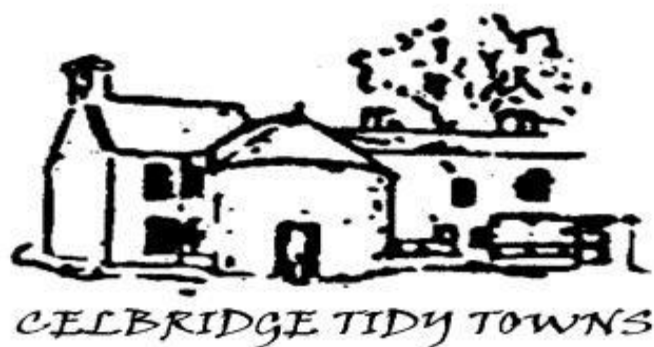


# Celbridge Tidy Towns 5 year plan 2012 – 2016 (2015 Revision)



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## Part 1 - General Introduction, Mission, and Main Objectives of Celbridge Tidy Towns

**1.1 Introduction and Mission:** This 5 year plan of the Celbridge Tidy Towns (CTT) committee was drawn up in 2012 so this is its #4<sup>th</sup> yearly update. The opportunity has been taken in this update to restructure the plan, as a comprehensive reference document outlining current, on-going and proposed projects, as well as some already completed during the term of the plan. It provides an overview of the state of progress and future action in pursuit of the committee's **Mission Statement:**

*To generate awareness, co-operation and enthusiasm amongst the people of Celbridge in a concerted effort to enhance the natural and built environment of the town.*

**1.2 Key Objectives:** The overarching goal in the Mission Statement encapsulates a range of Key Objectives, including:

- Increasing pride and morale in the community and maximising community interest and involvement in improvement of the town.
- Promoting public awareness of litter and waste management and mobilising action to address litter and waste.
- Promoting conservation and enhancement of wildlife and natural amenities.
- Protection and conservation of natural resources and physical heritage.
- Contributing to enhancement of the environment.
- Maintaining the character of the town, conserving its built and natural heritage and promoting awareness of these and of its history and heritage generally.
- Contributing to enhancement of the quality of life generally in the area, while advancing its social, economic and cultural progress.

**1.3** Needless to say, an important aim is to achieve the best possible result in the annual Tidy Towns competition, which will be determined largely by the extent of progress with the above objectives. This, in turn, is underpinned by a wide range of specific projects and actions which are set out in this Plan by reference to the standard categories of the Tidy Towns competition.

**1.4 General Context:** Celbridge is a town rich in history and heritage, both natural and built, which has, however faced the usual challenges associated with rapid development in recent decades from a population of approximately 1,568 in 1971 to almost 20,000 at the most recent census, but without significant damage from the real estate bubble/crash. For the purposes of the Tidy Towns competition it embraces an extensive territorial area, with five main approach roads, the Village, centred on the Main Street containing mainly retail/commercial outlets with many residential "over the shop" units, shopping centres outside the Village, along with a large number of housing estates of varying size, configuration and age, most, however, having developed between the late 1970s and mid-2000s. The demographic make-up reflects how the town has developed, with a relatively young, but

maturing age profile, and incorporating a strong corps of “original” residents, and a majority who chose to reside in the area since the mid to late 1970s but with now firmly-established local roots and local and community identity. The economy of the area is characterised particularly by a high proportion of Dublin commuter-based employment complemented by the locally based major IT firms Intel and HP and nearby University of Maynooth.

**1.5 CTT Structures, Strategies and Activities:** CTT operates primarily through a 12 person committee, 2 sub-committees (Floral and Heritage Tourism) and over 60 active volunteers. Its mainstream activities such as removal of litter, cleaning, planting/landscaping and various other improvement activities are organised on a structured basis, involving particularly a Sunday-morning cleaning roster and organised work schedule one evening per week, plus ad hoc works and contracted grass cutting and provision/maintenance of public floral displays. In addition, as detailed in Part 2, CTT, working with various agencies and groups, has promoted or supported a range of significant projects to improve the area and help conserve and enhance its natural and build heritage resources. Fund raising (through sponsorship, collections, quiz nights, etc), information, promotion communications, and interaction with other organisations are key mechanisms to further the objective of CTT and raise awareness and support. A notable element of this work is the organisation of annual competitions involving schools, shops and residents’ associations, which have a dual benefit of mobilising efforts to improve the appearance of the area and also fostering awareness of, and support for, the tidy towns effort. Where appropriate, CTT has also taken a robust stand in opposing undesirable developments and practices damaging to the character and appearance of the town, and encouraging action by relevant authorities to address such issues. CTT maintains strong links with all local public representatives on a strictly non-political basis and enjoys good support in that context.

**1.6 Updating and Restructuring of the Plan:** In light of observations on the Plan in the 2014 adjudication report, the Committee undertook a fundamental restructuring and updating of the 5-year plan. To underpin this process an analysis of the areas Strengths, Weaknesses, Opportunities and Threats was carried out. The results of this “SWOT” analysis are set out as an appendix to this updated plan. In its revised structure, the updated plan sets out, in Part 2, the various projects being implemented or proposed during the plan period, a summary of the key priorities among these, specific actions to implement the projects, relevant timescales, and progress to date with existing projects.

## Part 2 - Projects

### Category 1: Community Involvement & Planning

**Main objectives:** The main overall objectives in this category are to maximise participation in the local community and engagement with relevant agencies, local groups and interests, to further tidy towns objectives. Planning, in this context, is taken to relate primarily to strategic planning and planning and organisation of CTT affairs. While CTT input to the Kildare County Council (KCC) Local Area Plan is included in this category, being a key strategic process, other actions related to physical/spatial planning issues are dealt with in other categories, particularly relating to the Built Environment and Streetscape.

**Key priorities:** CTT projects and actions to achieve these objectives are set out in the table under, indicating progress to date, proposed further action and relevant timescale. Key priorities among these are projects to generate support for, and participation in, tidy towns efforts through provision of information, increasing public awareness and involvement, including schools; engagement with relevant public agencies notably KCC and public representatives and with relevant groups, particularly through participation in the new Celbridge Heritage Tourism Forum; and promoting a strategic approach to advancing CTTs objectives, for example, through input to the LAP process and heritage tourism strategy.

