LISTOWEL
HERITAGE AND COMMUNITY LED
REGENERATION STRATEGY
“Beautiful Listowel, serenaded night and day by the gentle waters of the River Feale. Listowel where it is easier to write than not to write, Where first love never dies, and the tall streets hide the loveliness, The heartbreak and the moods, great and small, Of all the gentle souls of a great and good community. Sweet, incomparable hometown that shaped and made me.”

(John B. Keane)
In County Kerry, our heritage is one of our greatest assets and motivates our sense of civic pride and contributes to the county’s economic success on many levels. Our heritage reflects our values, attitudes, beliefs, customs, traditions and aspirations. It enhances the local distinctiveness of our communities, landscapes and culture.

Kerry County Council acknowledges the need for a strategic and co-ordinated approach to conserving, enhancing and promoting this heritage. As we plan for the future of the county it is important that we also plan for our heritage so that we can protect and manage it in an integrated and sustainable way. The adoption and implementation of the ‘Listowel Heritage and Community Led Regeneration Strategy’ is a key part of this process. This Strategy is the result of a participative consultation process, stretching over a full year.

I wish to congratulate all who have been involved with the development of the Strategy, particularly the project Steering Group, Elected Members of the Listowel Municipal District, the Paul Hogarth Company and the many local individuals, organisations and agencies who have generously committed their time, energy and expertise to this process. I would also like to thank the Heritage Council, the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs for their continued support.

As Chief Executive I am delighted that Kerry County Council is continuing to expand its suite of policies in relation to Heritage and Historic Town Regeneration. The Strategy is a working document, with many achievable actions. Implementing this ambitious Strategy will require commitment from all the groups involved from central Government to local communities. On behalf of Kerry County Council, I welcome this challenge, and look forward to the realisation of the aims of the strategy over the next 5 years.

As Cathaoirleach of the Listowel Municipal District, I am proud to be associated with the adoption of the ‘Listowel Heritage and Community Led Regeneration Strategy’. I believe that this Strategy provides us in Listowel with a valuable framework in which we can take stock of our heritage assets, and work together to maximise their benefits for all, particularly in areas such as quality of life, tourism, education, recreation and most importantly commercial activity and job creation.

Heritage is part and parcel of all our lives. Heritage is part of what makes each town, village and townland in Kerry unique and different.

By conserving our heritage and creating new heritage assets, through creative and quality architectural design, retaining and enhancing our wildlife habitats and conserving our cultural heritage, Listowel will continue to be a place where people will want to live and work. It will be a place that we can be proud of because local and visitor alike will see and appreciate its character and uniqueness. Listowel will continue to inspire art and creativity. We will be rooted and secure as a community and empower the voice of heritage to ensure its central role in the regeneration of our town.

We need to involve all stakeholders and build trust between institutions and communities. We need to be proactive in our decision making. Presenting the town’s heritage as detailed in the Strategy will, I have no doubt prove very successful. I feel certain that the communities of our town and it’s wider hinterland will rise to this challenge and fully support the implementation of the actions listed in the Strategy. I look forward to seeing many successful projects over the coming years which I believe will bring significant benefits for our Heritage and for the people of Listowel and the wider North Kerry Area.
Heritage Definition

“Valued objects and qualities such as historical sites, buildings, public spaces, environments, and cultural traditions that have been handed down by previous generations which are considered collectively to be the positive inheritance of present-day society.”

(Collins Dictionary)
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Introduction

In 2015 Kerry County Council commissioned the production of a “Listowel Heritage & Community-Led-Regeneration Strategy” which aims to environmentally, economically, and socially regenerate the historic town of Listowel.

The results of this strategy production process as outlined in this document are 18 considered initiatives for Listowel's Heritage assets that have the potential to provide a prosperous future for the town. This Strategy aims to provide the town's residents with an enjoyable living environment, provide the towns traders with a fruitful business environment and provide future visitors to Listowel with a more interesting and engaging offering in terms of shopping, activities, attractions, accommodation and heritage interpretation.

This Strategy sets out a shared vision for the future regeneration of Listowel with an aspiration of where the town could be in 5 years time. This vision is supported by a series of realistic and achievable, short and long-term initiatives and actions, designed to:

- Maximise the economic benefits of Listowel town’s heritage assets for current and future generations.
- Inspire confidence in the Town’s future potential as a place to live, do business and as a destination for tourists to visit.

The process to develop this strategy has been guided by project consultants The Paul Hogarth Company and overseen by a Local Steering group in cooperation with Kerry County Council. Most importantly, the process was taken forward in full partnership with the people of Listowel, whose views and aspirations have directly informed this strategy which now incorporates a total of 18 Regeneration Projects and includes an Action Plan for their delivery over the next 5 years.

This strategy emphasises that structured and long term collaboration between various agencies and interest groups is the key to successful implementation of this strategy. This genuine grass roots up, cooperative partnership approach to community regeneration is what the Listowel Heritage and Community Led Strategy will be all about for those involved in the development of the town in the years ahead.

At first glance Listowel has some very tangible Heritage features:

- LISTOWEL SQUARE
- LISTOWEL CASTLE
- THE SEANCHAI WRITERS MUSEUM
- VIBRANT STREETS
- THE UNIQUE LARTIGUE MONORAIL MUSEUM
- LISTOWEL PARK & RIVERSIDE WALKS
- A TOWN HERITAGE TRAIL
- LISTOWEL FESTIVALS
Strategy Process

“Heritage conservation is becoming more people-centred. Old approaches sought to protect Heritage by isolating it from daily life. New approaches focus on making Heritage fully part of its local community. The intention now is to give the various elements of our Heritage a second life and meanings that meets the contemporary needs and concerns of resident and visitor alike.”

(EU Commission 2014)

Heritage-Led Regeneration Concept Overview:

Regeneration is the process of bringing environmental, economic, and social life back into an area. Heritage-led regeneration is a recognised policy across Europe.

Projects undertaken in recent years throughout a number of countries have shown that investment in heritage is key to successful small town regeneration and have demonstrated that private sector investment in the commercial life of a town is encouraged by local community and state agency investment in heritage. For example, the restoration of one or more historic buildings or the enhancement of a public space can act as a catalyst for the commercial regeneration of a significantly wider area. Also the repair and renovation of historic buildings creates a need for specialist skills, whilst restored historic buildings have been shown to provide ideal locations for creative businesses, attracting skilled workers, businesses, visitors and tourists.

Also at a social and community level when we place Heritage at the forefront of economic regeneration we can ensure that the local distinctiveness, community spirit, values and traditions of towns like Listowel are retained and enhanced for the long-term common good. Therefore the preparation and implementation of the strategy provides a very real opportunity for all state agencies and local stakeholders to inform and shape a vision for Listowel which will prioritise the investment of time and resources that will make Listowel an increasingly good place to live, to do business, to visit and invest.

The Historic Towns Initiative:

The strategy is an action of the Historic Towns Initiative (HTI) which is a joint undertaking by the Department of Arts, Heritage and the Gaeltacht, the Heritage Council and Fáilte Ireland who have come together to promote the heritage-led regeneration of Ireland’s historic towns. The HTI is spearheaded at a local level by the relevant Local authority.

The HTI pilot phase which commenced in 2013 saw Listowel along with two other towns – Westport, County Mayo and Youghal, County Cork – chosen to provide variety in terms of their geographical locations, their form and evolution, and their evolved heritage assets.

The HTI contends that the cultural heritage, (i.e. customs, practices, places, objects and values) of historic towns can be utilised to create a desirable place in which to live, do business and visit.

With strong local leadership and the development of an evidence-based vision it is believed that this initiative can help Listowel's heritage assets generate substantial and sustainable environmental, economic and social benefits.

Analysis Process:

Before developing a regeneration strategy for Listowel, it was essential to gain an understanding of how the town was functioning today, so that the towns strengths and weaknesses could be understood. Following close consultation with the residents of Listowel this section summarises our analysis and findings. It also presents analysis of the town’s urban form and heritage assets and considers Listowel’s Strategic role as a hub for the wider North Kerry Area.
Process Overview

Desktop Studies
The project team reviewed existing policies and plans pertaining to Listowel, as well as other documents relating to its heritage, culture and business activities.

Site Appraisal
A rigorous study of the town’s built environment was undertaken resulting in photographs, plans and drawings that helped build a picture of the town today.

Public Consultation
Public drop in sessions were held at the Seanchai Centre, where members of the public were invited to meet the team, learn about the strategy development process and most importantly, share their thoughts on the strengths and weaknesses of Listowel today.

Review Workshop
All of the work amassed through the previous stage was presented and discussed in detail between the consultants, steering group, Council members and officials. This formed a common understanding of Listowel upon which to develop the strategy.

First Draft Strategy
Based on the finding of the process thus far, a first draft strategy was compiled and presented to the local steering group, where changes were agreed accordingly.

Public Consultation
The Draft Community and Heritage Led Regeneration Plan was put on display in a vacant shop unit on Church Street. The exhibition was staffed by the Council Heritage Officer, with input from the consultancy team. This provided everyone in Listowel and indeed those from the wider North Kerry area with the opportunity to view the proposals in draft, discuss them and give their considered feedback.

Final Strategy
The consultation feedback from the public and other stakeholders was reviewed in detail and a series of revisions to the draft strategy agreed with the steering group and Listowel Municipal District Councillors and officials for final consideration. Final Strategy readied for adoption and implementation.
The following graphs illustrate the importance placed on heritage in each of the heritage towns.

