

Milltown Town Centre First Masterplan

Communications Strategy



Ár dTodhchaí
Tuaithe
Our Rural
Future



Lár Bailte ar dTús
Town Centre First



Rialtas na hÉireann
Government of Ireland



Comhairle Contae Chiarraí
Kerry County Council

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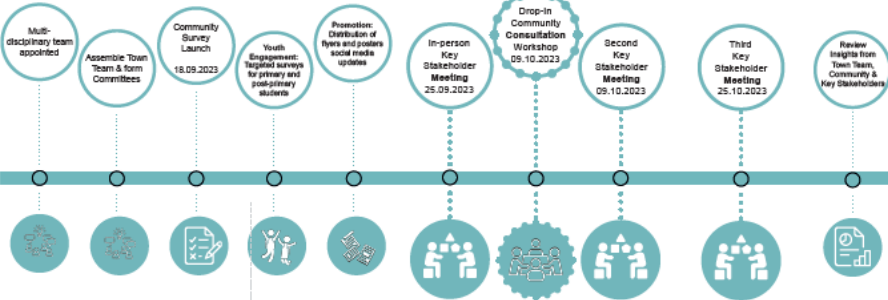
Milltown Town Centre First Masterplan Public Consultation Outline



Pre-Draft Stage

Idea Gathering & Community Insights

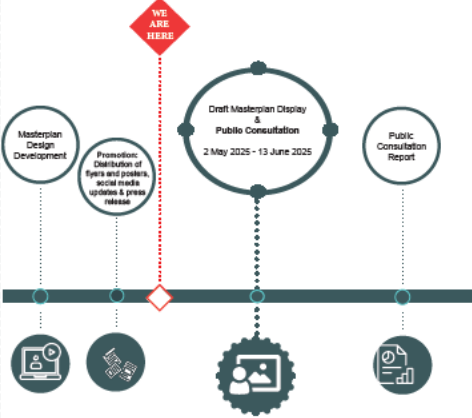
Q3 2023 - Q4 2023



Draft Stage

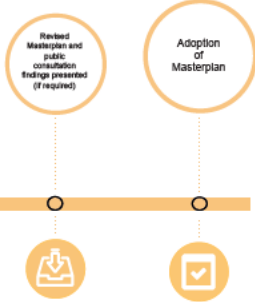
Design Development

Q4 2023 - Q2 2025



Completion and Delivery of the Masterplan

Q2 2025 - Q3 2025



1.0 INTRODUCTION

In line with the [Town Centre First Policy](#), Milltown was chosen as one of the 26 towns across the country to receive funding to develop a Town Centre First Masterplan. Kerry County Council have appointed a team of consultants to support the Town Team and the Council to prepare the new Town Centre First Masterplan for Milltown.

The Masterplan aims to set a community-led vision for the future development of the town, tackling dereliction and vacant properties, town linkages and building on its assets and positive attributes to ensure that Milltown develops as an attractive and desirable place to work, live, visit and do business. This would also enable the local community of Milltown to secure funding and attract investment into the town.

Key to the success of the Masterplan is the local community, businesses, and stakeholders. The Town Team in collaboration with the Council will drive the delivery of a Masterplan and will be supported by the Town Regeneration Officer, a team of consultants, and the multi-disciplinary technical and management team in Kerry County Council.

This is a 'living' document and will be updated throughout the lifetime of the plan-making process, as and when required.

1.1 Aims - What We Hope to Achieve

- To identify the community groups and relevant stakeholders to initiate dialogue with the community of Milltown and facilitate capacity building through establishment of a Town Team in collaboration with the Council
- To delve into the specific priorities, challenges, and opportunities identified during the consultation.
- To co-create a cohesive and community driven vision for the town that aligns with broader county, regional and national policies.
- To identify the 'where' and 'who/with whom' for each priority area.
- To expand community and stakeholder involvement for more nuanced feedback.
- To facilitate the connection and conversation between the Town Team/stakeholders/organisations/members of the council etc.
- To inform local residents and stakeholders about the key elements of the town centre first plan and associated process of plan making, enabling them to actively participate in the consultation process.
- To promote inclusive dialogue that ensures the voices of underrepresented groups are heard in the planning process.

2.0 WHAT IS INVOLVED IN PUBLIC CONSULTATION

2.1 Pre-Draft Stage

The initial stage of the Town Centre First Masterplan focuses on gathering ideas from the community, assembling a Town Team, forming committees with diverse representation, and using feedback from these groups to outline a preliminary strategy for the Masterplan's execution. This stage aims to collate public and key stakeholder opinions while setting the key objectives for the design team. Elected members of Kerry County Council shall also be informed of the commencement of the Plan and how they can engage in the process. To capture public opinion, a survey was initiated on 18th September 2023, with a two-week window for community responses. An in-person focus group took place in Milltown on Monday 25th September 2023, bringing together crucial stakeholders to discuss community group priorities. In order to ensure meaningful youth engagement, targeted surveys were created for both primary and post-primary students. To enhance community engagement and raise awareness throughout the consultation period, promotional materials such as flyers and posters were widely distributed including information on the Drop-In Community Consultation Event which took place on 9th October 2023.

