

## Treanor, Bronagh

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**From:** Yvonne Jackson [Yvonne.Jackson@failteireland.ie]  
**Sent:** 25 May 2018 15:28  
**To:** ldevplan  
**Subject:** Submission to the Draft CDP for County Monaghan 2019-2025  
**Attachments:** Submission to Draft Monaghan GDP 2019-2025.pdf

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Dear Madam/Sir,

Fáilte Ireland welcomes the opportunity to make a submission to the **Draft County Development Plan for County Monaghan 2019-2025**. The attached submission has been prepared by Fáilte Ireland, the National Tourism Development Authority, in response to the public notice seeking submissions in relation to the draft County Donegal Development Plan 2018-2024

I would be grateful if you could send a reply email acknowledging receipt.

Yours sincerely

**Yvonne Jackson**

Product Development-Environmental & Planning | Fáilte Ireland | Áras Fáilte | 88/95 Amiens Street | Dublin 1

T: 01 8847224

W: [www.failteireland.ie](http://www.failteireland.ie)



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# Submission to Draft Monaghan County Development Plan

by Fáilte Ireland



# Introduction

**This submission has been prepared by Fáilte Ireland, the National Tourism Development Authority, in response to the public display of the Draft Development Plan for County Monaghan for the period 2019 – 2025.**

The Authority welcomes the opportunity to engage with Monaghan County Council on the emerging Plan for the County, and to build on the well-established relationship between the Authority and the County Council.

The preparation of this submission comes at a time when Fáilte Ireland are emphasising the need for land-use plans to manage all land uses and economic drivers – of which tourism is but one, in a more holistic, strategic and spatial manner to maximise the efficient use of resources and the achievement of greater outcomes for society at large.

We hope that this submission can represent a first step in a collaborative process that culminates in the adoption of the new Development Plan.

# The objective of this submission

**Fáilte Ireland has prepared this submission to support and assist Monaghan County Council in the formulation of tourism-related planning policies and frameworks for the period 2019 – 2025.**

Fáilte Ireland seek to enhance the partnership approach between the County Council and the Authority and ensure that the expertise of both organisations is shared.

This submission seeks to enhance the policy coverage in the new Development Plan to ensure a meaningful framework is established for the enhancement of tourism in the County, and the wider Region during the Plan period. It has been prepared with inputs from professional planners as well as various strands within Fáilte Ireland. It provides the Council with a concise single submission from the Authority dealing with all aspects of tourism – from strategic planning, to visitor experience and destination management.

The submission has been prepared having regard to the tourism profile of the County; the County Monaghan Tourism Strategy (2015-2020), the existing policy context as proposed in the Draft County Development Plan, and an established template for sustainable tourism policies being used by Fáilte Ireland to guide Planning Authorities.

# Structure of the submission

For ease of reading, we have structured this submission as follows:

- **Commentary on the Draft Plan;**
- **Proposals for the Monaghan County Development Plan**

# Commentary on the Draft Plan

The Authority is generally supportive of the Draft Plan and again welcomes the opportunity to assist the County Council in the important area of policy preparation. The Authority is acutely aware of the complex range of issues that a Development Plan must tackle. It is also mindful of both the responsibilities and limitations of the prevailing legislation and the role that the Development Plan plays in a statutory context. Our submission has been fully informed by these considerations.

The key comments the Authority would like to make in respect of the current (draft) plan are as follows:

1. The Draft Plan is well-structured and provides a comprehensive coverage of topics. The inclusion of detailed plans for settlements in the County is particularly welcome – not least as Monaghan’s towns and villages are one of the focal points of tourism and economic activity in the county.
2. The challenges identified for the county acknowledge the importance of built and natural heritage for the tourism sector within the county. Although broadening this to include urban areas, within the settlement hierarchy for example as further suggested herein, would also be helpful.
3. The strategic objectives (section 1.11) underpinning the Plan are positive, However a reference to the tourism sector under strategic objective no. 5 in relation to natural and built Heritage is recommended.
4. The incorporation of the County Monaghan Tourism Strategy 2015-2020 into the Policy Context (Table 1.2) for the plan is welcomed as it provides an additional base for tourism initiatives to be integrated into the county development plan.
5. The review of the Monaghan County Development Plan comes at a time when there are significant opportunities to harness the positive impacts of a growing tourism sector as a driver for overall enhancement of the County – both as a place to visit and to live. We hope to assist the Council in ensuring the Plan realises those opportunities.
6. The inclusion of Tourism within the Economic Development Chapter (Chapter 4) is welcomed by Fáilte Ireland as tourism can be regarded as a key sector in supporting the economic growth of the county. although reference (and appropriate future provision) should be made to referencing the forthcoming Regional Spatial and Economic Strategy (as a successor to the RPGs).

