



Towards 290/2019

Donnybrook Tidy Towns Project plan from 2016 to 2019

Compiled by
Donnybrook Tidy
Towns Committee
2016



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Introduction:

This document describes the four-year plan for Donnybrook Tidy Towns from 2016 to 2019. We have named it “Towards 290/2019” to reflect our goal to improve and build on successes year-on-year to achieve 290 Tidy Towns points in 2019. This is not the only objective of the plan, but the 290 points goal will give us focus on how we as a community, Business/Residential contribute to the promotion and enhancement of the Historic village of Donnybrook Dublin 4, using the proven Tidy Towns model.

The plan is structured in alignment with key categories using the national Tidy Towns evaluation criteria. This enables us to use already proven and established areas of focus. These are

- *Community Involvement and Planning*
- *Built Environment and Streetscape*
- *Landscaping and Open Spaces*
- *Wildlife, Habitats and Natural Amenities*
- *Sustainable Waste and Resource Management*
- *Tidiness and Litter Control*
- *Residential Streets & Housing Areas*

This plan was developed based on partnership with the local authority Dublin City Council, Donnybrook Business Association and the wider community. This was presented and received by those present at an information evening held in May 2016. In addition to the plan we have devised our mission statement and scope of Donnybrook Tidy Towns.

Our Mission: In conjunction with our stakeholders our goal is to promote and enhance the Village for the benefit of all its users, residents, businesses, commuters and tourists

Our Scope: Donnybrook village and extended area from Donnybrook Church through to the An Taisce Bird sanctuary.



Community Involvement and Planning

The community is not defined just by hanging baskets and flowers. We need also to be inclusive, dynamic and creative in combining all the talents of community so as to generate sense of pride that is seen to resonate throughout the Village. Be organising ourselves and events we create a platform for the community to become involved.

Key Focus Area for 290/2019:

- I. **Community Events**
- II. **Governance**
- III. **Education and Training**

Community Events

- *Establish 3 x Clean-Ups (Spring, Summer, Autumn) – these are public clean-up events used to recruit new volunteers, promote group awareness and clean-up the area in the process.*
- *Incorporate an Easter Egg Hunt and Spring clean – encourage our young to get involved in environmental issues via fun activities*
- *Summer Ceili – organise a summer event for the community in the Plaza.*
- *Keep Donnybrook Tidy Competition via schools painting and photograph competitions*
- *Souls of Donnybrook – Halloween – encourage the use of laser lights over fireworks*
- *Christmas Tree light using local school choirs, competitions and business.*

Governance

- *Branding*
 - *Donnybrook Tidy Towns needs its own unique brand (logo) and to promote it at all times.*
 - *Use of this logo on street furniture to promote the brand also.*
 - *All communications to have the brand logo on it.*
 - *Promote brand on street furniture throughout the Village.*
- *Identity*
 - *A new website www.DonnybrookTidyTowns.ie to be set up and used as the public shop window of Tidy Towns.*
 - *A unique email and social media site needs to be set up using DonnybrookTidyTowns@Gmail.com*
- *Constitution*
 - *A full constitution of the group that all committee present and future can sign up.*
- *Governance Code*
 - *Sign up for the Governance of Ireland a set of principals allowing accountability, traceability and full transparency across all the decisions and actions taken.*



Education and training

- *It is important that all members receive appropriate training / upskilling to fill in any gaps that arise in the course of their work.*
- *Seminars for members will be organised on the areas of Sustainability and the environment.*
- *Identify all schools in area and establish communications with each through our dedicated youth liaison officer on the committee.*
- *Combine with school's green projects to get ideas that Donnybrook Tidy Towns could use.*



Built Environment and Streetscape

Donnybrook is a very historic built environment mostly along the very busy Morehampton and Donnybrook roads also known as the N11 making a linear core to the Village. It is tree lined on both sides of the road with a mix of mature trees shielding fine examples of Edwardian and Victorian period homes that Dublin has to offer.

It is home of Ireland's oldest and longest fair the "Donnybrook Fair" from 1215 to its demise in 1856 and also to the first All-Ireland GAA competition played in 1888. It is situated on the banks of the River Dodder, a clean and vibrant river stretching from source in the Dublin mountains to Sea at Ringsend, Dublin.

