



**Uimhir Thagarta Uathúil:** WFD-C2-12

**Stádas:** Submitted

**Submission:** Sustainable Ardmore

**Údar:** Ardmore Tidy Towns Association

**Comhairliúchán:**

Draft Waterford City and County Development Plan 2022 - 2028

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## Litir Chumhdaigh

Ardmore Tidy Towns Submission to The Waterford City & County Draft Development Plan.

Ardmore Tidy Towns Association was originally founded as Ardmore Development Association by members of The I.C.A. who co-opted some business people and representatives of other organisations with a view to improving Ardmore and marketing it as a visitor destination. We have entered The Tidy Towns Competition every year since 1963 and we are continuously mindful of our mission statement of:

- PROTECTING OUR ENVIRONMENT;
- CARING FOR OUR HERITAGE;
- PROMOTING BIODIVERSITY;
- ENHANCING OUR AMENITIES.

We have always received wonderful support, help and advice from Waterford City & County Council at all levels and we work in close harmony with them. We are excited about the proposed new Water Sports Facility for the village and the proposed increase to our Car Park and hopefully Coastal Erosion Protection works including the new path to Curragh. In view of this we have decided to make a submission to The Waterford City & County Development Plan as we see significant opportunities for our community to build on our strengths and try to offset our weaknesses and threats to our development.

We badly need to revitalise the centre of our village, create employment, lengthen the holiday season and improve the economy to support all year round catering and retail.

## Observations:

### Chapter 4: Economy, Tourism, Education and Retail

**Caibidil:** Volume 1 » Part 3: City and County Policy Objectives » Chapter 4: Economy, Tourism, Education and Retail

- Ardmore is a Heritage Village of Ecclesiastical importance with St Declan's Well, The Round Tower and The Cathedral.
- We boast a blue Flag Beach, 3 Clean Coast Beaches as well as the 2km beach at Whiting Bay.

- We have the beautiful Cliff Walk and several other looped walks as well as Pilgrim Path, St Declan's Way from Ardmore to Cashel.
- Ram Head is one of Ireland's most popular Whale Watching locations.
- We have a very strong Community identity built mainly around The GAA Club and Tidy Towns Association both of whom promote sustainability & biodiversity. All our local organisations work in close harmony and cooperation with one another.
- We also have a long history of positive visitor experience from all who enjoy our amenities and inclusiveness and our richness in culture and the arts.
- In addition to The Cliff House Hotel & Michelin Star restaurant we have The Round Tower Hotel, famed White Horses Restaurant, the new Urchin Bar and Adventures, a variety of food outlets, the traditional Keevers Village Pub, Caravan Parks and Motor Home Park and numerous self catering options and an excellent convenience grocery.
- Sadly our existence as a sustainable village is threatened by the fact that we have very few residents in the heart of our village.

**Attachments:**

WFD-C2-12-780 - WFD-C2-12 Redacted Ardmore Tidy Towns.docx

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**Teorainneacha Gafa ar an léarscáil:** Níl