

# Great Southern Greenway

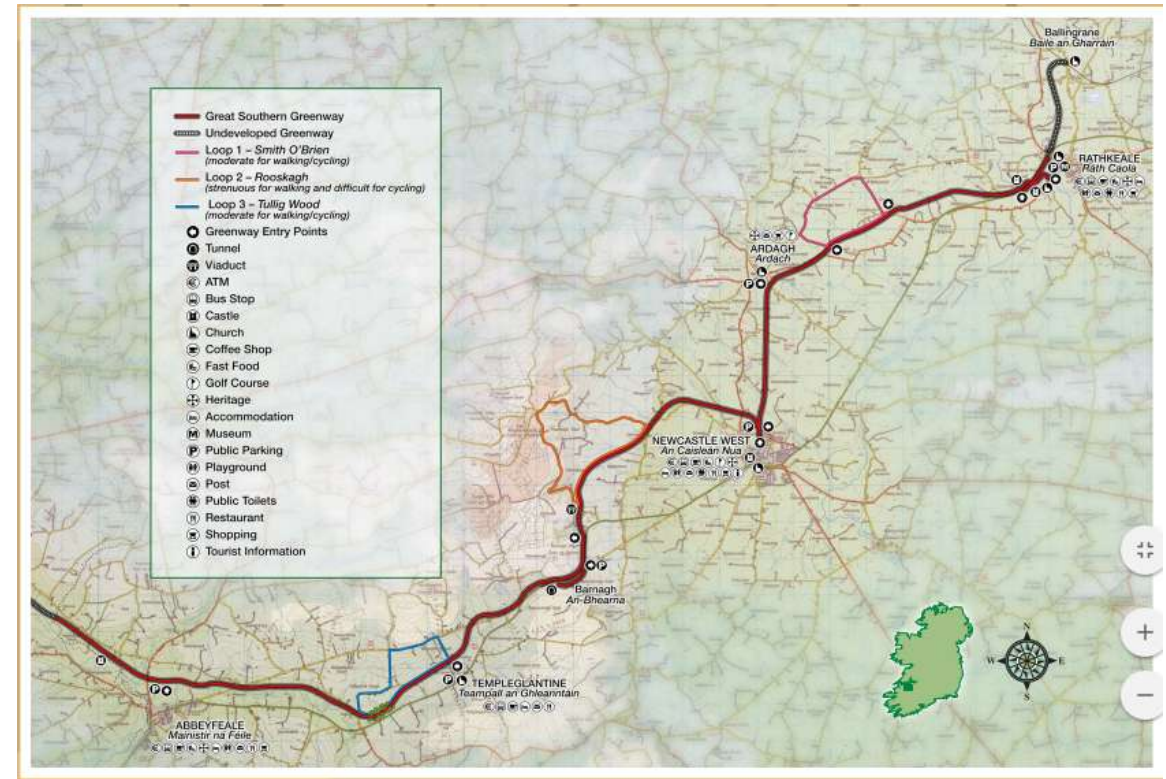
## European Greenway Awards Workshop

**28<sup>th</sup> September 2017**



# The History of the North Kerry Line From Vibrant Railway to Mothballing and Dereliction

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From 1990 - Community Led Initiative  
 Great Southern Trail Developed - 36 km Walking Trail

# Greenways as Agents of Change

- Proactive Role for LC&CC in tourism development and promotion
- Need to enhance West Limerick tourism products
- Source of capital investment and ongoing management
- Fáilte Ireland focus on activity based tourism
- Established Successful models in Ireland and in Europe



# Vision

- The GSG – Limerick is a shared use trail linking three historical urban centres in West Limerick. The 39 km Greenway provides a safe, clean, aesthetic and enjoyable place for non-motorised users of all abilities and ages to visit and use. The GSG will be accompanied by over 10 km of linked complimentary looped walking and cycling routes, in each urban centre.

