

**BALLYMUN REGENERATION
PROGRESS REPORT
2005-2006**

JANUARY 2005-AUGUST 2006

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INTRODUCTION

This is the sixth review of the implementation of the Ballymun Integrated Area Plan. This review covers the period from January 2005 through to August 2006, and is being submitted to the Department of the Environment, Heritage and Local Government as a requirement of the Urban Renewal Scheme. In addition, eight years after the publication of the Ballymun Masterplan (1998), the opportunity is being taken to review progress in implementing the Masterplan and Integrated Area Plan, to realise goals obtained and highlight objectives outstanding.

The structure of this report broadly follows the requirements as set out in the Department of the Environment Regulations 1999 and contains the following chapter headings:

- Chapter 1: Performance Indicators
- Chapter 2: Physical Development
- Chapter 3: Economic Benefits
- Chapter 4: Social and Community Benefits
- Chapter 5: Environmental Benefits
- Chapter 6: Arts, Culture and Image
- Chapter 7: Marketing, Promotion and Public Consultation

The Monitoring Committee comprises the company's Managing Director and Senior Planner as well as Michael McDonagh, City Architect Cork City Council; Deiric O'Broin, Nordubco; Sam Nolan, Dublin Trades Council; Ross Shorten, Lisneys; and Ann Keating, community representative.

As well as the Monitoring Committee itself, the Board of Ballymun Regeneration Limited (BRL), which has representatives from the voluntary, statutory and community sectors, plays a crucial role in monitoring the overall regeneration programme in Ballymun and makes important decisions in relation to future direction and policy. The Board of Ballymun Regeneration Limited comprises twelve members chaired by Maureen Lynott. Directors of the board include:

Maureen Lynott – Representative of the Private Sector
Ciaran Murray – Managing Director of BRL
Noel Mulvihill - Representative of the Health Service Executive
John O'Dwyer - Managing Director of Friends First Life Assurance Co. Ltd
Julia Carmichael – City Councillor
Andrew Montague - City Councillor
Kathy Quinn - Head of Finance, Dublin City Council.
Declan Dunne - Chief Executive Officer, Ballymun Partnership
Peter Davitt - Managing Director of Fast Track Information Technology.

Ann Keating - Representative of the Ballymun Woman's Resource centre
Brendan Kenny - Assistant City Manager, Dublin City Council.
Martin Conry - Secretary, Dublin City University

It is considered that representation from the statutory agencies is important in ensuring that an integrated approach to physical and social regeneration is maintained.

It is important to emphasise both the collaborative and proactive approaches that have been adopted by Ballymun Regeneration Limited in making the developments described in this document become a reality. This means that huge progress has been made, but continued innovation, and attention is required to realise the very ambitious objectives set. The following report sets these projects in the context of the overall regeneration of Ballymun and describes the progress in achieving the objectives of both the IAP and the Ballymun Masterplan.

The IAP provided for the allocation of tax incentives for Ballymun. Projects that can avail of tax incentives are geared towards the completion date of end 2006.

CHAPTER 1: PERFORMANCE INDICATORS

At the outset of the Integrated Area Plan the Monitoring Committee agreed a set of performance indicators which would be used to map the progress achieved throughout the implementation of the Ballymun Masterplan/IAP. These performance indicators chosen cover the following topics:

- 1. Unemployment**
- 2. Educational attainment**
- 3. Residential and commercial land values**
- 4. Crime statistics**
- 5. Drug dependency and treatment**
- 6. Jobs in the local economy**
- 7. Childcare places**
- 8. The visual physical environment**

Information and statistics in relation to these performance indicators were obtained through consultation with various agencies throughout the Ballymun area. Using their reports and research the monitoring report attempts to update the progress made for the period January 2005 through to August 2006. Timeframes for the compilation of statistics by these agencies does not necessarily coincide with the Urban Renewal Scheme timeframe, and not all statistics are well developed. Nevertheless, trends have been established as the data is gathered allowing progress to be monitored.

1.1 UNEMPLOYMENT FIGURES

According to research undertaken by the Ballymun Partnership in 2003, Ballymun had an unemployment rate four times higher than the National average. This rating is calculated using census data that dates back to 2002. The next census data specific to the Ballymun area will not be ready until 2007 and for this reason it was necessary to compile figures from other sources as referred to below.

To get an idea of the extent of unemployment in Ballymun it is necessary to analyse data gathered by the Social Welfare Local Office and the Ballymun Job Centre. The Social Welfare Office provided statistics on the number of persons who are active on the Live Register in Ballymun giving an indication of those needing unemployment benefits. These figures can be seen to have fallen consistently between 1997 through to 2001, and have fluctuated around the 1,500 mark between 2002 and 2006. The figure as of the 23rd June 2006 for those on live register in Ballymun lies at 1542 persons which represents an increase of 111 persons on the previous year. Despite this increase it should be remembered that this is still 25% below that which was recorded immediately before the commencement of the regeneration project.

Below are the numbers on the live register since 1997:

Total Number on Live Register (June 2006)	
Year	Figure
1997	2173
1998	2080
1999	1751
2000	1358
2001	1201
2002	1481
2003	1548
2004	1491
2005	1431
2006	1542

Source: Social Welfare Local Office, Ballymun

Of the 1542 persons listed, 88% were unemployed at time of registering, indicating the dependence of local people on unemployment benefit, a concept which BRL attempts to tackle through the regeneration process.

Despite the marked improvements since 1997, unemployment in Ballymun is still four times higher than the national average, and as such is still a serious issue, highlighting the need for ongoing continuous efforts to tackle unemployment and insure the continued regeneration and economic development of the area.

Of particular concern is the high level of unemployment among young people in the area, with over one-third of people unemployed being under 25 years of age. An analysis of the gender and age of persons on the live register is shown in the table below. The table shows a high number of people under 25 that are reliant on social welfare. It is also recognised that levels of unemployment among young people are directly related to educational attainment issues, (see following section).

Age/Sex profile of persons on live register Ballymun June 2006				
	Males		Females	
	Under 25	25 and over	Under 25	25 and over
Local Office Ballymun	296	728	142	376

As well as unemployment benefit offered by social welfare an additional 1390 people also receive various forms of one parent allowance, a fact which is attributable to the abnormal level of one parent family homes in the area. Receiving this allowance does not however prohibit mothers from working for a certain number of hours per week.

The main focus of BRL with all aspects considered is to insure the continuance of economic growth and physical and social regeneration. A fundamental element to achieving this objective is the recognition of training programmes and courses to

improve the employability of people in Ballymun. For this reason BRL consult regularly with agencies such as FAS in order to monitor programmes and ensure that people in Ballymun are getting every opportunity to avail of the increased job opportunities brought on largely by the regeneration process.

Ballymun Job Centre is another agency involved in the efforts to reduce unemployment in Ballymun. Its principal task is job creation and in 2005 the Ballymun Job Centre had 2,889 Active Clients registered (an increase of 753 registered clients from 2003 figures). This figure is growing steadily and indicates a motivation amongst people in the area to seek employment. The job centre has developed as a successful enterprise and a crucial support to the people of Ballymun; the following statistics portray this:

- 966 new clients had registered with the Ballymun Job Centre year ending 2005. Of the new clients 42% were female while 58% were male.
- There were 525 Job Placements through the Job Centre in 2005 (461 Successful, 54 unsuccessful) representing a 5% increase above the annual target. Of these new placements 56% were male and 44% female.
- 57% of those registering with the Centre in 2003 were under 25 years of age. This figure dropped to 47% for 2005 which indicates that although early school leaving is still a problem it has improved over the two years.
- A total of 825 new training/education referrals were made from all projects partaken by the Job Centre within 2005. This involved 274 External Training Programmes and 551 Internal Training Programmes. 61% successfully started the programmes, 18% were “no show’s”, 14% withdrew applications and 7% were waiting to start programmes.
- A total of 794 job orders were received by the Job Centre (an increase of 59% on the annual target) throughout the 2005-2006 period. 515 of these orders were completed with a 90% success rate on completed job orders.

The statistics above represent positive feedback for the Ballymun Regeneration Project. It is clearly evident through the increasing number of clients seeking employment and the increasing number of Job orders being received by the Centre that there is a new found motivation by a growing number of people in the area to seek employment. The increased number of Job Orders indicates the greater number of job opportunities in the area, it is assumed these are directly linked to the ongoing regeneration process.

BRL’s approach to economic regeneration has largely concentrated on the supply side issues creating economic activity through generating jobs. The regeneration project is involved in collaborating with the local job centre and training agencies to ensure that local people can avail of jobs being created (particularly in the construction sector through the provision of safe pass training and construction operative training).

1.2 EDUCATIONAL ATTAINMENT

Low levels of education attainment continue to be a serious barrier to economic and social regeneration in Ballymun. Educational attainment has always been a problem in Ballymun. This is borne out by the fact that barely 50% of the adult population have a secondary level educational qualification. The government's school attendance agency, the National Educational Welfare Board (NEWB), recently published its second national report on non-attendance "*Analysis of School Attendance Data at Primary and Post-Primary Levels for 2004/2005*". This report found that over one-quarter of secondary students from RAPID areas (including Ballymun) miss school for at least one month in every academic year. It shows that students in RAPID areas miss an average of 22 school days (source: www.newb.ie).

The 2002 census showed that 31% of the population in Ballymun were at the time aged 14 or under - this is double the number in other parts of Dublin. The significance of this for schools in the area is clear. While not primarily an education provider, BRL has several education programmes as outlined in the chapter relating to Social and Community benefits below and the role of the company is to highlight issues and lobby for additional support. As with employment BRL's role is to act more as a catalyst or change agent than as a provider. However, the project has close contact with schools across a range of issues from physical development and environment, to job and work experience assistance. Furthermore, there are many community and voluntary groups who have an educational and training focus in their programmes.

Second chance education and training is of crucial importance as figures from the Ballymun Job Centre for 2005 reinforce. As can be seen from the figures below just under half of those registered with the centre have qualifications other than the standard educational requirements such as the Junior or Leaving certificates. These statistics come as no surprise when considering the history of educational attainment in Ballymun. It also highlights the need to be innovative and provide for educational support outside the standard educational system.

Educational Level	%
None	14
Junior Certificate	17
Leaving Certificate	24
Other/Third Level	45#
Total	100

Source: Ballymun Job Centre, registration statistics 2005

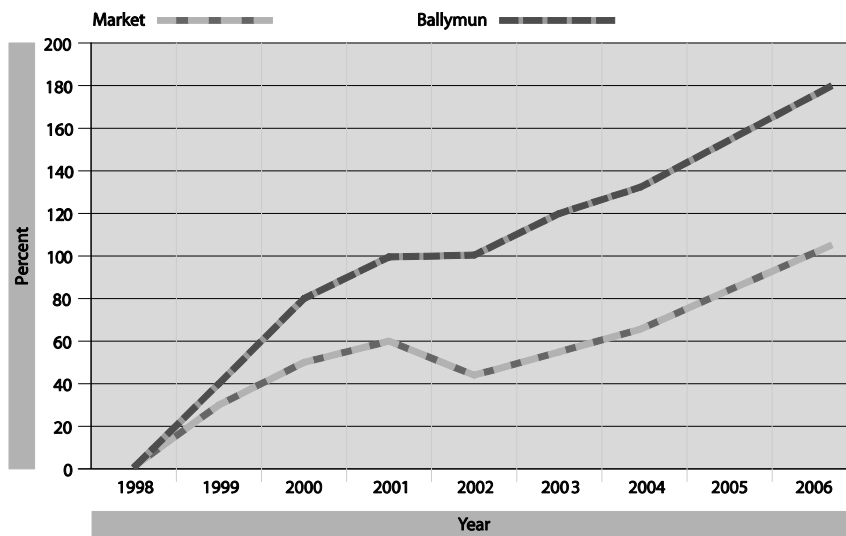
Includes not classified

1.3 RESIDENTIAL AND COMMERCIAL LAND VALUES

Lisney, BRL's property consultants, continue to record strong increases in both commercial and residential property values in Ballymun. This has been the case

since the project began in 1997. Since that time Lisney have recorded significant year on year increases in land values in both commercial and residential areas.

Ballymun Residential and Commercial Land Values Mid - 1998 to End August - 2006



This graph indicates the Lisney opinion of the rate of increase in commercial land values in Ballymun and in the Dublin market generally. For the 18 month period from mid 2004 to the end of December 2005, Lisney estimate that commercial land values in Ballymun have increased by approximately 30%, while commercial land values in Dublin generally have increased by approximately 22%. This upward trend, which has been documented in previous monitoring reports, shows that the rate of land value increase in Ballymun has been significantly higher than the rate of increase in the Dublin market since 1999. Lisney estimate that general land values in Ballymun still remain lower than the average North county market values by approximately 25%. This is a significant improvement on previous years when, for example, the monitoring report of mid 2001- mid 2002 indicated that values in Ballymun remained lower by approximately 35%.

The continuing growth of the IAP area, and the continuing rise in commercial land values at a faster rate than average market values, will help to close this gap more quickly in the coming years.

Demand for private residential units in Ballymun remained strong during the period mid 2004 to end of 2005. Demand for residential units and commercial space in Ballymun is linked to the continuing success of the regeneration project. The ongoing demolition further enhanced the Main Street area; where there has been good take up of retail space. The units in Poppintree Neighbourhood Centre and the Coultry Neighbourhood Centre were brought to the market with the convenience elements reserved. The residential, commercial and hotel development on the site of McDermott Tower commenced construction. In a very positive development, the negotiations with Ikea for the site on the M50 were also announced. Ikea will have a major effect on the urban landscape and the employment market of Ballymun. It will be a landmark, not just in physical terms, but also in the regeneration of the area.

There has been considerable ongoing success in implementing the property and related aspects of the Masterplan for Ballymun. There has been significant property progress in Ballymun, with achievements present in both the completion of major projects and the approved disposal of key sites for major development.

The success of the Santry Cross residential scheme in 2004 raised the profile of Ballymun, and helped to increase demand from all sectors in purchasing residential units in the area. The successful series of property transactions that have taken place in the IAP area of Ballymun are directly attributable to the success of the Regeneration in tackling the many social and economic problems and increasing investor/developer awareness of the sustained progress.

Within the broader framework, it is noted that the demand from persons seeking accommodation is growing rapidly with Ireland's population having risen by 8.1% over the last four years. This rise reflects not only natural increase but also strong immigration, with over 350,000 people coming to Ireland last year alone. In addition, more housing is needed as the population is being distributed in smaller family units. The average household size declined by over 9% in the last ten years and continues to slide as a result of social trends such as separation and divorce. Continuing growth in employment, increase in earnings, new partnership agreements, benchmarking, together with the continuing low interest rate all help to underpin a high demand.

On the supply side there are also important new developments. Government figures show that annual build rates have increased by 140% over the last decade. However recent reports from the construction industry noted a decline in the number of housing commencements, indicating that building activity and numbers of houses completed for 2006 may fall for the first time in 12 years. These supply constraints provide a further reason why house prices will continue to rise for the foreseeable future and will see the market for development land continuing to perform strongly.

1.4 CRIME STATISTICS

Crime statistics have been collected from the Gardaí since 1998, and are detailed below up to end 2005. During this period the average number of crimes reported per year was 758, with the figure for 2005 rising to a high of 912.

Year	Crimes reported	Crimes detected
1998	732	621
1999	574	481
2000	617	507
2001	895	667
2002	817	533
2003	688	489
2004	832	532
2005	912	622

*Source: Ballymun
Garda Station*

Community safety is an issue in Ballymun and it is inextricably linked to population structure (i.e. a very high proportion of young persons), poor educational attendance and achievements and higher than average unemployment.

To try and address issues of crime and safety a working group entitled ‘Safer Ballymun’ was set up in 2004, with representatives from An Garda Síochána, Dublin City Council, Ballymun Regeneration Ltd and local residents. This working group meets on a monthly basis and has an action based, problem solving focus. Safer Ballymun addresses issues such as:

- Improving estate management
- Reducing crime and disorder
- Tackling the adverse impact of alcohol and drug abuse
- Enhancing local policing
- Involving residents in decision making.

The group has focused on areas such as security for parks, upgrading of CCTV, improvement of public lighting, neighbourhood clean ups and initiatives for young people.

Urban design can also play an important role in how safe people feel in their surroundings and in helping to eliminate spaces for anti-social behaviour. The new housing layouts are designed with this in mind, with houses “turning corners” to provide “eyes” on the street and provide informal supervision. All new parks and green spaces have been designed with housing fronting onto them.

