



W I C K L O W

ENDLESS OPPORTUNITIES



Statement of  
Tourism Strategy  
& Work Programme  
2017-2022



IRELAND'S  
ANCIENT EAST®

[www.visitwicklow.ie](http://www.visitwicklow.ie)

Wicklow  
County Tourism

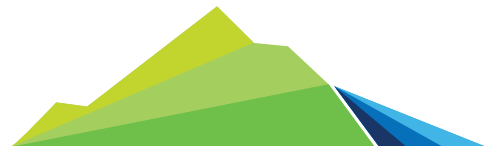


W I C K L O W

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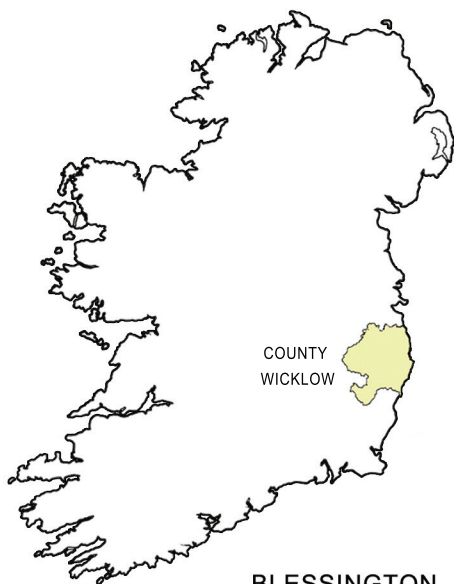
ENDLESS OPPORTUNITIES





W I C K L O W

ENDLESS OPPORTUNITIES



COUNTY WICKLOW

DUBLIN

KILDARE

BLESSINGTON

ENNISKERRY  
POWERSCOURT

BRAY

GREYSTONES/DELGANY

KILCOOLE

DUNLAVIN

ROUNDWOOD

GLENDALOUGH

ASHFORD

WICKLOW

BALTINGLASS

RATHDRUM

AUGHRIM

AVOCA

ARKLOW

CARLOW

TINAHELY

SHILLELAGH

CARNEW

WEXFORD



# WICKLOW COUNTY COUNCIL

## STATEMENT OF TOURISM STRATEGY AND WORK PROGRAMME 2017 - 2022

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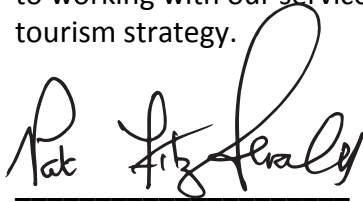
## 1.1 FOREWORD FROM THE CATHAOIRLEACH

As Cathaoirleach of Wicklow County Council, it gives me great pleasure to introduce the Wicklow County Council Statement of Tourism Strategy.

The rolling Wicklow Mountains, the picturesque and colourful villages, the long stretches of white sandy beaches, our rich history and stories, our renowned heritage sites, the warmth of our welcome, combined with the fact that Wicklow is within easy reach of Dublin Airport and Rosslare and Dublin Ports make it a wonderful base for a memorable holiday. It is conceivable that the international visitor can experience the scenery and solitude, in the midst of the Wicklow Mountains, within an hour from arrival in Ireland.

It is important to step back periodically to analyse and review our tourism offering and to ensure that it meets and exceeds the needs of the domestic and international market, that it benefits all of the service providers and stakeholders and creates jobs in our economy. The development of the Tourism Statement of Strategy is part of a process which has engaged with key stakeholders and will continue to engage with all of our service providers and the wider community, throughout the coming months, to ensure that we share the vision and objectives and work together to extend a warm Wicklow welcome to our visitors.

I would like to thank all of those who have engaged in the process so far and I look forward to working with our service providers and the wider community as we roll out and refine our tourism strategy.

A handwritten signature in black ink, appearing to read 'Pat Fitzgerald', written over a horizontal line.

