

**Minutes of the Town Rejuvenation Implementation Committee meeting held in the
Downstairs Boardroom, Bray Town Council, Civic Offices, Main Street, Bray
on Tuesday 1st May 2007 at 5.00 p.m.**

Present: Chairperson, Dermot Dwyer
Councillor Anne Egan
Councillor Ciaran O'Brien
Councillor Pat Vance
Christine Flood, Bray Town Council
Des O'Brien, Bray Town Council
Liam Bourke, Bray Town Council
Jason Cooke, Bray & District Chamber of Commerce
John Mullane, Bray Retailers Forum

Apologies: Councillor Anne Ferris
Liam McGarry, Bray Independent Retailers

It was agreed that an attendance record for the Town Rejuvenation Implementation Committee meetings would be drafted and circulated at meeting.

1. Minutes of the meeting dated 17th April 2007.

The Chairperson requested that the minutes of the meetings be circulated in advance of the agenda.

Slight amendments are to be made to the minutes of the meeting dated 17th April 2007 before signing and adopting.

2. Report on meeting with Minister Roche.

The Chairperson informed the members that himself, the Town Clerk, the Cathaoirleach; Councillor Anne Egan and John Mullane met with Minister Dick Roche, officials and Councillor David Grant for one hour on 26th April 2007 in Leinster House.

The Town Clerk confirmed that the proposal was sent to the Minister in advance. The overall programme was costed at just under €26 million including the proposals for the HSE site. The committee sought €2 million from the Minister and they concentrated on Urban Landscape and Maintenance, Shopfront Policy and an Integrated Town Management. She stated that the Minister awarded the committee €100,000 from the Urban Village Development Fund for urban design, shopfronts etc.

The Chairperson confirmed that the money is to show cause and visibility and the Minister discussed using development levies and monies from Wicklow County Council at length. A draft statement from Minister Roche and the Cathaoirleach of Bray Town Council is to be forwarded to the Town Council.

Councillor Anne Egan stated that she felt the Minister was adamant that money from Ballymore and Pizarro should be used for this committee as a capital/yearly fund.

The Town Manager stated that this is a great start and there are other routes such as the Dublin Transportation Office (DTO) for funding for road and footpath improvements.

3. The Florentine Centre decision – implications.

The members raised the following points:

- This is a good decision and the next three or four weeks are important.
- Hazel Jones from Ballymore Properties gave an interview on East Coast Radio this morning. She stated that there is no anchor tenant at present and the development will be mixed-use retail and housing. She also stated that it will be nine months before people will see anything happen on site and it will not be open before the second quarter of 2009.
- A meeting should be organised with Mr Sean Mulryan of Ballymore Properties to discuss the decision. The traders were anxiously waiting for this decision and they need to see movement now.
- Bray Town Council should impose a timeframe on Ballymore as they cannot afford for this to go wrong again.
- There is a window of opportunity here for Ballymore, especially ahead of Pizarro.
- The EIS for the Flood Defence Scheme will take two seasons to complete therefore the Florentine Centre has at least a two years head start on the Golf Club lands.
- Good traffic management will be required as there will inevitably be some disruption to the town and to this committee's plans for improvements.
- All major pre-construction works are already completed.
- Disappointed to see one local newspaper with a negative attitude towards the decision.
- The Chamber are due to meet with the new editor of the newspaper and would suggest that other stakeholders do the same.

4. Communications / PR statement and programme.

Mr Jason Cooke stated the committee must draft a schedule outlining a clear message. He stated that the statement should concentrate on the appointment of an independent chairperson, the Implementation Committee, rejuvenation of the town centre, the Florentine Centre and the €100,000 awarded to the committee by the Minister.

The members then agreed to discuss the maintenance and cleanliness document circulated by Mr John Mullane. Mr Mullane confirmed that this is one area in which the committee can achieve something. The Chamber have been forwarding a monthly report and photographs to the Council since November 2006. Ms Mary Bannon and Mr Simon Allen prepare this audit on a voluntary basis. They report as they find and they support these findings with picture evidence. He stated that there has been no improvement in cleanliness in the last five months. The bad conditions are as a result of a lack of town management, lack of co-operation from retailers and non-structured maintenance.

The members then raised the following points:

- Liam Bourke met with Simon Allen to discuss the reports.
- Litter and environmental complaints is a full-time job.
- Is there a progressive plan to improve this?
- Bray Town Council have the power under the Planning Act to ensure people make an effort to improve their property.
- This is a service provided by the Chamber of Commerce to Bray Town Council and there is a feeling of frustration over the lack of feedback from the council. We need to acknowledge the efforts of Mary Bannon and Simon Allen.
- If change or follow-up is taking place – can this be recorded? Eg. Before and after photographs.

- Bray Town Council can provide the committee with a monthly report on enforcement notices.
- Enforcement notices are not always successful.
- Should we not talk to people before sending enforcement notices?

It was agreed that Bray Town Council would update the committee once a month on progress and that businesses would be encouraged before issuing an enforcement notice.

6. Drafting a Work Plan and programme.

(i) Working groups

- 1) Traffic / parking**
- 2) Shop fronts**
- 3) Security / Maintenance / Cleanliness**
- 4) Communications / PR**

Mr John Mullane stated that the committee should be detailing each recommendation into a workplan with a clear vision on dates, responsibilities and costs.

The Chairperson confirmed that everyone was agreed to this but we need to organise who does what and how we go about it.

After a brief discussion it was agreed that each working group would deliver a measurable list of tasks for the next meeting on 15th May 2007.

The working groups are as follows:

- 1) Traffic / Parking – Christine Flood and Pat Vance.
- 2) Maintenance / Cleanliness – Des O’Brien, Ciaran O’Brien and Anne Ferris.
- 3) Retail Offering / Shopfronts – Des O’Brien, Pat Vance, Jason Cooke and John Mullane.
- 4) Integrated Management – Jason Cooke and John Mullane.
- 5) Crime prevention / security – John Mullane in conjunction with the Gardai.

Councillor Pat Vance stated there is a role for Ballymore Properties and Pizarro in this committee. It is in their interest to have a good town centre.

It was agreed that the Town Clerk would invite Pizarro and Mr Dwyer would invite Ballymore Properties to nominate one representative each to the committee.

The Chairperson stated that the area above the shops is also very important.

Mr Mullane requested that the workplan details be available to inform the retailers at a meeting of Bray & District Chamber of Commerce dated 13th June 2007.

7. Agreed actions/deliverables – responsibilities.

It was agreed that each working group would draft a workplan and circulate to each member of the committee on Monday 14th May 2007.

Mr Jason Cooke is to draft a statement regarding the setting-up of the committee and the funding received from Minister Roche. This draft is to be sent to the Town Council for signing by the Town Clerk, the Cathaoirleach of Bray Town Council and the Chairperson of the Town Rejuvenation Implementation Committee. This statement will be available for the retailers meeting on 13th June 2007.

This concluded the business of the meeting.

Signed: _____
CHAIRPERSON

Signed: _____
TOWN CLERK

Dated: _____