



Bray in Business

A guide for new and existing businesses in Bray



Bray in Business (BIB) is an initiative designed to help footfall in Bray, to attract more businesses and to secure a long term sustainable model for the management of the town. BIB represents businesses in Bray and provides the opportunity to deliver projects that will make a tangible difference to the town.

The BIB Team has launched this guide to assist new businesses looking to trade in Bray and to support existing businesses by providing advice on what their Council and Town can do for them. The BIB aims to help new businesses throughout the process of finding a property and will provide on-going continued assistance from the start of the process on to when your business is well established.

Establishing your business in Bray will mean you are becoming part of a supportive and vibrant business community and gives you access to all of BIB's resources and advice.



The proximity to Dublin means that Bray is served superbly by public transport, with public buses, Dart and trains running to Dublin city centre and beyond, while it's also connected by motorway via the M11 and the M50.

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The main selling point of the area is that it's in the commuter belt to Dublin. You also have the coastline and the beach, as well as all the rural beauty of Co Wicklow to the south.



1. Why start a Business in **Bray**?

A Profile of Bray

Bray is located in north County Wicklow on the border with County Dublin, poised between the capital city, the country and the sea. Home to a population of over 32,000 people with over 11,000 households in its environs, it is the 9th biggest town in Ireland (the 4th biggest town excluding city populations).

With an unemployment rate lower than the national average and a skilled workforce of over 82.1% of the adult population, it is an ideal area to find both skilled and experienced local employees (over 32% of the population is educated through 3rd level) as well as a large number of customers.

Attractors / Football Generators

Bray is the original Seaside Resort town of Ireland. Since the opening of the Railway from Dublin in 1854 visitors have flocked to Bray from the capital for a day out. While things have moved on significantly since then, the same reasons that people visited then still exist – day trippers looking for a walk along the prom, tourist groups using the town as a starting point for sightseeing trips around the Ancient East, visitors from more rural parts of Wicklow looking to shop in the plethora of available businesses along the main street – the list of reasons to come to Bray is extensive.

The BIB, along with Bray Municipal District and Bray Tourism, strive to increase the attractions in the town, holding a regular schedule of events. The Bray Air Show brings over 100,000 people in to the town each year, the Bray Jazz Festival brings visitors from across the globe, and the Wicklow film industry brings the rich and famous to Ardmore Studios.

Easy Access in the Commuter Belt

Road Network:

Located at the southern end of the M50 and just off the N11, access to Bray for businesses is easy. With an established and well maintained road infrastructure your business's haulage and delivery needs can be easily met.

Car Parking Availability:

There are 4 car parks in the town centre as well as on street pay and display paying throughout the town, including the full length of the sea front, as well as an additional 4 car parks in the vicinity of the sea front, meaning there is ample parking for both customers and employees of any business in the town.

Public Transport Links:

Located on the Dart line, the town is an ideal place to commute to and from. Dublin Bus route numbers 145, 84, 84A and 45A all service the town, in addition to the Aircoach (route number 702) and a number of private bus companies including Finnegan's bus services to and from Cherrywood and the St. Kevin's bus service to and from Glendalough. There are also plans in place for the Luas extension from Cherrywood to Bray.

Bray lies just across the county border from Dublin on the Wicklow side, with a distance of 20km to Dublin city centre, and a population of just over 32,000, making it the 9th largest urban area on the island of Ireland.





2. How to Start a Business in **Bray**

Location, Location, Location – Finding the space for you

Are you looking for an industrial space in an industrial estate or business park? Does your business require a prime located shop front? Or are you looking for something different and unique to you? When looking for the ideal premises, local estate agents and letting agents should be your first port of call to assess what's out there for you. Please consult the useful contacts section at the end of this document for contact information for local real estate, property and letting agents.

Planning Implications & Obligations

This section gives you an idea of the first steps you will need to take before taking over a premises in Bray. Here you will get an idea of where to get all the important documents from and whom you need to contact.

Please note that you may require planning permission before you start the process of renovation/fit-out of a premises.

How to find out if planning permission is required

Planning permission on a premises specifies the use of a property as well as its physical elements. To change the use of physical aspects sometimes planning permission is required.

