

PRODUCT DEVELOPMENT STUDY

ROYAL CANAL



PRODUCT DEVELOPMENT STUDY

GRAND CANAL



PRODUCT DEVELOPMENT STUDY

CONNECTIVITY

LINKAGE

JOURNEY

Map 1: Grand and Royal Canal



RATIONALE

BUILDING RELATIONSHIPS

ESTABLISHING JOINT INITIATIVES

COLLABORATION

AVOIDING DUPLICATION

LEVERAGING RESOURCES

FORMULATED IN PARTNERSHIP

WATERWAYS
IRELAND

FÁILTE IRELAND

LOCAL
AUTHORITIES

LEADER
COMPANIES

PRODUCT &
ACTIVITY
PROVIDERS

OTHER
AGENCIES
(OPW,
NPWS, BnaM, IFI)

STUDY METHODOLOGY

LITERATURE REVIEW

PRODUCT AUDIT

MAPPING

ACTION PROGRAMMES

STUDY AIMS

DEFINE FUTURE NEEDS

- NAVIGATIONAL
- RECREATIONAL
- TOURISM

ENSURE INTEGRATED PLAN

ENSURE INDIVIDUAL NEEDS OF EACH STUDY AREA ARE MET

STUDY OBJECTIVES

IDENTIFY &
PROACTIVELY
DEVELOP & DELIVER
OVER TEN YEARS

INFRASTRUCTURAL
INVESTMENT (HARD &
SOFT)