1.5 DRUG DEPENDENCY AND TREATMENT

The Ballymun Local Drugs Task Force has provided information on drug treatment in the area for the 2005 to mid 2006 period. The table below shows the number of people presenting for opiate (heroin) treatment in the three facilities listed. The figure has reduced significantly from the 1998 figure of 683 to 445 opiate users in 2004 and reduced further still to 395 in 2006.

There has however been an increase in the number of seizures of cocaine in the area, but it should be noted that the rise of cocaine abuse is a citywide phenomena and not exclusive to Ballymun. There is no direct action other than counselling to combat the rise in cocaine abuse in Ballymun and such counselling services are offered by Domville house.

Services	No. of Clients 2004	No. of Clients 2006
Mobile Service	30	15
Domville House Service	285	300
General Practice	130	80
Total	445	395

Source: Domville House Drug Clinic

1.6 JOBS IN THE LOCAL ECONOMY

The regeneration project has created considerable new employment opportunities in Ballymun over the last eight years. Since 1997, 465 new public sector jobs and approximately 800 private sector jobs have been created in Ballymun (see table below). It is estimated that there will be approximately 3,000 new jobs post-regeneration in Ballymun (and this figure excludes the number of jobs that will be created when the M50 lands are developed). These new jobs have helped to stimulate the local economy and to fuel further economic growth.

Many unemployed people in Ballymun have poor educational attainment and low skill levels, thus matching new jobs with the existing labour force is a crucial aspect of creating job opportunities. BRL as previously mentioned works closely with other agencies in the area, such as the Ballymun Job Centre and FÁS in order to match local job opportunities with existing skill levels in the area.

In terms of construction opportunities, all BRL construction contracts contain a clause requesting contractors to employ 20% of site labour from the local community. This has been facilitated by several initiatives including running one day FÁS safe pass courses and FÁS Construction Operative Training Programmes for people from Ballymun interested in working in construction. Major areas of employment in Ballymun for existing residents are services, retail, childcare and construction.

Jobs as an Outcome of Regeneration			
Post 1997 Job Creation to the Present		Jobs as an Outcome of Future Investment	
Public Sector		Public Sector	
Dublin City Council – Ballymun Area Office / North West Area Office formerly Ballymun Regional Office	53	Garda Divisional Headquarters	80
Ballymun Regeneration Limited	104	Probation & Welfare Services	10
Facilities Management (Civic Centre – Cleaning, Catering, Security)	34	Court Services	TBA
Motor Tax	30	Gym in Leisure Centre	7
Health Service Executive District Headquarters	229		
Swimming Pool	15		
Sub- total	465	Sub-total	97

Private Sector		Private Sector	
Construction (9-15 sites)	502	Retail / Commercial – under construction / planning permission secured / projected developments = 38959m ²	2057
Retail – Civic Centre and Gateway (e.g. SuperValu, McCabes Pharmacy, Chris Ling Chinese Takeaway, Centra, Rom Massey Funeral Undertaker)	141	Leisure – Planning permission secured = 14,000m ²	185
Retail – neighbourhood centres	31		
Nursing Home – St Pappins	60		
Hotels (Days Hotel + Plaza Hotel)	83		

Sub-total	817	Sub-total	2242
Estimated Total Number of New Jobs Created in Ballymun Post-Regeneration: c. 3,000			

The above table does not include jobs that will be created as part of the development of the M50 lands. In line with the Local Area Plan for the North Ballymun lands, this area will be characterised by medium density development geared towards mixed-use. The predominant land uses will be for employment generation and these *inter alia* will be geared to directly and indirectly provide and sustain jobs that have relevance for the Ballymun population. The Environmental Report for these lands provides for between 96,000 sq.m. and 190,000 sq.m. of land available for mixed-use and retail floor area developments, which in turn could generate between 3,000 and 11,000 jobs. It is estimated that if the current planning application for IKEA is granted and developed, that it will generate approximately 500 jobs at appropriate skill levels and with opportunity for progression.

It is also important to note that the figures shown above do not include the previously existing social services and schools, or the Ballymun and Poppintree Industrial Estates.

1.7 CHILDCARE PLACES

The following tables illustrate the existing provision of childcare services and after school services in Ballymun, including services in flats and basements as well as purpose-built facilities. Childcare information has been provided by Ballymun Partnership who, alongside BRL, are endeavouring to establish quality childcare facilities and services in the area.

Ballymun Partnership set up a 'one stop shop' for childcare service, which acts as a focal point for information exchange, networking, technical assistance and training support, allowing childcare providers (such as those listed below) to be better supported and networked to relevant agencies and other providers in the locality. The establishment of this 'one stop shop' serves to complement the built facilities currently being provided in the area.

BRL has also appointed consultants to work with groups who are facing the transition from existing premises in flat blocks and basements to address issues such as quality of care, organisational structure and business and sustainability planning in moving forward. This work is a necessary adjunct to the provision of quality buildings and deals with the needs of groups and of the children they serve.

Afterschools Services Overview								
Service	No. of Children	Age Range	Referrals	Funding	ADM Funded Staff	Staff on CE or JI Funded Schemes	Staff Funding	Waiting List

Ashling Project	90	8-12	All	Dept Ed Drugs Task Force CDYS	No	1 JI	Drugs Task Force	Yes
Geraldstown House	16	2-12	All	HSE	No	No	HSE	30
BECC	35	4-12	6	HSE ROUND Parental Income	Yes	Yes	No	None
St Margaret's	43	7-12	All	Rice Trust V. De Paul BRYR	No	No	No	20
BITE	640 (dispersed amongst 9 schools in the Ballymun area)	9-12	Schools	Dept. Of Education	No	No	No	20
Totals	824	-	-	-	-	1	-	70+

Childcare Places in Ballymun

Service	Max Places	BABIES	Toddlers	pre-school	Funded Places	ADM Staff	Staff on CE or JI	Waiting List	EOCP New Place	Referral from HSE
Aladdin's Cave	18	No	13	5	Yes	No	No	0	0	Yes, (1)
axis	34	6	12	16	Yes	Yes	3	34	Yes	Some
BECC	90	16	25	49	Yes	Yes	20	18	***	6
B. Hopkins	18	No	0	18	No	No	0	0	0	Some
Born Free	15	No	12	3	Yes	Yes	1	25	0	No
CAFTA	20	No	7	13	Yes	3	11	10	0	3
Early Start	30	No	0	30	No	No	0	0	0	No
Geraldstown House	10	3	4	3	Yes	No	0	10	0	All
Glor Na Gael	40	No	0	40	No	No	2	0	0	No
TSceachar Laoch	33	No	0	33	No	All (5)	-	7	-	-
Our Lady's Nursery	58	No	0	58	No	No	0	***	0	All
Rainbow Brite	16	No	0	16	No	No	0	0	No	No
Sesame Street	20	No	0	20	No	No	0	0	0	1
St Margaret's	24	No	0	24	Yes	-	-	-	-	-
Tiny Tots	16	No	0	16	2	No	0	6	-	-
Tir Na nOg	115	No	24	91	Yes	No	20	50	0	All
Women's Resource Centre	29	1	13	15	Yes	3	2/2	0	No	Yes
Totals	586	26	110	450	-	-	-	-	-	-

1.8 THE VISUAL PHYSICAL ENVIRONMENT

Eight years after the adoption of the Ballymun Masterplan (1998), the physical environment of Ballymun has changed enormously, and the physical regeneration project, now in its mid-stages, has gathered substantial momentum. The Main Street is now unrecognisable from how it looked in 1998, the Civic Centre is complete and operational with the Health Service Executive Primary Health Care Unit and Divisional Offices all accommodated and functioning. The Leisure Centre on the main street is also complete and run by Dublin City Council.

Four of the 15-storey tower blocks are demolished in addition to 1 no. 8-storey block and 4 no. 4-storey blocks. With the demolition programme set to continue over the coming years, the evolution of a new town is clear even to the most casual observer. Allied to the improvement of the physical environment, significant and ongoing positive media reports about Ballymun have and will continue to change public perceptions about the area.

Phase 1 housing sites are complete and occupied; Phase 2 housing sites are reaching maturity; most of the Phase 3 housing sites have secured planning permission while Phase 4 sites are due to be lodged for planning during the coming year.

Furthermore, a large number of private residential units are either complete or on site in Ballymun, e.g. College View apartments, Shangan Hall, the student accommodation, Santry Cross and the Plaza.

This is an exciting and positive development for Ballymun, an area that for over 30 years had no private houses built. The following chapter provides greater detail regarding the changing physical environment in Ballymun.

CHAPTER 2: PHYSICAL DEVELOPMENT

This chapter presents information on the most fundamental objective of the Ballymun Regeneration project, the physical redevelopment of Ballymun. The layout of the report attempts to provide an insight into the progress that has been made in achieving specific objectives set out at the beginning of the regeneration programme in various strategic documents. These documents include the Masterplan (1998), the Integrated Area Plan (1998), the Main Street Development Strategy (1999), the Neighbourhood Area Action Plans (2000) and the Childcare Task Force Action Plan (2001). First of all, these objectives are stated, then a baseline comment establishes what the situation was before the commencement of the regeneration programme. Finally, the progress made in relation to achieving the objective is outlined. To date it is estimated that approximately 40% of the physical redevelopment of Ballymun has been completed since commencing the project eight years ago in 1998. Fig 2.1 shows the location of the various schemes outlined in the chapter below.

This section will examine progress under the following key headings:

1. Main Street
2. Housing
3. Neighbourhood Facilities
4. Childcare Facilities
5. Infrastructure
6. Recreation and Open Space
7. Health and Safety

1 MAIN STREET

Objectives:

- To create a 'town centre' which is the focal point for the Ballymun community with appropriate urban design quality, commercial activity, residential development and accommodation for agencies.
- To create a town centre focus by promoting a Main Street with mixed uses and higher buildings than its residential hinterland.

Baseline:

In 1997, Ballymun Town Centre served a local convenience function only and lacked significant retail sectors such as clothing, drapery and leisure uses. The setting and visual appearance of the buildings were bleak and alienating. Ballymun Road, which was effectively a dual carriageway, divided the community in two and militated against the development of a successful town centre. Allied to this was an inadequate public transport facility, which further alienated the area to surrounding urban centres. The overall result was the absence of a focal point for the local community.

Achievement of Objectives:

The Main Street Strategy document was developed and presented to private and public investors at an exhibition in 1999. It was considered an ambitious plan with

an aspiration for a 1km long mixed use Main Street, starting from the new 'Gateway' towers to the south and ending at Santry Cross to the north. The extinguishment of the old Ballymun roundabout and the pedestrian underpasses were important milestones in helping to facilitate the redevelopment of the Main Street which is now partly complete and virtually unrecognisable from the Main Street that existed in 1997. The Main Street now provides a mix of functions from retail, commercial and public services, to health, childcare and leisure uses catering for both locals and people from the wider Dublin City. This variety of uses is a key characteristic of a successful town centre, and has helped to create a vibrant, busy Main Street for now and in the future. The most recent developments to open along Main Street include two new hotels, one located at the Northern Gateway and a second located to the north of the Town Plaza. Offices adjoining the Plaza Hotel are due to open in 2007, and the proposed new Garda Station and Social Welfare Office is due to go on site in October 2006. The table below outlines both completed and planned developments for the Main Street and indicates their status as of mid 2006.

MAIN STREET DEVELOPMENTS	
Development	Function / Status
axis (Plot 29)	Ballymun Arts & Community Centre opened June 2001
Civic Centre (Plot 30)	Accommodates Dublin City Council Offices, BRL offices, Motor Tax offices and the Health Service Executive. The Building opened in August 2003. The HSE did not occupy the building until April 2006.
St. Pappins Nursing Home	A 45-bed nursing home at St. Pappins church, at the north of the Main Street is complete and has been operational since February 2003.
Sports and Leisure Centre (Plot 24)	Major amenity facility, including Swimming Pool and Gym at southern end of Ballymun Main Street. Complete and operational since June 2005.
Shopping Centre (Plots 16-22)	Planning permission secured for Phase 1.
Hotel Site (Plots 13, 14 & 15)	New Plaza Hotel due to open to the public, September 2006.
Southern Gateway Housing (Plot 32)	Housing and Gateway tower complete and occupied on west side of Ballymun Road
Student Housing Southern Gateway (plot 33)	Completed & Occupied June 2006
Northern Gateway (Santry Cross Developments) (Plot 1 & 2)	Residential units complete and occupied. Days Hotel operational, May 2006.
Garda Station/ Social Welfare Office/ Probation Services (Plot 31)	Located at the southern end of the Main Street on the East side of Ballymun Road. The development will include a new Garda Station and Social Welfare Office. It is expected on site October 2006.
Horizon Centre	Completed and operational since May 2006 providing support services by Youth Action Project and Urrus.
Competition Sites A & B, Ballymun Road (Plots, 6, 7, 10 + 11)	To be offered to the market.
Pappins Square + Possible Court House (Plots 4 + 5)	Awaiting final decision by Courts Service.
Boiler House (Plot 13)	For future phasing.
New Town Centre Plaza	Part 8 process to be initiated before end 2006.

QBC	Implemented on Main Street.
Luas / Metro	Ballymun is currently located along the Central Route – one of three routes proposed by the RPA for the new Metro system. Government decision on route selection is due October 2006.

As can be seen in the table above there has been much development along the Main Street in Ballymun indicating the extent and magnitude of the regeneration plan. Much has been done to complete objectives set out in the Main Street Development Strategy 1999. A strategy for substantial developments in transport and infrastructure is continually monitored to insure the desired development of the Main Street area is achieved.

2 HOUSING

2.1 DEMOLITION AND RELOCATION

Objectives:

- To demolish the tower blocks and spine blocks and replace them with two to four storey houses.
- To promote demolition of four storey walk-ups and replace them with conventional housing.
- To ensure that existing residents displaced by these demolitions are re-housed in the Ballymun area.

Baseline:

In 1997 there were 7 fifteen-storey tower blocks (630 flats), 19 eight-storey slab blocks (1,900 flat) and 10 four storey 'walk-up' blocks (290 flats) in Ballymun. All together this accounted for 11,000 residents requiring re-housing as a result of the proposed demolition process.

Achievement of Objectives:

Demolition:

In August 1998 the Department of the Environment sanctioned the demolition of the 4-storey walk-ups.

To date 9 blocks have been demolished, including 4 no. 15-storey towers, 1 no. 8-storey block, and 4 no. 4-storey blocks (see table below). In addition some of the 2-storey houses at Coultry Gardens were demolished in July 2006. These demolitions have made way for important Main Street developments and for new residential developments.

BLOCKS DEMOLISHED			
ADDRESS	HEIGHT	NO. OF UNITS	YEAR DEMOLISHED
57-88 Shangan Ave	4-storey	32	2005
89-120 Shangan Ave	4-storey	32	2005
1-24 Sandyhill Ave	4-storey	24	2004
25-48 Sandyhill Ave	4-storey	24	2004

283-378 Coultry Rd	8-storey	96	2004
McDermot Tower	15-storey	90	2005
McDonagh Tower	15-storey	90	2005
Pearse Tower	15-storey	90	2004
Ceannt Tower	15-storey	90	2005

The programme of work remaining with regard to demolitions is outlined in the table below.

Demolitions Remaining			
Name / Address	Physical Characteristics	No. of Flats	Estimated Demolition Date
1-93 Coultry Road	8 Storey spine block	96	2010
94-186 Coultry Road	8 Storey spine block	96	2009
187-282 Coultry Road	8 Storey spine block		2007
1-93 Shangan Road	8 Storey spine block	96	2007
94-186 Shangan Road	8 Storey spine block	96	2010
187-310 Shangan Road	8 Storey spine block	96	2009
1-32 Shangan Avenue	4 Storey walk up	32	2007
33-56 Shangan Avenue	4 Storey walk up	32	2007
417-512 Balcurriss Road	8 Storey spine block	96	2007
289-416 Balcurriss Road	8 Storey spine block	128	2009
193-288 Balcurriss Road	8 Storey spine block	96	2009
97-192 Balcurriss Road	8 Storey spine block	96	2008
1-96 Balcurriss Road	8 Storey spine block	96	2007
1-96 Balbutcher Road	8 Storey spine block	96	2010
97-192 Balbutcher Road	8 Storey spine block	96	2009
1-93 Sillogue Rd	8 Storey spine block	96	2007
94-186 Sillogue Road	8 Storey spine block	96	2008
187-279 Sillogue Road	8 Storey spine block	96	2008
280-372 Sillogue Road	8 Storey spine block	96	2009
373-468 Sillogue Road	8 Storey spine block	96	2007
97-128 Sillogue Ave	4 Storey walk up	32	2007
73-96 Sillogue Ave	4 Storey walk up	24	2007
49-72 Sillogue Ave	4 Storey walk up	24	2007
1-48 Sillogue Ave	4 Storey walk up	48	2008
Plunkett Tower	15 Storey Tower block	90	2010
Connolly Tower	15 Storey Tower block	90	2007
Clarke Tower	15 Storey Tower block	90	2007

Relocation:

The objective to ensure that existing residents displaced by the demolitions are re-housed in the Ballymun area has been advanced. As part of the process of allocating new housing schemes, tenants who are to be displaced as a result of the regeneration process are surveyed as to what their housing requirements and locational preferences are in relation to their new dwellings.

