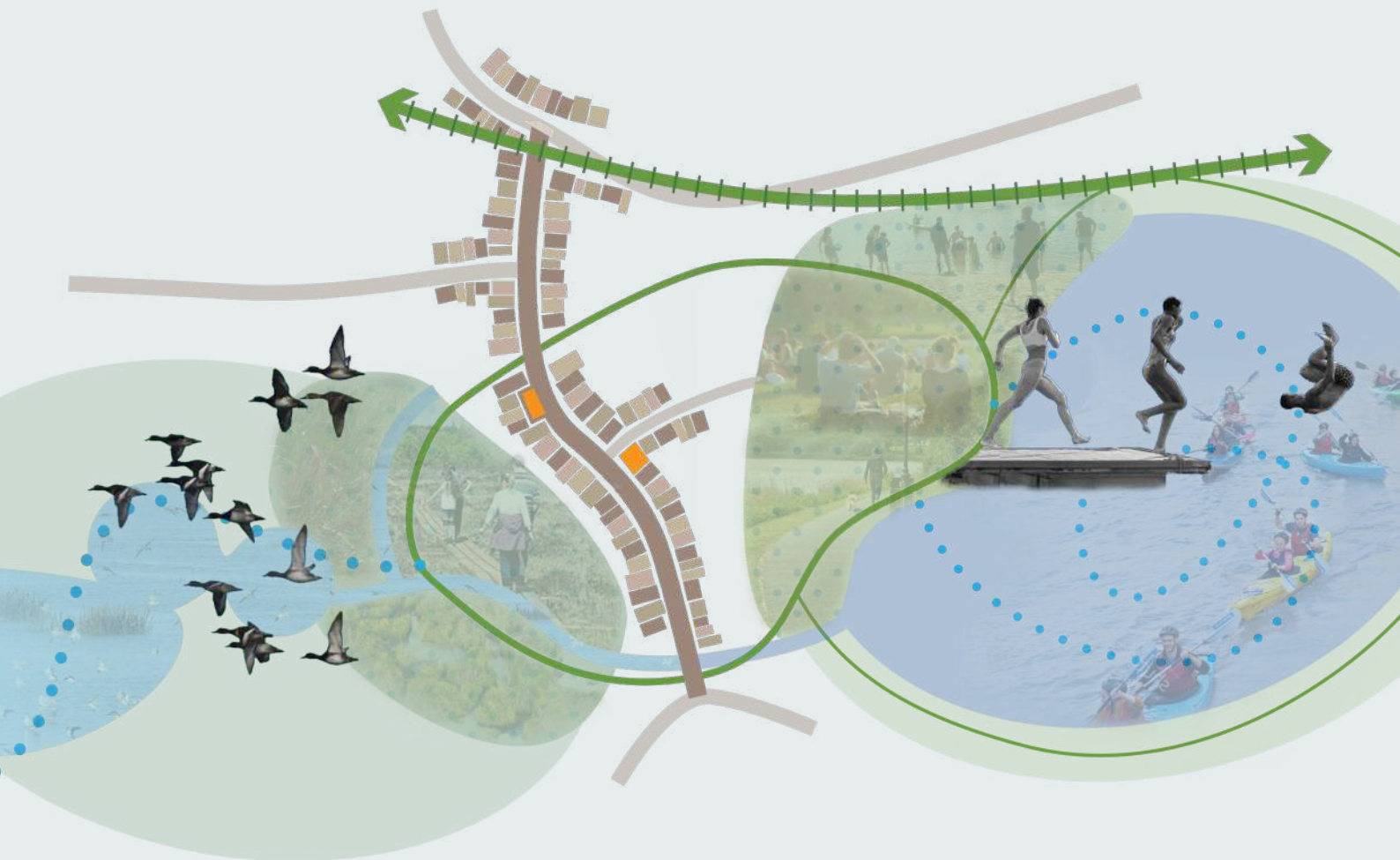


# Ballybay Town Centre First Plan

Ballybay, County Monaghan

*Town Centre First Report*  
June 2025



Rialtas na hÉireann  
Government of Ireland



Lár Bailte ar dTús  
Town Centre First



Comhairle Contae Mhaghainne  
Monaghan County Council

**BALLYBAY  
TOWN TEAM**

the paul hogarth company



# **Ballybay Town Centre First Plan**

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Ballybay, Monaghan

# Foreword

## A message from the Town Team

As members of the Ballybay Town Team, we are pleased to introduce the Ballybay Town Centre First Plan, a key milestone in shaping a more vibrant and sustainable future for our town. This plan is the result of close collaboration between the Ballybay Town Team, Monaghan County Council, and the expert guidance of The Paul Hogarth Company. Most importantly, it reflects the invaluable contributions of the wider Ballybay community. This partnership has produced a roadmap that captures Ballybay's needs and aspirations.

Ballybay is a market town set within a landscape of lakes, wetlands, and rolling drumlins. Its location at the heart of County Monaghan, along with its rich natural environment, strong community spirit, and historic streetscape, gives Ballybay a distinct identity. However, like many rural towns, Ballybay faces significant challenges. Yet, it also holds considerable potential, with the opportunity to enhance its role as a local centre and shape a more vibrant and resilient future.

### Ballybay Town Team Members

**David Caraher**

**Donna Finlay**

**Olivia Duffy**

**John Moore**

**Therese Hamilton**

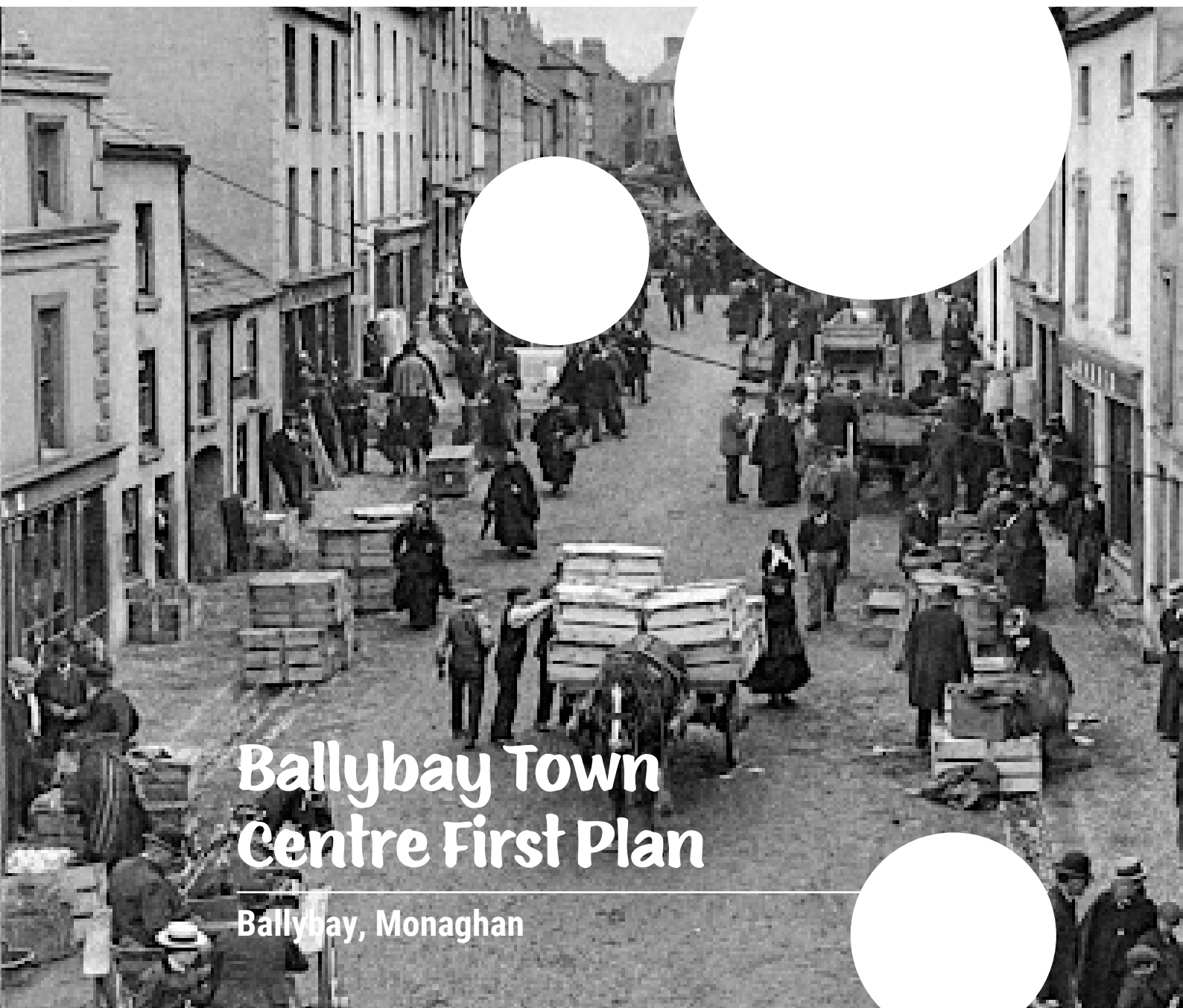
**Rebecca Lindon**

**Roma Simonaityte**



Guided by the principles of the national Town Centre First policy, we have engaged with local residents, community groups, businesses, Monaghan County Council, and other stakeholders to shape an ambitious and achievable plan. It reflects the voice of the people of Ballybay and outlines a shared vision for a town. Through this process, we have identified key priorities – revitalising the town centre, enhancing public spaces and green areas, supporting local enterprise, and ensuring Ballybay is a place where people of all ages can live, work, and thrive. Importantly, this is not a final destination but a starting point: a living document that will evolve as new opportunities arise. We want to thank everyone who contributed to this plan and look forward to working together to implement it.

**Ballybay Town Team**



# Ballybay Town Centre First Plan

Ballybay, Monaghan





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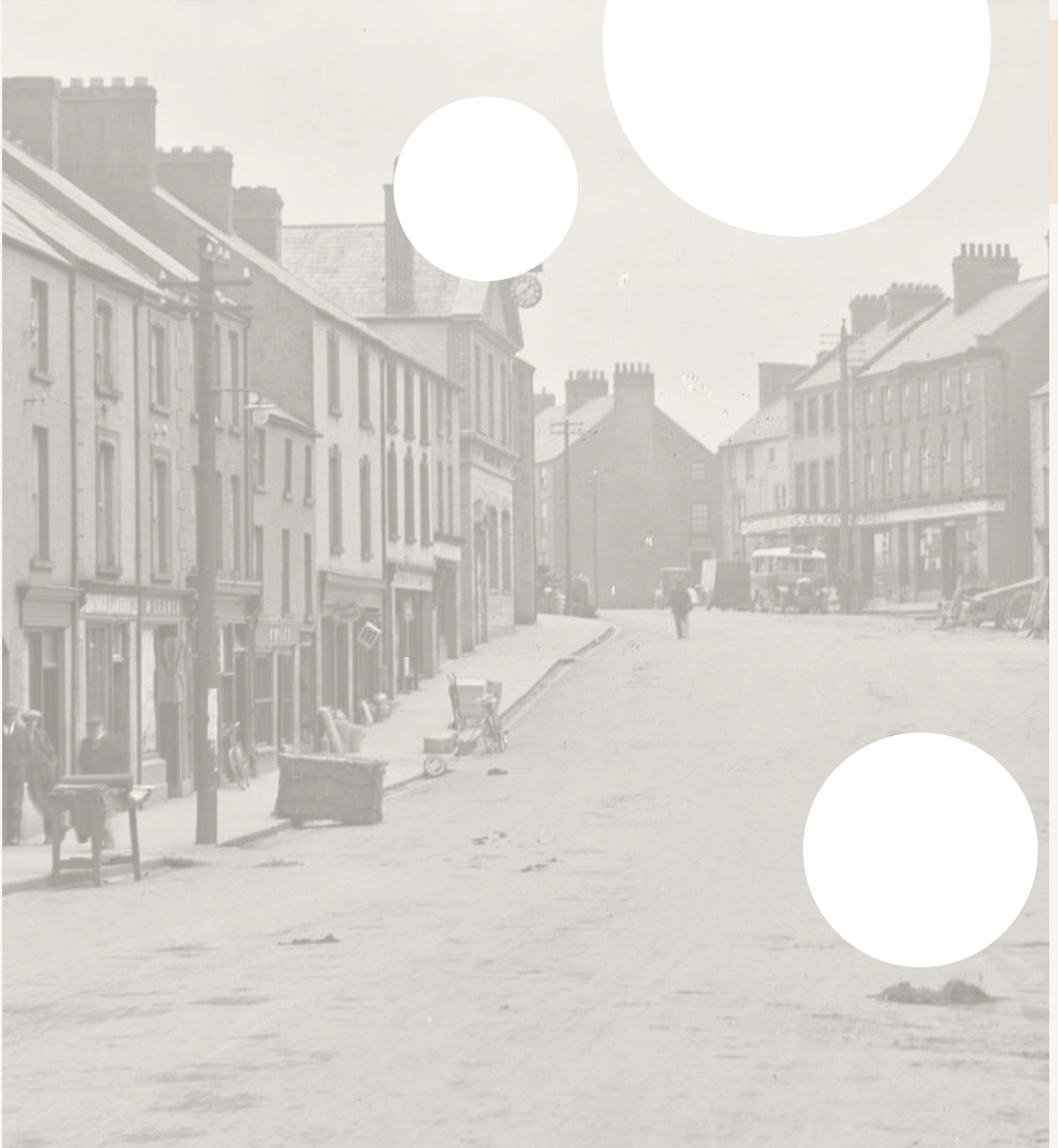
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# INTRODUCTION

01

# INTRODUCTION

## Welcome to Ballybay



**Ballybay**  
*(Béal Átha Beithe;  
meaning mouth of  
the ford of the birch)*

Positioned in the centre of County Monaghan, Ballybay connects several of the county's main towns, including Monaghan, Castleblayney, Clones and Carrickmacross. Surrounded by rolling hills and scenic lakes such as Lough Major, Ballybay is known for its rich natural beauty and outdoor leisure opportunities. The town has a proud history, with international trade roots, and continues to be a welcoming place for all.

## Role of the plan...

**The Ballybay Town Centre First Plan sets out the community's vision for the town's future, supported by key aims and a range of proposed projects.**

The Ballybay Town Centre First Plan is a collaborative roadmap that brings together key stakeholders to guide the town's sustainable growth. The actions and proposed investment aims to boost economic activity and encourage public and private sector involvement from both existing and new businesses.

Aimed at everyone with an interest in the future of Ballybay, this plan serves as a non-statutory guide for decision-making, funding, and project delivery.







## Town Centre First Policy

This Ballybay Town Centre First Plan (TCF) has been developed by the Ballybay Town Team, in collaboration with Monaghan County Council, The Paul Hogarth Company, and the people of Ballybay, as an action of the Town Centre First Policy.

