

# Cloyne Round Tower, Co. Cork

## Future Use Feasibility Study



The European Agricultural Fund  
for Rural Development:  
Europe investing in rural areas



Rialtas  
na hÉireann  
Government  
of Ireland

Tionscadal Éireann  
Project Ireland  
2040

Funded by the Department of Rural &  
Community Development



Department of Rural and  
Community Development



An Roinn Forbartha  
Tuaithe agus Pobail

SECAD 



Todhchaí Cheantair  
Thuaithe na hÉireann  
Our Rural Future



  
LCDC

Coistí um Fhorbairt Pobail Áitiúil  
Chontae Chorcaí  
Cork County Local Community Development  
Committees

Cloyne District Community Council was funded by the Department of Rural and Community Development and the EAFRD – Europe investing in Rural Areas – Leader 2014 – 2020 to conduct this Cloyne Roundtower Restoration Feasibility Study. This project is supported by the South Cork LAG and SECAD Partnership CLG

Fuair Comhairle Pobail Cheantar Chluain Uamha maoiniú ón Roinn Forbartha Tuaithe agus Pobail agus ón gclár Ciste Talmhaíochta na hEorpa d'Fhorbairt na Tuaithe – Infheistiú na hEorpa i Limistéir Tuaithe – LEADER 2014-2020 chun an Staidéar Féidearthachta seo a dhéanamh faoi Athchóiriú Chloigtheach Chluain Uamha.



## Contents

### Section One: Introduction

- 1.01 Overview of Report
- 1.02 Project Brief
- 1.03 Design Team Members
- 1.04 Report Limitations

### Section Two: Site Analysis

- 2.01 Cloyne- Setting
- 2.02 Cloyne- A Brief History
- 2.03 Site Overview
- 2.04 Site Accessibility
- 2.05 Heritage Protection Legislative Framework
- 2.06 Local Legislative Framework
- 2.07 Site Constraints
- 2.08 Opportunity Areas

### Section Three: Tourism Potential

- 3.01 Market Analysis
- 3.02 Cork Connectivity
- 3.03 International Target Markets
- 3.04 Domestic Target Markets
- 3.05 Branding Strategies
- 3.06 Ireland's Ancient East
- 3.07 Numbers for Local Attractions
- 3.08 Enhancing Tourism Potential

### Section Four: Asset Appraisal

- 4.01 Overview
- 4.02 Cloyne Round Tower
- 4.03 Cloyne Cathedral
- 4.04 Greenfield Site
- 4.05 Public Areas

### Section Five: Design Solution

- 5.01 Concept Overview
- 5.02 Site Entrance and Carpark
- 5.03 Works around Cloyne Cathedral
- 5.04 Gathering Area
- 5.05 Round Tower
- 5.06 Statutory Consents

### Section Six: Business Model

- 6.01 Overview
- 6.02 Projected Tour
- 6.03 Projected Running Model
- 6.04 Visitor Number Projections
- 6.05 Pricing Projections

### Section Seven: Order of Magnitude Costs

- 7.01 Overview
- 7.02 Order of Magnitude Costs

### Section Eight: Conclusion





## Section One: Introduction



## Cloyne Round Tower

### Section One: Introduction

#### 1.01 Overview of Report

This report sets out to test the feasibility of Cloyne Round Tower as a tourist attraction. This study investigates the potential of creating a tourist experience in Cloyne with the Round Tower at its heart. It demonstrates the viability of the project through comparator studies and analysis and provides an appropriate design solution for the project. It is hoped that this project would rejuvenate the historic town of Cloyne while also carrying out repairs to the tower and safeguarding its future.

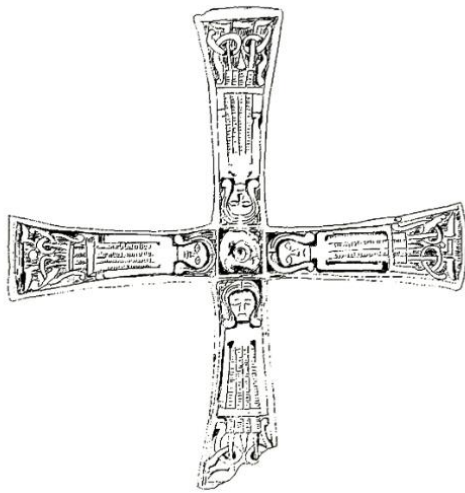
There are two main strands to this feasibility report- demonstrating the feasibility in terms of costs and visitor numbers, and demonstrating the feasibility in the context of the physical environment. The first section of the report focuses on the physical and historical context of the project and investigates potential links within the eastern region and potential target markets. It then provides a design proposal for the project and demonstrates how the site might be run. Finally, it gives an order of magnitude cost for the project.

Funding is a key factor in the viability of any project, and the successful progression of this project will be dependent on grant assistance. It is hoped that the feasibility study will pave the way to progress this project in the coming years.

#### 1.02 Project Brief

The brief for the project was to propose a coherent and attractive design for a tourist experience at the Round Tower which would represent an economically viable proposal appropriate to the historic setting of Cloyne. This report is intended to be appropriate for use in communication with various stakeholders and should be utilised as the foundation for a more detailed design in future years. It has been funded by SECAD (South East Cork Area Development) It was established at the project outset that the report would contain the following information:

- Site analysis to include a review of site constraints, an assessment of the existing site



potential, condition of the existing building and an analysis of planning policies and local area plans.

- An initial archaeological impact assessment in order to identify potential constraints
- A marketing review primarily to take the form of comparator analysis, looking at other sites within the area and similar attractions nationwide in order to assess the potential of the site as a tourist attraction.
- A design solution including a proposal for facilities on the site to include parking, an interpretative centre, ticket office, and access to the tower. This was to be appropriate within the historic context of Cloyne and to include a consultation with Cork County Council Planning Department.
- An outline traffic management strategy including a proposal for access and parking, demonstrating how visitors would move around the site and any alterations proposed to public roads, including a consultation with Cork County Council Roads Department.
- An initial order of magnitude cost appraisal for the capital costs of the project, as well as indications of the potential day-to-day running costs and potential revenue.

### 1.03 Design Team Members

The report has been commissioned by the Cloyne Round Tower Restoration Committee in association with the Cloyne District Community Council. This is a community led group whose focus is to safeguard the future of the Round Tower. It hopes that the Round Tower could become accessible to the public once more, which is an objective that this Feasibility Report explores in detail.

The design team consists of the following personnel:

- James Bourke Architects- Project Lead/ Conservation Architects
- Andrea Gunn Communications and Marketing- Marketing Consultant
- Daniel Noonan Archaeological Consultancy – Archaeologist
- Hegson Design Consultancy Ltd – Traffic Engineers

The Feasibility Report will rely on the contribution of all of the above consultants in order to provide a cohesive and realistic proposal for the visitor experience

### 1.04 Report Limitations

The report is based on all available information. All survey analysis was based on visual work only and no opening up work was undertaken. There is an unknown factor with regards to the possibility of archaeological remains being present on the site which could necessitate alterations to any proposed design.

Further survey work, most notably a detailed archaeological assessment through the development of an Archaeological Impact Assessment (AIA) of the scheme, will be required as the plan evolves; to inform the development of the design.

It should also be noted that there is a strong interface between the proposal and the public realm, and any developed design will need to be undertaken in conjunction with Cork County Council with regards to elements such as public roads, lighting etc.



## Section 2: Site Analysis



## Cloyne Round Tower

### Section Two: Site Analysis

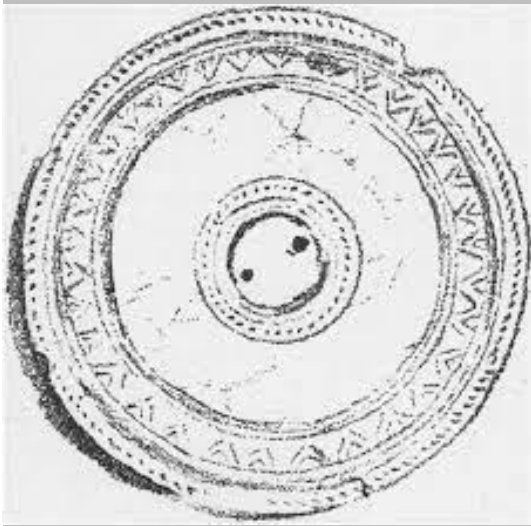
#### 2.01. Cloyne Setting

Cloyne is located in the heart of East Cork. It is approximately 31km from Cork City Centre, 25km from the port in Cobh and 37km from Cork airport. It lies 8km to the south of Midleton and 30km south-west of Youghal. It is also about 8km from the south coast, with several family friendly beaches located in the area. Cloyne is ideally located to become a stopping point on a tourist trail of East Cork. It is a town with a long and rich history which lends itself to becoming an important stopping point along Ireland's Ancient East.

Nearby attractions include the Jameson Experience (8km), Ballymaloe House (7km), Ballycotton (10km), and Fota Wildlife Park (19km). These attractions already welcome large number of tourists annually, creating a tourism infrastructure in the area which the Round Tower is ideally located to link into. The marketing potential of the site as a stopping point on Ireland's Ancient East is further analysed in section three of this report



1: Cobh 2:Fota Island 3:Midleton / Jameson Experience 4:Cloyne 5: Ballycotton 6: Roches Point 7:Ballymaloe House 8: Youghal



Bronze Age Sun Disc



Castle Mary Dolmen



Cloyne Village

### ***Cluain Uamha – Meadow of the Caves***

*Folklore has it that a headless horseman emerged on a coach from Cloyne Cave, visiting houses in the village where a death was imminent*

## 2.02. Cloyne – A Brief History

Cloyne itself is a small town with a long and complex history. The name Cloyne derives from its Irish name of *Cluain Uamha*, 'The Meadow of the Caves'. An extensive and complex cave system is located adjacent to the town, the largest known system in County Cork. The caves are the source of mystery and folklore and stretch some seven acres beneath the lands around Cloyne. They are generally flooded and not accessible to the public.

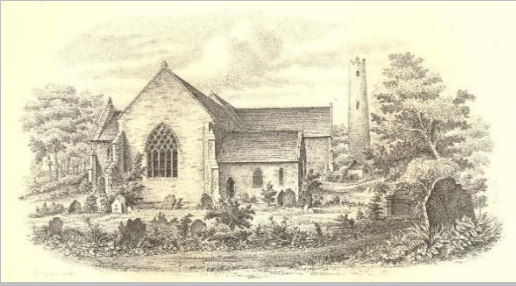
The earliest traces of human habitation in the area reach back to the megalithic era, with a Dolmen located at Castle Mary (2km from the town) dating to circa 2000BC (Castle Mary was burnt by rebels in 1920). Early Bronze Age gold sun discs discovered in Cloyne date to circa 1800BC and are now housed in the National Museum. There are the traces of approximately 30 ring forts in the surrounding area.

Cloyne is a town of considerable antiquity and it appears to owe its origins to the foundation of a monastic settlement here by St Colmán mac Lénéne (obit. 604AD) in the late 6th century. It is likely that some form of secular settlement developed around the ecclesiastical enclosure that would have surrounded the early monastery, forming a proto-monastic town – the earliest form of urbanism in Ireland.

The Diocese of Cloyne was founded circa 560AD. The monastery flourished over time and like other prosperous monasteries became the victim of numerous raids. According to *The Annals of the Four Masters*, Cloyne was plundered by the Danes in 822, in 824 and also in 885. It is also mentioned in *The Annals of Innisfallen* that the people of Ossory plundered Cloyne in 978 AD and once again in 1088 AD by Diarmuid Ua Briain.

The present-day Cathedral in Cloyne was built after the raids in circa 1250 AD. It was built on the foundations of an earlier medieval building. It is a simple but beautiful structure surrounded by an atmospheric graveyard of ancient tombstones and the Cathedral is still at the heart of the town and remains in use to this day.

The famous Cross of Cloyne, made in gilt bronze, and dated to the 11th or 12th century, was unearthed in the grounds of the cathedral in around 1885 and was given to the National Museum



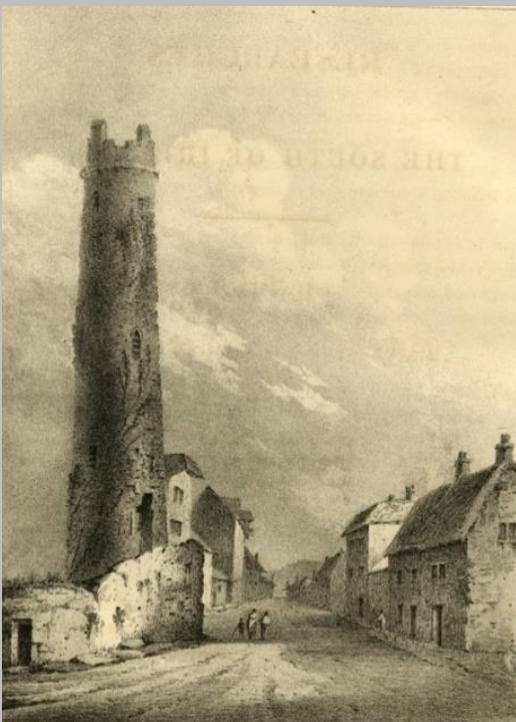
## ***The Philosopher Bishop***

*All the choir of heaven and furniture of earth – in a word, all the bodies which compose the frame of the world – have not any subsistence without a mind.*

-Bishop Berkeley

## ***The Astronomer Bishop***

*Local lore has it that Bishop Brinkley used the castle on Castle Hill as an observatory.*



The Round Tower dates to the 11<sup>th</sup> Century and is one of two remaining Round Towers in Cork. The Round Tower is a monument of huge historic, social and cultural significance. Round Towers are iconic Christian monuments, found in both urban and rural settings throughout Ireland. The old Irish name for them is cloigtheach, which literally translates as a bell-house. However, they were more than simple functional spaces, at the time when they were first built they were often one of the few stone-built buildings on the monastic site they were part; and are often all that remains above ground of those sites.

The stone roof of the tower in Cloyne was destroyed by a violent thunderstorm on the night of January 10<sup>th</sup>, 1749. Bishop Berkeley in a letter to a friend dated February 2<sup>nd</sup> 1749 wrote *“our Round Tower stands where it did but the little stone arched vault on top cracked.”* Bishop Bennett (1813) stated that *“the vaulted stone roof of the tower was never repaired but the height was lowered more than six feet and a vile battlement substituted in its stead.”*

George Berkeley was bishop of Cloyne from 1734 to 1753. He was a talented metaphysician famous for defending idealism – that is, the view that reality consists exclusively of minds and their ideas. He was born in Thomastown and went to university in Trinity College Dublin. Prior to his appointment in Cloyne he had visited America, and his time here forged important links across the Atlantic. Several American universities, Yale in particular, benefited by Berkeley’s visit, and his correspondence with Samuel Johnson, later president of King’s College (Columbia University), is of philosophical importance. Berkeley city in California is named after him.

In 1826, John Mortimer Brinkley was appointed Bishop of Cloyne, a position he held for the remaining nine years of his life. During his career he received numerous medals and natural science awards for his work on the theology of science and his research and observations on how science supported nature and demystifying some religious beliefs. He was revolutionary for his time.





'Madame Dragonfly' Cynthia Longfield

In more recent times a notable resident of Cloyne was Cynthia Longfield. Hailing from the Longfield family of Castle Mary, outside Cloyne, she was a natural historian and important environmental observer; who famously became known as 'Madame Dragonfly' because of her ground-breaking book published in 1937 called *The Dragonflies of the British Isles*. She worked at the Natural History Museum in London and maintained her lifelong interest in insect life, as well as ornithology and natural history. She is buried in the graveyard of St. Coleman's Cathedral.

In the past few decades the most famed person to come from Cloyne has been Christy Ring, a native of the town and one of Ireland's greatest ever hurlers. Christy Ring won all the top awards in hurling and set many records. His roll of honour includes 8 All-Ireland senior hurling medals, 9 Munster titles, 4 National Leagues and 18 interprovincial medals with Munster. He captained Cork in 3 All-Ireland finals and was the first player to receive the Liam McCarthy Cup three times. The memorial in the village was erected in 1983 and is the work of Yann Goulet.

Cloyne is acknowledged as being a small town with an important history. The town is described on the Historic Environment Viewer [www.webgis.archaeology.ie/historicenvironment](http://www.webgis.archaeology.ie/historicenvironment) as follows:

**Class:** Historic town  
**Townland:** DEMESNE (Imokilly By.), TOWNPARKS (Imokilly By., Cloyne Par.)  
**Description:** Cloyne was an important early monastic foundation which later became the location of a medieval cathedral (vol. 2, 5605). There are references to a town here from the 13th century (Ó Loingsigh 1994, 1) and Graham (1977, 52) classifies it as a 'medieval borough'. The town contains the remains of a Round Tower (vol. 2, 5597), the cathedral (vol. 2, 5605), a 16th/17th-century fortified house (vol. 2, 5591) and the sites of a tower house (CO088-019014-), a 16th/17th-century house (CO088-019008-) and a market cross (CO088-019012-). A 17th-century armorial plaque (CO088-019013-) from the town is now missing. (Zajac et al. 1995, 28).

