



TRIM HALL VISITOR EXPERIENCE

Interpretive Concepts

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bright

Site Context

Trim is dominated by the greatest treasury of medieval monuments in Ireland. Prime among them is Trim Castle, the largest Anglo-Norman Castle in Ireland.

St Mary's Abbey / Yellow Steeple

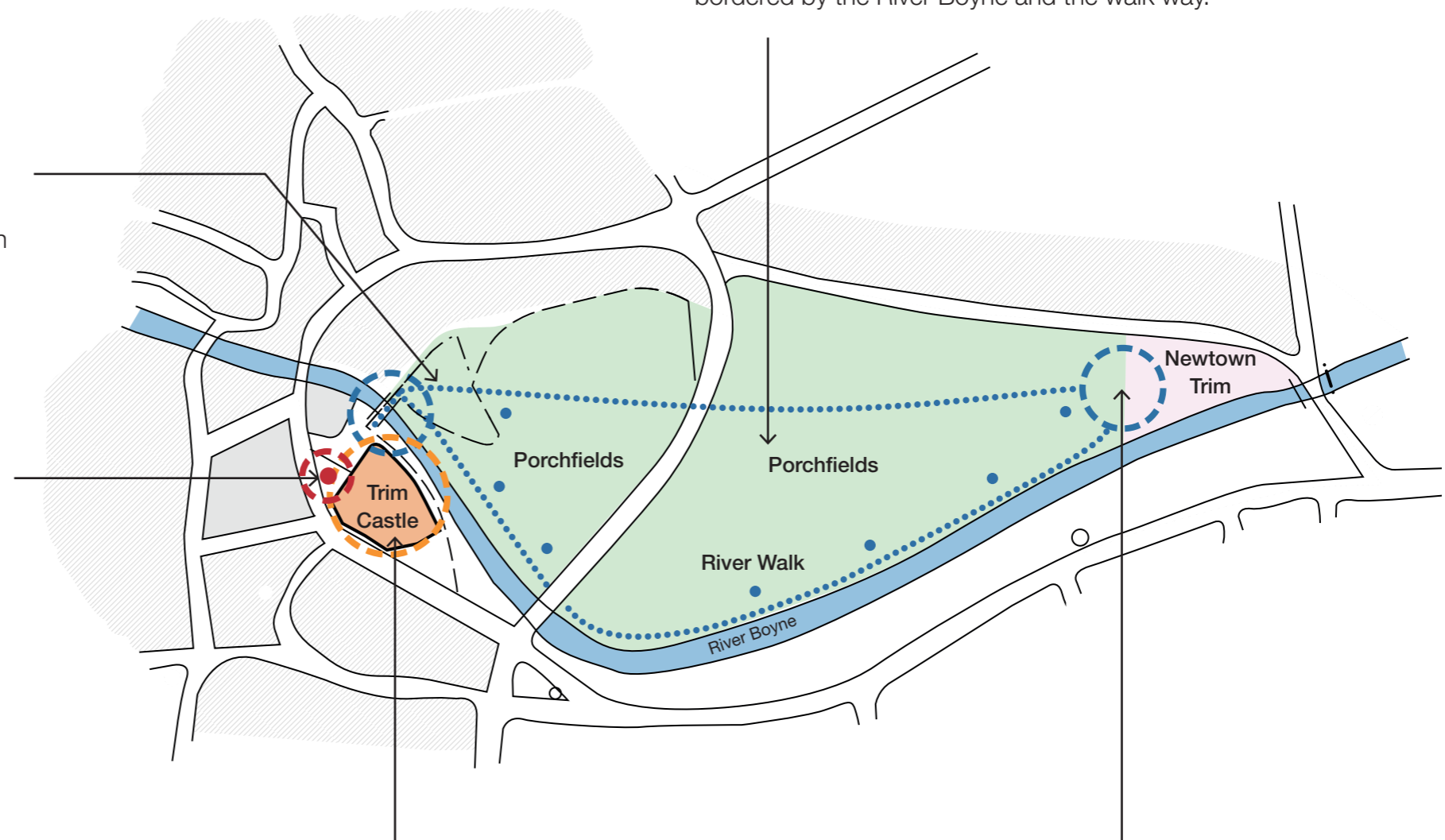
Located just over the Boyne from the Castle, to the west of the Porchfields. A former Augustinian Abbey. Little remains of the abbey except for the Yellow Steeple, the ruin of the abbey bell tower named for the yellow colour reflected by the stonework in the setting sun.

Trim Visitor Centre

New hub that acts as gateway to the castle and the wider heritage town. Revitalised for the 21st century with a purpose built exhibition and visitor offer that introduces Trim and helps visitors orientate, understand and appreciate.

Porchfields

The Porch Fields are a green area in Trim, located on the north bank of the River Boyne, between the old town wall and Sheep Gate to the west and Newtown Abbey to the east. Evidence can still be seen of medieval agriculture/field systems as well as elements of the old town walls and the distinctive Sheep Gate. The area has historically also been home to fairs. The area is traversed with grass paths on the line of the old road and bordered by the River Boyne and the walk way.



Trim Castle

Core of the heritage offer with rejuvenated tours, and new interpretation in the keep and grounds linking to the new thematic approach from the wider Boyne Valley. Interventions designed to meet the expectations and needs of the audience.

Newtown Trim

Collection of monastic sites to the east of Porchfields. Dominated by the ruined Cathedral of St Peter and St Paul and the Hospital of St John the Baptist

Potential Visitors

The following tables indicate how Trim sites appeal to each of the audience segments defined by Fáilte Ireland - domestic & international - and Falk's visitor motivations.

Note that the different audience segments are not mutually exclusive and there is naturally overlap between categories. This evaluation is based on the sites at Trim being developed with the proposed interventions outlined in this document, though much of the appeal of these sites relies on the 'raw' heritage product itself.