The Town Centre First policy is a government initiative that aims to prioritise the regeneration and revitalisation of town centres, focusing on making them more attractive, sustainable, and vibrant places to live, work, and visit. The voice of local people and the Town Team, supported by the local council, is at the heart of this policy to enable community-led development of Irish towns and town centres. The following plan is supported by extensive community engagement and provides a framework for current and future projects and funding opportunities.

## Context

### Socio-Economic Profile

Ballybay has a population of 1,329 according to the 2022 Census, with 664 males and 665 females, and its population has remained relatively stable over the past twenty years. Its age profile is generally balanced across ages, but it has a smaller proportion that falls within the 20-29 age range. Reflecting its inclusive and welcoming community, the town has a relatively high proportion of residents born outside Ireland, with 376 individuals (approximately 28%) identifying as non-Irish. In line with the national average, around 20% of residents have a disability, highlighting the ongoing need for inclusivity and accessibility in all aspects of development and design.

Economically, Ballybay functions as a market town for its rural hinterland, with key sectors including food processing, engineering/manufacturing, and commerce and trade. The majority of residents rely on cars to travel to work, school, or college, with approximately 70% of journeys made by motorised vehicle, compared to 20% on foot and less than 4% by public transport. Commutes are generally short, with 72% of journeys taking up to 30 minutes and 42% lasting 15 minutes or less, reflecting the town's compact centre.

### Digital Blueprint

A digital town blueprint is being completed for Ballybay. This assessment helps local authorities, community groups and chambers of commerce understand the current digital readiness of their town. The TCF Plan aligns with the findings of this assessment and aims to aid the improvement of Ballybay's current digital position. Generally, key performance indicators in the town are competitive relative to peer towns and regional averages. However, with an overall score of 48.2 out of 100, it also signals much room for improvement.



### Sustainability Goals

In response to the ongoing climate crisis, it is essential that the TCF Plan aligns with the Sustainable Development Goals across its approach, projects, and actions. These goals are aimed at reducing environmental impact and, allied to local and national policy, will support the town in building a more sustainable future.

# INTRODUCTION

## Policy Context



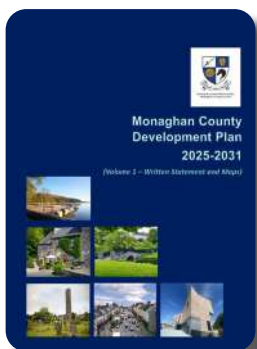
### Regional Spatial and Economic Strategy

The Regional Spatial and Economic Strategy for 2022-2032 (RSES) for the Northern and Western Region, including County Monaghan, promotes balanced, sustainable development and recognises the vital role of smaller towns and rural communities like Ballybay. Maintaining the vibrancy of these communities is essential to their future growth, and responses must be tailored to the unique characteristics of each place. It prioritises their revitalisation through targeted investment, placemaking, and improved connectivity. By supporting innovation, compact growth, and quality of life, the strategy aims to maintain the vibrancy of these areas. Main streets are seen as key to regeneration, positioned as attractive, multifunctional spaces that encourage sustainable living, working, and visitation.



### Project Ireland 2040

Project Ireland 2040 prioritises the wellbeing of people, regardless of location or background. Wellbeing, equality and opportunity represent the core, interdependent themes of the project. The TCF Plan will be developed with these themes in mind, alongside the objective of the project – providing a comprehensive infrastructure for people to flourish, resulting in a better society. The strategic outcomes are based on growth, accessibility, strengthened rural economies and communities, sustainable mobility, a strong economy, connectivity, heritage, natural resources and access to childcare, education and health services.



### County Development Plan

The Monaghan County Development Plan 2025-2031 (CDP) is a statutory document that sets out important strategic objectives for the county and for its urban and rural development. The Town Centre First Plan needs to be cognisant of the objectives set out in this document to give TCF projects better funding opportunities. The CDP sets out the following context and objectives for Ballybay:

Ballybay, a small to medium rural town with an agricultural focus, serves as a Local Retail Centre supporting local employment. Over the plan period, it will develop a Green Infrastructure Network and an Urban Sustainable Mobility Plan, along with sustainable transport initiatives. Its lakes and rivers, monitored by Monaghan County Council, are to be addressed in a Flood Risk Management Plan to reduce flood risks. The vision is for Ballybay to become a self-sufficient, sustainable, and vibrant community, serving as an economic and service hub for its hinterland. Town centre objectives prioritise sensitive regeneration and improved connectivity. The plan supports retail, employment, research facilities, alternative visitor accommodation, and new businesses, while promoting Ballybay's natural and heritage assets as sustainable tourism attractions, in line with the Ballybay Historic Landscape Characterisation Plan (2006-2010).



# Policy Context



## Public Realm and Economic Plan

The Ballybay Public Realm and Economic Plan was commissioned in 2018 by Monaghan County Council to set out objectives for assets, the core (town centre), connections, and opportunities for Ballybay. The report also aimed to establish a viable and growing population, develop infrastructure where necessary to accommodate growth, improve transport links, encourage redevelopment of the backlands and derelict sites, offer sufficient parking within the centre of Ballybay and facilitate the development of Lough Major and the Dromore River system as assets to boost tourism within the town. The town has seen much investment based on the projects identified in the plan, but has also undergone change as a result of the Covid-19 pandemic and other factors. The Town Centre First Plan is complementary of this plan, and discusses similar themes, but also supercedes it based on the town's current needs.

## Ballybay Integrated Pathways Network

Emanating from the Public Realm and Economic Plan was a strategic proposal for an integrated pathways network around the town. Where relevant this has been incorporated into the TCF Plan.

## Ongoing Projects

The TCF Plan recognises and aims to support ongoing public and private developments within Ballybay that aim to make Ballybay an even better place to live. Key projects at the time of writing include:

### The Library

At present, the Ballybay Market House c. 1775 is being developed to house a new Public Library and Community Space for the town. The building will be extended, and landscaping works will be carried out at the front. This scheme has just been granted planning, and will be progressing as such.

### Ballybay Blueway

The council is also exploring opportunities for the Dromore River Blueway between Ballybay and Lisalong and are currently developing infrastructural proposals for the Blueway.

## Ballybay to Castleblayney Greenway

The development of a greenway between Castleblayney and Ballybay aims to provide a safe walking and cycling route between the two towns, connecting with other rural communities along the former railway line. In accordance with Project Ireland 2040, the National Cycle Policy Framework and the Monaghan County Development Plans, the Ballybay to Castleblayney Greenway aims to provide a tourism amenity that expands on the growing network of existing greenways in Ireland.

Monaghan County Council is also exploring opportunities for a new carpark, and is continuing efforts to address vacancy across the town, with a focus on the Main Street, including the development of the new Primary Care Centre.



# INTRODUCTION

## Process

This plan was shaped through a collaborative process to ensure it captures the community's needs and aspirations.



## Public Engagement

Two public engagement processes were used to inform the development of this plan. The first public consultation collected the town's thoughts and ideas over a 3-week consultation period and during an in-person event at the busy Christmas Market.

Responding to the findings, the second consultation presented the draft plan, including the process to date, the vision statement, aims, and draft projects for feedback from the public. The consultation period included a drop-in event in a vacant shop unit in the heart of the town.



## Town Team Workshops

As representatives of the community, the Town Team developed the plan through a series of workshops held throughout the process, facilitated by the Council's Regeneration Officers and the consultant team. The team's diversity helped ensure a wide range of voices were heard.

Key exercises included a SCOT analysis (Strengths, Challenges, Opportunities, Threats), reflecting consultation results, and jointly developing the Town Centre Vision, Objectives, and Draft Projects. This involved a shared exploration of priorities and the qualities that define Ballybay, both now and into the future.



# Analysis

**A clear and comprehensive understanding of Ballybay forms the foundation of the plan, ensuring that the consultation findings and workshop discussions are grounded in the specific context and characteristics of the town.**

To support this, an in-depth analysis of the town's current condition was carried out at the very beginning of the process. This included a review of its regional context, history, physical layout, land uses, accessibility, public spaces, and key infrastructure, as well as identifying assets and threats. This baseline study has informed each stage of the plan's development and helped build an evidence base for the proposals.

## Regional Context

Ballybay is centrally located within County Monaghan, offering strong regional connectivity to nearby towns such as Monaghan, Castleblayney, and Carrickmacross and serving as a local hub within the wider border region. Its proximity to Northern Ireland enhances its potential for cross-border collaboration and tourism. Situated along a river and wetland corridor, Ballybay benefits from significant ecological and recreational value, with opportunities for biodiversity conservation and future green and blue infrastructure. Similarly, the town lies along the route of the former railway line, offering potential for heritage-led regeneration and the development of further regional connections.





## 14

# Historic Development

**Ballybay's urban form grew naturally from its location at a river crossing, where key roads met and those travelling would stop to rest, trade, feed their animals, and repair their carts.**

This led to the rise of inns, blacksmiths, and other small trades. The town expanded further in the late 1600s when French Huguenots introduced the linen industry, taking advantage of the local land, water, and natural resources. The community was welcoming of its international linkages, which is still true today, particularly with its historic French and German connections. Mills sprang up, markets were held, and the town became a busy centre of trade with grand houses and local development, including schools, churches, and market buildings, many of which are still landmarks in the town today.

The arrival of the Great Northern Railway in 1854 boosted Ballybay even more, helping industry and transport to grow. In the late 1800s, the town began improving services like water, lighting, and waste collection. However, in more recent times, Ballybay has struggled to attract new investment, with housing focused on the fringe, moving people away from its vibrant centre.

Today, the town centre streetscape still boasts its historic buildings and character, offering a fantastic setting within which its vibrancy can revitalise. The ongoing community spirit offers potential for regeneration, preserving its distinctive character while supporting future development.



**Ballybay historic Main Street was a vibrant place for its markets and trade.**

Many of its historic landmarks are still recognisable in the town today, including the Market House, built c.1775, which is being redeveloped as a library and important community facility.





# INTRODUCTION

## Assets

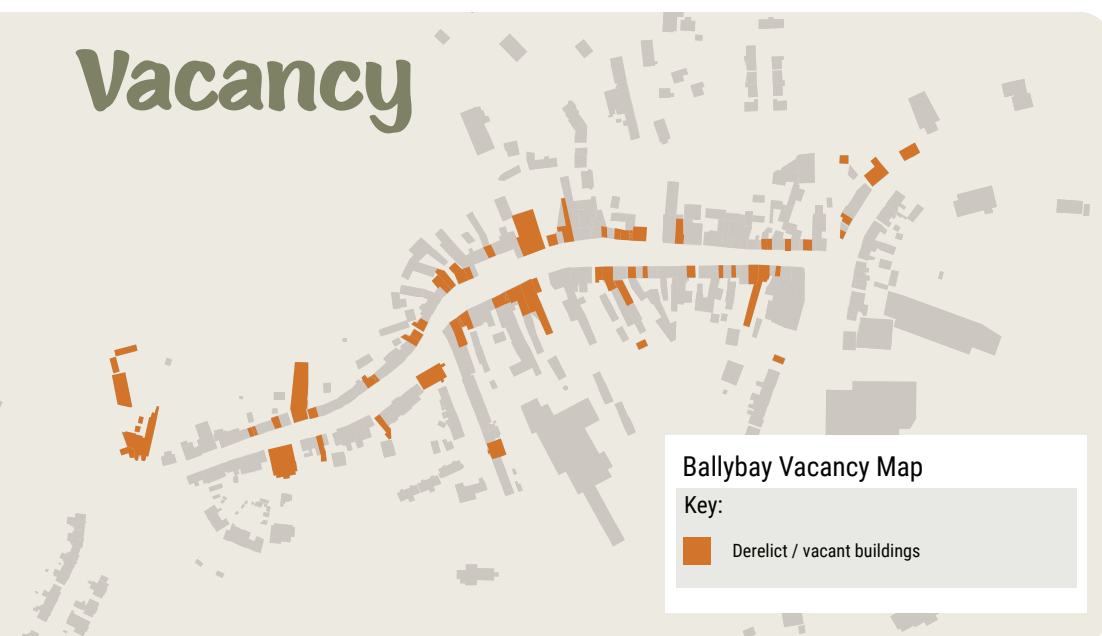


**Ballybay boasts a range of built assets that support its community and local economy.**

Key features include a well-defined Main Street with shops, cafes, and community facilities, such as the local library, Men's Shed, and youth space.

The town also benefits from nearby community services, such as Ballybay Community College, several primary schools, churches, and the active GAA club that enhance everyday and social life, making Ballybay a great place for its community.

## Vacancy



Ballybay's Main Street faces a significant challenge with vacancy, as the council has identified 72 vacant properties across the town at the time of writing, many of which are located along the Main Street. These empty buildings contribute to a sense of decline that impacts the town centre most, but also present an opportunity for revitalisation and renewed community and commercial activity at the heart of the town. There have already been some successful efforts to bring buildings back into use—most notably the current restoration of the Market House.



# Streetscape

Ballybay's Main Street features wide footpaths and an open layout that supports pedestrian movement and access to local shops and services on either side of the road. Some features of the public realm include upgraded paving, street furniture, and planting, contributing to a more welcoming environment. However, traffic congestion remains a key issue, particularly during rush hour, when the town's central crossroads experience significant delays and limited space for smooth traffic flow.

The buildings and shopfronts on either side of the street frame the view of Main Street. The majority of these buildings are historic and maintain the town's heritage charm. However, maintenance issues, as well as vacancy and dereliction detract from the overall appearance of the streetscape.

Central to the streetscape is the Town Square, situated on the hilltop. The space served as a historic civic space at the heart of the community, and is still recognisable in its layout. The square overlooks the nearby market house and the bus stop is conveniently located directly onto the space, making it a central hub for both residents and visitors.

Main Street ends at its junction with St Patrick's Street and Castleblayney Road, the former site of a historic railway bridge that has since been removed. Several features of this intersection still reflect this history, including its unusual layout, signage, and interpretative elements. The start of Main Street is equally notable, as its southern end crosses a bridge and intersects with the river leading into Lough Major, highlighting the town's close relationship with this natural asset.



**The Main Street widens at the square, providing parking, civic space, and a central bus stop.**

Traffic congestion and large numbers of parked cars remain an issue and can create safety concerns for all users, in particular vulnerable users like pedestrians and cyclists.



y.





# THE COMMUNITY'S VOICE



02

# THE COMMUNITY'S VOICE

## Your say...



### The consultation highlighted Ballybay's strong sense of community and the warmth of its people.

The existing facilities in Ballybay are well-regarded, though there is a recognised need for more activities—particularly for young people and older residents beyond sports clubs. Similarly, the local shops are valued, but there is a clear desire for greater variety, especially in hospitality. Supporting the town's economy and encouraging business development emerged as key priorities.

