

FEASIBILITY STUDY FOR THE DEVELOPMENT OF LAND AT CARNAROSS, CO MEATH



Navan Travellers Workshops Ltd
Trading as

Meath Travellers Workshop

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[Appendix 1 SITE LAYOUT PLAN](#)

1. Introduction

Navan Travellers Workshops Ltd has been in existence since 1965 and has evolved over the years by addressing the issues concerning Travellers. The organisation is renowned for its innovative approach to issues, which has resulted in Travellers in Co. Meath being proud of their Heritage, Identity and Culture. The onus of the organisation is to develop opportunities for integration rather than assimilation into society. Our work seeks to alleviate prejudice for all people in the multicultural society that we now live in.

The aims of Navan Travellers' Workshops Limited are:

- To prevent the erosion of the economic base of Travellers
- To encourage participation of Travellers in the Education system
- To develop Programmes that will encourage ownership and empowerment
- To promote respect for Traveller identity and culture
- To provide sufficient validation to create an atmosphere of self-determination and reduce dependency

In March 2006, the organisation was approached by a local farmer who wished to bequeath a substantial amount of land in Carnaross Co. Meath. The farmer wished that the land would be used for the benefit of the Travelling Community as he had no dependants to inherit from him and he had fond memories of working alongside Travellers on the farm.

It is the intention of Navan Travellers Workshops Ltd to develop this land for the benefit of the Travelling Community in a variety of ways.

One vision is to develop an interactive, sustainable, landmark Heritage Centre based on the Irish Traveller Community.

The vision includes the Heritage Park being a stand-alone business that takes into consideration a community development ethos.

Terms of Reference of the Feasibility Study

The aims of the feasibility study are:

- To identify ways in which the land at Carnaross can be best used for the benefit of the Traveller Community and to become a landmark self-sustained enterprise
- To develop a defined model of enterprise development for Travellers through the interactive National Traveller Culture & Heritage Centre and the other initiatives on this land
- To develop methods for integration and cultural appreciation by Travellers and the wider community

The objectives of the feasibility study include:

- Identify the needs of the key stakeholders in the process including young Travellers, older Travellers, Heritage Organisations, Education Organisations, Youth Organisations, people living in rural Ireland, and the wider community
- Identify an agreed set of quantified objectives in terms of desired outcomes for the development of the land
- Examine the necessary conditions, potential design of this development and costing's (including a cost benefit analysis)
- Source potential funding opportunities to bring the development to fruition. It may be beneficial to itemise individual sub-projects so they can be developed at different stages. Where grants may be sourced from different funding streams, it may be necessary to have individual stand-alone projects
- Develop a three year Action Plan, which will outline the necessary staged approach to development of the land and the National Traveller Culture & Heritage Centre

The services of Allen McAdam of MCA Consulting and Derek McCabe of Sheelin & McCabe Planning services have been secured to assist in the carrying out the study.

Methodology

MCA Consulting conducted extensive research and analysis, incorporating quantitative and qualitative methods to ascertain the feasibility of development of lands at Carnaross for the benefit of the Travelling Community.

At the outset, a flexible and collaborative approach was used to consult with the staff of relevant statutory bodies and NGO's, relevant to the proposal.

The core rationale was to explore the feasibility of developing and sustaining a National Traveller Culture & Heritage Centre in County Meath that would meet the current and future needs and interests of the region and visitors. In addition information was sourced from a series of workshops facilitated with members of the travelling community and agencies working with NTW, identifying the needs of Travellers and drawing from ideas for potential uses for the land as a resource.

This task also included a review of previous studies undertaken for similar projects and brainstorming sessions with the project promoters to develop a unique concept for the project.

The market analysis and research tasks included a market area assessment and competitive market analysis to determine the potential audience base for the National Traveller Culture & Heritage Centre. A study of similar venues i.e. museums and folk parks in Ireland enabled us to understand the competitive context into which a museum would fit. Current attendance, financial data and any future plans were documented for museums and attractions in the area.

A number of public access museums with a significant folk park element in Ireland were studied with respect to operations, markets, programming and

exhibits. Benchmarks for facilities and activities, structural, and organizational factors, interpretive and educational activities, operating costs, management and operations structures, capital financing, visitation and financial performance were also examined.

The promoters have amassed a significant collection of artefacts and memorabilia, therefore the sourcing of exhibits was not deemed an issue for inclusion in the study due to the inventory already in place and also due to the numerous offers of more equipment should a suitable facility be constructed.

The following elements, which are contained in the terms of reference, have been identified as key tasks to be undertaken as part of this study:

- Consult with the Travelling Community in County Meath and assess their proposals for the use of the lands at Carnaross
- Assess the viability of establishing a facility in the current economic climate. Examine challenges and opportunities
- Research existing folk parks and museums in Ireland and Northern Ireland, particularly those with a Traveller focus
- Critically examine options in terms of layout, presentation, themes and activities
- Consult with statutory and other stakeholders as deemed appropriate
- Identify complimentary tourism amenities and synergies with same
- Investigate income generating streams and capacity
- Analyse management requirements, legislation and insurance
- Examine set up costs and capital requirement
- Assess target market, marketing and route to market options and pricing

2. Consultation and Needs Analysis

Consultation Process

The purpose of Consultation was to gain views from stakeholders as to what activities should be given consideration and to identify the needs of Travellers.

The consultation process was developed in close consultation with Navan Travellers workshop.

The methods used in the consultation included:

- Targeted meetings/focus groups with Travellers
- One to one contact with local representatives from local community and voluntary groups in the Carnaross area
- Discussion with key stakeholder agencies and organisations
- Sample interviews with residents in the vicinity of the land at Carnaross

Under most circumstances a public consultation meeting would be advertised and held in the area to assess the level of support for a project proposal. In this instance it was agreed that due to sensitive nature of the project and the apparent level of opposition from some residents in the Carnaross area, that a public meeting would prove a very risky approach to take and one that one would not be taken at this stage.

The public consultation exercise in the area was carried out to establish the level of interest, support and/or opposition and concerns amongst Carnaross citizens, towards the idea of developing the lands at Carnaross for the benefit of members the Travelling Community.

The survey methodology used was basic and easy to access. A one page questionnaire with primarily tick boxes was used.

Local area, local groups were consulted and asked to consult with their membership and to respond accordingly in a representative manner.

Contact was made with Community and Voluntary Sector organisations in the Carnaross area and also other organisations not based in Carnaross, but that regularly use the town for activities and functions and as a base to operate from.

Following this further consultation was carried out in a targeted manner, focusing in on key stakeholder organisations and agencies including Meath Partnership, Meath VEC, Meath County Enterprise Board and a number of sections of Meath County Council.

Research was also undertaken in relation to facilities of a similar nature that had been undertaken in other areas. This was done in order to gather information on best practice and to learn from the mistakes and indeed the successes of other areas. Site visits were made to the Ulster American Folk Park at Omagh, Sligo Folk Park, Riverstown and the National Museum of Natural History in Dublin. With the exception of the Sligo Folk Park which is a community owned and run facility, it was not possible to speak with any of the management of the facilities. The manner in which exhibits were laid out and the structure of the facilities was taken on board in formulating a model for the Traveller Culture and Heritage Park at Carnaross.

Other Consultation

Desk research was also carried out in each of the proposed areas of development including meeting rooms, heritage/folk park and training facilities, potential funding resources available, support mechanisms for both development and sustainability. Models of best practice and information relating to trends and usage patterns were also investigated.

The following statutory bodies and groups were contacted as part of this study:

Meath County Council	Kevin Stewart
Meath County Council	Henry Brennan
Meath Heritage Officer	Loreto Guinan
Meath VEC Literacy Organiser	Bernadette McKevitt
Meath Partnership	Michael Ludlow
Meath Partnership	Jennifer Land
Meath County Enterprise Board	Hugh Reilly
Kells Town council	

State agencies were consulted with a purpose of being able to establish the level of need for such a range of facilities and also to avoid duplication in service provision with other private or public sector bodies.

Contact was made on a one to one basis with key personnel in each of the agencies. A face to face meeting was requested with each consultee, meetings were held with Kevin Stewart, Henry Brennan, Michael Ludlow, Jennifer Land and Bernadette McKevitt. We spoke with Loreto Guinan on the phone on two occasions and also with Hugh Reilly.

Meath VEC

Meath VEC play a key role in providing a range of supports to members of the Travelling Community within Co. Meath. There are a number of adult education services within Co. Meath VEC that cater for early school leavers from all cultural and social backgrounds including the Traveller community. Courses are tailored to the identified educational needs of the learners. There are a number of learners from the Traveller community who are currently attending courses with the above services and there are additional applicants waiting to be placed on courses for the 2012/2013 term. In relation to rental of premises for running courses for Travellers Co. Meath VEC does not normally rent premises for its non-fee-paying courses since they are offered free of charge in community facilities. While no additional training needs have been identified by the VEC

(outside of current courses) it has been identified a need for social space for members of the Travelling community to use.

Co. Meath VEC has reiterated its support to the project and in participating in any project steering committee in whatever way possible, however it would not be in a position to act in the capacity of Lead Agency.

Meath Partnership

Meath Partnership delivers a range of programmes targeted at economic, social, cultural and environmental development and enhancement of County Meath. The organisation has supported the project to date through active participation on the project steering committee. The organisation administers the Rural Development Programme for Meath which is due to close in December 2013 for new applications. Funds are currently available under the Heritage measure of the programme and maximum grant aid of €200,000 for flagships projects is potentially available at a maximum rate of 75%. The RDP is an EU co-financed programme and private match funding of 25% from a non EU or central government source would be required to lever grant aid. The viability and sustainability of any proposal would prove crucial in the assessment process for capital grant aid allocation. In addition an appropriate management structure would need to be put in place to manage and maintain any new Folk Park type facility. Tayto Park is an example of a public access amenity facility that has already received funding under the current programme. Planning permission and the private contribution of 25% finance would need to be in place prior to the project being considered for grant aid under the programme.

Meath County Council

A meeting took place with Kevin Stewart and Henry Brennan of Meath County Council. The council confirmed that they are committed to providing assistance to progress with this proposal; however no financial assistance would be possible at this time. The economic development section of the council provides primarily an

organisational, signposting and guidance service for economic development within the county. An open offer was made to contact the economic development section at any stage for advice of direction on progressing the project. Assumpta Kelly represents Meath County Council on the Interagency steering group and it is envisaged that the council would continue to provide support in any future project development steering group.

Heritage Officer – Meath County Council

Contact was made with the Heritage officer Loreto Guinan. The heritage office was fully briefed on the project prior to contact being made. The concept of a Culture and Heritage Folk park was welcomed and reference was made to ensuring that a submission should be made during the consultation process for the new County development plan. It was confirmed that other Culture and Heritage Folk Park project was at the developmental stage within the county and that if deemed a viable proposition it would be welcomed. It was also confirmed that it would be highly unlikely that any budget would be available to provide subvention to any such facility should it be built.

Meath CEB

Meath County Enterprise Board is responsible for providing a range of supports for economic development within the county. At the time of completing this study the CEB had no funding available for the provision of capital grant aid to businesses. It was felt that the proposed development would not fit the economic development criteria required to lever finance from the CEB even if funding became available in the future.

Communication with Local Community and Voluntary Groups

Carnaross Tidy Towns Group was approached to arrange a meeting to discuss the development of the lands and also to discuss any needs of the local community that could be met through the project, by way of making available

facilities or land for use by the broader community. The group was not interested in meeting the consultants to discuss the development of the lands.

Key needs of the Travelling Community

The following is a synopsis of the key needs of members of the Travelling Community, based on a workshop session held by Navan Travellers Workshop in the Unity Centre, Navan during the carrying out of this study. The results of the needs analysis exercise have been used in this study so as to avoid duplication by carrying out a similar exercise purely for the purpose of this study.

