Balbriggan Integrated Action Plan 2022 – 2027



BALBRIGGAN

Imagine the possibilities - Get Involved

Comhairle Contae Fhine Gall Fingal County Council



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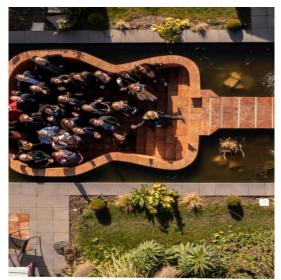
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For more information visit www.balbriggan.ie





PART 1: Context

The historic town of Balbriggan is located on the northern edge of Dublin's Fingal administrative area. A coastal location it's approximately 32 km north of <u>Dublin</u> city. Balbriggan has experienced huge population growth in the early part of the 2000s as a result of the demand for housing within the wider Dublin region with hundreds of new homes being built.

Change presents opportunities for Balbriggan, but also a number of challenges. A good example would be ensuring sufficient, sustainable local employment to support the towns growing population.

1.1 Introduction & Context

History & Geography

In 1659, Balbriggan was a tiny hamlet with a population of thirty people. In the eighteenth century George Hamilton, a local politician and judge, enlarged and centralized a local cottage industry in cotton fabrics, constructing two large cotton mills during the 1780s, and constructed Balbriggan harbour.



Part funded by government subsidies that were intended to decentralize the textile industry throughout the countryside. By the time of George's death in 1793, the town thronged with smiths, weavers, tailors, butchers, brewers, and spinners, all attracted to Balbriggan by mills, and which spurred growth into the nineteenth century.

By the 1830s, the town was home to over 3,000 inhabitants in 600 houses. Three hundred people were employed in the factories, and a further 942 were employed in and around the town working hand looms

The decline of the manafacturing, textile & cotton industry in the 20th Century affected employment opportunities in the town which have persisted, not keeping apace with population growth.

Balbriggan railway station is at the northern limit of the Dublin suburban rail network. It acts as a major link for commuters into Dublin City Centre. The station opened on 25th May 1844 and the railway viaduct was built in 1843. The viaduct is considered one of the landmark features of the town. Alongside its sandy beach, Balbriggan also boasts a working Harbour where fisherman can be seen bringing in their catch on any given day. The river bracken runs through the town and was an important driver of the mills and factories. The beach itself is a key feature in this coastal town for swimmers, walkers, visitors alike.



1.2 BALBRIGGAN CONTEXT - KEY DEMOGRAPHICS

POPULATION HAS GROWN RAPIDLY, IN THE LAST 30 YEARS THE TOWN HAS ALMOST TRIPLED IN POPULATION. THE 2016 CENSUS SHOWS THAT BALBRIGGAN'S POPULATION NOW STANDS AT 24,611.

28% of Balbriggan's population was born outside of Ireland. This is significantly higher than the national figure of 13%. 4,060 (19.1%) consider themselves non-Irish nationals.

The town is home to many nationalities including, Polish, African, Brazilian, Lithuanian and Roma Community.

Balbriggan is the youngest town in Ireland with the average age being 30.8 years. 30.5% of the population are under 14 years.

As of 2016, 75% of Balbriggan's population is 44 years old or below.

1.2 City Context - Local Economy & Employment

The Balbriggan workforce is comparatively more concentrated in occupation groups with lower average wage levels. The average monthly income for persons commuting less than 30 minutes from Balbriggan is €2,230, and the average monthly household gross income is €3,670 (Census, 2016).

Large employers in the Balbriggan area include manufacturing and construction companies Wavin and Techcrete and National Passport Office, an example of a large state employer. Other large employment sectors and employers include hospitality and retail, Tesco Ireland, Moriarty Group (Super Value & Bracken Court Hotel) Country Crest & Ballymole Foods.