Ballybay's blue and green spaces are seen as major assets, as well as the built heritage. However, vacancy in the town centre poses a significant concern. Residents also expressed a strong wish to tackle traffic issues, alongside improving opportunities for walking and cycling, in relation to lighting, safety, and better-connected trails.

"Lake, park, **old courthouse and other older buildings.**  
Also the wetlands is a fabulous amenity."

"The people for sure/ community.  
The walks - park, beach, wetlands.  
**The Christmas lights and effort from everyone.**"

"**Small,**  
no traffic"

"...Friendly people.  
**Conveniently located.**  
School bus routes..."

"The people!  
Layout.  
Living there."

"**Everybody knows each other.** Coffee shops and gym. Childcare and park fantastic."

"Community Spirit.  
Volunteering ethos.  
Local businesses."

"**The park, the basketball court, the facilities,** and the fact that all the shops are in close proximity"

"Peaceful walks,  
landscapes,  
location..."

"Community spirit, history of the town **and lakes, rivers and countryside**"

"**Main street - lovely and long.**  
The people.  
Stitches."

"Community.  
Lake.  
Accessibility."

### What three things do you **\*like\*** most about Ballybay?

"Not enough parking,  
**derelict buildings, no walkway on the water at wetlands** anymore"

"Small library.  
**Lack of community centre.**"

"Lack of parking,  
no community centre,  
no hotel"

"Dereliction.  
Lack of big stores.  
Transport disconnect."

"**Lack of lighting,**  
toilets"

"Lack of **facilities for youth.**  
Lack of restaurants after 6pm.  
Feeling **unsafe to walk alone.**"

"Some buildings are rundown or not finished, the roads **aren't very safe to cycle, Limited entertainment** options or places to eat **at night**"

"Tiny library  
Lack of evening restaurant  
**No cycle lanes in the town**"

"Lack of tourism.  
Traffic.  
Bus times."

### What three things do you **\*dislike\*** most about Ballybay?

"Not enough restaurants/coffee shops.  
Not enough social events.  
Not enough **activities for young people.**"

"**Lack of connectivity** and backland connections, eg between park, Main Street and wetlands."



# Your Priorities...

## What comments or ideas do you have?

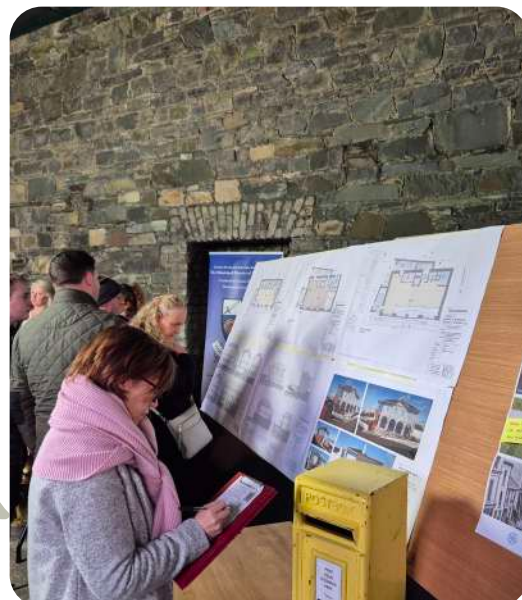
"Early morning **community coffee centre** maybe incorporated into the library, increasing activities for our young people. **Green spaces & biodiversity.**"

More activities for **people to get involved in**. Extra lighting around the town and avenue so activities can happen"

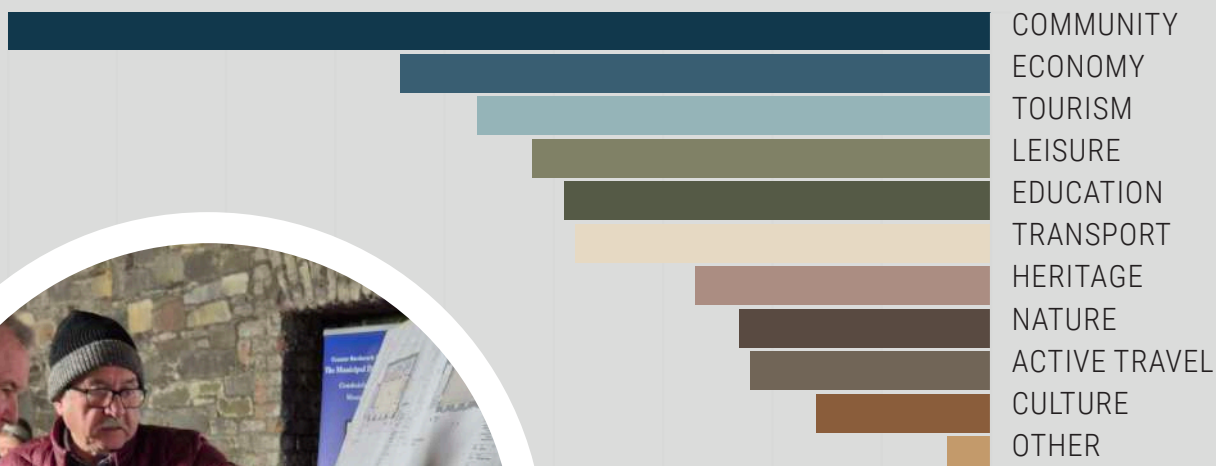
"It has **a lot of potential** due to its location **for tourists and recreational activities.**"

"**Development** of town and **facilities.**"

"A **mural** on my house!"



## What are your top priorities?



Based on these findings, projects are needed to make Ballybay the most vibrant place it can be by taking advantage of large and small opportunities, reviving the buildings, and attracting visitors to the town.

# THE COMMUNITY'S VOICE



## SCOT Analysis

**The SCOT Analysis is a helpful tool to understand Ballybay, that was developed during one of the Town Team workshops.**

It highlighted similar themes to the public consultation and town analysis, and further supported their findings: Ballybay has strong community spirit, key services, a central location within the county, and natural assets. Challenges include vacancy, limited youth and community spaces, and broadband issues. Opportunities lie in tourism, greenways, community facilities, and business growth. Threats include climate change, flooding, population size, and employment stability.

## STRENGTHS

- A vibrant town park
- Primary health care
- Creche + Outdoor Space
- Good local businesses
- Beach and swimming area + Changing rooms
- Local links to nearby towns.
- Secondary School
- Regional Location
  - Through route
  - Central location within the county
- Wide, straight street
- Historic streetscape
  - Lots of history
- People/ community/ diverse
- Crossborder funding

## CHALLENGES

- Parking & Passing trade
- Vacancy/dereliction
- Community spaces
  - Venues/ recreation centre
- Public job opportunities
- Attracting investment
- Fibre broadband
- Getting private sector involved
- Places for young people/ teenagers
- Youth Club opening hours
- Variety of Sports
- Lack of volunteering

## OPPORTUNITIES

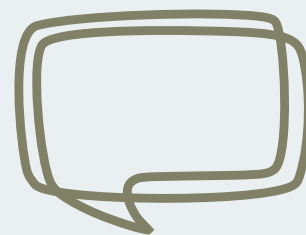
- Railway Line Greenway
- Town centre/ Park link
- Blueway
- Nightlife
- Walkability
  - People living in the centre
- Community Spaces
  - Places for different sports/ activities
  - Recreation Centre
- Engagement Processes
  - Community engagement with recreation centre + local (lesser known) amenities.
- Markethouse
  - Promotion to wider community
  - Engagement opportunity
- GAA
- More jobs/ Small businesses
- Brownfields
  - Developments
- Fibre Broadband
- Connecting agriculture, heritage + tourism
- Commuting from Monaghan
- Converting vacant properties
- Wetlands centre
- Examples in other places

## THREATS

- Climate change
- Flooding
  - Park (bridge)
- Population size
  - In order to support developments
- Facilities for new residents
- Employment opportunities
- Recession-proof jobs
- Broadband speeds
  - Future investments



# Continuing Conversation...



## The engagement process included public consultations, school engagements, and town team workshops.

This collaborative approach was key to ensuring the plan was rooted in local knowledge and genuinely reflected the community's aspirations. It encouraged open dialogue and mutual understanding, creating space for meaningful discussion about what makes Ballybay unique, the challenges it faces, and the opportunities ahead. This has laid a strong foundation for ongoing community support as the projects move from ideas to action.

Engagement with the local school was particularly insightful, highlighting opportunities to upgrade existing outdoor and play spaces, as well as opportunities to create new spaces for young people.

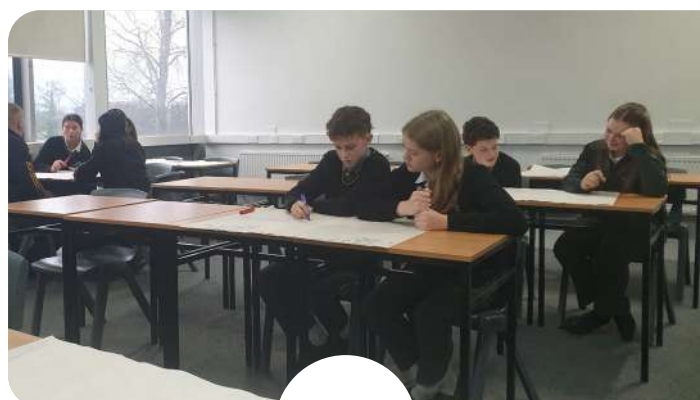
This kind of collaborative process serves as an excellent example of the importance of engaging all parts of a community for ideas and feedback.

Ongoing collaboration, engagement, and communication will continue to be vital to the success of the Town Centre First process. The plan has been shaped by the community's input, and continued local involvement will help maintain the momentum built so far. It will also be essential for bringing the proposed projects to life, identifying new opportunities, and ensuring that future development continues to reflect the shared vision outlined in the following pages. Active participation and open communication will be key to delivering long-term, sustainable change in Ballybay.

## Town Team Workshops



## School Engagement







# THE PLAN



03

## The Plan

The plan outlines a Vision, along with Aims and Projects to guide Ballybay's growth and regeneration.

The Vision sets out the overall shared goal for the future of Ballybay, which has been written through a collaborative process.

It draws on the town's existing strengths and highlights the priorities that emerged during public engagement. Any future proposals for Ballybay, whether within this plan or beyond, should aim to support and reflect this shared ambition.

## The Vision

**“In Ballybay people, nature, and vibrancy connect in a historic town setting, by being the most attractive, safe and welcoming place to be.”**

## Aims

The Aims play a crucial role in bridging the community's vision with practical action. They provide a set of themes to guide decision-making, shape project development, and ensure that all efforts contribute to a more vibrant, resilient, and inclusive town centre.

They have been developed to be complementary to each other and cumulative so that the resulting plan delivers added value through integration.

The Aims for Ballybay are:

- (1) People & Community,
- (2) Town & Nature,
- (3) Vibrancy & The Future

The Aims place people and community at their core, aiming to make Ballybay a welcoming, inclusive, and fulfilling place to live life first and foremost. They then seek to strengthen the connection between the town and its natural surroundings by enhancing and celebrating both its built heritage and environmental assets. Looking to the future through the culmination of the first two aims, the plan will harness opportunities across Ballybay to create a vibrant, energetic town that supports sustainable growth and a strong local identity.

The projects are organised under the Aims for clarity and to emphasise their integration. However, each project should support the delivery of all Aims and the overall Vision as much as possible.

## 1 People & Community

*Making Ballybay an even better place to live life by providing infrastructure for the community to flourish.*



## 2 Town & Nature

*Harnessing the potential of our natural assets and the historic town of Ballybay.*



## 3 Vibrancy & The Future

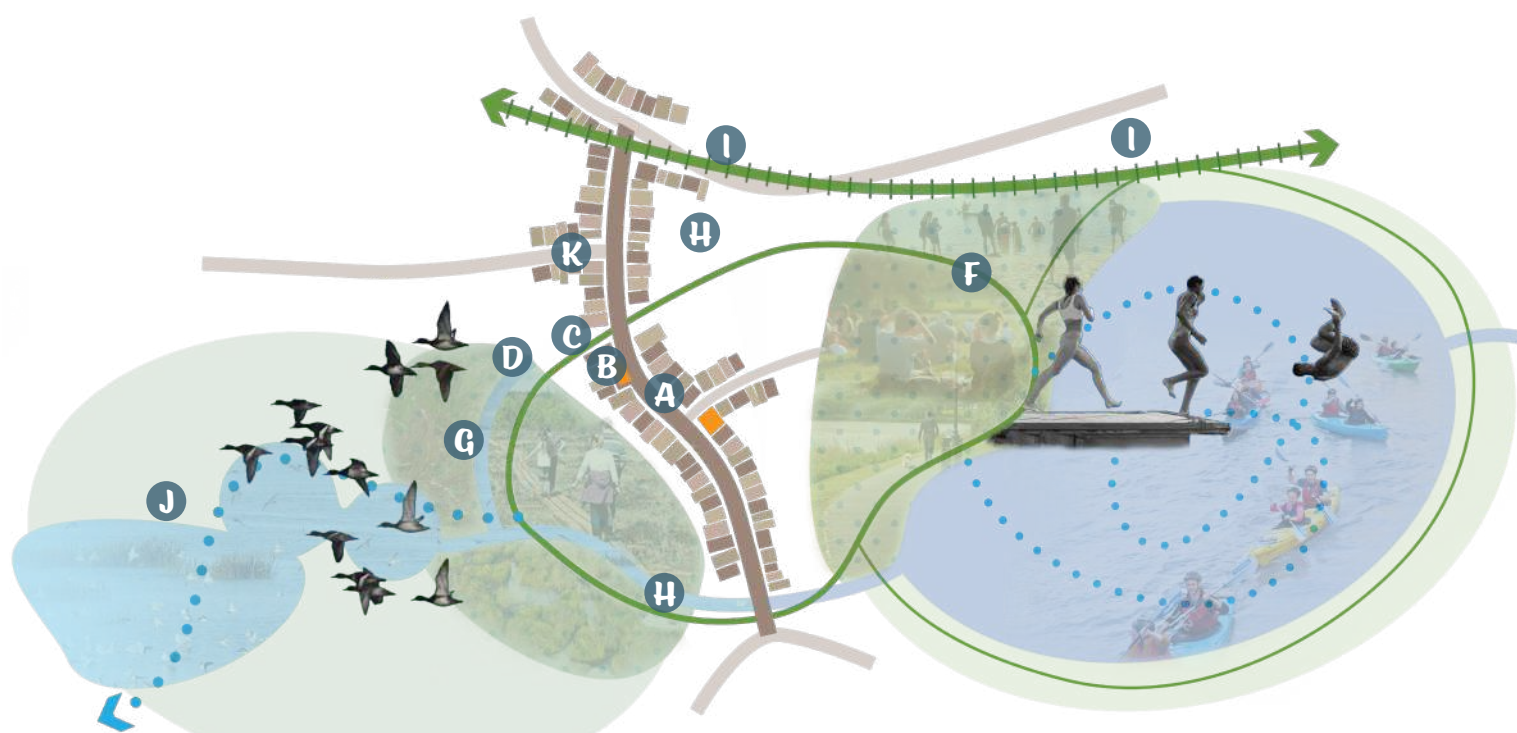
*Capitalising on, and creating, opportunities to energise Ballybay's Future.*



## Town Centre First Projects

The projects in this plan are designed to address key priorities identified by the community, focusing on revitalising the town centre.