The following issues and needs that were highlighted, of relevance to this study included:

- Education and employment opportunities should be available, in particular for young men. Educational and lifelong learning opportunities are required locally that are tailored for Travellers. Currently the barriers of the lack of a dedicated facility for Travellers and suitable affordable bespoke facilities have negatively impacted upon participation levels in county wide training initiatives. Training facilities need to be developed and relevant bodies encouraged to provide access to training on an outreach basis, with training courses tailored specifically for the members of the Travelling Community from the area.
- Facilities to cater for the needs of young people and young families are required. There are a number of initiatives working with young Travellers through a number of activities; however there is an absence of a focal point for young people.
- There is a clear need to develop a resource facility that will enrich the lives of the local Traveller population and provide a needed sense of community. There is a fear of losing identity and being forced to conform to country people's lifestyles and customs.

- Basic local services are required for all sections of the local population. The pressures of recent housing developments in County Meath area have stretched most local services. The Carnaross area is no exception. A multipurpose facility could be made available at cost for local groups and organisations to use.
- Affordable and accessible meeting room facilities for Travellers to use for activities, meetings, family functions and other activities and workshops are needed in the greater Meath area. The Travelling Community still suffers from discrimination when it comes to booking function rooms or hotels for family functions.
- As has been the case with the broader community, increasing numbers of Travellers have recently lost their jobs due to the decline of the construction industry and recession. Re-skilling opportunities for those people are required. In addition job creation opportunities for self-employment needs to be stimulated in the form of tailored local training, mentoring and capital grant assistance. Properly resourced facilities for training are required locally in addition to facilities based in urban centres.
- The existing NTW offices in Navan are not suitable and do not have the space for the range of training opportunities that have been identified.
- There was still a strong sense of a lack of understanding of country people of the customs, traditions and beliefs of the Travelling Community. It was commented that some recent UK based documentaries did little to break down barriers or remove stereotypes that Travellers had been labelled with.

- It was identified that there was a clear need to provide a means through which Traveller Culture could be communicated in an appropriate manner to the broader community.
- Healthcare and childcare were also identified by a large number of participants as being of particular relevance. While considerable resources were already being allocated through the HSE, it was noted that this needed to be continued. Mental health of young men was identified as being of growing concern, in part due to lack of availability of work combined to local educational attainment and limited opportunities available locally.
- There was a strong feeling of a losing of identity by some members and it was felt that opportunities to learn about culture and heritage needed to be developed. It was also noted that many young Travellers in particular were losing their culture and suffered from a lack of identity and felt to an extent marginalised.

SWOT ANALYSIS – Meath Traveller Community

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Recent publicity on television • Increased contact with country people • Strong working relationship with staff at NTW • History of delivery since 1965 • Proven track record in the community • Open door policy engaging and listening to Travellers • Creative in approach • Location of land at Carnaross accessible • Childcare facilities enable women's involvement • Traveller led services • Positive discrimination in that our policies specify % of Travellers in the service whilst remaining integrated • Has harnessed goodwill of Travellers in the county 	<ul style="list-style-type: none"> • Lack of space for activities • Not do enough social networking as employees/as communities • Limited number of Travellers in lead roles and running of services • Networking – strategically do more with statutory & voluntary/share resources • Improve services for older people • Not enough cultural awareness training • Afraid of decision making process structure/policy and procedures • Not all Travellers participate in MTW as much as they could • Lack of Capacity to develop and run a Interpretative Centre/National Traveller Culture & Heritage Centre

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Make services and facilities more attractive – accessible to young people and other non-service users • Develop Cultural opportunities • Schools - formalise/build link • Informal networking – intergroup/interagency • To develop improve facilities at Carnaross • Advertise services using new technology • Develop better working relationship between board and staff • Recognise changing needs of Travellers • Teamwork and staff roles crossing over • Cash in on the rich nature of Traveller Heritage and Culture 	<ul style="list-style-type: none"> • Isolation/cut off from broader community • Lack of knowledge among broader community - fear of Travellers • Misrepresentation • Lack of funding for capital build projects with Government cut backs • Buy in by broader community for development of lands at Carnaross • Planning constraints on the site • BOM/BOD legal responsibility • Lack of engagement/conflict from individual Travellers – giving bad name to all

A planning workshop was held by MTW in June 2011 and the SWOT analysis exercise was facilitated by staff.

Proposed uses and Priorities from Workshops

Three workshop sessions were arranged by NTW and facilitated by the consultants. One session brought together a group of women and a second session covered Traveller men and the third session involved staff and board members together with members of the Travelling Community.

The workshop sessions explored opportunities for development of the land at Carnaross and provided an opportunity for views to be expressed as to which activities should be prioritised.

Activities were categorised under three broad and interlinked headings:

- Social
- Economic
- Heritage and Culture

The following three questions were also asked:

- What should be the priorities?
- Are there current activities of NTW that could be expanded?
- What are different elements of culture/heritage that could be included?

Summary of proposed uses identified:

Cultural

- National Traveller Culture & Heritage Centre to include;
 - Wagon making
 - Tin Smith
 - Collection of photos/archives
 - Music song dance
 - Storytelling
 - Pocket making
 - Flower making – wax, wooden
 - Cooking – traditional food

- Family events
- Tourist accommodation – wagons and tents.

Social

- Activities for youth
- Bike track
- Stables/equine
- Multi-purpose function room
- Wedding/function venue

Economic Uses

- Wedding planning and associated services
- Flower arranging business
- Dressmaking
- Cakes
- Crafts
- Recycling business – social enterprises
Glass, plastic, clothes, timber, scrap metal.
- Livery – breaking and training of horses, farrier services
- Allotments
- Organic farm
- Forestry/XMAS trees
- Woodworking – crafts
- Flowers/foilage
- Put and take fishery
- Tourism accommodation in traditional Travellers tents or wagons

Prioritisation of Needs

A discussion was facilitated with the broader group of Traveller and staff and subsequently with board representatives to prioritise a number of activities from

the long list that came forward as part of the brain storming exercises at the workshop.

The following facilities and activities were identified as priorities:

- A National Traveller Culture & Heritage Centre and Heritage Folk Park
- A multipurpose meeting, training and function room facility with office and workshop space
- Stabling facilities, farrier training facility and breaking and a training arena for horses
- On site accommodation for students.

Assessment of Level of Opposition of Local residents

As outlined in a previous section it was decided not to hold a public consultation meeting in the area as this could prove to be counterproductive.

The donation of the land to the Travelling Community was widely publicised in the national and regional media at the time that it took place and there was a considerable level of opposition at that time locally.

As part of the consultation process attempts were made to meet with a representative group of local community groups however they expressed no interest in meeting.

Opposition to the development of the lands still exists in the Carnaross area, in particular from some residents and farmers with lands located immediately adjacent to the lands.

Concerns that were raised at the time and that currently exist include the following items:

- Fear that part of the lands would be used as a halting site
- Devaluation of adjacent property
- An increase in antisocial behaviour

- Disruption of a peaceful area

Others in the area were unwilling to pass comment and express indifference to the development of the lands for social, cultural or economic uses.

It can be assumed that in the event of a planning application being made for development of the land is likely to bring a considerable level of opposition from local residents.

Attempts were made to assess if the Local Community was interested in developing facilities on the land in partnership with the Travellers Group, for mutual benefit, however no interest was shown to meet to discuss this matter.

3. The Concept of the National Traveller Culture & Heritage Centre/ Folk Park

This section of the report describes the potential elements for a National Traveller Culture & Heritage Centre.

These elements were developed following examination of the inventory of materials available and researching the content of resource and folk parks elsewhere.

The exhibitions in the Heritage Park would be designed to display and explore a history of Irish Traveller life and heritage from the turn of the 18th century until the middle of the 20th Century. The promoters are passionate about Traveller Culture history in Ireland and would encourage people young and old to visit the folk park to learn about this important aspect of Irish heritage, so that this rich and diverse legacy is not lost to future generations.

The National Traveller Culture & Heritage Centre would be the first resource of its kind on the Island of Ireland, and the only dedicated facility of this nature in the British Isles.

The facility would utilise ‘immersive’ and interactive techniques which will excite and inspire visitors. Often labelled “edutainment” - this practice uses entertainment techniques to educate visitors in the ways and processes used in bygone days.

The Heritage Folk Park could display a selection of the artefacts and modes of transport used by the Travelling Community. Travellers are an indigenous minority, documented as being part of Irish society for centuries. Travellers have a long shared history and value system which make them a distinct group. They have their own language, customs and traditions.

The following history of Travellers in Ireland has been provided by Meath Travellers workshop.

'A history of Travellers in Ireland

Travellers are an indigenous minority group who, historical sources confirm, have been part of Irish society for centuries. Travellers long shared history, cultural values, language (Cant or Gammon), customs and traditions make them a self-defined group, and one which is recognisable and distinct. Their culture and way of life, and their unique spirit very much depends on an atmosphere of cultural structure and physical freedom which distinguishes them from the sedentary (settled) population. A Traveller comes from an extended network of families. If you marry a Traveller, you will never become a Traveller, however your children will be. You cannot just decide to become a Traveller.

While Travellers are often associated with a nomadic way of living, over the last 30 years many of them have migrated to urban areas. This is due in part to the trades and activities of their traditional, nomadic, rural existence being rendered obsolete by industrialisation. Another important development that led to Travellers moving into more urban areas is the enactment of the Housing (Miscellaneous Provisions) Act in 2002. This made trespass - previously a civil offence - into a criminal offence, so that Travellers living on the roadside, awaiting accommodation and with nowhere else to go became criminalised. The 'nomadic mind-set' is still acknowledged by many, in both the Traveller and the settled communities, in Ireland to be a core value of Traveller Culture.

A recent report of The All Ireland Traveller Health study revealed that Traveller men live, on average 15 years less than settled men, while Traveller women live on average 11 ½ years less than their settled peers. Infant mortality is much higher however statistically there are many young Traveller people. Very few Travellers reach old age. These statistics compare more to that of a developing country than of a westernised developed country. Although education relating to health issues is being addressed through the Primary Healthcare Projects, the suicide rate in Travellers and in particular young Traveller males is considerably higher than the national average. This is perceived to be partly as a result of young Travellers losing their identity as Travellers, internalising the pressure of expectations of the extended family and feeling peer pressure to conform to a modern day materialistic society, which can also result in financial problems. The

Traveller Living History Exhibition has provided a vehicle for Travellers to revisit their own Heritage and Culture and to reinstall pride in being a Traveller (see below).

Travellers, as individuals and as a group, experience a high level of prejudice and exclusion in Irish society. Discrimination and its effects are a daily feature of Travellers lives. The possible solutions to discrimination are addressing the fears of the unknown. Travellers and settled people benefit by learning to interact with each other on a more personal level. Recently with more Travellers remaining in an area as opposed to living a nomadic lifestyle they are beginning to build up a relationship and become more involved with the local wider community.

There are over 40,000 Travellers in Ireland. This constitutes approximately 0.5% of the total national population. It is estimated that an additional 15,000 Irish Travellers live in Britain, with a similar amount of Travellers of Irish descent living in the United States of America.

Through the Traveller Culture and Heritage experienced in the National Traveller Culture & Heritage Centre would provide an opportunity to expand perceptions to cultural diversities and to learn about the Traveller Culture, so aspects are known about but not fully understood. Through the interactive aspect it will enable you to experience life as a Traveller and 'walk in their shoes'.

Traveller Living History Exhibition

For the last few years a nomadic Traveller Living History Exhibition has travelled around schools, colleges, and fairs in the region and has proved to be a huge success in raising culture awareness, Traveller pride enabled people to revisit times gone by when life was simpler.

The Traveller Living History Exhibition has a variety of aspects. The visual impact is very important to help people envisage what it would have been like to live in a Traveller camp. The colour, enchanting and ornate decoration of particularly the Wagon captivates people to take a closer look. The welcoming and informal chat is a characteristic of how Travellers communicate and it brings you into an atmosphere of

acceptance and belonging. Not in a way of feeling that you are a fellow Traveller, but in a sense of being invited to join in and not feel that you are imposing.

Within the Living History Exhibition, there is a structured formal imparting of knowledge. However the interactive experience for the visitor to the exhibition brings about a realisation of the lack of formal education that Traveller's received in the past, and the 'magic' of reading and writing and going to school. This learning particularly in a school setting reinforces the importance of education today.

The visitor hears about the myths and legends and symbols of folklore. They hear about the banshee and are encouraged to scream like one, and also learn about and see the symbols used to protect the people living in the camp.