**Councillor Pat Fitzgerald**

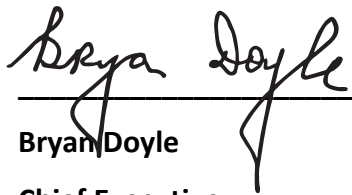
**Cathaoirleach**

## 1.2 FOREWORD FROM THE CHIEF EXECUTIVE

Tourism is one of the key pillars of the economic strategy for County Wicklow. We have been blessed with wonderful scenery, great product and a committed tourism industry. Wicklow County Council plays a key role in the provision of tourism services in the County, through funding of Wicklow County Tourism and Bray Tourism, through provision of tourism infrastructure including major projects such as Wicklow's Historic Gaol, to parking and signage at key locations and through enterprise supports provided by the Local Enterprise Office. There is great scope for improving visitor numbers and dwell time by working with our partners and service providers within our County and with our neighbouring counties in a co-ordinated and a collaborative way.

This Statement of Strategy has been developed as part of our overall Tourism Strategy for County Wicklow. It takes account of national, regional and local strategies, including *People, Place and Policy-Growing Tourism to 2025*, Fáilte Ireland, *Ireland's Ancient East*, the *Action Plan for Jobs for the Mid East Region 2016 to 2017* and the *County Wicklow Local Economic and Community Plan 2016 to 2022*.

Our objectives will encompass and benefit all of Wicklow's tourism stakeholders in improving the visitor experience overall. We will enhance the interpretation of Wicklow's many heritage sites, improve linkages between attractions within the County and develop sustainable tourism that protects Wicklow's unique environment and landscape.



Bryan Doyle  
Chief Executive

## 2.1 VISION

Wicklow is easy to get to and provides a warm welcome for visitors seeking an escape to Ireland's premier outdoor destination. Wicklow offers an unspoilt environment of stunning scenery and a wide range of outdoor, cultural and heritage experiences that will leave lasting memories.

***Our vision is to make Wicklow the number one choice for visitors seeking an idyllic escape that harmonises a wide range of outdoor pursuits in County Wicklow's world-class natural arena, while driving job creation in the local economy.***

## 2.2 GOALS

1. To establish County Wicklow as a year round tourism destination.
2. To develop awareness and capacity in the County's accommodation sector to capture more overnight tourism.
3. To encourage the provision of alternative forms of accommodation.
4. To convert day visitors to overnight visitors.
5. To adopt an integrated approach to developing the tourism infrastructure and assets in the County.
6. To adopt a strategic approach to the marketing and promotion of the County.
7. To develop the County's tourism offering in a sustainable manner.

## 3 NATIONAL POLICY

*People, Place and Policy-Growing Tourism to 2025* is the Government's national tourism policy. In accordance with this policy, Wicklow County Council will continue to play an important role in a number of areas such as provision and maintenance of high quality tourism infrastructure, destination development and development of new tourism products. Wicklow County Council will lead major tourism, cultural and heritage initiatives within the County such as Creative Ireland. The County Council will support service providers and local communities in rolling out the Ireland's Ancient East initiative and ensuring high quality experiences throughout the County for visitors. The Council will work with the established attractions in the County in order to disperse visitors and encourage visits to lesser known destinations and attractions thus increasing dwell time. The Wicklow Local Enterprise Office will provide training support and business advice to our service providers.



### 3.1 NATIONAL/INTERNATIONAL CONTEXT

Indications are that Irish Tourism recorded its best ever year in 2016. CSO figures indicate that overseas visitor numbers at 8.3 million represent an 11.6% increase on 2015 delivering revenue of €4.7 billion. Visitor numbers from the USA increased by 18%.

#### County Wicklow Overseas Revenue/Visitor Numbers 2015

	Total	Britain	Mainland Europe	North America	Other Areas
Tourist Revenue €m	82	22	36	15	9
Overseas visitor Numbers (000s)	248	95	112	32	10

Despite concerns for 2017, arising from uncertainty surrounding Brexit and the US market, global tourism continues to grow. We will have to work harder to attract visitors from the United Kingdom and the United States and will have to look to developing new markets within Europe and further afield.

### 3.2 IRELAND'S ANCIENT EAST

Fáilte Ireland has developed an umbrella destination called Ireland's Ancient East which encompasses the entire Mid East Region and many more counties besides, from Monaghan to Cork. One of the key challenges that this programme addresses is the need to change Wicklow and the other counties in Ireland's Ancient East, from a transit zone to an end destination and to increase dwell time in the County. Wicklow County Tourism's *#Wake Up In Wicklow* campaign has been successful in highlighting Wicklow as a place to stay overnight.

