



An Roinn Gnó, Fiontar agus Nuálaíochta
Department of Business, Enterprise and Innovation



A Quick Guide to A Framework for Town Centre Renewal

INTRODUCTION

Towns and villages across the country face many challenges in creating vibrant, thriving town centres. Local businesses, networks, residents and Local Authorities make huge efforts to make their town or village a great place to work in, socialise in and live in.

The Retail Consultation Forum recognises the key contribution that the retail sector makes to the vibrancy of a town centre. As the largest private sector employer in the country, the retail sector creates and supports jobs in every city, town and village in the country.

The Framework for Town Centre Renewal was prepared for the Retail Consultation Forum to support a coherent and collaborative approach to implementing town centre renewal. This information leaflet provides a snapshot of the Action Plan for Town Centre Renewal which forms the key part of the Framework.

The Framework will provide a blueprint for stakeholders in towns and villages across the country to enhance their existing efforts or start them on the path towards sustainable town centre renewal by adopting the approach set out in the Action Plan for Town Centre Renewal contained in the Framework. It will also help them to make best use of existing Government supports

such as the Town and Village Renewal Scheme and other supports provided through Local Authorities.

With the right supports, a collaborative and structured approach to town centre renewal and the continued passion and dedication of local communities, we can achieve our ambition to create vibrant, thriving town centres to meet the changing needs of Irish society and make Irish cities, towns and villages great places to work in, socialise in and live in.

Thanks to Seamus Neely, Chief Executive of Donegal County Council for his Chairmanship of the Retail and Town Centre Renewal Working Group which was set up by the Retail Consultation Forum and to all members of the Working Group for their work in preparing the Framework for Town Centre Renewal.

This document provides an over view of the Framework. The full framework document can be downloaded at www.dbei.gov.ie

Secretariat of the Retail Consultation Forum,
The Department of Business, Enterprise and Innovation



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KEY ATTRIBUTES OF A SUCCESSFUL TOWN CENTRE



ACTION PLAN: STEP 1 STAKEHOLDER ENGAGEMENT AND HEALTH CHECK

It is important to ensure that the Town Centre Plan that results from this Action Plan is representative of all key stakeholders in the town. The first step therefore is to prepare a database of all key stakeholders in order to engage with them as part of the Health Check.

Carrying out a “Health Check” will give the stakeholders vital information on the key attributes and opportunities within the town, which will help inform a Town Centre Plan.

Health Check Indicators



ACTION PLAN: STEP 2 ESTABLISH A TOWN CENTRE MANAGEMENT PARTNERSHIP OR “TOWN TEAM”

A core group of key stakeholders should be brought together as a Town Team or Partnership to oversee the recommendations of the Health Check and development of a Town Centre Renewal Plan.



For the Town Team to be an “effective partnership” it should comprise public, private, voluntary, and community sectors as well as other relevant stakeholders.



This process may be driven by a local “champion”, someone who is already active in supporting town centre initiatives. Stakeholders should discuss and identify a Town Centre Management Partnership model that is a good fit for their

town or village, such as a Town Team or Business Improvement District, drawing on the recommendations in the Health Check.

Key Stakeholders Could Include:

- Business associations
- Local authorities
- Retailers
- Shopping centre managers
- Landlords
- Employers
- Employees
- Chambers of Commerce
- Residents
- Tourism groups & agencies
- An Garda Síochána
- Charities, social enterprises & community groups
- Educators – universities, colleges, and schools
- Business customers
- Local media

ACTION PLAN: STEP 3 PREPARE & IMPLEMENT A TOWN CENTRE PLAN



The Town Team needs to prepare a Town Centre Plan which sets out the vision for the town, the strategy of key objectives, priority projects and measurable goals or Key Performance Indicators. The Plan needs to be implemented, monitored, and reviewed. Ideally a coordinator would be appointed to oversee this process.

Example K.P.I.s