The exhibition has expanded over the years and now includes a traditional Barrel Top Wagon, shelter tent, photographic exhibition, flat cart, and fireside scene with associated paraphernalia i.e. pots and kettles etc.

The presenters of the exhibition up until now are not actors, life within a Traveller camp was their reality whilst growing up. However in the future, the roles will be carried out by younger Travellers who will re-enact the lives of their older generations.

The visitors to the National Traveller Culture & Heritage Centre will leave with a better understanding of what life is like for Travellers today and how they lived many years ago.

Examples might include:

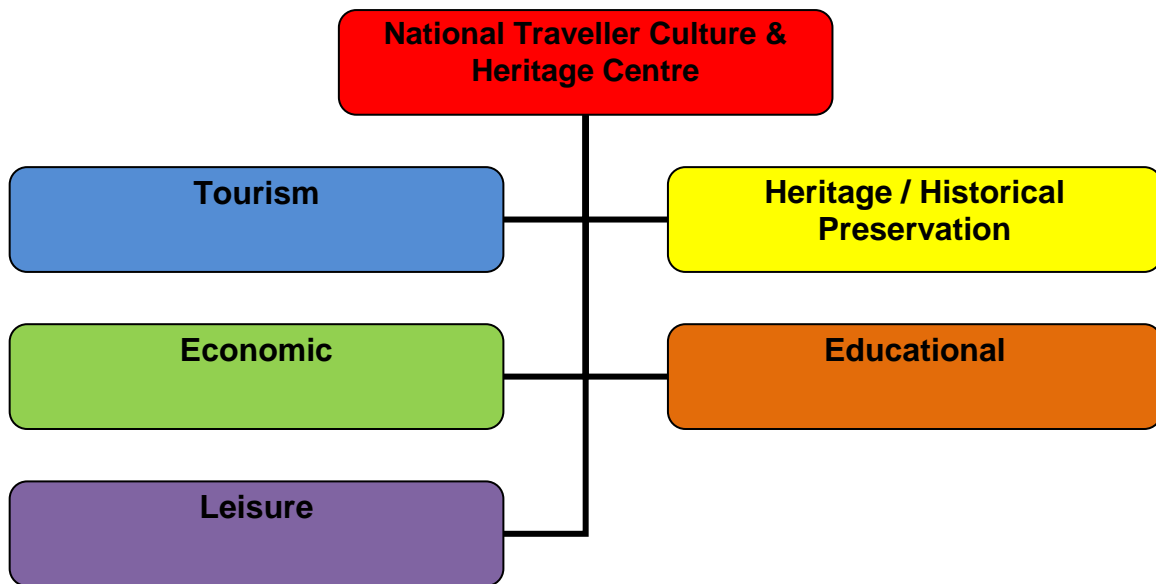
- How you slept - no beds*
- How you washed - no bathroom*
- How you cooked and ate - no kitchen*
- How you stored things - no fridge*
- How you earned a living - no social welfare*
- Farming labour*
- Tin smithing*
- Horse dealing*
- Knife grinders*
- Entertainers - musician, singer, story teller and news carrier*

- *Barter system - trading, but not with money*
- *How you got food - hunting, begging, bartering, fishing, scrumping, poaching. There were only two meals per day, breakfast and a main meal in the evening*
- *How you spent your free time - games (quaits, skittles, horseshoes); storytelling and reminiscing.'*

The heritage park concept is based around five key underlying themes:

- Educational
- Leisure
- Tourism
- Economic
- Heritage/Historical Preservation

Diagram 1 - The National Traveller Culture & Heritage Centre Concept



Key Interpretive and Strategic Goals

To guide the development of the program for the Heritage Folk Park, we have established a series of interpretive goals that are visitor-centred. These goals reflect the vision the promoters have for the facility concept and will serve as a guide to the programmes and exhibits that could be run.

The National Traveller Culture & Heritage Centre will aim to:

- Respond to visitors seeking to “Experience an aspect of traditional Ireland”
- Present the untold stories of Irish Travellers over the years
- Unmask the myths and realities of Traveller Culture, Heritage and skills developed
- Explore the challenges and opportunities that arose
- Present exciting encounters with the authentic rural Ireland
- Provide educational programs for school children that relate directly to important aspects of Traveller Heritage and Culture

- Provide a much needed Local Tourism amenity in County Meath to act as a driver for Tourism development
- Present adult learners with an array of experience-based opportunities
- Meet the needs of diverse audiences through tailoring exhibitions and access methods to the audience
- Use a rich palette of exhibition practices drawn from new technologies, storytelling, media and practical interactive demonstrations
- Be a welcoming and hospitable place for visitors
- Work closely in collaboration with other relevant Local Tourist, interests to attract, Groups

The National Traveller Culture & Heritage Centre Components

The Entry/Lobby will be a welcoming space for visitors arriving at the National Traveller Culture & Heritage Centre. Here greeters will orient visitors and direct them to the National Traveller Culture & Heritage Centre displays.

A Gift Shop/Coffee Shop area will provide visitors with the opportunity to relax and purchase refreshments and also to purchase gifts and merchandised products relating to the museum and the local area.

The displays in the main exhibition hall will be laid out into a number of themed areas.

Diagram 2- Main exhibition areas



Working Display Exhibition Topics

It is intended to include an outdoor and indoor working display area where themed open days can be organised and run.

Working displays would be run annually and would have the ability to attract enthusiasts and tourists to the area as well as Local and Regional Traveller Groups.

The following working themed days could be undertaken:

- Blacksmith and farrier service
- Horsemanship displays
- Tin making
- Flower-making
- Pocket-making
- Traditional cooking
- Tents and camp site
- Storytelling
- Song and dance

It should be noted that the promoters have extensive experience of carrying out displays of all of the above at local, regional and national events.

4. Scope for development of a Resource Centre and additional activities

The following proposed facilities were primarily identified by the NTW members and were also contained as a part of their original vision and they have been modified following a broad consultation and extensive research. The following services are highlighted as being the primary needs of the Local Traveller Community. The inclusions of the following facilities were identified as required:

- Multipurpose Hall/Function Room
- Meeting Rooms
- Training Room/Seminar Room/Video Conferencing Suite
- Equine Training Facility
- Allotments and Farm Shop
- Workspace/Workshops

Multipurpose Hall/Function Room

A multipurpose hall is required with seating capacity for a minimum of 200 persons. The hall could have a portable stage and storable chairs and tables, leaving the room available for use for sports and recreational activities and social events. Based on the needs analysis two meetings rooms are required, one to accommodate a group for up to 20 and a larger room with capacity for up to 60 people. The hall could also be used to display exhibits and Traveller exhibitions.

Training room

A training room with computers and broadband access and overhead projector is needed. This facility could be used by agencies such as FAS and Local Development Organisations in addition to the VEC. Carnaross' strategic location would make it a suitable and accessible training venue. This area could also be used as a video conferencing suite. This allow businesses to hold tele-meetings, and for people to have consultations with professionals and specialists in other locations, and to allow local people to visually communicate with family abroad, and whilst abroad to keep in touch with home.

Internet access

Internet access and "hot desk" facilities with access to printer/scanner/ fax machines could be made available for local people and visitors to send and check emails, conduct on-line research, make e-commerce purchases and send and receive documents worldwide. Whilst also being available the use of one-to-one trainers, visiting business people and public sector officials - any of whom might need a few hours use of office space/computer time to contact clients.

Allotments and Farm shop

A number of Travellers have expressed an interest in growing/producing their own food and selling surplus product direct to the public; however as previously mentioned, training and a means through which suitable product can be produced needs to be developed.

There are a small number of allotments in Kells Town which were established with the assistance of Kells Town Council. The council were contacted as part of the study and the allotments have been handed over to a community group to run. They did not see allotments of the nature proposed in this proposal as posing a threat or oversupply to the Kells allotments.

For allotment producers and/or farmers there needs to be an acceptance that a full time income is not a realistic target from 1 or 2 rural markets, and that only one or two stands of the same product is practical. A reasonable secondary income can be achieved through dedication and hard work.

Allotments could be located on part the site to compliment the other activities. Their establishment would be relatively low cost and they could provide a steady income stream. The town of Kells and surrounding catchment area could be targeted for customers.

The allotments would be based on a one year renewable licence. Each plot would provide approx. 100-150 square metres of growing space, plenty for an average family. Each allotment comes fenced and ploughed, with water laid on. Additional income could be generated by providing rotovating, waste removal and weeding service.

The only allotments identified in the area are at Kells which were established by Kells Town Council and handed over the local community to operate. They consist of 40 allotment units.

A farm shop does not necessarily need a dedicated building for use for this sole purpose. A multipurpose hall or a polythene tunnel could be used to house a farm shop. Basic requirement would include hand-washing facilities, fold down stalls/tables (optional – most producers will bring their own), free car-parking, access to electricity for refrigerated products.

For producers a Farm Shop will:

- Encourage growers to develop direct relationships with the customers
- Provide a new income stream
- Stimulate the production of new products locally

For customers:

- Assists in educating consumers about production and origin
- Provide competitively priced, quality, fresh produce locally

In order for the farm shop to succeed there needs to be a core of dedicated producers, a variety of different products, clarity in terms of rules and conditions of attendance and an ability to keep the market pure and farmer/producer based.

At Rathbeggan lake is the nearest allotment facility identified and is too far from the proposed site to cause displacement.



Start-up Workspace Units

These would be provided to encourage and stimulate Local Enterprise and as a means of assisting Travellers who wish to start up new business. This would directly assist in addressing the high unemployment rates among young Traveller men.

Equine Facility

Horses and horse related enterprise have come across very strongly during the consultations as a priority for Traveller men. A training arena, a gallop and stables would be required as a minimum to provide basic breaking and training facilities. Some old farm sheds on the property could be converted to stabling.

5. Planning and Zoning

Introduction

The preliminary review of the following policy documents was undertaken

- Meath Interagency Strategy for the Traveller Community 2010-2013
- Carnaross Local area Plan 2009 -2015
- Meath County development Plan, 2007 – 2013

The strongest supporting document is the Meath Interagency Strategy for the Traveller Community 2010-2013 which refers explicitly to the outcome of developing a Carnaross Heritage Park for the promotion of Traveller Culture.

The lands in question do not fall within any zoning referred to in the Local Area Plan or County Development Plan; however statement within these documents would support a variation.

Meath Interagency Strategy for the Traveller Community 2010-2013

The strategy explicitly refers to the development of Carnaross Heritage Park for the promotion of Traveller Culture.

Promoting Positive Traveller Culture and Identity

The goal is to continue to highlight Traveller Culture amongst the Travelling Community, the Settled Community and Organisations in Meath.

Rationale

Meath has undertaken significant work to educate and promote Traveller Culture. This is important to continue as the events organised since 2007 have played an important role in increasing Traveller confidence and challenging stereotypes. It has also enhanced respect for the Travelling Community in Meath.

Objectives

- To create opportunities for Travellers to revisit their Heritage
- To create opportunities for Travellers to inform and educate broader society about Traveller Culture and identity

Expected Outcomes

- Restore pride amongst Travellers in their Culture and Traditions
- Greater confidence amongst Travellers in being a Traveller
- Preserve Traveller skills and traditions that are at high risk of becoming extinct
- Education of the broader community about Traveller Culture
- Breakdown of stereotypes and prejudice experienced by Travellers
- Carnaross Heritage Park to open, providing an important mechanism to promote Traveller Culture

Carnaross Local Area Plan 2009 -2015

The Local Area Plan divides Carnaross into four areas for development:

- Area 1 Village Crossroads
- Area 2 New Residential Area – River View
- Area 3 Carnaross mart
- Area 4 Lennoxbrook

The village is not served by either a public water supply or sewerage. The lands in question do not fall within any of these areas, the closest being approximately 150m east of area 4.

