Aisling Project and the Glor na Gael project. The breakdown of numbers of places and plans for future development has been documented under performance indicators and in the physical development chapter. Further research is also being undertaken to identify optimum numbers of childcare places to respond to Ballymun’s needs now and in the futures.

**Community Sustainability Indicators**

**Objective**
- To measure the social, environmental and economic sustainability indicators developed as part of the EU “It takes two” project, and to develop and refine indicators.

**Achievement of Objective**
Community Sustainability Indicators are currently under review. An Internal BRL working group is working on developing and refining measurable indicators relating to Social Economy, Housing, Employment, Building, Health/Drug Dependency, Crime/Anti-social Behaviour, Education, Participation, Recycling and Transport.

**Neighbourhood And Main Street Community Facilities**

The built facilities are reported under physical development.

**TENURE DIVERSITY**

**Objectives**
- To promote a greater social mix in Ballymun
- To promote a mix of tenure in the housing development carried out by Ballymun Regeneration Limited
- Assist integration of the residents with neighbouring areas

**Achievement of Objectives**

The progress made in achieving these objectives has been outlined in chapter two and three. However, under Community and Social Benefits it is considered appropriate to restate the progress made with regard to Co-operative Housing Developments and Voluntary Housing Developments. With regard to Co-operative Housing developments, the following schemes are complete:
- The original Tigh Meitheal scheme;
- The New Horizon scheme;
- St. Josephs (Partially)

Furthermore, Habitat for Humanity have recruited in Coulty, the Emerald Environmental Co-Op Scheme is awaiting a final grant of permission and the NABCO scheme is due to start on site shortly.

With regard to voluntary housing developments, the HAIL/LINX groups development is completed. Sonas and Sophia units are occupied and Cluid and NABCO developments are at the tender stage.

Whilst the overall tenure diversity (see above) figures will lead to a more socially balanced Ballymun in the future the co-op housing has been used to provide affordable housing for local people, residents of the flat blocks and others. Again, the voluntary housing sector is aiding the delivery of social support networks appropriate to different groups.

**SPORT, LEISURE AND RECREATION**

**ACTIVE LIVING BALLYMUN For Older Adults**

**Objectives**
- To improve community facilities for all ages from childcare clubs, to youth clubs and retired persons clubs
- To implement a landscape strategy of linked parks, greens, playgrounds and playing pitches
- Improve outdoor recreation facilities for all ages
- To promote the concept of play and the value of active recreation and ensure that sports, leisure and recreational facilities are utilised fully
Achievement of Objectives

Progress regarding the development of facilities for sport, leisure and recreation is contained in chapter two. However, in order to ensure that the maximum benefit and usage of these facilities is achieved, BRL employs a full time play development officer and full time sports development officer as does Dublin City Council. The responsibilities of the play development worker include the following: to increase the awareness of the value of play, to develop increased play opportunities for children in Ballymun, to encourage increase use of the local playgrounds, to ensure quality maintenance of the playgrounds, to encourage and support parents in organising play activities and to offer basic training to parents organising play activities, etc.

During 2004 the Play Development Officer has communicated with local community groups in order to establish the optimum design and location of new playgrounds. Play workshops have been held to familiarise children with the equipment in new playgrounds. The Play Development Officer has also endeavoured to set up voluntary play clubs in order to get parents involved in supervising play sessions.

Both the Play Development Officer and the Sports Development Officer were involved in running youth diversion programmes during the school holiday periods. During February BRL ran mid term break activities in Sillogue. During May–August BRL ran a four-week programme of activities for children in the area. Between 60–80 children per day took part and their ages ranged from 6 to 15 years. During October another programme of activities for the mid term break was organised.

The Sports Development Officer aims to get as many people as possible from all age cohorts and backgrounds involved in active recreation. By breaking down barriers to participation, providing information on different activities, targeting particular groups and training sports coaches and volunteers more people in the Ballymun area will become involved in sporting activities. These people will then enjoy positive social experiences and lead a healthier lifestyle.

As well as the activities that were organised during school holidays the Sports Development Officer organised a programme of adventure activities for youth’s aged between 16 and 21. This programme broadened the range of activities available to this group in the Ballymun area. The Sports Development Officer also assisted older adults in the area to get involved in different activities such as bowls, pitch and putt, walking, line dancing to a name a few. BRL also co-ordinated the Star Project which aimed to increase young women’s participation in organised activity. The project included a 12 week programme of aerobics. During 2004 the Sports Development Officer has consulted with representatives of the travelling community about developing soccer coaching and training for traveller’s children in the area. As well as organising these activities the Sports Development Officer communicates with sports club in the area and facilitates their development and growth in the area.
Horse Project / Ballymun Animal Caring Association

Objectives

- To provide Ballymun, the groups involved with horses and other animals, and the community generally with a facility to house and cater for both horses and all other animals needing shelter, care and veterinary treatment;
- To provide the community of Ballymun with an accessible, valuable and sustainable activity centre where people of all ages - young and not so young - can learn about interact with, and assist in the care and welfare of horses and a wide range of other animals;
- To provide BACA with a base from which to continue its already established training activities for the youth of Ballymun;
- To provide a means of addressing responsibly, effectively, and over the long-term the horse problem in Ballymun.

Achievement of Objective

An Bord Pleanala granted planning permission in (August 2004) for the development of stables, buildings, an animal sanctuary on two separate sites, consisting of stable blocks, tack rooms, kennelling, cattery, associated feed stores, ancillary office accommodation and meeting rooms at Meakstown to the north of the M50. This site is located in the urban/rural fringe and is suitably convenient to Ballymun. The conflict between horses and an urban environment can be overcome whilst maintaining the project on a suitable site close to Ballymun. Currently, the tender documents for the development of the site are being prepared and some additional funding is being sought from the Department of Agriculture.

COMMUNITY EDUCATION AND TRAINING

Transition Programme

Objective

The Transition Programme was developed and accredited by the National College of Ireland and is run by local training agency CAFTA. This programme deals with issues arising from the move from the flats to new housing, and covers topics such as personal and community development, architecture, gardening and home maintenance as well as conflict resolution and managing change. The objective of the programme is to assist targeted groups adjust to the relocation from high rise to low rise dwellings.

