

Rural Society in Transition: The Changing Role of the Rural Town

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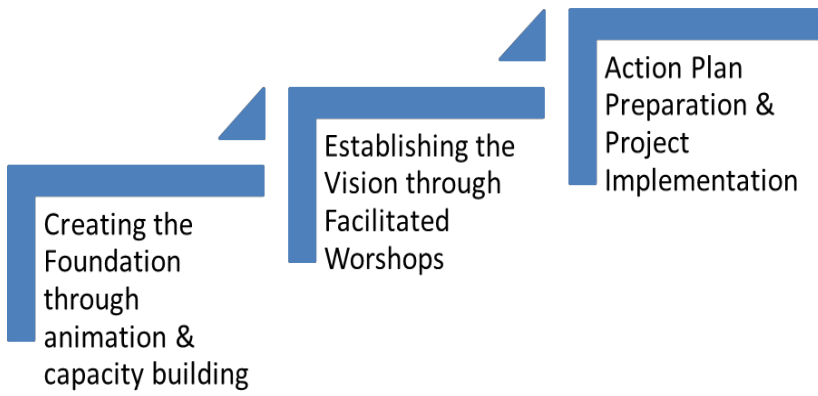


Community Enterprise Development Experiences

- 28 plus years of professional advice
- The Kiltimagh Experience (1990 – 1995)
- The Western Development Experience (1995 – 1998)
- More recently
 - Ballaghaderreen & Oldcastle- Community Tourism Toolkits
 - Kilbeggan with Brady Shipman Martin
 - 6 Town Teams with Roscommon County Council
 - Recently Castlerea Town Integrated Action Plan
 - Currently WDC Plan for Creative Hub Ballaghaderreen
 - Currently Longford County Council – Drumlish
 - Currently 4 REDS Areas for Galway County Council



The Three-stage Development Process



Economic Development

SOCIAL DEVELOPMENT

Community Development Matrix

Cultural Development

Public Realm



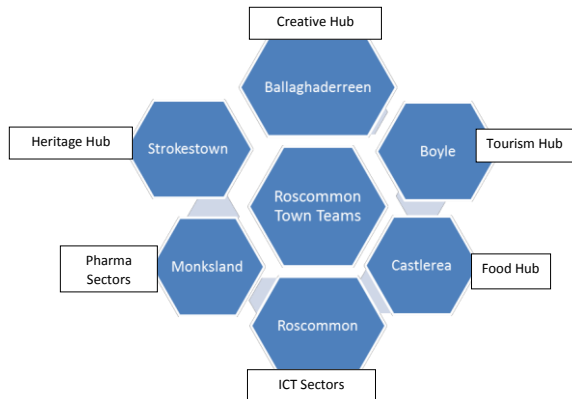
Town Development: The Essential As



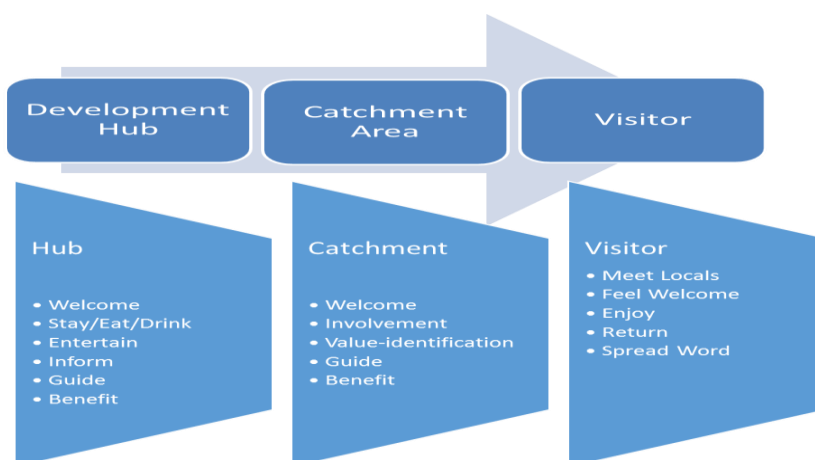
Town Survival: The Three Economies in Sync



Roscommon County Council: Backing Brave!!!



Are Town Teams the only Solution?





Is Money the only Solution?