## Commentary on the Draft Plan, continued

7. There are a range of policies currently set out in Section 4.7 specifically relating to tourism which are welcomed by Fáilte Ireland. However, there is little reference to the Ireland's Ancient East Initiative and therefore additional text and policies have been recommend to be incorporated into section 4.7.1. and 4.7.2 respectfully. In addition to this, it is also recommended that the principles established by Fáilte Ireland in relation to their guidance on sustainable tourism development, be included (these are referred to within pages 19-21.).
8. The incorporation of tourism into settlement plans within the county development plan is welcomed. It is however recommended that this could be further strengthened through the inclusion of a spatial dimension to tourism development within the development plan, i.e. build into the settlement hierarchy (refer to pages 10 and 11).
9. The policies set out in Chapters 10 and 11 in particular, go to great lengths to protect and enhance much of what is special and unique about those towns within Co. Monaghan – which is extremely positive from the point of view of the County's tourism resource.
10. The coverage of tourism in other sectors of the plan, such as retail, is welcomed as the tourism sector does not control all elements which underpin or assist in enabling the tourism sector or development thereof in order to ensure a successful tourism environment within the county (e.g. transport enables visitors to access the county, but the tourism sector does not have control over the provision and maintenance of transport links). Additional such cross-sectoral alignment and acknowledgement between tourism and other sectors would be further welcomed.
11. The inclusion of tourist facilities and related uses into land use zoning provisions within the plan is considered to be a positive aspect with regards to the growth and enablement of tourism development within the county.



# Proposals for the Monaghan County Development Plan

**We have prepared this part of the submission drawing on existing strategies for the enhancement and management of tourism in the County.**

Proposed statements are based on identified gaps in policy coverage and recommended good practice in the area of sustainable tourism. We have set out explanatory text for discussion among the plan-writing team and then included boxed text intended for consideration as a direct insert to the Plan itself.

## Additional contextual information (Section 1.12)

Section 1.12 of the Draft Plan sets out the Policy Context which the Development Plan to comply and be consistent with. In order to strengthen the Policy Context in section 1.12 and to give tourism a more substantial footing within the plan, it is recommended that the following policy documents are included within Table 1.0 (National Policies & Strategies):

*The Tourism Policy Statement ("People, Place and Policy - Tourism to 2025")* published in 2015 by the Department of Transport, Tourism and Sport - This sets out clear and ambitious targets for the development of Irish tourism. In essence this policy is framed within the context of the tourism sector welcoming 10 million visitors by 2025 with associated revenues of €5bn (at 2014 prices) and sustaining 250,000 persons in employment.

The Department of Rural and Community Development's policy document *"Realising our Rural Potential - Action Plan for Rural Development"* - sets out a vision for rural tourism that includes Key Objectives for Maximising our Rural Tourism and Recreation Potential, such as:

- Increasing visitor numbers to rural Ireland by 12% by 2019.
- Supporting sustainable jobs through targeted rural tourism initiatives, including through the support of key marketing
- Supporting key initiatives such as Ireland's Ancient East and the Wild Atlantic Way, as well as developing the potential of the Ireland's Hidden Heartlands initiative.
- Developing and promoting Activity Tourism in rural areas through the development of blueways, greenways and other recreational opportunities.
- Enhanced promotion of our National Parks and Nature Reserves and other natural and built resources.

## Additional strategy statements (Section 2.0 – Core Strategy)

- 'Main aims of the Core Strategy' to include the following (new text shown as underlined):

**The main aims of the Core Strategy are:**

- *To provide planning policy that will support strong and sustainable development over the lifetime of the Plan.*
- *To approach the overall development of the County in an inclusive, integrated way to make sure all aspects of development work together.*
- *To provide a plan that will make the best use of the County's resources to support the sustainable development of infrastructure, amenities and economic investment in the area.*
- *To achieve a lively and vibrant living and working environment for the County's population by making the most of the economic, social and physical development for the benefit of communities and visitors alike.*
- *To identify the scope of development needed to support future population growth and accommodate an increase in visitors to the county.*
- *To promote and support the integration of land use and transport, public transport accessibility, and to encourage a modal shift to greater use of sustainable modes of transport, including walking, cycling and public transport.*
- *To examine and assess existing housing and settlement patterns so to ensure all decisions are informed and evidence based.*

## Additional Key Aims (Section 2.3 – Settlement Hierarchy)

- ‘Key aims of the Settlement Hierarchy’ to include the following (new text shown as underlined):