Achievement of Objective

The Transition Programme has proven to be very successful and is making a significant contribution to the creation of a sustainable community within Ballymun. Participation in the course allows new neighbours to meet and for new communities to be formed at a very basic level. Between 2000-2002 196 households (44%) attended Phase 1 of the Transition Course which covered four different modules. The average attendance rate was 59%. In 2003 154 households (61%) participated in Phase 2 (module 1 only) of the Transition Course with an average attendance rate of 60%. In 2004 the attendance rate is up to 70%. The continued development of the Transition Course is seen as being a major tool in ensuring the social and physical sustainability of the new housing areas whilst at the same time it gives course participants a taste of lifelong learning in a participatory framework. Currently the Adult Transition Programme is under review. The Traveller’s transition format and content has been designed and is due to be signed off soon. The Children’s transition programme is at the design stage.

Active Citizenship Programme and Community Effectiveness Skills

Objectives

- To enhance the skills of local community representatives to work as equals with statutory sector representatives to facilitate community development initiatives.
- To enhance the management and business skills of community representatives working in community based organisations as unpaid and paid workers.

Achievement of Objective

The Active Citizenship Programme was developed by the National College of Ireland, in association with Ballymun Community Law Centre, in response to a request from the neighbourhood forums for training which would improve their communication and negotiation skills with the statutory sector in relation to estate management.
and local development. The course had eight participants last year, several of whom are members of Ballymun neighbourhood forums, who graduated in October 2004, with the know how and self-belief to actively participate at all levels of local development. There are a further 8-10 students attending this year’s course.

To date, there have been 12 graduates from the programme on committee effectiveness skills. Furthermore, in 2004, 24 students, who are involved with local voluntary and community agencies, enrolled on the course.

**ECONOMIC REGENERATION**

In relation to community and societal benefits, this will relate to local labour although there is high synergy between the economic development described above and the well-being of the community.

**Local Labour Initiative**

**Objectives**

- To promote, on an inter-agency basis, the further provision of training to enable local people to avail of employment opportunities as they arise.
- To increase the skills base in the local community by means of development innovative training and education programmes.
- To match capabilities to opportunities - there are many existing programmes of job placement, training, counselling and other related matters. These will be supported and developed further to increase opportunities for local people. Linkages between Ballymun Regeneration Limited, training establishments and job placement agencies will be strengthened.

**Achievement of Objectives**

BRL supports training and employment opportunities for local people by way of local labour initiatives (LLI). The overall aim of LLI is to support and guide local people into sustainable employment. A key element is to encourage links between local agencies and new employers who are a direct outcome of the regeneration project. This includes negotiating with businesses about their training and skills needs. After identifying skill gaps, BRL partners with training agencies, e.g. FÁS, as well as local and corporate training providers to deliver training programmes to match the needs of employers. A good example of collaborative work between BRL and training agencies is the Construction Operative Trainee Programme. The pilot programme was delivered in January 2004. Out of 16 trainees, 12 trainees progressed into 3 weeks work experience on local sites. 7 of the 12 secured jobs. The success of the first programme prompted FÁS to deliver the programme a second time in 2004. In November, 12 trainees out of 16 secured 3 weeks work experience on local sites. It is anticipated that over 50% of those placed will secure jobs based on site activity at this time. Another course is scheduled for January/February 2005.

There is a proposal to develop a Health, Sports and Recreation Training Programme aimed at early-school leavers and junior certificate level school leavers. This is an exciting challenge and is timely given the advent of the new Sports and Leisure Centre in the area.

Another aspect of LLI is the monthly monitoring of local labour on the sites. Figures average between 10% to 20% plus, depending on the level of site activity and subcontract work on sites. Often sub-contractors are small builders from outside the area.

BRL delivers Safe Pass for local people. The Ballymun Job Centre undertakes recruitment for the training. Between 2001 and 2004 about 125 local people completed Safe Pass. Although demand has fallen in 2004, it is expected to increase again in 2005. A Safe Pass ‘ticket’ is valid for 4 years. Those who undertook the training in 2000 onwards will be required to repeat the training in 2005, so there is a constant need for this type of training over time.

The regeneration project is increasing overall levels of employment beyond construction. There will be new jobs in retail, food, cleaning, sports, leisure, childcare and buildings management. It is important that local people have opportunities to take up these new jobs and the LLI aims to ensure that local people do get work opportunities. It will be important to build upon successes to date as relate to the construction sector. Local people must be encouraged to participate in training that can lead to jobs in the new economy.

It is a fundamental element of BRL’s economic regeneration strategy that economic sustainability relies not only on local people working inside and outside of Ballymun, but also in the levels of economic activity in the area generally. This can be measured by the number of employees in the area that create a critical mass irrespective of where they live, provided they are spending money in the new shops and businesses locating here. The local people must be part and integral to this new economy alongside the broader community.
COMMUNITY SAFETY

As part of BRL’s Community Sustainability Strategy, several initiatives have been established to deal with the problem of anti-community behaviour in Ballymun. These initiatives are complementary of each other and will, in time, have a positive impact on the problems caused by anti-social behaviour in the area.

Increase Community Safety and Feelings of Well Being - “Safer Ballymun”

Objective
- To achieve a joined up approach to tackling local problems of anti-social behaviour, and to make recommendations which will have a maximum impact on the reduction of these problems at a local level.

Achievement of Objective
“Safer Ballymun” is a newly formed working group whose aim is to achieve a joined up approach to tackling local problems of anti-social behaviour, and to make recommendations which will have a maximum impact on the reduction of these problems at a local level. BRL are to join a working group which will consist of the Gardaí, DCC, the area forums, the Local Drugs Task Force, the travelling community and residents association and this group will meet quarterly. The first meeting of this group was held in October 2004.

