

Enniskerry Village Enhancement



Evidence-Based Recommendations



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Executive Summary

The Enniskerry Forum is an inclusive, non-party political, non-sectarian, voluntary representative organisation that promotes the interests of the Enniskerry community.

The Enniskerry Forum is constituted to improve the social and economic conditions of the community of Enniskerry by co-ordinating community projects with a wide appeal and by engaging in relevant partnerships with Wicklow County Council, local development agencies, such as County Wicklow Partnership, and other potential partner organisations. See -

www.enniskerry.ie/enniskerryforum/home/

The Enniskerry Forum wish to formulate a 5 year Development Plan for Enniskerry Village with the aim to enhance the quality of life for its residents and those that frequent it.

As part of this ambition the Enniskerry Forum succeeded in raising LEADER sponsored funding to carry out an initial feasibility study that would provide evidence-based recommendations for actions which would inform this 5 year Development Plan.

This report specifically focuses on the enhancement of the village environment and the development of tourism and heritage initiatives that could bring social and economic benefits to the community as a whole.

The findings of the study, in the form of the Village Centre Health Check, SWOT analysis, and both the consultative community workshop and surveys, have been invaluable in establishing and developing the recommended actions for Enniskerry. Seven initial recommendations have been formulated and are detailed at the end of this report. The recommendations are as follows:

- Enniskerry Branding and Marketing Campaign, and Residents Communications;
- Village Culture, Tourism and Heritage Linkages;
- Traffic and Parking Management;
- Event Creation and Management;
- Cyclist and Walkers Hub;
- Street Pedestrianisation; and,
- Tourist Information Office.

It is anticipated that the aforementioned recommendations will be incorporated as part of any future Village Development Plan prepared and subsequently adopted for Enniskerry.

This project was part funded by County Wicklow Partnership through the European Agricultural Fund for Rural Development: Europe investing in Rural Areas.

1.0 Introduction

1.1 Background

Enniskerry Forum has recently succeeded in raising LEADER sponsored funding to be spent on the creation of a five year Enniskerry Village Development Plan. Downey Planning, a Chartered Planning Consultancy based in 31A Westland Square, Pearse Street, Dublin 2, has been commissioned by Enniskerry Forum to identify and provide evidence based recommendations for actions to inform the development of this plan. The study has been driven by an aspiration within the Enniskerry community to utilise the existing urban fabric, landscape, and to enhance the village of Enniskerry, and in turn establish ideas for social and economic projects within the areas of tourism and heritage.

It is anticipated that the recommendations formulated within this report will be incorporated within the future Village Development Plan for Enniskerry village.

1.2 Scope of Project

The purpose of this report is to:

- assess the existing natural, heritage and built environment of Enniskerry village;
- support the sustainable development of a vibrant and attractive village centre;
- build on and enhance the unique heritage base of the village;
- foster economic growth within the village;
- harness the potential of the surrounding landscape; and,
- encourage tourism within the village.

The study was conducted over a five month period from October 2012 – February 2013. The focus of this study has been on widespread community engagement and consultation in order to derive the key concerns, thoughts, opinions and ideas of the local residents and visitors within Enniskerry village. This has been achieved through a series of surveys which were conducted over a two month period and through an evening community workshop which utilised methods such as open floor discussions and thought provoking questions to allow members of the community to express their views and communicate ideas.

This extensive consultation has been coupled with widespread background research, baseline analysis and technical assessments in order to develop an understanding and appreciation of the physical environment of the village. Such primary research included a 'Village Centre Health Check' and SWOT Analysis. The analysis of the data obtained from the primary research methods and the community consultation process provided the foundations for the formulation of the 7 no. recommendations provided at the end of this report.

1.3 Study Area

Enniskerry village is situated at the foot of the Wicklow Mountains, approximately 5 kilometres from Bray and 20 kilometres south of Dublin City Centre. The village is bounded by the Cookstown/Glencullen River to the north, Powerscourt Estate to the south, Knocksink Woods to the west, and the N11/M11 road to the east. The surrounding hinterland is a beautiful natural landscape characterised by distinctive forested lands and mountainous terrain.



Fig. 1 – Aerial View of Enniskerry

Enniskerry village has a rich Victorian heritage and was built as part of the Powerscourt Estate. The village was developed around the town clock which acts as the main focal point. Enniskerry has a rich archaeological, architectural and natural heritage with a number of designated wildlife habitats such as Knocksink Wood cSAC and areas of geological interest. The Wicklow County Development 2010 – 2016 has also designated Enniskerry and its environs as an Area of Outstanding Natural Beauty (AONB). The architectural heritage of Enniskerry is well recognised, with several protected structures situated within a designated Architectural Conservation Area (ACA), as set out in the Enniskerry Local Area Plan 2009.



Fig. 2 – Enniskerry Village

2.0 Methodological Approach

2.1 Background Research and Site Visits

Prior to the commencement of several site visits, the project team have undertaken extensive background research into Enniskerry village. This research comprised of a review of national, regional and local planning policy. Maps and aerial photographs were also obtained from Ordnance Survey Ireland (OSI) which provided the foundations on which further technical assessment was based. This took the form of developing maps for illustrating land-use, the village development boundary, areas of potential tourism and heritage development, the village's attributes, and identifying 'issue hot-spots' within the village.

The project team conducted a number of site visits throughout the duration of the project. The purpose of such visits was to garner valuable insights into Enniskerry village in terms of its functionality, legibility, visual appearance, overall presentation, retail offering, security and safety, etc. Such aspects of the village were initially assessed and recorded using a 'Village Centre Health Check' (VCHC) approach, adapted from and based on the Town Centre Health Check (TCHC) framework commonly used by Local Authorities in both Ireland and the UK.

Site visits were also used to assess the current physical condition of Enniskerry's built environment through the conduction of a photographic survey of the village. In addition, the project team utilised the site visits to explore the wider Enniskerry environment in order to assess the natural heritage.

Once all the aforementioned tasks were performed, the findings of these technical assessments were reviewed. This review assisted in the preparation of a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of Enniskerry.

2.2 Quantitative and Qualitative Surveys

As part of this comprehensive methodological process, a series of surveys were conducted within the village to garner valuable feedback and ideas from all groups living and working within Enniskerry. The surveys were conducted over a two month period, with a significant response received. The surveys developed and distributed by the project team consisted of the following 6 no. surveys:

- Residents Survey;
- Visitor Survey;
- Visitor Survey – Powerscourt Estate;
- Business Survey;
- Accommodation Provider Survey; and,
- Young People (Residents) Survey.

The results of these surveys provided an in-depth insight into the thoughts, opinions and views of all local residents and visitors within Enniskerry village. Such results are provided within the 'survey analysis' section of this report, with a more extensive breakdown of all questions of each survey provided within the appendix.