NAVIGATIONAL,
RECREATIONAL &
TOURISM PROJECTS

BUILDING &
STRENGTHENING
EXISTING OFFERING

CLUSTERING
PRODUCTS

STUDY OUTCOMES

GREENWAY PLUS

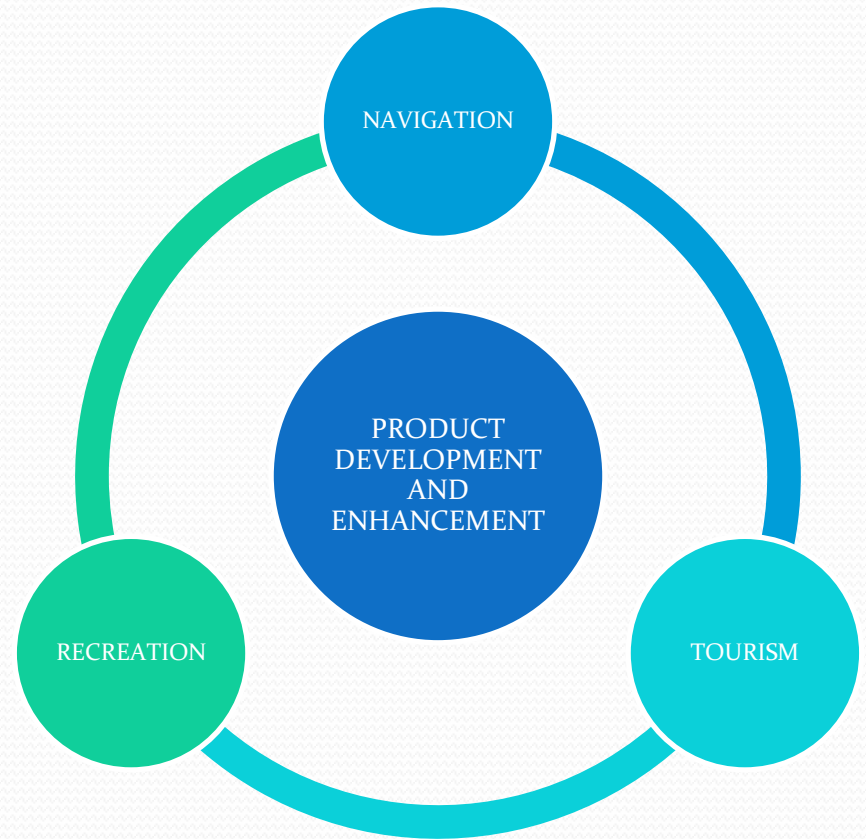
MULTIPLE WALKING,
CYCLING, CANOEING,
TOURING ROUTES

LINKED TO
HERITAGE, ACTIVITY
HUBS, GATEWAYS
AND ATTRACTIONS

UNDERPINNED BY
RECREATION
MANAGEMENT
PLANS

COLLECTIVELY
DELIVERED

GREENWAY PLUS



ACTION PROGRAMMES

ORGASITIONAL
MANAGEMENT

TRAILS
&
CIRCUITS

ACCESS
&
ENJOYMENT

EDUCATION
&
INFORMATION

MARKETING

FESTIVALS
&
EVENTS

COLLABORATION

INFRASTRUCTURAL
INVESTMENT

STANDARDISATION

COMMUNITY
INVOLVEMENT

RESPONSIBLE
TOURISM

DELIVERY

ESTABLISH
DEVELOPMENT
PARTNERSHIP

PLAN LED
STRATEGIC
APPROACH

IDENTIFY
POTENTIAL
DEVELOPMENT
OPPORTUNITIES

IDENTIFY
POTENTIAL
SOURCES OF
FUNDING

PRIVATE SECTOR
& COMMUNITY
SUPPORT

ACTION PROGRAMMES

ORGANISATION AND MANAGEMENT

- EXAMINE SUITABLE STRUCTURE
- MEMBERSHIP
- COMMUNITY SECTOR
- LINK WITH PROVIDERS

TRAILS & CIRCUITS

- UPGRADE CANAL TOW PATHS TO GREENWAY STANDARD
- DEVELOP MULTIPLE ROUTES (ON-ROAD OR OFF-ROAD)
- DEVELOP GREENWAY ALONG DISUSED ATHLONE-MULLINGAR RAILWAY LINE
- INVESTIGATE OPTIONS FOR DEVELOPMENT OF LINEAR WALKS FROM GREENWAY GATEWAYS
- LINK TO ATTRACTIONS
- DEVELOP MULTI-THEMED CANAL GREENWAY TOURING ROUTE

ACCESS & ENJOYMENT

- DEVELOP GREENWAY GATEWAYS
- DEVELOP CANAL ACTIVITY ZONES
- WALKING/CYCLING/CRUISING ENHANCEMENT INITIATIVE
- NATURAL HERITAGE – IDENTIFY WILDLIFE VIEWING OPPORTUNITIES;
- DEFINE NATURE WALKS

ACTION PROGRAMMES

EDUCATION & INFORMATION

- ESTABLISH SIGNAGE PROGRAMME
- DEVELOP GREENWAY CODE OF CONDUCT
- INCREASE BOAT TRAFFIC
- ADOPT LEAVE NO TRACE PRINCIPLES

MARKETING & PROMOTION

- USE VISITOR CENTRE AS GRAND & ROYAL GREENWAY GET OUT THERE CENTRE
- DEVELOP, PRINT & DISTRIBUTE GREENWAY VISITOR MAP
- DEVELOP DEDICATED WEBSITE, SMART PHONE APP, FACEBOOK & TWITTER ACCOUNTS
- MEDIA ADVERTISING CAMPAIGNS, TRADE & CONSUMER PROMOTIONS AND FAM TRIPS

FESTIVALS & EVENTS

- PROMOTE AND SUPPORT EXISTING FESTIVAL
- DEVELOP & PROMOTE A GRAND AND A ROYAL GREENWAY FESTIVAL
- ORGANISE ON-WATER TRAINING DAYS

ACTION PROGRAMMES

COLABORATION

- BUSINESSES ENGAGEMENT INITIATIVE
- DEVELOP BUNDLING OPTIONS
- DEVELOP TAILOR MADE ITINERARIES

INFRASTRUCTURAL INVESTMENT

- PREPARE & IMPLEMENT PUBLIC REALM UPGRADE S
- EXAMINE THE RE-OPENING OF KILBEGGAN BRANCH AND LONGFORD BRANCH
- INVESTIGATE FEASIBILITY TO UPGRADE TULLAMORE HARBOUR
- PRIORITISE ROADS FOR UPGRADE THAT ARE ASSOCIATED WITH GRAND GREENWAY PLUS
- TOWNS & VILLAGES REPAINTING PROGRAMMES
- INVESTIGATE FEASIBILITY TO DEVELOP CANAL SIDE HERITAGE BUILDINGS AS BUNK STYLE ACCOMMODATION/CAFÉ ETC

ACTION PROGRAMMES

STANDARDISATION

- DESIGN & IMPLEMENT COMMON TEMPLATE FOR PUBLIC INFRASTRUCTURE
- USE COMMON COLOUR TEMPLATE FOR USE ON CANAL RELATED INFRASTRUCTURE
- CONSTRUCT GRAND GREENWAY TRAILS WITHIN CANAL ACTIVITY ZONES TO MULTI-ACCESS TRAIL REQUIREMENTS AS PER NTO GUIDELINES
- CONSTRUCT REMAINING AREAS OF GREENWAY TRAILS TO GREENWAY MULTI-USER TRAILS AS PER NTO GUIDELINES

COMMUNITY INVOLVEMENT

- PREPARE A TRAINING & VOLUNTEER PLAN
- ESTABLISH CANAL VOLUNTEER GROUPS
- ESTABLISH CANAL RANGERS ORGANISATION

RESPONSIBLE TOURISM

- PREPARE A VISITOR MONITORING PLAN FOR THE CANAL GREENWAY
- ADOPT LEAVE NO TRACE PRINCIPLES
- INVESTIGATE CRITERIA AND APPLY FOR BLUE FLAG AWARDS FOR EACH MARINA
- AIM TO ACHIEVE AN EDEN AWARD FOR THE GREENWAY PLUS WITHIN 5 YEARS

IN SUMMARY

BROADENING THE ACTIVITY

BUILDING AND STRENGTHENING PARTNERSHIP

DEVELOPING AND DERIVING BENEFIT

LEVERAGING RESOURCES



THANK YOU

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