

# Revitalising Ireland's Towns

A collaborative initiative by



An Roinn Ealaíon, Oidhreachta,  
Gnóthaí Réigiúnacha, Tuaithe agus Gaeltachta  
Department of Arts, Heritage,  
Regional, Rural and Gaeltacht Affairs



An Roinn Tithíochta, Pleanála,  
Pobail agus Rialtais Áitiúil  
Department of Housing, Planning,  
Community and Local Government

## National 'Pilot' Town Centre Health Check (TCHC) Training Programme

### 'Pilot' Training Workshop No.1 (1 of 2)

## WORKSHOP PACK

29<sup>th</sup> September 2016, Naas Town Hall (10am start)

In partnership with



IRISH LANDSCAPE INSTITUTE  
INSTITIÚID TÍRDHREACHA NA hÉIREANN



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***TCHC Factsheet No.1 Useful Websites***

***TCHC Factsheet No. 2 Example of Questionnaire for Shoppers***

TCHC Workshop No.1 Pack written by Ali Harvey MIPI

## **1. Introduction to Revitalising Ireland's Towns – 'Pilot' Town Centre Health Check (TCHC) Training Programme 2016–2017**

The Heritage Council of Ireland, RGDATA and the Retail Consortium, in collaboration with the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs, the Department of Housing, Planning and Local Government (DoHPLG), the Irish Planning Institute (IPI), the Irish Landscape Institute (ILI), the Royal Institute of the Architects of Ireland (RIAI) and third-level institutes (north and south), are developing a 'pilot' trans-disciplinary National Town Centre Health Check (TCHC) Training Programme consisting of two workshops in September 2016 and February 2017 with surveys/mentoring period taking place during October–December 2016. The training will support the creation of robust Town Centre Health Checks for 10 no. Irish towns, which are linked to the statutory planning system, through the review of county development plans (CDPs) and Local Area Plans (LAPs).

This innovative national 'Towns' capacity-building programme is designed by, and for, Local Authorities, town centre businesses and local citizens/community groups, with close mentoring support from government departments and agencies, and professional practitioners and academics who are experienced in town centre revitalisation, urban design, and planning, heritage and environmental management in Ireland and elsewhere. There are four key pillars to the collaborative 'pilot' Town Centre Health Check training programme:

- 1. Local Authorities;**
- 2. Chambers of Commerce;**
- 3. Local Civic Groups; and**
- 4. Third Level Institutes – north and south.**

### ***'Pilot' Aims and Objectives***

A key aim of the 'pilot' TCHC Training Programme is to raise awareness, understanding and appreciation of the critical role that our historic town centres play and the wide-ranging impacts that their *vitality*, *vibrancy* and *viability* have on overall socio-economic, environmental and cultural growth and development, and on quality of life for citizens and visitors alike.

Town Centre Health Checks (TCHCs) are commonly undertaken in many EU countries on an annual basis, for example through the Association of Town and City Management in the UK (including Northern Ireland). This collaborative training programme will develop an innovative town centre-led commercial, cultural heritage and tourism baseline, which will be driven forward by all the project partners. It is envisaged that this 'pilot' training programme will be recognised internationally as a best practice collaborative model for town centre management and revitalisation.

Collaborative training through workshops, surveys and on-going professional/academic mentoring will build upon Town Centre Health Check (TCHC) projects already undertaken by the Heritage Council and Partners including Fingal County Council/Balbriggan Chamber of Commerce in Balbriggan in 2010 and Clare County Council/Kilrush Tidy Towns, in Kilrush in 2012<sup>1</sup>. The workshop aims to identify current 'gaps' in undertaking TCHCs in Ireland, in order to inform the design and implementation of a new collaborative TCHC National Investment Programme to support various government policy initiatives including the implementation of the *National Landscape Strategy (NLS)* and the preparation and implementation of the *National Planning Framework (NPF)*. The pilot also supports the Heritage Council's *Policy Proposals for Ireland's Towns* (2015<sup>2</sup>). Additional key aims of the TCHC training programme are to establish the following:

- *An All-island Town Centre Management Network; and*
- *A National Town Centre Management Policy Research Programme.*

A detailed *Project Charter*, which was prepared by the Heritage Council in partnership with RGDATA and agreed by all Project Partners, is also available, if required. Based on discussions which took place between the Heritage Council and Local Authorities during the summer of 2016, the 10 no. towns meeting the criteria set out in the approved Project Charter endorsed by all partners involved (e.g. LAP review pending), and which are taking part in the 'pilot', are listed below:

1. **Ballina**
2. **Cashel**
3. **Ennis**
4. **Dundalk**
5. **Monaghan Town**
6. **Naas**
7. **Rush**
8. **Sligo (deferred until 2017)**
9. **Tralee**
10. **Tullamore**

Participating Local Authorities were then invited by the lead partner – the Heritage Council – in the late summer to put forward names of four representatives from the four pillars in the towns taking part to attend the first training workshop in Naas on the 29<sup>th</sup> September.

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[http://www.heritagecouncil.ie/fileadmin/user\\_upload/Publications/Planning/Kilrush\\_Report/Kilrush\\_Town\\_Centre\\_Health\\_Check\\_Final\\_Report\\_1\\_.pdf](http://www.heritagecouncil.ie/fileadmin/user_upload/Publications/Planning/Kilrush_Report/Kilrush_Town_Centre_Health_Check_Final_Report_1_.pdf)

<sup>2</sup> [http://www.heritagecouncil.ie/fileadmin/user\\_upload/Publications/Towns\\_pubs/Policy\\_document\\_web.pdf](http://www.heritagecouncil.ie/fileadmin/user_upload/Publications/Towns_pubs/Policy_document_web.pdf)

The Project Partners would wish to highlight that this training workshop in Naas Town Hall is a 'pilot', which seeks to enable and encourage the setting up of new networks, structures and processes relating to town centre management in Ireland – **overall, the pilot seeks to encourage experimentation and innovation.**

**The Key Aim of this TCHC Workshop is to empower all attendees to embrace the concepts of:**

**COLLABORATION + CO-OPERATION + CO-ORDINATION**

## 2. Naas TCHC Workshop Programme – 29<sup>th</sup> September 2016

### Revitalising Ireland's Towns: 'Pilot' Training Workshop No.1

**29<sup>th</sup> September 2016, Naas Town Hall**

**9.45am** Registration and Tea/Coffee on arrival in Naas Town Hall

**10.00am** Welcome from hosts Kildare County Council (Chief Executive) Peter Carey – Ground Floor

**10.10am** Introduction/outline to training day, packs and structure of training programme, i.e. creating a national partnership network and the role of partners including: LAs, Local Chambers, Civic groups and Third-level Institutes/students – Ali Harvey and Tara Buckley – 'Workshop Programme'.

**Session 1: Overview of Irish Towns – Trends and Patterns at a global and national level (macro) plus an introduction to understanding and collectively assessing *Form* and *Fabric* (micro):**

**10.20am** TOWN – <https://www.youtube.com/watch?v=a-GuiZ2bd9g&feature=youtu.be> by Orla Murphy, UCD

**10.30am** Martin Colreavy, Principal Advisor, DoAHRRGA: *Shaping the Future of Irish Towns – Developing Adaptive Policies and Investment Programmes*

**10.45am** Dr David Meredith, Teagasc: *Towards an Understanding of the Changing Socio-economic Context of Towns in Contemporary Ireland*

**11.00am** Paul Keogh, RIAI: *Reading the Urban Landscape (I): Understanding Townscape and Streetscape – valuing our built and cultural heritage*

**11.15am** Richard Butler, ILI: *Reading the Urban Landscape (II): The landscape and streetscape setting of towns and villages – Opportunities for improving urban spaces, introducing Green Infrastructure (GI) and valuing cultural/natural Heritage*

**Q & A (5 mins – from 11.30am)**

Summary of Key Messages from Session 1 – *Urbanisation, National Partnership, Strategic Planning and Investment, Assessing Townscapes/Streetscapes, Character and Distinctiveness, Cultural Identity, Sense of Place, 'Time-depth', Collaborative Place-making*

**11.35am** Group Exercise I (25 mins) – Identifying Key Strengths and Weaknesses (cultural, natural, commercial, etc.) in Pilot towns – highlighted and recorded for 'Workshop Report' – summary of exercise in afternoon – Facilitator: Ali Harvey

**Session 2: Overview Town Centre Management and Town Centre Health Checks (TCHCs) – Surveys and Analysis and a Focus on Vacancy:**