2.3 Consultative Community Workshop

A consultative community workshop was also organised as part of this project. This participatory evening workshop gave key stakeholders the opportunity to actively discuss, debate and engage with

one another on the present day village, whilst also sharing their thoughts and aspirations on the future vision for Enniskerry.

The project team facilitated this workshop and used methods such as open floor discussion, maps, photographic aids, and thought-provoking questions to allow members of the community to express their views and communicate ideas. A detailed analysis of the results garnered from this consultative community workshop are presented within the 'survey analysis' section of this report under the following themes:

- Accessibility;
- Land Use;
- Transportation;
- Public Realm;
- Tourism and Heritage;
- Events and Festivals; and,
- Facilities and Amenities.

3.0 Case Studies – Proof of Concept

3.1 Comparative Analysis

As part of this project, the project team has conducted a comparative analysis of other towns and villages throughout Ireland, which through the use of targeted development plan models and specific policies and objectives relevant to tourism and heritage development, have managed to bring about huge local benefits. Such a review informed the development of recommendations and provided a strong evidence base as to the type of projects which would be viable and achievable in a small community such as Enniskerry. Two successful case study examples were selected for detailed comparative analysis purposes – Ballyhoura, Co. Cork; and Julianstown, Co. Meath. The analysis of each case study is synthesised in the table below –

Ballyhoura, Co. Cork	Julianstown, Co. Meath
 <p>Ballyhoura, a small village located in Co. Cork, has had huge success in harnessing local attributes and community resources to reinvigorate the economy and provide a high quality of life for residents. Clear parallels exist between the physical environment of Ballyhoura and Enniskerry, both of which benefit from scenic landscapes, attractive mountainous terrain and large expanses of forested lands. Ballyhoura has used these local characteristics with great success, finding a balance between promoting the area as a destination for adventure activities and outdoor pursuits and the need to protect the natural environment. A healthy local tourism industry has developed which includes activities such as:</p> <ul style="list-style-type: none"> • Mountain Biking; Walking; Horse-Riding; Angling; Bird Watching; • Local Artisan Food Markets – homemade cheeses, local ale brewers, home bakers, honey farmers, local prize-winning butchers, local fresh fruit and vegetable producers; • Local Area 'Branding'; • Graveyard Genealogy Tours; • Famine House Openings; • Cave Exploration Tours; • Cross Road Dances; and, • Road Bowling Events. 	 <p>Julianstown is a small village in Co. Meath located within the valley of the River Nanny, with its vegetated river banks and floodplains being home to a variety of flora and fauna wildlife. As a result, the area has been designated as a Special Area of Conservation (SAC). Julianstown has many similarities to Enniskerry, in that both villages currently experience daily traffic management issues which require attention. In addition, the rural setting of both villages lends itself to similar type built heritage and natural environment projects. Julianstown Village Design Statement was a huge success with 30 no. projects established for the overall betterment of the village, such as:</p> <ul style="list-style-type: none"> • Creation of a Coordinated Signage Strategy; • Developing a Julianstown Brand and Logo; • Conserving the Local Built and Natural Heritage; • Celebrating Village Entrance Points; • Creating a Playground Space/Sports Facilities; • Implementing Traffic Calming Movements; • Developing a Heritage Trail; and, • Developing a River Walk/River Garden Space (to utilise as an amenity). 

3.2 Key Lessons Learnt

The case studies analysed emphasise the importance of the following key insights from which the community of Enniskerry can build upon to create informed, attainable principles and ideas unique to their own Village Development Plan:

- Marketing/Promotional Campaign;
- Village Logo/Branding;
- Development of a River Walk/River Garden;
- Pride of Place Projects;
- Conservation of Built and Natural Heritage;
- Implementation of a Traffic Management Strategy;
- Signage Strategy;
- Celebrate Village Entrance Routes/Access Points;
- Promotion of Local Artisan Food Producers/ Local Arts and Crafts;
- Creation of Regular Local Markets/Festivals/Events;
- Genealogical and Historical Tours Development;
- Recreational Outdoor Pursuits Development;
- Harness Natural Environment Potential for Local Tourism Development;
- Improvement of Pedestrian/Cyclist Facilities and Amenities; and,
- Improve Village Connectivity, Accessibility, and Mobility.

Please refer to the case study appendix at the end of this report which provides further information on both case studies selected as part of this comparative analysis.

4.0 Study Analysis

4.1 Site Visits

The project team conducted a number of site visits throughout the duration of the project. The purpose of such visits was to garner valuable insights into Enniskerry village in terms of its functionality, legibility, visual appearance and overall presentation, retail offering, security and safety, etc.

4.1.1 Village Centre Health Check (VCHC)

The key characteristics and qualities of the physical environment of Enniskerry village were assessed using a Village Centre Health Check (VCHC) approach, adapted from and based on the Town Centre Health Check (TCHC) framework commonly used by Local Authorities in Ireland and the UK. The concept of vitality and viability is central to the village centre health check ethos as it is a concept which strives to maintain and enhance a village centre. A village's vitality and viability is dependent on a number of factors such as the range and quality of activities in a centre, its mix of uses, its functionality, its accessibility to people living and working in the area, and its general amenity, appearance and safety. On this basis, the results of the 'Enniskerry Village Centre Health Check' are presented below according to the main themes associated with such a health check.

Accessibility

An accessibility appraisal was the initial task performed as part of the Enniskerry Village Health Check. This appraisal assessed the village's accessibility with regards to entrance routes, access points, roads, the village footpaths, signage, lighting and the village's disability accessibility.

- The 'Health Check' highlighted Enniskerry's dependency on its road infrastructural network. The car and other such vehicles appear to take precedence over other forms of transportation. This is heightened by the fact that pedestrian routes and cyclist routes are limited beyond the village centre. Public transportation in the form of Dublin Bus is also limited as the frequency of the service can be restrictive on its users.
- There are currently five main entrance routes/access points into Enniskerry village. The arterial entrance route into Enniskerry from the N11 road for example, is heavily trafficked throughout the day and can be considered the primary route into the village from Dublin.
- The vacant filling station access point was littered with debris, glass, rubbish, and construction materials. The structure itself was also in a state of disrepair with broken windows and early signs of vandalism. Due to the site's prominent location, this busy arterial approach warrants regeneration.
- An assessment of Enniskerry's roads was also undertaken as part of the accessibility appraisal. Overall, the roads were in a relatively acceptable condition and were maintained to a reasonable standard. However, the roads within the village core were noticeably in better condition in comparison to the roads leading out of the village, which did have uneven surfaces in places and minor potholes.



Fig. 3 – Village Centre Road Conditions and Outside Village Road Conditions

- Some footpaths were found to be too narrow in places, uneven, and consisted of different surfacing materials. Kerbing on a number of the footpaths was poor and cracked in places, with other kerbing noticeably higher than others rendering some footpaths inaccessible to children, the elderly and disabled. However, tactile paving was evident on a number of the footpaths which is beneficial in assisting the visually impaired and disabled in navigating the village.