### The main aims of the Settlement Hierarchy are:

- *Support the strengthening of the town and village network throughout the County, with priority being accorded to Monaghan Town in order to fulfil its role as the principle town and tourism hub within the County, whilst targeting growth to supporting urban settlements and enabling the expansion of linkages within the region and nationally.*
- *To maintain and support the functional roles of the larger towns by the promotion of appropriate development in these areas.*
- *To create vibrant and thriving communities in the rural settlements by using the extensive village network to support rural communities through the provision of community services, convenience retail services, social functions and transport links.*
- *To create attractive town and village environments with unique identities and an appropriate mix of uses to attract and retain population within the County, while also attracting increased visitors to the area.*

## Additional Recommendation (Section 2.3 – Settlement Hierarchy)

Suggestion for the further consideration of Tourism to be incorporated into the Settlement Hierarchy:

As tourism within Monaghan has the potential to play a larger and stronger role within the County's economy it is recommended that County Development Plan provides a spatial dimension to tourism development, i.e. incorporating and building tourism considerations into the settlement hierarchy – This would involve the identification, prioritisation and strengthening of the 3 tier concept of – Always On (Hub), Seasonal (Service Centre) and Attraction, with maximum development and minimal seasonality at the Hub. As well as the existing/ potential tourism 'offer', this should also be based on an integration of other complimentary land uses, demographic projections and environmental assimilative capacity.

Following the Settlement Hierarchy set out within section 2.3 of the draft plan, it is suggested that Monaghan Town and Carrickmacross would be 'Hubs' as both have the greatest potential offering to tourism. Monaghan Town offers attractions such as Monaghan County Museum; Emwale; The Emy Walkway and AWOL Outdoor Adventures, whilst Carrickmacross offers attractions which are appealing to international visitors including the Patrick Kavanagh Centre and the Carrickmacross Workhouse.

In terms of 'Service Centres', it is recommended that these would include settlements such as Clones (attractions: Ulster Canal Stores & Heritage Centre; Killykeen Forest Park; Crom Castle), and Casleblaney (attractions: Lough Muckno Leisure Park; Cootehill).

The County Development Plan should include provisions to incorporate mapped and discrete urban/ rural routes and Hubs to constitute Visitor Experiences in specific areas that provide a mixture of urban and rural, natural and developed Visitor Attractions.

Notwithstanding the above, Fáilte Ireland acknowledges that the development plan incorporates policies for the promotion, support and sustainable development of tourism within Monaghan and for integration with tourism initiatives of surrounding counties.

## Additional contextual information (Section 4.7)

It is recommended that the value of the tourism sector to the County's economy is also included in order to increase awareness of the contribution of the sector to the local economy.

In the above regard, the text relating to Tourism requires additional detail to provide a more thorough outlook of the needs of the tourism sector within the lifetime of the Plan. Based on recent figures obtained by Fáilte Ireland in 2016, and the Monaghan Tourism Strategy 2015- 2020, the addition of the following text is recommended as introductory text to Section 4.7 – Tourism.

### Proposed new introductory text to Section 4.7 Tourism

*The Monaghan Tourism Strategy (MTS) 2015-2020, identified that there were 58,000 overseas visitors to the county in 2013 with an associated revenue of €19 million. The MTS also identified that adjacent counties, such as Cavan and Louth, witnessed significantly more overseas visitors than Monaghan within the same period. Arising from the outlined facts and figures, the strategy illustrates that tourism in the county currently works off a low base, and that there is a priority to grow visitor numbers. Notwithstanding, and according to updated Fáilte Ireland figures (Regional tourism performance in 2016), the number of overseas visitors to Monaghan increased to 65,000 in 2016 , with overseas tourist revenue of €27 million*

*Tourism is thus an important sector of activity in the County – and one which has the added benefit of acting as an external economic driver and also significantly improving the quality of life of the residents of the County.*

*Monaghan's relative close proximity to Dublin and other larger settlements, and its border location with counties situated in Northern Ireland, offers significant opportunities to expand the existing tourism offer and brand for the County. With Dublin's increasing importance as a popular destination for city-breaks, Monaghan's recreational offerings and rich built and natural heritage, provide opportunities to attract visitors from Dublin and the surrounding counties, particularly cross-border visitors from Northern Ireland. Furthermore, the County could benefit from the constrained capacity of larger settlements and act as an accommodation base for those visiting the east and north, subject to a broadening of the current available tourism accommodation profile .*

## Proposed New Section 4.7.1 Tourism Branding

The draft plan acknowledges the Ireland's Ancient East brand and Monaghan's potential to develop as a significant tourist destination to increase the offering of the county under the brand.

It is recommended that this is strengthened by reference to the NPF and its recognition of cross border cooperation, as well as through the mechanism of tourism 'branding' as a new Section 4.7.1 (Tourism Branding and Visitor Experience Development Plans), which also introduces and highlights the Ireland's Ancient East initiative and its associated objectives, as well as their relevance to Monaghan.

