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EDITORIAL

Welcome to our March Edition of Little Village. Did you know that the first St. Patrick's Day Parade took place in New York City in 1762? Check it out in our article on St. Patricks Day. Beyond bacon and cabbage, which was the Irish stable diet of the fifties and early sixties, there is a vibrant revolution underway redefining what it means to eat Irish as you will see in our article Beyond Bacon and Cabbage. Have a look at what it means to be Irish in 2025. Finally, a thank you to Jim Lacy on Part 2 of his article Rambles in Dublin West. Enjoy our magazine.

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The History of St. Patrick's Day

St. Patrick's Day, celebrated annually on March 17, honours St. Patrick, the patron saint of Ireland.

Over the centuries, it has evolved from a solemn religious occasion into a global celebration of Irish culture. Here's a look at its history:

Origins and St. Patrick's Life (5th Century)

- St. Patrick was born in Roman Britain around 385 AD. His birth name was likely Maewyn Succat.
- At 16, he was kidnapped by Irish raiders and enslaved in Ireland for six years as a shepherd.
- He escaped, returned to Britain, and later became a Christian missionary.
- St. Patrick returned to Ireland to spread Christianity, using symbols like the shamrock to explain the Holy Trinity.
- He is credited with converting much of Ireland to Christianity and is associated with driving out snakes, though this is likely a myth.
- He died on March 17, around 461 AD, which became the date of his feast day.

Medieval Celebrations (9th–17th Century)

- The Catholic Church recognized March 17 as a feast day in his honour.
- It was mainly a religious observance in Ireland, marked by church services.
- Lenten restrictions on eating and drinking were lifted for the day, allowing for celebration.

Expansion to the U.S. and Global Popularity (18th–19th Century)

- Irish immigrants in America played a major role in popularizing St. Patrick's Day.
- The first St. Patrick's Day parade took place in New York City in 1762, organized by Irish soldiers in the British army.
- Over time, the day became more of a celebration of Irish identity than a purely religious event.

- The holiday spread worldwide, especially in places with large Irish diasporas, like the U.S., Canada, Australia, and the UK.

Modern-Day Traditions

- Parades: Cities like New York, Dublin, Chicago, and Boston hold large parades.
- Wearing green: This tradition stems from the Irish rebellion against British rule in 1798, when soldiers wore green uniforms.
- Shamrocks & Symbols: The shamrock is a key symbol, linked to St. Patrick's teachings.
- Dyeing Rivers Green: Chicago famously dyes its river green each year.
- Food & Drink: Irish staples like corned beef and cabbage, Guinness, and other Irish beers are commonly enjoyed.
- Global Landmarks Turn Green: Famous landmarks, including the Sydney Opera House, the London Eye, and the Empire State Building, light up green for the occasion.

Religious vs. Secular Observances

- In Ireland, St. Patrick's Day was a religious holiday for centuries, with pubs closed by law until the 1970s.
- Today, Ireland hosts some of the world's biggest St. Patrick's Day festivals, blending religion, history, and celebration.

Fun Fact

- The original colour associated with St. Patrick was blue, but green became dominant due to Ireland's nickname, "The Emerald Isle", the shamrock, and Irish nationalism.

St. Patrick's Day Today

Now, it's celebrated worldwide, not just by the Irish but by people of all backgrounds, embracing Irish culture with parades, music, dance, and a lot of green!



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Drone Deliveries in Dublin

Drone deliveries are happening in Dublin — but they're still relatively limited in scope.

The biggest player operating drone deliveries in Ireland right now is Manna, an Irish drone delivery company. They've been piloting (pun intended) drone delivery services in suburban areas, particularly in places like Balbriggan and parts of South Dublin.

Manna Drone Delivery has commenced its operation from its base next to McDonalds Drive Thru in Blanchardstown. This futuristic operation will deliver a range of items to homes within a 3k radius over the coming years. Boojum and Eddie Rockets are currently available on the Manna Drone app.

Manna is an Irish drone delivery company making 3-minute delivery by air a reality.

“Our mission is to improve the world by making lightning-fast suburban deliveries affordable, green and safe. Delivering in Blanchardstown, and soon the rest of the world”

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Suppliers list: Coca Cola; Boojum; Eddie Rockets and many more to come

What can you order?

Manna has focused a lot on delivering food, coffee, small groceries, and pharmacy items. The drones fly low (about 50-80 meters up) and can deliver to your home within 3 minutes after take-off, which is wild. They've partnered with companies like Just Eat, Tesco, and local pharmacies.

Is it citywide?

Not yet — they mostly operate in suburban residential areas where there's enough open space for safe landings. Drone delivery in Dublin city centre is a much bigger challenge due to airspace restrictions, high population density, and loads of obstacles like buildings and traffic.

So, can you get a drone delivery right now?

If you live in one of the covered areas, then yes. If you're in central Dublin, it's less likely at the moment — but the technology and regulation are evolving fast, so that could change soon.

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The Irish Food Revolution - Beyond Bacon and Cabbage



For too long, the world's perception of Irish cuisine has been trapped in a time capsule, limited to hearty stews and traditional fare.

But a vibrant revolution is underway, a delicious transformation that's redefining what it means to eat Irish. Forget the clichés; today, Irish food is a dynamic tapestry woven with heritage ingredients, sustainable practices, and a dash of global inspiration.

This isn't just a trend; it's a passionate movement driven by innovative chefs, dedicated producers, and forward-thinking farmers who are reclaiming their culinary heritage and shaping a new, exciting future for Irish gastronomy.

From Field to Fork: A Sustainable Symphony:

At the heart of this revolution lies a deep respect for the land and sea. Irish farmers and producers are embracing sustainable practices, prioritizing local sourcing, and rediscovering forgotten ingredients.

Seaweed Sensations:

Once overlooked, seaweed is now a star ingredient, finding its way into everything from savoury snacks to gourmet dishes. Companies are harvesting this nutrient-rich resource sustainably, showcasing its versatility and health benefits.

Foraging and Wild Foods:

Chefs are venturing into the Irish countryside, foraging for wild herbs, berries, and mushrooms, bringing the flavours of the land to their plates.

Artisan Producers:

From handcrafted cheeses to cured meats, artisan producers are reviving traditional techniques and creating exceptional products that reflect the unique terroir of Ireland.

A Culinary Melting Pot:

While honouring tradition, Irish chefs are also embracing global influences, creating a fusion of flavours that reflects the multicultural nature of modern Ireland.

Michelin-Starred Pub Grub:

The traditional Irish pub is being reimagined, with chefs

elevating pub grub to Michelin-starred heights, combining classic comfort food with innovative techniques and international flavours.

Global Inspiration:

Chefs are drawing inspiration from cuisines around the world, incorporating spices, techniques, and ingredients that add depth and complexity to Irish dishes.

Vegetarian and Vegan Delights:

The rise of vegetarian and vegan cuisine has inspired chefs to create innovative plant-based dishes that celebrate the abundance of Irish vegetables and grains.

A Celebration of Heritage:

The Irish food revolution is also a celebration of heritage, with chefs rediscovering and reinterpreting traditional recipes.

Forgotten Ingredients:

Ingredients like carrageen moss, dulse, and nettles are being brought back into the spotlight, showcasing the rich culinary heritage of Ireland.