Fig. 4 – Village Footpaths (note the use of tactile paving and cobbled surfacing)

- The signage is notable in that its primary function is to direct people to destinations outside the village centre, with no information provided on attractions situated within the centre itself or within close walking distance such as the Bog Meadow.
- There are no signs promoting Enniskerry village. A small sign is pitched on the road verge about 20 metres down the road from the entrance/exit to Powerscourt signalling to the passer-by that they are entering the village.

- An attractive sign for the village carved on a large stone located at the vacant filling station site is concealed behind overgrown planting.



Fig. 5 – Concealed Village Sign on Arterial Village Approach Route

- The lighting within the immediate village core was deemed acceptable. However, it was evident from the assessment that the outer areas of the village were poorly lit with intermittent lighting or indeed no lighting evident. Lighting is necessary for security, safety and general visibility purposes and therefore should be in plentiful supply on all entrance/exit routes of Enniskerry village.

Land-Use

An extensive land-use survey was also conducted as part of the Health Check, providing an in-depth insight into the type of services, facilities and retail premises on offer within Enniskerry village centre. The survey identified the various land-use types and the number of units which fall within each of these types. For the purposes of this health check, the land-use categories are as follows:

Land-Use Categories

Residential: All Types of Residential Dwellings.

Retail: Food; Alcohol and Non-Alcoholic Beverages; Tobacco; Household Goods; Clothing and Footwear; Furniture and Household Equipment; Medical and Pharmaceutical Products; Jewellery; Educational and Recreation Equipment and Accessories; Books, Newspapers and Magazines; Goods for Personal Care; Bulky Goods.

Service: Cafés, Restaurants, Public Houses, Business Services, Hotels, Hair and Beauty.

Community: Community/Public Halls, Churches and Community Library.

The total number of buildings surveyed as part of this land-use survey amounted to 66 no. buildings. A breakdown of the number of buildings per land-use type is provided in the below table:

Land-Use Type	No. of Units
Residential	32
Retail	14
Service	12
Vacant	3
Community	3
Total	66

The boundary identified for the land-use survey encompasses the immediate village core and has been illustrated on the below land-use map. Colours have been used to distinguish each building in accordance with its land-use type.

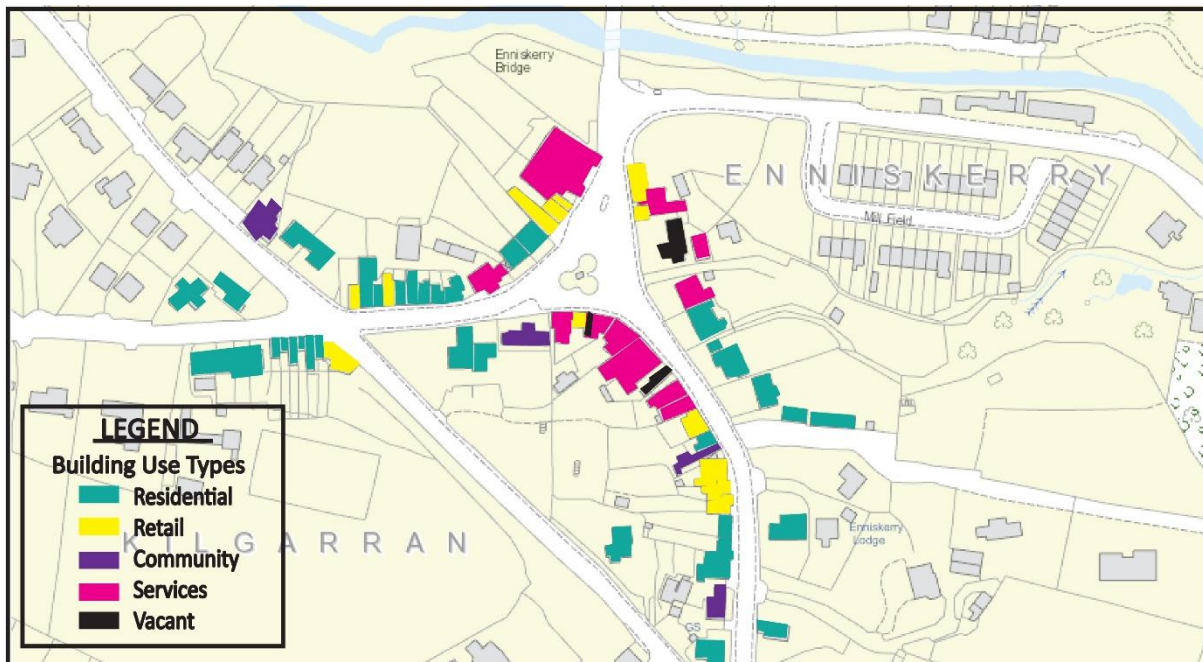


Fig. 6 – Village Land-Use Map

- Of the 66 no. buildings surveyed, 3 no. buildings can be considered 'vacant' units (i.e. 5% of the building stock), of which two were small retail units, with one being the old primary school building.



Fig. 7 – Vacant Unit within Enniskerry

- This small percentage of vacant units would indicate that Enniskerry village has a healthy, viable services/retail offering. The majority of the businesses provide vital, necessary facilities and services to the people of Enniskerry. The provision of vital services such as the local shop, pharmacy, dry cleaners, off-licence, butchers, fruit/veg shop, etc. needs to be maintained, encouraged, and intensified so that Enniskerry remains competitive with its counterparts, which in turn will reduce customers reliance on larger urban centres.
- The survey also revealed that a significant quantity of the buildings within the village centre are currently in residential use (i.e. 48%). A balance between residential and active retail and service uses is important. The need to enhance the retail offering of the village and to offset the expenditure leakage lost to larger urban centres such as Bray, Greystones and Dundrum was recognised in the 2009 Local Area Plan, and continues to be a key issue within Enniskerry. This point was also raised as a key issue amongst residents at the project's community workshop.

Public Realm

Enniskerry's public realm was also assessed as part of the Village Centre Health Check. The assessment encompassed areas such as streetscape, litter, public bins, seating, landscaping, and the general appearance of building facades. The results of this assessment are as follows:

- There is a distinct lack of public bins within the village centre. There is one bin located at the bus terminal outside the old primary school, one located at the local shop, one located outside the hall, and three located within the Town Clock open space area. This is not a sufficient supply, given the number of businesses within the area and the number of pedestrians within the village at any one time. Additional provision of bins on the village's footpaths is advised.



Fig. 8 – Example of Public Bin

- The majority of the village had no evidence of littering. However, small quantities of litter were evident at two hot-spot areas (the main bus terminal and at the local shop). This light

littering is something which is easily rectified by the provision of an additional bin at each of these locations and appropriate litter signage.

