



Autumn Newsletter 2018

Issue 22

www.ccj.ie

(L-R) Jimmy Walsh, Chairman of Kilkenny GAA, Senan Cooke, Chairman, Communities Creating Jobs (CCJ Ltd), Kieran Purcell, Former Kilkenny Hurling Great in 1970's and his wife Jo



(L-R) Professor Joe O'Hara, DCU, Senan Cooke, Author, Seán Kelly, MEP South



Presentation from Dunhill GAA to Senan Cooke to mark the launch of the book. (L-R) Sinead Day, WIT, Senan Cooke, Liam Dowdall, Dunhill GAA, Rosie Donnelly, Dunhill GAA, Eddie Keher, Former Kilkenny Hurling Star



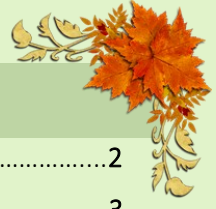
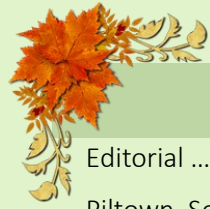


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Editorial



We are living in exciting times for social enterprise as the Department of Rural and Community Development aim to complete its research report and produce a national policy, strategy and implementation plan in early 2019. The development will transform the operating environment for social enterprise project teams. There is movement on supports through the Social Inclusion and Communication Activation Programme SICAP and some Pobal initiatives. Until the new policy, strategy and implementation plan is up and running and social enterprise placed at the heart of community regeneration programmes we cannot expect to see significant progress.

“The Enterprising Community” written by CCJ chairman was launched on Thursday 21st June in St Patricks, Drumcondra, DCU Campus and on Monday 16th July in Dunhill Ecopark at which circa 100 and 300 people attended the two celebratory events. Early feedback from book readers is very positive and include community project leaders with third level academics including DCU, the university of enterprise and LIT. The book may in time become a reference book for social enterprise development at this critical time of recognition. It is pitching to become part of mainstream economic sector. There is no other available text that articulates a bottom up perspective of its massive potential which strongly encourages people, organisations, third level institutions and state agencies to engage in its development.

On Saturday 25th August Piltown Enterprise Centre a leading social enterprise in South Kilkenny provided a platform for the promotion of the book. The Iverk Agricultural Show at which 25,000 people streamed through the gates from early morning is another outstanding social enterprise. It is the oldest show in the country established in 1826. The accommodation of each other, free of charge is a great strength of the sector. It is the thread in the suit in the socio-economic eco-systems that form communities. Social enterprise has the capacity to transform living standards in urban and rural communities over the next decade once the national policy and plan is in place and being implemented.



Finally best wishes to Peter Dolan from Moate a colleague and leading social enterprise advocate who with a great team of dedicated people has championed some spectacular social enterprise developments in his home town in recent years and who is currently recovering in hospital.

Photo left:

Peter Dolan (middle), PRO Moate Action Group, National Pride of Place Winners 2016

Senan Cooke, Chairman Communities Creating Jobs Ltd

Piltown, South Kilkenny - Fostering an Enterprise Culture within the Community



Minister Michael Ring TD (second from left, front row) and Minister John Paul Phelan (extreme left, back row) with members of Piltown Enterprise Centre team

Piltown in South Kilkenny possess a community pride that has seen it become not only a great place to live but a great place to start a business. Nowhere is this more evident than at the Community Enterprise Centre developed on the site of the old village creamery in the centre of the village.

The Enterprise Centre phase 1 is rented out to young local entrepreneurs. Work is in progress in construction of phase 2. A maximum grant of €200,000 was made available under the Town and Village Renewal Scheme. The expansion of the centre will offer more new opportunities to business start ups. The committee has received already enquiries for phase 2 which is due for completion this month, September. The gap in cost estimated at €300,000 and grant will be raised voluntarily. The group had received a grant of €178,000 from Kilkenny Leader Partnership for the first phase. It raised the remainder of the cost voluntarily with full support of local community.



Piltown Community Enterprise (a social enterprise) has been invited by Bank of Ireland to participate in their Entering Town Competition having been Regional Category Winner in Leinster (population under 3,000) in 2017. The prize for the overall national winner of this competition is €20,000. The Iverk Show was held on Saturday 25th August and involves 275 volunteers and a Show Committee who meet every month of the year in preparing for the Show.

