



# Tipperary Town Revitalisation Task Force

## Strategy and Action Plan to 2035



Rialtas na hÉireann  
Government of Ireland



Comhairle Contae Thiobraid Árann  
Tipperary County Council



An Chomhairle Oidhreachta  
The Heritage Council





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# Acknowledgments



Main Street, Tipperary Town, July 2021

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Tipperary Town Revitalisation Task Force would like to acknowledge the support of the Heritage Council and Alison Harvey through the Tipperary Town Collaborative Town Centre Health Check (CTCHC), along with David Meredith and Hilary Curley who provided their expertise in developing the socioeconomic profile of Tipperary Town.

A special word of thanks to all the local people and community & voluntary groups that fed into this Strategy and Action Plan through completing our surveys, participating in our focus groups, and contributing to our subcommittees and the various projects and initiatives that have taken place to date.



# Foreword

**Carmel Fox, Chairperson**



I am honoured to present this Strategy & Action Plan to the people of Tipperary Town on behalf of the Tipperary Town Revitalisation Task Force. Preparation of this document proved to be a major logistical challenge given that we started out just as the Covid-19 pandemic changed the world as we knew it, but I am proud of how the community and stakeholders responded, and I believe that collectively we have laid out a clear blueprint for the future of Tipperary Town.

I wish to thank everyone that has given their time and experience to this effort, most especially those who did so in a voluntary capacity for the good of their community, as well as the members of our Task Force and those representing the various agencies of the state that have supported our efforts from the start.

This Strategy & Action Plan features an ambitious and broad ranging set of projects and activities aimed at improving the lives and wellbeing of everyone that lives and works in Tipperary Town. I encourage you to read the document and become familiar with its aims and objectives, and to become involved where you can. It will require a coordinated and persistent community effort to see our plan delivered, and everyone has a role, be it big or small.

One of the biggest challenges ahead lies in addressing the deep-seated inequality and social exclusion that permeates areas within the town, an issue that has become more entrenched with each generation, and one that will require an unprecedented response. I am heartened by the support received to date, but there is a monumental task ahead.

Tipperary Town Revitalisation Task Force is fully committed to the delivery of this Strategy and Action Plan and we know that in the future we will see a town transformed through the collective efforts of all involved.

## Our Context



Kickham Place



March4Tipp Protest March, October 2018

Tipperary Town is a 19th Century market town, located in the western part of County Tipperary on the N24 route between Limerick and Waterford. It is well connected by rail via Tipperary Station and nearby Limerick Junction. The 2016 Census shows that the town has a population of 4,980, down from 5,310 in 2011

The River Ara flows through the town, and to the south is the wonderful Glen of Aherlow, nestling between Slievenamuck and the Galtee Mountains.

Today, Tipperary Town is an important service centre for the people of the town and its rural hinterland. The town has some wonderful amenities such as the Tipperary Excel Arts Centre & Theatre, Sean Treacy Memorial Swimming Pool, Canon Hayes Recreation Centre, Tipperary Racecourse, numerous golf courses and the Tipperary Hills. The town also has a vibrant Chamber of Commerce and a broad selection of international retailers and traditional shops.

Tipperary Town has a rich industrial and agrarian history. However, due to the loss of indigenous manufacturing industries over a sustained period, the town has experienced some very hard times, with several areas suffering from very high unemployment and social exclusion. This has had a knock-on effect on the Primary Retail Area, especially Main Street which suffers from an alarmingly high commercial vacancy rate (31.2%) as many traditional businesses in the town have closed. These have not been replaced.

The N24 – Limerick to Waterford – passes through the Main Street. This places enormous hardship on the town and its people. There are up to 10,000 daily traffic movements on Main Street, choking up the thoroughfare and contributing to serious noise and air pollution.

This prevents the development of Tipperary Town as a 'living town'.

There is a sense among the local community that the town has been left behind; that it never benefitted from the Celtic Tiger or the more recent economic growth in the years prior to the Covid 19 pandemic.

These issues prompted the formation of a number of local action groups, most notably Jobs4Tipp and March4Tipp. Local citizens and stakeholders established these groups to address the many socioeconomic issues facing the town. They developed, with huge community support, and now advocate for the supports needed to turn the town around.

Jobs4Tipp organised a packed public meeting in January 2017 in the Excel Theatre for the people of Tipperary Town, the businesses, the Councillors, Elected TDs, and all interested groups, schools, and organisations. This was the first time that all stakeholders had come together to discuss the issues relating to Tipperary Town. The group has worked hard since to highlight issues and lobby on behalf of the town and its people. In 2019 Jobs4Tipp opened a digital hub and shared workspace at Tipperary Technology Park to help drive job creation and remote working in the town.

In October and November 2018, March4Tipp organised two large scale protests, where over 5,000 people marched through Tipperary Town in an effort to highlight decades of underinvestment and decline.

Families and individuals, of all ages, from the town and the hinterlands came together to voice their concern for the town and

for the future of their children and future generations.

The community demanded government intervention to address the serious socio-economic issues blighting Tipperary Town. Following these grassroots efforts, and amid calls for the establishment of a Task Force for Tipperary Town, Damian English TD, Minister of State at the Department of Housing, Planning and Local Government, announced actions to support the revitalisation of Tipperary Town in September of 2019.

The Minister pledged to provide support for the formation of an independent Task Force with the appointment of a Project Manager. The undertaking of a Collaborative Town Centre Health Check, via the Heritage Council was also promised.

The Minister then named Ms. Carmel Fox, former chief executive of Ballyhoura Development, as independent Chair of the Task Force.

The formative phase of the revitalisation process has been about the establishment of the Task Force; listening to the community and taking stock of the issues. An extensive community survey was undertaken during the summer of 2020. This was followed by a more detailed consultation later in the year, with stakeholders and subject-matter experts across the ten thematic areas which emanated from the initial survey.

That process has led us to this Strategy and Action Plan. This will be our roadmap for the revitalisation of Tipperary Town. The Plan lays out a vision for the future of Tipperary Town for residents, business owners, community groups and for everyone with a stake in Tipperary Town.

# Governance and Structure

The Tipperary Town Revitalisation Task Force (TTRTF) was established in January 2020 to address the many issues that have impacted on the development of Tipperary Town. TTRTF will oversee the creation and implementation of a Strategy and Action Plan to revitalise the town.

**The main objective of the Task Force is to promote, support, assist and engage in the revitalisation of Tipperary Town through:**

- Social development
- Environmental sustainability
- Economic development
- Community development
- Infrastructure development

**Other objectives are:**

- To adopt a collaborative approach with voluntary groups and businesses in the community; with Non-Government Organisations (NGOs), along with local and national agencies
- To listen to the community and stakeholders by consulting widely in multiple ways to inform strategic and action plans
- To promote, support, assist and engage in:
  - Social inclusion
  - Climate adaptation;
  - Education & training;
  - Heritage, culture & arts;
  - Town image
  - Enterprise & employment,
  - Infrastructure,
  - Retail,
  - Tourism,
  - Sport & recreation
- To have regard to the strategic objectives set out on local, county, regional, national and EU strategies.



Tipperary Town Revitalisation Task Force (TTRTF) has 18 members representing different sectors, agencies / business and community organisations.

## Values

Organisational Values or Core Values are the fundamental beliefs upon which TTRTF's Vision and Mission will be achieved. The behaviour of all team members is based on these values. These are the guiding principles that will form the basis for all decision making.

**The four selected Core Values are:**

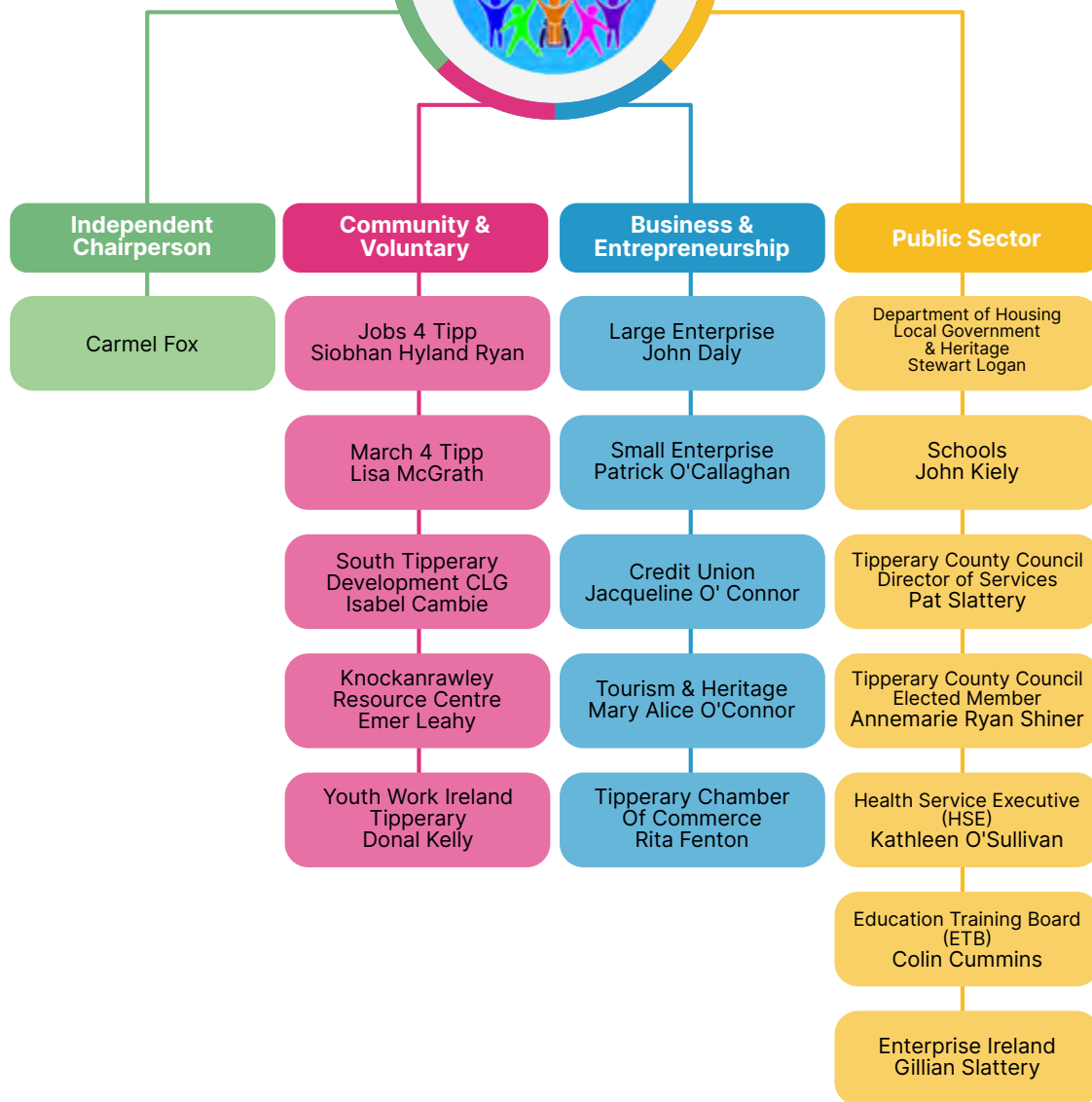


A Youth Task Force was also formed, but unfortunately, due to Covid restrictions and limitations, the group has been dormant. Limited consultation was undertaken by Tipperary Town Schools during Covid 19. Further consultation has been undertaken since and more is being planned.

There will be numerous opportunities for stakeholders and the public to engage and participate through surveys, thematic consultations, action groups and sub-groups of the Task Force. As the process develops in the coming months and years, there will be continuing targeted engagement and sectoral network development.



## Tipperary Town Revitalisation Task Force Organisation Chart and Current Membership



## Tipperary Town Team



The directorship of Tipperary Town Revitalisation (CLG) “Company Limited by Guarantee” is made up of three members of the Task Force - the Independent Chairperson of the Task Force, Local Authority Director of Services and one other member nominated by the Task Force. The Municipal District Administrator will act as Company Secretary.

They, together with the Tipperary Town Revitalisation Manager form the Town Team, whose role will be to oversee administration and governance of all Task Force functions.

## Enabling Structure

Projects and actions will be delivered in a number of different ways. The Task Force in many cases will act as a conduit for development. Subgroups and working groups will be formed in key strategic areas to drive the development of actions and initiatives. Pooling skills and resources across the stakeholders will be a key determining factor in the success of this Plan. The outcomes that the community need will only be achieved through collaborative action.

While Tipperary Town Revitalisation CLG will lead certain projects and initiatives directly, it is critical that stakeholders and local partners take the initiative in others, on their own or in collaboration with the Task Force or other partners. Tipperary Towns community groups and social enterprises have significant scope, to benefit from a broad range of funding opportunities. A key objective of this process is to build community capacity; to secure more volunteers and members; to renew and strengthen the community and voluntary sector in the town now and in the future.

Larger transformative projects will be resourced through Government funding, i.e. bids to relevant competitive funds in partnership with the Local Authority or other agencies/partners. Joint venture and legal partnerships will be required in some cases. Projects on this scale will require significant preparatory work such as strategic assessment and detailed business-case development to secure support from funders. The lead-in time for projects of scale can stretch to years, and this will require constant communication with all stakeholders. It is therefore of paramount importance that the Task Force and its stakeholders prioritise projects that offer the optimum value for money and maximum impact in terms of addressing the socio-economic and environmental issues facing Tipperary Town.

## Monitoring & Evaluation

Ongoing Monitoring and Evaluation will be an important aspect of the plan. Each pillar identified in this plan will have a monitoring committee. This committee will meet at least twice yearly to review progress and ensure that goals and outcomes are being met.

At the same time, the Strategy and Action Plan will need to be flexible in order to adapt to changes in circumstances, and to be able to avail of unexpected opportunities, or mitigate against external factors.

The CTCHC, Census and other datasets, provide a good baseline to measure success in the future.

Each project or initiative undertaken will have its own project plan with a defined set of outcomes.

# Our Location

Tipperary Town is located to the west of the County with a strategic central location on major road transport corridors including the M8, and N24 route between Limerick City and Waterford City. It is less than 50km from Limerick City and is 67 km to Shannon Airport. The towns rail stations is a significant asset to the town, with potential to contribute to transport and tourism networks. Tipperary Railway Station is on the Limerick to Waterford line and has, at present, limited services to Waterford via Cahir, Clonmel and Carrick-on-Suir.

However, Limerick Junction (less than 5km from Tipperary Town Centre) is considered an important regional asset connecting the Dublin, Cork, Limerick and Waterford rail corridors, with outline plans to develop a Strategic Rail Freight Terminal at the Station having been published in late 2021 under the Rail Freight 2040 Strategy

Shannon, Cork and Dublin Airports lie 67km and 103km and 194km away respectively.

In terms of strategic roads, Transport Infrastructure Ireland and its partners, have commenced work on planning to deliver improvement in regional accessibility along the N24 corridor between the cities of Waterford and Limerick. The project is divided into two sections Limerick Junction to Cahir and Cahir to Waterford.

The Limerick Junction to Cahir section is at Stage 3, 'Selection of Preferred Route' at time of writing. The project aims to go to planning in 2024/25 with no set timeframe for delivery.



Tipperary Town Station



# Tipperary Town: A Very Brief Introduction

By Dr Denis G. Marnane



The Galtees

The glory of Tipperary's location is the double rampart of Slievenamuck and the Galtees, between which is the Glen of Aherlow, located to the south of the town. Across more than eight centuries Tipperary has been a market centre. Established in the 1190s by the Normans (several of their fortified places are still to be seen, most obviously on Tipperary Hills) a settlement slowly developed on a gentle slope running south to the River Ara.

Around 1300, a friary was founded on the south bank of that tributary of the Suir and lasting until the 1530s, was the first of two institutions that ensured the survival of the settlement. The second institution, a century or so later, was 'The Abbey' a school for boys, thus beginning a unique continuity of function, the provision of education on the same site, from around 1680 to today. The only comparable example is Trinity College Dublin, founded in 1592 and still on the same site. Erasmus Smith (1611-1691), founder of 'The Abbey' was granted thousands of Tipperary acres including much of this town and established his educational charity, which still functions.

Subject to attack and conflagration, famously in 1330 and 1691, this settlement was fortunate to survive as it does not appear to have been walled and had no associated castle. (As recently as 1922, the town was the scene of a three-day battle during the Irish Civil War. Six people were killed, including a child.) However, Tipperary did survive because it continued to provide a place for people to buy and sell their livestock and produce. The medieval grant to hold markets was renewed in 1666 and regulated both Market Yard and Fair Green. Four great fairs were held annually, in April, June, October and December; extended to monthly fairs in 1853. For many

years these fairs, shop windows barricaded and with livestock in the streets, were at the core of the town's economy.

Located in the famed Golden Vale, rich land awash with milk, Tipperary Town (after Cork) had the second most important butter market in the entire United Kingdom. Farm families produced their own butter which they sold to merchants and wholesalers through a butter market, located in Church Street. All changed with the coming of creameries, both proprietary and co-operative. Cleeve's Creamery operated on part of the Fair Green from 1897, until it was eventually taken over by Tipperary Co-Operative Creamery, which dates from 1908. Milk continues to fuel the local economy.

It should not surprise that Tipperary Town was at the heart of the Irish struggle for farmers to own their farms. Between 1889 and 1891, a fiery combination of tenants, pushed by outside leaders such as John Dillon and William O'Brien, took on the powerful landlord interest. With huge personal sacrifices, New Tipperary was created as tenants walked away from their property in the 'old town' intent on beginning anew. It was not to be but New Tipperary remains, a monument to their endeavours.

It is fitting that the individual most famously associated with Tipperary Town is the Fenian leader John O'Leary (1830-1907). With other revolutionaries such as Mullinahone-native Charles J Kickham (1828-1882), achieving an Irish Republic was their sole intent. Indeed, in an earlier period, the family of Robert Emmet was based in Tipperary Town. From the Fenians rallying at Ballyhurst on the Cashel Road in 1867 to the fateful Soloheadbeg Ambush in January 1919, their greatest success was their impact on later generations and in all the great militant struggles against the Crown, Tipperary was to the forefront.

## Tipperary Town: A Debt Owed

It began badly and did not get much better. No other provincial town endured so much during the War of Independence and Civil War: a downward spiral that included the prohibition of fairs and markets which were the economic sinews of the town and district; destruction of property; terror on the streets by day; murder gangs by night and that was just the war against the British. When it came to civil strife, the town was again in the front line. As the state was being forged in fire and blood, some of the town's key resources were destroyed or neutralised, including the creamery, the military barracks, the police barracks, the workhouse, the Irish House, saw-mills in Aherlow, the Abbey grammar school, a large mineral water company, a gloving school and the casein and lactose factories.

In the early twentieth century, Tipperary's commercial footprint was far more extensive than subsequently with businesses on more streets; its population was larger and there was coherence in the milk business. Not only were there proprietary and co-op creameries but there was investment in enterprises that used milk by-products, such as casein and lactose. Cleeve's was burned in 1922 and in 1925 the Casein and Lactose Factories closed. Rebuilding the creamery did not begin until 1926, when there was hoped for employment of 200 men.

Within a few years, this gap between what had been lost, namely prosperity under British rule and what was being endured, namely poverty and neglect, was being noticed and articulated. In 1925, a leading Dublin periodical (The Leader) published an article about Tipperary's plight, highlighting the apparent inability to transform a milk supply into jobs and prosperity. A speaker at a public meeting

in 1927 remarked that 'Tipperary made sacrifices during a period of two revolutions, while other towns were making profits'. Another complained that 'if suffering for the country's cause deserves any consideration, then Tipperary had a claim for special consideration'.

Indeed, Sean Lemass no less, admitted the truth of the debt owed when in June 1936, one bright day in a very dull decade, he officially launched two enterprises, floor covering and gloves. He may even have meant what he said, such was the intensity of the lobbying getting across Tipperary's message. It should be emphasised that these enterprises owed more to local effort than to government patronage. Local effort was exemplary and sustained, with men like John Kelly, P L Ryan and Fr John Hayes doing their best.

Why the negative official attitude towards Tipperary? Probable reasons include inadequate representation at national level, including indifference towards the town from one prominent politician; the sustained Republican assault on infrastructure during 1922-1923; a government in the 1920s that did not forgive the region's anti-Treaty identity; the convenience of the simplistic label 'garrison town' for subsequent administrations; a reputation for labour radicalism from the 'soviet' experiment and the universal truth that governments don't do gratitude. In a letter from September 1930, a local man with vast experience of public affairs (he was later an important figure in the Land Commission) commented on an absence of sympathy for local needs on the part of officials. In fact, he went further, with respect to the official attitude to the region's lifeblood, which of course is milk. He characterised the treatment as 'grossly unfair'.



Lino Factory, early 1950's: image courtesy of Tipperary People Publications, Elaine Fitzpatrick

Because governments subscribed to the Sinn Féin orthodoxy of self-sufficiency, there was suspicion merging with dismissal with respect to foreign investment. When Tipperary Co-Op decided to revive the manufacture of casein (a milk by-product) with German help, the plan was scuppered, with some financial loss. When around 1930 the Swiss company Nestlé wanted to invest, access to a milk supply of course being a huge attraction, the attitude of Dublin was hostile, prompting the prescient comment from a company representative that the time would come when that tune would change. Almost a decade into independence, well might the chairman of Tipperary (SR) County Council state that 'Tipperary which once was one of the grandest towns in the country, was now a frightfully dead place so far as industries were concerned'.

The 'Lino Factory' had only a short time to get established when it was closed because of the 'Emergency' (elsewhere World War Two) but re-opened after the war. To sum up the stagnant fifties in



Deliveries being unloaded from Tipperary Railway Station during the 1960's: image courtesy of Tipperary People Publications, Elaine Fitzpatrick

Tipperary, picture the busy railway station on a summer evening but noisy for the wrong reasons, as tearful family members separated from each other when holidays ended and the journey to Rosslare and Britain began. Having moved on to the manufacture of carpets, the 'Lino Factory' closed in 1979. However, the late 1970s was an optimistic period; in fact, the brightest in terms of new jobs with considerable investment by Tipp Co-Op, Tambrands and Atari.

It did not last. Twenty-five years ago, 'Tipperary Live or Die' was a heading and an agenda as local people, as they have always done, got together to push for change. Perhaps, now in this Decade of Centenaries, while we are being forced to confront our past, there will be some official recognition of the price paid by Tipperary Town and its people in creating this state. A thought with which to conclude: on the one hand the fate of Tipperary Town and on the other, all those communities in which nothing much happened 1916-1923 but which subsequently thrived.

**About the Author:** *Dr Denis G. Marnane is editor of Tipperary Historical Journal and has written on all aspects of the county's history. Among his publications are The 3rd Brigade - a history of the Volunteers/IRA in South Tipperary, 1913-21(2018) and The Civil War in County Tipperary (2021). He is a former board member of the National Library of Ireland and in co-operation with Tipperary Studies, Tipperary County Library Service, has produced the 'Finding Tipperary' series of publications, of which the most recent is County Tipperary 1921-1923 a history in 60 documents.*



# Tipperary Town Today

Whereas Tipperary Town functioned as a prominent market town during the 18th and 19th centuries, since the latter half of the 20th century it has lost many of the functions that contributed to its importance as the County Town of the region. Several local manufacturing industries have closed, such as Kiely's Bakery, the 7-Up factory and Atari, as well as numerous independent shops and pubs. This resulted in a significant reduction in local employment opportunities and a proliferation of vacant commercial properties, both on the main street, the town centre and the outskirts of town.

A notable exception to this general industrial decline is the continuing success of the Tipperary Co-Operative, which for generations has provided a way of life and a sustainable income stream for the local economy. The Co-Op is 100% farmer-owned and its manufacturing facility processes milk into a range of dairy products for export and home markets. Over 250 employees are based at the Station Road plant in the centre of the town during the peak of the season.

Other important private sector employers in the town include McMahon Reinforcement, Brodeen Fabrication, Mid-west Engineering and Pierser's Garage. The public and semi-state sectors are also a significant employer with Government and Local Authority Offices on Rosanna Road and the Private Security Authority located in Davis Street.

There are also several businesses in the hinterland such as Dundrum Steel, Gleeson Concrete, Limerick Junction Racecourse, and the Ballykisteen, Dundrum and Aherlow House hotels.



Bridge Street, Tipperary Town

Despite these successes, currently there are only 1,800 residents of Tipperary Town at work, and only 40% of these are employed in the town. An additional 1,300 workers commute into the town each day, with 70% of these living in the rural hinterland. The largest providers of employment are now public services (40%) and retail related services (30%).

In Tipperary East Urban, nearly 40% of men and 26% of the female were unemployed in 2016, which is twice as high as the unemployment rate in the county for both genders. The rates for Tipperary West Urban are also above the county average. While these figures have shown some improvement from 2011, the rates for

female unemployment show relatively little change over this five-year period.

The urban population of Tipperary has continued to decline, by over 30% since 1881, and it is no longer the main residential and community hub for the County that it once was. As with nearly all other Irish towns and cities, the emergence of mass suburbanisation has led to the movement of local communities and commercial activity from the traditional town centre outwards to low-cost greenfield sites in the environs.

Tipperary Town has seen the development of new housing estates to the west, north and east of the town centre, together with major new retail development on the western approach road from Limerick.

Tipperary Town has two national routes running through the town centre, the N24 and the N74. Average weekly traffic movements are more than 80,000, a large percentage being HGV's. Tipperary Town is also on the main route from the West of Ireland to the port of Rosslare. Since Brexit, the town has seen an increase in HGVs as Rosslare becomes a key access point to mainland Europe.

With that said, the town has not fully capitalised on its strategic locational advantage in the Region. It has strong connectivity to Dublin and to the southern regional cities of Cork, Limerick and Waterford. The growth of these Regional Cities is a key component of national planning strategy. These cities are targeted for significant growth and economic development to help balance the disproportionate growth of the Greater Dublin Area.

In addition, Tipperary Town has not realised its potential as a tourist destination. There is a lack of suitable visitor accommodation,



Tipperary Festival 2018



Christ the King, Glen of Aherlow

no paid attractions and few things to do, from festivals to family-friendly visitor experiences, and a significant communication and branding under-performance. With an impressive built heritage, independent shops and traditional pubs, combined with being the gateway to spectacularly rich landscapes and uplands, the town has much to offer the discerning visitor.

As elsewhere in rural Ireland, the tourism economy is becoming increasingly important to County Tipperary. In recent years visitor numbers and revenue from tourism have continued to grow, and Tipperary is now marketed as part of two Fáilte Ireland destination brands – Ireland's Ancient East and Ireland's Hidden Heartlands.

Tipperary is also part of the multi-county Munster Vales and the nearby iconic Rock of Cashel is ranked 16th in terms of national visitor attractions and is only one of many heritage-focused attractions.

Within the immediate environs of the town are other major outdoor attractions, such as the Tipperary Hills, the Slievenamuck uplands, the Glen of Aherlow and Galtee Mountains. Tipperary is also served by several excellent golf courses.

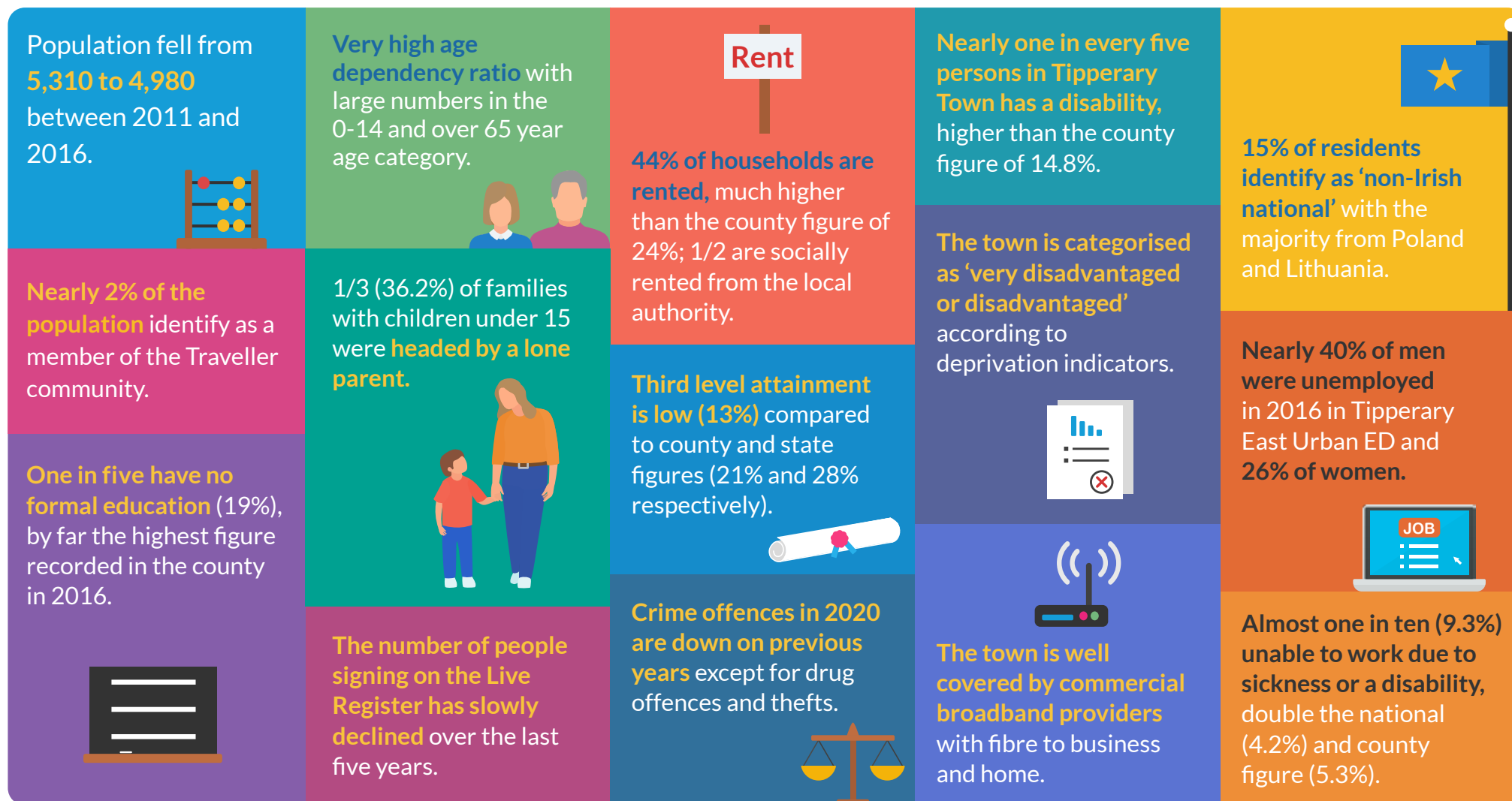
Tipperary is also reputed as the equine centre of Ireland. The town is located less than 5km from Limerick Junction and the renowned Tipperary Racecourse. It is close to Fethard, home to both the Coolmore stud and the new interactive attraction Fethard Horse Country Experience.