- In terms of shop façades and building maintenance, all units are considered to be maintained to a satisfactory standard. The shop-fronts are in keeping with the Victorian village character and incorporate an attractive mix of materials, colours and details which contribute to the village's streetscape and overall charm.
- The open space surrounding the Town Clock is a pleasant, attractive space within the village centre which complements the village's character. It appears to be regularly used and enjoyed by pedestrians. Flower pots also flank the east facing side of the village centre. However, these have become littered and tend to be hidden from public view by parked cars in the designated parking bays.



Fig. 9 – Town Clock Open Space

Transportation

Transportation was another criteria assessed as part of the Village Centre Health Check. The assessment reviewed areas such as parking, public transportation, and cyclist and pedestrian facilities within the village. The results are as follows:

- Parking is provided on both sides of the Main Street and alongside the east facing front of the Town Clock. It is noted that parking within the village contributes to major traffic congestion on the narrow streets, with passing traffic often held up as drivers attempt to navigate double parked cars. Parking is also available at the Bog Meadow, which is a few minutes' walk from the village centre. The Powerscourt Arms also provides parking, although this is privately owned lands. Overall, parking is considered problematic and detracts from the village centre.
- There is currently only 1 no. car parking space provided for disability use within the village centre. It is considered that 1 no. disability space is not sufficient and the provision of one

additional disability car parking space is advised to the west of the village centre to ensure all groups of society are adequately catered for.

- There is currently one pedestrian traffic lights crossing within the village. It is recommended that an additional crossing be provided within the village. The area to the west of the village or further to the south east would be appropriate locations in this regard.
- There are limited cyclist facilities within the village at present with only one bicycle rack provided. This is not used regularly. Cyclists prefer to park bicycles along the footpaths outside cafés or park within the Town Clock open space area. This is not acceptable as it creates obstacles on the streetscape which is potentially hazardous.



Fig. 10 – Bicycle Racks at Bus Stop/Terminal

Tourism/Heritage

An appraisal of the tourism and heritage amenities within Enniskerry was the final task performed as part of the Enniskerry Village Centre Health Check. This appraisal assessed the local tourism and heritage amenities, and the condition of such amenities. The results of this appraisal are as follows:

- The street pattern, local architectural features, the form of buildings and spaces, most notably the village Town Clock open space all contribute to the character of the village, reinforcing its identity and contributing to the creation of a sense of place. This architectural heritage is something which can be harnessed as a viable tourism attraction.
- There is no tourism information office to inform visitors of the range of services, facilities and attractions the village has to offer. A tourism notice board has however been recently erected outside the old primary school building. A service of this nature would facilitate in harnessing a viable tourism industry within the village by creating a service which would provide essential local history, tourism and heritage knowledge, whilst also equipping tourists with vital maps,

leaflets, and information pamphlets detailing the abundant tourism and heritage offerings within the village and the wider environment.

- Cookstown/Glencullen River appears to be an underutilised and untapped natural amenity within Enniskerry. Its overall appearance was overgrown, un-kept and was generally unwelcoming. There is evidence of a small walking trail along the river bank which could potentially be upgraded and developed into a walking/cycling route for locals and tourists. In turn this route could be linked with the existing nature trails further along the river at the Bog Meadow which lead to Knocksink Woods.



Fig. 11 – Cookstown/Glencullen River

- The Bog Meadow is a sporting complex with associated parking facilities. There is a nature trail located within the Bog Meadow which runs the length of the river parallel to Church Hill road before terminating at the entrance to Knocksink Woods. On inspection, the nature trail is poorly maintained and needs urgent care and attention.
- Knocksink Woods is a nature reserve located to the north of Enniskerry village. The Cookstown/Glencullen River flows through these woods with nature trails running the length of the river's banks. These nature trails are the trails which start at the Bog Meadow to the south. There is also an educational complex at the woods which is used seasonally for educational tutorials and classes. At present, there appears to be no linkage made between Knocksink Woods and the Bog Meadow.



Fig. 12 – Knocksink Woods

4.1.2 SWOT Analysis

The results of the Enniskerry Village Centre Health Check were used to facilitate the preparation of a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The SWOT Assessment comprehensively sets out the strengths, weaknesses/constraints, opportunities and threats associated with Enniskerry village.



Fig. 13 – SWOT Analysis

A carefully and professionally prepared SWOT Assessment derives important information in a legible format, and is an important component to any detailed, balanced analysis for future projects and initiatives for the area. On this basis, the SWOT analysis findings are provided below:

Strengths	Weaknesses
<ul style="list-style-type: none"> • Location • Historical, Victorian village • Village Character • Atmosphere • Proximity to Dublin and other major centres • Rural Setting • Community Facilities • Natural Heritage • Built Heritage • Tourism Base • Town Clock • Shops and Services • Public Realm 	<ul style="list-style-type: none"> • Signage • Traffic Management • Parking • Entrance Routes/Approaches • Underutilised Natural Amenities • Lighting • Playground • Public Transportation • Cyclist Facilities • Tourist Information Office • ATM • Seating/Open Space • Vacant Units
Opportunities	Threats
<ul style="list-style-type: none"> • Tourism Potential • Enhanced Natural Environment • Improved Built Environment • Increased Employment • Better Quality of Life • Increased Variety of Services • Reduced Traffic Congestion/Parking Issues • Vacant Units - Development Opportunities • Powerscourt Estate • Ritz Hotel • Better Links to Existing Amenities e.g. Bog Meadow and Knocksink Wood 	<ul style="list-style-type: none"> • Dublin • Glendalough • Nearby Urban Centres • Reduced Economic Activity • Vacant Units • Flooding • Lack of Action – Do Nothing Scenario

4.2 Quantitative and Qualitative Surveys

As part of this comprehensive methodological process, a series of surveys were conducted within the village to garner valuable feedback and ideas from all groups living and working within Enniskerry. The surveys developed and distributed by the project team consisted of the following 6 no. surveys:

- Residents Survey;
- Visitor Survey;
- Visitor Survey – Powerscourt Estate;
- Business Survey;
- Accommodation Provider Survey; and,
- Young People (Residents) Survey.

The surveys were conducted over a two month period, with a significant response received. The results of these surveys provided an in-depth insight into the thoughts, opinions and views of all local residents and visitors within Enniskerry village. A synopsis of the surveys' results is provided in a colour-coded, succinct table format below.



Fig. 14 – Surveys

A more extensive breakdown of all questions contained within each survey is provided within the accompanying appendix of this report. This 'survey analysis' appendix provides visual representations of the quantitative results of each survey question, whilst also providing analysis on the qualitative questions contained within each survey. It is advised that this appendix be read in conjunction with the analysis referred to within this section of the report.

