

Duncannon Fort

Financial & Economic Assessment

Final Report

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Introduction

This section sets out an initial assessment of the potential financial and economic implications for the proposed future use of Duncannon Fort site development based of Duncannon Fort. The focus is on the buildings in the Parade (Zone 2). This includes 13 buildings with a number of units within them.

First, it sets out a summary of the proposed uses, floor areas and potential operator for each of the main buildings within the Parade.

At this early feasibility stage, a number of options have been considered for revenue generation on-site and off-site. At this Feasibility stage, only on-site options have been considered. There are also potential offsite options could include partnerships with third parties. This may include, for example:

- Boat experience – day or half day trips on a boat, in partnership with existing provider
- Abseiling/Outdoor Pursuits – subject to technical feasibility and third-party operator

However, due to their highly variable nature and dependency on partnerships, the offsite options have not been considered at this point and require costing and to be market tested.

The financial and economic assessment has focused on two main options as follows:

- Option 1: achieving 120,000 visitors when fully operational which is similar to the current performance of Hook Lighthouse; and
- Option 2: achieving 160,000 visitors based on a greater investment in both the product and promotion of visitor attractions in Wexford and the Ancient East, both by Wexford County Council (Wexford Tourism Development Strategy 2023-2027) and by Failte Ireland (Regional Tourism Strategy, Strategic Tourism Plan).

Within each main option there are two further choices for a number of the smaller units on the site a) where there is a mixture of multi-use rentals (e.g., studio, workspace) and accommodation (e.g., self-catering) or b) for accommodation only.

The 4 Options are therefore summarised as follows:

Option 1a	<ul style="list-style-type: none">● 120,000 visitors● Mixed Use Rentals & Accommodation
Option 1b	<ul style="list-style-type: none">● 120,000 visitors● Accommodation only
Option 2a	<ul style="list-style-type: none">● 160,000 visitors● Mixed Use Rentals & Accommodation
Option 2b	<ul style="list-style-type: none">● 160,000 visitors● Accommodation only

Duncannon
FINANCIAL ASSESSMENT

The Proposed uses for Duncannon are as follows under the Option 1a: 120,000 Visitors: Mixed Use option:

Table 1.1 Option 1a - Mixed Use 120,000 Visitors

Building Ref	Building Name	Total Area m2 (GIA)	Proposed Use	Additional Info	Notes
1	Magazine	70	Multi-media Visitor Experience Immersive Experience - Siege of Duncannon	Paid experience	A visual, exciting story of the Siege of Duncannon
2	Armoury	128	Food Hall/Flexible event space	35-50 Covers	Food hall for special functions (possibly school, community and wedding). Approx. 35-50 covers. To consider a seasonal bar/restaurant during peak season and to compliment cafe
3	Armourer's Store	67	Visitor Info Centre; Site Offices / Caretaker	Tourist Info Centre	Front facing and opposite main museum building; natural position for greeting to site
4	Soldier's Recreational Hall	138	Community & Education Space	80m2 main rentable space	Already planned as part of phase 1 works to bring this building back into use

Building Ref	Building Name	Total Area m2 (GIA)	Proposed Use	Additional Info	Notes
5	The Officer's Mess	272	Accommodation	32 bed hostel / 5 bed hotel (approx. 20m2 rooms)	Building layout lends itself to a hostel / bnb / hotel set up. Facilities for self-catering, kitchen, showers and toilets provided. Model as a hostel
6	The Lighthouse	N/A	Currently in operation as a lighthouse	N/A	Outside site scope
7	Burke's House	N/A	Demolition	N/A	To be demolished
9	Governor's House	388	Museum A Military History of Duncannon Fort	Generally free, pop-up paid exhibitions throughout year	To discuss with client if also a paid experience for a small fee (or a rolling exhibit that is paid into, but generally free access)
10	Officer Barrack	226	Retail / Cafe	50 covers inside; additional 20-30 outside	Avoca-style Cafe over 2 floors, with craft shop incorporated. Additional seating outside on the parade and the walls - approx. 20-25 additional covers

