

TRANSFORMING RATOATH: A LIVE-WORK COMMUNITY

Submission to Draft Meath County Development Plan 2020-2026



Prepared by:
Future Analytics Consulting (FAC)

On behalf of:
BEO Properties Ltd.

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TRANSFORMING RATOATH:

A LIVE-WORK COMMUNITY



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EXECUTIVE SUMMARY

TRANSFORMING
RATOATH INTO A 'LIVE-
WORK' COMMUNITY

THE CHALLENGE

With a scarcity of jobs available to serve the expanding population and with long-distance commuting levels among the highest in the country, the residents of Ratoath and east Meath are experiencing some of the worst effects of unsustainable commuting and the housing crisis. This is having a major impact on quality of life and well-being and is adversary to sustainability and a healthier environment. A more diverse employment base that will appeal to and match the educational and skills base of the local labour force is urgently required so that commuting levels can be reversed and lasting improvements in quality of life and the environment can be supported.

THE SOLUTION

BEO Properties Ltd. (BEO) is excited to present its ambitious plan for the sustainable development of Ratoath which will **enable it to prosper as a self-sustaining growth town**. The development approach proposed by BEO for South Ratoath, as set out in this submission, adopts the 'live-work' model championed in local planning and economic policy. A hugely important opportunity is now presented to harness the full potential of the equestrian cluster of Fairyhouse and Tattersalls, a major economic asset for Co. Meath, as duly recognised in the draft County Development Plan.

A major new economic hub with close synergies to the established equine cluster in South Ratoath is envisaged.

To secure high quality road, pedestrian and cyclist links to Ratoath town centre, **BEO is seeking an extension to the proposed Ratoath Outer Relief Road (RORR) that will allow a direct connection** to the new economic hub at Fairyhouse and will provide a greenway link for pedestrians and cyclists. **BEO is fully committed to completing this road prior to first occupation of development.**

The new employment centre will directly address the key challenges facing Ratoath and the wider Meath region by offering the highly educated and experienced local workforce new opportunities that will remove the requirement for long travel periods to work, in turn supporting a higher quality of life. With

a diverse range of jobs created in sectors such as equine, tourism, specialist retail and commerce, BEO's plan presents a major new opportunity for the east Meath region. The plan utilises and builds on local assets including the combined reputation of Fairyhouse and Tattersalls as an internationally important equine cluster, unlocking its economic potential and expanding out the range of opportunities that arise for complementary areas such as tourism, retail and business.

As well as creating much needed employment opportunities, BEO's economic plans for South Ratoath will be delivered in parallel with a range of infrastructure and related supports including **state of the art recreation and amenity facilities** which will be available for use by the existing and future populations of the town and surrounding areas. This includes a swimming pool that will be fully accessible to the people of Ratoath.

A **new residential community** supported by essential services including a childcare facility, is also proposed for South Ratoath. Provision of a new residential development on 'A2-New Residential' zoned land will respond to demand generated by future population growth and will also help to consolidate the new southern economic base at Fairyhouse with the built-up area of the town.

MAKING IT HAPPEN

The ambition to transform the economy of County Meath, to create stronger, self-sustaining growth centres and to reduce the need to travel outside of the county for work, requires the merging of investment opportunities with land use planning. In this regard, and in order to deliver its plans for South Ratoath, BEO Properties is seeking the following:

- 1. Realignment and extension of the Ratoath Outer Relief Road southwards** to provide a direct link to the equine hub at Fairyhouse. This will also allow for the creation of a new green corridor that will allow convenient, safe accessibility for pedestrians and cyclists to and from Ratoath town centre.
- 2. Zoning of additional 'WL-White Land' to the north and east of Fairyhouse Racecourse.** This will allow for the development of a new equine hub and economic centre that has the potential to create in the region of 6,600 new jobs.
- 3. Adoption of the proposed 'A2 - New Residential' zoning objective adjoining the existing A2 residential lands in South Ratoath.** The sensible infill-zoning of the adjoining plot, as proposed in the Draft Plan by zoning it A2 New Residential, is supported by BEO. This will allow for a potential housing expansion area and optimise viability of the proposed extended RORR.

In making this submission, BEO presents the unparalleled benefits that its integrated plan led proposal will bring for job creation and quality of life. BEO brings a transformative vision to a settlement seeking **'targeted catch up investment'** and will deliver a holistic development solution that finally connects the town to the economic potential on its doorstep – Fairyhouse Racecourse and Tattersalls, and that embodies the 'live-work' community model.

1.0 INTRODUCTION

1.1 OVERVIEW

This submission on the Draft Meath County Development Plan 2020-2026 has been prepared by Future Analytics Consulting Ltd. (FAC), 23 Fitzwilliam Square (South), Dublin 2 on behalf of BEO Properties Ltd. (BEO), 6 Argus House, Greenmount House, Greenmount Office Park, Harold's Cross, Dublin 6. It relates to a significant and strategically located landbank in south Ratoath, north of Fairyhouse racecourse.

In the context of the Draft Plan and with a specific focus on the zoning objectives therein, this submission sets out BEO's exciting ambition for Ratoath and the potential arising to transform the local economy (and county wide economy) and greatly enhance quality of life for local residents through the creation of 'live-work' community-employment opportunities.

1.2 SUMMARY POINTS OF SUBMISSION

In summary, the following are the key points of submission set out in this report:

Ratoath Outer Relief Road (RORR) and Greenway Corridor

A commitment by BEO to complete the Ratoath Outer Relief Road linking the R125 Ashbourne Road to the R122 Fairyhouse Road. For this commitment to be realised, it is proposed **to extend the final stretch of the Outer Relief Road southwards towards Fairyhouse** racecourse before turning west to meet the R122 Fairyhouse Road.

A realignment of the road to the east of the current proposed route is also required to ensure viability of the scheme. For this, an **extension of the proposed 'WL – White Lands' zoning designation to the east** to encompass the proposed realigned route corridor, is requested.

The rerouted and extended Outer Relief Road should be **appropriately reflected in the land use zoning map for Ratoath as part of the forthcoming Plan.** Please refer to Figure 1 of this report for a map of proposed realigned route.



Figure 1 Proposed realignment of RORR route in a south-westerly direction to facilitate stronger connectivity to Fairyhouse Racecourse

A **Route Options Report** prepared by O'Connor Sutton Cronin Consulting Engineers is submitted as part of this report (refer to Appendix 2). This report presents a **clear rationale and evidence base for the proposed realignment and extension of the route.**

The revised road route envisaged by BEO will achieve the purposes for the Outer Relief Road – in alleviating congestion problems and providing a safer, more accessible public realm. However, it will also bring the following major additional benefits:

- Opening up of a new access point to Fairyhouse. This new access road will pass through a major new economic hub envisaged for the lands north of the racecourse. This will greatly strengthen connectivity to Ratoath town centre and unlock the recognised economic potential of the “equine cluster” at Fairyhouse and Tattersalls.
- Facilitate the creation of a high quality, fully landscaped greenway route corridor that will provide a pedestrian/cyclist link from Fairyhouse racecourse to the town centre and that will offer a new recreational amenity to the town.
- Facilitate the future expansion of residential zoned lands south of Ratoath.
- The completion of the road, **prior to first occupation** of commercial or residential development will safeguard the proper planning and development of Ratoath.

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 ALLEVIATING
 CONGESTION
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 AND PROVIDING
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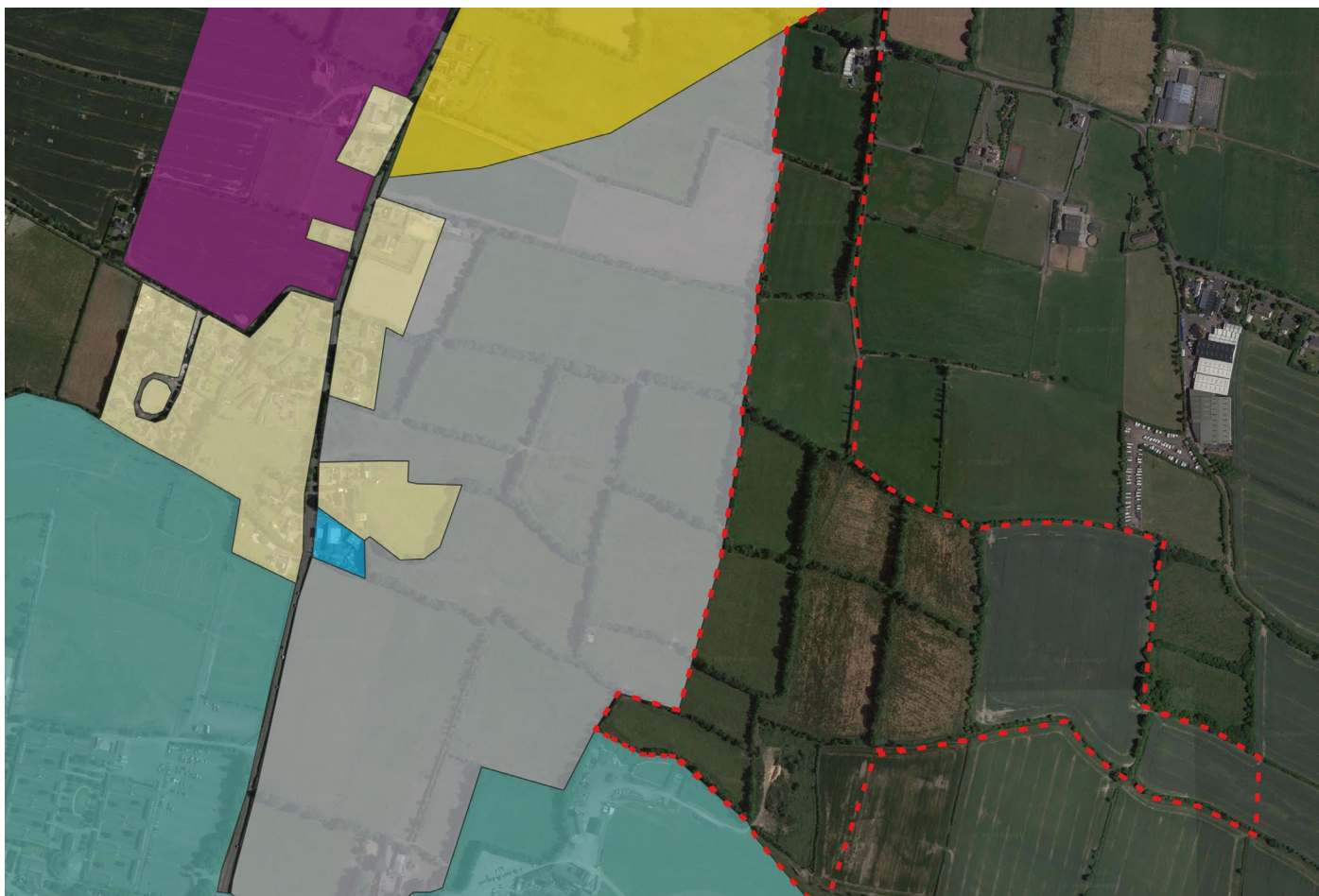


Figure 2: Proposed extension to 'WL - White Lands' indicated in dashed red line

Equestrian Based Economic Hub

BEO is fully supportive of the 'WL – White Lands' zoning for the lands between Fairyhouse racecourse and the main settlement area of Ratoath. The zoning of **additional 'White Lands' to the northeast of Fairyhouse racecourse will further support the completion of the Outer Relief Road and facilitate wider, transformative plans for economic, tourism and community** infrastructure to be advanced by BEO. An economic hub located adjacent to Fairyhouse racecourse will form a major new focal point acting as a transition from residential Ratoath to the tourism base at Fairyhouse.

To allow for this, BEO is seeking an **extension of the proposed 'WL- White Lands'**, to encompass adjoining unzoned land to the east. Please refer to Figure 2 for a map showing the lands for which the proposed 'WL' extension is sought.

A high-level Masterplan proposal for the lands is discussed in Section 4.0 and Appendix 1 of this report. The concept set out in the Masterplan is based around the delivery of sustainable employment, visitor and tourist facilities. It seeks to harness the existing economic assets of Fairyhouse and Tattersalls, providing a locally based and sustainable source of employment for the people of Ratoath within its settlement boundary.

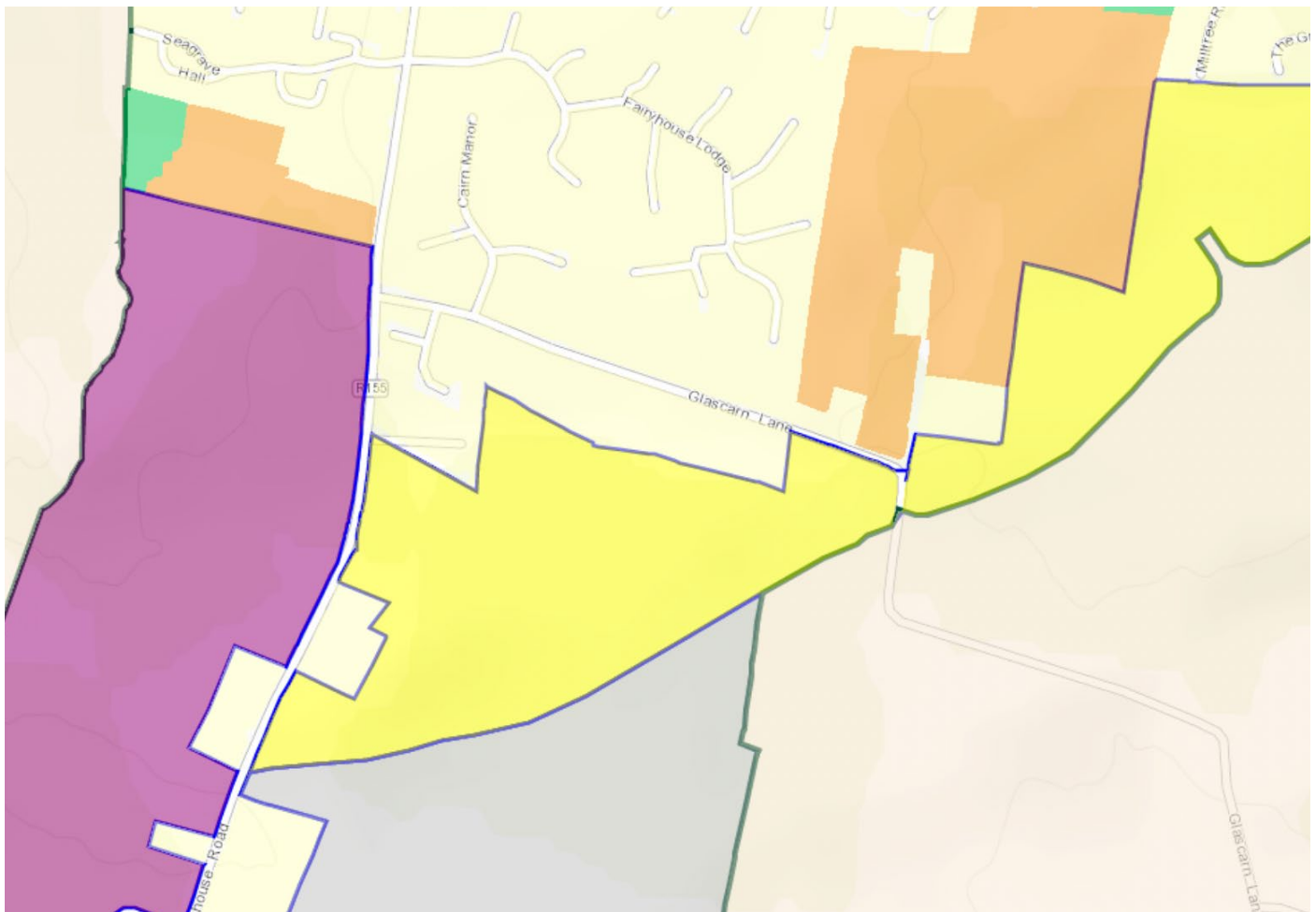


Figure 3 'A2 – New Residential' zoning (indicated in yellow) as proposed in the Draft Meath County Development Plan 2020-2026 and supported by BEO.

A sustainable residential community

BEO welcomes the retention of 'A2-New Residential' lands adjoining the built-up area of south Ratoath. The company plans to deliver 500 new homes on these lands by way of a forthcoming Strategic Housing Development (SHD) application. These homes will be situated on lands currently designated with an A2 – New Residential lands (as per the Meath County Development Plan 2013-2019).

BEO welcomes the proposed extension of the 'A2 - New Residential' zoned lands adjoining the current A2 lands to the west (Figure 3). The sensible infill of adjoining lands for residential use will allow for a phased expansion of residential development and will further support the viability of the rerouted Outer Relief Road. It will also foster a closer relationship between the equestrian based economic hub proposed for South Ratoath and the built-up area of the town.

A Concept Masterplan accompanying this submission is provided in **Appendix 1**. The Concept Masterplan presents the vision for the South Ratoath lands with plans provided for the equestrian based economic hub and residential lands.

2.0 RATOATH IN CONTEXT

2.1 OVERVIEW

A socio-economic profile of Ratoath has been prepared to provide an evidence base in support of key arguments set out in this submission. Profiling an area for its key socio-economic attributes is an important step in revealing local strengths and weaknesses which sustainable development solutions, such as that which is proposed by BEO, should seek to harness and/or address. A specific focus is placed on future population growth, housing and employment need.

2.2 POPULATION AND HOUSING

Ratoath's resident population has expanded by over 31% from 2006 to 2016 when it was recorded as being 9,533 (Census 2016). This growth trend looks set to continue given the town's position in the southeast of County Meath close to the expanding 'Metropolitan Area'.

Understanding the future population growth likely to take place in an area is an essential component in forward planning for community, employment and housing needs. The projected population increase to 2026 set out in the Core Strategy of the Draft Plan is 1,500. This results in a total estimated population of 11,033 people by 2026 - a 15.7% increase on the 2016 rate. A household allocation of 803 units over the plan period 2020-2026 is set out in the draft Core Strategy. This includes 72 extant units not yet built.

The Draft Meath County Development Plan has allocated the EMRA RSES county target in line with policy and an assessment of realisable capacity in each settlement.

A demographic cohort analysis of the most up to date population data taken from the 2016 Census and past Census data was undertaken by FAC using the Cohort Component Model



(CCM) methodology. CCM is a best in-class method for population projection world-wide. The scenario is based on the continuation of the 'prevailing trends' which essentially paints a picture as to what an 'as-is' trajectory would look like. It considers population growth according to age specific levels, changes in fertility, mortality and

migration over time. Utilising this method, the population has been projected forward to 2026 for Ratoath settlement. Over this 10-year period the population of Ratoath is projected to grow a further 17.2% to 11,181 people. This is a minor increase of 1.3% on the projected population increase set out in the Core Strategy.

Table 1 Future Population, Workforce and Housing Supply Requirements for Ratoath ED

2016 Population	2026 Population (projected)	2036 (projected)
9,533	11,181	12,441

Key points arising:

- Ratoath's resident population has expanded by over 31% from 2006 to 2016 when it was recorded as being 9,533 (Census 2016).
- The projected increase in population for Ratoath of 17% over the ten-year period to 2026.
- As the lands zoned for tourism and employment lands are developed, greater demand for housing will arise. Additional New Residential (A2) zoning will facilitate this demand.