Ireland's Ancient East offers a personal experience of 5,000 years of Europe's history.

#### The brand promise:

- A destination that is easy and enjoyable to explore.
- A destination where stories unfold through exploration of our history and heritage.
- A destination where the storytellers at each heritage site encourage further exploration of other historical eras, building up to an unforgettable journey through 5,000 years of time.
- A destination set against the lush, green, pastoral landscapes of Ireland.

#### Strategic Objectives

1. Drive growth of international visitors, revenue and associated employment in this geographical area.
2. Reposition this area from a transit zone to touring destination.
3. Create a brand of international quality and credibility, presenting Ireland's Ancient East as the best place to experience Ireland's incredible built heritage brought to life by the best storytellers in the world.

4. Work with stakeholders, experience providers and heritage assets on the ground to develop world-class visitor experiences.
5. To link the larger, iconic visitor attractions with lesser-known sites nearby in order to disperse visitors and increase their dwell time and spend in the area

#### **4 ACTION PLAN FOR JOBS FOR THE MID EAST REGION 2016 – 2017**

##### **KEY OBJECTIVE FOR TOURISM:**

***“To capitalise on the regions’ prominence in Ireland’s Ancient East to contribute to the targets in the Government’s Tourism Policy Statement to grow overseas tourist numbers to 10 million, increase overseas tourism revenue to €5 billion, and grow employment in the sector by 25% to 2025”***

A key objective of this Regional Action Plan for Jobs is to support efforts from Fáilte Ireland, the local authorities and the community in sustaining tourism employment and providing new commercial opportunities for businesses in the region.

The Mid East region’s natural, heritage and recreational assets, together with its national and international connectivity, are aspects that could be further capitalised on to increase visitor numbers to the region.

The region’s tourist sites include Newgrange, Glendalough , Castletown House, Powerscourt House and Wicklow’s Historic Gaol; all of which are currently marketed under Fáilte Ireland’s ‘Ireland’s Ancient East’ initiative. Many of these major attractions have benefitted from capital support from Fáilte Ireland under the New Ideas in Ancient Spaces Capital Grants Scheme.

The region also has a developed network of waymarked trails, including the Wicklow Way, blue flag beaches, and Blueway Activity Trails.

It is very important that strong experience-development continues in the Region’s tourism infrastructure which is aligned to a cohesive marketing programme featuring the Region’s excellent accessibility from outside and within Ireland, its strong product and accommodation base, and its attraction to each of the key Fáilte Ireland market segments – Great Escapers, Culturally Curious and Social Energisers.

There also needs to be a close alignment of the marketing activities of the local authorities involved in tourism promotion and the active tourism trade that exists in the Region.

The development of the film industry also has impacts on tourism and tourist activity, with Irish filmed productions acting as long-lasting international showcases for set locations.

Key ambitions to sustain and grow jobs in the Tourism sector under the Action Plan for Jobs for the Mid East are to:

- Maximise the potential for the Region deriving from its prominence in Ireland’s Ancient East.
- Increase the Region’s capacity to capture overnight visitors.
- Enhance the marketing of the compelling tourism offering in the Region.
- Support the development of relevant further education and training to build capability within businesses in the Tourism sector.
- Capitalise on the Tourism assets of the Region, which include a wealth of important heritage sites as well as its trails and Blueways.
- Develop further tourism offerings in areas such as the food and beverage sector and offerings based on the cultural heritage of the region.
- Enable stakeholders to identify new business opportunities arising from ‘Ireland’s Ancient East’, particularly in the areas of culture, tourism and food.
- Seek to develop the maritime sector in the Region for commerce and tourism, including the development of marinas.
- Investigate the use of advances in digital humanities to promote heritage and cultural heritage.
- Build on 'Ireland's Ancient East' by identifying facilities, producing brochures, identifying main draws, improving standards through training, upskilling, and making sites more accessible.
- Build on 'Ireland's Ancient East' by developing trails and trail activities around identified sites/locations.
- Bring together Boyne Valley Tourism and Kildare/Wicklow destinations strategy stakeholders to drive collaboration and focus on issues of skills, job creation, maintaining trails /walkways and supporting small companies in the sector.
- Produce tourist literature for the Region's key tourist sites that includes information for visitors with disabilities.
- Improve the existing provision of bus and coach parks around the Region's major tourist sites.
- Work to improve tourism infrastructure: address issues of bed space, lack of accommodation and local transport.
- Explore recommendations, outlined in the NTA’s draft GDA Cycle Network Plan, for the promotion of existing roadways as potential cycling tourism routes.

