

## **Come to Gorey**

### **Come to life.....**

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Ladies and gentlemen, I would like to thank all of you for coming here to the Ambersprings Hotel this evening.

Come to Gorey, come to Life is the culmination of a number of month's work of a working group, the members of which that I would like to thank.

Marian McKenna of Le Crème  
Liam Moron of Ashdown Park Hotel  
Patrick Hanley (of this Parish)  
Jim Dempsey of Weather Glaze  
Tommy Redmond of Redmond Construction  
Ann Colgan of the Haven Group  
Michael Kenny of Gorey Biz  
And Michael Doyle of Doyle Associates.

We were also assisted in spirit by Sean Stafford of Stafford's Bakeries and Patrick Murphy of Chapter one.

Contact was also made through the good offices of East Coast Radios, Peter Moran, with the Dun Laoghaire Town Brand Project and this helped to frame our work.

The objective of our work was to build a Brand for North Wexford, our concept was to stamp the area with a single coherent Brand or Logo that can be carried into all strands of life in Business, Tourism, Living and Retail.

Our intention was to make this Brand as meaningful for the local people of Gorey, Courtown, Castletown, Camolin, Craanford, Ballygarrett, Ferns.....  
you get the message.....all of North Wexford.

In addition our Branding should be transferable onto a National scale from Dublin to Belfast to Cork and Galway.

Our aim is to build an image that is as easily identifiable as KILKENNY, CLONAKILITY or GALWAY.

To put it simply it should be as meaningful to a person on Eire St as on Eyre Square.

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How can this be done?

We need to generate support and action from the entire community in all sectors be they Business, Living etc, to champion “Come to Gorey Come to Life”

To actively use it in day to day life, on your websites, your letterheads, in your premises and to support any organised plans and campaigns throughout North Wexford in conjunction with it.

These will cover developing

A Positive voice for North Wexford. Actively work at announcing, new business openings, extensions, employment created, investments, sporting developments, community and living enhancements and improvements. We need to use every media outlet (radio, television, internet, social media etc) local and national, to project these positive news stories.

This can only be done with your input.....you can make these interventions yourself but its possibly best if it is controlled by a central office. Gorey Chamber can deliver this but we need to be told what is going on and act upon it.

We need to have Gorey in the news for the right reasons.....we should not just be a line in AA Roadwatch nor a headline on the news for the latest robbery!!!!!!

Gorey Works.....Local Business Local Jobs

This will cover every aspect of business as we know it, retail, services, supplies, construction, restaurants etc. Awareness campaigns have be run at a local level to ensure that EVERYONE living in North Wexford knows what is on offer in the area and who offers it.

Gorey, life as it should be.

Gorey has a wonderful geographic location, within 50 minutes of Dublin on the M 11, great facilities, blah, blah, blah, we all know it, **NOW LETS USE IT!** Get every single auctioneer , every single person to sell it, use the Positive Voice to spin it, get the Local Authority to sign up to it and actively pursue it.

Embrace Family Friendly.

North Wexford has been a primarily domestic tourism destination for years. This is unlikely to change over the coming months and years.....what do we do? Embrace the **FAMILY FRIENDLY INITIATIVE** selling North Wexford as a destination, Live the Adventure, Explore The Culture and Fun For Kids. We also need to develop some festival ideas, Easter Halloween and Christmas, We need this sector to work on new ideas. Frocks Jocks and Bling.

Gorey is the second biggest trading town in County Wexford, it has developed a reputation as one offering style and quality in the Frocks, Jocks and Bling. This needs to be built on.

We have a superb range of quality restaurants on offer. The retail and food sector will have to offer a range of promotions from Fashion weeks, Extravaganza, Spend that 20 euro or Taking Orders or whatever.....

Developing a Business Booster Package.

Continue the supports of business, particularly new business start ups. **SUPPORT ENTERPRISE** with a Business Booster Package with offers of advice packages from a panel of professionals ranging from Accountants, Marketing, etc and Get Wexford Co Co to offer a Rates subsidy for business start ups.

Our work really only starts here this evening.

Come to Life Come to Gorey has to grow organically from within every sector, sporting, community, voluntary, business, education to name but just a few.

This is the challenge that I am throwing down to you this evening, register your interest here, now, tell your friends to do the same.

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The first initiative of Come to Gorey Come to Life is unveiled tonight.

If we are to thrive, and some would say survive, we need to support our own.

#### Gorey Works: Local Business ....Local Jobs

Can you see the signs?

I want this sticker campaign to have one in every shop window, on every car, every van / lorry.

I want it to be so in your face so that no one can miss it.

What exactly is it? .....A reminder that we have to support our own.

We need to retain and create local business and local jobs.

We start here!

We start now!

If you need a plumber – hire a local one.

If you go out for a meal – book a table in a local Restaurant / Hotel.

If you need a hairdresser - choose a local one.

If you want to see a movie - go to your local cinema.

It is time for all of us, who live in North Wexford to support it ,in every way possible.....lets start with our pockets.

The funding of this entire project has been done on a shoe string and is totally locally drive..... Come to Gorey Come to Life was designed by local artist Kevin Roche, thanks to Jim Osborne for the use of the Champion Ads Vehicle.....I believe he has an offer for any serious business person to take up in relation to a joint advertising promotion....our Gorey Works stickers were printed by Joe Kinsella.....

This whole project is for the betterment of the entire area..... I believe that it deserves it.....

Can be afford not to make it happen?

Thank You!

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