The town has reached a crossroads in its evolution as it struggles for a new identity and its share of the future economic success of the Southern Region.

# Our Town Profile

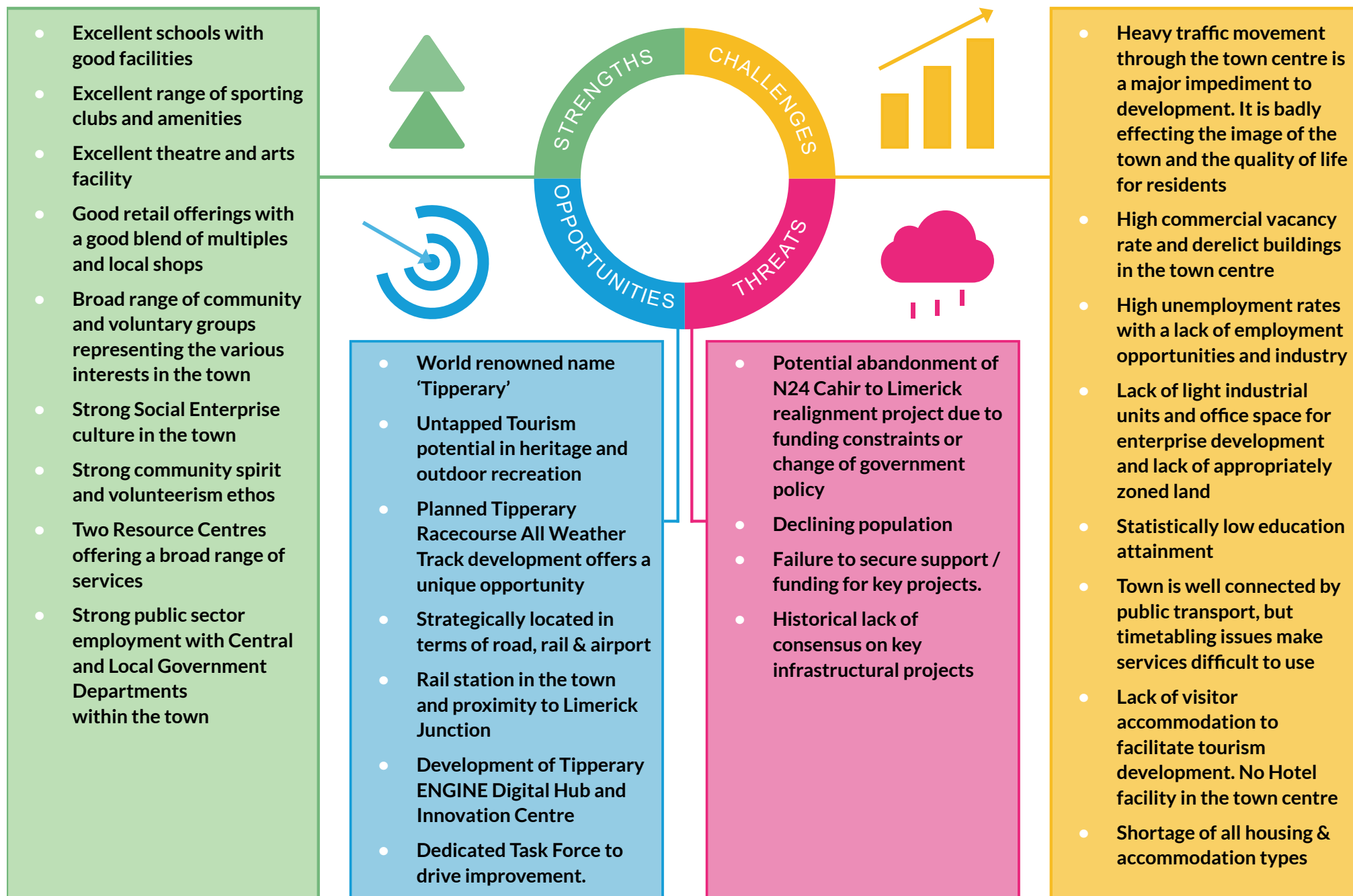
## Key Economic & Social Indicators

(Note: Full Socioeconomic profile see Appendix 2)





## SCOT Analysis



# Collaborative Town Centre Health Check (CTCHC) Programme

Tipperary Town Revitalisation Task Force is a key partner in the award-winning Collaborative Town Centre Health Check (CTCHC) Programme. Tipperary Town joined the CTCHC Programme in 2019 following a public demonstration on the streets of the town and then a formal request to the Dept of Housing, Local Government and Heritage, who contacted the CTCHC Programme's Founding Co-ordinator in the Heritage Council in order to get support. Following Covid-19 lockdown, the first-ever Tipperary Town CTCHC Report was published in July 2022.

There are 15 towns currently in the CTCHC Programme plus a further 50+ towns on the waiting list wanting to join Phase 1. The CTCHC Programme championed the call for a Town Centre First (TCF) Policy for the country since 2019 and is also included in the Programme for Government (pages 12/13). The CTCHC Programme is also included as a Best Practice Case Study in the Department of Environment, Climate and Communications' National Implementation Plan (NIP) for UN Sustainable Development Goals (UN SDGs).



# Aim of the CTCHC Report?

The key findings from Tipperary Town's first-ever Collaborative Town Centre Health Check (CTCHC) and baseline data will inform investment plans and strategies in relation to:

- Arts, Heritage and Culture
- Climate Change adaptation
- Commerce/eCommerce and Enterprise
- Community Health and Well-being
- Cultural Tourism, e.g. music, food, etc.
- Education and Training
- Heritage-led Regeneration
- Living in the Town Centre, e.g. reuse of buildings and enabling development
- Public Realm e.g. historic streetscapes, parks and public spaces
- Renewable Energy/Energy Harvesting
- Strategic planning and Place-making



## The CTCHC research focuses on a number of key areas:

- Landuse and vacancy in the historic town centre
- Consumers' opinions and attitudes
- Business owners' attitude towards the town centre
- Footfall in the town centre
- Movement and accessibility e.g. active travel
- Noise and air quality

Based on these meetings (and in conjunction with the establishment of the Task Force's Heritage Group) the CTCHC Programme Co-ordinator wrote the Tipperary Heritage Action Plan 2020-2022 during the first lockdown, which was launched by Minister Noonan T.D. in August 2020. The CTCHC project then got underway again in June 2021.



Representatives from Tipperary Town Chamber, Tipperary Town Task Force, Tipperary County Council, Tipperary Tidy Towns, Canon Hayes Sports Complex, Tipperary Excel and Saint Anne's Secondary School with ongoing support provided by the Heritage Council's CTCHC Programme Founder & Co-ordinator, formed the Tipperary Town CTCHC Steering Group in early 2020. The group met in person in Tipperary in January, February and March 2020 and then Covid-19 Lockdown happened!





# CTCHC Survey Methodology

The Covid-19 pandemic, along with significant changing demographics, lifestyles, travel to work patterns and consumer preferences, are all impacting on the vitality and viability of Ireland's historic town centres. In addition, robust data about our historic town centres has been limited in scope – the CTCHC Programme seeks to address this data gap. This summary CTCHC report presents up-to-date research and survey results for Tipperary Town that will help inform strategic responses to these challenges – through existing and future operational programmes that support heritage-led regeneration and embrace the recently published Town Centres First (TCF) Policy. Tipperary's CTCHC surveys were undertaken from June 2021 onwards following the 15-Step CTCHC Methodology as set out by the CTCHC Programme, which is included in the Programme for Government (PfG, pg 12-13).



Tipperary Town's CTCHC Land use survey examined the use of ground floor space in the core town centre area which includes over 400 premises. The survey was conducted in October 2021 and updates a previous CTCHC Landuse survey from 2020. The data is mapped using the CTCHC Programme's GIS colour coding system, which was created at the outset of the CTCHC Programme – as such, all towns in the CTCHC Programme are surveyed/mapped using the same methodology, which enables member towns to compare & contrast their findings.



Red C, a research-based consultancy, also undertook detailed business and consumer survey fieldwork in the town centre during June 2021 (n=61 businesses) and November 2021 (n=281 consumers, online and face to face). These two surveys were designed by the CTCHC Programme with input from Tipperary Taskforce, Tipperary Chamber and Tipperary County Council.

In addition, a CTCHC footfall survey was also undertaken in the historic town centre by Tipperary Town Tidy Towns & Community Group 'Light Up the Plan' in September 2021 using the CTCHC methodology.

This added a further layer of data by cross-referencing real time footfall and traffic numbers, highlighting the conflict between Tipperary Town's public realm and heavy goods traffic in the historic



town centre, particularly from freight traffic, i.e. 5/6 axel Lorries. A Noise Survey carried out by Queen's University Belfast (QUB) also confirmed poor noise quality within the historic town centre.





# Consumers' Opinions of Tipperary Town Centre

Throughout this section of the report, the answer to a number of questions in the Red C survey may add to more than 100%. This is because they were multi-code questions, meaning respondents were able to select more than one answer.



**Shopping** is the primary reason people use Tipperary Town Centre (**37%**). In terms of main reasons why people use the town centre, **1 in 5 town users** also say their primary reason is to attend **work**.



**Supermarkets** attract the most consumers (**59%**), followed by pharmacies (23%), hair and beauty (12%) and cafés and takeaways.

Most use Tipperary Town Centre regularly – **66% visit daily** or **2/3 times per week**.



Limerick, Clonmel and Cashel are Tipperary largest competitors, however visits to these towns are much less frequent.

## Most Used Stores in Tipperary



### Foodstuff/Grocery\*



### Clothes



### Furniture/Durables



\* Lidl was closed for refurbishment at the time of the CTCHC Consumer Survey in Autumn 2021.



## Where does Tipperary Town do well?

**58%**

Standard of service in shops in the town centre

**48%**

Cafe/restaurant quality in the Town Centre

**55%**

Feeling of safety and security during the day in Town Centre

**43%**

Cafe/restaurant choice in the Town Centre

## What type of shop is missing from Tipperary?

**56%**

Clothes shops for young people

**50%**

More independent retailers

**42%**

Next

**42%**

Lifestyle shop

**40%**

Marks & Spencer

# Consumers' Opinions of Tipperary Town Centre



## What improvements would encourage you to live in Tipperary Town Centre?

Derelict buildings done up & architectural features of buildings enhanced

Less traffic and better range of stores, outdoor events, more greenery

More commercial and evening vibrancy on our derelict main street

Less traffic, cleaner town, buildings done up and more boutiques

More jobs, less traffic, more amenities for young and old, more use of Glen of Aherlow

Jobs, walking tracks, cycling tracks, clothes shops...bakery, guards on the streets

Less traffic, renovation of old neglected buildings, work opportunities



## Preferred extended opening hours



**Friday 6-9pm** 37%  
**Sunday 12-6pm** 27%  
**None** 21%  
**Thursday 6-9pm** 15%

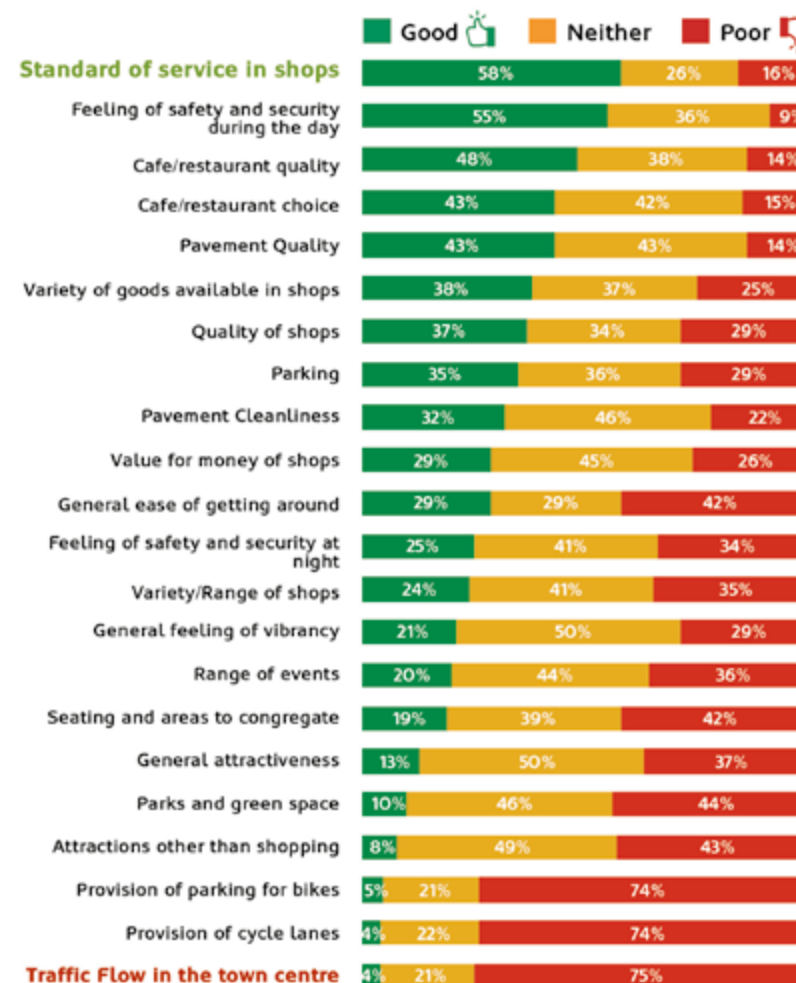
## Top 6 Festivals/Events suggested

A significant number of respondents suggested events as a means of improving the town centre and Christmas events were the most frequently-suggested attractions.

**79% Christmas events**  
**68% Markets**  
**59% Food festivals**  
**56% Music events**  
**53% Kids' events**  
**48% Sports events**



The survey invited respondents to rate 22 key aspects of the town centre. The most positive rating was achieved by the standard of service in shops.





# Consumers' Opinions of Tipperary Town Centre



## Transport and Active Travel in Tipperary Town Centre



**73%**

of respondents travel by car, 26% walk, 1% travel by bus



**62%**

Almost two thirds of people paid for parking when they visited Tipperary Town Centre



**0% cycle**  
into Tipperary Town Centre!



**74%**

of respondents consider provision of cycle lanes to be poor/very poor in the town centre



**73%**

of respondents consider parking for bikes to be poor/very poor in the town centre



## What encourages consumers to visit Tipperary Town Centre?



**42%**

Tipperary's unique and natural setting and environment make a positive contribution to your experience of the town



**41%**

believe the signposting and wayfinding in the town centre make it easy to navigate the historic core of the town



**33%**

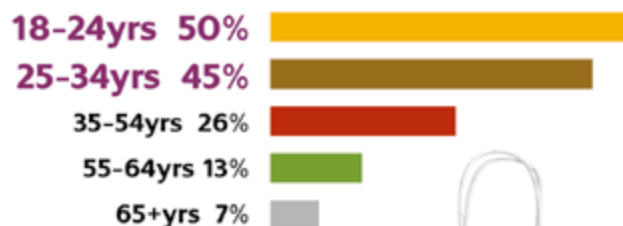
believe that the historic building environment encourages you to visit and spend time in the town centre

# Consumers' Opinions of Tipperary Town Centre

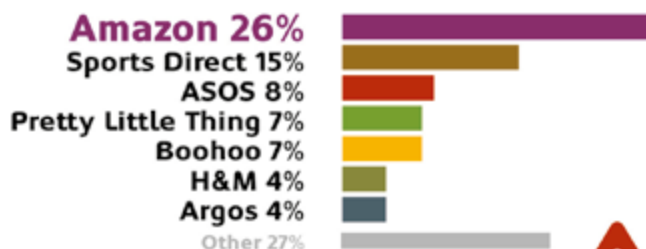


## Online Shopping

Shopping online at least once a month:



Amazon is by far the most popular online used by respondents/consumers. Sports Direct and other clothes retailers are also popular:



## Main items bought online



## Click and Collect Service

Almost 50% would avail of such a consumer service and a further 26% are not sure but could be brought around if a service was available for Tipperary Town i.e. 76% of respondents in total.

## Amount spent on last clothes purchase



The increasing trend towards online options represents a threat to many businesses in the town centre without an online presence.

Almost 80% of respondents are increasingly spending more online since Covid-19.



79% are increasingly spending more on clothes online since COVID-19



# 50€

76% of online clothes purchases made by respondents in Tipperary Town are worth €50 or more



# Business Owners' Opinions of Tipperary Town Centre



## What do businesses think are the main attractions in Tipperary Town?

Shopping  
**34%**

Attending work  
**8%**

Tourism  
**8%**

**10%** "For locals there is not much to attract them at all."

## Comments from businesses in Tipperary Town

"Empty shops, not a lot of activity within that area as local businesses closed down and units are vacant"

"Business premises closed, a real need to regenerate the business in the centre of the town"

"heavy congested traffic, not a lot of business going on, lots of properties for sale. Past planning has made shopping centres on the outskirts of the town."

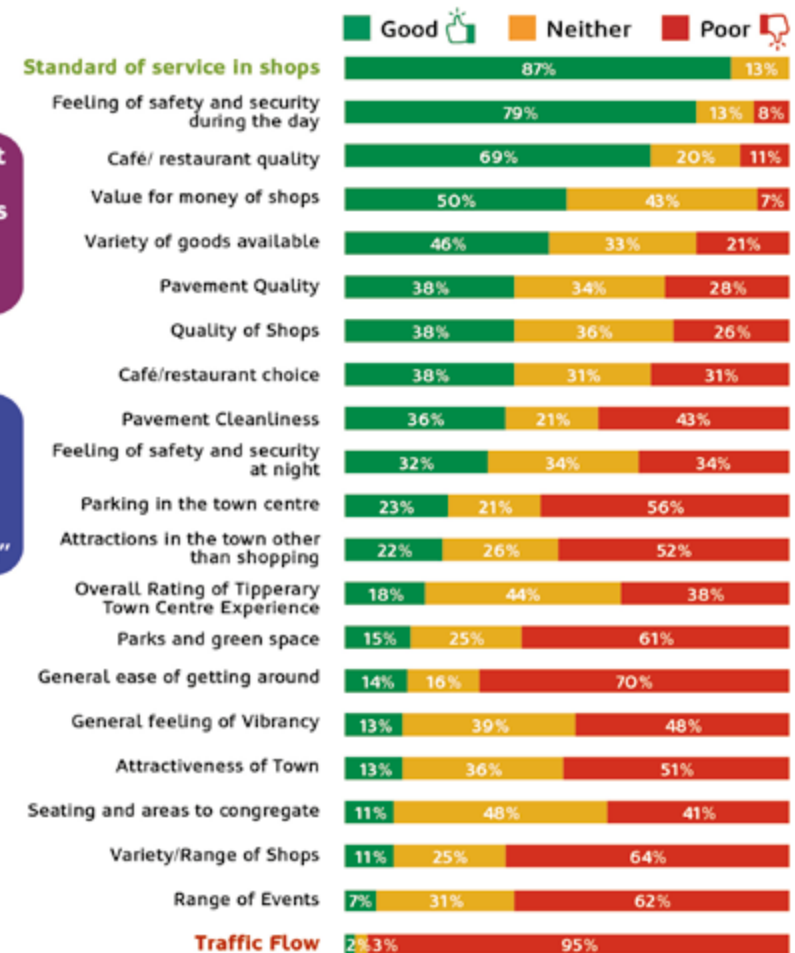
## What does Tipperary Town do well?

**87%** Standard of service in shops

**79%** Daytime safety and security

**69%** Café/restaurant quality

The survey also invited respondents to rate 21 key aspects of the town centre. The most positive rating was achieved by the standard of service in shops.



# Business Owners' Opinions of Tipperary Town Centre



## Where can we improve?



Traffic Flow  
**95%**



## What improvements would you make to Tipperary Town Centre?



Reduce traffic  
**54%**



Increase investment  
**44%**



Repurpose derelict buildings  
**43%**

## Top Attractions in the Town



**41%**  
Excel  
Centre



**34%**  
Eating



**25%**  
Glen of  
Aherlow



**23%**  
Canon Hayes  
Recreation Centre

**21%**  
Golf  
nearby

**21%**  
Walking  
routes

**20%**  
Tipperary  
Hills



Main  
competitors  
for  
Tipperary  
Town?

Limerick 64%

Clonmel 20%

Cashel 15%

Other 1%

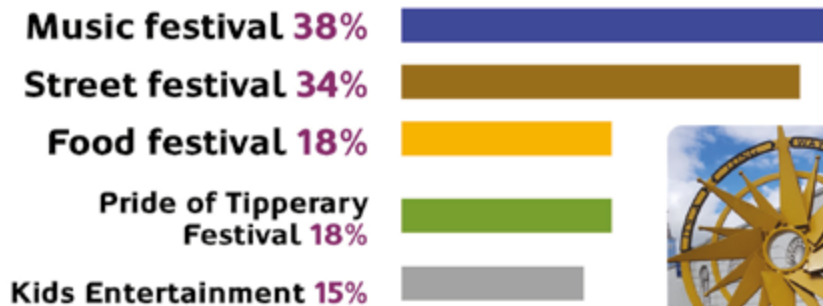




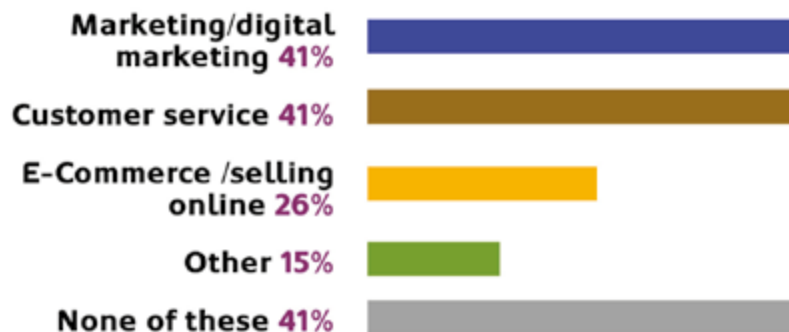
# Business Owners' Opinions of Tipperary Town Centre



## What events do business people want to see in Tipperary Town?



## Interest in Training Opportunities?



## Business Owners' Comments



"Traditional festivals with activities are needed, it has slipped in recent years"

"Open air activities like St Patrick's Day festival, events the whole town is involved in: A Long Way to Tipperary Festival!"



Willingness to participate in events to attract people to Tipp Town – 70% stated NO, 30% said Yes

Are there sufficient amenities in Tipperary? 50% responded No – more playgrounds, more activities for families and more green spaces/park areas were the three top amenities most people would like to see...

During Covid – 30% of respondents said their business turnover and profitability was down 50%+

# Business Owners' Opinions of Tipperary Town Centre



## Website presence and e-Commerce



- **36% of businesses do not have a website** for their business and 64% have a website
- 36% have had a website for 1-5 years, **44% have had a website for 6-10 years** and 20% have had a website for 11+ years.
- 36% sell online, **33% do not sell online** and 31% stated this is not applicable to their business
- Take up of Local Enterprise Grant for website design – **82% No and 18% Yes**
- **75% of businesses have a presence on Facebook**

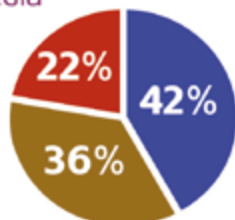


## Social Media spend

**91% of businesses** do their own social media in house

% of turnover spent on social media promotion

0% 1% 2-5%



## 85% support the N24 diversion

Is traffic hurting business?



Do you believe the traffic situation can be improved?



## Business Owners' Comments



"Lots of HGV traffic here as we are on the main route from the West to Rosslare"

"Build a ring road or a by pass around the town centre, whichever is the quickest to build - to get the pollution out of the town"

## Business Premises



**66% own their current premises** and 34% rent, 97% are quite/very satisfied with their current premises

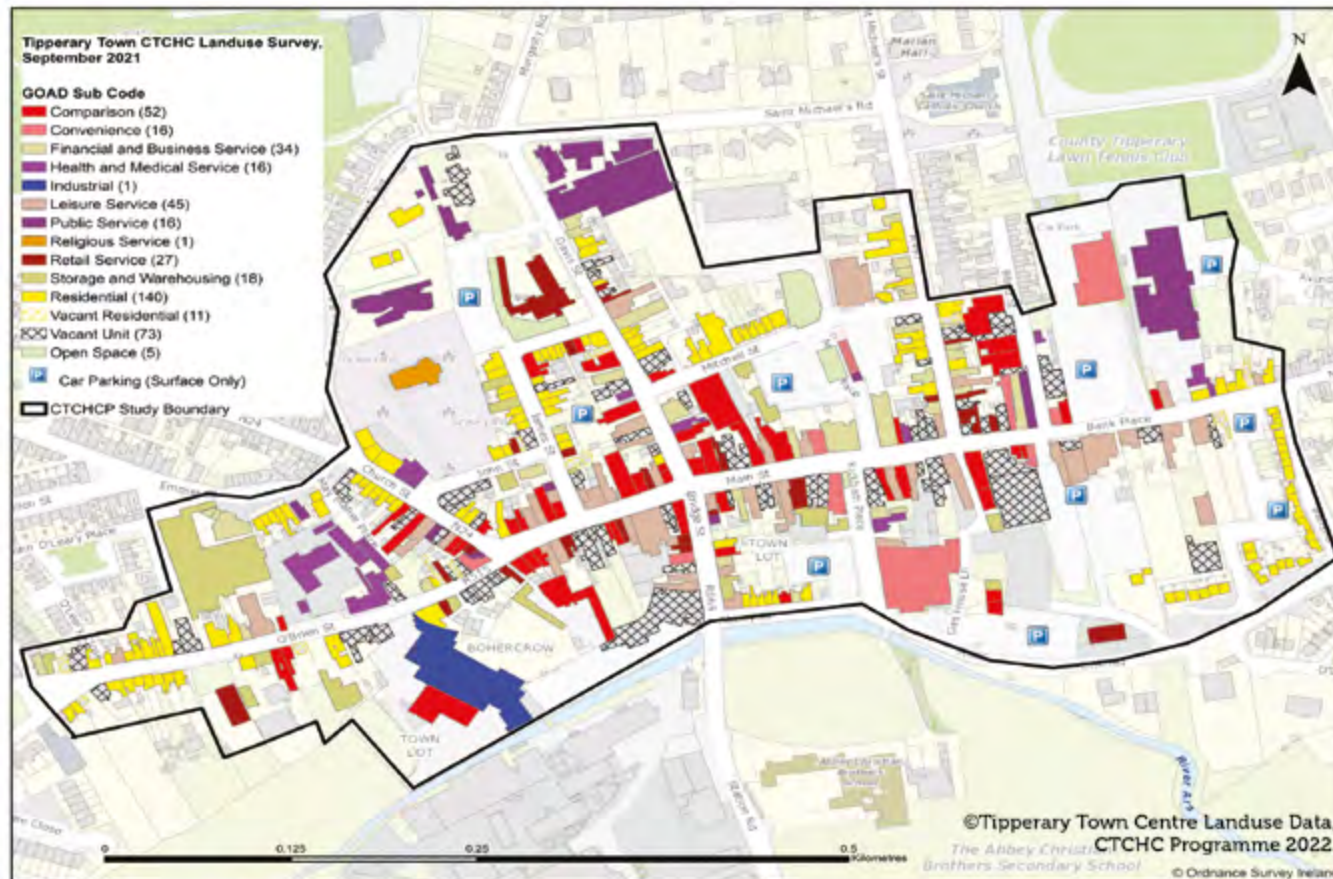
## 67% Support for 2 hour free parking.

**97% of respondents** were aware of Tipperary Town Chamber and **72%** are willing to contribute to a co-operative marketing strategy for the town centre.



# CTCHCP Survey of Land Use in Tipperary Town Centre

Results, October 2021. Step 2 of the CTCHC's 15-Step process.



