



Conservation – Going Forward

# Importance of the Built Heritage

- Cultural Tourism is the fastest & largest growing tourism market (OECD)
- Promote destination & attractiveness of place
- Create local distinctiveness in the face of globalism

# Sense of Place



# Economic Benefits

- Historic environment directly supports 25,000 full time jobs
- Estimated to contribute some €1.5billion annually to the Irish economy
- Plays a substantial role in supporting skills development



# Supporting Traditional Skill Base



# Wexford Council Response

- The Norman Way



Provides a wonderful opportunity to capitalise on the heritage and attract more visitors to the area based on Wexford's unique Norman heritage.

- The sites consist of Churches and graveyards, Tower Houses/Castles.
- Many of the structures and sites need repair and/or attention.
- The Norman Way will help realise the potential of these sites.
- Raising the profile of the sites will help to fund the works and ensure their long term future

# Route of Phase 1 of the Norman Way





# Built Heritage Investment Scheme

## Domestic



# Commercial



# Town wall Restoration New Ross





## Other Heritage Projects supported by Wexford County Council





## Summary of Benefits of Maintaining Our Built Heritage

- Tower Houses, churches and graveyards are now economic assets
- Upkeep and maintenance provide financial return
- Educational Value
- Promotion of our cultural heritage
- Knock on effect – Town Walls, Tintern Abbey, Johnstown Castle etc
- International Exposure

Thank You for Listening

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