



UL ENGAGE

Community Briefing

2018 No. 36

Mungret Historical Society Website and Marketing Plan

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UNIVERSITY of LIMERICK
OLLSCOIL LUIMNIGH

UL Engage

share

enable

grow

Promoting University Community Collaboration

THE BRIEF

Project Aim and Objectives

The aim of this project is to put Mungret on the map. Showcasing Mungret's identity to a larger audience has been the vision of our community partner who understands the small community is often overlooked by the public despite its historical influence.

Though the team was initially tasked with designing a brochure, after evaluating the needs of our community partner we recommended the development of a website as alternative media that would better promote Mungret. Our project was to design the website that would convey the relevance of Mungret's rich history, centralize resources, and make them accessible to everyone.

Project Rationale

Our community partner has been working on preserving, protecting, and promoting the heritage of Mungret for 20 years. However, he has struggled with promoting Mungret to the locals as well as tourists. By undertaking the website, we create a global platform for Mungret to attract more visitors. This benefits the local community culturally and financially.

The website organizes the previously dispersed resources of Mungret, reaches a global as well as local audience, and displays the information in an appealing and relevant form of media. The project is aligned with Mungret Heritage Society's mission to "create community identity through shared heritage." It also capitalizes on the unique skillset of its student leaders, who share experience in website development, graphic design, and entrepreneurship. Mungret has not yet proved itself fit for place on Ireland's map, and we aim to change that.

COMMUNITY

Overview of Community Organisation



Mungret is a little town on the outskirts of Limerick filled with a vibrant community who take pride in their culture and history. Mungret was one of the first places to be colonized by early humans in Ireland, even predating Limerick City, due to its advantageous location on the River Shannon. Furthermore, Mungret was buzzing with activity during the Mesolithic Age, Bronze Age and spread of Christianity. This history is reflected in the historical sites around Mungret Area including Mungret College, a cement factory, churches, old ruins, small houses, among other buildings. Mungret Heritage Society was founded in 2001 by a group of people with support from Mungret Parish who saw a need to protect the town's undervalued, rich history. The group created interpretive panels throughout Mungret area which describe the historical context of sites like Mungret Abbey and St. Nesson's Church. They also host historical lectures, community days, and a variety of projects to support the cause.

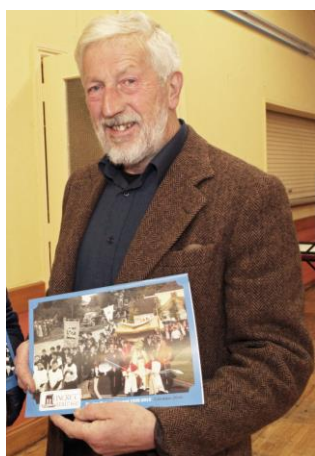
Mission: Preserve, protect, cultivate Mungret's rich culture and heritage

Vision: Foster global appreciation of Mungret's identity

Target population: Local, Regional, and Global (current focus) Audiences

Services: Coffee shop, book store, playground, church, etc.

Community Partners



Nessan O'Donoghue is our community contact for the Mungret Heritage Society and is well-known for his dedicated work in the community. He was born in Mungret Village 1945 and studied in the local National School, Limerick C.B.S and UCD. He enjoyed a career teaching Business, Economics and Economic History at St. Munchin's College, Limerick. He is passionate about the history of Mungret and in 2001 became a founder member of the Pubblebrien Historical Society (which included Mungret as part of the wider barony of Pubblebrien). In 2011, the Society narrowed its attention to Mungret and was renamed the Mungret Heritage Society. He has been Heritage Officer for both Societies since 2001, leading several educational projects in those positions.

STUDENTS



Alexandra Ferri – Penn State University

I am from Pittsburgh, Pennsylvania, USA and studying abroad at UL for Spring semester. I am completing a dual degree in Biomedical and Mechanical Engineering with a minor in Engineering Leadership and Development and I am passionate about learning. I am an athlete, a pianist, and entrepreneur. Two years ago I developed A.Ferri Designs, a custom art and graphic design business which I manage in my free time. I cherish the learning process and partnership I experienced working for UL Engage. I respect my community partners' deep understanding of the local community which he imparts on us with passion which enabled me to experience Ireland from a unique perspective.