Traditional Techniques:

Chefs are reviving traditional techniques like smoking, curing, and fermenting, adding depth and complexity to their dishes.

Storytelling Through Food:

Food is becoming a way to tell the story of Ireland, with chefs sharing the history and culture behind their dishes.

A Taste of the Future:

The Irish food revolution is not just a passing trend; it's a fundamental shift in how we think about Irish cuisine. It's a movement that's putting Ireland on the global culinary map, showcasing the creativity, passion, and innovation of its food producers and chefs.

From the bustling farmers' markets to the Michelin-starred restaurants, Ireland is a culinary destination that's worth exploring. So, forget the clichés and embark on a gastronomic adventure, discovering the flavours of the Irish food revolution. It's a taste of the future, and it's absolutely delicious.

Councillor

John Walsh

Phone: 087 6486228 Email: john.walsh@cllr.fingal.ie [@JohnWalshDWest](https://www.instagram.com/JohnWalshDWest)

Dear Resident

I have included some updates on issues which I have been working on. Please don't hesitate to contact me if I can be of any assistance.

All the best,

John

DRAFT CLONSILLA FRAMEWORK PLAN

Fingal Council recently held a consultation on a new draft Framework Plan for Clonsilla. While progress on the new plan is welcome and it has positive elements relating to safe travel by pedestrians and cyclists and improvement of the public realm in Clonsilla village, I have sought significant changes in the draft proposals to protect green spaces and preserve heritage in Clonsilla:

- The Council should be more pro-active in protecting the wealth of built heritage in Clonsilla before it is lost due to haphazard development. The preservation of the two remaining historic cottages on Weaver's Row, Clonsilla, is essential to maintaining the historic identity of Clonsilla. These cottages should be acquired by Fingal Council to conserve the vernacular heritage of Clonsilla and ensure that they will be incorporated appropriately within a redesigned village centre.
- The proposed redevelopment of green spaces in Castlefield to provide for 'more intensive recreational use' is flawed and should be dropped from the final plan: more intensified use of the green spaces to provide unmaintained play and general community spaces would greatly curtail existing recreational use of the green spaces by children and older residents. It is crucial to preserve existing green spaces in any new plan.
- There is a serious challenge for the plan due to the lack of publicly owned community spaces: the Council should acquire the Old School House, Clonsilla, as a restored and revitalised Old School House could provide an essential core to a Canal Quarter, incorporating a heritage museum, community space and a linear park, as envisaged in the previous Fingal Development Plan.

The Council is bringing forward a Master Plan for the Old School House in the second quarter of 2025, which will also be put out for public consultation.

FIRST MEETING OF JOINT LIFFEY VALLEY COMMITTEE

Following a motion which I presented at the first local Area meeting of the new year asking that the Liffey Valley Advisory Management Committee be convened, the first meeting of the joint committee took place on 30th January in the Angler's Rest. The joint Committee includes representatives from Fingal and South Dublin County Council and a commitment was given at the first meeting that local community and residents' groups would also be represented. The establishment of the joint committee is long overdue and gives an opportunity to coordinate between the two councils on an operational plan to protect and expand the priceless heritage, biodiversity and natural beauty in the Liffey Valley Special Amenity Area.



ÉRIU COMMUNITY COLLEGE

As a member and previous chairperson of the board of Ériu Community College, I am campaigning with parents to challenge the unilateral decision by the Department of Education to move the school out of its catchment area across Dublin 15 to Hollywoodrath from 2028, which was taken without consulting parents or the board of management. This is a disastrous decision, which ignores the huge demand for school places in both Ongar and Hollystown: a new post primary school should be provided for Hollywoodrath, while Ériu is desperately needed in Hansfield, where over 1200 new homes in Barnhill and Barberstown are being provided over the next 5-10 years.

It is disgraceful that the Department of Education has so far refused even to meet with parents in the school. I have written to the new Minister for Education, Helen McEntee TD, asking that she would meet with the parents' association to listen to their evidence based case and reverse this very damaging decision by the Department.

UPDATE ON PROGRAMME OF WORKS - PUBLIC LIGHTING

The main public lighting improvements for 2025:

- New Lighting scheme for main car park, **Porterstown Park.**
- Upgrade of lanterns along **Beechpark Avenue.**
- Installation of additional light in **Millstead, Blanchardstown.**
- New lights on walkway from **Latchford Close to Old Hansfield Lane.**
- Additional light on roundabout at **Warrenstown Green, Corduff.**
- New lighting scheme on walkway linking **Parnell Green with Church Road, Mulhuddart.**
- Installation of additional light on **Dromheath Drive.**



Working with Cllr Mary McCamley





The Wellness Wave - Prioritizing Mental Health and Wellbeing in Post-Pandemic Ireland

The echoes of the pandemic have faded, but their impact on our collective mental health lingers.

In Ireland, as in much of the world, we've seen a profound shift in how we perceive and prioritize wellbeing. No longer a peripheral concern, mental health has taken centre stage in our national conversation.

This "wellness wave" sweeping across Ireland is characterized by a growing awareness and a proactive approach to mental and emotional health. It's a movement that's reshaping our communities, workplaces, and personal lives.

A Shift in Perspective:

The pandemic forced us to confront our vulnerabilities, highlighting the importance of resilience and self-care. This has led to:

Increased Openness:

The stigma surrounding mental health is gradually diminishing, with more people openly discussing their struggles and seeking support.

A Focus on Prevention:

Preventative measures, such as mindfulness, exercise, and healthy lifestyle choices, to maintain mental wellbeing.

Community-Led Initiatives:

From local walking groups to online support networks, communities across Ireland are coming together to foster a sense of connection and belonging.

The Rise of Holistic Wellbeing:

The wellness wave extends beyond traditional mental health services, encompassing a holistic approach to wellbeing. This includes:

Embracing the Outdoors:

Ireland's stunning natural landscapes have become a sanctuary for many, with increased participation in activities like hiking, swimming, and nature walks.

Mindfulness and Meditation:

Practices like mindfulness and meditation are gaining popularity as tools for stress reduction and emotional regulation.

The Importance of Connection:

Recognizing the vital role of social connection, people are prioritizing meaningful relationships and community involvement.

Challenges and Opportunities:

While the wellness wave is a positive trend, challenges remain:

Access to Services:

Ensuring equitable access to mental health services, particularly in rural areas, is crucial.

Addressing Systemic Issues:

Addressing the root causes of mental health issues, such as economic inequality and social isolation, is essential.

However, there are also significant opportunities:

Technological Innovations:

Technology can play a role in expanding access to mental health resources and support.

Workplace Wellbeing:

Employers are increasingly recognizing the importance of creating supportive work environments that prioritize employee wellbeing.

In post-pandemic Ireland, the wellness wave is a testament to our collective resilience and our commitment to building a healthier, happier society. By embracing a holistic approach to wellbeing and fostering a culture of openness and support, we can navigate the challenges ahead and create a brighter future for all.

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THE NEW IRISH IDENTITY

What It Means to Be Irish in 2025

For centuries, to be Irish meant something very specific — a land of céilís and Catholicism, of emigrants waving tear-streaked faces from ferry decks, and of national pride shaped by both trauma and resilience.