Piltown has a reputation for entrepreneurial activity with 90 businesses in the parish that employs over 900 people. There are large employers such as Iverk Produce and O'Shea Farms, Kildalton Agricultural Training College and Joseph O'Brien son of well known international horse trainer Aidan and Anne Marie Crowley daughter of local and highly respected horse trainer Joe Crowley. There is also a sizeable number of people employed in small businesses with two to four employees. This underlies the importance of the small business sector in the regeneration of rural areas. Anyone interested in renting a unit please contact gerry.hickey-pil@outlook.com or alternatively fill in the contact form on Piltown.ie

By Gearóid Fitzgibbon, Specialist in Community Development, Social Enterprise and Community Energy

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The move away from fossil fuels to renewable and low carbon sources of energy represents a once in a generation opportunity for rural development in Ireland.

The Energy Transition is now a key part of Ireland's national Energy Policy. A new energy policy was launched in 2015, which recognized the importance of engaging communities in this process.

Since then the national energy authority was launched the **Sustainable Energy Communities (SEC) programme** to provide mentor support, technical advice and funding to help communities identify and plan energy related projects. These projects have been shown to save money and create local jobs through energy efficiency, and the use of local suitable renewable energy sources.

This programme is funded by the Sustainable Energy Authority of Ireland as part of Ireland's new Energy Policy which seeks to engage and empower communities in the transition to a low carbon economy. As part of this programme of supports, a network of community groups has been set up. There are currently over 200 members, across all regions of Ireland. Being a member of the Network can also help groups learn from other experienced SEC members, attend special seminars, and events.

The SEC programme is open to community and not for profit groups of all kinds, whether communities of interest, of locality, or even a number of local groups wishing to work together. An SEC can include any of the different energy users in the community including homes, sports clubs, community centres, churches and businesses. New communities are welcome, as well as those who have already availed of SEAI **Better Energy Communities or Area Based capital supports** and want to further their ambitions.

Local mentors are available in each region to help groups scope out potential projects. Your local mentor can assist your group to complete an application to SEAI (Sustainable Energy Authority of Ireland) to cover the cost of an "Energy Plan." Completing this Energy Plan identifies viable projects and gives access to significant Capital Funding available. In the south east region, Three Counties Energy Agency and Kilkenny LEADER Partnership have formed a local consortium to support this initiative in the SouthEast.

To find out more, or to join the SEC network, just complete **this** short registration form and return to SEAI on **SEC@SEAI.ie** The programme website has additional information on www.seai.ie/sec and an explanatory YouTube presentation here: www.bit.ly/aboutsec

Community Education and organisations from the nonprofit sector across Ireland gathered in the NDRC on 18th July last to launch the Technology Enhanced Community Education Network (TECEN).



The event was hosted by An Cosán Virtual Community College (VCC), an innovative national community education social enterprise which brings basic, further and higher education through blended online learning to isolated, disadvantaged and underserved communities across Ireland. The launch took place at An Cosán VCC's 2nd Annual Community Partners Forum event. An Cosán VCC works in partnership with community organisations and the Forum Day brings them together to learn and explore how to harness the power of technology to grow, develop and innovate in their teaching and practice in community education and development for the 21st Century.

The schedule included a mix of expert speakers, a community partner panel discussion with time for Q&A from attendees, followed by a World Cafe Workshop where attendees broke up into groups of 8 to discuss suggested themes, each table facilitated by a team member from An Cosán. Time was also given for attendees to meet, engage and network with our team and other attendees over lunch.

Event Speakers



Event speakers were invited from across An Cosán VCC's wide Community Partner Network and included from top left to right: Alan Gavagan, CE Supervisor **Tiglin**; Tara Farrell, Deputy CEO **Longford Women's Link**; Guss O'Connell, Chair of Board at **Irish Association of Community Training Organisations (IACTO)**; Brendan Ryan, Learning Technology Development Officer **Limerick and Clare Education Training Board (ETB)**; Liz Waters, CEO **An Cosán**; Marianne Checkley, CEO **Camara Education Ireland**; Chris Gordon, CEO **Irish Social Enterprise Network (ISEN)**, Liz Whelan, Clinical Director **An Cosán**; Shane Regan, Technology Moderator **An Cosán Virtual Community College** and Maria Flanagan, Community Partner Lead **An Cosán Virtual Community College**.