Residential 31.1%	Retail Service 6%	Vacant Residential 2.4%
Vacant Non-Residential 16.2%	Storage and Warehousing 4%	Industrial 0.2%
Comparison 11.6%	Convenience 3.6%	Religious Service 0.2%
Leisure Service 10%	Health and Medical Service 3.6%	
Financial and Business Service 7.5%	Public Service 3.6%	

**18.6%**

Total Vacancy Rate

**81.4%**

Total Occupancy Rate

**31.2%**

Retail Vacancy Rate\*

73 Non Residential



11 Residential



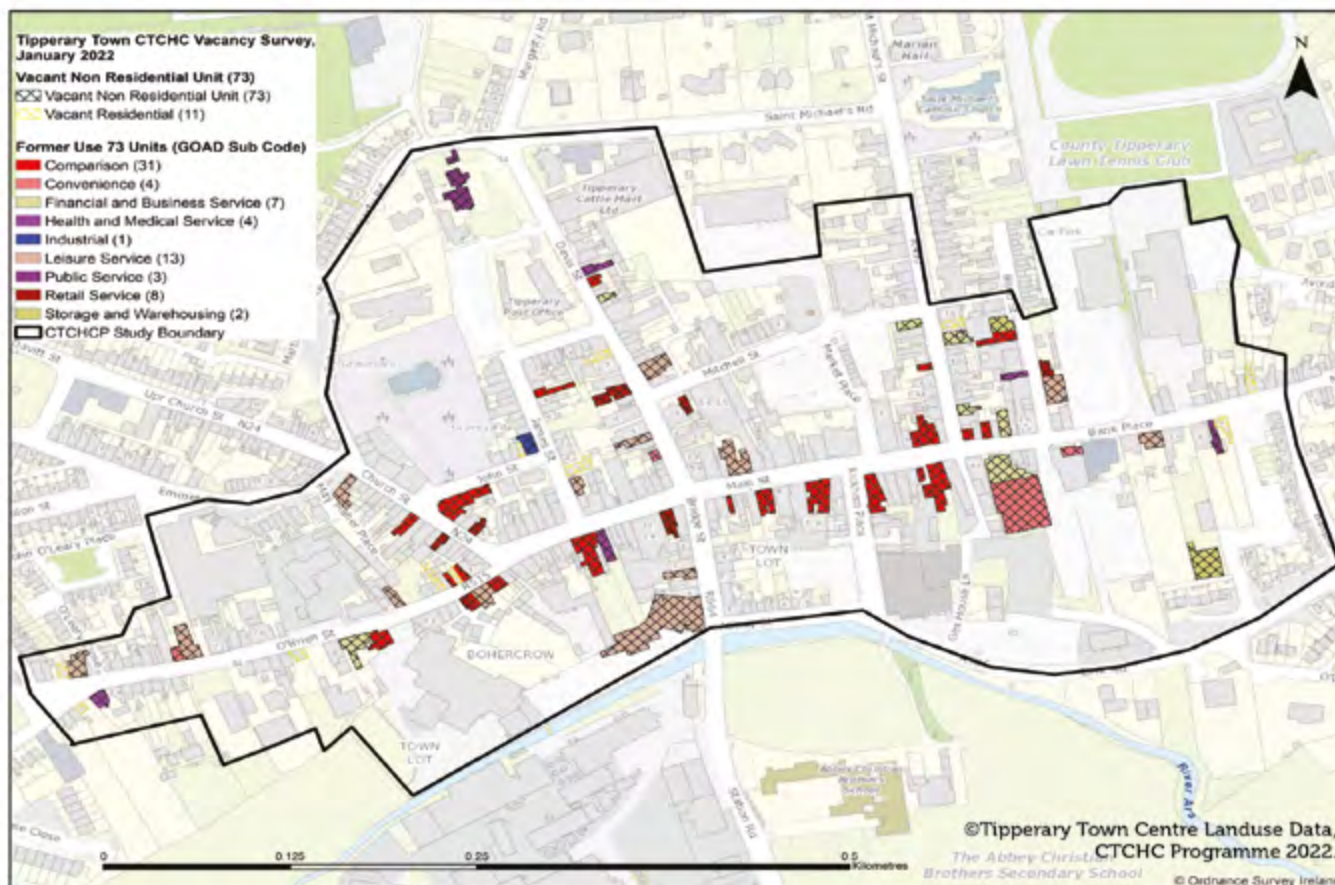
84 Empty Buildings

\* Ground floor retail vacancy is calculated using three GOAD landuse categories: convenience, comparison and retail services.

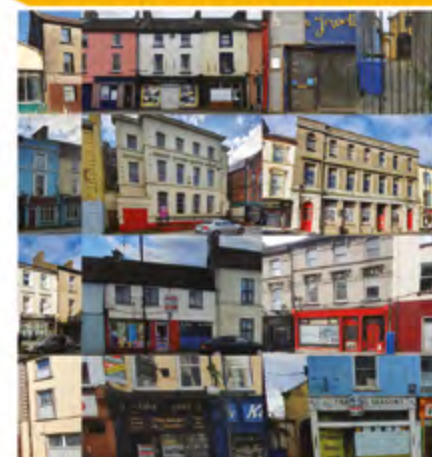


# CTCHCP Survey of Vacancy in Tipperary Town Centre

Results, January 2022. Step 2 of the CTCHC's 15-Step process.



Comparison 31 units	Financial and Business Service 7 units	Public Service 3 units
Leisure Service 13 units	Convenience 4 units	Storage and Warehousing 2 units
Retail Service 8 units	Health and Medical Service 4 units	Industrial 1 unit



# 43

Vacant Comparison, Convenience and Retail Service Buildings

# 31.2%

Retail Vacancy Rate\*

\* Ground floor retail vacancy is calculated using three GOAD landuse categories: convenience, comparison and retail services.



# CTCHC Footfall Survey and Traffic Count



Traffic Count Main Street Tipperary Town

Date	Time	Time	Time
Fri 24th	12-1pm	2-3pm	4-5pm
N24	569	732	767
N74	290	394	433
<b>Total</b>	<b>859</b>	<b>1126</b>	<b>1200</b>
Sat 25th	12-1pm	2-3pm	4-5pm
N24	549	484	482
N74	344	297	302
<b>Total</b>	<b>893</b>	<b>781</b>	<b>784</b>

Source: Transport Infrastructure Ireland (TII)

Footfall Count in Tipperary Town Centre, September 2021

Day	Times	Main Street Upper	Kickham Place	Main Street Lower	Bridge Street	Market Yard	Church Street	Bank Place	Davis Street	Totals	Overall Totals
		1	2	3	4	5	6	7	8		
Fri 24th Sept 2021	1.15-1.30	127	64	111	48	94	39	33	38	554	
	3.15-3.30	69	64	51	52	49	64	37	39	425	
	5.15-5.30	51	53	52	43	41	52	24	18	334	1313
Sat 25th Sept 2021	1.15-1.30	99	133	68	68	30	29	28	46	501	
	3.15-3.30	112	84	85	83	26	31	41	51	513	
	5.15-5.30	63	96	63	71	18	28	72	38	449	1463
<b>TOTALS</b>		<b>521</b>	<b>494</b>	<b>430</b>	<b>365</b>	<b>258</b>	<b>243</b>	<b>235</b>	<b>230</b>		<b>2776</b>

Tipperary Town Centre is 11% busier on Saturday than Friday

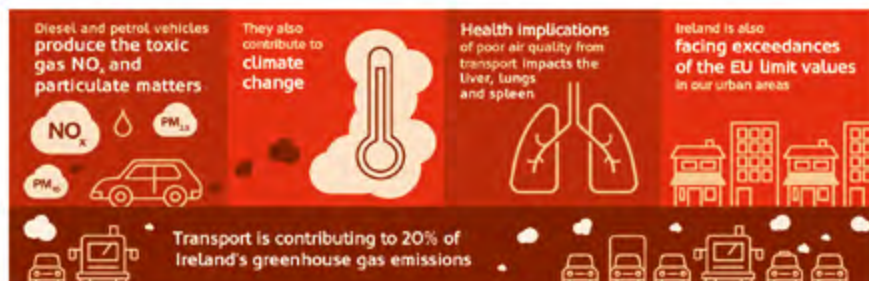
A CTCHC footfall survey was undertaken by Tipperary Town Tidy Towns and 'Light Up the Plan' Community Group at different locations across Tipperary Town Centre on Friday 24th and Saturday 25th September 2021. Three time slots were recorded for each location as per the CTCHC methodology. The centre of Main Street along with Kickham Place are the busiest areas of the town centre. Main Street Upper has an average pedestrian movement of 347 people per hour over the two days.

The busiest time in the town centre is Friday and Saturday lunchtimes and the quietest time is after 5pm on both days.



# Air and Noise Quality in Tipperary Town Centre

## Air Quality



The World Health Organisation (WHO) has described air pollution as 'the world's single biggest environmental health risk' (Source: EPA Ireland)



In 2019, local community group March4Tipp, concerned with the negative health implications caused by traffic pollution, carried out roadside monitoring within Tipperary Town centre, to assess levels of nitrogen dioxide -  $\text{NO}_2$  – a main source of road transport-based pollution.

As a result of these concerns, Tipperary CoCo committed to examine pollution levels along the busy N24 that runs through the historic town centre. In February 2020 12  $\text{NO}_2$  diffusion tubes were placed throughout the town centre. However, from March 2020, Covid 19 restrictions on movement impacted on the reduction in emissions from transport and on the findings.

Tipperary CoCo are currently undertaking roadside monitoring (Dec '21 to May '22) to assess traffic pollution now that traffic levels have returned to pre pandemic levels.



An Air and Noise quality monitoring dashboard is needed for Tipperary Town Centre in the immediate term

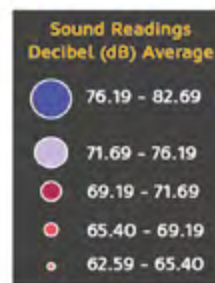
## Noise Quality

Noise Map 2017 showing Main Street Tipperary.

Lden (2017)



Source: Transport Infrastructure Ireland (TII)



2019





# Strategic Policy Context

The Tipperary Town Revitalisation Strategy and Action Plan has been prepared within the framework of many existing National, Regional and Local Plans. The policies and objectives of relevance to the emerging projects of the Revitalisation Plan are embodied within the following key statutory plans and guidance.

The process of preparing this Plan has benefited significantly from the guidance and support provided by staff of the Departments of Housing, Local Government and Heritage and Rural and Community Development.

## National & Regional

### Town Centre First - 2022

The Town Centre First policy aims to create town centres that function as viable, vibrant and attractive locations for people to live, work and visit, while also functioning as the service, social, cultural and recreational hub for the local community. The Policy outlines the implementation of a strategic approach to town centre regeneration by utilising existing buildings and unused lands for new development, addressing vibrancy and future function, respecting, and reimagining the historic built environment while promoting residential occupancy in our rural towns and villages.



### National Planning Framework – Project Ireland 2040

Published in 2019, this document is a high-level strategic plan that sets out the future growth and development of the country by region to 2040, the strategic outcomes and priorities are:

- Compact Growth
- Enhanced Regional Connectivity
- Strengthened Rural Economies and Communities
- Sustainable Mobility
- A Strong Economy, supported by Enterprise, Innovation and Skills
- High Quality International Connectivity
- Enhanced Amenity and Heritage
- Climate-Resilient Society
- Sustainable Management of Water and other Environmental Resources
- Access to Quality Childcare, Education and Health Services



## Our Rural Future – 2021

‘Our Rural Future’ represents the Irish Government’s blueprint for a post-COVID-19 recovery and development of rural Ireland over the next 5 years. It provides the framework to achieve the vision of transforming the quality of life and opportunity for people living in rural areas. The high-level strategic outcomes include:

- Increase in number of people living in rural areas
- Increase in number of people in rural areas in employment/self-employed
- Increase in rural transport services/increase in passenger numbers
- Number of town regeneration projects funded
- Number of hubs in the national remote working hub network
- Reduction in regional income disparity
- Increase in broadband coverage in rural areas



## Housing for All – 2021

‘Housing for All – a New Housing Plan for Ireland’ is the government’s housing plan to 2030.

It is a multi-annual, multi-billion-euro plan which will improve Ireland’s housing system and deliver more homes of all types for people with different housing needs. The high-level strategic outcomes include:

- Supporting Home ownership and Increasing Affordability;
- Eradicating Homelessness, Increasing Social Housing Delivery and Supporting Social Inclusion;
- Increasing New Housing Supply
- Addressing Vacancy and Efficient Use of Existing Stock.

## Mid-West Regional Enterprise Plan to 2020

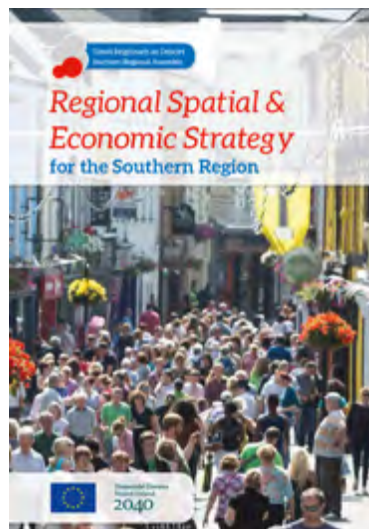
The Mid-West Regional Enterprise Plan builds on the success of the Mid-West Regional Action Plan for Jobs (2015–2017) to ensure that it remains effective and that it continues to deliver jobs across the Mid-West region and can be robust to address the challenges we face, including Brexit.

A new Mid-West Regional Enterprise Plan is currently at draft stage and TTRTF have had multiple consultations in relation to the new strategy document that will include objectives in the areas Digital Transformation, Enterprise Development in Rural Towns, Economic Generation in Unemployment Blackspots, and the Green Economy among others.



## Regional Spatial & Economic Strategy for the Southern Region (RSES)

The overarching purpose of the RSES is to support the programme set out in Project Ireland 2040, and accordingly the strategy establishes the need to strengthen rural towns and communities as a key objective for the Southern Region.



## National Tourism Recovery Plan 2020-2023

This Recovery Plan recognises that the tourism section has the capacity and flexibility to recover strongly and quickly with appropriate support and investment by the State.



## A Framework for Town Centre Renewal (2017)

The Framework sets out the key characteristics of a successful town centre and identifies both existing supports and best practice examples from around the country. The Framework includes an Action Plan for Town Centre Renewal which is intended to be a blueprint for towns and villages.



## Future FET: Transforming Learning. The National Further Education and Training (FET) Strategy 2020-2024

The central premise is that Further Education & Training (FET) is for everyone and will serve as a major driver of both economic development and social cohesion. It is available in every community in Ireland, and offers every individual, regardless of any previous level of education, a pathway to take them as far as they want to go.





## Fáilte Ireland and Ireland's Ancient East

Ireland's Ancient East is intended to showcase Ireland's living culture and ancient heritage and to bring it to life through stories that create unique visitor experiences, unite stakeholders and support vibrant communities. The goal is to support sustained economic growth and community wellbeing while valuing the local heritage, history and environment.



## Fáilte Ireland and Ireland's Hidden Heartlands

Fáilte Ireland has developed a clearly-defined programme for Ireland's Hidden Heartlands. The brand is centred around rural communities and their lifestyles, as well as the many spaces for adventure and relaxation in this region. These guidelines and assets will help attract visitors 'off the beaten track' and create an internationally compelling visitor experience.



## Climate Action Plan 2019

The Climate Action Plan sets out the measures by which Ireland can reduce its emissions from sectors outside the EU's Emissions Trading System by 30% (relative to 2005 levels) by 2030.



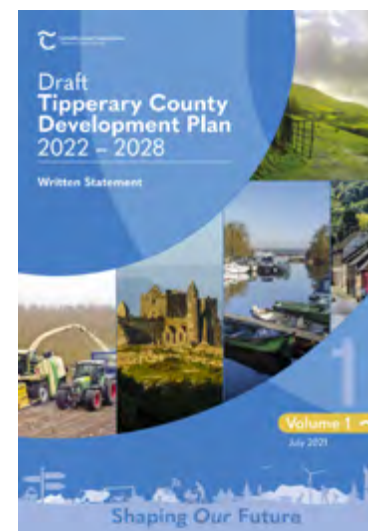
## Local Strategies

### Tipperary County Development Plans (North & South)

Tipperary has at present two County Development Plans, these are:

South Tipperary County Development Plan 2009, As Varied, was adopted in February 2009.

North Tipperary County Development Plan 2010, As Varied, was adopted in July 2010.



The overall vision is one of sustainable communities, strong economy and a quality environment. Tipperary Town is identified as a District Town, providing employment



opportunities, high quality retail choice, regional transport services and community services for its hinterland.

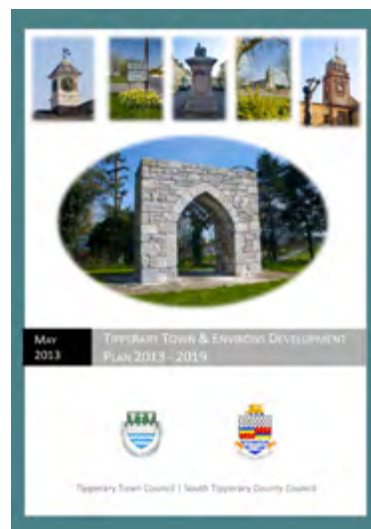
The process of preparing a new Tipperary County Development Plan 2022 – 2028 commenced on the 18th of September 2020 and is at consultation stage at time of writing.

It is anticipated that the Tipperary County Development plan will be adopted in 2022 and thereafter the Town Plans will be reviewed.

### Tipperary Town and its Environs Development Plan, 2013

The Vision of the Plan aims;

*“To develop Tipperary Town as a balanced settlement centred on a vibrant town centre. Build on the heritage and tourism strengths of the town and to support the wider hinterland from an economic and cultural perspective. To promote the town as a unique settlement for working, living and recreation, and to balance the demands of a vibrant economy with the need for a healthy and sustainable environment and to ensure the protection of the unique built, cultural and natural heritage of the area”.*

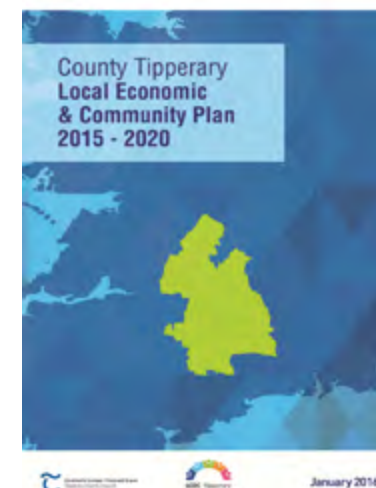


Given that the Tipperary Town and its Environs Plan was adopted over eight years ago, its policies and land use objectives need to be reviewed in the context of the new opportunities arising for

re-imagining the town as a sought after commercial, cultural and tourism hub with enhanced living and economic opportunities, as set out in the more recent statutory plans and guidance, and as promoted by the actions and projects of this Tipperary Town Revitalisation Plan.

### Local Economic and Community Plan (LECP 2016 – 2020)

This is a County wide plan drawn up by the Local Economic and Community Development Committee (LCDC – a Committee of the Local Council), the Strategic Policy Committee for Economic Development and adopted by Tipperary County Council. It sets out plans for developing the communities and the economy of Tipperary and puts forward a series of priorities to be implemented over five years to address these key issues. Family Resource Centres are named as key partners in the targeting of estates with high levels of deprivation, provision of services for older people, family support; supporting young people and families with regard to mental health and family separation.



## Social Inclusion Community Activation Programme 2018 – 2022

The Social Inclusion and Community Activation Programme (SICAP) 2018–2022 provides funding to tackle poverty and social exclusion at local level.

SICAP is a social inclusion programme that works with communities and individuals. SICAP aims to tackle high and persistent levels of deprivation through targeted and innovative, locally led approaches. As Programme Implementer (PI) South Tipperary Development Company, in partnership with Knockanrawley Resource centre, deliver key actions reflecting the broad scope of the programme in order to strengthen communities and improve people's lives reflected in 3 horizontal themes which underpin all aspects of our work:

- Promoting an equality framework;
- Applying community development approaches to achieve the participation of disadvantaged and marginalised communities;
- Developing collaborative approaches with stakeholders to improve how mainstream policies and programmes are delivered so that they impact more positively on the socially excluded.



## Rural Development Programme (LEADER) – Tipperary Local Development Strategy

The Rural Development Programme (widely known as LEADER) focuses on improving all aspects of social and economic life in rural areas. The Programme seeks to bring about positive change helping to develop and sustain rural areas for the better through supporting enterprise development and job creation, rural environment, promotion of social inclusion and economic development.

The programme is implemented by South Tipperary Development Company (STDC) in the Tipperary-Cahir-Cashel Municipal District.



## Tipperary Transforming, Tourism Product Development Plan 2020-2030

This Plan recognises a huge opportunity to drive forward an ambitious countywide investment programme, creating successful tourism development leading not only to job creation and economic development but to county pride, confidence and community wellbeing.



## Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021

This strategic plan was prepared for Tipperary County Council and Tipperary Tourism Company in the context of change and opportunity and sets out a fresh proposition for Tipperary. The plan is action oriented, and aims to galvanise and enable growth for Tipperary

### Munster Vales

The Munster Vales is an inland tourism destination in the heart of Munster, of domestic and international significance incorporating the Comeragh, Knockmealdown, Galtee, Ballyhoura and Nagles mountain ranges.

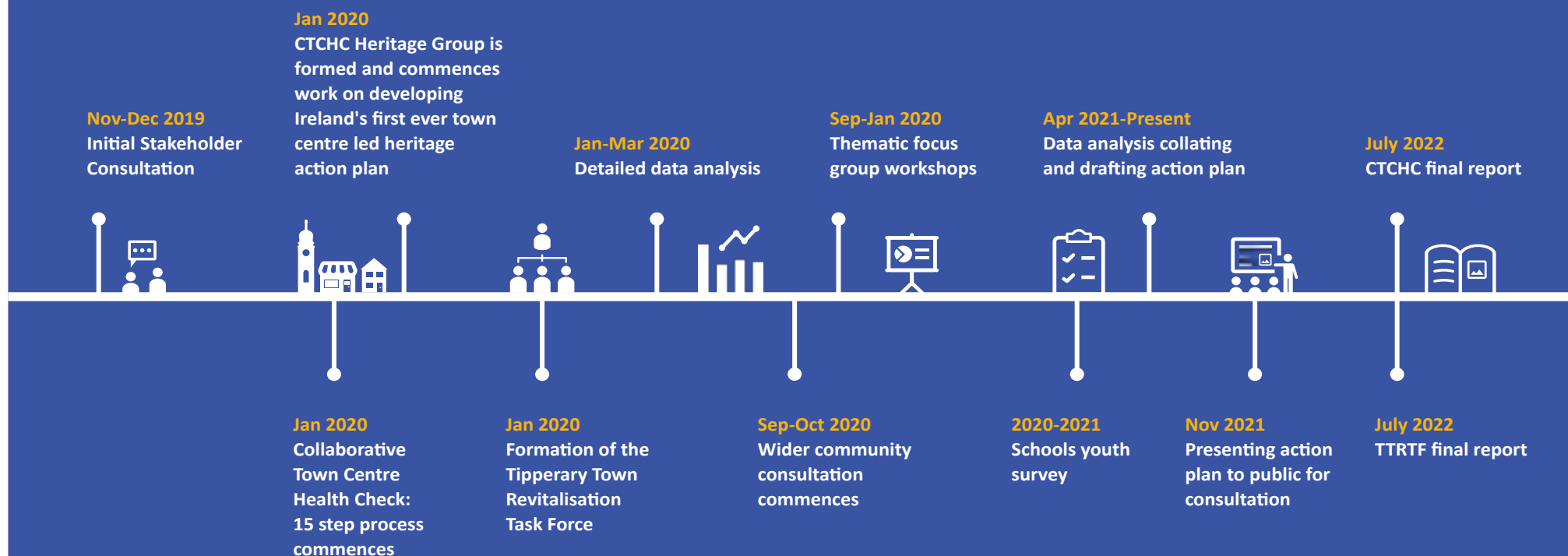


The purpose of Munster Vales is to promote the geographical area as a unique brand, linking the counties of Waterford, Tipperary, Cork and Limerick and everything in between. The Munster Vales area sits between four of Ireland's six cities: Cork, Limerick, Waterford and Kilkenny. Gateway towns include Cashel, Tipperary, Carrick on Suir, Dungarvan, Fermoy, Mitchelstown, Buttevant and Charleville.



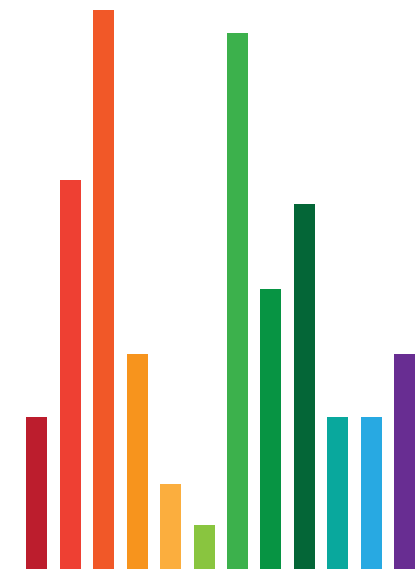
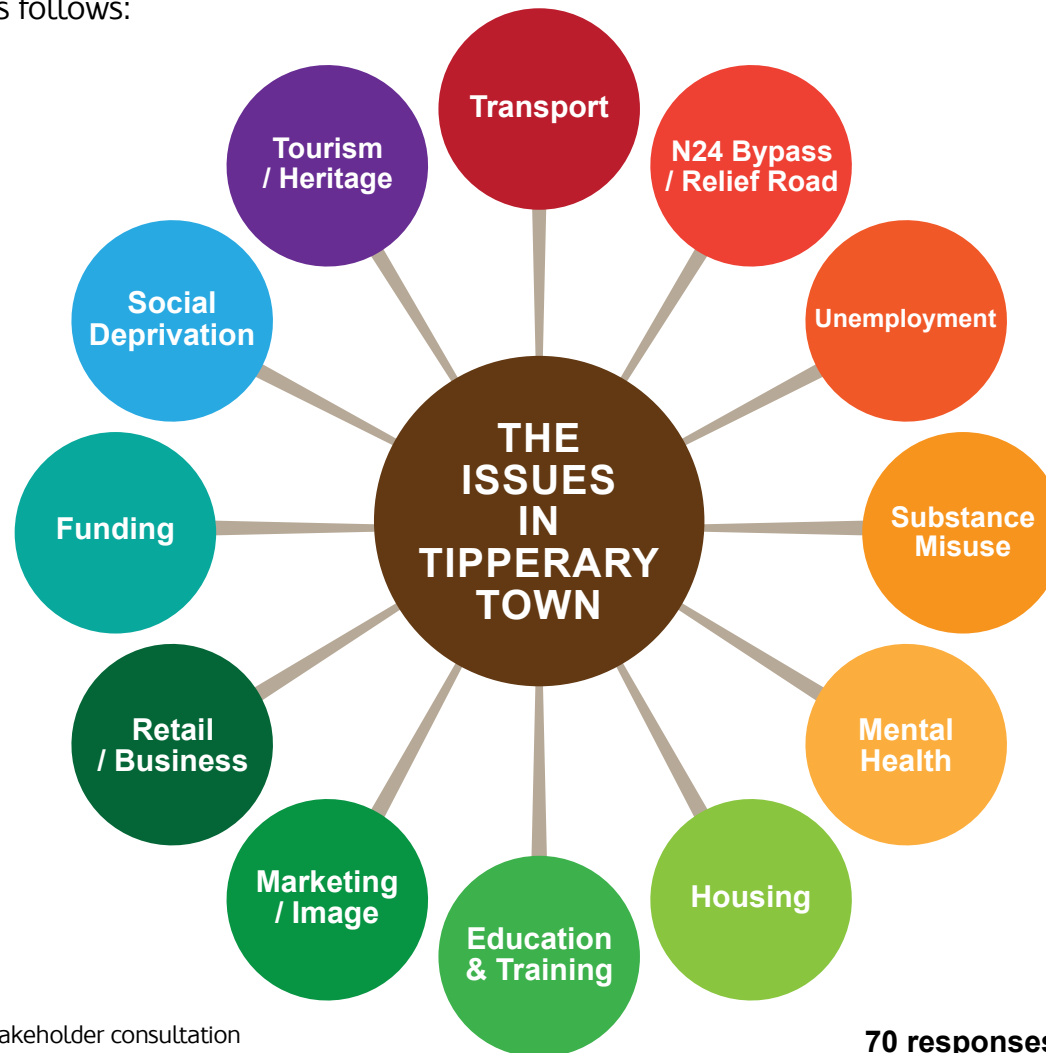
# Our Approach

The development of this Strategy and Action Plan is the result of intensive and broad ranging community and stakeholder consultation. This was carried out over nearly eighteen months, from initial stakeholder consultations prior to the formation of the Task Force to a detailed public survey and subsequent highly focused thematic workshops to examine issues and craft actions and solutions. Parallel to this process, data analysis provided by David Meredith and Hilary Curley along with the Collaborative Town Centre Health Check carried out by the Heritage Council has provided baseline data to help monitor the future development of the town.



## Initial Stakeholder Engagement

During November and December 2019 significant consultation involving over 70 stakeholders took place with the aim of identifying the key issues facing the town. The key issues arising from these consultations are as follows:



Weighting of the Issues

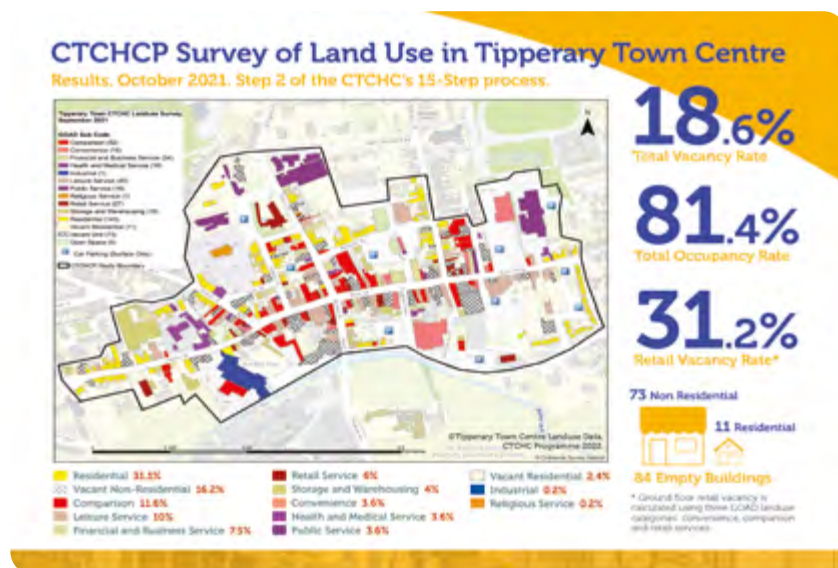
issues identified through initial stakeholder consultation

70 responses at initial engagements, Nov 2019

## Collaborative Town Centre Health Check

The 1st Collaborative Town Centre Health Check (CTCHC) Workshop for Tipperary Town was held in January 2020. Following the workshop, a CTCHC Group and a CTCHC Heritage Group was formed for the purpose of undertaking the CTCHC and preparing a Heritage Action Plan for the Town. This set out a clear path for heritage-led regeneration. The plan was facilitated by Ali Harvey of the Heritage Council, and was launched by Minister Malcolm Noonan TD, Minister for Heritage and Electoral Reform in August 2020. This is available for download on the Tipperary Town Revitalisation website

The CTCHC involves a 15-step process including a range of surveys that aim to establish baseline data and gain an understanding of how the town functions and how locals and visitors view the town.