But in 2025, those old definitions feel as faded as a St. Patrick's Day postcard. The modern Irish identity is in flux, shaped by global influences, new voices, and a society unafraid to ask: Who are we now?

A Changing Face

Walk through any street in Dublin, Galway, or Cork, and you'll hear it — Polish, Portuguese, Arabic, Nigerian accents blending with the familiar lilt of the local tongue. Immigration has reshaped Ireland's population, with one in eight people now born outside the country. This diversity isn't just changing demographics, it's reshaping our sense of ourselves.

For many young people, Irishness is no longer tied solely to bloodlines or birthplace. "Being Irish is about the vibe, not the passport," says Aoife, a 27-year-old musician from Limerick. "It's about how you embrace the craic, how you root for the underdog, how you pull people into your circle. My best friend's family is from Nigeria, but she's as Irish as they come."

Beyond the Church

Once the backbone of Irish identity, the Catholic Church's influence has crumbled. Recent surveys show less than a third of Irish people now attend mass regularly, and younger generations are embracing a patchwork spirituality — yoga, tarot, environmental activism — or rejecting religion entirely.

Yet, this rejection of formal faith hasn't left Ireland spiritually empty. Instead, there's a search for new meaning: reconnecting with Celtic mythology, reinterpreting ancient festivals like Imbolc, and embracing indigenous Irish languages and traditions with a modern twist. The rise of the Gaelgóir influencer, proudly mixing Instagram aesthetics with cúpla focal, shows how cultural pride is evolving.

Irishness Online

The digital world has turbocharged how identity is formed. TikTok, Instagram, and podcasts are now central to how Irishness is performed and redefined.

Whether it's comedy sketches poking fun at Dublin rent prices, viral clips of trad sessions in Berlin, or second-generation Irish Americans learning how to make soda bread, there's a sense that being Irish today is less about where you are — and more about how you connect to the culture, however loosely.

"There's this weird pride in being a bit tragic but also sound," laughs Ciarán, a content creator who went viral with his 'Irish Mammy Survival Guide' series. "We're sarcastic, self-deprecating, but fiercely protective of the things we love — even if that's just complaining about them."

Progress and Pain

Of course, identity isn't just about humour and heritage. Modern Ireland still grapples with deep questions around its identity — especially when it comes to issues like the housing crisis, climate action, and the legacy of colonialism.

For some, the speed of change is unsettling. There are still pockets clinging to older, more traditional versions of Irishness, ones rooted in conservatism and Catholic values. But for many, there's excitement in the ambiguity — a chance to build a new story for Ireland, one that is more inclusive, more creative, and more forward-thinking than ever before.

What Now?

So, what does it mean to be Irish in 2025? It means knowing the story isn't finished. It's about holding onto the warmth, humour, and rebellious spirit that made Irish culture famous, while embracing the uncomfortable but necessary changes that will shape the next century.

It's being proud of a nation that can both throw the best St. Patrick's Day party in the world — and lead conversations about climate justice. It's about being open to new accents, new perspectives, and new traditions. And it's understanding that Irishness, like Ireland itself, has always been a work in progress.

And sure, isn't that half the craic?

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Rambles in Dublin West Part Two

A series by guest Author Jim Lacey



Industry

In the 1670s Sir Richard Lawrence set up a new industry for the manufacture of linen and other textiles, including woollen goods. He brought in French Huguenot workers experienced in linen manufacture from La Rochelle and the Ile de Re to man the factory.

The Lovett family then took over the business. Christopher Lovett became Lord Mayor of Dublin. His wife was a direct descendant of Rory O'Moore, her sister married John Knox the religious reformer. It was Lovett's grandson Edward Lovett-Pearce that designed the Houses of Parliament now the Bank of Ireland in College Green.

The woollen business suffered a steep decline owing to government interference with the Irish woollen industry. The English were more interested in building up their own woollen exports and it worked – just travel in the beautiful Cotswolds and see how the thriving woollen industry worked for that area.

The Crosthwaite family then took it over as a linen mill and it thrived. Several hundred people worked in the mill. The Crosthwaites were good employers, and they assisted financially in the education of local children and were generous with local churches both Catholic and Protestant. They were supporters of Daniel O'Connell.

William Dargan of railway fame opened a mill nearby for spinning thread from locally grown flax and the thread achieved a top award at the Parish Exhibition in 1855. For various reasons the growing of flax and the spinning of linen went North and the factory and the mill were sold to Scottish distillers. So, Chapelizod's spinning mill became a distillery in 1878. The rebuild and conversion of the premises cost between £30,000 and £40,000 at the time and was carried out by Distillers Company Limited a Scottish company. The architect contracted to carry out the conversion Edward Henry Carson was Lord Carson's father.

The Carson family were originally from Scotland. At that time, the company prospectus stated, "the demand for Irish whiskey is practically unlimited at present." I'm happy to say that the quality and reputation of Irish whiskey is

recognized worldwide. The company took its name from nearby Phoenix Park and used the Phoenix Monument as their logo and trademark. They traded as the Phoenix Park Distillery. The power used in the distillery was from the waterpower of the Liffey and the water wheel extracting that power was 70 feet in breadth and 18 feet in diameter and was the largest water wheel in the British Isles at that time. The wheel even generated electricity from an Elwell-Parker dynamo that powered the incandescent lamps for the factory.

In 1886 sixty men were employed there. The firm closed in 1923 as one of its biggest clients the British War Office who sourced its whiskey from Chapelizod decided to keep its business within the United Kingdom.

James Joyce's father at one time invested £500 in the company and was Company Secretary but lost his money leaving his finances in a much more perilous state than the usual perilous state that they were in. The junior James Joyce set some of the scenes of Finnegans Wake in Chapelizod and referred to the village in A Portrait of the Artist as a Young Man.

Dublin Port & Docks Board took over the premises and leased them out from time to time. Brunswick of Ireland Limited who manufactured bowling alleys in Bannor Road, Cabra Road used the premises as a warehouse and dispatch department in the 1960s.

A fire caused a lot of damage to the building in the 1970s and the building had to be knocked down. Telecom Eireann built a depot on the site and then modern apartments and shops were built in the 1980s/1990s. During these works the remains of a mill dating back to medieval times (possibly 1190) and the mill race were discovered. James Joyce's father was a frequent drinker in the Mullingar House pub. The owner of the hotel would regale the elder Joyce with various yarns and stories, and James Joyce listening to his father's accounts of these stories decided to base some of the action on his final novel, Finnegans Wake in and around Chapelizod. The character Humphrey Chimpden Earwicker is based on the elder Joyce's friend.



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- * Melody: Your nice and professional teaching revived the love of learning in us.
- * Mariam: Thank you for your patience toward our silly questions!
- * James: I cannot thank you enough for all your advice and assistance.
- * Sarah: There was a sense of good feeling in the class.
- * Mary: It is a mystery how James went up to 78% from 17%.
- * Claire: My results crazy good, 89%! I had never gotten over 50% in any maths exam!

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Regulation of Commercial Delivery Drones ‘a Must’, Says O’Gorman

Roderic O’Gorman TD has raised the issue of drone deliveries in the Dublin 15 area in the Dáil.