Building Ref	Building Name	Total Area m2 (GIA)	Proposed Use	Additional Info	Notes
11	Soldier Barrack 1	128	Studio / Workshop/Office Accommodation 1st Floor		
<i>11a</i>	<i>Unit 01</i>	64	Studio / Workshop / Office Unit		Ground Floor of Buildings 11, 12 & 13 focused more on studio / workshop / office space - ranging from 45-64m2 (500-600sq ft). If desirable and more economically viable, each 'unit' could be split into two to provide double the units, but half of the area for each unit i.e., 22-32m2 (250-300sq ft). I think it would be worth investigating the market / demand for this.
<i>11b</i>	<i>Accommodation</i>	64	Accommodation - 2 bed; 3 persons		Modelling required for rented, more seasonal accommodation for tourists, versus a private dwelling
12	Soldier Barrack 2	238	Studio / Workshop / Office Ground Floor; Accommodation 1st Floor		
<i>12a</i>	<i>Unit 02</i>	58	Studio / Workshop/ Office Unit		As per 11a
<i>12b</i>	<i>Unit 03</i>	58	Studio / Workshop/ Office Unit		As per 11a
<i>12c</i>	<i>Accommodation</i>	58	Accommodation – 2 bed, 3 person		As per 11a

Building Ref	Building Name	Total Area m2 (GIA)	Proposed Use	Additional Info	Notes
12d	Accommodation	58	Accommodation - 2 bed; 3 persons		As per 11b
13	Barrack Store	102	Studio / Workshop / Office Ground Floor; Accommodation 1st Floor		
13a	Unit 04	45	Studio / Workshop / Office Unit		As per 11a
13b	Accommodation	57	Accommodation - 2 bed; 3 persons		As per 11b

The distinction between Option 1a and 1b (and for Option 2a and 2b) is as follows:

Table 1.2: Option 1a and 1b

	Option 1a – Mixed Use Rental & Accommodation	Option 1b – Accommodation Only
Mixed Use Rental	11a, 12a, 12b, 13a = 4 units	
Accommodation	11b, 12c, 12d, 13b = 4 units	11a, 11b, 12a, 12b, 12c, 12d, 13a, 13b = 8 units

Each of the above is considered in the context of potential operator:

Table 1.3: Potential Operator

Building Ref	Building Name	Potential Operator
1	Magazine	Hook Heritage CLG/Council
2	Armoury	Hook Heritage CLG/Council (with caterers/3 rd party)
3	Armourer's Store	Hook Heritage CLG/Council
4	Soldier's Recreational Hall	Hook Heritage CLG/Council
5	The Officer's Mess	Irish Landmark Trust
6	The Lighthouse	n/a
7	Burke's House	n/a
9	Governor's House	Hook Heritage CLG/Council
10	Officer Barrack	Leased/Rental
11	Soldier Barrack 1	
<i>11a</i>	<i>Studio/Workspace/Office*</i>	Leased/Rental **
<i>11b</i>	<i>Accommodation</i>	3rd Party Operator ***
12	Soldier Barrack 2	

Building Ref	Building Name	Potential Operator
12a	Studio/Workspace/Office*	Leased/Rental**
12b	Studio/Workspace/Office*	Leased/Rental**
12c	Accommodation	3 rd Party Operator***
12d	Accommodation	3rd Party Operator***
13	Barrack Store	
13a	Studio/Workspace/Office*	Leased/Rental**
13b	Accommodation	3rd Party Operator***

* 'Studio / Workshop / Offices' replaced by 'Accommodation' in Options 1b & 2b

** 'Leased / Rental' replaced by '3rd Party' in Options 1b & 2b

*** Potential operators of additional accommodation units TBC

Option 1

Option 1 is based upon the following experience and fee structure, with resultant impact upon visitor numbers:

- Details are shown at steady state.
- Prices and costs are at most recent benchmarks.
- Assumptions are made on profit margin where detail not available.
- VAT has not been considered