The relevant objectives of the Area Plan

- Provide opportunities for expansion of the employment base of the village

- To provide for a good social mix including the provision of residential units which cater for the requirements of different user types (45% of the housing stock in Carnaross is Local Authority)
- To provide amenity and open spaces at appropriate strategic locations which would be of a high design quality

Vision for Carnaross

“To protect and enhance the character of the historic village and to provide for development which will allow Carnaross to develop in a sustainable manner as an attractive place to live, work, recreate and visit”

Relevant policies and objectives

- Community and recreational

“LUOBJ 13 to facilitate the expansion of the existing playing fields at Pairc Naomh Ciaran”

While the lands are outside the development areas the land use matrix within these areas promote / open for consideration the following types of development:

- Crèche / childcare facility
- Education
- Leisure / recreation
- Open Space
- Public Services
- Residential institution
- Sports facilities
- Tourism complex

Meath County development Plan, 2007 – 2013

The Development Plan details the functions of 19 villages within the county

“Nodes for distinctive quality driven residential development and essential local commercial and community services”

The Meath Development Plan contains a number of strategies which could assist in promoting development of the areas concerned

Social Strategy

- To provide for the future well-being of the residents of the county by ensuring the provision of necessary services and facilities
- Meath County Council is committed to developing a society based on equality, inclusion and participation for all, with each individual having a right to live their life in a pleasant, safe environment with access to necessary services and facilities to fulfil their aspirations and potentials
- Strengthen the fabric of towns and villages through the promotion of adequate provision of integrated community services and facilities of high standard, age, appropriateness and accessible to all age groups and sectors of society in the most appropriate locations in partnership with all relevant bodies and groups
- To support the provision and even distribution of a range of social infrastructure facilities to meet the needs of the County's population in liaison with other statutory, voluntary and community groups
- To ensure that, where practicable, community, recreational and open space facilities are clustered, with the community facilities being located in local centres or combined with school facilities, as appropriate. Community facilities should be located close to or within walking distance of housing, accessible to all sectors of the community and facilitate multiuse functions through their design and layout
- To require as part of all new residential and commercial developments, and in existing developments, where appropriate, provision to be made for facilities

including local/ neighbourhood shops, childcare facilities, schools and recreational facilities, and to seek their provision concurrent with development

Nonetheless, it is clear from assessment of Table 6 that there are more than adequate lands, if released and serviced, to cater for the projected growth in households and population in the County for the plan period. However, additional lands may be required to be identified in the Drogheda Environs, Dunboyne / Cloness / Pace Corridor, Ashbourne, Enfield and possibly Ballivor to provide the adequate headroom of 50%. As there are no existing lands for development in Maynooth, Kilbride or Carnaross, these settlements are also considered in this category. The smaller centres of Kilmessan, Moynalty and Kentstown all have less than the requisite 50% headroom. It is considered that the adequacy of the level of headroom in each of these centres shall be assessed in the context of the preparation of individual Local Area Plans.

In addition, the extent of existing residentially zoned lands will be revised in the context of the individual Local Area Plan or Development Plan preparation for each centre and does not preclude additional zoning in specific locations where the Planning Authority is satisfied that a clearly established need for such zoning is evident. Such an established need can only be justified where the development of such lands for residential purposes would deliver an identified piece of critical and necessary social and/or physical infrastructure in conjunction with such development and may require such lands to be prioritised for development over existing residentially zoned lands or that a corresponding amount of land has been dezoned.

6. Identification and Analysis of Potential Sites on the Land

Potential sites for location of a National Traveller Culture & Heritage Centre in the Carnaross area were examined in co-operation with the Navan Travellers Workshop Committee.

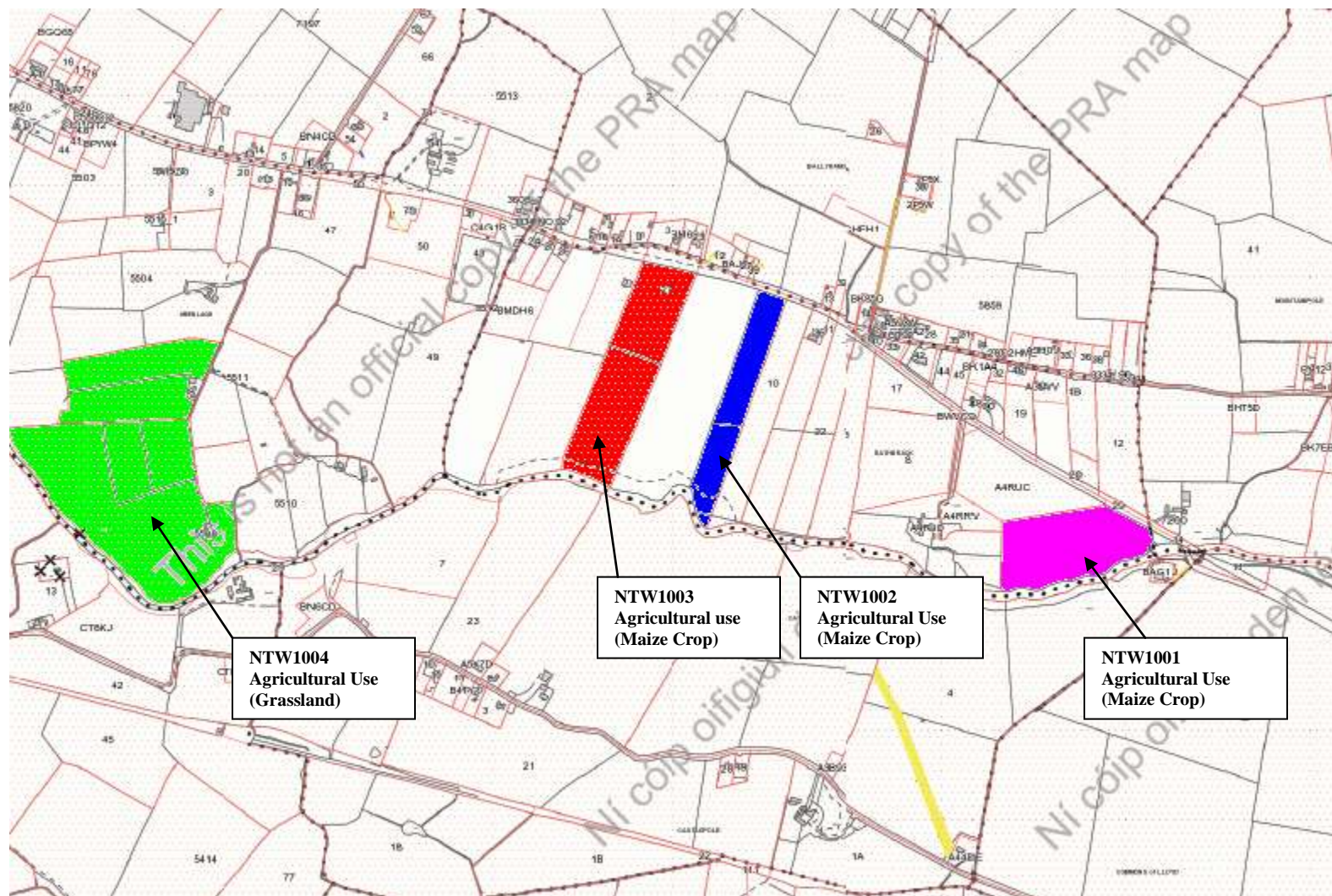
Four potential sites were presented for inclusion in the analysis by the committee, these four different land parcels together comprise the entire land Holding.

The sites were allocated a Reference Number for clarity of discussion and are identified as follows:

- NTW 1001
- NTW 1002
- NTW 1003
- NTW 1004

All Four sites were visited and a preliminary site inspection took place. The following is a description of each of the four sites.

Ordnance Survey Map Meath Sheet 16-3





NTW 1001

These lands are located along the N3 beside Clavens Bridge. The land comprises of 12.9 acres and is bounded by the River Blackwater to the south and the N3 to the North East.

North East.

The land is currently in Maize crop and would appear to be good fertile agricultural ground.

The lands are zoned agricultural use and may at some future point in time be rezoned given its close proximity to Kells town.

The lands are suitable to many of the uses been considered as part of this study, However it is clear from the committee that this land should not be used for anything other than agriculture for the immediate future. This decision is based on the assumption that the lands have an inherent underlying value going forward, because of its strategic location.

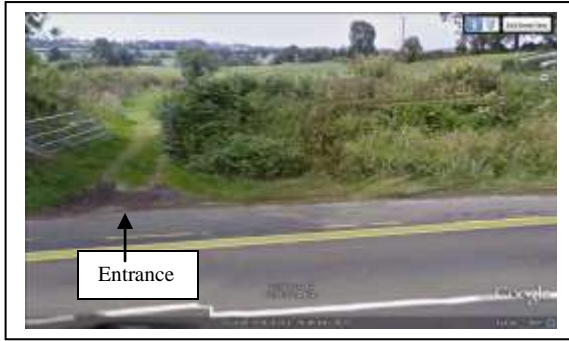
It is worth pointing out that the lands would be very suitable for a standalone Allotments business as a short term (5 to 10 Years) use of the property.



OS Map of Lands



Satellite Image of Lands



NTW 1002

These lands are located on the southern side and along the N3 beside. The property has approx 40m Road frontage.

The land comprises of 8 acres and is bounded by the River Blackwater to the south and the N3 to the North East.

The land is currently in Maize crop and would appear to be good fertile agricultural ground.

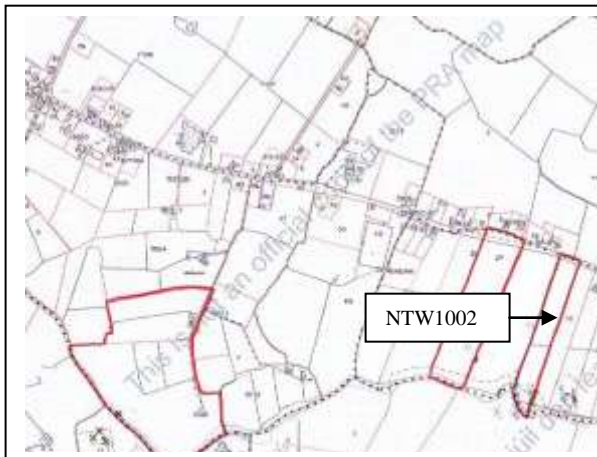
The lands are zoned agricultural use with no immediate prospects of rezoning.

The lands are not suitable to many of the uses been considered as part of this study, mainly because of its zoning status and traffic restrictions at the entry to the lands.

Sight vision is restricted along the full road frontage of the lands and this is emphasised with a continuous white centre line on the public road.

It is our recommendation that these lands should be retained in agricultural use.

They are not suitable for development purposes as proposed in this study.



OS Map of Lands



Satellite Image of Lands



NTW 1003

These lands are located on the southern side and along the N3 beside. The property has approx 81m Road frontage.

The land comprises of 12.50 acres and is bounded by the River Blackwater to the south and the N3 to the North East.

The land is currently in Maize crop and

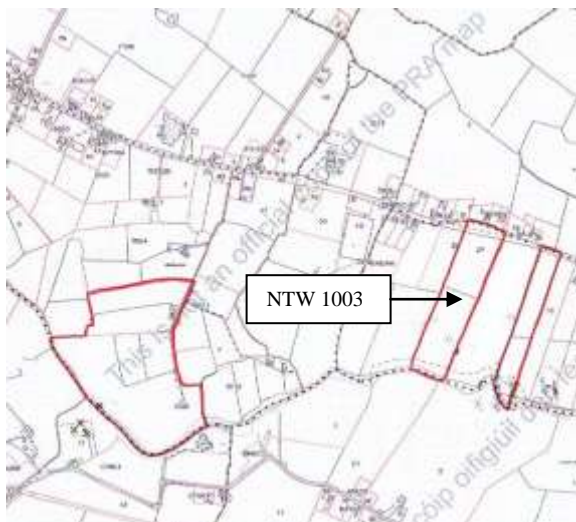
would appear to be good fertile agricultural ground.

The lands are zoned agricultural use.

The lands are suitable to many of the uses been considered as part of this study. However such uses are subject to rezoning and planning permission.

The Lands are very amenable to the development of a heritage centre, and a suitably designed building could be integrated into the existing undulating landscape and take full advantage of the southerly aspect of the land. There are no traffic restrictions at the public road and the lands have ample width and depth to accommodate parking, and services.

The land area at this location is sufficient to host a number of subsidiary enterprises thus consolidating as much of the proposed activity by the Group at one location.



OS Map of Lands



Satellite Image of Lands



NTW 1004

These lands are accessed via a 3 meter wide laneway located on the southern side of the N3.