Roderic O’Gorman TD has reiterated his call for immediate regulations on commercial delivery drones in Dublin 15, responding to growing concerns from local residents about



the technology’s impact on their daily lives. Since his re-election, O’Gorman has been pushing the Minister for Transport to fast-track legislation ensuring the safe and sustainable use of drones in Ireland. His efforts were recently highlighted in an RTÉ feature, where he emphasised the urgent need for government intervention.

Currently, Manna, a commercial drone provider, has been operating in Blanchardstown and Castleknock for over a year, with plans to expand to other areas of Dublin. While the technology offers new opportunities for innovation, O’Gorman insists that proper regulations must be in place to address concerns over noise pollution, safety, privacy, and unclear planning rules regarding their drone bases. Many residents in Dublin West have voiced frustration over persistent drone noise, particularly in estates located under designated flight paths. Others worry about the potential for accidents if more operators enter the market, as well as the privacy implications

of drones equipped with onboard cameras.

O’Gorman has raised these issues directly with the Minister for Transport, who has acknowledged the need for a national policy framework to guide the sector’s growth. The government has committed to finalising and implementing this framework in the coming months, promising a balance between industry development, safety measures, and environmental considerations. However, O’Gorman insists that words must be followed by action and that he will continue pressuring the Minister to ensure meaningful regulations are enacted.

“With commercial drones now operating in Dublin 15 and soon expanding to other parts of the city, it is essential that we establish a clear regulatory framework,” O’Gorman stated. “We must ensure this technology benefits communities while addressing valid concerns around noise, privacy, and safety”.

“I am glad that the Minister for Transport has confirmed to me that the Government plans to bring forward a ‘policy framework’ for drones in our country. However, it is really important that it deals with the issues of noise, safety, privacy and planning. I will keep up pressure on the minister to make sure this policy framework is published soon, and that it addresses these issues”, concluded Deputy O’Gorman.



Roderic O'GORMAN TD



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Assistant Government Chief Whip

Thank you to Tánaiste Simon Harris for appointing me Assistant Government Chief Whip.



Minister for Education visits St Francis Xavier SNS and Coolmine Community School

It was an honour to welcome Minister for Education Helen McEntee to Dublin West in February.



This marked a special occasion as Minister McEntee became the first Minister for Education ever to visit St Francis Xavier Senior National School or Coolmine Community School.

I invited the Minister to discuss essential works urgently required in both schools, which I had raised in the Seanad previously. We are now seeing a breakthrough, as the Minister has pledged to assist the schools with their applications for emergency works.

St. Francis Xavier SNS has also accepted an offer under the Department's Additional School Accommodation Scheme including two modular special education classrooms, two modular mainstream classrooms, and roof refurbishment.

In my opinion, this particular school planning area, has not seen equitable investment in school infrastructure in recent years, despite €171 million overall for Dublin West schools since 2020. I will be working hard in Dáil Éireann to change that.



Above picture: With Pauline Connolly, Principal Coolmine CS with the Minister
Right picture: With Sean McKeown, Principal St Francis Xavier SNS, the Board of Management, Teacher at SFX Cllr Siobhán Shovlin and Cllr Emer Carbone

LOCAL UPDATE NEW SIGNALISED CROSSINGS

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Beechpark Avenue

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Avista St Louise's Knockmaroon Hill/Lower Road

Cllr Siobhán Shovlin and I worked with Avista to implement a pedestrian crossing for residents to access the Phoenix Park. Up until this point the Centre had to rely on a bus. If we can assist in matters such as this, please get in touch.



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Housing Crisis 2.0: What's Next for Generation Rent?



For a generation of young Irish people, the dream of owning a home feels further away than ever.

Despite years of promises, policies, and plans, the housing crisis hasn't eased — if anything, it's evolved into something even more complex.

As we head deeper into 2025, Generation Rent isn't just frustrated — they're angry, exhausted, and wondering if homeownership will ever be within reach. So, what's next?

Locked Out and Priced Out

The numbers paint a bleak picture. Average house prices continue to soar, especially in Dublin, Cork, and Galway. According to the latest reports, the average price of a home in Dublin is now over €450,000 — far beyond what most young couples, let alone single buyers, can afford.

Even renting has become a luxury. A one-bedroom apartment in Dublin now averages over €2,000 a month, and in many smaller towns, rent inflation is outpacing wage growth. For those on average salaries, the math simply doesn't add up.

"I'm 33, working full-time, saving every month, and I still have no chance of buying," says Ciara, a marketing manager in Limerick. "Every year, the goalposts move. It's like trying to catch smoke."

From Couchsurfing to 'Generation Boomerang'

As a result, thousands of young adults are stuck in limbo — couch surfing, living in overpriced house shares, or moving back in with parents well into their 30s.

"There's still this stigma, like if you're back home after 30, you've somehow failed," says Mark, a 29-year-old IT worker who moved back to his childhood bedroom in Mayo after being priced out of Galway. "But the reality is, for a lot of us, it's the only option if we want to save anything."

The Emotional Toll

Beyond the financial strain, the psychological impact of the crisis is impossible to ignore. Surveys consistently show that housing insecurity is driving stress, anxiety, and a sense of hopelessness among younger generations.

"It's hard to plan a future when you don't know where you'll be living in six months," says Aisling, a teacher in Dublin who has moved four times in the last two years due to rent hikes and landlords selling up. "It affects everything — relationships, career choices, even whether or not you feel you can have kids."

Who's to Blame?

Depending on who you ask, there's plenty of blame to go around. Government policy, vulture funds, Airbnb hoarding, and NIMBYism (Not In My Back Yard) all come up repeatedly. While the Housing for All plan promised tens of thousands of new homes, delivery has consistently lagged behind demand. Meanwhile, developers focus on high-end apartments and build-to-rent schemes rather than affordable homes for purchase.

"We have a housing market designed to treat homes as investments, not places to live," says Dr. Rory Hearne, housing expert and author of *Gaffs: Why No One Can Get a House*. "Until that changes, Generation Rent will remain stuck."

Searching for Solutions

So, what could actually work? Experts point to a mix of bold policy moves:

- Massive state-led building programs to flood the market with affordable homes.
- Stronger tenant protections, including rent freezes and indefinite leases.
- Tax reforms to discourage vacant homes and

speculative investment.

- Community-led housing cooperatives, giving people a stake in their homes.

Countries like Austria and the Netherlands offer models where public and cooperative housing make up a significant chunk of the market — creating stability without compromising quality.

Beyond the Crisis

For many young Irish people, though, hope feels in short supply. Emigration — once a reluctant escape — is back on the table, with Canada, Australia, and mainland Europe attracting disillusioned renters.

“I don’t want to leave,” says Fiona, a 27-year-old nurse in Dublin. “But I also can’t live like this forever — working to pay rent, with no hope of security. If I have to go abroad to have a normal life, I will.”

A Generation at a Crossroads

Generation Rent isn’t looking for luxury — they just want a fair shot at stability, a home to call their own, a future they can actually plan for.

If Ireland wants to hold onto its young talent, creativity, and energy, solving this crisis isn’t optional — it’s essential.

Because the next generation isn’t just renting their homes — they’re renting their futures. And they’re running out of patience.

