



Laois County Council

Áras an Chontae, Portlaoise, Co. Laois

MidlandsIreland.ie

Digital Roadmap – Destination Midlands

MRTT -080

*Supported by the Just Transition Fund &
the Carbon Tax Fund*



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Project Partners



Laois County Council

Áras an Chontae, Portlaoise, Co. Laois

- Laois County Council – Lead
- Longford County Council
- Offaly County Council
- Westmeath County Council
- Working with regional stakeholders across straplines of Living, Learning, Tourism & Enterprise

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Project Overview



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- Development and implementation of a cross sectoral ‘destination platform’ promoting the Midlands as a destination of choice in which to live, work, study and invest through **MidlandsIreland.ie**.
- Project components will include the development, resourcing and delivery of a destination platform marketing strategy encompassing content development for use domestically and internationally and numerous events highlighting the attractiveness of the Midland Region.
- The development and delivery of an integrated destination platform will serve to best position the region and realise new economic opportunities and maximise the region’s considerable strengths and opportunities as identified in the report of the Just Transition Commissioner – central location, tourism offering, heritage in energy and move to clean energy.....
- **Alternative employment opportunities within the impacted communities of our region**

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Recommendation of JTC

- First Progress report of the Just Transition Commissioner,

‘region be marketed better around its particular strengths ...for investment purposes’



To realise the opportunity



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- ‘Destination platforms’ have long been recognised as a key driver for economic and social development of regions.
- Destination platforms seek to promote all that is good and positive about the region in one single platform, strengthening regional awareness and reputation on the national and international stage.
- Promote emerging clusters, support our enterprise agencies, collective offering
- *The Midland Region is recognised as a destination of choice in which to live, work, invest, and visit. All agencies and businesses operating within the region utilise the MidlandsIreland.ie platform to promote the region to secure additional investment and economic activity within the region and provide alternative employment opportunities within impacted communities across the region.*

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Alignment with policy



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- PfG 2020-2026
- National Planning Framework & RSES
- Midlands Regional Enterprise Plan – CDPs - LECs
- Future Jobs - National Enterprise Policy - EI – Powering the Regions - IDA Strategy
- Our Rural Future 2021-2025
- National Skills Strategy

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Dividends to communities



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- Target significant growth in the Regional Growth Centre of Athlone
- Embed a network of principal and key settlement towns which have the capacity to deliver sustainable growth and employment for their catchment areas
- Support rural areas by harnessing natural resources to develop renewables, recreation and tourism opportunities including green infrastructure planning and the development of an integrated network of greenways, blueways and peatways through the development of strategic partnerships.
- These actions will serve to advance the Midlands along its Pathway to Transition

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The rationale for the project...

Dr Terry Stevens

to realise regional ambition

a vision and a strategy is needed BUT,

Essential that there is

is adequate dedicated and human and operational resources to drive the vision and strategy to become the destination of choice.

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Project Plan

- Recruitment of Communications Manager & Executive
- Appointment of Communications Manager & Executive
- Work programme developed by Communications Team
- Work Programme agreed by MREP Working Group
- Report to MREP Working Group & Steering Group

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