INTERNATIONAL AUDIENCE	Culturally Curious	✓
	Great Escapers	✓
	Social Energisers	✓
DOMESTIC AUDIENCE	Connected Families	✓
	Footloose Socialisers	
	Indulgent Romantics	

VISITOR MOTIVATIONS	Explorers	
	Facilitators	✓
	Experience Seekers	✓
	Professionals / Hobbyists	✓
	Rechargers	



TRIM MARKET HALL VISITOR CENTRE



Existing Site

Trim Market Hall

The original 1850s former market house and town hall was extensively remodelled in the 1920s and has seen many uses since including a concert venue.

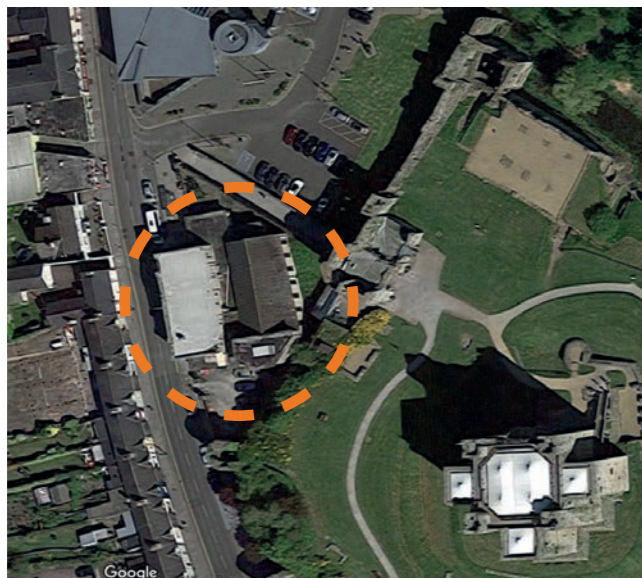
In recent years the building has been operated by Meath County Council as Trim Visitor Centre. This provides a Tourist Information facility, retail, cafe, WC and an exhibition area/gallery/AV.

Trim Living History also host an interactive Medieval Armoury Tour as well as conducting walking tours of the area including the castle itself in the winter months. A display is offered as part of the tour where visitors are shown and can interact with Norman armour etc.

The centre currently takes and active part in events such as National Heritage Week.

The building also hosts Meath Heritage Centre which provides a family history service for those with ancestors from county Meath.

The location of the building is prominent within the town and adjacent to the castle and parking making it an ideal location to provide visitor facilities and interpretation.