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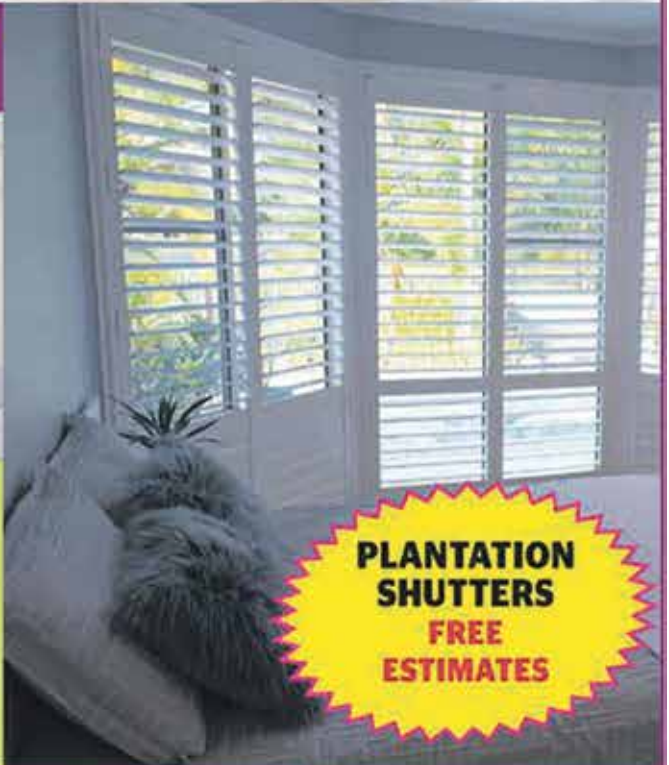
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Rebel Cities - Why Cork and Galway Are Outshining Dublin

For decades, Dublin has been the undisputed heart of Ireland, a magnet for ambition, culture, and economic opportunity.

But as the capital grapples with an increasingly untenable housing crisis and a saturated market, a fascinating shift is underway: Ireland's regional cities are rising, and they're not just catching up – they're carving out distinct, vibrant identities.

Cork and Galway, in particular, are leading this “rebel” resurgence, challenging the traditional Dublin-centric narrative and sparking a nationwide conversation about Ireland's future. Alongside Limerick and Waterford, these cities are experiencing a cultural and economic renaissance, drawing in talent, fostering innovation, and redefining what it means to live and work in Ireland.

The Exodus and the Opportunity:

The housing crisis in Dublin has become a catalyst for change. Young professionals, families, and creatives, priced out of the capital, are looking westward and southward, finding not just affordability, but a quality of life that Dublin, in its current state, can no longer guarantee. This exodus is fuelling a surge in regional investment and development.

Cork: The Rebel Spirit Reborn:

Cork, with its rich maritime history and fiercely independent spirit, is experiencing a cultural and economic boom. Its burgeoning tech sector, anchored by companies like Apple and VMware, is attracting talent from across the globe. The city's vibrant arts scene, with festivals like the Cork Midsummer Festival and the Cork International Film Festival, is flourishing. The English Market, a culinary institution, continues to draw food lovers, while new restaurants and bars are adding to the city's dynamic atmosphere. Cork's commitment to sustainable development and its focus on fostering a strong sense of community are proving to be powerful draws.

Galway: The Cultural Capital's Continued Rise:

Galway, already renowned for its arts and culture, is solidifying its position as a creative hub. Its thriving tech sector, anchored by companies like Medtronic, is driving economic growth. The city's vibrant arts scene,

with events like the Galway International Arts Festival, continues to attract international attention. Its stunning natural surroundings, from the shores of Galway Bay to the wild beauty of Connemara, offer a unique quality of life. Galway's focus on sustainable tourism and its commitment to preserving its unique cultural heritage are key to its continued success.

Beyond Cork and Galway:

Limerick, with its ambitious regeneration plans and growing tech sector, is transforming its image. Waterford, with its rich Viking heritage and revitalized city centre, is attracting investment and tourism. These cities, along with other regional centres, are demonstrating that Ireland's future lies in a more balanced and decentralized approach.

What This Means for Ireland's Future:

The rise of Ireland's regional cities has profound implications for the nation's future:

Decentralized Growth:

It offers a more sustainable and equitable model of economic development, reducing the pressure on Dublin and creating opportunities across the country.

Cultural Diversity:

It fosters a richer and more diverse cultural landscape, showcasing the unique strengths of each region.

Enhanced Quality of Life:

It provides access to a higher quality of life, with more affordable housing, shorter commutes, and a stronger sense of community.

Attracting and Retaining Talent:

It enhances Ireland's ability to attract and retain talent, by offering diverse living and working options.

The “rebel cities” are not just challenging Dublin's dominance; they are redefining Ireland's identity. They are proving that a thriving nation is one where all its regions have the opportunity to flourish. As Ireland looks to the future, the success of Cork, Galway, Limerick, and Waterford will be crucial in shaping a more balanced, vibrant, and sustainable nation.

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Greenwashing or Genuine?

Are Ireland's Big Brands Really Going Green?

If you believe the ads, Ireland's biggest brands are leading a green revolution — planting trees, cutting carbon, and wrapping everything in recycled paper.

Definition of Greenwashing

to make people believe that your company is doing more to protect the environment than it really is



From supermarkets to fashion chains, banks to beverage giants, it seems every company wants to be seen as climate conscious. But in 2025, Irish consumers are starting to ask: Is it all just clever marketing?

In other words — are these companies actually changing, or are they just talking the talk?

The Pressure to Be Green

There's no denying the pressure is on. Ireland has ambitious climate targets to meet, and businesses know that sustainability sells. A 2024 survey showed that 7 out of 10 Irish consumers are more likely to buy from a brand they believe is environmentally responsible.

From Bord Bia's Origin Green program to carbon-neutral claims from big names like SuperValu and Ryanair, brands are scrambling to prove their eco-credentials. But scratch beneath the surface, and the story gets murkier.

What Is Greenwashing?

Greenwashing happens when companies exaggerate or mislead the public about how environmentally friendly, they really are. Sometimes it's vague language — like calling a product “eco-friendly” without explaining why. Other times it's bigger, like focusing on small green initiatives while ignoring larger harmful practices.

“Switching to compostable coffee cups doesn't mean much if your supply chain is still built on fossil fuels,” says Dr. Siobhán McGrath, a sustainability expert at Trinity College. “Real sustainability means tackling the hard stuff — reducing emissions, cutting waste, and changing how you do business at a core level.”

Who's Walking the Walk?

Some Irish companies are making real moves. An Post, for example, has become a surprising climate leader — aiming for net-zero emissions by 2030 and rolling out one of the largest electric delivery fleets in Europe. Meanwhile, Irish Distillers has invested heavily in renewable energy for its Midleton distillery, and Dunnes Stores has introduced a circular fashion line, encouraging customers to return old clothes for reuse.

But for every genuine effort, there are plenty of examples of surface-

level sustainability. Take fast fashion brands operating in Ireland — who launch “conscious collections” while churning out thousands of new items weekly. Or airlines promoting carbon offsetting schemes while expanding their flight routes.