Community Partner Panel Discussion

The panel discussion formed an important part of the day with attendees getting an opportunity to hear from and ask questions directly from three of our community partner network on their experience of embracing blended online programmes in their communities through An Cosán VCC. The panel provided honest feedback on some of the common challenges that everyone must go through e.g. access to quality technology: laptops & headsets, internet access, securing funding for programmes, access to childcare, fear of technology, lack of confidence and changing mindsets.

However, each of our panel emphasised that the overall outcome is transformative, empowering and hugely beneficial for learners with knock-on effects for their families and wider communities. The panel included Alan Gavagan from Tiglin, Wicklow, Tara Farrell from Longford Women's Link; Guss O'Connell Chair of IACTO. Chris Gordon CEO of Irish Social Enterprise Network facilitated the discussion and added his usual energy and passion to the event.

World Café Workshop



The World Café Workshop was an important opportunity for An Cosán VCC to listen to our network and gather important information about their shared experiences, issues and challenges of bringing technology enhanced learning to their teaching and practice. It also gave attendees an opportunity to discuss what their aspirations are for the future of TECEN.

Some of the questions addressed included:

- What kind of CPD training programmes would help build capacity in your organisation
- What are the biggest challenges facing you as you adapt to technology enhanced learning in your organisation?
- How can we better support your learners who are currently doing /or may be starting a blended online learning programme for the first time?

What vision do you have for Technology Enhanced Learning Network?

Time to Network



Almost 100 attendees registered to attend the day from a wide range of organisations from across Ireland. These organisations support individuals from some of the most disadvantaged and underserved communities in Ireland and help them find alternative pathways to education and lives outside of poverty and disadvantage. We aim to bring together our Network on an annual basis to give them an opportunity to bring their local issues and challenges to a national forum where they can engage in peer to peer learning and support.



Speaking at the launch, Liz Waters, CEO of An Cosán said:

"The Community Education and Development sector in Ireland is totally under-staffed and under-resourced. Funding for continuous professional development is non-existent. Within a national and European context, both the significance and lack of digital skills is continuously emphasised. For sustainable development and education, technology is a serious power to be utilised."



Alan Gavagan, Supervisor with Tiglin who spoke at the Forum about Tiglin's experience as a community partner with An Cosán VCC adds: *"Education and the use of technology has brought about opportunities to help empower our participants to progress towards gaining employment and a better life beyond addiction."*

What is TECEN?

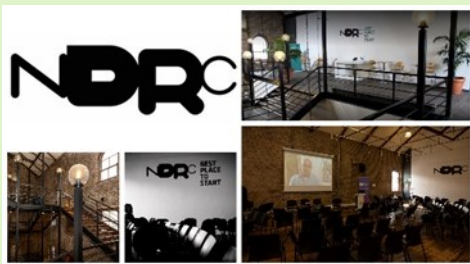


The **Technology Enhanced Community Education Network (TECEN)** is a peer-led network of the community partners An Cosán's VCC works with across Ireland. It will support participants to use digital literacy, technology and social media strategically to create value for the sector and their own organisations. Workshops, webinars and virtual engagement will cover

a myriad of digital media and digital literacy skills with an emphasis on gaining practical skills and tactical execution. An Cosán VCC intends to grow TECEN as a support network for the community development and community education sector to build capacity in the sector to harness the power of technology in their daily work. The aim is to develop a strong commitment to the network and deepen members understanding of the need and importance of a digital skills strategy for the sector, their organisations and their work.

To get a sense of the day, you can watch this short **video montage of photos** and view the full **photo album** that captures the energy in the room. We will be sending out the outputs of the day in a report in the near future to all our network.

Finally, to thank everyone that made this day possible



This event was made possible by the brilliant members of our network and wider community who believe in the power of collaboration and partnership.

To our venue hosts, the **NDRC** who opened their doors to provide their space to our Community Partner Network. We are very grateful to the entire team in the **NDRC**, who gave us such a warm welcome and offered great support throughout the day. #BestPlaceToStart



To our friends in Leargas and EPALE Ireland. This event was supported by **EPALE Ireland** and co-funded by the **Erasmus+ Programme of the European Union**. We are very grateful to the support given by the team in EPALE Ireland.

To the expert speakers and members of our community partner network (listed above) who shared their experiences so openly; to the attendees who contributed on the day through Q&A and at the World Cafe Workshop; to the caterers **Taste Catering** for nourishing us; to our photographer **Ronan Melia**, videographer **Robin Kavanagh** who both captured the essence of the day on film and camera; to **AVC Hire** for supporting our audio visual equipment (AV) and to **Niall Cowley** for PR support.