Table 1.4: Option 1a 120,000 visitors with Mixed Use Rental/Accommodation

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
1	Magazine See 1.3.1	Flat entrance - limited experience/no immersive Visitors: 120,000 of whom 118,000 are additional Fees: Average €9.50 Costs – 75% of revenues	€ 1,116,752	€ 837,564	€ 279,188	25%	6
2	Armoury	Income from use of a Function room only. Assumed 10 functions a year, €100 each for 40 covers Costs – 80% of revenues	€ 40,000	€ 32,000	€ 8,000	20%	2
3	Armourer's Store See 1.3.2	Central Cost of operations – staff costs, maintenance costs, marketing – see below	€0	€ 413,071	€ (413,071)	n/a	3
4	Soldier's Recreational Hall	Community Use Rental Assumed 5 rentals a month at €30 Plus, free community use rental No associated costs – covered by costs in Building 3	€ 1,800	€0	€ 1,800	100%	
5	The Officer's Mess	Hostel – 32 beds Occupancy at 50% at 365 days = 183 days	€ 148,920	€ 104,244	€ 44,676	30%	2

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
	See 1.3.3	Average rate €25.50 Costs - 70% of revenues					
9	Governor's House	Assumed Free to enter Assumed cost of staff and cost of exhibitions plus operating costs	€0	€ 75,000	€ (75,000)	n/a	1
10	Officer Barrack	Café/Shop/Licensed Assumed licence fee at €50,000 – low level to attract quality operator and assuming they fit out	€ 50,000	€0	€ 50,000	100%	15
11, 12, 13	Soldier Barrack 1& 2, Barrack room						
11a, 12a, 12b, 13a	Studio/Workshop Units	Four mixed used rental units Assumed €800 a month for each unit at 80% occupancy Assumed 20% costs for maintenance Tenant responsible for utilities, rates etc	€30,720	€6,144	€24,576	80%	4
11b, 12c, 12d, 13b	Accommodation (See 1.3.3)	Holiday Rentals– 4 units Occupancy at 58% at 365 days = 212 days Average rate €107.80 Costs - 50% of revenues (includes Booking.com)	€ 91,287	€45,643	€45,643	50%	0.50
Total Option 1a			€1,479,479	€1,513,666	€(34,188)	-2%	33.5

The above sets out the Net additional jobs, with provision made for deadweight and displacement.

Table 1.5: Option 1b 120,000 visitors with Accommodation only

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
1	Magazine See 1.3.1	Flat entrance - limited experience/no immersive Visitors: 120,000 of whom 118,000 are additional Fees: Average €9.50 Costs – 75% of revenues	€ 1,116,752	€ 837,564	€ 279,188	25%	6
2	Armoury	Income from use of a Function room only. Assumed 10 functions a year, €100 each for 40 covers Costs – 80% of revenues	€ 40,000	€ 32,000	€ 8,000	20%	2
3	Armourer's Store See 1.3.2	Central Cost of operations – staff costs, maintenance costs, marketing – see below	€0	€ 413,071	€ (413,071)	n/a	3
4	Soldier's Recreational Hall	Community Use Rental Assumed 5 rentals a month at €30 Plus, free community use rental	€ 1,800	€0	€ 1,800	100%	

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
		No associated costs – covered by costs in Building 3					
5	The Officer's Mess See 1.3.3	Hostel – 32 beds Occupancy at 50% at 365 days = 183 days Average rate €25.50 Costs - 70% of revenues	€ 148,920	€ 104,244	€ 44,676	30%	2
9	Governor's House	Assumed Free to enter Assumed cost of staff and cost of exhibitions plus operating costs	€0	€ 75,000	€ (75,000)	n/a	1
10	Officer Barrack	Café/Shop/Licensed Assumed licence fee at €50,000 – low level to attract quality operator and assuming they fit out	€ 50,000	€0	€ 50,000	100%	15
11, 12, 13	Soldier Barrack 1& 2, Barrack room						
11a, 11b, 12a, 12b, 12c, 12d, 13a, 13b	Accommodation (See 1.3.3)	Holiday Rentals– 8 units Occupancy at 58% at 365 days = 183 days Average rate €107.80 Costs - 50% of revenues (includes Booking.com)	€182,573	€91,287	€91,287	50%	1
Total Option 1b			€1,540,045	€1,553,166	€ (13,120)	-1%	34

Key assumptions for Option 1 are as set out below.