Kartik Kamdar – Penn State University

I am an international student from Mumbai, India and study at Penn State University, USA. I love travelling around the world and thus decided to study abroad at UL while studying abroad in the United States. I am majoring in aerospace engineering and minoring in Entrepreneurship and Innovation as well as IST for Aerospace Engineers. I love exploring, innovating, playing sports, dancing, and problem-solving. This year, I started my own business **Boxit**, which connects people in need of storage space to those with spare space. I am so glad that I had the opportunity to be a part of this wonderful project. I learnt new skills and also had the chance to enhance my existing skills. This is definitely a highlight of my time in Ireland.

OUTCOMES

“Putting Mungret on the Map” yielded three specific results Spring 2018 semester (current):

- (1) A plan for a three-phase campaign developed by UL Engage students as a strategy to promote Mungret and cultivate its identity.

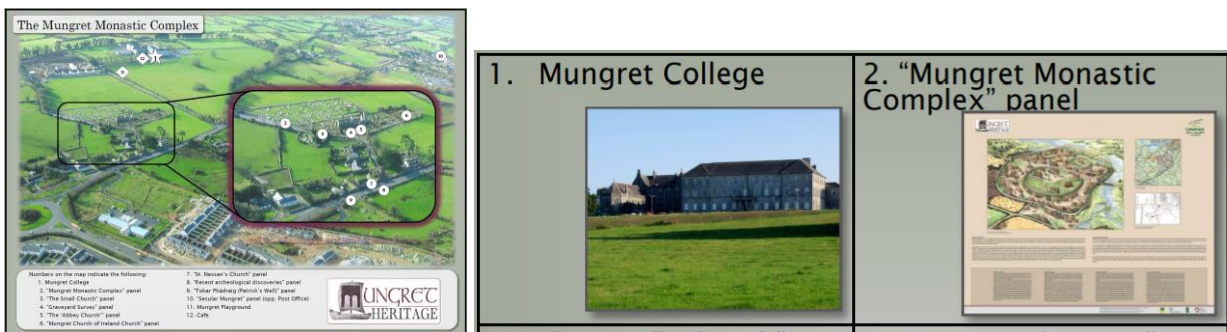
It operates under the formula:

Strategy = Establish Platform + Educate + Connect

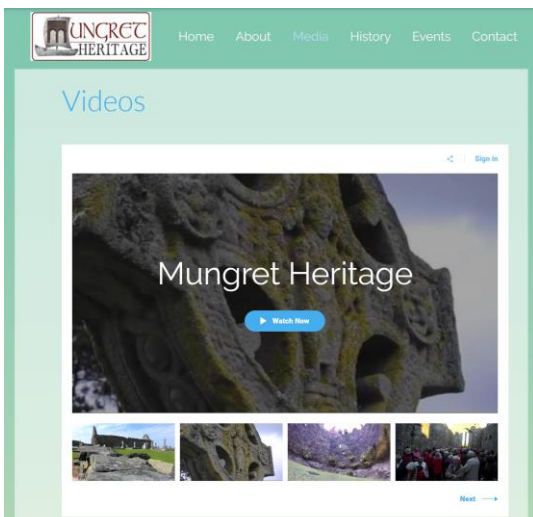
- (2) The completion of Mungret Heritage Society’s new website as part of Phase 2 of the plan.
- (3) Plans for “Mungret Heritage Day” to be implemented in the future, Phase 3.

The plan focuses on establishing infrastructure to communicate Mungret’s history (Phases 1 and 2) and then cultivating connections with the local community, specifically the youth (Phase 3). Note that although the plan was created this year, it incorporates work from last year’s project in the form of Phase 1.

Phase 1 (completed Fall 2018): consisted of mapping Mungret Area and the interpretative panels’ locations created by the society to provide visitors an easy way to navigate the Mungret Area.



Phase 2 (current, Spring 2018): created a website establishing a global platform and organizing the plethora of resources protected by the society.



OUTCOMES

Phase 3 (next semester): recommends implementing student created plan for “Mungret Heritage Days” to promote participation within the local community and create new content to share with the world on the website.



After All-Phases Completed: Re-evaluate needs of the community and establish a new plan. This could involve encouraging legislation to protect important sites which also attracts media and governing offices, both of which increase the reach of Mungret’s message.

The anticipated impact of this approach:

The challenge with reaching a greater audience is inspiring people to care. The marketing plan above follows a local to global approach meaning developmental work begins at the heart, the local community.

A community with a strong local identity: who cares and is educated, will act to protect this history just as our community partner has done. These attributes motivate people to invest in what they care about.