To find out what is required, either search online at www.wicklow.ie or email planning@wicklowcoco.ie.

How to apply for planning permission

To obtain planning permission, an applicant must make a planning application to plandev@wicklowcoco.ie. There are four different types of permission. An application may be made for:

- **Permission** – most common type of planning application.
- **Outline Permission** – to see if the Planning Authority agrees in principle prior to making detailed plans.
- **Permission consequent to the grant of outline permission** – after obtaining outline permission you would have to submit exact details prior to commencing works.
- **Retention** – The Planning Acts 2000-2012 allow for the lodgement of planning applications to retain development that has already been constructed. While such a course of action is not viewed favourably, it is acknowledged that genuine mistakes do sometimes occur and that planning legislation can be inadvertently breached.

It is advisable to get a professional to prepare the application, i.e. an Architect or a Town Planner

Bray has a busy town centre with a healthy retail sector that includes outlets covering grocery, sports stores, jewellers and books.



Step 1 Preplanning Consultation

To get clarity on the requirements and what will be acceptable for the Local Authority, please arrange a preplanning consultation. Preplanning consultations can be arranged by emailing planning@wicklowcoco.ie.

You will need to submit the following:

- Name & address
- Contact Details
- Site Address
- Site location map: Scale 1:2500 within the proposed site outline
- Approximate size of site
- Legal interest in site, i.e. Owner/Purchaser (Written consent of the owner is required where the applicant is not the owner of the site)
- Description of the proposed development (including relevant drawings and details)

Step 2 Making a Planning Application: Giving Public Notice

Please give public notice of proposals prior to the making of the application. This must be done:

- By erecting a site notice, on durable material, that is clearly visible to members of the public. The site notice must be placed on site for five weeks from the date of receipt of the planning application.
- By placing a notice in an accepted locally-circulated newspaper such as the national media, Wicklow Papers etc. the approved list of newspapers is available on www.wicklow.ie/planning-application-pack. A copy or original of the newspaper notice must be submitted with the application. The application must be lodged with the Planning Department within two weeks of the publication date of the newspaper.

Step 3 Submitting an Application

Download a Planning Application from

www.wicklow.ie/planning-application-pack

The following information must accompany a planning application:

- Development Proposals
- What the development will look like when finished.
- How it will relate to the site and to adjoining structures and properties.

In general always submit:

- Location Map (minimum scale 1:1000)
- A plan showing the location of the site notice
- Site or layout plan (minimum scale 1:500)
- Other plans and elevations (minimum scale 1:200) (except for outline permission)
- Copies of public notices
- Appropriate fee.

Six copies of the plan and map must be submitted. In the case of protected structures or proposed protected structures, ten copies are required. A national system is being developed to be able to make applications on line which should be available in 2018.

Step 4 Payment for Application

Information on current fees for commercial applications can be found online at www.wicklow.ie.

Step 5 Planning Decision

The planning process usually takes less than 8 weeks unless it is necessary to seek further information (FI). In that case once the FI is received it must be dealt with in less than 8 weeks. If Wicklow County Council rejects the planning application, the decision can be appealed to An Bord Pleanála. Any decision made can be appealed by the applicant or objectors, to An Bord Pleanála within 4 weeks from the decision date.

**The Secretary, An Bord Pleanála,
64, Marlborough Street, Dublin 1
Phone: (01) 858 8100**



Bray in Business

What happens after planning permission has been granted?

To start works on your premises you must acquire a Commencement Notice from Wicklow County Council. The notice must be given no more than 28 days and no less than 14 days before the commencement of works or change of use. Once validated by the local authority, works must commence on site within the 28 day period. The fee for obtaining a Commencement Notice is €30 per premises.

Commencement Notices are required for the following:

1. The erection of a building
2. A material alteration of a building
3. An extension to a building
4. A material change of use of a building
5. Works in connection with the material alteration (excluding minor works) of a shop, office or industrial building where a Fire Safety Certificate is not required.

What Building Standards must be complied with before changes to the premises commence?