Consumer Confusion

The result? Many Irish consumers are left unsure who to trust. With labels like “climate neutral,” “green certified,” and “plastic-free” slapped

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on everything from bottled water to toilet roll, it's hard to know what actually makes a difference.

"Sometimes I just feel like I'm being manipulated," says Aoife, a 32-year-old shopper from Galway. "I want to buy better, but every product claims to be sustainable. Who's actually telling the truth?"

Holding Brands Accountable

This confusion has sparked a rise in green watchdogs — social media accounts, podcasts, and grassroots groups that fact-check corporate claims. Irish influencers like Fionnuala Moran and environmental groups like Friends of the Earth Ireland regularly call out companies for greenwashing, urging followers to look for real action rather than clever packaging.

"We need companies to understand that sustainability isn't a trend — it's a responsibility," says Clodagh Daly of Climate Case Ireland. "That means transparency, proper reporting, and a willingness to put planet before profit."

What's Next?

The next few years will be a test. New EU regulations are cracking down on misleading environmental claims, and Irish consumers are becoming increasingly savvy. Businesses who want to keep their eco-cred will need to show their work — clear carbon reporting, independent audits, and proof that sustainability is more than just a marketing department talking point.

Because in 2025, Irish people don't just want green promises — they want proof. And if brands can't deliver that, they may find that Irish loyalty, much like the climate itself, is changing fast.

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Age Action

Age Equality

Age Action opposes the Employment (Restriction of Certain Mandatory Retirement Ages). Bill 2024

According to Dr Nat O'Connor, Age Action's Senior Policy Adviser: "Age Action strongly opposes the revival of the Employment (Restriction of Certain Mandatory Retirement Ages).

Bill 2024, which is an inadequate response to the growing demand for the abolition of mandatory retirement."

"Across political parties, in unions and among older persons, we see support for ending the practice of forcing people out of work before they are ready, but the proposed Bill

makes no meaningful progress toward that end. The aim set out in its title, to restrict certain mandatory retirement ages, betrays its lack of ambition. All it provides for is the establishment of a complex, formal procedure so that employees can make a written request to stay on past their contractual retirement age; a request which can still be denied by their employer. This is the sole 'restriction' the Bill would impose on mandatory retirement."

"This is a weak and ineffective Bill which is unlikely to help most employees who are forced out of work against their will for the offence of reaching a certain birthday. There is no reason for such timid action when we have seen other countries like Canada, New Zealand, Australia, the UK, and the United States abolish mandatory retirement entirely, in some cases decades ago. These countries have continued to enjoy well-functioning and productive labour markets and workplaces, showing that there is no foundation for the fears expressed by people who want to keep mandatory retirement."

"Mandatory retirement is age discrimination. If the State allows a form of discrimination to be

practiced, it must set out clear justifications for the practice. However, the popular arguments in favour of mandatory retirement are all myths. There is no evidence that older persons are less able to contribute to a workplace, or that they cost more than they contribute, or that they prevent younger workers from gaining employment. In fact, research has demonstrated the many benefits older workers bring to workplaces, including institutional experience, mentoring, and soft skills like better stress management."

"Mandatory retirement is based on gross and insulting stereotypes about ageing. It is experienced by workers as a humiliating and dehumanizing injustice. It takes away our autonomy and our control over how and when we retire, which is a major life event. People who had no choice in retiring report poorer mental health, life satisfaction, health status, dietary habits, marital satisfaction, self-efficacy, and income adequacy, even years into their retirement."

Dr. O'Connor concluded: "The proposed Bill is an incomplete and inadequate response to the problem of mandatory retirement, and by virtue of its incompleteness, reinforces and legitimises the dangerous ageism on which mandatory retirement is founded. We want our new government to take strong and decisive action, rather than tinkering around the edges of a serious problem. The Bill needs to be abandoned in favour of legislation that really helps the workers who wish to remain in work for longer."

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SuperValu and Centra enable over 43 million container returns in Dublin during the first 12 months of Deposit Return Scheme

SuperValu and Centra are marking over 43 million container returns in Dublin since the launch of the Deposit Return Scheme 12 months ago.

1 13 Reverse Vending Machines (RVMs) have been installed in SuperValu and Centra stores in Dublin - empowering communities across Dublin to conveniently make returns and move towards more sustainable shopping habits.

Dublin, Cork, Meath, Galway and Kildare stores have received the largest volume of returns to Reverse Vending Machines across the SuperValu and Centra store network.

Speaking about the scheme, Luke Hanlon, Managing Director of SuperValu and Centra said: "We are pleased that as a community retailer with the largest offering of Reverse Vending Machines across every county in Ireland that SuperValu and Centra have enabled the equivalent of every citizen in Ireland being able to make a positive recycling impact. We are delighted to see such a high level of interaction from our customers in Dublin with over 43 million containers returned in the last 12 months. This milestone is a testament to our customers who have made recycling containers a natural part of their grocery shopping routine – they see the benefits to them and the planet and have been supportive of the initiative.

"I would also like to thank our network of dedicated retailers who through investment and innovation have enabled a broader shift to sustainability. This is in line with our 'Local Action Global Impact' initiative, showing that small, community-based efforts can contribute to the broader fight against environmental challenges."

Journey of your recycled containers

Under the Deposit Return Scheme PET bottles can be recycled up to seven times and aluminium cans have no recycling limit. The containers are collected from SuperValu and Centra stores at the end of each week and brought to a recycling facility in Limerick. They are then sorted by material and colour, while any waste that enters the system is removed.

Dublin	43,540,756	Louth	4,964,300
Cork	30,504,145	Mayo	4,725,815
Meath	11,923,174	Kilkenny	4,541,176
Galway	10,371,981	Roscommon	4,497,323
Kildare	8,954,412	Clare	3,774,619
Limerick	8,857,348	Cavan	4,396,137
Wexford	8,835,355	Sligo	4,350,572
Kerry	8,716,061	Carlow	3,414,087
Wicklow	6,614,853	Westmeath	3,204,411
Tipperary	6,386,213	Monaghan	2,804,729
Laois	5,769,932	Longford	2,752,640
Waterford	5,594,878	Offaly	2,170,219
Donegal	5,173,455	Leitrim	1,324,322

SuperValu and Centra invested €28 million in Reverse Vending Machines across their store networks nationwide, as part of their continued focus to build more sustainable communities.

According to SuperValu and Centra, consumer behaviour indicates strong adoption of the scheme with Saturdays being the busiest period for recycling in SuperValu stores due to customers doing their 'big shop', with consumers bringing higher volume of returns at once, averaging 23 containers per visit. Centra customers tend to recycle a smaller number of containers but make more regular trips to stores to return containers.

A total of 210 million container returned nationwide, the equivalent of every citizen in Ireland to recycle 42 containers under the first 12 months of Deposit Return Scheme

Saturdays are the most popular day for customer recycling in SuperValu stores due to customers doing their 'big shop', while Centra customers recycle smaller numbers but more often

Dublin, Cork, Meath, Galway and Kildare stores have received the largest volume of returns to Reverse Vending Machines across the SuperValu and Centra store network.