#### 1.1 Existing projects/activities

Ref no.	Project/Objectives	Actions	Timescale	Progress to date
1.1.1	Promoting public support for and participation in CTT efforts by enhancing awareness, civic pride, local identity and community solidarity	Maintaining CTT internet site. Providing information via social media (Facebook, Twitter). Involving community and voluntary/sectoral groups through various competitions. Undertaking specific awareness activities.  Involving public representatives on behalf of CTT.	On-going On-going Annual On-going  On-going	Key information posted on site. Number of social media followers increasing annually. Details in relevant categories under.  Information stand at SuperValu anniversary event August 2014; provision of pull-up banners showing CTT logo and projects undertaken. Stand at 2015 Bank of Ireland enterprise week. General email communication with all councillors setting out matters on which

		<p>Various initiatives related to Celbridge heritage and history. Promoting the Irish language locally/ Tacú don ghaeilge go háitiúil.</p> <p>Undertaking community-based fund-raising.</p>	<p>On-going</p> <p>Leanúint</p> <p>On-going</p>	<p>support/representation needed.</p> <p>Details in relevant categories under.</p> <p>Usáid a bhaint as ghaeilge i dtionscadáil éagsula sa cheanntair m.sh. comharthaí oidhreachta; “Cloch Fáilte” ar bhealach isteach an bhaile.</p> <p>Various successful initiatives undertaken including quizzes, collections, sale of Christmas Cards depicting local scenes, golf classic.</p>
<b>1.1.2</b>	Promoting youth involvement in tidy towns efforts and civic activity generally	Undertaking activities involving schools and youth groups.	On-going	Details in relevant categories under.
<b>1.1.3</b>	Supporting or partnering with other local groups and public authorities to advance projects of mutual interest	Action to support initiatives by various groups or agencies to enhance amenities and promote local heritage.	On-going	<p>Details in relevant categories under.</p> <p>Examples to date include: Support for Celbridge Guided Tours leaflets (2013 and 2014); Partnership with Celbridge Heritage Committee for erection of heritage signs (2013); Support for Tea Lane Committee restoration project (2014); Support for “Arthur’s Way” heritage trail (launched July 2014); Support for on-going amenity improvements in Castletown Demesne by Office of Public Works (OPW) <b>[20]</b><sup>1</sup>.</p>
<b>1.1.4</b>	Promoting awareness of specific	Various public awareness projects (e.g.	On-going	Details in relevant categories under

<sup>1</sup> Numbers in square brackets, e.g. **[20]**, refer to numbers in 2015 competition submission and where shown on sketch map of town (i.e. in the case of location specific projects).

	environmental issues/actions	composting, recycling, biodiversity, etc).		
<b>1.1.5</b>	Strategic/Spatial Planning: Ensure Celbridge Local Area Plan (LAP) is consistent with and supports tidy towns aims <b>[3]</b> <b>[12]</b>	Engaging fully with all stages of LAP process and providing effective input.	2015	Submission made (March 2015) in relation to initial LAP Issues document.
<b>1.1.6</b>	Strategy to enhance the quality and identity of the area, based particularly on its heritage and history and related tourism potential <b>[2]</b>	Drafting a Heritage Tourism Strategy Framework through CTT Heritage Tourism Committee. Participating in new Celbridge Heritage Tourism Forum under KCC/ISP initiative.	2014 2015	Draft Strategy Framework produced.  Heritage grant approved by KCC for completion of Strategy Framework
<b>1.1.7</b>	Engagement with relevant public schemes or initiatives to advance tidy towns objectives	Engaging with schemes such as TÚS, Gateway <b>[4]</b> and Gaisce and with probation service; provision of work schedules, monitoring, etc.	On-going	Examples include use of Tús staff on Tea Lane restoration, Gateway staff and transition year students (under Gaisce) on tidy towns work generally, community service work at Castle Village shops area.

## 1.2 Proposed projects

Ref no.	Project/Objectives	Actions	Timescale
<b>1.2.1</b>	Improving quality of information and awareness on CTT matters	Undertake review of CTT internet site - content, structure, and updating. Consider further use of social media to promote awareness	2015/2016 2015/2016
<b>1.2.2</b>	Completion and implementation of Celbridge Heritage Tourism Action Plan in collaboration with relevant agencies <b>[2]</b>	Work through ISP Heritage Tourism Forum and with relevant agencies such as KCC, OPW, LEADER company and tourism authorities, to formulate Action Plan, consistent with national and regional tourism policy, to maximise funding prospects and ensure coherence and continuity of action. Work with relevant agencies and local organisations (e.g. Celbridge Community Council) and enterprises to implement a programme of action under Action Plan.	2015/2016
<b>1.2.3</b>	Increase level of activity, where possible, under projects at 1.1	Consider possible new actions or approaches.	2015-2016

## Category 2: Built Environment and Streetscape

**Objectives:** The main overall objectives in this category are to protect and improve the physical and environmental fabric and character of the town, with particular emphasis on the streetscape of Celbridge Village centre, including shop fronts; conservation and presentation of heritage buildings and sites; enhancing public amenities and the general quality of the area.

**Priorities:** The projects and actions to achieve these objectives are set out in the table under, indicating progress to date, proposed further action and relevant timescale. Key priorities among these are enhancement of Celbridge Village, particularly through de-cluttering the streetscape and improving key sites and structures; protecting the character of the village from inappropriate development, including signs; restoration of, and access to, heritage resources; enhancing awareness of, and identity with, the rich history and heritage of the area, including highlighting important historical associations; maximising the benefit of local amenities and resources such as the River Liffey and Castletown Demesne; and improving linkage between the Village and key sites and amenities.

### 2.1 Existing projects

Ref no.	Project/Objectives	Actions	Timescale	Progress to date
<b>2.1.1</b>	Celbridge Historic Village enhancement project: Phase 1: undergrounding of Eircom cables on Main Street; and removal of unnecessary street furniture <b>[5]</b>	Major streetscape improvement through undergrounding of cables and removal of poles to be followed by provision of high quality street furniture to complement character of village and renovation of key buildings (e.g. street lamp standards in keeping with 18th century Village character). Working with relevant agencies, local representatives and local partners (e.g. businesses) to agree proposals, secure funding, ensure work is undertaken and completed to a high standard.	2012-2016	Application for LEADER funding Dec 2012; Alternative sources secured 2014; First stage of Eircom undergrounding works (Castletown Gate/Upper Main St) completed Q4 2014; Second stage (to Bank of Irl) Q1 2015; Third stage (to Grotto) Q3 2015. Project short-listed in LAMA Community and Council national awards scheme 2014.
		Removal of parking signs and telephone boxes. <b>[43]</b>	2015	19 parking signs and 2 telephone boxes removed.
<b>2.1.2</b>	Develop boardwalk type	Developing proposals, engaging with NTA	2014-2016	Funding of €45,000 allocated to undertake