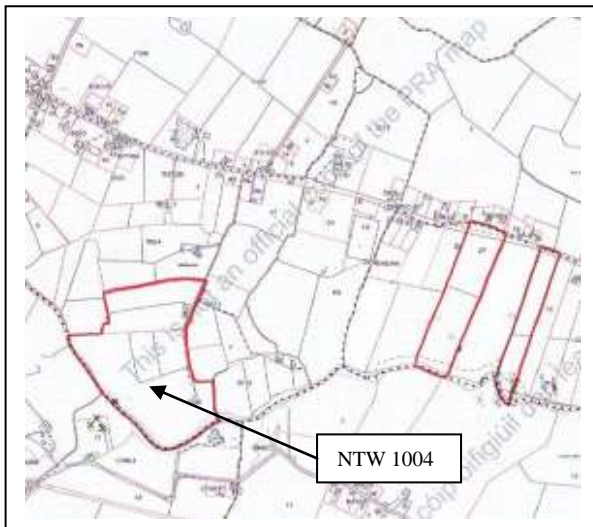
The property comprises of approx. 42 acres and is located 300meters form the public road.

The lands have a fully serviced habitable dwelling house complete with stone outhouses and a Hay

Barn. The lands also has a disused un-serviced stone dwelling.

The lands are bounded by the River Blackwater to the south and have extensive river frontage.

The land is currently in grass and would appear to be good fertile agricultural ground. There are considerable limitations for the use of these lands for any commercial purposes. The main constraint on such use is zoning and the extremely narrow laneway accessing the property, notwithstanding the visually blind junction of the laneway with the N3.



OS Map of Lands



Satellite Image of Lands

Site Suitability Analysis –

The following criteria were taken into consideration:

- Availability
- Zoning
- Planning
- Location
- Access
- Affordability and capital cost
- Suitability for purpose
- Complementarity
- Sustainability
- Topography
- Availability of Services

Conclusion

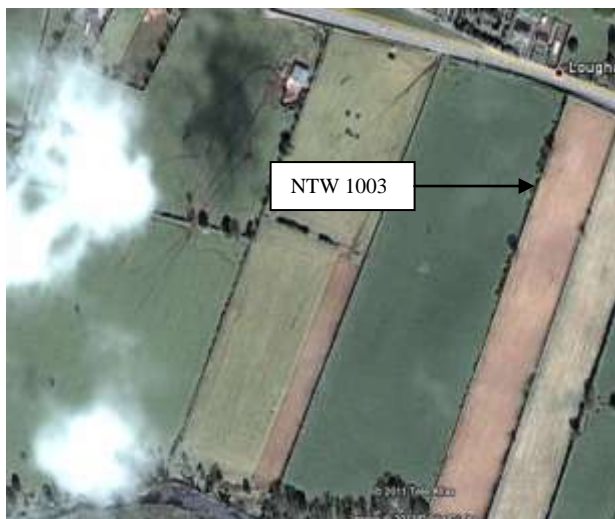
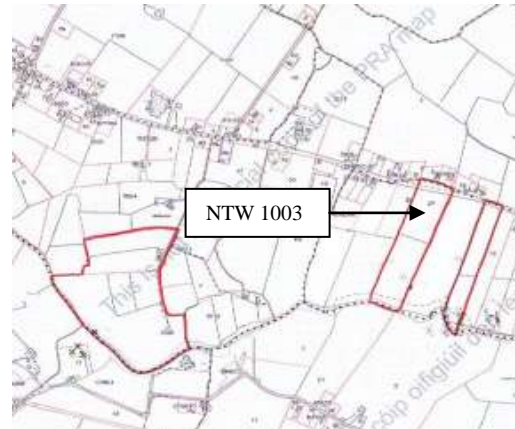
Based on an analysis of the four sites using the criteria identified above, Site NTW 1003 is deemed to be the most appropriate for development of Culture & Heritage Centre/ Interpretative Centre, Allotments and Farm Shop.

Site NTW 1004 is deemed suitable for the Equine Training Facility.

The suitability of both sites NTW 1003 & NTW 1004 are discussed further below.

7. Site Development

NTW 1003



We have identified the land of plot NTW 1003 as suitable for the development of an Interpretative Centre, Culture & Heritage Centre, Allotments, and a Farm Shop.

Cultural and Heritage Centre:

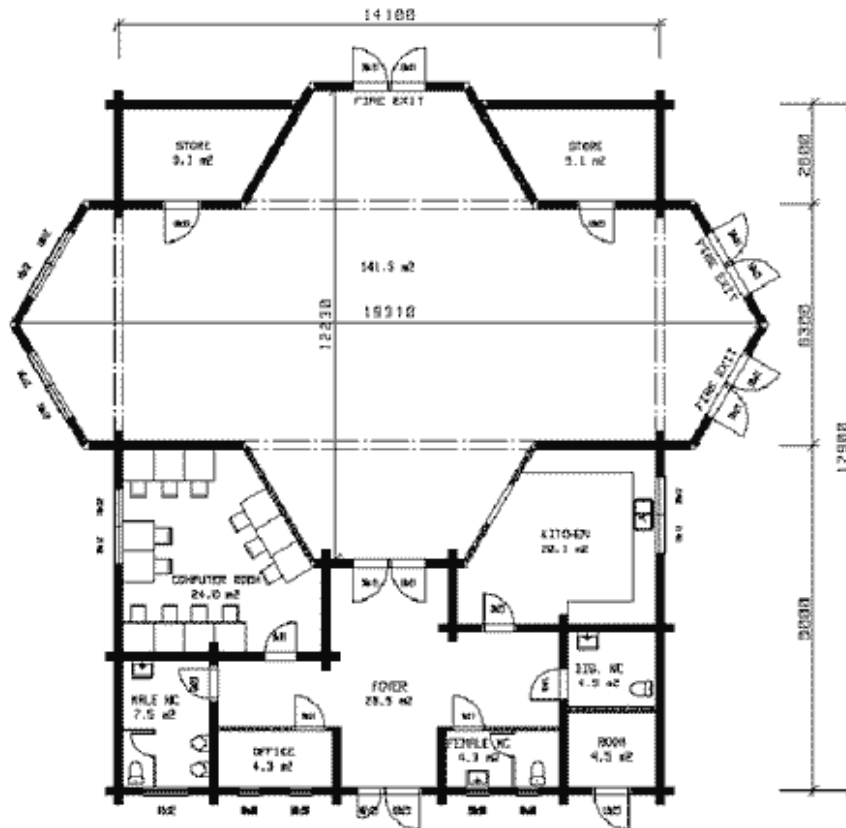
Following from consulting with NTW, we understand that a multi-purpose Culture and Heritage Centre would meet the immediate needs of the organisation.

The Building proposed would be styled on a Timber Log Building. We understand that the Building should be able to accommodate 200/250 people for meetings and functions. It should have two smaller meeting rooms to accommodate 50 persons, also an office, kitchen, and toilets. It should be a modular structure and future proofed so as to enable future expansion with minimal cost.

The Timber Log style will enable similar smaller buildings to be added on site as the facility grows. Each of these proposed buildings could facilitate the Culture & Heritage Centre components, Tin Smith, Wagon Making, Black Smith, Horse Display, and Crafts.

We set out to find similar structures in Ireland and the UK that fitted within the parameters outlined above. We illustrate below one such building. We estimate that the building would need to be in excess of 400 sq. metres.





The proposed site for the Building lends itself to a Split level building and we recommend that any proposed works would take advantage of the existing

topography. To achieve maximise advantage of the ground levels we would suggest placing the kitchen and service area on the lower level. By not having public access to the lower level we eliminate the need for a lift.

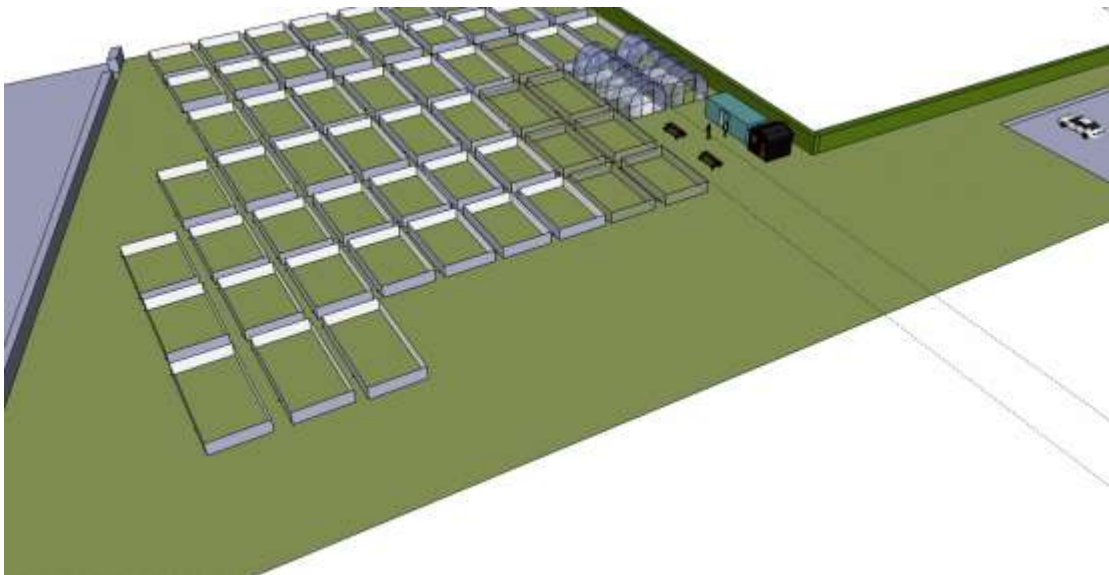
Farm Shop and Allotments

We have identified the lower level of these lands suitable for the provision of Allotments, with the Farm Shop located closer to the Interpretative Centre.

We would achieve economies of scale by co-locating the Culture and Heritage Centre and the Allotments at the one site, because car-parking facilities and wash-room facilities could be shared.

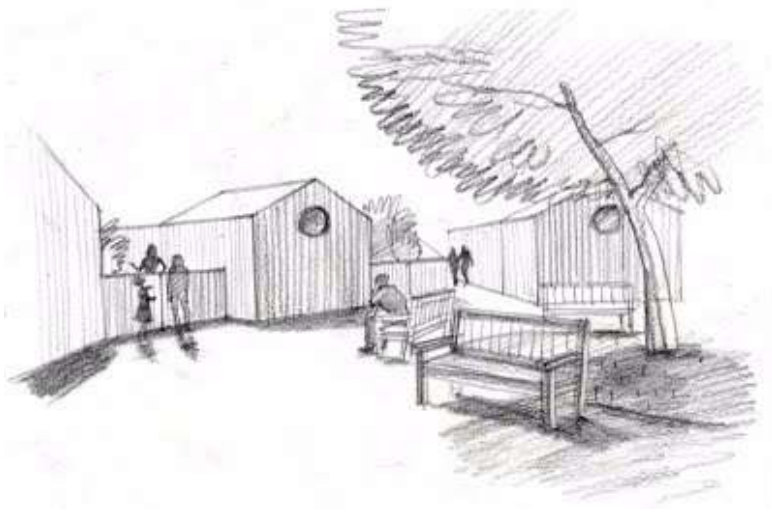
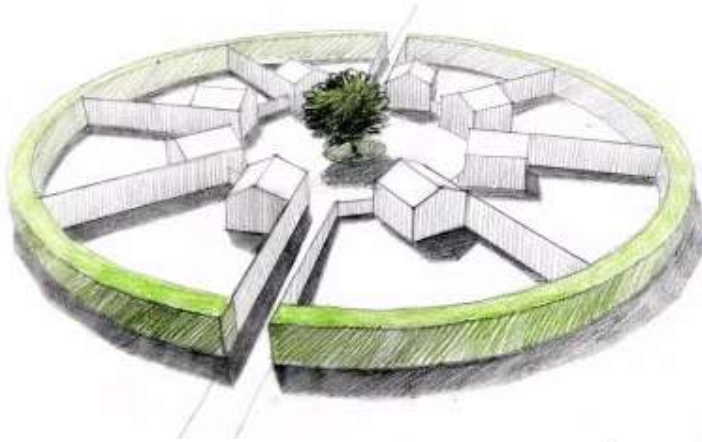
We suggest two principal design layouts for the Allotments.