2.3 LABOUR FORCE

Understanding the key attributes of the local labour force is essential to ensuring the type and nature of future jobs delivered in the town are compatible with the education and skills of the resident workforce so that the 'live-work' model can be realistically pursued.

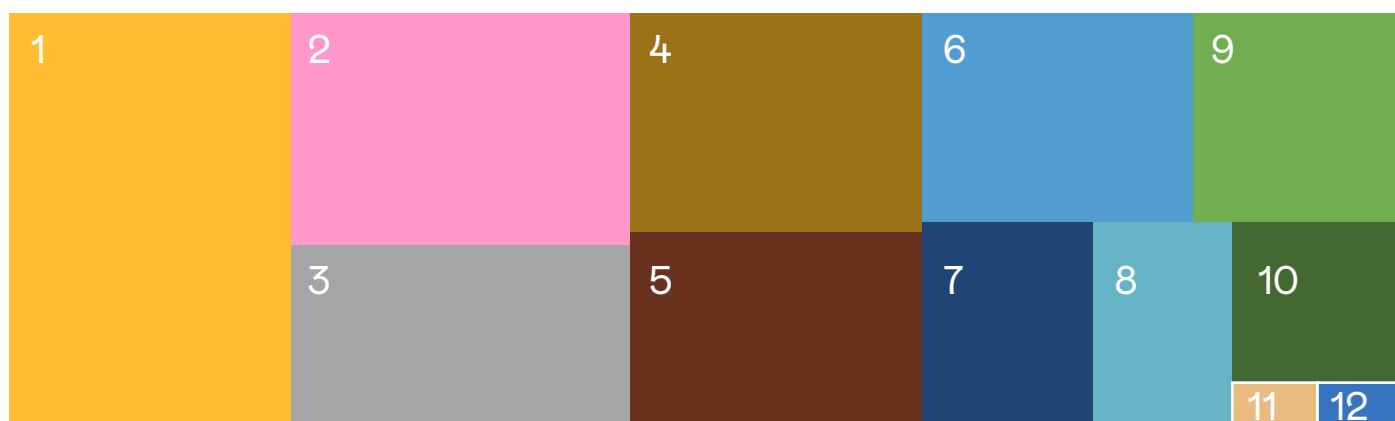
As Table 2 demonstrates, Ratoath performs well for all key socio-economic indicators selected including employment, educational attainment and health, as reported in Census 2016.

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**RATOATH
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 INDICATORS
 SELECTED**
 ”

Table 2 Socio-economic profile of Ratoath in 2016 as compared with the National profile (from Census 2016, CSO)

	Population Aged 15-64	Population at work	Unemployed or unable to work	Employers, Managers or Higher Professionals	Education NFQ Levels 6-9	>30 min Journey time to work or education	People in very good Health
Quantum	6,545	4,267	402	3,505	2,131	2,808	6,871
Ratoath %	68%	64%	6%	36%	41%	38%	72%
National %	65%	53%	14%	22%	32%	31%	59%

Figure 4 Educational Attainment of Ratoath Residents



- | | | |
|--|--|--|
| 1. Upper Secondary, 20.5% | 5. Ordinary Bachelor Degree, 10.2% | 9. Advanced Certificate/Apprenticeship, 7.1% |
| 2. Honours Bachelor Degree, 13.6% | 6. Technical or Vocational Qualification, 9.7% | 10. Not stated, 4.5% |
| 3. Lower Secondary, 11% | 7. Higher Certificate, 6.3% | 11. Doctorate/PHD 0.5% |
| 4. Postgraduate Diploma or Degree, 10.7% | 8. Primary Education, 5.1% | 12. No Formal Education 1.5% |

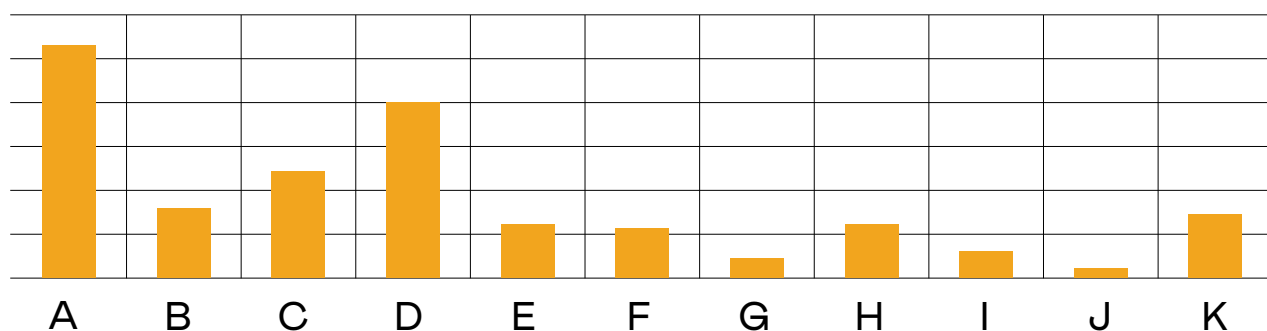
The local population base has a 9% higher rate of educational attainment equivalent to National Framework of Qualifications Levels 6-9 than the state average.

The town also has a lower rate of unemployment and **higher rate of upper level employment** positions (Employers, Managers or Higher Professionals) when compared to the national rates. Ratoath (along with Ashbourne) also has the lowest Economic Dependency Ratio of all settlements in the county at 3 dependent persons per 'active' person.

A range of plans including the Draft County Development Plan, the Economic Strategy County Meath 2014-2022 and the County Meath Local Economic and Community Plan 2016-2021 (LECP) recognise the highly educated and skilled local workforce as major assets that can be utilised, where the right opportunities arise, to strengthen the economic performance of the county.¹

¹<http://www.meath.ie/Community/CommunityDevelopment/LocalCommunityDevelopmentCommittee/LocalEconomicandCommunityPlan/File,63724,en.pdf>

Figure 5 Economic Classifications – Ratoath Residents



- | | | |
|------------------------|-------------------|-----------------------------|
| A. Employers and... | E. Manual skilled | I. Farmers |
| B. Higher Professional | F. Semi-skilled | J. Agricultural workers |
| C. Lower Professional | G. Unskilled | K. All others grainfully... |
| D. Non-manual | H. Own account... | |



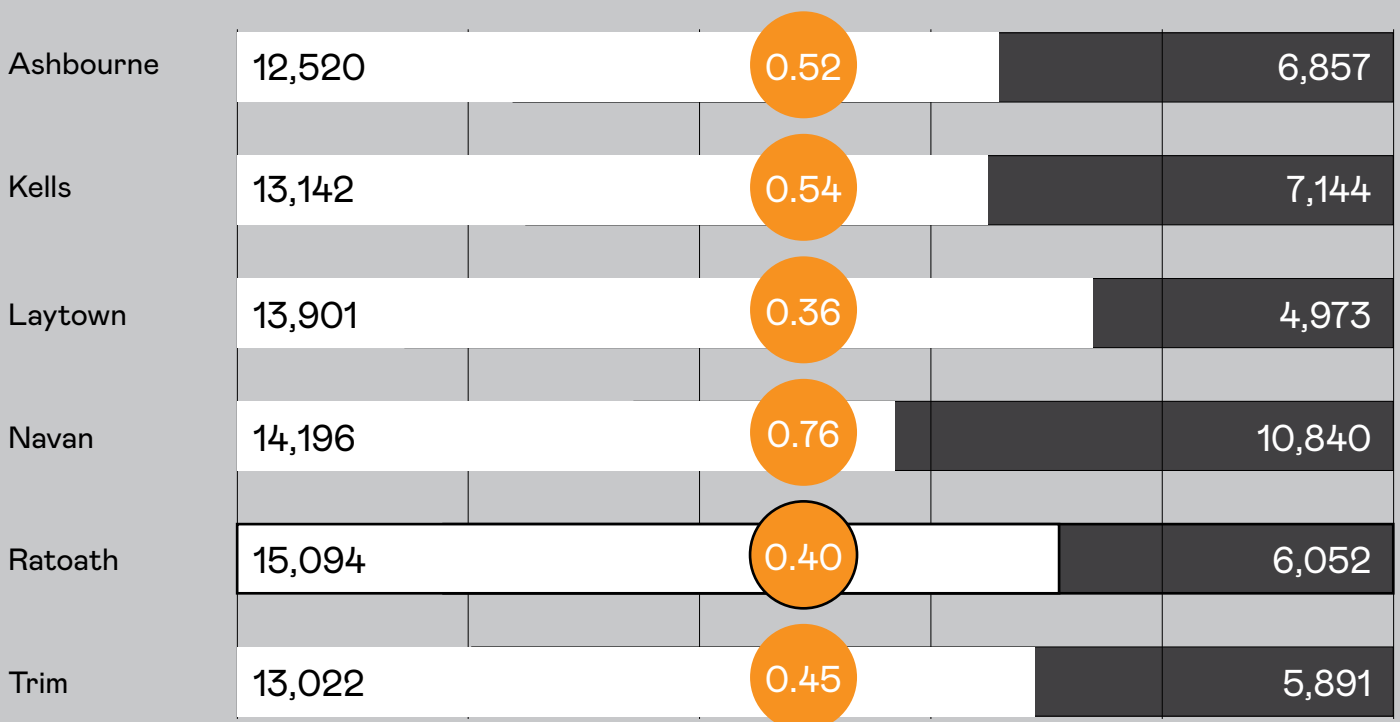
Key points arising:

- The resident population of Ratoath is highly educated and skilled.
- There is a particularly high level of employers, managers and higher professionals living locally.
- The town has the lowest economic dependency ratio of all settlements in Meath.
- Very low workforce to jobs ratio for both Ratoath Municipal District and for the town itself.

The **poor jobs-workforce ratio of 0.40 for Ratoath Municipal District** is almost the lowest in the County with just Laytown-Bettystown performing worse and the lack of any significant employment base which has resulted in these towns developing as a commuter settlement with considerable

pressure of development (Figure 6). As reported in the Draft Written Statement for Ratoath, **the jobs ratio is even worse for Ratoath town at just 0.21**. This is based on 4,260 workers resident in the area, with just 922 employed locally according to Census 2016.

Figure 6 Job-Workforce Ratio 2016 Meath Municipal Districts



2.4 RATOATH – AN OUTBOUND COMMUTER TOWN

While Ratoath certainly benefits from a well-educated population, it suffers from a shortage of employment opportunities, which leads to high levels of commuting to work. Almost **75% of the workforce travel outside Meath for employment in 2016**. Census 2016 also records that Ratoath has a **higher rate of long journey commuting to work or education than the national rate** (see Table 2 above).

Public transport options are limited in Ratoath – Bus Eireann and a private operator offer a frequent bus service to Dublin City Centre but the closest rail stations to the town are located at the M3 Parkway or Dunboyne, a 15-minute drive from the town. As a result, the vast majority of journeys are undertaken by private car – with 77% of people travelling to work by car.

While this is a significant missed opportunity for Ratoath to capitalise on a well-educated resident population, commuting out of residential catchments appears to be endemic across

County Meath, as highlighted by the County Meath Economic Development Strategy 2014-2022. The strategy outlined that 54% of the resident population of County Meath travel to work outside of the county. The strategy further highlights that over 41% of the outbound commuters are highly skilled with high levels of educational attainment. The strategy addresses this problem as sets out the following solution:

The challenge is to harness the unique resource to encourage more inward investment into the county, along with marketing the county as being on the doorstep of a very large labour pool spanning the whole of the GDA, made smaller by virtue of the transport links within the region.

Objective 8 of the County Meath Economic Development Strategy 2014-2022 outlines **a priority action to increase the number of jobs available in the County by 7,500 by the year 2022** by means of Foreign Direct Investment, Indigenous Enterprise Development, Entrepreneurship and Tourism.



Key points arising:

- An alarmingly high level of commuting by private car is apparent.
- There is a lack of suitable jobs available locally.
- Long distance commutes are commonplace.
- Challenging jobs targets are already in place.

2.5 FAMILY ORIENTED

The high level of commuting evident for Ratoath residents is particularly concerning given that the town is primarily comprised of families with children under 18. A total of 1,483 households in Ratoath or 65% identified with the classification 'married couple with children' in Census 2016. Aligning with this, is the 66% of families within the town who have children aged pre-school to adolescent. These people are **likely to feel the strain of the daily commute acutely and would greatly benefit from the provision of locally available employment opportunities.**

An understanding of household composition is useful in informing the type of housing and community infrastructure that is required in an area. The 2016 Census results shows a prevalence of large households in Ratoath – with 4 person households comprising 29.2% of all households and 23.3% classified as households occupied by 5 or more people.



THE HIGH LEVEL OF COMMUTING EVIDENT FOR RATOATH RESIDENTS IS PARTICULARLY CONCERNING



Key points arising:

- Large family households with children form a significant proportion of the local population base.
- These people will arguably feel the effects of a long commute most acutely.

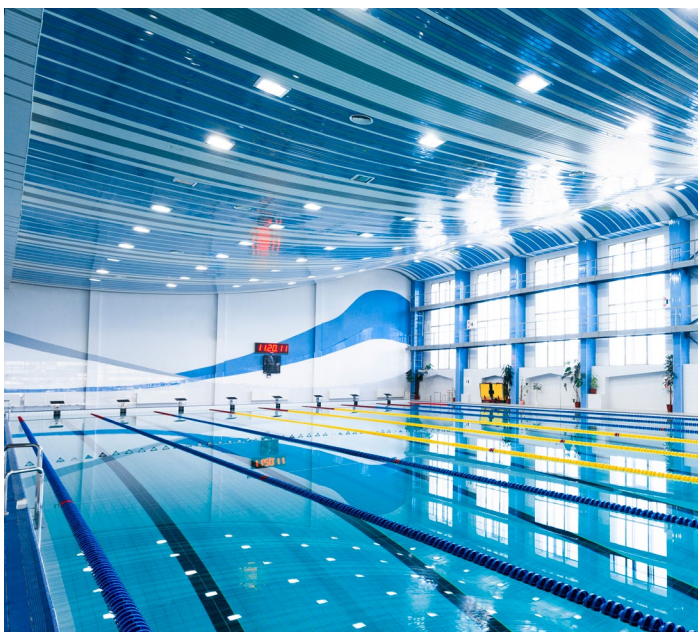
2.6 COMMUNITY INFRASTRUCTURE

A brief review of community facilities and services reveal that while Ratoath is reasonable well served by a range of social infrastructure, a broader offer will be required to respond to the needs of a growing population. A selection of facilities is provided below.

“
A BROADER OFFER
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”

- Ratoath Community Centre
- Equestrian facilities
- Tennis Club
- Football Club
- GAA Club
- BMX Club
- The Venue Theatre
- Astro Pitch
- Pitch & Putt
- Playground
- Athletics Club
- Scouts
- Lands currently in use by the BMX club were previously identified for the provision of a swimming pool.

A key element of BEO’s plans for South Ratoath are centred on the delivery of high-quality community amenities including a public Swimming Pool and a recreational facility building.



Key points arising:

Although Ratoath is reasonably well served by recreational facilities and amenities, a broader offer will be required to respond to the needs of a growing population.

3.0 POLICY DIRECTIONS

A discussion on relevant provisions of planning policy at national, regional and local level and how they pertain to the key points of this submission, is presented below.

3.1 NATIONAL PLANNING FRAMEWORK: IRELAND 2040 OUR PLAN

The National Planning Framework (NPF) is the Government's high-level strategic plan for shaping the future growth and development of the country out to the year 2040. It is a national document that will guide the strategic planning and development of the country over the next 20+ years, so that as the population grows, that growth is sustainable (in economic, social and environmental terms).

The NPF calls for a major new policy emphasis on renewing and developing existing settlements. A shared set of goals for every community across the country, expressed in the Framework as the National Strategic Outcomes, are set out. An overview of how the development proposals by BEO will contribute to these, is provided below:

Compact Growth: BEO will contribute to compact growth by delivering a major new housing development on new residential zoned lands within the settlement boundary of Ratoath. This will contribute to a critical mass of population helping to support the key functions and services provided in the town centre, consolidate and achieve effective density within the settlement boundary, and prevent urban sprawl. Furthermore,

BEO's plan to deliver a major new economic centre complementing the established equine industry at Fairyhouse and Tattersalls will provide new employment, tourism and community uses for local residents.

Strengthened Rural Economies and Communities: BEO's plan to develop the 'equine hub' envisaged in the draft Plan, harnessing the full potential of Fairyhouse and Tattersalls, presents a major economic opportunity to expand an established rural industry.

Sustainable Mobility: By delivering a major new housing development, BEO will provide homes for the future population of Ratoath helping to reduce the unsustainably high level of commuting out of the town each day.

A Strong Economy, supported by Enterprise, Innovation and Skills: The NPF refers to the need to create places that can foster enterprise and innovation and attract investment and talent. The creation of an equestrian based employment hub, led by BEO in consultation with the operators of Fairyhouse Racecourse and other relevant parties, is an exemplar in responding to the challenge set out in the NPD to build and diversify regional and rural economies.

3.2 REGIONAL SPATIAL AND ECONOMIC STRATEGY FOR THE EASTERN AND MIDLAND REGION

The Regional Spatial and Economic Strategy (RSES) for the Eastern and Midland Region is a high-level strategic plan and investment framework that seeks to shape the development of the Eastern and Midland region up to 2031 and beyond. The RSES identifies regional assets, opportunities and pressures and provides appropriate policy responses in the form of Regional Policy Objectives. It sets out a framework for investment to better manage spatial planning and economic development throughout the Region.

County Meath forms part of the Core Region, an area comprising peri-urban ‘hinterlands’ in the commuter catchment around Dublin. The RSES recognises that some areas within the core region have emerged mainly as commuting towns, experiencing high rates of population growth but with a weak level of services and functions for their resident populations. Ratoath is one such area highlighted in the RSES as a place where over half of all trips to work or education from the town are to Dublin’s urban core. To counteract the high level of jobs leakage and commuting, a range of growth enablers are set out for the Core Region. An overview of how BEO’s plans will contribute to some of these growth enablers, is provided below:



RATOATH IS HIGHLIGHTED IN THE RSES AS A PLACE WHERE OVER HALF OF ALL TRIPS TO WORK OR EDUCATION FROM THE TOWN ARE TO DUBLIN’S URBAN CORE.



CONTRIBUTING TO RSES GROWTH ENABLERS

‘To promote continued growth at more sustainable rates, while providing for increased employment and improved local economies, services and functions to allow towns to become more self-sustaining and to create the quality of life to attract investment.’

The proposed forthcoming employment hub at South Ratoath/Fairyhouse North will create in **the region of 6,500 jobs** greatly strengthening the viability of local economy, services and functions and placing the town in a position to support strong self-sustaining growth.

‘Catch up’ investment to promote consolidation and improvement in the sustainability of those areas that have experienced significant population growth but have a weak level of services and employment for their residents. ‘

The commitment by BEO to complete the Outer Relief Road, and to deliver major new residential and employment base will provide the **‘targeted catch-up investment’** required to consolidate and improve the sustainability of Ratoath.

