

Tidy Towns Competition 2008

Adjudication Report

Centre: **Newmarket** Ref: **658**
County: **Cork(North)** Mark: **241**
Category: **C** Date(s): **28/06/2008**

	Maximum Mark	Mark Awarded 2008
Overall Development Approach	50	41
The Built Environment	50	30
Landscaping	50	32
Wildlife and Natural Amenities	50	28
Litter Control	50	30
Waste Minimisation	20	8
Tidiness	30	14
Residential Areas	40	23
Roads, Streets and Back Areas	50	28
General Impression	10	7
TOTAL MARK	400	241

Overall Development Approach:

Congratulations to Newmarket Community Council for participating in the Tidy Towns Competition 2008. Further congratulations on the creatively compiled booklet which expresses your regard for your town as does your slogan/logo. It is evident that you interact with the community, that you keep them informed as to your plans and that you attempt to set up an interactive relationship with every member of town life through your funding appeal and through passing on information. The adjudicator did his best to visit your www site but failed. Your twenty point plan set out in 2006 illustrates your enthusiasm and your informed approach to improving the town on a phased basis. Many of your objectives have been achieved. As you are now more than halfway through your plan this could be an opportune time to take stock and see if new priorities now need your attention. Having representatives of various agencies at your meetings must be an efficient way of involving them in your plans and activities. Many of your plans could not have been brought to fruition without the active support of these agencies, as for instance the transformation of the town park into the wonderful amenity it now is. Does your funding come from your appeal to the community or do you have other resources also? Glad to see that you have the backing of SuperValu, our sponsors though the hanging basket promotion included with your submission refers to an event in a previous year. The inclusion of the photos gives the adjudicator a flavour of Newmarket even before arrival and again shows your care for your many projects. The adjudicator is very pleased that you are encouraging the schools to pursue Green Flag Status and that the children are involved in your various activities. Thank you for including the maps. One of them was of no value but the other helped to steer me around. Newmarket is beautifully situated and one wishes you 'ádh mór' in your efforts to improve the quality of life there.

The Built Environment:

You have been very successful in your plans for tidying up and improving facilities in this section. One encounters memorials to people who have done and continue to do Newmarket proud. Sarah Curran is beautifully portrayed and Alice Taylor is appropriately honoured right there in the heart of town while she can still enjoy it. In fact your sculptures create a brand identity for Newmarket. The Four Seasons is another fine example and the surrounding stone work compliments the wall on either side. Impressive. New Street is full of character. The Post Office looks well and the town houses give a lived in settled sense to the street. The street lamps befit the nature of their surroundings. The main buildings in the town are well presented as in the schools, Community Centre, Church. The AIB and the Credit Union are deserving of special mention. While some of the shop fronts are appropriate to the image of the town created by the sculptures many detract from their surroundings and are in urgent need of a rethink. One would wish the Library and the Video Store to swap buildings because the services and the buildings do not match up well in either case. The McAuliffe Coat of Arms is yet another fine endeavour but its surroundings need an uplift. Great work done but many challenges to face.

Landscaping:

There are many examples of your landscaping work throughout town which one expects not only produces summer colour but 'Four Seasons' colour. The mature landscaping at the bend as we approach from Kanturk is colourful and well maintained. The barrels with trees and flowers are also most attractive and are the result of a lot of careful planning and hard work. The entrance to Teach Altra is most attractive. Keane's Garage also deserves credit. Somebody grew sweet pea up a wall that needed to be camouflaged and turned bland to beautiful. You have done very well with your siting of benches and with the depiction of various aspects of town life. The Drama Group must be pleased with this recognition. The tub adds colour to the surroundings. The Town Park is a wonderful amenity and the Pitch and Putt compliments this amenity area. The fact that the childrens' playground was so busy is a compliment to the work done. The surrounding landscaping in the area of the Town Park is not only pleasant but must provide for birds and bees also. Great planting by the tennis courts. Not only is the AIB a well presented building but the summer colour is also uplifting.

Wildlife and Natural Amenities:

Your organisation has to be complimented on the provision of amenities. Island Wood is an initiative worthy of any town. And you have worthwhile plans for the future for the provision of further amenities. Very good. The welfare of the wildlife in your area is also a major element in this section of the competition. Do you know what birds, bees, butterflies, fish and animals visit you? Are you aware of their habitats? Are they protected and fed? Have any surveys of the wildlife of Newmarket been carried out?

Litter Control:

One is heartened by your efforts to promote anti litter awareness through your posters. It is also heartening that you expect support in your litter clean ups and that you have support from the younger generation. What is disheartening is the amount of litter in various places for example at the AIB. This despite your Anti Litter profile and despite the presence of bins. The war on litter is just that, a war and some battles are lost. Maybe you were caught on a bad day.

Waste Minimisation:

Well done on the Bring Bank which is suitably located and brightened up with the flower boxes. This appearance should discourage people from dumping. One wishes the schools well in their determination to achieve Green Flag Status. It could benefit your committee to study the booklet 'Race Against Waste'. Such a study would stimulate new waste elimination projects for you.

Tidiness:

Traffic seemed to flow freely and parking does not appear to be a problem so your remedial work with the Council may be effective. You might take a look at many of the signs in town, for instance County Council offices sign, which could do with freshening up. One has the impression that there is a lot of distraction by advertising all over. Gravel strewn on footpaths creates an untidy sense. The road surface on Orchard Avenue and the paths need attention.

Residential Areas:

In general Newmarket can boast of beautiful houses and of attractive housing estates. There are fine private houses on the approach roads to town. These are vibrant, colourful residences with carefully designed landscaping at the front. Your plans to promote an 'adopt an area' initiative are timely for while some estates are attractive one would expect more care, more colour and more charisma from residential estates. Road

verges are meadows, road surfaces are poor, landscaping is neglected in many cases. The houses along Avenue Demesne are beautiful but what about the fence.

Roads, Streets and Back Areas:

Newmarket declares itself in many forms as one arrives. The Newmarket sign is well treated in a bed of summer colour. Later we discover we are in Áth Trasna. All lovely. We are pleaded with to keep Newmarket litter free. Too many of us ignore this plea. We notice the posters and advertising. Are these advertising notices that necessary? The road surface varies considerably from one approach to another. The houses bid us welcome. There is a sign of untidiness here and there as on the GAA approach road. But in general the roads into town are welcoming.

General Impression:

Newmarket is beautifully located. There are fine, well maintained buildings throughout the town. The sloping avenues into town create a charm. Much great work has evidently been done by your group but there are many challenges still. The Council or Fás must be stimulated further to co-operate with your efforts to beautify Newmarket. The enthusiasm of your submission does not always translate into that loved appearance on the ground.