

**Minutes of the Town Rejuvenation Implementation Committee meeting held in the  
Downstairs Boardroom, Bray Town Council, Civic Offices, Main Street, Bray  
on Tuesday 15<sup>th</sup> May 2007 at 5.00 p.m.**

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**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  
Sean O'Neill, Bray Town Council  
Jason Cooke, Bray & District Chamber of Commerce  
John Mullane, Bray Retailers Forum  
Liam McGarry, Bray Retailers Group  
Mary McDermott Roe, Pizarro Developments Ltd

**Apologies:** Councillor Anne Ferris

An attendance record was circulated to the members.

The Chairperson welcomed Mary McDermott Roe from Pizarro Developments Ltd to the committee.

**1. Minutes of the meeting dated 1<sup>st</sup> May 2007.**

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It was proposed by Councillor Anne Egan and seconded by Jason Cooke to confirm and adopt the minutes of the meeting dated 1<sup>st</sup> May 2007.

**2. Report on meeting with Fleetwood.**

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The Chairperson informed the members that himself, the Town Clerk, and Councillor Ciaran O'Brien met with Frank Jeffers of Fleetwood at 4.30 p.m. today to discuss sponsorship for paint.

The Town Clerk informed the members that Fleetwood have experience in dealing with local authorities especially in South Dublin County Council. They are an Irish company manufacturing in Co Cavan and they are environmentally friendly. Fleetwood are willing to negotiate a deal with the committee by selling paint at trade prices and giving an extra 20% free of charge. They will produce a photomontage of Bray by taking before and after photographs for June 13<sup>th</sup>.

The Town Clerk circulated before and after photographs of Clonakilty, which were taken by Fleetwood. She confirmed that she had spoken to the Town Clerk in Clonakilty who informed her that this was a business community driven venture, the Town Council funded gardener/florist for the summer season.

Jason Cooke stated that the committee should review the Tidy Towns process and encourage new people to commit.

The members agreed that the Chairperson and the Town Clerk undertake to move forward with this proposal.

### 3. **Drafting a Work Plan and programme.**

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#### a. **Working groups**

##### (i) **Traffic / Parking** – Christine Flood and Pat Vance.

Christine Flood outlined timeframes and comments in relation to each section of the report.

The Members then raised the following issues:

- Can we not utilise the Bowling Alley carpark?
- The Civic Centre carpark was closed on Saturday at 4.45 p.m.
- Can we contact the DTO in relation to funding, the Dart Station and the Safe Routes to School programme?
- In relation to the SCAT's traffic control system – will this be a green wave?
- Will the Public Transport Study rationalise a one-way system?
- Need a good parking strategy such as the provision of off-street parking.
- The retailers would not be happy with the removal of any parking.
- Could the Town Council ensure that the Florentine Centre carpark be up and running from September 2008? Then on January 1<sup>st</sup> 2009 they could close the Herbert Road carpark for the works.
- LUAS – Bray Chamber contacted the RPA who stated that Dun Laoghaire Rathdown County Council is causing an obstruction.
- Could we bring the Carlisle Grounds and the Bowling Alley carparks into the VMS signage?

Councillor Pat Vance stated that the owner of the Bowling Alley was approached previously and was not agreeable. Jason Cooke stated that the owner allows the residents of Carlisle house to use the carpark.

The Town Clerk stated that she will follow-up with the DTO and regarding the Civic Centre carpark on Saturdays. She also confirmed that herself and the Town Manager would request a meeting with the County Manager in Dun Laoghaire Rathdown County Council.

The Town Engineer confirmed that the traffic control system will not be green wave and it will be centrally controlled by Dublin City Council. The transport study is recommending integrated bus transport and to remove cars from the Main Street, this may include the removal of some parking spaces on the Main Street.

##### (ii) **Maintenance / Cleanliness** – Des O'Brien, Ciaran O'Brien and Anne Ferris.

Des O'Brien stated that the group had a meeting today with Liam Bourke, Senior Executive Engineer regarding this programme.