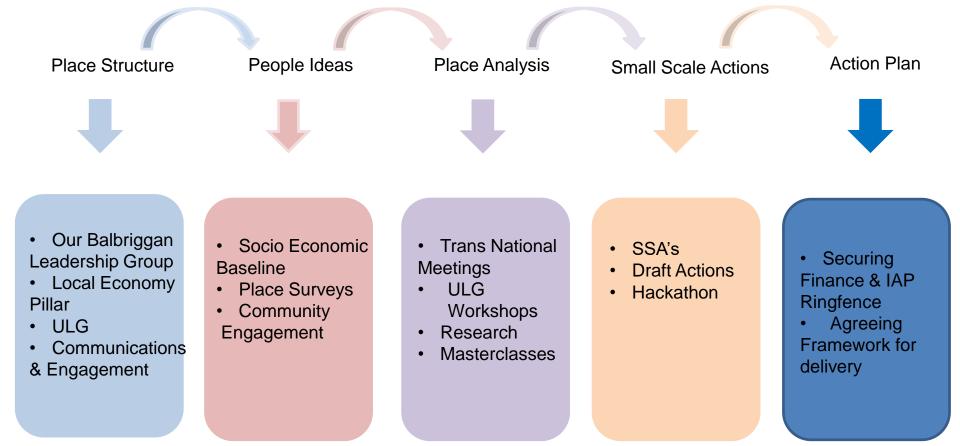
Balbriggan has one of the lowest house price averages in Dublin city or county. Homes in Balbriggan are significantly less expensive than those in some nearby towns, in the Fingal county area.

Balbriggan has a strong transport network which includes close proximity to the M1, close to the M50, Dublin Port and is only 20 minutes from Dublin Airport.

Balbriggan is located in a strategic location along the M1 Dublin to Belfast Corridor, a rich industrial tradition, proximity to key clusters and a committed local business community.

Balbriggan has the potential to be a vibrant and dynamic commercial hub on the fringe of the Dublin City Region. It has substantial cost competitiveness compared to some alternative locations as well as established strengths in certain sectors. Balbriggan's hinterland is home to a major agri-food cluster which represents a substantial competitive advantage for the area with potential for future growth.

PART 2 : Process



2.1 Place Structure

Fingal County Council launched the Our Balbriggan Rejuvenation Plan 2019-2025 in May 2019.

The rejuvenation plan contains a comprehensive set of objectives and actions designed to realize a more attractive, connected place where people want to live and spend their time - for work, shopping, or recreational purposes. It focuses on community-driven renewal by strengthening relationships between society and the economy to create a more resilient, sustainable Balbriggan.

The Our Balbriggan Town Rejuvenation Plan is led by Fingal County Council's Economic, Enterprise, Cultural and Tourism Department. A Leadership Group chaired by Professor Brian MacCraith is responsible for stewardship and progress on all aspects of the Rejuvenation Plan.

Balbriggans Rejuvenation Plan established five main pillar groups in 2018, Public Realm, Local Economy, Community Affairs & Integration, Education, Training & Employment and later in 2020 Safe Balbriggan.

The Grow the Local Economy Pillar is chaired by Chris Harmon, Financial Director at Country Crest. The purpose of the Pillar is to develop a stronger, more vibrant, prosperous local economy.



The Management 2018 - 2020 Meanwarding Plot-

New Thinking Fresh Leadership Ambitious Initiatives



2.1 Place Structure

URBACT is all about integrated sustainable urban development. URBACT is helping Irish towns and cities to come together to develop solutions, learn, network and build capacity.

IPlace – Finding our niches for sustainable local economic development, involved a network of 10 small EU cities/towns which aim to produce robust economic development strategies for their cities by targeting their own specific economic niches and developing ecosystems to support the development and growth of urban innovation and entrepreneurship. Network partners focus on understanding their local economic strengths, revitalizing their local economy, adapting to future economic changes and building sustainable and resilient cities.

The formation of the Local Economy Pillar as part of the Our Balbriggan Rejuvenation Plan, in advance of IPLACE URBACT, provided the nucleus of membership for the URBACT Local Group (ULG) in 2019. significant crossover in membership, comprising stakeholders from local government, local economy, community representatives, entrepreneurs and locally elected representatives.

The development of the Balbriggan Integrated Action Plan (IAP) was directed by the ULG. The ULG's role focused on developing local economic development niches, in line with IPLACE objectives and the URBACT process.

The ULG met on average every four months throughout 2019 – 2022, its members were involved in a number of masterclasses, hosting of cities and using the URBACT toolkit to assist assess and develop approaches to local economic development.

Communications & Engagement

The Balbriggan ULG activities and membership are listed on balbriggan.ie and its work and activities regularly published through active Social Media accounts (Facebook, Twitter & Instagram) using the handle @ourbalbriggan.