To date, four key phases of new house building have been identified, with phase one and two largely complete, phase three in the construction stage, and phase four due to be lodged for planning permission by end 2006. Each of the four phases are represented in the tables below.

Phase One Housing			
Site Name & Location	Architect / Contractor	No. of Units	Status as of August 2006
Poppintree 1 Belclare Drive	Fionnula Rogerson /McCabe Builders	10	9 units complete & occupied. October 2001. Tenth unit in planning.
Shangan 1a Shangan Crescent & Coultry Way	BRL Architects / McInerney Builders	60	Completed & Occupied January 2003
Shangan 2abc Shangan Avenue	Derek Tyran / McCrossan O'Rourke / McGarry NiEanaigh / Gem Construction	67	Complete & Occupied November 2004
Coultry 1b Woodhazel	MacCormac Jamieson Prichard / Pierse Construction	92	Complete & Occupied December 2003
Coultry 2ab Santry Avenue Sallowood View	Gilroy McMahon & Peter Twamley / McInerney Construction	56	Complete & Occupied August 2003
Shangan 1c Shangan Road/Longdale Terrace	Levitt Bernstein / Gem Construction	95	Complete & Occupied March 2003
Sillogue 2abc Sandyhill Avenue	Gerry Cahill / MV Cullinan Architects / Pierse Construction	105	Complete & Occupied October 2003
Sillogue 1a / Southern Gateway	APR Lorimar & Anthony Reddy Architects / Andorey Developments	40	Complete and occupied October 2004
Balcurris 1 Balcurris Park	O'Mahony Pike Architects / GAMA	57	Complete & Occupied May 2006
Poppintree 2 Burren Court	Cathal Crimmins / McCabe Construction	71	Completed & occupied September 2005

Phase Two Housing			
Site Name & Location	Architect / Contractor	No. of Units	Status as of August 2006
Sillogue 3a Sillogue Avenue	Howley Harrington / Levins Construction	30	Near completion.
Sillogue 3b Sillogue Avenue	Gardiner Architects / Glenman Corp	58	Complete & Occupied August 2006.
Balcurris 2 Balbutcher Lane	Burke-Kennedy Doyle Architects / GAMA	74	Complete & Occupied August 2005
Balcurris 3 Balcurris Park	O'Mahony Pike Architects GAMA	33	Complete and Occupied November 2005

Coultry 3ab Santry Avenue	BRL Architects / GAMA	87	Complete and Occupied August 2004
Coultry 7 Coultry Ave.	BRL Architects / Habitat for Humanity	1	Complete and Occupied August 2006 A further 4 units were constructed as part of this development for co-op housing.
Poppintree 4 Balbutcher Lane	Cullen Payne Architects / PJ Carey	25	Complete and Occupied September 2005
Poppintree 5a Balbutcher Lane	Downey McConville Architects / Bracegrade	54	Complete and Occupied September 2006
Popintree 5b Balbutcher Lane	National Building Agency (NBA) Architects / Glenman Corp	90	54 units complete, 36 still under construction.
Poppintree 3 Dolmen Court	Fionnula Rogerson Architects	74	Waiting to go on site.
Balcurris 4a Balbutcher Lane	Gilroy McMahon Architects	120	Project being reassessed.
Balcurris 4b	Gilroy McMahon Architects	36	Project being reassessed.

Phase Three Housing

Site Name & Location	Architect/Contractor	No. of Units	Status as of July 2006
Balcurris 5	Newenham Mulligan Architects	55	Waiting on demolition of Balcurris 8-A flat block.
Poppintree 12	Flanagan Fitzgerald Finlay-Mulligan Architects	20	Enabling works on site.
Sillogue 4	ARP Lorimar Architects	124	Started on site June 05, Expected completion April 07.
Sillogue 6	BRL Architects	58	Waiting to go on site.
Coultry 4/5	OMP Architects / Laing O'Rourke	119	On Site. Expected completion Feb 08.
Sillogue 5 Sillogue Ave / Pinewood Drive	BKD Architects / SISK Construction	135	Started on site April 2006 Expected completion date December 2007.
Shangan 4	Cullen Payne Architects	69	Started on site November 2005 Expected completion July 2007.
Poppintree 7	Quilliagan Architects / Habitat for Humanity Housing Co-op	7	Waiting to go on site.

Phase Four Housing

There are 8 sites in the Phase 4 housing scheme currently providing for 598 units. The layouts are currently nearing the completion of the design stage and are due to be lodged for planning in the latter half of 2006.

2.2 TENURE MIXING – HOUSING PROVISION

Objectives:

- To promote a greater social mix in Ballymun.
- To promote a mix of tenure in the housing carried out by BRL.

Baseline:

All residential units located in the Ballymun flats are social rentals from Dublin City Council. Of the c.2000 houses in the area, approx. 1000 of these were owner-occupied in 1997, having been purchased through the Tenant Purchase Scheme. This gave an overall situation whereby 80% of the residential units in Ballymun were social rented, as opposed to 20% privately owned, which was the complete reverse to the state as a whole. There was no private rental market.

Achievement of Objectives:

The promotion of a balanced tenure mix is seen as vital in creating a sustainable community. To try and achieve this sites have been made available to promote voluntary, affordable and co-operative housing in addition to providing land/ units for private sale (both owner-occupier and investor).

The voluntary housing provision is primarily geared towards dealing with special needs, whereas the provision of co-operative and affordable housing is geared towards helping people in the area get started on the property ladder. The provision of private units has to date been centred on the main street and is seen as an important factor in creating both owner-occupier housing in addition to providing a private rental market.

The tables in the preceding section provided information on the provision of social housing replacement units. The following tables show progress made to date in relation to the provision of voluntary, co-operative, affordable and private housing.

Voluntary Housing		
Name	No. of Units	Comments / Current Status
HAIL/LINX Coultry	39 & day care centre	Housing Completed October 2004, LINX day centre completed
Cluid Housing Association Silloogue	39	Pre contract discussions underway with contractor.
St Michael's House Coultry	6	At tender stage.
St Michael's House Balcurris	6	Included in Balcurris 4A. Waiting to go on site.
Boys Hostel	1	Hostel to be included in Balcurris 5 site, to provide accommodation for 6 no. children.
Girls Hostel	1	Hostel to be included in Balcurris 4 site, to provide accommodation for 6 no. children.
Emerald Project	24	24 units allocated to Cluid housing association. This scheme also includes 13 no. co-op units. This scheme has planning permission and is due to go on site in the near future.
Sonas House Association	4	Complete

Sophia Housing Association	5	Complete
Total	86	

Co-operative Housing		
Name	No. of Units	Comments / Current Status
Tigh Meitheal Co-op Poppintree	26	Units complete June 2006
New Horizon Co-op	28	Complete November 2003
Emerald Project	13	Eco-housing co-operative. This scheme also includes 24 no. voluntary units. The scheme has planning permission and is due to go on site in the near future.
Habitat for Humanity Coultrey 7	4	On site 2005, near completion.
Habitat for Humanity Poppintree 7	13	In discussion regarding site management
Parkside Housing Co-op	34	At planning stage.
Glor na Gael	41	Planning permission to be submitted by end 2006.
Artist Co-op	10	Under construction
Total	169	

Affordable Housing		
Name	No. of Units	Comments / Current Status
Poppintree Neighbourhood Centre	37	All units sold
Coultrey Neighbourhood Centre	20	All units sold
Shangan Neighbourhood Centre	30	Under construction
Total	87	

Private Housing		
Name	No. of Units	Comments / Current Status
Civic Centre (Plot 30)	52	All sold and occupied
Gateway Housing (Plot 32)	89	All sold and occupied
College View (Plot 24)	144	119 sold and occupied 25 under construction
Santry Cross	289	All sold and occupied
Student Housing (Plot 33)	180	All sold
Poppintree 15	268	Under construction
Hotel Site, (Plot 12, 14 & 15)	155	Under construction

Shopping Centre redevelopment	572	Has planning permission
Lands to north-west of Masterplan (not under BRL/DCC ownership)	1040 (DCC) 500 (Fingal CoCo)	Under construction/ partly occupied.
Total	3289	

In addition to those units listed above, there have been a number of private and affordable schemes constructed (and/or gained planning permission) on lands within Santry Demesne, which was included in the overall IAP. BRL are in the process of preparing a report on tenure diversity for the area, which will examine best practice and provide information on the overall tenure mix in the area. Ultimately it is hoped to provide a better balance between the social and private markets in order to achieve economic and social sustainability.

2.3 REFURBISHMENT OF EXISTING HOUSING

Objective:

- To promote the refurbishment of all remaining two storey housing units.

Baseline:

In 1997 there were 1,987 family houses and senior citizens' dwellings in Ballymun, many of which were in poor condition. Approximately 50% of these dwellings were owner occupied having being purchased under the various tenant purchase schemes.

Achievement of Objective:

In response to the Ballymun Integrated Area Plan the Department of Environment and Local Government granted residential tax incentives for the refurbishment of all existing houses in the Ballymun Regeneration Area. The time period to avail of the tax incentives, which were available to existing owner-occupiers for refurbishment purposes under the Urban Renewal Scheme, expired in 2003. Take up of the incentives was extremely limited with a total of four households availing of the scheme. Reasoning for this is presumed to be due to many existing owner-occupiers in Ballymun being elderly occupiers and unwilling to carry out external refurbishment's while other residents may have had insufficient income to avail of a tax incentive.

Prior to 1997, Dublin City Council (then Dublin Corporation) commissioned a report (Moylan report) into the condition of drainage and surface water run off in the five existing 'garden estates':

- Balcurris Gardens
- Coultry Gardens
- Shangan Gardens
- Silloge Gardens
- Sandyhill Gardens

As a result of the Moylan report a number of drainage and environmental improvements have and are being carried out in the above estates. The upgrading of the drainage systems provides an opportunity to upgrade the physical environment of these estates.

Poppintree Courts are also subject to an environmental improvement concept, and BRL are currently meeting with Poppintree Forum in relation to the possible development/ upgrading of the Poppintree courtyards.

2.4 URBAN DESIGN AND HOUSING LAYOUT

Objectives:

- To create attractive, functional and defensible housing areas for the public and private housing sector.
- Disperse new apartments/flats among family houses.
- Create safe and defensible settings for new homes including a car-parking area.
- Provide family accommodation with private gardens.
- Provide new homes with front doors on to the street (i.e. minimising shared access).
- To make further lands available for housing development.
- To promote high design quality throughout Ballymun, with competitions for major prominent sites.

Baseline:

The layout and design of the housing stock in Ballymun was visually unappealing and was surrounded by unsupervised and unattractive, poorly utilised public open spaces. The tower and spine blocks were segregated from the remaining two-storey housing within the estate. The result of this segregation was the creation of a living environment that was not socially sustainable. Families living in the tower and spine blocks did not have access to private outdoor space restricting freedom and effecting privacy.

Many of the existing houses are in a 'Radburn' style layout. This means that access for pedestrians and vehicles was separated. Houses were turned around so they would face towards gardens and parks with service rooms to the rear facing access roads. However, this style of layout prevents the provision of private outdoor space, creates confusion about the address/front of the house and produces areas of unsupervised public space.

Although the Ballymun estate is often mistakenly characterised as being a high-density estate, residential densities were low with large tracts of wasteful, alienating open space. This offered potential for further site coverage near existing housing.

Achievement of Objectives:

The Masterplan emphasised the need for quality of design in the provision of living spaces to create attractive, functional and defensible housing areas and to enhance feeling of worth and pride of place for occupants. The use of a wide

range of architectural practices has ensured high quality and diversity of design in the new housing schemes and provides individual characteristics to different streetscapes offering a sense of place. The mix of dwelling type, size and design offered in the new housing schemes ensures that the needs of different household types are being addressed. The average household size continues to decrease, which combined with an ageing population has resulted in decreased demand for four bedroom dwellings and this mirrors what is happening in the private housing market. Three bedroom family houses account for the majority of the new housing stock but one and two bedroom apartments, and to a lesser extent houses, have also been constructed to cater for the needs of smaller households. All newly constructed and occupied housing has been provided on previous wasteland infill sites dispersed throughout the 5 neighbourhoods. These have now been used up and so schemes such as those currently on site at phase 3 and those proposed in Phases 4 & 5 depend on the demolition of flat blocks to provide vacant sites.

All of the new housing schemes have parking, which is either on curtilage or banked (slot parallel to road). Providing parking which is defensible and which allows for overlooking is important to residents, and it also affects the marketability of housing. For this reason a focus on security is prominent in each car-parking design layout.

All of the family accommodation that has been provided has private garden space. Some smaller units have balconies but many also have gardens. The extent of communal areas has been minimised through the provision of separate entrances at street level for most units.

The design of the housing on the Gateway site to the south of Main Street was the subject of an architectural competition. The winning design provided for two gateway buildings and additional two-storey housing at the entrance to the new Main Street.

3. NEIGHBOURHOOD FACILITIES

Objectives:

- To ensure each neighbourhood is a pleasant place to live, shop, work, learn, worship and play.
- To further define the existing local neighbourhoods, enhancing their identity and providing open spaces, shops and community facilities.
- To make provision for suitable sustainable community facilities throughout the area.
- To locate shops and workspaces in viable locations within 5 minutes walk.
- To locate elderly persons' homes close to shops and bus stops.
- To improve community facilities for all ages from childcare facilities, to youth clubs and retired persons lunch clubs.

Baseline:

In 1997 community facilities in Ballymun were limited, facilities that were available were not accessible to all sectors of the community and many were in poor condition and needed upgrading or complete redevelopment. The need for local

retail and community facilities in Ballymun was emphasised by local people's dependence on van shops for convenience shopping. In 1997, the shopping centre did not open after 6pm except on Thursdays and did not open on Sundays. Most community groups, providing services such as childcare, counselling addiction, youth groups, resource centres and clubhouses were located in basements or flats, which would be demolished during the regeneration programme.

Achievement of Objectives:

Neighbourhood Action Plans were drawn up for the five individual neighbourhoods to provide a framework for the development of neighbourhood and community facilities. The plans helped to identify existing community groups and to identify their requirements as well as identifying gaps and needs for social, sport, commercial, play and childcare facilities. Public consultation was an integral part of the preparation of the plans and the design of the resultant facilities. The vision, which is now being implemented, encompasses a necklace of facilities and uses throughout the neighbourhoods.

The neighbourhood centres were designed at a higher density than the surrounding residential layouts, to accommodate a diversity of services and facilities, which will create a new vibrancy in each area. Varying styles of architecture and urban design offer individuality to different neighbourhoods thus enhancing their identity. The location of facilities such as neighbourhood centres has been carefully considered to offer easy accessibility to shops and services. Furthermore, by examining the existing provision and future need of community facilities helps to ensure that all spaces are optimally utilised and facilities are sustainable.

Progress on the implementation of neighbourhood and community facilities is outlined below:

Neighbourhood Centres

□ Poppintree Neighbourhood Centre

The Poppintree Neighbourhood Centre is a mixed-use development that comprises 28 apartments, 9 terrace houses, 6 retail units and 4 workshops. All residential units are now sold and approximately two-thirds occupied. In addition the workshops and 2 retail units are occupied, with negotiations underway for the remaining retail units.

□ Coultry Neighbourhood Centre

The Coultry Neighbourhood Centre comprises three blocks:

Block 1 is a three-storey building with 4 retail units on the ground floor, 18 no. two-bed and 2 no. one-bed units on first and second floor.

Block 2 contains a forum office with community meeting rooms on the ground level with 4 duplex apartments above.

Block 3 contains a crèche.

The residential and retail elements of the centre were completed in December 2005, with all the residential units now sold and approximately half occupied. The retail units are in the process of opening with two under negotiation. The Forum

Office is open to the public during the week and the crèche is due to be occupied by a local childcare provider by end 2006.

□ Shangan Neighbourhood Centre

The Shangan Neighbourhood Centre comprises 19 no. two-bed apartments, 12 no. one-bed apartments, 4 retail units and a community office. While the original layout included a public house, this element is being reconsidered due to local opposition, and the space in question is now proposed to temporarily accommodate a new education programme, run by DCU. Site work commenced in December 2004 and the centre is due for completion in late 2006. Adjacent to the centre a crèche has been provided which will accommodate an existing local childcare provider currently located in the flats.

