

Section



The Action Plan

The “Actions”



A summary table

The adjacent table summarises the identified potential actions, relating to the development themes. This table indicates how needed the action is (priority); challenging but realistic potential timescales for delivery, the indicative cost to complete and the central stakeholders that would need to be involved.

1

2

3

Priority

Higher - Highly desirable to deliver ASAP

Medium - Lower need to deliver ASAP

Lower - Least need to deliver ASAP

Potential Timescale

Shorter - within 5 yrs

Medium - 5 to 10 yrs

Longer - beyond 10 yrs

Potential Indicative Cost

Lower - < €0.5m

Medium - between €0.5m to €2.5m

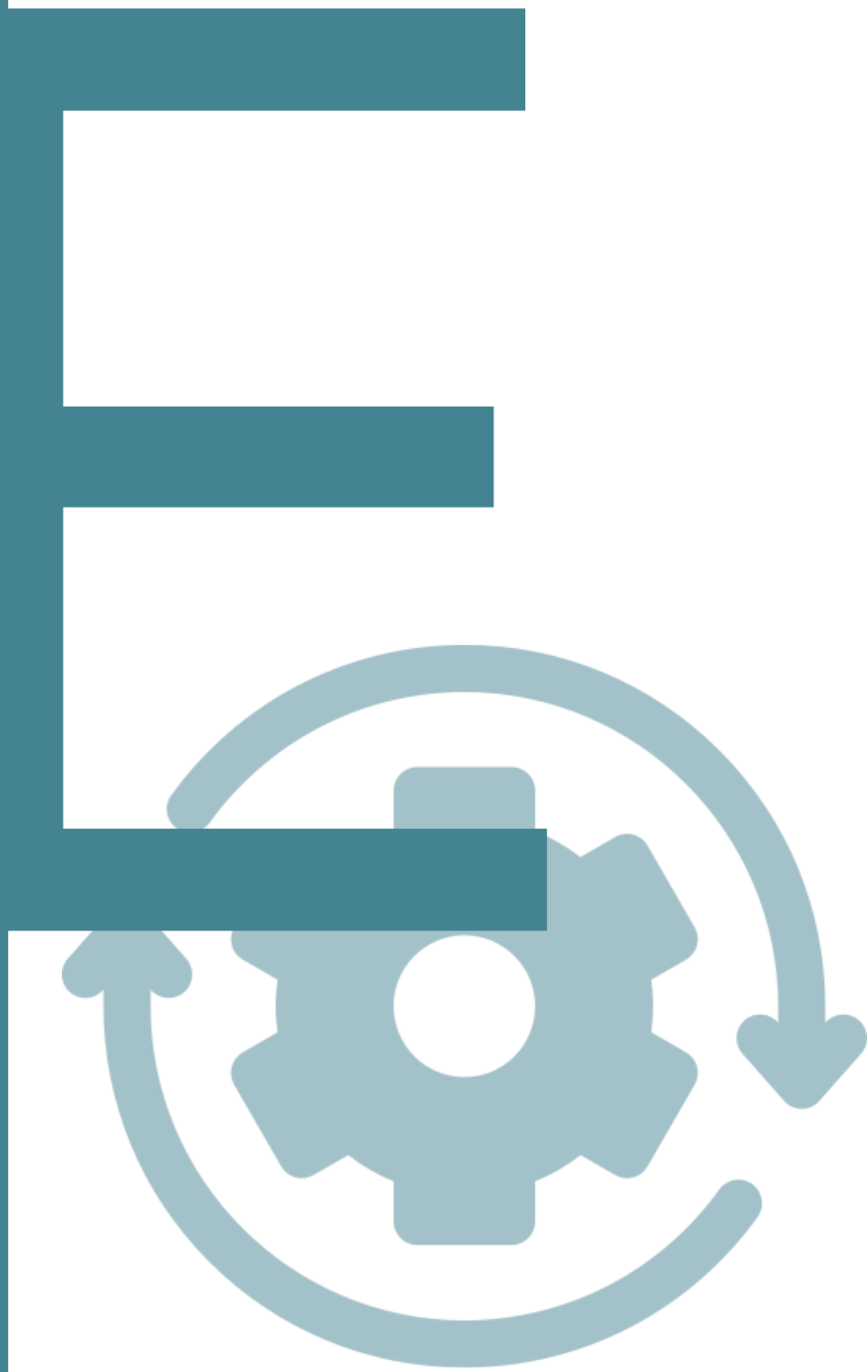
Higher - > €2.5m

Central Stakeholders

Donegal County Council
Regeneration & Development Team - DCC Regen
Roads Department - DCC Roads
Housing Department - DCC Housing
Cultural Services (incl. Heritage) - DCC Cultural
Community Development Department - DCC Community
Economic Development Department (incl. Tourism) - DCC Economic
Planning Department (incl. Conservation) - DCC Planning
Department of Rural and Community Development - DRCD
Transport for Ireland - TfI
Community based organisations
Private - including landowners / developers / and individuals

Focus Area	Project Number	Key Project	Potential Project Description	Priority Level	Potential Time scale	Indicative Cost	Lead Stakeholder	Partners	Funding	Themes					
										Setting	Place	Connections	Heritage	Economy	Community
A - The Central Streets	1	*	Public realm improvements A: Market Sq.; Main St.; Bath Tr. (West); James St.; Malin Rd.; & Foyle St.	Higher	Medium	Medium	DCC Roads	DCC Community, DRCD, Private, TfI	RRDF, Town and Village Renewal Scheme						
	2		Historic & vernacular building improvements A: The former "AIB" bank	Higher	Medium	Medium	Private	DCC Cultural, DCC Planning	Town and Village Renewal Scheme, Housing Funding, Private Funding						
	3		Regeneration Opportunity A: The Former "Caiseal Mara" Hotel	Lower	Longer	Higher	Private	DCC Cultural, DCC Planning	RRDF, Housing Funding, Private Funding						
	4		Address the vacancy of The Former "Foyle" Hotel	Medium	Shorter	Medium	Private	DCC Cultural, DCC Planning	RRDF, Private Funding						
	5	*	Redevelopment of lands at Malin Rd. containing a derelict apartment building	Medium	Medium	Higher	Private	DCC Housing, DCC Regen, DCC Planning	RRDF, Town and Village Renewal Scheme, Housing Funding						
	6	*	"Right Size Housing" / "Bring Back Housing" opportunities	Higher	Medium	Medium	DCC Housing	DCC Housing	Housing Funding, Private Funding						
	7		Shop frontage improvements at Market Sq. & the connecting "commercial" streets	Medium	Shorter	Lower	Private-Businesses	DCC Economic, DCC Planning	RRDF, Town and Village Renewal Scheme, Business Grants						