Fire Safety Certificate

Please note that for a commercial development, a valid fire safety certificate must be granted. This should be applied for prior to works commencing.

Applications for Fire Safety Certificates are processed in the Environment Department. On the advice of the Chief Fire Officer, a Fire Safety Certificate is granted with or without conditions or refused. There is a provision for an appeal to An Bord Pleanála. The fee is determined in accordance with Part V of the Building Control Regulations, 1997.

www.environ.ie/en/Legislation/DevelopmentandHousing/BuildingStandards/FileDownload,1618,en.pdf

Application Form www.wicklow.ie



Disability Access Certificate

It is best practice to apply for your Disability Access Certificate at the same time you are applying for your Fire Safety Certificate.

A valid Disability Access Certificate application must include:

1. A completed application form
2. Relevant disability access drawings in duplicate
3. A disability access report in duplicate
4. Site location maps in duplicate
5. €800 fee

More details relating to Disability Access Certificates can be found using the following link:

www.fisca.ie/disability-access-certificates/#1

Building Energy Rating Certificate (BER)

A building energy rating is a rating on the overall energy efficiency of a building (residential or commercial). The rating is similar to the energy label on your fridge and is denoted on scale of A to G, with A1 being the most energy efficient and G being the least energy efficient.

The certificate contains the following information:

The building name and address, a BER number, the date of issue, the date until when the BER is valid, the BER assessor number and the BER assessor company number.

More details relating to Building Energy Rating Certificates can be found using the following link:

www.seai.ie/Your_Building/BER/



Wicklow's Local Enterprise Office

Wicklow County Campus, Clermont House,
Rathnew, Co. Wicklow.

T: 0404 30800

E: enterprise@leo.wicklowcoco.ie

The aim of the Local Enterprise Office Wicklow (LEO) is to promote entrepreneurship, foster business start-ups and develop existing micro and small businesses to drive job creation, and to provide high quality supports for business ideas in County Wicklow.

The focus of the Local Enterprise Office Wicklow is strategic and its key objectives are:

Excellent Service:

To provide an excellent level of service to all who come into contact with the Local Enterprise Office.

Fostering a spirit of entrepreneurship:

To encourage the strengthening of a pervasive entrepreneurial climate that will inspire the creation of new enterprises and provide a supportive environment for business in County Wicklow.

Supporting new enterprises:

To appropriately support entrepreneurs to create dynamic new enterprises within the county, particularly those which have the capability to grow and develop.

Developing existing enterprises:

To address the needs of existing enterprises to increase their competitiveness, innovation and management capability.

Supporting growth:

To support those owner managers who wish to grow their businesses to achieve the full potential of their enterprises.

LEO helps entrepreneurs to build stronger businesses by providing information and signposting, management and business skills training, business advisory and mentoring services.

LEO also provides financial supports through both a grant scheme which offers Feasibility Study funding, Priming Grants and Business Expansion Grants and through supporting Microfinance Loans and providing Trading Online vouchers to support small businesses in enhancing their online presence.

www.localenterprise.ie/wicklow

A mix of lifestyle, location and people is a solid trio of attractions for Bray in Business.





3. When I'm Up and Running

Responsibilities of a Business Owner

Commercial Rates:

Rates are property-based tax levied by the Local Authorities on the occupiers of commercial/industrial properties in their administrative area.

Your annual rates are calculated by multiplying the valuation of your commercial property, by the annual rate on valuation (ARV).

Annual Rate = Rateable Valuation x A.R.V

The valuation of property is determined by the Commissioner of Valuation. The basis of valuation is the Net Annual Value (NAV) i.e. the open market rental value of the property at a specified valuation date.

The "Annual Rate on Valuation" (formerly known as "the rate in the pound"), is in effect a multiplier, and it is determined by the Council at its Annual Budget Meeting. The rate is then made by the Council, following a public notification process

Rates are payable in two installments - the first installment is due when the rate is made and on receipt of the rates bill by the occupier of the premises (usually in February or March) and the second is due by the 1st July.