Come counties all both great and small  
 who boast a hurling king  
 Can one tonight hold candlelight to Cork's  
 own Christy Ring? - Bryan MacMahon



### 2.03. Site Overview

There are several elements to the proposed site. These can be broken down as follows:

(i) The Round Tower is set in the heart of the town. The tower is set on a small site enclosed to the east along Church Street. The boundary consists of a low rubble stone wall with iron railings above and a gate located centrally. The Round Tower extends to the north and west boundaries, with the land adjacent being in private ownership. The tower site is in the ownership of the Church of Ireland.

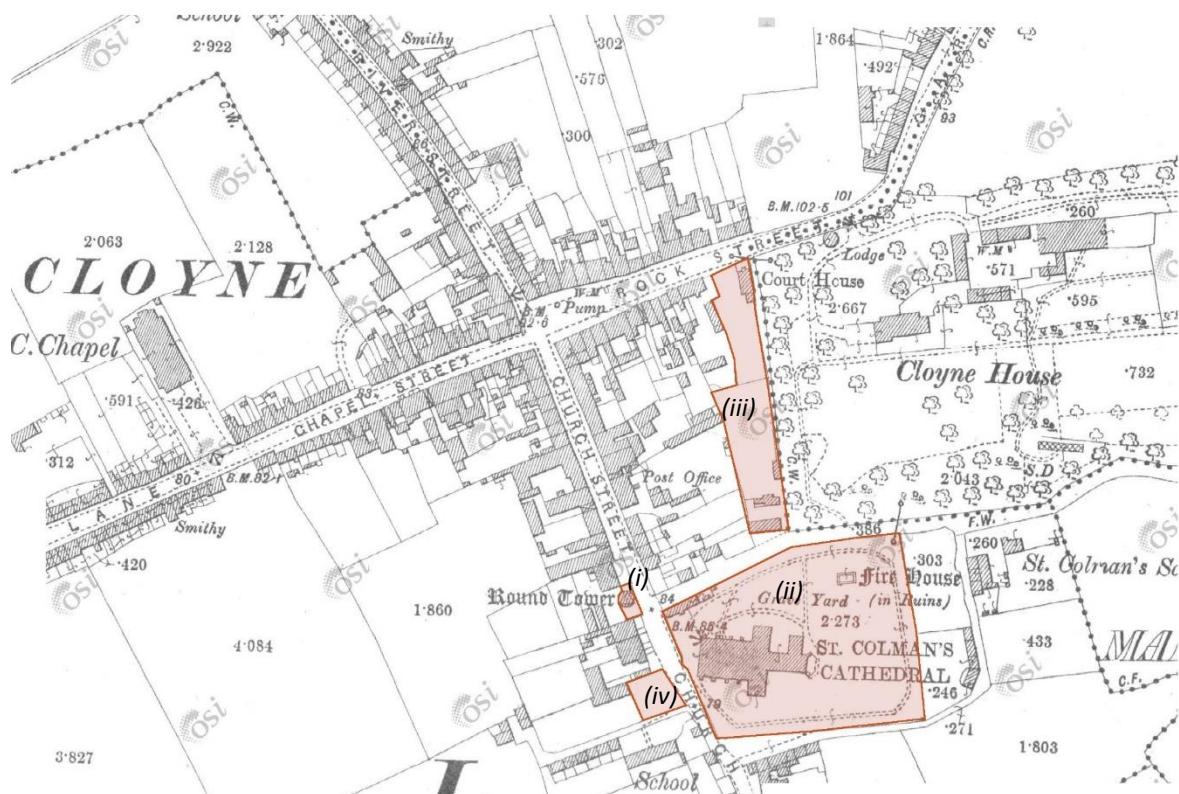
(ii) The Cathedral and graveyard opposite the Round Tower are also in the ownership of the Church of Ireland, and it is assumed that there will not be any transfer of ownership of these areas. This feasibility study has been prepared with the support of the Dean of the Cathedral and the Cathedral and graveyard are available for use as part of the design, subject to the further input and support of the Church Body. The graveyard is bound to all sides by a high rubble stone wall.

(iii) There is a large open green site to the north of the Cathedral which is to be included as part of the proposal. The site stretches from Rock Street to the north boundary down to Cathedral walk to the south boundary.

Current access is via a gateway to the south, and the land is currently in use for the grazing and stabling of horses. The old courthouse, currently in a state of ruin, is located on this site. There are no significant visible remains of any other former buildings on the site. The site is bound by a high rubble stone wall, with the wall to the north in front of the old courthouse retaining evidence of a former entrance arrangement for this building. The gardens of Cloyne House are located to the east of this site, and there is the potential to access Cloyne caves from this east boundary. A pub is located to the north-west boundary of the site, with the rear gardens of commercial and residential properties being located along the western boundary in general.

(iv) An existing public open space with a livestock loading bay to the west of the Cathedral has been identified as a site for potential renewal and upgrading as part of this feasibility study. This area is known locally as The Loading Bay.

(v) In order to create a full and cohesive strategy works will be proposed to the public realm to link these areas, including upgrading of the streetscape and public lighting throughout. These works will require the support of Cork County Council.



they are the state body charged with safeguarding the archaeological resource and enforcing the provisions of the National Monuments Act 1930 – 2004 and its legislative provisions for development and archaeology. The Round Tower, the Cathedral and Graveyard are Recorded Monuments; while these monuments and the entire works area is with the Zone of Notification/Potential (ZAP) for the historic town of Cloyne. The annotated screengrab from the National Monuments Service's online Historic Monuments Viewer (<https://maps.archaeology.ie/HistoricEnvironment/> - accessed 21/08/2021) shows the locations of the key monuments and works layout below

#### 2.04. Site Accessibility

Cloyne itself can be accessed via bus from Cork City (Bus Eireann Route 240). This route runs 3-4 times a day excluding Sundays via Midleton, and it takes approximately 40 minutes from Cork City and 10-15 minutes from Midleton. Midleton is well linked to Cork via train, with two trains per hour generally Monday to Saturday and 9 services in total on a Sunday. The primary mode of transport in the area is the car.

Whitegate Road to the west and leads towards Ballycotton to the east. Church Street leads towards the coast to the south and towards Midleton to the north.

This crossroads can become congested area in high traffic times. Church Street can experience traffic issues as cars park on both sides of the 8m wide road, effectively limiting the road to one lane of traffic. Cars also park on both sides of Rock Street, which is approximately 13m wide at the crossroads and reduces down to 7.5m wide to the north of the Court House. There are good sight lines along this section of Rock Street, and along Church Street. There are footpaths to both sides of Church Street and Rock Street, without any pedestrian crossings present. The footpath along the west side of Church Street terminates at the Round Tower.

The road to the north of the graveyard, referred to in this report as Cathedral Walk, is approximately 7m wide with no footpaths present.







## 2.05. Heritage Protection Legislative Framework

Ireland has ratified European and International conventions in relation to the protection of its built heritage. These, along with a large body of conservation charters and associated conventions and documents, are an essential framework for good practice in the protection and enhancement of the Historic Environment. It is essential that there is an awareness of the relevant legislation in order to provide a feasible design approach for Cloyne Round Tower. These frameworks are briefly outlined below.

### *Planning and Development Act 2000*

The Planning and Development Act 2000 (as amended) requires that Planning Authorities compile and maintain a Record of Protected Structures. The RPS is a mechanism for the statutory protection of our built heritage. When a structure is protected the protection includes the structure, its interior, the land within its curtilage and other structures within that curtilage (including their interiors), and all fixtures and features that form part of the interior or exterior of all these structures

The Planning and Development Act 2000 (as amended) requires that Planning Authorities compile a list of Architectural Conservation Areas (ACAs). This is defined as a place, area, group of structures or townscape that is of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest or contributes to the appreciation of protected structures.

Cloyne Round Tower is a Protected Structure (RPS ID – 00592). It is located within an Architectural Conservation Area (Cloyne Town ACA)

### *National Monuments Act 1930-2004*

Structures and/or sites may be protected under the National Monuments Acts 1930- 2004. This can be in addition, or as an alternative, to protection under the Planning and Development Acts. The protection of structures under the National Monuments Acts takes place at national level within the Department of the Environment, Heritage and Local Government. Sites protected under the National Monuments Acts are contained in the Record of Monuments and Places (RMP).

The evident physical remains of an archaeological monument are not necessarily the full extent of the original monument. Further archaeological remains often remain buried in the ground in its vicinity.

Cloyne Round Tower is included on the Record of Monuments and Places (CO088-019004), and the entire site is within a Zone of Notification with regards to Archaeological potential. Cloyne Cathedral is included on the Record of Monuments and Places (CO088-019006) as is the associated Graveyard (CO088-019005).

The site of the proposed car park is within the Zone of Archaeological Potential (ZAP) for the historic town; and bounds onto the remains of a 16th Century fortified house (CO088-019009-) at the east end of Rock Street.

### *Wildlife Acts*

The Wildlife Acts 1976 - 2000 are the principal statutory provisions providing for the protection of wildlife (both flora and fauna) and the control of activities which may impact adversely on the conservation of wildlife and their habitats. The Minister for the Environment, Heritage and Local Government is the Competent Authority for the servicing of a number of wildlife-related international agreements and implements a number of EU Regulations, Directives and International Conventions.

All bats and their roosts are protected by law and a licence is needed to disturb them in the wild. Prior to carrying out work on a protected structure a survey should be undertaken to ascertain if there is any evidence of a bat population in the building.

## 2.06. Local Legislative Framework: Cork County Council Development Plan

Cork County Council have published a draft Development plan which is due to be implemented in 2022 and run until 2028. Cloyne has been identified as one of the five key villages as part of the strategic planning of Cork County Metropolitan Area in the draft Development Plan. It is a village to be targeted for future growth and development. The area is expected to grow in population by in excess of 1,500 people, which will potentially double the existing population of 1,803 for the town as indicated in the 2016 census. It is clear that investment will be required from Cork County Council to upgrade the infrastructure in the town to allow for this targeted growth.

The draft Development Plan sets out the following general target:

*1.9.1 The Development Plan presents an opportunity to shape the future growth of County Cork to plan for and support the sustainable long term development of the County. The Plan aims to build on our previous successes and to strengthen our strategic advantage as a County, to ensure that we utilise the strengths of our citizens, communities, built and natural heritage, infrastructure, economy and tourism to their full potential*

Chapter 10 of the plan deals with tourism specifically. The main aims of the development plan with regards to tourism are to:

- *Develop, enhance, and protect new and existing tourism assets, products, attractions and tourism infrastructure;*
- *Maximise the tourism diversity of the County and promote sustainable tourism-related development;*
- *Develop strong, year-round, high quality integrated tourist products and promote the potential of underdeveloped areas for tourism.*

The development plan notes that the towns and villages of Cork have significant potential for heritage led tourism (10.6.1). It recognises Heritage Tourism as one of the most important and fastest growing aspects of the tourist industry and highlights the fact that County Cork with its vast array of heritage sites including, battlefields, museums, interpretive centres, archaeology and historic town centres is well positioned to benefit from this activity (10.9.2).

An appropriate development of a tourist attraction at Cloyne Round Tower will be in keeping with the objectives of Chapter 10 of Cork County Council Development Plan.

### County Development Plan Objective TO 10-1: Promotion of Sustainable Tourism in County Cork

Promote a sustainable approach to the development of the tourism sector within Cork County while;

- Ensuring the protection of the natural, built and cultural heritage assets of the county, including Natura sites, which are in themselves part of what attracts visitors to the county;
- Having regard to cumulative impacts increased visitor numbers and visitor facilities can have on local infrastructure, sensitive areas and sites, water quality, biodiversity, soils, ecosystems, habitats and species, climate change etc.
- Supporting investment in placemaking and the regeneration of towns and villages in recognition of the role 'People and Place' make in attracting visitors to Ireland; encouraging the development of tourism and other facilities within settlements to support such regeneration and compact growth.
- Work in partnership with public and private sector agencies to implement the key tourism objectives in this Plan;
- Assist community groups to access funding for appropriate and beneficial tourism developments.

### County Development Plan Objective TO 10-5: Protection of Natural, Built and Cultural

Protect and conserve those natural, built, and cultural heritage features that form the resources on which the County's tourist industry is based. These features will include areas of important landscape, coastal scenery, areas of important wildlife interest, historic buildings and structures including archaeological sites, cultural sites including battlefields, the Gaeltacht areas, arts and cultural sites and the traditional form and appearance of many built up areas.



The national guidance for Heritage Protection outlined in section 2.06 of this report is implemented on a local level through the publication of Development Plans. Chapter 16 of this plan sets out the aims of Cork County Council with regards to Built and Cultural Heritage.

The development plan seeks to secure the preservation of all archaeological monuments and their setting included in the Record of Monuments and Places (RMP) and of sites, features and objects of archaeological and historical interest generally. It lists Cloyne as one of the Seventeen Historic Towns are identified in The Urban Archaeological Survey of County Cork (1995). (16.2.1) and notes that the town centre is within a Zone of Notification with regards to Archaeological potential.

The draft development plan notes that Cork County Council has an important role in protecting all historic burial grounds and their setting by encouraging their maintenance and care in accordance with appropriate conservation principles.

The Record of protected structures is included as part of the development plan. The development plan notes that the purpose of the designation of protected structure status is to ensure that any changes or alterations to the building and/or its setting are carried out in such a way that the existing special character is retained and enhanced (16.3.2). Similarly, the development plan designates the Architectural Conservation areas within County Cork. The designation of these areas provides development controls to safeguard the special character of the area (16.3.16).

Cloyne Round Tower is a Protected Structure (RPS ID – 00592). It is located within an Architectural Conservation Area (Cloyne Town ACA).

Section 12.3.15 of the current Cork County Development Plan requires that a proposed development (due to location, size or nature) which may have archaeological implications for archaeological heritage be subject to an Archaeological Assessment. This includes areas close to archaeological monuments, extensive in area (half hectare or more) or length (1km or more) and development that require an Environmental Impact Statement (pg192).

**County Development Plan Objectives  
HE 16-2: Protection of Archaeological Sites and Monuments**

Secure the preservation (i.e. preservation in situ or in exceptional cases preservation by record) of all archaeological monuments and their setting included in the Sites and Monuments Record (SMR) (see [www.archaeology.ie](http://www.archaeology.ie)) and the Record of Monuments and Places (RMP) and of sites, features and objects of archaeological and historical interest generally.

**County Development Plan Objectives  
HE 16-11: Record of Protected Structures**

- a) The identification of structures for inclusion in the Record will be based on criteria set out in the Architectural Heritage Protection Guidelines for Planning Authorities (2011).
- b) Extend the Record of Protected Structures in order to provide a comprehensive schedule for the protection of structures of special importance in the County during the lifetime of the Plan as resources allow.
- c) Seek the protection of all structures within the County, which are of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest. In accordance with this objective, a Record of Protected Structures has been established and is set out in Volume Two Heritage and Amenity, Chapter 1 Record of Protected Structures.
- d) Ensure the protection of all structures (or parts of structures) contained in the Record of Protected Structures.
- e) Protect the curtilage and attendant grounds of all structures included in the Record of Protected Structures.
- f) Ensure that development proposals are appropriate in terms of architectural treatment, character, scale and form to the existing protected structure and not detrimental to the special character and integrity of the protected structure and its setting.
- g) Ensure high quality architectural design of all new developments relating to or which may impact on structures (and their settings) included in the Record of Protected Structures.
- h) Promote and ensure best conservation practice through the use of specialist conservation professionals and craft persons.
- i) In the event of a planning application being granted for development within the curtilage of a protected structure, that the repair of a protected structure is prioritised in the first instance i.e. the proposed works to the protected structure should occur, where appropriate, in the first phase of the development to prevent endangerment, abandonment and dereliction of the structure.



## 2.07. Site Constraints

The primary constraints in developing the site have been identified as follows:

### *Site Access*

Any detailed proposal will require a traffic impact analysis to establish the effect of the development on the town. Site entrances will need to be designed to allow for safe movement to and from the site for both vehicles and pedestrians. The main issue is how to incorporate adequate unobtrusive carparking along with the provision of turning circles for coaches.

The site is formed from different spaces separated by public roads, so the safe movement of pedestrians through these spaces is a primary concern. As these are public roads the proposal will require support from Cork County Council.

Access to the tower itself is also very constrained. The site of the Round Tower is exceedingly small and is bound by public roads and private gardens. Any repair works to the tower will require cooperation from the neighbours and Cork County Council to allow for access to the external facades particularly, whether by use of scaffolding or a cherry picker.