### Proposed new Section 4.7.1 Tourism Branding and Visitor Experience Development Plans:

*The NPF recognises tourism as having important potential to contribute to cross border cooperation. It advocates capturing greater international interest by promoting strategic attractions of scale and signature visitor attractions such as the Wild Atlantic Way and the Titanic Quarter in Belfast. Further opportunities to maximise market exposure exist through co-operation and themed 'branding bundles' including linking the Ireland's Hidden Heartlands with Ireland's Ancient East brand. Development of our blueways, such as the Ulster Canal Greenway also offer potential for an enhanced tourism offering throughout the border areas.*

*To offer visitors a compelling motivation to visit the east of Ireland, Fáilte Ireland has developed the umbrella destination brand called Ireland's Ancient East. The destination brand has been designed to appeal to the key customer segments – namely the Culturally Curious and the Great Escapers, and to present this large geographic area in a cohesive and unified manner.*

*The key strategic objectives of the Ireland's Ancient East initiative are:*

- To drive growth in international visitor numbers, tourism revenue and associated tourism employment in the regions which currently underperform in these areas.*
- To move Ireland's east and south from a transit and day tripping zone to a destination which attracts international overnight visitors.*
- To develop a world class visitor experience, which delivers fully on the brand promise.*

## Proposed New Section 4.7.1 Tourism Branding – cont.

### Proposed new Section 4.7.1 (Cont.):

- *To differentiate the Ireland's Ancient East, within the international tourism marketplace, on the basis of the quality of its heritage experiences and a clear and memorable narrative, which links all experiences within it.*
- *To disperse visitor traffic across the geography by encouraging the exploration of both the well-known attractions (in some cases congested) and lesser known sites and experiences (hidden gems).*
- *To ensure Ireland's Ancient East is delivered in accordance with the principles of sustainable tourism, ensuring that economic, social and environmental benefits are delivered in a balanced way.*

*During the life-time of this Plan there will be a phased roll-out of the branding strategy, with investment in orientation signage and the enhancement of the visitor experience, across the programme area.*

*The strategy will develop Ireland's Ancient East as a destination that is easy for the independent visitor to explore, interpret, understand and appreciate. The implementation strategy will deal with on-the-ground information as well as promotional aspects of the brand and the accessibility of sites possibly including mechanisms for pre-booking, ticketing and improved management. The strategy will enhance the visitor experience by promoting innovation in product development including in the delivery of information through foreign languages and using digital technology where appropriate.*



## Proposed New Section 4.7.1 Tourism Branding – cont.

### Proposed new Section 4.7.1 text (cont.):

*The brand is rooted in the rich history and diverse range of cultural heritage experiences that are particularly prevalent in the east and south regions of Ireland. The new destination brand has been designed to appeal to the key target markets and to present this large geographic area in a cohesive and unified manner.*

*The implementation of the Ireland's Ancient East strategy aims to ensure that visitors are aware of, and directed to, a broader range of attractions across the area, thereby better managing visitor numbers at sites. A phased signage programme will ensure better orientation to sites and also cross-selling of facilities and products. Monaghan County Council will provide for the maintenance and improvement of routes and corridors that link sites; the availability of transport links (particularly public transport) between attractions; and the enhancement of facilities proximate to each route – including accommodation, facilities and flag-ship events, to ensure the visitor experience is well-rounded and highly attractive. Public access and transport is key to enabling visitor movement and transit to and between tourism and heritage attractions. Neither Fáilte Ireland nor the tourism industry have control over where these are located, yet in order for visitors to experience these, accessibility is key. Ensuring a high degree of policy convergence between the tourism and transport sectors is, therefore, crucial.*

*Fáilte Ireland is also creating a framework to develop and deliver visitor experience development plans (VEDPs). This approach identifies the 'hero' products for an area, and provides a framework to present the experiences and stories of that area in a way that tourists can readily and easily understand. It clearly identifies tangible actions and a process for businesses to shape their respective tourist experience(s) in line with the overall experience brand proposition and the key motivating themes for their area.*

## Proposed New Section 4.7.1 Tourism Branding – cont.

Proposed new Section 4.7.1 text (cont.):

*Through collaboration and partnership, stakeholders and industry must join together to develop a joint plan. The success of this process depends on a partnership approach and requires input from a variety of providers. Each partner needs to incorporate the actions from the plans into their own operational and strategic plans, thereby maximising budget and resource effectiveness. One VEDP has already been prepared for Ireland's Ancient East and by 2020 a suite of plans will be completed in Ireland's Ancient East. These will enable clusters and geographies to amplify their local tourism offering in a compelling and motivating way for international tourists and encourage increased visits, dwell time and spend in the locality. The VEDPs can be done either geographically or thematically. A thematic approach has been taken in Ireland's Ancient East. Fáilte Ireland would like to see inclusion of a policy/objective to support the delivery of these VEDPs.*