1.3.1: Magazine – Visitors for Option 1:

Assumptions

- Visitor potential of 120,000 per annum (based on Hook Lighthouse at 121,000 per annum)
- Currently closed but 2000 visitors at last count
- Net 118,000 additional visitors
- Average fee rate as below

Table 1.6: Average entry fee

	Average Entrance Price
Domestic visitors	€10.00
Out of State Visitors	€10.00
Students	€5.00

The average fee is based on a review of a number of similar attractions. For example, Hook Lighthouse charges €12 adult, €10 concession, €6 child aged 5-17 and €16 1 adult/1 child up to €34 for 2 adults/3 child.

Table 1.7: Option 1 Assumed Visitor numbers & Income

Visitor Numbers	118,000
Annual Income	€1.117m

Assumptions is that costs of sales are 75% of sales.

1.3.2: Central cost of operations

High level assumptions have been made as to the estimated central costs – based on previous projects. These can be tested at Business Planning stage.

Table 1.8: Central costs

	Central costs	Comment
Maintenance	£150,000	3% of estimated £5,000,000 spend
Cleaning	€ 7,300	Note: 1 hours per day at €20 * 365 days a year on salary of €36,500
Rates	€10,000	Estimate
Marketing and admin	€ 80,000	Estimate
Staff	€125,771	3 staff on salary of €34,937 plus 20% employers' costs = € 41,924 3
Utilities	€40,000	
	€ 413,071	

1.3.3 Accommodation

The accommodation for the two options includes two accommodation types, a 32-bed hostel and short lets (apartments). The 32-bed hostel is located in the Officer's Mess. The short lets are located in the Solider Barrack and Barrack room.

Table 1.9: Accommodation Assumptions

	Hostel	Short Accommodation lets
Beds	32	4
Availability (Days)	365	365
Wexford Occupancy (%)	50%	58%
Estimated Bed Nights	183	212
Average Overnight Rate	€25.5	€107.80
Annual Income	€148,920	€91,278

Hostel Accommodation

An average rate of €25.50 (excludes cities) has been estimated for hostel accommodation. This is based on a review of hostelworld data¹.

Table 1.10: Hostel Rate

	Kenmare	Wicklow	Average
Price Range on 'Hostels in Ireland'	€15.00	€36.00	€25.50

Consideration has also been given to the potential for a small hotel with 5 rooms. Wexford currently has 27 Hotels with 4,183 beds (Failte Ireland). Wexford occupancy rates appear above the national average (e.g., 83% April 2023). However, the share of overseas visitors is very low. For example, in April 2023 just 3% of visitors were overseas compared to, for example, 13% in Meath².

Based on the latest Failte Ireland figures (April 2023) on hotel occupancy (83%) and Average Daily Rate (€136.73) for Wexford, then the potential annual income generated is estimated at €207,112. Comparison with the Hostel accommodation is set out in Table 1.11 below.

¹ <https://www.hostelworld.com/st/hostels/europe/ireland/>

²

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Publications/failte-ireland-hot-el-survey-april-2023.pdf?ext=.pdf>

However, the Hotel option may be associated with higher fit out costs at the outset depending on the grade of the hotel and higher ongoing running costs given the level of services required. In addition, a hostel may provide a multifunctional use, used as overnight accommodation for community and school groups visiting Duncannon and the Fort out of peak season.

Table 1.11: Hostel and Small Hotel Potential Income

	Small Hotel	Hostel
Beds	5	32
Availability	365	
Wexford Occupancy	83%	50%
Bed Nights	303	183
Average Daily Rate	£136.73	£25.5
Annual Income	£207,112	£148,920

Short Rentals

The short let overnight rate is assumed at 90% of the hotel rate i.e., 90% of €119.78 (Wexford Hotel Accommodation Average Daily Rate (ADR), March 2023). The 58% unit occupancy figure is taken from Failte Ireland data on self-catering occupancy for 2022³.

