

Tidy Towns Competition 2025

Adjudication Report

Centre: **Bray - Bré**

Ref: **256**

County: **Wicklow**

Mark: **385**

Category: **H**

Date(s): **14/07/2025**

	Maximum Mark	Mark Awarded 2024	Mark Awarded 2025
Community – Your Planning and Involvement	80	58	60
Streetscape & Public Places	80	50	53
Green Spaces and Landscaping	80	51	53
Nature and Biodiversity in your Locality	55	40	43
Sustainability – Doing more with less	55	28	30
Tidiness and Litter Control	90	58	61
Residential Streets & Housing Areas	55	42	44
Approach Roads, Streets & Lanes	55	39	41
TOTAL MARK	550	366	385

Community – Your Planning and Involvement / An Pobal - Pleanáil agus Rannpháirtíocht:

Fáilte chuig Comórtas Bhailte Slachtmhara SuperValu 2025. Go raibh maith agaibh as bhur iarratas a chur isteach. Maith sibh don obair atá déanta agaibh in bhur cheantar go dtí seo - guímid gach rath oraibh i bhur dtionscadail amach anseo. Ádh mór. It was a pleasure to adjudicate the lovely town of Bray and witness how it has grown over the years to meet the needs of its 21st century population. Thank you for this year's well-structured submission, the emphasis on outcomes of Tidy Towns actions in each category was both helpful and illuminating! Congratulations on Bray's successful participation in Heritage Week, the launch of your Biodiversity Action Plan and finally the Walk and Talk along the Dargle River with a sustainability consultant all of which are fine achievements. The Tidy Towns group is well structured with a core committee of 11; 5 sub committees; and an amazing 300+ volunteers on the mailing list! Communication channels employed ensure all sections of the community are regularly updated and support from a wide range of groups, bodies and agencies is available in a variety of forms. The Garden Party for volunteers in late August is a beautiful initiative and participation in community events such as St Patricks Day Parade and the National Spring Clean serves to reinforce a growing community spirit in addition to being good fun!

Streetscape & Public Places / Sráid-Dreach & Áiteanna Poiblí:

Both new projects for this year's competition are excellent initiatives; the station forecourt area looks superb and is indeed a 'stand out' project. The restoration of the traditional James Cleary Family Grocers shopfront premises is excellent and together with the traditional features of the Hibernia building amongst others maintain strong visual links to Bray's built heritage. 21st century buildings such as the Primary Care Centre and others contribute to the town's visual amenity also. Public buildings noted featured a good presentation and includes churches' schools, the Library and the Mermaid Arts Centre. Both the Loretto Secondary School and Saint Patrick's on the Vevay Road have good roadside presentations and the same can be said for the small shopping centres. Discourage the use of roller security shutters as these diminish the visual amenity of streetscape, an electrical shop on the main thoroughfare is one example. Corner buildings noted enjoy good maintenance and presentation an example being Boyle Sports; a few alleyways could have looked better but this was not a serious problem. The overall appearance of streetscapes within Bray town centre is excellent with many stretches being free of the visual clutter usually generated by overhead service cables; public spaces are lovingly maintained and highlighted with landscaping. Street furniture is both attractive and well maintained and container planting enhances the townscape overall both within the centre and along The Promenade with its beautifully painted railings.

Green Spaces and Landscaping / Spásanna Glasa agus Tírdhreachú:

The River Walk is an invaluable community recreational amenity and a credit to all involved in its creation and maintenance; it can rightly be described as an oasis within the town and the emphasis on year-round colour and

interest in its landscaping is well informed. Spring bulbs planted in The Peoples Park and the resulting bloom early in the year was no doubt delightful. The native hedgerow planting for the Bray Head Special Area of Conservation by WCC with the help and support of BTT is an invaluable investment in the management of the area that will bring rewards in years to come, we will indeed 'watch this space'. Tree lined streets are a handsome feature of many streets within Bray and it is commendable that these are being managed so well especially in respect of the removal of sucker growth. Action taken at Springfield Alcove and Albert Walk is laudable particularly in respect of edible landscaping. Planting at the Library building for year-round colour and interest together with its designation as a 'Nursery' for other landscaped sites is important for achieving sustainable planting. The brick enclosed flower display at Father Colahan Terrace is lovely; some containers on Strand Road didn't appear to be thriving; containers along the Promenade looked especially well.

