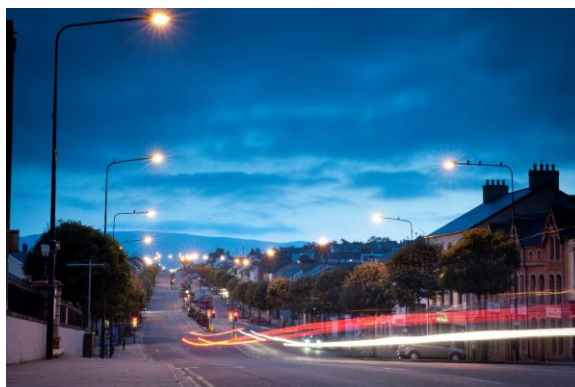


COOKSTOWN THE JOURNEY SO FAR



OVERVIEW

- Cookstown
- Town Centre Forum
- Regeneration Strategy
- Achievements/Key Outcomes
- Future Challenges
- Town Centre Leverage

COOKSTOWN 1999



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

- 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

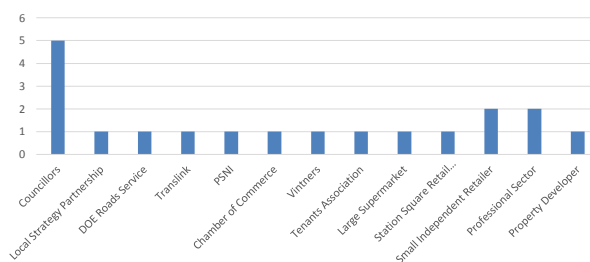


TOWN CENTRE FORUM



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

- 1999 Town Centre Forum Established
 - 20 Members
 - Statutory Sector 11 Members
 - Private/Community/Voluntary Sector 9 Members
 - Serviced by Council through Town Strategy Manager



TOWN CENTRE FORUM



- ☐ 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)
 - ☐ - Implement Regeneration Strategy & Action Plan (2001-2020)

TOWN CENTRE REGENERATION STRATEGY



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

| Regeneration Strategy Key Themes | |
|---|-------------------------------------|
| 1. Develop sites & buildings | 4. Parking & accessibility |
| 2. Town Centre environmental improvements | 5. Visitor destination improvements |
| 3. Investing in retail & services | 6. Marketing & innovation |

- Vision by 2012 (11 years)
 - Cookstown the 'Retail Town of Mid Ulster'

TOWN CENTRE LIVING INITIATIVE (Theme 1)



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

- 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)



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

- 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)



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

- 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)



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

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)



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

- 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)



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

- 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



BRANDED SHOPPING BAG (Theme 6)



CONTINENTAL MARKET (Theme 6)



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

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



Total Investment Yearly £25,000

NATIONAL RECOGNITION

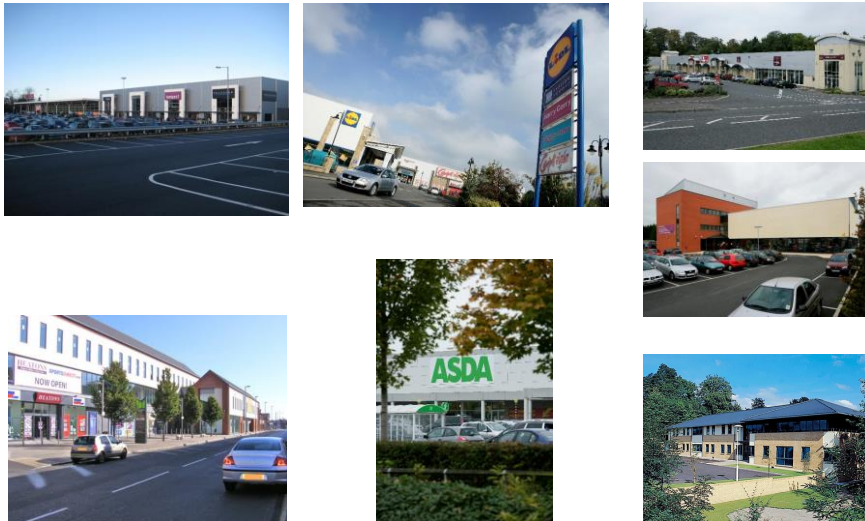


Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

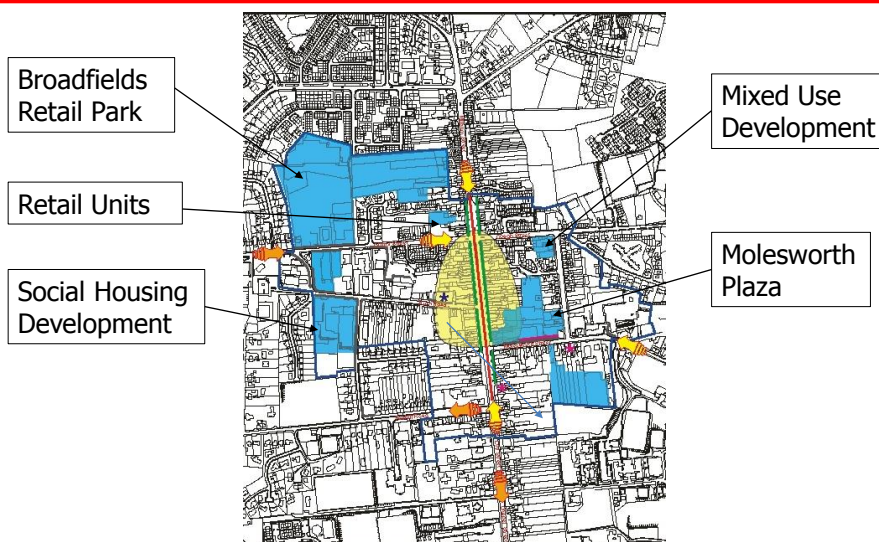
- **Best Kept Town**
 - 1999
 - 2000
 - 2003
 - 2005
 - 2006
 - 2010
 - 2014
- **Ireland's Best Kept Large Town**
 - 2011
 - 2013
 - 2015



STRATEGIC DRIVER



DEVELOPMENT OF OPPORTUNITY SITES



STRATEGY LED



- Cookstown Shop Front Improvement and Paint Schemes (2004-2007)
- Cookstown Urban Design Strategy and Action Plan (2006)
- 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)
- Cookstown Town Centre Evening and Night Time Economy Strategy and Action Plan (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



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

- 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



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

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

TOWN CENTRE LEVERAGE



SUMMARY OF TOWN CENTRE REGENERATION FUNDING & LEVERAGE FUNDING ACHIEVED (2001-2016)

| Theme | Council Funding | Leverage Funding | Total |
|--------------|----------------------|-----------------------|-----------------------|
| Theme 1 | £229,735 | £36,714,133.39 | £36,943,868.39 |
| Theme 2 | £557,515.19 | £2,961,361 | £3,518,876.19 |
| Theme 3 | £17,763 | £4,090 | £21,853 |
| Theme 4 | £7,605.50 | £7,705.50 | £15,411 |
| Theme 5 | £2,171 | £10,329 | £12,500 |
| Theme 6 | £458,282.25 | £426,943.38 | £888,225.63 |
| TOTAL | £1,273,071.94 | £40,124,562.27 | £41,400,734.21 |

