

DO: GACH BALL DE CHEANTAR BARDASACH DHÚN GARBHÁN/LEASA MHÓIR
TO: EACH MEMBER OF THE MUNICIPAL DISTRICT OF DUNGARVAN/LISMORE

Economic Development Report to the end of July 2022

1. Rural Economic Development: Towns & Villages 2022

Streetscape Enhancement Scheme

Waterford City & County Council received guidance from the Dept. Rural & Community Development that the roll out of the 2022 Streetscape Enhancement Scheme has been paused. It is expected further clarification regarding the Scheme will be received shortly.

Town Village Renewal Scheme 2022

Rural Development Team are liaising with selected communities to develop applications for submitting on 22nd July 2022 to the Dept. Rural & Community Development.

Knockanore 2020 Town Village Project – Bus Shelter installed in the village. Contractor appointed to install signs within the Knockanore area; highlighting the scenic route and points of interest in the area.

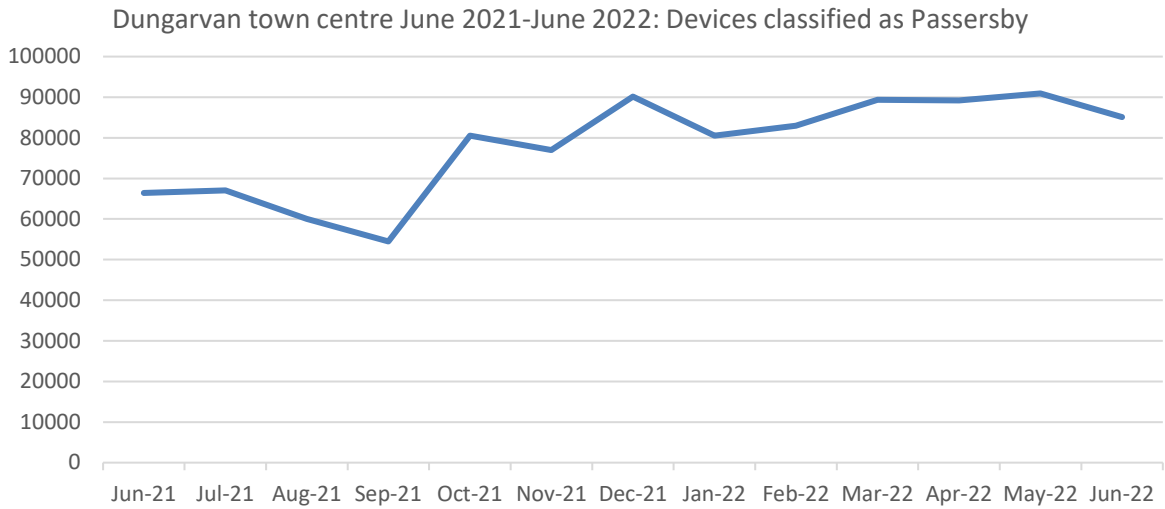
2. Dungarvan Town Centre

The next meeting of the Dungarvan TCMG is scheduled for Wednesday 13th July.

3. Town Centre Footfall Data

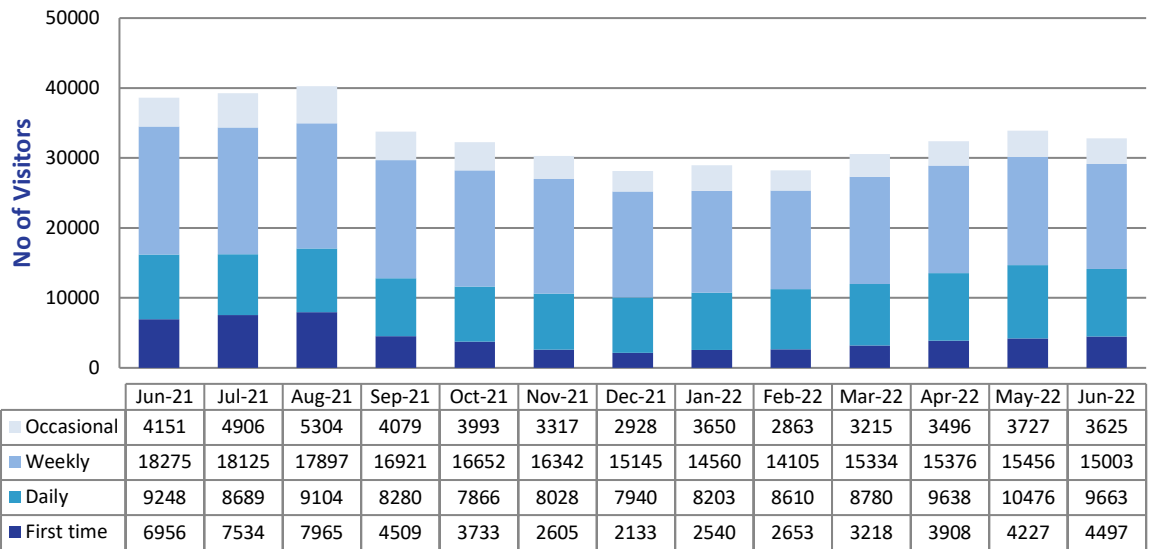
Visitors to Dungarvan town centre

- **The charts and points below relate to those classified as Visitors and not Passersby.**
- In May 2022 the average daily visits were 1,093 which is the same as the previous month and up on May 2021 from 1,089.
- The repeat visit rate for June was 86% which is down slightly on the previous month. This implies there were more first time visitors which is reflected in the a higher ‘Daily Average First Time Visitor’ figure for June 2022 of 150.
- The median visit length was 28 minutes, which is in line with the previous month and up from 27 minutes in June 2021.
- The largest grouping of visitors in June 2022 were classified as ‘Weekly visitors’ representing almost half of all visitors (46%). 29% were classified as ‘Daily visitors’. 11% are classified as ‘Occasional Visitors’ and 14% as ‘First time visitors’.



Note: Passersby are probing wireless devices detected by a Meraki Access Point (AP). While a passerby was seen by the network, its probes and dwell time did not meet the requirements to be considered a visitor. More detailed information on Visitors is provided below.

Level of Loyalty: Dungarvan town centre
June 2021-June 2022



Explanatory Notes:

- Occasional visitors have visited at least once before. This visitor may have visited several times but does not meet weekly requirements.
- Weekly visitors have visited in at least two distinct weeks out of the past four, but not frequently enough to be considered daily visitors.
- Daily visitors have visited in at least five distinct days in the past eight.
- First time have never been seen before today.