2.2 Draft Stage

This stage of the Town Centre First Masterplan for Milltown is distinct in its focus on co-creating a unified vision for the town's development. The aim is to facilitate nuanced discussions that meld individual perspectives into a cohesive plan. This collaborative environment ensures that the resulting vision for Milltown is not just a top-down policy but a shared aspiration that has collective buy-in, aligning with both local regional and national objectives. Building on the insights gathered during the Pre-Draft stage, a second drop-in community consultation event will be conducted to facilitate focused, face-to-face interactions among community members and stakeholders. The goal of this consultation is to ensure that the emerging strategy for Milltown reflects a collective aspiration, which aligns with local, regional, and national objectives. This consultative approach reinforces the importance of community buy-in, making the Masterplan a shared endeavour rather than a top-down initiative. To maintain high levels of community engagement and awareness, promotional efforts will continue throughout. Flyers, posters, and other forms of advertising will be disseminated widely throughout this stage of the consultation process. This stage of the process will run for a period of 6 weeks, from 2nd May 2025 until 13th June 2025. Observations and/or submissions can be made during this period, together with the opportunity to provide feedback via the online survey.

2.3 Completion and Delivery of the Masterplan

The revised Masterplan, along with the public consultation findings, will be presented to Kerry County Council for approval.

3.0 KEY THEMES

This strategy provides a framework to embed the following themes within the plan making process:

- **Engage effectively** with community groups and relevant stakeholders;
- **Communicate clearly** with the audiences approached;
- **Collaborate closely** with relevant project partners and Kerry County Council;
- **Enable active involvement** for key stakeholders;
- **Outreach to many** through accessible means of communication.

4.0 ACTIONS

Incorporating the above within the content of the Masterplan, the actions then comprise of the following:

- **Baseline Analysis and Field Research:** Conduct a thorough review and analysis of pertinent documents and carry out site visits related to the context of the Milltown Town Centre First Masterplan.
- **Communications Strategy:** Establish a live communications strategy document for the plan-making process in collaboration with Kerry County Council and the Town Team.
- **Communication Channels:** Establish responsive communication channels to address and incorporate public queries and concerns during the plan making process.
- **Stakeholder Engagement:** Facilitate collaborative stakeholder contribution in dialogues to positively influence the plan-making process.

- **Establishment of Town Team:** The Town Team will act as a steering group, providing ongoing feedback on emerging ideas and projects and supporting the development of a clear action plan. Going forward they will, in conjunction with project and working groups, support the implementation of the plan and the communication to the wider community.
- **Community engagement:** Facilitate comprehensive engagement with all age-cohorts across the community including focused outreach initiatives to specific groups within the community, where deemed appropriate, such as national and secondary schools.

The strategy acknowledges that not all requests can be accommodated and that stakeholders will not always agree with each other or with Kerry County Council. Rather, effective engagement is a tool to manage points of disagreement, to ensure debate is informed, and to ensure that the Masterplan is informed by different points of view, and the making of the Masterplan is communicated in a way that is consistent, accurate and accessible for everyone.

5.0 CONTEXT OF TOWN CENTRE FIRST PLAN

The Town Centre First Plans aim to align local development with overarching governmental priorities for sustainable growth, economic vitality, and social inclusion. The plan is part of a wider national strategy aimed at rejuvenating town centres by enhancing accessibility, promoting inclusivity, addressing issues of dereliction and vacancy, and prioritising environmental sustainability. The Milltown Town Centre First Masterplan is to be developed within the context of various national, regional and local planning and development policy, i.e., the masterplan for Milltown serves as a microcosm of these national objectives, tailored to meet the specific needs and opportunities of the local community.

[Our Rural Future, the Government's Rural Development Policy](#) outlines a vision to support the regeneration and development of rural towns and villages to contribute to local and national economic recovery and to enable people to live and work in a vibrant environment. The [Town Centre First policy](#) which was launched in February 2022 is central to this vision. The policy aims to create town centres that function as viable, vibrant and attractive locations for people to live, work and visit, while also functioning as the service, social, cultural and recreational hub for the local community.

The policy lays the foundation for towns to develop a tailored plan by a Town Team in collaboration with the Local Authority. The policy is underpinned by a multi-billion-euro investment programme spread across Government schemes. The Milltown Town Centre First Masterplan will subsequently provide a basis for the town to seek support from funding streams such as the [Rural Regeneration and Development Fund](#), [Croí Cónaithe \(Towns\) Fund](#), [Town and Village Renewal Scheme](#), [Active Travel Fund](#) and [Historic Towns Initiative](#).