‘Diversification and specialisation of local economies with a focus on clustering, smart specialisation, place making and urban regeneration to create the quality of life to attract FDI and indigenous investment and increase high value knowledge-based employment including second site and relocation opportunities.’

With appropriate land use zonings in place, BEO will commence plans to optimise the hugely important economic assets of Fairyhouse and Tattersalls for the benefit of the local, regional and national economy consolidating the equine cluster in Ratoath. The future development will be of a scale and standard that will **attract both indigenous and FDI firms** to relocate to Co. Meath, an accessible, well connected and affordable alternative to Dublin. In this regard, and with targeted marketing initiatives, there is strong scope for smart specialisation and knowledge-based employment opportunities to emerge.

‘Promote the Region for tourism, leisure and recreational activities including development of an integrated greenway network while ensuring that high value assets and amenities are protected and enhanced.’

BEO’s development proposals will include **tourism, leisure and recreational activities that are compatible with the requirements of the existing and new community.** It will also deliver an **integrated greenway network that will link equestrian cluster to the town** encouraging footfall in both directions which will strengthen viability of both existing economic centres.

The Settlement Hierarchy set out in the RSES identifies Ratoath as a Self-Sustaining Town. These are towns with high levels of **population growth and a weak employment base** which are reliant with other areas for employment and/or services and which require **targeted 'catch-up' investment** to become more self-sustaining.

BEO's plans for south Ratoath are an excellent example of the 'targeted catch-up investment' referred to in the RSES as being so important to enabling the town to become more self-sustaining. The residential and employment plans that will be brought forward by BEO are of a scale and significance that will greatly strengthen the employment base of the town, creating jobs not only for the existing residents who currently undertake long commutes to Dublin and other centres for work, but will also attract a new educated and skilled workforce to the town.

The RSES advocates an asset-based approach to spatial development which involves identifying and building on a combination of social, economic and natural assets that are available within a settlement, in order to determine an overall growth strategy and settlement hierarchy. This approach was used in establishing the settlement hierarchy which identifies Ratoath as a Self-Sustaining Town. With appropriate land use zonings in place, BEO will deliver new residential and employment centres that complement and build on the major social and economic assets of Fairyhouse and Tattersalls. This presents a **major opportunity to elevate the position of the town up the settlement hierarchy by transforming it into a self-sustaining growth town**. This, in turn, will place Meath in a better position to respond to the challenge of population growth and to ensure that local employment opportunities are available to the existing and future residents of the county.

Further to the above, the Economic Strategy of the RSES presents a series of principles to guide the identification of locations suitable for strategic employment growth. These include locations that can accommodate the expansion of existing enterprises, and locations for new enterprises based on whether they are people intensive/space intensive, tied to a particular resource or dependent on a particular piece of infrastructure. Also included are areas which appeal as potential relocation centres for firms that are not tied to the location that they are currently based in. The identification of such locations would facilitate the release of urban land for more efficient uses.

With facilitatory zoning objectives in place, BEO will advance its plans for a major economic hub in South Ratoath. In doing so, the developers will be guided by and seek to activate the economic principles for strategic employment growth set out in RSES - by expanding on the potential of the established equine base ('tied to a particular resource') and by promoting the newly developed economic hub as a **relocation base for enterprises currently based in high cost areas** of Dublin City.

3.3 MEATH COUNTY DEVELOPMENT PLAN 2013-2019 AND RATOATH LOCAL AREA PLAN 2009-2015 (AS AMENDED)

Ratoath is currently designated as a Small Town in the settlement hierarchy for the County, as set out in the outgoing **Meath County Development Plan 2013-2019**. Ratoath is described as a dormitory town which facilitates commuters mainly to Dublin. Balanced growth of such Small Towns is encouraged in the Plan alongside an expansion of social infrastructure and local employment opportunities. Relatively small and locally financed businesses are expected to locate in Small Towns. However, other economic investment opportunities should be considered and supported where sustainable and in keeping with the size and services of the town. In specific reference to Ratoath, the plan acknowledges that the growth in local employment and services has not matched the growth in population experienced in the town. So, economic investment opportunities referred to above are likely to be particularly important for the town.

At a County level, the plan places an emphasis on repositioning the county as a key economic driver of the Greater Dublin Area with a goal to:

To build on and enhance the competitiveness and attractiveness of County Meath in order to make it one of the country's prime locations for indigenous and foreign economic and employment generating investment in accordance with the objectives of the Meath Economic Development Strategy 2014-2022.

BEO's plans for Ratoath will strongly contribute to the ongoing delivery of this goal with a target to attract FDI and to leverage off and expand the indigenous equine base. They will also support the achievement of a high-level economic development objective set out in the Plan, as follows:

'To seek to develop Ratoath as an employment hub as the town has been included in the RPG's as an employment base because of its highly skilled and educated workforce.'

In this regard, the plan encourages employment generating uses in the urban area of Ratoath as a priority. The vital role of the bloodstock industry in the in the economic and cultural development of the County in general is recognised with Fairyhouse and Tattersalls specifically highlighted as highly prominent enterprises in the area. A local objective specifically supporting the continued development and expansion of equine related activities in Ratoath is included, as follows:

"To support and provide for enhancement and diversification of existing equine and related industry in Ratoath centred around Fairyhouse Racecourse and Tattersalls".

Ratoath Local Area Plan 2009-2015 (as amended) opens with a specific reference to the Regional Planning Guidelines (RPGs) 2010-2022 which identified the need for Ratoath to become more self-sustaining:

'In particular, Ratoath has a large, well-educated commuter labour force which is a valuable resource for future local economic development in a sustainable manner. It is important that Ratoath should become more self-sustaining in terms of providing employment opportunities locally. Therefore, sustainable higher end economic investment opportunities consistent with the size of the town should be supported.'

BEO's significant plans for Ratoath are an excellent example of the **higher end economic investment opportunities** envisaged in the RPGs and encouraged in the LAP.

The Economic Development Strategy of the LAP follows with a statement that:

'Sustainable development requires local job creation which will improve the quality of life of the residential population of Ratoath by reducing the dependence on commuting for employment.'

With Ratoath's commuting level continuing to rise, this statement has only increased in

its pertinence in the years since the adoption of the LAP. The bloodstock industry, which is recognised in the LAP as a major asset for the Ratoath area, remains an untapped asset that has the potential to create a broad range of local job opportunities with the right vision, ambition and commitment. Economic Objectives Nos. 2 and 3 of the LAP are reflective of this:

ECON DEV OBJ 2: *To support the Fairyhouse Racecourse complex as a key contributor to the economic sector in Ratoath and to facilitate and support its continued expansion and diversification.*

ECON DEV OBJ 3: *To support the Tattersall's complex as a key contributor to the economic sector in Ratoath and to facilitate and support its continued expansion and diversification.*

The critical role that the equestrian hub plays in supporting the County's tourism industry is acknowledged by Tourism Objectives Nos, 2, 3 & 4 which state the following:

TOU OBJ 2: *To support the Tattersalls complex as a key contributor to the tourism sector in Ratoath;*

TOU OBJ 3: *To support the Fairyhouse Racecourse complex as a key contributor to the tourism sector in Ratoath;*

Through its plan for the equestrian based employment hub with specialist equine retail and tourism functions including a museum and interpretative centre, BEO is seeking to give effect to these objectives and to build on and expand out the full potential for tourism that the sector offers.

Furthermore, the proposals include a hotel and spa development that will respond to a current shortfall in high quality hotel accommodation. This responds to Tourism Objective 4 of the LAP as set out below:

TOU OBJ 4: *To promote the development of high-quality hotel and ancillary facilities, especially those facilities which provide conference and leisure facilities on lands at Newtown to the south of Ratoath.*

The LAP established three Framework Plans to guide new development and provide essential social and physical infrastructure in a phased and sustainable manner. Framework Plan 3 (FP Obj 3) relates specifically to lands off the Fairyhouse Road:

“
RATOATH HAS A LARGE,
WELL-EDUCATED
COMMUTER LABOUR
FORCE WHICH IS A
VALUABLE RESOURCE
FOR FUTURE
LOCAL ECONOMIC
DEVELOPMENT IN A
SUSTAINABLE MANNER
”

*To identify lands off the Fairyhouse Road to provide for **employment generating uses** in accordance with an approved Framework Plan and subject to the provision of necessary physical infrastructure ('General Enterprise & Employment (Category 3)' land use zoning objective applies). The development of these lands shall also provide for reservation of a **4-acre site for the provision of a swimming pool site and include the re-alignment of the Fairyhouse Road and provision of footpaths, cycleway and public lighting along the road frontage of the site.** Any planning application made for development on these lands shall be accompanied by a Framework Plan detailing development proposal for the full extent of the lands. This shall include details of the overall site and building layout for the lands, building height and design principles, landscaping, mix of uses for the site, traffic impact assessment and management proposals and service arrangements. The development of these lands shall be on a phased basis with the reservation of the swimming pool site forming part of the first phase.*

The proposals set out in this submission by BEO also fulfil the ambition of FP Obj 3 to generate employment and provide a swimming pool amenity that will be available for public use.

3.4 ECONOMIC STRATEGY FOR COUNTY MEATH 2014-2022

A key challenge identified in the Economic Strategy for County Meath is the capacity to attract greater Foreign Direct Investment by proactively engaging with and marketing the County to overseas investors and State employment agencies. For this to happen, **investment in key economic centres as drivers of the wider local** economy, transport, broadband and zoned employment lands are cited as key enabling initiatives.

The vision for Meath set out in the Strategy is:

‘Clear, concise, innovative and evidence-based measures aimed at accelerating the economic transformation, revitalisation and sustainable development of Meath.’

Supporting this vision are five key outputs - an evidence based approach, a roadmap for economic growth and opportunities, **the merging of investment opportunities with land use planning**, development of key recommendations to enable the County to realise its economic potential and to translate key messages to various audience via a range of marketing channels and actions. The aims of the strategy were to create 7,5000 new jobs, secure a 40% increase in new investments by Irish owned companies, and increase FDI in the County by 15%.

With **appropriate zoning objectives in place**, BEO will be in a position to advance its plans for a major new economic hub specialising in the equine sector and offering tourism, community,

employment and residential uses. This presents a **major opportunity to activate key elements of the Economic Strategy**, including the five key outputs set out above, and to contribute to achieving the objectives and targets of the Strategy. BEO will market Ratoath and the East Meath region drawing on the unique selling points identified in the Strategy and will promote the many locational attributes of the region, including **the critical mass of talent and access to the knowledge economy**.

Offering a good quality of life and providing a sustainable “live-work” development model, thereby reducing unsustainable long-distance commuting patterns for employment, are key components of the Economic Strategy. The Strategy also recognises the crucial role of tourism and the need to secure continuous investment in indigenous industry. The equine industry is a tourism led industry indigenous to Co. Meath. BEO is presenting an **exciting opportunity to develop an economic hub that builds on the success of the established equine centres at Fairyhouse and Tattersalls**. With appropriate land use zonings in place, the company will be positioned to advance its plans for South Ratoath, which through the phased delivery of enabling transport infrastructure (the Outer Relief Road), provision of a range of new employment uses (tourism, commercial, community) and the delivery of new residential development and visitor accommodation, will fully align with the ‘live-work’ model envisaged for the County.

3.5 DRAFT MEATH COUNTY DEVELOPMENT PLAN 2020-2026

3.5.1 CORE STRATEGY

The Core Strategy of the Draft Plan sets out the population projections and household allocation for each settlement up to 2026. Ratoath is projected to grow to a population of 11,033 by 2026 (Figure 7). It is acknowledged that due to various circumstances, some settlements may grow at a rate faster than anticipated and others which will develop at a slower rate.

The Draft Plan supplements the 5 strategic centres of employment identified in the Economic Strategy for County Meath 2014-2022 with 7 strategic employment sites including lands at Ratoath. These additional designations are taken in recognition of the need to generate employment opportunities in centres which have experienced high levels of population growth without commensurate employment development and high levels of outbound commuting.

With appropriate land use zonings in place, BEO will make a substantial contribution to Objective 16 of the Core Strategy to:

‘To support the creation of ‘live work’ communities, in which employment and residential accommodation are located in close proximity to each other and strategic multi-modal transport corridors, and to reduce long distance commuter trends and congestion.’

The Draft Plan specifically highlights the **poor jobs-workforce ratio of 0.21 for Ratoath town**. The lack of locally available multi-skilled jobs presents a major barrier to Ratoath’s ability to capitalise on the highly educated and diverse skill set of its resident population.

Figure 7 Core Strategy – Self-Sustaining Towns

Column A	Column B	Column C	Column D	Column E	Column F
Settlement	Population 2016	Projected population increase to 2026	Projected population 2026	Approximate households completed 2016-2019	Extant units not yet built
Self-Sustaining Towns					
Bettystown-Laytown-Mornington East	11,872	1,500	13,372	689	518
Ratoath	9,533	1,500	11,033	175	72
Enfield	3,239	1,000	4,239	45	2
Stamullen	3,361	500	3,861	1	215
Kilcock	93	500	593	100	180

Furthermore, of the self-sustaining towns identified, the highest levels of population growth have occurred in Ratoath and the East Meath settlements. The Draft Plan recognises that social and physical infrastructure and employment provision in these settlements has struggled to keep pace with population growth.

The focus of the Draft Plan is to manage residential growth and **ensure there is a greater emphasis on consolidation and the delivery of employment land and social and physical infrastructure** to create more sustainable communities.

The role the Ratoath Outer Relief Road in facilitating the release of lands for residential development in the south-eastern part of the town, is also recognised in the Plan. The Plan goes on to state that there is an opportunity to maximise the investment in this LIHAF funded infrastructure by facilitating the completion of this Outer Relief Road and complete the link between the R125 and R155. Importantly, the Plan recognises that this can be achieved **by the zoning of additional lands for residential development and requiring that the remainder of this link road to be delivered as part of this.** This aligns directly with BEO's future residential development plans for the area. The development of **new residential lands will have a mutual reinforcing and positive impact on the employment hub** to be created.

“

POOR JOBS-
WORKFORCE
RATIO OF 0.21
FOR RATOATH
TOWN

”

3.5.2 ECONOMIC AND EMPLOYMENT STRATEGY

The Draft Economic and Employment Strategy is guided by and advances the Economic Strategy County Meath 2014-2022, which it is stated has facilitated the delivery of a number of significant FDI and indigenous projects since its inception. In this regard, promotion of the County as a nationally and internationally attractive and distinctive location to do business remains a key priority.

A cross cutting theme of the Draft Plan is to **enhance the competitiveness and attractiveness** of the County in order to make it one of Ireland's prime locations for indigenous and foreign economic and employment generating investment. As part of this, actions set out in the Economic Strategy that will continue as key focus areas beyond 2022, include:

1. Increasing the jobs-to-population ratio;
2. Reducing the economic leakages in the form of outward commuting, and;
3. Reducing retail loss and broadening the employment base of the County by facilitating more high quality, knowledge-oriented employment.

BEO's plans for South Ratoath will **strongly contribute to these focus areas enhancing competitiveness, helping to achieve jobs targets, stem the flow of economic leakage and broaden the employment base** of the County – thereby aligning with Policy 3 of the Economic and Employment Strategy.

ED POL 3

To encourage the provision of 'live-work' communities, in which employment, residency and sustainable transport facilities are located in close proximity to each other, to reduce long distance commuter trends and congestion.

Several other objectives of the Draft Plan will also be supported including "to address rate of out bound commuting, the highest of any County in the State, with the provision of 'live work' communities in strategic settlements served by sustainable transport, thereby improving quality of life, encouraging volunteerism and community engagement".

In addition to 5 Strategic Employment Sites (SES) identified in the Economic Strategy 2014-2022, the Draft Plan identifies an additional 7 sites that have the potential to deliver economic development and support the creation of sustainable communities.

One of these sites is the **lands between the existing built up area of Ratoath and Fairyhouse/Tattersalls Equestrian complex**. The vision of the SES is to create an equestrian based employment hub. In selecting the lands at Ratoath as a new SES, the Draft Plan has provided a strong endorsement of the area as an attractive base for both FDI and SME's. Designated SES's are also intended to provide locally based employment opportunities for residents to counteract the unsustainably high level of commuting to Dublin.

A unique opportunity to strengthen the relationship between Ratoath and the equine industry, including Fairyhouse Racecourse and the Tattersalls International Equestrian facilities, which are important equine assets of national and international significance, and to achieve the vision of the SES for Ratoath is now presented by BEO. BEO's **forthcoming plans for Ratoath offer a delivery mechanism to realise the ambitions for the area, to capitalise on the existing highly skilled and educated work force, and to facilitate the 'live-work' model** championed in the Draft Plan.

The Draft Plan goes on to further promote the development of visitor and tourist facilities at Fairyhouse and Tattersalls by developing an Equine Hub at this location. It is also stated that provision will also be made for the sustainable expansion of the town centre to support employment growth and service provision for existing and future residents.

Three objectives are set out for Ratoath in the Employment and Economic Strategy. BEO Properties forthcoming plans for Ratoath **provide a direct response to all three of these objectives** in seeking to develop the settlement as an employment hub in recognition of its highly skilled and educated workforce (ED Obj 57), by delivery on the ambition to develop an equestrian hub (ED Obj 58) and by developing lands between Ratoath and Fairyhouse as a strategic employment site (ED Obj 59).

ED OBJ 57

To seek to develop Ratoath as an employment hub in recognition to its highly skilled and educated workforce

ED OBJ 58

To support the development of an equestrian hub at Ratoath that maximises the internationally recognised equine facilities at Tattersalls and Fairyhouse and ensures the County continues to be a leader in the Irish and International sport horse industry, including breeding, racing, competing, and traingin

ED OBJ 59

To promote and, support the development of strategic employment lands between Ratoath and the National and International equone hub at Fairyhouse.

3.5.3 DRAFT WRITTEN STATEMENT ON RATOATH

In summary, the development strategy for Ratoath focuses on the creation of jobs and the provision of social and community infrastructure that is essential in the creation of a vibrant and active sustainable community.

The development proposals for transport, residential and employment / economic purposes to be brought forward by BEO **provide a delivery mechanism to achieve the overall vision for the town** as set out in the Draft Statement:

‘To promote the sustainable consolidation of Ratoath, accommodating, significant expansion of employment opportunities, whilst consolidating growth of the town and reinforcing the town centre. In this context, the plan will promote and support employment growth and expansion of the international equestrian hub in support of

the town centre; and will promote sustainable movement through the completion of the Ratoath Outer Relief Road’.