Key Focus Areas for 290/2019

- I. Public buildings Attention**
- II. Streetscape clean-ups**
- III. Promotion of Cycling in the Village**

Public Buildings Attention

- *Garda Station Power-Wash and Paint in association with OPW. This is a 1931 building that has suffered from the effect of traffic pollution where the brick-work has become grubby and dull. A professional power-hose painting and clean-up is required. The OPW are the charge hands for this building and we need to engage with them to organise a clean-up of same.*
- *Focus on historic Graveyard and engage with Donnybrook/Ballsbridge Historic society who manage this space. We should promote the dual clean-up of the graveyard in co-operation with the historical society to create awareness of the value of this area. Also the position of 2 box planters with annual blooms to draw positive attention to this space would be desired.*

Streetscape Clean-up

- *Regular foot-path washes with DCC. The streets of Donnybrook carry a lot of pedestrian traffic and with it comes the usual Gum and debris. We need to organise regular power-hose of the streets and compliment the Gum free streets campaign of 2015.*
- *Fix My Street monitoring and reporting. An online reporting system to be set up by the TidyTown's committee to report and monitor defects, graffiti, vandalism etc.*
- *In addition to Fix My Street we need to engage with DCC on graffiti clean-up using photographic evidence and location.*
- *Art on Utility Boxes. We have identified five utility boxes in the Donnybrook area to be used as art canvass's. Donnybrook TidyTown's should have an input into the selection of art pieces and promote the art pieces to be displayed on these boxes.*
- *In addition to the regular bulk weeding of the area Donnybrook TidyTown's will perform spot weeding of sensitive area's using qualified operators.*



- *The small stubs on the mature trees in Donnybrook's Morehampton road can cause obstacles for pedestrians and cyclists and need to be pruned in the summer months.*

Promotion of Cycling in the Village

- *Organise annual bike maintenance day. We are fortunate in Donnybrook to have Donnybrook Bikes as a trader. They have agreed to hold a free maintenance day during National Bike Week for all cyclists in the community and hold a maintenance workshop for same.*
- *Work with Dublin City Council to increase the number of Bicycle stands through the Village by identifying locations that would be suitable for bike stands.*
- *We should also work with local councilors to the "Dublin Bike Scheme" extended to Donnybrook as a priority. The N11 that runs through Donnybrook serves on of the main 3rd Level colleges known as UCD a 5 minute bike ride from Donnybrook Village.*



Landscaping and Open Spaces

Careful planning is required to enhance our open spaces in the Donnybrook Area. We also need to cater for the infirm, elderly and young when doing so. The Village should immediately be visible to the Visitor to let them know that they are entering/exiting a TidyTown managed Village also.

Key Focus Areas:

- I. **Entry and Exit from Village**
- II. **Village Plaza**
- III. **Village Planting**

Entry / Exist Signs from Village

The visitor to Donnybrook needs to be made aware that they are in the Village of Donnybrook and that there is an active TidyTown Group in the area. Work with Dublin city council on erecting “Welcome To Donnybrook” signs in b-lingual.

- *Identify these areas by way of map.*
- *Promote the Donnybrook TidyTown logo on planters and Street furniture sponsored by TidyTown. (don't overdo it !!)*

Village Plaza

This area is the main focal point of the Village where most events occur. Traditionally it was known as the car park opposite Kiely's, we need to refocus the attention on this to give the space the name of the Plaza and promote this in all communications and events.

- *Developing this area as the main focal point in the Village.*
- *Build a living wall using managed planting such as climbing Boston Ivy, Clematis on the large white wall at the back of the car park. This wall should serve as a colourful green canvas to all oncoming traffic. The use of Boston ivy will help identify the seasons as it changes colour through them.*
- *Planted both sides of the Car-Park with shrubs and rose bushes to offer colour. This should bring some wildlife of bee's butterfly's etc to this zone.*
- *Removal of the phone Box's for anti-social reasons. This is an eyesore and a survey needs to be conducted with eircom as to its use, with the intention of removing as it gets damaged on a regular basis.*
- *The erection of a 12mt flag pole in the centre of the plaza that can be seen far down the village much like the Christmas tree. The flagpole should serve as a centrepiece for the Village with a proper flag management policy in place to honour protocol for the flying of flags. Such a flag pole would also help serve the communities demonstration of solidarity in times of national or international solidarity.*