	footways at Liffey bridge (similar to Chapelizod facility) to enhance amenity value of river and improve safety and pedestrian access to Village [14]	and KCC, sourcing funding.		studies and plans. Design commenced 2014. Included as an option in consultants' report 2015.
<b>2.1.3</b>	Promote shop front improvement [44]	Organising CTT "Best Shop Front" Competition. "Best Floral Display" Competition.	Annual Annual	Categories increased to widen participation
<b>2.1.4</b>	Restoration of heritage sites: Tea Lane Graveyard (Phase 1)[8]	Securing funding and provision of equipment to undertake initial restoration work at this important heritage site. Arranging increased public access. Undertaking Archaeological Survey (incorporating history, ecology and building survey)	2014-2016	Surveys and site maintenance 2014. Phase 1 completed Q2 2014. Conservation Management Plan launched at well-attended public presentation Nov 2014. Open to public during Heritage Week 2014 and on 3 days each week.
<b>2.1.5</b>	Addressing illegal or inappropriate signage and other factors detracting from appearance of town [6]	Bringing cases of illegal signs to attention of KCC and requesting action to address this. Engaging directly with proprietors to discourage unsightly signs and encourage good practice in keeping with town character.	On-going On-going	Numerous cases referred to KCC.  Approaches made by CTT Committee members to relevant parties resulting in a number of positives responses.
<b>2.1.6</b>	Addressing incidences of unauthorised development [6]	Communication with KCC and formal submissions through unauthorised development complaints procedure.	On-going	Formal complaints of serious signage cases submitted in cases where direct approaches to owners failed to produce action.
<b>2.1.7</b>	Ensure, as far as possible, that development proposals are compatible with CTT objectives and prevention of inappropriate development [7]	Submissions in relation to relevant planning applications.  Working with Celbridge Action Alliance to oppose proposals for inappropriate or out of character development.	On-going On-going	Recent examples include: Submission on Primary Care Centre proposal resulting in alteration to reduce impact on Workhouse; Objection (upheld) to proposed Bank of Irl sign (incompatible) with character of Village.
<b>2.1.8</b>	Enhance local heritage assets by	Supporting production of Heritage Trail	2012-2014	Leaflet "Discover Celbridge – A Walking Trail,

	improving access to, and awareness of heritage sites, including development of Celbridge Heritage Trail and informational material	<p>leaflet.</p> <p>Supporting provision of information signs in partnership with Celbridge Heritage Committee, including funding and advice.</p> <p>Supporting provision of Visitor Information Leaflet.</p> <p>Provision of free tours of historic sites through Celbridge Guided Tours (linked to CTT).</p> <p>Promoting increased access to heritage sites.</p>	<p>2013</p> <p>On-going</p> <p>On-going</p> <p>On-going</p>	<p>30 Points of Interest” launched Aug. 2012; Subsequent reprint, further distribution and advertising.</p> <p>Completed – 8 signs erected.</p> <p>Information Leaflet launched May 2014.</p> <p>Celbridge Guided Tours operating at least one tour per week (as Gaeilge on request); being advertised more extensively.</p> <p>Proposed re-opening of Celbridge Abbey announced May 2015.<b>[17]</b></p>
<b>2.1.9</b>	Highlighting the Arthur Guinness-Celbridge identity and measures to enhance the Guinness heritage link generally <b>[5]</b>	<p>Installation of sculpture to mark Celbridge Village as birthplace of Arthur Guinness including design and creation (by local sculptor), securing funding (sponsor Diageo), agreeing location and installation with KCC, and organising unveiling ceremony.</p> <p>Provision of Arthur Guinness “welcome stone” on Maynooth road entrance to Celbridge.</p> <p>Supporting development of Arthur’s Way Greenway trail, including participation in Committee. <b>[13]</b></p>	2012-14	<p>Bronze life-size statue unveiled by Minister for AHG, 2nd October 2013.</p> <p>Engraved stone erected.</p> <p>€311,000 Govt. funding announced May 2013. Official launch July 2014; signage and information panel provided in Celbridge Village</p>
<b>2.1.10</b>	Develop proposals to improve linkage between Castletown House, Celbridge Village and key local sites <b>[15] [16]</b>	Working with local partners OPW and KCC, particularly through Heritage Forum, to identify suitable measures, including walking and cycling trails and shuttle transport.	2014-2016	<p>Pedestrianisation of Castletown Avenue and signage/mapping of riverside walking trail have added to amenity value of the demesne.</p> <p>OPW agreement to provide directional sign from Castletown to Village.</p> <p>Agreement reached with Tourist Train operator for service to be proposed to OPW.</p>

				Consideration of further possible measures in Heritage Tourism Forum.
<b>2.1.11</b>	Restoration/enhancement and maintenance of local features	Upgrading of Grotto, a prominent traditional landmark at Church Rd. Undertake fundraising and engagement with KCC for refurbishment with lower-maintenance design.	2014	Work completed and being maintained in good condition; enhanced with planting.
<b>2.1.12</b>	Other measures to enhance and highlight heritage and history assets	Provision and maintenance of “historic town” signs on approach roads	On-going	Signs provided on 5 approach roads; on-going maintenance.

## 2.2. Proposed projects

<b>Ref no.</b>	<b>Project/Objectives</b>	<b>Actions</b>	<b>Timescale</b>
<b>2.2.1</b>	Continuation of Village centre enhancement project:  Phase 1: Eircom completion Phase 2: undergrounding of electric cables Phase 3: provision of high quality street furniture Phase 4: pursue other works to renovate strategically located buildings and enhance Village streetscape [5]	Work with relevant parties to secure approval of proposals and funding to complete current phase of project and progress to further phases. Ensure appropriate design and quality of street furniture and related work. Ensure further elements of Village enhancement work undertaken. Project and related actions featured in Heritage Tourism Strategy Framework and in submission on LAP.	2015-2016
<b>2.2.2</b>	Liffey Bridge enhancement project: provision of boardwalk (see also item 2.1.2) and installation of lamps to highlight picturesque structure	Work with KCC and other relevant agencies to implement project following agreement of proposals	2015/2016
<b>2.2.3</b>	Enhancement of riverside area between Mill and Liffey (road)	Engage with KCC on funding for, and completion of, report on project, including linkage with Liffey Bridge boardwalk proposal; and carrying out of works.	2015/2016