Every aspect of this vision, from the sustainable consolidation of Ratoath, to expansion of employment opportunities, reinforcement of the town centre, expansion of the international equestrian hub and the promotion of sustainable movement through the completion of the Outer Relief Road, **can be realised through BEO’s ambitious development plans for south east Ratoath.**

Furthermore, BEO will present, through a series of future planning applications, development proposals which will harness four of the five opportunities set out in the Draft Statement for Ratoath, and indirectly contribute to the fifth opportunity identified, as demonstrated in the table below:

Table 3 BEO’s Future Development Plans – Contribution to opportunities identified in Draft Statement

Opportunity identified in the Draft Statement	BEO’s Proposal <i>Transforming Ratoath: A Live-Work Community</i>
‘Transforming Ratoath: A Live-Work Community ‘	The proposed employment hub will provide jobs for the local highly skilled and educated work force reducing the unsustainable level of commuting out of the town.
Proximity of Fairyhouse and Tattersalls, which can develop an internationally significant Equine Hub.	The proposed employment hub to be located at a strategic location on the lands surrounding Fairyhouse and Tattersalls will strengthen connectivity to the town centre and optimise this internationally important local asset.
Implementation of the Ratoath Pedestrian and Cycle Scheme will improve permeability throughout the town.	The development proposals to be progressed by BEO will encompass a green corridor that will run from Fairyhouse to the town centre encouraging sustainable pedestrian and cycle flows to and from the equine hub and the town centre. The greenway will also enhance the public realm and create a safer mobility network for locals and visitors.

<p>Completion of the Outer Relief Road will reduce congestion.</p>	<p>Through this submission, BEO reaffirms its offer to complete the connection from the Outer Relief Road to the R155 at a point just north of Fairyhouse racecourse. The proposed extension of the route southwards will achieve the original objective of the road - to alleviate congestion – but will have the added benefit of greatly improving accessibility to Fairyhouse and Tattersalls.</p>
<p>High quality town centre development/redevelopment that will contribute towards the enhanced provision of local services, an improved town centre environment, and the creation of improved amenities</p>	<p>The provision of new residential community and an equine employment zone will bring a new local market to businesses in supporting the viability of the town centre. Furthermore, a range of community uses are proposed to be delivered as part of the equine hub including a public swimming pool and other recreational facilities.</p>

Through the proposed delivery of a major new residential development and equestrian based employment hub of regional and national significance, BEO is presenting Meath County Council with a major **opportunity to address the key planning challenge** identified for Ratoath in the Draft Statement, as....

‘...to facilitate a plan led transition from an unsustainable commuter settlement to a sustainable settlement based on the ‘live work’ community model championed by the Economic Strategy for County Meath 2014-2022’.

It is envisaged that a **substantial portion of the existing and future population of Ratoath will be employed locally in the retail, office, tourism and community infrastructure** uses that will be delivered as part of the equine hub. The development approach will embody the ‘live work’ community model by delivering jobs **that will not only match the skills base of the existing population (professionals and managers) but will also attract new talent and skills to relocate to Ratoath.** This will achieve the priority for Ratoath which is stated in the Draft Statement as encouraging and supporting a “more balanced approach to development of the

town with the promotion of significant expansion of the existing limited employment base”.

The lands between the existing build up area of Ratoath and Fairyhouse/Tattersalls Equestrian complex are explicitly identified in the Draft Statement as the location for an equestrian based employment hub. Furthermore, the designation of these lands as a strategic employment site in order to stimulate development, is testament to the ambition held by Meath County Council for these lands.

As set out in Section 4.2 and documented in the letter of support provided in Appendix 4, the operators of Fairyhouse Racecourse, the primary owners of the Strategic Employment Site (SES) lands, is fully supportive of BEO’s integrated Masterplan Concept for the area. With much of the SES and adjoining lands directly within the ownership of BEO, the company wishes to **reaffirm its commitment to deliver a major new equine based employment zone of international importance to Ratoath maximising the potential of the major assets** of Fairyhouse and Tattersalls.

Section 4.0 which follows presents the key points of this submission, specifically the zoning objectives endorsed and/or requested by BEO in order to follow through on this commitment.

4.0 KEY POINTS OF SUBMISSION

UNLOCKING NEW OPPORTUNITIES

4.1 COMPLETION OF THE RATOATH OUTER RELIEF ROAD AND DELIVERY OF A GREENWAY CORRIDOR

This section should be read in conjunction with the following:

Concept Masterplan prepared by Lafferty Architects, as provided as a standalone printed report (Appendix 1).

Ratoath Outer Relief Road (RORR) Route Options Report prepared by O'Connor Sutton Cronin Consultant Engineers, as provided in Appendix 2.

The draft Written Statement for Ratoath includes the following objective for the Ratoath Outer Relief Road (RORR):

RAT OBJ 7

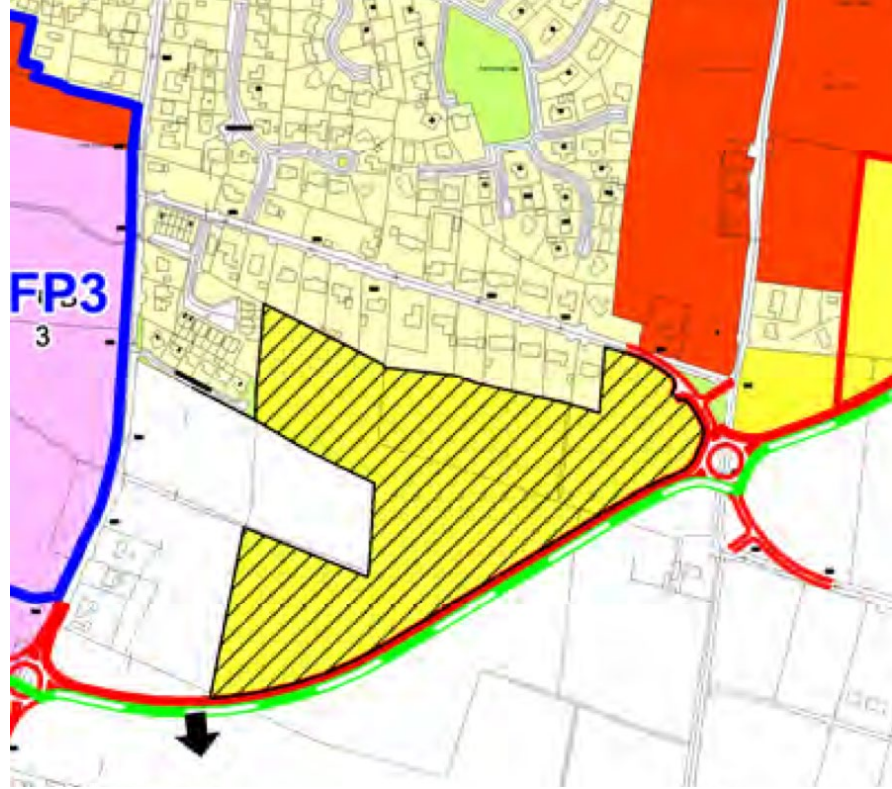
'To facilitate the development of the Ratoath Outer Relief route in tandem with development'.

The northern section of the RORR, which has benefitted from Local Infrastructure Housing Activation Fund (LIHAF) funding, is currently under construction from the R125 Ashbourne Road southwards. Completion of the Outer Relief Road is central to achieving the expressed vision for Ratoath, as follows:

Vision

'To promote the sustainable consolidation of Ratoath, accommodating, significant expansion of employment opportunities, whilst consolidating growth of the town and reinforcing the town centre. In this context, the plan will promote and support employment growth and expansion of the international equestrian hub in support of the town centre; and will promote sustainable movement through the completion of the Ratoath Outer Relief Road'.

Figure 8 Current alignment of RORR as set out in Ratoath LAP 2009-2015 (as amended) and Meath County Development Plan 2013-2019



The above statements follow on from the original transport objective set out for the RORR in the Ratoath Local Area Plan (LAP) 2009-2015 (incorporating Amendment No.1 made on 2nd March 2015), as follows:

INF OBJ 2

‘To reserve and protect from development the bypass corridor from the R155 Fairyhouse Road to the R125 Ashbourne Road.’

The LAP (as amended) shows an indicative route for the Outer Relief Road (Figure 8).

In making this submission, BEO Properties Ltd. reaffirms its offer and commitment to Meath County Council to complete the Outer Relief Road. The completion of the road, **prior to first occupation of commercial or residential development will safeguard the proper planning and development of Ratoath.**

A progressive enhancement of the proposed Ratoath Outer Relief Road (RORR) is needed to facilitate a viable delivery plan and to unlock the significant economic potential of the equestrian hub in South

Ratoath (Fairyhouse and Tattersalls). Completion of the RORR presents an important opportunity to promote and support employment growth and the expansion of the international equestrian hub – key elements of the vision for Ratoath set out above. The alignment set out in the LAP (Figure 8) does not harness this opportunity, rather it leaves the Fairyhouse and Tattersalls lands isolated and separated from the town centre.

“
THE COMPLETION
OF THE ROAD,
PRIOR TO FIRST
OCCUPATION...
”

THE REQUEST

Employment growth and the expansion of the international equestrian hub can be best achieved by **extending the proposed RORR route southwards** towards Fairyhouse racecourse before turning west to meet the R122 Fairyhouse Road (Figure 9).

A realignment of the road to the east of the current proposed route is also required to ensure viability of the scheme. For this, an **extension of the proposed 'WL – White Lands' zoning designation to the east** to encompass the proposed realigned route corridor, is requested. The lands comprising the route corridor proposed are in the ownership of BEO Properties Ltd. and as such, construction of the proposed realigned southern extension could proceed without delay or complication.

To facilitate this, **this submission requests that the extended realigned route**, as proposed by BEO and illustrated in Figure 9 (and on Concept Masterplan provided in Appendix 1), **is appropriately reflected on the Development Plan Land Use Zoning Map 2020-2026 for Ratoath.**

Taking into account the tourism/recreation/economic synergies of the Fairyhouse Racecourse/Tattersalls Complex to the south of the town, **the revised relief road alignment with an extension to the proposed economic hub at Fairyhouse, better provides the twin objectives** of traffic relief along with providing an integrated connection between the town and this southern centre as opposed

to providing a segregating transport link as currently shown in the Development Plan. In summary, it will bring the following major benefits:

Greatly improve accessibility to Fairyhouse from Ratoath Town Centre: The newly aligned access road will pass through a major new economic hub envisaged for the lands north of the racecourse. This will greatly strengthen connectivity to Ratoath town centre and unlock the recognised economic potential of the “equine cluster” at Fairyhouse and Tattersalls.

Facilitate the future expansion of residential zoned lands south of Ratoath: The Draft Plan refers to the Outer Relief Road as one of two key drivers influencing the approach to residential development in the town, as set out below. Furthermore, the Plan is explicit in recognising the opportunity to complete the road by the rezoning of additional residential lands to the south-west.

‘Outer Relief Road - Ratoath has received LIHAF funding to assist in the delivery of a section of the Outer Relief Road. This will facilitate the construction of residential units in the south-eastern part of the town. There is an opportunity to secure the completion of this road in this Plan by zoning additional residential lands to the south west. This would complete the link between the R125 and the R155 and would ensure the maximum return on the investment in this piece of infrastructure’.

With road access secured by the proposed realignment, the future housing requirements can be met in a location within the existing settlement boundary and adjoining existing residential lands. This will optimise the use of transport infrastructure and ensure the maximum return on the investment in this piece of infrastructure.

Provision of a green corridor from Fairyhouse to the town: A key element of the proposed extended road plan is a **linear green corridor that will provide greenway pedestrian/cyclist link from Fairyhouse racecourse to the town centre.** The greenway corridor will elevate the RORR from a standard vehicle centred distributor road to a landscaped boulevard that provides an attractive connection between the town and the equestrian hub. This will encourage higher footfall and cycling rates and will provide a new amenity to the town. A safer, more accessible public realm will be created help to achieve the vision of sustainable movement and encourage footfall to and from Fairyhouse. Furthermore, it also contributes to Objective 8 of the Ratoath Statement:

'To further advance public footpath and cycle path upgrades in the town in accordance with the Ratoath Pedestrian and Cycle Scheme.

A **Route Options Report** prepared by O'Connor Sutton Cronin Consulting Engineers is provided in Appendix 2 to this report. This comprehensive report was undertaken in

collaboration with Altamar Environmental Consultants who undertook a desktop ecological assessment of the lands, and Archaeological Consultancy Services Unit, who undertook an archaeological assessment of the lands. The Route Options Report **concludes with a strong, evidence-based endorsement of the southern extension (referred to as the Blue Central Route)** as indicated in Figure 9 and 10.

The Route Options Report considers A Do Nothing and Do Minimum option, along with 3 no. Do Something options. Each option was assessed against a series of constraints including archaeology, ecology, topography and ground conditions as well as extant and ending planning permissions and the existing built environment. Each of the developed alignment options is described in the report and each is assessed against a multi criteria assessment matrix in order to bring forward an Emerging Preferred Route for the RORR. The 8 no. assessment criteria used in the Route Selection process include:

- Directness and length of route;
- LAP compliance of route;
- Impact of route on existing dwellings;
- Relationship of route with Fairyhouse Racecourse and Tattersalls Complexes;
- Cost of construction;
- Buildability;
- Safety;
- Potential of Route to alleviate Town Centre Congestion.

A summary overview of the assessment undertaken for each of the 3 Do Something Route Options is provided in Table 4. For full details please refer to Appendix 2.

Table 4 Summary of Route Options Report – Assessment of Route Options

Route Option	Advantages	Disadvantages
Alternative I: Red Northern Alignment	<p>Directness and short length</p> <p>Ready access to the R155 and it completes the link between the R125 and R155.</p>	<p>Termination point on the R155 is over 1km north of the Fairyhouse Racecourse and Tattersalls entrances.</p> <p>Horizontal alignment offers little or no possibility of providing a spur access to either of these complexes – does not advance the economic and tourism objectives of the Draft County Development Plan 2020 – 2026.</p> <p>Northern termination point means a significant number of existing dwellings (including at Commons Lane), some with direct frontage and access to the R155 remain within the outer heavily trafficked cordon of Ratoath’s regional road network.</p>
Alternative II: Blue Central Alignment	<p>Ready access to the R155 and it completes the link between the R125 and R155.</p> <p>The termination point, at 600 m distance, is significantly closer to the Fairyhouse Racecourse and Tattersalls entrances.</p> <p>Horizontal alignment offers the opportunity for a spur access to the Fairyhouse Racecourse complex - advances the economic and tourism objectives of the Draft County Development Plan 2020 – 2026.</p> <p>The termination point removes the complex of residential properties in and around Commons Lane from within outer heavily trafficked cordon of Ratoath’s regional road network.</p>	<p>Less direct and longer than the Red Northern Route</p>
Alternative III: Green Southern Alignment	<p>Ready access to the R155 and it completes the link between the R125 and R155.</p> <p>The termination point, at 390 m distance, is significantly closer to the Fairyhouse Racecourse and Tattersalls than either of the other routes.</p> <p>Horizontal alignment could provide a spur access to the Fairyhouse Racecourse - advances the economic and tourism objectives of the Draft County Development Plan 2020 – 2026.</p> <p>Termination point also removes the complex of residential properties in and around Commons Lane from within outer heavily trafficked cordon of Ratoath’s regional road network.</p>	<p>Less direct and longer than the Red Route</p> <p>The extended length and cost of this route brings no great benefit compared to the Blue Route.</p> <p>The junction on the R155 may be too close to the current Fairyhouse Racecourse and Tattersalls entrances which may cause congestion issues on event days.</p>



Figure 9 Proposed RORR Route as per Blue Central Alignment route set out in the Route Options Report (Appendix 2)



-  Study Area
-  Blue Route



Figure 10 Proposed RORR Route as per Blue Central Alignment route set out in the Route Options Report (Appendix 2)

“

THE COMPLETION OF THE ROAD, PRIOR TO FIRST OCCUPATION OF COMMERCIAL OR RESIDENTIAL DEVELOPMENT WILL SAFEGUARD THE PROPER PLANNING AND DEVELOPMENT OF RATOATH

”



Figure 11 Rybo proposed re-alignment of RORR southwards linking up to a new access road to Fairyhouse Racecourse – via the proposed new equestrian based economic hub

4.2 TRANSFORMING THE LOCAL ECONOMY

This section should be read in conjunction with the following:

Concept Masterplan prepared by Lafferty Architects, as provided as a standalone printed report (Appendix 1).

Despite recording strong population growth over the past decade or so, Ratoath has developed primarily as a commuter settlement, with **almost 75% of the workforce travelling outside Meath for employment in 2016**. Of this, 70% of people travel to the Dublin Region and 36% travel to Dublin City Centre. As referred to earlier, there were 4,260 workers resident in the area in 2016, with just 922 employed locally, **resulting in a very poor job – workforce ratio of just 0.21**.

The unacceptably high level of commuting greatly detracts from quality of life experienced by Ratoath residents and can have adverse impacts on well-being. In recent months, a media focus on the lives of commuters based in towns like Ratoath has laid bare the hugely negative impacts that daily long-distance travel is having on the welfare of residents living in the commuter belt. There are stories of couples being forced to wake their young children at 5am each morning in order to catch the early train to Dublin and avail of crèche facilities close to their place of work, as local childcare facilities are operating to full capacity. This is the reality for many people living in commuting towns like Ratoath where the dream of affordable housing has been replaced by a nightmare of congested roads, overcrowded trains and long journeys.

As discussed in Section 3.0, the urgent need to reverse the persistent outflow of the labour force to the Dublin region is the major focus of planning policy for the town. Coupled with this, is a strong emphasis on expanding the town's employment base so that alternative options can be provided to the local workforce. It is stated in the Chief Executives Report

on Members Consideration of the Draft that cognisance was given to the fact that Ratoath was included in a list of settlements that the RSES identified as having experienced high population growth in the absence of employment growth. Taking this into account, the primary focus for Ratoath is stated as “to support economic investment and create locally based employment opportunities in order to reduce the requirement to travel outside the town for employment”.

The **single greatest opportunity to do this is to capitalise on existing assets**, namely the equine/tourism bases at Fairyhouse and Tattersalls, and the highly educated and skilled local work force. Together, these assets are major advantages for Ratoath **which if successfully leveraged, will have lasting positive impacts not only for the current population of the town**, but for the wider regional economy and for future generations.

The Draft Plan is explicit in its ambition to capitalise on the relationship between Ratoath Fairyhouse Racecourse and Tattersalls Equestrian complex in order to support economic development. The potential to create jobs and a more balanced and sustainable community where there is a reduced dependence on outbound commuting for employment is strongly recognised. The Economic Strategy in the Draft Plan and the Written Statement for Ratoath both refer to the opportunity to build on the links between Ratoath and Tattersalls Equestrian complex and Fairyhouse Racecourse, where there is potential to develop an ‘equine hub’ with employment generating uses associated with these internationally recognised facilities.

It is within this context that Objective 2 (Master Plan 1) of the Ratoath Statement is proposed:

'To support the provision of appropriate and sustainable employment, visitor and tourist facilities on lands zoned as White Land in accordance with an approved Master Plan which shall be agreed with the Executive of the Planning Authority and shall accompany any planning application on the lands subject to the provision of necessary physical infrastructure. Any planning application made for development on these lands shall be accompanied by a Master Plan detailing development proposal for the full extent of the lands. This shall include details of the overall site and building layout for the lands, building height and design principles, landscaping, mix of uses for the site, traffic impact assessment and management proposals and service arrangements.'