This manifests as local legislation to protect the history and an actively engaged community. A community with a strong identity and legislation attracts attention from a wider community as it gives media a clear topic to talk about (via content developed and communicated in Phases 1 and 2).

Phase 3 was designed to focus on building connections with youth in the local community because eventually some kids will stay in Mungret and continue to protect it. Others will move away; their mobility is an important avenue for spreading information. If strong connective roots are developed by the kids in Mungret, they will share them wherever they end up, increasing Mungret’s global presence as a significant place in history.

TESTIMONIALS

“We were all made aware growing up, that Mungret was a famous and ancient parish, much older than Limerick City. Yet, its story was not being told or preserved as our rural parish became urbanised over the past 25 years. It's been a great privilege to have the opportunity of preserving, promoting and presenting Mungret's history and heritage.

A very important aspect has been my engagement with the students from UL on projects of Mungret interest. Their work has been excellent, gratifying and heart-warming, and has boosted my morale in an activity which is often undervalued by wider society.”

Nessan on his inspiration for taking the lead and UL students.



Nessan O'Donoghue

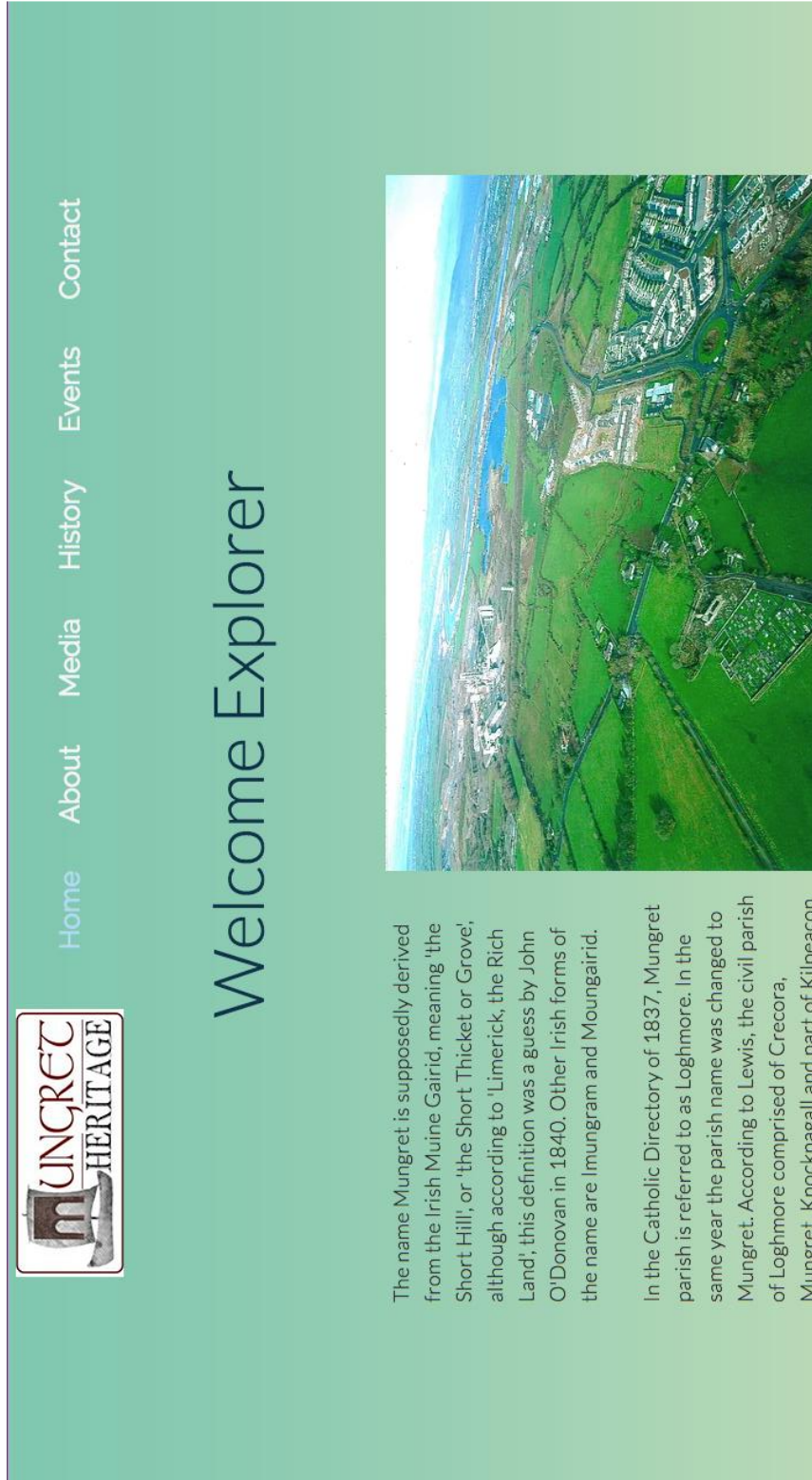
RECOMMENDATIONS

The next step is to complete Phase 3 of the plan to find ways to share Mungret Heritage and connect with the local community.

