



Dalry Town Centre Regeneration

Take a fresh look at Dalry Town Centre and you will see a community springing back to life. A regeneration project by North Ayrshire Council's Economic Development Service has made significant improvements to the look of the town centre and is helping to revitalise trade.

Between 2008 and 2010, a range of improvements have inspired local residents, visitors and shoppers to look again at what the town has to offer.

The Regeneration Strategy was designed to:

- Inspire local people to take pride in Dalry
- Encourage residents and visitors to shop in the town
- Help local businesses to thrive
- Create a safe and friendly environment in which to live and work

The results have been very positive and have 'breathed new life' into this historic and attractive town.

Research

The regeneration programme began with a series of consultations to determine exactly what the people of the town wanted to create a socially and economically vibrant community.

A comprehensive action plan was then created which focused on:

- Improving the retail and visitor offer
- Boosting enterprise
- Marketing and branding
- Investing in quality of place and promoting walking and cycling

What did we do?

Physical Environmental Improvements

Biggart Fountain

One of the town's most famous landmarks, The Biggart Fountain, was brought back to its former glory by a traditional stonemason and moved to Townend Street corner – an excellent location to showcase this important historical monument. The result is a very attractive and welcoming entrance point to the town centre which celebrates the history of Dalry.

The Cross

The Cross has long served as an important social area for Dalry, well-used by residents, particularly in the summer months, to meet and watch the world go by. The Regeneration Strategy focused on the vision of restoring the Cross to its role as an attractive, traditional town centre meeting, socialising and events area.

Roche Way Gardens

Our aim was to develop Roche Way Gardens as an attractive and safe access route to the town centre. Dense shrubbery was removed to create an open aspect, benches and bins were installed, the lighting across the area was upgraded and pathways resurfaced.

We have also funded the installation of a puffin crossing on Roche Way to improve safety for parents and school children which will complement the work we have done in Roche Way Gardens.

Main Street Lighting

Again in response to resident and business feedback, the lighting in Main Street was replaced and improved to increase feelings of public safety.

Smith Street, Courthill Street and Kirk Close Car Parks

To allow increased usage of town centre car parks, we have created additional spaces, improved lighting, resurfaced roadways and removed shrubbery to create safer, lighter parking areas.

Signage

Additional town centre signage was installed to direct people to the town centre and new finger posts identify key locations.

Councillor John Reid said: "All these initiatives can only help to create a friendly and safe atmosphere within the town centre and encourage more people to shop locally instead of going further afield."

CCTV

Increasing public safety within the town centre was a key priority in this Regeneration Strategy to encourage more frequent usage of the town centre. CCTV was regularly requested by both residents and businesses and, in 2010, we installed cameras at three sites in Dalry covering all of the main town centre areas.

Councillor Elizabeth McLardy said: "The cameras will be monitored 24 hours a day by Police and are designed to provide residents with greater peace of mind as they go about their daily lives."

Shop Front Improvement Scheme

We introduced a Shop Front Improvement Scheme for businesses within the town centre by offering a substantial grant. The scheme was to help improve the appearance of shop fronts in keeping with the town's Conservation Status and to create a more attractive town centre for shoppers. The completion of this scheme will have a major impact on the look of the main shopping area and attractiveness of individual properties.

Traders' Group

The establishment and support of an active Traders' Group is key to driving long term improvements to trade in the town centre. We encouraged a group of enthusiastic local businesspeople to create **business Dalry** and the group is making an amazing contribution to the future sustainability of Dalry Town Centre.

The remit of the group is to improve, promote and develop trade and encourage more people to use the town centre. Project Officers will be involved on an on-going basis but the group itself will develop and drive its agenda.



Councillor Robert Barr is a real enthusiast for the town and believes that the regeneration is just what was needed to help generate community spirit. He said: "I love this community and would encourage everyone to get involved."

Training

Businesses in Dalry will also be supported by opportunities to equip owners and staff with relevant qualifications and training.

Marketing

With so much regeneration work completed in Dalry and a motivated group of businesses ready to drive the town centre forward, a strong brand was needed to give the town a clear identity. We wanted to convey Dalry as a forward-thinking, optimistic and friendly town and the result is **living Dalry**.

