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PRESS RELEASE

MacCURTAIN TRADERS TOLD: “CORK LOVES YOUR AREA – NOW GET THE MESSAGE OUT”

The findings of extensive research work by the MBS class from the Department of Continuing Education, School of Business at Cork Institute of Technology found that ‘Cork Loves’ the MacCurtain Street area and the traders need to get their unified message out to draw City shoppers to the area. More collaboration and packaging of what is on offer was needed alongside further promotion.

The research, conducted under the direction of Dr Angela Wright, was presented to an enthusiastic group of traders from MacCurtain Street at the Metropole Hotel. The findings resulted in extensive research which consisted of 401 general questionnaires to Corkonians, a further 128 questionnaires completed by employees of Starwood’s, 12 Face to face interviews with relevant experts, focus groups with local traders consisting of projective techniques, an on street vox pop with local shoppers and extensive coverage on 96FM by Neil Prendeville. The students also had guidance from, Noel Tummon, Cork City Transport Division, Deborah Ní Riain, Lecturer in Architecture, CIT, and Michael Kelleher, CEO O’Flynn Construction. The Traders were enthused with the creativity presented by the students.

Ideas such as the rebranding of the area with new logos were presented, together with new local branding such as ‘Merchants Quarter’ or ‘Love MacCurtain Street’. Other ideas included examination of the traffic flow to bring the cars down Bridge Street and onto Patrick Street. All agreed that it is a more impressive view of the city overall on entering Cork from the Kent station area.

Wider pavements, seating areas where shoppers could sit and have a coffee and enjoy the area, more craft fairs, food fairs, music fairs, tea dances in the Metropole Hotel, historical events to reflect the past and highlight the wealth of history the area has to offer, the introduction of the name ‘The Coliseum’ again, the painting of the buildings on the street to reflect the eclectic atmosphere, the repainting of Gallagher’s on the corner of MacCurtain Street and bridge Street to reflect the image of legendary Rory Gallagher onto the building, the positioning of a giant piano on the street pavement outside the Everyman, a flotilla on the river to launch the rebranding of the whole area were just a few of the ideas that were outlined on the night together with extensive campaign budgets and fund raising activities on how and when it might all be achieved.

The traders were delighted with all of the ideas and intend to take them on board immediately to rejuvenate the area. Gerard O’Donovan, Head of the School of Business at CIT thanked all involved including Philip Gillivan of the Shelbourne Bar and Michael Barker Caven, Artistic Director of The Everyman and said that all of the students involved, together with their course lecturer Dr Angela Wright, had worked with great energy and enthusiasm on the project and hoped that CIT could work in the future with the traders. Dr Wright said that she was delighted with the tremendous amount of effort that was put in by

the students from the inception of the idea in September and that they certainly delivered extensive, relevant and practical ideas for the MacCurtain Street traders to implement.

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