	Bridge, to increase focus on River Liffey as a major amenity of the Village [22]		
<b>2.2.4</b>	Implement improved linkage between Castletown House, Celbridge and key local sites (see also item 2.1.10)	Work with local partners, OPW and KCC to implement measures following agreement of proposals. Possible measures, in addition to Tourist Train, include free parking in the village for visitors to Castletown pedestrian access from Castletown to Slip.	2015-2016
<b>2.2.5</b>	Further enhancement of local heritage assets, sites and landmarks (see also items 2.1.4, 2.1.8 and 2.1.9)	Tea Lane graveyard - Pursue further phase to complete necessary renovation. Develop and implement proposals to enhance site of Maynooth Road welcome stone. Consider possible ways to enhance Guinness sculpture site and publicise sculpture. Consider further action to improve condition, access to, and awareness of, sites. On-going maintenance of heritage signs.	2015-2016
<b>2.2.6</b>	Promote better enforcement of planning law, especially regarding signage	Pursue with KCC need for better follow up to reports of illegal signs and banners and possible arrangements for enforcement without specific cases having to be signalled by a third party.	2015-2016
<b>2.2.7</b>	Encourage compliance with KCC shop front guidelines in partnership with Celbridge Business Association	Consider possible incentives including award of plaque or certificate to proprietors complying with requirements regarding advertising, posters, banners, etc.	2015/16
<b>2.2.8</b>	Increase level of activity, where possible, under projects at 2.1	Consider possible new actions or approaches.	2015-16

### Category 3: Landscaping and Open Spaces

**Objectives:** The main overall objectives in this category are to enhance the appearance and environment of the area through appropriate landscaping and planting and maximise the availability, quality and amenity value of public open space.

**Priorities:** The projects and actions to achieve these objectives are set out in the table under, indicating progress to date, proposed further action and relevant timescale. Key priorities among these are maintenance and enhancement of existing open spaces through an extensive programme of planting, undertaking improvements through landscaping of open spaces, maintaining and enhancing key sites and landmarks in the area, and developing additional public areas, where possible.

#### 3.1 Existing projects

Ref no.	Project/Objectives	Actions	Timescale	Progress to date
3.1.1	Enhance appearance of the town generally by tree and flower planting [24]	Planting flowers (beds, tubs, baskets) at suitable locations.	On-going	Examples to date include: Planting of: trees on Dublin and Clane roads, daffodils at various locations, triangular flower bed at Clane/ Shackleton Roads junction, tubs and hanging baskets throughout town (other specific sites outlined under). Winter planting of boxes on Liffey Bridge in 2014/15. [21]
3.1.2	Landscaping and planting to enhance key sites and landmarks and maximise their contribution to the environment of the town	Landscaping and planting at Mill frontage beside Liffey in conjunction with Community Council. Planting at newly refurbished grotto at Church Road/Clane Road. [25] Providing and maintaining flower planters on Liffey Bridge Replanting planters provided by “The Bridge” Youth Project at Liffey bridge and Grotto.	On-going On-going On-going On-going	Completed annually. Completed annually. Planters increased from 4 to 10 in 2014. Completed annually.
3.1.3	Landscaping and planting to enhance Village streetscape and	Providing and maintaining flower baskets and tubs at various locations in Village.	On-going	Carried out annually (June to October)

	approach roads [24]	Planting around approach road signs. Planting on verges of approach roads	On-going On-going	Carried out biannually Carried out annually
3.1.4	Maintenance of existing open spaces and key sites [19]	Arranging mowing and collection of grass on all roadside verges and open spaces.  Weed control and removal from open spaces on all approach roads and within town area.  Maintenance of historic workhouse graveyard – grass cutting, yew tree trimming, weed control.	On-going  On-going  On-going	Average 10 cuts per season; improved collection arrangement since 2012; tendering policy agreed for 2015 onwards. Carried out throughout season, particularly through weekly Tuesday evening organised work (a targeted location weekly from 2015) and occasional “blitzes” at particular locations. Carried out throughout season - average 10 grass cuts per season.
3.1.5	Stone wall restoration initiatives	Undertaking action to preserve/restore stone walls throughout the town.	On-going	To date riverside wall (51m) on Ardclough Road restored and extensive repairs to Donaghcumper estate wall. [9]
3.1.6	Measures to facilitate enjoyment of open spaces	Provision and upkeep of good quality public benches at suitable locations.	On-going	Stone bench and adjacent flower bed on Ardclough Road; Seats at Castletown Gates and adjacent to Liffey Bridge and footbridge.
3.1.7	“Slip” Enhancement Scheme at Castletown Gate, Christchurch, Liffey area [22]	Undertaking works to enhance river frontage at this key location and provide possible access to riverside walk through Castletown Demesne (e.g. via boardwalk).	2014-2016	Landscaping report commissioned by CTT.
3.1.8	Creation of additional areas of open space	Engaging with KCC on development of an area of open space at Maynooth Road Welcome Stone site (possibly as a small park related to 1916 centenary). [23]	2015-2016	Initial discussions held; to be pursued.

### 3.2 Proposed projects

Ref no.	Project/Objectives	Actions	Timescale
3.2.1	Further proposals for creation/enhancement of areas of public realm/civic space	Provide area of public space (ideally with heritage features) and open access to river frontage as part of Slip Enhancement Scheme. [22] Engage with KCC; identify other spaces for development.	2015-2016  2015-2016

		Provide additional seats at suitable locations	2015/2016
<b>3.2.2</b>	Provision of protective kerbing at verges on Dublin/Lucan Road	Engage with KCC re undertaking of works	2015/2016
<b>3.2.3</b>	Provision of stone type planters at Castletown Gate area	Consider provision of planters in conjunction with OPW	2015/2016
<b>3.2.4</b>	Planting/landscaping element of Mill to Liffey Bridge area enhancement (see item 3.1.2)	Undertake as part of overall enhancement project	2015/2016
<b>3.2.5</b>	Implement "Slip" Enhancement Scheme (see also item 3.1.7)	Engage with KCC and OPW on design and implementation of works.	2015/2016
<b>3.2.6</b>	Planting/landscaping element of "Slip" enhancement (see item 3.1.7)	Undertake as part of overall enhancement project	2015/16
<b>3.2.7</b>	Tree planting	Pursue scope for tree planning in Village following cable undergrounding Complete creation of "Avenue of Trees" on approach roads	2015/16 2015/16
<b>3.2.8</b>	Flower planting programmes	Improve colour scheme of Summer planting in tubs and baskets. Consider replacement of some tubs	2015 2015/16
<b>3.2.9</b>	Increase level of activity, where possible, under projects at 3.1	Consider possible new actions or approaches.	2015-16

### Category 4: Wildlife, Habitats and Natural Amenities

**Objectives:** The main overall objectives in this category are to support, and raise understanding and awareness of, natural amenities, wildlife species and habitats in the area, and promote access as appropriate.