	8		Re-imagining of "The Alley" spaces	Lower	Medium	Lower/Medium	DCC Regen	Private, DCC Community, DCC Economic, DCC Housing	RRDF, Town and Village Renewal Scheme						
B - The Foreshore	9	*	Public realm improvements B: Along James St. (Lower); the public car-park; Bath Tr., Montgomery Tr.; & Quay St.	Higher	Shorter	Medium	DCC Roads	DCC Community, DRCD, Private	RRDF, Town and Village Renewal Scheme						
	10	*	Regeneration Opportunity B: Derelict site at James St.	Higher	Medium	Higher/Medium	Private	DCC Regen, DCC Planning, DCC Cultural	Town and Village Renewal Scheme, RRDF, Private Funding						
	11	*	Historic & vernacular building improvements B: St Eugenes Hall	Medium	Shorter	Medium	Private / Parish	DCC Cultural, DCC Planning	RRDF, Town and Village Renewal Scheme, Leader						
	12		Historic & vernacular building improvements C: The Masonic Hall	Medium	Shorter / Medium	Lower/Medium	Private	DCC Cultural, DCC Planning	Town and Village Renewal Scheme, Private Sector						
	13	*	Bath Green & The Shore Walk	Medium	Longer	Medium	Local Community	DCC Community, DCC Regen, DRCD	RRDF, Leader, CLAR, ORIS, Active Travel						
	14		The Harbour	Lower	Longer	Medium	DCC Community	DCC Regen	CLAR, RRDF, Town and Village Renewal Scheme, Leader, CEP						
C- Bredagh River & it's environs	15		Enhancement of the western gateway/commercial complex at Glencrow	Lower	Shorter	Lower	Private-Businesses	DCC Economic, DCC Planning	Town and Village Renewal Scheme, Private Funding						
	16	*	Enhance & extend the Bredagh River Trail	Higher	Medium	Lower/Medium	DCC Community	Private, DCC Cultural, DRCD	RRDF, Leader, CLAR, ORIS						
	17		Community recreation use at "The Home Field"	Lower	Medium / Longer	Lower	DCC Community	Private, DCC Planning	RRDF, CLAR, ORIS, Leader, Private Funding						
	18		Historic & vernacular building improvements D: Gulladoo Corn Mill	Lower	Longer	Higher	Private	DCC Cultural, DCC Planning	RRDF, Town and Village Renewal Scheme, Housing Funding, Private Funding						
	19		Hydro potential at Bredagh Dam	Lower	Longer	Medium	DCC Regen	DCC Economic, DCC Planning	Private Funding						
D - The Wider Town	20		Improve the setting of business uses at Glencrow	Lower	Shorter	Lower	DCC Regen	DCC Economic, DCC Community	Private Funding						
	21		Reuse the former factory lands at Ballynally Rd.	Lower	Medium	Medium	Private	DCC Housing, DCC Planning	Housing Funding, Private Funding						
	22		Review of land use to the east of Scoil Eoghan	Lower	Medium	Medium/Higher	DCC Regen	DCC Planning, DCC, Housing, DCC Community	Private Funding						
	23		Enhancement of sporting facilities	Medium	Medium	Medium/Higher	Private	DCC Community, DCC Regen, DRCD	CLAR, ORIS, Leader						
	24		Improved wider walking routes	Medium	Shorter	Medium	DCC Community	DCC Roads, DCC Planning, DCC Planning, Private, DRCD	CLAR, ORIS, Leader, Active Travel						
	25		Address issues relating to Wastewater Treatment	Higher	Shorter	Higher	Uisce Éireann	DCC Community	N/A						