*Monaghan is well placed to contribute to the achievement of these targets due to its accessible location from surrounding counties and large settlements. The Council will engage and collaborate with all relevant stakeholders to ensure the economic potential of the tourism sector is secured for the benefit of the local economy.*

Suggestion for the further consideration of Tourism plans to be incorporated into the County Development Plan:

*Inclusion of a policy/ objective to support the delivery of VEDPs.*

## Proposed text – existing Section 4.7.1 Product Appeal

The existing Section 4.7.1 (Product and Appeal) of the draft plan highlights three consumer segments which can be targeted as set out by Fáilte Ireland and goes on to identify the numerous and diverse range of tourist attractions within the county.

The following outlines proposed text to be incorporated into a new section 4.7.2 (currently 4.7.1).

Proposed text, before the last paragraph in Section 4.7.1:

*The vast diversity of attractions evident from a tourism perspective, can therefore be seen to range from the complex intimacies of the county's numerous towns, villages, bogs, lakes and hills, to the variety of recreational and cultural offerings. There is undoubtedly scope for significant tourism growth in the county – in terms of accommodation, attractions and activities in these wild and culturally distinctive places – however, it needs to be carefully matched to local conditions, differences and distinctive features of the county.*

## Proposed Additional text – existing Section 4.7.1 Product and Appeal

Proposed text, after last paragraph within existing Section 4.7.1:

*In view of the above, the council will work with Fáilte Ireland on the development of the Ireland's Ancient East branding strategy. As part of that process Monaghan County Council will liaise with the Authority on the development of the over-arching strategy, as well as any smaller scale plans or programmes that are prepared to give effect to that strategy.*

*To support the implementation of the Ireland's Ancient East programme by Fáilte Ireland, by facilitating the provision of orientation information within the IAE programme area – in-line with the policies and objectives with respect to heritage sites; and integrating the objectives of that programme with transport programmes in the County.*

*With respect to transport, Monaghan County Council will play a key role as a Roads Authority in ensuring that the links between sites are well maintained, signposted and managed. The County Council will liaise with public and private transport providers (including coach touring companies) to facilitate access and parking arrangements at visitor sites, while protecting the integrity of the County's resources. The County Council will facilitate information boards and displays to give effect to the strategy on the ground and ensure the tourism sector of the County realises its full potential.*

*Monaghan County Council and Fáilte Ireland will also liaise on other Monaghan and surrounding counties experiences that are fit for purpose and deliver on the Ireland's Ancient East brand promise.*

# Proposed New Section 4.7.3 Sustainable Tourism

Fáilte Ireland promotes the incorporation of the principles of sustainability in the tourism policy section of the County Development Plan. The following five principles have been prepared to encapsulate the need to achieve a balance between appropriate tourism development and economic, environmental and social sustainability, and it is suggested that these would comprise a new Section 4.7.3 (Sustainable Tourism) – i.e. before the Tourism Policy section.

Proposed new Section 4.7.3 (Sustainable Tourism) text:

## ***Fáilte Ireland's Guidance on Sustainable Tourism***

*Fáilte Ireland have developed five key principles that ensure developments achieve a balance between appropriate tourism development and economic, environmental and social sustainability. Developments will be assessed having regard to compliance with these, and the associated policies .*

***Principle 1:*** *Tourism, when it is well managed and properly located, should be recognised as a positive activity which has potential to benefit the host community, the place itself and the visitor alike. Sustainable tourism planning requires a balance to be struck between the needs of the visitor, the place and the host community.*

***Principle 2:*** *Our landscapes, our cultural heritage, our environment and our linguistic heritage all have an intrinsic value which outweighs their value simply as a tourism asset. However, sustainable tourism planning makes sure that they can continue to be enjoyed and cherished by future generations and not prejudiced simply by short term considerations.*

## Proposed New Section 4.7.3 Sustainable Tourism – cont.

**Principle 3:** *Built development and other activities associated with tourism should in all respects be appropriate to the character of the place in which they are situated. This applies to the scale, design and nature of the place as well as to the particular land use, economic and social requirements of the place and its surroundings.*

**Principle 4:** *Strategic tourism assets – including special landscapes, important views, the setting of historic buildings and monuments, areas of cultural significance and access points to the open countryside, should be safeguarded from encroachment by inappropriate development.*

