A Rejuvenated Harbour: The Business Case

‘Making Bray a Harbour Town’
# Who we are

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bray Adventures</td>
<td>500+ Participants Per Annum, 5 Instructors</td>
</tr>
<tr>
<td>Bray Harbour Mooring Holders Assoc</td>
<td>50 Members</td>
</tr>
<tr>
<td>Bray Sea Scouts</td>
<td>260 Scouts, 74 Leaders</td>
</tr>
<tr>
<td>Bray Head Fishing &amp; Social Club</td>
<td>250 Members</td>
</tr>
<tr>
<td>Bray Sailing Club</td>
<td>200 Adults, 130 Juniors, 12 Instructors</td>
</tr>
<tr>
<td>Bray Sea Anglers</td>
<td>50 Members</td>
</tr>
<tr>
<td>Bray Veteran Kayakers</td>
<td>25 Members</td>
</tr>
<tr>
<td>Bray Youth Services</td>
<td>350 Children, 5 Instructors</td>
</tr>
<tr>
<td>Row-A-Round</td>
<td>25 Members</td>
</tr>
<tr>
<td>Municipal District of Bray</td>
<td>4 Representatives</td>
</tr>
</tbody>
</table>
HEAVY SEAS TOPPLE IRISH HARBOUR LIGHT

Bray Harbour September 1957
Our Harbour – A Major Amenity

Casual Leisure Activities
- Feeding the swans
- Walking the pier and prom
- Pier fishing
- Boating
- Stand up paddle boarding
- Kayaking
- Diving
- Drinking coffee

Businesses
- Bray Adventures
- The Harbour Bar
- Dockyard No. 8 Café
- The Harbour Trading Company
- PEMCO
- Bray Civil Defence

Sporting Organisations
- Bray Sailing Club
- Bray Sea Scouts
- Bray Sea Anglers
- Bray Head Fishing & Social Club
- Bray Boxing Club
- Bray Skiff Rowers
- Organised Sea Swims

An average 800-900 people use Bray Harbour for water based activities every week in the summer season
May 26 2016 @bray_ie #Bray you look beautiful
The Harbour’s Potential

• A major amenity for all our community & visitors
• A place for developing increasing variety of leisure activities
• A leader in the provision of water sport/Leisure activities
• A location for Significant commercial maritime leisure activity
• Major tourist and visitor potential
• A link between town, river and seafront
• Maintain the existing diverse habitats and environment
The Challenges

1. **Lack of protection from E/NE Gales:**
   - Harbour unsafe for moored boats – many are leaving
   - No No for visiting boats
   - No No for commercial leisure activity
   - No No for developing tourism – visiting coastal cruises

2. **Lack of access to deep water:**
   - No No for visiting deep draft boats/ Restricted access
   - No No for commercial leisure activity development
   - No No for developing tourism – EG visiting coastal cruises
   - Reduced Rescue capability

3. **Build up of sand deposit in harbour:**
   - Reduced usability of moorings
   - Significantly reduced usability & safety of slipways.

4. **Lack of onshore facilities:**
   - Reduced ability to attract quality commercial leisure activities.
The Choices

Bray Becomes An Attractive Harbour Town with A Rejuvenated Harbour

OR

Decline & Potential Dereliction of Harbour
What is Needed

1. A protected harbour that retains its character
2. A deep water channel in the river at north wall that provides pontoons /berths for easy access to the water at all times for all harbour users
   - Commercial marine related leisure activity
   - Deep water berths for say 10 visiting deep draft boats
3. A berth for a coastal cruise passenger boat of up to 200 passengers
4. Drying out moorings navigable 3hrs either side of HW
   - 140 for letting to harbour users
   - 5 for visiting boats
   - Pontoon for up to 5 short stay visitors
Our Vision...
Schematic
Bray Harbour Protection

Pay for Play
Current Pontoon
Visitor Pontoon
Tourist Pontoon
River Retention
Benefits