## **5 COUNTY WICKLOW LOCAL ECONOMIC AND COMMUNITY PLAN 2016 – 2022**

The Local Government Reform Act 2014, which required the preparation of the Local Economic and Community Plan (LECP), has resulted in a changing and expanding role for local authorities, beyond their traditional functions. This includes the integration of the Local Enterprise Office (LEO) functions within local authorities, as well as the establishment of Economic Development and Enterprise Support Strategic Policy Committees (SPC’s) and Local Community Development Committees (LCDC’s) within each local authority area. The Wicklow Local Economic and Community Plan (LECP) charts the future growth and development of the County up to 2022. The Plan which was prepared after a wide-ranging consultative process involving all interest groups in the County, has core objectives to promote and support economic development and local and community development in County Wicklow both by Wicklow County Council itself and in partnership with other economic and community development stakeholders.

The LECPs outline each Local Authority's tourism outputs, identify tourism partners and set out specific goals, objectives and actions related to tourism. County Wicklow's LECP has a strong tourism dimension:

***Goal 8: Capitalise on Wicklow's unique attributes and proximity to Dublin market, excellent quality of life, human capital, tourism, landscape, marine, agricultural and forestry resources***

## **LECP Tourism Objective**

***"To promote and direct the tourism development of the County in a sustainable manner that conserves, promotes, protects and enhances the County's natural, built and cultural heritage and derives optimal economic benefit from visitors to the County"***

## **6 COUNTY WICKLOW TOURISM WORK PROGRAMME 2017 – 2022 – KEY ACTIONS**

### **6.1 PRODUCT / EXPERIENCE DEVELOPMENT**

Wicklow has been blessed with outstanding landscapes and natural beauty and rich cultural and heritage assets. Top attractions include:

- Glendalough Monastic City
- Powerscourt Estate
- Wicklow's Historic Gaol
- National Sealife Centre
- The Bray to Greystones Cliff Walk
- Russborough House
- Kilmacurragh Botanic Gardens
- The Wicklow Way
- Avondale Forest Park
- Killruddery House

In addition to the major attractions listed, some of Ireland's best golf courses, excellent harbours, a world class marina and top of the range sports facilities, Wicklow has a wide range of walks and trails. The plan is to develop links between these trails in order to offer a complete network of trails for all levels of ability to the visitor.

#### **Major Projects for 2017- 2022 include:**

- Development of a tourism strategy for County Wicklow.
- Re-development of Avondale Forest Park in conjunction with Coillte and Fáilte Ireland.
- Establishment of linkages between the Wicklow Way and local villages to offer an enhanced visitor experience and benefit the local economy.
- Development of an interactive on-line walking routes map.
- Development of South Wicklow and Blessington Greenways (subject to funding).
- Digitisation of the Fitzwilliam Estate records and planning for Visitor Centre in South West Wicklow.

<i>LECP Objectives</i>	<i>Actions</i>	<i>Lead</i>	<i>Partners</i>	<i>Timeframe</i>
<i>Develop a County Strategy for tourism, building on Ireland's Ancient East, to encourage greater economic benefits to Wicklow, in collaboration with neighbouring counties</i>	<i>Develop Tourism Strategy</i> <i>Carry out an assessment of the range, capacity, location and quality of accommodation that exists in County Wicklow to inform the management of tourism needs</i>	WCC	LEO (FI, WCT, CWETT, RA's)	Q2 2017
<i>Develop and promote dedicated themed tourism trails to include urban trails and heritage assets, film, food and spiritual trails</i> <i>Maximise the opportunities for film tourism in the County</i>	<i>Advance Greenway and Blueway trails which create greater interlinkage of towns, villages and rural areas</i> <i>Establish a dedicated Greenway Steering Group</i> <i>Develop the coastal walk from Bray to Arklow, linking it with urban and heritage trails.</i> <i>Develop a new film website and film trails</i>	WCC	(CWETT, CoC, CWP, FI, MDs, EPA, NPWS Land-owners)	Q3 2017
<i>Promote marine leisure activities, allowing for collaborations with National and International tourism agencies to promote the County's marine assets</i>	<i>Develop a Marine Tourism Action Plan</i> <i>Liaise with local businesses and communities in creating complimentary marine related activities</i>	WCC		Q3 2017
<i>Develop an integrated management plan for Glendalough in order to maximise the value of the experience to the County, while preserving the distinctive character of the area</i>	<i>Form a Management Group</i> <i>Measure visitor numbers</i> <i>Develop a Strategic Plan to provide for enhanced sustainable access and egress to the Glendalough valley and linkages to nearby towns and villages</i>	WCC	OPW, FI, NPWS, WMNP, WCT, Heritage Groups, Tourism providers / local business)	Q 4 2017
<i>Incorporate the food and beverage brand into a food related tourism initiative which can be marketed nationally and Internationally</i>	<i>Establish Food and Beverage Brand</i>	WCC/ LEO	CWETT, Teagasc, Bord Bia	Q4 2018
<i>Support the development of a County Wicklow Geopark</i>	<i>Carry out feasibility study</i>	EPA	WCC WMNP NPWS HC	Q4 2018

