



Session 4 – Sligo PPN TidyTowns Support.

Long-term planning and working with your Community.



Long-term planning

- Reaching out to Groups.
- PR – Sell yourselves.
- Linking with other initiatives/events.
- Presenting and Collating your ideas into a plan.
- Benefits of a long-term cohesive plan.

Reaching out - Barriers to consider

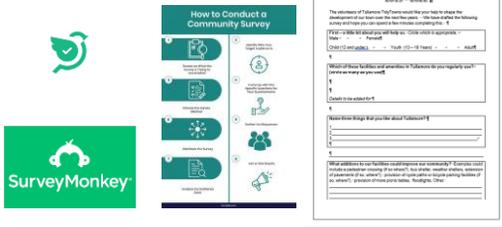
- People are terrified of commitment, AGMs, and indefinite involvement.
So drip feed through PR, short bursts of contact.
- Bribe – Entice – advertise clear time limits.

Reaching Out - solicit ideas

- Suggestion Box – local café, redundant post box.



Reaching out - Surveys
The PPN can help with this:



Reaching out –
Positive Questions you could ask?

- Areas for improvement?
- Ideas to enhance the community?
- Best local volunteer nomination?
- Favourite spot in your community?
- What could help attract visitors to the community?
- Would you like to be added to our mailing list?



Reaching Out – share
your plans

Draft Plans on Display to the Public

Cregg Village TidyTowns –
Enhancement plans in association
with local rugby club



PR – Put name & Logo on everything you do!





PR – Put your name wherever you can!



PR – Name everything!



- Killorglin TT – Bee Café
Logos on the sponsorship sign.



- Blackrock Co Louth...

Push-button tap
at entrance to
beach at
Blackrock, Co
Louth.



PR – Shout about your good work
eg. National TidyTown newsletter



PR - Engage people:
This container is a butt bin – and smokers are encouraged to deposit their butts here by voting for their favourite footballer.



PR - Castledaly - Communications

- Success of Road-side signs –
- Great turn-out – got all names
- Followed up by What's App Group for notifications (consent required by GDPR)



Poor PR
And don't be afraid to remove or re-design signs



Or don't be afraid to tell people what they are looking at!



PR – Reach out with nice images



PR – reach out with tasteful signage



Engage People – not just through signage...



- Walks & Talks**
- Guided dawn chorus
 - Bat walks
 - Trip cameras to catch pictures of wildlife animals (see badger footage on our website & FB page)

Engage People

- **Citizen science projects:**
- Hog surveys, ladybird surveys
- www.biodiversityireland.ie
www.pollinators.ie
- Reporting sightings and invasive species



Share your news, or other's news

- Share sightings – share these
- Fact of the month – Gannets hit water at 60 mph and have air sacs so their skulls don't implode!
- Prize for first in your community to see a swallow/ whooper swan/ salmon
- Photo competition
- Share photos on social media.
- Food Calendar - Elderberry champagne, Wild Garlic pesto, sloe gin, juniper, seaweed scavenging.
- Info boards, scavenger hunts – laminated sheets for children to find things.

IWT Photo of the Month – time to vote



PR – Provide opportunities to site and enjoy the views



Theme to local interests..



Theme to local interest



PR – Make them smile...



Reach Out – Bribe your Community – free dog poo bags. Prize for local art competition.



PR – Grab the attention of your community



• Headford TidyTowns



PR - Use local Heritage Themes

Headford Lacemaker's Garden



Actions for an Arts & Crafts Group:



Time everything,

<p>Sat 26th</p> <p>11.30AM – Templemore Rd – Expand, Prepare & Plant Flower Bed at the Sign</p> <p>Contact: Brendan Sheehan (08517319027)</p> <p>2PM-3.30PM – EcoVillage – Cluster Clean up Methuel</p>	<p>Sun 27th</p> <p>3PM-5PM – Henagh Road-Plant Summer Bedding</p> <p>Contact: Lisa Day (0870 4291295)</p> <p>11AM- EcoVillage – Lime Tree Lane entrance – Plant Up New Container</p> <p>Contact: Gemma (0870 4291295)</p>
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Cloughjordan Community April Spring Clean

HELP MAKE CLOUGHJORDAN LOOK ITS BEST
PLEASE GIVE 15 MINUTES WITH YOUR FRIENDS AND NEIGHBOURS

<p>Sat 24th</p> <p>10AM – Broomkane Road – Clean up front garden – Plant</p> <p>Contact: Gemma (0870 4291295)</p>	<p>Sun 25th</p> <p>11.30AM – Henagh Road – Clean up front garden – Plant</p> <p>Contact: Gemma (0870 4291295)</p>
<p>Sat 26th</p> <p>11.30AM – Templemore Rd – Expand, Prepare & Plant Flower Bed at the Sign</p> <p>Contact: Brendan Sheehan (08517319027)</p>	<p>Sun 27th</p> <p>11AM- EcoVillage – Lime Tree Lane entrance – Plant Up New Container</p> <p>Contact: Gemma (0870 4291295)</p>
<p>Sat 28th</p> <p>11.30AM – EcoVillage – Cluster Clean up Methuel</p> <p>Contact: Gemma (0870 4291295)</p>	<p>Sun 29th</p> <p>11.30AM – Henagh Road-Plant Summer Bedding</p> <p>Contact: Lisa Day (0870 4291295)</p>

Resident Associations:

If possible try to have a rep from each on TidyTowns Committee.

