

DO: GACH BALL DE CHEANTAR BARDASACH DHÚN GARBHÁN/LEASA MHÓIR
TO: EACH MEMBER OF THE MUNICIPAL DISTRICT OF DUNGARVAN/LISMORE

Economic Development Report to the end of April 2022

1. Rural Economic Development: Towns & Villages 2022

Currently advertising for Expressions of Interest for the 2022 TVRS. Please email townvillagerenewal@waterfordcouncil.ie for more information.

Closing date to have completed forms submitted is **Friday 06th May 2022.**

2. Trails

Outdoor Recreation Infrastructure Scheme

- Projects funded under the above-mentioned scheme in 2019, 2020 and 2021 currently in progress.
- Applications currently being drafted for ORIS 2022 under Measure 1 and the Project Development Measure. To be submitted before 19th April 2022.

Waterford Greenway

- A number of projects are currently being planned and/or implemented on Waterford Greenway with both WCCC funding sources and funding support from TII.

Greenway Feasibility Studies

- Continuing to work with Cork Co Co and Atkins Ireland with regard to the Dungarvan to Mallow Greenway feasibility study. Public consultation period no. 1 due to close on 29th April 2022. <https://www.corkrdo.ie/greenways/mallow-to-dungarvan-greenway/>
- Working with Tipperary County Council with regard to feasibility study into a Waterford Greenway to Suir Blueway Connection. TOBIN consulting engineers have been appointed as consultant in order to progress this study during 2022.

Waterford Trails

- Continuing to engage with Sport Ireland Outdoors and local trail development groups around Waterford with regard to ongoing monitoring, maintenance, development and promotion of Waterford's existing recreational trail network.



3. Tourism

This week, Visit Waterford launched its 2022 summer tourism campaign, '**Waterford - Your adventure starts here**' which will showcase what Waterford city and county has to offer as a tourism destination in Ireland's Ancient East.



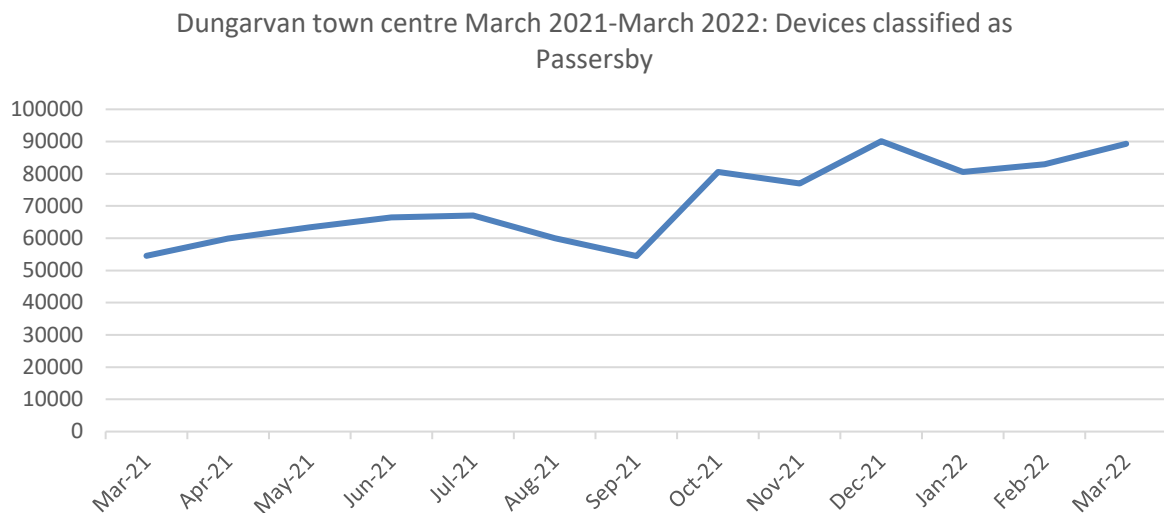
Taste Waterford

A new *Taste Waterford* brand and website launched on Monday 28th March, aiming to build on the work done under the previous *Food the Waterford Way* brand which was launched in 2017. A quality food offering is a motivating factor for visitors when choosing a destination, so *Taste Waterford* is an important marketing element in elevating the overall profile of Waterford as a tourism destination. www.tastewaterford.ie

4. Dungarvan Town Centre

The next meeting of the Dungarvan TCMG is scheduled for Wednesday 18th May.

5. Town Centre Footfall Data



Note: Passersby are probing wireless devices detected by a Meraki Access Point (AP). While a passerby was seen by the network, its probes and dwell time did not meet the requirements to be considered a visitor. More detailed information on Visitors is provided below.

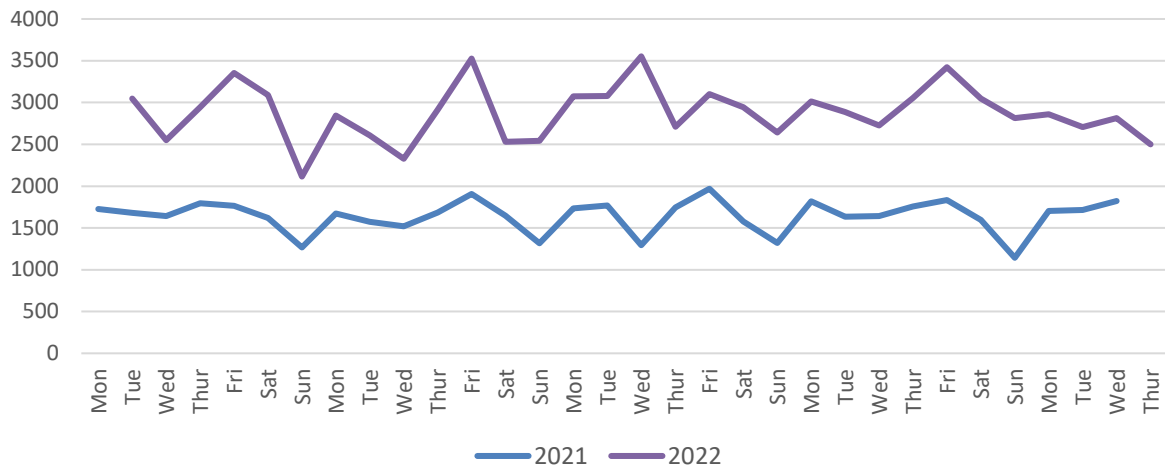
Visitors to Dungarvan town centre

- **The charts and points below relate to those classified as Visitors and not Passersby.**
- In March 2022 the average daily visits were 985 which is down slightly on February from 1,008.
- The repeat visit rate for March 89% which is down 1% on the previous month.
- The median visit length was 26 minutes; the same length as February 2022.
- The largest grouping of visitors in March 2022 were classified as 'Weekly visitors' representing half of all visitors. 28% were classified as 'Daily visitors' which is a slight decrease from the February figure of 30.5%. 10% are classified as 'Occasional Visitors' and 10% as 'First time visitors'.

Notes:

- Occasional visitors have visited at least once before. This visitor may have visited several times but does not meet weekly requirements.
- Weekly visitors have visited in at least two distinct weeks out of the past four, but not frequently enough to be considered daily visitors.
- Daily visitors have visited in at least five distinct days in the past eight.
- First time have never been seen before today.

Dungarvan Town Centre Footfall: March 2021 compared to March 2022



Note: Chart compares days of the week rather than dates for ease of comparison. In March 2021 Ireland was in Level 5 restrictions with childcare and education resuming.