Finally, but by no means least, this event was carefully and thoughtfully designed with the support of my colleagues in An Cosán Virtual Community College and across the wider organisation. I am privileged to work with this group everyday who are passionate about education. #ThankYou #GreatPlaceToWork #DreamTeam Together we are all working towards one shared vision... #EducationEquality #ChangingLives #ChangingCommunities

Find out more: Community organisations who would like to find out more about becoming a Community Partner and joining TECEN can visit www.ancosanvcc.com or contact An Cosán VCC directly by contacting Maria Flanagan Community Partner Lead on phone 01 534 1847 or email m.flanagan@ancosanvcc.com.



Click [here](#) to see all you need to know about financing a housing co-operative.

2018 DEMCON

Putting the *Demos* back into Democracy - International Democracy Convention DemCon 2018 Celebrates Citizen Participation



In late July, community activists, journalists, political parties, academics and technology enthusiasts descended on the sea-side town of Balbriggan in County Fingal to discuss what democracy should mean in the 21st century. Their destination was DemCon 2018, the brainchild of Dublin-based author and academic Dr. Roslyn Fuller.

Her organisation, the Solonian Democracy Institute, campaigns to revive the ancient Athenian model of direct democracy using digital technologies, and at DemCon 2018 speakers from a dozen countries and four continents outlined their vision for returning democracy back to the people.

The convention covered many themes, from Citizens' Assemblies to Participatory Budgeting, Universal Basic Income to Community Development. Over the course of the three-day convention, over 70 participants shared best practices and collaborated in building a joined-up roadmap for deeper citizen participation.

Some of Europe's most innovative political movements were represented, with Eleonora Evi of the Italian 5-Star Movement, Richard Barbrook of the UK Labour Party and Txema Guijarro García of the Spanish Podemos Party giving an insight into their organisations' strategies for policy crowdsourcing and member participation.

Scott Santens, one of the key voices in the Universal Basic Income movement, demonstrated the link between economics and democratic participation while Blockchain expert Lionel Dricot explained the impact of internet technology on mass democratic engagement.



In over a dozen workshops, panels and snapshots (short, practical presentations) delegates discussed issues such as Community Development (Senan Cooke on Community Enterprises), Participatory Budgeting (former South Dublin County Council Mayor Guss O'Connell's on the 300k – Have your Say Project, and Denise Magill on participatory budgeting at Triangle Housing Association, NI) and Citizen Assemblies (including a film screening by former Reuters journalist Patrick Chalmers on the Citizen Assembly on the 8th amendment). When Roslyn founded the Solonian Democracy Institute a year ago, she expected a lot of interest in democratic innovation, but the response to DemCon and the calibre of speakers who signed up to join, overwhelmed even her: "The idea that there is apathy about democracy is only true if you are talking about the established system of political parties, elections and bureaucracy. Outside of these constraints there is no shortage of innovation, citizen-led projects

and radical alternatives, particularly at the community level. And at DemCon we have for the first time brought all of these people together to create a movement for real democratic change”.



For the Solonian Democracy Institute, which counts Forbes Columnist Brook Manville as well as scholars from the United States and Colombia amongst its Advisory Board members, the work for DemCon 2019 is already under-way.

Anyone interested in participating in DemCon or indeed the Solonian Democracy Institute, whether as an individual or organisation, should contact Dr. Fuller at roslyn@solonian-institute.com

More information about DemCon can be found [here](#).



SOCIAL ENTERPRISE IN THE CIRCULAR ECONOMY - EVENING RECEPTION

CRNI and Eastern Midlands Waste Region invite you to attend *Social Enterprise: Innovators for a Circular Economy*, on the **26th September** at City Hall in Dublin. This evening reception aims to highlight the important role of social enterprise in driving the Circular Economy agenda as part of an EU-wide campaign by DG GROW. It will involve stories and conversations with three innovative social enterprise in the reuse and recycling sector, accompanied by music, wine and finger food. You can secure a free place at the Eventbrite link [here](#).

CRNI BIENNIAL CONFERENCE - EVERYDAY REUSE

The CRNI conference *Everyday Reuse: Engaging Consumers & Businesses* will be held on the **27th September** at Smock Alley Theatre in Dublin. With speakers from across retail, authorities and research institutes, including the EPA, Oxfam, IKEA, Hubbub, Distilled SCH, Zero Waste Scotland, Sustainable Consumption Institute, WRAP UK, Re-discovery Centre and more, we will explore from all angles how to change habits to make reuse part of our everyday lives at home and in business. Bookings are now open [here](#).