3

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Publications/failte-ireland-accommodation-occupancy-survey-2022.pdf?ext=.pdf>

Option 2: The Proposed uses for Duncannon are as follows under the Option 2: 160,000 Visitors: Mixed Use option:

Option 2 suggests enhanced visitor numbers of 160,000 reflecting the fact that Failte Ireland is working closely with Wexford County Council on attractions upgrade e.g., planning phase for extended visitor attraction at Hook lighthouse as well as other local attractions (Dunbrody at New Ross and National Heritage Park). The observation is that Wexford has a positive attraction base but has underperformed and strategic assessment/planning is taking place to address this. To set the 160,000 visitors in context, the following outlines visitor numbers (pre COVID 2019 and in recovery 2021) for so some of Ireland’s larger fee- paying attractions outside Dublin as well as Wexford’s largest visitor attractions.

Table 1.12: Fee Paying Heritage Attractions Visitor Numbers

Fee Paying Heritage Attractions	2019	2021
Blarney Castle	460,000	85,000
Battle of the Boyne	427,148	509,876
Kilkenny Castle	401,028	141,666
Kylemore Abbey	400,000	141,328
Malahide Castle	202,083	n/a
Russborough House	200,000	143,000
Newgrange	162,429	n/a
Clonmacnoise	141,979	43,325
Dun Aonghasa	131,273	83,892
Westport House	123,500	121,790
Wexford’s Main Attractions		
Hook Lighthouse	50,000	121,000
Johnston House & Gardens		250,000
JFK Memorial		143,709

The uplift in visitor numbers has implications for other parts of the Duncannon offering and a relatively conservative estimate has been taken as follows on those larger visitor numbers would impact on the food offering and accommodation uptake.

Table 1.13: Assumptions on Changes with Option 2 Visitor Uplift

	Change in Option 2 Assumptions	Implications for FTE Jobs
Visitor Numbers	160,000	Up from 6 to 7
Food Hall	Up to 12 events a year from 10	Up from 2 to 2.5
Tourist info centre	20% uplift on costs	Up from 3 to 3.5

Community Rental	Unchanged	N/A
Hostel	Increase Occupancy by 5% points	Up from 2 to 2.5
Visitor Experience	20% uplift on costs	Up from 1 to 1.5
Café	20% on rental income	Up from 15 to 18
Mixed Use Units	Unchanged	Unchanged
Accommodation	Increase Occupancy by 5% points	Up from 0.5 to 1

No changes have been made to the assumptions for cost of sales.

The estimated implications of the uplift in visitor numbers in Option 2 is set out below under Options 2a and 2 b are set out below.

Table 1.14: Option 2a 160,000 Visitors & Mixed-Use Rental & Accommodation

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
1	Magazine See 1.3.1	Flat entrance - limited experience/no immersive Visitors: 160,000 of whom 158,000 are additional Fees: Average €9.50 Costs – 75% of revenues	€ 1,495,312	€1,121,484	€373,828	25%	7.0
2	Armoury	Income from use of a Function room only. Assumed 12 functions a year, €100 each for 40 covers Costs – 80% of revenues	€ 48,000	€ 38,400	€ 9,600	20%	2.5
3	Armourer's Store See 1.3.2	Central Cost of operations – staff costs, maintenance costs, marketing – see below	€ 0	€ 495,685	-€ 495,685	0%	3.5
4	Soldier's Recreational Hall	Community Use Rental Assumed 5 rentals a month at €30 Plus, free community use rental	€ 1,800	€ 0	€ 1,800	100%	0.0