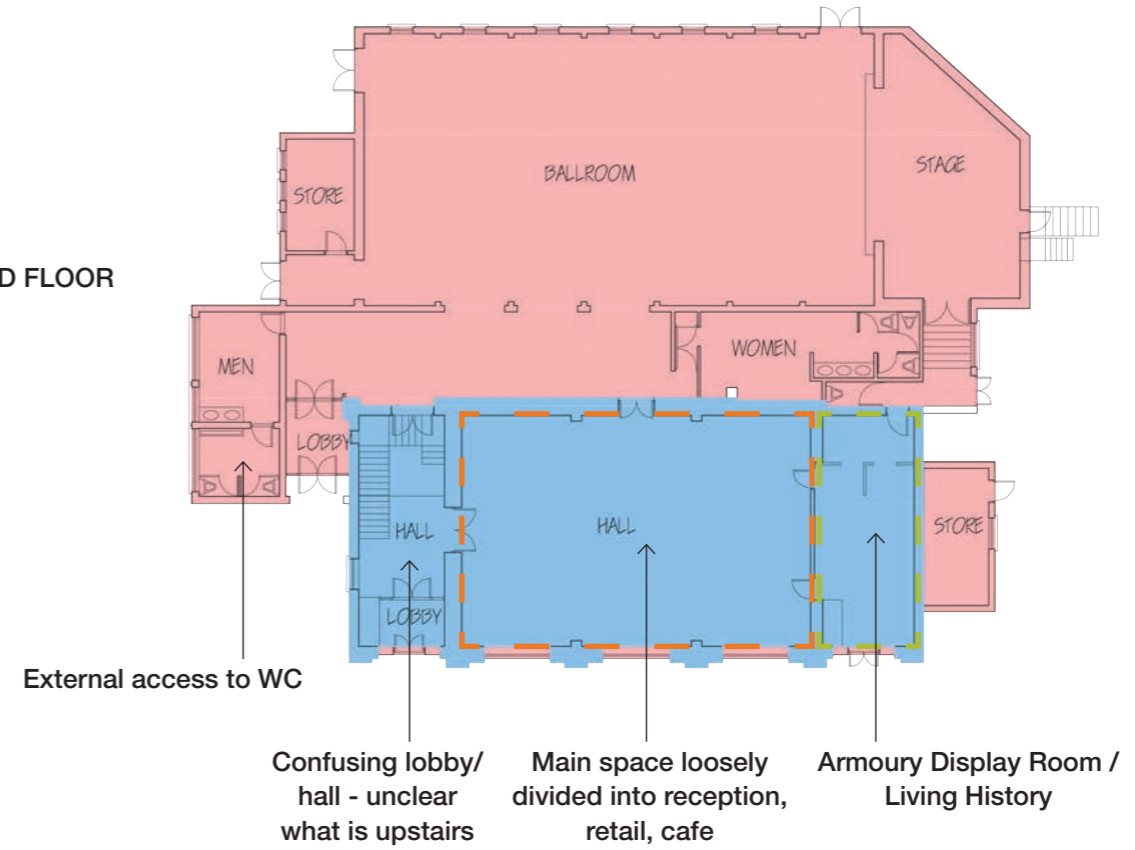


Existing Site

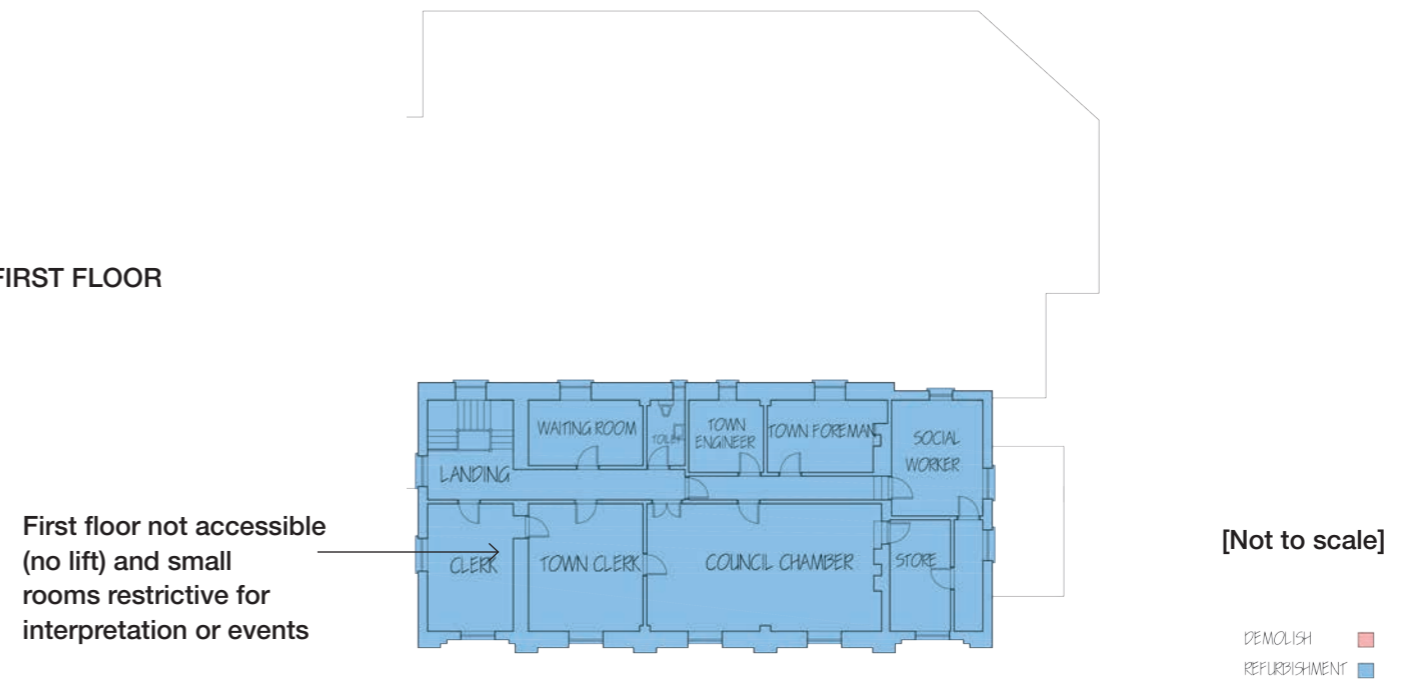
Trim Market Hall



GROUND FLOOR

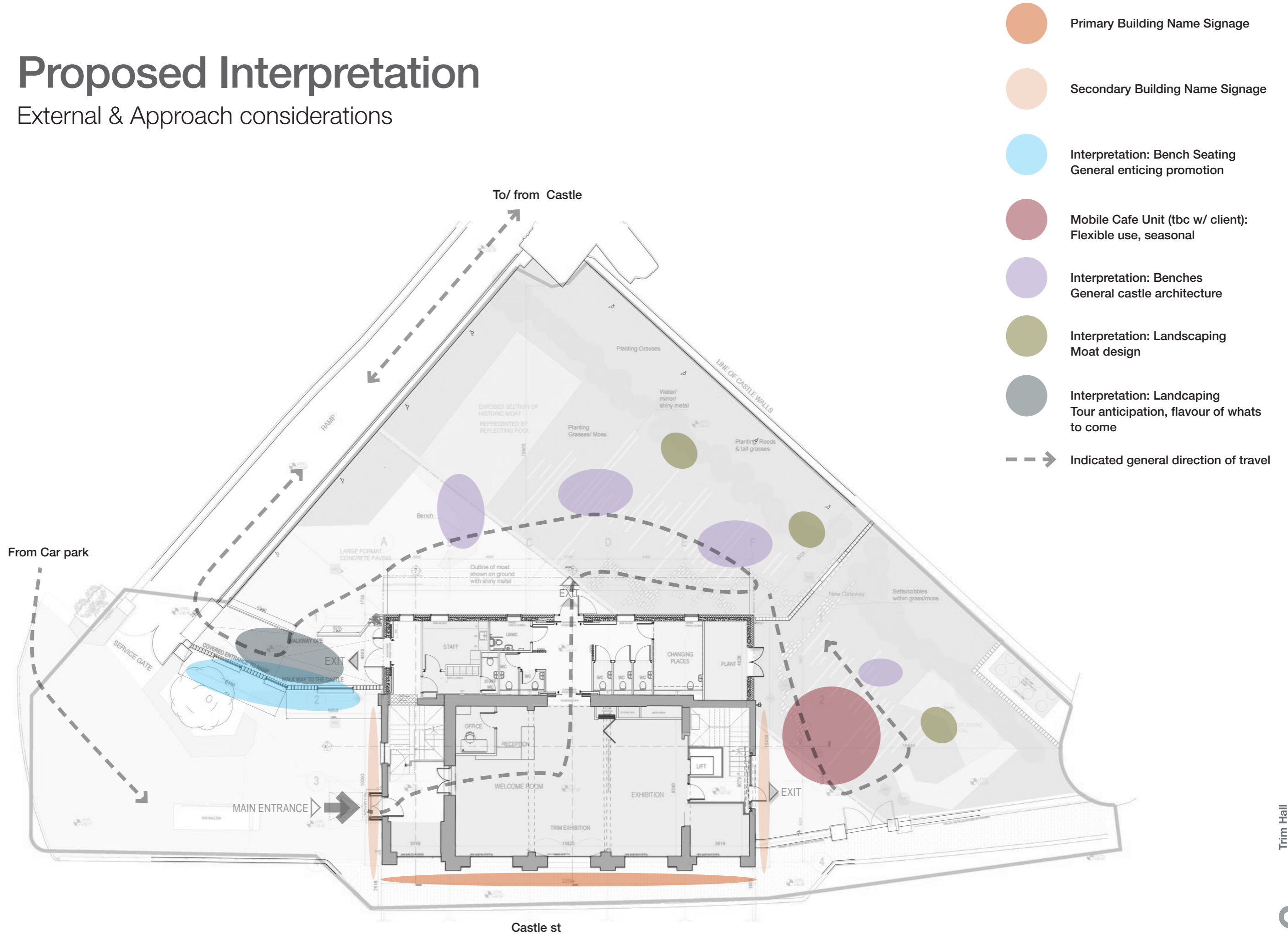


FIRST FLOOR



Proposed Interpretation

External & Approach considerations



Proposed Look & Feel

External & Approach considerations



Interpretation: Benches
General castle architecture



Interpretation: Bench Seating