## 6.2 FESTIVALS & EVENTS

Wicklow has a large number of festivals and events. Events such as the award winning Bray Air Display and the Sailfest /Volvo Round Ireland Yacht Race (held every two years in Wicklow Town) attract international visitors. Each of the towns hosts seasonal events to promote their towns and stimulate business. These include Christmas, Easter, Halloween and St Patrick's Day events, Arklow Seabreeze Festival and Arklow Maritime Festival.

Wicklow Regatta Festival, held around the August Bank Holiday is reputed to be Ireland’s oldest festival and is a traditional ‘homecoming’ event. The Tinahely Show, which is Wicklow’s largest agricultural show, is held on August Bank Holiday Monday also.

The Bray Jazz Festival and the Arklow Music Festival are well established and attract visitors from all over. Bray Jazz Festival is renowned for its international programme.

Newer festivals include Arklow Polska Eire, Wicklow Inktoberfest and Wicklow Pride Festival.

Cultural /Heritage events include the Greystones Festival of History and the Coolattin Canadian Connection and the Homeward Trek.

New Festivals and Events under consideration:

- Wicklow Film Summit
- Wicklow Literary Festival
- Wicklow Garden’s Festival re-establishment / re-imagining

LECP Objectives	Action	Lead	Partners	Timeframe
Support and promote new and existing festivals	Number of festivals supported	WCC	(CoC, LEADER, FI, AC, MD’s, Private sponsors, local business)	Ongoing
Establish the 'Film Wicklow' initiative to promote Wicklow as the premier film making location in Ireland and to provide assistance to film makers	Arrange Wicklow Film Summit in conjunction with Creative Corridor and Creative Ireland	WCC	CWETT, IFB, FI, CI	Q4 2017

### 6.3 MARKETING & PROMOTION

Wicklow County Council engaged in a rebranding exercise for Wicklow and came up with a new logo and the slogan ‘Endless Opportunities’. The idea was initiated by the County Wicklow Economic Think Tank as part of the ‘What’s the Big Idea?’ campaign. The rebranding process involved extensive consultation with the various stakeholders and the members of the working group. The elected members of Wicklow County Council engaged with the process. The brand will be rolled out over the coming months and relaunched with Wicklow.ie.

Wicklow County Tourism’s #Wake up in Wicklow campaign has been very successful, has captured the imagination of the trade and the public and will continue to be rolled out.

Wicklow County Tourism has developed a Tourism Marketing Strategy for Wicklow Tourism.

We know from the success of the Bray.ie website and the Bray Air Display that social media plays an important role in marketing and promotion. This will be an integral part of the newly developed Wicklow.ie. Wicklow has produced a series of videos and will continue to add promotional videos to its suite of marketing materials.