Tipperary Land Use Map (See Appendix for full size map)

## Strategic Workshop

A strategic workshop took place with the Task Force in February 2020 to establish the Task force's vision, mission, and values. The following Vision Statement was agreed:

***"To make Tipperary Town  
the best small town in Ireland"***

## Public Survey

The Task Force prepared an extensive survey with some thought-provoking questions for the public who live, work and visit Tipperary Town. They were asked to complete this by filling in a paper copy which was hand-delivered by a local delivery company to businesses and homes in the town. The survey was also available online. 549 completed questionnaires were submitted and a detailed summary report was published in Dec 2020. This is available for download on the Task Force website [tipptownrevitalisation.ie](http://tipptownrevitalisation.ie)



## Public Survey Feedback



Some of the most common responses related to transport and infrastructure, commercial vacancy, enterprise & job creation, and tourism.



Frustration over heavy N24 traffic was one of the main issues put forward by survey respondents: Photo Padraig Culbert

## Strategic Themes Arising from Community Consultations

Through the workshops and survey process, the Task Force identified ten core themes to be addressed in the community consultation for the preparation of the Strategy & Action Plan.

Members of the Task Force took responsibility for the thematic Subgroups. Ten members undertook the role of Convenor for a particular theme. This task included identifying a wide set of stakeholders, assigning a facilitator, and organising the

consultations, in compliance with Covid regulations. This work was supported by the Manager, with participation by the Chairperson. Due to the Covid-19 pandemic most of the consultation had to be carried out virtually. Consultation workshops, meetings, focus-groups and thematic surveys were held across these themes in line with Covid-19 restrictions, and appropriate actions emerged.



Socially Distanced Infrastructure Workshop, Nov 2020

## Youth Survey

In 2020 despite the impact of Covid 19 on our schools and students 313 primary and secondary school students in Tipperary Town took part in a Task Force Youth Survey. Further consultation is ongoing through the schools, youth groups and Comhairle Na N'Óg

Young people are telling us the following:

- Traffic congestion, inadequate walking and cycling facilities in the town centre and lack of green spaces.
- Illegal dumping, littering and dog fouling is an issue that affects them.
- Poor selection of shops in the town centre and too many vacant buildings
- Lack of free, fun safe facilities for young people to hang out. Tipp youth need a teen space to make their own.
- Concerns about safety, on street drinking and drug dealing in the town, lack of employment and general mood of the town.

## Data Analysis & Public Feedback

Following on from the thematic workshops Tipperary Midwest Radio held interviews with the 10 Convenors of the thematic consultations across March 2021 to inform the community of the broad actions emerging. The interviews are available to listen to on the Tipperary Town Revitalisation Website and Facebook page.

A very large number of actions were suggested through the various consultation processes. These were analysed and prioritised by a

dedicated Strategy and Action Plan Subgroup, supported by the Manager. The subgroup considered each action and whether they were achievable, realistic, and proportionate to the needs of the town. The group also considered who might lead the actions and how they might be delivered and resourced.

As outlined later in the document, the ten core themes were organised in to four pillars due to the cross-cutting nature of many of the actions that emerged. This also serves to simplify this document and align with funding opportunities that are available and that are expected to emerge in the near future.

As the implementation progresses, continued targeted stakeholder engagement will be a key feature, along with continuous monitoring and evaluation of progress to ensure goals are being met.

## Thematic Consultation Areas















## Themes and Sustainable Development Goals (SDG)

Tipperary Town Revitalisation Task Force is committed to aligning all its actions and activities to the United Nations Sustainable Development Goals.



Overarching UN SDGs supported through the development, delivery & management of the Tipperary Town Strategy and Action Plan:



Task Force Themes		Objectives	Relevant UN SDGs Supported
	Climate Adaptation	To increase the resilience and capacity of our community and businesses to take action to combat the impacts of climate change.	3 6 7 8 10 11 12 13 15
	Tourism	To develop new products and activities, and promote our rich heritage, culture, sport and leisure offerings to create a visitor experience that capitalises on our uniqueness and world-renowned name.	3 8 11 12
	Enterprise & Employment	To address the current deficit of high-quality employment space and increase employment opportunities through public investment, supporting existing businesses; attracting new commercial activity and harnessing the entrepreneurial spirit.	8 9 10 11 12
	Infrastructure	To effectively and speedily improve Tipperary Town's infrastructure; to facilitate and attract employment and commercial development and to improve the quality of life for our community and visitors.	3 9 11
	Education and Training	To increase access to education and training and to empower our community to benefit from the opportunities this brings.	3 4 8 10
	Sports and Recreation	To realise the potential of Tipperary Town as a hub of sport, recreation and physical activity and to recognise the social, health, community and economic benefits of these activities.	3 8 10
	Social Inclusion	To build and support a sustainable, robust and inclusive community in Tipperary Town that ensures everyone has an opportunity to contribute to, and benefit from, social, economic, environmental and cultural developments.	1 2 3 4 5 7 8 10 11 13
	Retail	To ensure that Tipperary Town can offer ease of use for mid-week shopping trips while also offering great weekend experiences for the people of Tipperary to enjoy with their families and friends.	3 8 9 11 12
	Image of Tipperary Town	To improve the image and attractiveness of Tipperary Town; a place where people want to live, work and visit; to capitalise on its uniqueness and world-renowned name.	3 8 9 11 12
	Heritage, Culture & Arts	To preserve, re-imagine and promote our living, built and natural Heritage, Culture and Arts.	3 9 11



## Our Vision & Mission for Tipperary Town

The Strategic Vision of the Tipperary Town Revitalisation Task Force, 'To make Tipperary Town the best small town in Ireland', is centred on the need to improve the image and attractiveness of Tipperary Town as a place where people want to live, work and visit, by strengthening and promoting the living, built and natural heritage, and the culture and arts that the town and its hinterland has to offer. The vision is underpinned by the need to adopt a coherent placemaking approach focused on the strategic regeneration and compact development of the town centre, in order to increase resilience of the local economy and to provide for an enhanced, accessible, inclusive, age-friendly and healthy urban environment.



## Tipperary Town Centre

Recent Government guidance, 'Town Centre First: A Policy Approach for Irish Towns', demonstrates a strong commitment to 'place-making' for strengthening the relative attractiveness and vibrancy of towns and as a key element in gaining competitive advantage. The document highlights that many Irish towns have already implemented significant placemaking initiatives that are having a transformative effect on the town centre environment and its 'sense of place'. These are recognised as providing the template for placemaking in the Town Centre First Policy.

A placemaking strategy that consolidates and strengthens the town centre is of particular importance to Tipperary Town as it is a new community-driven process to planning and urban design that has participation and collaboration at its centre. An effective placemaking strategy capitalises on such local community's assets, inspiration and potential, and results in the creation of quality public spaces that contribute to people's health, happiness, and well-being.

One of the main underlying problems with Tipperary Town is the declining population (by over 30% since 1881), such that the town centre no longer functions as the principal residential and community hub for the area. As with nearly all other Irish towns and cities, the emergence of mass suburbanisation has led to the movement of local communities and commercial activity from the traditional town centre outwards to lower cost greenfield sites in the environs. Tipperary Town has seen a proliferation of new housing estates around the town centre, together with major new retail development on the western approach road from Limerick.

This has led to a decline in town centre retail activity due to the diminished population base, compounded by changing retail habits such as a rapid increase in on-line sales, resulting in increased rates of vacancy and major negative impact on the vibrancy and vitality of the town centre.



Tipperary Town Shopping Centre, Limerick Road

This pattern of development has also led to increasing dependence on private car journeys to access essential facilities and has been exacerbated by fewer people choosing to live within the town centre due to a perceived lack of amenities and deteriorating environmental conditions. The placemaking strategy is needed to enhance the attractiveness of town centre living and the array of economic, social and environmental benefits this brings. It also needs to reinforce the 'Town Centre First' approach to community growth by directing future investment and the location of urban development inwards, concentrating future living communities and

jobs centrally and thereby promoting investment in the public realm in order to create a distinctive place.

The inherent potential of the town centre to provide an attractive lifestyle choice needs to be actively pursued. To successfully deliver town centre living opportunities, developments need to provide a varied mix of well-designed home types in good neighbourhood settings, in walkable distance of key facilities, in close proximity to high quality urban spaces, and with easy access to the natural environment.



Charles Kickham Plaza, Main Street

Another significant issue facing Tipperary Town as outlined earlier in this document is the dominance of traffic, particularly HGVs. The N24 route passing through Main Street has a major influence on the image of the town, with up to 10,000 daily traffic movements resulting in congestion, safety concerns, noise and air pollution, severance, and preventing the development of Tipperary as a 'living town'.

Although a bypass is proposed for the town, and the need identified in the National Development Plan, this could take another 10 years to come to fruition. In the interim there are considerable opportunities for creating a more pedestrian friendly environment throughout the town centre through the development of a comprehensive public realm strategy that facilitates better placemaking and a more resilient urban environment. Short term measures might include traffic calming, rationalization of on-street parking, improved pedestrian crossing facilities, an enhanced pedestrian spine along Market Place and Kickham Place connecting with the River Ara, introducing a coherent range of street furniture throughout the town centre that encourages people to linger, utilising smart technology wherever possible to improve efficiencies and further development of the civic space at Market Yard encouraging more seasonal events and activities that increase activity and community participation in the town.

The public realm contributes to 'liveability' by providing space for social interaction and activities, as well as a desirable place for living and visiting. The quality of the public realm is recognized as a significant factor in generating business confidence, local community pride and as a catalyst for private sector investment in urban areas.



Dan Breen House will be repurposed as a Youth & Further Education & Training Centre  
(Photo: Mary Margaret Peters)

## Mission

The actions that follow later in this document have been developed through detailed community engagement and consultation using a bottom-up approach. The overall objective is to make Tipperary Town a better place to live, work and visit. The mission objectives outlined below can only be achieved through collaboration and unity of purpose among the people of the town and the agencies of the state that support the revitalisation process.

- 1 Reduced long-term unemployment; increased access to further education; and training; improved quality of life; social disadvantage reduced to at least the average for the county.
- 2 N24 Cahir to Limerick Junction realignment will reduce through-traffic, particularly HGVs and allow the town centre to breathe new life. Better public transport, particularly rail timetabling to link the town to Limerick, Cahir, Clonmel, Waterford and the whole country.
- 3 Reducing traffic will present opportunities for enhancing public realm, take advantage of the historic streetscape, drive retail and the evening economy. This, along with other targeted measures will reduce building vacancy. A phased public realm plan will be developed where some work will proceed before the N24 scheme is completed and after which plans for the Main Street can be implemented.
- 4 Increased supply of all types of housing with targeted projects to incentivise town centre living, address dereliction and vacant units and develop brown and green field land suitable for a mix of housing types.



- 5 New areas for employment such as a new business park. Existing buildings will be converted and made suitable for modern employment use. Remote working opportunities will be provided in business hubs such as Tipperary ENGINE. Better connectivity will be available throughout the town.
- 6 New and improved visitor experiences, festivals and events with the Market Yard providing a civic focus to the town, more tourism accommodation, facilities and services, benefiting both visitors to the town and securing enhanced quality of life for residents.
- 7 Restored image as a prosperous market town – through achieving a consensus on the way forward ‘united we stand – divided we fall’. Modern branding and marketing of local distinctiveness, make the town attractive for investment, using the assets of the town to present the town as ‘the best small town in Ireland’.
- 8 Tipperary will be supported in its transition to a biodiverse and low carbon community through a range of climate change mitigation and sustainability initiatives.
- 9 Reduced commercial and residential vacancy with landmark buildings renovated and repurposed to provide new enterprises, visitor experiences and residential accommodation, while promoting mixed-use infill development on side streets and ‘back lands’, with retail / commercial at ground level and residential above.



The Market Yard (redeveloped in 2021) has the potential to be the focal point for Festivals & Events

To achieve the 'desired future', the process to date has focused on 10 themes and goals. The Placemaking / Action Plan presented below is designed to achieve the aims of the strategy and has summarised these themes along with additional action on Housing into Four Pillars. This is being done to simplify our Plan and to better align with government policy, supports and initiatives.

Consultation and engagement will be an ongoing feature, as will communication and updates to the people of the town as we progress through the actions in the Plan.

The journey has begun, and we invite as many people as possible to have their say so that we get a consensus on how we achieve our desired future. The Task Force cannot succeed without the help of local stakeholders to realise the plan, including residents, public sector, community and voluntary groups, businesses and entrepreneurs. This Plan is presented as a shared journey towards achieving our goal to make:

***Tipperary – the best small town in Ireland.***



Tipperary Town will develop its Tourism potential through the development of visitor experiences and Festivals and Events

# The Four Pillars of the Tipperary Town Revitalisation Strategy & Action Plan



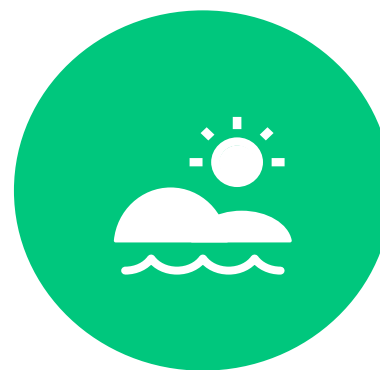
## Town Identity & Public Realm

- Image of Tipperary Town
- Heritage, Culture & Arts



## Economic Opportunity

- Enterprise & Employment
- Infrastructure
- Retail
- Tourism



## Natural Environment & Sustainability

- Climate Adaptation & Biodiversity
- Housing



## Social Inclusion & Community Wellness

- Social Inclusion
- Education & Training
- Sports & Recreation



# Action Plan

Agencies & Community Bodies – Glossary	
TTRTF	Tipperary Town Revitalisation Task Force
TCC	Tipperary County Council
TCOC	Tipperary Chamber of Commerce
LEO	Local Enterprise Office
TETB	Tipperary Education & Training Board
HC	Heritage Council
YWIT	Youth Work Ireland Tipperary
EI	Enterprise Ireland
KRC	Knockanrawley Resource Centre
TDFRC	Three Drives Family Resource Centre
HRI	Horse Racing Ireland
CHRC	Canon Hayes Recreation Centre
STDC	South Tipperary Development Company
TTTC	Tipperary Tidy Towns Committee
HSE	Health Service Executive
DHLGH	Department of Housing, Local Government & Heritage
DRCD	Department of Rural and Community Development
MV	Munster Vales
EXCEL	Tipperary Excel Heritage Co Ltd
TSP	Tipperary Sports Partnership
SEAI	Sustainable Energy Authority of Ireland
GAF	Glen of Aherlow Failte

Policies, Programmes / Funds – Glossary	
TCF	Town Centre First Policy
RRDF	Rural Regeneration and Development Fund
REDF	Regional Enterprise Development Fund
RETS	Regional Enterprise Transition Scheme
REF	Regional Enterprise Funding
EF	Enabling Funding
T & V	Town and Village Renewal Scheme
LEADER/RDP	Rural Development Programme
ORIS	Outdoor Recreation Infrastructure Scheme
HFA	Housing For All
DAF	Dormant Accounts Funding
CTCHC	Collaborative Town Centre Health Check

## Town Identity & Public Realm

A1 <b>BRANDING – Create a strong visual brand, capitalising on the name Tipperary and improving the image and attractiveness of the town.</b>				
No.	Action	Budget / Funding	Lead / Partners	Priority
A1.1	Create a new town brand with strong visuals: ‘Tipperary Town our time, our way’	EF / TCC	TCOC, TCC, TTR TF	High
A1.2	Promote Smart Tipperary through its excellent Wi-Fi & Fibre Broadband	EF	TTRTF, Tipp ENGINE & TCOC	Medium
A1.4	Run regular branding campaigns via social media, web and print	EF	TTRTF & TCOC	Medium
A1.5	Develop a ‘Learning Tipperary Brand’ to capitalise on the increased local training opportunities	EF	TTRTF & TETB	Medium
A1.6	Launch a positive Media Campaign to promote Tipperary Town. Start locally, spreading nationwide and further afield to create links with Tipperary Town Diaspora	EF	TTRTF & TCOC	Medium
A1.7	Establish a working group to create new events as well as supporting existing festivals.	EF / TCC	TTRTF, STDC, TCOC & Tipp Tourism	High
A1.8	Assess and improve the existing entrance points to Tipperary Town	EF / TCC STDC / LEADER	TTRTF, TCC & TCOC	Medium
A2 <b>Tipperary Town Streetscapes – improve our recreational, business, and social spaces.</b>				
No.	Action	Budget / Funding	Lead / Partners	Priority
A2.1	Audit all primary streets to include cleanliness, occupancy, repairs and improvements	N/A	TTRTF, TCOC, TTTC & TCC	Medium
A2.2	Coordinate supports for businesses and property owners in Tipperary Town to improve the visual appearance of their properties through painting & signage improvements with a particular emphasis on maintaining traditional shopfronts and addressing the appearance of unsightly derelict or poorly maintained properties	TCC, TVR,	TTRTF, TCOC, TTTC & TCC	High
A2.3	Develop a landscape and biodiversity plan for Tipperary Town, considering the National Pollinator Plan	EF	TTRTF, TCOC, TTTC & TCC	High
A2.4	Provide a comprehensive service whereby all businesses/community groups are notified of all potential funding opportunities for town enhancements/improvements.	N/A	TTRTF, TCOC, TTTC, TCC LEO, STDC	High
A2.5	Develop an illumination strategy for the inner core highlighting buildings and heritage buildings within the town centre.	RRDF	TTRTF, TCOC, TTTC & TCC	Medium
A2.6	Create a new social space for young adults		TETB & YWIT	Medium

A3 Public Realm Plan – In partnership with the community create and develop a town centre public realm plan that can be realised prior to the N24 bypass				
No.	Action	Budget / Funding	Lead / Partners	Priority
A3.1	Explore the findings of the Collaborative Town Centre Health Check to help deliver a healthy town centre.	RRDF / TCC / TVR / LEADER / Arts Council / ORIS	TTRTF, TCC	High
A3.2	Survey and map existing options for walking/cycling, include a study of safe routes.			
A3.3	Review and install appropriate street furniture, signage, artwork, bins, public lighting and good quality public surfaces			
A3.4	Support the delivery of public realm regenerations projects such as the Ara River Walkway and the redevelopment of the public park at ‘The Plan’			
A3.5	Deliver an appropriate site to locate coach parking facilities and transit bus stops.			
A3.6	Reimagine dead spaces within our town centre, e.g., Alleyways, dark spaces, laneways, bring them back to life/use through the medium of Art.			
A4 Reimagine and Reuse Vacant Properties.				
No.	Action	Budget / Funding	Lead / Partners	Priority
A4.1	Complete vacant property database identifying owners and vacancy rate, pursue Town Centre First policy and Town and Village Renewal Scheme to bring vacant and derelict sites back into commercial and residential usage, including consideration of CPO or CSO (Compulsory Sell Order) for long derelict buildings, and adaptive re-use to encourage upper floor use	HFA, RRDF, TVR	CTCHC, TTRTF, TCC, TCOC, TTTC	High
A4.2	Establish a working group to explore innovative best practice to repurpose vacant properties	N/A	CTCHC, TTRTF, TCC, TCOC, TTTC	High
A4.4	Prepare an inventory and prepare development briefs for iconic buildings, such as the former Kiely’s Bakery, Dan Breen House, Courthouse & Bridewell. Work with the private and public sectors to bring these important Heritage assets back in to everyday use	REDF, RRDF, LEADER	TTRTF, TCC	High
A5 Heritage, Culture & Arts – To preserve, re-imagine and promote our living, built and natural Heritage, Culture and Arts.				
No.	Action	Budget / Funding	Lead / Partners	Priority
A5.1	Implement key projects identified in the Tipperary Town Heritage Action Plan	Heritage Council, Town & Village Renewal, RRDF, LEADER	CTCHC, TTRTF, TCC, STDC	High



A5.2	Support Tipperary Excel Arts Centre through a range of business development and improvement opportunities	N/A	CTCHC, TTRTF -STDC -LEO TIPP	High
A5.3	Create a Tipperary Creative Sector Network to capitalize on underutilised opportunities in the creative industries	Dormant Accounts, LEADER	TTRTF – ETB – YWIT – EXCEL	Medium
A5.4	Ultimate Murals Project- deliver a radical community led public art project by transforming gable ends and wall spaces in the town with images that depict the beauty and uniqueness of the town	Town & Village Renewal, LEADER, Creative Ireland	TTRTF Subgroup & TCC	Medium

## Economic Opportunity

<b>B1 ENTERPRISE PLANNING – To develop a strategy for Enterprise Development in Tipperary Town</b>				
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
B1.1	Commission an Enterprise Plan for the town, including an audit of all town assets/ facilities, strategic assessment for key sites, identify the gaps and opportunities for enterprise development in Tipperary Town	LEADER, REF	TTRTF & TCC	High
B1.2	Set key performance indicators (KPIs)	N/A	TTRTF & TCC	High
B1.3	Coordinate Key Town roles to further the actions of the Task Force, such as TTRTF Manager, Tipperary Engine Manager, VTOS Coordinator, Tipperary Sports Hub Coordinator	N/A	TTRTF	Medium
<b>B2 ENHANCE EXISTING EMPLOYMENT – To increase employment opportunities and investment by creating an environment that supports existing businesses</b>				
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
B2.1	Develop a database / map of available local skills and talent	N/A	TTRTF, LEO, TCC	Medium
B2.2	Develop a database of local businesses and stakeholders to improve communication around supports and opportunities, and improve links with enterprise & training agencies such as LEO Tipperary, Tipperary ETB, Enterprise Ireland, IDA	N/A	TTRTF, LEO, TCC, STDC	Medium
B2.3	Establish a Further Education and Training Centre and create links to schools, community, voluntary bodies & third level institutions	RRDF	ETB, YWIT, TCC, TTRTF, SICAP	High

B2.4	In association with the Tipperary LEO launch retail & hospitality and business improvement training	LEO, TCC	LEO, TCC	Medium
<b>B3</b>	<b>CREATE NEW OPPORTUNITIES FOR EMPLOYMENT – To develop infrastructure that attracts new commercial activity and harnesses the entrepreneurial spirit.</b>			
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
B3.1	Create a structured Town Team and a resource to support the Town Plan	TCC, DHLGH	TTRTF	High
B3.2	Develop an investment prospectus for Tipperary Town to promote the town to investors and entrepreneurs	TCC, LEO	TTRTF, LEO, TCC	Medium
B3.3	Promote Tipperary Towns excellent high-speed broadband to attract 'working from home' professionals and develop a 'Grow Remote' Chapter in Tipperary	REDF	TCC, Tipp ENGINE	Medium
B3.4	Renovate Tipp Tech Park into a modern Digital Hub with high quality co-working spaces, linking with the Engine network of hubs in the Mid-West	REDF, RETS, REF	TTRTF, EI, TCC,	High
B3.5	Prepare inventory of suitable land zoned serviced for commercial and employment	N/A	TTRTF, TCC	High
B3.6	Investigate the feasibility of a new business park in the town to incentivise investment and drive new enterprise opportunities	LEADER, REF	TTRTF, TCC, Private Sector	High
B3.7	Leverage Tipperary Towns unique location in the heart of the Golden Vale and its rich dairy processing heritage to drive the development of the artisan food sector by creating food incubation spaces and associated supports for new and existing food businesses	REDF, RRDF	TTRTF, TCC / LEO, EI, Private Sector, STDC	High
<b>B4</b>	<b>TOURISM – To develop products and activities, and promote our rich heritage, culture, sport and leisure offerings to create a visitor experience that capitalises on our uniqueness and world renowned name.</b>			
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
B4.1	Commission a feasibility study on the potential for a heritage themed Hotel development in Tipperary Town Centre, leveraging the unique history of Tipperary Town and the story of New Tipperary	TCC, RRDF, LEADER	TTRTF, TCC, CTCHC, Heritage Council	High
B4.2	Explore the potential of a Greenway or Walkway route to link Soloheadbeg to the Glen of Aherlow via Tipperary Hills and Tipperary Town and a full Greenway linking Tipperary to Cahir	ORIS, DRCD, TVR	TTRTF, STDC, Tipp Tourism, TCC, GAF, MV	High
B4.3	Develop a Calendar of Events for the town and create a forum for festival management and development, including a new Tipperary Dairy Festival	N/A	TTRTF, TCOC, Tipp Tourism, MV, Tipp Coop	High
B4.4	Explore the potential to develop Tipperary Clocktower in to an elevated viewing experience 'A Clock with a view'	LEADER, RRDF	TTRTF, EXCEL, TCC	Medium

B4.5	Support the development of visitor accommodation by forming an accommodation network and linking with agencies such as Fáilte Ireland, Tipperary Tourism and South Tipperary Development Company to help new businesses	N/A	TTRTF, Private Sector, Community Sector, TCC, MV, Tipp Tourism	Medium
B4.6	Create a phased project plan to develop Tipperary Hills into a unique visitor attraction by creating a new Biodiversity Park with enhanced recreational and visitor amenities, while strengthening links to the town with improved accessibility and signage	LEADER, T & V, ORIS	TCC, TTRTF, Tipp Pitch & Putt, TTTC, Tipp Tourism, STDC	High
B4.7	Develop 'Tipperary Town Tourism Academy' to enable Tourism development and drive capacity in the local community	LEADER	TTRTF, Tipp Tourism, TCC, TETB, STDC	Medium
B4.8	Forge close links with Tipperary Tourism and become a key partner in relevant Tourism projects as identified in 'Tipperary Transforming 2020-2030'	N/A	TTRTF, Tipp Tourism, TCC	Medium
B4.9	Explore potential for West Tipp to be a Bike destination	LEADER, T & V, ORIS	TTRTF, Tipp Tourism, TCC, RRO	Medium
B4.10	Develop Equine Experience in conjunction with Horse Racing Ireland, Tipperary Tourism and other stakeholders	RRDF	HRI, Tipp Racecourse, Tipp Tourism, TCC	High
B4.11	Establish an Aire / motorhome stopover in Tipperary Town	TVR, ORIS, LEADER or Private	TTRTF, TCC, STDC, TCOC	Medium

## Natural Environment & Sustainability

C1 Promote effective Biodiversity & De-carbonization management and enhance protection of natural habitats and landscapes				
No.	Action	Budget / Funding	Lead / Partners	Priority
C1.1	Develop a landscape & biodiversity plan for Tipperary Town and monitor on an ongoing basis the impacts of climate change	TCC	TTRTF, Tidy Towns, STDC	High
C1.2	Promote Zero Waste & Circular Economy initiatives	N/A	TTRTF, Tidy Towns	Medium
C1.3	Promote Tipperary Town as a De-carbonisation Zone	N/A	TTRTF	Medium
C1.4	Aligned with the Community Development initiatives establish an Edible Estates project to promote community food growing initiatives in disadvantaged estates. Use organic food growing as a tool for estate regeneration, promotion of health and well-being, and community cohesion.	N/A	TTRTF, KRC, TDRC, STDC	Medium



C1.5	Establish a regular Craft Fair and Farmers Market	N/A	TTRTF, TCC, COC, STDC	High
<b>C2 Ensure a Just Energy Transition for all residents of Tipperary Town</b>				
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
C2.1	Develop awareness of the potential of energy initiatives within the town to be a local economic development strategy by capitalising on all available grants, funding and supports that will stimulate job creation, capacity building and energy savings	N/A	TTRTF, TEA, TCC, STDC	Medium
C2.2	Develop a Community Energy Plan for Tipperary Town, including an Energy Audit and Development Plan, survey of homes and retrofitting options.	SEAI	TTRTF, TEA, TCC	High
C2.3	Set up a local Retrofit Programme, on completion of the Energy Plan, for homes, community buildings and businesses	SEAI	TTRTF, TEA, TCC	High
C2.4	Establish flagship community owned renewable energy generation initiatives which will create revenue streams for communities and businesses in the town	SEAI, PPP	TTRTF, TEA, TCC, STDC	Medium
C2.5	Under the EU Just Transition Mechanism (JTM) ensure residents most vulnerable to social, economic and environmental impacts of the transition to a climate neutral economy are protected: facilitating employment opportunities in new sectors and those in transition; offering re-skilling opportunities; improving energy-efficient housing; investing to fight energy poverty; facilitating access to clean, affordable and secure energy.	N/A	TTRTF, TEA, TCC, SICAP	Medium
<b>C3 Development of Sustainable Infrastructure</b>				
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
C3.1	Explore potential of Biofuel, electric car charge points	SEAI	TTRTF, TCC	Medium
C3.2	Improve public transport connectivity	N/A	TTRTF	High
C3.3	Explore the potential for a local bus service, servicing estates in light of low rate of private car ownership in Tipperary	TFI	TTRTF, TCC	Medium
C3.4	Develop a connected walking cycling infrastructure strategy for Tipperary	ORIS, LEADER	TTRTF, TCC, RRO	Medium
C3.5	Explore alternatives to protect from floods, i.e. Nature Based Urban Drainage Systems	TCC	TCC	Medium
<b>C4 Provision and Promotion of Green Education &amp; Training</b>				
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
C4.1	Carry out a skills audit of local tradespeople in relation to their capacity to capitalize on opportunities in the Renewable Energy Sector and the wider Green Economy	N/A	TTRTF, TETB	Medium

