



# BANK OF IDEAS

## CONCEPT



## Bank of ideas – proposal to be submitted

### Description according identified criteria

INITIATIVE	
<b>Name of the initiative</b>	<b>'Wellness' and heritage tourism</b>
<b>Short description</b>	<p>This idea consists of using an abandoned historical mill in Co Meath and converting it into a camping and heritage retreat, that will engage local professionals from a variety of professions, and pave the way for the region's eco-tourist future.</p> <p>It will involve anything from gardening using cutting-edge techniques (e.g. vertical farming), to mushroom picking tours, to making one's own food in a healthy and sustainable way using the produce cultivated there.</p>
CRITERIA	
<p><b>Economic and financial sustainability of the project</b></p> <p><i>(Is the project ensuring a steady flow of funds and generating revenue for maintaining and continuing the organisations work?)</i></p>	<p>Fees for camping, classes, and the restaurant, will be the main sources of revenue. However, it is worth looking for additional revenue through state-assisted heritage preservation efforts.</p>

<p><b>Compatibility of the investment with the urban planning instruments and the time required for obtaining permits, concessions and opinions preparatory to its start-up</b></p> <p><i>(Is the project coherent to its city urban planning and foresees the time required to have the necessary documents and concessions to implement it?)</i></p>	<p>This is unclear, and really depends on the diversity and nature of activities that would take place. Insurance costs in particular, can be paralyzingly high.</p>
<p><b>Consistency under the strategic profile</b></p> <p><i>(Clarity in the identification of stakeholders and beneficiaries, of the territory, of the need that you want to contribute to satisfying, of the change that you do wants to generate)</i></p>	
<p><b>Sustainability and coherence under the organisational profile</b></p> <p><i>(Details of the key resources as competences, organisational model, permits and / or necessary permissions)</i></p>	<p>Sustainability will be at the core of the project. The activities will involve anything from gardening using cutting-edge techniques (e.g. vertical farming), to sustainable fishing, to mushroom picking tours, to making one's own food in a healthy and sustainable way using the produce cultivated there.</p> <p>This will involve reaching out to professionals and experts of all kinds in the area, so as to get them involved in teaching activities, in a business partnership.</p>
<p><b>Coherence under the economic-financial profile</b></p> <p><i>(Internal and external financial resources needed. Cost items, revenue items, the trend of costs and revenues)</i></p>	

<p><b>Scalability of the project idea in time and space</b></p> <p><i>(Economic sustainability and prospects for continuity and development of the project idea, clarity in the definition of solutions for the procurement of resources and continuation of activities)</i></p>	<p>If this project creates a pattern that works, there are a myriad other heritage sites in the region that could do something similar, and use the same 'package'.</p>
<p><b>Flexibility and dynamism of the entrepreneur</b></p> <p><i>(Capacity of the potential entrepreneur needed to adapt to changes in the market and socio-territorial conditions)</i></p>	<p>The entrepreneur whom we approached for this has already expressed an interest in diversifying their current activities, which include a sauna and yoga by the river.</p>
<p><b>Feasibility and expected effectiveness</b></p> <p><i>(key factors that reinforce business feasibility, in relationship with the constraints and criticalities of the intervention sector, capacity of the project to achieve the stated objectives)</i></p>	<p>Ecotourism is currently on the rise, and there are many who wish to spend their holidays in Ireland, but are suffering from urban Airbnb fatigue, while also feeling guilty that Airbnb is an unsustainable and untenable model for the residents of cities. This may act as a remedy in that sense.</p> <p>Meanwhile, the greenway on the Boyne Greenway would have an additional stop on it.</p>