COOKSTOWN
THE JOURNEY SO FAR

OVERVIEW

• Cookstown
• Town Centre Forum
• Regeneration Strategy
• Achievements/Key Outcomes
• Future Challenges
• Town Centre Leverage
COOKSTOWN 1999

• Estimated population 10,500
• Rural Market Town, located in heart of Mid Ulster
• Principal administrative & commercial centre
• Retail core function
  – 2/3 of Businesses Independent Retailers
• High Unemployment- 24%
• High Vacancy Rates
• Dilapidation

TOWN CENTRE FORUM

• 1999 Town Centre Forum Established
  – 20 Members
  – Statutory Sector 11 Members
  – Private/Community/Voluntary Sector 9 Members
  – Serviced by Council through Town Strategy Manager
The Forum’s primary role was to:
- Stimulate and revitalise the town centre
- Avail of funding opportunities
- Act as an ‘umbrella’ to facilitate the delivery of projects for partners
- Shape Cookstown Area Plan (2000-2015)

2000 Significant public and stakeholder consultation
2001 Regeneration Strategy & Action Plan Launched

<table>
<thead>
<tr>
<th>Regeneration Strategy Key Themes</th>
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</thead>
<tbody>
<tr>
<td>1. Develop sites &amp; buildings</td>
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<tr>
<td>2. Town Centre environmental</td>
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<tr>
<td>improvements</td>
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<tr>
<td>3. Investing in retail &amp; services</td>
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<tr>
<td>4. Parking &amp; accessibility</td>
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<tr>
<td>5. Visitor destination improvements</td>
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<tr>
<td>6. Marketing &amp; innovation</td>
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</tbody>
</table>

Vision by 2012 (11 years)
- Cookstown the ‘Retail Town of Mid Ulster
TOWN CENTRE LIVING INITIATIVE
(Theme 1)

- Grant aided by NIHE & rated as one of the most successful schemes
- 23 Schemes completed, resulting in 43 Units
- £542,000 in grant aid
- £369,000 private investment

Total Investment £911,000

DERELICTION FUNDING (DOE)
(Theme 1)

- Grant aided under Dereliction Intervention Fund, DOE
- Aim to enhance the environment, remove dereliction and in turn boost tourism and local trade.
- Identified buildings/sites, located Cookstown town, surrounding villages and hamlets
- ‘Facelift’ provided to 35 buildings/sites

Total Investment £112,000
SHOP IMPROVEMENT SCHEME (Theme 2)

- 5 Shop Improvement Schemes delivered
- 72 Recipients
- 50% grant aid, up to £10,000
- £367,477 small grants
- £474,048 private investment

Total Investment £841,525

ENVIRONMENTAL IMPROVEMENT SCHEMES (Theme 2 & 4)

BURN ROAD (2007)
- Creation of a civic space
- Footpaths upgraded
- Street lighting
- Street Furniture
- Tree Planting
- £534,000

COOKSTOWN TOWN CENTRE (2015-2016)
- Footpaths upgraded in retail core
- Car Parking Re-design
- Street Lighting
- Street Furniture
- Tree Planting
- £3,200,000

Total Investment £3,734,000
COOKSTOWN BRAND
MARKETING CAMPAIGNS (Theme 6)

• Brand Development 2005
• Yearly high Profile Marketing Campaigns
• Utilisation of a variety of marketing channels
• TV, Outdoor, Regional & Local Press, Radio, Social Media

Total Annual Investment £30,000

COOKSTOWN BRAND
MARKETING CAMPAIGNS (Theme 6)

• Public art feature designed and installed at a key strategic entry/exit point at the A29 Dungannon

Total Investment £65,000
BRANDED SHOPPING BAG
(Theme 6)

• #Cookstownbagselfies
• Travelled Worldwide
• Reinforcing brand
CONTINENTAL MARKET
(Theme 6)

• 3 day Town Centre Event
• Over 50 International Traders
• Estimated footfall of 20,000
• 3 School Tours

Total Investment Yearly £25,000

NATIONAL RECOGNITION

• Best Kept Town
  1999
  2000
  2003
  2005
  2006
  2010
  2014

• Irelands Best Kept Large Town
  2011
  2013
  2015
STRATEGIC DRIVER

DEVELOPMENT OF OPPORTUNITY SITES
STRATEGY LED

- Cookstown Shop Front Improvement and Paint Schemes (2004-2007)
- Cookstown Town Centre Brand Support Programme (2005-2008)
- Cookstown Marketing Campaigns (2005-2016)
- Cookstown Town Centre Living Initiative (LOTS Scheme 2006-2011)
- Cookstown Baseline Study & Healthcheck (2007-2008)
- Burn Road Environmental Improvement Scheme (2009)
- A29 Roundabout (2009-2010)
- Cookstown Masterplan (2010-2012)
- Shop Front Improvement Schemes (2011-2016)
- DSD/DFC Revitalisation Schemes (2012-2016)
- DOE Dereliction Funding (2013-2014)
- Cookstown Public Realm Scheme (2015-2016)

KEY OUTCOMES

- Over a 10 year period
  - 74 new businesses established
  - 634 new retail jobs created
  - £35 million new build commercial/retail investment
  - 110,874sq ft increase of commercial space
  - 178,756sq ft increase of retail space
  - Attraction of Multiples:- M&S, Tesco, Next, Homebase, Iceland, New Look, ASDA, McDonalds, KFC, Tempest
COOKSTOWN TOWN CENTRE
KEY PERFORMANCES

• Ranked above our neighbours in West for Retail Offer
• A very strong indigenous and independent retail offer (66%)
• Retail floorspace in excess of UK averages
• Vacancy below the UK average
• An over representation relative to UK averages of all the major commercial leisure sectors
• Busiest night time economy outside Belfast/Derry
• Continuous award winners/national recognition
• Immense sense of civic pride

CHALLENGES GOING FORWARD

Strategic Challenges
• Adhoc funding available for Town Centre Regeneration
• Consumer Purchasing Behaviour
• Local Development Plans

Local Challenges
• Continuous derelict & vacant properties
• Influencing diverse customers
• Maintaining retailer ‘buy in’
• Town centre market in decline
• Off Centre Retail Development
• Managing congestion
• Maintaining Town Centre experience
### SUMMARY OF TOWN CENTRE REGENERATION FUNDING & LEVERAGE FUNDING ACHIEVED (2001-2016)

<table>
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<tr>
<th>Theme</th>
<th>Council Funding</th>
<th>Leverage Funding</th>
<th>Total</th>
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<tr>
<td>Theme 1</td>
<td>£229,735</td>
<td>£36,714,133.39</td>
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<td>Theme 2</td>
<td>£557,515.19</td>
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<td>Theme 3</td>
<td>£17,763</td>
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<td>Theme 4</td>
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<td>Theme 5</td>
<td>£2,171</td>
<td>£10,329</td>
<td>£12,500</td>
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<td>Theme 6</td>
<td>£458,282.25</td>
<td>£426,943.38</td>
<td>£888,225.63</td>
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<td>TOTAL</td>
<td>£1,273,071.94</td>
<td>£40,124,562.27</td>
<td>£41,400,734.21</td>
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