C4.2	Up-skilling local tradespeople to carry out the retrofitting work such as insulating works, heat pumps, fitting and maintenance, etc. and linking with LIT, TETB and Skillnet, etc.	TETB	TETB	Medium
C4.3	Establish a Tipperary Sustainability Hub e.g., Knockanrawley Organic Garden. Develop an annual programme of community-based SDG awareness raising, trainings & exhibitions to showcase new green techniques; Just Transition Education; Circular Economy; Zero Waste practices; etc,	N/A	TTRTF, KRC	Medium
<b>C5</b>	<b>SUPPORT THE DEVELOPMENT OF RESIDENTIAL ACCOMODATION – To support the development and improvement of residential accommodation in Tipperary Town, ensuring that all citizens have access to mix of good quality sustainable accommodation at an affordable cost</b>			
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
C5.1	Development a Vacant Property Masterplan: Identify all vacant properties in the town centre that are suitable for redevelopment for residential accommodation and put a plan in place with the owners towards progressing their conversion to high quality private accommodation	HFA	TCC, CTCHC, TTRTF,	High
C5.2	Combined Streetscape: Identify areas of the town centre where properties can be combined to convert upper floors in to multiple units with own door access for the rear or front of the properties;	HFA, RRDF	TCC, CTCHC, TTRTF,	High
C5.3	New Neighbourhoods: Identify 2/3 areas for new residential neighbourhoods and provide master plans for their development for new housing;	TCC, TTRTF,	TCC, HFA	Medium
C5.4	Low-density cluster / self-build options: Identify two areas for low-density / cluster type housing to meet the needs of those who seek rural housing but do not need to live in the countryside;	TCC, HFA	TCC, TTRTF	High
C5.5	Identify suitable properties and areas for supported independent living and step-down living. Sites will need to be close to the town centre and enabling facilities	HFA, Private Sector	TCC, TTRTF	High

## Social Inclusion & Community Wellness

<b>D1 Supporting the Revitalisation Process – To ensure adequate infrastructure and supports to effect meaningful change</b>				
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
D1.1	Develop Community Animation & Communication Programmes to reach and engage with disadvantaged communities	N/A	TTRT; KRC; YWIT; TD FRC; TRTP; TETB; STDC	High
D1.2	Secure multi annual funding for a major Social inclusion Programme for Tipperary Town	N/A	TTRTF	High
D1.3	Establish a Social Inclusion Partnership Network focusing on programme delivery and interagency collaboration	N/A	TTRTF, TETB, YWIT, TD FRC, KRC, STDC	High
D1.4	Establish a High-Level Social Inclusion Programme Delivery Group made up of senior Civil and Public Service professionals to provide strategic direction to the Social Inclusion Programme	N/A	TTRT; DHLGH; HSE; Tusla; ETB; TCC	High
D1.5	Continually advocate for the resources needed in the town to support the Social Inclusion and Revitalisation process	N/A	TTRTF	High
<b>D3 Getting Ready for Employment and Enterprise – Increase work readiness for those furthest from the labour market</b>				
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
D3.1	Keep a current up-to-date data base of existing and potential job sectors available in the Town and the surrounding region	N/A	TTRTF	High
D3.2	Ensure education and training pathways are available to young people and adults to help them realise their potential.	N/A	TTRT; TETB; STDC; KRC; YWIT; TD FRC; DSP	High
D3.3	Support a coordinated approach to work readiness for groups who are far removed from the labour market	N/A	TTRT; TETB; STDC; KRC; YWIT; TD FRC; DSP	High
D3.4	Set up a pilot Social Enterprise Initiative in the Town	N/A	LEO; STDC;	Medium
<b>D4 Education and Training – To increase access to education and training and to empower our community to benefit from the opportunities this brings.</b>				
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
D4.1	Create a directory and interactive map of education and training provision in the town	N/A	TTRTF	Medium



D4.2	Establish a Further Education and Training Centre in the town	RRDF	ETB, YWIT, TCC, TTRTF,	High
D4.3	Establish an Education and Training Planning Network to guide the development of Further and Higher Education and Training Provision in the town.	N/A	TTRTF, TETB, Schools	High
D4.4	Establish a Family Learning project across primary and post primary schools aimed at mitigating educational disadvantage	N/A	TTRTF; TETB	Medium
D4.5	Support efforts to secure DEIS status for all primary and post primary schools in Tipperary Town	N/A	TTRTF	High
D4.6	Establish an educational leadership team to support the work of schools in Tipperary Town	N/A	TTRTF, TETB, Schools	Medium
D4.7	Facilitate an action oriented educational research project in Tipperary Town to enable improvements in delivery	N/A	TTRTF, TETB, Schools	Medium
<b>D5</b>	<b>Creating Healthy Communities To significantly reduce the rates of poverty, child poverty, deprivation, and social exclusion, where everybody will be supported to benefit from and contribute to Tipperary's economic and social progress.</b>			
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
D5.1	Put in place a comprehensive mental health programme that encompasses both treatment and preventative actions	N/A	HSE Mental Health Team; Healthy Tipperary Co-ordinator; KRC; TDFRC; Tusla; YWIT; STDC	High
D5.2	Establish a comprehensive Community Wraparound Programme for Family Support building on the pre-existing record of multi-agency cooperation in Tipperary Town. This programme will aim to break the cycle of child poverty in areas of disadvantage and within families experiencing multiple forms of disadvantage	N/A	TTRT, KRC, TDFRC, YWIT, TRTP, Barnados, Community, Parents / Guardians, Public Health Nurses, GPs, Early Years Services, Primary Schools, SLT, SICAP	High

D5.3	Tackle substance misuse and provide supports for families through community engagement and promoting substance misuse services	N/A	TTRT; HSE Substance Misuse services; SERDATF; Three Drives RC; KRC; YWIT	High
D5.4	Set up a Social Prescribing project in the town that links people with social supports and activities in the community	N/A	TTRT; HSE	Medium
D5.5	Promote participation in the creative community as means of engagement with hard-to-reach individuals and groups	N/A	TTRT, STDC, Tipperary Sports Partnership and CHRC	Medium
<b>D6</b>	<b>SPORTS &amp; RECREATION - To realise the potential of Tipperary Town as a hub of sport, recreation, and physical activity and in doing so recognise the social, health, community and economic benefits of these activities to the community.</b>			
<b>No.</b>	<b>Action</b>	<b>Budget / Funding</b>	<b>Lead / Partners</b>	<b>Priority</b>
D6.1	Develop a database of all of the sports & recreation facilities and clubs. Create a public listings and information portal for the community and visitors	TSP	TSP	High
D6.2	Support Canon Hayes Recreation Centre to thoroughly modernise and reinvigorate the Centre, develop new facilities, strengthen governance and management structures and become a major hub for Social Inclusion in Tipperary Town through participation in Sport	RRDF, CSP, Sports Capital	TTRTF, TCC, STDC	High
D6.3	Link with various non-sporting organisations in the area to promote sport and physical recreation	TSP	TSP	Medium
D6.4	Include Tipperary's potential for development as indoor sporting hub in the review of vacant properties being carried out in the area	TCC	TTRTF, TCC	Medium
D6.5	Develop a strategy and action plan for child-centred and family-friendly sports and recreation facilities in the area	TCC	TTRTF, TCC	Medium

# Funding and Resources

The following is a summary of the potential current funding opportunities available to support the delivery of this Action Plan.

Projects delivered by the Task Force and its partners will be funded through bids to competitive funds and will require significant preparatory work in accordance with the Public Spending Code, including Strategic Assessment and Business Case development following community consultation. The delivery of this Strategy and Action plan will need to be phased in line with available resources and capacity to manage. While prioritisation will to a degree depend on the availability of funding it is of upmost importance to prioritise projects that will deliver the most impact and value for money.

While the need for development and investment in Tipperary Town is widely accepted, the Task Force will need significant enabling funds in order to bring projects through the preparatory stage to 'shovel readiness', giving them the best chance of success under the relevant competitive processes. The Department of Housing, Local Government and Heritage and Tipperary County Council have provided modest enabling funds to date and it will be important to ensure the continuation and strengthening of this arrangement.

This Strategy and Action Plan includes wide ranging and ambitious actions under the Social Inclusion Pillar that do not have an obvious fund or funder at time of writing. These actions are a critical component of the overall development of the town and community and must be resourced if Tipperary Town is to reach its potential. The Task Force will endeavour to secure significant multi annual

funding to resource the Social Inclusion Pillar of this Strategy and Action Plan and deliver actions to mitigate the deprivation and disadvantage that is having a detrimental impact on a significant cohort of people in the town, keeping them in a poverty trap and excluding them from participating in employment and activities that are considered the norm for most people in society. The Task Force will work with existing service providers to increase resources, intensify community, family and individual supports and improve outcomes.

**The Task Force has recently secured the resources to put a Social Inclusion Coordinator in place for an initial three-year period. This is an important first step in addressing this hugely important issue.**

## Project Ireland 2040 (NPF) Funds

In 2018 the Government launched Project Ireland 2040. As part of this initiative, €4 billion in funding was committed under the Rural Regeneration and Development Fund, Urban Regeneration and Development Fund, Disruptive Technologies Innovation Fund and the Climate Action Fund.





## Rural Regeneration and Development Fund (RRDF)



An Roinn Forbartha  
Tuaithe agus Pobail  
Department of Rural and  
Community Development

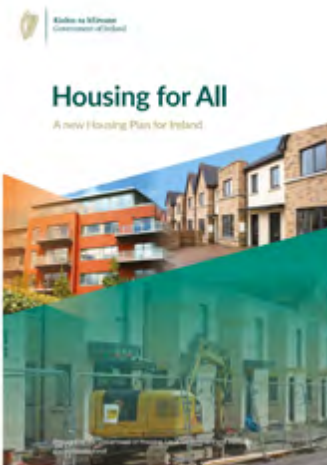
As part of Project Ireland 2040, the Government has committed to providing an additional €1 billion for a Rural Regeneration and Development Fund (RRDF) over the period 2019 to 2027. The Fund will provide investment to support rural renewal for suitable projects in towns and villages and outlying areas, with a population of less than 10,000. The fund which is administered by the Department of Rural and Community Development provides an unprecedented opportunity to support the revitalisation of rural Ireland, to make a significant and sustainable impact on rural communities, and to address de-population in small rural towns, villages and rural areas.

Category 1: proposals relate to the detailed design and development of projects

Category 2: relates to shovel ready projects ready to proceed to construction

## Housing for All - a New Housing Plan for Ireland

Housing for All is a multi-annual, multi-billion euro housing plan to 2030 which will improve Ireland's housing system and deliver more homes of all types for people with different housing needs.



The government's overall objective is that every citizen in the State should have access to good quality homes:

- to purchase or rent at an affordable price
- built to a high standard and in the right place
- offering a high quality of life

The Government has launched what Taoiseach Micheál Martin described as an "unprecedented" housing strategy underpinned by €4 billion in guaranteed State funding annually for the next five years. The plan also includes actions around vacancy and dereliction, both major issues in Tipperary Town.

## Rural Development Programme (LEADER)



The Rural Development Programme (widely known as LEADER) focuses on improving all aspects of social and economic life in rural areas. The Programme seeks to bring about positive change helping to develop and sustain rural areas for the better through supporting enterprise development and job creation, rural environment, promotion of social inclusion and economic development. The programme is implemented by South Tipperary Development Company (STDC) in the Municipal District of Tipperary /Cahir / Cashel where Tipperary Town lies

## Town and Village Renewal Scheme

This scheme aims to support rejuvenation of Ireland's rural towns and villages by providing grant support to projects that enhance their economic, tourism and social sectors. Funded by the Department of Rural and Community Development, the scheme is targeted at both towns and villages with a population of 5,000 people or less, and those with a population of 5,001 to 10,000 people. However, weight is given to smaller rural areas, and these areas receive 60% of total funding available.

The scheme supports projects that will have a positive economic impact by way of supporting entrepreneurship or tourism initiatives or developing individual sectors within the area. The principal difference between this programme and LEADER is that local authorities can be the lead partner for Town and Village whereas with LEADER it must be a community group.



The Scheme supports major new collaborative and innovative initiatives that can make a significant impact on enterprise development in the region, across regions or nationally to build the 'Unique Selling Point' - USP capabilities to grow the regions, ("the Projects"). This will be achieved by co-financing the development and implementation of collaborative and innovative projects that can sustain and add to employment at a national, regional and county level.

## Outdoor Recreation Infrastructure Scheme

Established in 2016, the Outdoor Recreation Infrastructure Scheme (ORIS) provides funding for the development of new outdoor recreational infrastructure. This scheme helps to make use of the resources of the countryside that contribute to healthy active lifestyles. It supports the economic and tourism potential of the area for both local communities and tourist visitors alike.



The aim of this scheme is to fund:

- Development, extensions and repair of Trails, Walkways, Cycleways and Blueways
- Improved access to leisure or recreational facilities
- Development of outdoor recreational infrastructure

## Enterprise Ireland – Regional Enterprise Funding

In February 2015, as part of an overarching strategy to support regional enterprise development, the Government announced a Regional Competitive Fund with the objective of supporting significant regional initiatives to build on sectoral strengths and to better Leverage identified resources to improve enterprise capability.



## Sustainable Energy Authority, Ireland - SEAI - Better Energy Communities



Better Energy Communities is SEAI's national retrofit initiative with grant support for community initiatives. They support new approaches to achieving energy efficiency in Irish communities. Upgrades can take place across building types to reduce energy use and costs throughout the community. The programme aims to deliver energy savings to homeowners, communities, and private sector organisations. All projects should be community oriented with a cross-sectoral approach, and must show that you can sustainably finance the proposed project.

## Sports Capital Programme



An Roinn Turasóireachta, Cultúir, Ealaíon, Gaeltachta, Spóirt agus Meán  
Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media

The Sports Capital Programme (SCP) is operated by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media. It provides grants to assist in the development or refurbishment of sports facilities and the provision of sports equipment. It is part funded from the proceeds of the National Lottery.

## Dormant Accounts Fund (DAF)

The Dormant Accounts Fund (DAF) was established by legislation and enables unclaimed funds from accounts in credit institutions in

Ireland to be used to support,

- the personal and social development of persons who are economically or socially disadvantaged
- the educational development of persons who are educationally disadvantaged
- persons with a disability (within the meaning of the Equal Status Act 2000)



## Community Services Programme



The Community Services Programme (CSP) supports community companies and co-operatives to deliver local social, economic and environmental services that tackle disadvantage by providing a co-funding contribution towards the cost of employing a manager and full-time equivalent (FTE) positions.

## The Heritage Council

Heritage Council Grants The Heritage Council supports communities and groups in a number of ways towards the protection and enhancement of our Heritage. These include a feasibility study into the Courthouse and Bridewell on St. Michael's Street.





## The Arts Council

The Arts Council is the national agency for funding, developing and promoting the arts in Ireland.



## National Transport Authority

Rural Active Travel Investment Programme - major active travel investment programme for rural Ireland under the five-year plan in providing green sustainable transport options to those outside of the large urban centre.



# Phase 1: Priority Projects 2022-25

## Refurbishment of Canon Hayes Recreation Centre (CHRC)



Canon Hayes Recreation Centre

The CHRC provides a much-needed facility for all groups in the town, but currently suffers from a lack of investment. The decline of the Centre is mirrored by the decline of the town. The redevelopment of the building will work in concert with the other Triple-helix Projects by providing improved access to Hard-to-Reach Communities to participate in recreation. A newly renovated centre will offer necessary recreation facilities for visitors to the

town, and forge new links with the racecourse to link the preschool with recreation and visitor facilities.

The Centre could also benefit from existing clubs using the facility. For example, the town has a very successful boxing club which provides coaching, mentoring and recreation for many of the groups identified in the Social Inclusion Action Plan. The renovation will help restore confidence in the town and deliver on the ambition of a healthy community.

The reinvigoration of the Centre will be delivered in partnership with the Board of Directors of CHRC and will involve an array of business improvements and rationalisations in tandem with the capital developments.

## Refurbishment, Extension and Repurposing of Dan Breen House as a Youth and Further Education and Training Centre

The Social Inclusion Plan Identified Youth training, development and participation as critical to the town's regeneration. Dan Breen House, a former town council office, would provide a venue for the development of a Youth Training Centre that will be developed as a collaborative project to address this deficit.

Breaking the cycle of unemployment and non-participation needs targeted interventions. The new youth training centre will collaborate with the Racecourse and CHRC to provide access to work and leisure experience that seek to break the existing cycle of non-participation. It will provide focused training and work experience in tourism, equine and leisure sectors.



Dan Breen House, Photo Credit Mary Margaret's Photos

Under this proposal, Youth Work Ireland – YWIT – working with Tipperary Education Training Board, Tipperary Town Revitalisation Task Force, and Tipperary County Council will repurpose and transform Dan Breen House (protected structure) into an 11,00sq.m. (12,000 sq.G.). Youth Hub that will provide a high-quality location for education and training as a core community service in the heart of the town. The location will provide for access to a learning support centre with superior connectivity through high quality broadband.

## Tipperary Hills Redevelopment



Tipperary Hills

The Hills commands the most elevated site and is a highly valued green space in the heart of the town, and while several local community groups such as Tipperary Pitch and Putt Club and Tidy Towns carry out tremendous voluntary work in maintaining the extensive area, it requires significant refreshing and targeted investment. Tipperary County Council has recently been successful in securing a € 625k investment under the Town and Village Renewal Programme that will represent the first phase of a transformation of Tipperary Hills.

A further phased plan will be created that, a) zones the rolling hills into distinct thematic areas e.g. graveyard, recreation infrastructure



(like the pitch and putt) and ancient monuments, b) scopes the development of a biodiversity park and ancillary visitor amenities. The plan will also need to identify how best to fund/manage the transformation process of the Hills.

The Hills should strive to be a more visited, attractive, accessible, interesting, and safe experience for locals and visitors alike, and has significant potential to be a major driver of leisure, nature and biodiversity tourism for Tipperary Town.



Signage at Tipperary Hills

Environmental impacts and considerations must inform any design and implementation of this development, and enhanced connectivity with the town must also be a key objective.

## Tipperary Equine and Outdoor Experience at Tipperary Racecourse



In addressing the many social and economic issues in the town, the Action Plan recognises the special status of the Equine industry in Tipperary and will benefit from this success to regenerate Tipperary Town.

‘Tipperary Transforming: Tipperary’s Tourism Product Development Plan 2020-2030’ has identified ‘Equine World’ as a key Hero Project for the county. The Racecourse is located close to Limerick Junction, and is recognised as one of the major key assets in the county with a major rail hub, racecourse, Hotel and golf course.

The Racecourse site extends to around 60 hectares (150 acres) and was developed in 1916. It continues to be the main horse racing



venue in Tipperary for National hunt and Flat racing.

A major investment in a new all weather track is at Tipperary Racecourse is at pre planning stage and is expected to commence in the coming years



Developing a key attraction at Tipperary Racecourse capitalises on the existing equine heritage and culture in Tipperary. It will attract up to 100,000 visitors annually and will also capitalise on the planned investment by Horse Racing Ireland in a new all-weather racing track.

The project will seek to attract private investment by creating an environment of excellence, collaboration, accessibility and upskilling.

Early stage plans include water based outdoor recreational facilities, and will include running tracks, walking/cycling paths; an eco-trail, lake walk and sensory garden; water sports; adventure activities on an attenuation lake and supporting infrastructure.

## Tipperary ENGINE Digital Hub and Innovation Centre



Tipperary ENGINE Digital Hub is a 13,500 sq. ft multiservice development in Tipperary Town aimed at providing state of the art office facilities for small and medium sized enterprises, along with low-cost flexible co-working options for remote workers and digital nomads. The hub is currently undergoing renovation, and will launch in May / June 2022

The project will offer a range of facilities, from single desks aimed at remote workers to private enterprise spaces for start-ups and small businesses, up to a fully serviced 3,000 sq. ft office facility for larger businesses comprising of a mix of closed and open plan floor layout. High speed broadband will be available throughout the building, cafeteria, and free parking is available to all users.

Jobs4Tipp have operated a small hub from the site since 2019 as part of the 'Connected Hubs' network, this new project will see a major expansion of these facilities.



Tipperary Courthouse and Bridewell

## Other priority projects

identified to address wider issues in the town and its environs include:

### Restoration and new use for the former Courthouse and Bridewell and Tipperary Workhouse

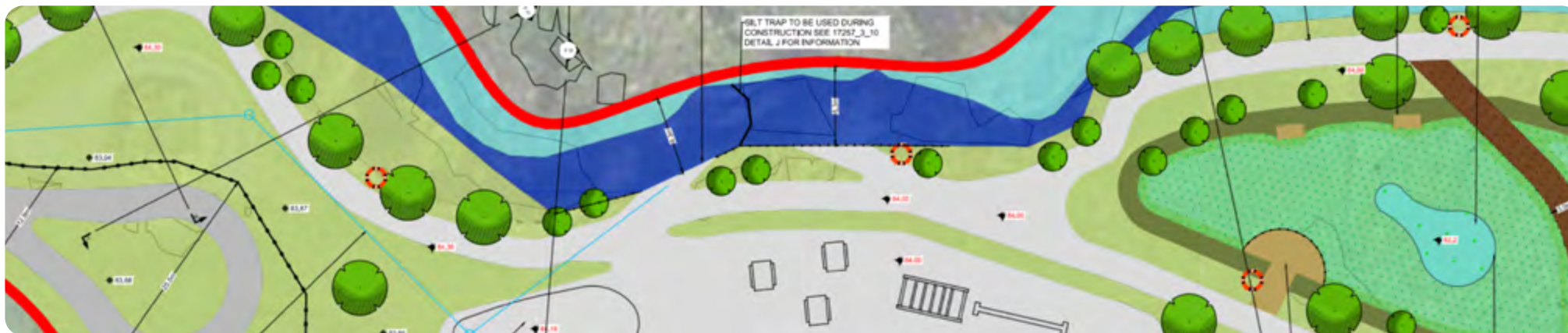
The 'Tipperary Town Heritage Action Plan 2020-2022' saw this as a priority project to commission an innovative Conservation and Management Plan for Tipperary Courthouse, Bridewell Jail and Grounds; to establish 'Statement of Significance' and cultural value, and explore how to utilise and reuse the overall landmark historic buildings structures and attendant grounds to tell the story of the historic town.

Alternative uses in the area of Enterprise and Education will also be explored. Finding a viable and sustainable long-term use for these important buildings will be the key determining factor in securing funding for their restoration.

### The River Ara Walk

The River Ara forms an important natural feature flowing close to the historic core of the town. Completion of the River Walk would realise its full potential as an important amenity and recreational resource within the town.

The proposed riparian reanimation works shortly to begin by the



## The River Ara Walk

County Council, will establish a short 1km section on lands adjacent to the Abbey secondary school. This will include new habitat, amenity and visual improvements that need to be extended along the length of the river within the town. Its proximity to the town centre and other amenities makes the proposed project a flagship for community engagement.

## Redevelopment of Market Yard Revitalisation Project

This project is part of the phased Town Centre Improvement Scheme for Tipperary Town which will improve connections from the Tipperary Excel Heritage Centre to the River Ara. This phase of the project will upgrade a section of Market Yard as a pedestrian friendly area. When complete this project will breathe new life into the Market Yard and will benefit the community and traders alike.



Market Yard



## Redevelopment of 'The Plan'



Community launch of LEADER funded design project at 'The Plan', November 2021

The public park on the Limerick Road affectionately known as 'The Plan' is a much-loved local amenity, used by young and old for recreational purposes and for events and performances throughout the year.

The park is in need of some modernisation and investment, with structural issues evident on the bandstand, footpaths and boundary wall as well as a long-standing drainage issue that needs investigation.

The Task Force will work with the local community, residents and stakeholders to develop a programme for the future of the area,

addressing the issues above and possibly incorporating some new elements that can be enjoyed by everyone in the town into the future.

## Streetscape and Shopfront Enhancements



As outlined earlier in the document, a major public realm enhancement project along the Main Street will be difficult to undertake until the N24 realignment project is completed in the future due to the high volume of daily traffic movements. The Task Force will however look to support the local community through a series of other visual improvements in the interim.

The Tipperary Painting and Enhancement Group (working group



under Tipperary Chamber of Commerce) undertook a highly successful painting initiative in 2021 in partnership with Tipperary County Council and Tipperary Credit Union and this success will be built upon going forward.

The Task Force and its partners will look to secure investment under a range of funding initiatives such as Town and Village Renewal, LEADER and the TCC Painting and Enhancement Scheme to drive further improvements in the town and surrounds while also feeding into a long term phased public realm plan for the town (see enabling projects).

## Tipperary Town Murals Programme

The Task Force will look to undertake an innovative and exciting Murals Programme for Tipperary Town as part of the Tipperary Town Revitalisation work programme. A subgroup is already in place and working on this initiative.

By working with the community to go through a reflective process on their sense of place and hopes for the future it is hoped to tell the story of Tipperary through the medium of wall art. Nationally/internationally important mural artists will be engaged to work on creating the end-offering on the streets and prominent gables of the town. The actual process of creating these works of art are every bit as important as the end result. The impact of these murals in prominent locations should not be underestimated and will likely help visually define Tipperary in the national imagination. They will likely be the most shared and promoted images emerging from the town.



Medieval Heritage Mural in Buttevant painted by Tipperary Mural Artist Neil O'Dwyer

Five locations have been selected for the 2022 programme in prominent locations in the town under the themes of Heritage, Biodiversity, Sport and Music. Further walls have been identified for future years.

Two of the key actions in the Strategy and Action Plan will be to address the significant social deprivation and disadvantage in the town, and to develop the unharnessed potential in the creative sector. To that end the Task Force is looking to develop this public art programme to drive awareness and interest in the sector, enhance the public spaces in the town and build community wellbeing. Engagement with Disadvantaged and Hard to Reach communities will be a central aspect of the Programme, with professionally facilitated workshops taking place around each piece

of art. This will give the community a sense of participation and ownership in the project and contribute to an increased sense of community pride.

## Key Enabling Projects

### Viability study for new hotel

The Tourism and Economic sub-groups identified the need to commission a feasibility study on the potential for a Hotel development in Tipperary Town Centre, as an important element for enhancing Tipperary as a 'Tourist Destination Town'.

### Survey and create new employment sites

It is a major Economic objective of the Action Plan to develop infrastructure that attracts new commercial activity and harnesses the entrepreneurial spirit of the town.

This includes:

- Address the current deficit of high-quality employment space and prepare an inventory of suitable land zoned serviced for commercial and employment uses, and review the zoning of existing lands through the Planning process
- Identify a location and develop a new Business Park & Food Hub in the town to incentivise investment and drive enterprise opportunities.

## Tipperary Town Social Inclusion Programme

As set out in the TTRTF 'Social Inclusion Strategy' the objective of the Social Inclusion Action Plan is:

'To build and support a sustainable, robust and inclusive community in Tipperary Town that ensures everyone has an opportunity to contribute to, and benefit from, social, economic, environmental and cultural developments in the town'.

This will entail establishing co-ordination via a steering group to provide strategic direction to the Social Inclusion Programme (and Revitalisation Programme). It will have a role in the following:

- Looking at how programmes in Tipperary Town could be shaped following recommendations from the Social Inclusion Network of stakeholders to more effectively address deeply entrenched needs
- Monitoring the outcomes from the programme to inform strategic decisions.

## Development of a Public Realm Masterplan

The worsening effects of traffic congestion and a deteriorating town centre environment are recurrent issues of the Strategy & Action Plan process. A high-quality public realm is recognised as important for supporting public interaction and wellbeing, contributing to 'place making' and in transforming towns into desirable places to live, visit and invest.

Good public realm has socio-economic, environmental, and cultural benefits.

A comprehensive enhancement strategy is required, pre N24 bypass construction, to raise the profile of Tipperary; to encourage increased pedestrian flow (enhancing vitality and vibrancy); to attract visitors and new businesses and to engender a renewed pride and confidence in the Town Centre.

## Development of Networks around tourism, festivals, participation



Tipperary festival 2018

A major objective of the Action Plan is - 'To develop products and activities, and promote our rich heritage, culture, sport and leisure offerings to create a visitor experience that capitalises on our uniqueness and world-renowned name' This will include:

- Developing a Calendar of Events for the town and creating a forum for festival management and development, including a new Tipperary Dairy Festival.
- Supporting the development of visitor accommodation, services and facilities by forming a tourism network and linking with agencies such as Fáilte Ireland, Tipperary Tourism, Munster Vales and South Tipperary Development Company to support existing businesses and help new businesses enter the market.
- Developing a 'Tipperary Town Tourism Academy' to enable Tourism development and drive capacity in the local community.
- Forging close links and becoming a key partner in relevant Tourism projects as identified in 'Tipperary Transforming 2020-2030' and Munster Vales Strategic Tourism Development Plan 2020-2025.

## Community Energy Plan

Under the SEAI Sustainable Energy Communities Initiative the Task force will seek to develop a Community Energy Masterplan that will:

1. Quantify the current energy status of the community to establish a baseline.
2. Identify any existing renewable energy sources within the community.
3. Create a Register of Opportunities - a list of potential projects for energy efficiency and renewable energy.
4. Select suitable projects for the first phase of development. Set energy reduction targets against the baseline figures.



## Training, Upskilling and Education

A major objective of the Action Plan is 'To increase employment opportunities and investment by creating an environment that supports existing businesses.' This will entail:

- Developing a database map of available local skills and talent.
- Developing a database of local businesses and stakeholders to improve communication around supports and opportunities, and to improve links with enterprise & training agencies such as LEO Tipperary, Tipperary ETB, Enterprise Ireland and IDA.
- Establishing a Further Education and Training Centre in the town and to create links to schools, community, voluntary bodies & Third Level Institutions.
- Launching Retail & Hospitality and Business Improvement Training, in association with the Tipperary LEO.