**12.00pm** **Leigh Brown**, Perth Town Centre Manager, Scotland: *Creating Synergy and Energy?*

**12.20pm** **Richard Guiney**, CEO DublinTown: *Staying Relevant in a Changing World!*

**Q & A (5 mins)**

**12.40pm** **Terry Sheridan**, Principal Officer, DoHPLG: *Focusing on Vacancy – statutory instruments in Ireland – existing and emerging tools*

**12.55pm** **Aoife Corcoran and Philip Crowe**, Reusing Dublin: *Using GIS and Mapping Vacancy – Geo-referencing + Crowd-sharing*

**Q & A (5 mins)**

Summary of Key Messages from Session 2 – *Partnership and Collaboration, Community Intelligence, Place Management, TCHC, Culture=Digital, Surveys/Indicators/GIS, analysis (GIS), Survey/Plan/Monitor/Adjust, Action-based*

**1.15pm** **Group Exercise II (15 mins)** – Identifying needs and aspirations re Actions required in pilot towns – highlighted and recorded for ‘Workshop Report’ – Facilitator: Ali Harvey

**1.30pm Lunch** – *tea/coffee and sandwiches in Naas Town Hall – boards displayed with group names by TCM theme for site visit around Naas Town Centre with 3<sup>rd</sup> Level Leaders – packs*

**Demonstration** by PAVANU Mobility – <http://www.pavanu.com/> – CEO Natalia Shiel

**2.15pm** **Session 3: Understanding Town Centres – Groups undertake site visit around Naas** – understanding form and fabric and using TCM techniques. Key Themes – relationship with surrounding area, streetscape and land uses/mix, public realm, transport, green infrastructure, evening economy, etc.:

- Briefing of Naas Town – Michael Kenny/Karen Kenny (Kildare County Council)
- Health and Safety Statement – Alison’s mobile No. 087 419 3458
- Groups form for site visit with Reps from third-level institutes
- Groups leave Naas Town Hall on site visit (Depart Town Hall at 2.30pm) – coach to take people up to/back from Monread Road – HC high vis vests for all

**3.40pm    Session 4: Feedback by Themes/Groups – return to Naas Town Hall:**

- Groups provide feedback on Naas Town Centre – key features/assets, issues and opportunities – required Actions – applying TCM
- Summary of Group Findings – will form Workshop No.1 Report including Key Actions – to be circulated after the workshop for sign-off by attendees

***Group Discussion – 30 mins***

**4.40pm    Final Session: Next Steps – Outline of Survey and analysis work to be undertaken – ‘Mentoring Period’ – building the ‘Irish Town Centre Partnership Network’**

- Next Steps – October–December 2016
- Preparation of Report for Workshop No. 2 – January 2017 – Using the Info and Data – Building a Partnership and Formulating a TCM Strategy including an Investment Plan
- Workshop No.1 – Certificates to follow and Thank you!
- Feedback Forms for Workshop Evaluation – box available

**5.00pm    Workshop No. 1 Ends + Networking**

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***TCHC Workshop Packs will be issued to all attendees on the 29<sup>th</sup> September.***

**Room Style: *Informal*** – horseshoe with tables for 8 no. people (i.e. two town groups) plus mentors – groups sit together in their town groups until lunchtime then they are mixed for/after site visit to assist networking.

***Ali Harvey MIPI AILI***


***‘Pilot’ Co-ordinator, 29<sup>th</sup> September 2016***

***M. 087 419 3458***



***[aharvey@heritagecouncil.ie](mailto:aharvey@heritagecouncil.ie)***



### 3. Bios for TCHC Workshop Speakers (in running order)




	<p><b>Alison Harvey</b> MIPI AILI manages the Heritage Council's National Planning and Regeneration Programmes. A planner and project manager with a background in economic development, she has 20 years' experience of setting up and managing collaborative planning and participative regeneration programmes and projects in Ireland. Alison initiated and developed the all-island <i>Irish Walled Towns Network (IWTN)</i> in 2005, after moving from the private sector (nine years, Senior Consultant) to the Heritage Council, and wrote the first <i>IWTN Action Plan 2006–2008</i>. She initiated and co-ordinated the <i>Landscape Character Assessment (LCA) CPD Training Course</i><sup>4</sup> in partnership with 10 no. professional institutes (north &amp; south) and the Landscape Observatory of Catalonia, Spain. Alison has been involved in various areas of policy formulation, e.g. planning, heritage and regeneration; renewable energy; maritime spatial planning; SEA/EIA, etc. and is also author of the award-winning <i>Community-led [Urban/Rural] Village Design Toolkit</i>.</p> <p><a href="https://www.linkedin.com/in/alison-ali-harvey-a5417615">https://www.linkedin.com/in/alison-ali-harvey-a5417615</a></p>
	<p><b>Tara Buckley</b> is Director General of RGDATA, the Retail Grocery Dairy &amp; Allied Trades Association. RGDATA represents the owners of 3,500 family-run shops, supermarkets, convenience stores and forecourt stores in towns and villages throughout Ireland. RGDATA is an active supporter of sustainable retail planning, the Retail Planning Guidelines, vibrant town centres, self-sufficient villages and shops people can walk to. RGDATA members are community retailers who pay over €100 million annually in local municipal charges and invest €41 million annually in local groups and action-based initiatives.</p> <p><a href="https://www.linkedin.com/in/tara-buckley-496ba319">https://www.linkedin.com/in/tara-buckley-496ba319</a></p>
	<p><b>Martin Colreavy</b> is Chief Architectural Advisor/Principal Officer in the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs. He is head of built heritage, architectural policy and urban design with specific responsibility for Government Policy on Architecture Implementation programme, Heritage Policy/Planning and Advisory Unit, Built Heritage capital investment funding and National Landscape Strategy (NLS) for Ireland. Previously within the Department of Environment, Heritage and Local Government (DEHLG), he was involved in various policy documents on Architecture and Urban Design, such as <i>Quality Housing for Sustainable Communities 2007</i>.</p>

<sup>4</sup> The trans-disciplinary *LCA CPD Course* (2 no. two-day residential courses delivered per annum during 2009–2011, 200+attendees from Ireland, UK and Australia) was conferred with the Irish Landscape Institute's President's Award in November 2009.

	<p>Martin represents Ireland as state party on the Joint Programming Initiative, JPI Governing Board for Cultural Heritage Research within Europe. Martin was Chair of the RIAI's Urban Design Committee 2010–2015 and is an Honorary Academician of the Academy of Urbanism, an organisation which promotes exemplary practice in quality urbanism throughout Great Britain and Ireland.</p> <p><a href="http://www.ahrrga.gov.ie/">http://www.ahrrga.gov.ie/</a></p>
	<p><b>Dr David Meredith</b> is a Senior Research Officer at Teagasc, the Irish Agriculture and Food Development Authority (Spatial Analysis Unit). David leads the Rural Development Research Programme focusing on issues of rural socio-economic change. He completed his PhD in 2012 and received a Higher Diploma in Statistics from TCD (2014). He is a member of the RIA's Geoscience and Geographical Sciences Committee and was appointed to the national selection committee responsible for evaluating applications to implement the LEADER programme (2015–2021). David's current work on agricultural and rural restructuring comprises projects that are funded through the National Research Stimulus Fund<sup>5</sup>. He has contributed to a range of EU-funded research projects and was a member of the Governing Board and management committee of the European Research Area Network 'RURAGRI'.</p> <p><a href="https://www.linkedin.com/in/david-meredith-91384b14">https://www.linkedin.com/in/david-meredith-91384b14</a></p>
	<p><b>Paul Keogh</b> studied architecture at University College Dublin and obtained a Masters Degree in Environmental Design at the Royal College of Art, London. Before entering private practice, he worked for James Stirling, de Blacam and Meagher and the OPW. He has taught and lectured widely in Ireland, Europe and America. Paul was elected a fellow of the RIAI in 1999, and has been a member of the RIAI Council since 2006, serving as RIAI president 2010–2011. He is a founding Partner in Paul Keogh Architects (PKA) and was co-chairman of the DoEHLG/RIAI Sustainable Communities and Housing Committee. Paul has wide-ranging experience in urban design and built heritage, which includes: the award-winning Local Area Plan (LAP) for Phibsborough/Mountjoy prepared by PKA in 2008; <i>Shaping the Future</i> a publication for the Department of Arts, Heritage and the Gaeltacht in 2012, which presented case studies in adaptation and reuse in historic urban environments; and the Retail Design Manual, a companion document to the Retail Planning Guidelines for Planning Authorities, April 2012. In practice, PKA are committed to the ongoing delivery of numerous regeneration and urban design projects.</p> <p><a href="http://www.riai.ie/">http://www.riai.ie/</a></p>