### *Archaeological Protection*

The site in its entirety is located within a Zone of Notification with regards to Archaeological potential. Cloyne Round Tower, Cathedral and Graveyard are all located on the Record of Monuments and Places. All works should be designed to minimise the extent of ground disturbed, especially in the graveyard where human bone fragments could be located just below the surface of the ground. The works to create the car parking facility also have potential to encounter subsurface archaeological material; and if unmitigated may directly impact on the archaeological resource.

### *Architectural Protection*

The site in its entirety is located within and Archaeological Conservation Area (ACA). Cloyne Round Tower and Cathedral are Protected Structures. All proposals will have to be carefully considered and be appropriate within the historic context of Cloyne, minimising the impact on the historic setting.

### *Appropriate Uses*

St. Coleman's Cathedral is owned by the Church of Ireland. Its primary purpose is a Place of Worship. Whilst the Church is supportive of the use of the building within the overall scheme, all proposals will be sympathetic.

Although the Church is supportive of the use of the building within the overall scheme, all proposals should be sympathetic to this sacred space.

### *Environmental Issues*

There should be no impact on local wildlife, and flora and fauna habitats should be protected. The Round Tower should be assessed for the presence of bats and birds prior to any restoration work being undertaken.

## 2.08. Opportunity Areas

From this brief overview it is clear that Cloyne has a rich history which would provide the potential visitor with ample reasons to visit, explore, and hear about the history of the area. Existing facilities in the town include three pubs, restaurants and two grocery shops.

There is also huge scope to link what is on offer in Cloyne to the local attractions in East Cork. This is discussed in further detail in the next section of this report.



*Ireland's Content Pool*

## Section 3: Tourism Potential





Ireland's Content Pool



Ireland's Content Pool



## TOURISTS STAY ONE OR MORE NIGHTS



Image Source- Failte Ireland

## Cloyne Round Tower

### Section Three: Tourism Potential

#### 3.01 Market Analysis

##### Overseas Visitors

In recent years (up to 2019), the tourism sector in Ireland and Cork in particular had shown strong growth with tourists and revenue increasing year on year. According to Failte Ireland data, there were 9.7 million overseas visitors to Ireland in 2019 (Key Tourism Facts 2019, Failte Ireland). Analysis on the main reasons for overseas visitors to visit Ireland in 2019 shows that it was primarily for holidays (54%), followed by visits to friends and relatives (28%) and Business trips (14%).

Overseas tourists to Ireland in 2019 grew by 0.7% to 9.7 million. Overseas tourists from Britain grew by 0.2% while North America dipped slightly by -3.1%. This was offset by Mainland Europe recording growth of 2.8% and other long-haul markets growing by 3.4% in 2019. (Key Tourism Facts 2019, Failte Ireland).

County Cork is included in the South-West Region in Failte Ireland analysis, an area which also encompasses County Kerry. Visitor data for the South West Region in 2019 indicated a total of 2.35 million overseas visitors, the largest market outside of Dublin. It is estimated that of these, approximately 1.6 million visited Cork.

In terms of visitor demographics 21 % came alone, 39% were couples, 19% were families and 20% were another adult group. From this it can be seen that a significant proportion of tourists could be attracted to the east cork region for both its history and scenery.

##### Domestic Visitors

Domestic tourism is another important sector and has been of crucial importance in 2020 and 2021 in the climate of the Coronavirus Pandemic. Failte Ireland Visitor data for the South-West Region in 2019 indicated a total of 2.32 domestic visitors, the largest market in Ireland by a significant margin. Research on domestic tourism shows that 1.1million stayed in Cork City or County in 2017 (CCC Development Plan).



*Garryvoe Beach  
Ireland's Content Pool*

### Reasons to Stay

According to Failte Ireland data for 2019 the top three reasons for overseas visitors to come to Ireland were beautiful scenery, plenty of things to see and do, and interesting history and culture.

In terms of domestic tourism the most popular activities were hiking and walking (46% engagement), Houses and Castles (27%), National Parks (26%), Gardens (23%), and Heritage and Interpretative Centres (18%). This demonstrates that there is a potential market for the Cloyne Round Tower Visitor Experience.

### Revenue

Combining spending by international tourists with the money spent by Irish residents taking trips here and receipts paid to Irish carriers by foreign visitors, total tourism expenditure in 2019 was estimated to be €9.5 billion. (Key Tourism Facts 2019, Failte Ireland).

### 3.02 Cork Connectivity

The source market of overseas visitors to Cork in 2018 show Britain and Mainland Europe as the largest source markets, followed by the USA. Cork Airport has good connections across Europe, and 2.4 million passengers flew via Cork Airport in 2018. The Port of Cork lists visitor numbers at approximately 243,000 for 2019.

On a domestic level 3.66 million journeys were recorded for Dublin to Cork rail service – 2019. The Cork Dublin service continues to be Iarnrod's Eireann's flagship intercity service, with 31 services operating daily. This brings a significant volume of tourists to Cork City.

As outlined in section 2.05 Cloyne is accessible from Cork. Middleton via bus, but the primary mode of transport in the area is the car. According to Failte Ireland data 59% of overseas visitors to Ireland in 2019 brought or hired a car.

### 3.03 International Target Markets

Tourism is of critical importance to Ireland's economy locally and nationally. Overall employment in tourism is estimated to be in the region of 200,000, although this has been severely impacted by the Covid 19 pandemic in the past two years. In 2015, the Department of Tourism, Transport and Sport published People, Place and Policy- Growing Tourism to 2025. In accordance with this document, 'People and Place' remain Ireland's biggest assets in terms of our ability to attract visitors. This document sets out a framework for attracting visitors to Ireland with the target of reaching 10 million visitors to Ireland annually by 2025.

As highlighted by this document, the primary issue for any country that wishes to generate export earnings from tourism is how to entice residents of other countries to visit. Tourists, choose a destination in the first instance. The quality of the tourism offering, including natural scenery, culture, and visitor attractions and events, are all contributors to the overall attractiveness of the destination. Therefore, the effective combination of Ireland's people and place are key to Ireland's tourism success (People, Place and Policy- Growing Tourism to 2025, pg 14).

To grow, Ireland must focus on those experiences that will appeal to potential visitors. To unlock tangible growth opportunities, the tourism agencies have implemented a consumer segmentation model which identify three market segments as having the most potential for the development of tourism in Ireland. These segments consist of visitors grouped according to values and motivations, and these are The Culturally Curious, The Great Escapers and The Social Energisers.

In accordance with this document, Ireland's tourism offering must appeal to the key market segments with relevant and targeted experience propositions. Within each of those propositions, Ireland needs to develop distinctive visitor experiences tailored to the interests and needs of the segments. Cloyne Round Tower is ideally located to target the Culturally Curious market. The development of the Round Tower Experience will provide an enlightening and unique attraction to enhance Ireland's tourism offering.

- "Culturally Curious": Travellers in the over 45 age group taking a holiday with their partner. They are out to broaden their minds and expand their experience by exploring new landscapes, history and culture.
- "Great Escapers": These tend to be younger and are specifically interested in rural holidays. Great Escapers are on holiday to take time out, and experience nature at close range.
- "Social Energisers": Younger visitors who like to holiday in groups or as couples. Friends or colleagues looking for an exciting trip to a new and vibrant destination.

Source- Failte Ireland



## Connected Families

Connected Families are made up of families with young children. Their core motivation is to spend quality time together and grow as a family.



## Footloose Socialisers

Footloose Socialisers tend to travel as groups of friends, for them holidays are about sharing experiences with people who are of the same mindset.



## Indulgent Romantics

Indulgent Romantics are made up of couples that are seeking a romantic getaway through which they can reconnect while enjoying wonderful surroundings.



## 3.04 Domestic Target Markets

Domestic tourism is growing within Ireland and has been of primary importance in the recent Covid 19 pandemic. The Failte Ireland Document 'Driving Growth through Segmentation, 2014' takes a similar approach to target markets on a domestic level. This document groups potential customers with similar needs, motivations and characteristics. It provides three primary groups; Connected Families, Footloose Socialisers and Indulgent Romantics. Below is an overview of these groups as indicated by Falite Ireland:

### Connected Families

Connected Families make up 23 percent of the domestic market, the single largest segment. They are made up of relatively young families. Their core objective is to spend quality time together and seek out activities that can be shared by adults and children together. For them it is not about having a plan for every day rather knowing that there are lots of 'things to do together' nearby.

### Footloose Socialisers

Footloose Socialisers make up 15 percent of the domestic market. They are made up of groups of friends that enjoy getting away and spending quality time together. Footloose Socialisers are seeking to share experiences with people they can relax and be themselves with. They enjoy good food and drink and tend to be interested in the history and culture of the place they are visiting.

### Indulgent Romantics

Indulgent Romantics make up 14 percent of the domestic market. They are made up of couples whose goal is to find the perfect romantic getaway where they reconnect with one another. They enjoy quick weekend breaks to get away from the stresses and bustle of their daily lives.

Cloyne Round Tower would be ideally located to be marketed as part of an East Cork experience for Connected Families, which is the largest domestic market. It could appeal to some footloose socialisers and Indulgent Romantics, especially those with an interest in history and culture.

### Culture and Heritage (South & East)

This project involves an overarching and customer-oriented proposition of scale and singularity for the South and East, into the Midlands, majoring on the abundance of cultural and heritage assets in the area. These areas share a strength in the richness of their historic built environment such as Viking Waterford, Medieval Kilkenny and Brú na Boinne.

The brand proposition will group the cultural and heritage tourism assets and experiences of Ireland's East and South via a network of routes, trails and journeys into a new tourism experience that can easily be understood by and will appeal to overseas visitors.

The tourism agencies will continue to explore opportunities for new propositions in other areas or segments in the future.



### 3.05 Branding Strategies

The national framework for tourism (2015-2025) seeks to re-position Ireland's tourism asset base so that it directly mirrors the interests and requirements of the consumers identified in the most promising market segments, as outlined previously. Research led to the development of three brands of tourism in Ireland: The Wild Atlantic Way, Dublin Plus, and "Culture and Heritage (South & East)". In more recent years "Culture and Heritage (South & East)". Has been implemented through the development of and branding of Ireland's Ancient East.

National framework states that in order to ensure the alignment of tourism investment with the needs of key consumer segments, future support for capital investment in tourism will be focused on projects that fit within the brand architecture and consumer segmentation framework (People Place and Policy pg 29). Cloyne Round Tower is ideally located to target the Culture and Heritage sector and Ireland's Ancient East.

On a local level the area could be included as part of the Ring of Cork branding strategy. The Ring of Cork tourism promotion encourages people to explore the area around Cork Harbour. They have developed a website which includes information on local attractions and Cloyne could become a draw point for them in future years, with the potential to become a key stopping point on the Ring of Cork complementing the existing offering and strengthening the overall appeal of visiting the Cork Harbour Area.







**OVERSEAS TOURISTS**



**DOMESTIC TOURISTS**



Source- Failte Ireland

**3.06 Ireland's Ancient East**

The Brand Ireland's Ancient East is a Failte Ireland Initiative and is rooted in the rich history and diverse range of cultural heritage experiences that are particularly prevalent in the East and South. It was developed with the aspiration of becoming the key emotional pull and the reason that visitors will travel to this part of the country. One of its three key objectives was as follows:

*Disperse visitor traffic across the geography by equally encouraging the exploration of both signature and lesser known sites and experiences. ...ensure that the area is presented in a cohesive and unified manner. On a trip through Ireland's Ancient East, stories should connect different places, enhancing the experience for the visitor. The new brand will make good use of stronger attractions to cross sell and promote secondary and tertiary attractions and experiences and help disperse visitors into local towns and villages throughout the east and south regions*

Ireland's Ancient East branding has grown in recent years. 2019 figures from Failte Ireland show that there were some 2.4million overseas visitors and 4 million domestic tourists who visited Irelands Ancient East. Overseas tourists stayed 5.6 nights on average and spent €365 per capita, while domestic tourists stayed 2.3 nights and spent €164.

Ireland's Ancient East has provided 2.3million of funding to 25 projects under 'New ideas in Ancient Spaces'. The target market for these attractions are primarily the well-travelled culturally curious who are looking for authentic, high quality experiences. A stories-based approach is at the heart of the marketing strategy for Ireland's Ancient East. Failte Ireland has produced a toolkit for marketing attractions on Ireland's Ancient East.

Cloyne Round Tower is an ideal attraction to tie into the branding of Ireland's Ancient East. It is by its nature as a unique and ancient structure a prime candidate for inclusion in any tour of Ireland's Ancient East. There is a plethora of local stories which could enhance the visitor experience, as well as famous locals throughout history whose life stories could complement the tourism offering. Suggested ideas are included in Section 3.09 of this report.



### 3.07 Numbers for Local Attractions

The feasibility of the proposal can be enhanced by linking into existing tourist routes. The best approach to building a tourist attraction is to focus initially on tourists who are already in the area. In the initial years especially, it is an easier task to entice people to visit when they are already sightseeing in the locality. Cloyne is ideally located to link into a number of local and popular attractions.

Based on Failte Ireland figures in 2019 there were three attractions in East Cork listed in Ireland's top 50 Fee charging visitor attractions:

- Fota Wildlife Park (8<sup>th</sup> in Ireland / 462,047 visitors). Located 19km / a 19-minute drive from Cloyne.
- Jameson Distillery (28<sup>th</sup> in Ireland / 135,000 visitors). Located 8km / 12-minute drive from Cloyne.
- The Titanic Experience (49<sup>th</sup> in Ireland, 88,000 visitors). Located 25km / 30-minute drive from Cloyne.

In addition to this there were two attractions in East Cork included in Ireland's top 50 Non- Fee charging visitor attractions:

- Fota gardens (29<sup>th</sup> in Ireland / 113,695 visitors) Located 19km / a 19-minute drive from Cloyne.
- Youghal Heritage Centre (50<sup>th</sup> in Ireland / 39,671 visitors). Located 25km / 33-minute drive from Cloyne.

Locally the Midleton Tourist office, located at the gates of the Jameson visitor experience, had 15,000 visitors on its books in 2018-2019. They deal with tourists who want to experience the Midleton area, and many are looking for the must-see trails and heritage trails locally. According to the tourist office Ireland's Ancient East has also been a draw to the area in recent years.

The Tourist office in Cobh saw numbers of 28-30,000 for the year 2018-2019. This is in no small part due to the docking of liners in the area. The numbers from the port of Cork for visitors on liners were coming into Cobh were 169,500. According to the tourist office The Titanic Experience and Spike Island are the two most popular activities in Cobh, with Spike Island attracting approximately 81,000 visits. They indicated that there has been increase interest in heritage trails in recent years.

It should also be noted that plans for the Youghal-Midleton greenway have been progressing in recent years. The Waterford greenway is attracting over 160,000 to Dungarvan annually, and it can reasonably be anticipated that East Cork will see an increase in tourist numbers with the opening of the greenway. A bike hire shop has recently opened in Midleton in anticipation of the future greenway, and there is the potential to link Cloyne to Midleton via a dedicated cycle route. There will be further opportunity to target these visitors in the coming years.



*Ireland's Ancient East is the land of myths and legends, and the birthplace of Irish culture. It takes in an incredible amount of history, over 5,000 years from the Celtic times all the way through to the modern age and it is filled with truly fascinating nuggets of history. Cloyne Round Tower has its own story to tell and has the potential to become an important stopping point on Ireland's Ancient East.*

### **Projected Visitor Experience for East Cork / Midleton Area**

Visit East Cork where we welcome visitors with fine foods, fish from our sea, flora and fauna, places to stay, beautiful beaches, and lovely walks. Our heritage and history can be traced within our built landscape, with our ancient walls having many stories to tell. Travel along Cork Harbour towards Ballycotton and on towards Youghal, making sure to take your time and stop off at the various local experiences along the way.

Take some time to explore in Midleton, a Market Town with some of the top whiskey in the world as well as an abundance of restaurants offering locally sourced food made on our rich farmlands. Visit the Jameson Experience and enjoy their renowned whiskey tasting tour. Follow the trail south to the ancient town of **Cloyne** with its **Round Tower** and **Historic Cathedral**. **Climb the Round Tower and feel the wonder.**

From there Ballymaloe House is only a stone's throw away. Visit the shop and café, pick up some tips at an afternoon demonstration in the nearby Cookery School, or treat yourself to a full cooking course and overnight stay.

Continue East towards Ballycotton one of our oldest and most picturesque fishing villages with its lighthouse and scenic cliff walk. Visit Sea Church, a recently converted Church of Ireland building with a welcoming restaurant right beside the sea.