General enticing promotion



Interpretation: Bench Seating
General enticing promotion



Interpretation: Landscaping
Moat design



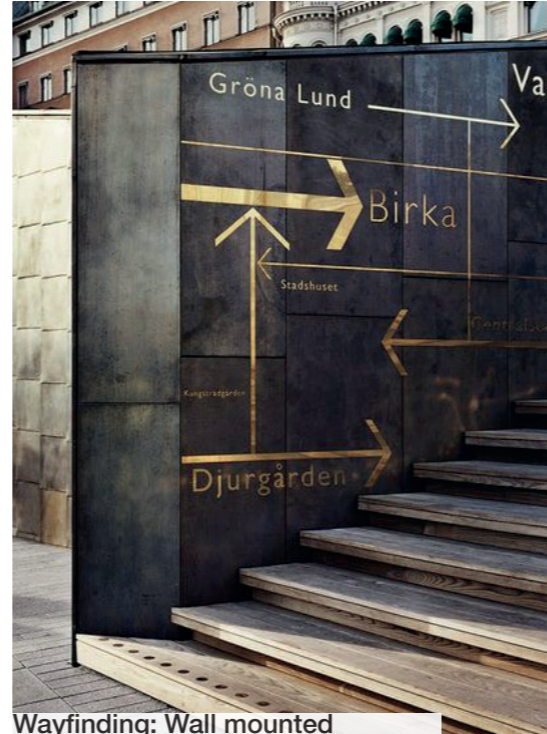
Interpretation: Benches
General castle architecture

Proposed Look & Feel

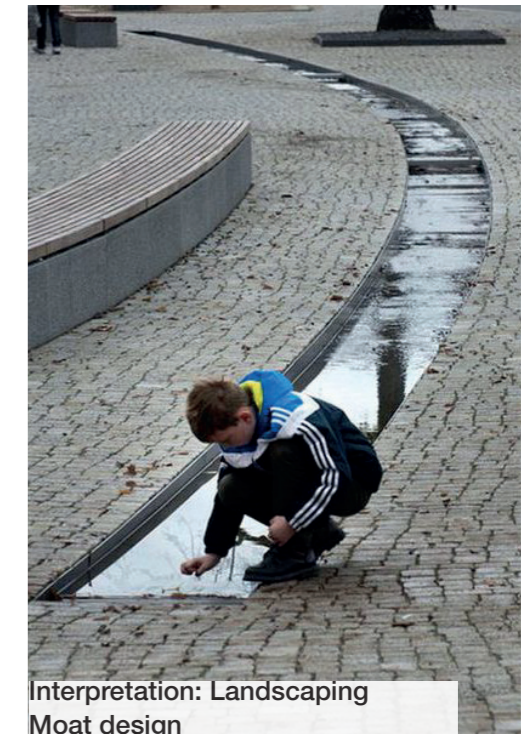
External & Approach considerations



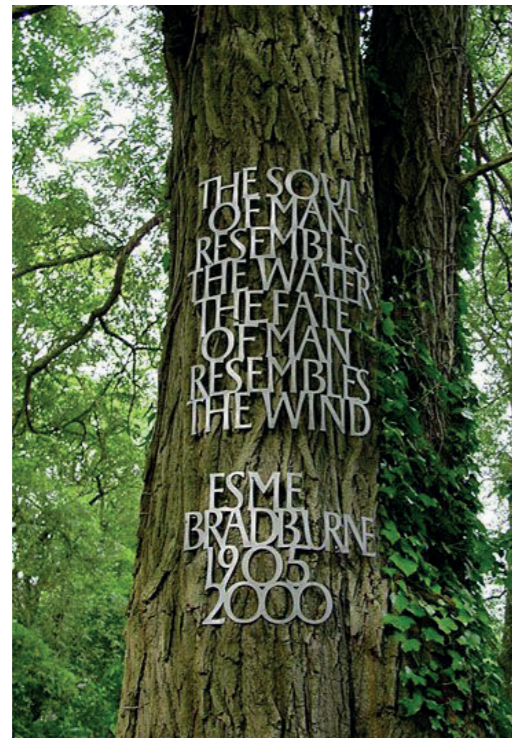
Mobile Cafe Unit:
Flexible use, seasonal