Each project aims to fulfil the vision, by creating positive change, improving the overall environment, increasing footfall, and fostering a sense of pride and ownership among residents. Together, these projects lay the groundwork for a more vibrant, accessible, and sustainable Ballybay. The Ballybay TCF Projects are organised under the three aims, though each project presents opportunities to contribute to all of them.



### 1 People & Community

- A.** The Library
- B.** Community Centre & Development
- C.** Town Square
- D.** Town Carpark & Active Travel Hub
- E.** Ballybay Enterprise

### 2 Town & Nature

- F.** Town Park & Lough Major
- G.** Wetlands Park
- H.** Walking & Cycling Network
- I.** The Railway Greenway
- J.** Ballybay Blueway

### 3 Vibrancy & The Future

- K.** Community Initiatives
- L.** Main Street Revival
- M.** Energy Community
- N.** Visitor Accommodation



# 1 People & Community

**A.**

**The Library**

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**B.**

**Community Centre & Development**

p.32



**C.**

**Town Square**

p.33



**D.**

**Town Carpark & Active Travel Hub**

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**E.**

**Ballybay Enterprise**

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# 2 Town & Nature

**F.**

**Town Park & Lough Major**

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**G.**

**Wetlands Park**

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**H.**

**Walking, Cycling & Open Spaces**

p.39



**I.**

**The Railway Greenway**

p.40



**J.**

**Ballybay Blueway**

p.41



# 3 Vibrancy & The Future

**K.**

**Community Initiatives**

p.43



**L.**

**Main Street Revival**

p.44



**M.**

**Energy Community**

p.45



**N.**

**Visitor Accommodation**

p.46



# 1. Projects for **People & Community**

The following projects focus on everyday life in Ballybay by offering high quality community facilities and infrastructure to support local people and help make our community spirit even stronger.



Thanks to the quality of Ballybay's built heritage, relatively minor improvements to its Main Street could make a significance difference to its overall appeal.



## a. The Library

**Developing a new library and civic space in the old Market House.**

**The library will provide an important indoor community space, with a number of multi-purpose rooms.**

The Ballybay Market House in County Monaghan is set to undergo a refurbishment to transform it into a modern public library and community space. This historic building, located on Main Street, will be conserved and extended to provide a three-storey facility with lift access, ensuring full accessibility. The project aims to revitalise a prominent derelict structure, bringing it back into active use and enhancing local amenities for the community.

The Town Centre First Plan will support the ongoing planning and implementation process, while identifying community opportunities for the use of shared spaces, such as events and workshops. The library should foster partnerships with local schools, organisations, and artists to enhance programming and ensure the space serves a wide range of community needs.



### Project Actions:

- Library Renovation of Market House
- Community-led Events and Workshop Calendar



## b. Community Centre & Development

**Establishing a community centre in the heart of Ballybay that provides space for gatherings, events, classes and activities, especially for young people.**

**The community centre will complement the library and be supported through a new community organisation that can take on larger community development opportunities.**



A new community centre will provide a welcoming and flexible space for a variety of uses, including events, classes, workshops, and social activities, with a strong focus on supporting young people. The centre will support the library by providing larger and dedicated community spaces for this variety of uses, and other potential new uses in the future. As a result, it will act as a vibrant hub for community life, encouraging connection, learning, and creativity across all age groups. A central location is key to improve accessibility, add vibrancy to the town centre, and create opportunities to collaborate with local stakeholders and businesses.

This project builds on the work currently underway to convert the Men's Shed into a multi-purpose community space. This conversion will provide important community space, create momentum, and demonstrate the value of town centre spaces being repurposed to meet evolving community needs. It serves as a practical foundation and an early step toward establishing the broader community centre.

The centre will be guided by a new community organisation, set up to manage the space and lead future development efforts. This group will help secure funding, coordinate programmes, and take on larger community projects, playing a key role in Ballybay's ongoing social and economic development.

### Project Actions:

- Men's Shed Conversion
- Community Development Group
- Community Centre (Brief, Site Selection, Design, Planning, Construction)

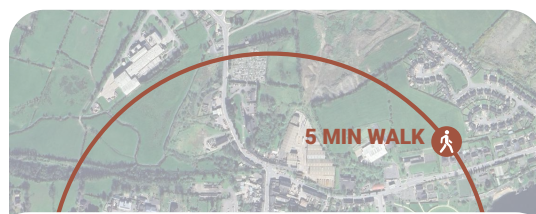




The development of a successful community centre for Ballybay will begin with the creation of a brief and a schedule of accommodation (i.e. what Ballybay needs the centre to provide). To ensure it is accessible to as many people as possible, it will be important to locate the community centre within the town centre or within a few minutes' walk.

Such a location will encourage more sustainable development of the town into the future, making it easy to walk, wheel, or cycle to this key facility.

The need for community centres is being recognised across Ireland, and as a result, many excellent examples—of various shapes and sizes—have been built in recent years. These recent developments, as well as future ones, can serve as inspiration for Ballybay and help inform the design and function of its own community centre.



**The centre must be within a few minutes walk from town centre**



The once derelict building in Lusk's Town Centre has been transformed into the 'Lusk Community Cultural Centre', which will host events, and will serve as a space to support the health and well-being of the community.

### Lusk Community Cultural Centre



### Patrickswell Community Centre



Located on its Main Street, the new Patrickswell Community Centre was developed on a vacant site in the village centre. Its multipurpose rooms a rotating schedule of community classes, including yoga, karate, dance and various arts. The centre also provides meeting rooms and a small cafe.

### Ballinode Community Hall

Located in the heart of the village and easily accessible to residents, the newly completed Ballinode Community Hall offers a modern, flexible space designed to support a wide range of community activities. With a strong emphasis on inclusivity and local engagement, the hall provides facilities for events, classes, and gatherings, and serves as a valuable resource for community and voluntary groups across the area.



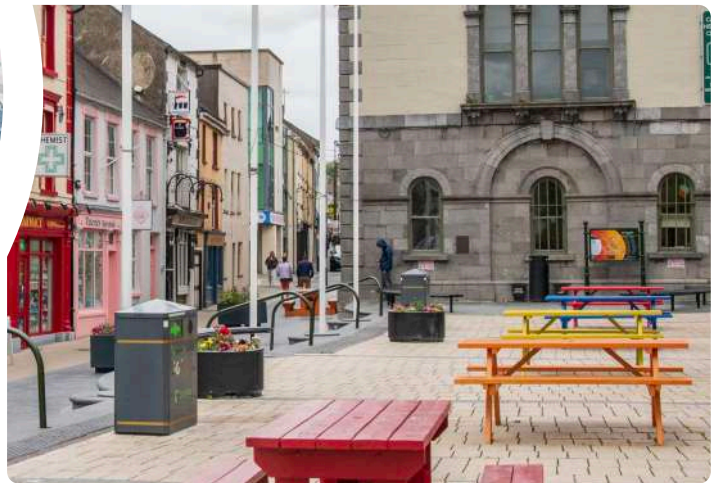
## c. Town Square

**Upgrading public realm at the 'hill top' to create a town square that celebrates the centre of the town and that can be used for events on special occasions.**

**The Square will provide a new community space in the Town Centre after the redevelopment of the Market House.**

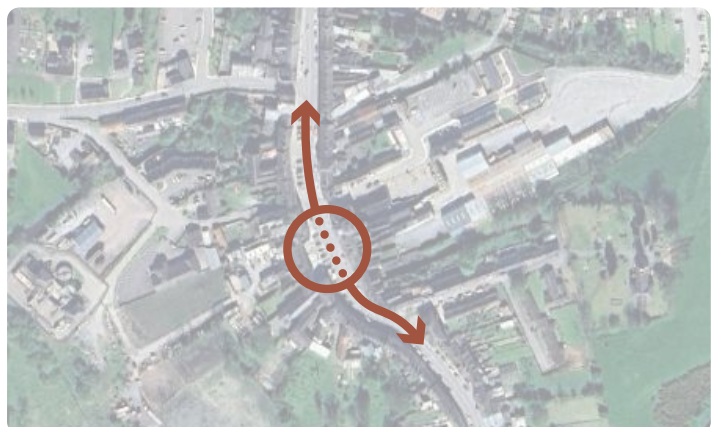
The square will serve as a vibrant focal point, encouraging local gatherings and strengthening community spirit. Initially, the square will be reimagined through community events and initiatives, such as markets and cultural nights. In time, versatile re-design will allow the Square to continue to function for traffic while also supporting small and occasional markets, cultural, and civic events, fostering a sense of pride and identity for residents while welcoming visitors to the town.

This transformation will not only enhance the aesthetic appeal of the town but also improve its functionality by offering a civic space and encouraging foot traffic, supporting local businesses, and contributing to the town's overall regeneration.



### Project Actions:

- Community-led Events Calendar
- Town Square Public Realm





## d. Town Car Park & Active Travel Hub

**Relieving Main Street with a new off-street car park with e-charging, tree planting and cycling facilities.**

**The project will provide important car infrastructure through a lens of sustainability and modal-shift.**

By providing parking off the main street, in close proximity to the centre, the project will help ease congestion, improve pedestrian safety, and enhance the overall streetscape. The inclusion of electric vehicle charging points, secure cycling facilities, and planting supports the transition to greener transport options, supporting modal shift and a more climate-resilient urban environment. Together, these measures will encourage more sustainable travel choices and improve the functionality and appeal of Ballybay's town centre.



### Project Actions:

- Active Travel Infrastructure
- Town Centre Backlands Masterplan

## e. Ballybay Enterprise

**Establishing new enterprise hubs for flexible working and business incubation space in the town centre, while encouraging industrial growth in the town.**

**Ballybay Enterprise will provide important economic opportunities for Ballybay through startups and to develop the business case.**

The first step in driving economic renewal in Ballybay will be to establish the Ballybay Enterprise Group: a dedicated leadership and coordination body to guide enterprise development in the town. This group will play a central role in shaping the vision, securing partnerships, and overseeing the phased rollout of enterprise initiatives.

Additionally, the project will work to build the Ballybay business case, presenting a compelling rationale for investment, identifying funding streams, and demonstrating the town's potential as a hub for established and new businesses.

The project will also develop enterprise hubs in Ballybay, beginning with the establishment of a central Ballybay Enterprise Hub in the town centre. This town centre hub will create a dynamic environment for entrepreneurs and small businesses to grow—offering access to resources, mentorship, and a collaborative community. It will also contribute to the town's vibrancy by drawing activity the centre throughout the day. There is also potential to repurpose old industrial sites as innovation hubs. These sites can be revitalised to provide affordable, flexible workspaces for emerging businesses, combining Ballybay's industrial heritage with a modern enterprise focus. Collectively, these hubs will support local talent, attract new businesses, stimulate job creation, and contribute to the long-term economic resilience of the town.

### Project Actions:

- Ballybay Enterprise Group
- Town Centre Enterprise Hub
- Ballybay Business Case





## 2. Projects for **Town & Nature**

**The following projects aim to make the most of Ballybay's nature and town setting by improving connections and creating more uses and opportunities for people and wildlife.**



## f. Town Park & Lough Major

**Further upgrading the park's infrastructure to facilitate greater usage and potential expansion.**

**This project increases use of the park for the benefit of residents, while growing it as an attractor for visitors to Ballybay.**

The upgrades will enhance the park's functionality, making it even more well-connected to the town centre, and enjoyable for a wide range of recreational activities; from boating and fishing to walking and picnicking. The park will become a central gathering place for both locals and tourists, promoting outdoor leisure and encouraging community events. The park provides lots of opportunities for seasonal changes and events. As such, these enhancements will also help to position the town as a destination for nature lovers and outdoor enthusiasts.

The opportunity for an early win in this transformation is the development of a dedicated teen hub and hangout space, offering young people a safe and welcoming environment to gather and socialise. This addition reflects the broader goals of the park improvements—creating inclusive, age-friendly spaces that respond to community needs and support positive social interaction.



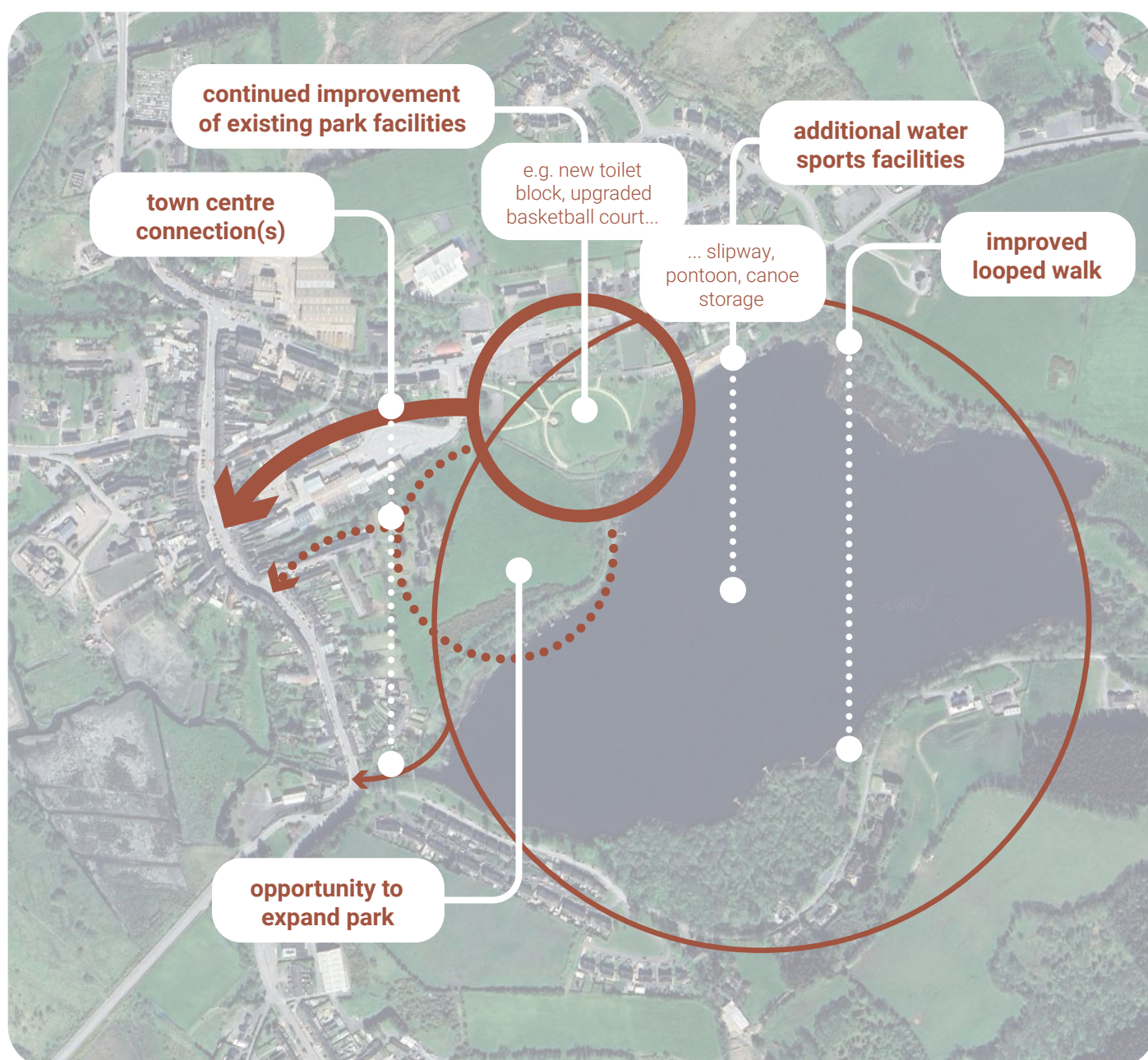
### Project Actions:

- Park & Lough Improvements Strategy
- Park Extension Masterplan
- Delivery of Ballybay Integrated Path Network



Future improvements may consider expanding the park, including incorporating the church hillside to further diversify the space and its uses, and bring the park even closer to Main Street. The hillside offers scenic views of the lake and surrounding parkland, providing a peaceful natural setting that complements the existing green space.