1. Implement proposed plan for “Mungret Heritage Day”
2. Complete Visitor’s Room
3. Develop youth programming
4. Brainstorm new ways to promote Mungret to tourists

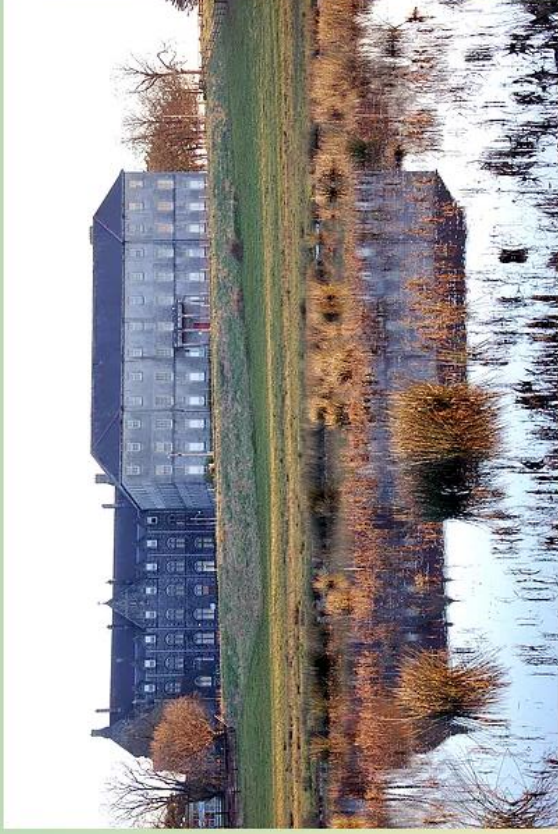
APPENDICES & GALLERY

1. Mungret Heritage Website, designed Spring 2018 (current).



Mungret parish contains a striking contrast between the urban Raheen section and rural Crecora. Its location on the outskirts of Limerick City means that this parish is growing rapidly, as the city expands. The current population of the parish is estimated at about 9000.

2013 saw a major upgrade of the village with new walkways, green areas, and traffic management being installed. 2016 will see new cycleways and footpaths joining the village up with Raheen and the building of two new primary schools and a public park and playground on the grounds of Mungret College.



Call us

+353-87-052-9121

Nessan O'Donoghue

Follow us



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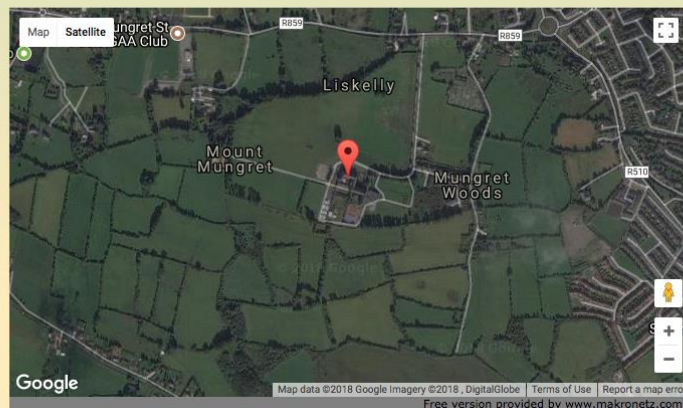
How to get to Mungret:

Bus routes operated by Bus Éireann

- 13:
 - Tralee (Bus Station) - University of Limerick (Stables)
 - University of Limerick (Stables) - Tralee (Bus Station)
- 14:
 - Killarney (Bus Station) - Limerick (Bus Station)
 - University of Limerick (Stables) - Killarney (Bus Station)
- 301:
 - St Nessans Rd (Opp Regional Hosp) - Westbury (St Nicholas Church)
 - Westbury (St Nicholas Church) - St Nessans Rd (Opp Regional Hosp)
- 304:
 - Ballycummin (Opp Clohessy's Bar) - University of Limerick (Stables)