Make your way towards Garryvoe Hotel, situated overlooking the long, family friendly Garrvoe beach. If you wake up feeling adventurous maybe you'd like to try your hand at surfing at Inch beach, or maybe just go for a relaxing stroll along the sandy stretches of Ballybranigan and Ballycraheen. Head to Trabolgan Holiday Village and try their high ropes course, go-karts, or some laser tag, and stop of at Roches Point to see the light house and the nearby White Bay beach. After that exertion head to Castlemartyr Resort for a relaxing round of golf or well-deserved Spa treatment.

Having experienced a taste of what the Midleton area has to offer you could head west towards Cork City for an array of experiences including Fota wildlife park and gardens, Cobh town, the Titanic Experience and Spike Island. Or perhaps you'd like to continue East, stopping of at the historic town of Youghal before heading on towards Dungarvan greenway and the Copper Coast. Whatever you chose you'll have no shortage of attractions nearby and a warm welcome will await.





1. Cobh
2. Fota Island
3. Midleton / Jameson Experience
4. Cloyne
5. Ballymaloe House
6. Ballycotton
7. Garryvoe Beach
8. Tarbolgan Holiday Village
9. Roches Point
10. Inch Beach
11. Ballybranigan / Ballycreeen Beaches
12. Castlemartyr
13. Youghal





### 3.08 Enhancing Tourism Potential

#### Strengthen Local Links

The potential of the project will be maximised through harnessing connections on both a local and national level.

The promotions of cluster tourism is recognised as one of the most effective methods of driving numbers. In order to promote cluster tourism links to existing local attractions should be capitalised on. As previously outlined, there are numerous existing sites and tours that represent a huge opportunity for creating linked tours. There is an opportunity to build a brand for Cloyne and to link it into the fabric of East Cork, promoting it as a must-see experience on a tour of the area. This in turn will have a positive economic impact on Cloyne and will provide a source of revenue and new opportunities for local businesses.

This will be a huge task to take on by the community in Cloyne and it will be essential that local people and businesses get involved to support the development. Increased community engagement will also be beneficial in spreading word of the attraction in the local area. Methods to develop these linkages could include:

- Developing a go-fund-me page and / or asking local businesses for sponsorship
- Hosting community events at the site to raise awareness of the proposal
- Local hotels and guest houses should be contacted and asked about the possibility of promoting the proposal and spreading the word to visitors in the area.
- Cork tourism groups such as Pure Cork and The Ring of Cork should be engaged with at an early stage and Cloyne should be integrated within their marketing.
- There is the potential to develop a heritage trail of Churches in the area. Strong links exist between St. Mary's Collegiate Church in Youghal in particular, which has recently undergone significant upgrading and welcomes in excess of 15,000 visitors annually.
- Contact all schools National and secondary to encourage visits as part of their curriculum – Making history an immersive and engaging experience for students. School visits would also

be beneficial in extending the busy season beyond the summer holiday months. Numbers locally would be approximately 30k. School Tours were organised to the Round Tower in 2021, and this is an area with significant potential for growth in the immediate future.

- Contact colleges to come and visit and learn the history for example UCC, CIT, St. Johns and Scoil Stiofan Naoifa. – Numbers in the Cork area would be approximately 100k Students

#### Develop National Links

Cloyne could be incorporated under the branding of Ireland's Ancient East. This would provide advice, support and training for the project. Story telling is at the heart of the marketing for the Ancient East and this should play a key role in the development and promotion of the proposal. Cloyne has its own story to tell, and it has the potential to fit perfectly into the branding of Ireland's Ancient East and become an important location on this trail. Discussions should be held with Failte Ireland to establish the best method of progressing with this.

Local bus tours and tour companies and the Port of Cork should be contacted to ascertain the possibility of being included their promoted tourist experiences and encourage regional travellers to visit the area.



### Explore International links

There are existing links to America tracing back to Bishop George Berkeley, with around 112,000 inhabitants in Berkeley city in California which is named after him. There is also a student housing cooperative for 140 students in the University of California, Berkeley, called Cloyne Court which is named after the Cork town. There is the potential to twin with universities which benefited from the Bishop's visit in the 1700s. It would be possible to invite students and Alumni over or run online events to promote these links.

William Penn, the founder of the State of Pennsylvania, was an occasional resident of East Cork. A family estate and castle were located in Shanagarry (7km from Cloyne). Known locally as 'Penn Castle', the building offers a permanent reminder of East Cork's links with Pennsylvania.

### Target Markets

The appropriate target marketing of the experience will maximise the likelihood of visitation. Heritage activities appeal most to the 'Culturally Curious' international visitors, as defined previously. The visitors from this segment will be attracted to the history of the area and the story the Round Tower and cathedral have to tell. They will be looking for a culturally enhancing experience. The proposal is best suited to 'Connected Families' on a domestic level, who will be likely to visit it as part of a tour of the general area. The attraction should be child-friendly and the idea of climbing the tower will capture the imagination. It will be one of the few accessible Round Towers in the county, and this will be at the heart of its unique selling point.

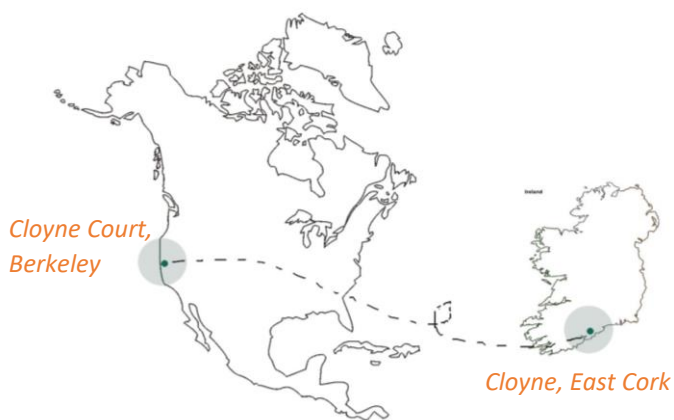
### Concept Development

Development of the Round Tower should create a distinctive and authentic visitor experience. The tour could include a step through time, exploring what life would have been like in Cloyne long ago. Cloyne is likely the oldest village in East Cork, and the storey should tap into this long and varied history. It should include stories and people unique to Cloyne in order to create a distinctive offering and sense of place.

The design proposal should include adequate parking and clear signage to and from the Round Tower. An interpretative exhibition would be of benefit, and the Nave of the cathedral offers a possible location for this.

The Round Tower will be the key attraction and should be marketed not just as a sight, but as an experience, with visitors being offered the opportunity to step back through time as they step up through the tower.

In order to best facilitate educational tours an area should be designed for giving talks to large groups of 20-30 people.



## Telling our Story

Local stories are what makes a place unique and draw visitors to an area. Under Ireland's Ancient East guidebook there is guidance for a number of ways of telling the story of a place, the following would be best suited to Cloyne:

- *'Ancient Ireland'* Encourages telling visitors about ancient sites in the area and layering this with more recent history.
- *'High Kings and Heroes'* encourages the use of ancient celebrities to bring history to life
- *'Vikings'* promotes stories about Viking raids and Viking influences on townscapes.

Stories could include those of the Philosopher Bishop and the Astronomer Bishop and of Viking raids, as well as local tales of hurling hero Christy Ring. Specific events could also tie into these stories, for example a stargazing event from the top of the tower in recognition of Bishop Brinkley.

## Guided Tours

A premium visitor experience includes a personal touch, and the stories of Cloyne would be best told by locals to the area. Guided tours would enhance the tourism potential by providing a personal touch for visitors.

A self-guided interpretative tour using headphones in different languages would also be a beneficial as a secondary offering to the in-person tour.

## Social Media and Website

According to Failte Ireland data 76% of international tourists use the internet as the primary tool for planning their journey (Key Tourism Facts 2019, Failte Ireland). Efforts should be made to ensure that Cloyne is included on existing visitor websites such as ringofcork.ie. Dedicated social media pages could be utilised for promotion of the attraction and could be particularly beneficial for the promotion of certain events.

Sharing photographs is a key point for many visitors to a tourist attraction, so the development should include key vantage points with places designed for visitors to stop and take photos, including signage in these areas.

## Spiritual Journeys

The Round Tower Experience can be envisioned as an enriching spiritual experience which would include meditative zones. The Cathedral offers the opportunity for a music venue.

## Possible Future Expansions

A visitor centre would be a significant financial investment and development could be on a phased basis. The centre could be expanded and developed further in future years. Ideas for expansion include the following:

- A café could be incorporated to encourage people to linger in the area. This should have a focus on local produce such as seafood from Ballycotton and products from the nearby Ballymaloe House. Visitors should be able to see where their food comes from in the locality as part of the overarching story and experience of the area.
- A small shop would also be of benefit, which could sell local crafts as well as books and souvenirs.
- Extended toilet facilities would be required for future expansions, especially if a café is being considered.
- There is the potential to investigate the possible inclusion of a Genealogy Centre within Cloyne Cathedral. This would follow the theme of taking a step back through time and looking deeper into history. It would involve opening a small office to support all looking to have a printout of their roots and have a genealogist and tour guide onsite. This would help foster a sense of place and belonging.
- There is significant potential in incorporating a tour of the caves as part of a future expansion. The caves can be accessed from the site and would be another draw for an experiential journey. Moving from the caves to the top of the tower could be marketed in a below ground and above ground experience.



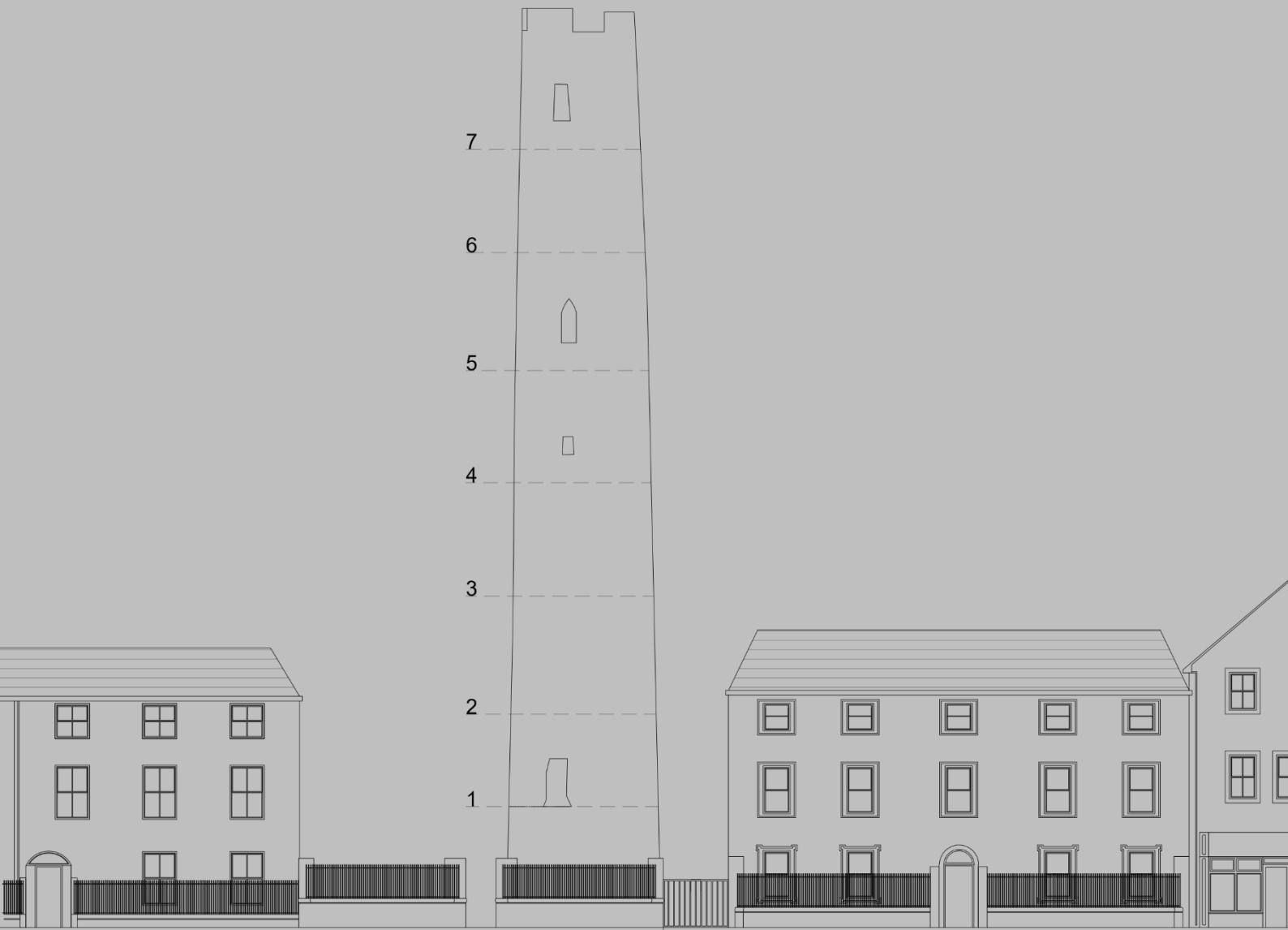


## ***Projected Experience for Cloyne Round Tower***

The Round Tower in Cloyne: Invasions and rebellions, alliances and betrayals, welcome and unwelcome arrivals, life changing departures. The twists and turns of Ireland's tumultuous history have been played out in this lovely setting. You can feel the layers of history here in Cloyne and surrounds.

Climb the Round Tower and connect with the past as tales old and new are brought to life. Experience what life would have been like in the 13<sup>th</sup> Century before encountering the ferocity of a Viking raid. It's been said that Christy Ring could have pucked a sliotar through the top window of the tower from Cloyne's crossroads, but we'd rather you didn't try! There's so much history to tell, let us start by bringing The Towering Wonder to Life here in the Heart of East Cork!





## Section 4: Asset Appraisal

## Cloyne Round Tower

### Section Four: Asset Appraisal

#### 4.01 Overview

The overall layout of the site was outlined in section two. This section of the report looks at the existing built fabric in further detail, providing analysis on the current condition of the existing buildings, identifying opportunity areas, and highlighting possible constraints.

The focus of this report is on Cloyne Round Tower, and this is the only element which was assessed for structural stability at this time. A detailed description of the existing Round Tower is provided.

This section of the report is based on visual inspections undertaken in May 2021, including a review of drone footage taken at this time, and previous measured surveys only. The interior of the tower was inaccessible but some of the interior was visible from the only external door located approximately 4 m above ground level. Further work will be required to fully establish the current condition of the existing structures on site, and digs will be required to assess the archaeological impact of the proposals.

The development of Cloyne Round Tower requires the careful consideration of a number of factors:

- Raise the profile of the tower and of Cloyne in general
- Provide an historic interpretation and storytelling experience
- Manage vehicular and pedestrian traffic in a safe manner
- Provide access for emergency vehicles
- Meet relevant legislation, including planning, health and safety, and building regulations.





## 4.02 Cloyne Round Tower

The Round Tower is of huge archaeological, architectural, and cultural value. It is situated on Church Street in the heart of Cloyne and is one of two surviving Round Towers located in Cork. The monastery at Cloyne was founded by St Colman Mac Lénine in the sixth century. Cloyne Round Tower is located immediately to the west of Cloyne Cathedral on the southern side of Cloyne. The doorway of the 10th/11th century tower faces the Cathedral on the opposite side of the road. The site is small and enclosed by masonry walls, surmounted by cast iron railings at the road boundary. It bounded to the east by a public footpath and road (R629); to the west, north and south by private houses

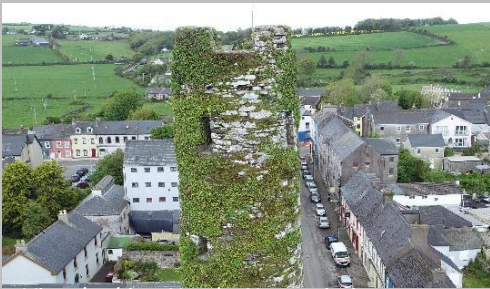
Cloyne Round Tower is a Protected Structure (RPS ID – 00592). It is located within an Architectural Conservation Area (Cloyne Conservation Area). It is included on the Record of Monuments and Places (CO088-019004). The cathedral and graveyard: RMP Nos CO088-019006- and -019005-, and an unclassified structure -019011- lie to the east on the far side of the public road. The description of the tower accessible on the Historic Environment Viewer of [archaeology.ie](http://archaeology.ie) reads as follows:

*Across road from Cloyne cathedral (CO088-0190 ), set back from street line by low wall. Circular tower (H 30m; diam. at base 5.2m; diam. at 7th floor 4m) of seven storeys with basement (Barrow 1979, 67-9). Two offset foundations courses rest on bedrock. Square-headed door at 1st floor level, facing E. Wooden floors and ladders at every level. One square-headed window at each level except angle-headed window at 5th floor level and 4 windows at 7th floor level. Bell at 7th floor level with inscription 'Sheridan Dublin maker 1857' (Barrow *ibid*); tower locally termed "the Steeple" and traditionally hung bell of cathedral (Caulfield 1882, 17). Vaulted roof and battlements apparently added 1748/9 when lightning struck top of tower (Caulfield *ibid*, 31-2). No early historical mentions of tower which Barrow considers 'gives every indication of early construction (*ibid.*, 69); he also notes possible ogham stone reused on jamb of door (*ibid.*, 67).*

## Description

The tower is circular in plan, 5.2 m in diameter at ground level tapering to 3.7 m in diameter at parapet level. Its overall height is 30.3 m. The foregoing measurements are based on a measured survey carried out by Focus Surveys Ltd in 2004. The structure comprises a solid masonry external wall continuously tapering on its outer face but incorporating steps at its internal face at regular intervals. The masonry is roughly coursed sandstone rubble dressed to the curve at the wall faces and bedded in lime mortar. The top of the foundation masonry is visible at ground level. The top of the parapet is crenelated, with a more substantial section of masonry visible behind one of the crenels. There is a square headed door at first-floor level, typically one square headed window at each floor level (except one arched headed window at fifth floor level) and four-square headed windows at the topmost seventh floor level. The visible remnants of the internal floors (7no.) comprise timber floor joists supporting timber floorboards formerly accessed via a steep timber stair. The door is accessed via a steep wrought iron external stair.

