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

An Roim Grí, Fiocair agus Nuisallocha
Department of Business, Enterprise and Innovation
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.

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

- **Diversity of Uses**
- **Competitive Offering**
- **Representation**
- **Commercial Rents**
- **Accessibility**
- **Proportion of Vacant Street Level Property**
- **Environmental Quality**
- **Public Realm**
- **Customer Views & Behaviour**
- **Perception of Safety & Occurrence of Crime**
- **Commercial Yields on Non-Domestic Property**
- **Pedestrian Flows**

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**Example K.P.I.s**

- **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**

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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.