



Conference Programme

Sunday, October 18th and Monday, October 19th, 2015
Summerhill House Hotel, Enniskerry, Co. Wicklow

The Giant Granite Stone, 20 ft. in Length, from Daniel McEvoy's Quarries, Ballyknocken, Co. Wicklow.



Welcome to Natural Wicklow 2015, the first of what I hope will be many gatherings to promote Geo-Tourism across County Wicklow. Through this conference I hope to start a conversation between local communities, businesses, hospitality providers and food producers about how to best market to visitors about Wicklow's unique geological heritage.

This whole idea came from a twinning programme for politicians and scientists arranged by the Royal Irish Academy. I was fortunate to be paired with the eminent and very wonderful heritage geologist Dr Sarah Gatley who had just finished the co-authorship of a major report on Wicklow's geological heritage. We sat down with Deirdre Burns, the highly productive Heritage Office with Wicklow County Council and from that meeting of minds came the idea for this conference.

I want to thank all of the speakers today for volunteering their time for this worthwhile event. There is an invigorating mix of minds and backgrounds from the old world of heritage, the timeless world of food production and the new world of internet technology and modern crowdfunding. I'm delighted to be part of this and I am committed to ensuring that our work here today is carried forward into effective supports for communities and businesses.

Contact Anne Ferris TD at:

01 276 4699

anne.ferris@oir.ie

Constituency Office:

115 Main Street,
Bray, Co. Wicklow



Schedule of Events

Sunday October 18th at 7.30pm

Welcome Reception featuring 'From Corries to Coast' a heritage photographic exhibition organised by Wicklow Uplands Council and Wicklow County Council. Enjoy the art while sampling Craigies Cider from Blessington, Glendalough Whiskey and craft beer from O Brother Brewing in Kilcoole.

Monday October 19th

9. 30 am - Registration and coffee

Morning session chaired by Noel Keyes, Chairman of Wicklow Tourism

10 am - Welcome Address by Anne Ferris TD

10. 10 am - Opening Address, Minister for Environment Heritage and Local Government, Alan Kelly

10. 20 am - Michael Starrett, CEO Heritage Council- 'The Heritage Manifesto - Securing Investment in People and Place'.

10.35 am - Deirdre Burns, Wicklow County Council Heritage Officer, 'The role of Wicklow County Council in protecting natural heritage.'

10.50 am - Dr Matthew Parkes, The National Museum of Ireland, ' The Geological Heritage of Co. Wicklow. '

Q&A

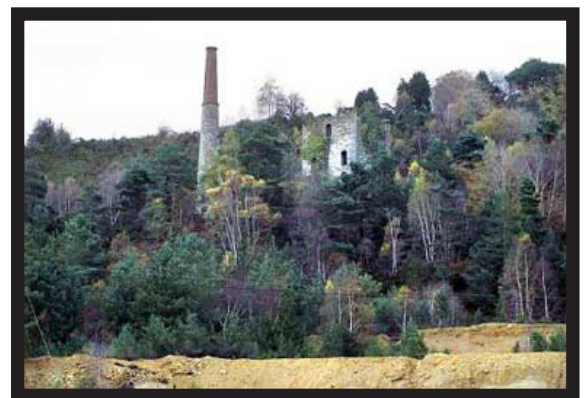
11.15 am to 11.30am - Coffee Break and networking session



500 million year old Bray Head, one of Ireland's oldest rock-forms



The area around Woodenbridge may have been the gold source for many artifacts



Some believe mining of copper and associated minerals at Avoca can be dated to Roman times

Schedule of Events

Mid Morning session chaired by Dr Ray Scanlon, Principal Geologist, GSI

11.30 am - Dr Sarah Gatley, Head of Irish Geological Heritage Programme- 'What it takes to be a Geopark'

11.45 am - Carol Gleeson, Project Manager Burren Geopark - 'The Burren Geopark Story'

12 pm - Marc Michel, Organic Grower - 'Local Food Production - 'A tourism asset'

12.15 pm - Lorraine Sweeney, Hotelier and Restaurateur - 'Attracting visitors to Wicklow'

Q&A

Lunch break 12.45pm to 1.45pm

1.45 pm - Afternoon session chaired by Anne Ferris TD

2 pm - Shane Byrne, CEO and co-founder of SHOWOFF 'The role of mobile phone apps in tourism'

2.15 pm - Hen Norton, Crowdfunding expert and founder of wedidthis.org 'Crowdfunding as a fundraising option.'

2.30 pm - Chris Corlett, Cultural Tourism Officer for the Department of Arts Heritage and the Gaeltacht.

Q&A

2.45 pm -3pm coffee break and networking session

3-3.35 pm - Panel Discussion chaired by Chris Corlett and featuring Shane Byrne, Hen Norton and Fred Verdier who will be joined by Suzie Cahn from Carraig Dultra, the organic and permaculture research and demonstration smallholding near Glenealy.

3.45 pm - Closing Address Cllr John Ryan, Cathaoirleach of Wicklow County Council

Conference ends 3.50



Charles Stewart Parnell's quarry at Big Rock Arklow, pictured over one hundred years ago



The Scalp near Enniskerry a major tourism attraction one hundred years ago

A Special Thank You

Thank you to ProDJs for the sound equipment – you can contact them at info@prodjs.ie for all your event sound and lighting needs. The Summerhill House Hotel has put in a HUGE effort to make this event a successful foundation for geo-tourism in Wicklow and we thank them so much for that. www.summerhillhousehotel.com. The guys at AB Print and Design in Bray pulled out all the stops to print this conference brochure at the 11th hour for which we are immensely grateful – www.abprint.me. Labour Party HQ for conference IT support. Wicklow County Council and the Wicklow Uplands Council for the wonderful photographic exhibition and everybody at the Geological Survey of Ireland and Team Anne Ferris for bringing everybody together.