Section



An Implementation
Strategy

Funding & enabling delivery



The delivery of the Plan will require a flexible, co-ordinated and committed approach by all stakeholders responsible for its implementation. The scale of individual development proposals will dictate the level of resources required for their delivery, either solely by the public sector, or solely by the private sector or as some form of joint venture.

Building on the contributions of the local community in developing this Strategy, and working in partnership with and supported by the local authority, the implementation of the Moville Regeneration Strategy will progress as a result of ongoing and continued partnership and collaboration between all stakeholders, adopting a progressive, flexible and agile approach throughout the life time of the Strategy.

For all the Plan's various proposals, it will be important to ensure that all necessary mechanisms, including funding, responsibilities, co-ordination and co-operation, are in place to ensure timely and robust delivery.

In line with Our Rural Future these initiatives can be delivered, working in partnership with stakeholders capitalizing on available funding mechanisms through programmes such as for example the Shared Island Fund, Peace Plan, Rural Regeneration Development Fund, Town and Village Renewal, Outdoor Recreation Infrastructure Scheme.

The Strategy seeks to respond to the economic, social and environmental challenges facing Moville. It also seeks to respond to many of the town's physical, environmental and natural attributes including its great shared built and cultural heritage, its attractive coastal location and close proximity to a number of regional tourist amenities.

