

# Rathdrum Enterprise Town



## What's it all about?

Rathdrum has been chosen to represent County Wicklow in the Small (less than 2,000) population category of the Bank of Ireland National Enterprising Town Awards 2019. This is a national competition, with over 75 entries from 31 City/County Council areas all vying for the prestigious title of Ireland's Most Enterprising Town.

A small group of local representatives have worked closely with Arklow Municipal District on the application phase of the competition and we are delighted to tell you that the application was successful.

The next stage in the competition is a visit by judges to Rathdrum. This allows the team to make a presentation showing why Rathdrum is an enterprising town, highlight activities in business, tourism, lifestyle, community, enterprise and look at ways in which these areas are intrinsically linked. Leadership within the town and partnership between groups in Rathdrum and Wicklow County Council will also be addressed. The team wish to present Rathdrum as a positive and productive place to do business and a fantastic community in which to reside, work and spend your free time.

## Monday 30<sup>th</sup> September is judging day

### What can you do?

We want the whole of Rathdrum to get behind this initiative and really show what a thriving community and what a great place it is to do business.

The team would be grateful if you could assist in this endeavour in any way. A **Public Information Evening** will be held on **Thursday 22<sup>nd</sup> August at 7pm**, kindly hosted by **Avon Motors**. Speakers on the evening will include a representative from Bank of Ireland, Arklow Municipal District and Blessington Town Team (Blessington won the Leinster title in 2017). The team will be there to answer any questions you may have in relation to the competition and judging process. We would be very grateful if each club/group/organisation/business could limit their attendance to two representatives only please.

Another event has been arranged for **Tuesday 10<sup>th</sup> September at 7pm**, kindly hosted by **Jacobs Well**. This event will focus on the **Regeneration of Rathdrum**, with guest speaker Simon Wall from Mayo County Council demonstrating his experience of regeneration with Westport.

Both evenings are integral to the entry to the Enterprise Town Awards and will be filmed to include as part of a new promotional video being prepared for Rathdrum.

We want as many local businesses & community groups as possible to get involved. Please make every effort to attend the above meetings. RSVP to [rathdrumcommunity@outlook.ie](mailto:rathdrumcommunity@outlook.ie) by **Thursday 15<sup>th</sup> August**

A copy of the original submission to the competition can be found overleaf. The submission was restricted to 300 words, which gets utilised very quickly when you look at everything that Rathdrum has to offer.

## Rathdrum – Enterprising Town

Rathdrum is rural town, located in the heartland of County Wicklow, at the northern most tip of the Arklow Municipal District. It is situated high on the western side of the beautiful Avonmore Valley and offers fantastic views of the River Avonmore.

Tourism is an important economic driver for Rathdrum and on the edge of town sits the majestic Avondale Forest Park, birthplace of Charles Stewart Parnell, one of Ireland's greatest political leaders. The Park's facilities include marked trails, children's playground and picnic areas. Coillte, in partnership with Fáilte Ireland and Wicklow County Council are undertaking a significant redevelopment of Avondale Forest Park beginning in 2019. A new visitor destination will take visitors 'under' and through the trees, to an incredible viewpoint and a new 'living history' experience in Avondale House will open the life of Parnell to visitors.

Rathdrum does not rely solely on tourism, with a large pharmaceutical plant located on the outskirts of the town. The plant was vacant for a period following closure by MSD but in 2017 the multinational animal health company, Zoetis, purchased the site and created over 400 jobs.

With this employment boost, the Main Street has seen a significant increase in footfall with new businesses opening. Over 200 houses are under construction at present, showing confidence in the town and its future.

Rathdrum's sense of community spirit has never diminished. The community has established a solid relationship with Wicklow County Council which has led to numerous successful projects such as a playground, outdoor gym, walking trails and footpaths.

Rathdrum has a strong heart with increased vibrancy in recent years. Forward thinking, cooperation, collaboration and pride in their town has ensured that the community of Rathdrum have a truly enterprising town.



**National Enterprise  
Town Awards 2019**

If you require any further information in relation to the competition, please contact Arklow Municipal District at 0402 42700 or by email to [arklowmd@wicklowcoco.ie](mailto:arklowmd@wicklowcoco.ie)

I look forward to meeting you on Thursday 22<sup>nd</sup>.

Yours sincerely,

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**Claire Lawless**  
**District Administrator**  
**Arklow Municipal District**