**Priorities:** The projects and actions to achieve these objectives are set out in the table under, indicating progress to date, proposed further action and relevant timescale. Key priorities among these are projects for maintenance and management and of relevant areas; incorporating wildlife and biodiversity objectives and considerations in CTT's activities generally, such as planting and landscaping; undertaking relevant research, information and promotional projects; and supporting relevant activities by other groups and schools in the area.

#### 4.1 Existing projects

Ref no.	Project/Objectives	Actions	Timescale	Progress to date
4.1.1	Roadside Verge Management Programme to support local wildlife	Undertaking pilot project on Clane Road in line with Heritage Council guidance.	2014-2016	Appropriate mowing, scarifying, weed control and cutting back, to promote biodiversity.
4.1.2	Other maintenance, management and enhancement of habitats and natural amenities and protection and promotion of wildlife	Undertaking habitat maintenance action.  Undertaking action to help control invasive non-native species.	On-going  On-going	Occurrence of invasive species reported to KCC
4.1.3	Information/research, and promotion/enhancement of awareness of wildlife, habitats and natural amenities	Undertaking wildlife survey and follow-up schools Wildlife Awareness Art competition. Distribution of wildlife survey booklet to schools. Obtaining funding for and undertaking Bat Assessment and Ecology Survey by Ecology Consultant at Tea Lane graveyard [26].  Promoting bat habitats generally  Maintaining wildlife web page and provision	2013-2014  2014  2014  On-going  On-going	900 entries in Primary schools; Wildlife Report presented to schools.   Funding grant secured and survey undertaken; bat habitat identified; advice provided for renovation work (need for licence, wood treatment, lighting, access, boxes) Information provided on construction of bat boxes from Tea Lane survey. Page updated e.g. Tea Lane results.



		of information on social media.		
<b>4.1.4</b>	Activities to enhance/promote awareness of natural amenities	Supporting Canal flora and fauna walk. <b>[28]</b> Celbridge Tree Walks.	2014	Held Easter 2015 led by Ecologist and member of CTT. Events promoted.
<b>4.1.5</b>	Working with other interests to advance Wildlife, Habitats and Natural Amenities objectives	Engagement with relevant organisations such as KCC, Liffey Valley Alliance and schools.	On-going	Contributes to advancing objectives relating to wildlife, etc.
<b>4.1.6</b>	Wildlife friendly planting policy/practice	Use of plants rich in seeds and nectar in beds and borders to promote wildlife.	On-going	Planting locations to date include Kildrought House and St Wolstan's school.
<b>4.1.7</b>	Further biodiversity promotion	Participation in Biodiversity Week, including schools projects and activities. <b>[29-31]</b>	2015	Organised information walk led by ecologist. Entry (schools insect hotels) submitted for KCC competition.

#### 4.2 Proposed projects

<b>Ref no.</b>	<b>Project/Objectives</b>	<b>Actions</b>	<b>Timescale</b>
<b>4.2.1</b>	Roadside Verge Management	Extend pilot to a wider management programme.	2015/2016
<b>4.2.2</b>	Further information, research and awareness promotion of wildlife, habitats and natural amenities	Publicise (e.g. on CTT internet site) KCC presentation on Best Practice in Sustainable Waste and Resource Management. Undertake Flora, Wildlife and Biodiversity Surveys of Castletown Avenue and Kilwogan Wetlands. Promote awareness and public profile of Kilwogan Wetlands. Undertake Celbridge Wall Biodiversity Survey. Provide Parklands and River Walks map-booklet. Source funding for and arrange erection of Wildlife and Ecology Information Board. <b>[27]</b>	2015/2016
<b>4.2.3</b>	Action to enhance amenity value of River Liffey	Action to increase enjoyment of river, by improving access, views and information, including provision of interpretive sign in conjunction with wildlife experts, detailing flora, fauna, wildlife and other river-related resources, with smartphone Quick Response facility linked to CTT wildlife web page	2015/2016
<b>4.2.4</b>	Activities to enhance/promote enjoyment of natural amenities	Facilitate self-guided tour of Celbridge "Biodiversity Hotspots" through map and information on website; undertake fundraising to provide leaflet.	2015/2016
<b>4.2.5</b>	Habitat maintenance to enhance local biodiversity	Undertake low intensity management of hedges and walls, including sensitive control of invasive species.	2015-2016

		Undertake survey of walls to guide best management action. Develop a “mosaic” of habitats to promote diversity. Undertake measures to promote growth of local flora e.g. pilot schemes in workhouse graveyard and on roadside verges. Action to preserve and enhance Kilwogan Bog, including increasing public awareness and access, undertaking Kilwogan Wetland Survey and addressing dumping.	
4.2.6	Wildlife friendly control of invasive non-native species	Undertake pilot scheme to develop appropriate methods (e.g. non-spraying) in line with Heritage Council guidelines and botanical/ecological advice	2015/2016
4.2.7	Increase level of activity, where possible, under projects at 4.1	Consider possible new actions or approaches.	2015-2016

### Category 5: Sustainable Waste and Resource Management

**Objectives:** The main overall objectives in this category are to promote sustainable management of waste and environmentally efficient use of resources in the community, through awareness-raising and direct action.

**Priorities:** The projects and actions to achieve these objectives are set out in the table under, indicating progress to date, proposed further action and relevant timescale. Key priorities among these are measures to promote re-cycling (e.g. electrical goods), composting, sustainable waste management and resource use and informational and promotional activities, focussed particularly on schools.

#### 5.1 Existing projects

Ref no.	Project/Objectives	Actions	Timescale	Progress to date
5.1.1	Promotion of recycling	Undertaking action to promote electrical recycling in co-operation with WEEE Ireland.	On-going	Annual Electronic and Electrical Equipment Waste Collection Day publicised.
		Promoting continued awareness of “Brown Bin” service.	On-going	Publicised on website.
		Continued segregation of picked litter. [38]	On-going	Standard practice by CTT.
5.1.2	Promotion of sustainable waste management	Assisting community supported agriculture in Derrybeg Farm project, including participation	On-going	Progress made in promoting reduced packaging and carbon use and supplying

		by Committee members. <b>[36]</b> Organising Household Waste Awareness Survey/Audit, carried out by Girl Guides.	Biennial	organic produce. Undertaken successfully in 2014.
<b>5.1.3</b>	Promotion of resource conservation	Pursuing low watering and maintenance planting policy. Car-pooling by volunteers on CTT work.	On-going	Standard practice
<b>5.1.4</b>	School-based sustainability promotion	Liaison with local schools and supporting their participation in “Green Flag” scheme. <b>[33]</b> Helping to promote and support cycle to school initiatives. <b>[40]</b>	On-going On-going	Engagement with primary and post-primary schools, 8 of which have Green Flag awards. Progress includes increased provision of cycle lanes and markings.