Nature and Biodiversity in your Locality / An Dúlra agus an Bhithéagsúlacht i do cheantar:

The creation of a Biodiversity Action Plan for Bray is a wonderful achievement as it will provide informed guidance on the protection and conservation of the natural environment and its biodiversity; the placement of a copy of the plan in the library will promote community awareness of the natural world and the issues involved for biodiversity in Bray. Equally significant in the identification of invasive species, congratulations on the identification of the nonnative American Skunk Cabbage and its successful treatment to date, it is good to know of your reservations for the future but important to enjoy all success; the invasive species social media campaign is favourably noted also alongside the National Tree Week Educational Campaign. The Citizen Science water quality testing of the Swan River is exemplary and we look forward to future updates. The proposed Native Irish Tree Trail for the Bridal Path is an exciting initiative and work to date is favourably acknowledged. Well done on engagement with the Bray Golf Club and results so far. We wish you every possible success regarding accessing Leader Funding and admire actions taken 'across the board' to raise public awareness of the natural world and its biodiversity. 1500 native trees planted in the Bray area by the Educate Together students in partnership with Belmont is impressive by any standard! The Swan Sanctuary in Bray Harbour is a delightful experience.

Sustainability – Doing more with less / Inmharthanacht - Mórán ar an mbeagán:

We wish Bray Tidy Towns group every success in the journey towards becoming part of the sustainable energy network and ultimately a sustainable energy community. A great start has been made by the installation of the solar panels on the roof of the Community Centre and the social media campaign to raise awareness of the issues of the Global Sustainable Goals and the relationship to local action. Both the Leaf Litter Cages and Green Waste disposal initiatives will contribute to achieving sustainable planting alongside seed harvesting, perennial planting and propagation and lots more. Cognisance has been taken of your materials management such as the Re-Turn initiative, installation of recycling bins in all schools the Little Library and more. The potential reduction of energy by up to 60% for the decarbonized building accommodating Bray Fire Station is impressive; thank you for the link to your submission to WCC regarding their proposed waste management plan. The recycling centre is well signed posted and accessible. Solar powered big belly bins in the town centre are favourably noted.

Tidiness and Litter Control / Slachtmhaireacht agus Rialú Bruscair:

Very little litter was noted anywhere in Bray on adjudication day due no doubt to your excellent litter management schedules, the litter WhatsApp group and participation in the National Spring Clean. Solar powered big belly bins are well placed and accessible however one bin was full and in danger of overspill onto the main thoroughfare. Graffiti management is effective as none was noted however a tattered outsized advertisement hoarding dominating its surroundings was unfortunate given the otherwise very tidy appearance of the town. Well done also on the Dargle and Swan River clean-ups together with the beach and river bank cleanups by the Irish Girl Guides and complemented by Bray Coast Care and Coast Care Cleaners. Weed growth along the footpath at Father Colahan Terrace was notable and along a stretch of kerb near the railway station. A stretch of grey wall with a sign for Sea Point Road needs looks shabby and a premises near the church needs remedial action to its plasterwork. Work accomplished at St Pauls Church and Graveyard has made a significant contribution to the visual amenity of the streetscape.

Residential Streets & Housing Areas / Sráideanna Cónaithe & Ceantair Tithíochta:

A terrace of single storey red bricked dwellings are a charming feature of the town centre whilst there are some very poorly presented roadside boundary walls to dwellings facing the promenade. Well done to all involved in the removal of green waste from the woods at the Elgin Wood estate and to those involved in the planting of native trees in Glenwood Estate. The two Pocket Forests created at Sans Souci will no doubt make a difference to the biodiversity status of this area over time. Wolfe Tone Square and O'Byrne Road residents will benefit greatly from their joint effort on refurbishing the Grotto and maintaining the general area free of litter and other waste. The Dock Hill area sounds delightful with its display of colourful flowers from the spring all the way to October. Appreciation is due to the Headlands residents for sharing their polytunnel with BTT to accommodate the overwintering of plants. Pollinator friendly planting at Cloverhill is favourably noted together with initiatives at Sugarloaf Crescent

Approach Roads, Streets & Lanes / Bóithre Isteach, Sráideanna & Lánaí:

Approach roads and entrances to Bray are nicely presented and nameplates and road signage is good and helps the first time visitor to navigate the town with relative ease. Finger post signage for amenities such as the seafront with information on distance, time duration and accessibility should be installed at strategic locations to assist first time pedestrian visitors; one appropriate location suggested is the McDonalds Plaza near the existing map. There are extensive stretches of good quality footpaths throughout the town and road surfaces are generally good too.

Many service poles need refurbishment together with some seating; new stainless-steel bollards look well as do sheltered bicycle stands. The green box and post box initiatives are laudable in how they brighten their surroundings and the new bus stop improvements are notable. On-street car parking is well organised.

Concluding Remarks:

Bray is a lovely town with much to offer residents and visitors for shopping, dining, recreational amenity opportunities and more; however, more could be achieved for helping visitors navigate all on offer and to make Bray more accessible and inclusive. A good start might be the installation of age friendly seating at strategic locations and surveying accessibility with reference to the online publication "How Accessible is Your Town" Thank you for a well structured submission.