Balbriggan ULG Membership

Chris Harmon (Chair) – Country Crest, Financial Controller

Paula Murray – Empower Local Development Company

Ria Stubbs – Balbriggan Enterprise & Training Centre

Susan Mullen – Balbriggan Chamber of Commerce

Tom Walsh – Tristar Travel

Eamonn Donlyn – Entrepreneur

Audrey Coyne – Empower Local Development Company

Michael Dawson – Irish Institute of Music and Song

Cllr Tony Murphy – Balbriggan LEA

Cllr Grainne Maguire – Balbriggan LEA

Aoife Sheridan – Fingal County Council

Breffni O'Rourke - ULG Co-ordinator, Fingal County Council



Building on its rich history and its diverse and growing talent base, Balbriggan will be an ambitious, inclusive and prosperous community, harnessing its economic and physical advantages and enabling an excellent quality of life for all its people.

2.2 People Ideas

The Our Balbriggan Rejuvenation Plan 2019 – 2025, and its vision, provided an important policy context to assist the IPLACE process and ULG in the definition, focus, problem, challenge phases.

2.2 People Ideas: Community Engagement

The URBACT process benefitted from an extensive Socio – Economic baseline conducted in 2018 <u>here</u>.

Significant place analysis and public consultations were completed throughout 2018 – 19.

A total of 4,001 people took part in a consultation survey. Excluding those who are 11 or younger approximately 25% of the people of Balbriggan over 11 years old took part in the engagement more info <u>here</u>.

An analysis of the 4001 responses by segments and the development of a 'Grow the Local Economy' Action Plan published in May 2019 <u>here</u> provided the ULG with a 'headstart' in terms of seeking to develop further its economic niches.

The artistic and creative potential of the town was identified by stakeholders in the process leading up to the publication of a town plan.

Higher level objective (HLO) 1.E in the 'Grow the Local Economy' Plan, states '*Enterprise: Grow Arts & Food Sectors'*.

The IPLACE URBACT process segmented this HLO further breaking down the local economic niche to focus on developing **creative cultural enterprises** in the town.







2.2 People Ideas: Insights

From the 4,001 surveys completed by local people and workshops held by the Our Balbriggan team it was possible to identify four 'macro themes' that reoccurred and formed the basis of how people reviewed the Town Rejuvenation project overall.

1. The majority believe that the key to rejuvenation lies in ideas within 'public realm and placemaking', and making Balbriggan a 'destination'.

2. The

development of a 'local economy' was seen as a vital means of creating both social cohesion and local wealth.

3. Celebrating the

diversity of Balbriggan and its unique character and history will be critical in forging a renewed, confident shared identity. **4.** Building a sustainable community for Balbriggan will require continued leadership, proactive involvement from its people, and *support* from key services .



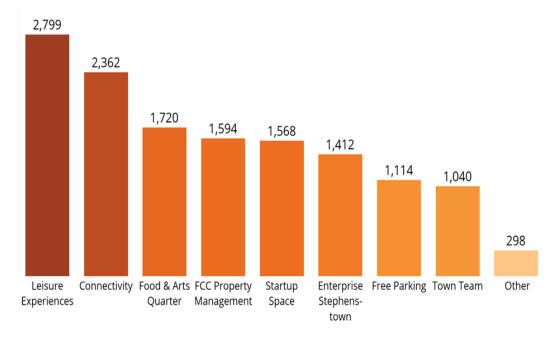
The identification of the **development** of a strong creative cultural economy by the ULG as our strategic economic niche aligns, with key insights, particularly 1 & 3.

2.3 Place Analysis:

Insights & Identification

The IPLACE process further segmented the 'Food & Arts Quarter' category, the third most popular opportunity identified by local people (1,720). The ULG sought to reflect and understand the challenges and opportunities attached to growing creative cultural enterprise in a youthful, diverse, dynamic town.

What needs to happen in Our Balbriggan to help the local economy develop and grow?





2.3 Place Analysis – Insights & Identification

The ULG held a hackathon on 16/10/2021, the group framed the problem statement below as the starting point for groups to reflect and come up with solutions to identified x3 challenges.



Problem Statements

During the 2000's Balbriggan witnessed rapid expansion outside its traditional town core. Amenities have not kept pace and the local economy is relatively weak. If the right investment is not made in the right places Balbriggan will fail to reach its fullest potential and achieve its vision.

Balbriggan is unfairly seen by some and continually portrayed by others as a place which is undesirable or unsafe. If the narrative of the town continues to be associated with negative perceptions Balbriggan will fail to reach its fullest potential and achieve its vision.

