

**Submission of Martin Griffin re. Killehaun, Quilty.**

I Martin Griffin of [REDACTED] own 2.85 hectares of land registered in Folio CE24052 located in Killehaun, Quilty, which is 700m on the sea side of the N67 Wild Atlantic Way and 40m from the West Clare Railway line. I attach a map of the subject land.

I have considered the relevant sections of the Draft Development Plan and in consultation with other tourism interests in the West Clare Area I believe that I have identified tourist services which are required to enhance the experience and to assist in several goals of the Plan including retaining tourists for longer durations in the County.

My land is in a discreet location close to the sea, beaches, the West Clare Railway and within a network of safe rural roads for family cycling. I have identified several tourist products for which there is a recognised need in the Plan. I believe that I and my family have the required skill set to develop a tourist business in this location which will enhance the overall tourist experience in the County.

I request that you proposed to the elected members that the land described above be zoned as land for tourism use subject to the normal requirements for proper planning and sustainable development. I have appended below applicable references from the Draft Plan in support of this proposal.

Martin Griffin

28<sup>th</sup> March 2022

By email

Appendix - Martin Griffin submission.

## **9.1 Strategic Aims**

The objectives required to promote a sustainable, well-managed, and high-quality year round tourism industry that generates economic benefits for all areas of the County are set out in this Chapter. In accordance with the overall vision of the Development Plan, these objectives are based on the following strategic aims:

- To maximise the potential of tourism as a ‘pillar of economic growth’ thereby contributing to the balanced economic development of the County and the tourism industry of the region;
- To work in partnership with Fáilte Ireland, Clare Tourism Advisory Forum and other bodies to define the tourist experience and to develop a clear tourism identity for County Clare;
- To develop and enhance new and existing tourism products, attractions and tourism infrastructure;
- To capitalise on the distinct tourist attractions that County Clare has to offer including natural, built and cultural heritage, scenic landscapes and natural amenities;
- To work to improve the visitor experience to ensure that all visitors to the County enjoy the unique experience of County Clare and all that it has to offer;
- To develop strong, year-round, high-quality integrated tourism products;
- To increase the length of tourist stay and ‘yield per visitor’ in the County;
- To capitalise on the County’s identified nodes along the Wild Atlantic Way;
- To protect the environmental quality of the County on which much of the tourism activity is based; and
- To enhance physical access and maximise the potential of underdeveloped areas for tourism.

### **9.2.1 Tourism Promotion**

Due to the Covid-19 pandemic the main focus for the initial phase of the Development Plan period will be on the domestic market, whilst in the medium term the promotion and branding of County Clare as a tourist destination, both nationally and internationally is key to the future success of the industry. The growth market visitor groups identified for County Clare are:

- Culturally Curious – visitors in this category are well travelled and want to discover the hidden stories and get under the skin of a destination, they are socially responsible,

environmentally conscious and health conscious, and are independent sightseers who rarely travel in a family group.

- Great Escapers – visitors in this category are off-season travellers, independent, price and value conscious, they look for personal and trusted recommendations before purchasing and often travel as couples.
- Social Energisers – visitors in this category are early adopters and trend setters, those who don't want to miss out and are frequent users of digital technology and social media. They are travellers rather than tourists and travel in groups or couples.
- Connected Families – visitors in this category are families with young children (generally under 10), they book well in advance, are meticulous planners and are most likely to travel in July and August.
- Niche Markets – These markets include golf, wellness, geo/ecotourism, adventure sports, business, and the diaspora.

It is important to ensure that the wide array of activities and amenities available in the County are appropriately promoted to ensure the future growth and sustainable development of the tourism industry.

### **9.2.3 Tourism Developments and Tourist Facilities**

It is recognised that infrastructure development must meet the needs of both the resident and visitor populations in order to ensure that County Clare continues to be a high quality place in which to live, work and visit. A wide range of facilities are required to support the tourism industry and to attract visitors to the County. Many of these facilities can also be used by local residents. These include visitor attractions/interpretive centres, wellness and self-development facilities, equestrian, water-sports and outdoor adventure activities, facilities for boat rental and inland cruising, and family amenities such as playgrounds and woodland walks. In addition, long-term projects such as the Wild Atlantic Way are essential to the economic growth derived from the tourism offering in the County. The Council will promote the development of tourism in a manner that is compatible with the conservation and enhancement of the environment.

Development Plan Objective: Tourist Developments and Tourist Facilities

**CDP9.4** It is an objective of Clare County Council:

- a) To permit tourism-related developments and facilities inside existing settlements where the scale and size of the proposed development is appropriate and in keeping with the character of the settlement, subject to normal site suitability considerations;
- b) To permit tourism-related developments outside of settlements where there is a clear need for the specific location and the benefits to the local community are balanced with any potential environmental impact;

c) To ensure that development of new or enhanced tourism infrastructure and facilities include an assessment of the environmental sensitivities of the area including an Environmental Impact Assessment (EIA); Appropriate Assessment (AA) and Strategic Flood Risk Assessment (SFRA) if required in order to avoid adverse impacts on the receiving environment; and

d) To work with the relevant authorities to develop specific monitoring protocols for visitor pressure on the County's natural, archaeological and built heritage asset and to ensure that tourism activities are maintained within sustainable limits for the European sites in the County.

### **Development Plan Objective: Visitor Accommodation**

**CDP9.5** It is an objective of Clare County Council:

c) To support the development of new camping and glamping facilities and facilities for campervans/motor homes/touring caravans both within settlements and in rural locations at a variety of locations across the County. Sites in rural locations should be located in close proximity to, and have good connectivity to existing tourism assets.

