

The Barrow
our river, your journey

Barrow Awards Scheme 2012

Organised By Carlow Tourism
with the assistance of
Kildare Tourism
Kilkenny Tourism
Laois Tourism
Wexford Tourism

And supported by the

Local Authorities of
Carlow, Kildare, Kilkenny,
Laois and Wexford
&
Waterways Ireland and
Inland Waterways Association of Ireland
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CARLOW
COUNTY COUNCIL



Waterways Ireland
Uiscebhéal Éireann Waterways Airlain





Barrow Awards Revival

Introduction

The Barrow Awards Scheme was an annual event supported by the Local Authorities, which for over twenty years rewarded towns and villages along the River Barrow for maintaining and enhancing the natural resources of the river, while also encouraging communities to develop more amenities in their local river environs. The awards scheme was operated initially by South East Tourism and in latter times by Fáilte Ireland South East.

The scheme was discontinued three years ago. However in response to requests by communities along the river, Waterways Ireland, Inland Waterways Association of Ireland and the Board of Carlow Tourism are re-establishing the awards in 2012 in conjunction with the Local Authorities in Carlow, Kildare, Kilkenny, Laois and Wexford with a new and enhanced focus.

The objectives of the competition are to focus attention on the many aspects and assets of this important waterway and its adjacent environs for inland waterways boating, canoeing, bird and wild life, history and archaeological groups, ramblers and walking enthusiasts. A new aspect of the awards for 2012 will focus on attractions and amenities within a suitable distance of the river, as well as the immediate riverbank space, which here-to-fore was the focus of the awards.

Further it is to invite existing or new groups and committees in individual towns and villages along the waterway stretching from Portarlington in the north to the estuary at Waterford Harbour in the south to assess improvements and implement projects to add to the appeal of the waterway and its immediate environs from a tourism and civic amenity perspective.

The projects put forward are entirely a matter for the groups in each centre themselves. However, the following is a seven-step process which takes into account the importance of tourism to any potential project which groups may implement, and should be used to structure your response to the application form.

Your group are invited to select at least one long term project (with a completion date not later than August 2015) and one or more short term (to be completed by August 2012) projects.

Seven-Step Process

1. Where are we now?

Please provide an overview of the short and long term projects you are proposing for the Barrow Award Scheme 2012.

2. Arriving at the idea...

Explain how your committee has come up with the idea of the short and long term projects i.e. visitor feedback, networking among local businesses.

3. Satisfy visitors' basic needs

Identify how the projects might meet the needs and expectations of visitors to the area.

4. Display the area's best assets

How will your projects complement the existing tourism offering in your area? Please identify other existing attractions and facilities within a suitable distance of the waterway which together present a defined package for visitors to the area.

5. Stay longer, spend more

Please identify if your projects can benefit the local economy through "stay and spend" by visitors.

6. Marketing and networking

How would you work with other tourism attractions and interests to promote your project? i.e. local accommodation provider, local county tourism marketing and development company and Local Authority.

7. Measuring Success

How would you measure the success of your projects having specific regard to civic amenity and tourism objectives



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Judging Criteria for Barrow Awards Scheme 2012

| CATEGORY | MAXIMUM MARKS |
|--|---------------|
| Overall presentation of material for short and long term projects | 15 |
| Feasibility and suitability of long term project | 20 |
| Evidence of progress of long term objectives and short term objectives | 30 |
| Presentation of the centre in a tidy towns context | 25 |
| Provision of facilities for visiting boats | 25 |
| Presentation of centre's history and heritage | 15 |
| Promotion of centres wildlife and natural amenities | 15 |
| Signage and information access provided | 20 |
| Presentation of river side buildings and structures | 20 |
| Evidence of community backing | 15 |
| Total marks available | 200 |

Format

Groups are invited to submit proposals to the organisers with a closing date of **Friday 22nd June 2012** using the seven-step process and attached form together with such supporting documentation as they choose.

All submissions will be adjudicated by a panel of judges who collectively have expertise in this area. The judges will visit each participating centre on **Friday 29th June**. At this visit the intended programme and projects will be discussed as to suitability and feasibility based on the application submission. A second judging visit will be made on **Friday 31st August** following which awards will be presented to the winning centres at a function in Carlow on **Thursday evening 6th September** at 7.30 p.m.

Prizes and awards

The overall winner of the short term project award will receive the **Waterways Ireland Perpetual Trophy** together with a cash prize of €1000. A second prize of €500 and a third prize of €300 will also be awarded. The long term project award will be announced in 2015 and will include a substantial cash prize. This year to mark the relaunch of the Awards a special "Best in County" will be awarded to participating communities from Carlow, Kildare, Kilkenny, Laois and Wexford. A prize of €250 per community will apply.





Barrow Awards Revival

Entry Form

Name of Centre _____

Name of organisation making this entry _____

Contact person _____

Postal address _____

Email _____ Telephone number _____

Number on Committee _____ Estimated population _____

Title and details of long term project using seven-step process (use separate paper as required) August 2015

Title and details of short term projects using seven-step process (use separate paper as required)

We will be able to meet the judges at a time to be agreed on Friday 29th June and also on Friday 31st August.

Signed _____ Date _____

Please return completed form to Carlow Tourism, College Street, Carlow.
Email: info@carlowtourism.com Tel: 059 913 0411