This Communication Strategy document aims to adopt a comprehensive and targeted approach for involving the community and identified stakeholders, whereby these stakeholders and community groups include representatives from the following sectors.

- **Local Government**
- **Business and Commerce**
- **Public Transport**
- **Environmental and Sustainability**
- **Emergency and Safety Services**
- **Education and Youth**
- **Tourism and Culture**
- **Social Welfare and Healthcare**
- **Accessibility and Utilities**
- **Technology and Communications**
- **Community and Voluntary Organisations**
- **Sports and Leisure**
- **Natural Resources**
- **Market and Food Sector**
- **Language and Culture**
- **Culture and Senior Citizens**
- **Facilities and Infrastructure**
- **Rural and Hinterland**

6.0 DRAFT KEY MESSAGING DOCUMENT

A Co-Created Vision for Milltown's Future: The public consultation aims to co-create a cohesive vision with stakeholders and community members that resonates with the whole community and aligns with wider regional and national policies.

Everyone's Voice Matters: Stakeholder and community involvement are crucial. We aim for inclusive dialogue, ensuring that the voices of underrepresented groups are heard.

Young People are a Priority: Targeted outreach will involve primary and secondary schools and further education facilities to incorporate the perspectives of Milltown's younger population.

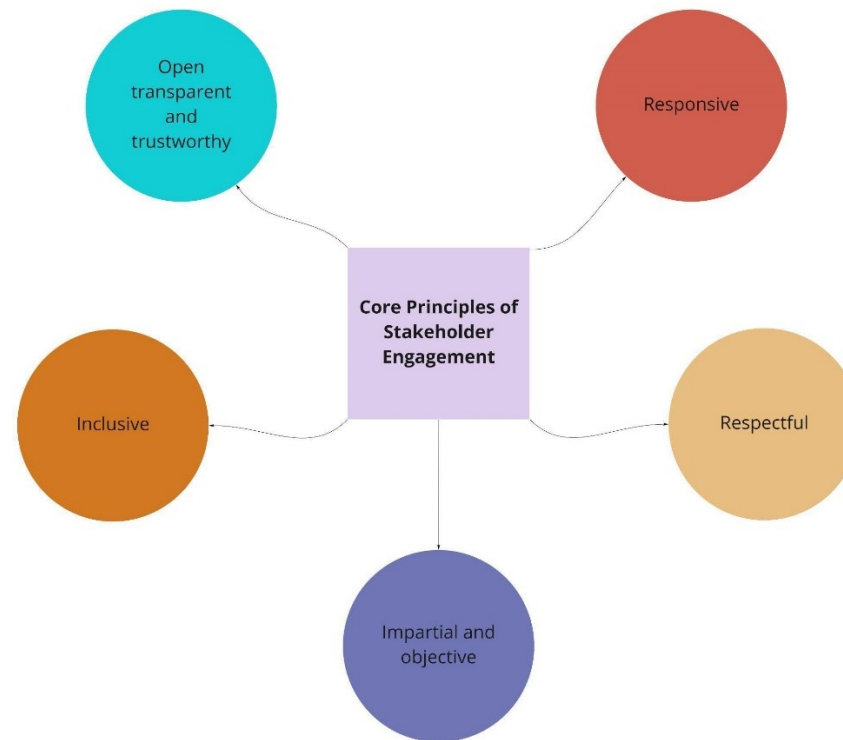
Accessible Communication: All messaging will be clear, avoiding technical language wherever possible. Where unavoidable, such terms will be clearly explained.

Transparency and Engagement: The Masterplan can adapt to new, relevant information and perspectives. Queries and concerns will be genuinely listened to and considered.

Context Matters: The Masterplan sits within a national framework aimed at revitalising town centres for sustainable growth, economic vitality, and social inclusion.

Openness to Diverse Views: While not all stakeholder requests can be accommodated, effective engagement will manage points of disagreement in an informed manner.

6.1 Key Engagement Principles & Branding Approach



All findings from the engagement will be recorded and considered. Feedback will be given where appropriate and feasible. If it is not possible to make changes based on concerns raised, our team will endeavour to provide you with the reasons behind this.

6.2 Core Principles of Stakeholder Engagement

6.2.1 Open and transparent

Giving as much information as possible about the decision-making process and where our consultation fits into that process. Being upfront and realistic about the scope of influence of stakeholders. Avoiding unrealistic expectations.

6.2.2 Inclusive

Include the widest practical range of stakeholders and use inclusive language and visual representations wherever possible to welcome stakeholders into the consultation process.

6.2.3 Impartial and Objective

All views will be sought.