The boundary consists of a low rubble stone wall with iron railings above, with a gate located centrally to the east. The Round Tower extends to the north and west boundaries.



*View looking North- Note missing masonry at parapet level*



*Tower base, southwest side. Note lightning protection to right*



*Embedded ivy roots at tower base*



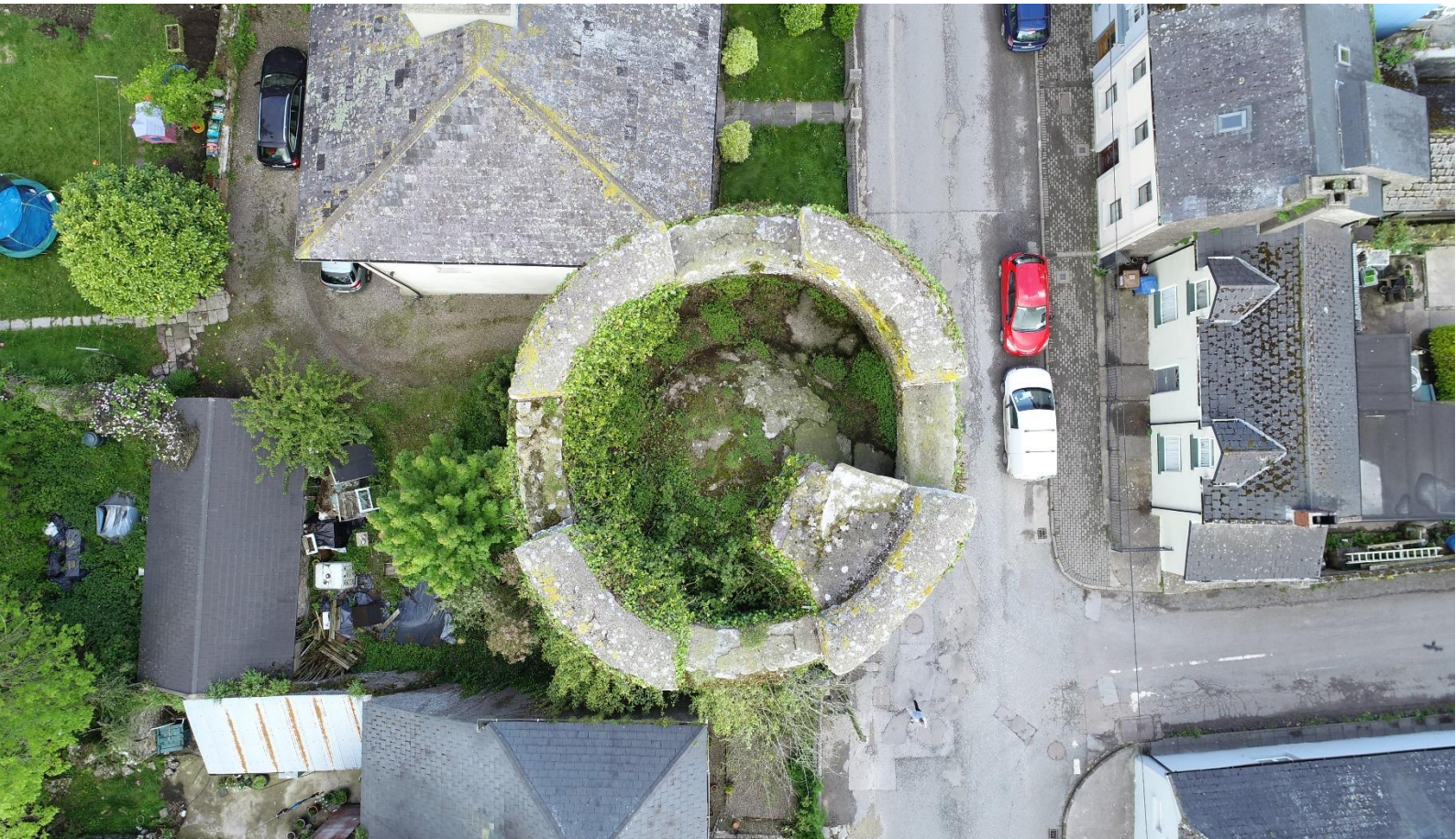
*Bed joints fully eroded – stones bearing directly on each-other*

### Condition - External

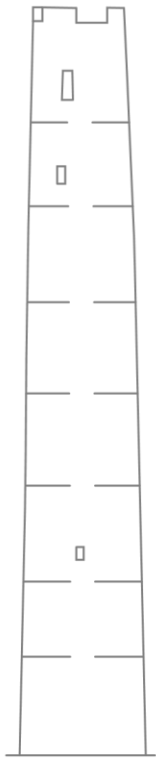
The crenels of the parapet have flounced mortar caps which have cracked and sections of mortar cap are missing. The roof appears to comprise stone masonry and mortar, now largely covered by vegetation.

A lightning conductor is visible extending just above the top of the parapet. A few individual stones are missing from the external face at parapet and drain hole level and some of the drip stones appear to be loose. The masonry is largely covered by ivy at this level. The remains of timber louvres are visible in the upper-level windows. The single arched headed window is formed by two inclined dressed stones. The masonry joints are completely eroded on the upper three levels and in poorer condition than the levels below sections of which appear to have been partially repointed. The upper half of the south-west facing side of the tower is almost entirely covered with ivy. The masonry joints at ground floor level on the south-west face are also completely eroded and ivy roots have penetrated the joints. In many cases pinning stones remain wedged in the joints. The copper lightning conductor is visible running to ground along the south-west face. The erosion of the bed joints means that individual stones are in point contact with each other. This can result in individual stones becoming overstressed and cracking.



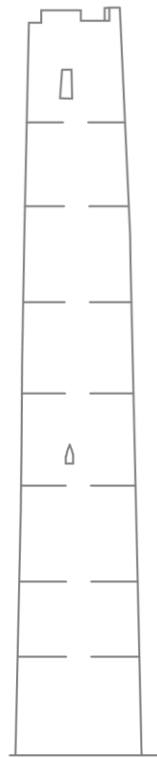






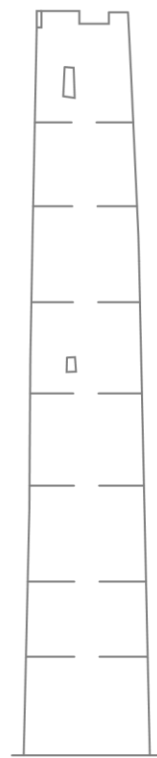
SOUTH ELEVATION

20.00m ADD



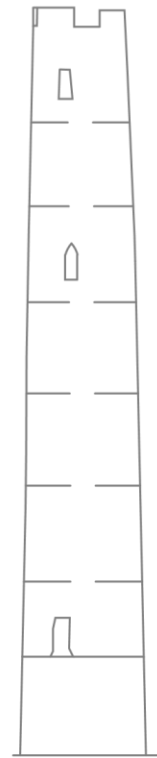
WEST ELEVATION

20.00m ADD



NORTH ELEVATION

20.00m ADD

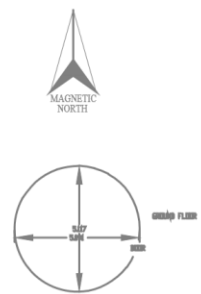
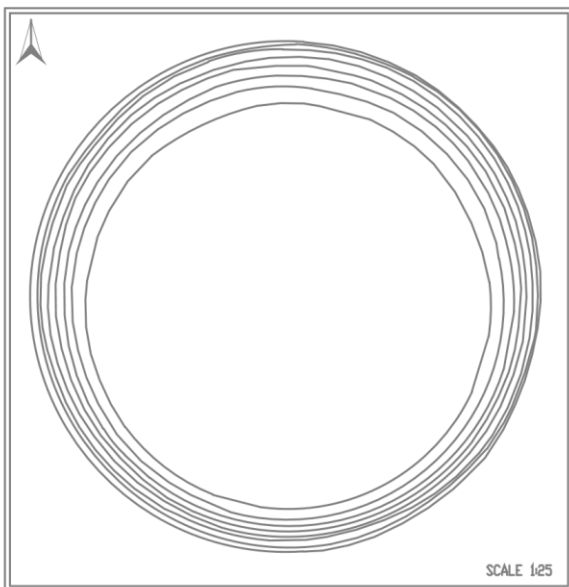


EAST ELEVATION

20.00m ADD

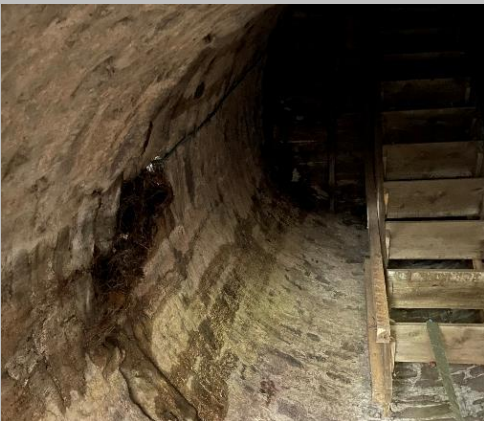
SIXTH FLOOR  
FIFTH FLOOR  
FOURTH FLOOR  
THIRD FLOOR  
SECOND FLOOR  
FIRST FLOOR  
GROUND FLOOR  
BASEMENT FLOOR

Note : FLOOR LEVEL DEEMED TO BE 0.9m BELOW WINDOW CILL LEVEL.





*Timber decay in third floor and suspended timber stair*



*Water ingress at window opening blocked by nesting material. Lightning conductor at inner face exiting at window*

### Condition - Internal

The interior of the tower could be inspected only from the external door opening. The internal wall face comprises of dressed roughly coursed sandstone masonry with largely intact lime mortar joints. Ledges at the inner face of the external wall appear to have supported the timber joists of the internal floors. Timber decay is visible in the timber floor above the entrance door. The timber first and second floors have collapsed leaving the timber stair hanging from the floor above. There is water staining on the wall face indicating that water is entering the tower, most likely at the window openings.

### Opportunity Areas

The Round Tower represents a unique opportunity to form a visitor experience, especially if it is opened up to be accessible to the public to climb to the top. At the time of writing this report there were only two other similar Round Tower experiences available in Ireland, in Kilkenny and Kildare respectively.

### Constraints

All works will need to be in accordance with best conservation practice in order to minimise their archaeological and architectural impact. Planning is required for any proposed works to the Round Tower.

The evolving design for works to the Round Tower will need archaeological assessment as part the planning permission process, to support evaluation of the proposals by the local authority and the relevant stakeholder bodies; and archaeological supervision and attendance during construction.

The internal space within the Round Tower is constrained and will be a limiting factor on numbers. Careful consideration will be required to balance the various needs of health and safety, fire escape, and ease of use for visitors.

The site is adjacent to a road and proposals will need to be developed with the input of a road safety specialist.

The site itself is constrained in terms of access, and cooperation will be required from Cork County Council and neighbouring properties for access to the outer walls of the tower for repair works.

A full ecological impact assessment with mitigating factors would be required as part of a developed design for the tower.

### Recommended Repairs

There are a number of repairs that will be required to ensure the structural integrity of the building. The following recommendations relate to the repair of the existing stone walls. Design proposals for new interventions are dealt with in Section Five of this report. A methodology for repairs is included in the appendix.

The following works are recommended to secure the tower. It is anticipated that these will be carried out on a phased basis over a number of years. The phasing set out below is based on our current understanding of the condition of the site; this will require regular review and may need to be amended as better information on the condition of the monument becomes available. The phasing is set out in order of urgency with the most urgent works listed first.

#### Phase 1:

1. Remove the decayed timber from the base of the tower internally
2. Remove the suspended stairs and repair, or replace as necessary, the timber upper floors
3. Provide safe access to roof level internally
4. Assess the condition of the roof structure

#### Phase 2:

1. Obtain samples of mortar for analysis
2. Remove loose mortar capping from the parapet and flaunch with lime mortar
3. Replace missing masonry at the outer face

#### Phase 3:

1. Remove the ivy and vegetation on the outer face and re-point the external face where the pointing has been eroded or damaged by vegetation with a lime mortar designed to replicate the properties of the original mortar.
2. Grout the re-pointed sections of wall with a lime-based grout to ensure the bearing faces of the individual stone masonry pieces are fully bedded in lime mortar.





#### 4.03 St. Coleman's Cathedral Cloyne

**Note:** It is not anticipated that any major alterations will be required in the built fabric of the Cathedral as part of this feasibility study, and a full condition report of this building falls outside the scope of works for this report.

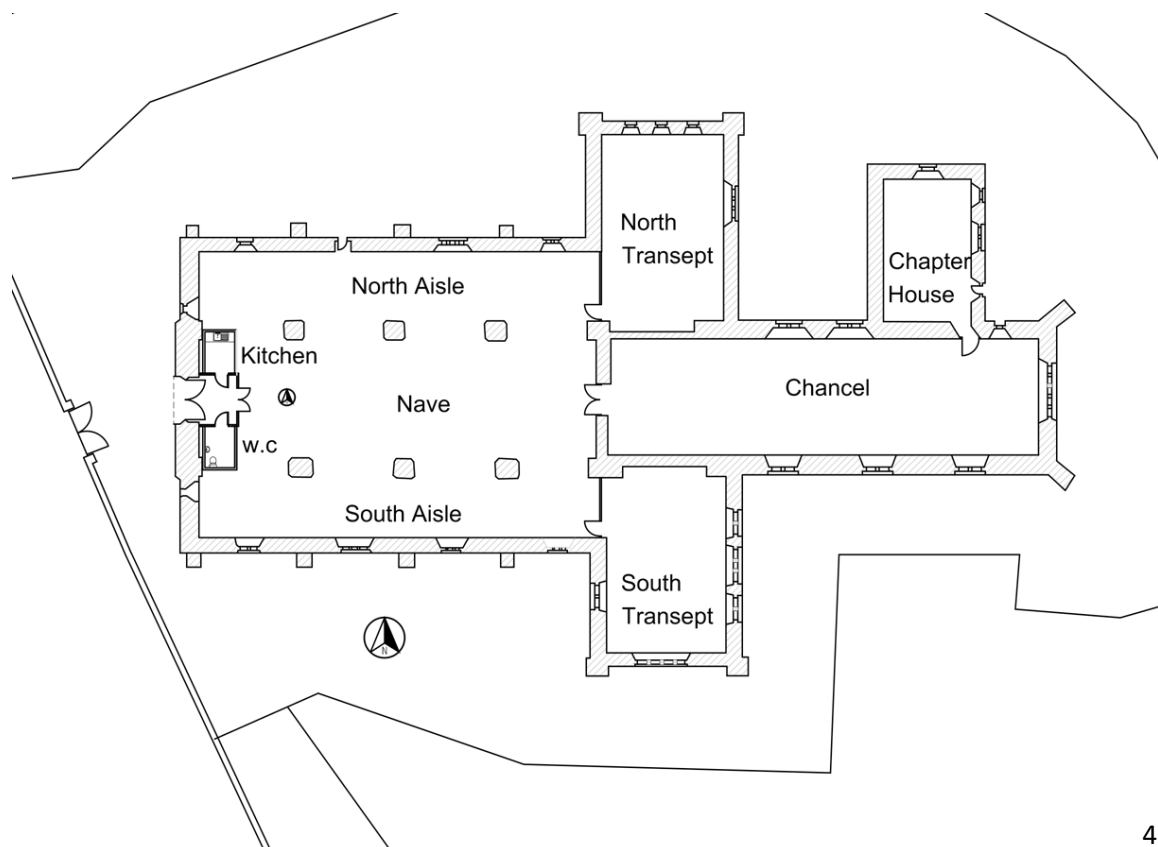
Access to the Cathedral site is gained from a double gate entrance way on Church Street. This area has been paved in recent years, allowing for level access to the front door of the Cathedral. The site is largely occupied by St. Colman's Cathedral and its associated graveyard, along with a small one-storey dwelling. The site is defined by a stone boundary wall on all sides.