- Encourage co-operative working on ideas for estates
- Eg. Connectivity, walkability audit, bulb planting
 - Street parties – Street Feast. <http://streetfeast.ie/>
 - Age-friendly considerations – planting, seats.
 - Purchase of communal tools for sharing between estates.
 - WEEE collections and vans to visit each estate in turn.

<https://www.nationaltransport.ie/the-universal-design-walkability-audit-tool/>

- Generate some fun competition between estates for prizes. Prizes could be:
- Native trees or perennial shrubs
 - Wildflower seeds
 - Easter eggs
 - Logo'd bibs
 - Water butt for local planters
 - Ice cream van post litter with free ice cream to all litter pickers.

- Competition could be for the:
- Best wildlife friendly garden
 - Most litter collected
 - Best pollinator-friendly estate.



Provide helpful information:

www.ennistidytowns.com



PR – Facilitate other initiatives...



- Road-side signage**
- Provide a shared board for advertising of different community events

Making it easier – link with existing initiatives

Healthy Ireland in Sligo – promoting and supporting projects and initiatives across the county – funds allocated by the LCD.

Age-friendly Sligo – Sligo has nearly double the number of people over 65 as under 5 years of age (9,043 over 65 years of age / 4,594 under 5 years of age)

Sligo has 14% of the population >65 (higher than the National average of 11.7%) which is the first time in history this trend has emerged



Age-friendly Gardening – ideas

- Mobility – provision seats, wheelchair friendly, even surfaces, reducing gradients.
- Reach - have plants at level where no bending is required.
- Visually Impaired – good contrast at steps, choice of colours.
- Shelter – covered areas if windy, wet.

Lots of Resources Available:

- <https://www.sensorytrust.org.uk/resources/guidance/designing-age-friendly-landscapes>



Making it easier – links with others in your community

- The Model Global Kitchen – good example of supporting multi-cultural activities.



Make it easier – use existing signs



Link with Schools:



Schools:

- Community Ideas initiative
- Litter Survey – day time, evening, weekend.
- TY Bat box projects
- TY Cycling proficiency
- Green council – planting.
- GIY – polytunnels and potato beds.



Collate survey results by categories/ideas

Key project/Initiative	Action	Category	Reference
1	Landscaping efforts on beds on Approach Road. Add an orange/red to easy	Approach Road, Street & Lane	
2	Plant	Approach Road, Street & Lane	
3	Plant	Approach Road, Street & Lane	
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92	Plant	Approach Road, Street & Lane	

Long-term Plan: Mission Statement

- 2 or 3 actions for each category.
- id Key Projects
- Engage community through constant



Guides ready to do some Litter picking for National Spring Clean

Kilcuan Rathwire Key Projects

92 actions collated via the community consultations.

Key Projects:

- Build on Good Community Links
- TY Year Mural that they helped to paint in Community Park,
- Soccer Club;
- GAA Club and clubhouse



Working with existing groups & focus on key areas (Community Centre, GAA and Crossroads):



Get buy-in from reluctant businesses/groups

- Provide pictures, or temporary structures to help understand ideas/concepts.



Link with businesses:

Potential to link in with advertising, eg solar-powered bin to crush contents and enable longer times between pick-ups.



Long-term plan attracts funding, eg Keadue:



Artist Impressions can help



Raharney: Ashcroft Estate Impressions



Central Crossroads



Summary LTP on A3– sorted by category & year.

Matrix of Projects by Year of Completion for Cleanest Towns - Key Projects are highlighted in red

Category	2020	2021	2022	2023	2024
Community Development & Planning
Environment & Open Space
Health, Safety & Natural Resources
Transportation & Mobility
Public Works & Utilities
Recreation & Arts
Support & Administration

Long-term plan:

- Key Projects identified for work over the period of the plan.
- Actions for each category

Tips:

- Have sub committees for specific actions eg. Swift project Tubbercurry.
- Get someone good at PR – TY Student to help?
- Organise other groups to help with work (can be more work but PR good!). eg. Business to clean up black-spot; Community groups eg.

TidyTowns Unit – Newsletter & website

Great images and useful tips:

- www.tidytowns.ie
- DRCD TidyTowns
TidyTowns@drcd.gov.ie