The sources / tools of potential funding and delivery include:

A

The Public Sector and Local Authority

It is an ambition that Public Sector funding for particular proposals could be facilitated by Donegal County Council, however in the current economic climate there can be no certainties. Other Public Sector funding sources may include for example opportunities under the Department of Rural and Community Development's Rural Development Investment Programme, as a part of Project Ireland 2040. This includes the Rural Regeneration and Development Fund (RRDF) and the Town and Village Renewal scheme, LEADER, Outdoor Recreation Infrastructure Scheme (ORIS), and the CLÁR Programme.

B

The Private and Community Based Sector

It is expected that the private sector will play a major part in fulfilling the regeneration objectives, given that a large portion of the town comprises of private businesses and lands that are in private ownership. Ongoing meaningful engagement with the Private and Community Sectors to facilitate co-ordinated delivery and therefore creating the conditions where the private sector can confidently contribute to the regeneration of Moville.

C

Development Briefs

In the circumstances where there are sites which require particular regeneration, Development Briefs could be used as a mechanism to achieve regeneration goals by informing potential developers and other interested parties of the opportunities of each site.

D

Local Asset Backed Vehicles

This potential delivery mechanism involves a joint venture between the Public and Private/Community based Sectors and it could be a successful approach to delivering mixed use regeneration, particularly at some of the Strategy's more complex proposals.

E

The Heritage Council

Heritage Council funding, should be considered as a means for funding. This could be an avenue particularly explored in relation to any proposed works to protected buildings/structures within the town.

Other funding avenues that could be explored include the Outdoor Public Space Scheme, Outdoor Recreation Infrastructure Scheme, the Irish National Lottery Funding, the Strategic Funding Unit, Historic Structures Fund, and Built Heritage Investment Scheme to name a few.



Funding sources

Potential Funding Source	Type of Support	Notes
Rural Regeneration Development Fund (RRDF)	Mainly Capital (min €500k) with minor revenue (max 3yrs)	Annual call, €m available but highly competitive and requires match funding and 'shovel ready' projects (e.g. planning permission in place). Funds supports rural renewal and regeneration in towns with less than 10,000 people. Initial funding of €315 million was allocated to the fund on a phased basis over the period 2019 to 2022, however the RRDF has a commitment of €1 billion by government to be invested in rural Ireland over the period 2019 to 2027.
National Development Programme	Mainly Capital	Climate Action Fund will support up to 50% of project costs that meet Ireland's climate and energy objectives. Open to non-departmental public bodies, private organisations, academia and NGOs. Other funds such as Build Digital Grant and the Disruptive Technologies Innovation Funds are aimed at multi-partner consortia and large projects. Smaller grants may be available directly or indirectly relating to climate change (e.g. retrofitting homes, electric charge points and smaller scale environmental/energy efficiency projects).
Community Enhancement Programme	Capital	The Community Enhancement Programme (CEP) provides capital funding to community groups in disadvantaged areas across Ireland. Projects covered by the CEP include minor improvements to buildings, minor renovation of community centres, developing community amenities and improvements to town parks, common areas and energy-saving projects.
Leader 2023-2027	Capital	Leader is a rural development programme co-funded by the EU which aims to meet the needs of rural communities and businesses. The programme supports private enterprises and community groups in rural areas. Fresh funding of €180 million available to support rural communities and enterprises between 2023 - 2027.
Town and Village Renewal Scheme	Capital	The Town and Village Renewal Scheme is managed on behalf of the Department by the local authorities, and the programme is funded under Project Ireland 2040. The Scheme is targeted at towns and villages with a population of 10,000 or less and all projects funded under the Scheme must be completed within a 12 to 18 month period.
Outdoor Recreation Infrastructure Scheme (ORIS)	Capital	The Outdoor Recreation Infrastructure Scheme provides funding for the development of new outdoor recreational infrastructure. It provides funding for the development, extension and repair of trails, walkways, cycleways and blueways; improved access to outdoor leisure or recreational facilities; and development of outdoor recreational infrastructure.
CLÁR Programme	Capital	The CLÁR programme (Ceantair Laga Árd-Riachtanais) provides funding for small-scale infrastructural projects in rural areas. The funding works in conjunction with local funding and on the basis of locally identified priorities and the scheme is funded by the Department of Rural and Community Development. Almost €9 million in fresh funding was allocated to community and sports facilities nationwide under the 2024 CLÁR (Ceantair Laga Árd-Riachtanais) programme . Under Measure 1 of the 2024 initiative, grants from €5,000 to €50,000 were being provided to support the development of community and sports facilities, youth clubs, playgrounds, sensory gardens, walking tracks and much more.
Housing	Mainly Capital	A variety of housing assistance programmes are available (e.g. for renovations, adaptations, energy efficiency, older people etc) excluding incentive schemes (e.g. help to buy). These may change over time.
IDA, Enterprise Ireland and the Western Development Commission	Capital and Revenue	IDA can support FDI on a case by case basis. Enterprise Ireland can provide a spectrum of grants and support (e.g. Business Financial Planning Grant; Sustainable Enterprise Fund (small €25k-50k; and large up to €800k), Brexit Ready for Customers, Capital Investment Schemes, Online Retail and Lean Business Continuity Voucher) The WDC can assist project (e.g. developing hubs) as part of its Atlantic Economic Corridor initiative; and via equity finance and loans.
North West Regional Assembly	Capital and Revenue (at least indirectly)	Being located in the border area enables access to a wider range of EU funds than counties in central Urban Areas.
Active Travel Fund & Sustainable Mobility Investment Programme	Capital	These potential funding sources support the rapid roll out of new and improved active travel infrastructure in towns/villages.
Cross-Border SEUPB InterTradeIreland	Capital and Revenue	Donegal's location opens up cross-border funding opportunities such as InterTradeIreland (e.g. equity, sales, innovation, export support) and SEUPB. The SEUPB Peace Plus programme will run from 2021-2027 and have a budget of €1bn to be apportioned across six themes.