- *Seek the installation of street furniture by way of sculptures and seats for this area.*

Village Planting

- *Roll out the Adopt an Island programme to encourage more local involvement in the watering maintenances of plants.*
- *Use same colour planting scheme throughout the Village to create visual impact.*
- *Promote the fact that the Village is on the N11 and the road to Wexford by using Purple and gold spring colour tulips.*
- *Add more box planters in the Village and work with swap the sandwich board for a box planter scheme.*



Wildlife, Habitats and Natural Amenities

Donnybrook is fortunate to have amongst its midst the natural river Dodder, and the An Taisce Wildlife sanctuary. Not enough is known about these amenities by the general public and the 4 year plan will attempt to address this.

Key Focus Areas:

- I. **River Dodder**
- II. **An Taisce Wildlife Sanctuary**
- III. **Urban Wildlife**

River Dodder

The river dodder, a natural amenity in Donnybrook runs from the Dublin mountains to the sea at Ringsend Dublin 4. The stretch that runs through Donnybrook is from Clonskeagh Bridge to Ballsbridge. The main bridge over the River Dodder in Donnybrook is known as Anglesea Bridge. There are ongoing activities from vested groups such as Wildlife Ireland and Dodder action group who are active in preserving and promoting this amenity and Donnybrook TidyTowns could help with this at this stretch of the river.

- *Iron Bridge A magnificent old Iron Bridge spanning the River Dodder on Beaver Row built in circa 1880's has now returned to its former position in October 2015 following removal and restoration project.*
- *A new information board should be erected on the north side of the river at the iron bridge highlighting the wildlife and fauna of the area that surrounds them. We will need to work with local wildlife agencies to achieve this.*
- *Regular clean-up of the Dodder river stretch in con-junction with Donnybrook Action group.*
- *Organise a Dodder Trail that schools and nature enthusiasts could use.*

An Taisce Wildlife Sanctuary

The site, covered in mature trees and saplings, is located on Morehampton Road, Donnybrook, Dublin 4 (N 53' 24" W 06' 16"). Locally known as the Grove, it provides example of conservation management in urban setting and potential for environmental education as a demonstration of an urban wildlife garden. The site was donated on the premise that it would be preserved and maintained as a green area and a nesting place and sanctuary for birds and an amenity for the citizens of Dublin. It was never built on because of the Swan River which runs underground nearby.

- *Over the next 4 years we need to build up a relationship with An Taisce to help promote this facility.*
- *New signage should be source highlighting this facility.*
- *Promote with our Schools this facility*



Urban Wildlife

There are many sightings of urban wildlife co-habituating with the population in the Village (this is outside of the natural amenity of the Dodder).

- *Promote the co-habitation of this wildlife.*
- *Survey the wildlife of Urban foxs, grey squirrels etc.*
- *Look at possibility of setting up bee-hives in the area.*
- *Have schools make bird boxes to install into the trees so that they can be monitored.*



Sustainable Waste and Resource Management

Donnybrook Tidy Towns is no different to any other environmental group and has a duty to play its part in leaving the Village in better shape for future generations. This also involves leaving a more conscious attitude behind when it comes to how we manage our waste. We need to create an awareness amongst our community and come up with imaginative ways to turn waste into a resource for a brighter more sustainable future. This includes starting with our Schools. Towards 290/2019 we have come up with (but not confined to) some workable and manageable projects to help us on this journey.

Key Focus Areas:

- I. Reduce / Re-Use and Recycle Awareness.***
- II. Composting***
- III. Promoting Green Flag Schools***
- IV. Education and awareness programmes.***

Reduce / Re-Use and Recycle.

- *Promote the 3'Rs concept of Reduce Re-Use and Recycle to get the message out there. Use website and other public arena's*
- *Inform the Business and commercial properties of their responsibilities under the Bye-Laws for the storage, preservation and collection of commercial waste.*
- *Work with Dublin City Council on waste control implementation programs.*

Composting

- *Donnybrook is tree lined both sides with a lot of leaves in the Autumn. There is an abundance of waste leaves that could be used for composting in the spring. We need to work with DCC on initiatives whereby the whole community can avail of this natural resource.*
- *Donnybrook Heritage Garden have some on-site resources that should be tapped into for other Composting ideas.*
- *Encourage the communities to use their Brown bins for composting.*

Promoting the Green Flag Schools

- *Donnybrook is fortunate to have 2 primary schools in the area who have the Green flag award. We need to help retain that flag and use the ideas from their green waste committee's so the the Village community can witness the great work in this area.*

Education and Awareness Programme.

