



# New challenges facing Dundalk

Jamie Laffan, knowledge manager with Douglas Wallace, addressed the key challenges to making it happen for Dundalk.

The London-trained architect and urban designer said: 'The world has rapidly changed in the last decade and presented new challenges for towns and cities across the globe regardless of size, location and history.'

'These challenges range from attracting competitive investment to sustaining growth while achieving a high quality of life for its citizens.'

Laffan, who has worked on regeneration projects in the UK, Spain, China and Barbados, recently joined Douglas Wallace in their Dublin office.

He spoke on how 'the balance between the social, physical and economic drivers for a town creates

the picture and future map for urban success or failure.

'As many people and stakeholders play their part in society, this is a complicated picture but when successful, creates an incredible opportunity.'

'Getting it right or making it happen requires strong commitment, the right information and creative solutions.'

'Vibrant towns like suc-

cessful businesses have great people, comprehensive planning and strategies for delivery. Getting the mix right creates a powerful place to grow up, learn, work, live and visit.

'Great places are unique and not the standard. They have a personality that is open, diverse and a bright future that meets its challenges for a sustainable future.'



Bill Tosh Dundalk Chamber, Jamie Laffan knowledge manager Douglas Wallace, Joe McCarthy Dundalk Chamber, Manuel Garrido - Keith Simpson Associates and Bob Fisher MD Colliers Scotland at the conference.