Enhancing existing and new connections between the park and town centre would encourage more residents and visitors to enjoy the park as part of their daily routines and allow people to pause and take in Ballybay's natural landscape, making the park a more immersive and accessible outdoor experience.



## g. Wetlands Park

**Creating a small new park in the town centre backlands that fronts onto the wetlands, providing educational and wildlife watching opportunities.**

**The Wetland Park will provide access to the biodiverse and natural asset within a short walk of the Town Centre.**

This new green space located in the Town Centre backlands will offer an immersive experience in nature, with pathways, viewing platforms, and interpretive signage to support environmental education and appreciation of local birdlife and other wildlife. It will serve as a peaceful retreat for residents and visitors, encouraging outdoor activity, environmental stewardship, and stronger connections between the town and its natural surroundings.

Its town centre location means that the park also has the potential to become a key feature in Ballybay's eco-tourism offering, promoting sustainable visitor experiences. To make the most of its location and the surrounding development potential, the scheme should be part of an integrated backlands masterplan for Ballybay Town Centre.

### Project Actions:

- Town Centre Backlands Masterplan
- Wetlands Park
- Delivery of Ballybay Integrated Path Network





# h. Walking, Cycling & Open Spaces

**Developing the on-and-off-road network, linking parks and improving street pavements, cycle lanes and stands.**

**The active travel network will provide safe connections between the town centre and wider Ballybay, with a focus on connections to the Park(s).**

This project will enhance mobility and accessibility, making it easier for residents and visitors to move around the town by foot or bike. Focus will be on off-road connections from the town centre to the natural assets. Additionally, by improving connectivity to parks and green spaces, the project will create seamless routes for outdoor activities, fostering a greater connection to Ballybay's natural environment. The enhancements will support increased footfall to local businesses, encourage outdoor recreation, and make Ballybay a more attractive, accessible destination for both residents and tourists.

Other project opportunities look at the overall quality of trails and pavements, dedicated cycle lanes, and convenient bike stands to encourage active travel, reduce reliance on cars, and promote healthier, more sustainable lifestyles.

As part of the network, smaller green spaces in neighbourhoods should be improved for the benefit of local residents.



## Project Actions:

- Walking & Cycling Network
- Neighbourhood Spaces Strategy

## i. The Railway Greenway

**Transforming the former railway line into a regional greenway while highlighting the town's railway heritage.**

**The Greenway will provide important regional connections while sharing Ballybay's heritage with visitors and locals.**

This transformation will create a scenic, multi-use route for walking, cycling, and leisure activities, linking Ballybay with surrounding areas and boosting regional tourism. It will serve as a welcoming and engaging entrance into Ballybay for visitors directly into the town centre.

The integration of interpretive signage and historical features will celebrate the town's rich past, with a focus on its railway. The greenway offers educational opportunities and enhances the cultural experience in Ballybay. This project will not only promote active travel but also preserve and showcase Ballybay's heritage, making it a unique attraction for visitors and a valuable asset for the local community.

This project should include the restoration of the former Water Tower, creating a landmark venue for a range of community uses and a highlight along the greenway.



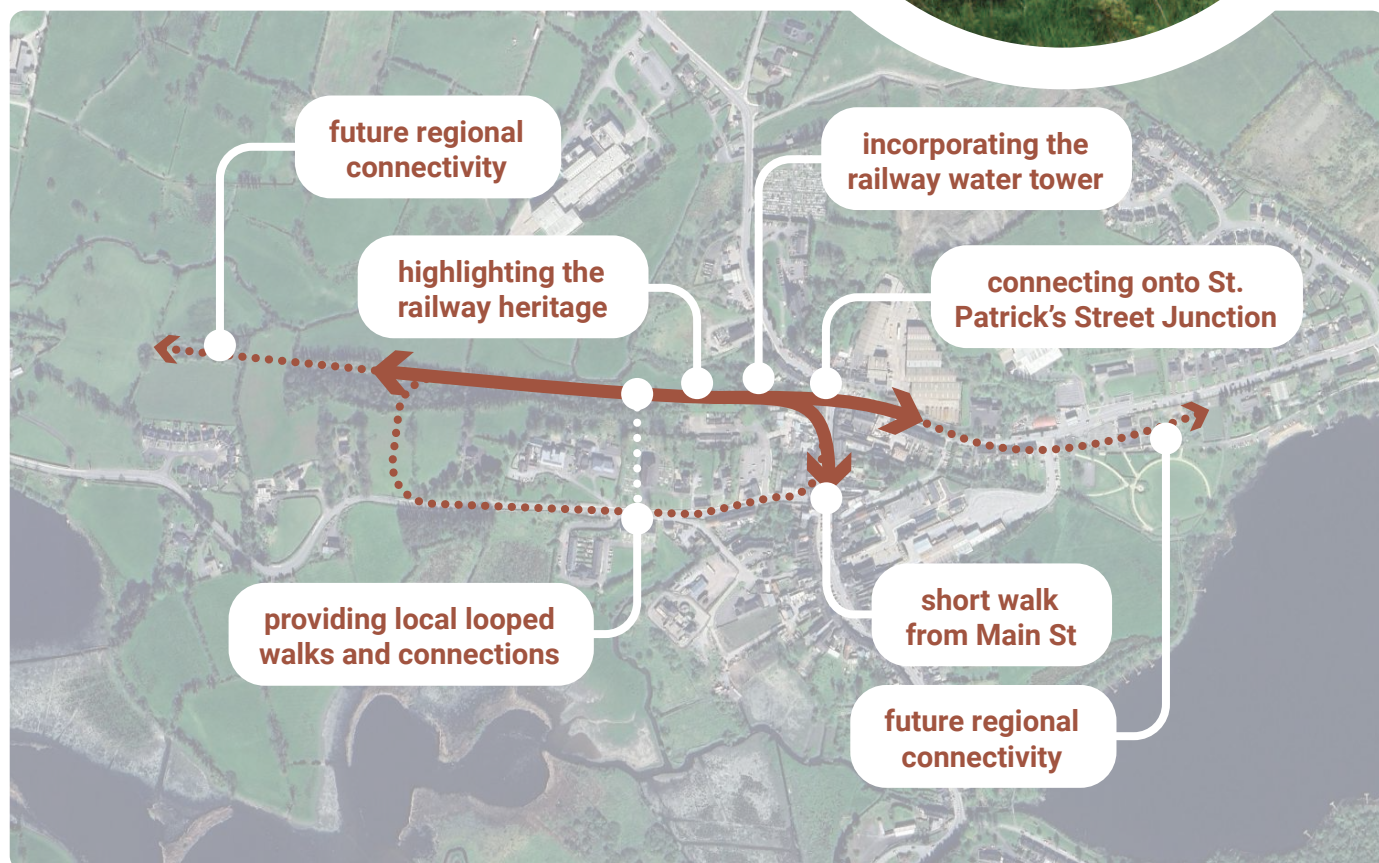
### Project Actions:

- Regional Greenway
- Ballybay Local Greenway Section
- Delivery of Ballybay Integrated Path Network





As a first phase, the Railway Greenway has the opportunity to develop a local heritage trail and looped leisure walk. Focusing on integrating the old railway features as interpretation along the walk, this is an opportunity to tell one of Ballybay's many stories.



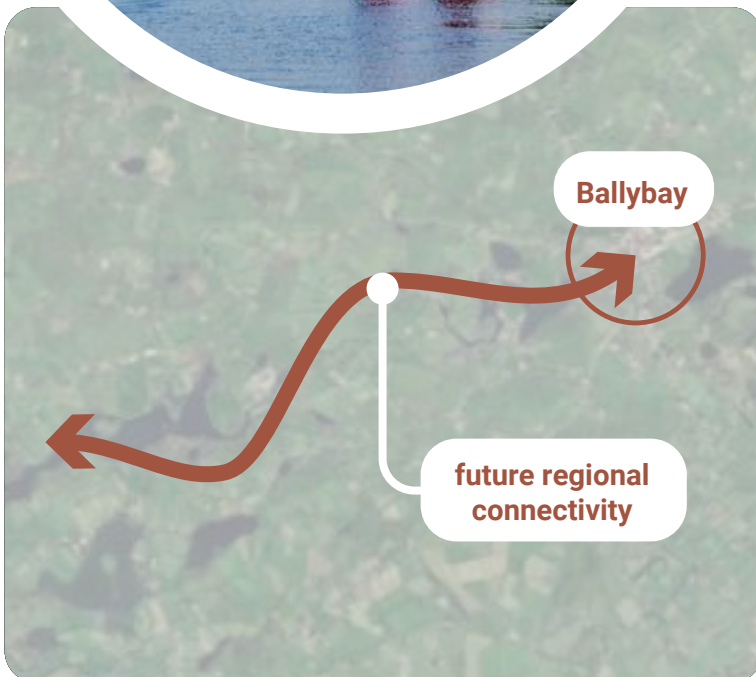
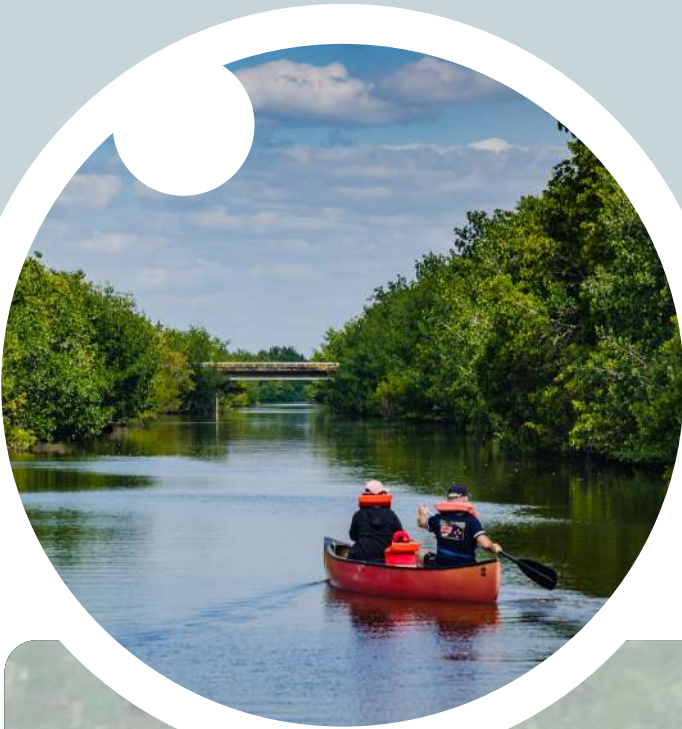
## j. Ballybay Blueway

**Linking local water bodies and systems to reduce flood risk and create a recreational draw of regional significance.**

**The Blueway will increase visitors to Ballybay and make the most of the biodiverse and natural wetlands asset.**

Focusing on birdwatching and the protection of wildlife, the Blueway will provide a tranquil route for nature enthusiasts to explore the area's rich ecosystem. It will offer designated spots for birdwatching, allowing visitors to observe a variety of protected species in their natural habitat. By enhancing the connectivity of local water systems, the Blueway will help safeguard the wetlands while promoting sustainable tourism, encouraging visitors to appreciate Ballybay's unique wildlife environment.

Simultaneously, the blueway will enhance Ballybay's connectivity to the southwest of the county and provide another unique entrance into the town for visitors. This will include on-water leisure activities that will sensitively be implemented for the local wildlife and habitat.



### Project Actions:

- Regional Blueway
- Delivery of Ballybay Integrated Path Network



### 3. Projects for **Vibrancy & The Future**

The following projects aim to make Ballybay the most vibrant place it can be by taking advantage of large and small opportunities, reviving the buildings, and attracting visitors to the town.



## k. Community Initiatives

**Encouraging a diverse range of community events and activities that together will help improve the town.**

**The community initiatives will help to further grow the community spirit and bring people from across Ballybay together.**

These events will offer opportunities for residents to engage in cultural, social, and recreational activities, strengthening connections and fostering a sense of belonging. From local festivals and markets to workshops and sporting events, the variety of programmes will cater to different interests and age groups. Led by local organisations, artists, and businesses, these initiatives will not only enrich the cultural life of the town but also support economic growth and enhance the overall vibrancy of Ballybay. Consideration should be given to developing an annual event of scale for which the town becomes well known.



### Project Actions:

- Support existing initiatives and groups (including christmas lights, youth groups, GAA, and the many other initiatives in Ballybay)
- Introduce new initiatives within the community (such as storytelling nights, seasonal events, a farmer's market, and many more)



Community Initiatives are an opportunity for the community spirit of Ballybay to shine. The initiatives should be ever-evolving, allowing new ideas and groups to be put forward. Using the Vision and Objectives from this Town Centre First Plan can guide new ideas and help envision how they fit into the wider development of the Town.