Importance of Preserving History & Heritage

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Business %</th>
<th>Residents %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Important</td>
<td>73</td>
<td>75</td>
</tr>
<tr>
<td>9-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-8</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>1-6</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Average 1/10</td>
<td>8.8</td>
<td>8.9</td>
</tr>
</tbody>
</table>

The strength of importance businesses give to ‘preservation’ is near identical to that given by residents across the Historic Towns.

Key Reasons for Preserving History & Heritage

- Creates tourism/generates business: 48%
- Maintains beautiful architecture/scenery of town: 31%
- Town is rich in history: 30%
- Part of the culture/identity of the town: 27%
- Proud of heritage/history: 26%
- Unique selling point of town: 22%
- Should be preserved for future generations: 13%
- Born and raised in town: 10%
- Makes town more attractive: 5%
- Not important/of no interest: 4%
- All others 3% or less

Importance of Preservation of History & Heritage

- "It is very important to protect our heritage and identity, to know where we came from, rather than ignore or forget the past"
- "I am the fourth generation of my family in Listowel and I'm proud of everything we have done here"
- "We have to learn from the past to plan for our future, our history and heritage is very important"
- "John B Keane is from Listowel, he’s a very famous man in the whole country"
- "Listowel is a microcosm of Ireland, everything has happened here"
- "More and more town are becoming commercialised. A heritage town has a different feel"
Key Reasons Given for Visiting Historic Town

**Visitor attractions** dominate as the key reason to visit the towns (a term which may be synonymous with a locale’s history and culture). Westport has the strongest range of reasons for visit, followed by Youghal.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Westport</th>
<th>Listowel</th>
<th>Youghal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor attractions</td>
<td>56</td>
<td>31</td>
<td>62</td>
</tr>
<tr>
<td>To find out about the history &amp; culture of the area</td>
<td>63</td>
<td>6</td>
<td>31</td>
</tr>
<tr>
<td>To have a meal/something to eat</td>
<td>24</td>
<td>9</td>
<td>19</td>
</tr>
<tr>
<td>Visiting friends or relatives</td>
<td>5</td>
<td>24</td>
<td>16</td>
</tr>
<tr>
<td>To visit TIO (Tourist Information Office)</td>
<td>3</td>
<td>-</td>
<td>39</td>
</tr>
<tr>
<td>Shopping</td>
<td>24</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Just passing through</td>
<td>6</td>
<td>21</td>
<td>2</td>
</tr>
<tr>
<td>For a specific event</td>
<td>1</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>To use a specific service e.g. Bank, Post office</td>
<td>-</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>To see a specific attraction</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

Most likely to Recommend to Others for the Following Reasons

**Likelihood to Recommend**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Correlation</th>
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<tbody>
<tr>
<td>Visual presentation of the buildings or monuments</td>
<td>.661</td>
</tr>
<tr>
<td>Quality of interpretation at museums/visitor attractions/heritage sites</td>
<td>.658</td>
</tr>
<tr>
<td>Availability of night time entertainment</td>
<td>.643</td>
</tr>
<tr>
<td>Range of local craft shops</td>
<td>.642</td>
</tr>
<tr>
<td>Quality of restaurants/cafes/coffee shops</td>
<td>.639</td>
</tr>
<tr>
<td>Presentation of squares and open spaces</td>
<td>.637</td>
</tr>
<tr>
<td>Quality of pubs and bars</td>
<td>.629</td>
</tr>
<tr>
<td>Quality of green open spaces</td>
<td>.611</td>
</tr>
<tr>
<td>Maintenance and presentation of its shops</td>
<td>.610</td>
</tr>
<tr>
<td>Understanding the story of the town</td>
<td>.603</td>
</tr>
<tr>
<td>Maintenance and presentation of its houses</td>
<td>.599</td>
</tr>
<tr>
<td>Range of restaurants/cafes/coffee shops</td>
<td>.572</td>
</tr>
<tr>
<td>Friendliness of the Locals?</td>
<td>.564</td>
</tr>
<tr>
<td>Quality of information about the history of the buildings/monuments</td>
<td>.539</td>
</tr>
<tr>
<td>Ease of access to and around historic buildings/monuments</td>
<td>.537</td>
</tr>
<tr>
<td>The heritage of this town makes it unique</td>
<td>.534</td>
</tr>
<tr>
<td>Availability of daytime entertainment</td>
<td>.510</td>
</tr>
<tr>
<td>Quality of public art</td>
<td>.505</td>
</tr>
</tbody>
</table>

**Source for all figures and graphs - Development of Baseline Metrics for Historic Towns Business Survey. Prepared for Fáilte Ireland National Tourism Development Authority January 2014. John O’Mahony & Ian McShane.**

“*It’s what drives tourists to the area, people come to learn about our history*”

“*Our heritage and history is the one selling point that we have, so it’s more of a business thing for me than personal*”

“*Our history and heritage is part of who we are. It has formed Listowel, and given us our identity*”

“*I’m from Listowel, and work hard to keep it the wonderful town that it is. It’s tradition that we continue from generation to generation*”

“*Our history and heritage is the soul of the town*”
Historical Overview

When a Listowel man takes a drink from any tap in this lovely town
‘Tis not only water thats going down, but the purified secrets of the dead
Flowing into his belly and through his head
No town here or in any land will do this for your body and mind
Inspiration flows through the graveyard sod
Turn a tap in Listowel, out flows God!

(Brendan Kennelly)

Toothail was one of the earliest kings of Ireland (958 AD) and it’s said he gives his name to ‘Lios Tuathail’ a ringfort, or ‘univallate rath’, located at the north eastern edge of the town park. The ringfort would have consisted of a central flat area enclosed by a single earthen bank with an external ditch. The first written reference to the name ‘Lios Tuathail’ appeared in The Annals of the Four Masters in 1582, though there were other written accounts of the village by the names ‘Lystothyl’ in 1303 and ‘Lissmokill’ in 1320.

Possibly as early as the 13th century, Listowel began to grow as a settlement surrounding the Norman castle which was built to control the river crossing. This was replaced with the 15th century Fitzmaurice Castle we see today. Listowel Castle represents one of the finest examples of Anglo-Norman architecture in Kerry. Following a month long siege in November 1600, the castle fell to Sir Charles Wilmot and ultimately became the property of the Hare family, the holders of the title of Earl of Listowel. What remains of this national monument is a fine twin tower facade, which has more recently been sensitively restored by the Office of Public Works who open it to the public for guided tours during the summer months.

By the late 1600s, the layout of the town’s main streets and square could be seen. The Town Square area has been the principal cultural and commercial focal point for the town ever since. It was also from The Square that Listowel’s first streets emanated, namely Pound Lane (now William Street Upper) to the north, Church Street to the north-east and Bridge Road to the south east. With the building of the ‘Big Bridge’ crossing the River Feale in 1829 and a vastly improved road network, Listowel became a regional centre for the export of butter and grain. The town flourished and by the mid-1800s had become a large, vibrant market town.

A number of buildings of historical and architectural significance are located around Listowel’s Square. Immediately adjoining Listowel Castle a former 19th century Georgian residence houses the Seanchaí – Kerry Literary & Cultural Centre and the Kerry Writers Museum. Opened in 2001 the Museum celebrates the unique literary tradition of North Kerry through audio-visual interactive interpretation featuring five of Kerry’s best known writers - John B. Keane, Bryan MacMahon, Brendan Kennelly, Maurice Walsh & George Fitzmaurice. The works of these national & internationally renowned literary figures are filled with an abundance of rich characters, humour, romance and tragedy drawn from the towns & villages of North Kerry. The Centre also hosts a restaurant, book & gift shop, exhibition space and the Listowel Tourist Office. Deriving from the above Listowel plays host to one of Ireland’s premier literary festivals, Writers’ Week, each year during the June Bank holiday weekend. The event takes place in a unique atmosphere of learning and celebration which gives new and established writers an opportunity to discuss their work before a national and international audience.
Historical Overview

Constructed in 1829, St. Mary’s Roman Catholic Church is situated in the western corner of the Square. Subsequent renovation work has included the addition of the spire, porch and side aisles. Local folklore has it that Lord Listowel prevailed upon the clergy to ring the Angelus bell at 7.00 p.m. so that he could get an extra hours work from his men.

Dominating the centre of the square is a former Church of Ireland building constructed in 1819 which now houses St. John’s Theatre and Arts Centre. Since its renovation in 1990, St. John’s has become a premier venue in the South West for the promotion of a monthly programme of Visual and Performing Arts, featuring the best local, national and international product in Theatre, Music, Dance and Exhibitions. Annually St. John’s hosts approximately 160 Arts events comprising of 80 Theatre presentations, 60 Music/Dance events and 20 Exhibitions. Youth performance workshops in Drama, Music, Contemporary Dance and Traditional Arts cater for approximately 150 Primary and Post Primary Students weekly during the school year.

The 18th century Listowel Arms Hotel dominates the northern side of the square. It has many associations with noted historical figures. Charles Stewart Parnell, nationalist political leader, addressed the people of Listowel from an upper window telling the people of North Kerry that “no man has the right to set a boundary to march of a nation.” A renowned Irish entertainer, Josef Locke, owned the hotel for a period in the 1960s. The east and south sides of the square have a mixture of pubs, shops, a bank and residential properties. Many of the buildings in the square have remained unchanged for more than a century.

