

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)
- The Western Development Experience (1995 - 1998)
- 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

(20 Years) 1991-2011	20 to 25 years	25 to 29 years	30-34 years
Ballaghaderreen	-16.5%	-29.6%	-29.2% (186)
Boyle Catchment	-24.6%	-34.8%	-27.6% (192)
Castlerea Area	-1.3%	-24.6%	-32.8% (250)
Roscommon Town	-17.3%	-13.5%	-6.8% (98)
Strokestown Area	-15.3%	-37.6%	-37.8% (159)
Total			885



The Recipe & Ingredients

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

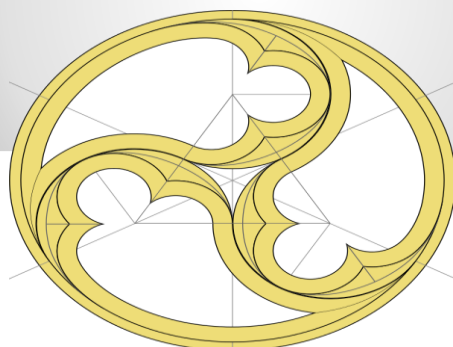


Public Realm

- ✓ 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

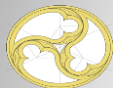




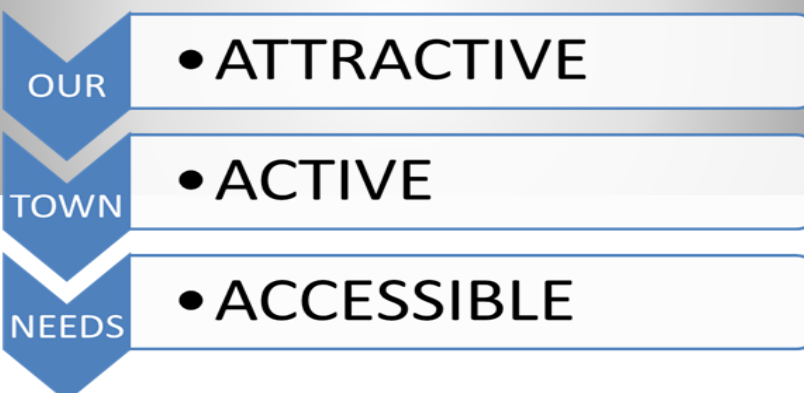
The Triskelion Approach

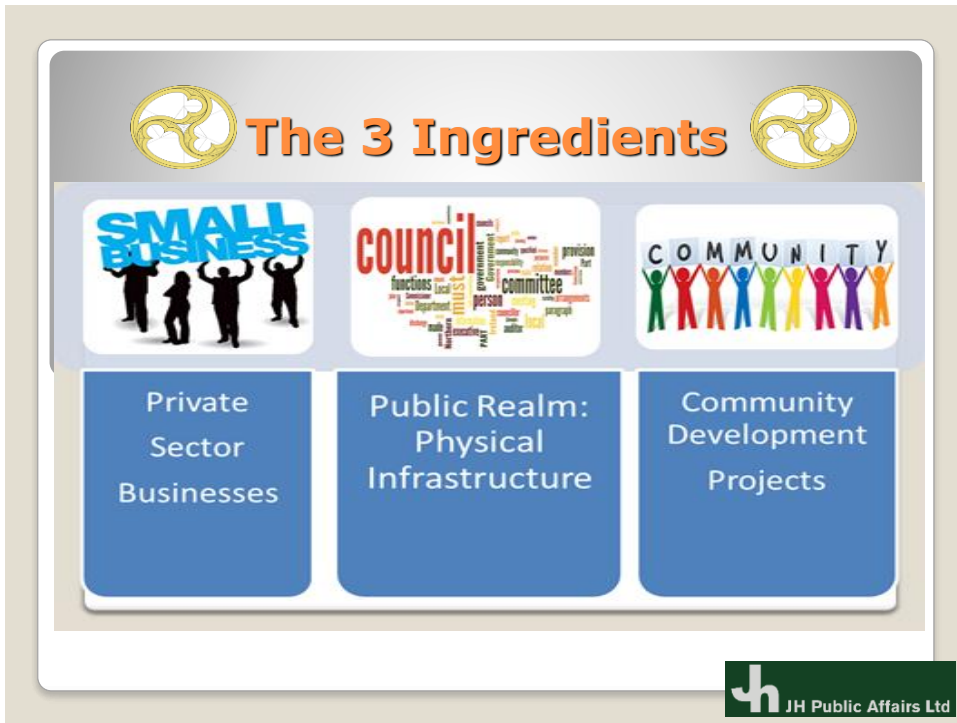


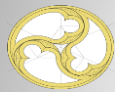
- The 3 A's as the **Target**
- The 3 **Ingredients** for successful action
- The 3 step **Process**
- The 3 **Economies** of all towns
- The 3 **Dimensions** of all towns



The 3 A's







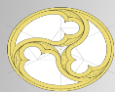
The 3 Economies



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

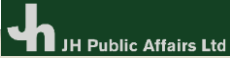


Obstacles?





Culture Change



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



*Thank
you*