LECP Objectives	Action	Lead	Partners	Timeframe
Develop a County Marketing Plan promoting tourism to all sectors of the community from families to senior citizens	Put marketing plan in place	WCC	(WCT, CWETT, CoC, LEADER, Age Friendly County)	Q4 2017
Create a Wicklow Brand and Marketing Strategy that communicates a strong recognisable brand nationally and internationally to all sectors of communities including residents, visitors, existing businesses, potential investors and diaspora.	Roll out brand in tandem with redeveloped web portal	WCC	CWETT, WCT	Ongoing
Redevelop <a href="http://www.wicklow.ie">www.wicklow.ie</a> as a portal that provides relevant and targeted information across all sectors, showcasing the County's assets, and incorporating interactive and social media elements.	Engage consultants Address structure and content	WCC	(WCT, LEO, CWETT, CoC,	Q3 2017

#### 6.4 REGIONAL COLLABORATION

Celtic Routes is a candidate Interreg Project involving three Welsh local authorities; Carmarthenshire, Pembrokeshire and Ceredigion County Council and three Irish local authorities; Wicklow, Wexford and Waterford. The project aims to work collectively to develop a complementary cross border tourism campaign with Slow Travel as a cross cutting theme.

The project is aimed at increasing visitor numbers to the region with the focus on cultural heritage. Themes include:

- Tracing Your Roots
- Wildlife
- Pilgrim Trails
- Folklore and Traditions
- Landscapes
- Film

Each authority will play a lead role in one or more of the themes; Wicklow being the lead authority for Film. Wicklow will work with its partners to develop film trails throughout the region and to establish a Celtic Routes Film Festival.

Wicklow is also working with Wexford and Waterford to develop Blueways and to connect some of our well known walking trails to walks in adjoining counties, creating added value for the visitor.

## Other opportunities for Tourism Development

**Twinning:** County Wicklow and its towns have partnerships with towns and cities in France, Germany, United States, and Wales. These relationships provide us with local knowledge and access to international markets. Through our partnerships and our international friendships we have developed a fantastic network of Wicklow Ambassadors around the globe.

Wicklow has entered into a 'Friendship Agreement' with Hainan Province in China. It is proposed to provide COTRI (China Outbound Tourism Research Institute) training for local service providers who wish to engage with the vast Chinese market.

**Language Tourism:** Through its 6 ACELS (Accredited English Language Schools) Wicklow attracts tens of thousands of foreign students annually, on courses from a couple of weeks duration to a full academic year. The majority of these EFL students are in their teens. It is very common for visitors who have had a positive experience learning English in Wicklow to return as adult visitors in later life.

### 6.5 BESPOKE INITIATIVES

#### Heritage Tourism

**Mining Heritage** County Wicklow has a long and rich heritage of mining, starting as early as the Bronze Age and continuing until relatively recently. This mining was principally for copper and lead as well as lesser amounts of sulphur, iron, ochre, gold, silver and zinc. The main areas of mining activity were the Avoca Valley, Glendalough and Glendasan Valleys and in Glenmalure. There are various publications on the history of mining in the County. Glendalough Mining Heritage Project has produced a map and brochure detailing the mining history in the Glendalough area. This is a fascinating add-on for visitors to the Glendalough area and those interested in our industrial heritage. There are moves afoot to develop the mining heritage offering associated with the Avoca Mines also.

#### Our Diaspora

As a maritime county, Wicklow's Diaspora dates back to ancient times when seafarers from Wicklow travelled to England, Wales, Scotland and beyond. Two of our major towns Arklow and Wicklow are Viking settlements which would have traded with similar settlements between Ireland and Scandinavia. Seafarers from Arklow and Wicklow have traded all over the world and are acknowledged in diverse locations from the Panama Canal to the Great Lakes of North America. Wicklow's most famous seafaring son was Captain Robert Halpin, commander of the 'Great Eastern' who laid the transatlantic telecommunications cable linking Europe and America in 1866.

**Transportation:** Over the years Wicklow's Historic Gaol has developed links with Australia through its convict history. More and more Australian visitors are coming to Ireland to trace their convict roots. Many convicts transported from Wicklow by ship had committed 'political' crimes. These included hundreds of United Irishmen who had been arrested during the failed 1798 Rebellion. However, a person could be exiled for petty crimes too. Stealing bread or being homeless was enough to be sent to Australia. Life was harsh for transported convicts but there were those who did well for themselves after they had served their sentence.



**The Fitzwilliam Papers:** During the Famine, landlords engaged in ‘assisted passages’ whereby tenants were given incentives to emigrate. From 1847 to 1856, the largest County Wicklow landlord, Lord Fitzwilliam, transported 6,000 men, women and children from his 85,000 acre estate in Coolattin, County Wicklow to Quebec, New Brunswick and St Andrew’s, Canada.