Demonstrate that we are open to constructive ideas and discussion within the parameters of the Town Centre First process as defined by statutory requirements. Clearly state that design solutions have not yet been decided in early-stage consultation and later clearly state what is and is not negotiable in the proposed design and why this is the case. Giving stakeholders realistic expectations of the scope they have to influence the decision or policy.

6.2.4 Responsive

Giving timely feedback.

Responding with flexibility where solutions or suggestions, not yet considered by the team, arise during the consultation. Being clearly able to demonstrate that we have considered the responses and views of stakeholders, particularly to be able to clearly explain why the approach is not being changed, despite views being expressed that it should.

6.2.5 Respectful

All stakeholders have the right to be heard and their views should be respected by those involved in the project. Nevertheless, this is two-way communication and staff associated with the projects have the right to expect their dealings with stakeholders, both internal and external, will be based on courtesy and mutual respect.

6.2.6 Branding

Branding will utilise either the colour palette and icons designed by Connect the Dots for the project branding (if no other is specified by the client). Graphics will be simple and playful highlighting the openness of the consultation and the potential for Milltown to be seen as a great place to live, as well as an attractive and dynamic hub to work, visit and do business. This is intended to be engaging to citizens 'on the fence' or those that do not usually attend

consultation events, in particular Milltown's young population. This branding will be consistent throughout the project used for any flyers, e-flyers, posters, presentations, press releases, social media etc.

The tone of voice maintained on all associated communications material will be playful, transparent, responsive and collaborative. The communications for the Milltown Town Centre First Masterplan will convey a sense of inclusivity and collaboration while also being informative and digestible. Messaging should, where possible avoid the use of technical planning language and describe the key aims of both the consultation and the Town Centre First Masterplan in a clear manner.

Where technical language around statutory processes is unavoidable, Connect the Dots will, over the course of the public consultation endeavour to explain any technical terms and processes in as simple terms as possible.

7.0 METHODOLOGY OVERVIEW

The consultation process is structured into two stages, each employing a set of methodologies designed to capture a wide spectrum of perspectives and insights. The methodology aims for maximum inclusion and is structured to ensure both breadth and depth in community input. This public consultation approach seeks to expand upon the prior work conducted by Kerry County Council for its Local Area Plan. The aim is to use those earlier findings as a foundation for meaningful dialogue with all relevant stakeholders. By integrating previous insights with new input, the strategy aims to create a more comprehensive and effective framework for decision-making.

7.1 Pre-Draft Public Consultation: Public and Key Stakeholder Outreach

7.1.1 Methodology

The pre-draft stage is a public call to inform the wider community that a plan is to be prepared and to invite all to have their say.

Online Website: A digital consultation website will be launched by Kerry County Council, where comprehensive information about the proposed Masterplan will be made available. Residents can use this website to submit their suggestions and observations.

Online Survey: An interactive survey will be hosted on the Council’s consultation website, allowing residents and stakeholders to share their opinions on various aspects of Milltown. The survey features a mix of multiple-choice questions and open-ended questions to gather a comprehensive range of views. Data collected through the survey will be analysed and incorporated into the design and planning for the Milltown Town Centre First Masterplan

Youth Surveys (Primary and Post Primary): Specialised surveys will be distributed to primary and post-primary schools in the Milltown area to engage the younger demographic. These surveys will be age-appropriate and designed to elicit opinions on key elements of the Town Centre First Masterplan, such as recreational spaces, safety, and public transport. The insights gained from these youth surveys will be valuable in tailoring the Masterplan to meet the needs of all age groups in the community.

Email Submissions: Stakeholders can email their detailed submissions and proposals to a designated email address for consideration by the design team.

Written Submissions: Traditional mail submissions are also accepted, allowing stakeholders who prefer offline methods to participate.

Town Team: One key outcome a town centre first plan is to establish a town team consisting of representatives of local community, businesses and stakeholders. Kerry County Council will identify strategic groups, from which representatives or groups of representatives will form a Town Team. This Town Team will identify specific areas of concern/for improvement and make submissions to the council.

7.1.2 Outreach Materials

The materials utilised at this stage to inform the community groups and stakeholders about the commencement of the Masterplan and in order to capture a wide, inclusive audience, include the following:

- Flyers
- Posters
- Emails
- Webpage
- Social Media
- Community Notice Boards (Flyer Content)
- Surveys
- Printed questionnaires at key locations.

For further details in this regard, please refer to the Appendices.