The proposed zoning of 'white lands' on the eastern side of the R155 recognises the unique opportunity to create a connection between the operations at Fairyhouse Racecourse and the Tattersalls complex and the existing urban settlement of Ratoath. Furthermore, as set out in Section 3.0, the 'white lands' between the existing built up area of Ratoath and Fairyhouse/Tattersalls Equestrian complex form part of the Strategic Employment Site (SES) lands at Fairyhouse. BEO very much welcomes the designation of the SES and the WL zoning for these lands.

BEO'S MASTERPLAN LED APPROACH TO DEVELOPMENT OF SOUTH RATOATH

As required under RATH Obj 2, **BEO has commenced the preparation of a MasterPlan** which will inform and guide future development proposals and phasing plans (i.e. the completion of the Outer Relief Road referred to earlier).

The Masterplan presents **BEO's ambition for Ratoath and sets out the details for the 'targeted catch-up investment' that will allow the town to become more self-sustaining.** In investing in Ratoath, BEO has recognised the **many significant assets of the local area that it will seek to utilise** as it advances its plans across tourism, commercial and residential domains. These include the highly educated workforce, the fact that the town has the lowest dependency rate of all settlements in Co. Meath, the proximity to Dublin, the potential for economic specialisation and expansion of the equine industry and the demand for local employment opportunities and the need to reduce the level of commuting.

The Master Plan adopts the 'live-work' model advocated in the Draft Plan and the Meath Economic Development Strategy 2014-2022. The successful integration of the internationally important equine facilities at Fairyhouse and Tattersalls is set out in the Draft Plan as a key challenge. **BEO is offering a solution to do this in a plan led and integrated fashion.** BEO will pursue the Masterplan led development of the lands to deliver the **"suitably designed visitor and supporting economic and social related facilities"** envisaged in the Draft Plan. In doing so, it will "support and complement existing employment-generating activities at Tattersalls and Fairyhouse Racecourse in accordance with a 'live-work' community model".

The plans comprise enterprise and employment development with an emphasis on equine-related enterprise and employment, and high technology business uses (Figure 12) leveraging the existing profile of Fairyhouse and the adjacent Tattersalls as a centre of equine excellence, and giving full effect to the intent and purpose of the WL and SES designations.

An appropriate scale and mix of development between the recognised economic assets of Fairyhouse/Tattersalls and the town centre of Ratoath is envisaged, generating jobs, community and tourism facilities and uses complementary to the town. The significance of the development is such that it has the **capacity to generate over 6,500 jobs**, as set out in detail later in this report.



Figure 12 Masterplan of new Economic Hub

BEO'S CONCEPT MASTERPLAN - SUPPORTED BY FAIRYHOUSE RACECOURSE.

"We support the development of the Ratoath Relief Road which was outlined to us and would certainly help with traffic flow to the racecourse on busier days. The creation of a walkway and cycle path to Ratoath from Fairyhouse would be a major asset in that it would reduce the current safety risk of walkers and cyclists between town and racecourse."

"It is the view of Fairyhouse that the vision demonstrated in this masterplan represents an exciting and important opportunity for the redevelopment and enhancement of this iconic racing facility and for the area generally."

"We would like to express our support of the proposals given the tangible benefit to Fairyhouse racecourse and the Ratoath area. We support the masterplan since it presents the opportunity for growth and development into the future. Fairyhouse racecourse has huge potential and this can help kick start its development for the benefit of Irish racing and the greater Meath area."

**Peter Roe, General Manager
Fairyhouse Racecourse**



THE REQUEST

The concept plan for the economic hub seeks a carefully balanced distribution of uses with a strong orientation to the existing Fairyhouse campus and a highly interconnected public realm. A seamless transition will be created from the existing Fairyhouse campus with a compatible arrangement of uses graduating back from the central plaza public realm area onto a community recreation zone to be located in the northern portion of the lands, close to Ratoath's residential community. A stunning landscaped plaza with a centrally located water feature and an open-air marketplace are highlights of the dramatic new public realm that will be created adjacent to the Fairyhouse campus. It is envisaged that this area will also accommodate a Museum and Exhibition Centre and an Equine Retail Park.

This new central plaza meeting place will provide a setting of suitable scale and significance to showcase the new main entry point to Fairyhouse racecourse, an internationally important equestrian centre. The other major elements of the proposed economic hub are as follows:

- A Hotel and Spa
- An Equestrian Centre and HQ Building
- A Business Campus
- Recreational Facilities and Swimming Pool
- A central plaza with water feature and open-air marketplace
- Museum and Exhibition Space
- Conference Facilities
- Equine Retail Park
- Recreational Facilities and Swimming Pool
- Executive Grade Residential Accommodation

To achieve the Masterplan vision for the land and to realise the ambitions and objectives set out for the economic hub in the Draft Plan, BEO is seeking the zoning of additional 'WL-White Lands' to the north east of the racecourse on lands adjacent to the current proposed WL land bank. The additional zoned land requested is highlighted on Figures 14 and 15.

BEO endorses the transition to 'WL-White Land' of an 'island' land bank (Figure 16) designated as 'D1 – Tourism / CER OBJ 3' in the Meath County Development Plan 2013-2019.

BEO Properties is fully resourced to invest in South Ratoath and deliver an 'internationally significant equine hub' as set out in the Draft Plan.

With the completion of the Outer Relief Road - prior to first occupancy of housing or commercial uses - there is an unparalleled opportunity to deliver on a strong vision and ambition for Ratoath.

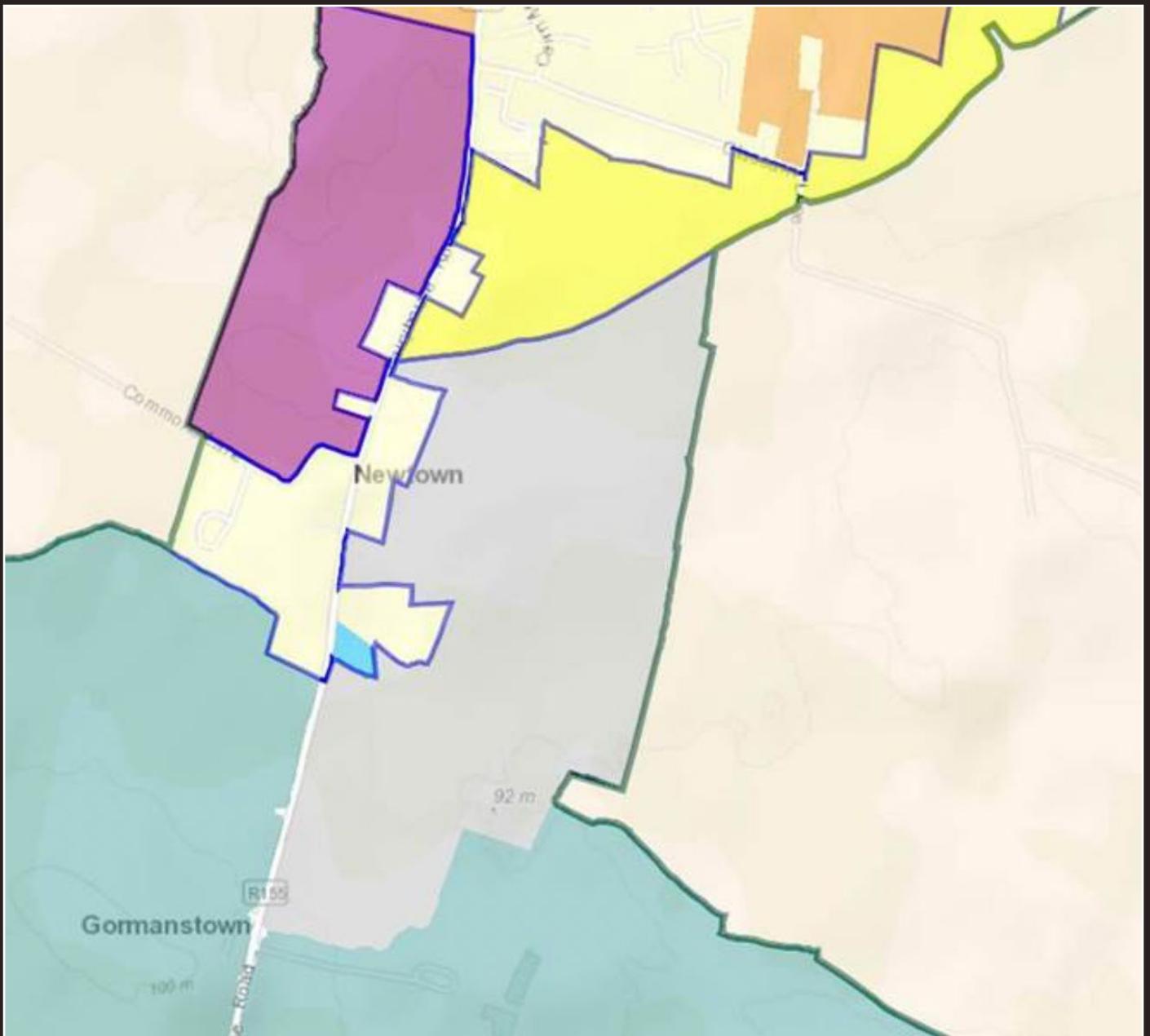


Figure 13 Proposed 'WL - White Lands' as indicated on Draft County Development Plan 2019-2026

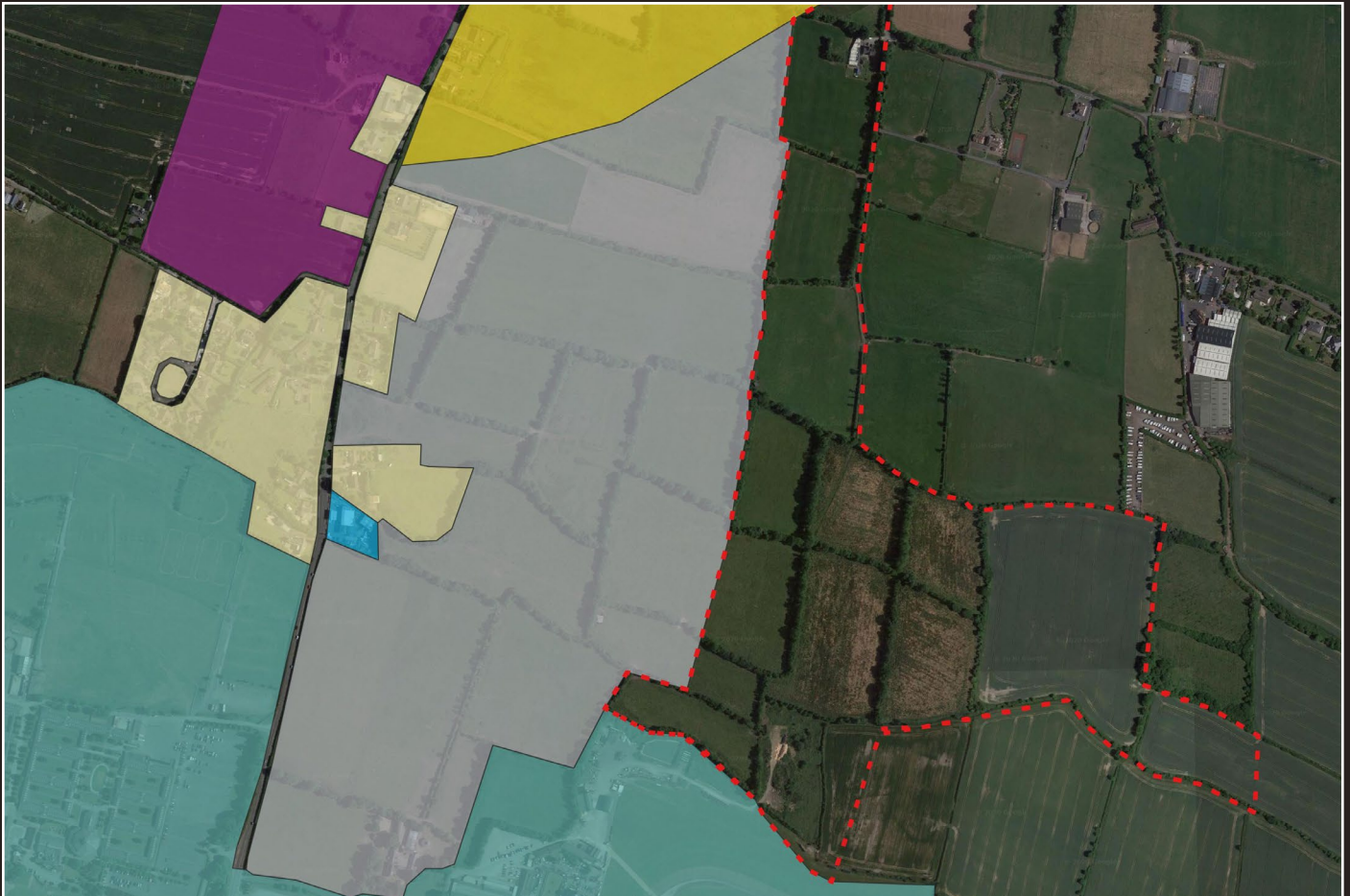


Figure 14 Proposed Extension to proposed 'WL – White Lands' indicated in dashed red line



Figure 15 Proposed Extension to proposed 'WL – White Lands' indicated in dashed red line as per Concept Masterplan (extract from Concept Masterplan prepared by Lafferty Architects – Appendix 1).



Figure 16 Extract from Ratoath Zoning Map - Meath County Development Plan 2013-2020

The proposed expansion of 'WL-White Lands' to encompass adjoining lands to the east presents an optimal alternative to development of the 'WL' set out in the Draft Plan for the following reasons:

The proposed WL are strategically positioned to optimise the relationship to Fairyhouse racecourse bounding the existing campus along its north-western edge and expanding out to the east along the northern boundary. **This will ensure a level of interconnectedness that cannot be delivered within the confines of the current linear arrangement of 'WL' lands which are oriented to the west of the racecourse.** Furthermore, the Business Plan for the economic hub is so intrinsically linked to the racecourse campus, that a failure to locate the proposed new uses anywhere other than on the available lands surrounding the campus, would greatly jeopardise the viability of the development.

The expansion of the WL lands would **allow the northern portion of the WL to be reserved for the future expansion of the residential area** of Ratoath. This would represent a sequential approach to residential development with future residential lands situated in close proximity to established residential centres and the town centre. In turn, the future population who will occupy the new residential lands

will live in close proximity to the settlements services and facilities securing the viability and sustainable consolidation of Ratoath town centre.

The Masterplan sets out an ambitious vision for the economic hub with a broad range of uses including public realm, visitor, tourism, employment and community facilities. Delivery of such a **significant development proposal requires a substantial land parcel** in order to accommodate the diversity of uses on offer. The carefully considered layout positions community and business uses closest to the existing built up area of Ratoath with the equine related uses, hotel and visitor accommodation sited closest to Fairyhouse. The narrow, linear land bank currently proposed for 'WL' area meets Fairyhouse at its north-western edge. BEO proposes that full advantage is taken of available lands close to the eastward facing northern boundary. The conference, hotel and spa and residential/visitor accommodation uses envisaged for this area are **designed to take full advantage of the views** onto the racecourse, strengthening the equestrian ethos that is central to the character of this exciting new area.

An overview of each of the proposed envisaged uses is provided below.

THE EQUINE HUB: CENTRAL PLAZA, SPECIALIST RETAIL, MUSEUM, HQ BUILDING, EXHIBITION SPACES AND CONFERENCE FACILITIES



BEO firmly believes that the combined assets of Fairyhouse and Tattersalls are untapped economic assets, the full potential of which have not yet been captured. Ireland enjoys an enviable reputation as a world leader in the sport horse industry and every opportunity exists to leverage off this success and extend it further. The importance of the sector to the national economy is clear - a 2017 Government report² shows the contribution of the Irish Sport Horse industry to the Irish economy is in excess of €816 million per annum. Over 14,000 jobs are employed directly in the sport horse breeding, competition and leisure sectors. The competition sector accounted for €168 million expenditure and a total of €103 million was spent within the affiliated leisure sector, a share that the proposals by BEO will seek to further increase. In 2016, there were 144 county shows which attracted over 286,500 spectators – 5% of which were overseas visitors. In the same year, there were 15 international equestrian events held in Ireland.

Horse racing is intrinsically linked to Irish culture and is an important part of our national identity synonymous with rural Ireland. As a nation, we are internationally recognised as one of the strongest producers and trainers of thoroughbred horses in the world. With the Curragh, Punchestown, Naas and Navan in Co. Kildare, and with events at Bellewstown and Laytown in Co. Meath, along with the Ratoath centres at Fairyhouse and Tattersalls, the Mid East region is one of the most important horse racing centres in the country (Figure 17 shows the regions Equine Clusters).

The equine hub envisaged for South Ratoath will seek to expand the role and importance of the sport horse industry and wider equine industry to the Irish economy. Both Tattersalls and Fairyhouse already enjoy an international reputation as centre of excellence in equestrianism. By strengthening the relationship to the other equine centres in Co. Meath and neighbouring Co. Kildare, there is strong scope to promote the Mid-East region as the national focal point for equestrian tourism.

The diverse tourism, retail, amenity and business offering that BEO is seeking to develop as part of its overall vision for South Ratoath is modelled on the diverse offering of UK based racing tracks such as Cheltenham. Cheltenham has a much broader appeal than purely horse racing with a full calendar of events, retail, dining and hospitality options.

One of the key attractions proposed is the **Fairyhouse Museum and Interpretative Centre**. The centre will showcase the history of horseracing in Ireland featuring a range of interactive displays that educate the visitor on the ways in which equestrianism has played a role in key events over millinia from the first settlers, the horse in folk life, to the thrill of modern race days. **The HQ Building, Exhibition Spaces and Conference Facilities** will be designed with a focus on adaptability and will be flexible enough to host a broad range of business, music and festival events.

An **equine themed retail destination** is proposed to surround the central plaza and water feature planned adjacent to the proposed new entrance to Fairyhouse Racecourse. The retail village will focus on premium equestrian brand such as Quagga Horsewear and will also offer specialist markets around race series, horse passporting and horse-veterinary specialists. It is important to emphasise the equine nature of the retail park envisaged – this will be a specialist retail offer complementing the cluster that surrounds. It will in no way represent a competing offer to the normal order of retail services provided in a town centre setting.

² Department of Agriculture, Food and the Marine (2017) The Contribution of the Sport Horse Industry to the Irish Economy 2017: University College Dublin. Available at: http://www.horsesportireland.ie/wp-content/uploads/2017/10/A4_ReportDesign_WEB.pdf

HOTEL AND SPA



A parcel of the landbank owned by BEO Properties Ltd. is positioned directly north of the Fairyhouse racecourse D1-Tourism zoned lands. It is on these lands that the hotel, conference facility, business park and executive suite accommodation are proposed. The 'white lands' zoning objective envisaged for the hotel site and wider economic hub lands, and requested as part of this submission, allows for the provision of visitor and tourist facilities which a hotel and spa would be directly compatible with.