The diocese of Cloyne was founded in 560 AD by St. Colman and is in the ecclesiastical province of Dublin. The building dated to circa 1250 and the core of the building appears to be thirteenth century, but extensively repaired and restored over the years. The cathedral has been in active use for 700 years and continues in use for both worship and community activity on day-to-day basis. The cathedral is a building of considerable architectural, archaeological and historic significance. It is a Protected Structure (RPS 00587) and recorded monument (CO088-019006). The surrounding graveyard is also included on the RMP (CO088-019005)

The Cathedral is cruciform shape on an east-west axis and consists of a chancel/ choir, outer nave with aisles to the north and south, transepts to the north and south and a chapter house to the north. The main entrance is to the west in the form of timber double doors, inside of which is a timber porch. A secondary entrance point is located to the north wall of the nave, and this is the one which is more commonly used for access. There were recent additions to the outer nave, with two no. timber clad boxes being installed inside the porch, one housing a disabled toilet and the other a small kitchen.

There are a number of notable artefacts located within the Cathedral, as highlighted on the RMP. Monuments include ones to Bishops Brinkley and Berkeley, as well as the alter tomb to the Fitzgeralds in the North Transept and grave slabs within the floor of the nave.

The graveyard has a large collection of 18th-century headstones dating from 1706. The ruins of a small building found within the graveyard are believed to be the remains of an ancient pagan firehouse. Another tradition associates it with a 'Sacred Fire such as that which was kept up by the Nuns of St. Brigid in Kildare's Holy Shrine'.





St Coleman's Cathedral is included on the National Inventory of Architectural Heritage, with an appraisal as follows:

*The earliest parts of Cloyne cathedral are of thirteenth century origin; the church as it stands today retains this early fabric as well as seventeenth, eighteenth and nineteenth century alterations. This substantial building maintains notable examples of nineteenth century Gothic Revival windows, early medieval Gothic carvings such as the hood mouldings to south transept and later medieval carvings such as the flamboyant tracery of the east window. The multiphase additions to the church add context to the site and are testament to its ongoing use. This is the main cathedral in the diocese of Cloyne and the medieval Round Tower and remains of a fire house are associated with this important religious site. It represents the continuity of seven-hundred years of religious worship. The internal features such as the simple arcade, the Berkeley monument, and early font add further interest to this remarkable structure*



## Opportunity Areas

The outer nave of the Cathedral offers a unique opportunity as a space for housing an exhibition or interpretative centre. It would also be a possible area for holding community events such as music recitals, helping to raise the profile of the attraction locally. It already has a disabled access toilet and modest tea-making facilities which would be of benefit to the proposed tourist experience. It is ideally located to form a stopping point between the greenfield site and Round Tower. There is a section of the graveyard wall which has been repaired in recent years and is ideally located for a possible new pedestrian entrance opposite the green field site. A small ticket centre could be located within the nave.

The Cathedral itself has a long history and holds a plethora of interesting artefacts. The inclusion of the Cathedral as part of the offering will enhance the overall experience of the area.

An historical / meditative walk through the graveyard should be considered as a possible future expansion for the project. The firehouse captures the imagination and has the potential to form a part story being told.

## Constraints

All works will need to be in accordance with best conservation practice in order to minimise their archaeological and architectural impact. Archaeological constraints are particularly notable in the graveyard due to the presence of human remains and a light touch approach will be required to all proposals here.

There is a change in level of approximately 600mm along the Cathedral boundary wall which needs to be considered as part of any new entrance proposal.

The development of the new routes through the graveyard will need careful archaeological assessment, to determine potential impacts on any human remains or other subsurface archaeological material. The upstanding boundary walls to the graveyard will need to be archaeologically recorded in advance of any works. The works will need archaeological supervision and attendance during construction.







#### 4.04 Greenfield Site.

This site is approximately 0.75 acres. It is approximately 17m wide to the south boundary, 22m wide to the north boundary, and 130m long. The site stretches from Rock Street to the north boundary down to Cathedral Walk to the south boundary. The site is within a zone of notification for archaeological potential an architectural conservation area (Cloyne ACA). It is bound by historic rubble stone walls, with mature trees to the opposite side of the wall on the east boundary and to the southwest corner. Currently the site is accessed via a farm gate to the south boundary. There are pedestrian gates to the north, with a clear view toward the tower from this area.

Located on this site facing Rock Street is the old Court House. This building is in a considerable state of ruin but has significant character. In its present state it is covered in ivy. A full condition report of this building has not been included within the scope of this report, but it can be reasonably anticipated that stabilisation and structural repairs would be required to the building to make it safe, as well as repointing works and repairs to the stonework throughout.

#### Opportunity Areas

The site is ideally located to be used as a car-park for the proposal and there is the potential to link into the cave system to the east of the site.

The Courthouse, even its current state of disrepair, has significant character and there is the opportunity to renovate it and include it as part of the offering. This would be of particular benefit due to its prominent location on Rock Street, a main thoroughfare, and appropriate signage and lighting could be of particular value in this area. There is also a direct view from Rock Street to the Round Tower which could be framed as part of the entrance design.

In addition to this there a derelict house located to the west of this site along the south boundary. If it were possible to gain ownership of this property it would be ideally located to be used as a ticket office / toilet / café as part of any future expansion of the project.



## Constraints

All works will need to be in accordance with best conservation practice in order to minimise their archaeological and architectural impact. The removal of wall to create a new entrance to Rock Street will need to be limited to the minimum area possible.

There are potential archaeological constraints in developing the car park on this site, as it is within the Zone of Archaeological Notification/Potential (ZAP) for the historic town, and will require detailed archaeological assessment as part of the planning process; to determine what archaeological mitigation measures are required to eliminate or minimise impacts on the archaeological resource. The site may contain settlement evidence for the medieval town beneath the surface; and it adjoins the possible 16th Century fortified house on the east end of Rock Street. The works will need archaeological supervision and attendance during construction

The site is relatively narrow and space for turning circles will be limited, particularly turning areas for coaches.

A traffic impact assessment will be required to assess the effect of the proposal on the town.

Mature trees should be retained where possible to minimise the ecological and visual impact of the proposal.





#### 4.05 Public Areas

The streets and pathways between the sites should be considered as part of the overall proposal. The space between the sites discussed above will have a crucial role to play in achieving a coherent design and the proper planning of these areas will be critical to the overall enjoyment of the offering.

The paths in Cloyne are in a moderate state of disrepair and public lighting is limited around the Round Tower. There is a public space to the west of the church and although it is maintained it appears to be underutilised.

#### Opportunity Areas

An existing public open space to the west of Cloyne Cathedral known locally as The Loading Bay has been identified as a site for potential renewal and upgrading as part of this feasibility study.

This area is ideally located to be used as a gathering space for the proposal. It could be utilised as a space to gather and linger between the cathedral and Round Tower and could be designed to accommodate outdoor talks.

There is an opportunity to upgrade and enhance the roads and pathways of Cloyne as part of this project.

#### Constraints

All works will need to be in accordance with best conservation practice in order to minimise their archaeological and architectural impact.

Works on the public areas, given their location in the ZAP, will require archaeological assessment.

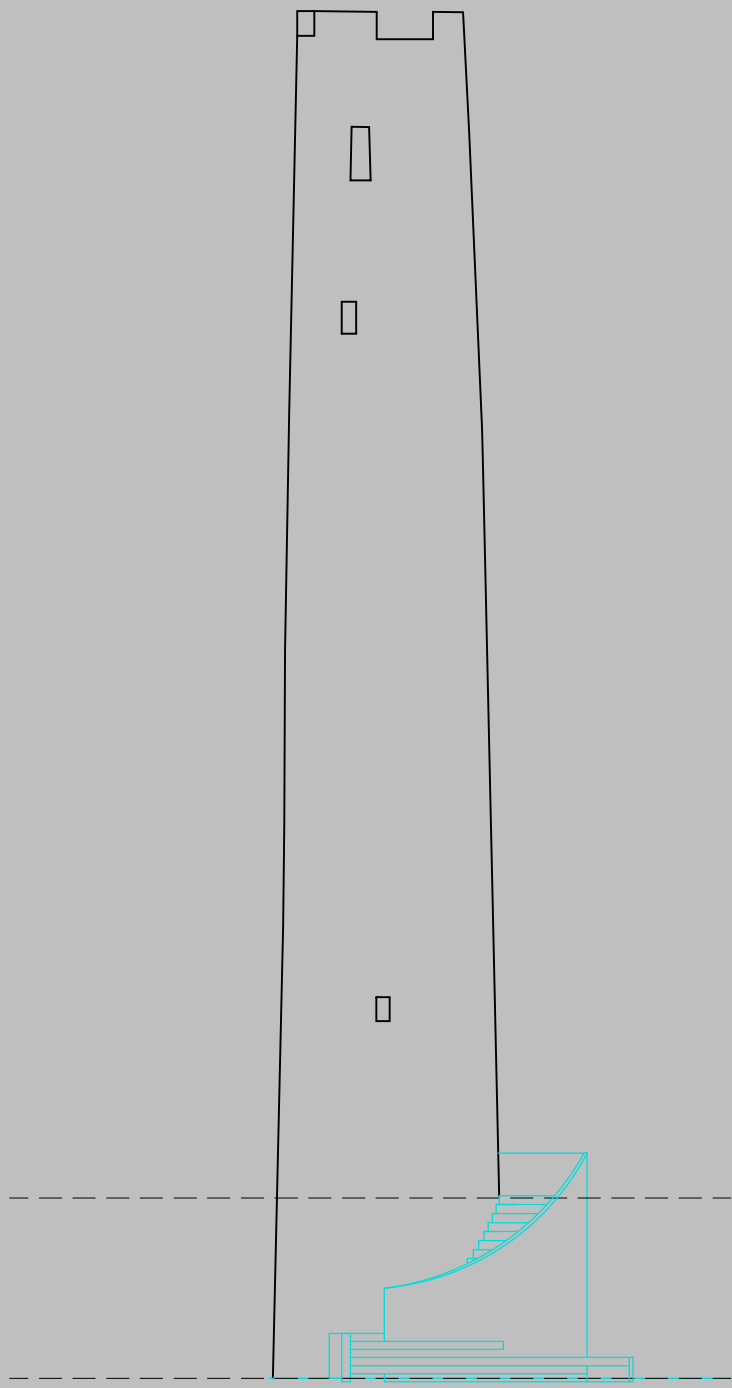
These areas are in public ownership and will require significant support from Cork County Council.

A full traffic impact assessment will be required, and all works will have to be carefully considered to prioritise road safety.









## Section 5: Design Solution



## Cloyne Round Tower

### Section Five: Design Solution

#### 5.01. Concept Overview

This section of the report contains a suggested design proposal for the tourist experience. This is a high-level design strategy for the site. Further site investigations would be required prior to a more detailed design solution being created.

In order to facilitate the visitor experience a number of alterations are proposed to the existing fabric of Cloyne. It is proposed to locate a car-park within the green field site, with primary access from Rock Street. It is envisioned that from here visitors would walk to the Cathedral, which would house a ticket office and exhibition space. Visitors would also have use of the toilet facilities in the Cathedral. Visitors would then move across the street to a gathering area and up towards the Round Tower, which would be adapted and restored to allow visitors to reach the top of the structure if desired.

The proposal is founded firmly within the public realm and much of the success of the project will depend on an integrated and cohesive design approach between the public and private areas involved in the proposal. Should the project progress beyond feasibility stage, separate talks will be required with Cork County Council regarding shared surfaces and lighting proposal. This report sets out the design approach in principle and gives an outline of the proposed alterations to the fabric of Cloyne.

The proposed works can be broken down as follows:

1. Site Entrance.
2. Car Park
3. New opening in Cloyne Cathedral  
Boundary wall
4. Interpretive Centre in Cloyne Cathedral
5. Gathering Space
6. Round Tower



### 5.02. Site Entrance and Car Park

The main access to the site is proposed at Rockstreet, with the greenfield site being utilised as the carpark and a secondary egress point being located to the south of this site.

The proposed work to create a car park off Rock Street will require archaeological assessment as part of the recommended AIA. Given that the proposed site is within the heart of the Zone of Archaeological Notification/Potential (ZAP) for the historic town of Cloyne, and adjoins the possible 16th Century Fortified House at the east end of Rock Street, the assessment here will involve archaeo-geophysical survey and follow-up test trenching.

#### Courthouse

The old Courthouse lies adjacent to the proposed entrance. This is not a Protected Structure, but the area is within Cloyne ACA. It is hoped that the ruin would be stabilised and repaired as part of the works. At an absolute minimum the building will need to be stabilised to prevent collapse under health and safety grounds. The wall immediately in front of this building is an integral part of its assembly and it is not proposed to remove this as part of the works. Lighting and signage should be considered as part of a detailed design solution for this area to maximise the street presence of the project on the main thorough-fare and Rock Street.

#### Rock Street Access

Access to the proposed car parking is envisaged to be via a new entrance to Rock Street (R629). The frontage of the site extends across to the historic monument / old courthouse and this and the historic rubblestone boundary walls are of conservation importance. Where possible the boundary wall will be maintained in place. However, the proposed junction will require the removal of some of this wall. The extent of wall to be removed is dictated by sight lines and turning circles.

The proposed access will be a 6.0m wide priority-controlled junction with the R629 Rock Street and would be able to accommodate all private vehicle and mini-bus movements into and out of the site. The proposed kerb radii will be designed to accommodate such vehicles movement into and out of the site. Visibility from the proposed access

is to be maximised in light of the need to maintain the boundary wall where possible.

A separate pedestrian and cycle access will be provided to the east of the historic monument / former courthouse.

The carpark will comprise of hard and soft landscaping, as well as signage and lighting. This is a greenfield site so the conservation impact will be minimal.

#### Cathedral Walk Egress

While all private vehicle and mini-buses will egress the car park via the R629 Rock Street access, in order to accommodate 12.0m long buses (e.g. typical school buses) to park onsite, the buses will need to egress the site to the south. The width of the car park limits the opportunities to turn large vehicles other than mini-buses around on site.

The egress will be a shared use area with removable bollard in place. In the event that a bus or large vehicles are parked on site, the bollard will be removed to enable the vehicle to egress. All buses related visitors will pre-book to use the car park.

Visibility from the proposed egress will be maximised in order to ensure safe egress from the site. A separate pedestrian and cycle access will be provided onto the proposed shared use area along Cathedral Walk toward the Cathedral and the Round Tower.

An Autotrack analysis has been undertaken for the site as illustrated on Hegsons Design Consultancy Ltd Drawing HDC-1250-002 demonstrating a 12.0m long bus entering and exiting the site.