<sup>5</sup> <https://www.agriculture.gov.ie/research/researchstimulusfundsrf/>

	<p><b>Richard Butler</b> MSc BSc (LA) MIPI MILI is a landscape architect and town planner practising with Cunnane Stratton Reynolds in their Dublin office. He is a council member of the Irish Landscape Institute and a member of the Irish Planning Institute. Richard has 20 years' experience working for private and public sector clients, providing landscape design, planning and environmental impact assessment inputs on a wide range of projects in urban and rural settings. These include commercial, residential and regeneration developments in urban locations; roads, renewable energy and mineral extraction projects in the rural landscape; parks, playgrounds, sports and tourism facilities in various contexts. Richard has worked on a number of research studies focusing on strategic planning of landscape and heritage resources, and green infrastructure, ecosystem services and urban open space management practices (e.g. Park Atlantic, 2012–2014).  <a href="https://www.linkedin.com/in/richard-butler-b4190bb">https://www.linkedin.com/in/richard-butler-b4190bb</a></p>
	<p><b>Leigh Brown</b>, Perth City Centre Manager in Scotland, is involved in digital engagement, business community development, city dressing, place management and regeneration. She works with a wide number of collaborative digital projects to support the growth of <i>footfall</i> and economic development of the city through events, business growth, new business start-up and support. A board member of several local community and social enterprises – she has collaborated with Carnegie UK, creating the <i>TestTown</i> project enabling young people to develop innovative ideas for town centre regeneration. Her interest in retail staff career development over 15+years led to a lecturing role in retail and economics at Dundee and Angus College, which in turn led to a role with a Scotland's Colleges' initiative supporting staff and students to consider entrepreneurship as a career option. Leigh headed the team that developed strategic policy at a National Level and developed a strong network of sectoral and external stakeholders and champions. A fellow of the Scottish Enterprise Educators Programme and associate fellow of the International Enterprise Educators Programme, she also holds an Advanced Diploma in Teaching Further Education.  <a href="https://www.linkedin.com/in/leigh-brown-79707a16">https://www.linkedin.com/in/leigh-brown-79707a16</a></p>

	<p><b>Richard Guiney</b> is CEO of DublinTown BID<sup>6</sup> (Est. 2007), which promotes the city centre as a destination of choice for shopping, socialising and a place to do business, on behalf of the BID's 2,500 businesses. DublinTown has received international recognition and awards from the Washington-based International Downtown Association (IDA), the Association of Town &amp; City Management (ATCM), and British BIDs in the UK. Richard has spoken on issues of <i>Place Management</i> in Ireland, the UK, Europe, Asia and Australia. Richard believes that town centres will experience profound societal and economic changes in the first half of the 21st century, when there will be a <i>blurring</i> of the traditional day and evening economies. Invited in 2015 to chair the ATCM in Ireland, he also serves on the ATCM Board in London, having previously served as Chair of Purple Flag Ireland. An Accountant and Professional Tax Advisor by profession, Richard has a keen interest in the arts and has served on the boards of a number of national arts organisations and is former Treasurer of the Ana Liffey Drugs Project. He is on Dublin City Council's Transport SPC and Dublin City Joint Policing Committee having previously served on DCC's Environmental Committee.</p> <p><a href="https://www.linkedin.com/in/richardguiney">https://www.linkedin.com/in/richardguiney</a></p>
	<p><b>Terry Sheridan</b> is Principal Officer (PO) in the Planning Policy Section, Department of Housing, Planning, Community and Local Government with lead responsibility for planning policy, legislation, urban renewal and related planning guidelines. He is also responsible for oversight of the Irish planning system, including An Bord Pleanála. He was previously the Department's representative in Brussels for nine years, negotiating EU environmental legislation on behalf of Ireland culminating with Ireland's EU Presidency in 2013 when he chaired the EU Council Working Group on the Environment.</p> <p><a href="http://www.housing.gov.ie/housing/housing">http://www.housing.gov.ie/housing/housing</a></p>
	<p><b>Philip Crowe</b> is co-founder of Space Engagers (see above). Philip's professional and academic background is in architecture and urban design. He is a PhD candidate in UCD's School of Architecture, Planning and Environmental Policy - funded by TURAS. His doctoral research re-examines the theory and practice of Patrick Geddes (1854-1932), particularly in relation to Dublin, as a setting-out point for considering the potential impact of social-ecological resilience concepts on the modern city. Philip is a graduate of the University of Edinburgh School of Architecture and holds a Masters in Applied Carbon Management from the University of Glasgow. He is Director of Sustainable Design in MCO Projects, Dublin since 2003.</p> <p><a href="https://ie.linkedin.com/in/philip-crowe-9983386">https://ie.linkedin.com/in/philip-crowe-9983386</a></p>

<sup>6</sup> BID – Business Improvement District. <http://www.wearedublintown.ie/>





**Aoife Corcoran** is co-founder of Space Engagers, a spin-out social enterprise from the EU FP7 TURAS project (Transitioning towards Urban Resilience and Sustainability). Aoife is also currently a PhD Candidate in the UCD School of Architecture, Planning and Environmental Policy. Her doctoral research explores the use of geospatial information and communication technology (G-ICT) in the context of urban resilience and sustainability. Aoife is a graduate of Maynooth University School of Geography and holds a Masters in Geography, Coastal Zone Management and GIS from University College Cork. <https://ie.linkedin.com/in/aoife-corcoran-19a6774b>



**Trevor Keppel** MIPI has over 10 years' experience as a planner in UK, Australia and New Zealand. He returned to Ireland to continue his professional career in late 2015. Initially working as a freelance contract planner for a number of firms in Dublin, Trevor joined Alison Harvey as a Planning Intern at the Heritage Council in February 2016. Trevor has extensive experience in Development Management and Forward Planning, and has a strong interest in heritage-led urban regeneration, community planning and capacity building. Trevor has worked on town centre regeneration throughout his planning career. As Senior Heritage Planner for Wellington City Council, New Zealand he managed a major earthquake strengthening and adaptive reuse programme for historic town centre districts in the New Zealand Capital City. In Australia, Trevor worked as a Planner for State Government, Local Government, and in the private sector with the pre-eminent firm Lovell Chen Architects and Heritage Consultants. <https://ie.linkedin.com/in/trevor-keppel-10162041>

#### 4. List of Attendees – ‘Pilot’ Towns, Speakers and Guests

<b>Training Team:</b>	<b>Organisation</b>	<b>Name</b>
	1 <i>Heritage Council</i>	Alison Harvey
	2 <i>RGDATA</i>	Tara Buckley
	3 <i>DoAHRRGA</i>	Martin Colreavy
	4 <i>Teagasc</i>	Dr David Meredith
	5 <i>RIAI</i>	Paul Keogh
	6 <i>ILI</i>	Richard Butler
	7 <i>Perth TCM, Scotland</i>	Leigh Brown
	8 <i>DublinTown</i>	Richard Guiney
	9 <i>DoHPCLG</i>	Terry Sheridan
	10 <i>Reusing Dublin</i>	Aoife Corcoran
	11 <i>Reusing Dublin</i>	Philip Crowe
	12 <i>Kildare County Council</i>	Michael Kenny
	13 <i>Kildare County Council</i>	Karen Kenny
	14 <i>Heritage Council</i>	Anne Barcoe
	15 <i>Heritage Council</i>	Trevor Keppel
<b>Attendees:</b>		
<b>Pilot Towns</b>	<b>Organisation</b>	<b>Name</b>
<b>Ballina</b>	1 <i>Mayo County Council</i>	Dr Deirdre Cunningham
	2 <i>Mayo County Council</i>	Bernadette Cunningham
	3 <i>Chamber of Commerce</i>	Mags Martin
	4 <i>Civic Groups – Rep</i>	Michael Hogan
	5 <i>GMIT</i>	Kevin O'Callaghan
	6 <i>GMIT</i>	John Scahill
<b>Cashel</b>	7 <i>Tipperary County Council</i>	Marion Carey
	8 <i>Chamber of Commerce</i>	Declan Burgess
	9 <i>Civic Groups – Rep</i>	Paul Monks
	10 <i>Civic Groups – Rep</i>	Patrick Downey
	11 <i>LIT Thurles</i>	Ciaran Lynch
<b>Ennis</b>	12 <i>Clare County Council</i>	Brian McCarthy
	13 <i>Chamber of Commerce</i>	Jean McCabe
	14 <i>Civic Groups – Rep</i>	Carmin Cronin
	15 <i>Limerick IT</i>	Katherine Maughan
<b>Dundalk</b>	16 <i>Louth County Council</i>	Brendan McSherry
	17 <i>Louth County Council</i>	Marguerite Quinn
	18 <i>Chamber of Commerce</i>	Martin McElligott
	19 <i>Civic Groups – Rep</i>	Fiona Cunningham
	20 <i>QUB</i>	Dr Neil Galway
<b>Monaghan Town</b>	21 <i>Monaghan County Council</i>	Shirley Clerkin
	22 <i>Monaghan County Council</i>	Trevor Connolly
	23 <i>Monaghan County Council</i>	Maire Cullinan