### **9.2.5 Wild Atlantic Way**

The central location of County Clare along the Wild Atlantic Way is playing a significant role in raising the profile and visitor numbers along the Clare coastline. Fáilte Ireland is developing and implementing a series of visitor experience development plans that aim to extend the length of stay and increase the visitor expenditure within the area, and this will be informed by the *Burren and Cliffs of Moher Visitor Experience Development Plan*.

Once travelling the route, visitors are encouraged to further explore and engage with tourism experiences and communities in the wider geographic area. In this regard there are numerous towns and villages located close to the Wild Atlantic Way and it is important that visitors are aware of these 'Secrets of the Wild Atlantic Way'. Clear signage is required at optimum locations to raise awareness of the amenities and services available in these areas to increase visitor numbers in the adjacent settlements.

### **9.2.9 Activity and Adventure Tourism**

Participation in adventure activities is becoming increasingly popular amongst both national and international visitors. This includes very popular activities such as walking and cycling and other activities like angling, golf, equestrian pursuits, kayaking, canoeing and surfing. County Clare is ideally placed to capitalise on this growing demand for experiential holidays. Its varied landscape, for example, offers opportunities for an expansive range of activities such as water sports, hill walking and orienteering and dolphin watching amongst many others. Significant potential exists to further develop these forms of tourism in a sustainable manner.

## **Development Plan Objective:**

### **Activity and Adventure Tourism**

**CDP9.8** It is an objective of Clare County Council:

- a) To work with local communities and relevant agencies to achieve the sustainable development of County Clare as a world-class destination for sports and recreation-related tourism development;
- b) To support the development of low-impact experiential tourism in order to diversify the range of tourist activities available in the County at appropriate locations, subject to an analysis of their potential environmental impact and in order to expand the tourist season;
- c) To support the sustainable development of water sports, surfing, sailing and water-related events at appropriate locations in the county, subject to analysis of their potential environmental impact;
- d) To sustainably develop greenways, blueways and peatways and walking and cycling trails including the West Clare Railway Greenway to achieve greater accessibility to the countryside and the marine environment by sustainable modes and to achieve maximum benefit and connectivity at the local, regional and national levels;
- e) To promote activity tourism subject to appropriate site selection and environmental assessment processes; and
- f) To ensure the siting of Blue and Green Infrastructure is carefully considered in the context of climate change resilience and flood protection.

### **Development Plan Objective: Coastal Tourism**

**CDP9.12** It is an objective of Clare County Council:

- a) To encourage the development of coastal tourism such as water-sports and water-related activities subject to normal planning and environmental criteria;
- b) To support proposals for tourism development in coastal areas where it can be demonstrated that there will be no negative impacts on the amenities of the area the integrity of the natural environment or the economic value of the County's coastline and beaches; and
- c) To continue to work with An Taisce, the local community and other relevant stakeholders to retain and increase the number of Blue Flag awards in the County.

### **Development Plan Objective: Niche Tourism**

**CDP9.18** It is an objective of Clare County Council:

To explore the expansion of the niche tourism industry in County Clare in order to expand the range of tourism products on offer.

### **Development Plan Objective: Accessible Tourism**

**CDP9.19** It is an objective of Clare County Council:

a) To facilitate and support the provision of improved accessibility at visitor accommodation, venues and activities including access to water-based activities, and to ensure that the principles of universal design are integrated into proposals for future tourism developments in the County; and

b) To collaborate and work with relevant agencies and the hospitality sector to ensure that Ennis and County Clare are age-friendly tourist destinations.

### **9.3 Sub-County Tourism Development**

In order for County Clare to maximise its tourism potential, this Plan sets out a number of objectives for tourism development for specific areas of the County to ensure a targeted 'niche' approach to tourism development in each area.

### **Development Plan Objective: Tourism in West Clare**

**CDP9.25** It is an Objective of Clare County Council:

a) To work with all relevant stakeholders to further develop and enhance the opportunity for tourism products in particular coastal and cliff walks in the Kilkee and Loop Head areas, cycling and niche tourism;

b) To promote and market the area, building on the cultural amenities and entertainment facilities of Kilrush, Kilkee, and Doonbeg;

c) To further develop Kilrush as a recognised destination for marine-based recreation;

d) To support the promotion of the Loop Head Peninsula as a tourist destination and the enhancement of visitor facilities including upgraded visitor experience facilities at the Loop Head Lighthouse, park and ride facilities and looped trails;

e) To encourage the development of sustainable tourism at the Bridges of Ross;

f) To further promote Vandeleur Gardens and Scatterry Island as key tourist attractions in the Kilrush area;

g) To support the enhancement of the tourist accommodation offer in Kilrush town;

- h) To maximise the opportunities of the area's coastal location and availability of fresh local produce to develop, facilitate and expand the local food and hospitality tourist product;
- i) To develop and enhance the piers, harbours and slipways along the Shannon Estuary, in accordance with the *Strategic Integrated Framework Plan* for the area, to maximise their potential for water sports activities;
- j) To promote and further develop the Shannon Estuary Way and the Wild Atlantic Way;

### **Development Plan Objective: West Clare Railway**

**CDP9.26** It is an objective of Clare County Council:

In addition to the development of its greenway potential to facilitate the reopening of appropriate sections of the West Clare Railway as an operational tourist attraction by permitting where appropriate new sections of railway to be built as alternatives to parts of the line which have been built on or are inaccessible since its closure.

### **Development Plan Objective: Recreational Routes**

**CDP10.11** It is an objective of Clare County Council:

- a) To support the maintenance of existing off-road walking and cycling trails and support investment in the sustainable development of walking and cycling facilities, greenway and blueway corridors within the County and region extending into and between our County's settlements;
- b) To support and facilitate the development of the West Clare Railway Greenway and necessary supporting infrastructure;