# Revitalisation Project Map



## TIPPERARY TOWN REVITALISATION PROJECT MAP

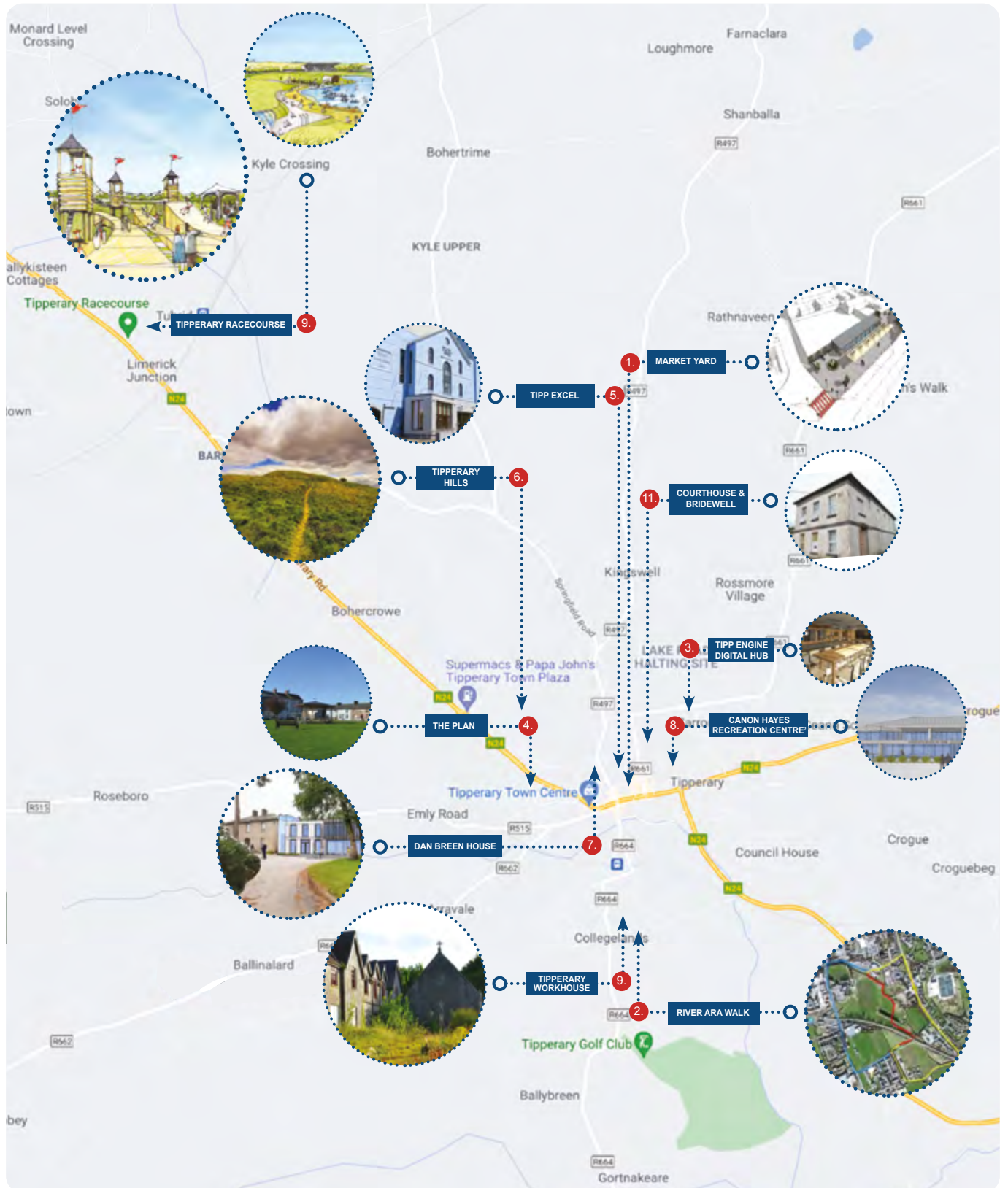
### CAPITAL PROJECTS

1. **1-2 YEARS** Enhancement of Market Yard including new casual trading area
2. **1-2 YEARS** Development of River Ara Walk
3. **1-2 YEARS** Full refurbishment of Tipperary Technology Park and relaunch as Tipperary ENGINE Digital Hub and Innovation Centre
4. **1-2 YEARS** Redesign and enhancement of 'The Plan' public park & amenity
5. **1-2 YEARS** Strengthening of creative programme at Tipperary Excel
6. **2-4 YEARS** Enhancement of Tipperary Hills - Fully accessible recreation park
7. **2-4 YEARS** Restoration and extension of Dan Breen House - Repurposing as Youth & Further Education & Training Centre
8. **2-4 YEARS** Full refurbishment of Canon Hayes Recreation Centre
9. **2-4 YEARS** Tipperary Equine & Outdoor Activity Experience at Tipperary Racecourse
10. **3-5 YEARS** Development of linear walk linking Soloheadbeg to the Glen of Aherlow via Tipperary Town
11. **3-5 YEARS** 'Restoration and new use for vacant landmark sites Tipperary Courthouse & Bridewell, Tipperary Workhouse'

### ENABLING PROJECTS

1. **1 YEARS** Viability Study for new Town Centre Hotel
2. **1-2 YEARS** Survey and development briefs for potential employment sites in Town Centre and surrounds
3. **1-2 YEARS** Site selection and Project Plan for new Business Park
4. **1-2 YEARS** Visual Improvement and Public Realm Masterplan for Town Centre
5. **1-2 YEARS** Implement a comprehensive Social Inclusion Programme for Tipperary Town
6. **1-2 YEARS** Development of Festival & Events & Tourism Network - Develop a strong Calendar of Events for the Town
7. **1-2 YEARS** Enhanced Training, Upskilling and Educational opportunities through partnerships with providers
8. **1-2 YEARS** Advocate for better Bus and Rail services to capitalise on Tipperary's location & enhance links with other Towns and Cities

OUR VISION: "TO MAKE TIPPERARY TOWN THE BEST SMALL TOWN IN IRELAND."





# Appendix 1: Statistical profile

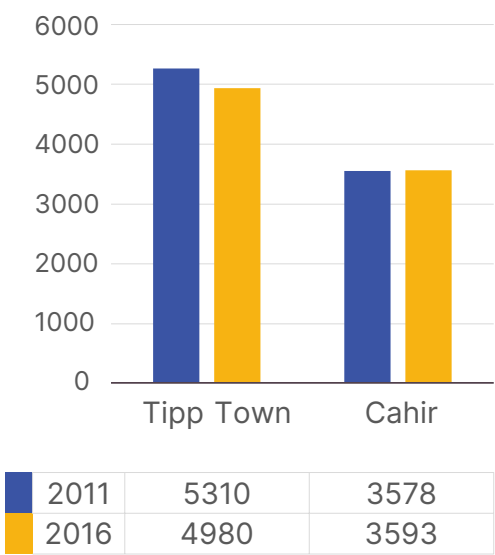
## Population

The population of Tipperary Town in 2016 (defined by the Census Settlement Area) was 4,980 which fell from a figure of 5,310 recorded in 2011. This is in contrast to the town of Cahir (Cahir Settlement Area) which had a slight increase from 3,578 to 3,593 in the same period and indeed to the county figure which also increased during the census period (from 158,754 to 159,553).

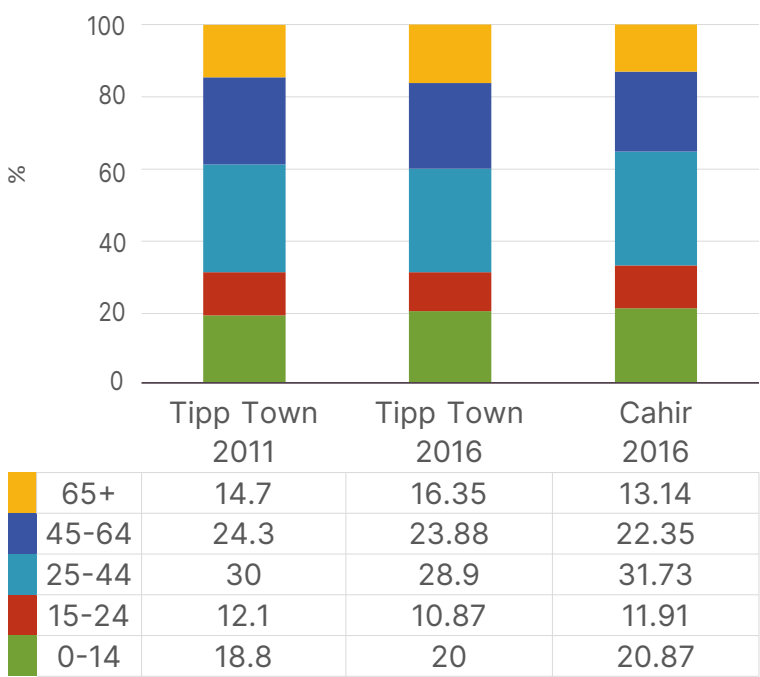
Looking at the age breakdown within the population in Tipperary Town (fig. 3), we can see that the 0-14 age group and the 65+ age group experienced small increases between 2011 and the 2016 Census with decreases in all other age categories. None of the other comparator areas experienced this increase in the younger age cohorts while they all experienced an increase in the over 65 age group. Comparing to the town of Cahir, Tipperary has a much greater proportion of people over the age of 65 and this is reflected in the age dependency figures.

The age dependency ratio gives insight into the number of people of non-working age (and therefore dependent) compared with the number of people of working age (defined as aged 15 – 64). In Tipperary Town, the age dependency ratio is 57.1 close to the county average of 57.8 but well above the town of Cahir (51.5) reflecting the high proportion in the 0-14 and the over 65 age categories. Breaking this down even further, it is the numbers

in the older age cohort that is tipping the dependency ratio with the old age dependency rate of 25.7, slightly above the county figure and national figure of (24.1) but well above the figure in Cahir of 19.9.



Population in 2011 and



% Population Breakdown 2011 and 2016

## Nationality and Ethnicity

The proportion of the population identifying as 'non-Irish national' in Tipperary Town in the 2016 Census accounted for 15.52%, which is relatively high compared to other Settlement Areas around Tipperary, coming in fourth behind the highest recorded in Cahir (27.38%), Cashel (19.62%) and Roscrea (16.44%). The greatest majority of the non-Irish national population come from Poland (4.9%), Lithuania (2.7%), UK (2%) with the rest of the EU 28 accounting for 4.76% of this cohort.

Nearly 2% of the population in Tipperary Town (1.6%) identify as a member of the Traveller community, above the county average of 0.8%, national average of 0.66% and above the figure in Cahir of 1.4%.

## Families

There was a total of 1,288 families in Tipperary Town Settlement Area in 2016 (families defined by the Census<sup>1</sup>), the greatest proportion in the families with

	Pre-Family	Pre-School	Early School	Pre - Adolescent	Adolescent	Adult	Empty Nest	Retired
<b>Tipp Town</b>	6.8	11.6	11.7	11.4	14.2	22.6	10.9	10.7
<b>Cahir</b>	8.3	10.9	11.6	12.3	15.1	22	9.1	10.7
<b>Co. Tipp</b>	9	6.4	11.3	11.5	13.5	25.7	11.5	11.1
<b>State</b>	10	9.2	11.9	11.4	12.3	25.1	10.1	10

	One person Household	Cohabiting Couple Household	Cohabiting Couple with Children Household	Married Couple Household	Married couple with Children Household	One Parent Family (Father) with Children Household	One Parent Family (Mother) with Children Household
<b>Tipp Town</b>	35.9	3.2	5.4	12.8	18.7	1.9	13.3
<b>Cahir</b>	29.2	2.9	5.8	13.6	25.1	1.4	9.8
<b>Co. Tipp</b>	25.8	3	4.5	16.3	30.7	1.7	9.5
<b>State</b>	23.5	4	4.1	15	31.1	1.5	9

'adolescents and adults' categories. The proportion of families with pre-school age children are a little higher than across the other comparator town and similar across

the school going years.

Out of the 2,115 households in Tipperary Town in 2016, 31% of these were either

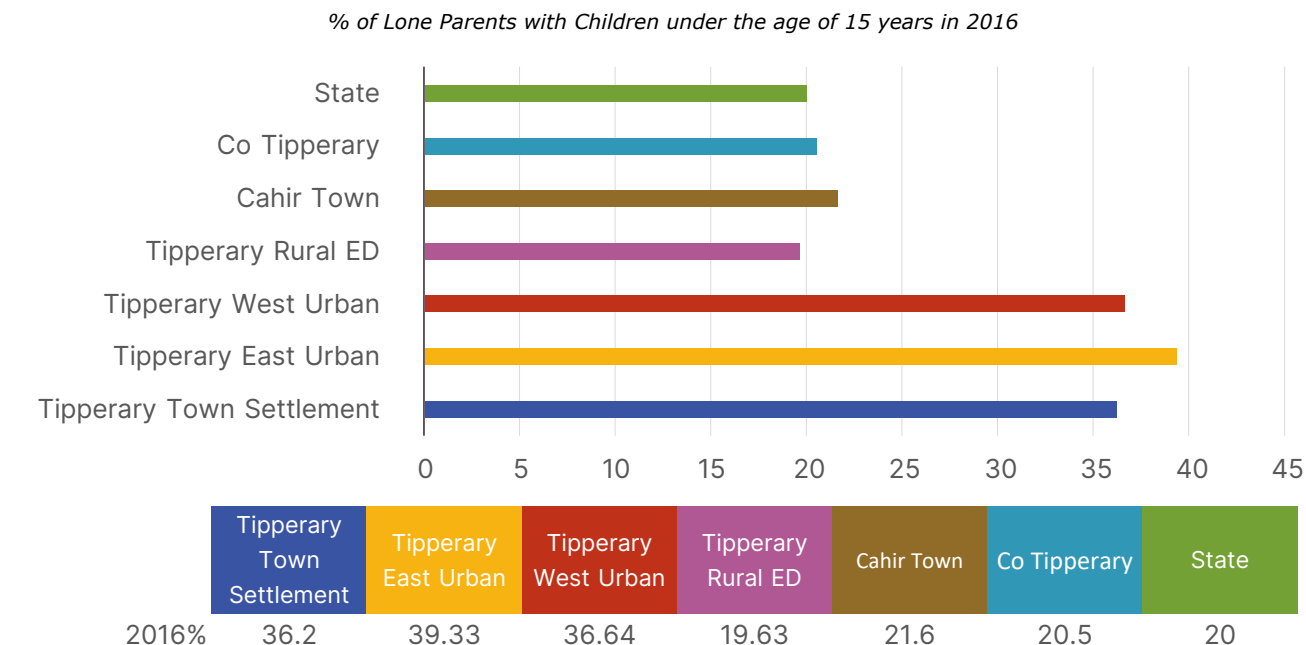
<sup>1</sup> Pre-family: Family nucleus of married or cohabiting couple without children where female is under 45 years; Empty-nest: Family nucleus of married or cohabiting couple without children where female is aged between 45 and 64 years; Retired: Family nucleus of married or cohabiting couple without children where female is aged 65 years and over; Pre-school: Family nucleus where oldest child is aged 0-4 years; Early-school: Family nucleus where oldest child is aged 5-9 years; Pre-adolescent: Family nucleus where oldest child is aged 10-14 years; Adolescent: Family nucleus where oldest child is aged 15-19 years; Adult: Family nucleus where oldest child is aged 20 years and over.

married or married with children which interestingly, is much lower than the other comparator areas. In contrast, the one parent family figure is much higher (15.2%) and one parent families headed by the father accounting for just 1.9% of this figure, slightly higher than the picture elsewhere.

Drilling further into the one parent family picture, data is available for lone parent families with children aged 15 years and under. When we look at this data set, one in three (36.2%) of all families with children under the age of 15 were headed by a lone parent in Tipperary Town.

This is the second highest figure in the county (second only to Carrick-on-Suir with 38.3%). Our comparator areas of Cahir Town records 21.6%, County Tipperary records 20.5% and the national figure is 20%.

Nearly 40% of all families in the east part of Tipperary Town (Tipperary East Urban ED) are one parent families with children under the age of 15 but across the town there are pockets where as many as three



quarters of the families in these areas are lone parent families.

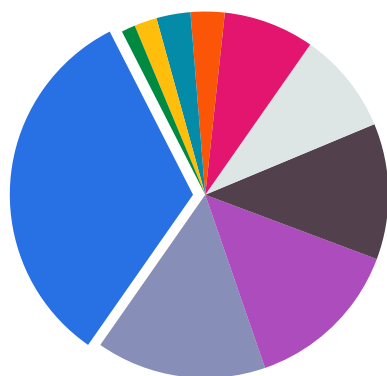
Data provided by Tusla show that there were 303 referrals to the agency between the years of 2018 and 2020 in Tipperary Town, with the majority of these falling under the category of 'child welfare concern' (192), followed by 'emotional abuse' (29); 'neglect' (24); 'physical abuse' (19); 'sexual abuse' (13) and 26

cases awaiting categorisation. There were 67 Meitheal requests for Tipperary Town over the past five years<sup>2</sup>. The demand was greater in the earlier years of 2016 (15 requests) and 2017 (31 requests) and decreased over the subsequent years with 5 Meitheal requests in 2021<sup>3</sup>. Parenting support is the primary reason for a Meitheal intervention with families, followed by emotional and behavioural issues.

<sup>2</sup> Meitheal is a case co-ordination process for families with additional needs who require a multi-agency intervention but who do not meet the threshold for referral to the Social Work Department under Children First.

<sup>3</sup> The Meitheal process was launched in 2016 so the relatively high numbers for the initial two years reflect pent up demand and the embedding of the referral process. It is expected that Covid 19 is just one factor in the relatively low figures in 2020 and in 2021 (figures up to the end of April 21).





Source: Tusla

- Parenting Support
- Emotional Issues
- Other
- Behavioural Issues
- Educational Issues
- Social Isolation
- Relationship Issues
- Financial/ Housing Issues
- Physical illness/ Disability
- Mental Health Issues

*Primary Reasons for Meitheal Requests in Tipperary Town 2016 - 2021*

## Housing

There were 2,115 households in Tipperary Town in 2016 and of these, 44% were rented, significantly higher than the county figure of 24% and the national figure of 27%. Out of the 44%, half of these were socially rented from the local authority and a small proportion from voluntary co-operatives (1.5%) with the remainder renting from private landlords<sup>4</sup>. Figures for local authority renting are particularly high in Tipperary East Urban ED (28%) but less significant in Tipperary West Urban (12%) and Tipperary Rural ED (11%) all of which have risen from 2011.

Correspondingly, there are relatively low figures for those people who own houses outright or with a mortgage or loan. There is not a huge difference with regard to the housing picture between the comparator town, Cahir, which also has a high proportion of rented households.

Current data from the housing section in Tipperary County Council shows that there are currently 254 people on the housing waiting list (accounting for 12% of

<sup>4</sup> It is estimated that approximately 50% of the households renting privately are in receipt of HAP or RAS.

all households). It is estimated that half of these people are currently in receipt of social housing support through the HAP scheme. This figure has not changed significantly in the last five years.

Last year (2020), 26 people presented as homeless to the Council from Tipperary Town. Eighteen of these presentations were single clients, 7 were single parents with children and there was one presentation of a couple with children. According to

the housing section in the Council, these figures for Tipperary Town are broadly similar year on year but are often difficult to extract given that people present to the centre in Clonmel rather than in Tipperary Town itself.

**Table 3: % House Occupancy in 2016**

	Owner Occupied All	Owned Outright	Owned with Mortgage or Loan	Rented from Local Authority	Rented from Private Landlord	Rented from Voluntary Co-op
<b>Tipp Town</b>	51.44	32.88	18.57	21.6	20.89	1.47
<b>Cahir</b>	51.15	31.47	19.68	19.04	24.21	1.15
<b>Co. Tipp</b>	71.15	41.33	29.82	9.68	13.36	1.22
<b>State</b>	67.6	36.04	31.55	8.43	18.24	0.99

**Table 4: No. of People on Housing Waiting List in Tipperary Town**

<b>April 2021</b>	254
<b>April 2020</b>	238
<b>April 2019</b>	242
<b>April 2018</b>	225
<b>April 2017</b>	239

Source: Housing Section, Tipperary County Council

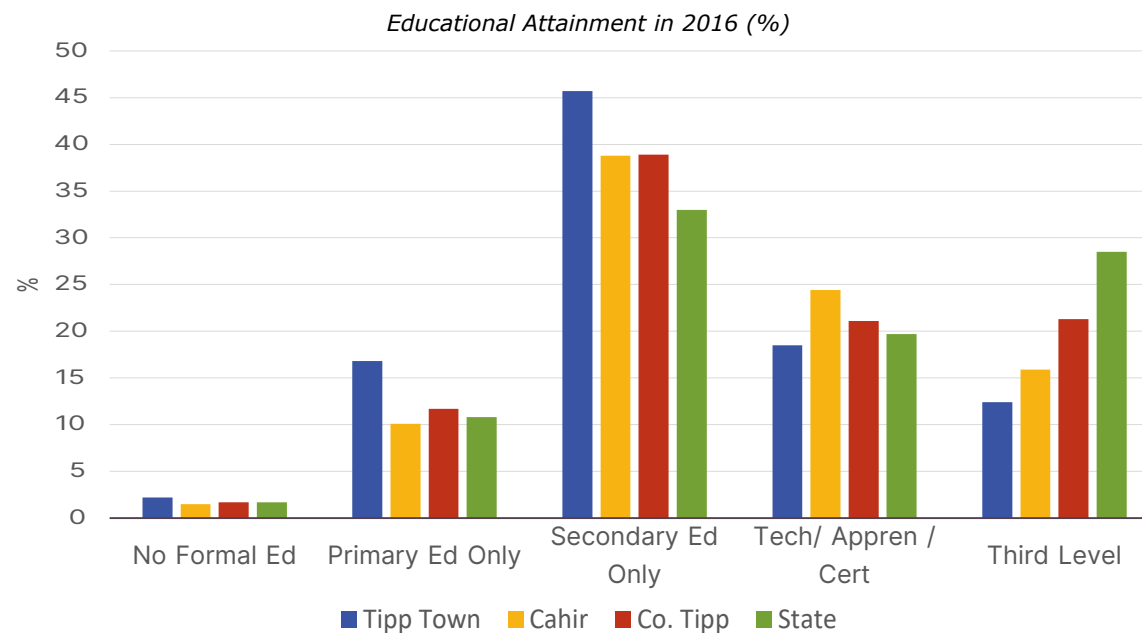
## Education

Nearly one in five people in Tipperary Town have no formal education or a primary education only (19%) and this is the highest figure recorded in the county in 2016 compared with other Settlement Areas. It is also in sharp contrast to the other comparator areas with figures for Cahir (12%), the County (13%) and the State (12.5%) significantly lower. It should be noted that these primary education attainment figures have improved over the last 10 years. Looking more closely at Electoral Division data, nearly a quarter of the population (22.5%) of Tipperary East Urban have primary education only and this has dropped from a high of 29% a decade earlier. A similar picture is evident for Tipperary West Urban - 16.82% in 2016 from a high of 23% in 2006 and Tipperary Rural recorded 11% of the population only with primary education in 2016 down from 14% in 2006.

Third level attainment is also low (13%) compared to the county and state figures (21% and 28% respectively) while those who attained technical or apprentice certification is close to the county and state average. Interestingly, the proportion of the population who has completed secondary education is higher than the comparator areas but this does not seem to translate into attainment rates at vocational or third level qualifications.

Taking a quick look at the feeder school data published annually by the Irish Times, we can get a sense of progression rates to third level institutions and what institutions students are progressing to:

- The majority of students from St. Anne's Secondary school progress to UL (33%); a further 14% progress to Mary Immaculate College, UCC and LIT respectively.
- The majority of students from the Abbey School progress to LIT (26%); 24% to UL and 14% to Waterford IT.
- The majority of students from St. Ailbe Vocational School progress to Waterford IT (27.8%); 16.7% to UL and LIT respectively.



**Table 5: Feeder School Data from 2018 - 2020**

	St. Annes Secondary School	The Abbey Secondary School	St. Ailbe Vocational School*
<b>2020</b>	82%	88%	53%
<b>2019</b>	91%	88%	60%
<b>2018</b>	97%	71%	62%

\*DEIS School

Source: Irish Times

Unfortunately, the feeder school data only shows progression on to third level institutions. It is difficult, therefore, to draw conclusions on trends from figures in Table 4. It appears that progression rates to third level institutions have fallen in St.

Ailbe's and St. Anne's secondary schools but without data showing progress into the apprenticeship or technical certification fields, it is difficult to draw a more informed conclusion.



## Labour Force and Unemployment

The recent study completed by David Meredith 'A Comparative Socio-Economic Profile' for the TTRF, provides some useful detail on the labour force and the local economy and the next couple of sections draws on this report<sup>5</sup>. The labour force participation rate indicates the proportion of a population that is economically active i.e. anyone over the age of 15 and under the age of 65. The greater proportion of people working implies a healthier local economy. The labour force participation rate in Tipperary Town is 56% with a further 9% of the population who say they are looking after home and family and 18% retired. This latter cohort is relatively high compared to the town of Cahir (14%). The percentage of the population classified as students is lower in Tipperary (7.8%) than the comparator town of Cahir (8.3%) reflecting the educational attainment situation in the section above.

A significant proportion of the population (9.3%) say they are 'Unable to Work' due

to sickness or a disability. This almost one in ten figure is way above the comparator areas of Cahir (5.5%) and national figure of 4.2%.

Just over half (56%) of people were either at work, unemployed or seeking their first job in the town in 2016. Drilling further into the town data, the picture across the three Electoral Divisions is quite different and quite stark. Nearly 40% of men in Tipperary East Urban were unemployed in 2016 and 26% of the female labour force. This is twice as high as the unemployment rate in the county for both genders. The rates for Tipperary West Urban are also above the county and comparator town figures. It should be noted that this is an improvement on the male unemployment rate in the 2011 Census where half of all men were unemployed (47%) in Tipperary East Urban and one in three in Tipperary West Urban. The figure for female unemployment showed relatively little change over this five-year period, remaining around the 26% figure for Tipperary East and 20% for Tipperary West.

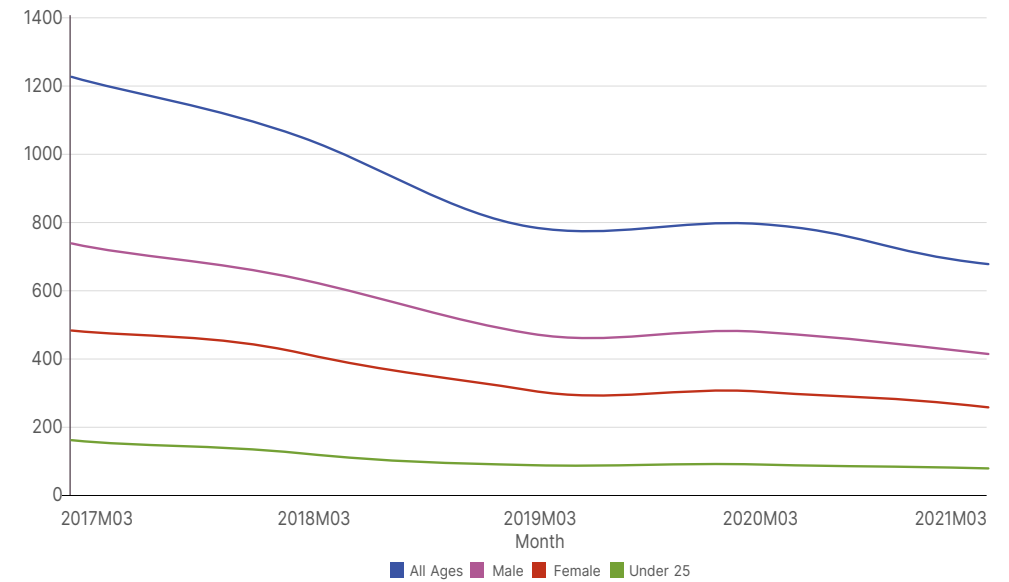
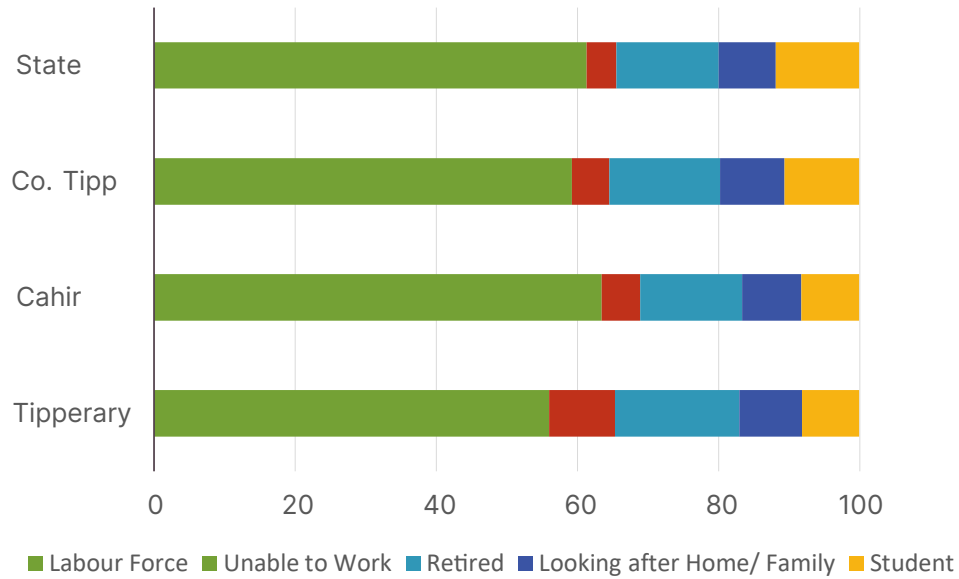
The Live Register, with all the caveats associated with it in that it does not measure unemployment per se, does give a useful, more up to date current snapshot of people seeking work over the last number of years<sup>6</sup>. Data extracted from the Tipperary Town social welfare office show that the number of people signing on in March 21 was 678, a figure that has slowly declined year on year since the same month five years earlier (1,225). Looking at the comparator town of Cahir, 491 people were signing on in the same month of 2021, significantly lower than Tipperary and this also has seen a decline over the last number of years from a figure of 858

in March, 2017. Unfortunately, data on the numbers of people on the Pandemic Unemployment Payment and the Temporary Wage Subsidy Scheme is not available below county level so it is impossible to assess the impact of Covid 19 on employment in the town, at the moment.

