

- 1.4.1 Prepare a template to assist towns who successfully receive large-scale investment (such as a major jobs announcement) to optimise the opportunity.

Update September 2003:

Tipperary Town RAPID Programme has linked with Tipperary Integrated Resource Development/Chamber of Commerce (TIRD/CC) on a number of joint projects in Tipperary including the issue of repositioning Tipperary town as a more effective job creation centre. During 2003 three distinct tasks have been progressed:

- (1) Tipperary Town Decentralisation Committee has embarked on the promotion of the town as a quality location for business and industry, including the launch of an Industrialisation Promotion brochure in June. This committee is supported by South Tipperary County Council, Tipperary Town Council, TIRD/CC and the West Tipperary Enterprise Group & IT Centre.
- (2) Tipperary RAPID and TIRD/CC have been developing an 'A-Z' of all services and facilities in Tipperary town and district. While TIRD/CC have concentrated on compiling a database and register of all economic and business outlets, RAPID has been developing a directory of all public, community and voluntary services in the area. These two directories will be collated to form a comprehensive audit of services and facilities for both existing residents and potential investors alike.

A Tipperary town website www.tipperary.ie has been re-initiated under a project supported by TIRD/CC, Tipperary Credit Union, Tipperary RAPID Programme and the West Tipperary Enterprise Group & IT Centre. This website is currently under design and will be managed and maintained locally through TIRD/CC. This website will be an important tool for promoting the town among potential investors.

Action Update January 2003

The Tipperary Town RAPID Programme has identified the need to reposition Tipperary Town as a more effective job creation centre. RAPID is currently working alongside South Tipperary County Council, Tipperary Town Council and Tipperary Integrated Resource Development (TIRD) to develop an investment template that provides a comprehensive package that will pro-actively market the town as an attractive place to work, live and invest in. The template will be a geo-political and socio-economic matrix of attributes that will encourage a relocation of people and investment to the town. Apart from providing a definitive list of local positive factors, there will also be a focus on adopting best practice from other models (European and American) that have created 'successful' towns. RAPID has made links with the University of Limerick on 'social capital' and with an American strategy on 'successful' networking – both processes have been significant in developing successful towns.

Co-ordinating Partner

Economic Programme Management Group

Action Update: January 2003:

Action Status: This action will begin over the next couple of months.

Partners offering support if required:

County Enterprise Board

Carrick-on-Suir Town Council

Clonmel Borough Council

Clonmel Community Partnership

Gardaí

IDA

South Tipperary Co. Co.

Tipperary Institute

Tipperary Town Council

Voluntary & Community Group – Platform

Waterford Leader Partnership