Below is an example of what a Ballybay Community Initiatives Brainstorm could look like. This is a hypothetical scenario, but many of these initiatives (and others) are possible in Ballybay, with some already underway.



## I. Main Street Revival

**Refurbishing vacant buildings, enhancing frontages, and developing backlands via heritage guidelines.**

**This will introduce good quality space for town centre living and businesses, while retaining Ballybay's unique built heritage.**

By revitalising underused spaces, the project will not only improve the appearance of the town centre but also provide much-needed residential and commercial opportunities. Careful attention to heritage guidelines will ensure that the town's character and architectural history are preserved, while allowing for modern uses that meet current needs. This approach will promote sustainable development, attract new residents and businesses, and create a more vibrant, functional town centre that honours Ballybay's past while embracing its future.

This project will require a collaborative and diverse approach across stakeholders and sectors. One approach may include investment in exemplar projects on Main Street that set the design standard and demonstrate best practices in adaptive reuse, high-quality design, and heritage-sensitive development. Continued support of council-efforts and engagement with private stakeholders will also create new opportunities for the Main Street buildings.



### Project Actions:

- Vacancy Registry
- Frontage Improvement Strategy
- Frontage Guidelines Document
- Exemplar Main Street Revitalisation
- Community Centre
- Enterprise Hub





A key strength of this regeneration initiative lies in the diversity of building types that could be developed. From thoughtfully designed residential units that support town centre living, to commercial spaces that encourage local enterprise and larger industrial estates nearby, to community facilities that foster social connection and wellbeing, a balanced mix of uses will ensure the area remains active throughout the day and into the evening. This mix will not only meet a range of local needs but also contribute to a resilient, inclusive town centre that supports long-term growth and community cohesion.



## m. Energy Community

**Exploring viable options for renewable energy in Ballybay, including wind, solar, and ground sources.**

**This will help to futureproof the town, benefiting residents and businesses, while reducing its carbon footprint.**

The Ballybay energy community will be a group that collaborates to enhance how energy is used within the town. Part of a national programme, these communities focus on improving energy efficiency, adopting renewable energy sources, developing decentralised energy systems, and identifying funding opportunities for those. Participants can include homeowners, businesses, sports clubs, community centres, and other entities. The initiative aims to deliver environmental, economic, and social benefits by promoting sustainable energy practices and reducing carbon emissions.



### **Project Actions:**

- Energy Community Group
- Energy Initiatives
- Sustainability Initiatives
- Biodiversity Strategy



# n. Visitor Accommodation

**Facilitating the development of overnight visitor accommodation, including short-term opportunities, a campsite / glamping area and in time, a hotel.**

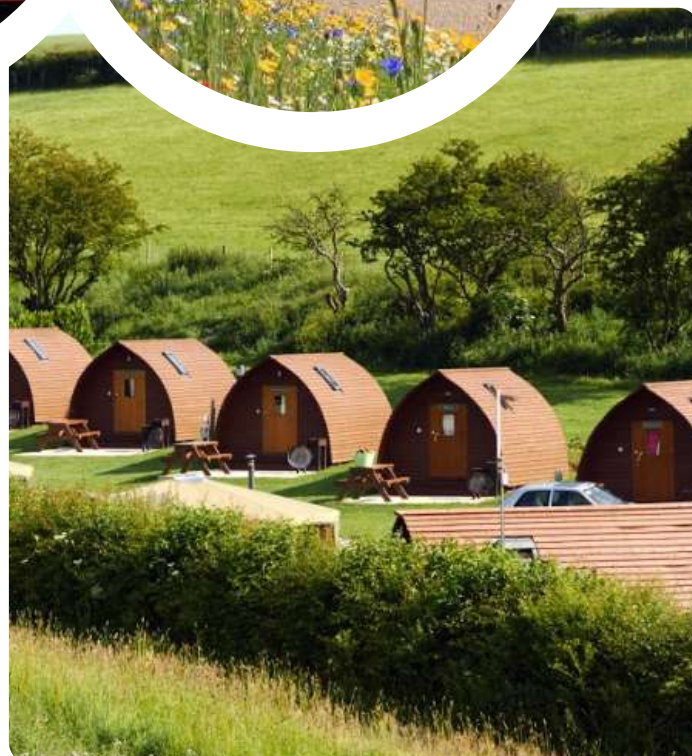
**The visitor accommodation in and near the Town Centre will provide an important visitor facility for new visitors to Ballybay's many assets.**

These developments will offer a range of options for visitors, catering to different preferences, from outdoor experiences like glamping to more traditional hotel stays. By providing high-quality accommodation, Ballybay will attract more visitors and encourage them to stay longer and to explore the town's heritage, natural beauty, and local attractions. This will not only boost tourism but also support the local economy, creating jobs and increasing footfall in the town centre.



## Project Actions:

- Ballybay Business Case
- Private Stakeholder Engagement Strategy









# NEXT STEPS



04

# Implementation

**Key to the success of this Town Centre First Plan is the ability to translate proposals into projects on the ground.**

Through the use of the Action Plan, projects will be prioritised and funding sought for their development and delivery.

# Collaboration

**This Town Centre First Plan has been developed through a collaborative process.**

It is vital that this spirit of collaboration is maintained and strengthened throughout the lifetime of the plan.

Communication around the delivery of the Town Centre First Plan should be regular, clear, and transparent, ensuring that everyone in Ballybay is informed of progress. Consideration should be given to the most effective communication methods to reach a broad audience, including those who may not attend public events.

Every Town Centre First project should be delivered with the same commitment to collaboration and co-design. This means regular public engagement opportunities, along with detailed dialogue with key stakeholders such as landowners and elected representatives.

The Town Team should remain as representative of the town as possible, with flexibility to welcome new members as needed.

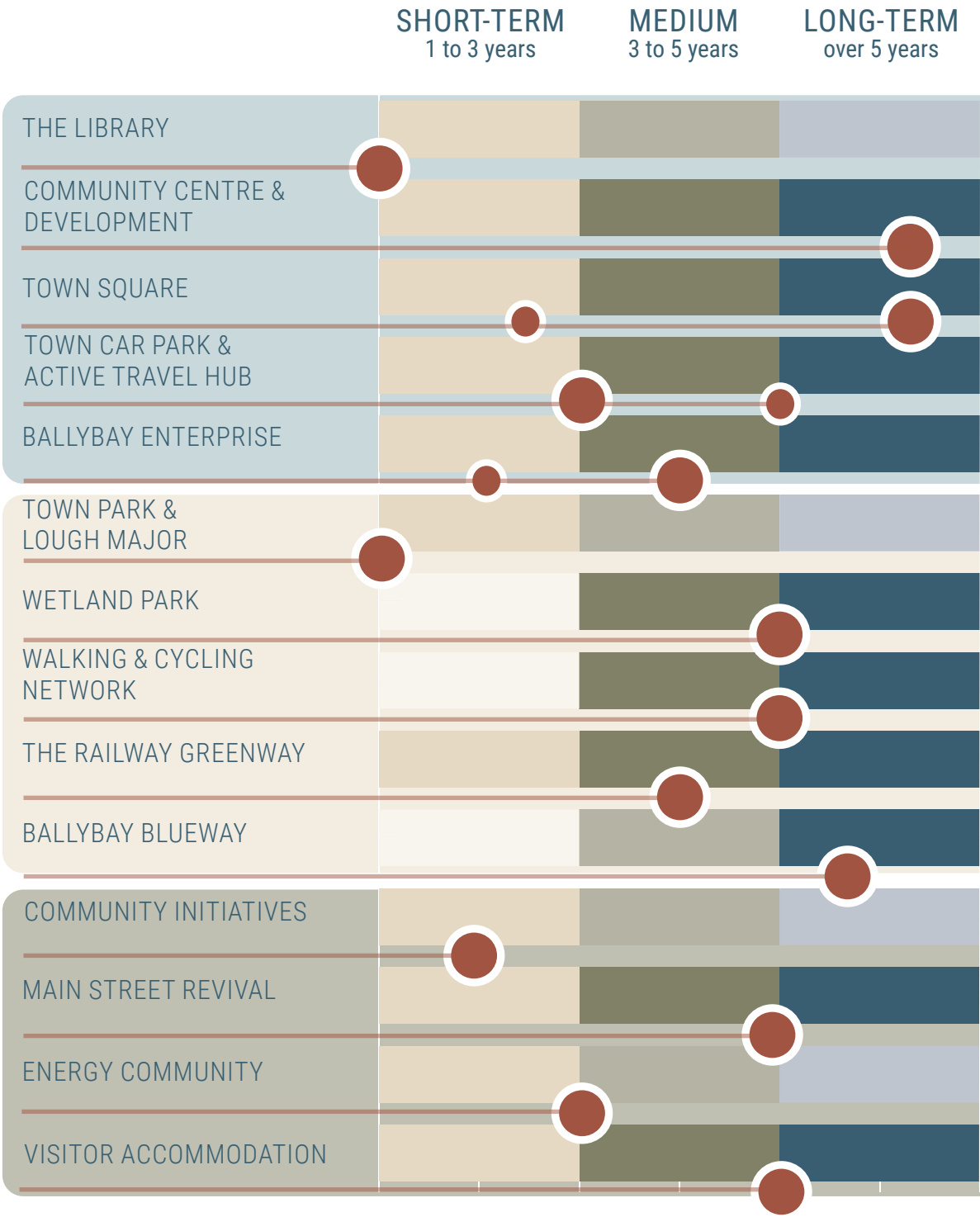
# Development & Delivery

**Once prioritised and funding is secured, each project will undergo a process of further design and development.**

In most cases this will involve the appointment of a design team and all projects will involve further processes of engagement to ensure the local community has their say. Some projects will also require planning consent and other approvals.

The projects in this Town Centre First Plan are all designed to have a regenerative impact on the town. That means they must play their part in attracting complementary investment, be they new residents, new businesses or visitors that bring new spending to Ballybay. To be successful the project must be designed, managed and maintained to an excellent standard, effectively 'raising the bar' across the town as a whole.





## Action Plan

The action plan sets out the practical steps needed to prioritise and support the Ballybay Town Centre First Plan.

Within each project, it outlines specific initiatives and establishes next steps to guide decision-making and investment.



### a. The Library

#### ACTIONS

- Library Renovation of Market House
- Community-led Events and Workshop Calendar

#### STEPS

- i. Support ongoing planning and implementation process.
- ii. Identify community opportunities for use of shared spaces, such as events and workshops.
- iii. Foster partnerships with local schools, organizations, and artists to enrich programming.

### b. Community Centre & Development

#### ACTIONS

- Community Development Group
- Community Centre (Brief, Site Selection, Design, Planning, Construction)

#### STEPS

- i. Establish a community development group.
- ii. Identify gaps in current community facility provision for a design brief.
- iii. Identify town centre building or site for community centre use.
- iv. Seek funding and progress site acquisition.
- v. Co-design community centre scheme, with local authority and professional support.
- vi. Bring forward and maintain scheme.

### c. Town Square

#### ACTIONS

- Community-led Events Calendar
- Town Square Public Realm

#### STEPS

- i. Organise short-term pop-up events involving local groups and businesses.
- ii. Develop design brief for high quality, flexible civic space.
- iii. Co-design public realm and streetscape scheme, with local authority and professional support.
- iv. Bring forward and maintain scheme.

## d. Town Car Park & Active Travel Hub

### ACTIONS

- Active Travel Infrastructure
- Town Centre Backlands Masterplan

### STEPS

- i. Support ongoing council and community processes.
- ii. Prepare parking audit for town centre to determine need.
- iii. Develop brief as part of area masterplan based on modal shift and sustainable development initiatives.
- iv. Co-design scheme as part of integrated area masterplan, with local authority and professional support.
- v. Seek funding and progress site acquisition.
- vi. Bring forward and maintain scheme.

## e. Ballybay Enterprise

### ACTIONS

- Ballybay Enterprise Group
- Town Centre Enterprise Hub and Ballybay Business Case

### STEPS

- i. Establish Enterprise group, engaging with Enterprising Monaghan and others.
- ii. Develop Ballybay business case for hub and future startups.
- iii. Identify town centre building or site for enterprise hub.
- iv. Seek funding and progress site acquisition.
- v. Co-design community centre scheme, with local authority and professional support.
- vi. Implement and maintain scheme.

## f. Town Park & Lough Major

### ACTIONS

- Park & Lough Improvements Strategy
- Park Extension Masterplan
- Delivery of Ballybay Integrated Path Network

### STEPS

- i. Maximise access and use of existing park, beach, and lake access.
- ii. Identify gaps and opportunities for enhancing use of existing spaces.
- iii. Bring forward schemes, ensuring provision of ongoing management.
- iv. Consider opportunities for expanding of park and develop design brief.
- v. Co-design Town Park expansion, with local authority and professional support.
- vi. Implement and maintain scheme, on a phased basis.



# NEXT STEPS

## g. Wetland Park

### ACTIONS

- Town Centre Backlands Masterplan
- Wetland Park
- Delivery of Ballybay Integrated Path Network

### STEPS

- i. Identify local site with opportunity for town centre connections.
- ii. Identify brief as part of area masterplan, based on biodiversity, landscape characteristics, and tourism.
- iii. Seek funding and progress site acquisition.
- iv. Co-design Wetlands Park expansion as part of integrated area masterplan, with local authority and professional support.
- v. Implement and maintain scheme.

## h. Walking, Cycling and Open Spaces

### ACTIONS

- Walking & Cycling Network
- Neighbourhood Spaces Strategy

### STEPS

- i. Conduct a walking, cycling, use and safety audit of current routes and open spaces
- ii. Identify gaps and opportunities for improved connectivity and use.
- iii. Co-design route and space enhancements with local authority and professional support.
- iv. Implement and maintain schemes, on a phased basis.

## i. The Railway Greenway

### ACTIONS

- Regional Greenway
- Ballybay Local Greenway Section
- Delivery of Ballybay Integrated Path Network

### STEPS

- i. Support ongoing council processes.
- ii. Identify opportunities for local development of section, heritage interpretation and stories.
- iii. Co-design brief for local recreation route, interpretation and signage at arrival into town centre.
- iv. Initiate local artistic and heritage interventions.
- v. Implement and maintain scheme.

## j. Ballybay Blueway

### ACTIONS

- Delivery of Ballybay Integrated Path Network
- Regional Blueway

### STEPS

- i. Support ongoing council processes.
- ii. Develop a local design brief focused on accessibility and leisure activities.
- iii. Co-design Blueway with local authority and professional support.
- iv. Implement and maintain scheme.

## g. Community Initiatives

### ACTIONS

- Support existing initiatives and groups
- Introduce new initiatives

### STEPS

- Coordinate and publicise events and activities into a town centre programme.
- Engage with local community groups, artists, startups, initiatives.
- Support ongoing community initiatives.
- Identify new opportunities, pilot initiatives and provide ongoing engagement.