- *Organise workshops seminars on the topic of Sustainable Waste. This is both for the committee and should be open to the public. Dublin City Council have a dedicated sustainable waste section that should be tapped into for this.*



Tidiness and Litter Control

Simple – “Keep Donnybrook Tidy” campaign. This is an area where we need the entire community to get on board and consumes the majority of the TidyTown group voluntary time by regular spot cleans, checks. The only way to reduce this effort is by bringing the community on board to dump their litter sensibly.

Key Focus Areas:

- I. **Regular Cleaning Monitoring and reporting**
- II. **Removing Clutter**
- III. **Promoting “Keep Donnybrook Tidy” campaign.**
- IV. **Decorate our utility box’s**

Regular Monitoring and Reporting

Very often the Village furniture gets vandalised or by natural wear and tear. This also applies to malicious acts of illegal dumping, negligence, breach of building regulations etc. We need to set up a direct link to Dublin City Council to have these issues alerted to.

- *An online reporting system to be setup by TidyTown committee to report and monitor defects graffiti, vandalism etc.*
- *Set up a spreadsheet to track the progress of any such reporting.*
- *Power hose the streets twice a year removing street gum.*
- *Swat team to tackle graffiti and other minor incidents*
- *Discourage ad-hoc adds on poles by removing regularly.*

Removing Clutter

- *Work with DCC to drive home the bye laws and message how sandwich boards can be unsafe, cause obstacles to pedestrians and create clutter on our streets.*
- *Implement a scheme whereby the Sandwich board can be replaced by a careful placement of 4 sided Box planter to allow for multiple adverts giving business responsibility to maintain the boxes*

Promoting “Keep Donnybrook Tidy” campaign.

- *Highlight the placement of street bins by placing “Keep Donnybrook tidy” signs on them.*
- *Promote the use of bins by way of annual Schools art and photo competition.*

Decorate our utility boxes

One way to discourage graffiti on utility boxes is to have them decorated with art canvass. This has proven very successful in pilot schemes throughout the city.

- *Identify such boxes in Donnybrook that can be used for decoration.*
- *Encourage local youth groups, artists to make submissions.*
- *Become part of the selection process for submissions.*



Residential Streets & Housing Areas

In Donnybrook we are privileged to have some great mix of old Edwardian and modern 20th century housing estates. We are also blessed to have some great residential organizations who manage and maintain these areas in voluntary capacity.

Key Focus Areas:

- I. *Promoting the work of residents groups.*
- II. *Annual Plant Sale*
- III. *Development of Herbert Park.*

Recognising the labour of our Residents Groups:

- *Holding prize giving competitions – Best Estate, Best Garden, Best window box etc. using local business as sponsors.*
- *Engaging with the Residents groups to organise Annual Donnybrook Clean-Up events.*

Annual Plant Sale

- *The annual plant sale in the Village is run in partnership with Dublin City Council. This is a wonderful initiative whereby all the community groups and individuals get plants at reduced rate and are encouraged to plant for the summer season ahead. There is a low take up by business and traders in the area and we need to develop this more, maybe run the plant sale at weekends.*
- *Organise information workshops in conjunction with plant sale to help community with what type of plants to use and the conditions to grow them.*

Development of Herbert Park

- *Herbert Park is named after Sidney Herbert (1810-1861), the father of the Earl of Pembroke who, in 1903, offered the site to Pembroke Urban District Council for development as a public park. Thereafter the lands were developed as a public park.*

Taken over by Dublin Corporation in 1932 the 13 hectares (32 acres), underwent developments in 2007 have been the addition of a new children's playground and an all-weather multi use pitch. Given the lack of green spaces in neighbouring estates this can be taken as the Childrens Playground so to speak. It is undergoing a new development plan and Donnybrook Tidy Towns have been invited to make submissions.