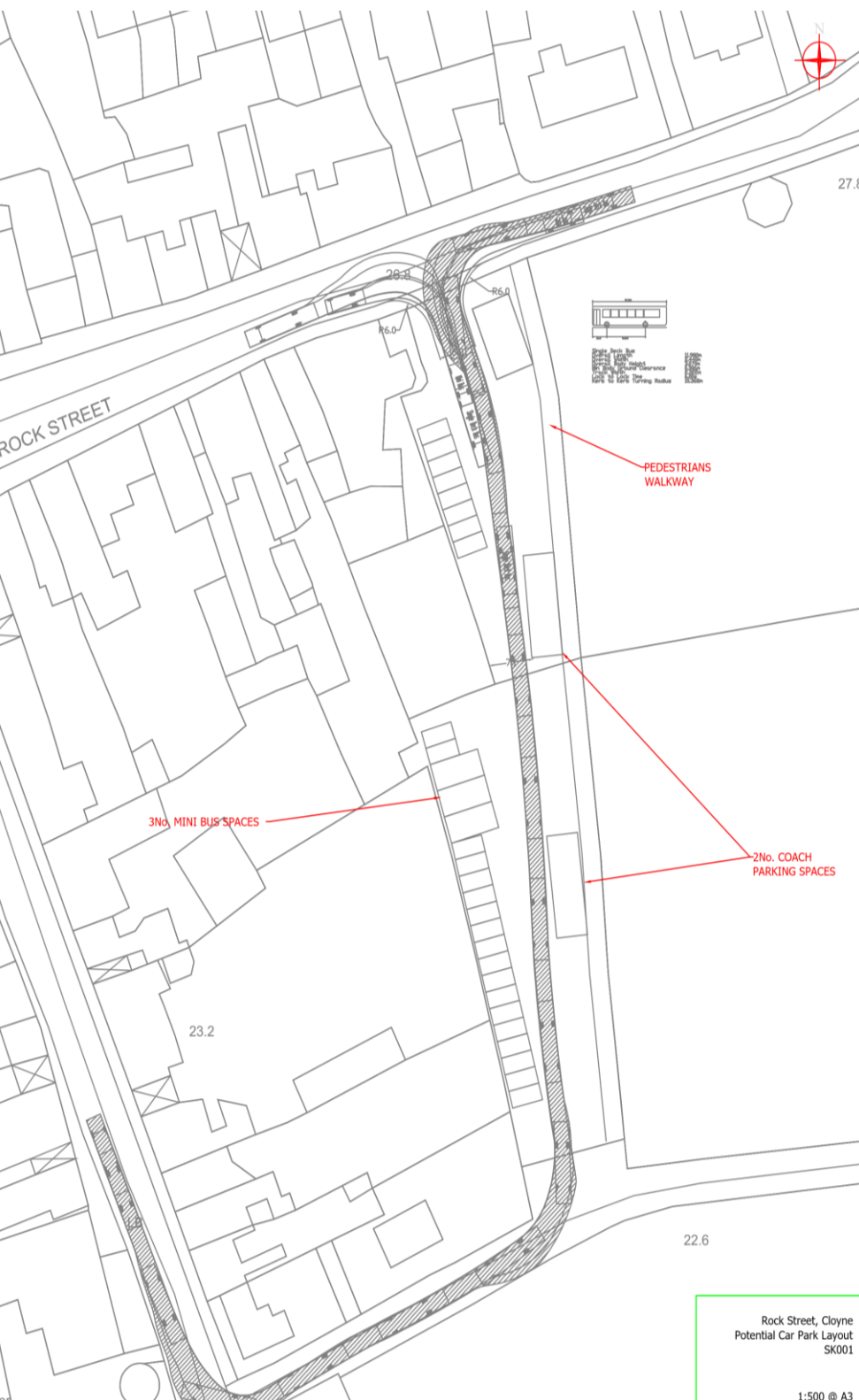
### Proposed Car Park Layout

The proposed car parking layout has been designed to provide the following:

- 27 car parking spaces;
- 2 disabled car parking spaces;
- 3 mini-bus parking spaces;
- 2 bus drop-off/pick-up areas and parking;
- Cycle parking facilities;
- Pedestrian connectivity throughout the site; and
- Hard and soft landscaping within the car parking area.

Details of the proposed layout are illustrated on Hegsons Design Consultancy Ltd Drawing. All parking spaces and aisle width will be provided to the required standards as set out by Cork County Council. Cars and mini-buses will be able to enter, turn and exit the site via the R629 Rock Street access.

A flexible approach to the car park layout has been taken and any future access that may be required to gain access to Cloyne Caves would possibly be catered for in the south-eastern corner of the site.





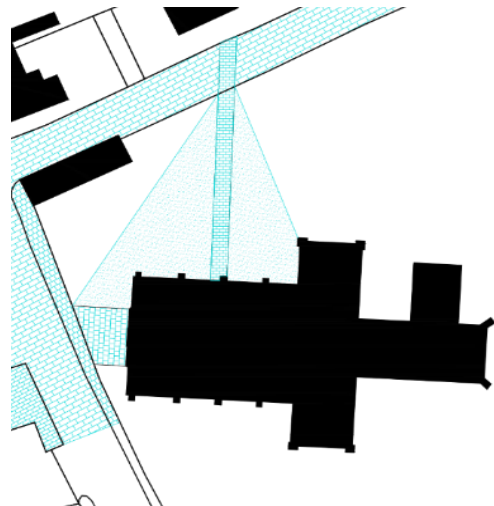
*Sample image of a minimum impact6 pathway under construction*

### 5.03. Works around St. Coleman's Cathedral Cloyne

A new pedestrian entrance is proposed in the cathedral boundary wall to the north. This will allow visitors safe and easy access from the carpark to the proposed ticket office in the cathedral. This opening will be approximately 1200mm wide. It is proposed to locate the opening in a portion of the wall which has previously been repaired in order to minimise the conservation impact on the original building fabric.

There is a change of level between the road and graveyard, with the graveyard being approximately 500mm lower than the road (level difference varies along the north boundary). A new ramp and steps are proposed inside of the wall to accommodate the level change, with a new paved pathway leading from the new opening to the north door of the Cathedral. This area is highly sensitive due to the close proximity to the graveyard, and it can be assumed that disarticulated human bones would be present in the ground. Any proposal will take a light-touch approach with absolute minimal excavations required to the ground. The proposed works to the Cathedral will require an archaeological assessment as part of the recommended AIA and may involve invasive test trenching.

It is anticipated that the nave of the Cathedral could house a ticket office and exhibition. This could be in the form of permanent displays, or perhaps could incorporate an audio guide. The purpose of the exhibition would be to illustrate the history of Cloyne in a visually appealing and engaging manner. The detailed design of these elements falls outside the scope of this feasibility study. Looking at similar projects will help inform the scope of works required for an interpretative area.





## Interpretative Precedent Study: Clondalkin Round Tower

### South Dublin City Council

Clondalkin Round Tower has recently been developed into a visitor experience. This includes an exhibition space and gallery in the adjacent Mill Cottages, and a new café building with a terraced dining space opening out on to a public garden which radiates towards the Round Tower. This project offers a good example of a multifaceted project encompassing conservation architecture, public realm, and landscaping elements and provides high quality spaces throughout. It also provides ideas for the exhibition design and marketing of a Round Tower experience.



#### 5.04 Gathering Area

The proposal should be thought of as a route with stop off points along the way. Detailed design of the paving and signing will help to provide a coherent, accessible and aesthetically pleasing design.

'The Loading Bay' is adjacent to Church Street roughly opposite the gates to the Cathedral, as described in the previous section of this report. It is proposed that this area would be incorporated as part of the public realm strategy. It is envisioned that it would form a gathering space where visitors could sit and wait until their allotted time to ascend the tower. The upgrading of this public area would be of benefit to Cloyne in general.

It is proposed to build a stepped terrace as a mini amphitheatre, which would allow for an informal seating area and unstructured play space, as well as providing a space for educational talks to be held.

The work will involve building retaining walls adjacent to the historic stone walls in the town. The proposed structure should be freestanding, set slightly away from the stone walls to minimise the impact on the historic fabric. The proposal should be designed to minimise the need to dig any foundations adjacent to the walls. The proposed works to the Gathering Area will require archaeological assessment as part of the recommended AIA and may involve invasive test trenching.





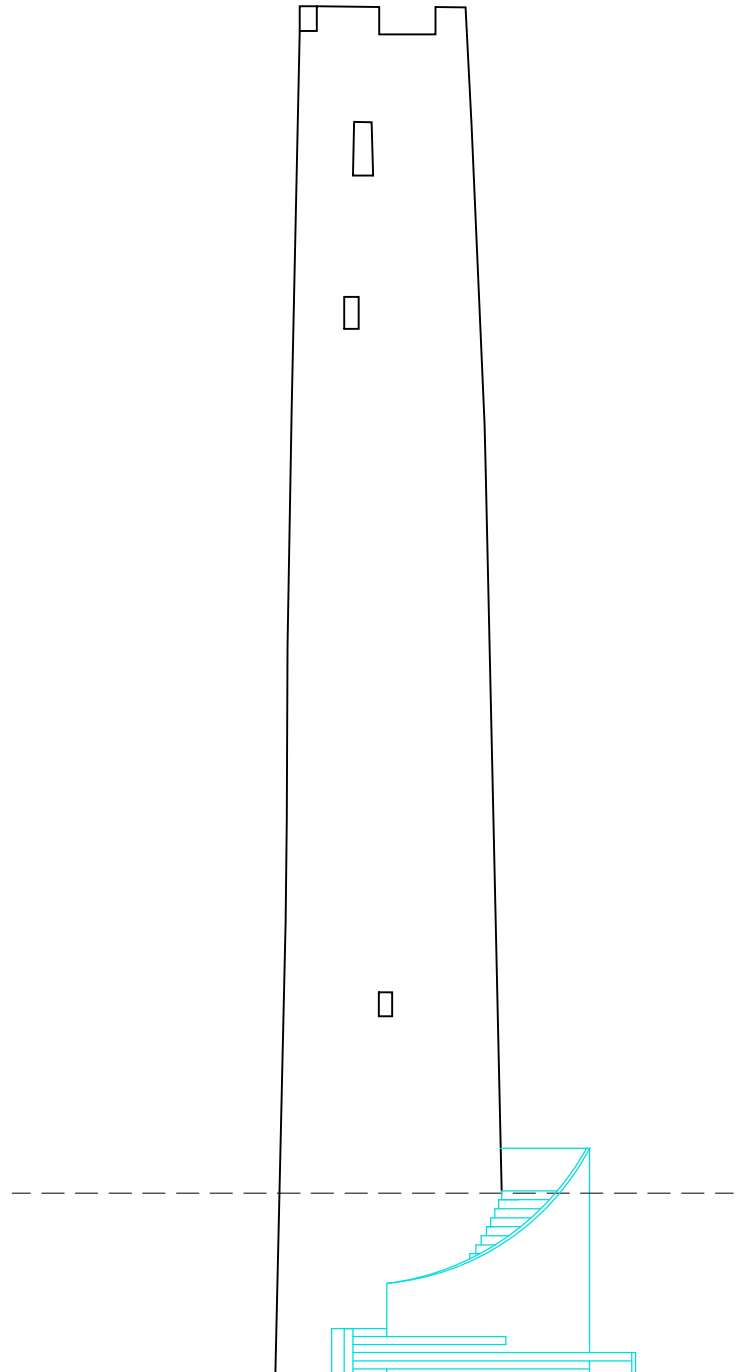
## 5.05 Round Tower

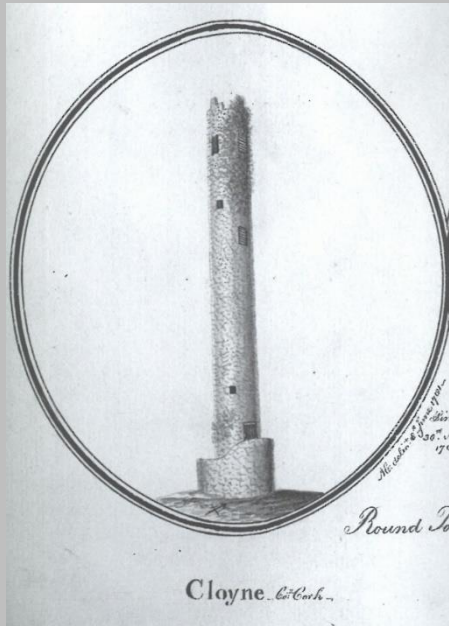
It is proposed that the Round Tower is made accessible for visitors, allowing them to climb up to the top of the tower and back down in a safe manner. A full survey of the internal ladders and landings was not possible at the time of writing this report, but it can be reasonably assumed that these are in need of replacement throughout. All works here should follow the principles of minimum intervention and repair rather than replace where possible. New works should follow the principle of modern intervention.

A double stairs was considered as part of the design. This would be beneficial as it would allow a separate route up and down the tower, which would both maximise the numbers able to visit the tower at any given time and maximise the safety of users. However, it was found that there was not sufficient space to have two sets of stairs internally and that head space and landing space between the flights would be too tight for this to be a viable option. The design in its current format allows for one flight of stairs between each of the seven landings.

Various stair configurations could be looked at in more detail as part of the next phase of design.

The proposed works for the Round Tower will require archaeological assessment as part of the recommended AIA.





*Historic image of Cloyne Round Tower with stone steps visible*

*Image from the sketchbook of antiquarian Cooper, Austin (1759–1830). It was reputedly sketched on June 8<sup>th</sup>, 1781.*

: Harbison, P. 2000 *Cooper's Ireland; Drawings and Notes from an Eighteenth-Century Gentleman*. The O'Brien Press, Dublin.



*Stone steps present at Clondalkin Round Tower.*

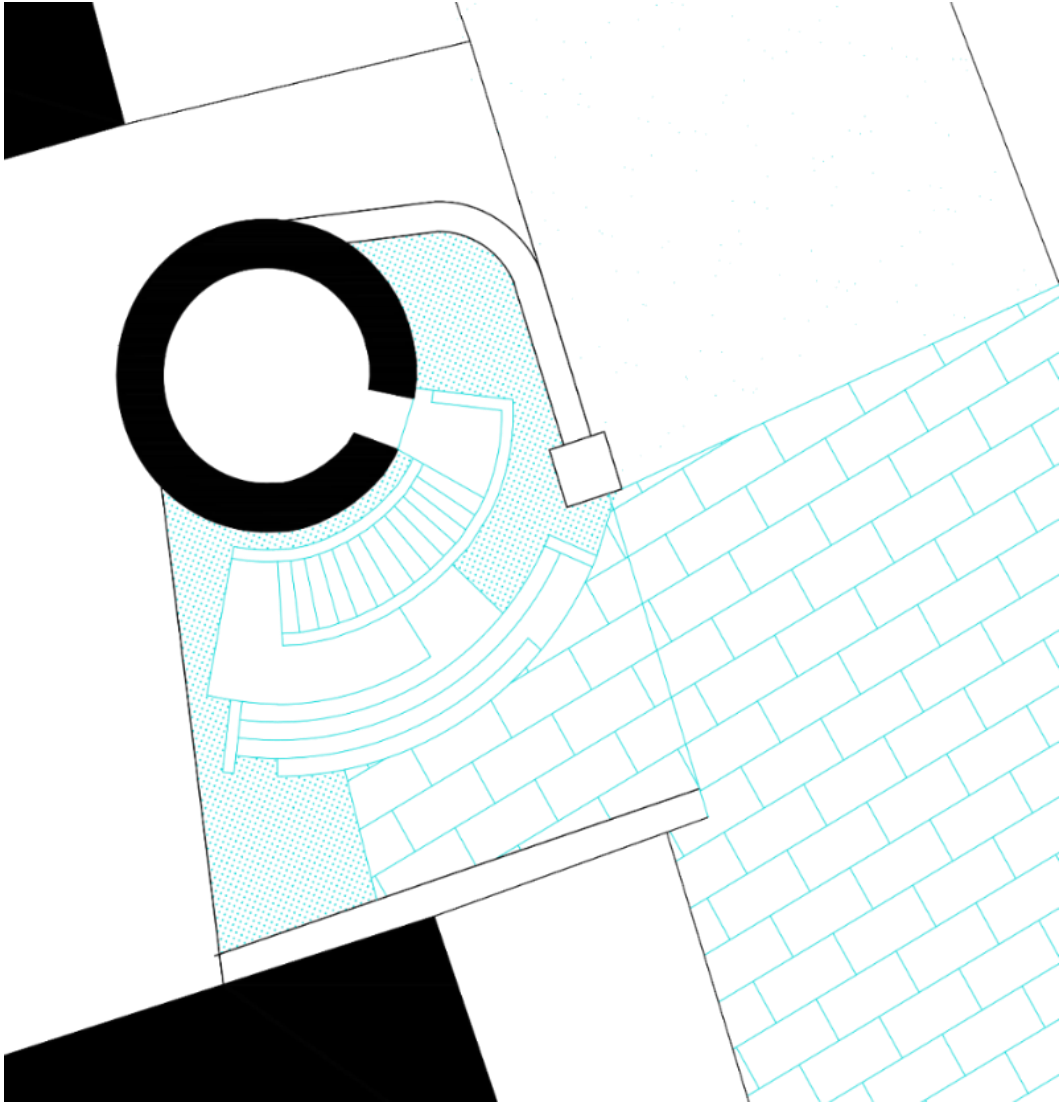
The existing external ladder to the tower will likewise need to be replaced. It is proposed to replace the ladder with stone steps to the tower (see historic image). However, the physical impact of this will need to be carefully considered). These steps will extend outwards at the base of the tower to form a terraced gathering area. It is proposed that the surface of Church Street could become a shared surface which would flow into this area, subject to the input of Cork County Council.

The design externally will follow the well-established principle of modern intervention in historic structures. It is envisioned as a curved concrete structure in a smooth, light finish in order to contrast with and compliment the stone walls of the Round Tower. There is an historic precedent for the design, as the original stone steps to the tower were of a similar shape and style, set behind a curved stone wall. This external stone stair layout can still be seen at Clondalkin Round Tower.

The stairs and steps will be set away from the tower by approximately 200mm in order to prevent any damage to the original building fabric and provide breathing space for the tower. The only point of contact will be at landing level. The design of the stepped terrace in its current format requires the loss of a section of the enclosing stone wall and railings. This is in order to open up the area to the base of the tower, which is tight at present, and allow for easier and safer access to the Round Tower.

This proposal will have a significant visual impact on the Round Tower, but the physical impact will be minimised and there it a strong historical precedent for the design.





*Mood Images for Round Tower Proposal*

## 5.06 Statutory Consents

The proposed works will require planning permission throughout. The proposal was sent to the Planning Authority for review. Although this is a highly sensitive project which will require input from the Planning Authority and Council to ensure its success, no objections were raised to the design in principle.

