

**Forward Planning Section,
Offaly County Council, Áras an Chontae, Charleville
Road, County Offaly**

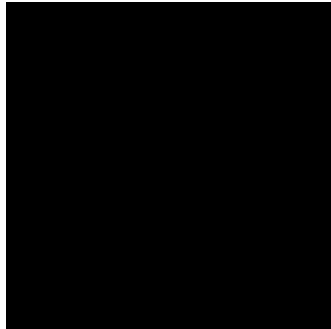
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Draft Offaly County Development Plan 2021-2027

7th October 2020

Submission from

Darrell Hooper,



Draft Offaly County Development Plan 2021-2027

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Chapter 6: Tourism and Recreational Development

In order to develop Tullamore as a "Key Town" it is important that a new "Tourism Product" is developed within Tullamore Metropolitan Area and surrounding rural area. This is especially true since the Tullamore Dew Visitor Centre will no longer be located in Bury Quay, the centre of the town.

It is suggested that "The Book of Durrow", 100 years older than "The Book of Kells", is marketed as a new tourism product for Tullamore Area. (*Trinity College Dublin, has an income of 10 million euros per year generated from "The Book of Kells"*).

With innovative Marketing and Public Relations and the use of a copy of "The Book of Durrow" it would be possible to deliver, for Tullamore, a significant tourism attraction of Offaly's Early Christian Heritage. The, soon to be vacant, Bury Quay Dew Visitor Centre could become an Early Christian Interpretive Centre in addition to showcasing the History of Tullamore and The Grand Canal.

One of the advantages of this suggestion is that it would remove the pressure from Clonmacnoise, which is over visited and too removed from any significant Offaly population area. Clonmacnoise would still remain as one of Offaly's main marketing attractions.

Most of the Early Christian Monastic locations within the vicinity of Tullamore could be included as sites to visit with Durrow, possibly the main attraction. With Durrow, Rahan and Killeigh being the three points of a triangular area which could be marketed as Tullamore Early Christian Triangle (or maybe some alternative description). This would assist greatly in Tullamore becoming a "Tourism Destination Town" and "Tourism Hub". The Tullamore Triangle could represent all Early Christian Monastic Sites in Offaly depending on Marketing criteria.

Community involvement in rural areas would be essential with maybe other alternative heritage sites included (e.g Castles) and with the possible spinoff of Community Archaeology.

Access to "Triangle" rural sites, with narrow roads, could be by small vehicles with a guide, from the Interpretive Centre. This system is implemented in Lanzarote in order to visit the volcanic region.

The description "Triangle" has been used many times as a group concept. It might be an ideal Symbol/Logo to use in association with this suggestion. In the first page of St John's Gospel (in Latin) within the "The Book of Durrow", the words for "God" (Latin- DEUM and DEUS) has been omitted and the symbol of the Triangle inserted. The passage is very well known - "In the beginning was the Word, and the Word was with God, and the Word was God".



Chapter 7: Retail and Town Centre Strategy, and Regeneration

Page 222 - Chapter 7 Retail and Town Centre Strategy, and Regeneration

- Quote "Incorporate Taller Buildings (6 storeys) if the site is designated for consideration of such in this County Development Plan / future Local Area Plans"

Page 227 - Figure 7.8 Potential Taller Buildings Sites: Texas Site, Tullamore

Bury Quay : Suggestion: The buildings either side of Tullamore Dew Visitor Centre should be designated as 6 stories similar to Texas Site taking into account considerations on page 227 - re – "Daylight and shadow projection diagrams" etc etc..

Submission submitted by : 7th October 2020

Darrell Hooper,