- 321:
 - Limerick (Bus Station) - Newcastle West (Courtney Lodge Hotel)
 - Newcastle West (Opp Courtney Lodge) - Limerick (Bus Station)
- 251:
 - Cork Airport



Videos

[Sign In](#)

Mungret Heritage

▶ Watch Now








Interpretative Panels



Tobar Phádraig

Is dócha go mbeidh Tobar Phádraig suite taobh istigh de láthair na mainistreach i Mungret. Bhí an dara tobar i ngarraí stair ón mainistir. Tá léibhéal le h-uisce, fionnán agus toibreacha mar léibhreacha deaghátha ó ré na bpágnach agus ba mhínic creideamh nua na Críostalacha á cheangal le léibhreacha beannaíthe an chreidimh a chuangh roimhe. Luaití naomh faoi leith le tobar agus ba mhínic go dtéadh cáil amach ar uisce an tobar go raibh leigheas ann ar ghalair, cé go gcaillí sin dá mbaint mí-úráil as an uisce. Is lomáí nós a bhaineann le toibreacha beannaíthe. Deirte pailéireacha agus duine ag súil deteal timpeall an tobar, bhaintí deoch as an uisce nó chumtáil an uisce do bhall áirithe den choláinn. Ba mhínic píosa éadaigh nó ribín nó rud eile a bhain leis an duine a fhágáil mar chomhartha measa nó mar síniú. Bhíodh Lá Pádraig ag gabháil le toibreacha áirithe, arís bhíle an naomh, agus ba mhínic sin ina lá mór ag an tpoibál. Bhí an Eaglais agus na húdaráis ag cur in aghaidh na leathnaga gairtín sin ó dhéireadh an ochtú céad déag ar aghaidh. Deirtear i gcuarta ar an tobar i Mungret go raib sé timpeall is ocht dtroithe ceamach (2.44m²) x 7 dtroithe ar domhine (2.13m) agus go mbeidh céimeanna staighre síos go léibhéal an uisce. Tá Tobar Phádraig ar cheann de na clanta is láidre atá fágtha ag an gcéad phobal Críostal i Mungret. Úsáidtear uisce an tobar anois i gceiliúradh Ailseann Bhréasaigh an Lár óir searbhaltaí Mianastair i Mungret gach maidin Domhnach Cásca.

Is é Sir Frederic William Burton (1816-1900), duine d'calcailtí mír le rá na hÉireann sa naoú céad déag, a pheintéil an pictiúr dar teideal *The Blind Girl or the Holy Well* sa bhliain 1839. Bhí talamh ag muintir Burton i Mungret agus d'fhéadfaid gur bunaithe ar Thobar Phádraig atá an tobar sa phictiúr.

Faoi dhéireadh an fichú haois, bhí an tobar i ndroch-chaol. Mar chuid den obair fhorbraíochta ar thithe in áite láimhe, rinne Séamus Braddish obair athchóiriú ar an tobar agus



Tobar Phádraig

St. Patrick's Well was probably situated within the monastic complex at Mungret. A second well was located in the field to the west. Water, springs and wells have been important ritual sites from pagan times and the new Christian religion often associated itself with existing sacred sites. Wells were dedicated to particular saints and often became known for curing sickness, though these powers were lost if the water was used inappropriately. There are many customs associated with holy wells. Prayers would be recited while walking clockwise around the well, the water might be sipped or used to bathe an afflicted part of the body and often a strip of cloth or ribbon or some personal item would be left as a token or offering. Some wells had 'pattern days' on the feast day of the saint which could become large communal events. These pattern days at sacred wells were discouraged by the Church and the civil authorities from the late 18th century onward. The Mungret well was described as about 8 feet square (2.44m²) x 7 feet deep (2.13m) with steps leading down to the water level. Tobar Phádraig is one of our most tangible links with the first Christian community in Munster. Water from the well is now used in celebrating Dawn Mass every Easter Sunday in the ruins of Mungret Abbey.