Freshford, North Kilkenny

Freshford, is a village in North Kilkenny, set in the rich rural heartlands about 20 km from Kilkenny City. Both the parish and village offer tremendous potential from a commercial, sporting and tourism perspective – a potential which will be harnessed and developed over the next decade.



Local County Councillor Mick McCarthy is acutely aware of the potential for Freshford, he is very positive about its future and is aware of numerous developments and improvements that can be made to further its development. The parish is also a famous hurling and camogie centre producing many great players who have worn the black and amber jersey for both club and county. The parish includes Threecastles once a famous hurling club in the early years of the GAA. It has an overall population of 1,400 which is on the rise.

Over the past 40 years, Freshford suffered some serious industry losses including in terms of industry losing two sawmills, a meat factory, a pub, a number of shops and Wellbrook Press a publishing company.

The main employment industry for the area is in agriculture and agri-services including the BC Cheese Manufacturing Plant. BC Cheese produce cheese products under contract from Glanbia whose main Irish manufacturing base is located in nearby Ballyraggett. BC employs 75 people cutting and packaging the cheese.

Freshford recently welcomed a new Mace/Inver supermarket which includes a delicatessen, coffee shop and associated services. The shop employs 14 people with both permanent and part time positions.

McKeon's Stone Quarries based in Threecastles employ 20 people and specialise in the production of fine limestone for both the home and export market.

Another village based garage does extensive repair and maintenance work and caters for maintaining and servicing tachograph systems in lorries.

The village also offers an additional supermarket with a number of employees, other retail shops, hairdressers, barbers, beauty rooms, chemist, butcher and residential care home.



Ahead of the game in planning for improvement and growth it produced two major development reports “The Freshford Development Plan 2020” which placed a heavy emphasis on improving the environment and was dependent on collaboration between local organisations, local government and state agencies. One of its main projects was an anaerobic digester which at the pre implementation stage required a higher population to ensure its viability. Some of visionary proposals were implemented and improvements were made. On 30th March 2005 a Local Area Plan was launched by Kilkenny County Council. This was a very detailed report and every street and building in the village area which was dominated by a square was included for improvement.



Population Growth - Freshford had experienced a population growth in the 1990s to 2005 and was planning a development strategy that would cater for this growth prior to the financial crash of 2008. It is now in 2018 emerging from this second recession. There is a new sense of hope and expectation developing within the parish of better times to come. The Woodview housing estate with 60 houses was built in two phases – late 1980s and 1990s which accommodated the population increase.

A great tradition for Education-In education the local national school increased pupil numbers and the staff team expanded from 6 to 23 including support staff. The Mill Hill fathers a missionary order once had a 200 pupil boarding college operating in the village which closed in the 1980s. It was purchased by Sylvia Harrison Dublin the owner of Head Hunters an international recruitment company specialising in medical, airline, high technology and professional services recruitment. She is committed to opening a hotel and has done extensive work on renovating the buildings and orchard which is set on 20 acres of prime land.

Sr. Patricia from Kerry opened Prague House which supported by HSE provides accommodation for the elderly in their own community. There are ten such supported retirement complexes in southeast, 6 in Kilkenny, 2 in Carlow and 2 in Waterford. Sr Patricia employs 15 people in the Freshford Centre.

Freshford has a strong Tidy Towns and Heritage committee, and also Acorn club and the community hall.

Freshford is steeped in Kilkenny Hurling Folklore with St Lachtain’s hurling and camogie clubs featuring prominently in Kilkenny championships. It also has squash and boxing clubs.

James Maher midfield and Darren Brennan reserve goalkeeper starred on the 2018 Kilkenny senior hurling team. Freshford have won two senior hurling championships in 1961 and ‘63, two intermediate and one All-Ireland hurling championship in 2013 and have also won two junior championships.



Its most famous players include Michael Kavanagh who won 8 All-Ireland Senior medals. Pa Dillon who won 4 All-Ireland Senior medals in the 1960’s/70’s. Alfie Hickey who in 1962 captained Kilkenny to win the National League, John Teehan, Sean Buckley All Ireland winners in 1967, Brian Waldron, Gordon Ryan, Ollie O Connor, Murty Kennedy, Paddy Butler and many others won All-Irelands in a variety of under age grades as well as intermediate and senior.