<b>Naas</b>	<b>24</b>	<i>Monaghan County Council</i>	Donal McElwain
	<b>25</b>	<i>Town Team</i>	<i>awaiting info from CoCo</i>
	<b>26</b>	<i>UCD</i>	Luke Kelleher
	<b>27</b>	<i>Kildare County Council</i>	Sonya Kavannagh
	<b>28</b>	<i>Kildare County Council</i>	Bridgit Loughlin
	<b>29</b>	<i>Kildare County Council</i>	Bebhinn O'Shea
	<b>30</b>	<i>Chamber of Commerce</i>	John O'Reilly
<b>Rush</b>	<b>31</b>	<i>Chamber of Commerce</i>	Gerry Prendergast
	<b>32</b>	<i>Civic Groups – Rep</i>	Alice Fennelly
	<b>33</b>	<i>Waterford IT</i>	Miriam Fitzpatrick
	<b>34</b>	<i>Fingal County Council</i>	Dr Gerry Clabby
	<b>35</b>	<i>Chamber of Commerce</i>	<i>awaiting info from CoCo</i>
	<b>36</b>	<i>Civic Groups – Rep</i>	<i>awaiting info from CoCo</i>
	<b>37</b>	<i>DIT</i>	Ciaran Cuffe
<b>Tralee</b>	<b>38</b>	<i>Kerry County Council</i>	T.J. Mahony
	<b>39</b>	<i>Chamber of Commerce</i>	Kieran Rutledge
	<b>40</b>	<i>Kerry County Council</i>	Noreen O'Mahony
	<b>41</b>	<i>IT Tralee</i>	Martha Farrell
<b>Tullamore</b>	<b>42</b>	<i>Offaly County Council</i>	Eoghan Lynch
	<b>43</b>	<i>Chamber of Commerce</i>	John Leavey
	<b>44</b>	<i>Civic Groups – Rep</i>	Ray Carroll
	<b>45</b>	<i>Athlone IT</i>	Eoin Langan

**Total = 45 Attendees**

**Guests:**

<b>46</b>	<b>Professor Mark Boyle</b>	NUI Maynooth
<b>47</b>	<b>Lorraine O'Connor</b>	Longford County Council
<b>48</b>	<b>Natalia Shiel</b>	PAVANU
<b>49</b>	<b>Mary Keane</b>	EU URBACT
<b>50</b>	<b>Jacqui Donnelly</b>	Dept of Arts, Heritage...
<b>51</b>	<b>Aoife Nicaoidh</b>	QUB
<b>52</b>	<b>Robert Newell</b>	Infrastructure NI
<b>53</b>	<b>Stephen Coyne</b>	Liberties Dublin

**Total:**

**Training Team 15**

**Attendees/Guests 53**

**AV Guy 1** Dave from Stagetek  
<http://www.stagetek.ie/>

**Total: 69 People**

## 5. Glossary/Useful Terms

Term	Description
<b>Accessibility</b>	The ability of people to move around an area and to reach places and facilities, including elderly and disabled people, those with young children and those encumbered with luggage or shopping.
<b>Adaptability</b>	The capacity of a building or space to be changed so as to respond to changing social, technological and economic conditions.
<b>Appropriate Assessment (AA)</b>	Pursuant to Article 6(3) of the Habitats Directive, development or activity within (or with potential to incur adverse effects upon) Natura 2000 sites must be subject to an Appropriate Assessment. Following Articles 6.3 and 6.4 of the Habitats Directive, an Appropriate Assessment follows a series of steps and stages that need to be observed in establishing whether a plan or project can be implemented without damaging a Natura 2000 site.
<b>Archaeology</b>	The systematic study of past human life and culture by the recovery and examination of remaining material evidence, such as graves, buildings, tools, and pottery.
<b>Architectural Conservation Area (ACA)</b>	An Architectural Conservation Area (ACA) is a place, area, group of structures or townscape which is either of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest in its own right, or which contributes to the appreciation of protected structures. This could include, for example, a terrace of houses, buildings surrounding a square, or any group of buildings, which together give a special character to an area. In a rural setting an ACA could include a group of structures associated with a mill or with a country house estate. An architectural conservation area could also include protected structures. If a Planning Authority considers that any 'place, area, group of structures or townscape' requires preservation, then it must declare the area to be an Architectural Conservation Area and define it as such in the Development Plan. Works to the exterior of a building in an ACA normally require planning permission. The planning application is made in the usual way, but with additional information on how the proposed development would affect the character of the area. The planning authority will notify other bodies, including the Department of Environment, Heritage and Local Government, the Heritage Council and An Taisce, before making a decision.
<b>Biodiversity</b>	Biological diversity – or biodiversity – is the term given to the variety of life on Earth. It is the variety within and between all species of plants, animals and micro-organisms and the ecosystems within which they live and interact.
<b>Blueways</b>	A recreational water activity trail that is developed for use by non-motorised water activity enthusiasts. It is <i>defined</i> by trail heads, put in and take out points and readily available trail information.
<b>Building Elements</b>	Doors, windows, cornices and other features which contribute to the overall design of a building.
<b>Bulk</b>	The combined effect of the arrangement, volume and shape of a building or group of buildings. Also called massing.
<b>Catchment Area</b>	The sphere of influence from which the retailer is likely to draw its customers. It is the area from where they expect to gather footfalls and



	run their business.
<b>Character Assessment and Appraisal</b>	An area appraisal identifying distinguishing physical features and emphasising historical and cultural associations and assets.
<b>City/County Heritage Plans</b>	County & City Heritage Plans highlight the strategic importance of heritage and each plan outlines proposals for managing and promoting heritage at a county level.
<b>Collaborative Planning</b>	Collaborative planning is a conceptual framework for resolving complex, multi-stakeholder planning scenarios. This approach is often applied to planning cases for the purposes of encouraging public participation, and resolving and mediating stakeholder disagreements.
<b>Conservation area character appraisal</b>	A published document defining the special architectural or historic interest which warranted the area being designated.
<b>Conservation and Management Plans</b>	A document which sets out the significance of a heritage asset, and how that significance will be retained in any future use, management, alteration or repair.
<b>Community-led Village Design Statements (CLVDSs)</b>	An action-based planning document for urban and rural villages, usually produced by the community in partnership with the local authority and others setting out the Shared Vision and Design Principles for the settlement and providing a clear path as to how the village's distinctiveness and character can be enhanced, promoted and celebrated – usually includes a phased CLVDS Action Plan. Also, addresses how new development might be carried out in harmony with the village and its setting in the landscape. A CLVDS can be given weight by being supported by planning objectives and policies in the county/city development plan. The concept of <i>Community-led VDSs</i> has been developed and promoted by the Heritage Council.
<b>Cycle-ways</b>	A path, road or track used for bicycles, which restricts motorised vehicle use.
<b>Density (built)</b>	The floorspace of a building or buildings or some other unit measure in relation to a given area of land. Built density can be expressed in terms of plot ratio (for commercial development), number of units or habitable rooms per hectare (for residential development); site coverage plus the number of floors or a maximum of building height or a combination of these.
<b>Demesne (Historic)</b>	An area of land attached to a manor and retained by the owner for their own use.
<b>Design Assessment</b>	An independent assessment of a design usually carried out for a local authority by consultants, another local authority or some other agency.
<b>Design Principle</b>	An expression of one of the basic design ideas at the heart of an urban design framework design guide or development brief of a development.
<b>Desire Line</b>	An imaginary (or informally used) route linking facilities or places which people would find it convenient to travel between easily.
<b>Development Brief</b>	A document, prepared by a local planning authority, a developer or jointly, providing guidance on how a site of significant size or sensitivity should be developed. Site-specific briefs are sometimes known as Planning Briefs, Design Briefs, and Development Frameworks.
<b>Development Management (DM)</b>	Development Management is the general term used to describe the functions relating to the processing of planning applications.
<b>Development Plan (DP)</b>	Development plans set out the overall planning policies of your local authority for a 6-year period. It consists of a written statement and a series of maps.