1. Traditional Conventional Linear Layout

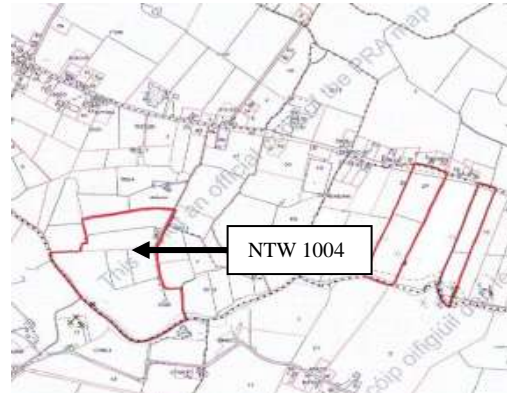
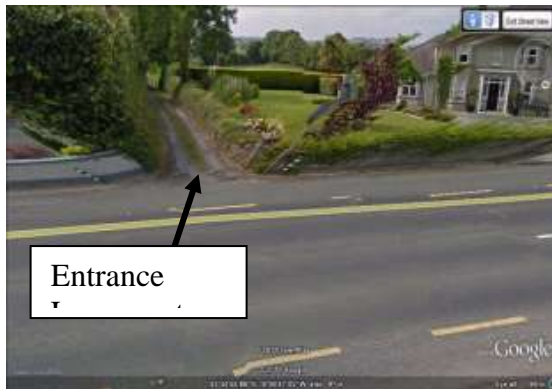




2. Unconventional Circular Layout in units of Eight



NTW 1004



This plot of land is restricted for development because of the narrow entrance laneway to the property. The lands are located 400 meters from the main road.

The lands are in good hearth and are laid out in five fields. The lands are currently in grass.

Because this is an Agricultural Holding, certain works can be carried out without the need for planning permission. Planning legislation provides for generous planning exemptions for farm building up a certain size and subject to certain conditions.

Taking this into consideration and taking into account consultations that have taken place to date, we make a number of suggestions on moving forward with works on these lands.



Existing habitable dwelling

This dwelling is fully serviced with private water supply, mains electricity and Septic Tank. The dwelling has character and needs renovation. It is suggested that this

dwelling is made good and the kitchen extension to the rear is demolished and replaced. (This would work if with Planning Exempt provided the extension does not exceed 40 sq. m.) The dwelling can be used as staff accommodation, or can be let to generate a steady income stream.

Planning is very restrictive for new dwellings in rural areas; therefore it is recommended that this dwelling is returned to habitable use without delay.

It should be pointed out that any other use of this dwelling (Self-catering, Office, B&B) would require planning permission.



Existing Stone Farm Shed adjacent to dwelling (South Side)

These stone build sheds can be renovated in their traditional style and can be used for multiple farm purposes. Horse Stables, Fodder Storage, and general animal housing

on dry bedding. Planning Permission is not an issue for works or use described above.



Existing Hay Barn and Lean-to (North Side)

The main Hay Barn would appear to have been used for fodder storage. The Lean-to has been used for over-wintering cattle.

This building is in good condition and is suitable for many bovine and equine uses.

(Fodder Storage, Machinery Storage, Animal Housing, private indoor horse arena, and Stables)



Old Disused Dwelling (South East Corner of Land Holding)

Originally this was a Traditional Stone dwelling and out-houses. It is now an un-serviced semi - derelict dwelling. The Main dwelling is roofed with corrugated iron; it is probable that the original roof was thatched.

This building could be restored

although the Planning Permission situation is somewhat ambiguous as to what constitutes a habitable dwelling. It is advisable to see advice from the Local Authority before proceeding with works.

Other General development options

Angling

The lands have generous frontage to the River Blackwater, which is a tributary of the River Boyne.

The embankment area of the River is designated a Natural Heritage Area and a Special Area of Conservation designation is pending.

This designation limits the use of the Buffer area of land along the river frontage. We would see some merit in exploiting the recreational fishing opportunities that are present here. Fishing Stands could be erected and fishing rights could be exercised in corporation with Kells Angling Club (It would appear that the fishing rights to the river are controlled by Kells Angling Club).

Equine Activities

The lands are of excellent quality and are suitable for Horse Farming/Breeding.

If run as a farm enterprise the following works can be carried out with Planning Permission.

- Horse Stables up to 200 sq. Meters (5 to 6 Average Size Stables)
- Horse Gallop
- Horse Arena
- Barn for storage of Farm Produce, or Machinery up to 300 sq. Meters
- Horse Walker

Such use of these lands would be conducive to the activities of the Culture & Heritage Centre. Animals that would be used in the Culture & Heritage Centre could be bred, trained and stabled here. This use of land could be a “Back Office” so to speak for the main Culture & Heritage Centre. It has to be emphasised that no commercial activity could take place on these lands without planning permission.

Energy Crops

The lands are suitable for producing an energy crop. Willow and Miscanthus, are suitable short term coppicing crops, while ash, and alder crops are long term.

15 acres of Willow or Miscanthus could provide the entire heating requirement of the Interpretative Centre. The establishment of this crop was grant aided by the Department of Agriculture with an annual call for applications; however this scheme is currently suspended. We recommend that the possibility of planting 15 acres as soon as possible so as to have a crop ready for use in three years.

8. Cost Estimates and Project Implementation

The promoter already owns the site that is proposed for the development and planning permission has not been applied for.

The following is an estimate of the costs associated with construction of the museum:

Phase One: Equine Training Facility

Works Required	Realistic	Worst Case	Best Case
Construct 6 No Stables, Hay Barn, Horse Gallop, Horse Arena, & Horse Walker.			
Building Design, Prelim Health & Safety, Specifications, Schedule of Works, Procurement Documents, Public Tender, Appointment of Contractor.	7,000.00	9,000.00	6,000.00
6 No Stables American Barn Style: Site works, Foundations, Steel work, Kingspan Insulated Cladding, Concrete Flooring, ESB and Water Services, Stable Divisions, Stable Doors, Drinkers, Concrete Apron and Effluent Tank. Total Building Size 200 sq M	64,000.00	69,000.00	60,000.00
Hay Barn: Site Works, Foundations, Steel work, Kingspan Cladding, Concrete Flooring. Total Size 200 sqM	33,500.00	36,000.00	30,000.00
Horse Gallop/Arena: Site Works, Hardcore, Blinding, and Silica Sand finish. Fencing and 3no. jumping fences.	34,000.00	28,000.00	33,000.00
Horse Walker: Single piece of equipment to be purchased and incorporated into Stable Building.	28,000.00	32,000.00	28,000.00
Totals	166,500.00	174,000.00	157,000.00

Notes:

Includes Vat@ 13.5%

Costs are best estimates on current Farm Building Costs using standard specification in accordance with Department of Agriculture Animal housing Specifications

Phase Two: Allotments Circular Layout/Farm Shop/ 2 No Work Space Units

Works Required	Realistic	Worst Case	Best Case
Allotments Circular Layout Two Units of Eight (16 No in Total) Building Design, Prelim Health & Safety, Specifications, Schedule of Works, Procurement Documents, Public Tender, Appointment of Contractor. Site Clearance, Site Development, Allotment layout, Erect Small Garden Shed (6sqM), and erect poly- tunnel (18sq M). Provide Water service to each allotment. Develop Communal area and Car-parking and Signage Costs of € 3,500.00 per unit	6,000.00 56,000.00	6,500.00 60,000.00	5,000.00 54,000.00
Planning Fees, Fire Cert fees and Development Contributions	Nil	8,500.00	5,000.00
Totals	62,000.00	75,000.00	64,000.00

Works Required	Realistic	Worst Case	Best Case
Farm Shop 2 No Work Space Units Building Design, Prelim Health & Safety, Specifications, Schedule of Works, Procurement Documents, Public Tender, Appointment of Contractor. Site Clearance, Site Development, Foundations, Super-Structure Roofing, Kingspan Insulated Cladding, Electrical 1 st & 2 nd Fix. Plumbing 1 st and 2 nd Fix, Concrete Flooring, Windows, Doors, connection of Services, Car-parking, signage and Site finish. (150 sq M of Space at € 900.00 per sq M)	11,000.00 135,000.00	13,000.00 142,000.00	11,000.00 132,000.00
Building Fit out to include, Shop counter, refrigerated display, display units to Farm Shop and “Shell Finish” to work space units	23,000.00	28,000.00	21,000.00
Planning Fees, Fire Cert fees and Development Contributions	Nil	26,000.00	20,000.00
Totals	169,000.00	209,000.00	184,000.00

Notes:

County Manager has discretion to waive all fees due to Council on the basis that the applicant is a not for profit organisation/ community group

Costs Includes Vat@ 13.5%

Costs are based on Royal Institute of Chartered Surveyors current construct estimates for Standard Specification

Phase Three: Traveller Culture & Heritage Park

Works Required	Realistic	Worst Case	Best Case
Traveller Culture & Heritage Park			
Building Design, Prelim Health & Safety, Specifications, Schedule of Works, Procurement Documents, Public Tender, Appointment of Contractor.	25,200.00	30,000.00	25,000.00
Site Clearance, Site Development, Foundations, Super-Structure (Based on Log Cabin Design), Insulated Nordic Roof sheeting. Electrical 1 st & 2 nd Fix. Plumbing 1 st and 2 nd Fix, Concrete Flooring, Windows, Doors, connection of Services, (ESB, Heating, Water, Sewage & Broadband.) (Note 1) Car-parking, signage and Site finish. (Note 2) (400 sq M of Space at € 900.00 per sq M)	360,000.00	400,000.00	340,000.00
Building Fit out to include, kitchen fit-out, display units, reception counter, computer stations, timber flooring, tilling and painting.	48,000.00	56,000.00	48,000.00
Planning Fees, Fire Cert fees and Development Contributions	Nil	52,000.00	30,000.00
Totals	433,000.00	538,000.00	443,000.00

Notes:

County Manager has discretion to waive all fees due to Council on the basis that the applicant is a not for profit organisation/ community group

Costs Includes Vat@ 13.5%

Costs are based on Royal Institute of Chartered Surveyors current construct estimates for Standard Specification

Note 1:

Costs are inclusive of ESB, Water, Sewage Treatment, and Phone/Broadband. Costs at best case scenario are:

Three Phase ESB	€ 8,000.00
Water (Deep Bore Well)	€ 4,500.00
Sewage Treatment	€ 12,000.00
Phone/ Broadband	€ 2,000.00

Note 2:

Costs are inclusive of Site Entrance, Site Roadway and drainage. Cost at best case scenario € 28,000.00