The provision of visitor facilities is envisaged as part of RATH Obj 2 and also aligns with Economic Policy ED Pol 39:

ED POL 39

To encourage new and high quality investment in the tourism industry in the County with specific reference to leisure activities (including walking, cycling, equestrian and family focused activities) and accommodation in terms of choice, location and quality of product

Furthermore, visitor accommodation is also referred to in Ratoath Local Area Plan 2009-2015 as amended:

TOU OBJ 3 To support the Fairyhouse Racecourse complex as a key contributor to the tourism sector in Ratoath.

TOU OBJ 4 To promote the development of high-quality hotel and ancillary facilities, especially those facilities which provide conference and leisure facilities on lands at Newtown to the south of Ratoath.

Furthermore, in acknowledging the tourism role of Fairyhouse, the pre-draft issues Paper for the Draft Plan nominate the racecourse as one of the eight tourism attractions in the county with 'very significant potential'. It further recognises 'the important role that tourist attractions can play in enhancing Meath's tourism sector and the role it has in the creation of revenue for the County. Appropriate strategic policies and objectives will be explored for the Draft Plan in order to consolidate the County's tourism and support attractions and reinforce Ireland's Ancient East as a tourist destination.'

Ireland's tourism sector has recently experienced a return to growth, a trend aided by several factors. These factors include overall economic growth in the country, growth in key overseas tourism markets as well as trends in exchange rate movements and inflation that have enhanced price competitiveness. Between 2013 and 2018, the total number of out-of-state visitors to Ireland increased by 32.5% to over 10.9 million visitors in 2018. In terms of domestic trips, a growth rate of 29.8% on 2013 levels was recorded for 2018 when just over 10.9 million trips were taken by residents within the Republic (Table 5). In terms of corresponding revenue, out-of-state and domestic tourist expenditure amounted to more than €9.3 billion in 2018⁵.

Table 5 National Tourism Numbers 2013-2018.

Numbers (000s)	2013	2014	2015	2016	2017	2018
Out-of-state	8,258	8,813	9,528	10,100	10,338	10,947
Domestic	8,413	8,991	9,125	9,359	9,626	10,919

Table 6 Tourism Numbers and Revenue Generated in Mid-East Counties

		Meath	Kildare	Wicklow
Overseas	Tourists (000s)	162	211	275
	Revenue (€mn)	44	91	73
Domestic				
	Trips (000s)	223	286	319
	Revenue (€mn)	29	36	49

However, despite strong growth, the Mid-East region comprising Meath, Kildare and Wicklow appears to be underperforming in comparison to other regions recording the second lowest trip generation and revenue rates of all regions with only the Midlands region faring worse. Furthermore, of the three Mid-East Counties, Meath fares the worst in terms of both overseas and domestic tourism numbers and associated revenue generated (Table 6).

In close collaboration with the operators of Fairyhouse racecourse and with the support of Meath County Council, community stakeholders and business groups, **the development envisaged by BEO for South Ratoath offers major potential to reverse the County's sub-par performance in tourism.** Delivery of a high-class hotel with close synergies to the established equine cluster will encourage a higher rate of overnight visitors, crucial to maximising the spend capture of domestic and overseas tourists. It is envisaged that the hotel and spa will have a broad enough appeal to capture a range of markets including equestrian tourism (building on visitor numbers to Fairyhouse, Tattersalls and the equestrian

hub proposed), the business market (drawing on synergies with the business campus) and the wider general market (noting the proximity to Dublin City, Dublin Airport, Port, the broad range of amenities the new equestrian hub will offer to families and ever expanding luxury spa and wellness retreat market).

With over 66,000 visitors annually to Fairyhouse's 20- plus racing fixtures, along with Tattersalls International Horse Trials and Country Fair and the draw of regular Tattersalls Sales events throughout the year, there is a clear demand for high class accommodation at Fairyhouse. With these annual demand spikes at Fairyhouse, and the general lack of high quality (Four Star +) accommodation in the south County Meath area, and considering the overall high demand for hotel accommodation both in the Dublin region and Ireland generally, the addition of a luxury hotel at Fairyhouse is considered to be highly viable in development terms. This is a view shared by the operators of Fairyhouse Racecourse who welcome the addition of a superior hotel and space accommodation on lands adjoining their premises.

SUPPLY OF HOTEL ACCOMMODATION

Research undertaken by Fáilte Ireland shows there are just 17 hotels in Co. Meath currently offering a total bed capacity to accommodate 2,734 visitors (Table 7). The locations of which are illustrated in Figure 18. By comparison, neighbouring County Kildare has a much higher room capacity with 3,347 bed spaces available for visitors to the County.

Given the steady growth of the Irish economy, the projected growth in tourism numbers (12 million by 2022) and the potential to generate significant economic benefits for the wider business community, a **higher provision and diversity of hotel accommodation would place Meath** in a stronger position to increase its share of this growth. With many visitors seeking alternative accommodation in Airbnb rentals (over 300 homes are now listed on Airbnb), there is a strong case to increase the availability of hotel accommodation that will create jobs and make a much stronger contribution to the local economy than the Airbnb market can provide.

Currently, visitors to Fairyhouse are directed to a limited selection of 4-star hotels in Dunboyne, Ashbourne, Trim and to out of County hotel providers in West Dublin and Kildare. International equestrian tourism is typically high end with expectations for 4-star and 5-star accommodation options. Despite the major equestrian attractions in the County, this is a market that Co. Meath has failed to adequately deliver for with a much higher standard of hotel option available to serve competing equestrian centres in Co. Kildare, for instance.

In seeking to advance its plans for Ratoath, BEO will provide a solution to the current shortfall, thereby maximising the benefits that the established equine cluster can bring to the local economy.

Table 7 Supply of Hotel Accommodation in Meath

Rating	Premises	Rooms	Beds
5-Star	-	-	-
4-Star	7	792	1933
3-Star	8	220	578
2-Star	2	74	223
Total	17	1086	2734

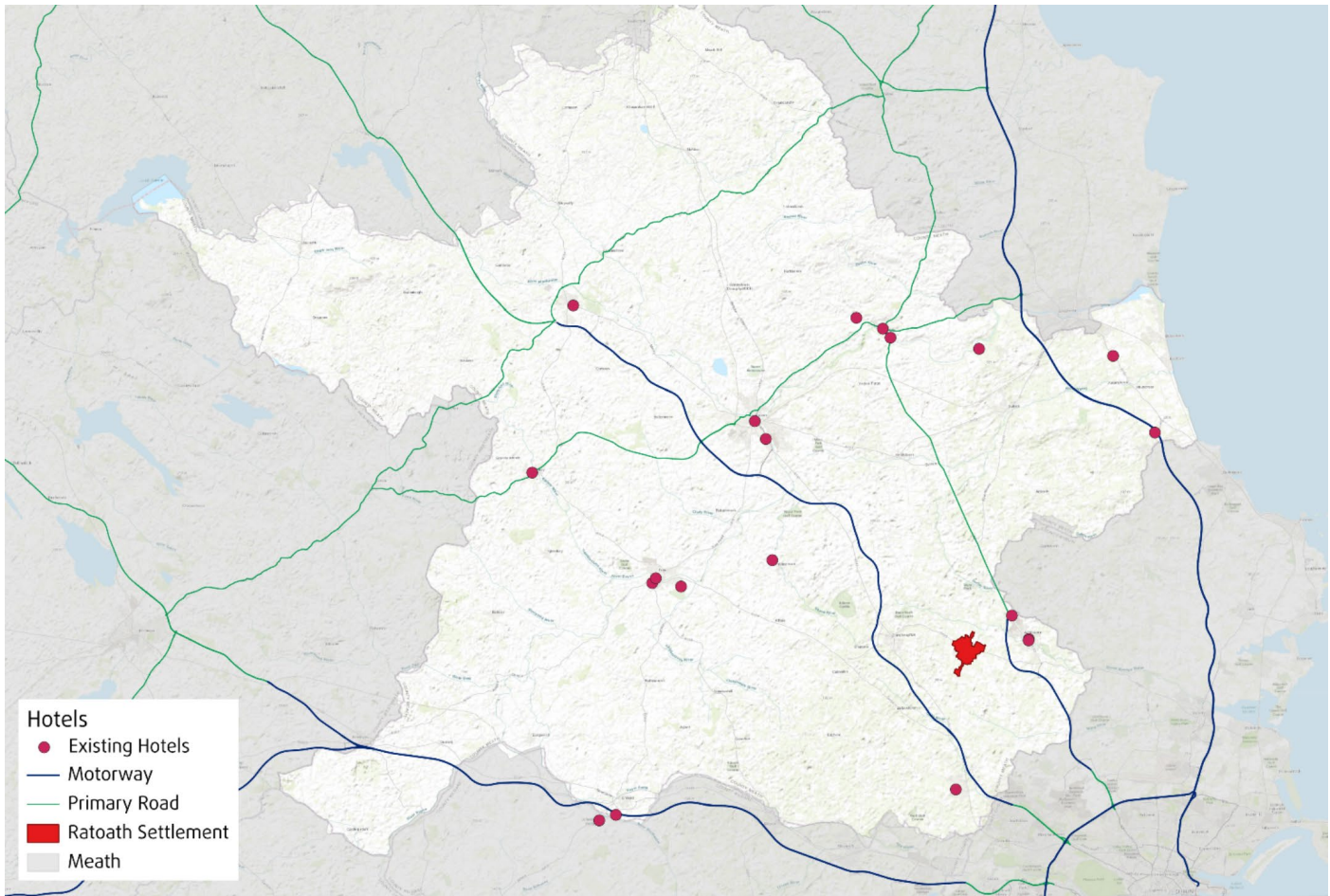


Figure 18 Hotel Provision in Co. Meath

RECREATION AND AMENITY



Through their ambitious plans for the area, BEO is not only investing in the equine economy, it is also presenting **significant community gain** that will benefit the existing and future population of Ratoath. While there is a strong local offering in terms of traditional sports such as GAA and soccer, the socio-economic profile of the town, set out in Section 2.0, shows there is scope for greater diversity in amenities and facilities serving the town.

Provision of a swimming pool in Ratoath has long been a feature of planning policy for the town, reflected most recently in the Draft Plan by way of RATH OBJ 10 set out below.

RATH OBJ 10

To reserve lands off the Fairyhouse Raod for the provision of a swimming pool

It is BEO's understanding that there has been no genuine offer by a private investor to develop a pool in the town until now. A **state of the art recreational and leisure centre will** be delivered on the northern portion of the subject lands, closest to established and proposed residential neighbourhoods and the town centre. The key attraction of this centre will be a **Swimming Pool** fully available and open for public use. With the proposed realignment of the RORR and the greenway walk and cycle route, accessibility to this major piece of community infrastructure will be quick and convenient for all residents of the town and will also be within easy reach of visitors to the equine hub. The presence of a pool and leisure centre will also encourage a higher level of footfall to the equine hub and will contribute to the vibrancy, vitality and viability of this major new centre. The addition of a pool is just one of many benefits that the economic hub will bring to the people of the town and for the local and regional economy.

EXECUTIVE GRADE RESIDENTIAL ACCOMMODATION



Executive grade residential accommodation is envisaged to appeal to Fairyhouse's and Tattersalls' growing corporate client base, and also to the C-Suite Executives employed in the proposed business campus. The FDI and multi-national organisations which the business campus will seek to attract have a stream of senior personnel coming to Ireland on contract work who require a high-class accommodation offer. The exceptional properties proposed will be fitted to the highest luxury standards and will feature a range of 5-star amenities. This element of the equestrian hub concept is a central feature of BEO's business plan that will help to secure the viability of the wider development proposals.

BUSINESS CAMPUS



DESIGNATED SES'S
ARE INTENDED TO
PROVIDE LOCALLY
BASED EMPLOYMENT
OPPORTUNITIES

Overview

In selecting lands in South Ratoath as a new Strategic Employment Site (SES), the Draft Plan has provided a strong endorsement of the area as an attractive base for both FDI and SME's. Designated SES's are intended to provide locally based employment opportunities for residents to counteract the unsustainably high level of commuting to Dublin. With this in mind, and with appropriate land use zoning in place, BEO is committed to delivering significant employment-generating uses thereby arresting the trends towards outbound commuting in the county.

The creation of new enterprise and employment lands will allow Ratoath to grow as a self-sustaining settlement and accordingly be recognised in terms of its position in the settlement hierarchy of the Core Strategy for the county. The new employment zone will be designed to complement the equine nature of surrounding lands – Tattersalls and Fairyhouse and will also appeal as back office locations for high technology firms based in Dublin City Centre.

THE FDI SECTOR

The FDI sector has been a major contributor to Ireland's economic performance in recent years. Figures from IDA Ireland show that for every ten jobs created by FDI in Ireland, 8 more jobs are generated in the wider economy. As noted in the Economic and Employment Strategy of the Draft Plan, IDA Ireland is committed to increasing FDI at a regional level and achieving a more even spread across the country with positively impacts arising for indigenous business and regional locations. The IDA's national strategy⁴ sets out ambitious targets include 80,000 new jobs, 900 investments, €3bn R&D investments and balanced regional growth.

Attracting FDI requires an ability to meet a range of requirements that will make specific locations stand out in a globally competitive landscape. These requirements include access to strong and robust business centres with an adequate population base, access to skillsets, industry clusters, sub supply environment, infrastructure and property. Quality of life is another important aspect for IDA Ireland clients, in order to attract international talent. Therefore, well located, quality housing, services and amenities are essential to creating sustainable business communities

In seeking to secure a strong share of overall FDI growth in Ireland and to contribute to the IDA's FDI targets, the Draft plan sets out a vision to enhance the competitiveness and attractiveness of Meath in order to make it one of Ireland's prime locations for indigenous and foreign economic and employment generating

investment. Furthermore, a key policy of the Plan is to promote the County as a cost-competitive and well-connected investment location in the Greater Dublin Area. With its plans to develop a major new employment hub in Ratoath, **BEO Properties Ltd. is offering a critical opportunity to strengthen the County's share of FDI and to contribute to the delivery of the additional 7,500 jobs** identified in the Draft Plan to broaden the County's economic base. In fact, BEO's plans for South Ratoath align with and will make **a substantial contributing to the Economic Strategy of the Draft Plan on multiple levels**, as follow:

- i. by investing in and supporting Irish owned companies (most notably the established equine businesses of Fairyhouse and Tattersalls);
- ii. by contributing to the viability of wider business in Ratoath and surrounding areas; and,
- iii. by seeking to deliver new opportunities for indigenous companies and FDI companies.

Marketing Ratoath as a Prime Location for Business

The IDA's promotional material on investing in Meath highlight the following major attributes:

- Unparallel competitive advantage in Ireland;
- Excellent transport and communications infrastructure;
- Highly skilled and educated workforce 37 languages spoken (multilingual population);
- Competitive cost base – with lower housing and commuting costs, Meath represents a value for money location with 30% savings on purchasing and 47% on renting compared to the Dublin market prices.

These USP's are recognised by BEO as demonstrated by the major investment the company has already made in South Ratoath, and will continue to do so, with support from

Meath County Council. Furthermore, BEO will draw heavily on these attributes in marketing the broad appeal of Co. Meath as a premier, cost effective location in which to do business. This will be underpinned with a more localised focus on the major opportunities that exist to capitalise and build on the success of the established equine centres at Fairyhouse and Tattersalls and the availability of an educated local workforce with a high concentration of managers and higher professionals living locally.

Employers now have a greater appreciated than ever before of the importance of work-life balance both in terms of the impact on staff productivity and in terms of attracting new recruits in an increasingly competitive jobs market. Time spent commuting is a critical part of the work/life balance equation. A key message in marketing Ratoath as a business destination will be the benefits it offers in terms of reduced commuting times. Essentially - locate outside the Dublin region and your workforce will spend less time 'on the road' – a great help in attracting potential employees.

Another aspect that BEO will seek to promote is the East Meath regions proven track record in attracting FDI with recent investments from multinationals such as Facebook and Shire Pharmaceuticals supplementing the presence of long-established industry giants like Coca Cola. **With Dublin Airport just a 20-minute drive, Dublin Port within a 30-minute reach**, and with strong rail and road links to Belfast, Ratoath is a strategically located but affordable alternative to the Dublin region. The target market for the business campus element of the Economic hub will be technology and fintech firms seeking a back-office location to support their city head quarter base. With commercial and residential rents continuing to rise, Meath can offer a significantly lower cost base than that which is available in Dublin. This will place companies in a stronger position to attract the talent required to grow and expand their operations in Ireland.

Table 8 presents an overview of how BEO's proposal delivers some of the key components identified in the Draft Plan as important in promoting the County as an economic centre and achieving its jobs targets.

Table 8 How BEO's Plan Aligns with the Draft Plans 'Components to Promote the Economic Development of Co. Meath'

Draft Plan's – Components to Promote Economic Development of Co. Meath	BEO's Ambition for South Ratoath
Identifying key strategic sites for employment generation in County Meath for the promotion of economic growth locally;	The lands between Fairyhouse and Ratoath town centre are designated as a Strategic Employment Site. In line with the vision for SES', BEO is seeking to deliver a major new economic hub with close synergies to Fairyhouse and Tattersalls , expanding the equine theme to include a range of new employment uses in business, tourism and retail.
Reserving sufficient employment zoned land in suitable locations for industry and enterprise uses;	Through this submission, BEO is seeking a redrawing of the 'WL' designation to encompass lands to the east of the current proposed zoned lands. For the full potential of equine hub envisaged in the Draft Plan to be realised, a substantial land bank is required. The proposed lands on which BEO is seeking a WL zoning are much better positioned to achieve the twin objectives of enhancing the relationship to the current equine base at Fairyhouse and Tattersalls and to strengthening the relationship of this base to the town centre.
Offering a good quality of life encouraging and providing a sustainable "live work" development model in the County, thereby reducing unsustainable long-distance commuting patterns for employment;	With the potential to create over 6,500 new jobs , BEO is presenting a one-off unique facility that has the potential to completely transform the local economy and provide much needed jobs alternatives to counteract the high level of unsustainable, long distance commuting in Ratoath and surrounding areas. BEO's plans embody the 'live-work' development model that is continually cited in the Draft Plan and in broader economic plans for the county and region.
Providing and facilitating the provision of requisite physical infrastructure;	BEO's is presented an unparalleled offer to complete the Ratoath Outer Relief Road prior to occupation of any future residential or economic development. The costs for completion of the road, with a revised alignment to provide direct connectivity to Fairyhouse, will be entirely borne by BEO. A greenway corridor will also be delivered.

JOB GENERATING CAPACITY



The UK employment density guidelines⁵ have been applied to estimate the full-time equivalent (FTE) employment positions that could be created on full occupancy of the Economic Hub. Employment density refers to the average floorspace (in m²) per FTE member of staff (extract provided in Appendix 4).

The floorspace areas are derived from the Schedule of Areas and Accommodation provided in Appendix 1. Applying standard deductions (in line with the HCA Employment Density Guidelines) for net internal area (assumes 15% less than gross floor area), a full-time employment equivalent of 6,162 positions has been determined for the Business Campus element, based on the density guideline provided for General Office – Professional Services (Table 9).

Table 4 presents a cumulative overview of the potential number of jobs that could be created by the different components of the Economic Hub. In total, employment positions that could potentially be created by the full occupation of

the proposed Economic Hub in South Ratoath is 6,625.