	Work on putting together a new development plan must begin 4 years after the date of the last plan. The development plan sets out your local authority's objectives for the use of particular areas where you live (for example, residential areas, industrial areas, agricultural areas). It also sets out your local authority objectives for development in the area, road improvements, renewal of obsolete areas and for improving amenities.
<b>Ecosystem Services</b>	<p>The direct and indirect contributions that ecosystems make to human wellbeing. They support directly or indirectly our survival and quality of life. Ecosystem services (ESS) may be divided into:</p> <ul style="list-style-type: none"> <li>- Provisioning services, e.g. products obtained from ecosystems such as food, fresh water, wood, fibre, genetic resources and medicines;</li> <li>- Regulating services, e.g. climate regulation, natural hazard regulation, water and air purification and waste management, pollination and pest control;</li> <li>- Habitat services, to maintain biodiversity and the viability of gene pools;</li> <li>- Cultural services, i.e. the non-material benefits people obtain from ecosystems such as spiritual enrichment, intellectual development, recreation, and amenity/aesthetic values.</li> </ul>
<b>Elevation</b>	The facade of a building or the drawing of a facade.
<b>Enclosure</b>	The use of buildings to create a sense of defined space.
<b>Energy Efficiency</b>	The extent to which the use of energy is reduced through the way in which buildings are constructed or arranged on site.
<b>Environmental Impact Assessment (EIA)</b>	The process by which the anticipated effects on the environment of a proposed development or project are measured. If the likely effects are unacceptable, design measures or other relevant mitigation measures can be taken to reduce or avoid those effects. Projects listed in Annex I have mandatory EIA requirements. The Planning Authority makes decisions on a case-by-case basis on whether Annex II projects require an EIA. Thresholds have been set for Annex II projects. But even projects which do not meet the threshold may require an EIA. EIA requirements in Ireland are incorporated into planning laws and other infrastructural consent systems.
<b>Environmental Impact Statement (EIS)</b>	The document or report that is produced from the EIA process.
<b>Figure and Ground diagram (Nolli)</b>	A plan showing the relationship between built form and publicly accessible space (including streets) by presenting the former in black and the latter as a white background (or the other way round).
<b>Form and Fabric</b>	The layout (structure and urban grain). Density, scale (height and massing), appearance (materials and details) and landscape of development and/or place.
<b>Fruin analysis</b>	A method of analysing pedestrian movement devised by Bernard Fruin. It applies a level of service concept to pedestrian flows. Fruin defined capacity and speeds of movement in various forms of corridors, pavements and other pedestrian routes.
<b>Geographic Information Systems (GIS)</b>	A geographic information system (GIS) lets us visualize, question, analyse, and interpret data to understand relationships, patterns, and trends.

<b>Green Infrastructure (GI)</b>	Green Infrastructure can be broadly defined as a strategically planned network of high quality natural and semi-natural areas with other environmental features, which is designed and managed to deliver a wide range of ecosystem services and protect biodiversity in both rural and urban settings.
<b>Greenways/ Community Greenways</b>	A corridor of land that is reserved and developed to facilitate recreational use, specifically as a route for non-motorised transport, or environmental protection.
<b>Heritage (cultural)</b>	Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage.
<b>Heritage Objects</b>	Objects over 25 years old which are works of art or of industry (such as books, documents and other records, including genealogical records) of cultural importance.
<b>Historic Landscape Characterisation (HLC)</b>	Identifies the contribution of the human past to the landscape as it exists in the present.
<b>Human Scale</b>	The use within design of elements which relate well in size to an individual human being and their assembly in a way in which makes people feel naturally comfortable rather than overwhelmed.
<b>Inland Waterways</b>	Canals, canalised sections of rivers and lakes, navigation channels in rivers and lakes, and their associated navigational features.
<b>Isochrones</b>	A line on a map or diagram connecting places from which it takes the same time to travel to a certain point.
<b>Landmark</b>	A building or structure that stands out from its background by virtue of height, size or some other aspect of design.
<b>Landscape Architecture</b>	The art or profession of arranging or modifying the features of a landscape, an urban area, etc. for aesthetic or practical reasons.
<b>Landscape</b>	Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.
<b>Landscape Character Assessment (LCA)</b>	LCA is a tool used to help us understand, and articulate the character of the landscape. It helps us to identify the features – including ecological, cultural, social and economic – that gives a locality a ‘sense of place’ and pinpoints what makes it different from neighbouring areas.
<b>Landuse Survey</b>	A survey of the socioeconomic use(s) made of land (for example, agriculture, commerce, residential use or recreation), at any one place. There may be multiple and alternate land uses.
<b>Layout</b>	The way buildings, routes and open spaces are placed in relation to each other.
<b>‘Leakage’ (retail)</b>	The difference between the volume of retail sales (supply) generated by retail businesses and the volume of retail potential (demand) produced by household spending on retail goods within the same industry. Leakage in an area represents a condition where demand exceeds supply. In other words, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is ‘leaking’ out of the trade area. Such a condition highlights an opportunity for new retailers to enter the trade area or for existing retailers to extend their marketing outreach to accommodate the excess demand.
<b>Legibility</b>	The degree to which a place can be easily understood and navigated.

<b>Local Area Plan (LAP)</b>	Local area plans provide more detailed planning policies for areas where significant development and change is anticipated, without having to prepare very detailed local planning policies and objectives for many specific areas within city and county development plans. Local Area Plans are 'statutory documents', and, together with the Development Plan, establish a key element of the policy context for making decisions on planning applications and appeals.
<b>Local Distinctiveness</b>	The positive features of place and its communities which contribute to its special character and sense of place.
<b>Maritime (Marine) Spatial Planning (MSP)</b>	The public process of analysing and allocating the spatial and temporal distribution of human activities in maritime (marine) areas to achieve ecological, economic, and social objectives that usually have been specified through a political process. Characteristics of maritime (marine) spatial planning include ecosystem-based, area-based, integrated, adaptive, strategic and participatory.
<b>Massing</b>	The combined effect of the height, bulk and silhouette of a building or group of buildings.
<b>Modal Split</b>	How the total number of journeys in an area or to a destination is split between different means of transport such as train, bus, car, walking, and cycling.
<b>Monument</b>	Any artificial or partly artificial building, structure or erection or group of such buildings, structures or erections; or, any cave, stone or other natural product, whether or not forming part of the ground, that has been artificially carved, sculptured or worked upon or which (where it does not form part of the place where it is) appears to have been purposely put or arranged in position; or, any, or any part of any, prehistoric or ancient (i) tomb, grave or burial deposit, or (ii) ritual, industrial or habitation site, or, any place comprising the remains or traces of any such building, structure or erection, any such cave, stone or natural product or any such tomb, grave, burial deposit or ritual, industrial or habitation site, situated on land or in the territorial waters of the State, but does not include any building, or part of any building, that is habitually used for ecclesiastical purposes.
<b>Movement</b>	People and vehicles going to and passing through buildings, places and spaces. The movement network can be shown on plans, by space syntax analysis, by highway designations, by figure and ground diagrams, through data on origins and destinations or pedestrian flows, by desire lines, by details of public transport services, by walk bands or by details of cycle routes.
<b>Node</b>	A place where activity and routes are concentrated, often used as a synonym for a junction.
<b>Permeability</b>	The degree to which an area has a variety of pleasant, convenient and safe routes through it.
<b>Perspective</b>	Illustration showing the view from a particular point as it would be seen by the human eye.
<b>Pinch point</b>	A place or point where congestion occurs or is likely to occur, especially on a road or space.

