



**Introducing
Waterford's new
cultural and
heritage quarter**

It begins here...



**WATERFORD
VIKING TRIANGLE**

Introducing Waterford Viking Triangle

Waterford Viking Triangle is a new and unique cultural and heritage development project spearheaded by Waterford city council and Fáilte Ireland. A tranquil place, characterised by narrow streets atmospheric public spaces and an emerging critical mass of cultural & heritage attractions. There has been significant investment from both the public and private sector within the Viking Triangle in recent years including the relocation of The House of Waterford Crystal to The Mall; The restoration of the 13th and 15th century under crofts and the opening of the Medieval Museum. The area an architectural conservation area is home to some of Ireland's oldest cities most significant historic heritage, in just a 1000 paces the visitor can explore 1000 years of history.

Our Objectives:

- To engage with all stakeholders within the Viking Triangle with a view to best promoting the cultural, commercial, retail, residential and visitor experience on offer; identifying and promoting a strongly branded cohesive identity for the Viking Triangle which sits well within the wider Waterford place brand and marketing strategy.
- To engage with owners of buildings within the Viking Triangle, and to accept, on an agency basis, management and controlled use of those buildings to include procuring tenants or licensees for occupation of space within those buildings.
- To actively promote and facilitate the regeneration and refurbishment of buildings.
- To facilitate the creation of work-spaces, craft shops and other mixed retail and cultural activities.
- To identify and promote spatial improvements within the area including the creation of high quality public space and pocket parks.
- To identify and to promote an appropriate range and mix of cultural and commercial events and activities within the Viking Triangle.
- To enter into arrangements with Waterford City Council and other authorities / bodies which are conducive to the realisation of the VT's objects including funding, rights, privileges and concessions which the VT may find it desirable to obtain, and to carry out and exercise and comply with any such arrangements.
- To act as Trustee for or to acquire ownership of any property, real or personal, for any of the above main objects of the VT or for any other purpose that may seem conducive to the main objects of the VT.

The Viking Triangle Trust Company

Waterford City Council recently established the Viking Trust Company (VT) to lead and manage this exciting urban development project and a legally binding protocol is now in place. The Viking Trust is a limited company with a voluntary board of private sector directors and a chief executive.

Our vision

"That the Viking Triangle will become the cultural and heritage quarter of Waterford city, offering a vibrant, authentic and distinctive experience for visitors, businesses and the community and to be the catalyst for the future regeneration of Waterford as a memorable visitor destination."

Contact information

If you have an interest in or ideas for helping this exciting vision for Waterford, please contact the Viking Triangle Trust to discuss. e: fiona@waterfordvikingtriangle.ie
www.waterfordvikingtriangle.com



**WATERFORD
VIKING TRIANGLE**

The Viking Trust Company (VT) is a limited company with a voluntary board of private sector directors and a chief executive. Its primary function is to promote and develop The Viking Triangle.

The Vision of the VT is: *"To be the cultural and heritage quarter of Waterford that offers a vibrant, authentic and distinctive experience for visitors, businesses and the community. To be the catalyst for the future regeneration of Waterford City as a memorable visitor destination."*

VT and Waterford City Council (WCC) have mutually agreed to establish a legally binding protocol to regulate and define the

role each party shall play in the promotion and development of the Viking Triangle and to set out the financial and other obligations of both parties.

WCC has agreed to lease to the VT on a long-term basis a number of WCC owned properties within and around the Viking Triangle and to use its good offices to encourage all other stakeholders within the area to engage with the VT on adopting and implementing a collaborative approach on issues affecting the Viking Triangle with a view to pooling marketing / promotion costs, and co-ordinating ticket sales and cross-use of facilities.

VT Objectives

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- To identify and promote spatial improvements within the area including the creation of high quality public space and pocket parks.
- To identify and to promote an appropriate range and mix of cultural and commercial events and activities within the Viking Triangle.
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