‘The Fitzwilliam Papers’ is a project part funded by Wicklow County Council and Wicklow Tourism which aims to digitise the very detailed records from the Fitzwilliam Estate and to create an online searchable website. A further objective is to develop a visitor facility in South West Wicklow to encourage visitors from Canada to find out more about their Wicklow Ancestry.

**Film Tourism** County Wicklow is not only known as ‘The Garden of Ireland’ but also as ‘The Hollywood of Europe’. The title is justified as hundreds of films have been made in County Wicklow over the last century. The versatility of the beautiful scenery in County Wicklow is one of the main reasons for its resounding success as a film location. The presence of the internationally renowned Ardmore Studios, established in 1958 in Bray, and the state-of-the-art Ashford Studios which opened in 2012, has played an important role in establishing the film industry in Ireland and in promoting the varied landscape in County Wicklow.

Wicklow has 3 film trails:

- The Excalibur Drive
- The Braveheart Drive
- The Michael Collins Drive

As part of the Celtic Routes project Wicklow will play a lead role in developing a new inter-county, international film trail which will take in our partner Counties of Wexford, Waterford, Carmarthenshire, Ceredigion and Pembrokeshire. The trails will feature locations associated with the hundreds of films and TV series filmed in Wicklow from the *Reign of Fire* to *The Guard*, *Frank* and *Byzantium* and TV series such as *The Tudors*, *The Vikings* and *Penny Dreadful*. The trail will also take in Wexford’s film locations for films such as *Saving Private Ryan*, *Brooklyn* and *The Lodgers* (2017), it will take in some of Waterford’s film locations such as the magnificent Lismore Castle which doubled as *Northanger Abbey* and the various scenic locations where *Barry Lyndon* was filmed. It will be interesting to link up with, and to include, locations in Ceredigion, which featured as North Korea in *Die Another Day*, Pembrokeshire which features in many blockbuster films including *Harry Potter and the Deathly Hallows* and Carmarthenshire where *Stardust* was made.

## 7 MONITORING AND REVIEW

This work programme is aligned with the objectives of the Local Economic and Community Plan and in doing so, it is agreed by the Local Economic and Development Committee. It will form an important element of the part of the annual presentation made to the Council on the status and delivery of the LECP.

Progress on the rollout of the LECP is monitored by the LECP Advisory Committee consisting of the Chairs of the LCDC and the Economic Development and Enterprise Support SPC and key officials. Progress reports containing timelines and metrics will be presented to the members of Wicklow County Council at the end of each year.

## APPENDIX 1

### COUNTY WICKLOW ECONOMIC THINK TANK TOURISM WORKING GROUP

1. Pat O'Suilleabhain - GM National Sealife Bray / Chairman Bray Tourism (Chair)
2. Pat Mellon – County Wicklow Partnership / Chairman Wicklow Tourism
3. Cllr. Gerry Walsh – Chair Economic Development & Enterprise Strategic Policy Committee
4. Fred Verdier - Wicklow County Tourism Development Officer
5. Thomas Murphy - Director of Enterprise & Corporate Services
6. Christine Flood – Senior Executive Officer Enterprise & Corporate Services
7. Michael Nicholson – Director of Community, Cultural & Social Development (CC&SD)
8. Cllr. Jim Ruttle – Chair CC&SD Strategic Policy Committee
9. Vibeke Delahunt – County Wicklow Film Commissioner, Senior Business Advisor Wicklow Local Enterprise Office
10. Niamh Drain – Administrative Officer, Economic Development
11. Eimeir O'Connell – Manager Wicklow County Enterprise Park & Wicklow Gaol
12. Gerard O'Brien – IHF / Woodenbridge Hotel
13. Bernard Gallagher – Greystones Marina
14. James Keogh – Rathwood
15. Karina Dunne - Druids Glen Hotel – Director of Sales and Marketing
16. Annette Rowsome – Business Advisor - Wicklow Local Enterprise Office
17. Laura Dunne – Powerscourt Resort – PR and Marketing Manager





Wicklow County Council  
County Buildings  
Station Road  
Wicklow  
Co. Wicklow

[www.wicklow.ie](http://www.wicklow.ie)