Survey Analysis

Residents Survey	Visitor Survey	Visitor (Powerscourt) Survey
<ul style="list-style-type: none"> • 76 no. total respondents; • 55% female, 43% male, 2% N/A; • 67% visit the village every day indicating a high usage of existing village facilities; • The main purposes for visiting the village were shopping, socialising, and running errands; • 60% of respondents spend less than 2 hours in the village indicating that the nature of the facilities/services provided is inadequate as many go to Bray, Dundrum and Dublin for larger shopping trips; • 74% travelled by car to the village which is an unsustainable mode of transport – walking, cycling and public transport need to be encouraged; • 54% agreed that there was not enough parking; • 72% feel that there are good places to socialise within Enniskerry; • 46% stated that crime and anti-social behaviour is not a concern within the village; • Respondents stated visitor encouragement options such as: <ul style="list-style-type: none"> - Advertising/Marketing Campaign; - Additional Public Transport; - Improved Village Approaches; - Additional Village Landscaping; - Parking/Traffic Management System; - Increased Facilities/Services Choice; - Tourist Information Office; - Strategic Village Signage; - Playground/Open Space; and, - Forge Linkages between the Bog Meadow and Knocksink Woods Nature Reserve. 	<ul style="list-style-type: none"> • 23 no. total respondents; • 43% female, 57% male; • 61% of visitors were Irish, with 30% being American; • 65% travelled by car to the village, with only 17% travelling by bus to the area; • 44% intended to stay a few hours within the village, with 30% simply just passing through – this would indicate that the majority of visitors do not stay for long periods of time (9% of respondents stated they were staying 1 week +); • 39% were visiting Enniskerry for the first time; • 44% of respondents had always been aware of Enniskerry village, with 17% stating they heard about Enniskerry through various media sources; • 13% of respondents were made aware of the village by the Ritz Carlton Hotel in Powerscourt; • The purpose of people’s visits varied from attending sporting events and sightseeing, to shopping and having coffee/lunch with friends; • Of those surveyed, 39% were visiting Powerscourt, whilst another 39% were visiting nearby villages in Wicklow and the town of Bray; • Although 96% of respondents would recommend Enniskerry to other tourists, there were a number of improvement options suggested including: <ul style="list-style-type: none"> - Visitor Centre/Tourist Information Office; - Outdoor Seating Areas; - Recreational Facilities/Amenities; - Retaining Village’s Character; - Cyclist Facilities; and, - Additional Parking. 	<ul style="list-style-type: none"> • 16 no. total respondents; • 88% female, 12% male; • Only 13% of those surveyed were from outside Ireland, with 44% from County Wicklow; • 100% of respondents travelled by car indicating that Powerscourt Estate is poorly serviced by public transportation modes; • 44% visit Powerscourt a few times a year, with 19% visiting just once a year – this suggests that whilst people do not visit on a regular basis, they continue to return each year proving that Powerscourt Estate is a viable tourism attraction; • 69% of respondents were planning on visiting Enniskerry village; • 31% were not intending on visiting the village; • Of this 31%, 26% had been to the village before or did not have enough time to visit Enniskerry, with 6% of respondents not interested in visiting the village – this suggests that a marketing/branding campaign is necessary to increase visitors to the village; • 94% of those surveyed, had always been aware of Enniskerry village; • 38% of respondents felt that Enniskerry is not promoted as a visitor destination and that more could be done to promote and encourage visitors to the village centre; • Of those who were planning on visiting Enniskerry, 38% intended to go for coffee/lunch, with 25% intending to shop within the village; • Nearby visitor destinations visited by the respondents included Bray (19%), Wexford (13%), and other local places (13%);

Business Survey	Accommodation Survey	Young People (Residents) Survey
<ul style="list-style-type: none"> • 20 no. businesses surveyed; • 55% are open all week, with 15% open Monday – Saturday, the remaining businesses opening hours vary; • A total of 96 people are employed by these 20 businesses, with 9 businesses employing 2 – 4 people and 6 businesses employing over 5 people; • 35% of those surveyed, have been established within the last year indicating that there is a high turn-over of units within the village centre; • Only 4 of the 20 businesses surveyed have been in existence for 10 years or more; • 45% of businesses have no website – such businesses need to create websites as such advertising methods generate awareness and business; • 60% of businesses consider parking an issue within Enniskerry – this was stated as a major problem; • 80% of businesses stated that the attractiveness of the village has a positive impact on their business; • 50% of businesses indicated that vacant units within Enniskerry have a negative impact; • 35% of businesses feel their biggest competition is the town of Bray; • Suggested beneficial measures include: <ul style="list-style-type: none"> - Marketing/Publicity; - Signage; - Painted, Maintained Shop-Fronts; - Parking/Traffic Management; and, - Tourism/Heritage Initiatives. 	<ul style="list-style-type: none"> • A total of 4 no. accommodation providers were surveyed including B&B's and hotels; • 50% of those surveyed stated that their guests are from Dublin, Ireland and from overseas; • April – September was noted as the busiest time of year for the accommodation providers indicating that there is a healthy seasonal turn-over of guests during the Spring and Summer months; • Of those surveyed, July – September was noted as the best season for accommodation providers, with high to full occupancy rates; • October – January was noted for its poor occupancy rates; • The accommodation providers stated that it is location and quality of experience and service which entice people to stay in their premises; • Powerscourt Estate, Glendalough and the Wicklow Mountains were classified as the top three attractions within the area; • Walking, sightseeing and golfing were considered the top three activities pursued by guests; • 100% of accommodation providers would recommend Enniskerry village to their guests which suggests that the village is considered an attractive visitor destination whilst staying within the area. 	<ul style="list-style-type: none"> • 74 no. total respondents; • 69% of respondents stated that there are fun things to do within Enniskerry village; • Examples of fun activities stated by young people include: Cycling; Soccer; Community Games; The Bog Meadow; Meeting Friends; Village Festivals; Sugar and Ice (Sweet Shop); and Coffee Shops. • The positive attributes of Enniskerry stated by survey participants include: Quiet; Picturesque; Community; Mountains; Football Pitches; Festivals/Events; Shops; Nature; The Views; Sweet Shop; Safe; Friends living nearby; Town Clock; and the Library. • Negative attributes of the village noted by respondents were as follows: Traffic; Unreliable Bus Service; Car Parking; Dangerous Roads; No Playground; Litter; Nothing to Do; Too many Tourists; Lack of Facilities; etc. • Of those surveyed, 89% have attended local festivals and events held within the village; • Festivals/Events attended included: <ul style="list-style-type: none"> - Christmas Festival; - Victorian Festival; - School Fair; - Summer Markets; - Car Boot Sales; and - Football Grotto in the Bog Meadow. • Beneficial Village Improvement Suggestions included: ATM; Playground; One-Way Traffic System; Chip Shop; Petrol Station; Running Track; Hockey Club; New Car Park; More Restaurants/Shops; Toy Shop; Bike Shop; Annual Funfair; Improved Roads; and Kids Book/Clothes Shop.