<sup>5</sup> 'Tipperary Town Revitalisation Programme – A Comparative Socio-Economic Profile' (September 2020), Meredith, David.

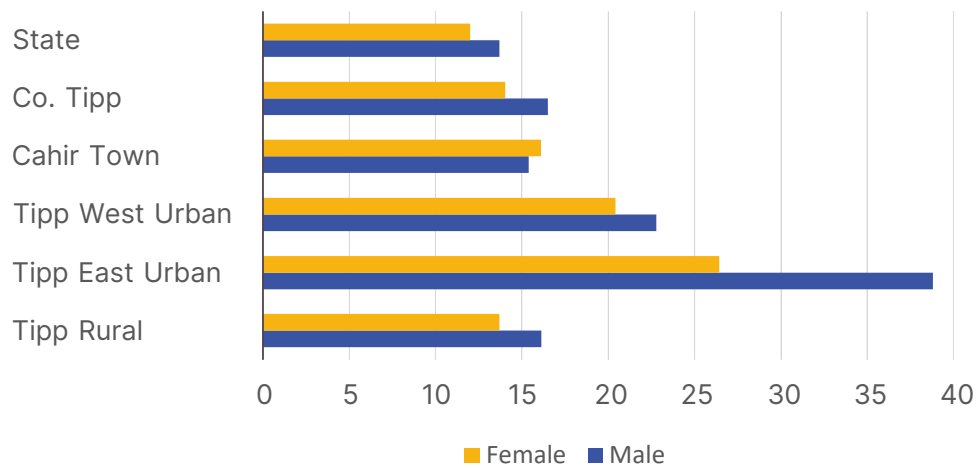
<sup>6</sup> The Live Register is not designed to measure unemployment. It includes part-time workers (those who work up to three days per week), seasonal and casual workers entitled to JB and JA.

Principal Economic Status in 2016 (%)



Live Register Figures from March 2017 – March 2021

Source: CSO



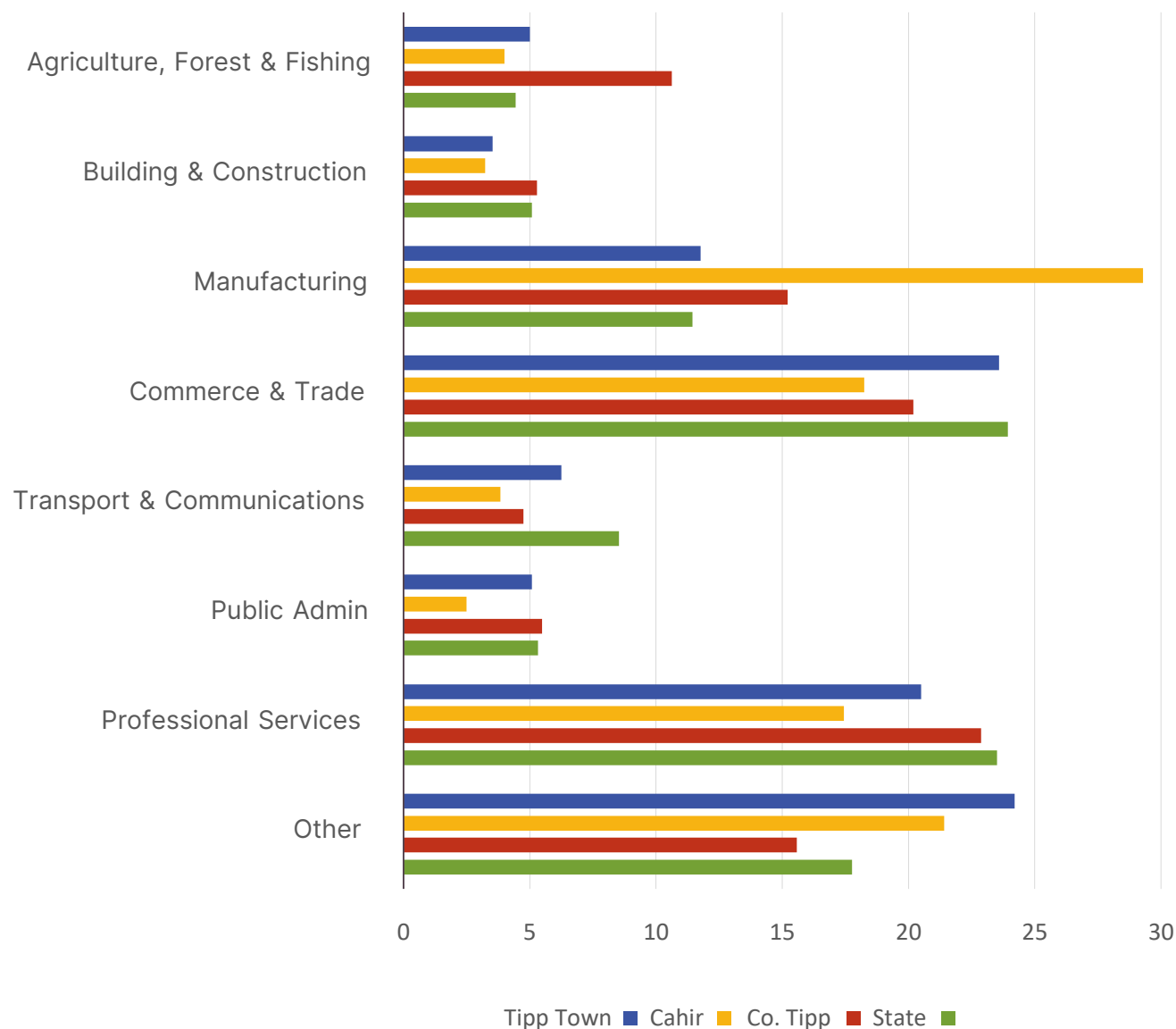
2016 Census Unemployment Rate 2016 (%)

## Occupation and Employment

The social class composition of the population in Tipperary Town Settlement Area is characterised by a relatively small number in the professional and managerial groups and larger numbers in the Skilled manual, Semi-skilled, Unskilled, and 'Others' categories. The Meredith report notes that 'in some respects this profile is similar to that of Cahir's population though there is a slightly larger proportion of non-manual and semi-skilled workers - this may be distorted by the large 'Other' group within the Tipperary data, i.e. some of these individuals may be semi or unskilled'.

Meredith explains the differences with reference to the industrial structure of employment. Both Tipperary and Cahir record roughly similar percentages of people working in the Agriculture, Forestry and Fishing, and the Building and Construction sectors although this is below the county percentage. There is a marked difference in the relative importance of the Manufacturing sector, however. Whilst Cahir records 29% of the workforce employed in this sector, the figure for Tipperary is 12%, over 17 percentage points

*Industrial Structure of Employment in 2016 (%)*



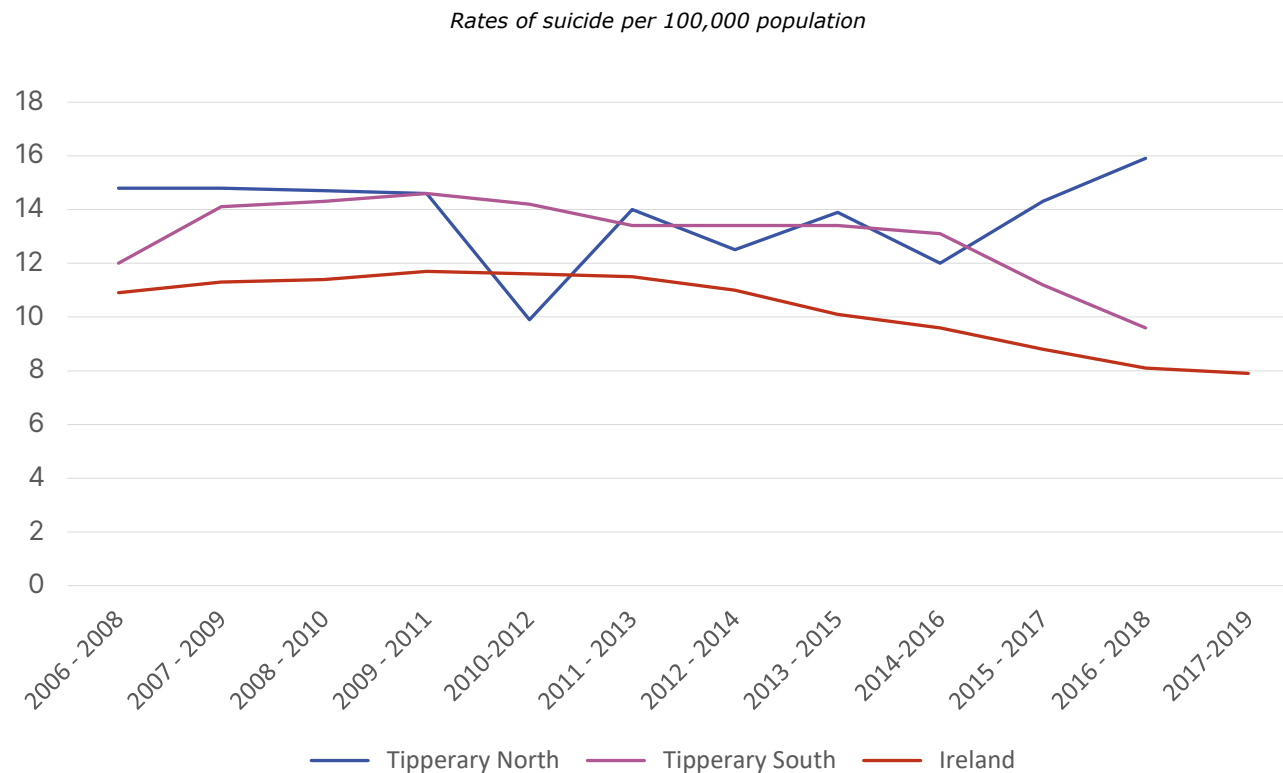


lower. A further key difference between the towns is the large percentage (24%) of Tipperary's workforce classified as working in the 'Other' sector, significantly higher than the County and State figure. This catchall category contains a wide variety of occupations ranging from high skilled, high pay to unskilled and low pay. Meredith notes that in general, 'many of the occupation in the 'Other' category are related to unskilled, precarious employment'.

## Health and Disability

People in Tipperary Town generally rated their health as 'good or very good' in the 2016 Census. Just 2.3% of people said their health was 'bad' or 'very bad' which is slightly above what was recorded in Cahir (1.7%), Tipperary County (1.8%) and State (1.6%).

A total of 19.3%, nearly one in every five persons in Tipperary Town, has a disability split relatively evenly between men and women. This is higher than the percentage



recorded in Cahir (14.6%) and also higher than the County (14.8%) and State (13.5%) figures and the highest recorded among all the larger towns of Tipperary.

One of the central indicators for mental health and wellbeing are the suicide and self-harm rates (reported separately for

North and South Tipperary up until 2018) and presented as a rolling average over a number of years as 'rate of suicide per 100,000 population'.<sup>7</sup> South Tipperary recorded a suicide rate of 9.6 between the years of 2016 - 2018 which is lower than the rate for North Tipperary (15.9) but higher than the national rate of 8.7.<sup>8,9</sup> This has

<sup>7</sup> All rates by county exclude late registered deaths.

<sup>8</sup> National Office for Suicide Prevention, Briefing on Suicide Figures, June, 2020.

<sup>9</sup> There is a health warning with this figure however, in that it is based on a two-year (rather than the normal three year) moving averages to conform with reporting changes (i.e. a change to reporting County wide for Tipperary rather than differentiating between North Tipperary and South Tipperary).

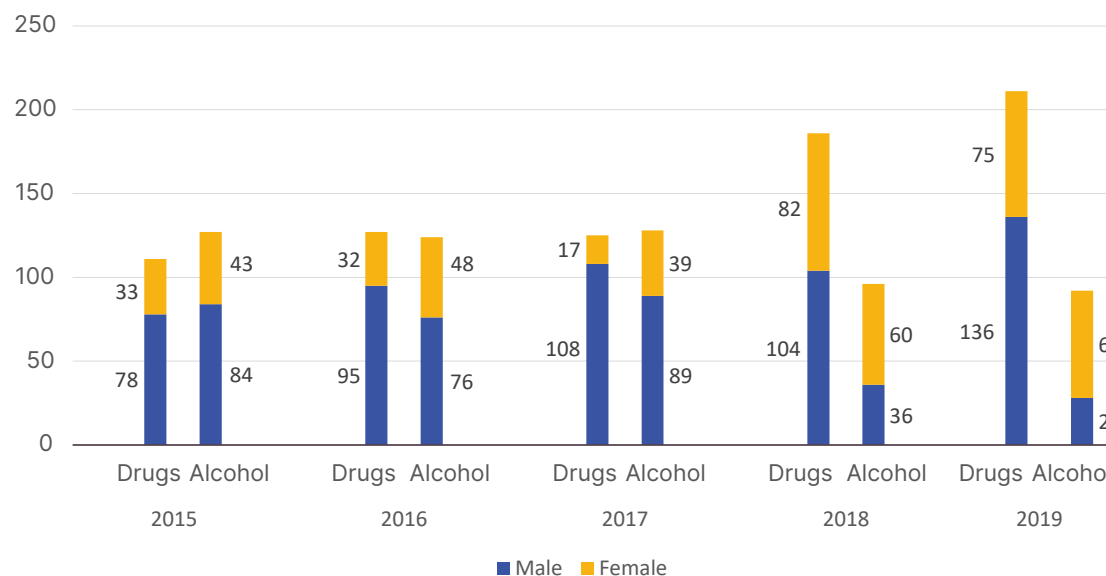
reduced from a rate of 11.2 from the previous 2015 – 2017 reporting period. The rate reported for County Tipperary as a whole for the 2017 – 2019 period for the county was 16.7 which is nearly double the national rate of 8.5 for the same period (see footnote 7).

While this is the highest rate in the country, it is difficult to draw a conclusion for South Tipperary with regard to this figure given the rates reported for previous periods and the fact that the high rates in North Tipperary may be skewing the overall figure.

South Tipperary recorded the highest self-harm rates in the State for both men and women in 2019 and 2018. The National Self-Harm Registry presents figures according to Local Health Office area and it recorded a rate of 296 (rate per 100,000 people) for men in 2019 and 318 for women, significantly above the national rate for men (193) and women (229) in the same period.

Data sourced from the Health Research Board who maintains the National Drug Treatment Referral System, shows that the number of new cases referred for drug and alcohol treatment in the South Tipperary LHO has increased from 255 to 324 over

*New Cases Presenting for Drug and Alcohol Treatment in South Tipperary LHO, 2015 - 2019*



*Table 6: New Cases Referred for Treatment from 2015 - 2019 in the South Tipperary LHO Area*

	2015				2016				2017				2018				2019			
	Drugs		Alcohol		Drugs		Alcohol		Drugs		Alcohol		Drugs		Alcohol		Drugs		Alcohol	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
<18	26	9	7	0	12	-	-	-	20	-	-	0	24	-	-	0	27	-	-	-
18-24	37	10	10	0	42	13	16	13	44	-	17	-	38	21	18	8	54	13	8	8
25-34	15	14	19	10	31	12	22	11	30	11	31	11	32	15	16	10	35	15	25	14
35-44	-	-	19	13	10	-	18	10	8	6	22	10	10	-	23	16	13	-	19	15
45-64	-	-	21	20	-	7	20	14	6	-	19	18	-	0	17	26	7	-	23	27
>65	-	-	8	-	0	0	-	-	0	0	-	-	0	0	8	0	0	-	-	-
<b>Total</b>	<b>78</b>	<b>33</b>	<b>84</b>	<b>43</b>	<b>95</b>	<b>32</b>	<b>76</b>	<b>48</b>	<b>108</b>	<b>17</b>	<b>89</b>	<b>39</b>	<b>104</b>	<b>36</b>	<b>82</b>	<b>60</b>	<b>136</b>	<b>28</b>	<b>75</b>	<b>64</b>
<b>Overall Total</b>	<b>238 NDTRS (255)</b>				<b>251 NDTRS (265)</b>				<b>253 NDTRS (278)</b>				<b>282 NDTRS (282)</b>				<b>303 NDTRS (324)</b>			

Source: Health Research Board

the five years from 2015 – 2029. But even within this picture, there is interesting data. The number of women seeking treatment for alcohol abuse has increased since 2015 (from 43 in 2015 to 64 in 2019) while the number of men seeking treatment for alcohol has decreased (from 84 in 2015 to 28 in 2019). The treatment figures for drug related abuse have increased for both genders with the number of women seeking treatment increasing from 33 in 2015 to 75 in 2019 and the number of men referred also doubling in the same time period (from 78 to 136 in 2019).

The age breakdown is also interesting (see table). People under the age of 18 are referred for drug misuse primarily. This is similar for people in the next two age brackets, from aged 18 to 34. The situation changes somewhat over the age of 34 where the majority of people referred are for treatment relating to alcohol mis-use.<sup>10</sup>

## Crime

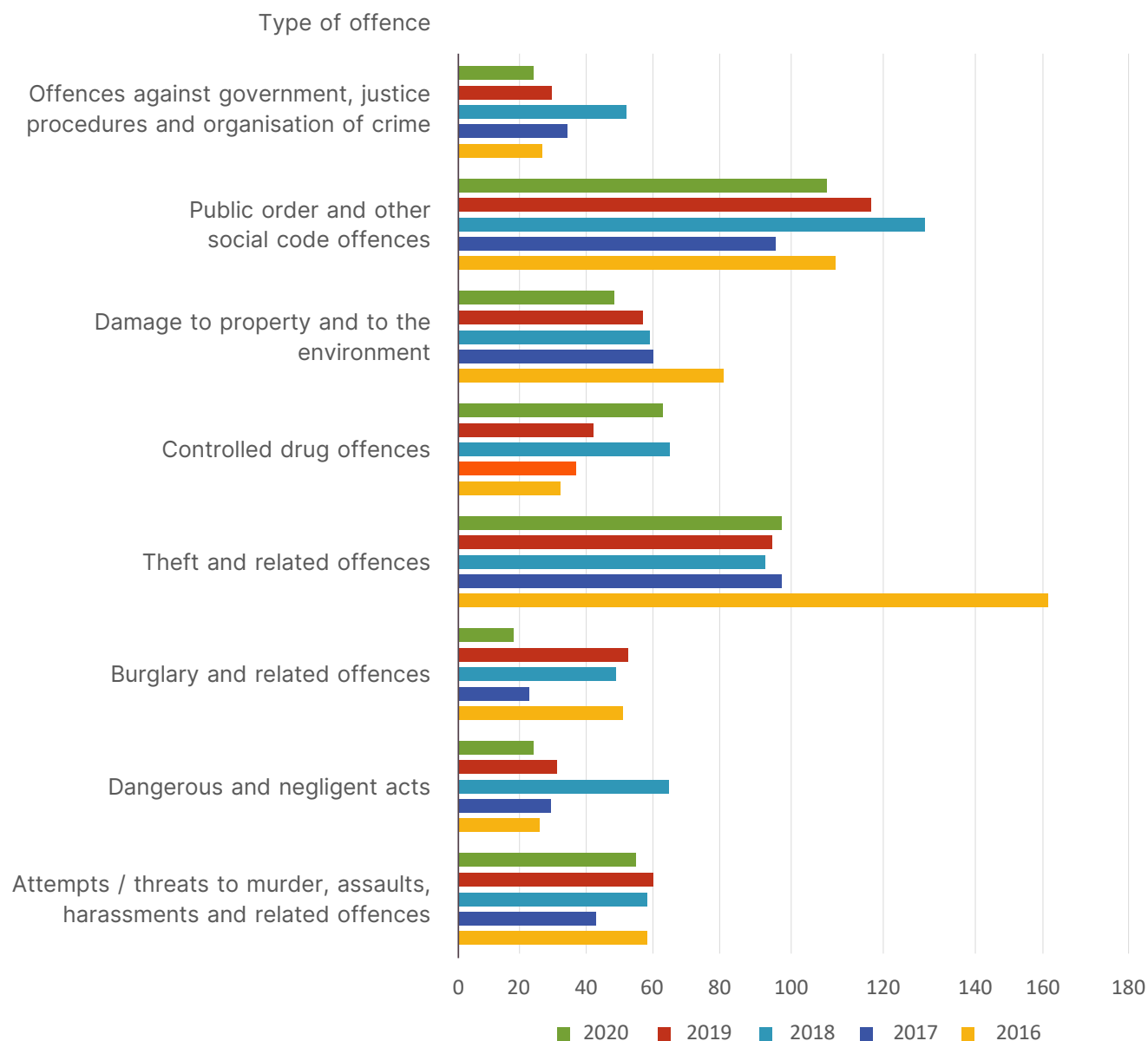
Rates of crime recorded in Tipperary Garda Station in 2020 are set out across the various headings in the chart on the next page. For the most part, crime was down on previous years, except in the cases of controlled drug offences and theft where rates were higher than those recorded in 2019. There was a significant reduction in the number of burglaries recorded last year as well as the number of damage to property and the environment offences. Public order and theft are the most common crimes recorded followed by drug related crime, damage to property and assaults/harassment. The total number of crime offences across all the categories recorded in 2020 was 450 a decrease from 550 recorded in in 2016.

Figures provided by TAR (the Garda Youth Diversion Programme in Tipperary Town) show that 35 young people were referred to the project since the start of 2018, the majority of them being male (29). Most of the referrals to the project come from the Juvenile Liaison Officer. The remainder

are referrals received from parents, the Education Welfare Officer, Social Work, Youth projects, among others, and these may not have received an official caution but may be at risk of becoming involved in criminal behaviour.

<sup>10</sup> Note: the total numbers in Fig.11 and the total numbers referred for treatment over the five-year period as recorded by the NDTRS are somewhat different as the NDTRS removes items with five or less entries in the yearly and gender breakdown but does include them the overall total figure. Where this happens, it is denoted with a ‘-’ in Table 6.

Crime Offences recorded in Tipperary Town Garda Station (%)



## Access

One in every three households in Tipperary Town do not own a car (31.6%) which has significant implications for access to education, employment and services. This is the highest figure recorded out of all the Settlement Areas throughout the County and above the comparator town of Cahir (21.3%), the county of Tipperary (13.3%) and the State figure of 15.2%. This data is also borne out by findings of the Meredith report where the time taken to travel to work, school or college was examined. It notes that 52% of the population travelling to work or education in Tipperary Town do so in less than 15 minutes with only 10% travelling for longer than 45 minutes to these centres. The report looked at the comparator towns and highlights the level of interaction between larger urban centres that are close to them (i.e. Cahir to Clonmel and Loughrea to Ballinasloe). He notes that 'this highlights the importance of places outside of the main cities to local and regional economic development. It also highlights the challenges facing those places like Tipperary that do not have additional centres of employment to bolster the local economy and labour market'.



This data also points to the importance of public transport both in the town and outside the region with regard to availability of routes and frequency of service to support access to jobs and services.

One of the impacts of Covid 19 is the importance of broadband and reliable and robust internet access. The Census data collected in 2016 around access to broadband is a little dated given developments over the last number of years. A more current picture is provided by the Department of Communications, Climate Action and Environment (DCCAE) which updates a map on a quarterly basis setting out what areas are covered by commercial broadband providers and what areas are covered under the National Broadband Plan. As can be seen from the map, Tipperary Town is well covered by commercial providers (area in blue) which includes free wi-fi on the streets, with the areas outside the urban footprint awaiting roll out through the National Broadband Plan (area in amber).

Broadband Roll Out Map, 2021



Deprivation

Deprivation scores show areas that are deemed to be more affluent or disadvantaged relative to other areas, drawing from many of the key socio-economic indicators set out above (Pobal HP Deprivation Indices). These cores range from >-30 (extreme deprivation) to <+30 (extreme affluence) with zero as the mean. This data is available at Electoral Division Level but also drills down to Small Areas providing much greater detail

as larger geographic areas often mask pockets of disadvantage as is the case in Tipperary Town, shown in the table and map below. Tipperary East Urban emerges as the part of the town with the greatest level of deprivation with half of the Small Areas categories recorded as ‘very disadvantaged’.

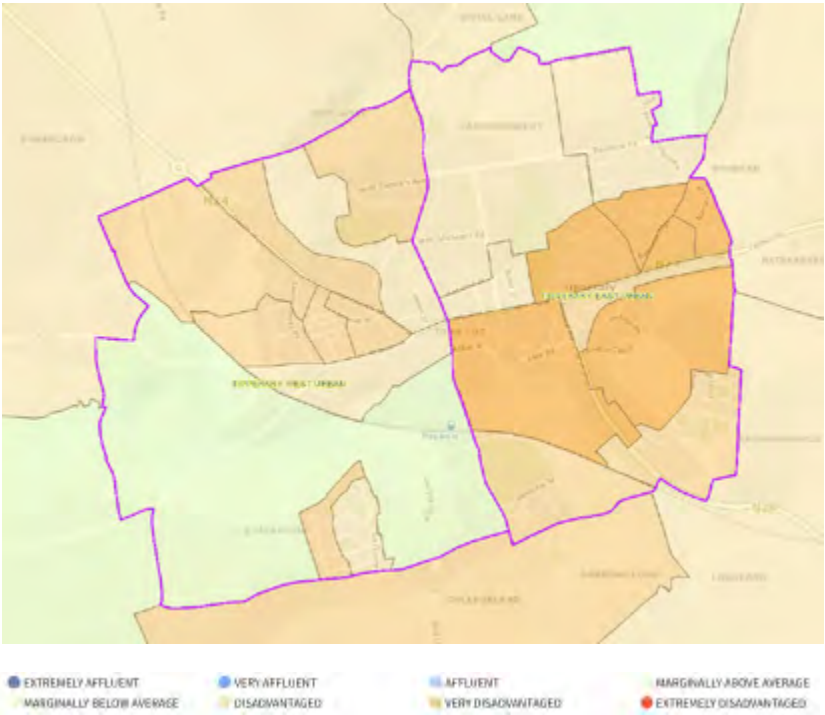


Table 7: Deprivation Categories in Tipperary Electoral Divisions

Electoral Division	Small Areas	Category	Deprivation Score
Tipperary East Urban	12	Very Disadvantaged	-18.26
	6	Very Disadvantaged	
	3	Disadvantaged	
	3	Marginally below average	
Tipperary East Urban	11	Disadvantaged	-10.47
	7	Disadvantaged	
	3	Marginally below average	
	1	Marginally above average	
Tipperary Rural ED	8	Marginally below average	-2.29
	5	Marginally below average	
	3	Marginally above average	
	1	Disadvantaged	

## Appendix 2: Public Survey Consultation

The Task Force prepared an extensive survey with some thought-provoking questions for the general public who live, work and visit Tipperary Town to complete by filling in a paper copy which was hand delivered using a local delivery company to businesses and homes in the town and which was also available online through the following media;

- An online survey via social media platforms
- Facebook – @TippTownRevitalisation
- Twitter – @TippTRevitalise
- Instagram – Tipp\_Town\_Revitalisation
- #TimeForTipp

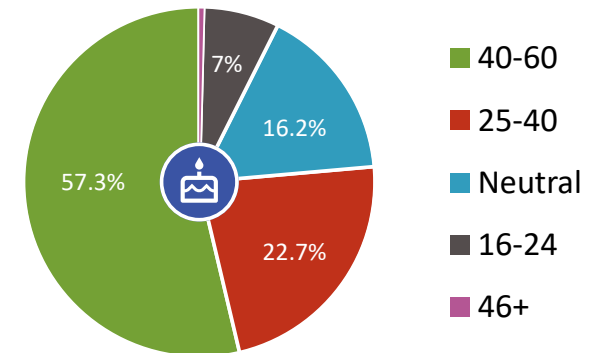
The Task Force think it's really important to get the community involved and hear their opinions and ideas. Therefore, various Task Force members also took to the local Radio Stations such as Tipp Mid-West Radio and Tipp FM to promote the survey and request

the community to take the time to fill it in and provide ideas and thoughts for the revitalisation of the town.

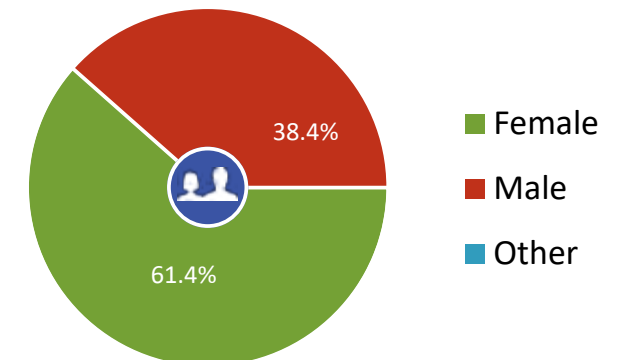
The set up and opening of the Task Force office in a vacant town centre office on Bridge Street by the Project Manager, Marie Ryan in Sept 2020 provided a central location for the community to pop in with thoughts and ideas and pick up information. The office is manned by the Project Manager and 2 admin staff

Here at the Task Force we were delighted with the amount of responses to the September/October 2020 survey. We got some 549 responses from the Tipperary people and the coming pages present the issues that came up most frequently.