This is 6,625 positions that will have broad appeal and that will require a range of skillsets, qualifications and experiences. There is huge scope for these positions to be filled primarily by local people native to Ratoath and surrounding areas.

As referred to earlier, the Economic Strategy for Co. Meath sets a commitment to create 7,500 new jobs by 2022, secure a 40% increase in new investments by Irish owned companies, and increase FDI in the County by 15%.

This major investment by BEO in South Ratoath will **make a huge contribution to job creation in the County and set a new standard for delivery of local employment** in a County that has a serious underprovision of opportunities for its resident workforce.

⁵Home & Communities Agency (2015) Employment Density Guide. Available at: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/484133/employment_density_guide_3rd_edition.pdf. Accessed 30/04/19.

Table 9 Employment Density

Proposed Use	Category	Gross Floor Area (GFA) sq.m or alternative	Net Internal Area (NIA) deduction sq.m	Employment Density per FTE	FTE
Business Centre	General Office: Professional Services	87,000	73,950	12	6,162
Conference Facilities	R&D space??	4,500	3,825	40-60 (median 50 used)	76.5
Hotel & Spa	Hotel: Upscale	250 beds	n/a	1 per 2 beds	125
Recreational Facilities and	Fitness Centres: Mid-Market	4,000	3,400	65	52
Local Shops	Retail: High Street (equiv.)	3,500	2,975	15-20 (median 17.5 used)	170
Museum & Exhibition Space	Visitor & Cultural Attractions	6,500	n/a	30-300 (median 165 used)	39
Total					6,625

EMPLOYMENT AND POPULATION SCENARIOS

A series of employment and population scenarios have been prepared to establish the impact of job creation arising from occupation of the proposed equestrian based economy hub. The full range of scenario tables are set out in Appendix 5.

The purpose of the scenarios are as follows:

i. Employment Potential - Current Commuter Population: To estimate the proportion of the current commuter population that could realistically avail of job opportunities arising from the proposed development. For this, the current economic classifications of the commuter population for both Ratoath ED and the wider Meath region were examined to identify people who are currently employed in similar occupations to those which could be created at the new employment hub.

ii. Population Impact - To determine the likely number of people who might be enticed to relocate to Co. Meath to avail of the job opportunities made available by the proposed development at Ratoath – the projected future workforce.

i - EMPLOYMENT POTENTIAL – CURRENT COMMUTER POPULATION

iii. Analysis was completed using Census 2016 Place of Work, School or College – Census of Anonymised Records (POWSCAR)⁶ data. This provides origin-destination information for inflow and outflow of individuals for work, school or college. This was used to analyse potential redirection of flow to the new subject development. Unless stated all figures denote both workers as well as those attending school and college. An exercise in reducing these figures to isolate the worker component was undertaken.

⁶<https://www.cso.ie/en/census/census2016reports/powscar/>

RATOATH ELECTORAL DIVISION ANALYSIS

Commuter outflow patterns to the Greater Dublin Area (GDA) were first analysed with POWSCAR data based on the Ratoath Electoral Division (CSOED-11016). The total outflow pattern of commuters from Ratoath ED can be seen in Figure 19.

Table 10 shows the industries of employment that commuters residing in Ratoath ED are currently employed in. The industry categories of 'Commerce and Trade', 'Professional Services', and 'Other' are of relevance as these are likely

to be most compatible with the type of jobs that will be created at the proposed new employment hub. Adjustments have been factored in to the POWSCAR data to isolate out the proportion of the commuting population who is 'at work', as opposed to students, the unemployed or those seeking their first job. This means that a total of 2,176 people from the current commuting population of Ratoath ED are employed in relevant industry categories of 'Commerce and Trade', 'Professional Services' and 'Other'. This is the **local labour force that the proposed new employment hub** would appeal to.

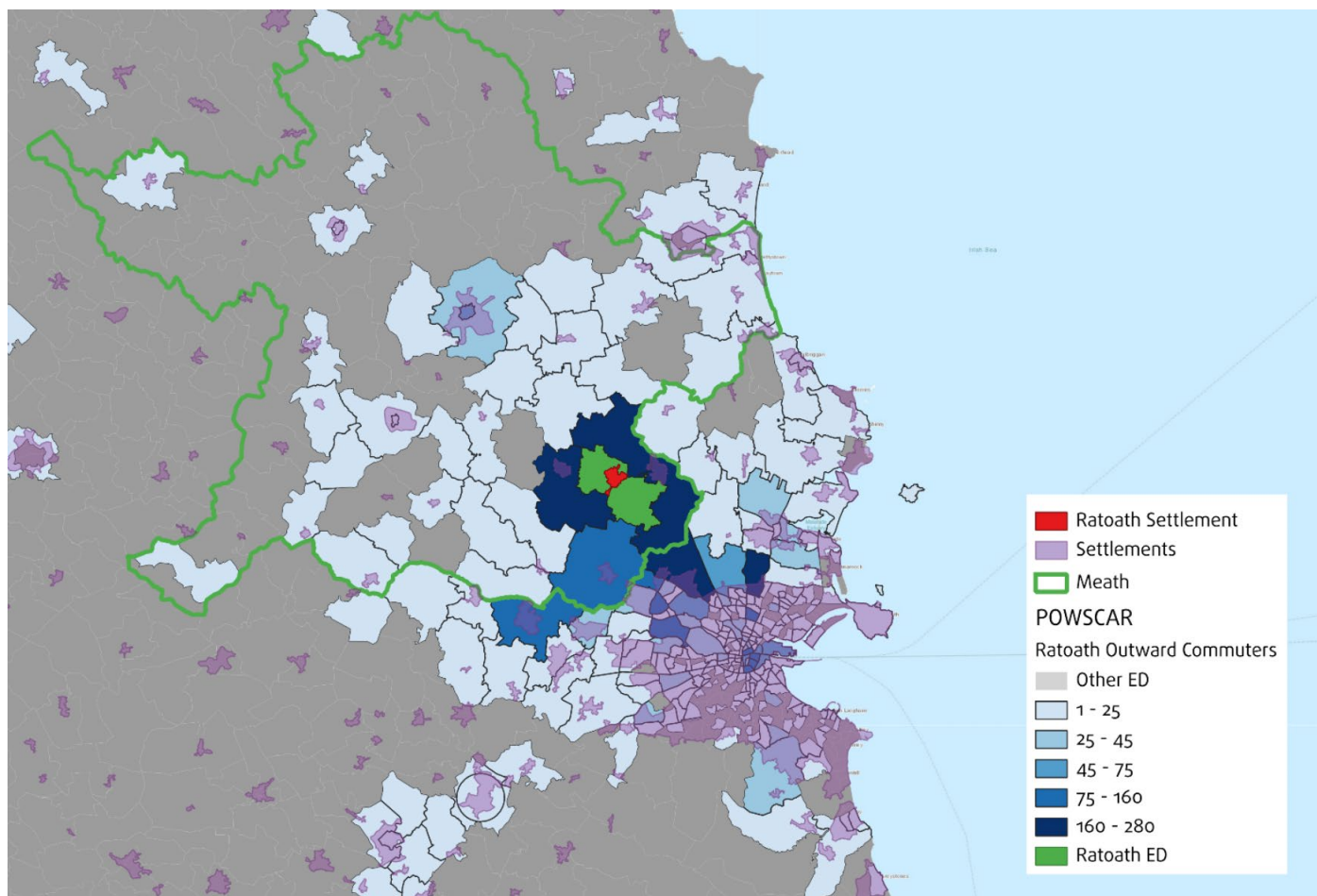


Figure 19 Commuter Outflow from Ratoath ED to the GDA

Table 10 Ratoath Commuters – Employment Industries

Industry	Total	Relevant Industries Total
Agriculture forestry and fishing	42	n/a
Building and construction	200	n/a
Manufacturing industries	348	n/a
Commerce and trade	979	979
Transport and communications	503	n/a
Public administration	236	n/a
Professional services	732	732
Other	465	465
Total	N/A	2,176

Table 11 presents one of four scenarios that have been prepared to show the potential for the existing local work force to be employed in the proposed economic hub. If, for example, 30% of commuters who currently leave the county

from Ratoath ED and who are currently employed in similar industries to that which is proposed, availed of the job opportunities that the development proposal would bring, this would equate to **653 people**.

Table 11 Ratoath Commuters – Employment Scenarios

Scenario 3	30.00%	Relevant Industries Total
Industry of Employment	Commuters	
Agriculture forestry and fishing	12	n/a
Building and construction	60	n/a
Manufacturing industries	104	n/a
Commerce and trade	294	294
Transport and communications	151	n/a
Public administration	71	n/a
Professional services	220	220
Other	139	139
Sum of relevant	N/A	653

MEATH COMMUTER BELT CATCHMENT – GREATER DUBLIN AREA⁷

The same analysis was conducted for the surrounding commuter belt catchment of Ratoath in Meath. A selection of electoral divisions based on commuting pattern (influenced by flow of direction and transport

routes) was completed. This aimed to analyse the potential number of commuters in the surrounding areas that typically commute out of county. The below map highlights the number of commuters that leave their respective ED of residence (Figure 20).

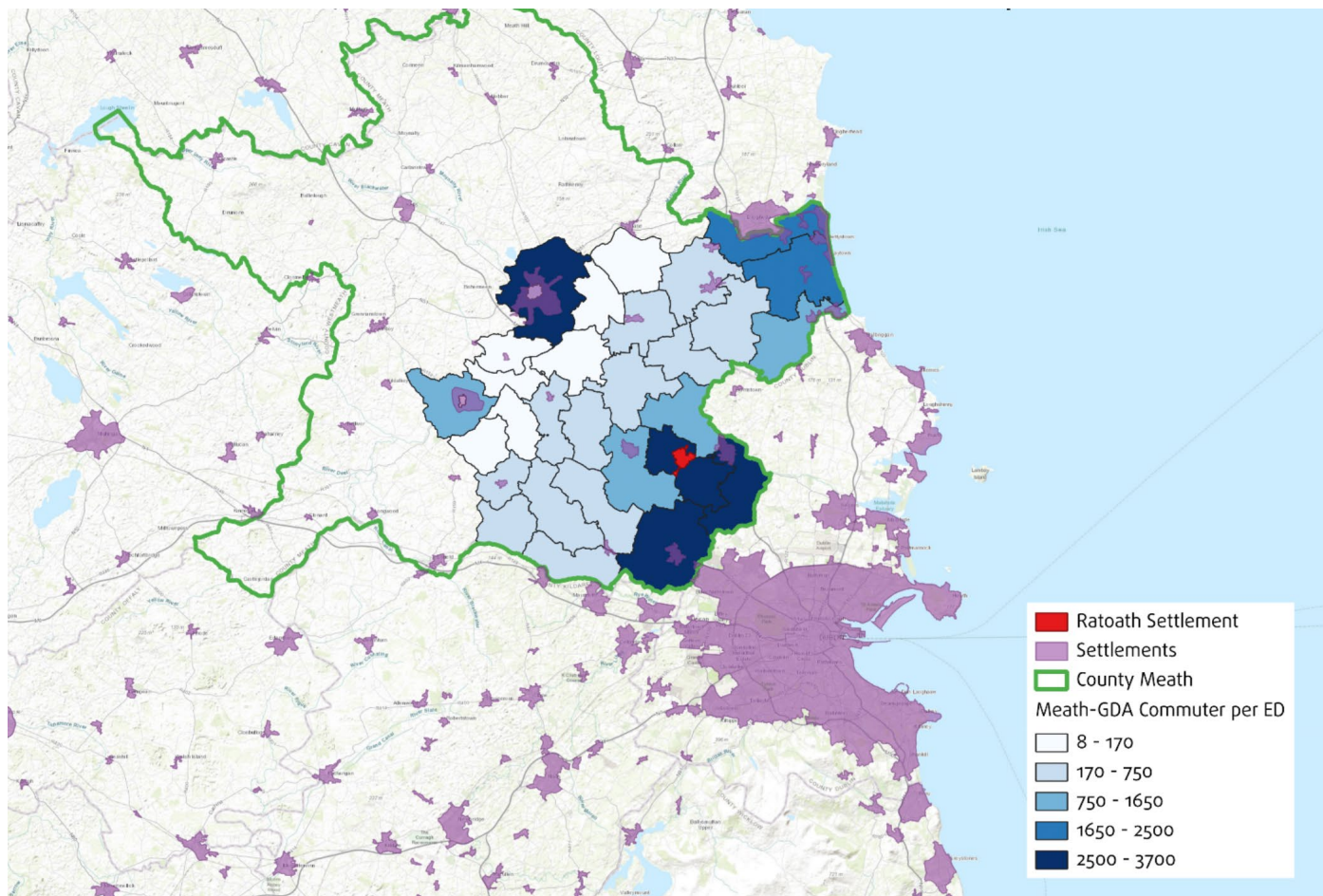


Figure 20 Surrounding commuter belt catchment – outflows to GDA

The commuter profile was then analysed to extract out the proportion ‘at work’ as opposed to students etc. The number of commuters employed or ‘at work’ in the compatible industry categories of ‘commerce and trade’, ‘professional services’ and ‘other’ are listed in Table 12.

Of this, there are a resulting 12,877 people from the surrounding commuter belt catchment working in related industries who commute outside of Meath to Dublin or Kildare for work. The proposal for an equestrian based economic

hub with commercial, retail and tourism uses will provide a major new, locally based, employment option likely to appeal to these people.

If for example, 30% of commuters (Scenario 3) who currently leave the county from the East Meath commuter belt were redirected to work at the proposed economic hub at Ratoath, this would result in 3,863 people being employed locally. A range of scenarios are provided in Appendix 5 of this submission.

⁷ Greater Dublin Area comprising of Dublin administrative boundaries; Fingal, Dublin City, South Dublin and Dun Laoghaire Rathdown, and Kildare.

Table 13 Meath Commuter Belt Catchment – Employment Scenarios

Scenario 3	30.00%	Relevant Industries Total
Industry of Employment	Commuters	
Agriculture forestry and fishing	283	n/a
Building and construction	465	n/a
Manufacturing industries	724	n/a
Commerce and trade	1,538	1,538
Transport and communications	603	n/a
Public administration	361	n/a
Professional services	1,354	1,354
Other	971	971
Sum of relevant	N/A	3,863

ii. POPULATION IMPACT

A similar methodology as set out above for the employment scenarios based on the current commuter population was applied to the projected populations for County Meath. From the projected population, the number of students and workforce were deduced through application of labour force participation rates published by the CSO⁸. These provide the projected rates for male and female cohorts for the years 2021, 2026 and 2031. These were applied to the appropriate cohorts in the population projection. It should be noted that the age cohorts of 15-19 and 20-24 are assumed to be students. The results of which are shown below:

Table 14 County Meath Population Projections

Meath	2021	2026	2031
Population	209,456	225,220	242,328
Workforce	86,809	95,463	105,792
Students	11,712	13,937	14,896

The projected workforce was then processed into industries of employment using the county average ratios of the census recorded industries seen below.

Table 15 Industries of Employment

Industry of Employment	Rate
Agriculture forestry and fishing	4%
Building and construction	7%
Manufacturing industries	11%
Commerce and trade	24%
Transport and communications	10%
Public administration	6%
Professional services	21%
Other	15%

⁷ Table 7.3 Labour Force participation rates by education status, sex and age group, 2006 – 2031 & Table 7.4 Labour force participation rates by sex and age group, 2006 – 2031 published by Central Statistics Office. <https://www.cso.ie/en/releasesandpublications/ep/p-plfp/populationandlabourforceprojections2017-2051/labourforceassumptions/>

The resulting projected industries of employment of the workforce are set out in Table 16. Taking into account the relevant industry categories – ‘commerce and trade’, ‘professional services’

and ‘other’, the projected future labour force available to work in the proposed employment hub is **58,543** people in 2026 growing to 64,877 by 2031.

Table 16 Projected Future Labour Force by Employment Industry

Industry	2021	2026	2031
Agriculture forestry and fishing	3,893	4,281	4,745
Building and construction	6,409	7,048	7,811
Manufacturing industries	9,976	10,970	12,157
Commerce and trade	21,199	23,312	25,834
Transport and communications	8,315	9,144	10,133
Public administration	4,980	5,476	6,069
Professional services	18,658	20,518	22,738
Other	13,379	14,713	16,305
Total	86,809	95,463	105,792



DELIVERING HOUSING

This section should be read in conjunction with the following:

Concept Masterplan prepared by Lafferty Architects, as provided as a standalone printed report (Appendix 1).

“
ALLEVIATING
CONGESTION
PROBLEMS
AND PROVIDING
A SAFER, MORE
ACCESSIBLE
PUBLIC REALM
”

As set out in Section 2.0, Ratoath’s resident population is projected to increase by 16-17% over the ten-year period to 2026. The Draft Core Strategy identifies a requirement for 803 units over the plan period 2020-2026. As the lands zoned for tourism and employment lands are developed, greater demand for housing will arise. Additional New Residential (A2) zoning will facilitate this demand.

STRATEGIC HOUSING DEVELOPMENT (SHD)

BEO Properties Ltd. is currently advancing plans for a Strategic Housing Development (SHD) application to incorporate a crèche facility on lands zoned ‘A2 – New Residential, Phase II (Post 2019) under the current 2013-2019 Development Plan (Figure 21).

The update/adjustment of the 2013-2019 Phase II lands to “A2 - New Residential” is a sensible approach, supported by BEO Properties Ltd. The SHD will seek permission for a 500-unit residential development and crèche facility (extract from Concept Masterplan provided in Appendix 1 is set out in Figure 22).