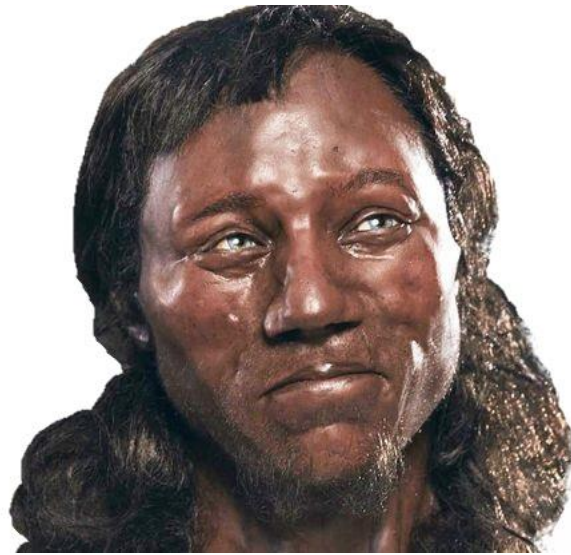
The painting, entitled *The Blind Girl or the Holy Well*, is by Sir Frederic William Burton (1816-1900) who was one of Ireland's major 19th century artists. It was painted in 1839. Burton's family owned land in Mungret and it is possible that St. Patrick's Well provided the template for the well in the painting.

By the end of the 20th century the well was in a very poor state of repair. As part of the adjacent housing development Seamus Braddish carried out restoration work on the well and subsequently donated it to the State. In addition, Mr. Braddish and McInerney Homes donated the laneway leading to the well to the State.

2. St. Nessan's Church, Mungret Area (acquired from Fall 2018): site of a couple interactive panels installed by the Mungret Heritage Society found on the map (Phase 1, Appendix Item 5)



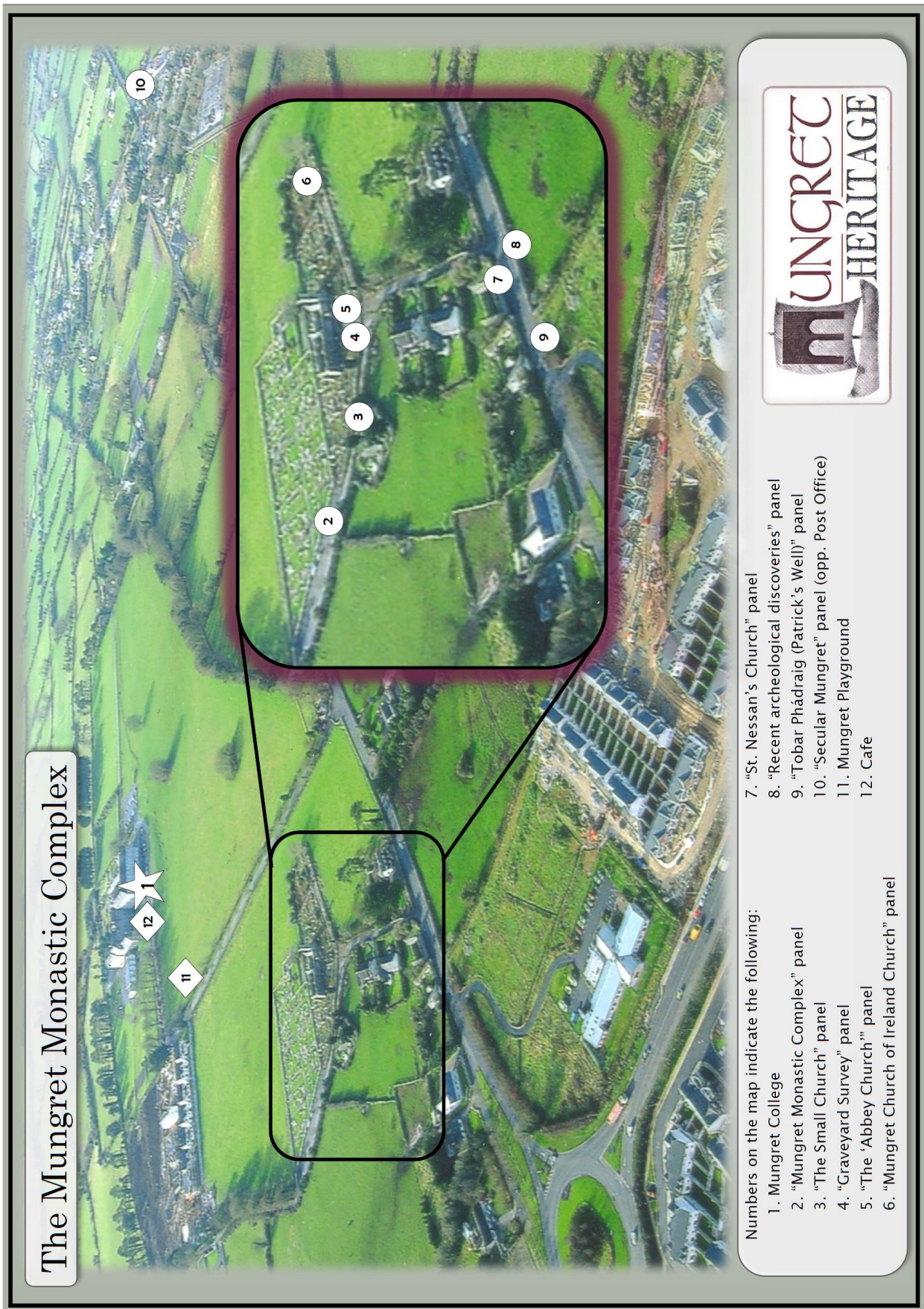
3. **Mesolithic Man: A recent representation of a man from the Mesolithic Era thought to have settled in Mungret according to our community partner**