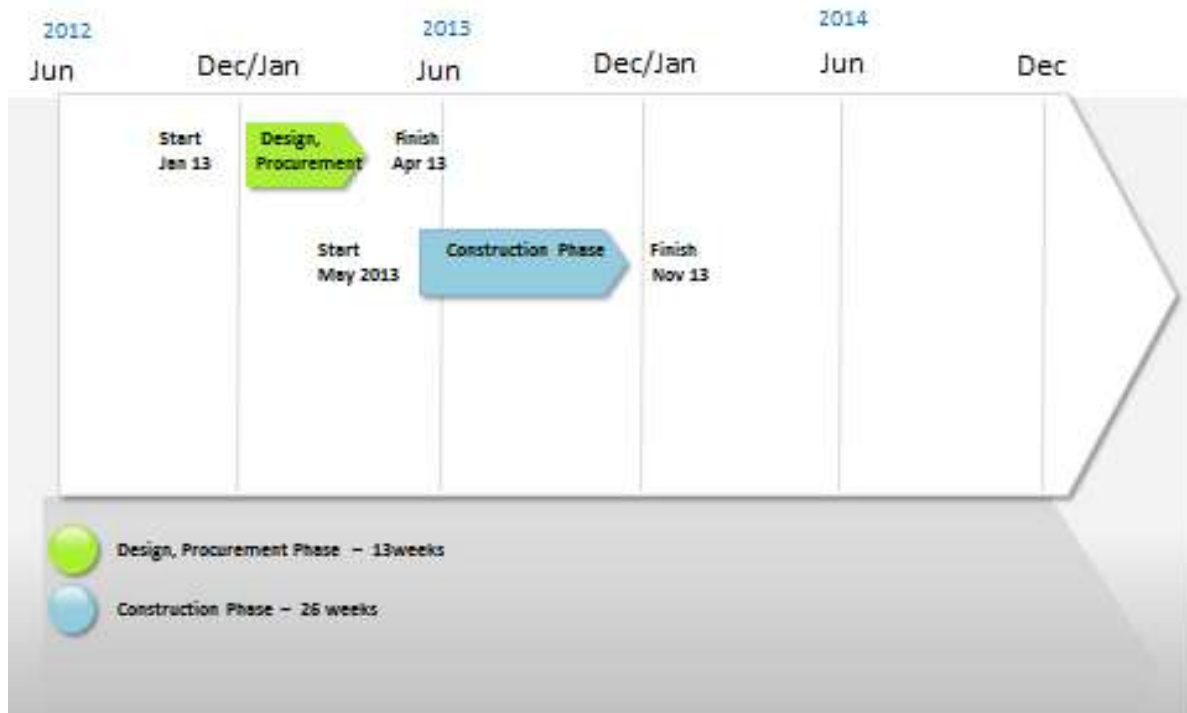
TIMELINE PROJECT PLANNING

Traveller Culture & Heritage Park



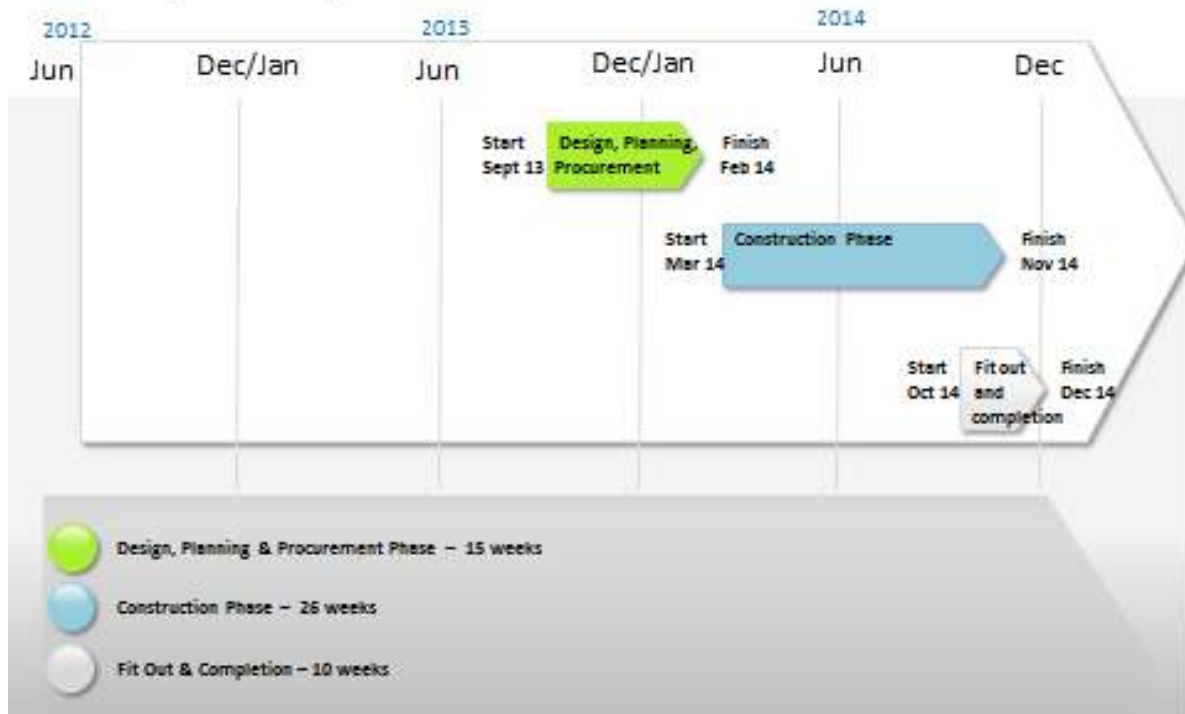
TIMELINE PROJECT PLANNING

6 No Stables, Hay Barn, Horse Gallop, Horse Arena, & Horse Walker.



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Allotments Circular Layout Two Units of Eight (16 No in Total)
Farm Shop 2 No WorkSpace Units



Project Timeline

June 2013	Preparation of Planning Application. Site Layout, architectural and engineering input.	30 days
July 18 th	Lodge Planning Application and commence public tendering process.	90 days
Sept 16 th	Proceed with Leader Funding Application.	65 days
Oct 21 st	Notification of decision to Grant Planning Permission	
Dec 4 th	Final Grant of Permission	
Dec 21 st	Notification of decision on Grant aid.	
January 12 th 2014	Conclude contractual arrangements with builder	
January 26 th	Commence Work on Site	137 days
June 13 th	Conclude Development	

TIMELINE PROJECT PLANNING

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2013



9. Market Analysis

The market analysis deals specifically with the Culture & Heritage Centre aspect of the proposal. The resource centre requirement and market has been identified through consultation with members of the Travelling Community, NTW staff and board.

The market analysis has been compiled from experience of the consultants in the development of a number of heritage projects across the country over the past 15 years. In addition statistical data was sourced from Fáilte Ireland both regionally and at a national level.

Market Potential for National Traveller Culture & Heritage Centre

A detailed analysis has been undertaken to assess the market segments that the proposed Traveller Centre would target and investigate historical Tourist numbers to the county. In addition a number of organisations and individuals were interviewed to source their views on the proposal.

Based on the research undertaken the following markets have been identified:

- Leisure and Local Amenity
- Mainstream Tourism
- Heritage Tourism
- Educational

Leisure and Local Amenity

The proposed location for this project is ideal. The facility would have a population in excess of 1.5 million people within one and half hours' drive and would be easily accessible for visitors from Northern Ireland. The Northeast area currently has limited facilities to cater for the needs of the population which has grown significantly over the past decade. The development of collaborative links

with the existing local amenities such as Causey Farm and local hotels would add considerably to Tourism in the area.

Mainstream Tourism

County Meath is part of the East & Midlands Tourism area for Tourism marketing through Fáilte Ireland. The most up to date figures are for 2010. The following are the main points that we found of relevance to this project.

- Tourism in the East & Midlands generated 1.8 million tourist visits and €407 million revenue in 2010.
- The East & Midlands region welcomed 685,000 overseas visitors in 2010, generating €259 million in revenue
- There were 947,000 tourist trips by Irish residents to the area, earning the region €125 million in revenue.
- Northern Ireland residents made 106,000 tourist trips to the North West spending €24 million.

Table 1 Tourist numbers to Meath and neighbouring counties 2010(no more up to date figures available at time of report preparation)

	Visitors in ('000s)	Revenue in €m
Kildare	158	64
Laois	47	15
Longford	25	10
Louth	89	25
Meath	127	39
Wicklow	212	62
Offaly (east)	40	13
Westmeath	96	31

Estimated tourist numbers to Meath in 2010 stood at 127,000 with an estimated contribution to the local economy of €39million.

It is worthy of note that 14 of the top 20 tourist attractions in Ireland in 2011 had a strong heritage and /or cultural focus.

Table 2 Attendance numbers at Tourist attractions 2011

2011 Fee-charging Attractions				Free Attractions			
Name	of	County	2011	Name	of	County	2011
Attraction				Attraction			
Guinness Storehouse		Dublin	1,025,677	The National Gallery of Ireland		Dublin	624,412
Dublin Zoo		Dublin	1,000,000	National Botanic Gardens		Dublin	501,000
Cliffs of Moher Visitor Experience		Clare	809,474	Irish Museum of Modern Art		Dublin	362,000
National Aquatic Centre		Dublin	825,049	National Museum of Ireland - Archaeology		Dublin	402,582
Book of Kells		Dublin	524,119	National Museum of Ireland - Decorative Arts & History		Dublin	295,488
Fota Wildlife Park		Cork	390,124	Holy Cross Abbey		Tipperary	240,000
St Patrick's Cathedral		Dublin	362,000	Farmleigh		Dublin	315,464
Blarney Castle		Cork	325,000	Chester Beatty Library		Dublin	247,729
Kilmainham Gaol		Dublin	294,095	Dublin City Gallery – The Hugh Lane		Dublin	135,007
Bunratty Castle & Folk Park		Clare	275,986	The National Library of Ireland		Dublin	206,342

Source: Fáilte Ireland Visitor Attractions Survey 2011

Table 3 Activities Engaged In by Domestic Holidaymakers

(%) 2010	
Water Sports	27
Houses/ Castles	24
National Parks	23
Visits to Spas	23
Heritage/interpretive	21
Centres	
Hiking/Walking	21
Gardens	20
Museums/Art Galleries	14
Golf	10
Angling	6
Cycling	6
Equestrian Pursuits	3

County Meath relies heavily on domestic Tourism and also on visitors to the area visiting relations. Domestic holiday makers in Ireland were surveyed in 2010 by Fáilte Ireland and 35% visited a Heritage/Interpretative Centre, Museum or Gallery during a visit to Ireland.

Heritage/Cultural Tourism

The market for Heritage and Vintage Museum attractions has grown significantly in recent years in Ireland and the UK.

The single largest outdoor Heritage Event in the Northeast annually is a Vintage Fair and Steam Threshing held at Moynalty outside Kells confirming the interest in this sector.

Educational

The Culture & Heritage Park would have potential to attract school tours due to the educational aspect. Working models and practical displays and

demonstrations could be organised and target marketed every spring for the school tour market.

There are 29 primary and post primary schools within the immediate catchment area of the proposed centre and this area represents only a small portion of the overall prospective market from educational sources, and excludes third level. In the 2006 census of population there were 20,176 teenagers aged 14-18 years in Counties Meath, Monaghan and Cavan. In the Meath area alone this figure stood at 11,315.

Training courses could be organised targeting Transition Years students and other groups to train participants in two broad categories:

- Training in traditional skills – such as forge work, pocket-making, tinsmith
- Restoration skills and techniques – wagon and implement restoration.

Competition and Displacement

There is currently no Traveller Heritage Folk Park or Culture Centre in operation in Ireland, so displacement is not an issue.

Meath has no County Museum and has no display facilities for Traveller Culture artefacts or demonstrations.

National

There are only three facilities on the Island of Ireland that have a reasonably strong rural collection on public display and none have a section displaying heritage of the Travelling Community.

Sligo Folk Park at Riverstown, County Sligo houses an agricultural vintage collection. The collection is a relatively small part of the much larger Folk Park and is located approx. 15 miles from Sligo town on the West coast. The Carnaross proposal is specialised and is too far away to have any impact on the

Folk Park in Sligo, which has an agricultural section but again no Traveller section.

The National Agricultural Museum is located at Johnstown Castle Estate in County Wexford and is run by the state. The museum houses a collection on tractors and farm implements. This facility is located 187 miles or 4 hours' drive away from this proposal; therefore displacement is not an issue.

The Transport Museum at Cutlraw outside Belfast houses a small collection of wagons and carts, none of which have a Traveller element, which is not in competition to this proposal.

10. Management and Operating Estimates

Income streams

Based on the concept plan described above, analysis of the market potential, review of the current operations of the proposed Culture & Heritage Centre and Interpretative Centre and associated facilities, and examination of comparable Heritage Parks, we have prepared a forecast of revenues and expenses for the proposed museum. Our overall approach to operations and financial planning is to create a “base year” operating scenario, which reflects operations of the Museum when all programs are established and operations have stabilised. This typically occurs three years after opening.

Admission

Based on analysis of similar types of venues i.e. folk parks, museums, heritage sites etc. nationally, a target attendance of 10,000 for the National Traveller Culture & Heritage Centre was established for general admissions, with an additional 5,000 attending as part of organised educational school groups. This figure is considerably lower than some regional museums but greater than other area museums such as those listed in the Fáilte Ireland tourist survey for 2009. Considering the scale, location and projected programs of the Shantonagh museum, the estimate compares to comparable museums in similar communities.