7.1.3 Timeline for Pre-Draft Stage

The timeline of the Pre-Draft Stage for preparation of Milltown Town Centre First Masterplan is as follows:

Event	Details
Engagement with Kerry County Council and Elected Members	Ongoing discussions with Kerry County Council and Elected Members of Kerry County Council (Details TBC).
First Stakeholder Meeting 25.09.2023 @ 07.00pm	In-person ideas-gathering meeting including discussions with key stakeholders and Town Team members in Milltown @ Munitir na Tire Hall.
Other Stakeholder Engagements	National and Secondary schools and others
Pre-Draft Public Consultation 18th September - 2nd October 2023 @ 05.00pm	Submissions and survey responses will be accepted up to 2 nd of October with a closing time of 05.00pm.
Compilation & Analysis of Submissions 2nd October - 6th October 2023	All received submissions and survey responses will be summarised, compiled, and analysed, to be presented as a Consultation Report for Pre-Draft Stage.
First Drop-In Consultation 9th October from 11.00am to 07.00pm	Members of the council and design team will be available to meet the public to answer questions and have discussions related to the Masterplan in Milltown at Nagle Rice Community Centre.
Second Stakeholder Meeting 9th October 2023 @ 07.00pm	Ongoing discussions with key stakeholders and Town Team members in Milltown at Nagle Rice Community Centre.
Third Stakeholder Meeting 25th October 2023 @ 07.00pm	Ongoing discussions with key stakeholders and Town Team members via Teams.

7.2 Draft Stage Public Consultation: Online Public Sessions and Stakeholder Focus Groups

7.2.1 Methodology

Public Consultation Session: In-person public consultation session will be conducted where the project design team will showcase the Draft Masterplan.

This will be an interactive in-person event, facilitated by the project design team and Kerry County Council. Expert facilitators will ensure productive conversations and the collation of actionable feedback. Additionally, visual aids and interactive presentations will be utilised to offer clearer insights into the planning process and Draft Masterplan.

Attendees will have the unique opportunity to directly engage with members of the design team and representatives from Kerry County Council who have specific expertise in the areas being discussed. This will allow for more targeted and insightful dialogues, as attendees can address their questions and concerns to those directly involved in the planning and decision-making processes. The presence of these experts serves to deepen the level of discussion, providing nuanced explanations and potentially fostering a more collaborative relationship between the public and the authorities overseeing these initiatives.

Stakeholder Focused Engagement: Further engagement will be scheduled with key stakeholder organisations. These will be semi-structured discussions moderated by subject matter experts to delve deeper into specific issues such as housing, transport, and environmental sustainability.

7.2.2 Outreach Materials

The materials utilised at this stage to inform the community groups and stakeholders about the commencement of the Masterplan and in order to capture a wide, inclusive audience, include the following:

- Flyers to be distributed in Milltown
- Social Media Outreach
- Stakeholder engagement
- Press Release
- Updates to KCC webpage
- Community Notice Boards (Flyer Content)
- Survey (online)
- Newsletter

7.2.3 Timeline for Draft Stage

Event	Details
Engagement with Kerry County Council and Elected Members	Ongoing discussions with Kerry County Council and presentation to Elected Members of Kerry County Council prior to the public consultation of Draft Masterplan
Public Consultation Drop-in Event 12th May 2025	In person in Milltown at Nagle Rice Community Centre from 4.00pm to 7.30pm
Other Stakeholder Engagements	Various methods
Draft Stage Public Consultation 2nd May 2025 – 13th June 2025 (until 5.00pm)	Submissions will be accepted up to this date
Compilation & Analysis of Submissions 16th June 2025 – 29th June 2025	All received submissions will be compiled, analysed, and summarised to be presented as a Consultation Report for Draft Stage

7.3 Completion and Delivery of the Plan

The multifaceted methodology ensures that the consultation process is both wide-ranging and thorough. Contributions from both stages will be instrumental in shaping Milltown's Town Centre First Masterplan, offering a well-rounded, community-driven Masterplan for the long-term growth and development of the town. Following all the engagement with stakeholders, a report will be produced that summarises the insights from the consultation events. This will be a balance between quantitative data-driven insights and qualitative analysis of results from submissions along with conversations and engagement with stakeholders. The project team will also discuss the impact of the engagement, and whether or not it was effective. This evaluation will be undertaken with respect to:

- Timelines – were they adequate to perform meaningful engagement?
- Were the right stakeholders included, or was any group/person omitted or overlooked?
- Was the messaging appropriate?
- Is follow-up action required?
- Was the venue/ channel used appropriate?
- Were the communication tools used appropriate?
- Have any stakeholder relationships changed? How will this impact our work?

APPENDICES



APPENDIX A: SURVEY CONTENT (PRE-DRAFT STAGE)

PRIVACY NOTE: The information which you share in this survey will be used to inform the research activities carried out as part of this Town Centre First Masterplan for Milltown. Your details will not be provided to any other parties other than Kerry County Council and the design team. Any Personally Identifiable Information will be permanently deleted once the project has been completed. By proceeding with this survey, you consent to sharing your responses with the above-mentioned partners.