The Streets of Listowel are famed for their colourful, celtic revival-style shop frontages. Many of these were created in the late 1800s and early 1900s, by the plasterwork craftsman, Pat McAuliffe. Most notable are ‘The Maid of Erin’, Main Street in addition to ‘The Harp & Lion’ and ‘The Emporium’ in Church Street.

A Heritage feature unique to Listowel is the Lartigue Monorail. The Listowel - Ballybunion Monorail opened on 1st March 1888. It ran the ten miles between the two towns for 35 years. How two small towns in the south west of Ireland came to be linked by the world’s first commercial passenger-carrying monorail is a fascinating story. Designed by French engineer Charles Lartigue, the idea of a monorail was conceived by him after viewing camels carrying goods across the Sahara Desert. A reconstructed passenger model of the Lartigue Monorail now runs along a 1 km track in Listowel at the site of the old Great Southern Railway. The Lartigue Museum also allows visitors to watch archive film of the original Lartigue and see models, displays and memorabilia of the Lartigue and main-line railways.

Finally the Listowel Racing Festival has been a feature of the town since 1858 and has proved to be a major draw for racing fans who flock to the course for the final racing festival of the summer, an event which coincides with the towns Harvest Festival to produce the highlight of the social and racing calendar. The Harvest Festival includes busking competitions, fun races through the streets of Listowel and the All-Ireland Wren boy Bands Competition. Pub and street entertainment is available nightly.
National Monuments, Architectural Heritage and Architectural Conservation Areas

The map above is from the National Monuments Service (Sites and Monuments Record) and the National Inventory of Architectural Heritage.

Shown on the map of Listowel in red dots are National monuments such as Listowel Castle, two Ringfort's / Rath's, St. Michael's Church Tower and Graveyard and a Fulacht fia / Burnt Mound. A total of 4 sites can be seen on the map.

Sites of Architectural Heritage are indicated by blue dots. Some examples in Listowel are the Saint Mary's Catholic Church, Saint John's Arts Centre, and many of the houses around the Square, Church Street and William Street.

The coloured zoned areas indicate Architectural Conservation Areas (ACA's) within the town, with protected structures outlined in black.
Analysis

Listowel’s Urban Form

Through a process of desktop and site analysis, the urban form of Listowel has been studied at length to inform this regeneration strategy. The town has a well-preserved and compact central core, characterised by narrow streets and a fine central urban square. These elements are integral to the urban structure of Listowel, which in comparison to many other Irish towns, has been fortunate to have avoided inappropriate over-development.

Beyond the central town core, the urban form of Listowel becomes less compact with development of the 20th Century. This is especially evident along the towns approach roads north of the river where urban sprawl along Cleiveragh or the main Tarbet road for example, make it difficult to define entrances into the town.
The Streets & Square
The River & Park
The Events
The Lartigue Monorail
The Racecourse
The People of Listowel & North Kerry
A Town of Heritage Assets
(The Big 6)

An overarching theme of this analysis is one of positivity. Listowel is a lively, friendly and attractive historic town with many points of interest. This derives from the quality of its underlying heritage and urban fabric, as well as the committed work of people in the town and various local agencies. It is therefore important to build and expand upon these existing qualities, rather than supplanting them with ‘new ideas’ that have little relevance to the town today.

An especially important trait for strengthening identity, attracting visitors and underpinning regeneration is ‘uniqueness’. Listowel has an abundance of Heritage Assets, yet the following assets of the town, referred to during the process as the ‘Big 6’, are particularly unique to Listowel and must therefore be central to the strategy.

1. The Streets & Square

Listowel has a network of attractive town centre streets lined with fine shopfronts (including the ornate McAuliffe plasterworks) and large central square punctuated by prominent landmark buildings. Together this compact urban core is a very strong asset for Listowel, greatly helped by a consistency of historic built fabric with very few gap sites or modern buildings.

Making the most of these urban spaces will be vital for Listowel. Critically they need to be easily accessed places in which people are encouraged to spend time, be it for shopping or visiting. At present, however, high volumes of traffic including heavy goods vehicles, agricultural vehicles and extensive street side car parking detract from these physical qualities. Whilst vehicular access and car parking are important components of a town centre like Listowel, care is needed to ensure the right balance is struck to create the best quality of urban environment possible.

2. The River & Park

The River Feale and Town Park are two features cherished by local people, utilised regularly for exercise and recreation. The river, mentioned in poem and song, has a long association with literary culture of the area and is also a noted rich source of wildlife. The park with its mature trees, gardens and quality path network is understandably a popular place in which to spend time.

What makes these two features relatively unique is their centrality to the town centre, only 200 meters from the Square. Yet both assets are effectively hidden from much of the town centre. This means they are rarely frequented by visitors and play less of a role in the overall Listowel experience than they should.
3. The Events

Listowel has built a national reputation for hosting major events most notably Writer’s Week, the Listowel Races, the Military Tattoo, annual Food Fair and in 2016 the Munster Fleadh Cheoil. It is unique for such a small town to be known for so many big events.

This gives rise to great potential for Listowel to capitalise more fully on all of the events it holds, particularly with such an influx of people brought into the town. Yet interestingly, Listowel is relatively quiet during mid-summer, which is the peak tourism season in County Kerry. Therefore potential exists for new events to be considered that will further draw people to the town, with encouragement to lengthen their stay.

4. The Lartigue Monorail

This engineering feat is a truly unique feature in Listowel. Once linking the town with Ballybunion on the coast, one of the world’s first and Ireland’s only monorail has been partially restored by local enthusiasts and is now an important visitor attraction for the area. Sustaining this attraction, which relies heavily on voluntary input, will be critical for the town.

Another challenge is that the monorail is functionally disconnected from the town centre, despite only being 500m from the Square. Therefore through this strategy, sustaining and connecting the Lartigue with the rest of Listowel will be essential tasks.

5. The People of Listowel & North Kerry

Listowel is an authentically friendly and welcoming place and its community has achieved much over years, be it winning the title Irish Tidiest Small Town in the 2015 and 2016 National Tidy Towns competition or growing its local dairy creamery into ‘Kerry Group’, a world leader in the global food industry. This success is in no small part due down to the people of the town and wider North Kerry hinterland, including the many very active community groups and local businesses that call it home. Therefore the people of Listowel and North Kerry are the key ingredient of the area’s uniqueness. Any steps to regenerate the town as intended through this strategy, can only be taken hand in hand with the people who live and work there.
6. Literary Listowel

Listowel is celebrated for its rich and varied literary heritage given that North Kerry is the birthplace of many of Ireland’s most prominent writers past and present. The writings of these national and internationally renowned literary figures are filled with an abundance of rich characters, humour, romance and tragedy drawn from the towns, villages and fields of North Kerry.

Five of these esteemed writers are featured in the Seanchai Centre / Kerry Writer’s Museum where the lives and literature of John B. Keane, Bryan MacMahon, George Fitzmaurice, Brendan Kennelly and Maurice Walsh can be explored through the rooms of the 19th century Georgian residence.

This cultural heritage continues to inspire the creative arts in the area and beyond to this day.

Also widely renowned for its Listowel Writers’ Week, the town draws the literary and wider arts community together at the beginning of June each year. This unique festival, which celebrates its 45th year in June 2016, presents a world-class programme of readings, lectures, interviews and debates, as well as art exhibitions, theatre, pub trails, tours and guided heritage walks.

The existing literary offer of Listowel is exceptional in the Seanchai Centre, Writer’s Week and wider setting of the town. It is known locally in the context of Ireland but has great potential to develop for greater international appeal.

“I harboured the absurd notion of motivitating a small town in Ireland, a speck on the map, to become a centre of imagination.”

(Bryan McMahon, “The Master”)
Wider North Kerry Heritage

Of course Listowel and its wider hinterland of North Kerry has many more heritage assets than the aforementioned six. A key issue for Listowel is the interrelationships between these many assets. Ways must be found to improve linkages between these locations in physical, socio-economic and digital terms, thereby improving Listowel and the wider North Kerry area as a complete destination.

Another important linkage to be strengthened is the relationship between the towns heritage and its communities. The people of Listowel and its wider hinterland are unquestionably proud of their town and all that it has achieved. Yet this rich source of heritage has so much more to offer the everyday lives of residents, be it through recreation, education or creative inspiration. Through tourism, heritage also has great potential to increase direct and indirect employment and economic activity across the town and the wider North Kerry Area.

Furthermore, opportunities exist to improve the messages and the welcome that Listowel gives its prospective visitors. To enable its many heritage assets to be better linked together, it will be important to ensure both residents and visitors are adequately informed about them and can easily locate them. This extends to the online presence of the town, as well as the experience of arriving there, be it by bicycle, car or bus.

Finally, increasing the time spent by visitors to Listowel is a particular challenge. A lack of visitor accommodation means that the town currently fails to fully capitalise upon the large numbers of people who attend the town’s many events. Scope also exists to extend the stay of those who make short trips to visit or shop. A coordinated series of actions are therefore needed to keep people in the town for longer, thereby encouraging them to explore its attractions and avail of its shops, pubs and other businesses.