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
		No associated costs – covered by costs in Building 3					
5	The Officer's Mess See 1.3.3	Hostel – 32 beds Occupancy at 55% at 365 days = 201 days Average rate €25.50 Costs - 70% of revenues	€ 163,812	€ 114,668	€ 49,144	30%	2.5
9	Governor's House	Assumed Free to enter Assumed cost of staff and cost of exhibitions plus operating costs	€ 0	€ 90,000	-€ 90,000	0%	1.5
10	Officer Barrack	Café/Shop/Licensed Assumed licence fee at €50,000 – low level to attract quality operator and assuming they fit out	€ 60,000	€ 0	€ 60,000	100%	18.0
11, 12, 13	Soldier Barrack 1& 2, Barrack room						
<i>11a, 12a, 12b, 13a</i>	<i>Workshop Units</i>	Four mixed used rental units Assumed €800 a month for each unit at 80% occupancy Assumed 20% costs for maintenance	€ 30,720	€ 6,144	€ 24,576	80%	4.0

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
		Tenant responsible for utilities, rates etc					
11b, 12c, 12d, 13b	Accommodation (See 1.3.3)	Holiday Rentals– 4 units Occupancy at 63% at 365 days = 230 days Average rate €107.80 Costs - 50% of revenues (includes Booking.com)	€ 99,156	€ 49,578	€ 49,578	50%	1.0
Total Option 2a			€ 1,898,800	€1,915,960	-€17,159	-1%	40.0

Table 1.15: Option 2b 160,000 Visitors and Accommodation only

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
1	Magazine See 1.3.1	Flat entrance - limited experience/no immersive Visitors: 160,000 of whom 158,000 are additional Fees: Average €9.50 Costs – 75% of revenues	€ 1,495,312	€1,121,484	€373,828	25%	7.0

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
2	Armoury	Income from use of a Function room only. Assumed 10 functions a year, €100 each for 40 covers Costs – 80% of revenues	€ 48,000	€ 38,400	€ 9,600	20%	2.5
3	Armourer's Store See 1.3.2	Central Cost of operations – staff costs, maintenance costs, marketing – see below	€ 0	€ 495,685	-€495,685	0%	3.5
4	Soldier's Recreational Hall	Community Use Rental Assumed 5 rentals a month at €30 Plus, free community use rental No associated costs – covered by costs in Building 3	€ 1,800	€ 0	€ 1,800	100%	0.0
5	The Officer's Mess See 1.3.3	Hostel – 32 beds Occupancy at 55% at 365 days = 201 days Average rate €25.50 Costs - 70% of revenues	€ 163,812	€ 114,668	€ 49,144	30%	2.5

Building Ref	Building Name	Comment and assumptions	Annual Revenue	Annual Cost	Net profit/ (Loss)	Profit margin	Net Additional FTE Jobs
9	Governor's House	Assumed Free to enter Assumed cost of staff and cost of exhibitions plus operating costs	€ 0	€ 90,000	-€ 90,000	0%	1.5
10	Officer Barrack	Café/Shop/Licensed Assumed licence fee at €50,000 – low level to attract quality operator and assuming they fit out	€ 60,000	€ 0	€ 60,000	100%	18.0
11, 12, 13	Soldier Barrack 1& 2, Barrack room						
11a, 11b, 12a, 12b, 12c, 12d, 13a, 13b	Accommodation (See 1.3.3)	Holiday Rentals– 8 units Occupancy at 63% at 365 days = 230 days Average rate €107.80 Costs - 50% of revenues (includes Booking.com)	€ 198,313	€ 99,156	€ 99,156	50%	1.0
Total Option 2b			€ 1,967,237	€1,959,394	€ 7,843	0.4%	36.0

Conclusion On Financial Case

The financial assessment would indicate potential Financial Viability based on assumptions made above, albeit very marginal for each of the Options assessed. Option 2b presents a 'break even' scenario with 160,000 visitors and an exclusive accommodation focus in the Soldier Barrack and Barrack room, albeit that the other options demonstrate a negligible loss.

Table 1.16: Conclusion on Financial Assessment

	Description	Revenue	Costs	Profits/(Loss)	Profits/(Loss) %
Option 1a	120k Visitors, Mixed Use Rental & Accommodation	€ 1,479,479	€ 1,513,666	-€ 34,188	-2.3%
Option 1b	120k Visitors, Accommodation only	€ 1,540,045	€ 1,553,166	-€ 13,120	-0.9%
Option 2a	160k Visitors, Mixed Use Rental & Accommodation	€ 1,898,800	€ 1,915,960	-€ 17,159	-0.9%
Option 2b	160k Visitors, Accommodation only	€ 1,967,237	€ 1,959,394	€ 7,843	0.4%

The key premise is that there is potential for significant visitor numbers to Duncannon, which should be additional to/in excess of that of Hooks Lighthouse etc. to avoid displacement of existing visitor attractions in the county.

