

Strategy: Choosing the Right Pieces to Achieve a Vibrant, Thriving Rathkeale

2024 Vision by David Lamont | 9/5/24

OPPORTUNITIES

LEADERSHIP, TEAM & STRATEGY



Confidence (trust, leaders and team) +
Competitiveness (Access, Amenities, Attractiveness, Affordability, Attention)
→ **NEW MONEY** (residents + visiting shoppers = business open)
→ Vibrancy (products, services, entertainment, ambiance)
= **REJUENATION**



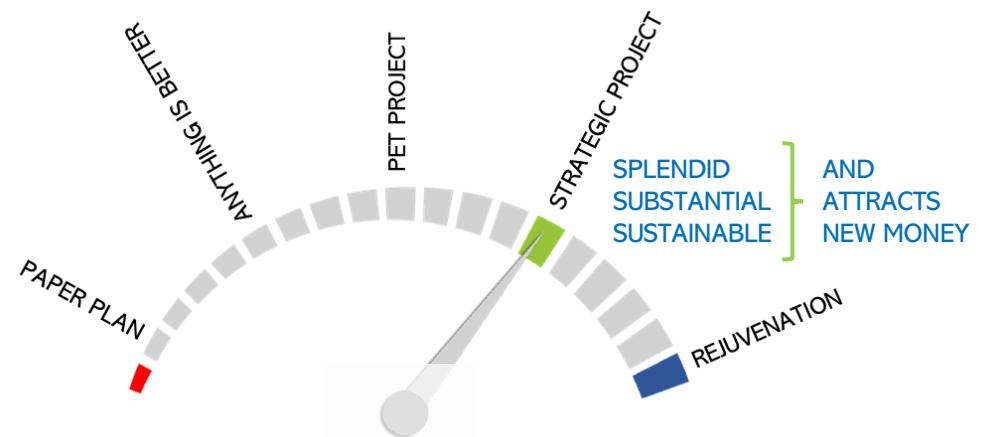
Decline continues despite the same

- Amenities
- Politicians
- Community Council
- Personalities
- Businesses

SO NEW IS CRITICAL

Adare Bypass
More Settled Residents
Future Industry
Added Attractions

PROJECTS



- Is it at the expense of something strategic?
- Will it bring new residents, businesses, visitors, investments?
- How long will the benefits last?

Recreating a Vibrant, Thriving Rathkeale

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Enhance Environment
 Improve River Deel
 Upgrade the River Walk
 Embrace the Greenway
 Encourage Clean Energy Use



Rebalance Occupancy
 LAP zones for 184 houses (+28%)
 Influence Planning Permission
 Attract full-time families

Boosts Local Economy 18.5% for decades

Fun Events
 St. Patrick's Day Parade
 Community Entertainment



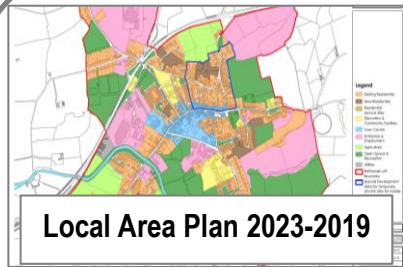
Rejuvenation Association & Fund



STRATEGY



people who happen to things rather than let things happen to them



+ Foynes-Limerick Motorway
 + Foynes-Limerick Railway?
 + More affordable housing
 + Greenway Hub
 + Schools and amenities



Attract Future Industries
 LAP zones 60 hectares for Enterprise
 Decarbonisation (Shannon Estuary Plan)
 Technology Hub & Light Industrial



Create a Tourist Destination
 Reopen Castle Matrix.
 Revert Main St. facades to 1900's.
 Open a unique Heritage Centre.
 Best Cyclist Town on Greenway.



Save Local Retail
 Attract new shops, adding demand.
 Attract occupants to BoI building.
 Build a shopping centre.
 Become a one-stop-hub.

RATHKEALE COMMUNITY COUNCIL
 Subsidized facilities for a handful of organisations.
 Plant tubs, cut grass & basic maintenance

Rathkeale Together
 Community groups and events for settled & Travellers

Tidy Up & Maintain
 Unsightly Buildings
 Dereliction
 Water Supply
 Services (bus, cleaning)



Add Amenities
 Provide Community Facilities
 - Men's Shed at Holycross
 Build Activity Centre
 Finish Abbey with glass