1. Seanchaí – Kerry Literary & Cultural Centre
2. Listowel Holocaust Memorial
3. St. Marys Roman Catholic Church
4. Teampaillin Bán / Famine Graveyard
5. Streetscape
6. Riverside Walk
7. Public Seating & Performance Space
8. Streetscape
9. Listowel Castle
10. Existing Parking, Signage, Interpretation Panels & Artwork
Policy Context

A number of strategic documents set the policy context for Listowel and North Kerry, with the two main points of statutory reference for this strategy being the Kerry County Development Plan 2015 and the Listowel Town Development Plan 2009-2015. Whilst a brief introduction is made here, the Listowel Community and Heritage Led Regeneration Strategy should be read with full cognisance of these statutory plans and their respective policies.

The Kerry County Development Plan was adopted by the elected members of Kerry County Council in February 2015. It sets out a blueprint for the future of the County over a 6 year period. Of specific relevance to this strategy is the Kerry County Development Plan’s commitment to:

- “Support the sustainable growth and economic development of Regional towns to drive economic development.” (ES-20);
- To work with agencies and departments to “promote and develop the arts, cultural and heritage attractions.” (H-14) and,
- To support Listowel’s “designation as a Historic Town” (H-49).

The County plan also makes a number of commitments specially relating to Listowel’s tourism assets. The Town Plan was prepared by the former Listowel Town Council and adopted in May 2009. It set out a vision of ‘a clean safe sustainable environment where people want to live, work and visit.’ The plan contains numerous objectives relating to cultural, natural and built heritage that support the goals of this strategy, along with closely related topics of retail, housing and movement.
Regional Context

It is important to consider the regional context of Listowel and the relationships it has with the surrounding area. With a town population of 4,205 and a municipal area total of 28,538, it is clear that the town plays a key role within a wider catchment. Indeed, Listowel is in many ways the civic, commercial and cultural hub of North Kerry and therefore it’s economic revival.

County Kerry is one of Ireland’s most important tourist destinations. In recent years, Kerry has again been increasing its share of overseas visitors to Ireland and remains the market leader in the leisure tourism area. In 2015, a record 1 million overseas visitors came to Kerry, spending an estimated €260 million in the local economy. North Americans are the most valuable visitors to the county, generating approximately 40% of overseas income, followed by Mainland Europe (33%) and Great Britain (25%). Kerry also attracted an estimated 626,000 visits from Irish residents in 2015, spending €160 million in the local economy.

The well-known destinations for Kerry tourism are found in the Dingle Peninsula, in Killarney, Tralee and in the towns and villages along the Ring of Kerry. With its rich heritage assets and calendar of cultural events, this strategy identifies the Heritage Town of Listowel as a hub for the wider North Kerry Area that is ideally poised to grow the areas visitor economy significantly as per the 2016-2020 Kerry Tourism Strategy.

Linkages at the regional level are a major influence on Listowel today and will undoubtedly shape its future development. Located on the N69 national road, the town sits on a critical route between Limerick City and the Tarbet ferry to the north with Tralee and remainder of the County to the south.

For Listowel this position comes with advantages and disadvantages. Being an important commercial link opportunities for investment exist, although the historic town is impacted upon by heavy goods vehicles. The N69 is also the route for many visitors on their way to the popular areas of South West Kerry. This makes attracting these visitors and encouraging them to spend longer in Listowel, an imperative goal of this strategy.

Finally, from a regional tourism perspective, the Kerry coastline plays an increasingly important role. In 2014 Minister Michael Ring TD launched ‘The Wild Atlantic Way’, the world’s longest continuous driving route connecting Cork to Donegal. Already proving to be a very popular international tourism product, the entire route is attracting visitors and investment from the public and private sectors. Listowel must therefore consider how best to capitalise upon its proximity to the route.
Vision

Listowel – Home of Words, Heart of North Kerry

Listowel is a vibrant historic and authentic market town located in the heart of North Kerry and at the centre of literary Ireland. Through its energetic and impassioned communities, Listowel in partnership with local and national state agencies will continue to work together in shaping a better place to live and work for all. The local economy will be regenerated by welcoming more and more visitors to Listowel. They, along with residents, will be invited and encouraged to explore, learn and celebrate the unique heritage of Listowel together.

We believe the above vision for the future of Listowel, shaped through consultation with Listowel’s communities, encapsulates the regeneration priorities for Listowel.

All projects across Listowel should now seek to fulfil this vision and in doing so, fulfil the following 6 aims:
Listowel must facilitate and encourage people to live and work in its historic town centre by conserving and regenerating its many natural, built and cultural assets to enhance quality of life. This will be achieved by ensuring that its local facilities and services are managed to be of the highest quality possible.

The quality of arrival and welcome to Listowel, both physically and online, is to be an essential part of encouraging people to come to the town to live, work, shop, invest or visit. By working together in a collaborative fashion, the town can ensure that the warmest of welcomes greets every visitor in equal measure. This will include digital marketing, improvements to physical arrival points and other measures.

Listowel has many significant heritage assets, some of which are truly unique. For the town to attract and retain more people, these heritage assets must actively engage with people and relate well together so as to encourage linked visits. This will include more pathways, signage and shared promotion.

Before considering the introduction of new features, it is important to determine how existing attractions can be conserved and enhanced. This will include processes to identify new sources of funding and revenue for existing attractions. Work should also be carried out to make the town more attractive to families. In particular the development of child centred content.

The number and national profile of Listowel’s different annual events is a considerable asset. These events are intrinsically linked to the town’s potential to both celebrate its heritage, whilst driving economic regeneration through increased visitor numbers.

Listowel has great potential to add new attractions that draw upon its rich heritage and diversifying its offer for the benefit of the town. This requires careful study to ensure proposals are realistic and sustainable. This will include environmental, cultural and sporting development in the town.
Plan & Projects

The Listowel Heritage and Community Led Strategy comprises of 18 projects, shown below and summarised on the following pages.

The projects range greatly in scale and scope, but share the common objectives of fulfilling the aforementioned vision and aims for the town.

Subject to the availability of funding, each project will undergo a separate process of development, consultations and where necessary, permissions.

1. Streets and Square
2. Street Frontages
3. Childers Park
4. River Feale
5. Lartigue Monorail Experience
6. Heritage Archive
7. Seanchá Centre
8. Visitor Accommodation
9. Chamber Alliance
10. Marketing
11. Events
12. Town Online Presence
13. Orientation & Interpretation
14. Inner Relief Road Extension
15. Arrival & Parking Strategy
16. Great Southern Trail Greenway
17. North Kerry Heritage Trail incorporating the Wild Atlantic Way and designated Heritage Town of Listowel
18. Cycle Friendly Town

* Project numbering does not denote priority
** All projects to have full regard to the Kerry Tourism Strategy 2016-2020
The Streets

Listowel has some particularly attractive narrow streets in its historic centre. These are lined with quality shops, restaurants, business premises and private residences. However, the same streets are in places dominated by heavy traffic and car parking spaces, resulting in very narrow footpaths and a less than relaxing ambience.

Town centre streets are critically important as they have many functions to perform. These include the passage of people and vehicles, access to shops and other buildings, as well as car parking for a host of different people. They also provide the important setting for buildings and are used as public spaces, be it for small informal gatherings as well as occasional larger events. Such broad usage also means that the quality of town centre streets greatly influences the first impressions of visitors and passers-by.

It is therefore proposed to comprehensively improve Listowel’s central streetscape through process of phased public realm works.

Given the intensive and varied demands placed on streets, a key objective will be to strike an appropriate balance between its many uses. The question therefore has to be asked; Should Listowel’s street primarily serve the passage of vehicles, or should they be improved as places for people?

Widening footpaths and introducing high quality stone paving, lighting, street furniture and natural landscaping would greatly enhance Listowel’s central streets, whilst improving the setting of its buildings and businesses. This would in turn have a social and economic impact by encouraging people, be they shoppers or visitors, to spend longer in the town.

This process should be undertaken as part of a detailed public realm plan for the town. This would allow for an informed balance to be reached, shaped also by an in-depth process of consultation with residents, business owners and the town’s many other stakeholders.

Once a complete public realm plan for the town centre has been designed and costed, it should then be delivered in phases in line with agreed priorities and the availability of funding.
The Square

Listowel Square is a marvellous space right in the heart of the town. Improvements to its design in the past made a notable difference. Having regards to today’s best practices and the hope and aspirations of Listowel’s community in 2016, considerable enthusiasm and expectation now exists for a new bold redesign of the Town Square that can function as an attraction its own right. This welcoming urban space should be the natural starting point for any visitor, encapsulating all that Listowel has to offer and the focal point for events in the town throughout the year.

Great potential also exists to animate the square in the short term through facilitating an increased frequency of events especially during the summer months.

Why is public realm important?
What are the socio-economic, environmental and cultural benefits?

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<thead>
<tr>
<th>Benefit</th>
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<tr>
<td>Increased pedestrian flow and footfall</td>
<td>enhanced ‘vitality and vibrancy’</td>
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<tr>
<td>Longer stay for shoppers and visitors</td>
<td>increased spend per head and local economy benefits</td>
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<tr>
<td>Increased rents and property values</td>
<td>enhanced ‘viability’</td>
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<tr>
<td>Increased street activity</td>
<td>pavement cafes, streets markets, performances</td>
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<td>Reduction in accidents and crime</td>
<td>reduction in public expenditure</td>
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<td>Decreased noise and air pollution</td>
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Actions

a. Commission Public Realm Plan for town
b. Continue to facilitate and promote events and other activities in the town
c. Provide a street-side welcome, information and orientation kiosk for tourists arriving in the town
d. Pedestrianise and carry out public realm improvements to the public area between the Seanchai Centre front boundary and the edge of the main N69 public road
Listowel is famous for its fine shop fronts, particularly the vibrant and ornate plasterwork of Pat McAuliffe (1846–1921). A recent frontage improvement scheme under the Historic Towns Initiative bore very successful results, transforming 16 building facades and enhancing the overall look and appeal of the town centre. Analysis of the town and consultation with its residents conducted for this strategy has identified both a need and a desire to continue this good work.

