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***“A Framework for Town Centre Renewal”* published by Department of Jobs, Enterprise and Innovation and the Retail Consultation Group, is the driving force behind the formation of Town Teams.**

This Action Plan was initiated as part of the APJ 2014

The Framework proposes a sustainable model for town centre renewal



The framework proposes 3 steps:

- 1. Engagement/Health Check**
- 2. Formation of a Town Team /Town Centre Management Partnership**
- 3. Develop a Town Centre Action Plan**

“One Vision, One Voice” - collaboration and unity of message

HEALTH CHECK INDICATORS



DIVERSITY OF USES



COMPETITIVE OFFERING



REPRESENTATION



COMMERCIAL RENTS



ACCESSIBILITY



PROPORTION OF VACANT STREET LEVEL PROPERTY



ENVIRONMENTAL QUALITY



PUBLIC REALM



CUSTOMER VIEWS & BEHAVIOUR



PERCEPTION OF SAFETY & OCCURRENCE OF CRIME



COMMERCIAL YIELDS ON NON-DOMESTIC PROPERTY



PEDESTRIAN FLOWS



Town Teams Established in:

- Bray
- Greystones
- Arklow
- Wicklow
- Blessington



Stakeholders Represented on Wicklow Town Teams

- Business
- WCC Members & Officials
- Retailers
- Shopping centres
- Landlords
- Employers
- Chambers of Commerce
- Tourism and hospitality
- An Garda Síochána
- Voluntary Groups Tidy Towns/Heritage/Coast Care
- Educators
- Business customers



Wicklow Action Plans/ Committees

- ***Public Realm/Tidy Towns***
- ***Business /Retail***
- ***Culture and Heritage***
- ***Greenways and Tourism***
- ***Marketing and Promotion***
- ***Festivals and Events***
- ***Transport - Park and Ride/ Linkages***
- ***Safety and Security***
- ***Finance and Funding***



Bray Town Team

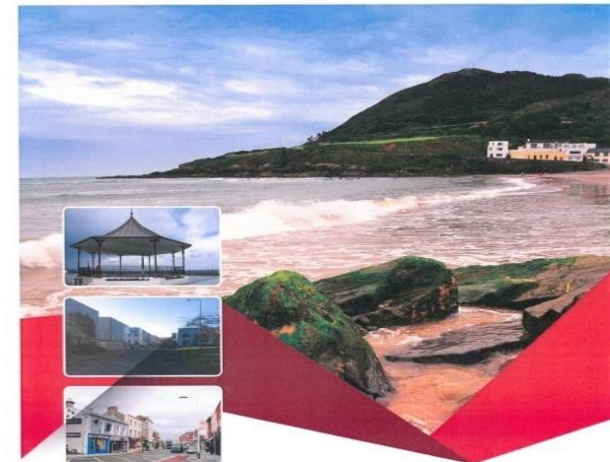
Built on the success of the Purple Flag Team achieving accreditation for Town Centres offering improved evening /night time environment -

Bray participated in an Age Friendly Business Recognition Programme

Festivals and Events

Public Realm/ Wayfinding/Signage

Working on a guide to doing business in Bray



Bray in Business





Greystones 2020

Initiated by local business leaders

- Christmas Lights/Festival
- Greystones Train Station
- Public Realm Plan
- A New Website for Greystones



Proposal showing part of the western platform. 150





Arklow Town Team

Built on the momentum that resulted from the making of a video to promote Arklow

- **Flower baskets**
- **Town Centre Health Check**
- **Design of Parade Ground**
- **Ronnie Delaney Commemorative Statue**
- **Halloween spooktakular**
- **Retail information evening**
- **Development of a business hub**
- **Development of Greenway**
- **CCTV**
- **Shop Front Painting Scheme**



Arklow Town Team

**Dementia Friendly Garden
Awarded Bronze Medal at Bloom 2018
To be located in Arklow**



Wicklow Town Team



Established following the “Kickstart Wicklow” initiative led by Wicklow Chamber of Commerce

- *Improvement of public realm building on public realm plan*
- *Town Centre Health Check*
- *Working to develop a Digital hub to attract start up businesses to Wicklow.*
- *Proposals to develop a Greenway/Blueway from Greystones to Wicklow.*
- *Promoting the development of a park and ride facility close to the M11 aimed at reducing commuting times.*
- *Working to achieve historic town status and has engaged in initiatives such as archaeological magnetometry and Earth Resistance surveys of the Black Castle and Abbey Grounds*
- *Online retail survey /retail plan for the town.*

Blessington Town Team



The Town Team was built on the success in being selected as Leinster's Most Enterprising Town in 2017.

Collaboration between Blessington Forum and WCC Blessington MD

"Health Check" which will lead to a Vision Statement and Action Plan.

Working Groups

- ***Blessington Greenway***
- ***Public Realm and Tidy Towns***
- ***Planning and Infrastructure***
- ***Healthy Blessington***
- ***Business***
- ***Culture and Heritage***
- ***Greenway and Tourism***

Funding and Finance



Most Town Teams are set up as legal entities, registered as companies and have appointed accountants

Sources of Funding

Wicklow County Council – under discretionary funding

Leader

Town and Village Renewal Scheme under Dept of Rural and Community Development

Department of Justice (CCTV)

Sponsorship

Donations in kind e.g expertise/advice





Bank of Ireland National Enterprising Towns Awards

2018 entries Arklow, Bray, Wicklow

2017 Awards

- Blessington - crowned the Most Enterprising Town in Leinster in the 3,000 to 7,000 population category
- Greystones - runner-up in the Leinster region in the over 7,000 population category



Proposal showing part of the western platform. 150



PART I KEY ATTRIBUTES OF A SUCCESSFUL TOWN CENTRE

Our Town!



ONE VISION, ONE VOICE

Town Plan



LOCAL STEERING GROUP



LOCAL BUSINESS CHAMPION

OUR TOWN



PLACE MAKING STRATEGY

FOR SALE



STRONG OCCUPANCY



VISUAL APPEARANCE STRATEGY



FINANCIAL SUPPORTS



ARTISAN FOOD AND CRAFT SUPPORTS



PROGRAMME OF EVENTS



TOURISM OFFER



ONLINE PLATFORM