2.3 Place Analysis – Insights & Identification

Our second Hackathon challenge question – CULTURE– and the groups who participated assisted us form the basis for Part 3 Action Plan. Other critical factors in the process inc:

a. **Community Engagement:** Our Balbriggan process.

b. Learnings and examples: demonstrated in transnational meetings and masterclasses, most notably in Heerlen, Parnu & Pori.

c. **Integrated planning:** The creative cultural economy niche corresponds to the goals and vision of local & regional plans.

Cooperation between agencies and local players, specifically the Irish Institute of Music & Song. A significant investment & development of scale and potential impact.

It maintains a balance between 'Hard' physical investments & 'Soft' Social Investments.

Economy: How do we make Balbriggan an investment destination?

Culture : How do we foster and levelop a thriving creative arts and culture sector?

Community : How do we build a stronger, cohesive and vibrant community?

2.3 Place Analysis: Small Scale Actions

Testing - In Q4 2020 & 2021 the Our Balbriggan office do-ordinated a successful 'Placemaking Grants Scheme'. The Schemes generated over 20+ approved small grants at ideas aimed at showcasing local creativity in the town.

The challenge of local craters and creatives having no outlet to sell goods was met in September 2021 with the development of Balbriggans first Food & Craft Market in the grounds of Bremore Castle.

Learning - It reaffirmed the insight gained in the people process that a considerable wealth of creative diverse and youthful existed in the town.

That professional artists and enterprises were open to the idea of initiating creative practices and community initiatives in the town. That demand for a local outlet 'Market' for quality crafted goods, produced by local makers existed, and was supported by local people and visitors to the town.

Outcomes – Greater community engagement, involvement and ownership of public spaces, networked new and established artistic and creative Practitioner's. SSA's have demonstrated a demand for studio, enterprise and maker space which is not being currently met.

Due to numbers visitors the Bremore Food & Craft Market is established as a regular monthly successful weekend monthly market.









PART 3 ACTION PLAN & STRATEGY

THE CORE CHALLENGE THE ULG HAVE SET IS TO DEVELOP

CREATIVE CULTURAL ENTERPRISE IN THE TOWN.

ACADEMY INEAR FUTURE







IDEA (1): Creative Exchange

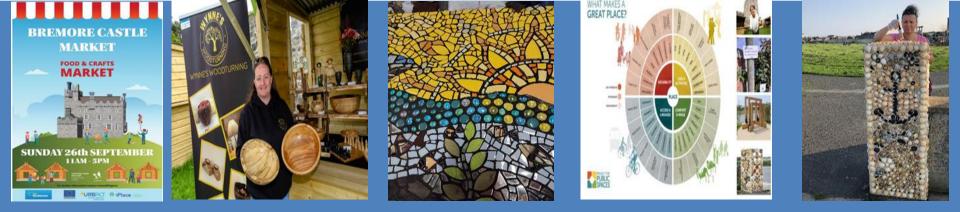
Main Objective: To grow a sustainable, cooperative network for those interested and involved in growing cultural & creative enterprises.

Measurable Goals / Indicators:

- Number of networked meetings / events facilitated.
- Number of younger (under 30's) engaged.
- Level of ethnic diversity (those born outside of Ireland) engaged.
- Number of new & emergent cultural & creative enterprises engaged.

Status: Procurement of consultant May '22.					
Action	Responsible Person / Organisation	Key Partners	Timescale	Resources	
Assessment of quisting studies Q host prosting on					
Assessment of existing studies & best practice on growing the creative potential of towns (particularly as it relates to regeneration).	Facilitator / Consultant, BO'R	URBACT IPLACE, FCC, national and local government.	Q2 2002 – Q3 '2022	URBACT / FCC	
Initiate Outreach for interested parties (Hackathon, events) and partners.	Facilitator / Consultant, BO'R	Smart Balbriggan, ULG, FCC, Schools.	Q2 2022 – Q4 2022	URBACT / FCC	
Consult with key industry and agency stakeholders	Facilitator / Consultant, BO'R	FCC, Arts Council, Creative Ireland., IIMS, LEO.	Q2 2022 – Q1 '2023	URBACT / FCC	
Initiate & facilitate regular 'exchanges'	Facilitator / Consultant, BO'R	ULG, FCC, LEO, IIMS	Q1 2022 - ONGOING	URBACT / FCC	

Note: The consultancy The Socratics Ltd successfully awarded tender to develop Creative Exchange in Balbriggan. Initiation meeting 3rd May 2022, early research and



IDEA (2): Meanwhile 'in-between' opportunities

Main Objective: To activate 'in-between' spaces & places to showcase cultural and creative talent and assist develop & grow opportunities for local niche enterprises.