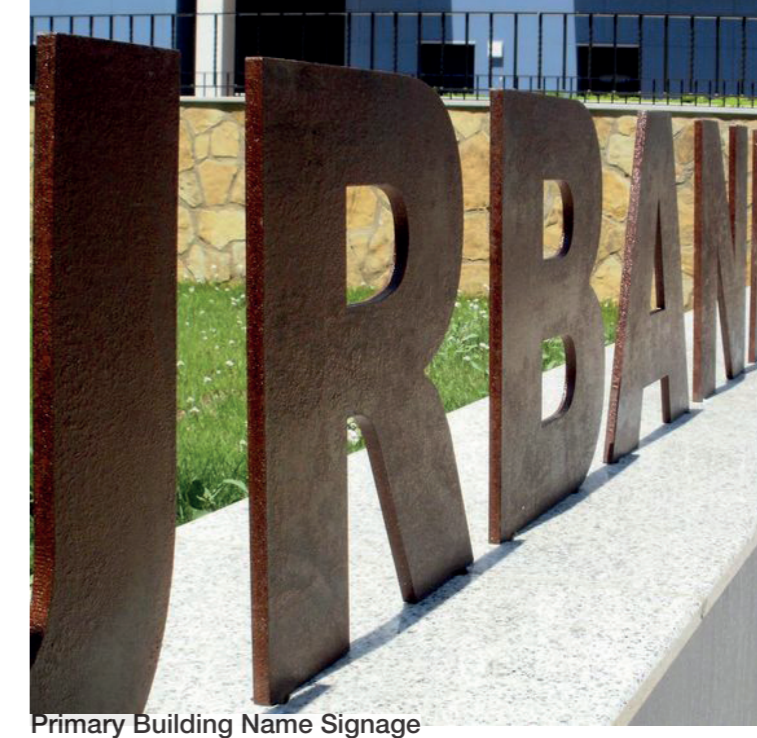
Wayfinding: Wall mounted



Interpretation: Landscaping
Moat design



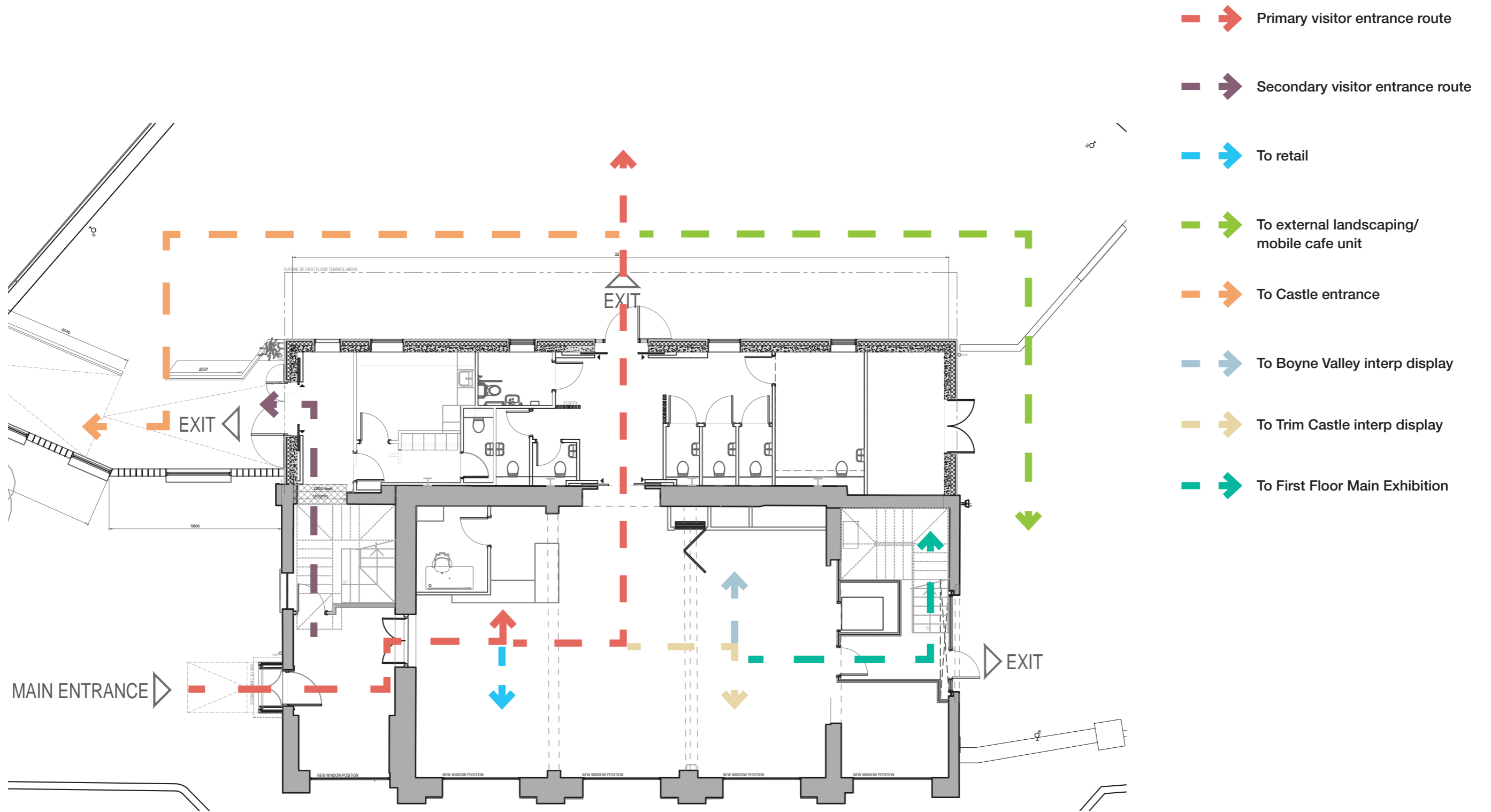
Interpretation: Landscaping
Moat design



Primary Building Name Signage

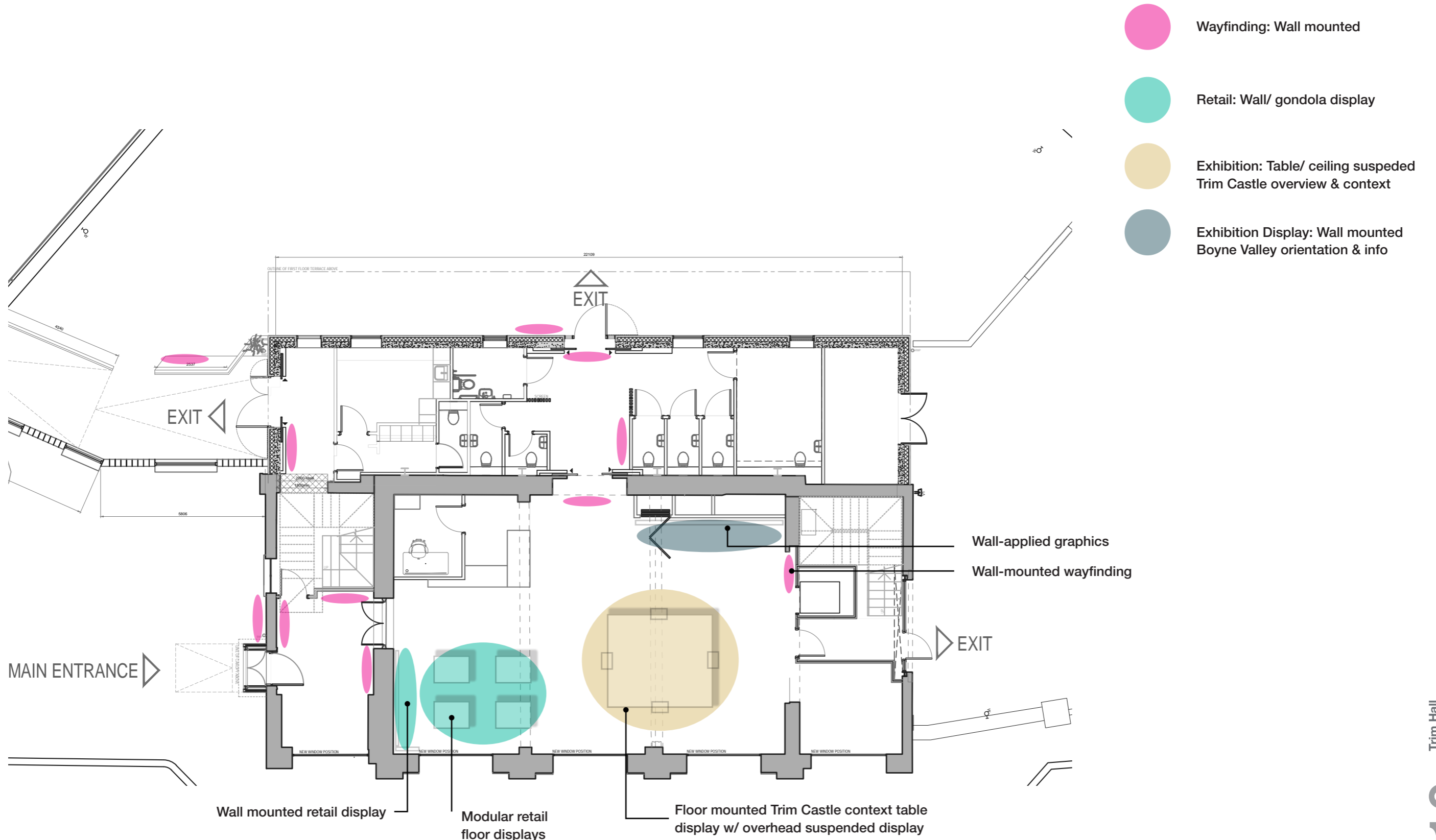
Proposed Visitor Routing

Ground Floor considerations