# Great Southern Greenway Limerick

# Objectives

- Establish a local, County, Regional and National amenity to assist in promoting health and well being.
- Promote West Limerick as a tourism destination and provide opportunities for new visitor growth as well as providing linkage between communities and improve the quality of life of future generations.
- Provide cyclists, runners, walkers and other active transport users with a low-impact way to explore one of Ireland's beauty spots – West Limerick.

## The Challenges

- Upgrading to Greenway Status and Connecting to other Greenways Developing a USP
- Engaging with the Communities
- Building Community and Visitor Usage



**Great Southern  
Greenway - Limerick**



## Upgrading the Greenway

- New farm and road crossing gates and 3km of fencing
- New signage on route and off-route
- New benches & picnic tables
- Provision of cycle stands
- 3km extension Rathkeale to Ballingarrane
- Extension to Adare and Limerick
- Extension from Limerick to Castleconnell and Montpelier.
- Incorporate Barnagh Tunnel and viewing area

## The USP

- Look at how consumers can eat the Greenway
- Value Added - Developing a Proposition – Story – Experience
- Ingredients:
  - Visibility
  - Trailheads
  - Looped Greenway
  - Destinations
  - Loyalty Programme
  - Activities





# Trail Heads, Experience Points & Discovery Points

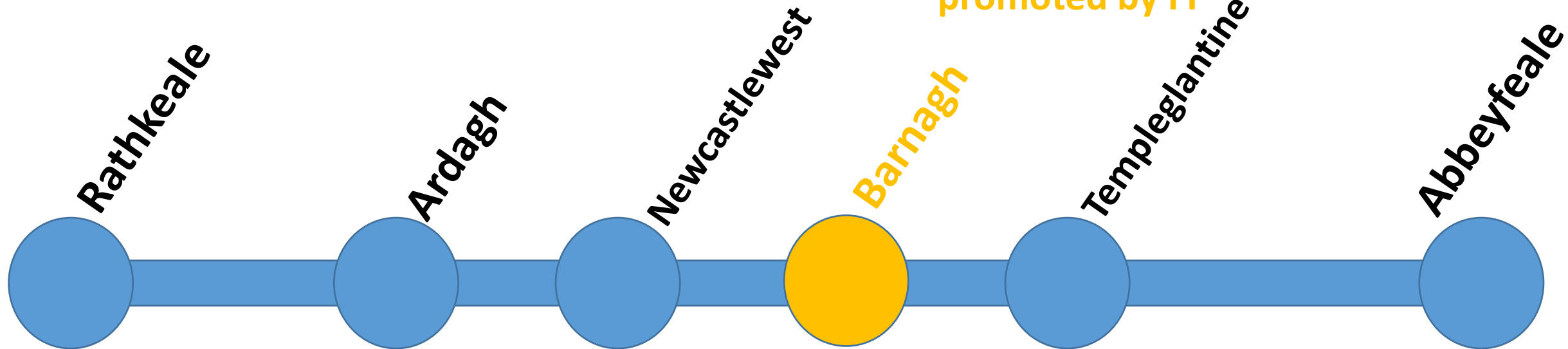
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# Major Trail Heads and Destinations on GSG



- Significant destinations
- Trailheads
- Points of Arrival
- Looped Trails – 3 out of 5