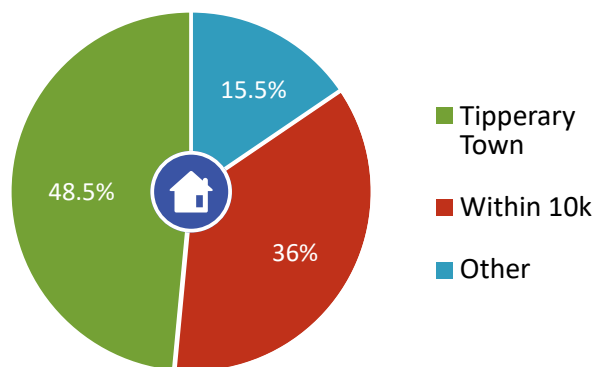
Question 1: a) Age range



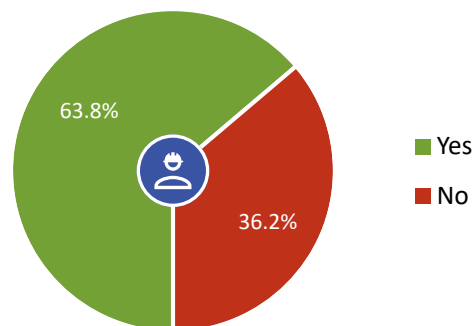
Question 1: b) Gender



## Question 2: Where do you live?



## Question 3: Do you work in Tipperary Town?



## Question 4: What brings you to Tipperary Town? (ie shopping, leisure, family)

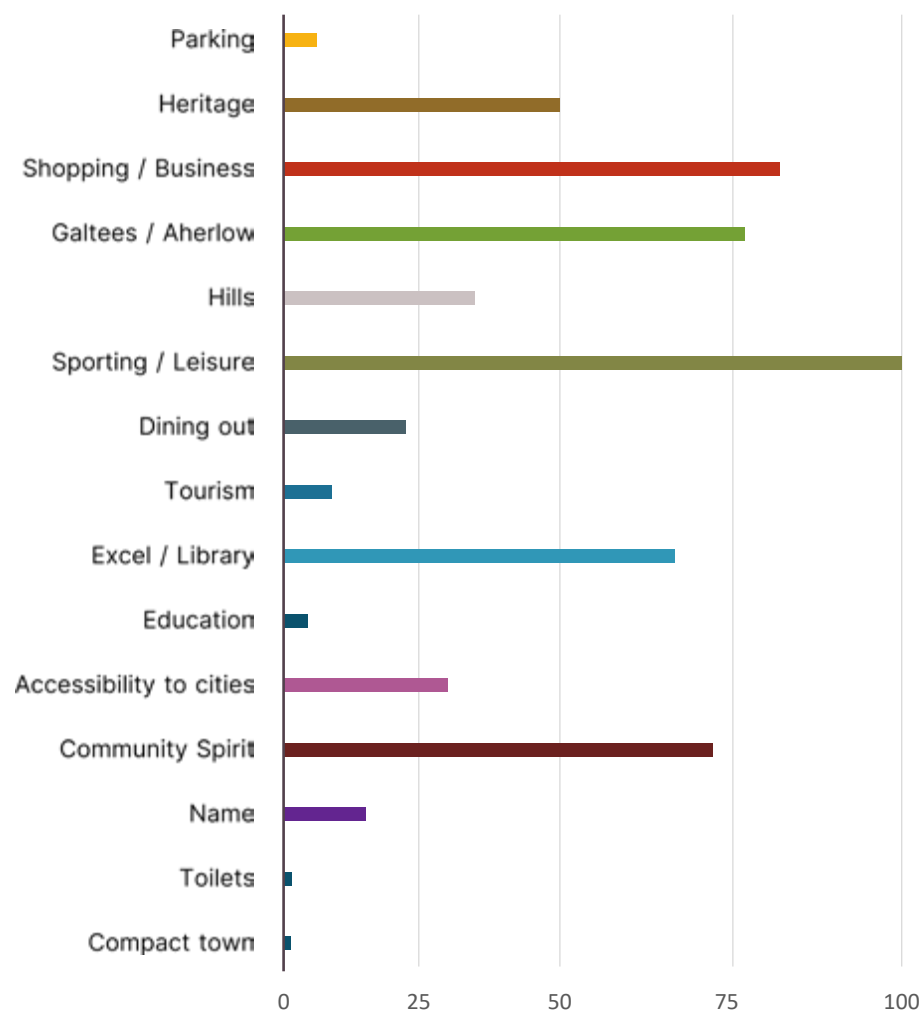
The four most common reasons for bringing people to town are – Shopping, Work, Family and Leisure.





### Question 5: Can you name three things that you think add value to Tipperary Town?

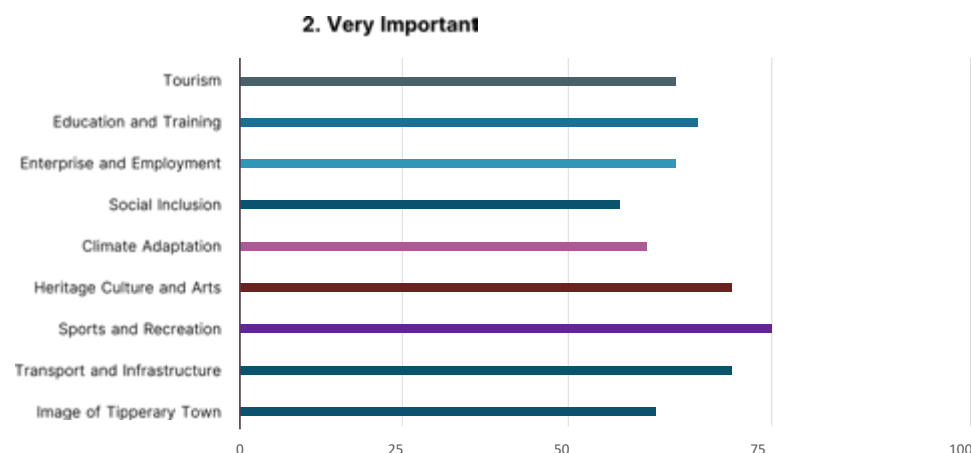
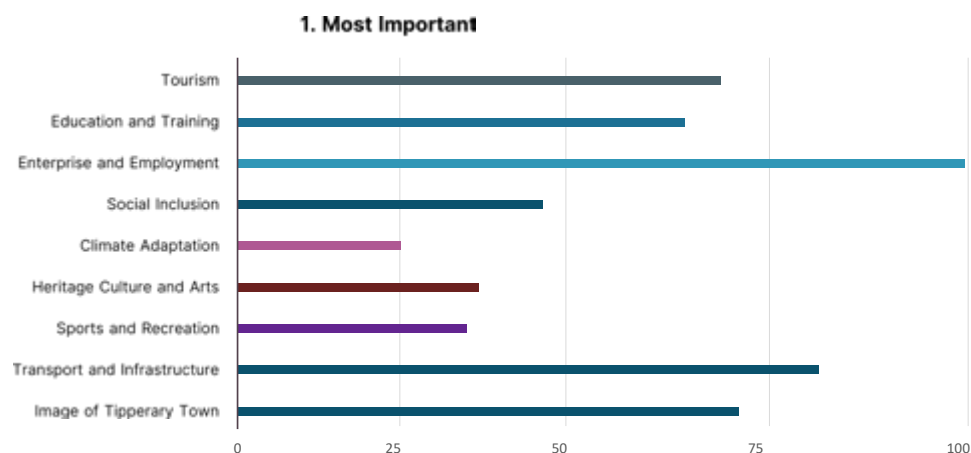
The three things that add most value to town are – Sporting / Leisure, Shopping / Business and the beautiful scenery of the Glen of Aherlow and The Galtees.



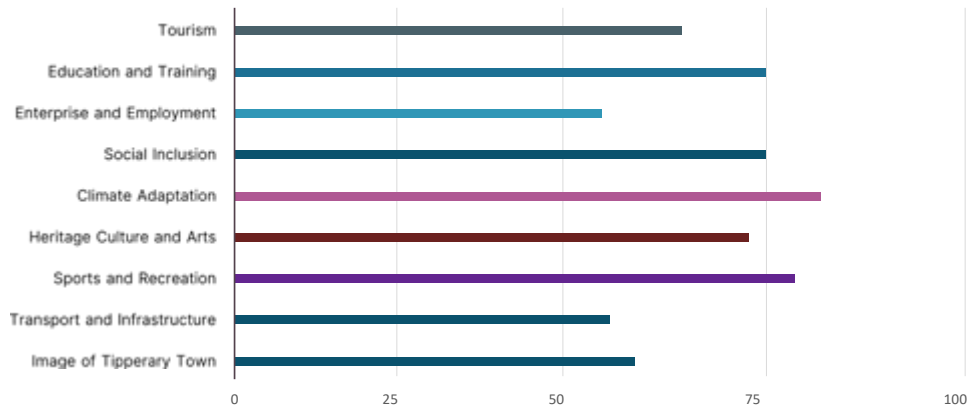
## Question 6: With regard to the revitalisation of Tipperary Town: Rate the following from the most to the least important in your opinion. (1 being most important, 9 being least important)

Noting that some respondents rated some of the thematic areas are equally important, given several 1s, 2s, 3s, etc as they saw it. Counting the ratings given under each of the 9 No. Thematic Areas for the Action Plan are presented as follows:

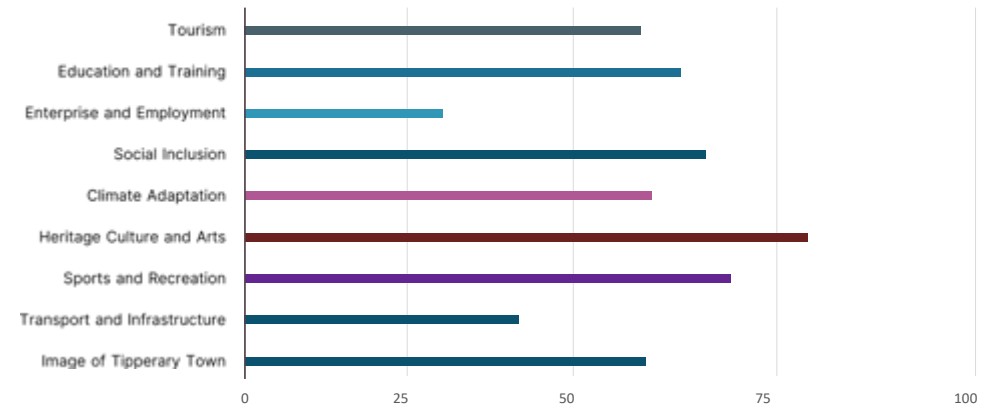
	Image of Tipperary Town	Transport and Infrastructure	Sports and Recreation	Heritage Culture and Arts	Climate Adaptation	Social Inclusion	Enterprise and Employment	Education and Training	Tourism
1 Most Important	241	278	111	117	81	147	343	211	225
2 Very important	136	184	202	182	166	132	144	156	144
3 Important	174	168	243	219	252	222	126	222	189
4 Moderately important	152	108	184	212	160	168	64	164	152
5 Somewhat important	130	120	275	265	170	205	35	190	190
6 Somewhat unimportant	90	84	318	216	246	294	42	156	186
7 Unimportant	210	91	224	336	287	294	56	182	77
8 Very unimportant	160	112	272	280	392	320	112	192	232
9 Least unimportant	387	189	234	297	774	342	270	189	288



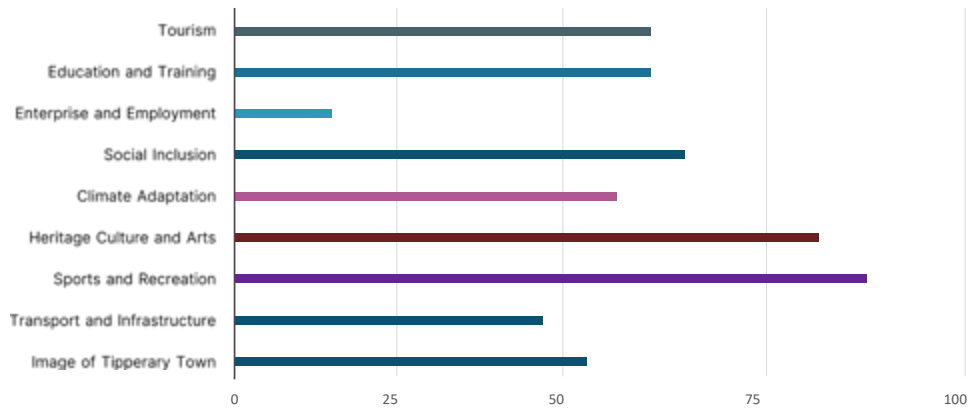
### 3. Important



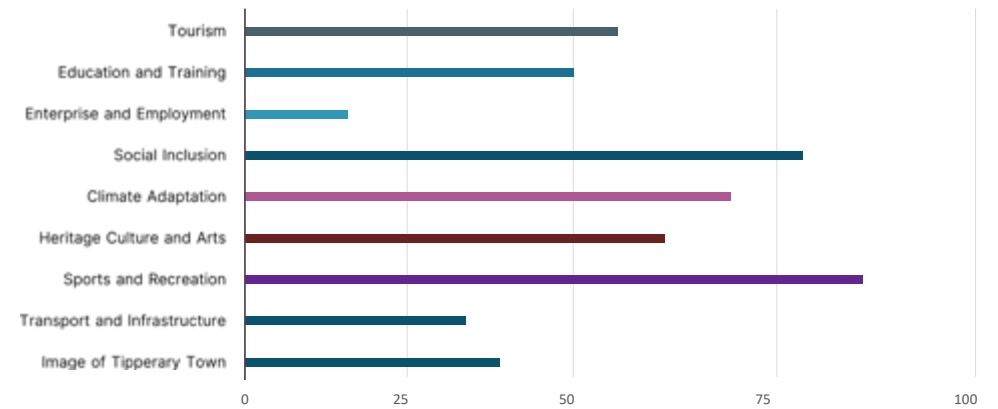
### 4. Moderately Important

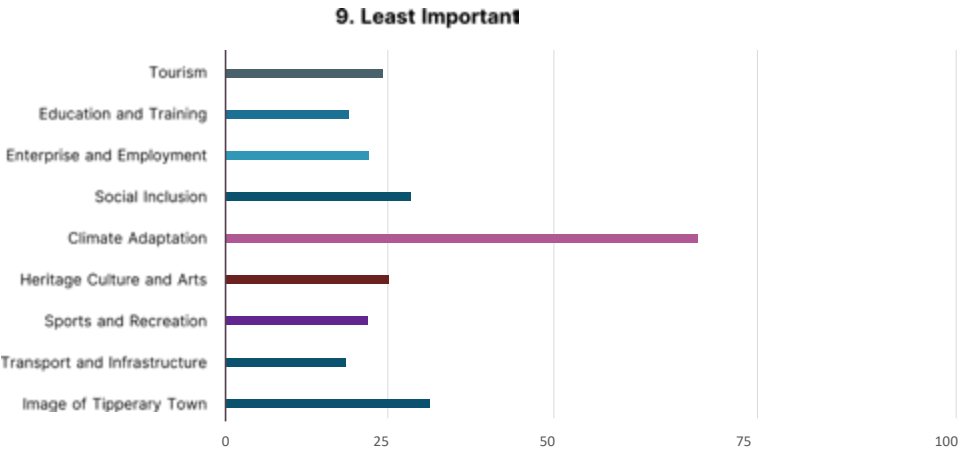
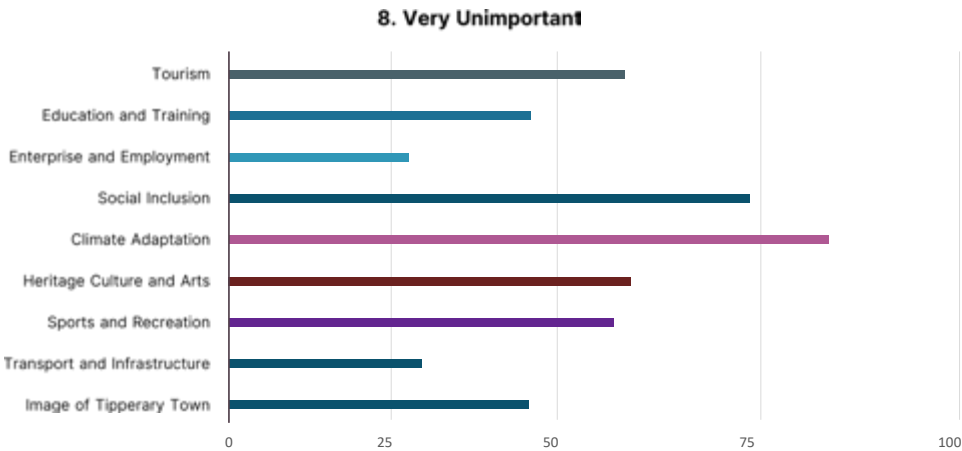
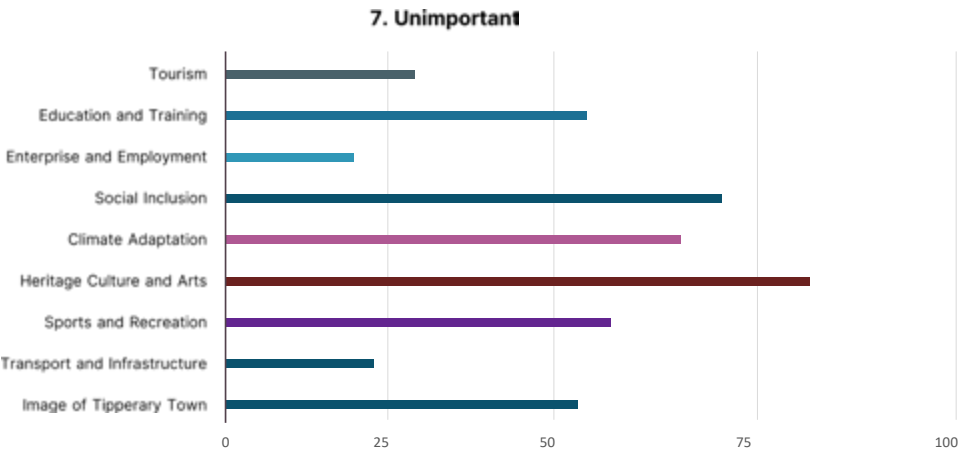


### 5. Somewhat Important

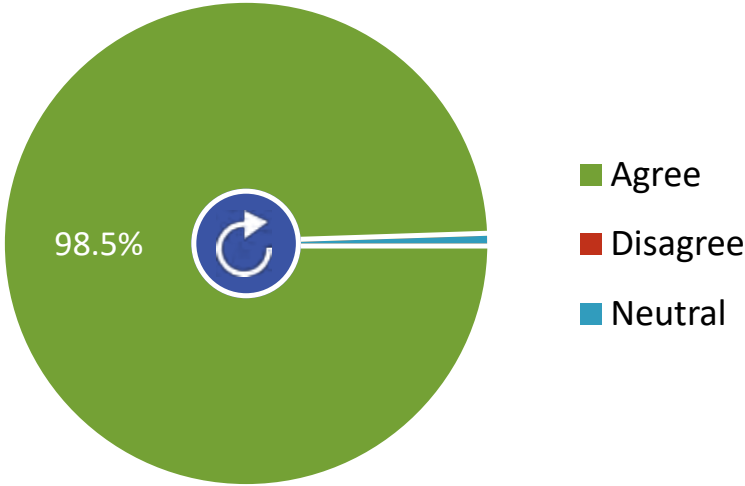


### 6. Somewhat Unimportant





**Question 7: Do you think changes need to be made in Tipperary Town?**





## Question 8: What physical improvements do you think would most benefit Tipperary Town?



### Infrastructure and Transport

This issue came up over 300 times in this question. A bypass or a ring-road was the main topic. More ramps in the town to reduce speed, more free parking, the traffic lights and a one-way system through the main street also came out a great number of times.

### Tourism

The main responses to this question were parking spaces for buses, to promote areas of tourism we already have (the Hills, Glen of Aherlow, Galtees). Cycle lanes from town to the Glen, more landmarks/ monuments or sculptures around the town.

### Arts and Culture

Summer/ Winter festivals- Christmas festivals with decorations, lights etc. Rebrand Pride of Tipperary festival into a big Summer festival. More small concerts in town. More Irish music/ food/drink culture.

### Recreation

A shopping centre in the town, space for teenagers, outdoor gym, more nature parks, upgraded / better playgrounds, development of the Hills and the redevelopment of the Market Yard were the main issues under recreation.

### Environment

Most of the responses agreed that Tipperary Town needed more green spaces, tidy streets, promote tidy towns. More litter/ cigarette/ dog fouling bins and more bottle banks came up frequently. More benches, walkways (river walks).

## Question 9: What needs to happen in Tipperary Town to help the local economy develop and grow?

A word cloud of responses to Question 9. The most prominent words are:

- More businesses
- Employment
- More shops
- Jobs
- Town centre
- Shop Local
- Support
- Industry
- Marketing
- Tourism
- Rates
- Parking
- Work
- Less traffic
- Factory
- Bypass

### Employment

This word alone came up over 130 times in this question. More support for local enterprises, more incentives for people to open up businesses here was a recurring answer. Big co-operations to research and develop in Tipperary, more jobs and more investment in disadvantaged areas.

### Development

The people's response was to develop the amenities we already have. Rates need to be lowered to invite new start-up businesses. More links to bigger cities and entrepreneurs to come and have workshops. Big industries to establish the town and develop the market yard into a proper market.

### Education

Solid education from primary all the way to third level. More third level training, more apprenticeships and upskilling in the town.

### Infrastructure and Transport

Bypass, ring road and traffic were mentioned over one hundred times.. Better transport links, more accessible parking and more pedestrianised areas were also repeated answers.

### Climate Adaptation

More IT training. More green areas, more climate friendly e.g. solar powered areas, change from petrol/diesel to electric cars.

### Image of the town

The main matter is to improve the image of the town, attracting more people to come, shop and explore. Paint and refurbish old buildings, especially on the main street.

### Tourism

Develop the historical areas of the town such as the Irish House, Famine Workhouse and Army Barracks as attractions. More promotion of the Glen of Aherlow, the Galtees, the Hills and the history. Set up food fairs from locally grown farms.

**Question 10: What needs to happen in Tipperary Town to ensure that we are a community where people are included and have equal opportunities?**



### Opportunities

Education - Easier access, more choice for education opportunities. More advertising of training and courses in the town. Employment - More local employment opportunities in the town, varied employment.

### Physical and Mental Health

This was a recurring answer that people pointed out. Promote more sport/ other physical activities to get to know people, more funding for clubs. Improved mental health services and facilities.

### Funding and Awareness

Long term and appropriate funding given to each department. Break the cycle of disadvantage in the town, deep rooted community development. More public awareness on what is available locally.

### Disabilities

More investment and less discrimination of marginalised groups (disabled, travellers etc). Improved facilities for people with physical/ learning disabilities( ATM, sensory playgrounds etc). Easier access for people with disabilities to local facilities.

### Equality

Make sure schools ensure all students have equal access to facilities, promote equality issues through social media, more education on racism, promote inclusion for all nationalities.

### Anti-social behaviour

Tackle anti-social behaviour- more gardai on the streets, early intervention for people using drugs/drink. Proper support for drug users including treatment centre.

### Teens

More community involvement for teens, encourage teens to finish school. More support/ youth services for teens. More places for teens to hang out/ safe spot.

## Question 11: What do you think would help to make quality education and training more accessible to all in Tipperary Town?

Inclusion  
Bus  
ETB Courses  
Awareness  
Library hours  
Transport  
Office hubs  
Employment  
Childcare  
Rail  
Funding  
IT Training  
Third level  
Links to training centres  
Connectivity  
Disability facilities

### Transport

Many responses agreed that Tipperary needs better bus and rail services. They need to coincide with college/work times in Limerick, Clonmel, Waterford etc. Tipperary has great potential to be a commuter town with the right transport links and times.

### Third level education

This issue was repeated a number of times. More PLCs, more ETB courses available. More apprenticeships opportunities. Make use of empty buildings for evening/ weekend courses. An adult education centre in Tipp town.

### Awareness

More advertising of the education and training courses locally, e.g. leaflets, notice boards, social media and radio.

### Funding

More practical funding for workshops i.e. woodwork, metalwork, gardening etc. DEIS status in schools would encourage more funding from Department of Education.

### Employment

There needs to be more local job opportunities, which in turn equals more people inclined to be educated, in addition, more links to local businesses.

### Connectivity

Better broadband for online working. More IT training. More office hubs for remote working.

### Inclusion

Early intervention for school leavers. Better facilities for people with disabilities. More flexible library times.

### Childcare

Flexible childcare for people who are training/ doing courses.



**Question 12: What would help the people of Tipperary Town increase their access to employment opportunities?**

**Training**  
**Education**  
**Transport**  
**Factories**  
**Rail service**  
**Promote tourism**  
**Small business**

Apprenticeships  
 Courses  
 Bus service  
 Infrastructure  
 Investment  
 Recruitment fairs  
 IDA  
 Mindset  
 Job centres

### Transport

Better bus and rail services. Develop Tipperary Town train station with better link to Limerick Jnt. More efficient transport links to larger towns (Limerick, Clonmel, Waterford)

### Image of the town

Infrastructure changes to encourage small businesses on the main street. This, in turn will attract to companies to the town. Clean and tidy the town so more people will stop and shop.

### Awareness

More advertising on what jobs are available locally. Recruitment Fairs for the community. A job centre in town and more information and support from the welfare system.

### Opportunities

Establish a stronger relationship with the IDA and local TDs. We need factories to attract more employment.

### Funding

More government grants for start-up businesses. Cheaper rates and tax breaks for employers.

### A change of mindset

Many responses agreed that we need to break the chain of generational and systemic unemployment.

### Education

More apprenticeships available with local businesses and employers. Early intervention for school leavers. More information and training for start-up businesses and entrepreneurs . More choice of training courses locally.

### Tourism

Tourism goes hand in hand in hand with employment. We need to develop the tourism industry in the town.. Promote amenities like the Glen of Aherlow, Galtee mountains and the Hills. A hotel in the centre of town would create both tourism and employment.

## Question 13: What needs to happen in Tipperary Town to improve your quality of life?

Education options  
Less noise  
Improve footpaths  
Free parking  
Employment  
Street Lighting  
Parking  
Less Traffic  
Sustainable travel  
Cycling lanes  
Tourism facilities  
Green spaces  
Air pollution  
Mental health support  
More Gardai  
Refurbish buildings

### Image of the town

The main issue was to paint and refurbish buildings on the main street.

### Mental Health

Improve mental health support and facilities.

### Employment

The main issue was lack of jobs/ more jobs needed.

### Recreation

More green spaces, upgrade/ build better playgrounds, a centre/ space for teens and upgrade the hills were the main points.

### Sustainable travel

Sustainable travel came up many times. This included better bus and rail services, cycle lanes and more walkways (river walks).

### Environment

The issues under this heading were the noise and air pollution in the town, bad traffic fumes and the smell from the creamery needs to be addressed.

### Tourism

More tourism facilities, Hotels/ more tourist accommodation around the town and more local festivals.

### Education

Funding for more training programmes. More advertising of third level education and easier access to education.

### Safety

More Gardai visible on the streets and address anti-social behaviour.

### Infrastructure

This, without a doubt was the main recurring answer to this question. The word traffic alone came up nearly one hundred times. Less traffic was the main issue. Bypass/ ring-road came up numerously. Parking came up many times which included more free parking and more disabled parking spaces. Also mentioned were better street lighting, improved footpaths, better internet connectivity, and cleaner water.

**Question 14: Is there anything we are missing that you feel is important?**

Disabled access  
Educational facilities  
Youth projects  
Better transport  
More parking spaces  
Better environment  
Heritage  
Promote clubs  
Employment  
Remove traffic  
Culture  
Antisocial behaviour  
Places for teens  
Attract tourism  
Improve Town image  
Social inclusion

### Infrastructure

As you can probably tell by now this issue came up time after time. The main points are to remove heavy traffic off the main street, Bypass / Ring road, Cycle tracks and walkways. Pedestrian main street, better lighting, one-way traffic system. Roads/ footpaths resurfaced. More parking.

### Awareness and Promotion

More promotion of clubs, amenities already in the town. More community events actually accessible. More remote / awareness of remote working hubs. Connect with other town across Europe who have successfully regenerated their towns.

### Tourism

Tipperary is a market town. Improve the market yard, have seasonal markets. Have a tourist hub. A hotel in the centre of town. More engagements in the surrounding natural and tourists assets (Glen of Aherlow, Galtees, the Hills). More hillwalking/ hiking tours/clubs.

### Employment

This was another recurring issue. More jobs, employment opportunities. Rates need to be lowered.

### Education

Third level facilities in the town. DEIS status for schools.

### Climate Adaptation

Build a greenway. More green spaces, parks, planting of trees.

### Image of the town

The image of the town is poor. Old buildings need to be refurbished and painted, more flower boxes visible on the street.

### Social Inclusion

There is little to no disabled access. Daily transport service for the elderly. Improved playground (indoor play area). Place for teens. More youth projects. More accessible and appropriate housing.

### Heritage and Culture

Heritage should be heralded more, both natural and historical. More promotion. Museum/ theme park. Take advantage of 'it's a long way to Tipperary'.

### Transport

Better bus/rail services. Promote Tipperary as a commuter town. Better taxi services.



Through stakeholder workshops quick wins, medium and long term initiatives, for each of the objective statements will be identified and prioritised. The Task Force is encouraged to identify a wider group of stakeholders, whose input at the next sessions, would contribute to the successful identification of projects.



## Contact details

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## Tipperary Town Revitalisation Task Force

### Strategy and Action Plan to 2035