Table: Potential sources of funding to enable implementation (suggested sources require further investigation to determine suitability)

Responsibility for delivery



The following key stakeholders will have respective responsibilities for implementation, with a continuing commitment to providing the resources required for the delivery of the proposals contained within the Strategy:



Donegal County Council

Donegal County Council, in particular the Regeneration and Development Team, has been actively involved throughout the preparation of the Strategy and so will be an important contributor to its implementation and delivery. The Council's internal teams and departments, which also includes Community Development, Roads, Housing, Cultural Services, Economic Development, and Planning Department, will take lead on relevant aspects of the strategy as and where required.



Merville Tidy Towns

Merville Tidy Towns aims to create a more pleasant and healthy environment in which to live and work, enhancing the area and caring for our walkways. Tidy Towns can contribute and assist with the implementation of projects such as public realm improvements, the re-imaging of 'The Alley' spaces and any proposed works to Bath Green and the shore walk.



Transport for Ireland (TFI)

Transport for Ireland's responsibilities will largely be associated with and focused on the delivering public transport services in the town, in particular new bus stop facilities. TFI will collaborate with various other stakeholders, including DCC Roads Team and private landowners, in order to achieve delivery of those relevant aspects of the Strategy.



Department of Rural and Community Development

DRCD is the Government Department with responsibility for supporting the rural sector throughout the country and will therefore play a key role in the implementation and delivery of this Strategy.



Uisce Éireann

Uisce Éireann has a role in developing a sewage scheme for town to address issues with wastewater incapacity and the subsequent impacts upon Lough Foyle and the Bredagh River.



Private Developers, Business Owners & Landowners

Private developers, business owners and landowners will probably play the most important role in the delivery of the potential. The correct conditions need to be in place to ensure they contribute effectively which can include support, in terms of funding, design and regulatory; confidence in the market & economy, & importantly the ability to make a reasonable/appropriate return/profit on their investments. The key Stakeholders will aim to work closely and co-ordinate with all interested private developers and landowners to ensure effective implementation and delivery of proposals.