In what capacity are you answering this survey? *

- Resident.
- Business Community/Representative.
- Service User.
- Visitor/Tourist.

How old are you? *

- 17 or younger.
- 26 to 35 y/o.
- 46 to 55 y/o.
- Over 65 y/o.
- 18 to 25 y/o.
- 36 to 45 y/o.
- 56 to 65 y/o.

How would you describe your main connection to Milltown? *

- Live in Milltown.
- Live and Work in Milltown.
- Live in Milltown and Work Elsewhere.
- Use Milltown for services and/or recreation purpose.
- Work in Milltown and live elsewhere.
- Live and Study in Milltown.
- Study in Milltown and Live Elsewhere.
- From Milltown but not currently living here.
- Personal connection through friends and/or relatives.
- Visitor/Tourist.
- No connection.

How long have you lived or worked in Milltown? *

- Less than 5 years.
- 11-20 years.
- Not applicable.
- 5-10 years.
- More than 20 years.

If employed, where is your usual place of work? *

- Milltown.
- Elsewhere in County Kerry.
- Outside of County Kerry
- Not employed.
- I typically work from home.
- No fixed location (self-employed, freelance, etc).

For more information on the Milltown Town Centre First Masterplan, visit XXXX

Contact –

Kerry County Council Communications Office

XXXX is available for questions, contact through Kerry County Council Communications Office

Connect the Dots Ireland
The Tara Building, Tara Street, Dublin 2,
Dublin, Ireland
info@connectthedots.ie +353 85 8221869



would you rate Milltown on each of the following?

This matrix type is not available for legacy form layout.

In order to inform the actions within the Milltown Town Centre First Masterplan, what might encourage you to use the town more? *

How do you travel to Milltown? (Please select all that apply) *

- | | |
|---|---|
| <input type="checkbox"/> By Foot. | <input type="checkbox"/> By Car/Van/Lorry. |
| <input type="checkbox"/> By Bicycle. | <input type="checkbox"/> By Motorbike. |
| <input type="checkbox"/> By E-scooter. | <input type="checkbox"/> By Public Transport |
| <input type="checkbox"/> Wheelchair or other mobility aid | <input type="checkbox"/> Other <input style="width: 100px;" type="text"/> |

How do you get around Milltown town centre? *

- | | |
|---|---|
| <input type="checkbox"/> By Foot. | <input type="checkbox"/> By Car/Van/Lorry. |
| <input type="checkbox"/> By Bicycle. | <input type="checkbox"/> By Motorbike. |
| <input type="checkbox"/> By E-scooter. | <input type="checkbox"/> By Public Transport |
| <input type="checkbox"/> Wheelchair or other mobility aid | <input type="checkbox"/> Other <input style="width: 100px;" type="text"/> |

How do you rate the current car parking provision in Milltown? *

- | | |
|---|---|
| <input type="checkbox"/> Undersupplied. | <input type="checkbox"/> Sufficient. |
| <input type="checkbox"/> Oversupplied. | <input type="checkbox"/> Other <input style="width: 100px;" type="text"/> |

Would you consider that more public amenity space(s) is required in the town centre ? *

- Nice to have new public space(s).
- No benefits.
- Much needed to bring the community together.
- Other

What are your top 3 traffic/mobility priorities for Milltown? *

How do you rate the quality of green infrastructure * (nature, the green spaces, and amenities and how they connect with each other)? *

- | | |
|---|---|
| <input type="checkbox"/> Undersupplied. | <input type="checkbox"/> Sufficient. |
| <input type="checkbox"/> Oversupplied. | <input type="checkbox"/> Other <input style="width: 100px;" type="text"/> |

What would improve the quality of green infrastructure in Milltown in your opinion? *

What are your town's best assets in your opinion? *

- Sense of community.
- Culture, heritage and the arts.
- Natural environment and landscape.
- Recreational and leisure facilities (parks, cultural attractions, etc).
- Availability of services (healthcare, education, public transport).
- Quality of life.
- Cost of housing.
- Cost of living.
- Attractive public spaces.
- Employment opportunities.
- Availability of housing.
- Other

In terms of supporting the health and wellbeing of the people of Milltown, what do you think are the most important priorities for investment? *

What do you think is missing from Milltown for the young people of the town? *

What do you think is missing from Milltown for it to be a more age-friendly town? *

What do you consider to be the opportunities for improvement in Milltown and why? *

In order to inform the actions within the Milltown Town Centre First Masterplan and to make Milltown a more attractive place to live, work and visit, what initiatives could local businesses and the wider community introduce? *

What do you see as the greatest need for Milltown in the next five years? *

Would you like to participate in the community and its development and/or get involved in the community's Town Centre First Team in the context of this plan? *

- Yes. No. Not sure.