Admission price has been projected at €6.00 for adults €4.00 for Senior citizens, and €4.00 for children. These fees are within the range charged by similar museums regionally and nationally. General admission is projected to bring in approximately €30,000 in the base stable year. Not all attendees will pay the full admission price, since a membership benefit will include free admission; a discount has been provided for in the estimate. Admission for school groups and other group tours will be tiered to ensure attractiveness, although it is hoped that the knock on benefits of group visits will be substantial following the experience of museums nationally.

Membership

Membership of families and individuals has been seen as another important income stream, with an average annual membership fee of €100. Members will receive typical benefits of free admission to the Museum, Museum Store Discounts, and reduced fees for special programs, special events and priority for programs. A membership newsletter is being examined as having potential.

National Traveller Culture & Heritage Centre Store Revenue

Revenue from the National Traveller Culture & Heritage Centre Store and coffee shop, based on a comparison with other Museums/Heritage Parks nationally, is expected to generate an average of €7.00 per visitor resulting in significant annual turnover in gross sales. The cost of goods from the gift shop will be approximately 50% of the gross sales, which is in line with other museums. The Culture & Heritage Centre will also provide food service in a small café or restaurant, which would be operated on a concession basis and will generate additional revenue and concession fees in the base year of operation.

Exhibit Sponsorships

It is estimated that another income stream can be made from sponsorship of special exhibits. Local businesses could sponsor the renovation of a piece of equipment or an aspect of heritage.

Workshops/Conferences/Symposia

The National Traveller Culture & Heritage Centre could offer classes for adults and children, youth camps (day-long programmes) and symposia in association with exhibits. The classes will be organised into sessions, with summer camps occupying the summer months and holiday season, after-school and evening programs during the rest of the year could offer additional income potential.

Training Programmes

A core activity of the National Traveller Culture & Heritage Centre could be an extensive programme of training workshops. Areas covered would include restoration of equipment and also the learning of traditional skills such as forge work and the manufacture of traditional items. Courses will be run in conjunction with education bodies at second and third level and also at the request of Historical Societies and National Bodies.

Operating Costs

The income stream structure would provide sufficient funds to cover operating costs. It is envisaged that no significant profits could be realised from this proposal and it is the intention of the promoters to operate on a breakeven basis.

Operating cost categories could be broken down as follows:

- Insurance
- Light and Heat
- Phone
- Maintenance
- Marketing materials
- Store Merchandise
- Staff/guide costs
- Consumables for demonstrations
- New exhibits
- Website
- Signage
- Advertising and marketing

(See projected cash flow for more details)

Opening Hours

The National Traveller Culture & Heritage Centre could be open to the public from the beginning of April to end of September annually, 7 days per week. Visits outside of these peak times would be available by prior appointment.

Training and workshops would be concentrated during the winter months when the National Traveller Culture & Heritage Centre would be closed to the general public.

Staffing

A full time member of staff would be in place to take bookings and to provide guided tours of the facility. An additional two part time staff would be taken on to cater for bus tours or for busier periods during the summer months. Staff would be trained in providing guided tours and in carrying out demonstrations.

Management

A management team would oversee the running of the National Traveller Culture & Heritage Centre. It is proposed that an advisory committee would be formed to advise on the on-going management and development of the facility. Members would be drawn from clubs, agencies organisations and bodies committed to promotion of preservation and exhibition of aspects of Travellers Culture.

Application should be made to the following community employment based schemes to assist in providing staff to run any proposed facility:

- TUS
- Rural Social Scheme
- Community Employment Scheme (CE)

All of the schemes contacted could not give any guarantee that funding would be available in the current climate for additional workers, however all indicated that should a facility be built they would look upon an application for a worker/s favourably.

11. Funding Analysis

The Case for Support

This proposal addresses a clear need identified to provide a suitable facility to display vintage agricultural and industrial equipment and artefacts that have played an important role in shaping Ireland today.

Consultations made to date have included Meath Heritage Officer, Meath Tourism, Irish Museums Association, Local Vintage Clubs and Association, Local Schools.

All have been positive towards the National Traveller Culture & Heritage Centre concept and supportive of efforts.

Potential for Support – Funding Analysis

The Interpretative Centre and National Traveller Culture & Heritage Centre and other activities outlined in this study have the potential to lever support from a number of bodies.

The Rural Development programme managed by Meath Partnership represents the best opportunity to secure a significant level of capital grant support, without which the project would be unviable. Grant aid of up to €500,000 at the 75% rate is available for community based projects with a social focus. The programme is due to close for applications in 2013.

Atlantic Philanthropies was contacted in the early stage of this study and to date no response has been received as to the possibility of an application being accepted.

The INTERREG IV and IVB programmes were examined to assess the potential for support. Both programmes are in the final stages of closing off expenditure

measures and it is too late a stage in the current programme round to make an application.

The Sports Capital programme being administered by the Dept. of Sport is currently suspended for further applications until further notice.

Grant aid for renovation of items for display and for programme and training costs could be levered from:

- Meath County Council
- The Heritage Council
- Meath VEC
- Charitable trusts

Sustainability

Heritage Parks and Museums are unfortunately known for being loss making ventures needing constant subsidies to survive. In proceeding down the road of this proposal the promoters are well aware of this fact. The approach being taken by the promoters will ensure that the sustainability of this proposal is secure going forward. The admission charges alone will not be relied upon to cover costs. As can be seen from other sections of this study the promoters will use a number of other income generating methods to ensure the National Traveller Culture & Heritage Centre's economic future.

It is not envisaged that the museum will require a subsidy from any source to operate.

Legislative Requirements and Standards

There are no specific mandatory requirements or standards directly governing the establishment or operation of a Heritage Centre or a Museum, however the Irish Museums Association have recently developed a standard by which heritage facilities or museums should aspire to operate by. This standard is not mandatory. To date 5 facilities nationally have become accredited. The standard

has been designed primarily for state run museums and therefore elements of it are not suitable for a private sector operation (such as a requirement to be non-profit making to become accredited). It is however recommended that many elements of the standard relate to best practice and should be followed where practical in the development of this proposal.

Following analysis of all funding options, Meath Partnership through the LEADER Programme would appear to be the only significant funding option at this time.

FUNDING TABLE FOR PHASE 1 – Equine Facility

Leader Grant 75%	€124,875	
Other Private 25%	€41,625	- Match funding requirement
TOTAL	€166,500	

***LEADER/Rural Development Programme funding is subject to non-displacement of other facilities and other criteria.

No other funding body has expressed an interest in funding this proposal at this time. As a result the progression with Phase one or Phase one and two are deemed practical pending planning permission and match funding.

Conclusions and Recommendations

- It is recommended that NTW limit a first phase of development to the equine arena and allotments and that any proposal to develop a National Traveller Culture & Heritage Centre is held for a future phase of development.

- This recommendation is based on prioritising of the needs of Travellers and the loss making characteristics of Heritage Parks, the ability to source match finance and the overall scale of the projects being considered.
- The National Traveller Culture & Heritage Centre project should be designed and tailored to accommodate funding available as no source of private match funding has been identified. The most obvious option of disposing of part of the lands to pay for the development of the rest of the property has not been considered as it is not acceptable to the promoters/and or terms of the ownership of the property.
- From the consultation with members of the Travelling community it is noted that the Travelling Community in the area continues to suffer some levels discrimination and a dedicated facility would enable all proposed activities and functions to take place.
- There would appear to be some level of opposition to development of the lands for use by the Travelling Community in the immediate vicinity of the lands at Carnaross. A phased and structured approach of development of the lands may assist in generating some degree of buy in by local residents that oppose the development.
- The single greatest challenge that will be encountered in order to progress with this development is the availability of private match funding to drawdown capital grant aid at a percentage rate from any Government funded grants programme.
- A maximum of 75% capital grant is potentially available under the Rural Development Programme and efforts should be made to secure the balance in preparation for a funding application.

- Establish a broad based (5 to 8 member) planning and advisory group to develop a clear plan and begin to introduce the concept to a broader audience and to support in the development of the proposal.
- Put in place a phased plan for the National Traveller Culture & Heritage Centre and allotments development.
- It can be deduced from the range of proposed activities that any capital build would need to be undertaken on the basis of no borrowing requirement.
- Staffing of any proposed facility will need to be provided by a combination of volunteers or community employment scheme participants. It is not envisaged that an income will be available from the proposed activities that would enable the employment of workers outside of these schemes.
- Any income generated will be required to cover basic overhead costs such as insurance, light and heat.
- Seek and engage potential sponsors and customers for training and start to develop training plans.
- A clear funding package needs to be in place prior to starting any construction. In the event that the full funding is not realised there are two options:
 1. Develop the project in phases as follows:
 - Equine
 - Allotments
 - Culture and Heritage Centre
 2. Cut scale and specification of the project to fit finance available

- Establish subgroups of interested members of NTW to examine sectorial areas for development of allotments, equine facility and National Traveller Culture & Heritage Centre etc.
- A meeting of funders should be convened once plans are available, over the coming months, preferably in Kells and on site at Carnaross to give a presentation to key funding agencies and public representatives.

REFERENCE DOCUMENTS

- ❖ Meath Interagency Strategy for the Traveller Community 2010–2013
- ❖ Carnaross Local Area Plan 2009–2015
- ❖ Meath County Development Plan 2007-2013
- ❖ Meath Interagency Strategy for the Traveller Community 2010–2013
- ❖ Carnaross Local Area Plan 2009–2015
- ❖ Meath County Development Plan 2007-2013
- ❖ Failte Ireland, Overseas Visitor Report 2009-2012
- ❖ Failte Ireland Overseas Visitors by County 2010.
- ❖ Failte Ireland, Activity Usage Among overseas visitors, 2010
- ❖ Failte Ireland Top Fee charging attractions Survey, 2011
- ❖ Irish Museums Association Database and Directory 2011
- ❖ All Ireland Traveller Health Study, 2010.
- ❖ International Council of Museums Annual Report 2010.
- ❖ Irish Military War Museum Study, 2012

APPENDIX 1

Community Questionnaire and Summary of Findings

Navan Travellers Workshop
Community Consultation Questionnaire
For
Development of Lands at Carnaross for the benefit of the Travelling
Community

STRICTLY CONFIDENTIAL
Information will not be retained and results will be
collated for report purposes only.

1. Farmer ☐ Non-farmer/local resident ☐ (please tick)
2. If a farmer does the respondent also live in the Carnaross area:
YES ☐ NO ☐
3. Are you aware that a farm in the Carnaross area has been gifted to members of the Travelling Community in County Meath (show map the interviewee of lands)?
YES ☐ NO ☐
4. Are there any facilities that could be of benefit to the broader community that you believe could be located on these lands should space be made available?
YES ☐ NO ☐
If yes please state: _____
5. Do you have any issues of concerns regarding the development of a Traveller Heritage and Folk Park and associated facilities on the lands?
YES ☐ NO ☐
If yes please state: _____

-
6. If issues or concerns were raised, please indicate how you feel these could be addressed;
-

Summary Report of Consultation Findings with local Residents

17 houses and/or local farm yards were called to in person at random by the consultant on two days during the month of June 2011 in the vicinity of the lands at Carnaross to assess views on the proposed developments that were being examined.

No names were recorded of the respondents and information collected was collected for collation purposes only.

9 householders/landowners were available to discuss the proposal in brief. 3 householders declined to take part in the survey.

The following is a summary of the findings from the questionnaires that were completed.

- 7 of the respondents were local householders. 2 were landowners/farmers. 100% of respondents were aware that lands at Carnaross had been gifted to members of the Travelling Community.
- In relation to the question about community facilities needed by the local community only 1 respondent indicated that the Carnaross area had very few community facilities but did not indicate specific needs.
- 7 of the 9 respondents indicated that they had concerns over the siting of a Traveller Heritage and Folk Park and associated facilities in the area.
- Primary concerns that were outlined by local residents interviewed included;
 - Antisocial behaviour.
 - The lands might be used as a halting site.
 - Devaluation of property.
 - Increased traffic volumes.
 - Possibility of Littering
- In relation to addressing concerns most respondents were much opposed to any development irrespective of what form it would take. 3 respondents did however suggest that the local residents fear in some cases stemmed from the unknown and that there was a need to make residents aware of what was being planned.

APPENDIX 2

SITE PLAN

See attached file