



# Kilkenny Tourism Development Plan

**Client:** Failte Ireland  
Kilkenny County Council

**Location:** Kilkenny City

**Type of Study:** Development Plan

**Length of Assignment:** 4 months

**Budget:** €15 million

The assignment involved the development of a strategic tourism development plan for Kilkenny. A full professional team of consultants was assembled to review the future tourism potential of Kilkenny and to develop an integrated plan that would deliver this potential.

Out of the plan came the concept of “*Kilkenny’s Medieval Mile*”. This was supported by suggested series of capital development projects that would provide the visitor with new an interesting things to explore and ways to navigate the city.

The plan was supported by Failte Ireland and a grant of €10 was approved to facilitate its rollout.

Sherwood & Associated continue to work with Kilkenny County Council on the development of key projects including the Medieval Mile Museum.

- |   |   |  |
|---|---|--|
| 1 | 2 | 1 Medieval Street Grid                 |
|   |   | 2 Saint Canices Cathedral              |
|   | 3 | 3 Thomas Butler<br>10th Earl of Ormond |
|   | 4 | 4 Kilkenny Castle                      |



## Councils give green light for €2.1m brewery site purchase

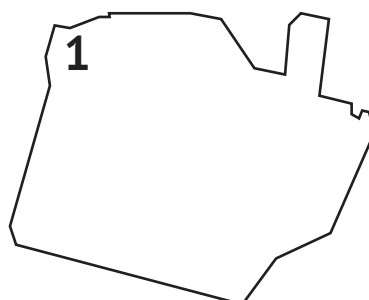
KILKENNY local authorities have given the go-ahead to purchase the St. Francis Abbey Brewery site from Diageo for €2.1 million, following two unanimous ballots at an historic joint meeting held yesterday (Tuesday) in City Hall.

Members of Kilkenny Borough and County Councils gathered to discuss an offer from Diageo regarding the 10.6-acre site, and to vote on whether to purchase it. Two separate motions, one for the county council and one for the borough, were passed following unanimous agreement by those present.

The local authorities hope to take possession of the site in 2014/15, subject to it being cleared and remediated in accordance with Environmental Protection Agency regulations. Diageo says it will use the €2.1 million purchase fee from the council to cover the cost of this operation, meaning the acquisition is essentially cost-free.

The purchase will exclude the Victorian brewing buildings, which currently house the visitor centre fronting onto Parliament Street. Diageo plans to retain these buildings, although for what purpose it has not yet been revealed.

**Kilkenny People – Published on Wednesday 9 May 2012 16: 43 PM**



**1** St. Francis Abbey