□ Sillogue Neighbourhood Centre

Sillogue Neighbourhood Centre incorporates a sheltered housing scheme for older adults (Cluid Housing Association) together with retail facilities and community meeting rooms/offices. Planning permission was secured in January 2003, and contractors are due to start on site in September 2006. The retail units will be owned by DCC/BRL. The community/day centre is designed to be large enough to cater for the adjoining DCC senior citizen residents. BRL are part funding this development in regard to the day centre and non-residential elements.

□ Balcurris Neighbourhood/ Enterprise Centre

The Balcurris Enterprise Centre is located along Balcurris Road at the link into St. Margaret's Industrial Estate. While still at an early stage this development will provisionally include enterprise units, retail, restaurants and offices.

Community and Youth Facilities

In addition to the community facilities offered in the Neighbourhood Centres, further progress has been made, as follows:

□ Poppintree Community Centre

The expansion and upgrading of the Poppintree Community and Sports complex was proposed in the Ballymun Masterplan. Plans prepared are the result of extensive consultation with diverse community-based client groups, and with the local neighbourhood community. The proposed expansion and upgrading includes the provision of a new boxing gymnasium, a crèche, club rooms for local groups and the extension of existing Dublin City Council community offices. A new all-weather pitch is also proposed, together with pavilion and changing rooms. There is also a series of playgrounds for various age groups. The design provides the Poppintree Sports and Community Centre with the scale, landscape setting and quality appropriate to its role as the principal civic building in the Poppintree area. Its public service operations will serve to decentralise activity from the civic buildings on Main Street and so offer a more localised facility for the community at Poppintree. The project is due to go on site September 2006.

□ Youth Facilities Building

The Youth Facilities Building was designed to accommodate Ballymun Regional Youth Resource (BRYR) who provide facilities and after school activities for the 12–21 year age group, the cohort most vulnerable to drug usage. The group was previously located in the old Ballymun Recreation Centre, which was extended and refurbished to provide the Youth Facilities Building, located to the west of the existing Ballymun Shopping Centre. The development was carried out in two phases, Phase 1 comprising of the redevelopment of the existing building, and Phase 2 the extension, which includes an Arts room, internet facilities, public café, conference rooms and youth workers offices. Both phases are complete and the facility has been operational since September 2005.

□ Ballymun East Community Facilities

Work has begun on the updating of the Shangan & Coultry Neighbourhood Plans to identify what facilities will be developed in the vicinity of the Virgin Mary Church, Schools and the Ballymun East Community Centre. As part of this it is proposed to undertake an urban design study of the area. This study will be carried out within the next year.

Main Street Facilities

There are a number of facilities which have been provided for within the Town Centre that provide for the needs of the wider Ballymun community. The Town Centre Leisure Building comprising swimming and leisure centre, the axis Arts and Community Resource Centre, and indeed the commercial leisure facilities associated with the proposed new town centre development, all contribute significantly to the facilities available to the local population. Their location will also attract 'customers' from outside Ballymun aiding their economic sustainability.

The new Horizons Centre operational since May 2006 provides offices, training rooms, conference rooms, library and resource activity rooms. The building accommodates the continued delivery of services delivered by the Youth Action Project and Urrus.

4. CHILDCARE FACILITIES DEVELOPMENT

Objectives:

- Provide for general childcare facilities and improve existing facilities throughout the area.
- Localise childcare facilities making each facility accessible in each of the five neighbourhoods
- Promote the development of social regeneration in Ballymun through social care and childcare.

Baseline:

As with many areas of community infrastructure in Ballymun, the childcare facilities on offer in Ballymun were at best sub-standard. Facilities did not cater for the large numbers of children in the area (44% of population fourteen or under). In 1998 the 'Review of Childcare Services in the Ballymun Area' identified 27 childcare

services, providing 613 places. The report also highlighted the many facilities located in unsuitable accommodation (many in flats).

Achievement of Objectives:

BRL have provided sites, funding and architectural services to ensure that after-school and pre-school childcare facilities are available at a high standard for each neighbourhood. The Regeneration project recognises the importance of such facilities for social and economic sustainability in Ballymun. Existing facilities have been and continue to be physically improved, along with the childcare qualifications of the staff. The location of facilities has been greatly emphasised in order to accommodate all neighbourhoods and also to have the capability of dealing with such a large number of children. The table below highlights the progress made with regard to developing new childcare facilities.

New Childcare Facilities & Services			
Name of Childcare Facility	Architect	Current Status as of June 2006	No. of Places
Aisling After-school and crèche facility.	BRL Architects	Temporary relocation completed to facilitate demolition. New building to go for planning.	34
Shangan nursery	Levitt Bernstein Associates	Construction commenced Jan '06.	34
Coultry Neighbourhood Centre, Glor na Gael	Shay Cleary Architects	Completion 2005. Hope to move in before year ending '06.	27
Plot 1 & 2 Main Street Santry Cross Crèche	Pierse / Shay Cleary Architects	Private provider being sought.	20
Ballymun East	To be decided.	Local voluntary and community groups being consulted to establish and agree brief for the future.	100
Shopping Centre	Henry J. Lyons Architects	Proposals include crèche	75
North Poppintree Sports & Community Complex	David Whitehead Architects	On site September '06	34
Silloque 8 Crèche/ Our Lady's Nursery	Harrington Architects	Brief prepared and design underway.	80
Shangan 9	Proctor and Matthews	100 place crèche at feasibility stage.	100
Poppintree 15 Crèche	O'Mahony Pike	On Site September '06.	75
Axis Centre	BRL	Centre opened Provides both pre-school and after-school	34
Private lands to NorthWest Poppintree.	McCrossan O'Rourke Manning	2 no. crèche facilities under construction in private development - Bovale Lands.	181
	Frank Crowley & Partners.	1 no. crèche facility under construction in private development – Fitzgerald lands.	31
Tir na nOg		Operational	115

5. INFRASTRUCTURE

5.1 ROADS

Objective:

- To provide a clearer, safer road network by removing inappropriate roundabouts and reducing the number and width of lanes without loss of capacity, and with new link roads.

Baseline:

The road network in Ballymun consisted of a series of long, meandering cul-de-sacs, without connections to surrounding districts or even in many cases to other parts of Ballymun, thus mitigating against social integration of the estate with adjoining residential areas.

Ballymun Road in 1998 was effectively a dual carriageway that was heavily trafficked and divided the estate in two. The road was unsafe for pedestrians and did not encourage motorists to slow down or to consider stopping to shop.

Achievement of Objectives:

The Ballymun roundabout was replaced with a series of new junctions. Ballymun Road, now Ballymun Main Street was narrowed and new junctions were created linking into the five neighbourhoods.

The new road network has allowed for significant traffic calming within residential areas, using mechanisms such as junction tables, coloured paving and chicanes. All new roads have been narrowed and provide for parking in order to combat speeding.

The alteration of road infrastructure has had many benefits; the main street's visual outlook has much improved; and traffic has slowed thus improving safety and reducing noise levels. Neighbourhoods are now much more easily accessed from the main street and neighbourhood traffic has slowed greatly, enhancing the safety for residents in each area.

5.2 PUBLIC TRANSPORT, PEDESTRIAN AND CYCLE LINKAGES

Objectives:

- To promote the development of a locally sustainable and dependable bus service both to aid accessibility within the area and links to outside areas, including the city centre and the Airport.
- To provide for the development of LUAS in co-operation with Dublin Bus, DTO and other agencies and to promote the extension of the service through the residential area of Ballymun to optimise accessibility.
- To make provision for quality bus corridor lanes on Ballymun Road/Main Street.
- To provide for safe, functional and aesthetically pleasing pedestrian routes and cycleways throughout the local areas and to link these with areas of employment, parks, community facilities and the town centre.

Baseline:

Routes 13/13A, 17A and 103 serve Ballymun. Bus services to Ballymun were generally deemed by residents to be unsatisfactory, with bus service infrequent, of poor quality, and there were no wheelchair friendly buses. This was of greater consequence than in other areas of Dublin, as car ownership was at an exceptionally low level. No quality bus corridor lanes existed on Ballymun Road, and the area was not connected by rail to any other parts of the city.

The Ballymun area was characterised by a distinct lack of permeability to surrounding suburbs with an absence of interconnected pedestrian links, vehicle links, cycle ways and safe pedestrian paths.

Achievement of Objectives:

Provision was made in the design and implementation of the Main Street to facilitate the development of LUAS as provided for originally in the 1994 DTI report and Platform for Change, 2000-2016.

Subsequently BRL have engaged with the Railway Procurement Agency (RPA) to facilitate the provision of a metro line along the Ballymun Main Street. The provision of a metro line along Ballymun is one of three possible routes currently being considered by the RPA under the Transport 21 initiative, which connects the city centre with the airport. A government decision in relation to the chosen line is expected by the end of October 2006. The provision of a metro system in Ballymun is considered vital to maximise the synergy of public and private investment in the area.

BRL continue to work with Dublin Bus and the community to improve bus services in the area. Bus stops and termini need to be relocated to coincide with the new residential and retail developments with new bays and bus stop kerbs being provided. Special bus shelters will be provided along Main Street and at neighbourhood centres. A Quality Bus Corridor (QBC) has been provided along the Main Street, which will be connected with the QBC currently being provided at Santry Avenue. There are also QBC's proposed for the realigned St. Margaret's Road.

Currently there are cycle routes along Santry Avenue and Main Street and these routes will connect into the citywide network of cycle-ways currently being introduced throughout Dublin. Traffic calming of residential roads will facilitate safe cycling, while the provision of walking routes in new public parks will provide new routes for pedestrians.

5.3 DEMOLITION

Section 2.1 above provides a breakdown of blocks currently demolished and those still waiting to come down.

5.4 ESB

It is proposed for the ESB to provide a new 110KV substation, north of St. Margaret's Road to serve the development of the M50 lands and to upgrade the existing Ballymun service.

6. RECREATION AND OPEN SPACE STRATEGY

Objectives:

- To implement a landscape strategy of linked parks, greens, playgrounds and playing pitches.
- Improve outdoor recreation facilities for all ages.

Baseline:

Public open spaces in Ballymun were characterised by tracts of poorly maintained grass which were insecure and lacked definition. There was a lack of significant landscaping. Most original playgrounds had been vandalised and were unusable. Existing pitches lacked changing facilities, were badly drained and consequently were not used optimally. In addition horses regularly traversed the pitches.

Achievement of Objectives:

In May 2004, the first of the new permanent playgrounds in Ballymun was opened at Balcurris Park. Phase 2 of Balcurris Park containing a new playing pitch, a Bowling Green and a child's playground is due to open in September/October 2006. Shangan Park was completed in December 2004 followed by Coultry Park in December 2005.

The design and consultation for Poppintree Park began in April 2004 and culminated in a public exhibition in the Ballymun Civic Offices in December 2004. Phase one which encompasses the majority of the redevelopment proposals for the park is due to be tendered August 2006. The table below charts the numerous park developments helping to create successful urban green spaces throughout each neighbourhood.

Park Developments			
Name/Area of Park	Size Ha.	Landscape Architects, Engineers and Contractors	Stage of Development
Balcurris Park Bal 1 & Bal 2	4.3	Whitelaw Tukington Architects / GAMA	Playground opened May 2004. Phase 2 to open Sept/Oct 2006 Phase 3 & 4 at tender stage.
Coultry Park	3.3	Robert Rummey / Kilwex	Phase 1 completed Dec 2005
Shangan Park	0.35	BRL Landscape Architects / SAP	Completed Dec 2004
Whiteacre Park	0.4	Cunnane Stratton Reynolds	Hand over due in tandem with Shangan 4 housing
Poppintree Park	18.5	BRL Landscape Architects, Muirs Associates, Mitchell & Associates	Phase 1 to be tendered August '06
Silloogue Park	0.2	Burke Kennedy Doyle Architects	To go on site shortly
Sports Park adjacent Poppintree 5a/b	3.2	BRL Landscape Architects	Skateboard park & pitch n putt course is a possibility and currently at concept stage
St. Pappins Park, Coultry 4 and 5	0.2	BKD Architects	To be developed in tandem with Coultry 4 & 5 schemes.

7. HEALTH AND SAFETY

With such a large regeneration project, Health and Safety is an important aspect of all development on site. The BRL Health & Safety Unit has continued to focus on the construction safety and associated public safety impacts both physical and environmental and has put in place new strategies to improve safety. BRL has developed a package of Best Practice Model documents to raise the standards of specific high risk activities, and a framework for the delivery of safety awareness for people carrying out construction work. There was a significant review of the H&S Management System during 2005/2006 with the introduction of 17 new publications and 6 revised documents to help strengthen control over contractor procedures.

The BRL Health and Safety team continues to meet with the Health & Safety Authority (HSA) inspectors each quarter. There were no significant issues reported by the HSA inspectors relating to the BRL construction sites. Overall, there was little serious incidents or injuries amongst the BRL contractors of which a small number resulted in lost time injuries. However it is noted that the past year was marred significantly by the death of an operative working on the demolition of McDermott Tower. There were no serious injuries sustained by members of the public.

Community wardens continue in their role of patrolling on foot all Ballymun neighbourhoods, to deter children from entering or playing near building site entrances and to liase with parents, community representatives, BRL, Dublin City Council and the Garda Siochana.

Dublin City Council is also preparing to appoint new neighbourhood wardens, one for each forum area in order to support the development of the new communities through the new housing areas in Ballymun. These wardens will be in place by end 2006.

CHAPTER THREE: ECONOMIC DEVELOPMENT

In September 2004 a report entitled "Masterplan Economic Development Strategy - Implementation & Moving On" was prepared for the board of BRL. This report reviewed progress in relation to economic development. It also updated the Masterplan objectives and outlined a strategy for future economic development. This report is updated in part here focusing on the achievement to date of the objectives in the Masterplan, IAP and other strategy documents.

OBJECTIVES FOR ECONOMIC DEVELOPMENT

The most important overriding objective of the Masterplan was the creation of a sustainable urban area. The Masterplan is an integrated strategy the aim of which is to create a synergy whereby objectives that are not primarily 'economic' still have a significant impact on economic viability and development. For example, the promotion of tenure diversity and quality urban design as well as the provision of quality transport infrastructure for the sustenance of economic activity is highlighted. Economic objectives are set out below under a number of key headings;

The Strategic Setting

- To integrate Ballymun into the economic opportunities, which are, provided by the continued development of Dublin Airport, the M50 and future public transport initiatives.
- To implement an integrated and strategic land use strategy within the existing Ballymun community and its natural physical hinterland.

Inward Investment & Jobs

- To provide lands for a wide range of economic development throughout Ballymun in the M50 corridor and in Ballymun Town Centre, these would include:
 - technology based industry
 - enterprise
 - industrial
 - retail
 - leisure
 - tourism
- To actively promote the employment of the local workforce in the construction phase, in future economic developments and in new enterprises located outside the area.

Image Building

- To change the image of Ballymun to potential investors by:
 - environmental improvement
 - marketing
 - media monitoring
 - community promotion
 - development support

Tax & Financial Incentives

- Attract private sector investment through tax and other financial incentives.
- Facilitate the expansion and development of local business by means of tax and other financial incentives.

Training and Business Development

- To develop links with local business organisations through networking, mentoring and other forms of partnership to increase further opportunities for employment and business development.
- To match capabilities to opportunities in order to further increase opportunities for local people.
- To increase the skill base in the local community by means of developing innovative training and educational programmes.

Local Development

- To make provision for enterprise units in the local communities to aid local start up businesses and provide space for retail and local services in neighbourhood centres.
- To promote the development of the local economy including traditional areas of enterprise and in the 'social' economy including environmental management, estate management, social care and childcare.

BASELINE

'WHY THE PRIVATE SECTOR NEVER CAME'

In 1997 Ballymun was characterised by low levels of economic activity mainly due to a limited economic infrastructure, the bleak physical environment and the low skills base. There was a lack of financial incentives and an absence of institutional back up to encourage private sector investors.

The population of Ballymun had been declining since the 1980's and residents did not have enough disposable income to attract private sector investors. For example, social economy and social support services dominated the shopping centre. The rental income from the retail units was limited and affected by seasonal fluctuations.

Local employment opportunities in Ballymun were very limited. Unemployment was running at 44%. Due to early school leaving and a lack of skills the employability of local people was a serious impediment to economic and social sustainability.