Name

First Name Last Name

Email

example@example.com

Phone Number

Please enter a valid phone number.

How do you stay informed of what is going on in the local community and local business? *

- | | |
|--|--|
| <input type="checkbox"/> Social Media. | <input type="checkbox"/> Local Papers. |
| <input type="checkbox"/> Local Radio. | <input type="checkbox"/> Local Newsletter. |
| <input type="checkbox"/> Other <input style="width: 70px;" type="text"/> | |

Thank you for filling out this survey!
Please click **submit** to finish

You will then be automatically redirected to the
[Milltown Town Centre First Masterplan Webpage](#)

APPENDIX B: POSTERS/FLYERS (PRE-DRAFT STAGE)

MILLTOWN TOWN CENTRE FIRST MASTERPLAN

PRE-DRAFT PUBLIC CONSULTATION

HAVE YOUR SAY!

TELL US WHAT YOU THINK!

Kerry County Council is commencing the preparation of a Town Centre First Masterplan for Milltown and want to hear from you. The aim of this plan is to establish a community-led vision for the future revitalisation and regeneration of the town.

To have your say, you are invited to make submissions and/or observations through the following options:



- Via the online survey at:** www.kerrycoco.ie/milltown-town-centre-first-masterplan
- By email to:** milltown@kerrycoco.ie
- In writing, addressed to:** Town Regeneration Officer, Kerry County Council, County Buildings, Rathass, Tralee, Co. Kerry, marked with "Pre-Draft Milltown Town Centre First Masterplan".

SUBMISSIONS/OBSERVATIONS AND SURVEY RESPONSES MUST BE MADE NO LATER THAN:
5pm on 2nd October 2023








AN CHÉAD MHÁISTIRPHLEAN LÁR AN BHAILE DO BHAILE AN MHUILINN


COMHAIRLIÚCHÁN POIBLÍ RÉAMH-DHRÉACHTA

CUIR DO THUAIRIM IN IÚL!

INIS DÚINN CAD A CHEAPANN TÚ!


Tá Comhairle Contae Chiarraí ag cur tús le hullmhú an Chéad Mháistirphlean Lár an Bhaile do Bhaile an Mhuilinn agus ba mhaith léi cloisteáil uait. Tá sé mar aidhm ag an bplean seo fis faoi stiúir an phobail a bhunú d'athbheochan agus d'athghiniúint an bhaile amach anseo.




Chun do thuairim a chur in iúl, fáiltítear romhat aighneachtaí/tuairimí a dhéanamh trí na roghanna seo a leanas:



- Tríd an tairseach comhairliúcháin ar líne lena n-áirítear suirbhé ar líne ag:** www.kerrycoco.ie/milltown-town-centre-first-masterplan
- Ar ríomhphost chuig:** milltown@kerrycoco.ie
- I scríbhinn, seolta chuig:** Oifigeach Athghiniúna Baile, Comhairle Contae Chiarraí, Foirgnimh an Chontae, Ráth Teas, Trá Lí, Co. Chiarraí, marcáilte le "Réamh-Dhréacht an Chéad Mháistirphlean Lár an Bhaile do Bhaile an Mhuilinn".

CAITHFEAR AIGHNEACHTAÍ NÓ TUAIRIMÍ A DHÉANAMH TRÁTH NACH DÉANAÍ NÁ
5PM AN 2Ú DEIREADH FÓMHAIR 2023



APPENDIX C: SOCIAL MEDIA (PRE-DRAFT STAGE)

This includes promoting the Milltown Town Centre First Masterplan in collaboration with Kerry Conty Council and the community of Milltown through social media, including X (formerly known as twitter), Facebook, etc. Below are examples of the social media engagement to encourage the members of the public to take part in preparation of the Masterplan.

 **Kerry County Council - Comhairle Contae Chiarraí** @countykerry

A new masterplan for the development of Milltown is currently being prepared

Have your say by completing a short online survey

Survey is available in hard copy in local shops and businesses

#Milltown

kerrycoco.ie/milltown-town-...



Milltown Town Centre First Masterplan
Milltown Town Centre First Masterplan
Pre-Draft Public Consultation Stage


Comhairle Contae Chiarraí
Kerry County Council

Ar dTothchial
Tuathle
Cher Rural
Future


Le Balla ar d'Íde
Sáir-Ceann 2024

Eilias na hÉireann
Government of Ireland

4:21 PM · Sep 20, 2023 · 647 Views

 **Milltown Community Centre.**
September 19 at 5:55 PM · 🌐

<https://www.kerrycoco.ie/milltown-town-centre-first-.../>



KERRYCOCO.IE
Milltown Town Centre First Masterplan | kerrycoco.ie
Milltown Town Centre First Masterplan Online Survey Milltown
Town Centre Masterplan Details In line with the Town Centre
First Policy, Milltown was chosen as one of the 26 towns acro...