Ballymun Reassurance Programme

Objective
- To identify, prioritise and tackle local crime and disorder issues in order to increase the feelings of neighbourhood security in Ballymun.

Achievement of Objective
The main tool used to identify problems is a survey method called an Environmental Visual Audit (EVA). The purpose of the EVA is to provide a snapshot (using written and photographic data) of a defined neighbourhood to help identify problems to be solved by joint activity. Data from the EVAs and surveys is compiled and mapped to make a list of ‘hotspots’ within areas where problems need to be addressed. BRL, Dublin City Council, the community and the Gardaí then work together to develop strategies to tackle the problems through the advisory group ‘Safer Ballymun’. An EVA has been carried out in all five neighbourhoods. An example of a reassurance intervention occurred in Poppintree Park earlier this year when there was a problem with antisocial behaviour at night, namely the use of motorbikes in the park. In response, the local authority erected twelve new gates to all entrances to the park. This simple action resulted in the effective eradication of the problem.

Young Adult Initiative

Objective
- To divert young adults away from anti-community behaviour and to provide opportunities for them to become involved in sport and other leisure activities.

Achievement of Objective
Funding has been provided to youth clubs for adventure sports camps for targeted youths in Balcurris. Midnight leagues and other sports activities have been organised for teenagers. BRL aim to provide supervised drop-in centres in several areas of Ballymun, (basements, or existing youth facilities). The centres will be supervised by trained workers who will provide opportunities to participate in interesting recreational activities including extreme sports. The drop-in facilities will provide a link with support services. The project is being carried out on a partnership basis with DCC and local Youth Service Providers including BRYR and The Columban Youth Project.

Citizens Jury

Objective
- To identify the extent to which people are worried about anti-community behaviour and to identify possible solutions.

Achievement of Objective
In May 2003, BRL employed Vision 21 to run a 4-day Citizens’ Jury in Ballymun. The Citizens’ Jury process is designed to allow decision-makers to learn what an informed public wants. The Jury consisted of 14 members who listened to presentations by local, national and international groups on anti-community
behaviour. The Jury questioned witnesses and deliberated over relevant issues. A report was produced by the Jurors and then presented to BRL. The Jury made recommendations across a wide range of areas that encompassed education, preventative measures, enforcement, community service agreements, funding, and communication issues.

In December 2004, BRL will reconvene the Jury in order to present them with a progress report entitled BRL Initiatives for Combating Anti-Community Behaviour: A Reply to the Citizens’ Jury Report. BRL is addressing many of the Jury’s recommendations in the implementation and development of the Community Sustainability Strategy. BRL has also developed three specific initiatives to deal with the problem of anti-community behaviour: Safer Ballymun, the Ballymun Reassurance Programme and the Young Adult Initiative.

These initiatives, which are still in the early stages of development, are complementary of each other and will, in time, have a positive impact on the problems caused by anti-social behaviour in Ballymun. Some of the initiatives currently in place involve partnerships with other stakeholders, including the Gardaí, Dublin City Council, Youth and Community projects and workers. It is envisaged that the BRL report and the Jury’s response to it will be published as a public document in 2005.

Community Warden Scheme

Objectives

- To reduce incidences of vandalism.
- To identify and control health & safety risks, particularly around the boundary of construction sites.

Achievement of Objective

Community Wardens have continued to be employed to address the objectives outlined above. The further development of this function will be progressed in association with Dublin City Council and the Gardaí.

10 YEAR STRATEGY FOR YOUNG PEOPLE

Currently, a 10-year strategy for young people is being devised on a multi-agency basis (of which BRL is one) to identify appropriate educational, sporting and social supports for the young people of Ballymun into the future. It is planned to supplement and target the existing agencies (statutory and voluntary) and develop responses geared to an outcome where Ballymun children will enjoy life success and experiences similar to the norm in Irish society.
Local Agenda 21 is a process that facilitates sustainable development at community level. The overall thrust of the work of Ballymun Regeneration Limited is Local Agenda 21 in action and the Masterplan and IAP set the framework for attention to energy and the environment and to the strategic assessment of development generally. The ability to combine an evolving contribution to global environmental sustainability with bottom up approaches to the improvement of the local environment is also involved.

OBJECTIVES
The two key objectives identified in the Masterplan/IAP which indicate what environmental interventions are striving to achieve:
- To promote sustainable development socially and environmentally.
- To promote and provide energy efficient buildings which can provide economic and environmental benefits.

BASELINE
The lack of insulation in the original flats was one of the reasons that they were ultimately unsustainable. This allied to the communal waste and heating systems meant that residents control over their energy use and waste management was minimal and over the years led to wasteful practices and lack of awareness. The poor physical environment was one of the characteristics for which Ballymun was most famed.

This chapter outlines progress that has been made in relation to achieving these objectives.

ACHIEVEMENT OF OBJECTIVES
Environmental Action Plans
A framework for Environmental Action Plans was produced and in 2002. These action plans were prepared as framework documents, which would facilitate environmental improvements in existing housing areas in each of the five neighbourhoods. Thus, existing housing areas not directly targeted for regeneration are being included in the regeneration programme. As a result of the Moylan Report, which examined drainage in existing housing areas, a number of environmental improvements are being carried out in these areas.

The work on Balcurris Gardens was completed in October 2004. Moylans have prepared a condition survey of existing garden walls in Sandyhill Gardens and work started on site in August 2004. This work is due to be finished in May 2005. The work on existing housing at Shangan Gardens is linked to new developments at Shangan 4 and 5. (Shangan 4 received planning permission in October 2004.) A feasibility study into carrying out work on the Courtyard housing which is aimed at achieving environmental improvement s in the area and the provision of further affordable housing is currently underway. The work to be carried out on Dolmen Court is at the tender stage and is due on site in March 2005. Sillogue Gardens are due to have surface water drainage work carried out in conjunction with the provision of two small parks. The preparation of design and tender documents for this work is ongoing and the possibility of the ‘Groundworks’ group becoming involved is being explored.