## h. Main Street Revival

### ACTIONS

- Vacancy Registry
- Exemplar Main Street Revitalisation
- Community Centre
- Enterprise Hub
- Frontage Improvement Strategy & Frontage Guidelines Document

### STEPS

- Support ongoing council initiatives to address vacancy.
- Engage in community outreach to gather feedback and encourage local involvement.
- Develop an exemplar building project to set a standard for future revitalisation.
- Co-design frontage improvement guidelines, with the council authority and professional support.
- Implement a frontage scheme to enhance the aesthetic appeal of buildings.
- Coordinate with local businesses to ensure sustainable long-term development.

## i. Energy Community

### ACTIONS

- Energy Community Group
- Energy Initiatives
- Sustainability Initiatives
- Biodiversity Strategy

### STEPS

- Establish an energy community group.
- Identify renewable energy opportunities for the area.
- Develop a sustainability action plan with local stakeholders.
- Implement and monitor energy efficiency and renewable projects.

## h. Visitor Accommodation

### ACTIONS

- Ballybay Business Case
- Private Stakeholder Engagement Strategy

### STEPS

- Identify opportunities for new or improved visitor accommodation.
- Develop a business case for expanding visitor accommodation, including town centre camping, glamping, and hotel accommodation.
- Support the development and promotion of new accommodation options.

## Conclusion

**This Town Centre First Plan sets out an exciting vision for the future of Ballybay and presents a series of integrated projects for delivery.**

It has been developed through an extensive process of engagement with people from across the town to whom everyone involved with the project is truly grateful. The stage is now set for the delivery of this vision and working together to realise the full potential of Ballybay.

By working together and building momentum in a step-by-step approach, an exciting prospect awaits Ballybay.



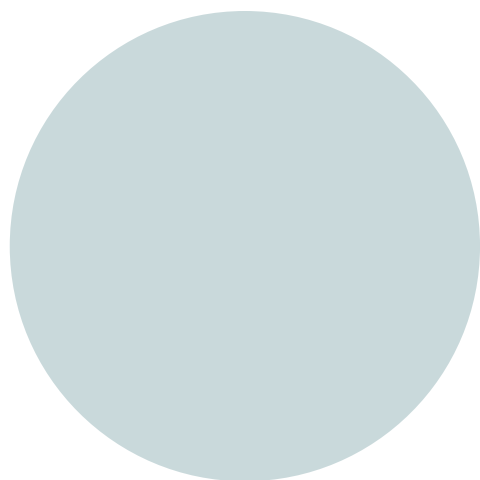
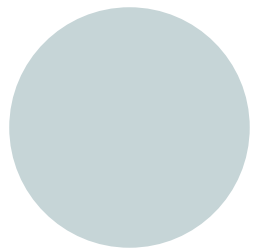








# APPENDIX

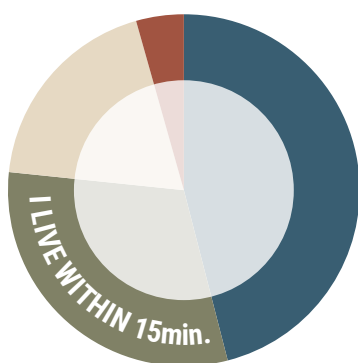




# APPENDIX

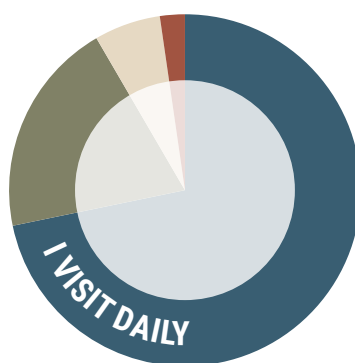
## First Public Consultation

How far do you live from Ballybay Town Centre?



I live within the wider county	-	46%
I live within a 15-minute walk	-	30.7%
I live within the town centre	-	19%
I live elsewhere in Ireland	-	4.4%

How often do you visit Ballybay Town Centre?



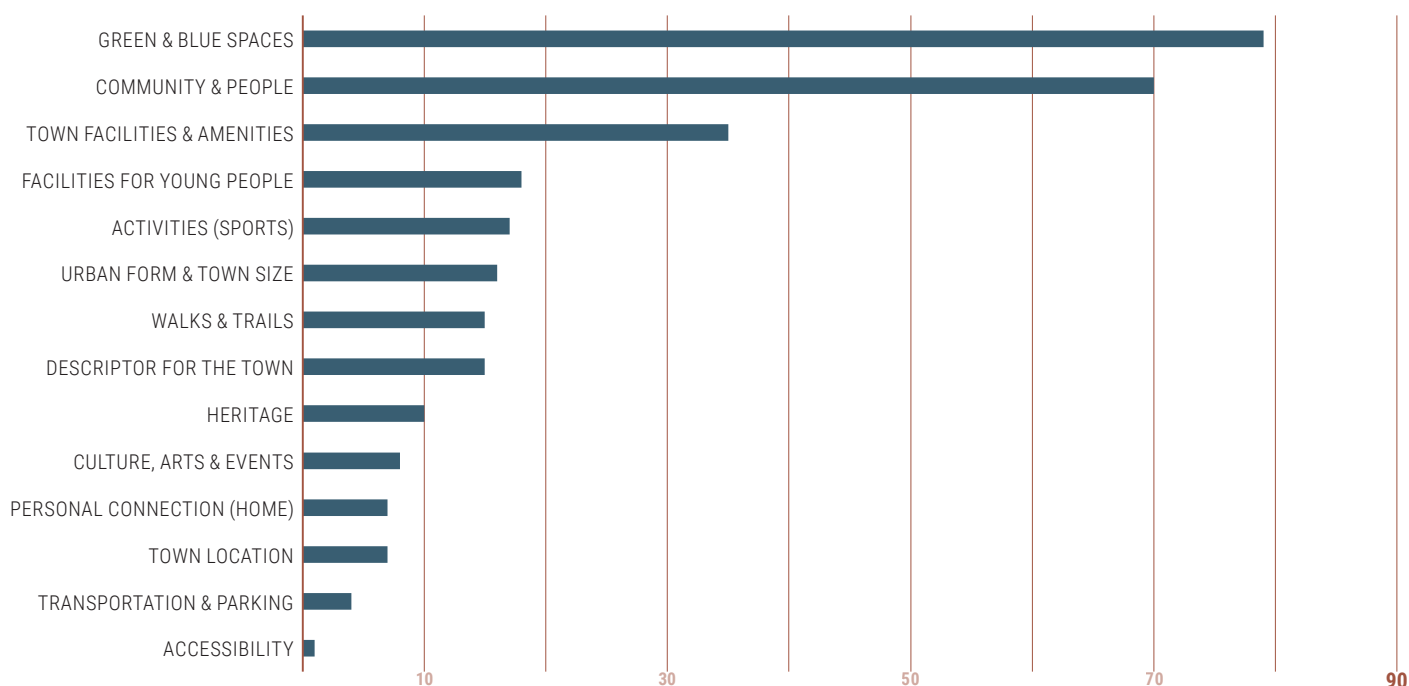
I visit daily	-	71.8%
I visit weekly	-	19.8%
I visit monthly	-	6.1%
I rarely visit	-	2.3%

What is your age range?

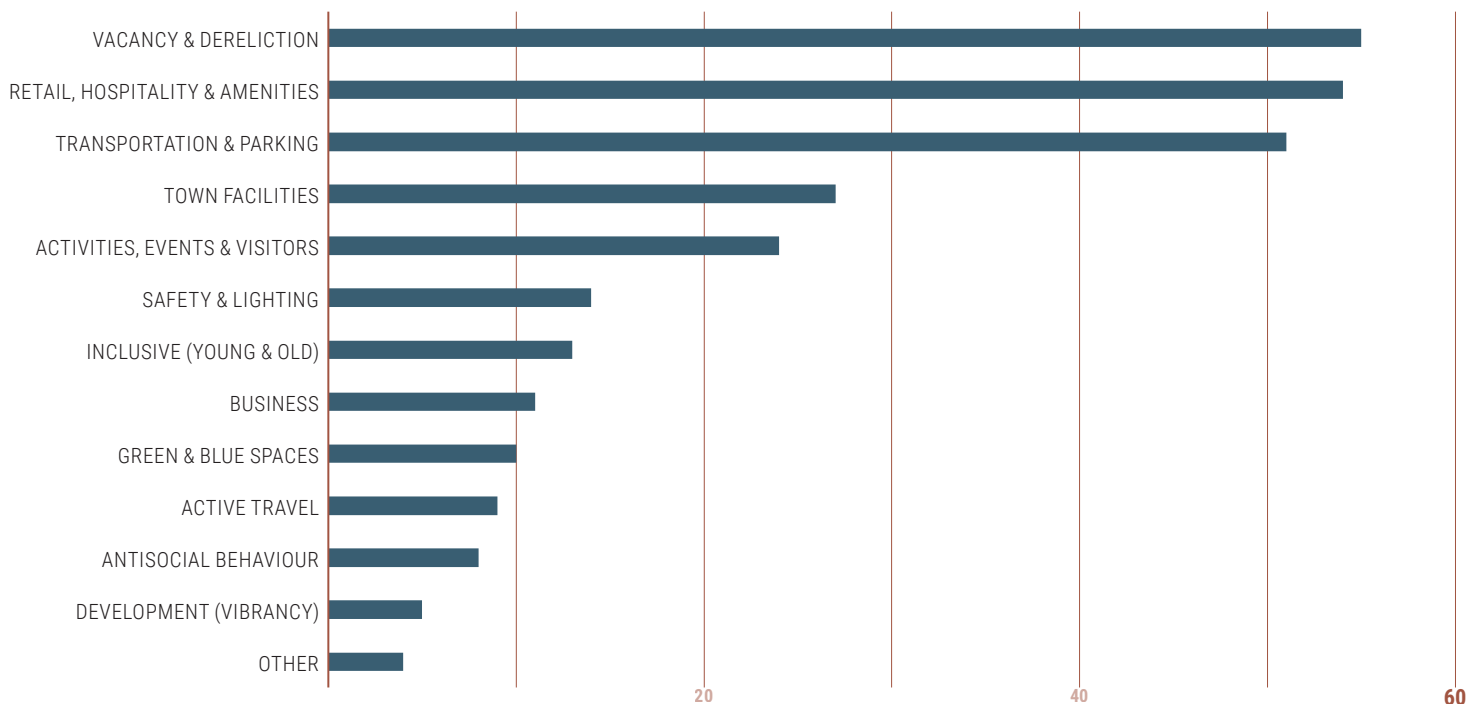


0-18	-	6.5%
19-29	-	9.7%
30-39	-	18.5%
40-49	-	28.2%
50-59	-	16.1%
60-69	-	13.7%
70+	-	7.3%

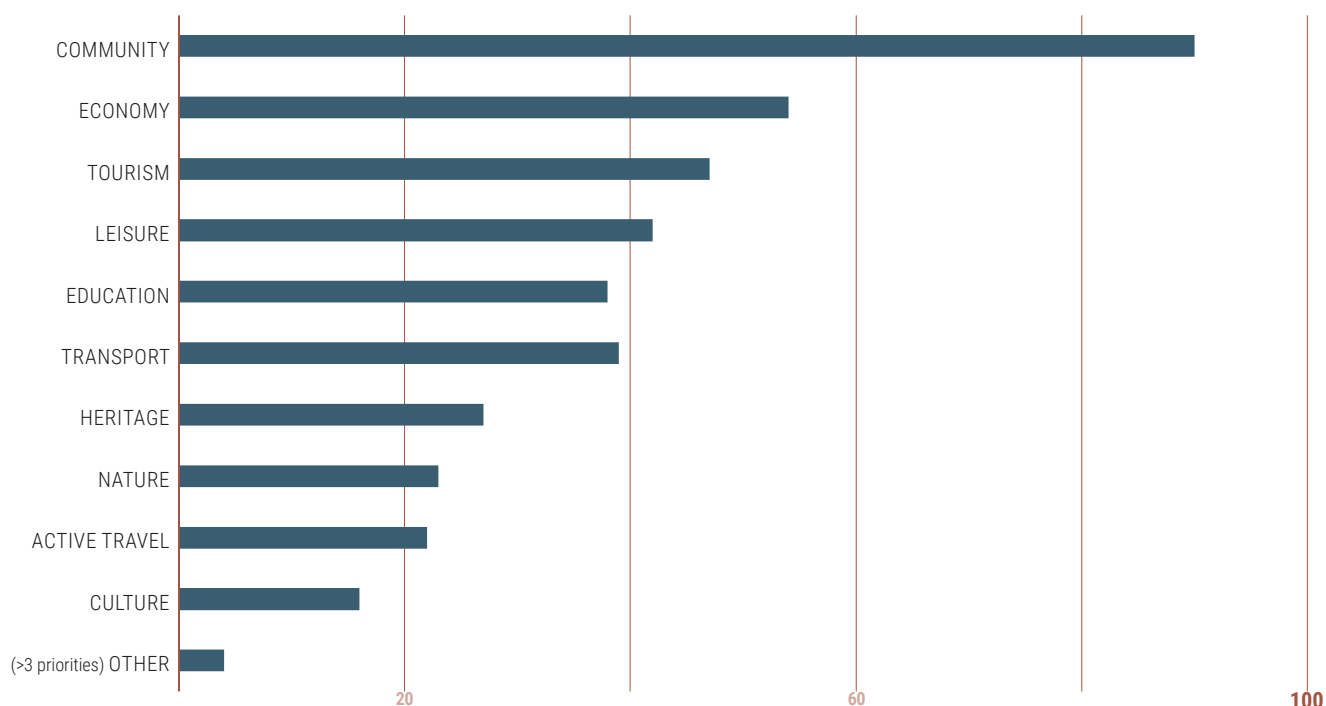
What three things do you **\*like\*** most about Ballybay?



What three things do you **\*dislike\*** most about Ballybay?