Pa Dillon

Michael Kavanagh

The camogie club produced great stars with Anne Dalton currently leading the way and former All Ireland winning players were Gillian Dillon daughter of Pa and mother of James Maher who won 3 All-Ireland medals. Bridie Martin McGarry played with Angela and Anne Downey during Kilkenny's glory years and won several All-Irelands. In the 1960s and 1970s Tom Waldron school principal was a leading figure in education and in Kilkenny GAA circles. James Maher won colleges and minor All-Ireland medals.



Pa and daughter Gillian Maher



James Maher



James Maher in the family equestrian centre



(L-R) Cillian Buckley, James Maher, Pdraig Walsh at Dicksboro Summer Camp

A bright future for Freshford - Mick McCarthy is adamant that Freshford is entering a new era of regeneration. There are plans for a new playground, improvements to Pairc Lachtain, new homes for the elderly scheme, the new hotel project which will attract new tourism and a new income stream into the area. A lot of work has to be done to secure the new gains appearing on the horizon. The strong tradition for volunteering and leadership is emerging in many communities in both urban and rural areas throughout the country.

See past newsletters with case studies on regeneration on the [CCJ website](#).

Interesting Publications & Information Regarding Town & Village Development

Helping to make your town or village a better place in which to live can be one of the most rewarding things you will ever do. Click [here](#) to see a set of helpful publications, presentations and links we think will make the process easier.

Ireland Newfoundland Connections (INC)



A party of 70 Newfoundlanders spent a week in the South East of Ireland, Carlow, Kilkenny and 3 days in Waterford. Picture shows the group enjoying a visit to the Anne Valley Walkway and Wildlife Sanctuary in Dunhill, Co. Waterford.

“The Enterprising Community” Book Launch - DCU 21st June 2018

How to Purchase:

Email theenterprisingcommunity@gmail.com

or

Check out the list of retail outlets on the [CCJ website](#) to see if the book is available near you.

The cost of the book is €20 per copy.

This book is a tool for all voluntary communities and state agencies.



Senator Paudie Coffey, Minister Michael Ring TD and Senan Cooke



Professor Joe O’Hara, DCU, Dr Anne Looney, Executive Dean DCU, Professor Gerry McNamara, DCU, Minister Michael Ring TD, Senator Paudie Coffey, Senan Cooke, Kieran Durnien, Fermanagh, Mick McGagh, CCJ, Yvonne Crotty, DCU, John Kearney, Skibbereen, Ciaran Lynch, LIT and Seamus Goggin, CCJ



Section of the attendance at the launch in DCU



Conor O’Brien, Mitchelstown, Donal and Joan Lehane, Dunhill, Senan Cooke and Kieran Byrne, Former President of WIT



Senan Cooke and Kieran Durnien, Lisnaskea, Co Fermanagh

“The Enterprising Community” Book Launch - Dunhill 16th July 2018



Cllr Pat Nugent, Senator Paudie Coffey, Marie Cox, Manager of Dunhill Multi-Education Centre and Cllr Pat Dunphy, Mooncoin, Co Kilkenny



Minister of State John Paul Phelan TD, Mayor of Waterford Declan Doocey, Senator Grace O’Sullivan, Senan Cooke, Liz Riches, Waterford Area Partnership (WAP), Senator Paudie Coffey and Cllr. Tomás Breathnach, South Kilkenny



Seamus Goggin, CCJ, Natasha Gallagher, Dunhill Rural Enterprises Ltd, Senan Cooke and Walter O’Keeffe, Dunhill Rural Enterprises Ltd



Speakers at the Dunhill launch. Mayor of Waterford Declan Doocey, Liz Riches, WAP, Senan Cooke, Minister of State John Paul Phelan TD and Monsignor Nicholas O’Mahony PP Tramore and Dunhill-Fenor



Willie Sharpe, Irish Gourmet Butter, Padraig Cribben, CEO Vintners Federation of Ireland (VFI), Senan Cooke, Mary Sharpe, Minister John Paul Phelan TD, Padraic McGann, VFI President and Willie Moore, Chairman of Dunhill Rural Enterprises Ltd



GAA Group - Linda and Dick McNamara, Kilmacow, Co Kilkenny, Ned Quinn, Former Chairman of Kilkenny GAA and Current Chair of Croke Park Central Games Controls Committee, Eddie Keher, Former Hurling Star and Tommy Hennessy, Waterford Central Council Delegate

Waterford Crystal - The Creation of a Global Brand 1700 - 2009 by John M Hearne

John M. Hearne, a former master glass cutter with Waterford Crystal from 1968 to 1992, was the first recipient of the company's third level scholarship scheme for employees in 1986. He was awarded a BA in History and Economics in 1990 from University College Cork; an MA in Economic History in 1992 and a Ph.D in Economic History in 2001.