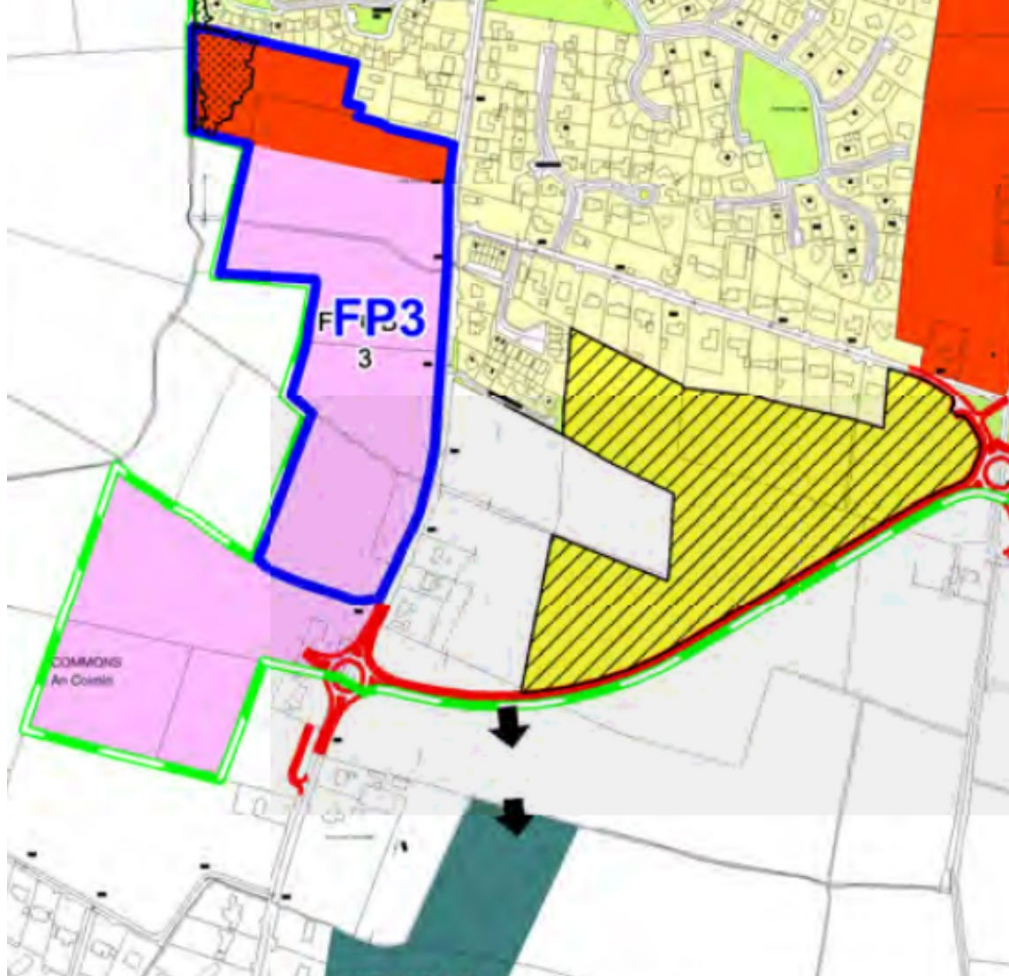


Figure 21 A2 New Residential zoned lands (Phase ii – Post 2019) indicated in yellow with diagonal black lines for which an SHD scheme of 500 no. units is currently being prepared



Figure 22 Housing Masterplan lands for which a 500-unit SHD scheme is currently being prepared

It is important at this point to **reaffirm BEO's commitment to complete the Ratoath Outer Relief Road in full prior to occupation of residential or economic developments.** To ensure the residential development proposal is fully supported by essential infrastructural services, namely the RORR, a combined SHD and road application will be prepared (pending the adoption of the proposed realigned road route as part of the Meath County Development Plan 2020-2026).

The SHD application for 500 no. units will be carefully designed to fully conform with all relevant provisions of Plans and Guidelines, such as those set out below:

- Design Standards for New Apartments – Guidelines for Planning Authorities (2018)
- Meath County Development Plan 2013-2019 (referred to as MCDP)
- Urban Development & Building Height Guidelines
- Sustainable Residential Development in Urban Areas (2007)

Furthermore, the SHD will deliver a development that is fully compliant with Objectives 11 and 12 of the Draft Ratoath Written Statement:

RATH OBJ 11

To promote a high standard of architectural design, and quality of materials utilised throughout the Development Framework area, that is appropriate in scale, and form to it's location

RATH OBJ 11

To require that development proposals are prepared in accordance with a masterplan which includes an, urban design and landscape design statement.

Chapter 4 of the National Planning Framework seeks to make urban places stronger “to enhance people’s experience of living and working in and visiting urban places”. To this end, National Policy Objective 4 seeks to create “attractive, liveable, well designed, high quality urban places that are home to diverse and integrated communities that enjoy a high quality of life and well-being”.

The delivery of an SHD at this location on the edge of the built up catchment is representative of the sequential approach and aligns with the provisions of the NPF in seeking to ensure that new development is compact and sustainable in the interests of enabling people to use more sustainable modes of transport (such as walking or cycling); being closer to local services and facilities; and securing the viability of local services, shops and public transport.

As can be seen in the Concept Masterplan extracts submitted as part of this report, a high-quality provision for public open space and communal amenity space will be delivered. A series of pocket parks are strategically sited throughout the development. In addition, private open space provision will include a mix of gardens, patios/terraces and balconies depending on the unit type.

HOUSING EXPANSION LANDS –
PROPOSED EXPANSION OF A2 NEW
RESIDENTIAL LANDS

THE REQUEST

- The sensible infill-zoning of the adjoining plot, as proposed in the Draft Plan by zoning it A2 New Residential, is supported by BEO Properties Ltd. (Figure 23). The infill-zoning plot will allow for delivery of approximately 94 additional residential units. The Concept Masterplan prepared by Lafferty Architects (Appendix 1 and Figure 22 earlier) shows this potential housing expansion area as demonstrative of a plan-led and holistic approach. A direct access onto Fairyhouse Road could be delivered as part of this future development.
- The additional new residential lands (A2) will optimise viability and functionality of the proposed extended relief road and will have a mutual reinforcing and positive impact on the employment hub to be created. It will complete the development of an integrated and connected mixed use zone specifically designed to consolidate Fairyhouse and Tattersalls position in Ratoath and to radiate back the benefits of these major tourism assets to the town centre.

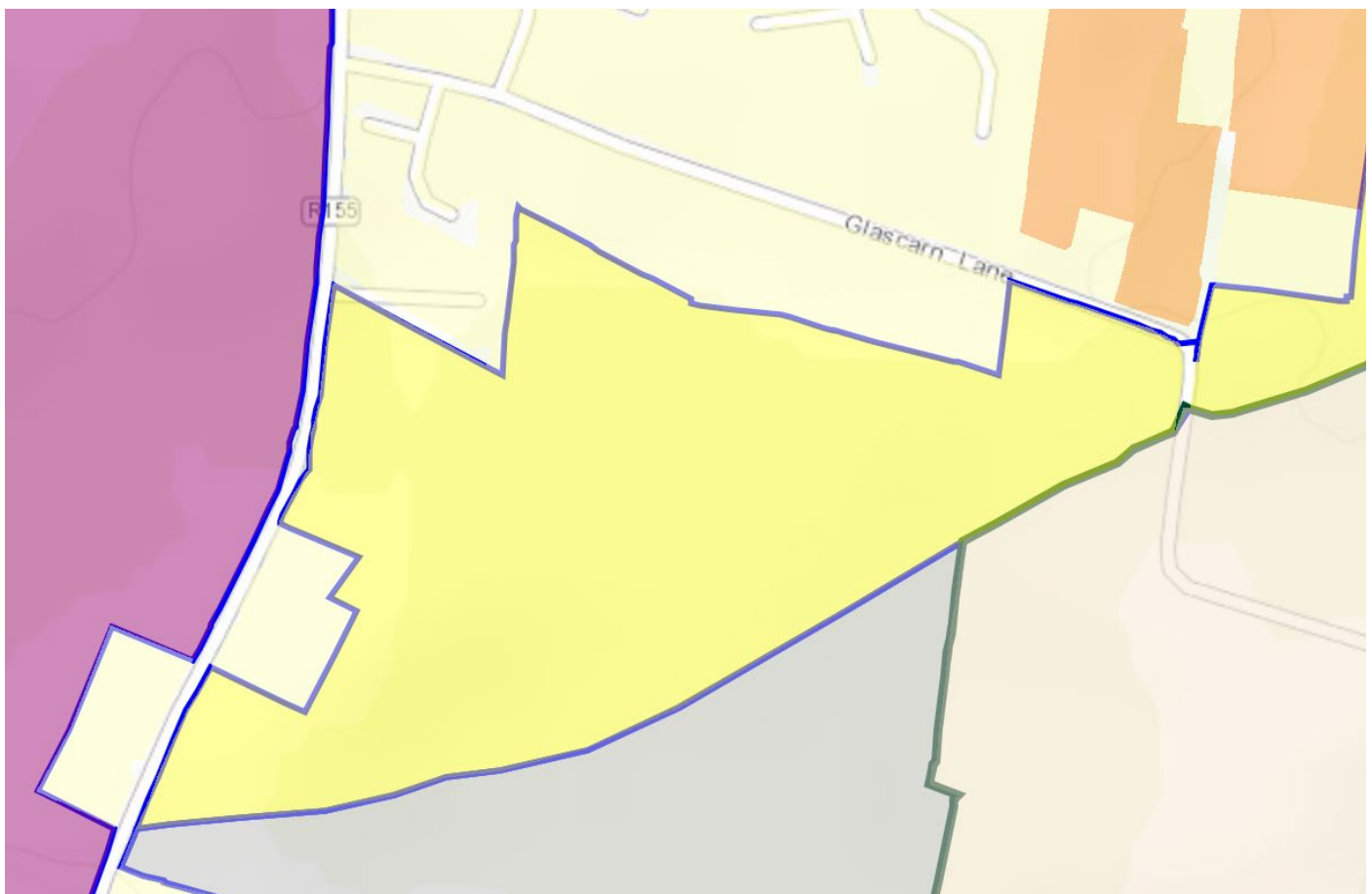


Figure 23 'A2 – New Residential' zoning (indicated in yellow) as proposed in the Draft Meath County Development Plan 2020-2026

CONCLUSION

BEO'S PLANS REPRESENT THE 'TARGETED CATCH UP' INVESTMENT THAT THE DRAFT PLAN HAS IDENTIFIED AS BEING SO IMPORTANT TO THE SUCCESSFUL GROWTH AND DEVELOPMENT OF RATOATH

The development proposals described in this submission have the potential to **transform Ratoath into a thriving 'live-work' community**. The integrated, holistic approach taken by BEO in Masterplanning for the future sustainable development of the town will ensure that transport and community infrastructure are in place to serve the future resident and worker population uplift that this proposal will generate.

BEO is fully resourced to continue its investment in South Ratoath and to **deliver the 'internationally significant equine hub'**, envisaged in the Draft Plan. With the completion of the Ratoath Outer Relief Road as a key enabling step, the developers are presenting an **unparalleled opportunity to deliver the vision for the future of Ratoath**, in line with the ambition for the town that is described in the draft Plan. With support from the Planning Authority, by way of the facilitatory land use zoning objectives requested in this submission, the fortunes of Ratoath town, its current and future residents, can be radically altered for the better.

A plan-led **solution to the commuter crisis** facing the town and wider east Meath region is now on the table. A range of **multi-skilled jobs** will be created in tourism, commerce and specialist retail (equine themed). The diversity of jobs will appeal to a significant proportion of the population who currently commute out of the town and wider Meath area for work. Furthermore, the scale of the proposal means that locally based jobs will also be available for the future population of the town.

BEO has identified, in close collaboration with the operators of Fairyhouse Racecourse, a viable development solution that **unlocks the full economic potential of the equestrian cluster** and does so in a way that will ensure the benefits are felt by the wider business and resident community of Ratoath. Key to this is the **landscaped boulevard (greenway corridor)** that will encourage footfall between Ratoath town and the proposed new employment hub at Fairyhouse and that will greatly enhance the current amenity provision serving the town.



TRANSFORMING RATOATH

The proposed realignment and extension of the RORR is an essential enabler to realising the ambition for the equestrian cluster and for the proposed new residential community. It will be delivered prior to first occupation of development. The Route Options Report prepared in support of this submission provides the **evidence base required to justify the realignment** – with rational arguments that clearly highlight the advantages of the proposal route over the main alternative, shorter route.

The residential proposal which includes a crèche facility responds to the **identified demand for future housing** at a location that neighbours the existing built up area of the town. The **significant social infrastructure offer** – swimming pool and leisure centre, are intended to be located to the north of the proposed new economic hub, to allow convenient access for residents. The retail and tourism aspects of the proposal which include equine retail, museum, conference

spaces, hotel, spa and executive residential accommodation, are directly linked to Fairyhouse and will greatly elevate the tourism product on offer.

As a collective, **BEO's plans represent the 'targeted catch up' investment** that the Draft Plan has identified as being so important to the successful growth and development of Ratoath. BEO would greatly appreciate the opportunity to provide further detail on its plans for Ratoath and look forward to working in collaboration with the Planning Authority, the operators of Fairyhouse and Tattersalls and the local community, to secure a successful, sustainable future for the town.

APPENDIX 1

SOUTH RATOATH CONCEPT MASTERPLAN

Please refer to Standalone Printed Report entitled

CONCEPT MASTERPLAN - FAIRYHOUSE/TATTERSALLS
STRATEGIC ECONOMIC ZONE, RATOATH, CO. MEATH

Prepared by Lafferty Architects.

APPENDIX 2

ROUTE OPTIONS REPORT

Please refer to Standalone Printed Report entitled

**RATOATH OUTER RELIEF ROAD CONSTRAINTS STUDY
AND ROUTE OPTIONS REPORT**

Prepared by O'Connor Sutton Cronin Consulting Engineers

APPENDIX 3

LETTERS OF SUPPORT FROM THE OPERATOR OF FAIRYHOUSE RACECOURSE



Fairyhouse Club Limited, Ratoath, Co. Meath.
Registered Office: Horse Racing Ireland, Ballymany, The Curragh, Co. Kildare.
Tel: 01 825 6167 | Fax: 01 825 6051
Email: info@fairyhouse.ie | www.fairyhouse.ie

Ms. Jackie Maguire,
County Manager,
Meath County Council,
Bevinda House,
Johnstown,
Navan,
Co. Meath

7th October 2019.

Dear Jackie,

On 10th June, 2019 myself and a number of the Fairyhouse committee met with the developer who propose to carry out a mixed use development on land adjacent to the property owned by Fairyhouse racecourse.

There was a presentation made by Future Analytics and their architects which went in some detail their proposed masterplan for the area.

We at Fairyhouse noted the proposals including those which would enhance and improve the racing and equestrian offering for the area along with proposals for new hotel and recreational facilities. We also noted the proposal for a business campus adjoining our lands and the high end residential complex.

We support the development of the Ratoath Relief Road which was outlined to us and would certainly help with traffic flow to the racecourse on busier days. The creation of a walkway and cycle path to Ratoath from Fairyhouse would be a major asset in that it would reduce the current safety risk of walkers and cyclists between town and racecourse.

We would like to express our support of the proposals given the tangible benefit to Fairyhouse racecourse and the Ratoath area. We support the masterplan since it presents the opportunity for growth and development into the future. Fairyhouse racecourse has huge potential and this can help kick start its development for the benefit of Irish racing and the greater Meath area.

It is the view of Fairyhouse that the vision demonstrated in this masterplan represents an exciting and important opportunity for the redevelopment and enhancement of this iconic racing facility and for the area generally.

Yours sincerely,

Peter Roe

Directors: Mr. N Hartery, Mr. B Kavanagh, Mr. R Horan, Mr. J Osborne
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APPENDIX 4

EMPLOYMENT DENSITY MATRIX – BASIS FOR FTE EMPLOYMENT FIGURES

Use Class	Sub-Category	Sub-Sector	Density (sqm)	Notes
B1a Offices	General Office	Corporate	13	NIA
		Professional Services	12	NIA
		Public Sector	12	NIA
		TMT	11	NIA
	Finance & Insurance	10	NIA	
	Call Centres		8	NIA
B1b	R&D Space		40-60	NIA lower densities will be achieved in units with higher provision of shared or communal spaces
B1c	Light Industrial		47	NIA
B2	Industrial & Manufacturing		36	GIA
B8	Storage & Distribution	National Distribution Centre	95	GEA
		Regional Distribution Centre	77	GEA
		'Final Mile' Distribution Centre	70	GEA
Mixed B Class	Small Business Workspace	Incubator	30-60	B1a, B1b – the density will relate to balance between spaces, as the share of B1a increases so too will employment densities.
		Maker Spaces	15-40	B1c, B2, B8 - Difference between 'planned space' density and utilisation due to membership model
		Studio	20-40	B1c, B8
		Co-Working	10-15	B1a - Difference between 'planned space' density and utilisation due to membership model
		Managed Workspace	12-47	B1a, b, c
B8 / Sul Generis	Data Centres	Wholesale	200-950	
		Wholesale Dark Site	440-1,400	
		Co-location Facility	180-540	
A1	Retail	High Street	15-20	NIA
		Foodstore	15-20	NIA
		Retail Warehouse	90	NIA
A2	Finance & Professional Services		16	NIA
A3	Restaurants & Cafes		15-20	NIA
C1	Hotels	Limited Service / Budget	1 per 5 beds	FTE per bed
		Mid-scale	1 per 3 beds	FTE per bed
		Upscale	1 per 2 beds	FTE per bed
		Luxury	1 per 1 bed	FTE per bed
D2	Fitness Centres	Budget	100	GIA
		Mid Market	65	GIA – both types tend to generate between 40-50 jobs per gym
		Family		
	Cinema		200	GIA
	Visitor & Cultural Attractions		30-300	The diversity of the cultural attraction sector means a very wide range exists
Amusement & Entertainment Centres		70	Potential range of 20-100sqm	

APPENDIX 5

EMPLOYMENT SCENARIOS

Scenario 1	10.00%	Scenario 2	20.00%
External - Derived (Excluding Ratoath itself)	Commuters	External - Derived (Excluding Ratoath itself)	Commuters
Agriculture forestry and fishing	4	Agriculture forestry and fishing	8
Building and construction	20	Building and construction	40
Manufacturing industries	35	Manufacturing industries	70
Commerce and trade	98	Commerce and trade	196
Transport and communications	50	Transport and communications	101
Public administration	24	Public administration	47
Professional services	73	Professional services	146
Other	46	Other	93
Sum of relevant	218	Sum of relevant	435

Scenario 3	30.00%	Scenario 4	40.00%
External - Derived (Excluding Ratoath itself)	Commuters	External - Derived (Excluding Ratoath itself)	Commuters
Agriculture forestry and fishing	12	Agriculture forestry and fishing	17
Building and construction	60	Building and construction	80
Manufacturing industries	104	Manufacturing industries	139
Commerce and trade	294	Commerce and trade	392
Transport and communications	151	Transport and communications	201
Public administration	71	Public administration	94
Professional services	220	Professional services	293
Other	139	Other	186
Sum of relevant	653	Sum of relevant	870

Scenario 1	10.00%	Scenario 2	20.00%
External - Derived (Excluding Ratoath itself)	Commuters	External - Derived (Excluding Ratoath itself)	Commuters
Agriculture forestry and fishing	94	Agriculture forestry and fishing	188
Building and construction	155	Building and construction	310
Manufacturing industries	241	Manufacturing industries	483
Commerce and trade	513	Commerce and trade	1,026
Transport and communications	201	Transport and communications	402
Public administration	120	Public administration	241
Professional services	451	Professional services	903
Other	324	Other	647
Sum of relevant	1,288	Sum of relevant	2,575

Scenario 3	30.00%	Scenario 4	40.00%
External - Derived (Excluding Ratoath itself)	Commuters	External - Derived (Excluding Ratoath itself)	Commuters
Agriculture forestry and fishing	283	Agriculture forestry and fishing	377
Building and construction	465	Building and construction	620
Manufacturing industries	724	Manufacturing industries	965
Commerce and trade	1,538	Commerce and trade	2,051
Transport and communications	603	Transport and communications	805
Public administration	361	Public administration	482
Professional services	1,354	Professional services	1,805
Other	971	Other	1,295
Sum of relevant	3,863	Sum of relevant	5,151

TRANSFORMING RATOATH:

A LIVE-WORK COMMUNITY



Future Analytics

Planning | Research | Economics

LAFFERTY.
ARCHITECTS



TRANSFORMING RATOATH:

A LIVE-WORK COMMUNITY



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