Measurable Goals / Indicators:

- Number of spaces activated for cultural / creative purposes.
- Number of opportunities / events created.
- Number of local income generation activities.
- Number of visitors / beneficiaries.
- Number of new & emergent cultural & creative enterprises engaged.
- Number of ethnic diversity and / or younger populations engaged

Status: Successful Bremore food & crafts market, emergence of independent makers co-op (MOU), RNLI Boathouse, 2 – 4 Dublin Street, Vauxhall Street, Our Balbriggan Hub activated by artists and events. Harbour / O'Sheas space organising placemaking scheme Q3 2022.

Action	Responsible Person / Organisation	Key Partners	Timescale	Resources
Inventory of potential spaces and places for activation.	BO'R, Our Balbriggan Office	Public Realm Group	Q2 2022 – Q3 2022	FCC
Assessment of viability to activate spaces.	BO'R, Our Balbriggan Office	FCC	Q2 2022 – Ongoing	FCC
Organise scheme for 'placemaking' small scale grants scheme & disburse.	KD, Our Balbriggan Office	Local Cllrs	Q4 2020 and every year after in IAP (2025)	FCC - URBACT
Consult with makers and creatives about type of support required.	Our Balbriggan Office – ULG	FCC – Arts Office, Creative Ireland	Q2 2022 – Ongoing	FCC
Organise outdoor events and showcases of talent	FCC – Events / Arts / Economic Development Offices	Our Balbriggan Office	Q3 – 2021 Ongoing	FCC - URBACT
Develop a Market space	FCC – Events, Parks & Our Balbriggan Office	Fingal Dublin Destination, Tourism.	Q3 2021 – Ongoing	FCC





IDEA (3): New spaces for enterprises

Main Objective: To refurbish existing buildings and spaces and create new sustainable opportunities to grow creative and cultural enterprises.

Measurable Goals / Indicators:

- Number of buildings converted for use into enterprises.
- Square footage of spaces and places for cultural & creative enterprises.
- Number of leases issued.
- Number of emergent, new and developing cultural & creative enterprises assisted.

Status: 2 – 4 Dublin Street identified as artictic studios, creative maker space, courtyard, gallery. IDT appointment Jan '22, Stage II design

Action	Responsible Person / Organisation	Key Partners	Timescale	Resources
Identify potential locations for suitability for niche enterprises.	AS, BO'R - Our Balbriggan Office	Balbriggan Leadership group, ULG, Local Stakeholders	Q3 2022 – Ongoing	FCC
Include requirement/s in scoping documents for prospective Integrated design teams.	AS, BO'R - Our Balbriggan Office	Balbriggan Leadership group, ULG, Local Stakeholders	Q2 2022 – Ongoing	FCC
Develop prospectus / market sounding materials to assist test demand & type.	AS, BO'R - Our Balbriggan Office	Local Makers and Creatives	Q4 2022 – Ongoing	FCC
Equip identified spaces with necessary infrastructural requirements to facilitate enterprises.	FCC - Our Balbriggan Office	FCC	Q4 2023 – Ongoing	FCC

Note: The Balbriggan Rejuvenation Plan is funded through the Urban Regeneration Development Fund and Fingal County Council with est. expenditure 2020 - 2027 circa €50M+ on direct and indirect physical infrastructure projects. Consideration of all acquired and new buildings for cultural, creative and artistic purposes / activity where suitable.





IDEA (4): Creative arts industry plan

Main Objective: Toi research and develop a strategy and action plan to assist create the conditions for a thriving, self sustaining creative arts industry in Balbriggan.

Measurable Goals / Indicators:

- Presentation of Plan
- Funding, programmes, designations awarded.
- Facilitate study visits / knowledge exchange to Balbriggan and Balbriggan to other good practice locations to strengthen value proposition.
- Increase in the number of small, medium and large-scale investment attractions, events and creative and cultural festivals / opportunities.

Status: Procurement of consultant May 2022.