GAP
In August 2000 GAP (Global Action Plan) Ireland was invited by BRL to work with the community in Ballymun. GAP Ballymun is supported by BRL, alongside Dublin City Council, as part of a Local Agenda 21 objective to engage local community participation, so that communities can grow in a more economically, socially and environmentally sustainable direction. As a group focused on sustainability and Agenda 21 initiatives GAP’s role is to empower individuals and groups to increase their sense of ownership of their own area.

ENVIRONMENTAL BENEFITS
Bring some Sunshine to your Garden next Spring
With the GAP Ballymun Bulb Sale!

The Bulb Sale will be in:
Coulty Way on Tuesday 19th October at 3pm
You will be able to buy great value bulbs
and learn how to plant them
The Garden Team with Volunteers will show you how
We will have thousands of daffodil bulbs
for sale at great prices!

Come along and Buy a Bulb... or few!
Contact Sinead on 863-5846 for more details

Want an Explosion of Colour in your Garden?

Come to the GAP Ballymun Plant Sale!
Get the gardening season off to a flying start - there will be
a great selection of plants at fantastic prices.
The Plant Sale will be happening on the 1st March
from 11am to 11pm in The Ballymun
Shopping Centre
The Community Garden will be there to give advice
and answer any gardening queries.
Why not come along and give your garden ready for
summer!
GAP’s intention is to encourage and create sustainable, locally owned projects within an Agenda 21 context. This has been facilitated to date by providing ideas, support, facilitation, training and environmental expertise for local people and groups wishing to develop or work in these areas.

GAP have a long term strategy which is being implemented through annual work plans. The annual work plan contains a number of core projects, which are designed to ensure that progress in achieving objectives is achieved and to ensure that the overall strategy is being implemented. These projects cover activities relating to youth and adults and are outlined below:

### Waste Management Strategy

BRL, in consultation with GAP and Dublin City Council, have produced a Waste Management Strategy, which will inform the provision of waste management facilities in the Ballymun Area. BRL are keen to grasp the opportunity presented to Ballymun to become a model for waste minimisation strategies and the provision of recycling facilities throughout Ireland. The fundamental principles behind the Waste Management Strategy for Ballymun are:

- Personal/Household responsibility for waste reduction/waste charges.
- Flexibility to allow incorporation of new waste management initiatives.
- Integration of waste separation facilities into houses and apartments.

The overall strategy describes a hierarchy of facilities starting at the household level, up to drop points, bring centres, and finally the Rediscovery Centre.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Activities for Youth</th>
<th>Activities for Adult Citizens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoting care for outdoor environment</td>
<td>• School Project</td>
<td>• Gardening Action Teams</td>
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<td></td>
<td>• After Schools Project</td>
<td>• Environmental Action Teams</td>
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<td></td>
<td>• Bounty Hunters activities club</td>
<td>• Outreach Events such as local clean ups</td>
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<tr>
<td>Promoting local economy and local employment</td>
<td>• Work placement and Mentoring projects (Gardening and Eco Club)</td>
<td>• Shanahan RC employs three locals</td>
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<td></td>
<td>• Bicycle repair club</td>
<td>• Silogue RC engages volunteers</td>
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<tr>
<td>Promotion of partnership approaches</td>
<td>• Inter-schools mentoring (Green Flag co-operation etc)</td>
<td>• Arranging Environmental Action Teams for NGO’s in the area</td>
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<td></td>
<td></td>
<td>• Events organised in partnerships with other NGO’s</td>
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<tr>
<td>Empowerment of Local residents</td>
<td>• Schools + Programme coaches students including</td>
<td>• Action Teams</td>
</tr>
<tr>
<td></td>
<td>• ‘Future Leaders’ – young people’s mentoring programme</td>
<td>• Ear to the Ground</td>
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<tr>
<td>Sustainable Infrastructure, Incorporating ecological principles</td>
<td>• Schools Project (Gardening and Recycling systems)</td>
<td>• The Wheele Bin Project</td>
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<tr>
<td></td>
<td>• Supporting BRL’s Tree planting programme</td>
<td>• Gardening Action Teams</td>
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<tr>
<td></td>
<td>• Local community gardening with the Aisting projects &amp; local parishes</td>
<td>• Environmental Action Teams</td>
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<td></td>
<td></td>
<td>• Piloting the Shanahan Recycling Centre</td>
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<td></td>
<td></td>
<td>• Coaching Rediscovery Project</td>
</tr>
<tr>
<td>Promoting Social Sustainability</td>
<td>• After schools project</td>
<td>• Fairtrade and outreach events</td>
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<tr>
<td></td>
<td>• Eco clubs</td>
<td>• Publication of ‘Ballymun Eco Book’ best practice guide</td>
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<tr>
<td></td>
<td>• Fairtrade and organic produce tasting &amp; awareness awareness</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>• Safety Training through After Schools / Eco Club project (addressing drugs &amp; building site hazards)</td>
<td>• Ballymun Eco map project – to showcase achievements to date</td>
</tr>
</tbody>
</table>

### Hierarchy of Waste Management Facilities

<table>
<thead>
<tr>
<th>Rediscovery Centre</th>
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<tbody>
<tr>
<td>Bring Centres</td>
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<tr>
<td>Drop Points</td>
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<tr>
<td>Household</td>
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</table>
future waste needs in Ballymun, the objectives of the centre are to create local employment and employment opportunities, change the negative perception of second hand products and materials and to show Ballymun as a positive model for a holistic approach to waste management in Ireland. BRL are currently in the process of recruiting a manager for the centre.

The role of awareness and education are key to the success of the overall Waste Management Strategy. BRL, GAP and DCC are responsible for this and aim to carry out the necessary actions to encourage people in the area to reduce, reuse and recycle!

Demolition Waste
Planning permission was granted by Dublin City Council in 2003 for the development of a concrete crushing facility which is located south of the M50 and to the north of St. Margaret’s Road. With the commencement of the demolition programme this year, the crushing project is now fully operational. The purpose of the facility is to crush the concrete arising from the demolition of the flats in Ballymun and to recover any metal, which is embedded in the concrete. The resultant recovered concrete will be reused in the Ballymun area wherever practicable and any metal will be transported off site for recycling. The facility will fully comply with the targets in the Dublin Waste Management Strategy for construction waste and it is anticipated that it will exceed them.