## 5.2 Proposed projects

<b>Ref no.</b>	<b>Project/Objectives</b>	<b>Actions</b>	<b>Timescale</b>
<b>5.2.1</b>	Promoting recycling	Undertake action to increase public awareness about recyclable packaging.	2015/2016
<b>5.2.2</b>	Promoting composting	Undertake action to encourage domestic composting.	2015/2016
<b>5.2.3</b>	Promoting waste minimisation	Undertake online waste audits. Undertake action to increase awareness of waste minimisation.	2015/2016
<b>5.2.4</b>	Assisting reduced carbon use	Co-operate with Derrybeg Farm to help achieve reduction in transport and packaging of produce with a view to lowering carbon footprint. <b>[36]</b>	2015/2016
<b>5.2.5</b>	Support resource conservation and optimisation	Promote awareness of Celbridge Mill hydro electricity generating facility. <b>[39]</b>	2015/2016
<b>5.2.6</b>	Increase level of activity, where possible, under projects at 5.1	Consider possible new actions or approaches.	2015-2016

## Category 6: Tidiness and Litter Control

**Objectives:** The main overall objectives in this category are to address and prevent litter and enhance tidiness and the appearance and environment generally of streets and open spaces, including minimisation of clutter and other factors which detract from the appearance and quality of the area.

**Priorities:** The projects and actions to achieve these objectives are set out in the table under, indicating progress to date, proposed further action and relevant timescale. The key priorities among these CTT's on-going core litter prevention and removal activities, with particular emphasis on the Village and its approaches; special targeted measures to address particular issues such as graffiti and gum; projects to enhance the appearance of the area, notably the major Village Enhancement Scheme (which also impacts under other categories); initiatives to enhance the appearance of the town such as floral and shop front competitions and encouraging upkeep of buildings and features and removal/avoidance of street clutter; and actions to promote awareness of, and mobilise support for, CTT efforts in this area.

### 6.1 Existing projects

Ref no.	Project/Objectives	Actions	Timescale	Progress to date
<b>6.1.1</b>	Regular litter control/removal programmes <span style="color: red;">[46]</span>	Operation of structured Sunday morning "litter pick" volunteer rota at areas throughout the town, with segregated picking and disposal; organised through website schedule.	On-going	This project, which is a core element of CTT's organised volunteer activity, has proved very successful, with 7 teams of 5/6 members each with a designated leader. Continuing progress in combatting litter.
		Daily litter picking on all approach roads by volunteers.	On-going	
		Saturday morning supervised litter-picking by transition year students on Main Street.	On-going	Operating successfully.
		Supervised Friday litter picking in designated area by team from Horizon Project in St Raphael's "special needs" school.	On-going	Operating successfully.
		Involving "Youth Café" members in clearing Grotto area.	2015	Undertaken successfully.
		Removal and composting of all grass cuttings.	On-going	Standard CTT practice.
		Segregation of collected litter.	On-going	Standard CTT practice.
<b>6.1.2</b>	Special litter removal projects	Organising/undertaking a range of special/ad hoc litter removal/segregation initiatives.	Annual	Initiatives undertaken to date: Annual Spring Clean Day;

				St Patrick's Parade Clean-up; Celbridge Festival Clean-up. [49]
<b>6.1.3</b>	Litter prevention programmes	<p>Providing dog litter stations on walking routes in Castletown demesne.</p> <p>Engagement with KCC to provide "crow-proof" design litter bins.</p> <p>Issuing of "Keep Celbridge Tidy" appeal letters to businesses.</p> <p>Painting of "No dog littering" stencils</p> <p>Discouraging dumping of domestic waste in/near litter bins.</p>	<p>2014</p> <p>On-going</p> <p>Annual</p> <p>2014</p> <p>2014</p>	<p>Facilities provided.</p> <p>Bins provided in 2014.</p> <p>Positive response achieved.</p> <p>Trials on footpath at sites on Main St; further testing required.</p> <p>Newspaper publicity undertaken</p>
<b>6.1.4</b>	Programmes to maintain/improving tidiness and general appearance on approach roads	<p>Weed removal on all approach roads and town area and removal of soil on footpaths and against walls.</p> <p>Operating litter patrols - assignment of approach road maintenance responsibilities; activity organised via text messages. [47]</p> <p>Periodic targeted litter removal on specific approach roads.</p>	<p>On-going</p> <p>On-going</p> <p>On-going</p>	<p>Effective action undertaken.</p> <p>15 groups assigned each headed by a "Road Manager".</p> <p>Effective way to mobilise concerted action to address litter build-up on long stretches.</p>
<b>6.1.5</b>	Specific measures to improve tidiness, streetscape and general appearance of Celbridge Village	<p>Addressing existing untidiness and clutter on Main St by undergrounding unsightly cables and removing posts and signs in Celbridge Village. Enhancement Scheme. (see item 2.1.1).</p> <p>Organising Best Shop Front Competition and extending categories in competition to encourage increased participation. [44]</p> <p>Requesting property owners to keep appearance of premises tidy.</p> <p>Painting by CTT of street furniture – securing KCC funding and organising contract on behalf of KCC.</p> <p>Engaging with owners to secure painting of</p>	<p>2014-2016</p> <p>Annual</p> <p>2014</p> <p>2014</p> <p>2014</p>	<p>As outlined at 2.1.1.</p> <p>Successful in promoting standards.</p> <p>Some positive responses.</p> <p>Seats, bollards, pumps and litter bins in Village painted.</p> <p>Painting carried out at 3 key sites.</p>

		railings and plinths at Village premises. Arranging for ESB to paint their boxes.	2014	Details supplied to ESB, implementation awaited.
		Engaging with OPW for repair of bollards and upkeep of gates at Castletown Gate. [10]	2015	Agreed by OPW.
		Arranging chewing gum removal in Main Street with KCC. [42]	2015	Completed.
<b>6.1.6</b>	Improving tidiness and addressing litter housing estates	Promoting tidiness and addressing litter problems through “Tidy Estates” competition. [48]	On-going	Very successful.
<b>6.1.7</b>	General measures to enhance tidiness and appearance of public areas.	Graffiti - securing KCC funding and arranging programme of graffiti removal and over-painting, where appropriate. Operating “Adopt a Road” scheme. Engaging with KCC for removal of illegal signage and cable ties. Removal of casual poster and ties by CTT volunteers where appropriate. [45] Cleaning of road signs. Encouraging upkeep of unoccupied buildings. [11]	2014  On-going On-going  On-going  On-going 2014	Various instances of graffiti addressed e.g. 2014 large walled area near Aghards playground Successful sponsorship initiative. Recent progress.  Undertaken as necessary.  Agreed by KCC Some improvements following contact with owners e.g. on Maynooth Road.