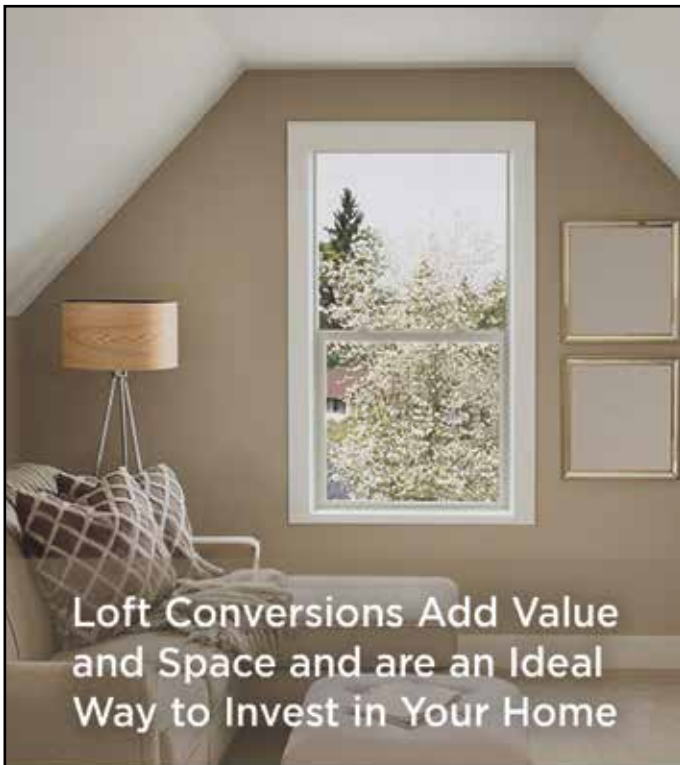


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CRAIC AND CREATIVITY

Meet the Irish TikTokers Taking Over the World

Once upon a time, Ireland's biggest cultural exports were its writers, musicians, and actors — the Yeatses, U2s, and Saoirse Ronans of the world.

Fast forward to 2025, and a new breed of Irish talent is taking centre stage — armed not with novels or guitars, but with ring lights, smartphones, and a wicked sense of humour.

Welcome to the era of the Irish TikToker — blending sharp wit, social commentary, and a uniquely Irish flavour that's captivating audiences not just at home, but around the globe.

From Small Town to Global Stage

For many of these creators, TikTok isn't just a hobby — it's a ticket out of obscurity. Whether they're filming sketches in their sitting room in Roscommon or sharing Gaeilge lessons from a Gaeltacht village, their videos can rack up millions of views overnight.

Take Fionnuala Jay, whose hilarious cultural commentary has turned her into a go-to voice on everything from Irish mammy culture to Love Island

scandals. Or Cian Ducrot, who blended his musical talent with viral storytelling, building a global fanbase that's now showing up at his sold-out gigs.

Then there's Tadhg Fleming, the Kerry man who shot to fame with his chaotic family videos (and his father Derry's unintentional comedy gold), proving that Irish family madness is a universal language.

Comedy with a Sharp Edge

While Irish humour has always travelled well — self-deprecating, sharp, and full of wordplay — what sets this generation apart is how they mix the comedy with real talk.

One minute you're laughing at a skit about Irish Leaving Cert trauma, and the next, you're getting a frank explainer on the housing crisis, emigration woes, or mental health struggles.

This blend of humour and honesty resonates not just with Irish audiences, but with the global

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diaspora — from New York to Sydney, Irish people abroad see their own experiences reflected in these 60-second videos.

Gaeilge Goes Viral

Another surprise hit on Irish TikTok? The Irish language itself. Creators like Sophie Ní Riain and Éadaoin Fitzmaurice have turned TikTok into a digital Gaeltacht, teaching slang, reviving forgotten phrases, and showing that Gaeilge can be as funny, chaotic, and expressive as English.

“It’s wild,” says Sophie. “People message me from Boston, Toronto, everywhere, saying they’re learning Irish just from watching my videos. It’s like we’ve found a way to make the language cool again.”

Unfiltered and Unapologetically Irish

What makes these creators stand out is their refusal to polish themselves for the global stage. They’re not trying to be American influencers or UK-style vloggers — they lean into the quirks, slang, and weird cultural touchpoints that make Ireland, well, Ireland.

From debuting outfits for the Debs to explaining the sacred art of a proper cup of tea, they’re offering the world a window into modern Irish life — no filter

needed (except maybe a bit of bPerfect tan).

More Than Just Craic

Of course, behind the viral jokes and comedy sketches is something deeper — a new wave of Irish storytelling. These TikTokers aren’t just entertainers; they’re cultural documentarians, capturing the weird, wonderful, and sometimes painful realities of growing up Irish in the 2020s.

In a way, they’re the natural successors to Roddy Doyle, Tommy Tiernan, and The Rubberbandits — just swapping the stage and page for a smartphone screen.

What’s Next?

With brand deals, global audiences, and even TV opportunities rolling in, the future looks bright for Ireland’s TikTok royalty. But no matter how big they get, the best of them never loses sight of the homegrown humour and heart that got them there in the first place.

Because whether they’re teaching you to swear in Irish or explaining why Tayto is superior to Walkers, one thing’s for sure: Irish TikTok isn’t just funny — it’s a cultural phenomenon.

And the whole world is watching.





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Rural Revival: Is the West of Ireland the New Cool?

For decades, the story of rural Ireland was one of leaving. Young people packed up for the cities — or further afield — chasing careers, culture, and connection in places they thought small towns could never offer. But something curious is happening in 2025.

From Westport to Dingle, from Clifden to Ennistymon, the West of Ireland isn't just surviving — it's thriving. Remote working, creative hubs, and a hunger for a slower, more meaningful way of living are bringing a new kind of energy to towns that once seemed stuck in the past. So, is the West of Ireland quietly becoming the place to be?

Remote Work Changed Everything

When the pandemic pushed thousands of Irish people to work from home, many took the opportunity to ask: Where do I actually want that home to be? Suddenly, living in a city centre shoebox wasn't the only option. Fast broadband, better transport links, and a rise in coworking spaces made rural living genuinely possible — and for many, even preferable.

"I always loved the West, but I never thought I could live here full-time without giving up my career," says Emer, a graphic designer who swapped her Dublin apartment for a cottage in West Clare. "Now, I log off, go for a sea swim, and I'm in the pub with friends by half six. I feel like I got my life back."

Creativity Finds a Home

With remote work bringing income, creatives followed. Musicians, artists, designers, and writers are flocking to smaller towns, drawn by affordable rents, slower pace, and the kind of community spirit that cities can't replicate.

Towns like Ennistymon and Ballina are buzzing with new cultural energy — from pop-up galleries to experimental music festivals, community gardens to artisan markets.

"There's a sense that anything is possible here," says Fiachra, a musician who relocated to Mayo. "In Dublin, you're just another face in the crowd. Out West, people actually come out to support new projects. There's a hunger for fresh ideas."

Blending Tradition with Modern Life

What makes this revival special is the way it blends old and new. You might have a startup founder taking Zoom calls from a converted hay barn, or a TikToker filming Irish language lessons in a centuries-old fishing village. Traditional music sessions still anchor the weekends, but they're followed by DJs spinning techno in the back room of the local pub.