**Principle 5:** *Visitor accommodation, interpretation centres, and commercial / retail facilities serving the tourism sector should generally be located within established settlements thereby fostering strong links to a whole range of other economic and commercial sectors and sustaining the host communities. Sustainable tourism facilities, when properly located and managed can, especially if accessible by a range of transport modes, encourage longer visitor stays, help to extend the tourism season, and add to the vitality of settlements throughout the year.*

*Underlying these principles for Sustainable Tourism, the definitions of economic, environmental and social sustainability against which any tourism project is assessed are defined as follows:*

## Proposed New Section 4.7.3 Sustainable Tourism – cont.

- ***Economic sustainability** must be considered to ensure that the tourism sector is managed. The key strengths of the County include landscape, heritage, natural environment, lifestyle and amenity pursuits. The sector is highly affected by seasonality and there are extremes in visitor numbers at key attractions contrasted with smaller attractions which struggle to maintain visitor numbers. These ‘peaks and troughs’ should be carefully managed to ensure the protection of natural resources. Tourism innovation should also be encouraged – particularly where it brings about environmental benefits. Finally, for projects to be economically sustainable they should meet the needs of the permanent and also visitor population alike, so the preparation of robust business plans for all such developments will ensure proposals are viable and sustainable.*
- ***Environmental sustainability** will be central to the development and protection of a viable tourism sector and this is a key consideration in the County where tourism attractions are located in environmentally sensitive areas and close to historic areas where the quality of the built heritage and environment must be protected from inappropriate development – whether tourism related or not. The ‘mainstreaming’ of policy guidance tools such as the Strategic Environmental Assessment (SEA) will undoubtedly address any deficits in relation to many of these key policy areas.*
- ***Social Sustainability** is arguably more difficult to assess. Many of the potentially negative impacts of tourism development can however be addressed through careful consideration of the social and cultural nature of the receiving environment. The impacts that large-scale developments can have on existing local communities policies can be assessed having regard to the impact of visitor numbers on local quality of life, culture and heritage – with a particular emphasis placed on unique areas such as culturally sensitive areas where small impacts over time may have a significant cumulative effect.*

## **Additional Text References (Section 9.15 – Tourism)**

Chapter 9 of the draft County Development Plan sets out Strategic Objectives for Settlement Plan areas, including land use zoning. It is recommend that the following zoning provisions are included within Table 9.13 - Objectives for Tourism.

- Facilitate the location of new tourism related development in existing settlements and brownfield sites;
- Facilitate the location of new tourism related developments in areas with existing transport, waste water and waste infrastructure
- Facilitate the concentrated provision of tourism assets at key settlements through the zoning of lands for these uses



# Commentary on the Draft Plan

There is a fundamental link between tourism and many other sectors which needs to be acknowledged, which should result in an increase in the level of policy cross-compliance and consideration of potential benefits and impacts on tourism in the development of policy. The tourism sector does not directly own or manage the tourism assets which underpin the sector and therefore is reliant on this alignment of policies for the sustainability of the sector. These sectors include agriculture and food, transport, rural development, and fisheries, etc.

The policies and objectives for Tourism and tourism related elements of the plan are assessed as follows:

Tourism Policies and Objectives	
Objective	Comment
Policy TMP1	Good Policy
Policy TMP2	Good objective but would be strengthened with added text (underlined) to read: "Applications for tourism development will be considered in line with usual planning criteria and will be subject to high standards of design and materials, particularly when sensitively located. <u>In all cases, the applicant must submit a robust assessment setting out the sustainability of any proposal with respect to economic, environmental and social sustainability, as defined herein.</u> "
Policy TMP3	Good Policy

## Commentary on the Draft Plan, continued

Objective	Comment
Policy TMP4	Good objective but would be strengthened with added text (underlined) to read: To support the development of angling tourism initiatives throughout the County and particularly at Lough Muckno, building on the amenity and recreational potential of the angling sector <u>in a sustainable manner</u> . In this regard the Council will facilitate the development and upgrading of angler access, stands, car parks and their associated facilities, in accordance and in consultation with relevant management strategies, key stakeholders and bodies including Inland Fisheries Ireland.
Policy TMP5	Good Policy
Policy TMP6	Good Policy
Policy TMP7	Good policy that would be strengthened with added text (underlined) to read: "To facilitate, where appropriate, the provision of high quality tourism products and services within the County in order to increase the level of activity and the sustainability of the tourism market. In particular the provision of quality hotels and visitor accommodation facilities, and the development of tourism projects, facilities, activities, and attractions shall be a priority. <u>These facilities should avail of available capacity and shared infrastructure and services where possible.</u> "
Policy TMP8	Good policy that would be strengthened with added text (underlined) to read: "To <u>support and promote existing and new</u> events, festivals and the development of linked tourist trails <u>within and outside of the county</u> that showcase the wealth of natural, historical and cultural heritage of the County and contribute towards its unique identity and quality of life."