Leaving Waterford Crystal in 1992 he pursued a teaching/lecturing career working in St Paul's Community College in Waterford from 1992 to his retirement in 2016. He has also worked in a part-time capacity in University College, Cork from 1992-1997 lecturing in Economic Theory and Economic History; in Winthrop University, South Carolina, USA 2003-2008 as visiting lecturer in Irish Political and American Military History and in Waterford Institute of Technology 1992-present an associate lecturer in the School of Business and Accounting.

He is currently a consultant to Waterford Museum of Treasures and also to the Museum of the Medeiros e Almeida Foundation in Lisbon, Portugal.

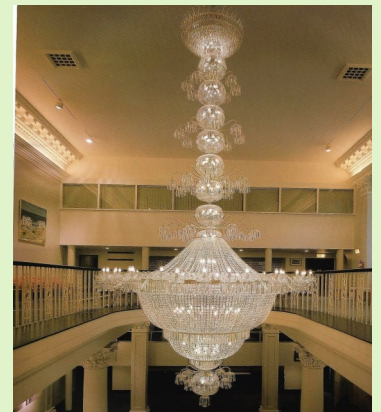
He has published and lectured extensively in Ireland, the UK, Portugal and the USA. In 2003 he delivered the inaugural Thomas Francis Meagher Lecture in Helena, Montana and, in 2007, he gave the Centennial Thomas Francis Meagher Lecture in that city. His more recent publications (books) include, *Thomas Francis Meagher. The Making of an Irish American* (2005); *Waterford Central Technical Institute 1906-2006. A History* (2006); *Glassmaking in Ireland. From the Medieval to the Contemporary* (2010) and *A History of the Waterford Vocational Education Committee, 1930-2013* (2014).



A mix of colour and crystal.



One of Waterford Crystal's wedge cutters.



One of Waterford Crystal's great chandeliers.

Waterford Crystal. The Creation of a Global Brand, 1700-2009.

This is the first fully illustrated and complete history of one of the world's most iconic brands. It documents the origins of glassmaking in Waterford and shows how the Waterford brand was conceived, how niche markets were identified and how those markets were nurtured by aggressive marketing and innovative designs. Waterford's glass industry has a history or at least a lineage going back to the origins of glassmaking in Europe in the fourteenth century. In 1783, the wealth generated by the Newfoundland commerce was used to initiate glassmaking in the city. Here, the Penrose uncle and nephew, George and William invested £10,000 to bring the best glassmakers in England to create what we now know as Waterford Crystal. This integration and the dispensing of accumulated knowledge along with technological proficiency helped create the Waterford brand.

Such integration was best illustrated when the industry was re-started in 1947. When the original owners Bernard J. Fitzpatrick and Charles Bacik ran out of money the company was taken over nominally by Joseph McGrath and Irish Glass Bottle Ltd., but in reality ownership was vested in Irish Hospitals Sweepstake Trust. In the ten years from 1950, when Ireland was losing half a million people to emigration, Waterford witnessed skilled glassmakers from almost every country in Europe come to the city to pursue their craft and in so doing create a global brand – Ireland’s first industrial global brand, and one of a very few Irish products that can claim such an appellation. Their integration into the social, cultural and economic fabric of the city is perhaps unique and merits a history of its own!

But it is also a story about craftsmanship, integration and memory; or more precisely, about the preservation of memory. It is about cutting edge design, innovative marketing; about complacency, bad decision-making, the abandonment of sound economic and accounting principles and a failure to anticipate and react to changing consumer tastes. It is also an account of betrayal, industrial espionage and fraud; about those who created an iconic brand and about those who almost destroyed it. As such, Waterford Crystal provides all the ingredients for a Raymond Chandler thriller but it also provides for a unique business case study. What makes it more compelling is that it has never been comprehensively researched and over the years it has been suffused in myths, inaccuracies, historical amnesia and convenient omissions. Above all, it is a story that should provide salutatory lessons for all businesses and entrepreneurs.



Jack Charlton, Irish Soccer Manager, tries his hand at the blowing craft.