Potential timescales / phasing

Potential project timescales / phasing

The Action Plan set out within this document identifies the actions for delivery of the Strategy’s proposals and a timetable for their delivery. Regular monitoring and evaluation is recommended. Successful delivery will require a collaborative approach between all stakeholders. Each individual project will have its unique requirements and timescales for delivery depending on its scale, ownership context, costing etc

Shorter term projects comprise of those that potentially could be largely achieved within a 5 year period; medium term projects are those that potentially could be largely achieved between 5 and 10 years and longer terms projects are those that could potentially be largely delivered after a period of 10 years. The phasing plan provided is indicative only and subject to a number of factors including land ownership and buy-in, feasibility development, planning, funding and other statutory approvals, technical design consideration and construction delivery.

Those projects which are considered as having potential to be achieved within the shorter timeframe (< 5 years) are those that are generally within public ownership and where demand and buy-in from the community and other relevant stakeholders has been demonstrated through the Regeneration Strategy process. Projects which are not currently within public land ownership, but are identified as being achievable in the shorter term, are those where there appears to be general willingness from the landowner to support the future regeneration of the site through delivery of the potential project / site objectives. Delivery timescales include for example full implementation through RIAI Stages 1-7 i.e. from initial brief and concept design through to construction and handover on site.

Some actions identified will be ideal contenders for “Quick Wins”, bringing short term visible benefits to the town. Delivery of other actions will possibly be longer term. “Quick Wins” are generally identified as actions which fall into the brackets of having a shorter potential timescale (<5years) and will be of low indicative cost (<€0.5m). They are generally projects which occur at sites where ownerships are relatively clear (normally public) or there are particular readily available sources of funding that the private sector can avail of. They can act as catalysts for longer term actions.

Potential Quick Win projects within Moville include:

- Shop frontage improvements at Market Sq. & the connecting “commercial” streets;
- Historic & vernacular building improvements;
- Right size housing opportunities;

The strategy identifies several ‘key regeneration/future development sites’ that, if developed, could be particularly beneficial to the town and its people, i.e. “game changers”. These are considered to be of a higher/medium priority level, and generally have the potential to be delivered over a shorter (< 5 years) to medium (5-10 years) timeframe. The identified ‘key regeneration/future development sites’ and their indicative delivery timescales are as follows:

- Historic & vernacular building improvements B: St Eugene’s Hall. (0-5 years)
- Public realm improvements A: Market Sq.; Main St.; Bath Tr. (West); James St.; Malin Rd.; & Foyle St. (5-10 years)
- Public realm improvements B: Along James St. (Lower); the public car-park; Bath Tr., Montgomery Tr.; & Quay St. (0-5 years)
- Redevelopment of lands at Malin Rd. containing a derelict apartment building. (5-10 years)
- “Right Size Housing” / “Bring Back Housing” opportunities. (5-10 years)
- Regeneration Opportunity B: Derelict site at James St. (5-10 years)
- Enhance & extend the Bredagh River Trail. (5-10 years)
- Bath Green & The Shore Walk. (10+ years)

Mechanisms for delivery and managing progress



Monitoring and evaluation

A series of measurable indicators to quantify progress will be established on implementation of projects to enable the monitoring and evaluation of the Strategy on a regular basis. The measured change over time will give an indication of the progress towards full achievement of the vision, the delivery of specific objectives and the overall vitality and viability of the town.

Typical measures could include an annual review of the Stage One Health Check, such as comparing the number of vacant buildings year on year to ensure the Strategy is increasing occupancy in the town.

To give a balanced and comprehensive picture, the statistical measures need to be complemented by qualitative assessments, which could include regular forums with the community. Some of the data may be collected on an annual basis, some on a biannual basis, some every 5 years, and Census related data every 10 years.

This review should be used to ensure the Strategy continues to be sufficiently flexible and capable of appropriate adaption to changes in the physical, social, economic and environmental context, rather than being a rigid and quickly outdated document of little benefit to the community.