	Responsible Person / Organisation			
Action		Key Partners	Timescale	Resources
Integrate plan process into IPLACE initiative / IAP and other strategic plans for Fingal / Balbriggan (Our Balbriggan,	Facilitator / Consultant, AS & BO'R	FCC, Our Balbriggan office, Arts, Smart Balbriggan,	Q3 2022 – ongoing	FCC
Belfast – Dublin Corridor, SMART B'briggan)		DBEC Corridor		
Liaise with Creative Exchange Network	Facilitator / Consultant, AS & BO'R	ULG, local creatives,	Q2 2022 –	FCC
		investors, entrepreneurs	Ongoing	
Identify investment requirements to create conditions to	Facilitator / Consultant, AS & BO'R	Local & National	Q2 2022 –	FCC
facilitate and maximise investments.		Government agencies	Ongoing	
Identify external investment opportunities to attract	Facilitator / Consultant, AS & BO'R	Local & National	Q4 2022 –	FCC / Private
industry.		Government agencies	Ongoing	Invstment
Segment & distil to implementation level opportunities for development, investment and growth at individual, group, enterprise and industry level.	Facilitator / Consultant, AS & BO'R	Local & National Government agencies	Q2 2022	FCC

2.2 Framework for delivery

The delivery framework for the implementation of this Integrated Action Plan will consist of three core strands.

Strand 1:

Each of the actions identified in this plan has an agreed lead organisation who has committed to drive implementation of these actions over an agreed timeframe. These actions will be included in the annual planning and budgeting process of the responsible bodies.

Strand 2:

The URBACT Local Group established to oversee the IPLACE Network will officially disband.

Strand 3:

The **Balbriggan Leadership Group** and the **Local Economy Pillar** of the Our Balbriggan Town Rejuvenation programme will ensure the implementation of these actions.

We will ensure these are integrated and coordinated within the wider context of the upcoming FCC Economic & Community Plan.

2.3 Monitoring & Evaluation

The **Balbriggan Leadership Group** representing public, private and community partners is Chaired by Professor Brian MacCraith.

The purpose of the Group is to provide collaborative leadership, oversight and stewardship for the plan's implementation. The board meets every four months and updates are given by each of the five Pillar Group Chairs on the progress of the plan.

The **Local Economy Pillar is** chaired by Chris Harmon, by the Financial Director at Country Crest. Chris also chaired the URBACT ULG as a dedicated workstream of the Pillar.

The purpose of the Local Economy Pillar is to develop a stronger, more vibrant, prosperous local economy. The Group meet on a quarterly basis with progress updates.

Monitoring & Evaluation information based on the indicators set out in the IAP will be collected on a quarterly basis.

The process of collection and reflection by the Local Economy Pillar will inform the necessary:

changes – improvements – adjustments –

Which may be required in order for the successful implementation of the Balbriggan IPALCE IAP.

2.4 Resourcing

The Socratics Consulting Limited were successful in their tender process for the development of Idea 1 & Idea 4 of the IAP.

A Project initiation meeting took place in May 2022 with the ULG.

Idea 1: Engagement of a consultant to initiate a Creative Balbriggan Exchange (draft working title) €16,275 excluding VAT

Idea 4: Engagement of consultancy services for the development of a strategy and action plan to assist create the conditions for a thriving, self-sustaining creative arts industry in Balbriggan - €16,275 excluding VAT

These are 12 month long assignments both of which will inform the development and implementation of Idea 1 & 4 of the IAP.

Idea 2 & 3 will be resourced through the Balbriggan rejuvenation plan, which sets out an ambitious new vison shaped by the towns people.

The total investment in physical, infrastructural improvements between 2020-2027 is currently projected at $\xi 54 - \xi 57$ million of secured National (Urban Regeneration & Development Funding) and Municipality Capital funds.

2.5 Risk analysis

What may hinder our goals?

Political Risk

In public administration political risk is common. Political leadership may be changed and priorities changed; a specific activity may be postponed until a later date or it could be completely cancelled.

This has been considered as minimal in the context of the high profile rejuvenation programme in Balbriggan and national, and local authority level support.

Financial Risk

Associated with a lack of funding that may jeopardize the implementation of the activity. Its role is played both by internal financial stability and wider policy prioritizations.

Funding has been secured for a number of transformational projects in the town, robust financial planning and project management is in place to ensure prudent distribution and accountability.

Uninterested Partners

This risk is mitigated by careful selection of the partners, strong governance structures (Leadership Group & Pillar Structures) and an engaged wider community involved in 'Our Journey' of rejuvenation.

