 - ▶ After School Studies
2. Societal Risk Reduction
3. Increased footfall
4. Facilitate childhood school friends and sporting team mates
5. Redirect current financials back into the town

A secondary school would:

- 1.Improve the quality of life for the children and families in the area;
 1. Can partake in after school activities without having to catch a bus
 2. Better mindset not having to commute for hours every day
 3. Clear mind for home study
 4. More time for Leisure
 5. Supervised Study
- 2.Build upon and develop our sense of community in the town;
- 3.Significant reduction in the societal risk imposed by transporting hundreds of our children to 11 schools across other towns;
- 4.Increased footfall in the town supporting our local businesses;
- 5.Act as a focal point to facilitate childhood school friends and sporting team mates to learn and develop together within the town;
- 6.Significant easing of the financial burden parents in our community currently endure under these transport conditions that would be redirected into the town.

What can you do?

- 1.Join our Kinnegad Secondary school action group- please contact Tony on 0863998299.

2. Support our campaign through sharing information and being vocal in seeking change.
3. Signing the petition to support our lobbying initiative for the new school.

Secondary School

What can you do?

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2. Support our campaign through sharing information and being vocal in seeking change.
3. Signing the petition to support our lobbying initiative for the new school.
4. Stay Informed and provide ideas

Find us on Facebook:

<https://www.facebook.com/KinnegadSecondarySchoolCampaign>



Coralstown/Kinnegad GAA



Kinnegad Juniors

Recreation and Linkages

Recreation & Linkages



Cycling Strategy



Community Hall - Multi-use Indoor
Leisure/Sports/Community



Former Pitch and Putt Grounds



Boreen Bradach walking route



Linkages between the River and Boreen Bradach



Assist with Community Facilities for Elderly

Provide a multi-use indoor leisure/sports/community hall that would enable all weather recreation and sporting activities to take place;

Promote increase in cycling within the community through the implementation of a cycling strategy;

Work towards a new use for former pitch and putt grounds;

Enhance the Boreen Bradach walking route and linkages between the river and Boreen Bradach.

Tourism

- ▶ Commission a tourism and marketing strategy:
 - ▶ Review visitor experience of key attractions
 - ▶ Review of accommodation offering
 - ▶ Digital engagement strategy
- ▶ Tourism sub-group
- ▶ Arts Sector - Open Arts Space
- ▶ Children and Youth Arts Programs
- ▶ Arts and Culture Programme
- ▶ Tourism links with Towns & Villages

Commission a tourism and marketing strategy for Kinnegad to promote the combined tourism, recreation, heritage and cultural offerings on a regional and national basis.

This plan to include:

- review visitor experience of key attractions
- review of accommodation offering
- digital engagement strategy

Establish a tourism sub-group to maximise engagement of Kinnegad with attractions in the wider region and to develop improved coordination with Westmeath Tourism

Support the development of the arts sector:

○Provide a dedicated open arts space in the town where local artists can display and sell crafts. This could share a space e.g. café, tourism information point

Encourage partnerships to increase the number and variety of children and youth oriented arts programs offered in the community

○Support creating an arts and culture programme for the town and increase participation and event hosting

○Form stronger tourism links with neighbouring towns and villages. Develop an inter-town forum in which tourism packages can be developed that showcase the best of each towns and promote travel between the towns

Tourism

- ▶ Kinnegad Heritage Trail to promote local history and cultural heritage
- ▶ Undertake an inventory of existing local built and cultural
- ▶ Enhance the cemetery
- ▶ Develop capacity for genealogy based tourism:
 1. Dedicated history and genealogy centre
 2. Support service for visitors
 3. Ireland Reaching Out national programme
 4. Support and encourage local to act as local ambassadors

Create a dedicated Kinnegad Heritage Trail incorporating the surrounding hinterlands to promote local history and cultural heritage

Undertake an inventory of existing local built and cultural heritage including sites, buildings, stained glass windows, art, sculptures, stone walls and hedgerows. Prioritise properties / areas for renovation in order to protect and preserve the local heritage

Enhance the cemetery for visitors and locals who attend or are searching for family including for example improved signage, grave record, toilet facilities, landscaping and vegetation management to protect the existing cemetery