<b>'Place-making'</b>	<i>Place-making</i> is a multi-faceted approach to the planning, design and management of public spaces. <i>Place-making</i> capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.
<b>Plot Ratio</b>	A measurement of density generally expressed as gross floor area (GFA) divided by the net site area (NSA).
<b>Protected Structure</b>	A ' <i>Protected Structure</i> ' is a <i>structure</i> that a planning authority considers to be of special interest from an architectural, historical, archaeological, artistic, cultural, scientific, social, or technical point of view and is included in its <i>Record of Protected Structures</i> (RPS).
<b>Public Art</b>	Permanent or temporary physical works of art visible to the general public, whether part of the building or free-standing, can include sculpture, lighting effects, street furniture, paving, railings and signs.
<b>Public Policy</b>	<i>Public policy</i> is the principled guide to action taken by the administrative executive branches of the state with regard to a class of issues, in a manner consistent with law and institutional customs. The foundation of <i>public policy</i> is composed of national constitutional laws and regulations.
<b>Public Realm</b>	The parts of a village, town or city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks. Also called public domain.
<b>Public Realm Plans</b>	Promoted by the Heritage Council since 2006 – see Collaborative Public Realm Plans prepared in Balbriggan, Birr, Fethard, Roscrea, Wicklow, etc. <a href="http://www.heritagecouncil.ie/fileadmin/user_upload/Events/Landscape_Events/conferencefactsheets/No4.Factsheet.indd.pdf">http://www.heritagecouncil.ie/fileadmin/user_upload/Events/Landscape_Events/conferencefactsheets/No4.Factsheet.indd.pdf</a>
<b>Renewable Energy</b>	Any naturally occurring, theoretically inexhaustible source of <i>energy</i> , such as biomass, solar, wind, tidal, wave, and hydroelectric power, that is not derived from fossil or nuclear fuel.
<b>Retail Impact Assessment (RIA)</b>	It is commonly accepted that there are five main steps to the assessment of retail impact: I. Identification of catchment or study area; II. Estimation of expenditure available within the defined catchment or study area; III. Estimation of the turnover of existing centres within the catchment area which is likely to be affected by a new development; IV. Estimation of the turnover of the new development for which a planning application is being lodged; and V. Estimation of the quantum of consumer retail spending available in the catchment area which will be diverted from existing centres to the new retail development.
<b>Retail Impact Statement</b>	This is the document or report outlining the results of a retail impact assessment.
<b>Scale (built form)</b>	The impression of a building when seen in relation to its surrounding or the size of parts of a building or its details, particularly as experienced in relation to the size of a person. Sometimes it is the total dimensions of a building which give its sense of scale; at other times it is the size of the elements and the way they are combined. The concept is a difficult and ambiguous one; often the word is used simply as a synonym for 'size'. See Human Scale.
<b>Seascape</b>	Areas and sites of coastal water including estuaries, bays and lagoons of significant scenic, geological, ecological or other scientific interest.

<b>Seascape Assessment</b>	Assessment of the values associated with (and potential impacts of changes to) areas and sites of coastal water including estuaries, bays and lagoons of significant scenic, geological, ecological or other scientific interest.
<b>Sequential Test</b>	A sequential approach to development goes to the heart of the planning system. Essentially it means going through a sequence of tests when considering the location of new development. This is to ensure that development is located in the most sustainable location first, before other, less sustainable locations are chosen.
<b>Settlement pattern</b>	The distinctive way that the roads, paths and buildings are laid out in a particular place and/or landscape.
<b>Sight line</b>	The line of sight from a travelling vehicle or person. Sight lines help to determine how fast vehicles are likely to move and how safe other road users are likely to be.
<b>Space syntax analysis</b>	A technique for analysing movement through urban space and predicting the amount of activity likely to result from that movement.
<b>Spatial Planning</b>	Spatial planning is the activity of influencing the distribution of people and activities in spaces of various scales. Spatial planning can be defined as the coordination of practices and policies affecting spatial organization.
<b>Spine Street</b>	Streets along which activity is concentrated and focused.
<b>Strategic View</b>	The line of sight from a particular point to an important landmark or skyline.
<b>Streetscape</b>	The natural and built fabric of the street, and <i>defined</i> as the design quality of the street and its visual effect.
<b>Street furniture</b>	Structures in and adjacent to the roadway which contribute to the street scene, such as bus shelters, litter bins, seating, lighting, railings and signs.
<b>Success factor</b>	One of the characteristics of a place, or places in general, that tends to make it attractive to live in, work in, or visit. Success factors can be expressed as design principles.
<b>Topograph</b>	A description or representation of artificial or natural features on or off the ground.
<b>Town Centre Management (TCM)</b>	A co-ordinated pro-active initiative designed to ensure that our town and city centres are desirable and attractive places. In nearly all instances the initiative is a partnership between the public and private sectors and brings together a wide range of key interests.
<b>Townscape</b>	See also Landscape above.
<b>Traffic Impact Assessment (TIA)</b>	A technical appraisal of the traffic and safety implications relating to a specific development.
<b>Urbanism</b>	The study of the characteristic ways of interaction of inhabitants of towns and cities (urban areas) with the built environment. It is a direct component of disciplines such as urban planning (the physical design and management of urban structures) and urban sociology (the study of urban life and culture).
<b>Urban Design</b>	The art and science of making places, often referred to as 'Place-making'. Urban design involves the design of buildings, groups of buildings, spaces and landscapes, in villages, towns and cities, and the establishment of frameworks and processes which facilitate successful and sustainable development.

<b>Urban Grain</b>	The pattern of the arrangement and size of buildings and their plots in a settlement and the degree to which an area's pattern of street-blocks and street junctions is respectively small and frequent, or large and infrequent.
<b>Vacancy Rate (%)</b>	The number of units in a town without renters, expressed as a percentage of all units.
<b>Vernacular</b>	The way in which buildings and structures were built in a particular place, making use of local styles, techniques and materials and responding to local economic and social conditions.
<b>Viability</b>	A measure of a place's capacity to attract ongoing investment.
<b>Vibrancy</b>	Pulsing or thriving with energy or activity.
<b>View</b>	What is visible from a particular point – compare with 'Vista'.
<b>Vista</b>	An enclosed view, usually a long and narrow one.
<b>Visual clutter</b>	The uncoordinated and ad-hoc arrangement of street furniture, signs and other features in a town centre.
<b>Vitality</b>	A measure of how busy (with people) a place is.
<b>Walk band</b>	A line on a map or plan showing the furthest point that can be walked from a particular point at an average pace in a certain time (usually five or 10 minutes).

(Source: various including Heritage Council and Partners' *Community-led Village Design Statements in Ireland Toolkit* (2012), Fact Sheet No.2 (Glossary of Useful Terms); and DETR, *By Design: Urban Design in the Planning System: Towards Better Practice* (2000). Above glossary prepared and collated by Trevor Keppel MIPI, Heritage Council.)

## 6. Briefing Note for Third-Level Institutes – September 2016

<b>Proposed Work Programme for Third-Level Institutes during October–January/early February 2016</b>		
	<b>Action/Task</b>	<b>Deliverable and Deadline</b>
1	<p>Confirm <b>Town Centre Health Check study area boundary</b> with local authority (and Department of Housing, Planning and Local Government (DoHPLG), if required) – ideally area should be based on statutory development plan – proposed changes to the boundary should be discussed and agreed by all at the outset – reduce potential project risks.</p> <p><b>Briefing/Inception Meeting</b> to be held with Third-level institute/organisation, Local Authority (LA), Chamber of Commerce, Civic sector reps and Heritage Council at outset of the process (i.e. after the workshop in Naas). Work programme to be discussed and agreed by all partners. Gaps to be identified and communicated to Heritage Council in order to communicate them to government as part of the pilot process – i.e. gaps in all towns.</p> <p>Undertake socio-economic assessment of contextual and regional arrangements – where is the town located in the regional hierarchy – ‘Street to Region Concept’. Map relationships with other towns – connections by road, rail, cycleway, etc. What is the function of the town? What is its historic role? Feed into overall approach. Undertake SWOT analysis.</p>	Early October 2016
2	<p><b>I. Landuse Survey (ground floor) of Town Centre</b> study area and production of GIS map using GOAD classification system – in order to establish the overall vacancy rate in the town centre (%) and the specific ‘retail’ vacancy rate (%) (e.g. vacant retail units/total vacant retail units).</p> <p>Examine crowd sharing as tool for information/data gathering – see Reusing Dublin – <a href="http://www.reusingdublin.ie/">http://www.reusingdublin.ie/</a>. Explore potential links to social enterprises in the locality.</p> <p>Other vacancy rates can be established including public houses, residential, etc. Photographic record to be linked to GIS map, where possible. Designations to be included on map layers – Architectural Conservation Areas (ACAs), Special Areas of Conservation (SACs), Special Protection Areas (SPAs), etc. Protected Structures and records of monuments and places (RMP) to be included in mapping exercise. See relevant databases – <a href="http://www.myplan.ie">www.myplan.ie</a> – <a href="http://www.heritagemap.ie">www.heritagemap.ie</a> etc.</p> <p>Assessment of overall historic form and fabric. Identify areas experiencing transition.</p>	During October–November 2016