4.3 Consultative Community Workshop

On the 24th January 2013, the project team facilitated a community workshop which was attended by over 40 members of the local community. The focus of the workshop was to give key stakeholders and residents the opportunity to actively discuss, debate and engage with one another on a variety of issues and present ideas and visions for the future development of Enniskerry Village. Whilst the workshop comprised of 6 key questions designed to generate ideas for the future development of Enniskerry Village, the general consensus of the key issues facing the village and the local community can be summarised under the following themes:

- Accessibility;
- Land-Use;
- Public Realm;
- Natural Environment;
- Tourism and Heritage; and
- Services and Events.

Accessibility

- Located in close proximity to Dublin City Centre and easily accessible via N11 (which is a major arterial route), the village has significant potential to capitalise on and encourage those visiting Dublin City to stop and visit Enniskerry.
- Whilst the roads into the village are unique and picturesque, the quality of the road surfaces are extremely poor and dangerous. Furthermore, the residents are of the opinion that the pavements within the village itself are narrow and of poor quality and have strongly suggested that such footpaths be upgraded and widened.
- A major grievance to emerge from the workshop was that of the pedestrian traffic lights at the pedestrian crossing located to the north of the village. It was strongly suggested that these lights be removed but that the pedestrian crossing remains. This action was recommended in order to retain accessibility to facilities and services but reduce the negative impact of the lights on the Victorian village. In addition, the residents strongly advocated for an additional pedestrian crossing to the west of the village in order to increase accessibility and safety for pedestrians.
- The existing signage within the village is poor and inadequate and negatively impacts on the number of tourists visiting and staying within the village centre. Signage is poorly maintained and does not adequately promote the facilities, amenities and attractions within the village itself.



Fig. 15 – Village Signage

Land Use

- There is a need for a wider variety of shops within the village in order to remain competitive with surrounding towns and villages. There are exceptional healthcare and schooling facilities within the village which need to be maintained and encouraged. The community have suggested that additional shops and services, such as a clothes shop for teenagers, a petrol station and a chip shop, would significantly increase the offering of Enniskerry village to residents and tourists alike.
- The turnover of shop ownership is quite high (as evidenced by the Business Survey which indicated that 35% of businesses within the village centre have been established within the last year) and measures to encourage the long term operation of such retail units and businesses are required.
- The provision of an ATM within the village was also strongly advocated by the residents.

Transportation:

- Car parking within the village was highlighted as a key issue that requires significant attention. Residents continuously stated that poor management of the parking system has resulted in a significant lack of parking spaces for residents and tourists. The absence of a time limit restriction has resulted in long term parking within the village centre. Consequently, there is a slow turnover of car parking spaces which results in undue congestion within the village core.
- It is considered that the management of car parking where time limit restrictions are enforced is fundamental for the successful day to day operation of the village. Several residents have

suggested that a pay parking system where the first 30 minutes are free ought to be implemented.

- The development of an expanded car park at the Bog Meadow was also suggested.
- Traffic flow and speed within the village centre is a major concern. During the day, and especially at peak times, there are several traffic bottlenecks within the village. This is as a result of a number of factors including narrow roads on which cars are parked. Many residents feel that the village represents a traffic junction as opposed to the heart of the village and recommended that the introduction of a one way traffic system, with appropriate traffic calming measures, would significantly improve traffic flow within the village.



Fig. 16 – Traffic Congestion

- The restrictive nature of the bus service is an issue. This has resulted in an increased dependency on the use of the private car.

Public Realm

- As a result of the woodland setting that surrounds and frames the village, and the rich architectural heritage of the main street, Enniskerry Village is picturesque and aesthetically pleasing. The historical urban form of the village is evident in the Victorian era buildings which dominate the centre and the open space centred around the Town Clock provides an excellent focal point within the village centre.
- The strong architectural heritage of the village is well recognised with several protected structures and the village core designated as an Architectural Conservation Area (ACA). In

general, shop frontages have maintained a traditional appearance in keeping with the village character.

- There were a number of residents who have concerns in relation to improving the aesthetic appearance of Enniskerry. With regards to the preservation of the historical nature of the village, several residents indicated that there is a lack of architectural vision for the Victorian Village and every effort ought to be made in the future to ensure signage, colours and materials are amenable to the historic nature of the buildings.
- The village centre comprises of an inadequate number of bins and this coupled with poor recycling facilities and poor street cleaning, has resulted in a small quantity of litter.
- There was a general consensus at the workshop that there continues to be a limited amount of green areas and planting within the village and that there is a significant lack of outdoor public seating. Many residents proposed the pedestrianisation of the section of the main street to the south of the town clock which would allow for the provision of an outdoor café seating area, increase public seating and would allow for the proliferation of planting within the village.

Tourism and Heritage

- There is a distinct lack of facilities for tourists within the village centre. A tourist information office is vital and is a fundamental requirement for any historic rural settlement.
- There is a nature trail located within the Bog Meadow which runs the length of the river parallel to Church Hill road before terminating at the entrance to Knocksink Woods. This nature trail is poorly maintained and needs urgent care and attention in order to create an attractive walking trail in close proximity to the village centre.
- The village does not capitalise on its location in close proximity to Powerscourt Estate. The introduction of a bus service, to and from the village and Powerscourt could proliferate tourist numbers within the village and have a positive economic impact on the village.
- Many residents are of the considered opinion that the view of Cookstown River is unprotected and that the river itself is underutilised. Residents were of the opinion that there is significant potential to create linkages between the river, the village and Knocksink Woods.
- A network of walking and cycling routes which start and subsequently end within the village was strongly encouraged. This is to be coupled with an increased marketing and promotional campaign advertising Enniskerry as the base camp for walkers and cyclists hiking through the Wicklow Mountains.
- In recognition of the need to capitalise on and enrich the extraordinary natural and built heritage of the village, residents suggested several options aimed at enhancing its heritage base. These ideas included the creation of heritage walks which would take place within and outside the village including walks of historic graveyards and genealogy trails. Building upon the success of the Victorian festival and creating additional historic festivals and events were also suggested.

Events and Festivals

- Whilst there are festivals and events occurring within the village, there appears to be a lack of collaboration between local community groups in relation to the organisation of such events. This was epitomised by the recent Christmas events. The successful operation of the Victorian Festival was highly praised by all residents and a high percentage of attendance at these festivals was evidenced throughout the entire study process.
- The creation and organisation of additional events or festivals was strongly endorsed by the residents of the village. Residents were particularly interested in the creation of a weekly/monthly farmers and artisan market which will sell fresh local food and artistry products.
- In recognition of the superb landscape surrounding the village, a walker's festival which would include hill walking tours, graveyard tours and historic walks was strongly recommended.
- Consideration should also be given to the creation of: 1. a music festival which could take place at the Bog Meadow, 2. performing arts festivals which could incorporate street acts such as jugglers, and 3. poetry and reading festivals.