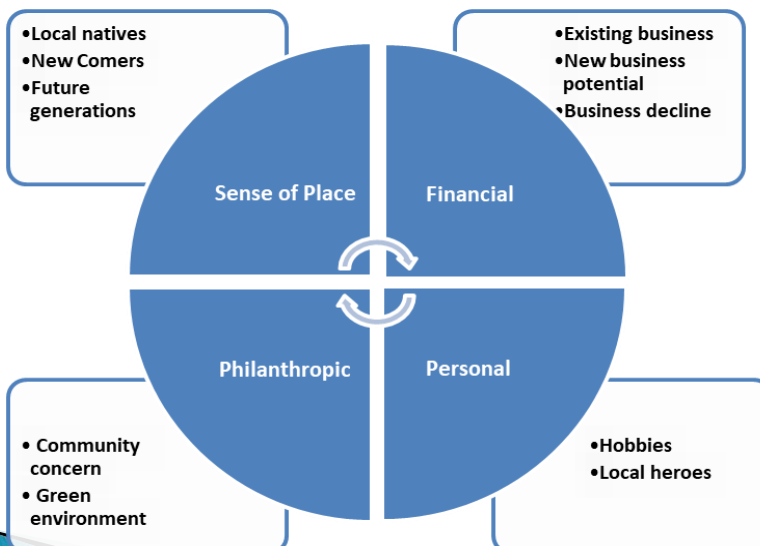
Where stands Government Policy & Strategy?

The missing ingredients?

- Community Leadership & Volunteers
- Local Jobs – Commuting V Survival



Leadership & Volunteers: Capacity Building



Commuting V Local Jobs `The Case for Reverse Flow Economic Corridors:



Current Policy: All go one-way in morning!!!!

All go opposite way in evening!!!!

Results: Human Stress/CO2 Footprint/Town Economy Suffers

Solution: A policy on moving jobs to peripheral towns



What has happened?

Remote Decision-making:

- ▶ Recession
- ▶ Job losses/closures
- ▶ Growth of centres
- ▶ Town by-passes/motorways
- ▶ Centralisation of production
- ▶ Drink-driving
- ▶ Public Transport
- ▶ Business Retrenchment
- ▶ One-stop shopping
- ▶ Out-of-town stores
- ▶ Product obsolescence
- ▶ Increased standards of living

Local Issues & Personal Choices

- ▶ Out-of-town living
- ▶ Greater private mobility
- ▶ Commuting
- ▶ Shopping specialisation
- ▶ On-line shopping
- ▶ The advertising "pull"
- ▶ Lack of investment
- ▶ Second-generation failures
- ▶ Broken-window phenomenon
- ▶ Lack of Management

Realism: For Rural Towns

Errand Shopping:

A short and quick trip to accomplish a specific purpose, as to buy something, deliver a package, or convey a message.

Realising what will survive or thrive?

Have a **mix** of products **with a USP**
and/or

Be “convenient”

and/or

Dominate the advertising market

and/or

A mix of floor and on-line shop

and/or

Take account of ethnicity

Trends & Realism



Realism: The Story of one Rural Town

In my time to now

- Town of 1,500 to 2,000 population with good catchment area for shoppers
- Heart of Connaught - Galway/Sligo/Athlone/Westport all 40 miles
- Proximity to Knock Shrine with over a million visitors per annum
- Proximity to an airport - 15 miles

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- ✓ 52 licenced pubs - now 6
 - ✓ 15 Grocery outlets - now 1 in-town 1 out-of-town
 - ✓ 8 Confectionary shops - now 3
 - ✓ 5 Drapery Shops - now 3
 - ✓ 3 banks - now 1
 - ✓ 2 Travel Agents - now 0
 - ✓ 2 cinemas - now 0
 - ✓ 1 dance hall - now 0
 - ✓ 1 bottling store - now 0
 - ✓ 2 cycle repair/sales shops - now 0
 - ✓ 2 hotels - now 0
 - ✓ 3 butcher shops on Main Street - now 0
 - ✓ 2 book shops - now 0



Realism: The Story of one Rural Town



**Former AIB Bank
Now Computer Repairs**



**Former Ulster Bank
now For Sale**



Realism: The Story of one Rural Town



**Former Main Ford Dealership
Now fast Food Outlet**



**Former Hillman Dealership
Now Credit Union**



Realism: The Story of one Rural Town



From Builders Providers to Asian Foods



From Hardware to Regional Radio Station



Main Street: Travel Agency “closed”/ Butcher Shop “closed”



The Arrival of Charity Shopping



*Thank
you*