Whilst Listowel is fortunate not to be blighted with dereliction, several buildings detract from the overall quality of the town centre, as well as those in their immediate vicinity. Unsurprisingly many of the buildings in question are currently vacant, although not solely restricted to shop units.

Through this regeneration strategy it is proposed to establish a new street frontage improvement programme for listed buildings and buildings in Architectural Conservation Areas throughout the town centre. To maximise its effectiveness, the programme will be targeted at buildings of most need or impact and be based on professional guidance, particularly for buildings of heritage value.

Identifying need will be undertaken through a visual audit of all buildings in the town centre and a strategic assessment of their impact. The audit will establish their current condition looking at paintwork, windows, roofing, fixtures and fittings, as well as visible external spaces if applicable. The audit will also assess the appropriateness of the building's current configuration in the context of its age, style and surroundings. Likely issues to arise are PVC windows and guttering, inappropriate signage or paint colours.
The results of this audit will inform the content of 'Architectural Conservation Toolkits' to be produced for the town’s individual streets. These will be produced by suitably experienced architects and planners with the ability to call upon conservation and urban design expertise. Toolkit guidance will enable the identification of appropriate materials, finishes and features at an individual building facade level. Guidance may include appropriate painting, window repair or replacement, removal of extraneous fittings and the coordination of signage.

Finally the programme will be accompanied by a public awareness campaign including exhibitions and talks that celebrate success and explain the wider benefits for Listowel.

Actions
a. Commence production of an ‘Architectural Conservation Toolkit’ for Listowel’s Historic Town centre on a phased street by street basis
b. Hold a public exhibition and also promote the traditional shop fronts and streetscapes of Listowel online
c. Promote Streetscape Improvement Grants Scheme for Listowel’s Historic Town Centre
Listowel is fortunate to have a large area of open space in close proximity to its centre. This is comprised of Childers Park, the Garden of Europe, and Gurtinard Wood. The area has benefited greatly from investment over the years by Listowel Town Council and Kerry County Council. Consequently, many residents enjoy walking, jogging and playing in the park.

Despite such qualities, the area is rarely frequented by visitors other than those who live in the town. This may be attributed to a number of reasons, the most significant of which is the visibility and quality of its entrances.

Of particular importance is the main park access onto Bridge Road. This can be hard to find and easy to miss amongst the large signs of adjacent businesses. The entrance is also narrow, causing problems for vehicles entering and leaving the car park. Improving these access arrangements to the park will help attract more visitors to the park.

Another important access to the area is located further along Bridge Road next to the bridge itself. Here the former NeoData Centre site does little to welcome visitors, despite the qualities of the park and riverside that lies beyond. A very small informal entrance to the park is also relatively hidden in this location. Works to this area should include formalisation of the park entrance and the removal of the former NeoData building. This site has potential for development as a Motor Home overnighting area (See Project 8. Visitor Accommodation).

As previously mentioned, Toothail, one of the earliest kings of Ireland (958 AD) gives his name to ‘Lios Tuathail’, a ringfort or ‘univallate rath’, located at the north eastern edge of the town park. The management, conservation and interpretation of this unique archaeological feature merits careful consideration.

Public interest in the heritage of Saint Michael's Graveyard could also be supported by a community based survey of the graveyard. This project would encourage community survey work and bring different community groups together such as historical societies, tidy towns and schools of the parish.

**Actions**

a. Redesign Park access and entrances from the Bridge Road in conjunction with Neodata Site redevelopment (8.b)
b. Examine future potential to develop pedestrian and cycle linkages between community centre, town park, river banks and the proposed Greenway extension along the Southern Trail
c. Progress Management Plan for the site of the original 'Lios Tuathail' ringfort dealing with vegetation geophysical survey with the cooperation of relevant landowners
d. Investigate the feasibility of conducting a community based survey of Saint Michael's Graveyard
Project 4. River Feale

The River Feale is a precious natural feature that flows through the centre of the town. It is much loved by local people and an integral component of Listowel's natural and cultural heritage. The river is also well known to Ireland's anglers as a source of salmon and sea trout.

Recent works to a river pathway between the Castle and the Big Bridge, along with interpretative signage have greatly helped to raise awareness and open up the river for public enjoyment. Yet in many ways the river remains something of a secret to visitors due to a lack of paths and vantage points to the river from the town centre.

It is therefore proposed to undertake a suite of improvements along the River Feale so to improve wildlife habitat and pedestrian access, whilst managing the relationship between and any new development along its length.

Habitat interpretation and management should be informed by an ecological survey of the watercourse and its banks. This would allow for an accurate assessment of the rivers health and ecological value, relating to its plantlife, insects, fish, birds and mammals. A strategy for habitat management, targeted at key species of wildlife and fishing significance could then be developed and implemented over a phased period. This would also provide the context for any wider initiative to replenish fish stocks. This ecological project presents an excellent opportunity to involve local people, including anglers and school children. It would result in increased biodiversity, an enhanced educational resource and draw for more visitors to the town, be they fishermen or wildlife watchers.

### Actions

a. Continue to investigate feasibility of upgrading and extending the town's riverside walks

b. Undertake ecological survey to inform wildlife habitat management and the provision of biodiversity interpretation signage along same
The Lartigue Monorail is an internationally unique piece of railway heritage. Listowel owes a debt of gratitude to the committed work of its voluntary members who brought about its restoration and now run the facility, drawing visitors from a wide area.

Given the unique status of this attraction, it is very important for Listowel that the monorail is sustained and developed, contributing to the overall ambition for the town. By working closely with the group, scope exists to identify new sources of funding and revenue to sustain and develop the attraction and broaden its appeal. Some initial ideas for further consideration through this process are:

- Environmental Improvements along the route of the monorail would help to improve the aesthetic of the attraction. The project should be used as an opportunity to add to the interpretative value of the museum, incorporating for example, plants found along its original route and sculptural works depicting life on the Lartigue.

- Café Facilities and Play Area would diversify the offer of the visitor centre, helping to attract more people to the Lartigue, particularly local residents who may have visited the exhibition before. Ideas include an outdoor café and a suitably themed play area. Care must be taken to ensure such interventions are of a high quality and compliment the heritage building and setting of the monorail.

Actions
a. Continue to work with Lartigue Monorail Committee to investigate future development potential of Monorail and Museum
Listowel has a rich history and many stories to tell. Visitor attractions such as the Writers Museum, Castle and Lartigue Monorail provide key points at which the public can access the town's heritage. Yet many other valuable collections and artefacts exist across the town in less visible or accessible locations. These include the artefacts of a local Military Museum, a Vintage Wireless Museum and many important books, maps and other documents curated by local families and historians.

Through the course of research and consultation for this strategy, 4 important observations were made about these collections:

1) They represent locally and in some cases nationally important historical records, so it is vital they are recorded, secured and conserved.
2) They are currently spread around the town locations of variable appropriateness and accessibility to the public.
3) The current guardians of these objects and artefacts have personally expressed concern regarding the future of their collections.
4) Together these fascinating collections have immense potential to strengthen the visitor based economy of Listowel.

In response to these points it is proposed that work is advanced to assemble an archive of all historic collections in Listowel. Compilation of this database would take place in partnership with the curators of each collection, local historians and other heritage organisations. The database should then be made accessible to the public, as well as specialist networks associated with each topic.

The database could also be used to assess the condition of the town's heritage items. This should lead to a process of working with owners to identify specific conservation and restoration needs. Consideration is also required to the future of the collections, so that they can be retained in the town in a safe location, ideally accessible to the public.
Listowel is renowned as a place of literature, underpinned by the Seancháí Centre and annual Writer’s Week festival. It is important that the work of the centre be sustained and developed as a vital contributor to the heritage and tourism offering in Listowel.

In the short term, strategic partners shall work with the curators of the Seancháí Centre to assist them in securing accredited museum status through The Museum Standards Programme for Ireland (MSPI) which is currently overseen by the Heritage Council.

Also given the increased public interest in tracing local family history and the informal role that the Seanchaí Centre plays in providing research advice to visitors and local residents the Seanchaí Centre proposes to investigate the feasibility of providing a formal research service.

**Actions**

a. Continue to work with Seanchaí Centre to promote the centre as an integral part of the tourism offering of the town
b. Continue to work with the Seanchaí Centre to secure accredited museum status through the Museum Standards Programme for Ireland (MSPI)

c. Investigate the feasibility of providing a Genealogy / Family History research service at the Seanchaí Centre
Project 8. Visitor Accommodation

A core theme of this strategy is the rich heritage and cultural assets of Listowel and their potential to sustain higher visitor numbers throughout the year. A critical component of this relationship is the availability of a variety of visitor accommodation.

Listowel is currently held back by a shortage of places to stay in the town. This is most evident during large annual events, such as Writers Week and the Listowel Races. Event organisers in Listowel work tirelessly to find suitable local accommodation in response to people’s enquiries. Yet despite this highly commendable effort, large numbers of people attending such events leave the town for accommodation elsewhere. This means that Listowel fails to fully capitalise on the significant economic benefit such large events can bring. In particular, visitor attractions, restaurants, pubs and shops all suffer as a consequence.