**Barnagh with the current access issues is considered unsafe and will not be promoted by FI**

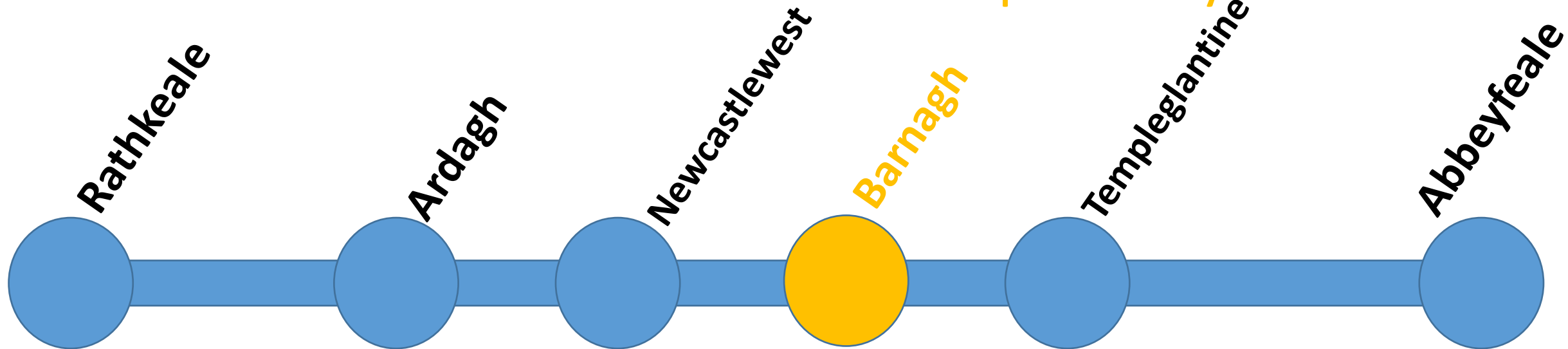


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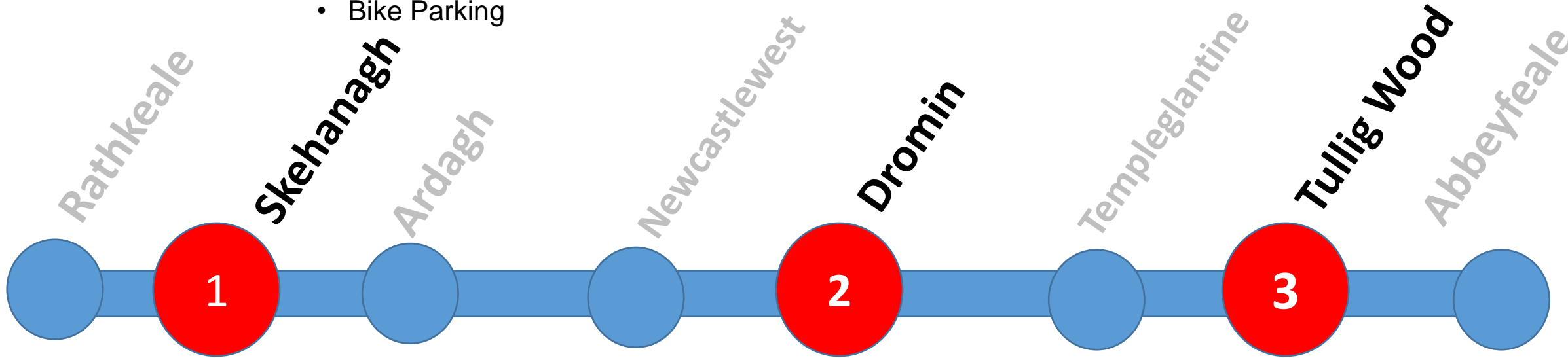


# Discovery Points Display Boards

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# New Proposed Discovery Points and Destinations

- “Authentic”
- Between main Urban Centres
- Close to or Road Access – Future Services
- Themed/Dressed/interpreted
- Points of Arrival
- Shelter
- Bike Parking



# Engaging with Communities

## October 9<sup>th</sup> to 12<sup>th</sup> 2017



- Evangelization
- Get Communities excited about the potential – long term
- Identify and log all potential attractions/experiences along the route
- Develop narrative for the destinations – human and natural heritage – the stories? The “hidden Ireland”!
- Get people using the Greenway
- Record and ensure we have identified all activities along the GSG – e.g. NCW fashion centre?
- Identify business opportunities – private and social enterprise:
  - Electric bikes; guiding; coffee shops;
  - Existing stations houses – vacant or residential
  - New activities
  - New attractions – Ballygowan Visitor Centre
- Motivate existing businesses to get ready:
  - Welcoming
  - Facilities
  - Packages - trade

# Building Local Community and Visitor Usage



Process in Place that Includes:

- Community Engagement
- Stakeholder Engagement
- Awareness building – Advertising, Social Media, Press and PR
- Looped trails
- Visibility
- Launch
- Product Bundling – other attractions/accommodation