Our Balbriggan Town Rejuvenation & URBACT IPLACE Process : Critical milestones 2018 - 2022

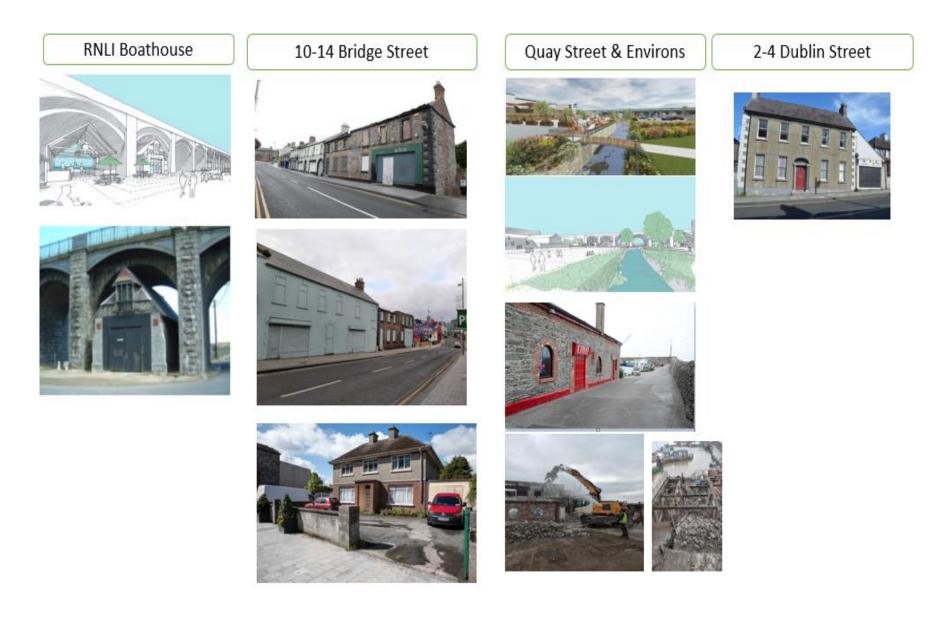




Urban Regeneration Development Funding (URDF) – National Government Funding

PART 3: Appendix & Acknowledgments

Our Balbriggan property acquisitions 2020 – 2021. The implementation of the IAP will inform the end creative and enterprise use in some of these locations.





This site on Balbriggans main street has for many years suffered dereliction. Boarded up buildings, empty shops are not only displeasing to look at but also result in a lack of foot fall through the main street and the heart of the town centre.

DeBruns – Green Corridor

Once a bustling main street, the negative dereliction and poor perception of the town have held back its potential & ambition.

The municipality has purchased the row of derelict buildings known locally as DeBruns in the heart of the main street and a private residence, keeling's, located beside the River Bracken. This central location will provide for unique opportunities to expand capacity on what Balbriggan has to offer.

Nestled along the River Bracken with natural green lands potential exists along a green corridor to create new interventions and uses alongside nature to drive footfall back into the heart of the town.



2-4 Dublin Street

Co-working spaces, Maker Spaces, Artistic Hubs are all being considered under new plans to develop this area.

2-4 Dublin Street has also been purchased by the Council

The future spaces which include a sizable courtyard area to the back of the two properties open up further opportunities for creative and entrepreneurial enterprise.

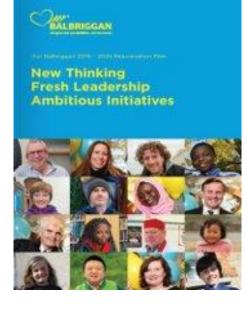
• Other

•

- Transformation of Quay Street & Harbour area.
- Acquisition and demolition of Home nightclub in Harbour.
- Refurbishment of old boathouse.
- Refurbishment of Martello Tower
- Refurbishment of Boat House and Pier house.
- Bremore Castle & environs.
- Bremore Regional Park.
- Railway Street & Plaza.

The elements above which are set to be largely completed by 2027 provide further opportunity for consideration in meeting the x4 ideas and actions as outlined in Part 2 of IAP.

The following plans and materials are available on www.balbriggan.ie















For more information visit: www.balbriggan.ie Email ourbalbriggan.ie Follow Social Media @ourbalbriggan

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Comhairle Contae Fhine Gall Fingal County Council