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ECONOMIC ASSESSMENT

Estimates have been made above of the Net Full-Time Equivalent (FTE) Jobs increase under each of the 4 options. This has considered displacement of existing jobs within Wexford County to assess the additional impact of Duncannon on jobs, wages and value added to the local economy through the new investment and resulting visitor impact.

Table 1.17: Estimated Additional FTE Jobs

	Description	Additional Full-Time Equivalent (FTE) Jobs (Annual)
Option 1a	120k Visitors, Mixed Use Rental & Accommodation	33.5
Option 1b	120k Visitors, Accommodation only	30
Option 2a	160k Visitors, Mixed Use Rental & Accommodation	40
Option 2b	160k Visitors, Accommodation only	36

This estimates that additional FTE jobs could range from 33.5 to 40 jobs depending on the option selected. The mixed-use rental & accommodation option leads to higher job numbers because of the greater likelihood of jobs associated with the 4 units, whether taken as studio, workspace or some other purpose compared to the lower need for jobs to service the accommodation units.

These additional jobs will lead to additional wages and value added to the local Wexford economy. The CSO provides data on average full-time earnings (2022) for two key sectors that are likely to be employed through the Duncannon development, Accommodation & Food and Arts, Entertainment⁴. The average full-time salary for both is €34,937 annually. This would suggest that additional wages in the Wexford economy could range from €1m to €1.4m per annum.

Table 1.18: Average Total Full-Time Earnings (2022)

Sector	Average Full-Time Earnings
Accommodation and food service activities (I)	€29,297
Arts, entertainment, recreation and other service activities (R, S)	€40,576
Average Full-Time Earnings	€34,937

Source: CSO

⁴ <https://www.cso.ie/en/releasesandpublications/ep/p-bii/bii2015/dbs/>

It is also possible to understand the potential Gross Value Added (GVA), measuring the contribution to the local economy, from the additional jobs created. CSO statistics highlight that GVA per head for the two sectors averaged €29,042.

Table 1.19: Gross Value Added (GVA) per FTE job (2020)

	GVA Per FTE
Accommodation and food service activities (I)	€18,536
Arts, entertainment, recreation	€57,177
Other service activities (R, S)	€32,800
Average	€28,894

Source: CSO

In summary therefore, the additional jobs impact and knock on consequences of the proposed investment in terms of wages and GVA are as follows:

Table 1.20: Estimated Additional Jobs, Wages & GVA Impact

	Option 1a	Option 1b	Option 2a	Option 2b
Net Additional FTEs	33.5	30	40	36
Average Annual Wage	€ 34,937	€ 34,937	€ 34,937	€ 34,937
Total Wages Per Annum	€ 1,170,373	€ 1,048,095	€ 1,397,460	€ 1,257,714
GVA Per Annum	€ 967,942	€ 866,814	€ 1,155,752	€ 1,040,177
GVA over 20 years	€ 19,358,842	€ 17,336,277	€ 23,115,036	€ 20,803,532

Conclusion on Economic Case

In terms of additional added value to the Wexford economy, this is estimated to range from circa €870k to €1.2m based on additional people employed at the attraction. Over a 20-year period this could amount to as much as €23m in sustaining an additional 40 full-time equivalent jobs through the investment. There is the potential to contribute added value through GVA on additional salaries alone.

This estimate does not include additional GVA on the back of any profits made by potential 3rd party operators. There may also be additional multiplier and spill over effects with any net additional tourism revenue brought to Wexford County because of the new Duncannon development, taking potential displacement of visitors from other Wexford attractions into account. There will also be any spend in the local economy on local purchases to service the attraction as well as the potential for additional rates income for the Council. This should be explored further in a detailed impact assessment.