The purpose of the town's creative approach is to draw visitors and residents into the town centre.

Window Graphics

This quirky theme was based on the idea of the much-loved film stars of the black and white era celebrating in modern day Dalry. The windows of the King's Arms Hotel have certainly been a talking point!

Wall of Faces

The people of Dalry are the most important element of the town and we wanted to create a talking point in the town centre with a display of hundreds of 'well kent' faces. From babies to granddads, four hundred smiling faces greet you in the windows of Dalry Library.

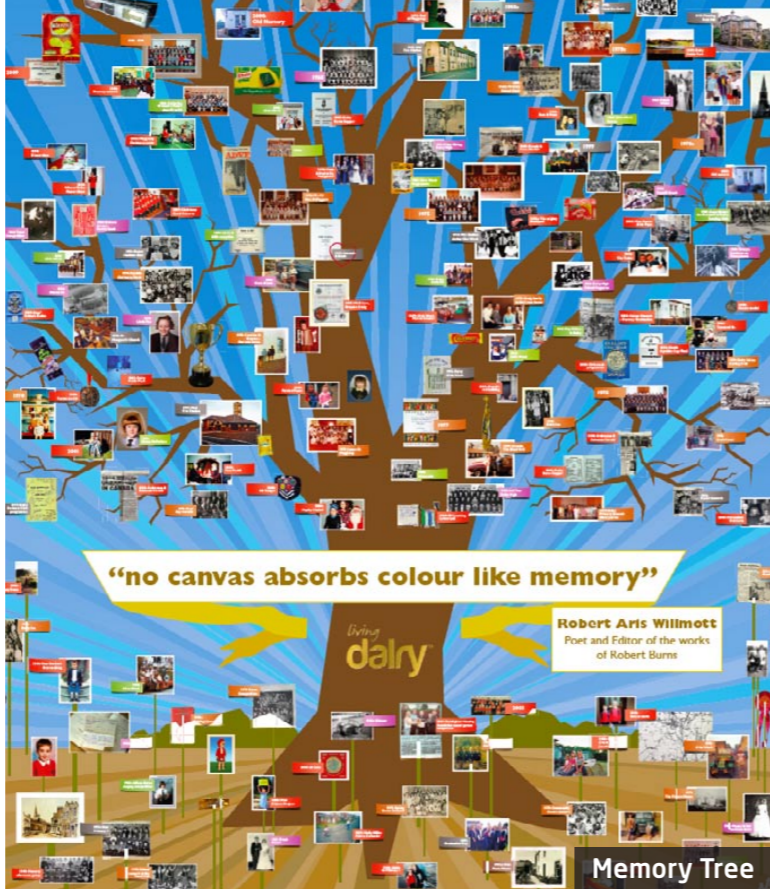
Memory Tree

The Memory Tree started off as a collection of memorabilia which rapidly grew into a very personal journey through the lives of Dalry residents. It is an amazing account of meaningful moments to the people for Dalry.

Timeline

Documenting the long and colourful history of Dalry was challenging but very interesting. The huge Timeline charts the history of the town from its beginnings in the 12th Century when Blair House was built to the present day regeneration.

The Timeline and Memory Tree are both installed in Dalry Library.



Website

Working with business Dalry, we've created an exciting new website to promote the fantastic range of businesses on the town's doorstep and to inform residents of everything that's going on in the town centre. It includes a full directory of all businesses and lets users sign up for e-newsletters and updates.

www.livingdalry.co.uk

To the future...

The result of the Regeneration Strategy in Dalry is a fresher, more attractive town centre with a business group which is keen to drive the town forward. The key to a successful future for Dalry town centre is to encourage residents to shop local to ensure that the local businesses thrive and Dalry has a vibrant and sustainable town centre for years to come.

Other towns will now benefit from the Regeneration Strategy and our aim is to create attractive, lively and thriving town centres across North Ayrshire.



Breathing new life into Dalry

Dalry Town Centre
Regeneration Strategy
2008-10



Contact Us

For more information on the Dalry Regeneration Strategy or other town centre regeneration projects, please contact Economic Development Project Officers on 01294 225196/7.