The private housing market in Ballymun was extremely limited and the low prices achievable for houses in Ballymun were not sufficient to fund purchases in other areas. Owner occupation relative to public housing was 80:20 with no voluntary or private rented market; compared to a national figure of 20:80, where the 20% included voluntary and private rented.

There was no reason for people other than those employed by social support services to come to Ballymun. Research surveys showed that 90% of the traffic using the Ballymun dual carriageway had its origin and destination elsewhere and

passed through the roundabout on their way to and from the city centre - Ballymun was a through route but never a destination.

The media's portrayal of the area as merely a problematic local authority housing estate was also reflected in Dublin Corporation's view of Ballymun as an area which was a drain on resources and which would never be a net financial contributor in terms of municipal rates. Allied to all of this Ballymun's road and drainage infrastructure was not well developed or maintained.

ACHIEVEMENT OF OBJECTIVES

To help set out clearly the areas where economic activity could be focused, BRL drew up strategies for the Main Street and the neighbourhoods.

The Main Street Strategy

- The Main Street strategy represented the fine tuning of the Masterplan for the economic, social and physical development of the Main Street area. It identified plots and parcels of land and set out the opportunities and the constraints of each site, including those relating to phasing and infrastructure development. The overall objective is for the Main Street to accommodate a variety of uses and to become a hub of economic activity.

Neighbourhood Strategy

- The Strategy for the neighbourhoods aims to provide adequate social support services and recreational facilities whilst also providing residential and retail units and community rooms within each neighbourhood. The strategy set out lands for the development of local retail facilities in conjunction with community facilities. The aim behind the provision of local retail facilities is not only to provide a local amenity but also to provide a stream of income from the rent of these units that in turn can sustain the community elements of the neighbourhood. Thus, the objective is for the neighbourhood centres to become both a centre for local retail/economic development and a means of subsidising social support services into the future.

In order to fully assess the achievement of objectives in relation to economic development, the remainder of this section is divided into three parts. First of all, interventions that have secured both private and public sector investments are outlined. Secondly, the progress made with regard to creating a successful urban place, thus generating synergies and economic activity is highlighted. Finally, the outcomes regarding jobs created and the quantum of private and public development completed are presented.

Interventions which have secured investments from the Public and Private Sectors

There have been a number of key interventions over the past years that have played vital roles in securing both public and private sector investments. Most notable amongst these was the creation of Ballymun Regeneration Limited and the drafting of the Masterplan and IAP for the area. The Masterplan provides the

private sector with an integrated framework for development, within which their investment proposals can be assessed. As a single focus agency charged with the regeneration of the area, BRL provides institutional and managerial certainty for partners in both the public and private sectors. Furthermore, the continued support of the Department of the Environment, Heritage and Local Government through the Masterplan Budget ensures a high degree of certainty about future developments.

The designation of sites for tax incentives under the IAP, including Section 23 allowances, has attracted important private sector investment to Ballymun.

There have been infrastructural improvements since the creation of BRL. There has been a rationalisation of the road network, which was necessary to aid site assembly and development. BRL are currently actively perusing the designation of the central line for the proposed new Metro link, which would significantly enhance the economic viability of the town.

The North Ballymun Local Area Plan was adopted by Fingal County Council in December 2005, the overall development strategy for which is:

“To contribute to the social, economic and environmental regeneration of Ballymun by setting the framework for a sustainable and dynamic mixed use, employment-generating area in a high quality and attractive urban environment.”

Under this Plan, Ikea have lodged a planning application with Fingal County Council for a large scale retail warehouse, which would act as a significant attraction in the area and create local jobs.

The Masterplan was drafted against the background of various planning guidelines and Government policies. BRL has sought to promote Ballymun as a strategic location in the relevant Development Plans, the Dublin City Retail Strategy and the Housing Strategy. Furthermore, the Enterprise Strategy Group's document, "Ahead of the Curve: Ireland's Place in the Global Economy", highlights the importance of university - industry partnerships and investment in Ireland's innovation capacity. The synergy between these recommendations and the existence of DCU on Ballymun's doorstep is significant.

Creating and Sustaining a Successful Urban Place

The concept of creating a successful urban place recognises the importance of economic activity and growth. Crucially, the concept identifies the synergy created by economic activity, the quality of the physical environment, social balance and environmental responsibility. A range of literature emanating from the economic, property, urban design, planning and community professions emphasises these interdependencies. Increasingly, correlation between strong economic performance and places that have certain characteristics are being established. These characteristics are:

- Vibrancy
- Diversity/Variety
- Connectivity/permeability
- Accessibility

Legibility

The following paragraphs illustrate how the Masterplan and BRL have taken on board the findings of this research in order to attempt to create a successful urban place.

Density of Development

The importance of higher residential densities has been acknowledged in the Residential Density Guidelines. It has been found that a minimum of 50 units per hectare is required to keep shops, buses and other local facilities within walking distance of everyone (Urban Task Force, UK and Dr. Ann Power, L.S.E.). While densities vary throughout the Ballymun Masterplan area, the correlation between density and support for facilities such as shops, schools, community facilities and transportation has informed the Plan.

The density of residential development being achieved as part of the regeneration project is approximately 50–60 units per hectare. These developments occur on sites adjoining existing housing in Ballymun or adjoining areas in Santry and Glasnevin. Increased density helps to establish a vibrant less alienated atmosphere in both residential and commercial areas and is important in helping to achieve a sustainable environment. Along Main Street densities of at least 100 units per hectare are being achieved.

Commitment to Quality Urban Design

Research has found that there is a link between successful urban places and the quality of design in the area. Successful places have a sense of place, variety in the built form and quality in the public realm. Furthermore, they have suitably scaled buildings to address open spaces, create streets and provide gateways and arrival points to a place of significance. In order to ensure that the Ballymun area is characterised by high quality urban design, many different architectural firms have been involved in implementing the Masterplan. For example, twenty-four different architectural firms have to date been employed in the various different phases of development.

Mixed Land Uses

Mixed land uses are necessary to create a place that is characterised by vibrancy and vitality. Mixed land uses help create streets and places that are inhabited by day and by night and thus discourage anti-social behaviour. BRL aims to create a variety of destinations in the area in order to stimulate economic activity and synergy between the developments. For example axis (cultural), the shopping centre and future IKEA franchise (commercial), the hotels (tourism) and the motor tax office (public service) are a variety of destinations that have been created or are planned to be created which together produce a mixture of land uses and create a vibrant self-sustaining environment.

Permeability & Connectivity

One of the most striking features of Ballymun during the 80's and 90's was its lack of connectivity with other surrounding urban and sub-urban centres, particularly the suburbs to the South of Ballymun. The sustainability of suburbs such as

Ballymun is questionable if facilities are not in place to allow for adequate accessibility from surrounding areas. Improved connectivity to a growing Ballymun will benefit the surrounding suburbs greatly, providing a hub of economic activity in the Dublin NorthWest area. Furthermore, with improved road and public transport linkages to the M50 lands, Santry Demesne and the M50 itself there will be improved permeability with other hub centres throughout the city and to the North of Ballymun. This permeability and connectivity through improved transport infrastructure will attract private investment into the area enhancing economic sustainability for Ballymun and the suburbs in close proximity to it.

Transportation

A well-developed transportation infrastructure is fundamentally important to fuelling and sustaining economic growth. The Masterplan and IAP highlighted the strategic importance of the Ballymun Area in relation to the M50, the M1 corridor, Dublin Port and the Airport. The Main Street was designed in consultation with the transport authorities and provision was made for a QBC in the short term and the implementation of the LUAS Line D in the medium term.

More recently BRL have been in consultation with the RPA with regard to the possible provision of a Metro line connecting Dublin City with the airport via Ballymun as set out in Transport 21. The Government's decision on the specific route is due by the end of September 2006. Lobbying and contact with the relevant bodies has been necessary to ensure that the Masterplan's transportation objectives remain to the forefront in the minds of decision-makers.

Media, Arts & Culture

Due to the negative media coverage of Ballymun, which continued into the late 1990's, it is an objective of the economic development strategy to improve Ballymun's image. It is important to promote Ballymun as an attractive location for setting up new enterprises with the economic development of the area dependent on attracting outside investment. Coverage given to Breaking Ground and axis has contributed to changing perceptions of Ballymun. The continued development of the arts and culture in Ballymun will have synergy with other forms of economic activity and should be viewed as an indirect potential generator itself.

Tenure Diversity

Ballymun originally consisted of 80% local authority rented housing. Actions have been taken to enhance tenure diversity in Ballymun. The introduction of the voluntary housing sector and co-op housing into the area has facilitated the provision of a variety of tenancy arrangements for different groups. Also, the availability of tax incentives and the assembly of sites have attracted private sector investors. The granting of Section 23 tax incentives was important as it stimulated investor sales. Generally, investor sales in urban renewal areas act as a catalyst for owner-occupier sales. A vibrant private rented sector will contribute greatly to economic activity in Ballymun. Over time it is hoped to provide a more balanced tenure mix in Ballymun to help sustain and promote economic and commercial activity in the area.

It should be noted that the threat posed by Social Welfare Allowance (SWA) lettings in the private rented sector (whether Section 23 or not) was recognised by

BRL. To date there are 1542 people registered at Ballymun social welfare office for SWA. This is a substantial amount for such an area and highlights the importance of monitoring SWA lettings in private housing. An appropriate response was forthcoming from the Department of Social Community & Family Affairs, ensuring that SWA supplements can only be paid in Ballymun with the agreement of the Housing Authority, thus helping to ensure that the gains achieved by the tenure diversity policy are not threatened. This policy needs to be enshrined in legislation as the long-term sustainability of the private rented sector is still vulnerable.

It is estimated that by the end of the physical regeneration project approximately 50% of the residential units will be socially rented from Dublin City Council. It would be hoped however, that over the next 10-20 years, that at least 50% of the Ballymun Regeneration housing will be purchased, at which point approx. 75% of the housing stock would be private. Such a figure would represent the normal ratio of public to private housing as seen throughout Dublin. If such a situation is realised it would generate a housing situation comparable with the Greater Dublin Area.

Local Labour Initiatives

To ensure local people can avail of new job opportunities provided as the regeneration process is implemented, BRL is working with FÁS, the Ballymun Job Centre and the local schools to develop and deliver suitable training programmes in order to improve the employability of local residents. Details of these local labour initiatives are recorded under Social and Community Supports in the later chapters of this report.

Outcomes

Outcomes from increased economic activity in the area are summarised under three headings: (a) quantum of development; (b) jobs created and (c) land values.

Quantum of Development

The following tables indicate the quantum of development to date in the Ballymun area as a result of the regeneration project and also the sectors being developed.

Non-Residential Completed Development August 2006.

Type	Development	Comprising	Status
Commercial/ Community/ Cultural	AXIS Arts Centre	2,670sq.m of community training/ meeting space, theatre & bar	Completed & Occupied March 2002
Commercial/ Public Services	Civic Centre	7,545sq.m office space	Completed & Occupied August 2003
		+2,100sq.m health centre/ clinic space	Completed August 2003, Occupied 2005
Retail	Civic Centre	1,075sq.m retail space	Completed & Occupied August 2003
Retail	Southern Gateway	276sq.m 5 retail units	Completed 2004 3 units occupied.
Nursing Home	St. Pappins Nursing Home	45 bed nursing home	Completed & opened February 2003
Retail	Leisure Centre/College View	1,953 sq.m. retail space	Occupied & occupied December 2004

Retail	Santry Cross Plot 1	1,588sq.m. retail space & crèche	Retail completed, one unit occupied. Remainder currently unoccupied.
Leisure	Leisure Centre	3426sq.m. of leisure centre.	Completed January 2003
Retail/Tourism	Santry Cross Plot 2	570.5 sq.m. retail Days Hotel: 88 hotel rooms + bar/restaurant, 400 sq.m. + conference facilities, 212 sq.m.	Retail currently unoccupied. Days Hotel opened May 2006
Tourism	Hotel Site Plot 12-15	125-bed hotel, + bar, restaurant and function rooms.	Hotel opened August 2006
Retail	Poppintree Neighbourhood Centre	745sq.m. retail (6 units)	Completed Dec 2005, Some retail units occupied, remaining units under negotiation.
Workshop	Poppintree Neighbourhood Centre	174sq.m. workshop. (4 units)	Completed Dec 2005, Workshops occupied.
Public Service	HAIL/LYNX Centre	Day Care Centre	Complete and occupied.
Retail	Coultry Neighbourhood Centre	545sq.m. (4 retail units & community forum facilities)	Completed December 2005 Some retail units & forum office occupied.

Non-Residential Development Under Construction August 2006.

Type	Development	Comprising	Status
Retail	Shangan Neighbourhood Centre	548sq.m. (4 retail units & community meeting room)	Expected completion March 2007.
Retail/Public Service	Silloogue Neighbourhood Centre/Cluid Housing Association	Includes community offices and supported housing and day care centre for older adults	Start on site August 2006.
Commercial	Hotel Site Plot 12-15	4,607sq.m. of commercial space	Construction work in progress
Retail	Hotel Site 12-15	2,582sq.m. of retail space	Construction work in progress

Planning Permission Secured August 2006

Type	Development	Comprising	Status
Retail	Shopping Centre	28,084sq.m. of retail space	Amendments to existing planning permission being pursued. Expected to start on site late 2007.
Commercial	Shopping Centre	2,052sq.m. of commercial space	
Leisure	Shopping Centre	14,000sq.m. of leisure space	
Public Services	Garda Station between Gateway and Civic Centre.	3,602sq.m. site, Garda Station & Social Welfare	Gone to tender. Expected on site September/ October 2006

Projected Developments pre- Planning August 2006

Type	Development	Comprising	Status
Commercial/ Enterprise/ Retail	Balcurris Enterprise Centre	7 no. enterprise units (696 sq.m.) 1 no. retail unit (300 sq.m.) 1 no. licensed premises (300 sq.m.) 3 no. takeaways/restaurants (300 sq.m.) 42 office units (4596 sq.m.)	Discussions in progress.-To go for planning January 2007.

Commercial/ Retail	Competition Site West of Ballymun Road.	12,770sq.m. site, landmark building. Mixed use development incorporating commercial, retail & residential and court services	To be offered to the market.
Commercial/ Retail	Competition Site East of Ballymun Road.	11,766sq.m. site, mixed use development incorporating commercial, retail, landmark building which will become an attraction in its own right.	To be offered to the market.
Commercial	M50 Lands	Ikea site 30,598sq.m	In planning. Local Area Action Plan adopted by Fingal Co.Co. M50 Masterplan being prepared
Public Service	Rediscovery Centre	12,000sq.m	Business plan developed.
Public Service	QBC		Work in progress on Santry Ave QBC by DCC
Public Service	Luas/Metro	Metro line for Dublin is to be brought to Cabinet by Minister Brennan before the end of Sept'06	Transport 21 – RPA public information exhibition took place 28 th March '06 in Civic Centre

Jobs Created

Economic activity in Ballymun is now changing and the provision of goods and services is extending to consumers in the broader north Dublin catchment area. This provision has also become more diverse and through mixed land use and diversity in enterprise the benefits of economic synergy are beginning to be realised. The jobs created as an outcome of regeneration are presented in the table under performance indicators but are reiterated here to emphasise the importance of job creation in the context of the economic development of Ballymun and its relevance to the local community.

Jobs as an Outcome of Regeneration			
Post 1997 Job Creation to the Present		Jobs as an Outcome of Future Investment	
Public Sector		Public Sector	
Dublin City Council – Ballymun Area Office / North West Area Office formerly Ballymun Regional Office	53	Garda Divisional Headquarters	80
Ballymun Regeneration Limited	104	Probation & Welfare Services	10
Facilities Management (Civic Centre – Cleaning, Catering, Security)	34	Court Services	TBA
Motor Tax	30	Gym in Leisure Centre	7
Health Service Executive District Headquarters	229		
Swimming Pool	15		
Sub- total	465	Sub-total	97
Private Sector		Private Sector	
Construction (9-15 sites)	502	Retail / Commercial – under construction	2057

		/ planning permission secured / projected developments = 38959m ²	
Retail – Civic Centre and Gateway (e.g. SuperValu, McCabes Pharmacy, Chris Ling Chinese Takeaway, Centra, Rom Massey Funeral Undertaker)	141	Leisure – Planning permission secured = 14,000m ²	185
Retail – neighbourhood centres	31		
Nursing Home – St Pappins	60		
Hotels (Days Hotel + Plaza Hotel)	83		
Sub-total	817	Sub-total	2242
Estimated Total Number of New Jobs Created in Ballymun Post-Regeneration: c. 3,000			

The above table does not include jobs that will be created as part of the development of the M50 lands. In line with the Local Area Plan for the North Ballymun lands, this area will be characterised by medium density development geared towards mixed-use. The predominant land uses will be for employment generation and these *inter alia* will be geared to directly and indirectly provide and sustain jobs that have relevance for the Ballymun population. The Environmental Report for these lands provides for between 96,000 sq.m. and 190,000 sq.m. of land available for mixed-use and retail floor area development, which in turn will generate between 3,000 and 11,000 jobs. It is estimated that if the current planning application for IKEA is granted and developed, that it will generate approximately 500 jobs at appropriate skills levels and with opportunities for progression.

