Cooperation Ireland

Small Town Regeneration - A Recipe?

27th October 2016

JH Public Affairs

- 25 plus years of professional advice in Community Enterprise
- The Kiltimagh Experience (1990-1995)
- More recently
  - Ballaghaderreen - Community Tourism Toolkit
  - Oldcastle - Community Tourism Toolkit
  - Kilbeggan with Brady Shipman Martin
  - 6 Town Teams with Roscommon County Council
  - Currently Longford County Council plus others
Content

- Context of Small Town Regeneration (STR)
- The Triskelion Approach to STR
- Value Identification
- Animation & Capacity Building
- Obstacles and Culture Changes

Context: Working Together
Context for STR Programmes

- Gradual decline - poor spatial planning = bulbous growth of Dublin = lack of growth in regions
- Effects of Recession greatest in STs including depopulation and unemployment
- CEDRA & Other Reports

And this?
### Damning Statistics

<table>
<thead>
<tr>
<th>(20 Years) 1991-2011</th>
<th>20 to 25 years</th>
<th>25 to 29 years</th>
<th>30-34 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballaghaderreen</td>
<td>-16.5%</td>
<td>-29.6%</td>
<td>-29.2% (186)</td>
</tr>
<tr>
<td>Boyle Catchment</td>
<td>-24.6%</td>
<td>-34.8%</td>
<td>-27.6% (192)</td>
</tr>
<tr>
<td>Castlerea Area</td>
<td>-1.3%</td>
<td>-24.6%</td>
<td>-32.8% (250)</td>
</tr>
<tr>
<td>Roscommon Town</td>
<td>-17.3%</td>
<td>-13.5%</td>
<td>-6.8% (98)</td>
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<tr>
<td>Strokestown Area</td>
<td>-15.3%</td>
<td>-37.6%</td>
<td>-37.8% (159)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>885</strong></td>
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</tbody>
</table>
Why Town Teams or such?

- New policy direction of Central Government
- Promote sustainable town renewal
- Representative & Participative democracy
- Maximise civic and community engagement
- Enhance a sense of shared ownership
- Foster social cohesion and inclusion
- New focus of funding streams

Role of Town Teams or such

- Drive economic recovery and renewal for self-sufficiency
- Restore pride-of-place
- Build a unique identity for each town
- Instil confidence and mutual trust
- Facilitate value-identification of local resources
- Digital strategies involving internal and external communication websites
- Create equal opportunity for all through capacity-building programmes
Public Realm

- Revitalisation of public infrastructure
- Layout of town centres as regards walkability; rest areas and other central attractions
- Enhancement of signage
- Retail shop front enhancement through design expertise support
- Development of in-town-living incentives
- Support for community, voluntary and tidy towns groups

THE TRISKELION APPROACH
The Triskelion Approach

- The 3 A's as the Target
- The 3 Ingredients for successful action
  - The 3 step Process
  - The 3 Economies of all towns
  - The 3 Dimensions of all towns

The 3 A's

- ATTRACTIVE
- ACTIVE
- ACCESSIBLE
The 3 Ingredients

- Private Sector Businesses
- Public Realm: Physical Infrastructure
- Community Development Projects

The 3 Step Process

1. Creating the Foundation through animation & capacity building
2. Establishing the Vision through Facilitated Workshops
3. Action Plan Preparation & Project Implementation
The 3 Economies

Daytime Economy: Morning shopping - Lunchtime

Evening Economy: Food - Dinner - Families

Nighttime Economy: Social evenings - events

The 3 Dimensions

Development Hub

Catchment Area

Visitor
**Value Identification**

Appreciation and Realisation of:

- What we have as a human resource
- What we have as a physical resource
- How to add value to what we have of these resources

**Obstacles?**
Culture Change

Previous Councils & Central Government:
Culture Change

- Introducing new reality for all Council Members and Staff regardless of rank or role
- Training in new reality required from role of PPNs - LCDC - LECP - LEADER - SICAP!!!!!!
- Department now inclined to throw money at the issue while demanding a "Health Check" from Local Authorities
- A more process-driven planned approach essential