	<p>Land ownership to be explored and discussed with Local Authority – see below.</p> <p><b>Analysis</b> – identify character areas and key ‘anchors’ – retail, leisure, civic, etc. Identify core locations for day-time and evening economies. Identify patterns in land use clustering, etc. Assess links and permeability between and within various core areas – walkability – time and ease.</p> <p>Examine landuse patterns between existing historic core and edge and out-of-town developments. Revisit SWOT analysis.</p> <p>Landuse Survey analysis to be checked by Local Authority.</p>	
<b>3</b>	<p><b>Footfall/Pedestrian Survey</b> – based on findings of the landuse survey and discussions with the LA, Pedestrian count to be undertaken in Town Centre on two days (preferably):</p> <ul style="list-style-type: none"> <li>• <b>Friday</b></li> <li>• <b>Saturday</b></li> </ul> <p>Team of six to eight field workers required, depending on resources – survey points to be recorded on GIS map. Handheld clickers to be supplied by the Heritage Council. 15 minute surveys on each side of the street on each day – use clipboards – suggested times, as follows:</p> <ul style="list-style-type: none"> <li>• <b>1.15-1.30pm</b></li> <li>• <b>3.15-3.30pm</b></li> <li>• <b>5.15- 5.30pm</b></li> </ul>	October–November 2016
<b>4</b>	<p><b>Business/Retail Surveys</b> (see below) – undertaken, data input and analysis – SPSS. Template provided – towns to amend and develop, as required. Consider focus groups with specific sectors – go beyond retail – leisure, civic in the surveys.</p>	November 2016
<b>5</b>	<p><b>Shoppers Surveys</b> – undertaken, data input and analysis – SPSS. Consider focus groups, particularly with young people – explore potential for parallel social media campaign.</p>	October–November 2016
<b>6</b>	<p><b>Rental Survey</b> – establish various rent levels for units in town centre – identify key pitch and ‘anchors’ for town centre in various land uses.</p>	End of October 2016
<b>7</b>	<p><b>Ownership Map</b> – to be added to GIS, where possible.</p>	End of October 2016
<b>8</b>	<p><b>Vehicle Count</b> – boxes in the town centre – source from Local Authority engineers. Compare with footfall survey.</p>	End of October 2016
<b>9</b>	<p><b>Car parking</b> – collect information re on and off street car parking. Include in GIS mapping – examine links from car parks to town centre.</p>	End of October 2016

10	<b>Accessibility Audit</b> – to be added to land use survey/GIS layer. See PAVANU demonstration.	End of October 2016
11	<b>Survey of natural ‘Desire Lines’ in main street</b> – identify pedestrian crossings and map desire lines compared to crossings.	November 2016
12	<b>Environmental Quality</b> – noise and pollution readings/data for the town centre? Quality of rivers, canals, coasts, etc.?	November 2016
13	<b>Crime figures</b> – number of break-ins or serious crimes taking place in the town centre? Map on GIS – analyse patterns, hot spots and impact of improved urban design measures?	November 2016
14	<p><b>II. Further analysis of land use survey using all the information and data collected above.</b></p> <p><b>Report Writing and presentation of TCHC results (baseline) – to be overseen by each Local Authority TCHC Project Manager and input provided by Heritage Council’s TCHC Co-ordinator.</b></p> <p><b>Presentation to TCHC Partners.</b></p>	December 2016 – for presentation in early January 2017
15	<p><b>TCHC Presentation of Findings, Exchange and Sharing.</b></p> <p><b>Drafting of National TCHC Action Plan – TCHC Workshop 2 (location to be decided). TCHC Workshop 2 will look at how to use the TCHC baseline and present results of Gap Analysis re TCHCs in Ireland for partners.</b></p>	January–February 2017

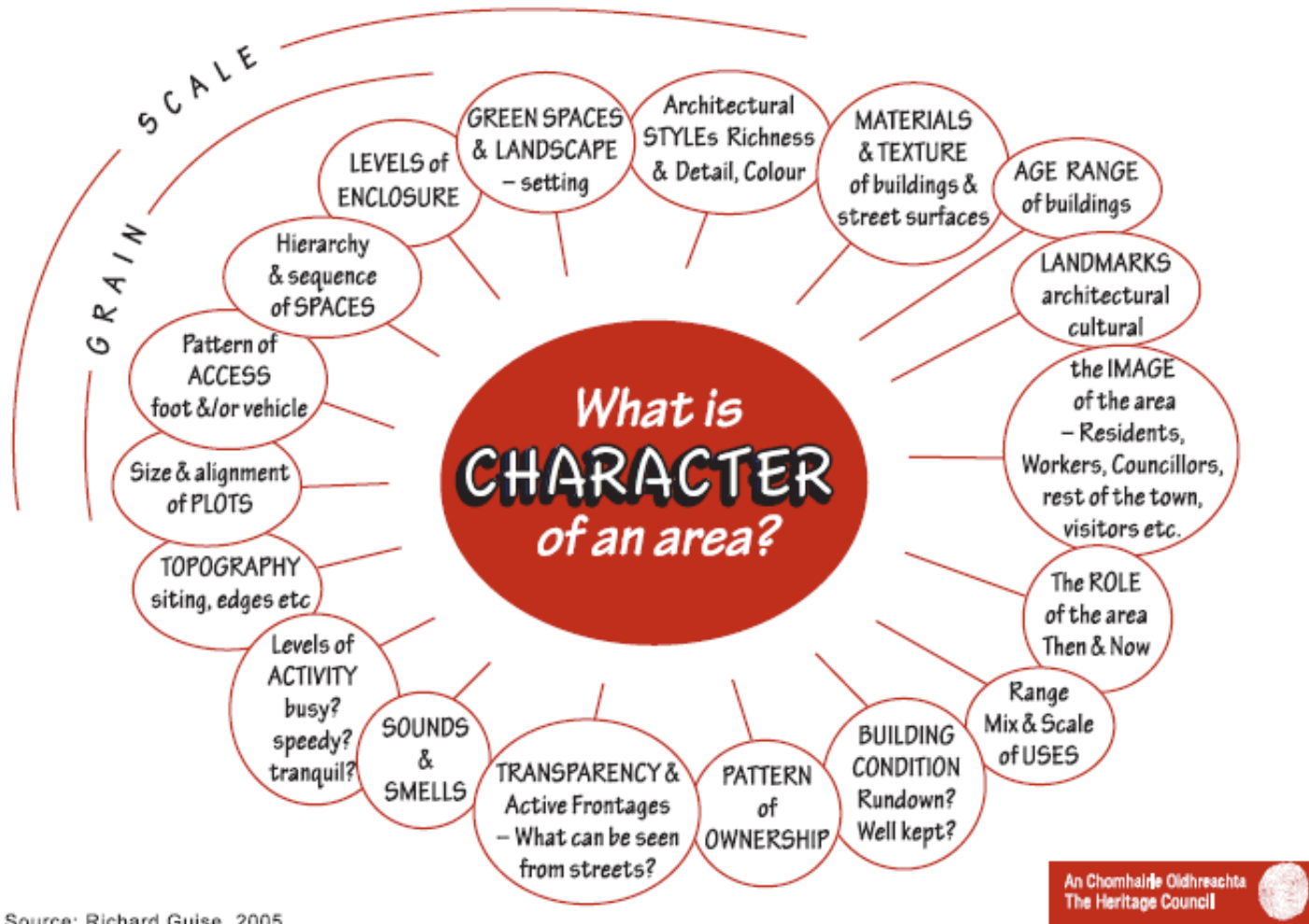
**Monitoring and Reporting:** All of the above to be presented by the Third-level Institutes to the TCHC Teams (four pillars) in early January 2017. Local Authority PMs to provide short fortnightly progress reports to Heritage Council – to be circulated by email. Progress Reports to be in bullet point format, structured as follows:

1. **Tasks undertaken in last two weeks;**
2. **Problems encountered – blockages and delays;**
3. **Tasks to be undertaken in weeks ahead;**
4. **Potential risks/delays during this period.**

Heritage Council Co-ordinator to liaise with relevant government departments to ensure ‘pilot’ blockages are removed/mitigated.

**Evaluation:** these collective progress reports will feed into the overall evaluation of the ‘pilot’ and inform policy-makers of where blockages and risks occur during the TCHC process in Ireland.

## 7. What is Character of a Town?



Source: Richard Guise, 2005

## 8. Example of Questionnaire for Commercial Owners/Retailers

### Revitalising Ireland's Towns 2016–2017

#### TCHC Commercial Owners/Retailer Survey Template

Name of respondent ..... Landline .....

Mobile ..... E-mail address .....

Name of outlet ..... Address of outlet .....

(1) How long have you been trading from this address? .....Yrs..... Months

(2) How many staff do you employ at this outlet? ☐ Full-time Staff

☐ Part-time Staff

(3) What is the approximate square footage (or square metres) of this outlet?