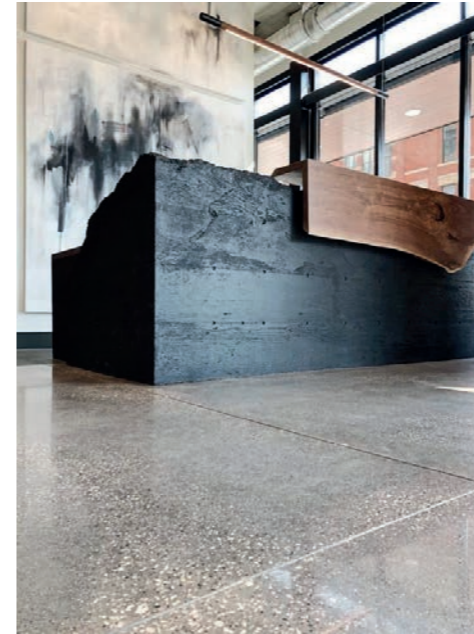
Proposed Interpretation

Ground Floor considerations: Zone Plan



Proposed Look & Feel

Ground Floor considerations: Welcome Room



Proposed Look & Feel

Ground Floor considerations: Exhibition



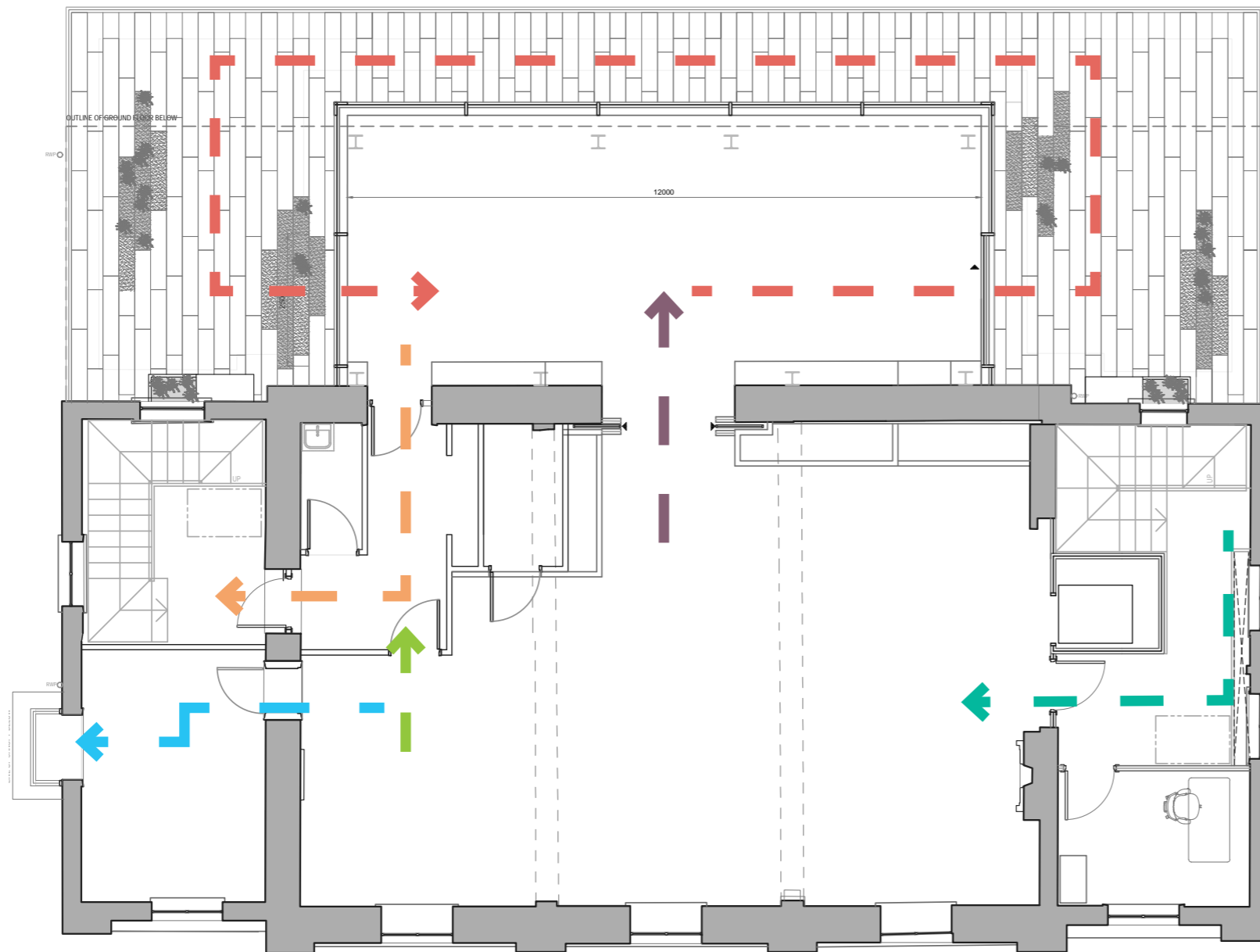
Proposed Look & Feel