It is also important to note that the figures shown above do not include the previously existing social services and schools, or for example the Ballymun and Poppintree Industrial Estates.

Residential and Commercial Land Values

As was highlighted in chapter two above land values in Ballymun continue to increase at a higher rate than that for the rest of Dublin. For the 18 month period from mid 2004-to the end of December 2005, Lisney estimate that commercial land values in Ballymun have increased by approximately 30%, while commercial land values in Dublin generally have increased by approximately 22%. This is an encouraging trend and is evidence that the strategies and plans being implemented are attracting private sector investment into the area.

OUTSTANDING ISSUES

While the preceding sections show that there has been significant progress made with regard to achieving economic development objectives there are some outstanding issues that need to be addressed.

The most significant element of the Economic Development Strategy that has not progressed to date is the development and use of the M50 lands. Having assessed the potential synergies of various development options for the M50 lands, a Local Area Plan accompanied by a Strategic Environment Assessment was prepared and adopted by Fingal County Council. The overall development strategy for these lands is:

“To contribute to the social, economic and environmental regeneration of Ballymun by setting the framework for a sustainable and dynamic mixed use, employment-generating area in a high quality and attractive urban environment.” (North Ballymun Local Area Plan, p3).

To date planning permission has been lodged for an IKEA retail outlet and a business plan is being prepared for a ‘Rediscovery Centre’, an innovative waste management facility, within these lands.

However, the issues of permeability and connectivity (to north, south, east and west) and public transportation investment are also significant factors. There is a need to recognise that increased permeability and infrastructure to existing suburbs and to the M50 and other areas to the north, would create an environment in which road proposals and other traffic management plans could be drawn up to ensure a rational and efficient mobility management plan for the Ballymun area. The delivery of the Metro and/or other strategic transportation proposals is also crucial.

Additionally and importantly the goal of community sustainability will fundamentally underpin the maintenance of the economic development momentum.

CHAPTER FOUR: SOCIAL AND COMMUNITY BENEFITS

The importance of programmes and initiatives aimed at enhancing and promoting community and social development in Ballymun was realised at the outset of the regeneration process and a number of objectives concerned with such development are contained in the Masterplan and IAP. These programmes and initiatives will serve to complement the built facilities being provided on the ground by Ballymun Regeneration Limited. Allied to this BRL in 2003 developed a Community Sustainability Strategy which aims to supplement and embed other initiatives in the area and to further develop innovative approaches to tackling issues in the community. The Community Sustainability Strategy is underpinned by Masterplan objectives and seeks to enhance and develop community and social development in Ballymun by creating a rational framework in which actions have been set to address deep seated social and community needs. Alongside the Economic Development and Environmental strands, it focuses on revenue sustainability and the quality of services being provided in the new facilities and buildings, and it seeks to protect public and private investment in the area. The following section of the progress report considers each strand as mentioned in the Community Sustainability Strategy and accounts on their performance to date. Ballymun Regeneration Limited continues to work with the statutory, voluntary and community agencies working in Ballymun on both a local and regional level in the implementation of this strategy.

This chapter will examine the strands of the Community Sustainability Strategy highlighting the objectives and benefits of the regeneration programme. The eight strands are as follows:

1. Social and Community Supports
2. Tenure Diversity
3. Environmental Supports and Initiatives
4. Sports, Leisure and Recreation
5. Education and Training
6. Economic Regeneration
7. Arts and Culture
8. Community Safety.

1. SOCIAL AND COMMUNITY SUPPORTS

Objectives:

- To facilitate the statutory, voluntary and community sector in the development of innovative educational interventions from pre-school to third level.
- To promote and accommodate pre-school and childcare facilities.
- To address the needs of other groups, such as the homeless and the travellers.
- To facilitate the strategies, plans and programmes identified by other agencies such as HSE, Local Drugs Task Force and the voluntary sector.

- To make provision for suitable sustainable community facilities throughout the area.
- To facilitate the continued development of the community/ voluntary sector.
- To promote Ballymun as a location for new third level and adult education facilities.

Achievement of Objectives:

This section will look at the recent work being undertaken in the areas of outreach support services, childcare and community service provision.

Ballymun Alcohol Outreach Service :

The Ballymun Alcohol Outreach Service is a new project jointly funded by BRL, Dublin City Council and the HSE. It is a pilot project, which monitors people's progress in relation to controlling alcohol use and helps link them to housing support services. It primarily aims to work directly with people who are affected by alcohol use and people who find themselves homeless. A case management team of three people manages the service. In-depth assessments of the person's health, social and housing needs are completed, in order to identify the relevant services required to address their specific needs.

To date, up to sixty people have availed of the service and many have seen a remarkable reduction in their drinking habits. The team has been warmly accepted into the community of Ballymun and work closely with established support services in the area.

The Case management team is run by the DePaul Trust. It is hoped that the pilot scheme will demonstrate the need for alcohol support services in Ballymun.

Childcare

BRL have provided sites, funding and architectural services to ensure that high quality after school and pre-school childcare facilities are available for each neighbourhood. Chapter Two sets out the physical implementation of childcare objectives in the provision of new facilities.

A one-stop-shop for childcare has been established by Ballymun Area Partnership, which acts as a focal point for information exchange, networking and training support.

In order to enhance the quality of services provided and ensure that the service provided is up to standard, BRL have engaged consultants to carry out audits of operational quality within the existing childcare facilities. These audits look at issues such as management and administration, activities and programmes for children, staffing, health and safety and the physical environment. Groups moving into new premises will be required to reach a certain operational standard.

BRL are currently carrying out a childcare report in order to establish what the optimum number of childcare places for Ballymun is.

Neighbourhood and Community Facilities

As stated above in Chapter Two, Neighbourhood Action Plans were prepared for each neighbourhood to provide a framework for the development of neighbourhood and community facilities. These plans examined existing community and support groups currently located in flats, in addition to examining gaps in the provision of local services and facilities. Following on from these plans local forum offices have opened in the Poppintree Community Centre and Coultry Neighbourhood Centre with new offices also planned/ under construction in the Shangan and Sillogue Neighbourhood Centres. These local offices provide a more informal and accessible means of communication between Dublin City Council and the local community, allowing issues to be reported and dealt with locally.

The plans also focused on the need to provide local community, play and sport facilities across the neighbourhoods. The provision of such facilities is critically important for engaging the youth of Ballymun, providing active and passive stimulation in an ordered environment. Details on the physical implementation of these plans is provided in Chapter Two.

2. 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

Achievement of Objectives:

In order to achieve a greater tenure diversity efforts have been made to provide land for affordable, co-operative and voluntary housing, in addition to providing Main Street sites for the private owner-occupier and rented market. While Chapter Two outlined the number of units constructed, under-construction within the various housing options, this section will focus on the voluntary housing sector, and their ethos in helping to achieve social and community benefits.

Voluntary Housing

Housing Associations are non-profit organisations which provide alternative forms of social housing and which work to benefit the community while using effective business methods to achieve their objectives. A feature of housing associations in the delivery and management of social housing is that they provide a means to achieving a broader community input of local knowledge, skills, experience and resources into the solution of housing problems. Below are some of the voluntary housing bodies operational in Ballymun to date.

□ *Hail/Lynx Voluntary Accommodation*

HAIL; Housing Association for Integrated Living is a voluntary housing association with 39 units in the Shangan area of Ballymun. This facility provides housing for disabled families and individuals with a range of housing needs. The

accommodation is in place primarily to assist those in need of extra support to live independently in the community.

□ *Clúid Housing Scheme*

Clúid Housing Association designs, builds and manages high quality affordable housing and facilitates the creation of homes and sustainable communities for those in housing need. Clúid fosters a concept that residents are a positive resource and the development of communities is central to their work. They work with tenants to develop their communities and build their capacity to participate. Clúid are currently involved in the Sillogue Neighbourhood Centre where they are proposing housing for the elderly, in addition to the provision of an environmentally friendly housing scheme as part of the Emerald Housing Programme.

□ *Sonas Voluntary Housing*

Sonas Housing Association provides good quality safe accommodation for women and their children made homeless primarily by domestic violence, and provides a holistic support service to empower women and children to regain control over their lives. The Association works in tandem with BRL in moving families from supported housing to long term fully independent housing and employs support staff to work with their tenants in providing both practical and emotional assistance. Four units have already been completed and occupied and additional units are being sought.

□ *Sophia Voluntary Housing*

Sophia Housing Association supports marginalised, vulnerable and disadvantaged men, women and children and operates as a voluntary, non-profit making organisation, which provides good quality, affordable housing for low-income people. Nine units have been occupied under a caretaker's agreement and they are currently seeking additional units in Ballymun.

The table below represents the provision of voluntary housing in Ballymun to date:

Voluntary Housing		
Name	No. of Units	Comments / Current Status
HAIL/LINX Coultrey	39 & day care centre	Housing Completed October 2004, LINX day centre completed
Cluid Housing Association Sillogue	39	Pre contract discussions underway with contractor.
St Michael's House Coultrey	6	At tender stage.
St Michael's House Balcurris	6	Included in Balcurris 4A. Waiting to go on site.
Emerald Project	24	24 units allocated to Cluid housing association. This scheme also includes 13 no. co-op units. This scheme has planning permission and is due to go on site in the near future.
Sonas House Association	4	Completed and occupied
Sophia Housing Association	9	Completed and occupied
Boys Hostel	1	Hostel to be included in Balcurris 5 site, to provide accommodation for 6 no. children.

Girls Hostel	1	Hostel to be included in Balcurris 4 site, to provide accommodation for 6 no. children.
Total	88	

3. ENVIRONMENTAL SUPPORTS AND INITIATIVES

See Chapter Five on Environmental Benefits.

4. SPORT, LEISURE AND RECREATION

Objectives:

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

Achievement of Objectives:

To aid the achievement of the objectives set out in relation to sport, leisure and recreation, a "Sports Leisure and Recreational Strategy" was drawn up. While looking at the provision of facilities, this report highlighted the importance of developing programmes of activities. While Chapter Two of this report looked at the physical implementation of spaces for recreational activity, this section provides examples of programmes set up to engage people in sport, leisure and recreation activities.

THE GO GIRLS:

The "GO Girls" project was set up in collaboration between BRL and DCC to encourage young girls to get involved in structured physical activity throughout the week. The project provides an array of different activities including Yoga, Hip-hop Dance, Aerobics, Soccer, gym, and 'GO Girl' Talks (dealing with issues such as alcohol, drugs, healthy eating etc.). The project aims its activities at girls aged from 10 to 21 years of age. At present the sports development officers are encouraging local volunteers to become involved as members of a committee and provide adequate supervision in each activity thus enabling them to be sustainable.

SPORTSLIFE INTERNATIONAL

SPORTSlife International teamed up with BRL in 2002 to initially provide summer sports camps and has now evolved into providing 5 sports camps a year (autumn, winter, Easter and 2 in the summer). The camps are for children aged 6-15 years. They are purposefully designed to be highly engaging with a good ratio of leaders to campers in order to give individual attention to each child. One of the main aims of the group is for young people to have fun at the camps through the provision of riddles, games, competitions, prizes, raffles, give aways and medals. During each 2-hour session campers are provided with talks with regard to achieving a good quality of life. Most of the sports camps now have over 100 youths participating.

The 'Upward' basketball and football leagues for the 5 & 6th classes have been running for three years, with an average of 60 youths in each league. The aim of the league is to treat *'every child as a winner'*, and to facilitate friendship building with other children from different neighbourhoods throughout Ballymun helping to break down social barriers. BRL and SPORTSlife International sponsor the leagues.

Late night sessions of basketball and football are also run throughout the year with an average attendance of 35 teenagers each night. These sessions are designed to provide children with somewhere to go at night, rather than 'hanging around' on street corners.

All the programs are held in the Ballymun Trinity Comprehensive School's sports facility, which BRL, DCC, BRYR, and SPORTSlife International helped the school renovate.

Play Development

BRL employs a full time play development officer who works to the following objectives:

To increase the awareness of the value of play and to develop increased play opportunities for children in Ballymun.

To encourage and support parents in organising play activities and to offer basic training to parents organising play activities.

During 2005 and 2006 the Play Development Officer carried out the following activities:

- communicated with local community groups in relation to the location of playgrounds;
- facilitated the implementation of a maintenance contract for all playgrounds in the Ballymun area;
- provided input to the Children's Regeneration Programme through assisting in the design, content and delivery of programme modules. The 4th Programme is due to commence in September 2006;
- planned and co-ordinated "Play Days" which have taken place in newly developed parks to mark their official opening and to promote the maximum usage of all play facilities in the park;
- held play workshops as new parks were developed in order to familiarise children with the equipment in new playgrounds;
- provided youth diversion programmes during the school holiday period. These programmes included a seminar on children's play and the development of a child friendly map in conjunction with the transition year students of the Ballymun Comprehensive.

5. EDUCATION AND TRAINING

Objectives:

- To promote Ballymun as a location for new third level and adult education facilities.

Achievement of Objective:

Previous landmarks in achieving objectives set out for education and training have included the setting up of the transition programme and the active citizenship programme. To update progress, this section will describe new education programmes including “DCU Ballymun”, and the “Young Peoples Regeneration Programme”.

DCU Ballymun:

“DCU Ballymun” is a new project that is due to launch in Autumn 2006, set up in partnership between BRL and DCU. It forms part of DCU’s wider community engagement strategy and is based on the establishment of an educational Access and Teaching Programme in Ballymun. This programme seeks to improve access and equity within the higher education system, and its central mission is to develop an effective bridge between the university and the wider community of Ballymun for mutual benefit.

The key elements of DCU Ballymun will be:

- Foundation year programmes that will expand educational access for mature students in Ballymun. It will give recognition to practical knowledge such as that gained through community activity.
- A community knowledge exchange, which will act as a bridge between the University’s knowledge base and the region’s research needs in a series of areas.
- A programme for educational development and support for social entrepreneurs, community and voluntary sector organisations and leaders in the corporate social responsibility movement. Emphasis will be placed on business development with educational and support programmes aimed at social and business entrepreneurs. It will include the development of financial marketing and management skills for entrepreneurs in Ballymun.

Interim premises for “DCU Ballymun” have been identified within Shangan Neighbourhood Centre, which also includes space for the J.U.S.T. project – the Jesuit University Support and Training Project which will offer support and mentoring services for students.

Transition Programme:

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. The Transition Programme has been successfully running for a number of years, 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. 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.

More recently a transition programme for young children was set up entitled 'The Young People's Regeneration Programme'.

The Young People's Regeneration Programme:

The Young People's Regeneration Programme was developed to support children and young people in the changes they face when moving from the flats to their new homes and roads. It was decided to develop and deliver a programme for children and young people that would support and help young people to settle into their new areas, take ownership of them and to be proud of their new homes and environment.

The programme is run in three age categories aimed at children aged 6-8 years, 9-12 years and a teenager programme. All the programmes cover the areas of community, diversity, taking care of the environment, respecting public property, conflict and co-operation, learning about rights and responsibilities.

To help make the sessions interesting for children, sessions involved story telling, music and role playing. During last years programme the children wrote, sang and recorded their song entitled "I love the new Ballymun!" Role-plays were used to explore issues around conflict and how to resolve it. The children also visited BRL to find out why they were all moved to new homes and to hear about the new facilities coming to Ballymun such as the shopping centre, the metro etc.

6. ECONOMIC REGENERATION

The key economic objectives in relation to social and community benefits relate to local labour initiatives, and the synergy between such and the well being of the community.

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 developing innovative training and education programmes.
- To match capabilities to opportunities to increase opportunities for local people. Linkages between BRL, 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 as a direct outcome of the regeneration project. This includes negotiating with businesses about their training and skill needs. After identifying skill gaps, BRL works with training agencies such as 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 programme was initially

delivered as a pilot in 2004. Eleven trainees completed the pilot and BRL supported transition of trainees into jobs through a three-week work experience scheme. Out of the twelve work experience placements, seven secured jobs. The success of the first programme prompted FÁS to mainstream and to deliver the programme a second time in 2004. In November 2004, twelve trainees out of sixteen secured 3-weeks work experience on local sites. About 60% of those placed secured or were offered local site jobs. Since 2004, a total of seven construction operative training programmes have been delivered at FÁS Finglas. The number of participants averaged sixteen, giving a total of about 112 trainees. It is noted that about 50% were local Ballymun people with the remainder from the north Dublin catchment area. This is a typical geographical spread for the recruitment of any mainstream north Dublin FÁS training courses.