General
- A Harbour Town
- A high quality amenity for all: Local/Visitor Water user/Others
- Harbour integrates with promenade and river
- Easy inexpensive access to marine activity for all and increased number of harbour users
- A major addition to the tourism infrastructure for Bray & County Wicklow
- Potential for Harbour to be in use 365 day a year
- Long term Protection for Road, Railway/Railway bridge against easterly surge

Economic
- Visiting coastal cruise boat (250 + passengers per week April-October= Additional 7,000 visitors PA)
- Visiting boats spend in local economy €120K per annum (6 per day for 150 days x €130)- See: Coolroute & Greystones figures
- Visiting boats mooring fees €18,000 PA 6 x 150 x €20.00)
- 140 moorings at €450 = €65,000
- Employment (already 2 FTE 10 Part time??)
Why do We think this is Possible (1)

National/International Indicators

- Marine Recreation & Process of Rejuvenation of Small Ports & Harbours;
  Arthur Martin, Brady Shipman Martin 2011

- Wicklow Harbours Baseline Study for Wicklow County Council;
  Cormac Gebruers, March 2016

- The Economic Impact of the Marine leisure Industry on Cork Harbour;
  Coolroute, June 2017
Marine Recreation & Process of Rejuvenation of Small Ports & Harbours
(Brady Shipman Martin, 2011)

Key Findings

The market for Marine Leisure activities

- In general, market demand for marine recreation has been increasing.
- The domestic market for water–based tourism and leisure is worth about €380m per annum
- Overseas visitors engaging in water–based tourism and leisure activities spend a further €110m each year

Factors to consider in assessing the likely demand for marine recreation include:

- Population levels and trends in an area
- Trends in income levels, in particular disposable incomes
- People’s propensity to engage in marine recreational activities, and the types of activities they engage in
- The likely size of the overnight visitor market for marine recreational activities
## Coastal Developments

<table>
<thead>
<tr>
<th>Location</th>
<th>Type of Development</th>
<th>Organisation/Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrick Fergus*</td>
<td>Mixed marine leisure development &amp; Retail</td>
<td>Private sector /Local Authority. £25 m private money, Government grants. 325 jobs</td>
</tr>
<tr>
<td>Ardglass*</td>
<td>78 berth Marina visitors and local fishing, sailing etc</td>
<td>Local Community development – Phennick Cove Development ltd. Grant aided by Govt Ireland Fund? Local contribution of £50k. 2 jobs created. Catalyst for New hotel, 2 guest houses, 2 restaurants, 2 retail units. Extension in planning</td>
</tr>
<tr>
<td>Cahirciveen*</td>
<td>Run down fishing pier transformed into Marina and mixed marine leisure activities centre</td>
<td>Driven by private community development company ACARD Cost :€3.23m, Exchequer funding of €2.54m, local funds €687k. 4 seasonal; jobs created</td>
</tr>
<tr>
<td>Dingle*</td>
<td>80 berth marina servicing mixed marine leisure activities- visitors, fishing diving</td>
<td>Local authority development Funding? Charlie? 22 EFTEs</td>
</tr>
<tr>
<td>Bantry</td>
<td>80 berth marina? Visitors and mixed</td>
<td></td>
</tr>
<tr>
<td>Rossivihil+</td>
<td>New 80 berth marina to cater for visitors and mixed local marine leisure activity</td>
<td></td>
</tr>
<tr>
<td>Drogheda+</td>
<td>Fiddle Case Pier, Berths for visiting boats in the heart of the town</td>
<td>Driven by Drogheda Port Company and Local Authority. Provision of additional pontoons planned</td>
</tr>
<tr>
<td>North Harbour Cape Clear+</td>
<td>Pontoons for leisure activity, sill and surge gate</td>
<td></td>
</tr>
<tr>
<td>Killybegs+</td>
<td>63 berth marina visitors/ mixed leisure</td>
<td></td>
</tr>
<tr>
<td>Dunmore East+</td>
<td>60 metre pontoon for visiting boats, fishing, boat trips link to shore-based tourism activities</td>
<td></td>
</tr>
<tr>
<td>Arklow Dock+</td>
<td>New berths</td>
<td></td>
</tr>
<tr>
<td>Youghal +</td>
<td>Pontoon- visitors/ local marine activity &amp; 8 visitor moorings</td>
<td>Funded 75% by Dept of Marine =€112,500 balance by Cork Co Council</td>
</tr>
<tr>
<td>S Cork coastal slipways&amp; pontoons+</td>
<td>Upgraded for mixed leisure activities</td>
<td>Dept of Marine Fishery Harbour and coastal infrastructure development programme 75% &amp; Local Authority</td>
</tr>
</tbody>
</table>
# Bray Harbour Visiting Boat Market