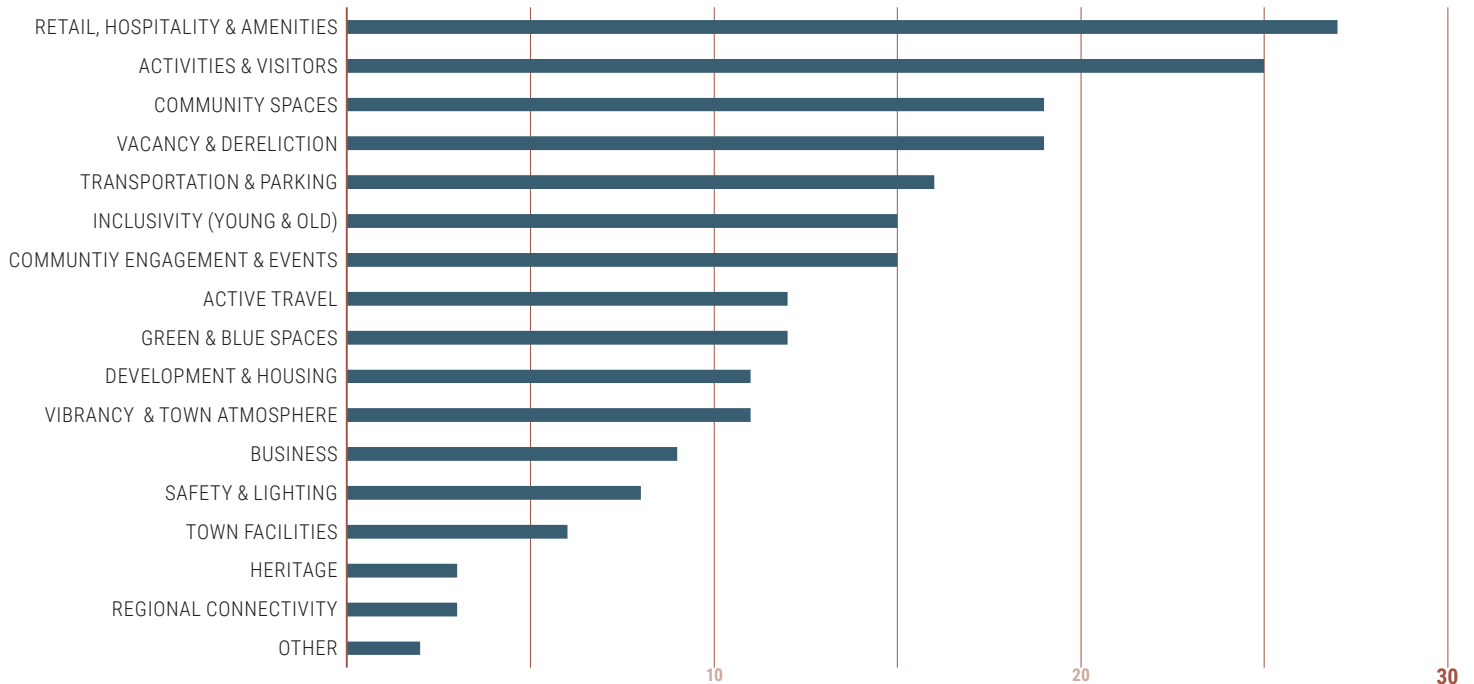
What are your top **priorities**? (pick up to 3)



# APPENDIX

## First Public Consultation

What **comments or ideas** do you have for the future of Ballybay Town Centre?



## School Visits

### Ideas:

- Sports: campus, improve basketball court & pitch
- Paint derelict buildings
- Turn old dentist into meeting place
- Make more inviting for clothes shops
- More places to sit and meet up
- Swimming pool, grow the town
- Accessible & inclusive spaces

**Common theme:** Places to meet

### Positives:

- shops for daily shopping
- park & walkway
- sports facilities, basketball court
- Youth club, creche
- Safe
- Local Link

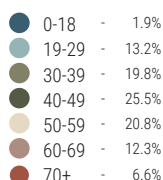
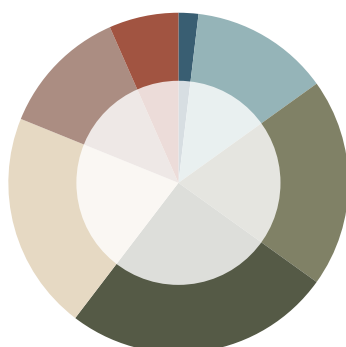
### Negatives:

- not many clothes shops
- lack of facilities for teenagers, especially indoor
- Lack of community centre, facilities, events, competitions
- School facilities; the pitch
- No regional bus services
- Coachman's walk
- Parking
- Derelict Buildings

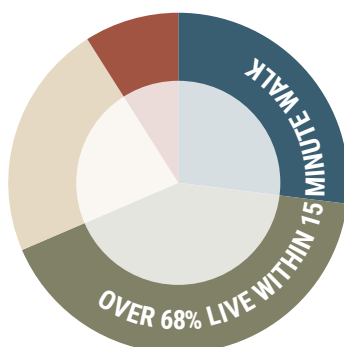


# Second Public Consultation

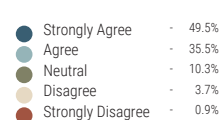
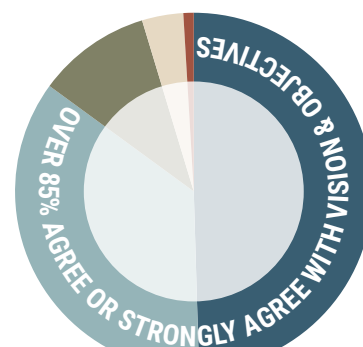
What is your age range?



How far do you live from Ballybay Town Centre?

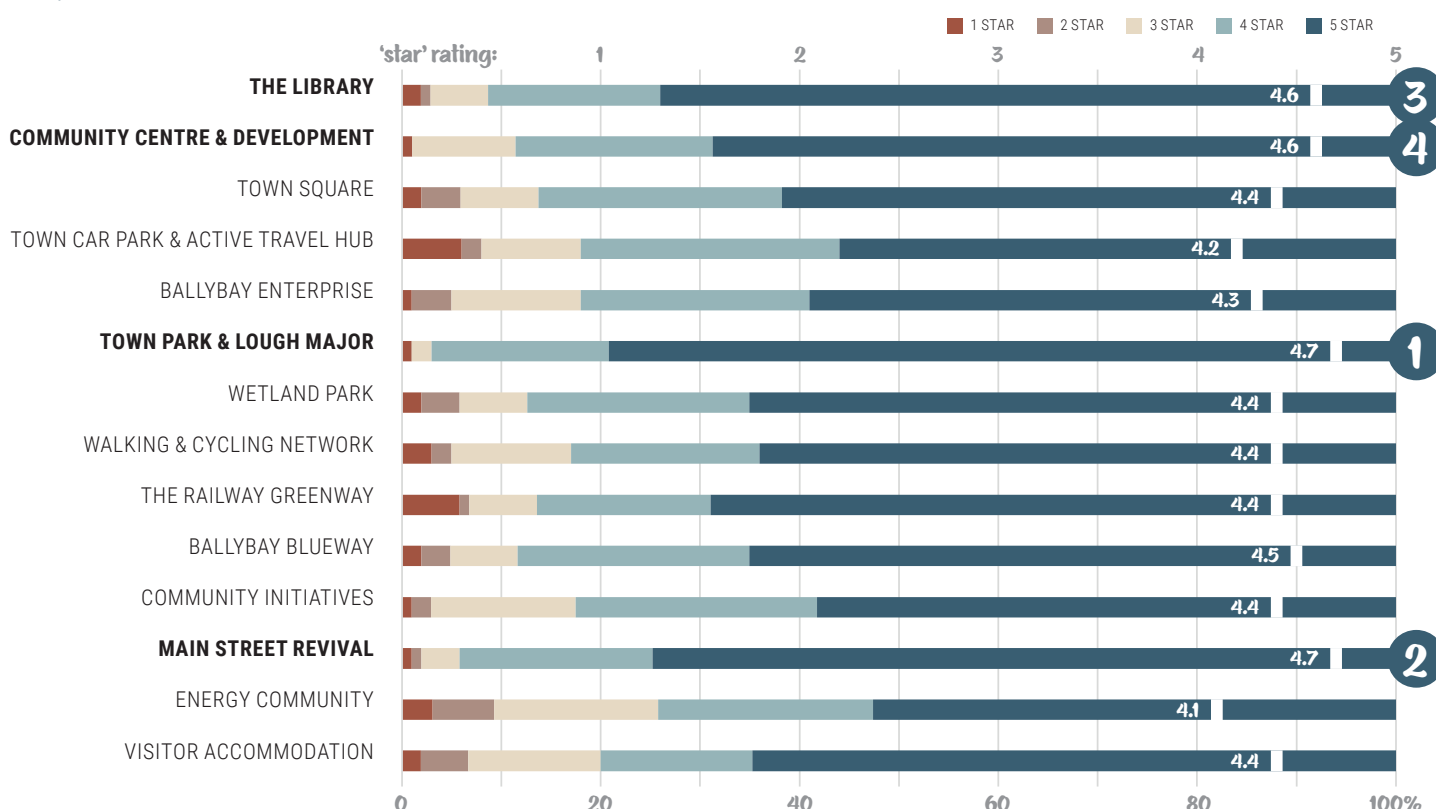


How much do you agree with the vision & objectives?



## How would you rate the projects?

varying from 96 to 105 responses



# APPENDIX

## Comments on the draft projects:

39 open-ended responses



"Great idea to investigate tourist accommodation as this is seriously lacking presently. Love the safe cycle links idea."

"Lighting around the walk out to the football field and around the football field more visibility for walkers"

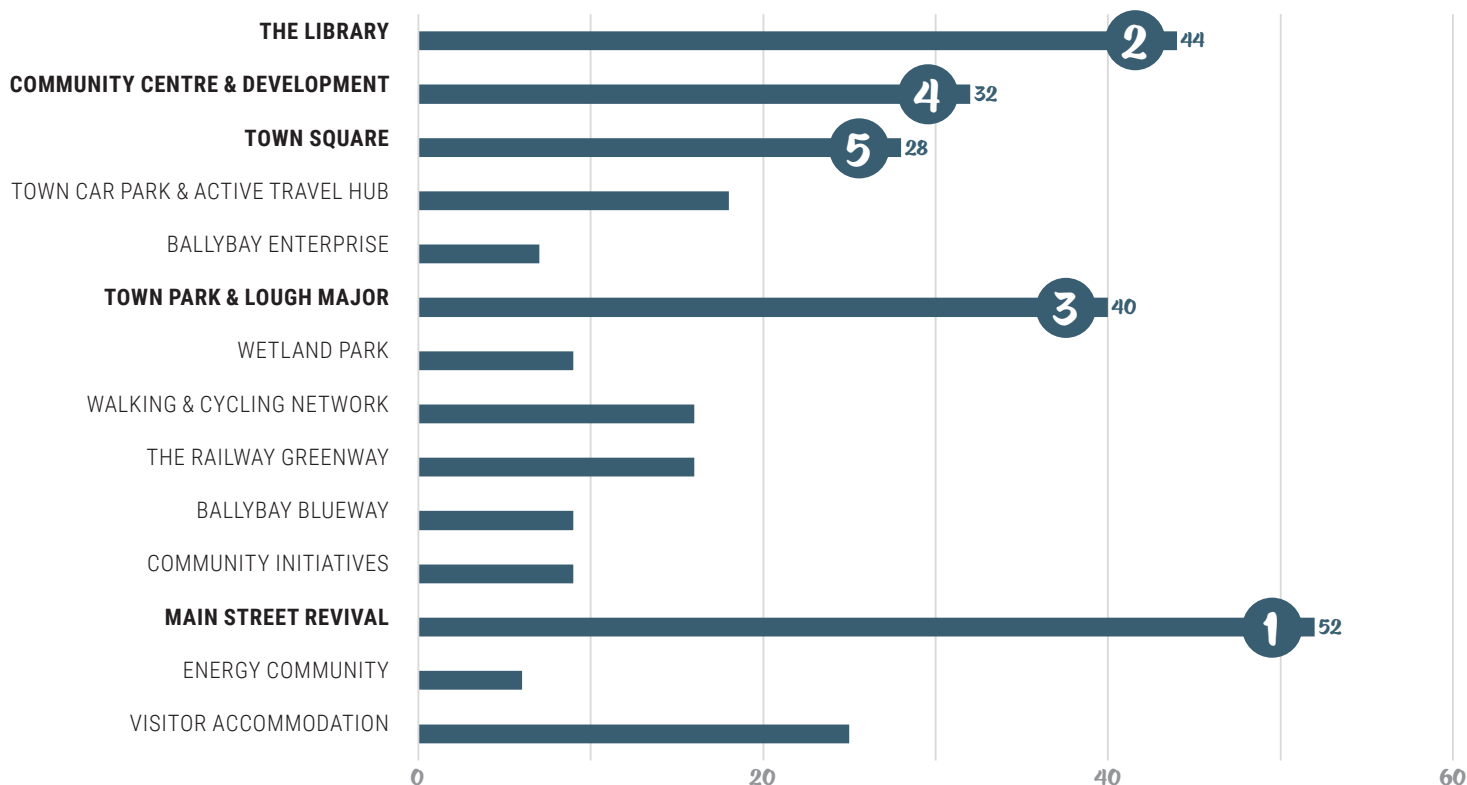
"I would like to see showers in the park in Ballybay, even a cold shower so that when finished swimming people can get cleaned before going home."

"All exceptional ideas. How many of them can be implemented?"

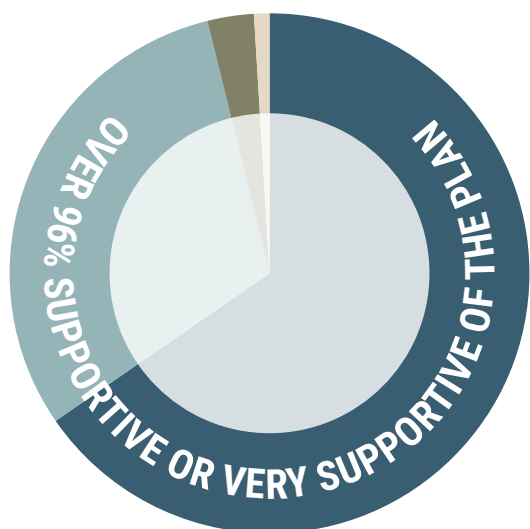
"Proper bus stops so those who are new to ballybay know where to wait alongside preventing those waiting from getting drenched, earlier and later bus times."

## Which 3 projects are your priorities?

105 responses



# Overall, how supportive are you of the plan?



Very Supportive	-	65.4%
Supportive	-	30.8%
Neutral	-	2.9%
Unsupportive	-	1%
Very Unsupportive	-	0%



"town in missing a good restaurant night life is gone but we have great potential for activities to keep young and old fit and healthy with new walk ways and a gathering place is so needed but we need more people to help and run classes and events"

"Enhancing the shop fronts with possible financial assistance for businesses."

"Given this is a very historic town, is there an audit of the historical structures and landscape in the town and in the old Estate ? very happy to help on this."

"All great ideas especially the main street revival & library."

"Getting one project started e.g. Library would give a boost to the town, with money being invested in community facilities."





**BALLYBAY  
TOWN TEAM**



the **paul hogarth** company



**Lár Bailte ar dTús**  
**Town Centre First**



**Rialtas na hÉireann**  
**Government of Ireland**