In towns like Dingle, there's even a conscious effort to welcome newcomers while protecting what makes these places special. Community groups run language classes and history tours for 'blow-ins' (new arrivals), encouraging them to embrace local culture rather than rewrite it.

Affordable... for Now

Of course, the rural revival isn't without its complications. Property prices in popular areas are rising, and locals fear that parts of the West could follow the same path as tourist towns elsewhere — becoming too expensive for the very people who made them appealing in the first place.

"There's a fine line between regeneration and gentrification," warns Aoife, who runs a community centre in Connemara. "We want people to move here, bring their ideas, their families — but we don't want them turning every cottage into an Airbnb."

A New Kind of Cool

Despite the challenges, the energy in the West feels different now — less like a place people escape from, and more like a place people escape to. It's creative without being pretentious, connected without losing its soul, modern but still deeply rooted in its history.

For a generation burnt out on urban hustle, this version of cool — slower, softer, rooted in community and creativity — might be exactly what they're looking for.

So, is the West of Ireland the new cool? Maybe it always was. It just took the rest of us a while to notice.



From Pint to Plate: How the Irish Pub Is Reinventing Itself

Ask anyone to picture an Irish pub, and they'll likely conjure up the same image: a snug corner, a creamy pint, maybe a fiddler in the corner playing *The Fields of Athenry*.

But in 2025, the iconic Irish pub is serving up something a little different — artisanal small plates, locally sourced seafood, craft cocktails, and even vegan tasting menus.

The Irish pub, once all about the drink, is becoming a destination for food lovers. But can it embrace this new era without losing the magic that made it famous in the first place?

Beyond the Toasted Special

For decades, food in the pub was a secondary thought — maybe a toasted ham and cheese sandwich or a bowl of soup if you were lucky. Pubs were for drinking, for talking, for gathering. Food was fuel, not the main event.

But tastes have changed. Younger drinkers are more health-conscious and less likely to spend all night on the pints. Visitors from abroad expect more than just a bag of crisps to go with their Guinness. And with food tourism booming, Irish pubs have realised that their kitchens can be just as much of a draw as their counters.

The Rise of the Gastropub

Enter the gastropub — a new breed of Irish pub where food takes centre stage. These aren't restaurants with a pub aesthetic, but pubs that have evolved their offering to match modern tastes. Think house-cured meats, seafood straight off the boat, or locally foraged ingredients paired with craft beers and natural wines.

Places like Mikey Ryan's in Cashel, The Roadside Tavern in Lisdoonvarna, or The Kings Head in Galway have built reputations not just for their atmosphere, but for seriously good food. And they're not just catering to tourists — locals are embracing the shift too, proud to see their neighbourhood pubs offer plates that rival high-end restaurants.

Keeping the Soul Intact

But with all this change, there's a fine line to walk. The Irish pub isn't just a place to eat and drink — it's a cultural institution, a community living room, a place where strangers become friends over a shared bowl of peanuts.

Some fear that this foodie focus could sterilise what makes Irish pubs special in the first place. "We want to raise the standard, but you don't want to lose the sense of welcome," says Tomás, a fourth-generation publican in Clare. "A pub is about people first — the food should be part of the story, not the whole story."

Tradition Meets Innovation

The best of these new-era pubs understand that balance. You might find a seafood chowder made with locally smoked fish, served alongside a perfectly pulled pint of stout. Or a venison burger with wild garlic mayo, paired with a whiskey flight featuring small-batch distillers.

In some cases, they're even bringing back lost traditions — baking brown bread in-house, reviving old foraging recipes, or celebrating regional produce that was once taken for granted.

It's food that tells a story, rooted in place and history, but served with a modern twist.

The New Gathering Place

Ultimately, what's emerging is a new kind of Irish pub — one that still honours the past but isn't afraid to evolve. Whether you're after a midweek pint and a hearty pie, or a Sunday seafood feast with natural wine, there's a seat for you at the table.

Because if the Irish pub has proven anything over the centuries, it's that it knows how to adapt — without ever forgetting where it came from.

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Sustainable Seas - Ireland's Role in Protecting Our Coastal Waters

The wild Atlantic crashes against our shores, the Irish Sea teems with life, and our coastal communities have thrived on the bounty of the ocean for generations.

But the health of our vast marine environment is under increasing pressure. Climate change, overfishing, and plastic pollution threaten the delicate balance of our seas, demanding urgent and decisive action. Ireland, with its unique position as an island nation, has a crucial role to play in safeguarding these vital ecosystems.

A Nation Defined by the Sea:

Our connection to the sea is woven into the fabric of Irish identity. From the traditional fishing villages dotting our coastline to the booming offshore energy sector, our livelihoods and culture are inextricably linked to the ocean. Recognizing this, Ireland is stepping up its efforts to protect its marine environment, embracing a multifaceted approach to sustainability.

Harnessing the Power of the Wind:

Offshore wind energy is emerging as a cornerstone of Ireland's sustainable energy strategy. The vast potential of the Atlantic wind offers a clean and abundant source of power, reducing our reliance on fossil fuels and mitigating the effects of climate change. Projects like the proposed Celtic Sea wind farms promise to transform our energy landscape, creating jobs and driving economic growth while protecting our environment.

Sustainable Fishing: Balancing Tradition and Conservation:

Ireland's fishing industry is facing the challenge of balancing traditional practices with the need for sustainable management. Overfishing has depleted fish stocks in many areas, threatening the livelihoods of coastal communities and the health of marine ecosystems. Initiatives like quota management, selective fishing gear, and marine protected areas are crucial to ensuring the long-term viability of our fisheries.

Battling the Plastic Tide:

Plastic pollution is a pervasive threat to marine life, with microplastics infiltrating every level of the food chain. Ireland has taken steps to address this issue, implementing bans on single-

use plastics and promoting recycling initiatives. However, more needs to be done to reduce plastic consumption and prevent plastic waste from entering our seas. Community-led beach cleanups and awareness campaigns are playing a vital role in raising awareness and fostering a sense of responsibility.

The Guardians of the Deep: Irish Marine Conservationists:

Behind the scenes, a dedicated network of marine conservationists is working tirelessly to protect our coastal waters. Scientists, researchers, and NGOs are monitoring marine ecosystems, studying the impacts of climate change, and advocating for stronger environmental protections. Organizations like the Irish Whale and Dolphin Group and the Marine Institute are playing a crucial role in understanding and safeguarding our marine biodiversity.

A Call to Action:

Protecting our seas is not just a responsibility; it's an investment in our future. By embracing sustainable practices, investing in renewable energy, and supporting marine conservation efforts, Ireland can become a leader in ocean stewardship.

- Supporting Sustainable Businesses: Choose seafood from sustainable sources and support businesses that prioritize environmental responsibility.

- Reducing Plastic Consumption: Make conscious choices to reduce your use of single-use plastics and recycle responsibly.

- Participating in Beach Cleanups: Join local beach cleanup initiatives and help remove plastic waste from our shores.

- Supporting Marine Conservation Organizations: Donate to or volunteer with organizations dedicated to protecting our marine environment.

Our seas are a precious resource, vital to our economy, culture, and environment. By working together, we can ensure that future generations inherit a healthy and vibrant ocean. Ireland has the potential to be a leader in sustainable marine practices, and it is time to take that role



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