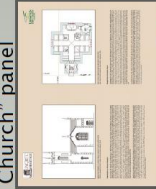








4. **Picture of Mungret College, another site on the map (Phase 1, Appendix Item 5) taken by Nessian O'Donoghue**



5. The map/ brochure completed for Mungret Heritage Society by UL Engage students in Fall 2018 (Phase 1)



1. Mungret College	
2. "Mungret Monastic Complex" panel	
3. "The Small Church" panel	
4. "Graveyard Survey" panel	
5. "The 'Abbey Church'" panel	
6. "Mungret Church of Ireland Church" panel	
7. "St. Nessan's Church" panel	
8. "Recent archeological discoveries" panel	
9. "Tobar Phádraig (Patrick's Well)" panel	
10. "Secular Mungret" panel (opp. Post Office)	
11. Mungret Playground	
12. Café	

CONTACT US:

Mungret Heritage

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www.facebook.com/MungretHeritage

Limerick Christian Centre

Office : 353 61 303022

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NOW OPEN: The Cuppa Café



Join us in our new café on the first floor of Mungret College for tea, coffee, and pastries.

Map brochure created by Ryan Cafaro in partnership with:



**Mungret Heritage's
Interpretive Panels
at
The Mungret Monastic
Complex**

Putting Mungret On the Map

Mungret Heritage Society in Collaboration with Allie Ferri and Kartik Kamdar
 Academic Supervisor: Bernie Quillinan, Academic Co-Ordinator: Nesson O'Donoghue

Background

Community Partner Needs:

1. Convey relevance of rich history
2. Centralise resources
3. Make information accessible to all

Society's Mission,

"Create community identity through shared heritage"



Mungret:

- Site of early settlers dating back to Mesolithic Age
- Predating Limerick City
- Competitive colonization due to pivotal position on River Shannon

Process: Fostering global appreciation of Mungret's identity



Advantages:

A plethora of resources exist: beautiful remnants + educational lectures + videos + mapped area



Skills:

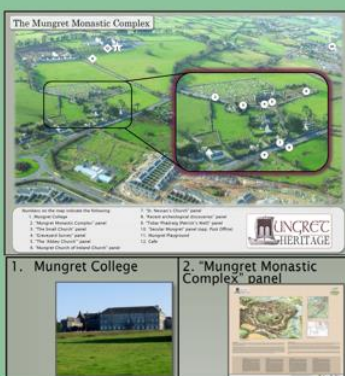
Students: marketing, graphic design + entrepreneurship
Community partner: passion, understanding of local culture + history



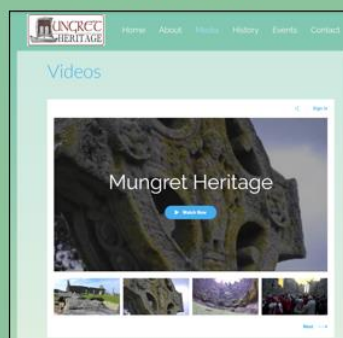
Challenges:

Time + location relative to major cities + lack publicity of historical significance + funding

Phase 1 - map



Phase 2 - web CURRENT



Phase 3 - share

1. Implement student plan: "Mungret Heritage Day"
2. Complete Visitor Room
3. Host events to educate youth



Results: Strategy = Establish Platform + Educate + Connect



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