BRL and Ballymun Job Centre (BJC) continue to support the programme by way of recruitment and work experience placements. It is noted however that in the last year or so Ballymun recruitment levels have fallen off. This would suggest that skill deficit in construction has been addressed and that those interested in a career in construction have undertaken the training. Consequently, there is a need to develop other training programmes to capture other new job opportunities, e.g. leisure and service sector jobs.

In September 2006, twenty young people including five Ballymun young people are due to complete a 40-week Leisure Facility Instructor Traineeship. The Traineeship was an outcome of collaboration between BRL, Dublin City Council, BJC and FÁS Finglas in 2005. The leisure training includes 28 weeks classroom based modules as well as 16 weeks work placement. The training is open to applicants who have reached the current statutory school leaving age. The programme is based in a leisure facility and includes both practical and theoretical modules. Modules include the National Certificate in Exercise and Health and Lifeguard training with accredited qualifications.

In 2006 there was a recruitment campaign for the new Days Hotel and the Ballymun Plaza Hotel. The inter-agency collaboration secured 31 placements with Days Hotel and 33 placements with the Plaza Hotel (to be opened shortly).

The regeneration project is increasing overall levels of employment in areas 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 local labour initiative aims to ensure that local people get work opportunities. It is important to note however that different jobs have different entry levels and entry level requirements may prohibit local people from taking up some new jobs. Improved school retention rates will result in improved training and job opportunities. BRL aims to work with schools and early school leaver projects to achieve higher school retention rates.

As soon as planning permission has been secured for IKEA it is planned to set up a local committee with IKEA BRL, Ballymun Job Centre, FÁS, Ballymun Partnership and local schools, to ensure that as many of the 500 jobs as possible go to local people.

7. ARTS AND CULTURE

Objectives:

- To create a distinct identity for the community.
- To assist integration of the residents with neighbouring areas.
- The promotion of Ballymun as Centre for the Arts.
- Engagement of local community in arts and community development

Achievement of Objectives:

The opening of the axis centre in 2001 has created a thriving centre of excellence for arts and cultural activities. The centre houses a 220-seat theatre, dance studio, recording studios and rehearsal rooms, foyer exhibition space, conference rooms, training rooms, offices for community groups, a crèche and a café/bar. It holds events throughout the year for people to participate in and to watch and enjoy. The centre has helped to develop arts and culture in Ballymun, engaging people and opening up new opportunities.

Work by the Breaking Ground Per Cent Art Strategy has fostered art projects by local, national and international artists in Ballymun. 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. The extensive range of projects, which Breaking Ground and axis are engaged in are outlined in Chapter 6 on Arts and Culture.

8. COMMUNITY SAFETY

Objective:

- To promote the strategic approach to estate management as outlined in the second report of the Housing Management Group, January 1998.
- To achieve a joined up approach to tackling local problems of anti-social behaviour and to make recommendations that will have a maximum impact on the reduction of these problems at a local level.

Achievement of Objectives:

The Safer Ballymun partnership was established in the summer of 2004 and held its first public meeting in October 2004. This meeting was in recognition of the fact that to reduce crime, the fear of crime and to tackle anti-social behaviour, the active participation and representation of all major stakeholders within Ballymun was required. It was well recognised that community safety is about delivering local solutions to local problems that have been identified by local people.

Representatives from a range of statutory, voluntary and community organisations as well as residents have been meeting together every six weeks since then to find solutions to the community safety problems in Ballymun. The steering group has been working collaboratively to:

Rekindle community interest in participating in policing its own areas in collaboration with An Garda Síochána and the Local Authority;
Ensure that issues relating to anti-social behaviour are raised;
Suggest problem solving solutions for issues raised, in a blame free environment;
Agree upon frameworks for future joint policing activities in the short and long term;
Engage with target stakeholders such as young people and minority ethnic communities within Ballymun.

Regular site visits are undertaken by all members, including walkabouts between the Gardaí, BRL and DCC. A designated community Garda team has been assigned to each area and there has been an increase in the number of Gardaí on foot patrols. The opening up of new local DCC offices has also helped to monitor and report incidences of crime.

Environmental improvements, graffiti removal, street cleaning, good public lighting and CCTV cameras are all important in helping people to feel safe in the area. During 2006, the Safer Ballymun steering group have been in the process of developing a Community Safety Strategy which will enable them to plan a co-ordinated, partnership-based approach to developing community safety initiatives. It will include preventative measures that will contribute to crime reduction and tackling anti-social behaviour.

It has been proven all over the world that the key to building successful safer communities is building a relationship of mutual trust and respect between people, their communities, the police and the other public bodies involved in making communities safer places to live and work.

Communities begin to feel more confident about the steps being taken to tackle crime and antisocial behaviour when they get involved themselves in making the decisions about them. They are then enabled to come together with others in their neighbourhoods to build trust, share values and agree what is acceptable behaviour.

It should also be remembered that the housing and open spaces in Ballymun prior to the regeneration were poorly laid out with little informal supervision and many incidences whereby pedestrian paths were separated from public roads and away from housing. This led to a situation whereby people often felt 'exposed' and afraid when walking through the estate. The new housing layouts are designed to ensure that all housing units address public streets and overlook areas of open space. Where possible houses 'turn corners' to eliminate exposed rear gardens and blank gable walls to streets. This approach to design creates opportunities for informal supervision, which together with good public lighting and CCTV cameras where required, should help to significantly reduce 'fear' and elements of anti-social behaviour.

CHILDREN AND YOUNG PEOPLE

In the light of the development of the "Young Ballymun" Ten year strategy for children and young people, The Community Sustainability Strategy will consolidate it's interventions in the area of children and young people into a further implementation strand to ensure that BRL's actions are complementary and integrated with any interventions which will be proposed in the strategy.

CHAPTER 5: ENVIRONMENTAL BENEFITS

Local Agenda 21 facilitates sustainable development at community level. It is an approach, based on participation that respects the social, cultural, economic and environmental needs of the present and future generations. The overall thrust of the Ballymun Regeneration Project is Local Agenda 21 (LA21) in action, and the Masterplan provides a strategic policy for the physical, economic and social regeneration of the area. The Masterplan has a strong focus on environmental sustainability and BRL remains committed to promoting effective environmental management and to developing systems through which environmental sustainability can be realised.

Objectives:

- To promote environmental sustainability.
- To promote and provide energy efficient buildings which can provide economic and environmental benefits.
- To provide and support environmental services in the area.
- To promote environmental awareness.
- To support programmes which result in environmental improvements in the area.

Baseline:

Poor environmental conditions coupled with the communal design aspects of the original flats in Ballymun has resulted in a lack of ownership in relation to waste, water and energy management. The poor physical environment contributed to a general disregard for the local environment and litter issues. Environmental awareness within the community was low and recycling facilities absent.

Achievement of Objectives:

The Masterplan sets specific objectives for energy and environmental management built upon initial targets of best practice for 100% of all new homes. In addition it also stipulates a target for innovation in 4% of all new homes, and for the inclusion of experimental techniques in 1% of homes.

A framework for Environmental Action Plans was produced in 2002. Key areas for activity focused on waste, water, energy, traffic and land management (streetscape/landscape and infill development). The Action Plans provide a framework for development in each of the five neighbourhoods, which integrates the existing two-storey housing in Ballymun with the new housing.

The 'M50 Green Agenda', an energy and environmental strategy for the M50 development lands is also being established to ensure that economic growth in the area is sensitive to the environment.

In addition Ballymun Regeneration Ltd promotes community environmental sustainability in the local area by establishing and supporting environmental projects.

Key projects and their activities are discussed below.

Community Composting Project

BRL was recently awarded an Environmental Research Technological Development Initiative grant from the Environmental Protection Agency to implement a community-composting programme in Ballymun. The programme will investigate the viability of community composting in an urban environment. Compost produced will be used in growth trials to promote the beneficial qualities of compost and to develop markets and local outlets for its distribution. The project is a partnership programme with the National Botanical Gardens and will be used as a template for other communities to establish projects in their area.

Ballymun Waste Working Group

The Ballymun Waste Working Group (BWWG) was established in 2004 to facilitate a co-ordinated approach to waste and local environmental management. The group is a voluntary organisation consisting of representatives from Ballymun Regeneration Ltd, Dublin City Council, Global Action Plan, (GAP), Sillogue & Shangan Recycling centres, Poppintree Environmental and the local business and residential community. The Waste Working Group meets regularly to discuss waste management issues, developments and plans, and organises action programmes such as awareness seminars, tidy towns initiatives and schools programmes. The group was awarded first prize in the 2005 Tidy Towns 'Race Against Waste' competition. Building on this success the group prepared an application for the 2006 National Tidy Town's Competition and were awarded three prizes – Best New Entry, Best Modern Building (Ballymun Pool) and the Regional Landscape Award (Coultry Park). The Ballymun Waste Working group supports the Tidy Towns programme by running local initiatives such as community clean-ups, litter leagues, children's poster design competitions and neighbourhood competitions for Best Kept Area and Best Garden.

Waste Management Strategy

In 2001 BRL, developed a waste management strategy in consultation with Global Action Plan and Dublin City Council to meet the needs of the local community and to complement the Regional Waste Management Plan. The strategy includes the provision of Black Bins and Green 'recycle bins' for all households in Ballymun and also the provision of recycling centres and bottle banks at neighbourhood level. The document also recommends the development of the 'Rediscovery Centre'; an innovative centre for waste management incorporating a civic amenity centre, a national centre for waste education and a regional resource recovery centre. The Rediscovery Centre, at the highest level of the Waste Management Strategy, will demonstrate best practice, and place Ballymun at the forefront of Waste Management in Ireland.

The Rediscovery Centre

The Rediscovery Centre will encourage and support innovative recycling and reuse programmes within Ballymun and the surrounding areas. The centre will

accept all types of segregated recyclable waste from the local community in order to maximise recycling rates and will provide an advice service to the general public and local businesses. The centre will allow for the analysis of community and local authority recycling initiatives and provide a platform from which new pilot programmes can be tried and tested.

Rediscovery Centre - Pilot Programmes

An essential element of the Rediscovery Centre development is the identification and support of a number of self-sufficient resource recovery programmes as an integral part of the centre. These projects focus on the re-use or recycling of waste products whilst providing education, training and community employment.

Furniture Recycling Programme

It is proposed that the Rediscovery Centre will operate a furniture-recycling programme where materials are refurbished & re-designed to a high quality standard and sold in the Eco-shop. Surplus products will also be distributed through community programmes and charity shops. A pilot programme is currently being developed in partnership with Sunflower Recycling and the Poppintree Environmental Project. The programme, which commenced in March 2006, employs five FAS Community Employment (CE) Scheme participants at present. The project is being developed as an environmental, economic and social demonstration programme, supporting the objectives of the Masterplan and community sustainability strategy. The programme is part funded by FAS, LA21 and BRL.

Repaint programme

The Rediscovery Centre proposes to run a paint-recycling programme. The aim of the project is to avoid waste paint being sent to landfill, provide a service for paint recycling in Ballymun and provide low cost paints to the local community. The programme will also run as a Community Employment scheme and provides a practical solution to the management of waste paints, which is both environmentally and socially beneficial. The programme will work in partnership with Re-Paint, which successfully operates 60 independent schemes throughout the UK. Funding for a pilot programme is currently being investigated.

Rediscover Science Project

Discover Primary Science is a flagship project run by the Discover Science & Engineering (DSE) awareness programme. It aims to introduce children to science in a fun and interactive way while also supporting teachers in delivering the new Social, Environmental and Scientific Education (SESE) curriculum. Ballymun Regeneration Ltd is currently developing waste education workshops approved under the National Discover Primary Science programme. The initial workshops will focus on waste recycling, reuse and recovery to complement the objectives of the Rediscovery Centre and will commence in 2006.

Global Action Plan Activities

In 2000, BRL engaged the services of Global Action Plan Ballymun (GAP), a local environmental group, to implement environmental action programmes in the area, on their behalf. GAP programmes are designed to encourage the development of

environmentally sustainable lifestyles in line with the objectives of the Environmental Action Plans and the Community Social Sustainability strategy. Key environmental programmes operated in Ballymun by GAP, and funded by BRL are discussed below.

Environmental Action Teams

Environmental Action team activities encourage environmental responsibility and behavioural change. Teams of approximately 12 residents and a GAP leader consider and promote environmental actions in relation to waste, shopping, energy, transport and water which lead to an improved local and hence global environment. Since 2000, 38 teams comprising approximately 370 local residents have completed these programmes. The group members are encouraged to implement changes in their everyday lives and to motivate others by their actions.

Garden Action Teams

Garden Action Teams were initiated in 2004 to assist people moving from high rise flats to houses with gardens to plan and create their own garden. 48 Garden Action Teams were completed between 2004 and 2006 and the project has been expanded to include existing housing to meet the objectives of the community sustainability strategy for improved environs for the entire community. In addition to Garden Action Teams, GAP also run garden events and workshops and has recently embarked on a community garden project. This project involves community participation in designing, planting and maintaining common areas and complements the social and environmental goals of the regeneration project. Two community gardeners now operate in the area offering assistance and guidance to groups of householders.

Schools Programme/After schools

The learning for life programme is an environmental education programme aimed at children and young adults, which has involved over 1600 participants since 2002. The programme has a number of strands, the longest running of which is the schools programme. The schools programme facilitates environmental education in all of the eleven schools in Ballymun and is assisting many schools achieve their green flag

Welcome Project

The welcome project is a recent programme aimed at developing environmental awareness and behavioural change among residents moving into their new homes. The GAP teams visit residents in their homes, present information on the environment and advise on practical methods for improving their lifestyles. The programme also aims to encourage community relations by running neighbourhood community events. The project focuses on energy conservation, waste management and gardening.

Recycling Centre

In response to a community consultation process, GAP developed a community-recycling centre in the basement of an apartment block (Shangan) in February 2002. The centre, which has been operating successfully since then provides the local community with the facility for recycling paper, glass, tins, plastic and batteries. The centre employs three people and runs a weekly youth Eco-club.

The club gives local children the opportunity to learn about the environment through fun orientated programmes. Following the success of the Shangan recycling centre a similar project was initiated in Sillogue in 2004. A local voluntary group 'Sillogue Eco' manages this project.

Green Wheelie Bin Project

Traditionally waste management in Ballymun has not been seen as a priority area as many households are exempt from waste charges and the majority of residents lived until recently in high rise apartments with central waste chutes and no recycling facilities. In order to facilitate a behavioural change to waste recycling GAP initiated the 'Green Wheelie Bin Project' in 2003. The aim of the environmental awareness programme was to improve recycling rates in Ballymun, by providing education and additional reminders of bin lifts to the householders. Since its implementation the Green Wheelie Bin Project has resulted in a 20% increase in green wheelie bin use and a significant decrease in the levels of contamination. The project compared Green wheelie bin use and contamination in Ballymun with similar areas in Finglas and Glasnevin. In all respects, green wheelie bin use in Ballymun was significantly better than these areas. The Green Wheelie Bin Project was funded by BRL with the support of the Environmental Protection Agency. A summary report was published in 2006.

CHAPTER 6: ARTS, CULTURE AND IMAGE

This chapter describes the intentions that have aided the change in perception of Ballymun from the outside through positive media coverage related to art and culture programmes. Important 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. This chapter will focus on the activities of Breaking Ground and the axis 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.

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 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:

1. Media

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. While Chapter 7 deals more comprehensively with the issue of media coverage and marketing, it is recognised that there has been considerable positive media coverage in relation to arts and culture as outlined below under the headings of Breaking Ground and axis.

2. Breaking Ground

Breaking Ground was launched in 2002 as the Ballymun per cent for art programme, and it is currently in its second round of commissioning. Working with a wide variety of artists working in different ways across the community, it has been recognised by the Arts Council of Ireland and the Department of Arts, Sports and Tourism as the flagship per cent for art scheme in the country.

Recent/ current activities undertaken by the Breaking Ground initiative are outlined below under the headings of media, community empowerment, art in the landscape, music, theatre, film, and future proposals.