👍 4 3 shares

👍 Like 💬 Comment ➦ Share

APPENDIX D: SURVEY CONTENT (DRAFT STAGE)



Town Centre First Masterplan, Milltown

We invite you to participate in the following survey to gather your valuable insights on the Draft Town Centre First Masterplan for Milltown. Your input will play a crucial role in refining and enhancing the draft Masterplan to better serve our community. Let's work together to shape the future of Milltown! Join us in completing the survey now.



1. In what capacity are you answering this survey? (please select all that apply)

- Resident
- Business Community/Representative
- Service User
- Visitor/Tourist

2. How old are you?

- 17 or younger
- 18 to 25 y/o
- 26 to 35 y/o
- 36 to 45 y/o
- 46 to 55 y/o
- 56 to 65 y/o
- Over 65 y/o

3. Do you agree that the Masterplan will bring positive changes to our community?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4. How would you further improve Theme 1 - Mobility & Sustainable Transport?

Type here...

0/300

5. How would you further improve Theme 2 - Public Realm/Placemaking?

Type here...

0/300

6. How would you further improve Theme 3 - The Community?

Type here...

0/300

7. How would you further improve Theme 4 - Heritage, Identity & Visitor Experience?

Type here...

0/300

8. How would you further improve Theme 5 - Green Infrastructure?

Type here...

0/300

9. How would you further improve Theme 6 - Enterprise & Sustainable Growth?

Type here...

0/300

Submit

APPENDIX E: POSTERS/FLYERS (DRAFT STAGE)

Milltown Town Centre First Masterplan

Draft Stage Public Consultation

Kerry County Council wishes to invite members of the public to participate in the non-statutory Public Consultation on the draft Town Centre First Masterplan, Milltown.

The drop-in event will take place on **12th May 2025**, from **4:00pm to 7:30pm**, at the **Nagle Rice Community Centre**. During the event, you'll be able to view the draft masterplan and share your feedback.

To view the draft plan please visit:

<https://www.kerrycoco.ie/milltown-town-centre-first-masterplan/>

You are invited to make submission and/or observations through the following options:



- ☺ Via the online survey: [Milltown TCFM Survey](#)
- ☺ In person, at the Draft Public Consultation Drop in Event
- ☺ By email to: milltown@kerrycoco.ie
- ☺ In writing, addressed to: Town Regeneration Officer, Kerry County Council, County Buildings, Rathass, Tralee, Co. Kerry, marked with "Draft Milltown Town Centre First Masterplan".

**SUBMISSIONS/OBSERVATIONS & SURVEY RESPONSES WILL
RUN FROM:
2ND MAY 2025 UNTIL 05.00PM ON 13TH JUNE 2025**



LÁR BAILTE AR DTÚS MHÁISTIRPHLEAN DO BHAILE AN MHUILINN

Comhairliúchán Poiblí Dréachta

Ba mhaith le Comhairle Contae Chiarraí cuireadh a thabhairt do bhaill den phobal páirt a ghlacadh sa Chomhairliúchán Poiblí neamhrechtúil maidir le dréacht-Mháistirphlean "Lár Bhaile Baile an Mhuilinn ar dtús".

Beidh an ócáid oscailte ar siúl ar an **12 Bealtaine 2025**, ó **4:00in go 7:30in**, i gCearnóg Phobail Nagle Rice. Le linn na hócáide, beidh tú in ann an dréachtphlean a fheiceáil agus do chuid aiseolais a roinnt.

Chun an dréachtphlean a fheiceáil, tabhair cuairt ar:

<https://www.kerrycoco.ie/milltown-town-centre-first-masterplan/>

Tá cuireadh á thabhairt duit aighneachtaí agus/nó tuairimí a chur isteach trí na roghanna seo a leanas:



- ☺ Tríd an Suirbhé ar line ag: [Milltown TCFM Survey](#)
- ☺ Go pearsanta, ag an ócáid oscailte Comhairliúcháin Phoiblí
- ☺ Trí ríomhphost chuig: milltown@kerrycoco.ie
- ☺ I bhfoirm scríobhta, seolta chuig, Oifigeach Athginiúna Baile Comhairle Chontae Chiarraí, Áras an Chontae, Ráth Teas, Trá Lí, Co. Chiarraí, marcáilte le "Dréacht Lár Bailte ar dtús Mháistirphlean do Bhaile an Mhuilinn".

**RITHFIDH AIGHNEACHTAÍ/ THUAIRIM & FREAGRACHA NA
SUIRBHÉ IDIR:
2 BEALTAINÉ 2025 GO DTÍ 5.00IN AR AN 13 MEITHEAMH 2025**