Gross (Total Floor Area including Storage Accommodation) .....

Net (Total Sales Area minus storage) .....

(4) Are you satisfied with your current accommodation? Yes ☐ No ☐

If no, please give reason:

.....  
.....

(5) What is the approximate customer flow within this outlet?

Weekly ..... Daily .....

(6) Are most of your customers: (Please Tick)

Frequent ☐

Occasional ☐

Passers By ☐

Tourists ☐

All of the above ☐

Don't Know ☐

**(7) What attracts your customers to XX? (Please tick):**

Feature	Rating						
	<i>Excellent</i>	<i>Very Good</i>	<i>Good</i>	<i>Satisfactory</i>	<i>Poor</i>	<i>Very Poor</i>	<i>Don't Know</i>
Adequacy of parking							
Adequacy of public transport							
Adequacy of signage							
Quality and width of pavements							
Variety of Retailers							
Choice of Food and Drink Outlets							
XXX Farmers Market							
Attractiveness of the environment							
Attractions in the town other than shopping							
Safety and security in the town centre							

**(8) What is your principal/main competing town? (Please Number 1-5) (Please rate 1-5, 1 being highest competition rating.)**

XXXX

XXX

XXX

XXX

XXX

Other

**(9) Has your business traded better, worse or about the same in:**

	<b>Improved</b>	<b>No change</b>	<b>Declined</b>
Last twelve months	<input type="text"/>	<input type="text"/>	<input type="text"/>
Last two years	<input type="text"/>	<input type="text"/>	<input type="text"/>

**(9a) If you have experienced a change in turnover during any of these periods, can you identify any particular reason?**

.....

.....

**(10) What are your expectations for trading over the next two years?**

Improving ☐      No Change ☐      Worse ☐

**(10a) If you expect the trading conditions to change, what are the main reasons for this change?**

.....

.....

**(11) What investment plans if any have you put into action in the past 5 years?**

.....

.....

**(12) What investment plans if any do you envisage in the future (Shopfront works, improved access, refurbishment, etc.)?**

.....

.....

**(13) Do you have floorspace on the upper floors? If Yes, is it currently vacant?**

Yes, Vacant ☐      No, current use .....

**What 'incentive' would encourage you to rent out your upper floors?**

.....

**(14) Do you intend to continue trading in XX Town as your first choice in the future?**

.....

.....

**(15) If not what are the main reasons for your decision?**

.....  
.....

**(16) What improvements would you make to XXX Town Centre?**

.....  
.....  
.....

**(17) Any other/final comments?**

.....  
.....  
.....

**Thank you for taking the time to complete this Questionnaire – it is greatly appreciated.**

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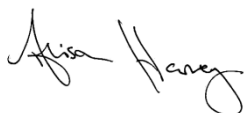
## 9. TCHC Workshop Health and Safety (H&S) Statement



### Health and Safety (H&S) Statement, September 2016

1. Emergency contact number of Workshop Co-ordinator – Alison (Ali) Harvey – to be given to all attendees in advance in case of accident or break down – M 087 419 3458;
2. Certified First Aider will be available during workshop hours – Anne Barcoe, Heritage Council;
3. Naas Garda Station to be notified of event in advance – plus contact no. of Co-ordinator.
4. Workshop programme to be sent to Naas Garda Station in advance – to be posted in the Planning Department in Naas County Council along with contact no. for Alison (mobile no.);
5. High-vis vests to be issued to all participants at start of workshop – high-vis vests to be worn in outdoor places at all times;
6. Nobody to be out of sight – at all times within sight of each other;
7. If an accident occurs, Accident Form to be filled in immediately and signed by all parties;
8. Health and Safety Statement to be included in course pack for all attendees – attendees to be made aware of statement at start of workshop.

Signed:



Alison Harvey

'Pilot' Co-ordinator

29<sup>th</sup> September 2016

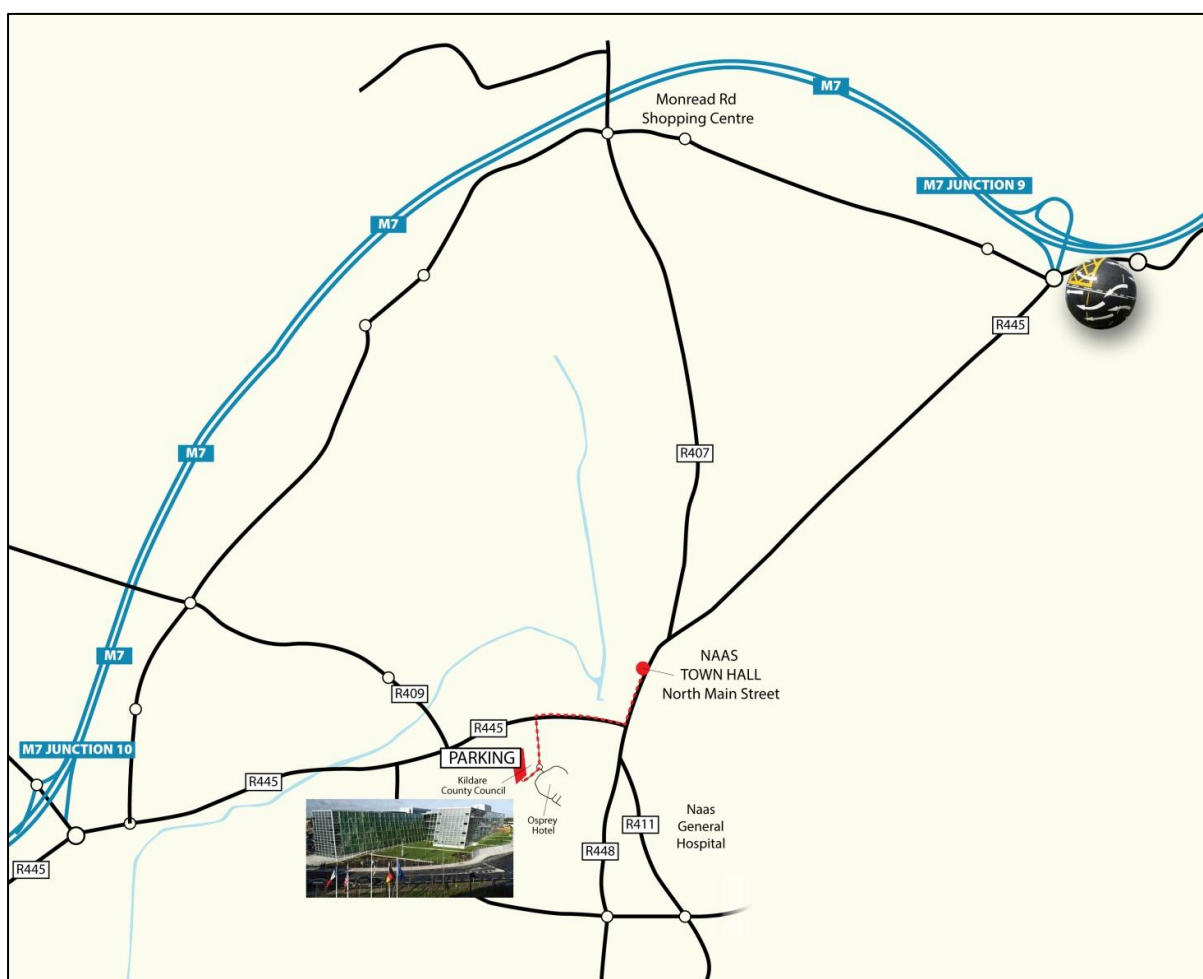
[aharvey@heritagecouncil.ie](mailto:aharvey@heritagecouncil.ie)



## 10. Acknowledgements, Workshop Location Map and Contact Details

**Acknowledgements:** The Heritage Council and its Partners would like to thank Kildare County Council for hosting the 'pilot' Town Centre Health Check Workshop in Naas Town Hall, particularly Michael Kenny, Karen Kenny, and Bebhinn O'Shea. Council would also like to thank all the speakers, guests and advisors who contributed during the planning stage of the 'pilot' workshop, particularly Professor Mark Boyle (Irish Co-ordinator), Wessel Badenhorst (Advisor) and Mary Keane (Facilitator) of EU URBACT.

### Workshop Location Map:



As parking is limited we would recommend *car pooling*, if possible.

Kildare County Council – 045 980 200

**Contact Details:** If you would like further information in relation to the workshop and programme, please contact the 'pilot' TCHC Co-ordinator Ali Harvey (MIPI AILI) at [aharvey@heritagecouncil.ie](mailto:aharvey@heritagecouncil.ie) – M. 087 419 3458.