Media recognition

At a launch of new works by Corban Walker, Grace Weir, Cathy Delaney and Andrew Clancy in November 2005, Minister for Arts, John O'Donoghue said:

“These pieces of art are a striking demonstration of the commitment by the people here to making art a central part of the new Ballymun they are creating. The programme of commissions aspires to establishing Ballymun as a place of international standing within the arts world. By attracting the attention of national and international audiences, “Breaking Ground” will help to change the image of Ballymun. I have no hesitation in saying that Breaking Ground is by far the most cohesive and ambitious local authority art commissioning programme under the Government’s Per Cent for Art Scheme in the history of the State. It provides a worthy headline for the rest of the country to follow. I hope that, in the coming years, every person in the country who is involved in the planning of public capital art projects will have the opportunity to use the Ballymun experience to see for themselves how the Per Cent for Art Scheme can work in practice.”

The gathering media attention has generated much interest and excitement in the arts world and in 2006, visits by delegations of both Japanese and British curators have been made to Ballymun, where presentations on the work of Breaking Ground have been given.

Community Empowerment/ Development

While all commissions can be said to have an impact on, or engage the community, some programmes examine in more detail the issue of community empowerment, development and self-expression.

Jeanette Doyle and the Star Project:

From May 05 to January 06 Jeanette Doyle worked regularly with sixteen women from the Star project. The women, who are recovering from drug addiction, experienced a process of validation by being encouraged to express their own ideas, sentiments and feelings through drawing, collage and video work. Through the project, Jeanette engendered awareness in the women in the power of personal creativity and expression. Six months into the project, the women were given the opportunity to select a new outfit of clothes, and to participate in hairstyling and makeup sessions and relaxation classes after which their portraits were painted. These portraits now hang in the Star’s new centre in the Horizons Building on Balbutcher Lane, after having been on exhibition in the axis centre along with a very strong exhibition of the women’s own work.

Janice Feigher and the notion of stereotype:

Janice Feighery has been commissioned to make a new body of work dealing with the notion of stereotype. Cecilia Moore, Dean Scurry and Hugh O’Neill were also successful in this open submission process.

Cecily Brennan, survival in the face of adversity:

Aosdana member, Cecily Brennan has been meeting with community development workers in order to introduce her work, which depicts evidence of surviving. Cecily’s previous work has been made in collaboration with, or has been inspired by, survivors of suicide, self-harm and other forms of physical or mental trauma. She hopes to work together with some local people towards a new body of work reflecting on the power of the human spirit in the face of great adversity.

Seamus Nolan, the Ballymun 'Hotel' and cycle project:

Recent NCAD graduate Seamus Nolan is proposing to temporarily convert the top floor of Clarke Tower into a 'hotel'. Working with local groups, Seamus will recycle abandoned furnishings and will fit out the top floor of the tower as a fully operational hotel for limited period in Spring 2007. Having worked in Ballymun with the Sillogue and Shangan Recycling Centres, Seamus is keen to develop a project which has the potential for long term opportunities for local people, and his efforts to promote and facilitate bicycle awareness will be integrated into this project, by offering visitors bicycle tours of Ballymun. The hotel will be managed by local people and will afford the guests a last minute opportunity to witness the stunning views from the top floor.

Michael McLoughlin and Gillian Kenny and the Traveller community:

In September 2006, an exhibition of sculpture, painting, sound works and video, produced by Michael McLoughlin and Gillian Kenny was held in The Lab, Dublin City Council's new arts centre on Foley St in Dublin 1. This exhibition was the culmination of a yearlong project by both artists who worked intensively with various members of the Traveller community in St Margaret's. Gillian's work was influenced by the devotional paintings and religious iconography she came across in the halting site, while Michael's is a comment on how the Travellers came to live there and the conditions under which they live. A permanent installation made by Michael in collaboration with some of the residents **will** be seen on the walls of the entrance to the halting site.

Art in the Landscape

A number of permanent art works have been commissioned for installation in the new landscape of Ballymun.

Cathy Delaney and "Fill" at Poppintree Neighbourhood Centre

The beguiling aluminium "Fill" by Cathy Delaney, is an exercise in subtlety. Installed directly into the pavement at the courtyard at the west end of Poppintree Neighbourhood Centre, the work, which is made to look like a splash of molten aluminium across the ground, catches the light in startling ways. Confounding expectations, the work illuminates the space on rainy days, when the surface shines and reflects the light.

Jochen Gerz and 'Amaptocare'

Two hundred and seventy trees, and their accompanying text lecterns, were planted over six months in Winter 05/06 as part of the 'amaptocare' commission by Jochen Gerz, initiated in 2003. Planting of the remaining 400 trees will take place in Winter 06 and 07. Plans for the stunning new Plaza on Main Street are at an advanced stage and it is hoped that the Plaza will be open to the public, with the spectacular glass and light 'amaptocare' sculpture installed, early in 2008.

John Byrne's Bronze Sculpture

In August and September 2006 teenage girls from Ballymun will be invited to participate in a very exciting new project. John Byrne will be making a bronze equestrian sculpture, fashioned in a typically classical style, but the rider will not be a military figure, a king or a prince, but a teenage girl, selected through an open competition held throughout Ballymun. The horse itself is a re-cast of the horse

sculpted by John Henry Foley for the Gough Memorial in the 1840's and which was sited in the Phoenix Park until it was partially blown up in the 1950's. This magnificent new work will be sited along the Main Street on its completion and will be an important sculptural landmark not only for the local area but also for the city of Dublin.

Music

Ron Cooney and the Ballymun Wind Band

Continuing its support of local arts activity, Breaking Ground worked with Ron Cooney and the Ballymun Wind Band for a second time, this time partnering with the Improvised Music Company and the ten piece jazz ensemble Fuzzy Logic. From Autumn 2005 to March 2006, ten members of Fuzzy Logic rehearsed with 25 members of the Ballymun Wind Band. This was a first introduction into the realm of jazz for the young musicians, culminating in the two groups performing a specially composed piece of work, "History Revision" at a public concert in meeting House Square, Temple Bar as part of the St Patrick's Day celebrations. A twelve-minute film documentary, produced by Hilary Fennell, accompanies this commission.

Will O'Donovan works with new bands and composers:

A creative partnership between axis and locally born music producer Will O'Donovan, "From Demo to Breakthrough" was commissioned to encourage and support new bands and composers aspiring to record and promote their original music. The commission took the form of an open submission, with the opportunity being heavily advertised through the music press and radio. From a submission of over 200 entrants, a live concert with the shortlisted six talented young musicians was performed in axis in Spring 06.

Theatre

Louise Lowe and Owen Boss, "Tumbledowntown"

Through the innovative Local Artists' Commissions strand, a new development in the national per cent for art scheme, and which was conceived of and implemented for the first time by Breaking Ground, Louise Lowe and Owen Boss produced a phenomenally successful multi-media performance "Tumbledowntown" with the members of the youth theatre group, Roundabout. This compelling, thought-provoking and professionally produced dramatic installation was performed by the local cast in a flat in Shangan and went on to win the "Spirit of the Fringe" award at the Dublin Fringe Theatre Festival in 2005.

Film

The Desperate Optimists and "Leisure Centre"

From Spring 05 to Spring 06, the Finglas born duo of filmmakers the Desperate Optimists, who now live in London, consulted with local people to make a new 35mm twenty-minute film "Leisure Centre". Scripted collaboratively with members of the local youth theatre group, Roundabout, the film tells the story of a young man, still in his teens, who has recently become a father. It conveys his sense of insecurity with regard to this new responsibility, and ends on a note of quiet

optimism as he experiences a moment of commune with his neighbours and friends in the warm waters of the public swimming pool. The film was shot in the new Leisure Centre and has a cast of 150 local people. It has been screened at many international film festivals and is accompanied by a limited edition dvd catalogue.

Grace Weir and Graham Parker

Residents of Clarke Tower were interviewed by artists Grace Weir and Graham Parker who filmed views of the ever-changing landscape of Ballymun and vistas of other parts of Dublin visible from the flats, including Dublin Airport, Howth Head, and the Dublin Mountains. The film was exhibited at the Dart Station in Howth, in the Ballymun Shopping Centre, at the Departure Gates of Dublin Airport and in the Phillips HQ on Dame St.

Robert Kelly

Local film cameraman Robert Kelly got the opportunity to make his own film, which was a gothic vision of a post-apocalyptic world. It was screened in axis in May 2006 and has subsequently been selected for various film festivals.

Future Proposals

Other artists who are researching and developing their commissions include Mick O’Kelly, Linda Quinlan, Joyce Duffy and Adam Chodzko and new works by them will be made public in 2006 and 2007.

Breaking Ground has mounted three exhibitions in axis in 2006 and is advertising a series of Research Paper commissions to be undertaken. In Spring 2007, BRL’s partnership with DCU continues through DCU’s hosting of the Breaking Ground international Conference, “Art in the Life World”.

3. AXIS

The axis Arts and Community Resource Centre was the flagship building of the Regeneration. axis’ key stakeholders are the residents of Ballymun, artists resident in the community, the Professional Arts sector, the Community and Voluntary sector and The Local Authority. In its dual role as an Arts and Community Resource Centre, axis has gained national recognition for its unique programming that places local people and their stories and creativity at the centre of works of art of the highest standard. Through its landmark building housing a theatre, dance studio, recording studio and rehearsal rooms, art training rooms, conference centre bar, café and crèche and as a home to ten highly active local organisations, axis demonstrates what real partnership between professionals, local people, and Ballymun Regeneration Ltd can actually achieve.

In 2005 axis restructured its Board to reflect stakeholder involvement and the skill matrix required. The Board was particularly honoured to announce the appointment of Martin Giblin S.C. as Chairperson. He has been joined by Niamh O Donnell (General Manager of the Project Arts Centre) and Aideen McBride (Professional StoryTeller) who with Ciaran Murray (BRL) Declan Dunne (Ballymun Partnership) and Oliver McGlinchey (Company Secretary) now make up the Board

of Directors. axis' Articles of Association have been redrafted to allow for a combination of residential and professional involvement with three residents of the area on the Board and with all Local Councillors playing a role as Members of the Company.

BRL Arts Team

Since the appointment of a BRL Arts Team in 2004 Axis has become a major venue for local and visiting artists. In the Comedy Club (founded by Des Bishop) Ireland's most famous comics are hosted by Ballymun's own Eric Lalor Willa White and Dean Scurry. Having won Best New Play (Irish Times/ESB Awards) in 2005 with 'From These Green Heights' by Dermot Bolger the axis theatre went on to produce 'The Mental' by Little John Nee in a groundbreaking collaboration with the people of Donegal as part of 'Out of the Silence' an arts in mental health Festival. Around both productions local people gathered as participants, audience members and workers and they were joined by thousands of audience members from around the city and the country. 'The Mental' is now set to visit the USA and Australia in 2007.

axis has developed four main capacities it is;

1. a Resource Centre housing organisations as diverse as Ballymun Welfare Rights and Breaking Ground each with their own programmes and policies to benefit and sustain the area,
2. an Arts Centre hosting in house productions and visiting artists across the genres with more than twenty thousand people set to visit the theatre alone this year.
3. a Production and Curatorial Company commissioning, devising and producing original work in the theatre and gallery,
4. an Arts Development Company providing opportunities for people from infants to senior citizens to learn about, train and participate in the arts and with this approach as a governing ethos constantly seeking the points where professional opportunity and enthusiastic participation can combine to revolutionise arts practice as it has in many of Axis' commissions to date.

Istigh I gcoilár axis tá an Ghaeilge le sonrú tríd an clár le Féile Amharchlainne blintúil 'Borradh Buan' agus nasc láidir cruthaithe ag an Ghaeilge in Axis le teangacha eile na tíre seo. Tá cúig Gaelscoileanna sa cheantar máguaird agus tacaíonn axis leo le ranganna drámaíochta do dhaoine óga agus imrachaí do dhaoine fásta. Fileann compántasai amharchlainne Gaeilge na tíre arís agus arís ar Axis ina measc Taibhdhearc na Gaillimhe, Fíbin, Branar, Ababú agus Aisling Géar. Tá Foras na Gaeilge lán pháirteach le axis sa bhfiontar seo agus feictear comhluchtaí Gaeilge cosúil le Comhlúadar, Gaelchultúr agus Sult ag baint úsáid as axis go minic.

In all of its spaces and offices axis is now approaching full capacity and in December 2005 it produced twenty events in seventeen days in the theatre alone. 2006/2007 will see the World Premiere of Dermot Bolger's new play 'The Townlands of Brazil' and exhibitions by Katja Loher, Robert Ballagh and specially commissioned work by Breaking Ground. Annual events such as Borradh Buan, The Fringe Festival and the Peanut Club will be complemented by visiting companies such as Fishamble Theatre Company with 'Monged' and Northern Play

as well special commissions by The Flanders Fields Museum in Leper and by The West Yorkshire Playhouse with support from Provident Life.

axis now supported by Arts Council Revenue funding and with project funding by Foras na Gaeilge, the HSE and Dublin City Council Arts Office, it is proving itself sustainable in the long term. Having resolved its debts and entered into an annual renewable core funding arrangement with BRL Ballymun has found itself 'a centre for excellence with the community at its heart'.

CHAPTER 7: MARKETING, PROMOTION AND PUBLIC CONSULTATION

This chapter outlines the marketing, promotion and public consultation undertaken by BRL on a daily basis. BRL continues to host visitors to the area along with providing newsletters, web-sites and the use of public consultation regarding regeneration projects, which 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 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 worldwide.

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) and 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. Information on the Breaking Ground 'per cent for art commission programme' can be found at www.brl.ie/breakingground, and information on axis at www.axis.ie

Guest Appearances

President Mary McAleese visited Ballymun's axis Centre in May 2005, where she was announcing the Spring 2005 programme, as well as 'AXIS all areas'. The President made a speech describing the changes in Ballymun since the start of the regeneration as 'miraculous', and she urged the local community to work in partnership with public authorities to build on the work already achieved.

Special guest of the day was actor Clark Middleton who starred alongside Bruce Willis in Sin City. Clark launched the axis, 'Arts and Disability' programme, which is highlighting the work done in the area of exceptional arts.

The opening of the €4 million Coultry Park by Mr Noel Ahern T.D. for Housing and Urban Renewal in February 2006 was the first of three new district parks to be

built in Ballymun. The new park has three separate play areas catering for all ages from toddlers to teens. It is sited on 8 acres and includes a full size grass soccer pitch, a five-a-side all weather pitch, jogging tracks and performance spaces as well as plenty of seating.

Also, in April 2006 Ballymun was visited by Alivera Kiiza, a coffee producer from Tanzania. She arrived in Dublin after attending the G8 summit in Edinburgh with some of the most powerful leaders in the world. Here she met with Frank Flood of Development Co-operation Ireland and together they highlighted the importance of FAIRTRADE products. Since then Ballymun has become Irelands 9th FAIRTRADE town, and the first FAIRTRADE town in Dublin.

Newsletters

BRL's graphic design team has prepared over forty newsletters to date. Due to the frequency of the publication, the newsletters have increased and 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.

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.

Public consultation approaches 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 ongoing 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:

The Masterplan:

The pre Masterplan consultation worked to develop the vision for Ballymun. 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
- 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 the five local Neighbourhood Area Fora - Coultry, Shangan, Sandyhill/Sandyhill

Gardens, Balcurris/Balbutcher and Poppintree, who are the chief representative bodies for liaison with the community.

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.

Area Plans

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, NorthWest 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.

New Housing Consultation:

As time went on and as the speed of change accelerated it became necessary for BRL to develop new methods of consultation. Two key areas required on-going consultation: (1) managing the participation in housing design and (2), communicating progress to the Community and dealing with operational issues related to construction for both prospective and adjoining residents.

In relation to (1) managing the participation of housing design, it was found that public meetings were the least satisfactory way of communicating with the community, and surveys, by their very nature, often reflected only a small sector of opinion. Exhibitions however 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 communications between the public and the Architect and/or 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 the architect.
6. Planning application lodged.

In relation to (2) 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.

As well as the above examples of public consultation, opportunities for participation in the community are also being run and further developed. They include the 'Transition Course', GAP programmes, Safer Ballymun, Health and Safety training, Arts Programmes, Oral History project and Sports Programmes. It has been encouraging to note the increasing interest in participation by the residents as the projects have progressed.

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. With the opening up of many new housing schemes and facilities in the Ballymun area it can be seen by both residents and other stakeholders alike that the new Ballymun is continuing to take shape. The need however to continually monitor performance and attitudes has also been acknowledged and reported on to ensure a continued and focussed response.

CONCLUSION

This report provides an update of the regeneration process in Ballymun up to August 2006. The report focuses on the synergy between the physical development and the social, economic and environmental objectives of the plan for Ballymun, as was emphasised in the Ballymun IAP. The success of the project is dependent upon continued support and commitment and the need to ensure that 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.