## Commentary on the Draft Plan, continued

Objective	Comment
Policy TMP9	Good policy that would be strengthened with added text (underlined) to read: “To <u>support and</u> promote appropriate innovation and entrepreneurship in the tourism sector, subject to other policies of this Plan, including those relating to settlement, amenities, environment, heritage, landscapes and technical design standards. In particular, the Council shall support the development and enhancement of the ‘Borderlands’ concept.”
Policy TMP10	Good policy that would be strengthened with added text (underlined) to read: “To <u>support and</u> promote the local food, drinks and crafts industries by (i) encouraging the development of premises, (ii) promoting festivals/events and (iii) managing an attractive public realm, <u>in line with sustainable development measures outlined within this plan.</u> ”
Policy TMP11	Good policy
Policy TMP12	Good Policy
Policy TMP13	Good Policy
Policy TMP14	Good Policy
Policy TMP15	Good Policy
Policy TMP16	Good Policy

## Commentary on the Draft Plan, continued

Objective	Comment
*New Policy	<u>Protect Monaghan's principle strengths and capitalise on the distinct tourism and recreational attractions that are on offer – scenic beauty, waterways, vibrant towns and villages and built and cultural heritage</u>
*New Policy	<u>Tourism Development - To facilitate the expansion of the County's tourism sector in-line with the principles and policies of sustainable tourism, and in accordance with the general policies and objectives set out herein.</u>
*New Policy	<u>To support the aims and objectives of the County Monaghan Tourism Strategy (2015-2020) and any subsequent iteration thereof, in order to guide the development, inward investment and marketing of the county, in order to assist in developing and realising its tourism potential</u>
*New Policy	<u>The plan will support the development of clusters of tourism businesses and providers to work together to provide a more attractive experience to visitors, provide better opportunities for communities, towns and villages and ensure limited resources and support are targeted to where the greatest impact can be achieved.</u>

## Commentary on the Draft Plan, continued

Objective	Comment
<b>*New Policy</b>	<i><u>To support the implementation of the Ireland's Ancient East by facilitating the provision of orientation information– in line with the policies and objectives with respect to heritage sites; and integrating the objectives of Ireland's Ancient East with transport programmes in the County.</u></i>
<b>*New Policy</b>	<i><u>To work with stakeholders including the OPW, the Heritage Council, the Arts Council, local communities and businesses to support the development of heritage and cultural tourism in County Monaghan.</u></i>
<b>*New Policy</b>	<i><u>“To support the development of tourism activities on and adjacent to waterways and other connective networks, subject to normal planning and environmental criteria. All proposed developments shall be in accordance with the Birds and Habitats Directive, Water Framework Directive and all other relevant European Directives.”</u></i>

# Commentary on the Draft Plan, continued

Cycling & Walking Policies and Objectives	
Objective	Comment
Policy CFP9	Good policy that would be strengthened with added text (underlined) to read: <i>“To promote and facilitate the development of <u>integrated and linked key amenity sites and</u> walkways and cycleways in appropriate locations throughout the County as identified in the County Walking and Cycling Strategy <u>and the County Tourism Strategy, and any subsequent iterations of these, subject to normal planning and environmental criteria. All proposed developments shall be in accordance with the Birds and Habitats Directive and all other relevant European Directives.</u>”</i>
Policy CFP10	Good policy
Policy CFP11	Good Policy

## Commentary on the Draft Plan, continued

Heritage, Conservation & Landscape Policies and Objectives	
Objective	Comment
HCLSO1	Good Policy that would be strengthened by the added underlined text, to read: To support <del>promote</del> and encourage the conservation, <del>and</del> preservation , <u>and promotion</u> of the County's natural environment, cultural heritage and amenities in accordance with legislation, plans and policies developed to specifically address these areas and to ensure a rich cultural landscape, healthy environment and the full provision of ecosystems services in the county.
Policy RSAP 1	Good Policy
Policy SRP3	Good policy that would be strengthened with added text (underlined) to read: "An exception may be made for short term let tourist accommodation or recreational development where a specific need has been identified. Any such proposal should be sensitively sited and designed <u>and subject to normal planning and environmental criteria</u> . Development on high exposed sites overlooking lakes or waterways shall be resisted."