Emerald Housing Project
The Emerald Housing Project received planning permission in October this year. The development will be located on the Link Road in Sillogue. Solearth Ecological Architects and BRL architects are involved in this innovative, environmentally friendly housing project. Cluid Housing Association is also involved in the project. The ecological features in the development include recycling facilities, allotments and compost areas, roof and wall integrated solar electric/solar thermal panels and roof mounted heat recovery ventilation cowls.

Energy Performance In New Housing
BRL’s commitment to including innovative and experimental environmental technologies as set out in the Masterplan led to BRLs involvement in the E.U. funded RegenLink demonstration project, which has previously been targeted in the Monitoring Report. As a result a number of housing units included features such as roof mounted solar collectors and ground source heat pumps for hot water; greywater recycling units; radiant gas fires; dual flush toilets; water butts; mineral based paints; passivents [now required under the building regulations]; condensing gas boilers in all homes, and super-insulated timber frame homes. The RegenLink Project ended in 2004. In line with the Masterplan objectives around energy and environment.

BRL remain committed to installing a number of items which are considered innovative in social housing. These include but are not limited to;

Condensing gas boilers in all homes providing greater efficiency and lower fuel consumption, treated timber windows with low emissivity coatings in all homes providing a sustainable alternative to PVC or aluminium, higher insulation standards in all homes than are required under the current building regulations [see table below]

It is to be noted that a number of new regulations introduced into the Technical Guidance Document, had already been included in the works underway in Ballymun such as the requirement for Passivents in all wet areas, the use of low emissivity coatings on glazing and the reduction of the U-Value required for the main building elements. It should also be noted that a number of Irish companies are now capable of manufacturing treated timber windows, whereas these could only be sourced on the continent when the project began.

The values shown in the above table show our ongoing commitment to employing best practice or better in relation to the construction of new homes and this in conjunction with the project wide measures listed above will lead to a reduction in the amounts CO2 released in order to heat and maintain these homes. Our ongoing specification review will also allow flexibility in incorporating new environmentally conscious products as they come to the market.

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<tbody>
<tr>
<td>Roof</td>
<td>0.35 W/m²K</td>
<td>0.2 W/m²K *</td>
<td>0.25 W/m²K</td>
<td>0.2 W/m²K *</td>
</tr>
<tr>
<td>Walls</td>
<td>0.55 W/m²K</td>
<td>0.3 W/m²K *</td>
<td>0.37 W/m²K</td>
<td>0.3 W/m²K *</td>
</tr>
<tr>
<td>Ground floor</td>
<td>0.65 W/m²K</td>
<td>0.3 W/m²K *</td>
<td>0.37 W/m²K</td>
<td>0.3 W/m²K *</td>
</tr>
</tbody>
</table>

* these values constitute better performance than required.

This chapter describes the intentions which have aided the change in perception of Ballymun from outside, importantly work in the fields of Art and Culture has tapped into existing activity on the ground and married this with the imagination of the art world. It is not by chance that the first building developed in the Regeneration project was axis - the Ballymun Arts and Community Resource Centre.

OBJECTIVES
- Arts Culture and Image as concepts are important indicators of the synergy between the objectives being pursued throughout the project. They relate to social, economic, environmental and physical initiatives.

BASELINE
In the past Ballymun was often portrayed in a negative light in the news and media through the use of images of the bleak and alienating physical environment. Ballymun was a community that visitors passed through en route to other destinations rather than considering Ballymun as a destination in its own right. However, the image of Ballymun has changed dramatically as media interest in the physical, social and economic regeneration of the area has increased. The general public is more informed about the regeneration project and what it entails and thus their perceptions of the area are being altered.

ACHIEVEMENT OF OBJECTIVES

Media Coverage
Whilst it was not explicitly stated in the Masterplan document, one of the overall objectives of the regeneration project is to change the image of Ballymun and to alter the public’s perceptions about the area in order to attract visitors into the area. Positive media coverage regarding the regeneration project is therefore crucial to achieving this objective. The Regeneration project received extensive coverage in the print media and on various television programmes during 2004.

Perhaps the most significant and symbolic event to take place this year was the commencement of the demolition programme in July 2004. The demolition of Pearse Tower and the preceeding “wake” was given widespread coverage in the media. An Taoiseach, Bertie Ahern’s attendance at the event was welcomed. An Taoiseach summed up the occasion by stating “We really are marking the end of an era and the beginning of a new one”.

A “True Lives” documentary about the regeneration project was aired on RTE during the Autumn. The documentary described the progress made to date and interviewed various stakeholders in the project. It gave a balanced account of the regeneration project and illustrated the many difficulties encountered by various parties in the project along the way. Duncan Stewart’s series “About the House” featured Ballymun in November 2004. The programme contained interviews with BRL Architects who have designed new housing developments and Ballymun residents who have moved into new homes in the area. ‘Borradh Baun’ the first ever mini festival of Irish Language theatre held in axis, was a resounding success and attracted much attention and praise from the Arts Council and the media, including TG4, The Irish Times and the BBC.

As well as the coverage of these events numerous other articles both complimentary and critical of the regeneration project have been written in the print media. This coverage is welcomed as it is making people aware of the regeneration project. Recently, media coverage has focused on the possibility of IKEA locating on the M50 lands within the area.
AXIS Arts Centre presents

Borradh Buan
16-10th Deireadh Fómhair 2004

The first ever mini festival de drámaíocht Ghaeilge i gceannpháirtí leis an ESB Dublin Fringe Festival.

Foras na Gaeilge

Oifig na stíleidiúl / Box Office:
01 883 2100 / 1850 376643

Aisling Bhaile Munna
Paintings and Drawings by children from the Aisling Project

The children from the Aisling Project have invited local artist Aisling Bhaile Munna to paint and draw in response to her visits to their school. The children have created their own images and stories for Aisling to work from and they are entitled to have her work on display.