He focused on refuse collection, Sunday cleaning, review of street cleaning routes, a pedestrian suction sweeper, use of rubber mats on tree stumps and using dry insecticides on grass growth.

John Mullane asked had the Council contacted Simon Allen and Mary Bannon to acknowledge their efforts?

The Town Clerk stated that Liam Bourke had been in contact with them but she would double check and ensure this is done.

(iii) **Retail Offering / Shop-fronts** – Des O’Brien, Pat Vance, Jason Cooke and John Mullane.

Des O’Brien stated that this group did not meet yet as he contacted Pizarro Developments Ltd who agreed to meet him this week. John Mullane had not been available to attend any meetings prior to this and he felt that it was important that Mr Mullane be included in any meeting with the architect.

The Chairperson requested that this be circulated in ten days time to all members.

(iv) **Crime prevention / security** – John Mullane in conjunction with the Gardai.

John Mullane confirmed that there are six initiatives in his report. He stated that there is no schedule of dates yet because the Gardai are unaware of this committee. Mr Mullane suggested that we write to the Gardai informing them of the role of the committee. He also confirmed that the Gardai have his report and he is meeting them on Friday to discuss.

The Chairperson requested that the Council draft a letter to the Gardai and send to him for approval.

(v) **Integrated Management** – Jason Cooke and John Mullane.

John Mullane outlined timeframes and comments in relation to each section of the report. He confirmed that a study of key measures (circulated to the members) used in Belfast should be the format.

(vi) **Communications** – Jason Cooke

Jason Cooke outlined each aspect of his report concentrating on approach, structure, scope, tone, process and timing. Mr Cooke recommended that an Executive Summary be released, nationally and locally on the morning of 12<sup>th</sup> June 2007. He also suggested that Bray Town Council set-up a mini-page on their website dedicated to the committee.

The Chairperson confirmed that this is a public private partnership approach, taking charge of the town and its future. We do not want to over promise and under achieve. We need a visual image to show people what is happening. He also confirmed that he feels Morning Ireland is not a relevant media target.

The Town Clerk stated that the use of the phrase “pride of place” might cause confusion as there is already a “Pride of Place” institute and that Fassaroe has been nominated as the County Wicklow entry. She also stated that the committee should take inspiration from a new book by Mary Davis; “That Favourite Resort, The story of Bray.”

**4. Public Launch – June 13<sup>th</sup> – objectives, audience, content, format, responsibility discussion.**

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The public launch will take place at 7.00 p.m. on 13<sup>th</sup> June 2007 in the Royal Hotel, Bray.

John Mullane confirmed that looking at previous audiences and the expected audience – then there is a lot of work to do. We need to profile the audience and reach out to Dunnes Stores, Smiths Toystore etc. Independent retailers may have a different agenda.

The Chairperson requested that Jason Cooke produce a programme for the meeting on 13<sup>th</sup> June 2007.

**6. Any Other Business.**  
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Mary McDermott Roe asked would the Council be putting floral arrangements up around the town, she also stated that the baskets put up last year were very poor quality and were not left up all year long.

The Town Clerk confirmed that the hanging baskets are being prepared at present. Last year the baskets were provided by an outside company but this year Council staff are planting them. She also stated that the gardener has informed her that it is difficult to obtain frost resistant container plants; therefore the hanging baskets will not remain up all year long.

The Chairperson confirmed that Ballymore Properties are happy to become a member of the committee.

John Mullane stated that retail hierarchy should to be incorporated into a working group. He recommended that Liam McGarry and Mary McDermott Roe do this. Des O'Brien recommended that Sean O'Neill, Town Engineer would advise the group on planning issues etc.

The Chairperson complimented Councillor Anne Egan, Councillor Ciaran O'Brien, Des O'Brien, Christine Flood and himself on 100% attendance record.

The Chairperson stated that the position of Deputy Chairperson would be discussed at the next meeting.

This concluded the business of the meeting.

**Signed:** \_\_\_\_\_  
**CHAIRPERSON**

**Signed:** \_\_\_\_\_  
**TOWN CLERK**

**Dated:** \_\_\_\_\_