## Commentary on the Draft Plan, continued

Transport & Infrastructure Policies and Objectives	
Objective	Comment
Policy CWP1	Essentially the same policy as policy CFP9
Policy CWP2	Essentially the same policy as policy CFP10
Policy CWP3	Essentially the same policy as policy CFP11
Policy CWP4	Good Policy

Strategic Objectives for all Towns within County Monaghan	
Objective	Comment
SS05	Good Objective that would be strengthened with added text (underlined) to read: promote the towns as residential, employment, retail and service centres as well as industrial, <del>and</del> commercial <u>and tourism centres</u>
SS06	Protect and enhance the heritage, character and streetscape of the towns and ensure they are attractive places to live, <del>and</del> work <u>and visit</u>



## Commentary on the Draft Plan, continued

Strategic Objectives for Settlements	
Objective	Comment
STO 1	Good Policy
STO 2	Good policy that would be strengthened with added text (underlined) to read: “Accommodate sustainable tourism related projects related to natural assets of the towns <u>subject to normal planning and environmental criteria. All proposed developments shall be in accordance with the Birds and Habitats Directive, Water Framework Directive and all other relevant European Directives.</u> ”
STO 3	Good project specific policy
STO 4	Good Policy
STO 5	Good Policy

## Commentary on the Draft Plan, continued

### Specific objectives for Tourism in Monaghan Town

Objective	Comment
MPO7	Good policy that would be strengthened with added text (underlined) to read: "To support the established festivals and events and to deliver on increased bed nights in suitable locations, <u>where infrastructural capacity and shared services are available where possible.</u> "
MPO8	Good policy that would be strengthened with added text (underlined) to read: "To <u>promote and</u> support the re-opening of the Ulster Canal in Monaghan Town."

### Specific objectives for Tourism in Carrickmacross

Objective	Comment
CMO6	Good policy that would be strengthened with added text (underlined) to read: "Promote and facilitate the development of Carrickmacross as a tourism centre in co operation with the public and private sector, <u>subject to normal planning and environmental criteria.</u> "
CMO7	Good policy that would be strengthened with added text (underlined) to read: "To support the <u>sensitive</u> refurbishment of the Market House building within the lifetime of the plan."

## Commentary on the Draft Plan, continued

Objectives for Tourism in Castleblayney	
Objective	Comment
CBO5	Good Policy
CBO6	Good policy that would be strengthened with added text (underlined) to read: “To accommodate sustainable tourism related projects in an around Lough Muckno which are compatible with Chapter 4 of the Monaghan County Development Plan 2019-2025, <u>and normal planning and environmental criteria. All proposals shall be in accordance with the Birds and Habitats Directive, Water Framework Directive and all other relevant European Directives.</u> ”
CBO7	Good Policy
Specific objectives for Tourism in Clones Town	
Objective	Comment
CPO5	Good policy that would be strengthened with added text (underlined) to read: “Encourage the provision of tourist accommodation on appropriate sites <u>with available shared infrastructure and services where possible.</u> ”
CPO6	Good policy that would be strengthened with added text (underlined) to read: “Upgrade and develop angling facilities in Clones and the Erne East Area in co-operation with Inland Fisheries Ireland and other relevant water bodies. <u>All proposed facilities shall be in accordance with the Water Framework Directive and all other relevant European Directives.</u> ”
CPO7	Good policy that would be strengthened with added text (underlined) to read: “Encourage and accommodate the reopening of the Ulster Canal and the provision of a marina at an appropriate location within the town, <u>in accordance with planning and environmental criteria,</u> as it provides a vehicle for regeneration.”

## Commentary on the Draft Plan, continued

### Specific objectives for Tourism in Clones Town (Cont.)

Objective	Comment
CPO8	Good Policy

### Specific Objectives for Ballybay:

Objective	Comment
Specific Obj.	Good policy that would be strengthened with added text (underlined) to read: "Facilitation of the development of Lough Major and the Dromore River System as tourist Assets, <u>subject to normal planning and environmental criteria and in accordance with relevant European Directives.</u> "
BO5	Good Policy
BO6	Good Policy
BO7	Good policy that would be strengthened with added text (underlined) to read: "Upgrade and develop angling facilities in Ballybay in co-operation with Inland Fisheries Ireland and all other relevant water bodies. <u>All proposed facilities shall be in accordance with the Water Framework Directive and all other relevant European Directives.</u> "
BO8	Good Policy

# Commentary on the Draft Plan, continued

Development Management Standards - Tourism Policies	
Objective	Comment
Policy TOUP1	Good Policy
Policy TOUP2	Good Policy
Policy TOUP3	Good policy

## Concluding remarks

We wish to take this final opportunity to commend the County Council on the Draft Development Plan and reiterate the commitment of Fáilte Ireland to working with the Local Authority on achieving the Plan objectives over the coming years.

**In relation to any follow up to this submission please contact:**

**Yvonne Jackson**

**Fáilte Ireland- The National Tourism Development Authority**

**88/95 Amiens Street**

**Dublin 1**

**Tel: 01 8847224**

**Email: [yvonne.jackson@failteireland.ie](mailto:yvonne.jackson@failteireland.ie)**