Actions are therefore needed to develop visitor accommodation in Listowel, thereby joining other projects in this strategy to attract more visitors to stay and capitalising upon their extended presence in the town.

Potential to growth exists across the full spectrum of visitor accommodation type ranging from hotel and hostel provision, through to private rental, B&B, Air B&B and guesthouses. Provision for motorhomes should also be explored, with potential for this at the former NeoData Site by Childer’s Park.

Failte Ireland policies and plans should be incorporated into proposals. Potential also exists to develop farmhouse accommodation in the areas that surround Listowel, making the most of its attractive rural setting. This would help to spread economic impact of visitors to the environs of the town, although placing increased importance on the ease with which they can access the town.

Actions
a. Identify viable campervan / motorhome locations
b. Investigate development potential of former NeoData / Council site on Bridge Road
By working together Listowel’s businesses and community groups have achieved much to date. Establishing an effective Chamber Alliance would enable even greater level coordination and collaboration around shared initiatives for the good of the town. Indeed, such a group could play a pivotal role in delivering many projects set out in this plan.

The Chamber would be drawn from a range of groups and organisations from across Listowel, along with representatives of Kerry County Council and other local and national agencies. Members would represent a balanced cross section of the town and seek to reflect the broad range of views of the town’s people. One of the Chamber’s aims would be to promote and enhance heritage and tourism in Listowel.

The Chamber in collaboration with Kerry’s County Heritage Officer would also seek to raise awareness of the town’s heritage amongst local residents, with particular emphasis on school children and students.

### Actions

a. Establish a Chamber Alliance for Listowel and ensure Heritage / Tourism Sector representation
b. Establish a network of Tourism Ambassadors
c. Deliver a schools Heritage awareness programme as per Heritage Council’s ‘Heritage in Schools Programme’
d. Facilitate Heritage Council training course participation by local heritage, community, business, arts and tourism groups

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**Project 10. Marketing**

Listowel has much to offer and a coordinated marketing strategy would greatly help to develop and communicate a coherent message about the town at county, national and international levels.

In promoting Listowel, the role of the wider North Kerry region should also be considered. This would help to reinforce the many linkages between smaller towns and villages in the area, whilst also seeking to spread mutually beneficial tourist activity throughout the wider North Kerry region as a whole.

### Actions

a. Work with local community groups and agencies to assemble a list of Listowel and the wider North Kerry area’s tourism / heritage infrastructure and make available for tour operators and future visitors online
Project 11. Events

Existing Events

The range of events that take place in Listowel are a terrific asset for the town and wider region. They celebrate and share Listowel’s cultural heritage, whilst bringing large numbers of visitors to the area and generating economic return. It is therefore vitally important to ensure the sustainability of these events, whilst also pursuing viable opportunities for growth.

A review of all community events is needed in partnership with the respective events organisers. This would be based on detailed discussions with each organisation, including access to key statistics, such as year-on-year visitor numbers. Where such data is unavailable, surveys should be conducted to assist in this process.

Venues

Underpinning Listowel’s success in hosting events are the many different venues located across the town, both indoor and outdoor. Their geographic spread is good for Listowel, ensuring that the activity associated with events reaches all areas of the town.

New Events

Potential exists for new events to take place in Listowel, especially during the summer months when visitor numbers in the county are highest. Ideas for new events should therefore be developed and methodically tested. Consideration to different types of events, large and small, should be given, taking care to compliment existing events that already take place in the town and to not overburden resources.

These should where possible tie into the unique themes associated with the heritage and culture of Listowel, so reinforcing its identity. Ideas could range from small outdoor performances, increased educational programmes, to a spectacular summer event held in the square each year.

In addition to the aforementioned potential to grow existing events, scope exists to build upon the town rich heritage in agriculture, visual arts, music and literature.

Actions

a. Review all community events in Listowel
b. Investigate the potential of developing new events to celebrate the Heritage of Listowel and its communities
Project 12. Town Online Presence

It is essential that Listowel is well represented online in one easy to access website. Developing this would help to ensure that prospective visitors, shoppers and investors are given the best possible introduction to the town and the opportunities it has to offer.

A coordinated and appropriately resourced effort is required by different groups to work together in establishing this and importantly, being able to maintain and promote it well. This may involve redevelopment of the existing Listowel.ie site to enhance in appeal and use. Whichever approach is adopted, the site must be rigorously tested for its appeal and ease of use. Linkage with social media platforms should also be a key feature.

Actions
a. Promote Listowel’s Heritage Town Status through the inclusion of accurate and adequate heritage, visitor attraction and events information in the Listowel.ie website and associated social media platforms

Project 13. Orientation & Interpretation

Finding one’s way easily around the town and between attractions is essential for Listowel’s development as a destination, helping to encourage visitors to explore these points of interest.

A review of all existing signage and mapping should be undertaken. This would then allow for a coordinated process to improve orientation, without negatively impacting upon the visual character of the town.

New signs should be of appropriate design, scale and style and positioned carefully in relation to their setting. Superfluous existing signs should be removed where ever possible.

Listowel also has an existing heritage trail with high quality orientation and interpretation signage. To compliment this it is proposed to promote guided walking tours to further allow locals and visitors to share the stories of the town.

Actions
a. Audit historic signage, and street level heritage interpretation provision and develop policy accordingly
b. Promote walking tours of the town
Project 14. Inner Relief Road Extension

The proposed Inner Relief Road Extension presents a very real opportunity to relieve Listowel’s centre from heavy through traffic, thereby greatly improving safety and environmental quality for the benefit of all in the town.

The Inner Relief Road Extension provides the potential to heighten and protect the heritage status of the town, with high levels of traffic including heavy goods and agricultural vehicles directed away from the town centre. This in turn encourages a less congested centre with an improved family friendly environment for locals and visitors.

Actions
a. Progress proposal to extend town's Inner Relief Road
First impressions of Listowel are important, helping to attract visitors and positively shape perceptions. Key locations should be identified to become the focus for a coordinated set of environmental improvements.

These gateway points should include entrance feature artworks, created specifically for Listowel and relevant to its local heritage and culture. This should also entail planting of trees and flowers as appropriate and improvements to the boundaries of adjacent properties. An opportunity for lighting at each gateway should be explored.

Importantly, each approach road and gateway to the town should be maintained to a high standard and the temptation to add too many elements, particularly signs, avoided.

A coordinated project would improve car and bus parking facilities around the town (including signage) and ensure the quality of pedestrian routes between them and the town centre.

**Project 15. Arrival & Parking Strategy**

**Actions**

a. Develop environmental improvement project for town’s approach roads
b. Develop parking strategy, in conjunction with Action 1a. Public Realm Strategy
c. Promote increased awareness and use of free off-street car parks
Kerry County council continues to develop a network of cycle / walkway amenity trails throughout the County, conforming to the aspirations of Smarter Travel and the National Cycle Policy Framework. A large proportion of disused and abandoned railway lines have been utilised for the trails, incorporating the former Great Southern and Western Railway line.

In particular an aspiration exists to develop a trail along the disused railway line from Listowel town to the Kerry / Limerick County bounds. This proposal presents an exciting opportunity for Listowel and has the potential to become a valuable recreational, economic and social resource for the North Kerry Region. By connecting onto the existing 39km Great Southern Trail which was recently completed by Limerick County Council, this initiative links Listowel with surrounding towns, villages and countryside helping to attract greater visitor numbers into the town and wider region, as well as providing a valuable and safe recreational resource for local people.

**Actions**

a. Progress Great Southern Trail Greenway extension plan from Limerick / Kerry County bounds to Listowel Town
Project 17. North Kerry Heritage Trail on the Wild Atlantic Way

The Wild Atlantic Way is Ireland’s new scenic coastal route stretching over 2,500 km along our western seaboard from Donegal to West Cork and has been hailed as a huge success for Irish tourism.

The Wild Atlantic Way route itself encourages visitors to experience Ireland’s incredible seascapes, history, heritage, culture, folklore and importantly the local people and communities.

Kerry County Council in partnership with the Heritage Council proposes to establish a “North Kerry Heritage Trail on the Wild Atlantic Way”.

The project aims to:

(a) Promote a greater sense of understanding of the history, folklore, culture, architectural heritage, landscapes, seascapes, inland waterways and wildlife habitats, along the route.

(b) Harness the critical mass of existing heritage infrastructure and Points of Interest necessary to establish the North Kerry Area as a tourist destination of merit in it's own right.
Producing this important piece of tourism and community infrastructure should provide rewarding insightful experiences for visitors to North Kerry and also provide local communities with a better appreciation of their heritage and enhance their enjoyment of where they live. With the community at the core of all project tasks, the overall aim of the project will be to produce design ready interpretation content for a selection of points of interest along the new Heritage Trail.

This interpretation content including text, photographs, audio interviews, maps and other information could then be used to enhance existing or develop future tourism products and to inform signage provision for the Heritage Trail.

Once established this Heritage Trail could be expected to harness the critical mass of existing heritage infrastructure and attractions necessary to promote the designated Heritage Town of Listowel and the whole of North Kerry from a tourism and heritage perspective to tourists travelling through North Kerry and along the Wild Atlantic Way.

Early contact will also be made with complimentary heritage and tourism projects running concurrently in North Kerry with the aim to utilise and share all available project information and avoid duplication and overlapping resources between projects. Most importantly, this project will use an established Heritage Council formulated model for working with the local communities and stakeholders to ensure the process is efficient, streamlined and cost effective.