<table>
<thead>
<tr>
<th>Location</th>
<th>No of Berths</th>
<th>No of Moorings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malahide</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td>Howth</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Poolbeg</td>
<td>100</td>
<td>80?</td>
</tr>
<tr>
<td>Dunlaoghaire</td>
<td>900</td>
<td></td>
</tr>
<tr>
<td>Greystones</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Wicklow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clontarf*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total (local)</td>
<td>1850</td>
<td>430+</td>
</tr>
<tr>
<td><strong>Wales</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Porthmadog*</td>
<td>80</td>
<td>200+</td>
</tr>
<tr>
<td>• Aberarron*</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>• Pwllheli</td>
<td>420</td>
<td></td>
</tr>
<tr>
<td>• Aberosch</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>• Beaumaris*</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>• Holyhead</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>• Caernarfon</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>• Port Dinorwic*</td>
<td>100</td>
<td>80</td>
</tr>
<tr>
<td>• Conwy</td>
<td>450</td>
<td>150</td>
</tr>
<tr>
<td>Total (Wales)</td>
<td>1330</td>
<td>680</td>
</tr>
</tbody>
</table>
Maritime Tourism Opportunity for Wicklow:

Significant opportunities for Wicklow's Harbours to both leverage off County Wicklow's existing tourism product and because of the scale of the maritime tourism offering potential in the Harbours themselves.

Bray

- Significant maritime leisure and recreational opportunities for the local economy.
- Strategically situated for leisure boat cruising
- An important amenity for the growing local population and Dublin Metropolitan Area
- Strategically situated for sea-angling and related tourism
The Economic Impact of the Marine Leisure Industry on Cork Harbour (Coolroute, June 2017)

Key Findings

• The estimated total value of the Marine Leisure Industry in 2016 is approximately €10.94 million.
• Cork Harbour has an annual resident capacity of 555 berths and 1035 moorings.
• The Marine Leisure Industry provides 29 direct jobs and 290 indirect jobs.
• Non-Cork Harbour residents contribute approximately €312,000 to the industry.
• Average spend per visiting craft per night €130  Min €50
• The Cool Route Cruising Preferences Survey (2016) found on average, visitors spend three nights (1 night – 5 months) at a final destination
Why do We think this is Possible (2)

National & Local Indicators

- Proximity to greater Dublin area market with easy access by public transport
- Proximity to a potential visitor market of 2,500 + boats and indications of strong demand from cruising groups. Greystones Marina 1000 visiting boats & 3000 visitors 2014
- Positive Discussions with Coastal cruise boat operator
- Positive response from representative bodies for potential visitors ISA letter of support.
- Evolution & Growth in the pay for play market
- National and local indicators of growth in marine leisure activity. 10-12 Locations have increased their marine leisure infrastructure in the last 2/3 years & increased demand for sail training, kayaking etc locally
- Local expertise/capability to deliver marine related leisure activities
Summary

• Existing harbour walls are a huge asset that can be leveraged to provide excellent facilities at relatively low cost.
• It will give easy/inexpensive access to marine leisure activities to everyone through pay for play operators and unrestricted use pontoons.
• Creates a living harbour environment that retains the character of existing harbour
• Improves Bray’s attractiveness to prospective employers/employees
• Greatly enhances Bray’s emergency/ rescue capability
• Important piece of tourism infrastructure that can yield immediate benefits and links to other harbours in Wicklow.
• Stand Alone project that will complement any future development around harbour commercial/residential. It will put the Council in a strong position to seek significant development contributions from developers
Our Vision...