Land ownership

There is a mixture of public and private land ownerships throughout the town and surrounding environs, therefore the Strategy will require a number of different delivery mechanisms to suit the requirements of each project and their respective stakeholders. The participation of and ongoing engagement with and between landowners will form an important element of the implementation of the Strategy, particularly the delivery of the proposed 'key projects'. In some cases the delivery of proposals advocated by the masterplan will require the simultaneous redevelopment of land that is under more than one land ownership. The following table outlines the land ownership status of the key regeneration sites and the potential delivery mechanisms for any future development proposals on these lands:

Key Site /Action	Ownership status & potential delivery mechanism
A1) Public realm improvements A: Market Sq.; Main St.; Bath Tr. (West); James St.; Malin Rd.; & Foyle St.	Majority of the area is under public ownership i.e. Council Roads. Some elements of work may impact upon private lands and so co-ordination between various parties will be required.
A5) Redevelopment of lands at Malin Rd. containing a derelict apartment building	Lands are entirely under private ownership. Development could be facilitated by the private owner or in a joint venture with the public sector. i.e. Council's Housing Section.
A6) "Right Size Housing" / "Bring Back Housing" opportunities	The majority of these buildings and lands are under private ownership. Development could be facilitated by the private owner or in a joint venture with the public sector. i.e. Council's Housing Section.
B9) Public realm improvements B: Along James St. (Lower); the public car-park; Bath Tr., Montgomery Tr.; & Quay St.	These areas are largely publicly owned i.e. Council Roads. Some elements of work may impact upon private lands and so co-ordination between various parties will be required.
B10) Regeneration Opportunity B: Derelict site at James St.	Lands are entirely under private ownership. Development could be facilitated by the private owner or in a joint venture with the public sector. Development briefs could be utilised.
B11) Historic & vernacular building improvements B: St Eugene's Hall	Lands are entirely under private ownership i.e. Parish. Development could be facilitated by the private owner or in a joint venture with the public sector.
B13) Bath Green & The Shore Walk	These areas are largely publicly owned i.e. Council Roads and the people of Merville. Some elements of work may impact upon private lands and so co-ordination between various parties will be required.
C16) Enhance & extend the Bredagh River Trail	Land are largely under private ownerships, although some areas of public lands may be impacted or included in proposals. Development could be facilitated in a joint venture with the public sector. Co-ordination between all parties will be important.

The Central Stakeholders - identifying the ownership status and potential delivery mechanisms for each key site / action

Acknowledgments

Donegal County Council and the project consultant team would like to acknowledge and thank all those who have contributed their time, knowledge and ideas to this process and the end product. The Movlle Regeneration Strategy and Action Plan was prepared under the direction of Donegal County Council's Regeneration and Development Team, and in collaboration with Inishowen Municipal District Elected Members; and various Donegal County Council Departments.

A thank you also to the Irish Architecture Foundation and those involved in the "Reimagine Moville" process, which has fed into the preparation of the Strategy. A particular mention must also be made to members of the local community and community based groups who participated, supported and contributed to the Regeneration Strategy for Moville.

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This Regeneration Strategy and Action Plan was commissioned and overseen by Donegal County Council's Regeneration Team, with the aim of providing an evidenced based framework that sets out key aspirations and priorities in supporting the sustainable regeneration of Moville and the wider area. GM Design Associates, an Architectural, Master-Planning and Landscape practice, have assisted the Council with this project and the production of the Strategy and Action Plan.

When implemented, the actions contained within this Strategy and Action Plan can result in an enhanced urban core of public spaces and community facilities, with greater housing, commerce, employment, recreational and tourism opportunities. The Strategy provides a mechanism for the delivery and implementation of future development and regeneration of Moville that will help facilitate the unlocking of the potential of the town, including its unique architectural and cultural heritage and attractive lough shore and landscape setting.

The opportunity is now and is here to be grasped.