**Actions**

a. Produce design ready interpretation content for a selection of heritage sites along the proposed “North Kerry Heritage Trail incorporating the Wild Atlantic Way and designated Heritage Town of Listowel” which would be utilised to enhance existing and develop and future tourism projects.

b. Facilitate the provision of Heritage Trail signage for a selection of heritage sites along the proposed “North Kerry Heritage Trail on the Wild Atlantic Way”.

**DESIGN READY INTERPRETATION CONTENT**

- Apps
- Websites
- Printed Maps
- Online Maps
- Info & Map Boards
- Brouchures and Books
- Social Media
- Audio Guides
- Podcasts
Project 18. Cycle Friendly Town

Cycling is a healthy and environmentally friendly form of transport, valued by residents and visitors alike.

Investing in cycle infrastructure brings with it multiple benefits. Firstly, by encouraging more residents to cycle a direct impact can be made on levels of health and fitness. Secondly, increased cycling changes the way in which people move around a town, even contributing to the reduction of congestion and air pollution. And thirdly, cycling is an important sector of the Irish tourism market. By placing Listowel firmly on the cycling map, increased visitor numbers could reasonably be expected.

It is therefore proposed to transition Listowel into a cycle friendly town through a range of measures that will improve infrastructure and encourage greater usage. This should be based on an assessment of cycling facilities in the town which would identify areas of the town that are suited to bicycle use and problem areas in need of attention. It would also help to map out key destinations, such a visitor attractions, schools and community facilities, as well as individuals and organisations keen to participate.

Improvements to cycling infrastructure would be closely related to other projects in this strategy, including streetscape, river paths, the proposed Greenway and proposed Inner Relief Road Extension.

Actions
a. Audit cycling provision in Listowel Town and target improvements to infrastructure and facilities
Delivery & Action Plan

Introduction

The aim of this Listowel Community and Heritage Led Regeneration Strategy is to lead directly to economic, social and physical positive change on the ground in all parts of the town. The vision set out in this document is ambitious and some of its projects costly. Yet with good organisation, long term commitment and a flexible approach, much can be accomplished. It also important to note that many actions do not require significant financial resource and of those that do, all will be delivered in phases.

Oversight and Management

Oversight and coordination of delivery will be led by Kerry County Council working in close partnership with many local and national organisations. The Listowel Chamber Alliance will monitor progress regularly and jointly decide upon priorities.

Continuing a Community Led Approach

Through the course of developing this strategy, the input of local people was absolutely fundamental. As each of the projects outlined by this strategy are advanced, this collaborative and participative approach will continue, harnessing the knowledge, commitment and passion of local people at every stage. Where possible, local people will be given every opportunity to actively participate in delivering improvements. It will also be important to join with local people in celebrating successes as milestones are reached and projects delivered.

Funding

Delivery of the Community and Heritage Led Regeneration Strategy will be funded through a variety of means, depending on the scale and nature of specific projects. Many projects in this strategy are typical of those currently funded by the Heritage Council and the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs.

Some potential sources of funding are outlined as follows:
Historic Towns Network
The current programme for government commits to expanding the Historic Towns Initiative Pilot into a National Historic Town Network with associated funding stream.

Town and Village Renewal Scheme 2016 - 2021
Opportunities to finance strategy projects may arise through this recently announced scheme.

Heritage Management Grants Scheme
This scheme administered by the Heritage Council supports projects that apply good heritage practice to the management of places, collections or objects (including buildings).

County Heritage Plan Grants Scheme
Again supported by the Heritage Council this scheme co-fund Local Authority projects in the following areas:
(a) Heritage Research
(b) Heritage Management and
(c) Heritage Education, Community and Outreach.

Kerry County Council
Funding for some projects may be sourced directly from Kerry County Council where they relate to normally assumed responsibilities.

Rural Development Programee (LEADER)
Community Led Local Development funding is provided under the Rural Development Programme 2014 -2020. Several of the strategy's projects may be suitable for LEADER funding, administered locally by North, East and West Kerry Development.

Fáilte Ireland
The Fáilte Ireland Capital Investment Programme 2016 -2020 supports large tourism projects with investment to develop new, or boost existing, tourism experiences and attractions across Ireland.

Private Investment
Some projects outlined in this strategy will co-funded through private investment, as they will benefit landowners or operators of particular sites.

Importantly the funding landscape will be continuously monitored, so that other viable sources of local, national and international funding are identified as they emerge.
## Action Plan for Delivery

### Project 1. Streets and Square

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.a</td>
<td>Commission Public Realm Plan for town.</td>
<td>Kerry County Council, Department of Arts, Heritage, Regional, Rural &amp; Gaeltacht Affairs, The Heritage Council, and North, East &amp; West Kerry Development.</td>
<td>Years 2 - 3</td>
</tr>
<tr>
<td>1.b</td>
<td>Continue to facilitate and promote events and other activities in the town.</td>
<td>Kerry County Council, Listowel Traders Association, North, East and West Kerry Development and Failte Ireland.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>1.c</td>
<td>Provide a street-side welcome, information and orientation kiosk for tourists arriving in the town.</td>
<td>Kerry County Council, North, East &amp; West Kerry Development.</td>
<td>Years 1 - 3</td>
</tr>
<tr>
<td>1.d</td>
<td>Pedestrianise and carry out public realm improvements to the public area between the Seanchaí Centre front boundary and the edge of the N69 public road.</td>
<td>Kerry County Council.</td>
<td>Years 1 - 3</td>
</tr>
</tbody>
</table>

### Project 2. Street Frontages

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
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<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>2.a</td>
<td>Commence production of an ‘Architectural Conservation Toolkit’ for Listowel's Historic town centre on a phased, street by street basis.</td>
<td>KCC Heritage Officer, KCC Architectural Conservation Officer, The Heritage Council, Listowel Traders Association, North, East &amp; West Kerry Development, and Listowel Tidy Towns.</td>
<td>Years 1 - 3</td>
</tr>
<tr>
<td>2.b</td>
<td>Hold a public exhibition and also promote the traditional shop fronts and streetscapes of Listowel online.</td>
<td>KCC Architectural Conservation Officer, KCC Heritage Officer, Heritage Council, Listowel Traders Association, North and East Kerry Development and Tidy Towns.</td>
<td>Year 3</td>
</tr>
<tr>
<td>2.c</td>
<td>Promote and fund a Streetscape Improvements Grants Scheme for Listowel's Historic Town Centre.</td>
<td>Kerry County Council, The Heritage Council, Department of Arts, Heritage, Regional, Rural &amp; Gaeltacht Affairs and North, East &amp; West Kerry Development.</td>
<td>Years 4 - 5</td>
</tr>
</tbody>
</table>
### Project 3. Childer’s Park and Saint Michaeals Graveyard

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
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<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>3.a</td>
<td>Redesign Park access and entrances from the Bridge Road in conjunction with Neodata Site redevelopment (8.b).</td>
<td>Listowel Municipal District Engineer, and Transport Infrastructure Ireland.</td>
<td>Years 2 - 3</td>
</tr>
<tr>
<td>3.b</td>
<td>Examine future potential to develop pedestrian and cycle linkages between, community centre, town park, river banks and the proposed Greenway extension along the Great Southern Trail.</td>
<td>Listowel Municipal District Engineer, Failte Ireland and North, East &amp; West Kerry Development.</td>
<td>Years 1 - 3</td>
</tr>
<tr>
<td>3.c</td>
<td>Progress Management plan for the site of the original ‘Lios Tuathail’ ringfort dealing with vegetation and geophysical survey with the cooperation of relevant landowners.</td>
<td>KCC County Archaeologist, KCC Heritage Officer, The Heritage Council, Department of Arts, Heritage, Regional, Rural &amp; Gaeltacht Affairs and North, East &amp; West Kerry Development.</td>
<td>Years 2 - 3</td>
</tr>
<tr>
<td>3.d</td>
<td>Investigate the feasibility of conducting a community based survey of Saint Michael’s Graveyard.</td>
<td>Listowel Municipal District Engineer, KCC County Archaeologist, KCC Heritage Officer, The Heritage Council, North, East &amp; West Kerry Development and Listowel Tidy Towns.</td>
<td>Years 4-5</td>
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### Project 4. River Feale

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<tr>
<th>No.</th>
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<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.a</td>
<td>Continue to investigate feasibility of upgrading and extending the towns riverside walks.</td>
<td>Listowel Municipal District Engineer, KCC Heritage Officer, KCC Biodiversity Officer, The Heritage Council, Listowel Racecourse Committee, Listowel Tidy Towns, Inland Fisheries Ireland, and Failte Ireland.</td>
<td>Years 1 - 5</td>
</tr>
<tr>
<td>4.b</td>
<td>Undertake Ecological Survey to inform wildlife habitat management and the provision of biodiversity interpretation signage along same.</td>
<td>Listowel Municipal District Engineer, KCC Heritage Officer, KCC Biodiversity Officer, The Heritage Council, Listowel Racecourse Committee, Listowel Tidy Towns, Inland Fisheries Ireland and Failte Ireland.</td>
<td>Years 1 - 5</td>
</tr>
</tbody>
</table>