An informal preplanning comment was obtained by Mona Hallinan, Conservation Officer in Cork County Council as follows:

*From an architectural heritage perspective I would be supportive of the principle of the proposal. The most contentious element would be the removal of the wall by the ruined courthouse to allow coach access. The necessity of this is something that would have to be robustly demonstrated as part of any project.*

*I look forward to continued engagement at formal pre-planning stage in developing this very innovative project.*

The design will also need to meet building regulations and building control regulations, as well as Health and Safety regulations. The building regulations allow for some derogation from the recommended standards for new builds where historic structures are involved. The design in its current format has sought to meet current building regulations in so far as is reasonably practicable, for example the steps to the Round Tower have been designed to be as gentle a slope as possible to ensure that most visitors will be able to safely access and enjoy the tower.

A full audit for fire safety and disability access should be included as part of a developed design for the proposal.

Once the design is developed to a sufficient stage, in advance of the submission of a Planning Application, a detailed Archaeological Impact Assessment (AIA) of the scheme will be carried out. The purpose of the AIA will be to guide the local authority and relevant heritage stakeholder bodies on what are the best mitigation measures in the delivery of the project. Such an assessment is a standard requirement to support the planning and permissions process.

In addition to the planning application to the Planning Authority, permissions under the provisions of the National Monuments Act 1930 – 2004 will be required. These permissions are administered by the National Monuments Service, with responsibility to the relevant Minister. Once the design has matured input from the National Monuments Service should be sought, as they are a prescribed consultative body on the planning process. The Archaeological Impact Assessment (AIA) of the finalised design for the Round Tower scheme will guide the necessary archaeological permissions required.

In the case of the potential works associated with the development of the potential of the Cloyne Round Tower, a Section 12 Notification will be required for works to the fabric of the tower and any other upstanding fabric, such as to the boundary wall of the Cathedral graveyard. Works that involve ground disturbance, such as site investigations, archaeological test trenching, archaeo-geophysical survey will require archaeological excavation and detection licences.

The overall design approach to enhancing the access to the Round Tower will be carried out in conjunction with an archaeological appraisal. The appraisal will consider:

- Standards of heritage best practise
- Use of appropriate materials
- Use of appropriate construction techniques
- Minimising potential impacts on the archaeological resources
- Overall positive development for community.

## Precedent Study: Helfstyn Castle Atelier-r Architects

A major renovation of the second largest castle complex in the Czech Republic, including the addition of various stairs, bridges and viewing platforms, all from Corten steel, to create a visitor route through the ruins. This makes the new additions cohesive and clearly legible as modern interventions.

*"We believe that easily readable architecture is honest and that is important for us, therefore, we wanted to acknowledge and accentuate the contrast between the historical building and modern elements...The palace gained an attractive sightseeing route that allows the visitors to learn about the building history and enjoy the picturesque views from the footbridges on the upper levels of the castle what once used to be a roof. The contemporary architecture does not compete with the historical building, rather it creates a cohesive unit in which all the elements, old and new go hand in hand."*



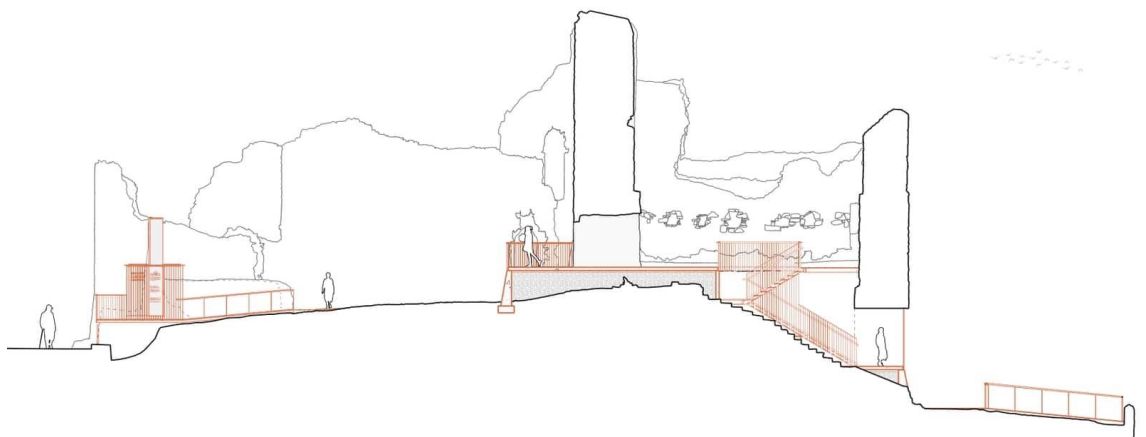


## Precedent Study: Carlingford Castle / Howley Hayes Cooney / OPW

*Carlingford is a walled town famous for its landmark medieval buildings, of which the most dominant is the King Johns Castle, a national monument dating from the twelfth-century. The castle survives as a picturesque ruin on a prominent location overlooking the town, mountains and lough. Until relatively recently visitors could access the interior of the castle unsupervised, however, safety issues due to uneven ground and unguarded drops led to the castle being closed to the public. The OPW provided the preliminary design, which had received ministerial consent, with the aim of creating universal access and improved presentation and interpretation.*

*Using a 'light touch' a fully accessible route is created through the preserved ruins allowing visitors to enjoy a full understanding of the historic context. A series of carefully inserted elements, in corten and stainless steel, combined with polished concrete and pebble mosaic ramps, provide access to areas that were previously inaccessible, with links passing through rooms, passages along floating walkways behind battlements restoring magnificent views over the town, mountains and the lough. The new steel, concrete and stone elements were chosen as appropriate materials for the new additions to be contemporary, yet sensitive and clearly identifiable, preserving the castle's authentic character. The steel will weather over time creating a timeless addition that relates to the texture of the historical stone walls.*

<https://www.hcarchitecture.ie/projects/carlingford-castle>





## Cloyne Round Tower

### Section Six: Business Model

#### 6.01 Overview

This section of the report has been prepared to illustrate how the Round Tower visitor attraction could operate on a day-day basis and the projected income and expenditures for initial years of operation.

It is anticipated that visitor numbers in the initial years will be relatively modest, with numbers growing as the experience builds a name for itself. The projected figures are based on comparator studies of similar attractions on a national level and near-by ones on a local level.

The visitor numbers will be constrained primarily by the number of people who can access the tower at any given time. Notwithstanding this, the dwell time will be of primary importance, and there will be other facilities on the site to enjoy when not climbing the tower. The available parking facilities will be a secondary constraint.

#### 6.02 Projected tour

Visitors would walk from the car-park to the ticket office located at the cathedral, and from there move towards the Round Tower. Whilst awaiting their climb, visitors would enjoy exploring the Cathedral's exhibition space and interpretative displays which would tell the story of Cloyne.

Based on other visitable Round Towers numbers in the tower at any one time would be limited. The tower tickets could be sold on a timed basis, with each ticket giving a half-hour slot for climbing the tower. Alternatively, a staff member could be stationed at the base of the tower and would limit the numbers going up as they arrived.



## ***Comparator Study: St Canice's Cathedral and Round Tower, Kilkenny.***

This is a visitor experience similar to the proposed offering at Cloyne. St. Canice's Cathedral and Round Tower are marketed as being an essential part of the vibrant medieval city of Kilkenny. The Round Tower is the oldest standing structure in Kilkenny City. Tourists can climb the Round Tower and enjoy the surrounding views of the city. The top of the tower is accessible via a series of internal ladders comprising seven floors and 121 steps in total.

As well as being an active place of worship it hosts community events. It has a dedicated website (<https://www.stcanicescathedral.ie/>) and online booking facilities are available. It has a five-star rating on trip advisor based on 34 reviews and has a 4.5 star rating on google based on 1,329 reviews.

The cathedral is open all year round, with reduced running hours in winter.

### ***Opening Hours***

October-March: Monday to Saturday, 10am to 4pm. Sunday 2pm – 4pm.

April, May and September: Monday to Saturday 10am to 5pm. Sunday 2pm-5pm

June, July, August: Monday to Saturday 9am-6pm. Sunday 1pm-6pm.

### ***Charges***

Cathedral Visit: Adults: €4.50, Concessions €4.00, Families €12.00

Tower Climb: Adults: €4.00, Concessions €4.00, Families €12.00

Combination Ticket: Adults: €7.00, Concessions €6.50, Families €15.00

### ***Visitor Numbers***

-According to the Cathedral Administrator here were 61,000 visitors to St. Canice's in 2017.



Ireland's Content Pool





## **Comparator Study: St Brigid's Cathedral and Round Tower, Kildare.**

Located on the site where St Brigid, the patron of Kildare, founded a monastery in 480AD. Visitors can view the 750 year old cathedral and climb the Round Tower.

Big drivers of Visits come from Kildare Outlet Centre, Tour bus activity from Dublin and the Ancient East, and visitors to the Stud farms taking in other attractions. The site includes a Café, an interpretive centre placed in a separate building in Round Tower Square in the centre of Kildare Town.

### **Opening Hours**

St Brigid's Cathedral and Kildare Round Tower are open to the Public from the 1st of May until 30th September

Monday-Saturday 10am -1pm and 2pm to 5pm Sundays 2pm to 5pm. Last entrance is 4.45pm daily.

### **Charges**

Cathedral Visit: €2.00 (recommended donation)

Tower Climb: €4.00

## **Comparator Study: St Mary's Youghal**

Locally St Marys Collegiate Church, Youghal has many connections with Cloyne Round Tower Visitor attraction and the Cathedral. St. Marys Collegiate Church came into the Care of Cork County Council in 2005 and now hosts a wide range of community events and performances as well as welcoming visitors from all over the world. It has been extensively restored in recent years and significant funding has gone toward an interpretive tour. This was obtained by Failte Ireland with some matched funding by Cork County Council.

### **Opening Hours**

The self-guided Audio Tour is available Monday to Saturday, 10am to 5pm.

### **Charges (Audio Tour)**

Adult €7.00

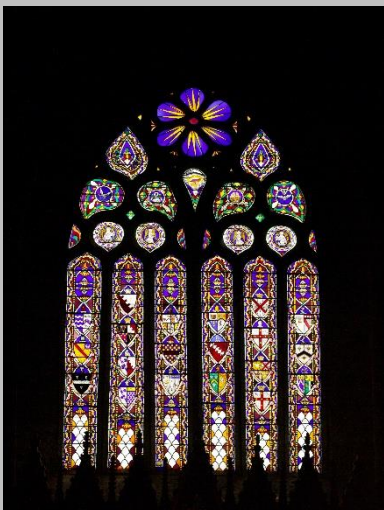
Child U 12 (under 6's free) €3.50

Students/Seniors €5.00

Family – 2 Adults + 2 Children €20.00

### **Visitor Numbers**

Approximately 15,000 per year, including concerts and events. Targeted growth to 20,000 in the next year.



### 6.03 Projected Running Model

Based on St Canice's it is anticipated that the maximum capacity in the tower at any one time would be 12. The allotted time frame would be 30 minutes, therefore the projected numbers are maximum 24 per hour within the Round Tower.

There is car-parking on site for up to 29 cars, with additional spaces for buses, which is in line with targeted visitor numbers.

Suggested opening hours for the first year of operation would be April 15<sup>th</sup> to Oct 15<sup>th</sup>, 3 days a week (Fri Sat & Sun) 10am to 5.00pm. Other times by appointment.

This would allow for visitor numbers of up to 336 per day. These figures may not be reached in the initial years, but provide a base line for targeted growth in the future.

In terms of staffing, it is recommended that a project manager is appointed who would be responsible for the overall development and day to day running of the facility. Their role would be focused on building the attraction as a tourist destination. They would work on the marketing, finances, and creative direction for the project.

It is anticipated that there would be always at least two other staff members on site, one in the ticket office and one in the Round Tower. Additional tour guides would be beneficial in enhancing the experience. These positions could be covered through mechanisms such as the Community Employment programme.

### 6.04 Visitor Number Projections

Estimating possible visitor numbers is an inexact science. A multitude of factors could influence the number of visitors. Local modest tourist attractions such as Ballycotton Island Lighthouse Tours attract circa 400 people per week in high season. This is a realistic and achievable target for the first year of operation. Based on a three day week this breaks down to 133 visitors per day in high season (June, July August). Slightly lower numbers of 250 per week could be targeted in off peak months (April, May, September, October). This equates to a target of 8,800 visitors for the first year, which is a conservative estimate. Extending opening hours, targeting schools in the off-season times and linking into existing established tourist site could all help to boost these numbers.

### 6.05. Pricing Projections

As the attraction grows more popular various measures could be employed to ensure a more sustainable pace of growth, including use of timed ticketing, guided tours and a restriction on the maximum number of coaches per day.

It is essential that a high-quality tourist experience is offered in order to maintain and grow visitor numbers. The pricing is based on the competitor set and is suggested as follows:

Cathedral Visit: Adults: €4.00 / Concessions €3.00

Tower Climb: Adults: €4.00 / Concessions €3.00

Combination Ticket: Adults: €7.00/ Concessions €5.00

Based on the assumption that visitors would spend on average €5.00 at the attraction this equates €44,000 of income for the first year if running, if the targeted visitor numbers were achieved.





## Cloyne Round Tower

### Section Seven: Order of Magnitude Cost

#### 6.01 Overview

The purpose of this estimate is to give an Order of Magnitude Cost to assist in the future development of the Round Tower Experience. The costs have been developed based on available information at this time. It should be noted further detailed surveys, design proposals, analysis and consultation with numerous bodies will be required to realise actual proposals.

No allowance has been made for works which require the input of Cork County Council, i.e., the upgrading of paths, paving and lighting to Cloyne public areas in general.

## Order of Magnitude Cost

### (a)-Preparation of Detailed Design

Preparation of a design for the project to allow it to advance through Planning and Tender Stage. This would include further survey work and the continued input of various consultants (conservation architects, structural engineers, traffic consultants, etc.)

€125,000-150,000

### (b)-Archaeological Costs

The preparation of the detailed Archaeological Impact Assessment (AIA) of the scheme, including geophysical survey of the car park, test excavations on the car park and in the graveyard, and detailed archaeological recording of the Round Tower for the design stage of the project.

€35,000-45,000

Archaeological monitoring attendance and supervision, and a sum for the resolution/excavation of any finds or discoveries; and all necessary compliance reports for the construction stage of the project

€45,000-55,000

### (c)-Refurbishment Works

Stabilisation works to Round Tower. Repairs and repointing of Round Tower, including for scaffolding and other enabling works. Repairs to roof as required to make the structure water-tight.

€175,000-300,000

Stabilisation works to all ancillary structures, including rubble stone masonry walls and the former Courthouse. Repairs and repointing of same.

€150,000-200,000

### (d)-Proposed works to Site Entrance and Car-Park

Access to proposed car parking from Rock Street, including removal of historic wall as necessary and insertion of vehicle, pedestrian and cycle entrances.

€50,000-75,000

Car park to provide 31 car parking spaces, 3 mini bus parking spaces, 2 bus drop off/ pick up areas, bicycle parking facilities, and hard and soft landscaping.

€140,000-200,000

### (e)-Proposed works to Round Tower

Careful removal of existing section of boundary wall and railings and insertion of new stepped public space around the tower. Removal of existing ladder access and insertion of new set of contemporary precast concrete steps to access the tower.

€120,000-175,000

Insertion of new internal steps to the top level of the tower in a simple, modern design.

€50,000-100,000

### (f)-Proposed works around St. Coleman's Cathedral

Careful removal of a section of boundary wall and insertion of new pathways to the Cathedral.

€55,000-75,000

### (g)-Proposed Public Space opposite St. Coleman's Cathedral

Insertion of new public space including paving and terraced seating area for gathering/ giving talks

€175,000-225,000

### (h)-Design and Installation of signage throughout and Interpretive exhibition

€175,000-250,000

**€1.295m-1.85m**





## Section 8: Conclusion

## Cloyne Round Tower

### Section Eight: Conclusion

The development of Cloyne Round Tower with the incorporation of St Colman's Cathedral has the potential to showcase the vast history that Cloyne has to offer. This report makes clear that such a development would provide significant economic and social benefits for the local community and an equally positive ripple effect across East Cork and the wider region.

Whilst the project will be dependent on grant assistance and fundraising, it already has the right ingredients for success – namely an attractive cultural heritage and cherished history, community support, local infrastructure and its obvious prime location.

The development will give stakeholders the opportunity to restore and safeguard these significant assets for future generations. It will also allow the town's storied history along with the deeds of its array of illustrious inhabitants to be recalled and passed on.

Funding is a key factor in the viability of any project and Cloyne Round Tower will be no different in this regard. However, it can be guaranteed that investment in a development such as this will certainly have the potential to yield a rich dividend for any interested funding groups.