Aisling's work is a reflection of the children's ideas and has been created in collaboration with them. The children have also been encouraged to participate in the project and to take part in a workshop with Aisling. This exhibition will run from 15th April to 4th May 2004 in Aisling Bhaile Munna in aid of the Aisling Project.

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Breaking Ground

The ongoing implementation of the Breaking Ground Percent for Art Strategy has also been further implemented.

The Breaking Ground per cent for art programme, launched in Ballymun in February 2002, has fostered art projects by local, national and international artists in Ballymun. Developed against a background of consultation with artists, residents and community groups, Breaking Ground implements opportunities for new models of contemporary art practice and in doing so creates an eclectic range of art projects in Ballymun. In cases where artists are working in an expanded practice, where the production of artworks and art products is of less significance than the engagement of new audiences - new collaborators, a sense of personal achievement in the participants is engendered. In other cases, where artists are making artworks, which contribute to the physical environment and to the local and national heritage, a new sense of civic pride is instilled. Gradually, Breaking Ground is establishing Ballymun as a place of national and international standing within the arts community. Further information on the work of Breaking Ground is outlined in further detail below.

Breaking Ground aims to foster a greater awareness of the arts locally, and to provide opportunities and structures whereby local people can explore their own creativity and also engage in the critical discourses that surround art and culture.

Harnessing Local Creativity

Mime artist Rowan Tolley, worked with the Ballymun Regional Youth Theatre over 6 months culminating in a mime and percussion performance in axis in April ‘03. Composer Elaine Agnew worked with music teacher Ron Cooney and the St. Joseph’s National School Wind Band resulting in the composition of a highly challenging piece of contemporary music “Fire” which utilised all sections of the school’s wind band and choir. “Fire” had its premiere in April 2003 in axis to a packed house and was recorded onto CD by BBC NI. Acclaimed novelist Lia Mills worked with twenty aspiring writers on a creative writing project, which culminated in a book of local writers’ work. The book, which carried drawings by Alice Maher, was published in November 2003 and launched with great enthusiasm by Roddy Doyle. The new local writers’ group formed as consequence of this project, continues to meet on Saturdays. Actor and theatre director Gabrielle Breathnach collaborated with eight local people to write and produce a drama based on the changing Ballymun. “Rita’s Last Stand” was performed to packed houses in axis in November 2003.

“Home”, a series of printmaking workshops, led by Mary Fitzgerald, was run for residents and local art works. Through the project, Mary purchased a printing press, now permanently housed in axis and which is much in demand by local artists and members of the new print club. Prints produced by the participants were on exhibition in axis in October 2003 and sold out on the opening night. David Kinane set up a small foundry in Ballymun, where he ran a bronze casting workshop for 9 local people, culminating the casting of a series of bronze ants, which are sited in the new Shangan Park. (Seangain is Irish for small hill).

The opportunity to participate in the print making, writing, drama, bronze casting and ‘sisters’ projects were all advertised widely within the local community. After a series of residencies in Ballymun and LA, the Los Angeles based sound art group, Ultra Red, ran a series of radio broadcasts throughout the months of August and September 2003 bringing together the voices of public housing residents and activists from Ballymun and Pico Aliso in Los Angeles. In September five women from Ballymun travelled to Los Angeles to meet some of their counterparts in Pico Aliso, where they participated in local discussion groups and on live radio sessions.

Fifteen women from the St Margaret’s Traveller Women’s group worked with Natasha Fischell on the theme of food. Their work is now permanently hung in various cafes around Ballymun and an exhibition of the work and video produced was held in November 2004. Niamh Breslin worked with the after-school group the Aisling Project, where children designed and built their own play houses.

Amaptocare, a five year project by Jochen Gerz is directly engaging with the people of Ballymun who are being invited to donate a tree for their neighbourhood.
To date 700 trees have been donated. Students from NCAD are on placement to the project, and the idea has captured the national imagination. Each donor is writing their own text, which will appear on a steel lectern adjacent to their tree and their name will be etched in the new glass and light sculpture on the new Civic Plaza on Main Street. Completion date is March 2006.

Artworks In The Civic Centre
After a short residency in Ballymun, John Kindness painted the portraits of two sets of sisters from Ballymun. The 4 portraits, of Michelle and Yvonne Dunne and Rose Treacy and Kay Jones, are hung in the atrium of the new Civic Centre. Daphne Wright’s beautiful silver sculptural installation can be seen in the Council Chamber, and Mark Francis’ major new painting “Expose” is the first public commission by this leading Irish painter and hangs in the Atrium. In December 2004, “Zip”, a beautiful new light installation by artist Corban Walker, was unveiled. This major new work, the artist’s most ambitious to date, has been very well received by visitors to the Civic Centre.

Art Events
Widely acknowledged as a great success which really caught local people’s imagination was the exhibition “Superbia”, curated by Stephen Brandes and Brigid Harte, which opened on the 4th September ’03 in a 3-bedroomed house at 11Coultry Gardens. The house was converted into a gallery space, showing unsettling installations by artists including John Duffy and Sarah Mangan from Ballymun, Matei Bejenaru (Romania), Joyce Pensato (USA), Nick Laessing (UK), Hans op de Beeck (Belgium), and Samuel Rousseau and Malachi Farrelly (France), alongside work by the pupils of Gaelscoil Bhaile Munna and the Senior Comprehensive, and received huge media coverage and excellent attendance levels by local people.

In February 2004 the multi-media installation of Paddy Jolley’s ‘Hereafter’ black and white film about the demise and disintegration of a flat, shot in a spine-block in Shangan over several winter months, was screened in four flats in Shangan Road. This work has travelled widely internationally, and copies of the film are freely available to the local community. Running concurrently were two other exhibitions; Liz Comerford’s pictorial documentation of the abandoned belongings left behind in the empty flats as people move to their houses in axis and Sinead Dowling’s photographic exhibition documenting the move from flat to house, was installed in a new house in Marewood Terrace.