### Project 5. Lartigue Monorail

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<tr>
<th>No.</th>
<th>Action</th>
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<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.a</td>
<td>Continue to work with Lartigue Monorail Committee to investigate future development potential of Monorail and Museum.</td>
<td>Lartigue Monorail Committee, KCC Tourism Unit, KCC Heritage Officer, The Heritage Council, North, East &amp; West Kerry Development and Failte Ireland.</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
### Project 6. Heritage Archive

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.a</td>
<td>Identify owners of Listowel’s Historical Archive Sources.</td>
<td>KCC Heritage Officer, KCC Archivist, KCC County Museum Curator and The Heritage Council.</td>
<td>Year 1</td>
</tr>
<tr>
<td>6.b</td>
<td>Review condition and conservation requirements of identified Historical Archive collections.</td>
<td>KCC Heritage Officer, KCC Archivist, KCC County Museum Curator and The Heritage Council.</td>
<td>Years 2 - 3</td>
</tr>
</tbody>
</table>

### Project 7. Seanchaí Centre

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
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<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>7.a</td>
<td>Continue to work with Seanchaí Centre to promote the centre as an integral part of the heritage tourism offering of the town.</td>
<td>Seanchaí Centre, KCC Tourism Unit, KCC Arts Officer, KCC Heritage Officer and The Heritage Council and Department of Arts, Heritage, Regional, Rural &amp; Gaeltacht Affairs.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>7.b</td>
<td>Continue to work with the Seanchaí Centre to secure accredited museum status through the Museum Standards Programme for Ireland (MSPI).</td>
<td>Seanchaí Centre, KCC Tourism Unit, KCC, Arts Officer, KCC Heritage Officer and The Heritage Council and Department of Arts, Heritage, Regional, Rural &amp; Gaeltacht Affairs.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>7.c</td>
<td>Investigate the feasibility of providing a Genealogy / Family History research service at the Seanchaí Centre.</td>
<td>Seanchaí Centre, KCC Tourism Unit, KCC, Arts Officer, KCC Heritage Officer and The Heritage Council and Department of Arts, Heritage, Regional, Rural &amp; Gaeltacht Affairs.</td>
<td>Years 2-3</td>
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</table>

### Project 8. Visitor Accommodation

<table>
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<th>No.</th>
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<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.a</td>
<td>Identify viable campervan / motorhome locations.</td>
<td>KCC Municipal District Engineer, KCC Planning and Sustainable Development Directorate and Private Sector.</td>
<td>Year 1</td>
</tr>
<tr>
<td>8.b</td>
<td>Investigate development potential of former NeoData / Council site on Bridge Road.</td>
<td>KCC Municipal District Engineer, KCC Planning and Sustainable Development Directorate and Failte Ireland.</td>
<td>Year 1</td>
</tr>
</tbody>
</table>
### Project 9. Chamber Alliance

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.a</td>
<td>Establish a Chamber Alliance for Listowel and ensure Heritage / Tourism Sector representation.</td>
<td>Listowel Municipal District Manager.</td>
<td>Year 1</td>
</tr>
<tr>
<td>9.b</td>
<td>Establish a network of Tourism Ambassadors.</td>
<td>KCC Tourism Unit and North, East &amp; West Kerry Development.</td>
<td>Years 2 - 3</td>
</tr>
<tr>
<td>9.c</td>
<td>Deliver a schools Heritage awareness programme as per Heritage Council’s ‘Heritage in Schools Programme’</td>
<td>KCC Heritage, Biodiversity, Architectural Conservation and Planning Officers, The Heritage Council, and North, East &amp; West Kerry Development.</td>
<td>Years 2 - 4</td>
</tr>
<tr>
<td>9.d</td>
<td>Facilitate Heritage Council training course participation by local heritage, community, business, arts and tourism groups.</td>
<td>KCC Heritage Officer, The Heritage Council, Failte Ireland, and North, East &amp; West Kerry Development.</td>
<td>Years 1 - 5</td>
</tr>
</tbody>
</table>

### Project 10. Marketing Strategy

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>10.a</td>
<td>Work with local community groups and agencies to assemble a list of Listowel's tourism / heritage infrastructure and make available for tour operators &amp; future visitors online.</td>
<td>KCC Tourism Unit, KCC Heritage Officer, North, East &amp; West Kerry Development, Love Listowel and Listowel Traders.</td>
<td>Years 1 - 3</td>
</tr>
</tbody>
</table>

### Project 11. Events

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.a</td>
<td>Review all community events in Listowel.</td>
<td>KCC Tourism Unit.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>11.b</td>
<td>Investigate the potential of developing new events to celebrate the Heritage of Listowel and its communities.</td>
<td>Chamber Alliance, KCC Tourism Unit, KCC Heritage Officer and The Heritage Council.</td>
<td>Years 1-3</td>
</tr>
</tbody>
</table>
### Action Plan for Delivery

#### Project 12. Town Online Presence

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Partners</th>
<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>12.a</td>
<td>Promote Listowel's Heritage Town Status through the inclusion of accurate and adequate heritage, visitor attraction and events information in the Listowel.ie website and associated social media platforms.</td>
<td>KCC Tourism Unit., KCC Heritage Officer, Love Listowel.</td>
<td>Years 1-3</td>
</tr>
</tbody>
</table>

#### Project 13. Orientation & Interpretation

<table>
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<tr>
<th>No.</th>
<th>Action</th>
<th>Partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.a</td>
<td>Audit historic signage, and street level heritage interpretation provision and develop policy accordingly.</td>
<td>Listowel Municipal District Engineer, KCC Heritage Officer and The Heritage Council.</td>
<td>Years 2-3</td>
</tr>
<tr>
<td>13.b</td>
<td>Promote walking tours of the town.</td>
<td>KCC Tourism Unit.</td>
<td>Years 2-5</td>
</tr>
</tbody>
</table>

#### Project 14. Inner Relief Road Extension

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Partners</th>
<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>14.a</td>
<td>Progress proposal to extend town’s Inner Relief Road.</td>
<td>Kerry County Council and Transport Infrastructure Ireland.</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

#### Project 15. Arrival & Parking Strategy

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>15.a</td>
<td>Develop environmental improvement project town’s approach roads.</td>
<td>Listowel Municipal District Engineer and Listowel Tidy Town.</td>
<td>Years 1 - 3</td>
</tr>
<tr>
<td>15.b</td>
<td>Develop parking strategy, in conjunction with action 1a. Public Realm Strategy</td>
<td>Listowel Municipal District Engineer, Chamber Alliance, Listowel Traders.</td>
<td>Years 2 - 3</td>
</tr>
<tr>
<td>15.c</td>
<td>Promote increased awareness and use of free off street car parks.</td>
<td>Listowel Municipal District Engineer.</td>
<td>Years 1 - 2</td>
</tr>
</tbody>
</table>
## Project 16. Great Southern Trail Greenway

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.a</td>
<td>Progress Great Southern Trail Greenway Extension Plan from Limerick/Kerry County bounds to Listowel Town.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partners</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>Kerry County Council.</td>
<td>Ongoing</td>
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</tbody>
</table>

## Project 17. North Kerry Heritage Trail incorporating the Wild Atlantic Way and designated Heritage Town of Listowel

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>17.a</td>
<td>Produce design ready interpretation content for a selection of heritage sites along the proposed “North Kerry Heritage Trail on the Wild Atlantic Way” which would then be utilised develop existing and future tourism projects.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCC Tourism Unit., KCC Heritage Officer, Biodiversity Officer, Conservation Officer, County Archaeologist, Heritage Council, North, East &amp; West Kerry Development, Failte Ireland and Local Community.</td>
<td>Years 2 - 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>17b.</td>
<td>Facilitate the provision of Heritage Trail signage for a selection of heritage sites along the proposed “North Kerry Heritage Trail on the Wild Atlantic Way”.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCC Tourism Unit., KCC Heritage Officer, Biodiversity Officer, Architectural Conservation Officer, County Archaeologist, Heritage Council, North, East &amp; West Kerry Development and Failte Ireland.</td>
<td>Years 2-3</td>
</tr>
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</table>

## Project 18. Cycle Friendly Town

<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>18.a</td>
<td>Audit cycling provision in Listowel Town and target improvements to infrastructure and facilities.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Partners</th>
<th>Timeline</th>
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</thead>
<tbody>
<tr>
<td>Municipal District Engineer.</td>
<td>Years 1-5</td>
</tr>
</tbody>
</table>

## Prioritisation and Future Revisions

This action shall be constantly reviewed and updated so that progress is charted and prioritisation reviewed. This will require an ability to be flexible, so that any opportunities that may emerge, for example in relation to funding, can be fully capitalised upon.

Over time new ideas, projects and actions will inevitably emerge. These shall be integrated with this strategy, ensuring they align to its vision and aims.
Known across Ireland for its unique heritage and the achievements of its community, Listowel can look forward to the future with confidence. Through this strategy, developed in partnership with the people of Listowel, these strengths are harnessed to create an exciting vision for the future.

The Listowel Heritage & Community Led Regeneration Strategy will shape a better place to live and work, promote a cohesive welcome, activate and link assets, improve attractions, grow events and unlock new opportunities. These aims will be fulfilled through a host of different initiatives, some small, some large but all focussed on bringing about physical, social and economic benefits.

Delivering this strategy will not be without its challenges. It will require excellent coordination and cooperation between many different individuals and organisations and it will require funding from many different sources. Yet Listowel and its community has achieved much over the years. By harnessing its immense heritage and the passionate energy of its people, the future of Listowel look very bright indeed.

Conclusion