President Mary Robinson receiving gift from Dr. Paddy Galvin, CEO of Waterford Crystal.

But it is also a story about craftsmanship, integration and memory; or more precisely, about the preservation of memory. It is about cutting edge design, innovative marketing; about complacency, bad decision-making, the abandonment of sound economic and accounting principles and a failure to anticipate and react to changing consumer tastes. It is also an account of betrayal, industrial espionage and fraud; about those who created an iconic brand and about those who almost destroyed it. As such, Waterford Crystal provides all the ingredients for a Raymond Chandler thriller but it also provides for a unique business case study. What makes it more compelling is that it has never been comprehensively researched and over the years it has been suffused in myths, inaccuracies, historical amnesia and convenient omissions. Above all, it is a story that should provide salutatory lessons for all businesses and entrepreneurs. **The book is being launched in City Hall Waterford on Friday 9th November.**



Tipperary Community Council provides a number of important services such as:

Meals on Wheels: The Community Services Centre delivers approximately 50+ dinners 5 days a week. All our kitchen/restaurant staff received Primary Food Hygiene Certificates. They are knowledgeable in all aspects of H.A.C.C.P. We employ a qualified chef for our busy centre, which enables us to provide a high level of fresh quality meals for our recipients. See link [here](#).

Mustard Seed Community Restaurant: The centre also has a lovely restaurant which is opened from 8 am Monday to Friday. Fresh scones/buns are available with a nice cup of tea/coffee early in the morning. Toasted sandwiches and soup are also a favourite lunch time option. We offer a choice of two dinners a day. 3 course lunch is 9.50 or dinner alone is 6.00. Half a dinner can be purchased for 4.50. A selection of delightful desserts are made daily for recipients and customers. Last service for dinner is 2:30pm.

Seniors Alert Scheme: The Senior Alert Scheme is funded by POBAL. A grant is allocated by POBAL which allows a person to acquire a personal panic alarm. Certain eligibility criteria have to be met, i.e. the applicant has to be 65 years of age, have a landline or mobile connection.

When approval is received from POBAL, the applicant will receive a phone call from the installer and also from Teresa or Michelle to arrange for installation.

Contact Teresa Hinchey or Michelle Tobin on 062/51622 or email tippcommunitycouncil@eircom.net.

F.E.A.D.: The Department of Employment Affairs and Social Protection is the designated managing authority for the Operational Programme (OP) for the Fund for European Aid (FEAD) to the most deprived who will have responsibility for the implementation of the programme in Ireland. The FEAD will help the most deprived people by addressing one of their most basic needs i.e. non-perishable food. The focus on the fund will be on those of the margins of society and in need of essential food support, effectively:

- Homeless persons including long-term rough sleepers
- People in low income households
- Victims of domestic violence
- Persons suffering or recovering from addictions
- Certain members of the Roma and Traveller communities
- Vulnerable persons
- Any person without income, accommodation or means not otherwise defined above.

There is a vast selection of non-perishable food from cereals, tea, coffee, sugar, peas, beans, pasta, rice, ambrosia rice, domino sauce, canned and packet soup, tuna, salmon, uncle bens rice to name a few.

Food Cloud (non - perishable foods)

ALDI and TESCO provide Food Cloud for collection five days a week for our centre. This is perfectly good food that the shops cannot sell. A notification is sent letting Teresa know that the food is available for collection. We respond accepting the food and our Meals on Wheels driver collects the food each morning which is then distributed out to the public.

Organisations and Weekly Meetings:

St. Vincent de Paul

Citizens Information Centre

Dept. of Social Protection

T.A.R.A. (Tipperary Active Retirement Association)

Turas Nua

Turas Nua Training (Manual Handling, Safepass)

Christian Fellowship

A.A. (Alcoholics Anonymous)

Whist

Alan Kelly TD monthly clinic

Speech & Drama

Yoga - Maggie Crosse

Tipperary Singers

Education Training Board (ETB) - (ECDL)

St. Ailbe's Lotto Club

Back to Education

Monthly Meetings:

Special Olympics Group Meeting

Painting & Up-cycling

St Johns Famine Graveyard

Sacre Coeur (Training Courses)

Robotics & Control Training Services

Flower Club

Lions Club

O Dwyer Training



By Teresa Hinchey, Manager of Tipperary Community Council

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Email: tipcommunitycouncil@eircom.net

Website: <http://tipcommunityservicescentre.com/>