Forthcoming Projects Include work by: Kevin Atherton who will made a split sphere in stainless steel. The two hemispheres will be in different parts of the new Balcurris Park, and each will be continuously filmed by two CCTV cameras. The two images will be simultaneously mixed and broadcast on an exterior wall of the new pavilion. It will be sited in 2005. “Positive and Negative” is a collaboration between Perry Ogden, the Hugh Lane Gallery and the 6th class of the Holy Spirit Boys National School. The boys’ photographs will feature in the new Youth Facility building and will be on exhibition in Spring 2005. Cathy Delany’s ground-based sculpture aluminium for the public seating area of the new Poppintree Neighbourhood Centre should be installed by Spring 2005.

Oral History Project
BRL continues to support the Oral History course, which is accredited by the National College of Ireland. In February 2004 a synopsis of interviews conducted since the start of the oral history project in 2000 was produced, entitled “Voices of Ballymun: A community-based Oral History”. Course participants read excerpts of this booklet at the Wake for Ballymun in July 2004. In October 2004 participants gathered at the NCI campus in the IFSC for their graduation in Computer Fundamentals, and the introductory course in Community Participatory Research. NCI are currently preparing the next phase of the project.

axis - Ballymun Arts And Community Resource Centre
The Ballymun Arts and Community Resource Centre has been open since 2001 and is a thriving centre of excellence for arts and cultural activities. The centre has continued to be an important resource for the community and attracts a city-wide audience to Arts events, such as the exhibition of some of the first commissions for the first phase of Breaking Ground. The centre comprises a 220-seat theatre, dance studio, recording studios and rehearsal rooms, foyer exhibition space, conference rooms, training rooms, offices for community groups, crèche and café/bar.
axis has ongoing events that people in the Ballymun are attending and participating in such as:

- The axis acting studio.
- Dance classes for all ages and abilities from toddlers to the retired are available in various types of dance categories in the dance studio.
- Music - Piano and keyboard classes are run for all abilities. Furthermore, axis regularly host local, national and international artists in the venue bar. From November onwards music rehearsal rooms and recording studios will be available to hire.
- Arts and crafts - Courses of introductory classes to printmaking, craftwork, drawing and painting are periodically run through the year.
- Aerobics - classes for all ages and abilities are run every Tuesday and Wednesday at lunch time.

As well as these on going events the new axis Arts Programme was launched by internationally acclaimed actor Stephen Rea in September 2004. This programme comprises theatre productions and photography and print galleries. Furthermore, there is an axis Friends Scheme which entitles members to certain concessions and privileges.
This chapter outlines the marketing, promotion and public consultation undertaken by BRL on a daily basis. BRL continues to host visitors to the area and newsletters, web-sites and the use of public consultation regarding regeneration projects continue to inform the local and adjoining communities and other interested bodies. The methods employed by BRL in relation to marketing, promotion and public consultation are examined in greater detail below.

SEMINARS AND INFORMATION SESSIONS
Ballymun Regeneration Limited continues to host visitors who are interested in learning more about Ballymun and the regeneration project on an ongoing basis. These visitors include students, academics, community groups and other professionals. This provides an excellent opportunity to share information about Ballymun with the wider community and to gain experience of other similar projects world-wide.

GRAPHIC INPUT
BRL’s in-house graphic designers have responsibility for producing the BRL website, newsletters, poster campaigns, advertising, promotional videos, photography for local and national newspapers, 3-D graphics as well as preparing presentations for visitors to Ballymun. In addition to their work for BRL the graphic design team also provides support and design service to a number of local community groups and organisations such as the Ballymun Neighbourhood Council, Ballymun Community Law Service and GAP.

WEBSITE
Information on Ballymun Regeneration is available on the project’s Website www.brl.ie. This site contains the full Masterplan, together with newsletters and general information about Ballymun and the regeneration project. BRL’s in-house graphic designers update the site on a regular basis with current information about ongoing and new projects. A second website concerned with economic opportunities for private sector investment in Ballymun has also been set up and can be accessed at www.ballymun.ie.

This site provides up to date information on property developments planned for Ballymun including specific details of private and public sector developments. As they arise, property sales, lettings and business opportunities are also featured. Information on the Breaking Ground ‘per cent for art commission programme’ can be found at www.brl.ie/breakingground.htm.

GUEST APPEARANCES
Mr. Noel Ahern T.D., Minister for Housing and Urban Renewal, has visited Ballymun several times this year to attend various ceremonies and events. Recently, the Minister was present at the turning of the first sod for the construction of the Ballymun Central Youth Facility. The former Lord Mayor of Dublin, Councillor Royston Brady, was present in Ballymun for the launch of the first of 12 new playgrounds to be developed in Ballymun at Balcurris Park. Furthermore, in October 2004 Irish Football manager Brian Kerr was present in Ballymun.
for the opening of the new Super Valu store on the Main Street and in September, the internationally acclaimed actor Stephen Rea launched the new axis Arts Programme.

NEWSLETTERS
BRL’s graphic design team has prepared over forty newsletters to date. The frequency of the publication of the newsletters has increased and they are now published on a monthly basis. Approximately 7,000 copies of each newsletter are distributed to local residents, public, private and voluntary contacts. Each newsletter is also available on the BRL website.

COMMUNICATIONS UPDATE
Communications with community groups in 2004 ranged from liaising with local children, their parents and local community groups about how best to develop new playgrounds that would suit all ages to the specific facilities that should be included in Neighbourhood Centres and in big infrastructural projects like the Sports and Leisure Centre. The extension of tax incentives until 2006 generated interest and consultation with potential investors and there was ongoing and concentrated consultation with the Health and Safety Authority about the best way to demolish the flat blocks. This, in turn, led to extensive consultation with local residents and with workers prior to the start of the demolition of Pearse Tower in July. There was consultation and communication with the legal community and the judiciary in advance of visit of former President Mary Robinson to the Law Centre to be presented with a copy of their first Annual Report. Other extensive consultation campaigns during the year included the development of Poppintree Park and ongoing consultation with the Northern Area Health Board executives about the fit-out of the Health Centre. Proactive and extensive press and media coverage was generated throughout the year, around events such as the announcement of a demolitions schedule, the opening of new parks and the WAKE to mark the start of demolishing the first flats.