## 6.2 Proposed projects

Ref no.	Project/Objectives	Actions	Timescale
<b>6.2.1</b>	Further litter prevention measures	Provide additional dog litter stations. Undertake further work to perfect dog littering stencil paints.	2015/2016 2015/2016
<b>6.2.2</b>	Further special measures to improve tidiness, reduce clutter and enhance streetscape and general appearance of Village	Complete action to address Main Street clutter by removal of cables and posts and replace with quality street furniture as outlined at Category 2. Engage with KCC for removal of unnecessary local authority signage (e.g. non-regulatory pay parking signs). Sourcing funding for and undertaken re-painting of pedestrian bridge and seats. Engage with proprietors on painting of further premises in Village.	2015-2016  2015/2016  2015 2015

		Possible approach to political parties to agree Village “poster-free zone” at next election.	2015/2016
<b>6.2.3</b>	Enhanced local authority maintenance on approach roads	Engaging with KCC with a view to – KCC taking on responsibility for all grass cutting on approach roads; clearing footpath from M4 roundabout to Castletown back gate; cutting back vegetation/ removal of litter near bridge at Maynooth/Ballygoran road junction.	2015/2016
<b>6.2.4</b>	Improved KCC action on litter	Engaging with KCC on need for better follow up on litter reporting	2015/2016
<b>6.2.5</b>	Increase level of activity, where possible, under projects at 6.1	Consider possible new actions or approaches.	2015-2016

### Category 7: Residential Streets & Housing Areas

**Objectives:** The objectives in this category are largely embraced by those outlined in earlier categories, but with specific reference to residential areas.

**Priorities:** The projects and actions to achieve these objectives are set out in the table under, indicating progress to date, proposed further action and relevant timescale. Key priorities among these are projects related to litter and tidiness, further details on which area outlined at Categories 6, and opens spaces in housing areas, with particular emphasis on mobilising action through individual residents’ associations.

#### 7.1 Existing projects

Ref no.	Project/Objectives	Actions	Timescale	Progress to date
<b>7.1.1</b>	Improving general appearance of housing estates.	Organising local “Tidy Estates” competition, with awards night helping to encourage effort and promote awareness; feedback/advice provided to assist improvements. [53]	On-going	Very successful with high participation rates and good progress in raising standards.
		Undertaking programme of graffiti removal and over-painting, where appropriate, in conjunction with residents associations.	On-going	Work carried out as necessary.
<b>7.1.2</b>	Mobilise support for tidy towns efforts in housing estates	Organising Inter Estate Table Quiz. [54]	Bi-annual	Well-supported and very successful making important contribution to fund raising and promotion.
		Engaging and communicate with residents’	On-going	Ways of providing further input to be

		associations on relevant matters.		considered.
<b>7.1.3</b>	Improvements to open areas in housing areas	Engaging with residents and KCC to address issues.	On-going	Caretaker arrangement made at Aghards play area following representations by CTT and residents. <b>[50]</b>
<b>7.1.4</b>	Addressing damage to appearance of some areas due to unfinished buildings	Engaging with relevant parties to encourage completion of unfinished development. <b>[52]</b>	On-going	Recent progress with prominent site on Maynooth Road.
<b>See also specific projects and actions under other Categories which are relevant to Residential Areas</b>				

## 7.2 Proposed projects

<b>Ref no.</b>	<b>Project/Objectives</b>	<b>Actions</b>	<b>Timescale</b>
<b>7.2.1</b>	Engagement with residents' associations	Consider ways of improving the extent and effectiveness of engagement.	2015-2016
<b>7.2.2</b>	Increase level of activity, where possible, under projects at 7.1	Consider possible new actions or approaches.	2015-2016
<b>See also specific projects and actions under other Categories which are relevant to Residential Areas</b>			



## Category 8: Approach Roads, Streets & Lanes

**Objectives:** The objectives in this category are largely embraced by those outlined in earlier categories, but with specific reference to residential approach roads and to streets, mainly in the Village area.

**Priorities:** The projects and actions to achieve these objectives are set out in the table under, indicating progress to date, proposed further action and relevant timescale. Key priorities among these are projects related to litter and tidiness and management of open spaces on approach roads and in the Village, as outlined at Categories 6 and 3 respectively, and engagement with the local authority to address issues relating to approach roads and streets.

### 8.1 Existing projects

Ref no.	Project/Objectives	Actions	Timescale	Progress to date
8.1.1	Litter prevention and removal [55]	Undertaking action to prevent and remove litter on approach roads and Village area, as outlined at Category 6.	On-going	See 6.1.
8.1.2	Management of open space on approach roads [19][56]	Grass cutting and collection on all approach roads, as outlined at Category 6.	On-going	See 6.1.
8.1.3	Improving tidiness and general appearance on approach roads [19] [24]	As outlined at Category 6, with particular reference to – weed control on all approach roads; soil removal from footpaths and against walls on all approach roads and Village area; maintenance of flower and shrub beds.	On-going	See 6.1.
8.1.4	Maintenance and enhancement of key sites on approach roads and supporting local authority functions	Engaging with KCC to identify issues to be addressed, including: maintenance and landscaping of roundabout at Hazelhatch station; [18] footpath weed control on Liffey Bridge; [56] enhancement of site at Maynooth Welcome Stone in conjunction with creation of open space, including landscaping and planting. [59]	On-going	Examples of recent issues raised include: Clane Rd. tree replacement, roadside edging, overhanging trees on Hazelhatch Rd., maintenance of bridge and roundabout at Hazelhatch Station, graffiti and gum removal.
8.1.5	Approach road wall restoration	As part of general stone wall restoration (item	On-going	Following approaches by CTT to NAMA and

		3.1.5), engaging with owners and relevant agencies to enhance approaches to town by relevant improvement works to stone walls. <b>[57]</b>		land owner, stone wall at Donaghcumper repaired and restored to a high standard with benefits to approach road appearance and to safety.
<b>See also specific projects and actions under other Categories which are relevant to Approach Roads and Village</b>				