Develop capacity for genealogy based tourism:

1. Create a dedicated history and genealogy centre in the town, encompassing the town's heritage and facilitating learning in local and family history

2. Provide a support service for visitors or diaspora to research their family history through a dedicated genealogy service. Utilise the Ireland Reaching Out national programme to connect with diaspora and connect diaspora to their ancestral townland

3. Support and encourage local communities to learn about the place in which they live

including local stories and places of interest, so they can act as local ambassadors



Thomastown Harbour

- ▶ Only two miles from Kinnegad.
- ▶ Plans now in train for an amenity park at the harbour
- ▶ 128 Km of navigable waterway, 44 operational locks
- ▶ Royal Canal Amenity Group

Only two miles from Kinnegad. Canal was actually meant to go through Kinnegad except for a late change of plan.

Plans now in train for an amenity park at the harbour.

Now 128 Km of navigable waterway, 44 operational locks

Royal Canal Amenity Group has 16 branches with 600+ members impacting on 1000's of local lives



Historical Trip for elderly at the Royal Canal

Kinnegad Area Tourist Trail

Old School - St Finian's Well | Monastic History of the Area

Old Church | Current Church | Cardinal Glennon

Kinnegad River Park | History of Local River

Boreen Bradagh

Barrow on Canal and Mt Hevey Bog

Thomastown Harbour | History of Royal Canal

Killucan Station | Rail History | Mulvaney Building

Coralstown Church and Graveyard

Rattin Castle

Clonfad-St Etchen

Kinnegad Parish Church

- ▶ Detached Roman Catholic church
- ▶ Built 1904-09
- ▶ Comprising four-bay nave, two bay transepts to east and west and a three-stage tower on a square-plan
- ▶ Church of the Assumption
- ▶ Old church to rear of the parish church dates from 1793 and was burned accidentally in 1919.



Detached Roman Catholic church on cruciform plan, built 1904-09, comprising four-bay nave, two bay transepts to east and west and a three-stage tower on a square-plan.

Its name the Church of the Assumption preserved a long tradition in Kinnegad and Grifinstown of dedicating churches to Our Lady.

The old church to rear of the parish church dates from 1793 and was burned accidentally in 1919.

NEXT STEPS

- ▶ Work with Westmeath County Council to complete a feasibility study in 2019 on 5 priority projects with funding for the study of numbers 1, 2 and 3 already in place:
 - ▶ 1. Community Hall
 - ▶ 2. Library
 - ▶ 3. Town Park
 - ▶ 4. Enterprise Centre
 - ▶ 5. Streetscape

- ▶ Work with Government Departments and Irish Rail in relation to a Secondary School and the Reopening of Killucan Station.

Work with Westmeath County Council to complete a feasibility study in 2019 on 5 priority projects with funding for the study of numbers 1, 2 and 3 already in place.:

1. Community Hall
2. Library
3. Town Park
4. Enterprise Centre
5. Streetscape

Work with Government Departments and Irish Rail in relation to a secondary school and the reopening of Killucan Station.

Timescale

- ▶ Enterprise and Streetscape projects still to be fully approved for rural development funding in 2019
- ▶ Library, Community facility and town park to be part of 2019 feasibility study
- ▶ Steps include:
 1. Preliminary Survey, Design and Layout of Public Realm Area
 2. Collaboration and Engagement with all partners engaged in this process (incl. public consultation)
 3. Complete Agreements on Land Acquisition
 4. Detailed Building Design and Sign off
 5. Secure Part 8 planning
 6. Public Procurement

Construction and completion of all 3 projects
was late 2019 to early 2021 in all three cases

Thank you

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Future Analytics
Planning | Research | Economics



Thank you for attending the
Kinnegad Action Plan Launch

Kinnegad Action Group

Next meeting 3rd April
2019

Coralstown Kinnegad GAA
Clubhouse

8 p.m.

ALL are welcome

Do sign up for sub groups
here tonight

Enjoy a cup of tea before
the quiz

New Website in place with a fresh design and data population

www.kinnegadtown.ie