Ground Floor - Sketch Visual



Proposed Visitor Routing

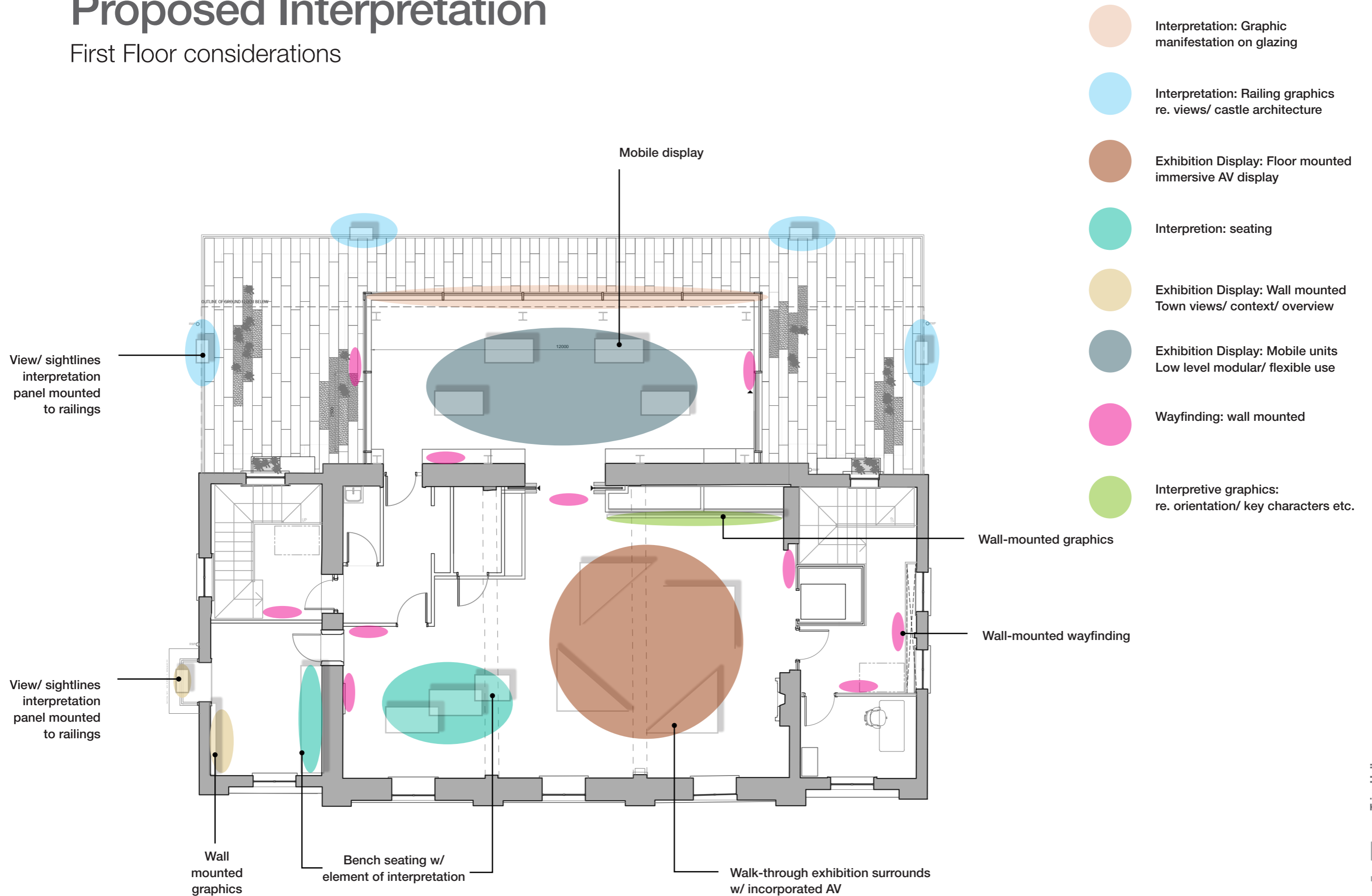
First Floor considerations



-  From Ground Floor
-  Through to temp exhibit space
-  To external terrace w/ views to castle
-  To sensory room w/ views of Trim
-  Exit down stairwell to Ground Floor
-  Exit down stairwell to Ground Floor

