

FOR IMMEDIATE RELEASE

Searching for Ireland's First Rural Digital Hub Community

New Irish initiative invites rural communities to help shape an innovative pilot project designed to strengthen local shops, community services and village life.

An Irish initiative is inviting towns and villages across the country to become part of what could become a new approach to supporting rural communities.

The **Local Link – Rural Digital Hub Initiative**, developed by Final Resurrection Ltd., has begun searching for its first pilot community to help explore how existing independent village shops could expand their role as modern community hubs while continuing to operate as successful local businesses.

Rather than constructing new buildings or creating additional layers of public infrastructure, the initiative seeks to build upon one of the most familiar and trusted institutions already found throughout rural Ireland—the local village shop.

The concept explores how participating retailers could gradually introduce additional community-focused services alongside their existing business, creating a central location where residents and visitors can access practical information, digital assistance and local services while strengthening the village economy.

Depending on local priorities, these services could include community information, visitor guidance, AI-assisted information services, promotion of local businesses, local event information, parcel collection, digital support and signposting to public, voluntary and commercial services.

Every participating community would help shape its own model. The organisers emphasise that no single blueprint is being imposed and that local needs, existing organisations and community priorities will guide the development of each pilot.

According to Morris Wagner, Director of Final Resurrection Ltd., the success of the initiative depends on genuine local collaboration.

“We are not searching for the perfect village. We are looking for communities that are willing to explore new ideas, share their experience and help develop a practical model that reflects the realities of rural Ireland. The best solutions are created together with local people.”

The pilot phase is intended to evaluate how existing local businesses, community organisations and public services can work more closely together while preserving the character and independence of rural communities.

The organisers are inviting expressions of interest from:

- Independent village retailers
- Community organisations
- Local development groups
- Local authorities
- LEADER partnerships
- Tourism organisations
- Chambers of Commerce
- Rural development professionals
- Community leaders
- Individuals interested in becoming local co-founding partners

The project also welcomes conversations with philanthropic organisations, grant providers and corporate partners who share an interest in strengthening rural communities through sustainable, locally driven innovation.

Following the selection of a pilot community, the organisers intend to work closely with local stakeholders to refine the concept before considering any wider rollout.

Communities interested in learning more about the initiative or exploring participation are invited to contact Final Resurrection Ltd. for an informal discussion.

Further information is available at:

<https://ireland.finalresurrection.ie/local-link-retail-revitalization-driven-by-emotion/>

About Final Resurrection Ltd.

Final Resurrection Ltd. is an Irish research and innovation company developing practical concepts in rural development, community innovation, local enterprise and regional regeneration. The company publishes independent research and practical insights relating to business, investment, relocation and life in Ireland, with a strong focus on sustainable opportunities for rural communities.

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