PUBLIC CONSULTATION APPROACH AND TECHNIQUES
A key characteristic of the regeneration project is the involvement of the local community. Public consultation underpinned and informed the drafting of the Masterplan and has been carried out on an ongoing basis with regard to various social, community and environmental strategies and also with regard to physical developments. The Masterplan places great importance on the involvement and support of the local community throughout the life span of the project. It states “The Masterplan attempts to be a flexible framework. Consultation will be on-going throughout the regeneration process”, (Masterplan for the New Ballymun, P.6) The following is a brief account of how public participation in the implementation of the Masterplan has evolved since 1997.

Due to the scale of the project, relationships have been developed with the tenants of the flats, the residents of the two storey housing within Ballymun [both tenants and owner occupiers] and the residents of the surrounding areas of Santry and Glasnevin as well as their political and community representatives.

The pre Masterplan consultation worked to develop the vision for Ballymun and the depth and breadth of this process ensured the credibility and legitimacy of the Masterplan. To engage the local population and that of the surrounding areas a very wide range of techniques were utilised, examples of these are as follow:

- Focus Groups
- Information Drop-In sessions in the Ballymun Shopping Centre

MARKETING
Commercial and residential properties are marketed through Lisney. In the recent past the campaigns have concentrated on the neighbourhood centres, including the retail elements and affordably priced residential units.
Questionnaires
Exhibitions-presentation of vision and one to one responses
Public meetings
Newsletter
A Community Consultative Panel
Regular liaison meetings with Ballymun Housing Task Force and five emerging local Neighbourhood Area Fora - Coultry, Shangan, Sandyhill/ Sandyhill, Balcurris/Balbutcher and Poppintree, who had been identified as the chief representative body for liaison with the community.

After the Masterplan was drafted, further discussions were held between the executive and community interests to formalise the ongoing consultation process. The BRL Board of Directors, North - West Area Committee as well as Ballymun Housing Task Force, Neighbourhood Area fora and Community Groups were amongst those participating. These discussions gave BRL an insight in to the attitudes and special requirements of the community and informed individual Area Action Plans that were drafted.

The period during which the Master Plan and the different Area Action Plans were developed, can be viewed as the initial community consultation process. This process was important because it developed templates for future consultation and community participation. These templates are continually being modified as the project progresses in order to meet the requirements of the various stakeholders.

As time went on the consultation process geared towards developing 'housing' designs needed a new focus especially as the speed of change accelerated along with progress. It became necessary that BRL develop new methods of a) managing the participation in housing design and b) communicating progress to the Community and dealing with operational issues related to construction for both prospective and adjoining residents.

In relation to a) Managing the participation of housing design, it was found that public meetings were the least satisfactory way of communicating with the community. Surveys, by their very nature, often reflected only a small sectoral opinion. Exhibitions gave people an opportunity to visualise what would be taking place and provided them with a vision of the future. They also enabled one to one communication with the public consultant Architect and BRL officials. The new steps involved in the consultation process for Housing design of new schemes are:

1. Architect is appointed and briefed by BRL (relaying of information collated from the early Design committees with community representatives).
2. Neighbourhood Area Forum meeting.
3. One to one meetings with target group A, (residents next to the development).
4. Exhibitions for target group B (adjoining residents and future tenants) and target group A.
5. Comments and issues are forwarded to commissioned Architect.
6. Planning application lodged.

In relation to b) BRL developed a new communication strategy to enable the organisation to deal with individuals as well as keeping groups and representatives in the process of participation. This new strategy had to deliver information, create suitable methods for consultation at the same time as enable negotiations to take place for further change.

Additional examples of other methods are:
- Monthly news letters
- 9am-5pm drop in, where residents get to talk with BRL staff who are responding to daily issues of regeneration and housing
- Surveys
- Workshops

It is important to note that numerous other public consultation, participation and communication processes have been ongoing, (parallel to the above processes), throughout the implementation of the Masterplan to date. These processes were developed to deal with the design of e.g. Parks, Playgrounds and to further investigate and recommend solutions to issues such as anti-social behaviour. The table below shows a number of channels of participation.

Aswell as the above opportunities for public consultation and participation, an additional number of participatory programmes were set up for residents to offer them an opportunity to develop additional skills within the various areas of the regeneration project as well as progressing personal development. For example, The 'Transition Course', GAP - an Environmental awareness group, Health and Safety training, Street Naming workshops, Arts Programmes, Oral History project, Sports Programmes, Construction Operative Training course providing training and employment for local labour and Community Radio
It has been encouraging to note the increasing interest in participation by the residents as the projects have progressed. What has become apparent too, in the ongoing change process, is that this interest in participation has to be underpinned by a flexibility of approach from all sides, to enable the necessary modifications to be taken.

The fact that BRL has communicated with residents through inviting them to participate in the consultation processes both before and after the development of the Masterplan, as well as giving relevant information at each stage of the project has been an ongoing feature of the project. The combination of the various training and activity programmes have increased residents confidence in the regeneration project. Likewise, the residents see that the time and effort they have invested in participating in a number of consultation processes is bearing positive dividends now and will be further realised into the future. The need however to continually monitor performance and attitudes has also been acknowledged and reported on to ensure a continued and focussed response.

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Whilst the synergy between the physical development and the social, economic and environmental objectives of the plan for Ballymun has always been emphasised in the Ballymun IAP Monitoring Reports, it has to be reiterated now with even more strength. The success reported in this document is at a crucial phase and needs commitment and bolstering to maintain momentum and ensure that the huge public investment is supplemented and enhanced by private investment and secured to make a solid framework for the future.

The goal of turning a failed area of the City into a vibrant place and contributor to physical, social and economic development is now achievable but needs ongoing support and nurture.