## 8.2 Proposed projects

Ref no.	Project/Objectives	Actions	Timescale
8.2.1	Improvement of presentation and cleanliness of back street areas	Engage with businesses to implement action to achieve improvements.	2015-2016
8.2.2	Further stone wall enhancement	Pursue action at further locations where necessary e.g. near petrol station on Lucan road.	2015/16
8.2.3	Enhancement of open spaces and sites on approach roads	Implement landscaping at Hazelhatch roundabout <b>[58]</b> and development work at Welcome Stone site, including landscaping and planting. <b>[59]</b>	2015/16
8.2.4	Enhancement of built environment and streetscape at Liffey Bridge approach.	Various measures as outlined at Category 2, particularly at locations in the approach to the town e.g. the Liffey Bridge and Mill precincts, and within the village area	2015-2016
8.2.5	Further measures to improve tidiness and general appearance on approach roads	Engage with KCC for removal of unnecessary/outdated non-regulatory (i.e. informational) pay parking signs on approach roads.	2015/16
8.2.6	Increase level of activity, where possible, on projects at 8.1	Consider possible new actions or approaches.	2015-2016
<b>See also specific projects and actions under other Categories which are relevant to Approach Roads and Village</b>			

## Appendix

### Celbridge and CTT - Strengths, Weaknesses, Opportunities and Threats

#### *Strengths:*

- High quality built heritage, the centrepiece being the internationally significant Castletown House, complemented by a range of other “big houses”, Killadoon, Celbridge Abbey, Oakley Park, Donaghcumper, St. Wolstan’s, Kildrough House, and nearby Carton, Lyons and Straffan House.
- Several other important heritage sites such as Celbridge Mill, the former Workhouse, Tea Lane and Donaghcumper cemeteries, Christchurch, and in the wider hinterland, Maynooth Castle and College, the Wonderful Barn, Taghadoe Round Tower and Oughterard Round Tower and Churchyard (burial place of Arthur Guinness).
- Important historical and literary associations, featuring close links with key figures such as Celbridge-born Arthur Guinness, Dean Swift, the Grattans, the Connollys, and Samuel Beckett.
- A riverside village setting adjacent to the extensive Castletown demesne, an amenity virtually unrivalled in a town of this size, and nearby the Grand and Royal Canals.
- Extensive natural resources and wildlife, notably in the river, canal and woodland locations.
- Strategic location with ready access to Dublin City and Airport, at the gateway to the countryside and close to a range of major sporting venues such as Croke Park, Aviva/Lansdowne Road, the Curragh, Punchestown, the K Club and Carton and served by good quality road, rail, bus and cab transport.
- Extensive sporting and other leisure amenities locally – GAA, golf, pitch and putt, driving range, all-weather football, indoor community, sport and fitness centre, fishing, tennis, walking and cycling facilities.
- Strong community identity and structures, with much energy, commitment, and expertise, underpinned particularly by organisations such as the long-established Community Council and Community Centre, primary and secondary schools with deep community linkage, and a range of community organisations including, sporting clubs, residents associations, voluntary/charitable/faith groups, and sectoral or special interest groups such as Celbridge Business Association and historical, dramatic, photographic, and artistic societies, and not least CTT itself.
- Strong linkage between CTT and relevant authorities (notably KCC) and local interests (such as Celbridge Community Council, Celbridge Heritage Tourism Forum and Celbridge Business Association, with strong support from local businesses, groups and individual residents for CTT objectives and activities.

- A good mix of quality of life and economic strength, based particularly on local high tech industry, a nearby university and other high standard educational facilities, and proximity to all the services and opportunities of the capital city on one hand, and the countryside and local amenities on the other.

#### *Weaknesses:*

- Inadequate access to and linkage between various heritage sites and between these (notably Castletown House) and the town.
- Insufficient attention, over the years, to the fabric, appearance and character of the village centre and delay, until recently, in addressing streetscape blighting by proliferation of unsightly wires, poles and signs.
- Until recently, inadequate integration, co-ordination and strategic planning across various actions to improve the area.
- Inadequate awareness and appreciation of the inherent assets, resources and potential of the area.
- Notwithstanding some good quality facilities, relatively limited range of hospitality services relative to population of the area.
- Lack of parking facilities in town centre.
- Lack of on-street public/civic open space, and predominance of vehicles in the village centre.

#### *Opportunities:*

- Increasing awareness and identification of the potential of the area, reflected in production of a Heritage Tourism strategy document by CTT Heritage Tourism Sub-Committee, which can provide the basis for integrated and co-ordinated action towards a long-term vision to enhance the area.
- Potential of new local authority structures, notably the Celbridge-Leixlip Municipal District and the new Public Participation Network. These structures should provide increased support for improvement efforts and concerted community action, and facilitate closer community and citizen engagement by KCC and greater accessibility to, and accountability for local decision-making by, elected members.
- Opportunity to capitalise on various current and forthcoming government and local authority programmes and initiatives such as: the KCC LAP Review; formulation of the new Kildare Local and Economic Community Plan; the ISP process of KCC; the forthcoming Local Development Strategy and new round of LEADER funding; formulation of Tourism Action Plans under the recently-published Government Tourism Policy Statement; launch of the “Ancient East” tourist brand; initiatives such as the Rural Economic Development Zones (REDZ) arising from the CEDRA report; and the new Urban Development Fund under the European Regional Development Fund.
- General economic recovery, particularly growth in tourism and potential to capitalise on this, particularly the large Dublin tourist inflow and the unique international recognition provided by the Guinness connection.

- Potential to capitalise more on the areas assets of heritage and history, including restoration of sites where necessary, improving access to sites, increasing awareness of local history and historical associations, and scope to develop new initiatives, facilities and activities related to the areas heritage and history, with capacity to add value to the tourist experience.
- Scope to transform some currently neglected sites which could have positive amenity value.
- Potential to develop much greater linkage between the river and the town making it a more central feature and exploiting fully its amenity potential.
- Potential to maximise synergy between the efforts of different organisations and individuals through a more integrated and planned approach which would also increase funding prospects and promote coherence, clarity of objectives, consistency and long-term commitment and maximise the benefit derived from the inherent assets, resources and potential in the area. The recent establishment of the Celbridge Heritage Tourism Forum (under the aegis of the local authority Integrated Services Programme) provides an ideal vehicle to meet these requirements.

*Threats:*

- Delay in advancing clearly warranted key projects such as undergrounding of cables.
- Continuing incidence of unsightly signs and inadequate action to address the issue.
- Presence of certain buildings in the Village area which require improvement.
- Risk that recovery in the economy and the housing market will lead to renewed pressure on the character of the area from development.
- Danger of fragmentation of efforts and inconsistency or even conflict in approaches and priorities between various groups and individuals and public representatives.
- Possibility that adequate funding for key objectives will not be forthcoming due, for example, to “falling between two stools” in terms of reduced LEADER funding for County Kildare and uncertainty as to whether Celbridge will qualify for funding under the new Urban Development Fund. Possible need to identify additional sources of funding.