

**Minutes of the Town Rejuvenation Implementation Committee meeting held in the  
Downstairs Boardroom, Bray Town Council, Civic Offices, Main Street, Bray  
on Tuesday 13<sup>th</sup> May 2008 at 5.00 p.m.**

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**Present:** Dermod Dwyer, Chairperson  
Councillor Brid Collins  
Councillor Anne Egan  
Councillor Ciaran O'Brien  
Councillor Pat Vance  
Des O'Brien, Bray Town Council  
Christine Flood, Bray Town Council  
Liam Bourke, Bray Town Council  
Liam McGarry, Bray Retailers Group  
Mary McDermott Roe, Pizarro Developments Ltd  
Jason Cooke, Bray & District Chamber of Commerce

**Apologies:** Sean O'Neill, Bray Town Council  
John Mullane, Bray Retailers Group

A Presentation was made to Dermod Dwyer, who is stepping down as Chairperson. On behalf of the committee, Mary McDermott Roe thanked Mr Dwyer for all his work involved with being the chairperson over the last year. She said he had been a great help to the committee and was sad to see him now step down. Dermod Dwyer thanked everyone, wished the two new joint chairs and the committee every success with their continuing work and said he would keep in touch. The other committee members joined Mary in wishing Dermod well and thanking him for all of his work on their behalf.

**1. Minutes of the meeting dated 15th April 2008**

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The adoption of the minutes was proposed by Councillor Anne Egan and seconded by Councillor Pat Vance.

**2. Schedule of meetings until April 2009**

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As there is a meeting with the Mermaid Arts Centre on June 10<sup>th</sup> 2008, it was agreed to move the rejuvenation meeting scheduled for this date to 24<sup>th</sup> June 2008.

**3. Discussion of the amended work-plan**

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The following issues from the work plan were discussed:

**Gum Removal and Street Cleaning cost**

- Cost will depend on type of machine used.
- Liam McGarry told committee about a new biodegradable chewing gum. He suggested that Bray could be used for trials with this machine.
- It was agreed to look into the matter further.

**Work charter**

- It was agreed that a charter should be drawn up to give substance to work on hand and to gauge progression.

## **Signage**

- Liam Bourke advised the committee that new signs have been delivered but mislaid. It was agreed that Liam would follow up on this matter and see where the signs have gone.
- Des O'Brien asked that redundant signs be removed from around the town and Mary McDermott mentioned the safety factor, pointing out that a number of them are broken.

## **Rapid and proactive response to managing and dealing with maintenance and cleanliness issues**

- Christine Flood informed the committee that Bray Town Council did not have its own freephone number, but that Wicklow County Council have a freephone litterline **1890 548837** and forward calls relating to Bray, to us. We currently take telephone calls reporting littering at reception, these are recorded and passed on to the Litter Warden.

## **Progress on times for refuse collectors to remove rubbish**

- Liam Bourke is to meet with refuse collection companies to discuss collection times
- Pat Vance praised Greenstar for their service and speediness.
- It was agreed to arrange with Greenstar to pick up refuse in the early morning in Fatima Terrace and from 9.15am on Bray Main Street.

## **Retail Offering / Hierarchy**

Following discussions the following was decided:

- There is a need to define what mix or type of business Bray should be attracting.
- It is difficult to control what type of shops open, or the mix of shops desirable
- In general the market decides what sort of businesses are attracted.
- There needs to be a global vision for Bray.
- Mentoring and business advice would be available. Small businesses need to be encouraged to take part. It was hoped some businesses would take up the offer and encourage others to take part.
- It was agreed to look at incentives to encourage business participation.
- It was acknowledged that other towns have survived or recovered from competition from big shopping centres. Blanchardstown was mentioned.
- It was agreed that the other Chambers of Commerce in towns with new shopping centres be contacted for advice
- It was agreed to ask Mr Phil O'Reilly (retail consultant) to come and talk the committee.

## **Retail - Shop Front Policy**

- Mary McDermott proposed that businesses be encouraged to leave the lights on behind their shutters at night, (using long life bulbs), so the public can see their display.
- She put forward the idea of allowing pavement cafes. She felt it would be an asset to Bray and asked the council for their views on this idea in terms of feasibility.
- After some discussion it was agreed by the committee that the idea is a good one and it should be pursued further.

## **Integrated Management**

- It was agreed to leave the issue of Town Centre Manager on the agenda until a later date.

## **Retail Charter**

- Bray Town Council put forward their view that a charter would be very important in gauging the progress of the rejuvenation committee over the coming year.

**4. To consider the committee's Annual Report**

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The annual report was circulated. Christine Flood confirmed that the report covered all the headings, except for retail manager and retail charter which are yet to go in. It was agreed to email it around for adoption at the next meeting, if satisfactory.

**5. To consider the recommendation of the subcommittee regarding the traffic management Subcommittee**

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No update.

**6. To consider the recommendation of the subcommittee regarding the bridge lighting**

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There was no further update on the Bridge lighting. It was proposed that solar lighting might be worth looking at.

**7. Update on Shop-front Grant Scheme**

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Following a disappointing uptake of the shop front rejuvenation scheme. It was agreed to have one last drive to encourage participation.

Jason Cooke informed the committee that six more businesses would be applying for the shop-front grant scheme, with a further two in the pipeline.

Bray Town Council proposed a competition to encourage participation, with the winning business getting the full cost for a new shop front.

Christine Flood passed around nomination forms for Tidy Towns shopfront awards, and proposed that the committee nominate a business they felt had made a great effort in improving their shop front. It was then decided that each committee member would make one nomination each.

**7. Update on the Painting Scheme and Hanging Baskets Scheme**

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All members agreed that graffiti is big a problem. The committee was informed that the Gardaí are going to be setting up a special group task force to tackle graffiti. It was further agreed to put aside €5,000.00 budget for repainting and touching up of shops.

Mary McDermott informed the committee that the baskets will be completed by Friday 16<sup>th</sup> May 2008. Invoices have gone out and Jason Cooke said that some money has already been received by Bray Chamber of Commerce.

Dermot Dwyer commended Mary McDermott on her work and perseverance.

**9. Corporate Taskforce update**

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No update.

**10. Monthly Cleanliness Audit Report**

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There is no report as yet.

**11. Any Other Business**

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It was also agreed the all signs be taken down from railings at heritage centre and a follow up call be made to each organisation, informing them they can't be put up anymore.

It was agreed to look at signage erected on shops without planning permission.

Dermot Dwyer wished success to the two new chairs. He thanked everyone present and acknowledged future. Everyone expressed their thanks to the outgoing chair and wished Dermot and his family well.

This concluded the meeting.