Facilities and Amenities

- The residents have noted that there are several major facilities that are absent within the village including an ATM, a children's playground, an independent community centre and a community notice board.
- The local community were of the opinion that the Bog Meadow is inadequate and that a new sports centre is required which should incorporate a hockey field and running track.
- The development of walking and cycling trails was also strongly advocated as this would increase amenities for residents whilst providing an ideal outdoor tourist attraction. A tree canopy walk, down Little Glen (between Knocksink Road and Monastery Road) was strongly supported by all those in attendance at the workshop.
- Powerscourt Estate and its waterfall were also stated as recreational amenities and the need for links between the village and the Estate were identified at the workshop. Such a link could comprise of a Victorian Steam Train from the village centre to Powerscourt Estate conducted as part of a business partnership.

5.0 Recommendations

5.1 Overview

This section of the report identifies measures for action and provides recommendations that can be realistically achieved within the short, medium and long term. The recommendations are evidence-based, developed from the comprehensive study analysis which was conducted as part of this project. These recommendations will contribute significantly to the enhancement of Enniskerry village and the surrounding hinterland. During the formulation of the recommended projects, careful consideration has been given to protecting the existing public realm and natural heritage whilst also providing vital amenities for residents and visitors alike.

This study has devised 7 no. recommendations which are as follows:

No.	RECOMMENDATIONS	TIMEFRAME
1	‘Enniskerry Branding and Marketing Campaign, and Residents Communications’	SHORT – TERM
2	‘Village Culture, Tourism and Heritage Linkages’	SHORT – TERM
3	‘Traffic and Parking Management’	SHORT – TERM
4	‘Event Creation and Management’	MEDIUM – TERM
5	‘Cyclist and Walkers Hub’	MEDIUM – TERM
6	‘Street Pedestrianisation’	LONG – TERM
7	‘Tourist Information Office’	LONG – TERM

A detailed insight into each recommendation, its associated proposed actions and subsequent implementation is set out below.

It is anticipated that the aforementioned recommendations will be incorporated as part of any future Village Development Plan prepared and subsequently adopted for Enniskerry village.

5.2 Recommendation 1

Recommendation 1***Enniskerry Branding and Marketing Campaign, and Residents Communications*****Timeframe: Short - Term**

Description: At present, there is little emphasis given to branding and marketing Enniskerry village. Whilst there is a website in place, it does not provide great detail on the local tourism and heritage attractions the village has to offer, but instead emphasises attractions outside the village. Branding Enniskerry and marketing the village in its own right would encourage visitors to remain within the village to explore its attributes. Visitors currently drive through Enniskerry to get to attractions such as Powerscourt and the Wicklow Mountains. The local community need to harness this opportunity to establish Enniskerry as a tourism/heritage destination.

Proposed Action: It is apparent that the website is currently weak in promoting Enniskerry village. The village logo describes Enniskerry as 'the gateway to the garden of Ireland'. This statement provides little insight into the village itself. It is advised that the local community use digital marketing tools to re-brand Enniskerry and simultaneously update and revamp the current website. This re-branding will form the basis on which to establish a strong marketing campaign which will target potential tourism both at a national and international level. As part of this project, it is recommended that the N11 approach route into the village is enhanced through the use of strategic planting, lighting, and new attractive signage. Furthermore, initiating a business partnership with Powerscourt Estate would promote linkages between the village and the estate. This could potentially establish Enniskerry and Powerscourt as one combined tourist attraction rather than two independent destinations.

Implementation: It is anticipated that this project could be implemented within a 1 year period. The local community would need to acquire the services of a graphic designer and marketing team to create a logo/branding for Enniskerry village. This in turn could be used on the Enniskerry website, leaflets, brochures, posters, etc. As part of this branding campaign, it is important to get the community on board. A community notice board in the local shop is a great way of initiating engagement with the community. The proposed collaboration of Enniskerry and Powerscourt Estate will also be essential in ensuring the success of this recommendation.

5.3 Recommendation 2

Recommendation 2***Village Culture, Tourism and Heritage Linkages*****Timeframe: Short- Term**

Description: Natural heritage amenities such as the Cookstown/Glencullen River, the Bog Meadow, and Knocksink Woods Nature Reserve appear to be underutilised and untapped amenities within Enniskerry. There is an urgent need to create village linkages with these recreational amenities as this rich natural heritage is an ideal asset on which to establish community and tourist based amenities. An initiative to create and develop existing amenities such as the aforementioned sites, would promote Enniskerry and establish the village as a 'go-to' destination, whilst also providing facilities to the local community.

Proposed Action: There are a number of actions which are proposed to be performed as part of this project. Potential tasks include: a clean-up operation of existing nature trails/routes with the use of signage to establish planned cyclist/trekker routes; making a feature of the river banks by introducing seating and native planting; improving linkages between the river, the Bog Meadow, and Knocksink Woods; introducing strategically placed signage; and upgrading car parking facilities at the sites. Due to the number of tasks proposed, it is advised that the appointment of a local tourism committee take place in order to coordinate a project of this scale.

Implementation: It is anticipated that a project of this scale and nature could be achieved within an eighteen month time period. It is advised that the community appoints a community team to steer the project and to engage with all residents regarding this project so that individuals can become a part of the process and assist in the implementation of the project as community volunteers. The support of the Tidy Towns committee would also be beneficial in undertaking clean-up operations of the various sites, given the man-power and equipment at their disposal. Liaison with Wicklow County Council on this project, particularly the Parks and Environment Departments, would also be advised as the project actions concern the various natural heritage sites within Enniskerry.

5.4 Recommendation 3

Recommendation 3***Traffic and Parking Management*****Timeframe: Short - Term**

Description: There is a clear absence of a traffic management system within Enniskerry Village which has resulted in a lack of parking spaces and undue traffic congestion. The absence of a time limit restriction on parking has resulted in a slow turnover of parking spaces due to long term parking within the village core during the day. This is coupled with reduced traffic flow as a result of bottlenecks on narrow roads. The lack of parking spaces available unduly impacts on the number of visitors parking within the village and encourages tourists to visit attractions outside of the village. It is considered that the management of car parking where time limit restrictions are enforced is fundamental for the successful day to day operation of the village.

Proposed Action: It is recommended that a pay and display parking system is implemented whereby the first 30 minutes of parking is free and a charge per hour for parking thereafter is applied. The introduction of such a system is necessary in order to eliminate long term parking within the village whilst allowing residents to carry out daily tasks within the centre without any cost implications. This will require the introduction of either ticket machines or disk parking, in addition to the reconfiguration of the current road markings within the village. The money derived from this system can then be used for local community initiatives such as the additional recommended projects within this report.

Implementation: It is anticipated that a project of this nature could be completed within an eighteen month timeframe. The project will require significant community backing and considerable liaison with representatives of the local County Council. A revised road marking scheme will be required and liaison with the roads department of the Council is essential. If pay and display parking disks are selected as the most viable option, the backing of local shops will be required in order to sell the disks. The project will necessitate the employment of a traffic warden who will implement the new revised parking system and ensure the successful day to day operation of such a system.