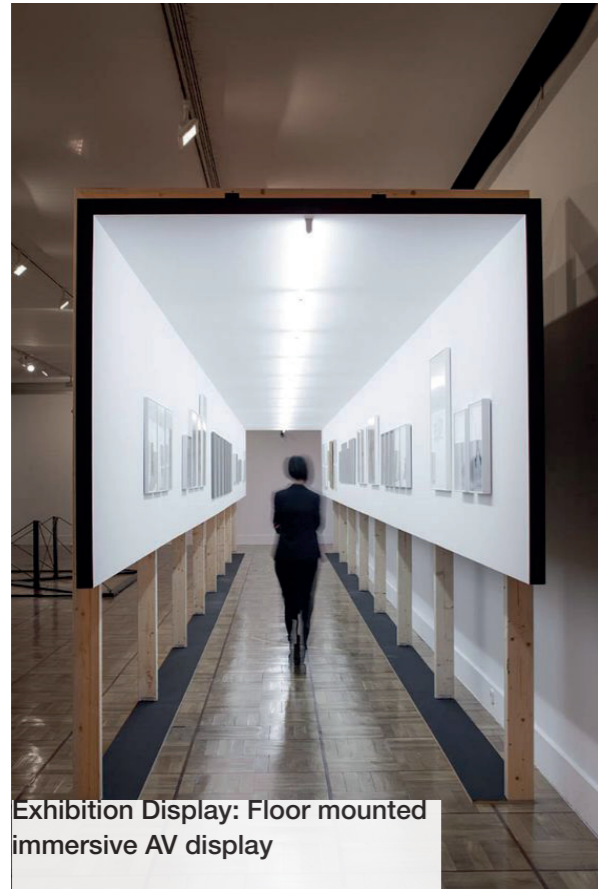
Proposed Interpretation

First Floor considerations



Proposed Look & Feel

First Floor considerations



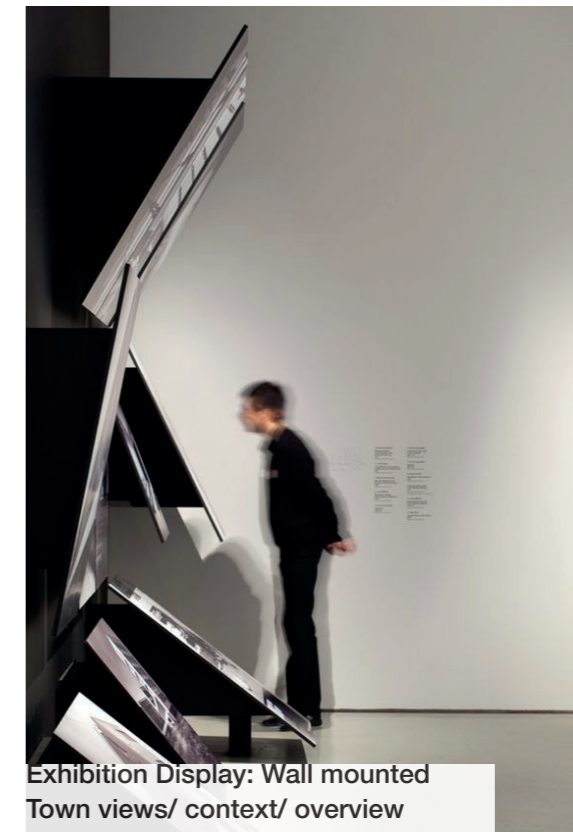
Exhibition Display: Floor mounted immersive AV display



Exhibition Display: Floor mounted immersive AV display



Exhibition Display: Mobile units
Low level modular/ flexible use



Exhibition Display: Wall mounted
Town views/ context/ overview

Proposed Look & Feel

First Floor considerations



Exhibition Display: Mobile units
Low level modular/ flexible use



Exhibition Display: Wall mounted
Town views/ context/ overview



Exhibition Display: Mobile units
Low level modular/ flexible use



Interpretation: Railing graphics
re. views/ castle architecture

Proposed Look & Feel

First Floor - Sketch Visual



Budget fitout costs

The following budget allowances have been provided as a guide for the fit out of the interior of Trim Hall as per the current design scheme of September 2022.

The costs assume that the architectural package will cover:

- All interior finishes other than specialist decoration Floor finishes
- All services other than specialist cabling for AV equipment
- All secondary and emergency lighting
- All IT equipment for reception and back of house

Reception / Ground Floor		
1	External signage	€4,000
2	Reception desk and storage	€22,000
3	Main freestanding display unit	€25,000
4	4no modular display units	€14,000
5	Storage wall / Boyne Valley display	€18,000
6	Retail display wall	€12,000
7	AV hardware (4 touchscreens / 1 wall screen)	€18,000
8	AV content	€30,000
9	Display lighting	€28,000
10	Artefacts / models / dressing	€30,000
11	Specialist decoration	€5,000
12	Misc graphics /signage	€6,000
	Sub total	€212,000
First Floor Exhibition		
1	Walk through AV display	€24,000
2	Benches with display cases	€16,000
3	Wall storage unit	€18,000
4	4no mobile display units	€20,000
5	External interpretation	€8,000
6	AV hardware(4 large screens/show controller)	€35,000
7	AV content	€40,000
8	Display lighting	€25,000
9	Artefacts / models / dressing	€20,000
10	Specialist decoration	€5,000
11	Misc graphics /signage	€8,000
	Sub total	€219,000
	Reception / Ground Floor	€212,000
	First floor Exhibition	€219,000
	Allowance for interpretation in external courtyard	€40,000
	Sub total for production	€471,000
	Installation at 10%	€47,100
	Contingency at 15%	€71,000
	Production total	€589,100
	Professional fees @ 22%	€130,000

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