5.5 Recommendation 4

Recommendation 4

Event Creation and Management

Timeframe: Medium - Term

Description: There is a lack of community events and festivals within Enniskerry village and it is essential that more co-ordination and collaboration of cross-community events occurs in order to successfully market, manage and run a successful festival/event season that will benefit the economy within Enniskerry Village. A programme of events corresponding with the calendar year is recommended. Such an event programme needs to be sustained on a permanent basis in order to build Enniskerry's reputation as the home for events/festivals in the south east. The main objective of this recommendation is to promote community spirit and a sense of place, whilst also creating events which will attract those from further afield.

Proposed Action: It is recommended that the local community establish a weekly food market which would provide the platform on which local artisan food, arts and crafts producers could display their goods. A food market, branded 'A Taste of Enniskerry' for example, would create a wonderful Irish food experience whereby local artisan food producers could unite to sell products including homemade cheeses, baked goods, and fresh fruit and vegetables. This will showcase Enniskerry's talents to both locals and tourists alike. It is also recommended that seasonal music festivals could take place in the Bog Meadow or within the village centre. In addition, arts festivals which incorporate street performers, poets, writers and local artists would be exciting events which could be regularly held within Enniskerry. Such events/festivals would need to be marketed and promoted on the website, through local radio, and other sources of media to ensure the success of the proposed events.

Implementation: It is anticipated that a project of this nature would be achievable within a 1 – 3 year timeframe. To ensure the success of the events each year, the establishment of an event committee appointed by the local community is vital. Gaining the support of the community in the form of volunteers is also necessary to achieve this project. Engagement with local businesses is also advised, given the scale and frequency of the proposed events. The event committee would need to liaise with the various community groups regarding the time and place of events, in addition to liaising with local Gardaí, the Council, etc. It is envisaged that the successful implementation of such an event programme will significantly enhance community spirit, whilst also harnessing Enniskerry's full tourism potential.

5.6 Recommendation 5

Recommendation 5***Cyclists and Walkers Hub*****Timeframe: Medium - Term**

Description: At present, there are a number of vacant and underutilised sites and/or units within both Enniskerry village itself and its arterial approach routes which warrant regeneration. One such site could potentially be identified as a suitable location for a 'cyclists and walkers hub'. Due to these sites' prominent locations, the sites have huge potential to be utilised as a gathering point for walkers and cyclists alike who wish to explore Enniskerry and the wider hinterland. There is currently no such facility within the area.

Proposed Action: It is the objective of this project to transform a suitable, vacant site into a 'cyclists and walkers hub'. Such a facility could potentially provide walking and cyclist enthusiasts with an activity 'base camp' from which to explore the wider Enniskerry environment. This hub could provide facilities such as a café/shop, 'rent a bike' and bike repair shop, car parking facilities, changing and showering facilities, and a tourist information desk with local cyclist/walking route map information, etc. Enniskerry has significant potential to capitalise on the considerable number of walkers and cyclists passing through the village on to the Wicklow Mountains. The provision of such a hub will provide essential services to this niche market and will entice such walkers and cyclists to stop within Enniskerry.

Implementation: It is anticipated that this project could be implemented within a two - three year period. A project of this scale and nature would require the continued support of the local community. An appointed community team would be responsible for the coordination and execution of this project. The project team would need to acquire the skills of construction workers to modify the configuration of a vacant site/unit for the new facility, whilst also acquiring marketing skills to advertise and promote the facility.

5.7 Recommendation 6

Recommendation 6***Street Pedestrianisation*****Timeframe: Long - Term**

Description: There is undue traffic congestion within Enniskerry village as a result of poor traffic management. This unduly impacts on the public realm of the village as cars take precedence over pedestrians and the village centre appears to be a traffic junction as opposed to the heart of the village. This is coupled with a lack of green areas, planting and outdoor public seating areas. In order to increase accessibility for pedestrians and enhance the existing public realm, it is considered that the pedestrianisation of the main street to the south of the town clock is vital for increasing resident and tourist enjoyment of the village centre.

Proposed Action: The pedestrianisation of part of the main street will allow for the provision of an outdoor café seating area, additional public open space and public seating areas. This will require street furniture planting, flower pots, hanging baskets and pavements comprising of cobble stone detailing reflective of the traditional heritage of Enniskerry Village. This would create a new open space that will significantly enhance the overall aesthetic appearance of the village and will promote long term the viability and vitality of Enniskerry Village. Careful consideration will need to be given to ensure that an over proliferation of street furniture, which can lead to visual clutter and obstruction to pedestrians, does not occur. Furthermore, business opportunities will be enhanced through the provision of outdoor seating areas and increased pedestrian footfall. A new road layout with associated road markings will be required. Such a layout will require vehicles travelling into Enniskerry Village on the R760 to turn left at the junction after the Town Clock.

Implementation: It is anticipated that this project could be implemented within a 3 to 6 year timeframe. This is a result of the extensive liaison and completion of the appropriate mechanisms and procedures required to successfully secure permission for the pedestrianisation of the street. Liaison with the County Council, the local Heritage Officer, the local Gardaí and local businesses is essential to ensure the successful creation of a public open space that meets the requirements of all members of the Enniskerry Community. A conservation architect will be required in order to ensure the historic built environment of the village is protected.

5.7 Recommendation 7

Recommendation 7***Tourist Information Office*****Timeframe: Long - Term**

Description: There is no Tourist Information Office within the village at present. It is recognised that such a service is a vital and fundamental requirement for any historic rural settlement. Efforts have recently been made to provide information to visitors in the form of a tourist information board. Whilst this is a step in the right direction, a more robust, long term solution must be implemented. A Tourist Information Office would act as the platform on which to promote tourism within Enniskerry, and in turn increase visitor numbers and economic activity within the village.

Proposed Action: In order to establish a Tourist Information Office, there are a number of actions which must be executed prior to the opening of such an office. The initial task is to establish a suitable location and initiate a 'fit-out' of the chosen unit. Vacant units within the village such as the small retail units or indeed the old primary school building would be an ideal location to house such an information office. The development of relevant signage, leaflets, brochures, and maps providing information on local tourist and heritage attractions, and recreational activities is also necessary prior to the opening of such a service. A decision would also have to be made as to whether the office would be manned by local volunteers or if knowledgeable locals would be employed as tourist information officers.

Implementation: It is considered reasonable to implement this project within a five year period. The implementation of such a service will require a multi-faceted approach. Funding must be secured for a project of this scale. Local fundraising events would be a great way of raising money. Availing of training from bodies such as Fáilte Ireland would also be beneficial when recruiting and training office volunteers/employees. The local community will also need to acquire the skills of a builder to 'fit-out' the tourist office, and a graphic designer to generate the various brochures, leaflets and maps necessary to inform tourists. The content of such brochures can be garnered from local residents with considerable knowledge of Enniskerry and its environs.