Environmental Concerns & Responsibilities

Waste Management:

It is the responsibility of every business owner to dispose of all waste generated by their premises in a responsible manner. This includes recyclables, compostable waste and refuse. All business owners must be compliant with the Litter Pollution Acts, the Waste Management Acts and the Waste Management regulations – including the Waste Management (Packaging) Regulations, 2007. Please note this is not an exhaustive list – it is the responsibility of all business owners to know what legislation they must be compliant with.

Water Usage and Protection:

The protection of the environment is a major priority of Wicklow County Council and every effort is made to ensure that rivers, lakes and tidal streams are kept pollution free. Persons discharging trade or sewage effluent to rivers, lakes, streams, tidal waters etc must do so under licence from the council. A licence is also required for trade discharges to sewers and an application must be made to Irish Water for this trade discharge licence. Application forms can be downloaded from www.water.ie

Commercial premises are also subject to Commercial Water Charges. The current rates for the Wicklow area are available from www.water.ie/for-business/billing-explained/charges



Other Rules and Regulations

Street Furniture & Signage

A licence is needed for A Board Signage outside of the premises. However to avoid fines and if you wish to have a sandwich board/street furniture outside your premises you must apply for a licence.

To get an application form please contact Bray Municipal District at braymd@wicklowcoco.ie

Please note that a licence can be refused on health and safety grounds.

Canopies & Shutters

Planning Permission is required to erect a canopy or awning or to install shutters on your premises. Please contact the Wicklow County Council Planning Office for advice on this.

Litter Generated by your Business

Any business that generates waste through sales – packaging, etc disposed of by customers – must ensure that there is a way for customers to dispose of this waste in a responsible manner without creating a litter problem. Placing a bin outside your premises can be sufficient as long as this bin is emptied regularly and the waste is then disposed of responsibly.

What do my rates pay for?

Your Commercial Rate Payments and the Local Property Tax are the two main sources of income for Wicklow County Council. This funding allows the Council to provide:

- A high quality road network
- Exceptional open spaces and recreational facilities
- Suitable social and affordable housing
- Libraries, theatres and arts events
- The Local Enterprise Office
- Sufficient surface water drainage
- A clean river network
- Blue flag beaches and local swimming pools

Above all, it allows Wicklow County Council the ability to provide a clean and healthy environment for all who live here, work here and visit here.





Schools in Bray...

Primary Schools in Bray

Bray School Project

T: 01 286 4242

Gaelscoil Ui Cheádaigh Bré

T: 01 286 5044

Marino School

T: 01 282 9807

Newcourt

T: 01 286 0468

Schoil Chualann

T: 01 286 1388

St Andrew's NS

T: 01 286 7161

St Cronan's NS

T: 01 286 0440

St Fergal's JNS

T: 01 282 9963

St Fergal's SNS

T: 01 282 9963

St Kieran's NS

T: 01 282 4200

St Patrick's NS

T: 01 286 0504

St Peter's NS

T: 01 286 0082

St Philomena's NS

T: 01 286 0062

Secondary Schools in Bray

Coláiste Ráithín

T: 01 276 0288

Loreto Secondary School

T: 01 286 7481

Presentation College

T: 01 286 7517

North Wicklow Educate Together

T: 01 282 9606

Woodbrook College

T: 01 282 2317

St Gerard's School

T: 01 282 1822

St Kilian's Community School

T: 01 282 8126

3rd Level

Bray Institute of Further Education

T: 01 282 9668



Bray in Business

Look who's doing
business in **Bray**...





Bray in Business

Sporting Clubs in **Bray**...

Bray Emmets GAA Club

County Wicklow Lawn Tennis Club

Bray Hockey Club

Bray Golf Club

Bray Wanderers Football Club

Bray Wheelers Cycling Club

Bray Rowing Club

Bray Sailing Club

Plus a lot more



Bray in Business

Useful Contacts

BRAY MUNICIPAL DISTRICT

Civic Offices
Main Street, Bray
Co Wicklow
T: 01 274 4900
F: 01 286 0930
E: braymd@wicklowcoco.ie

PLANNING

Planning Dept
Wicklow County Council
County Buildings
Whitegates
Wicklow Town
Co Wicklow
T: 0404 20100
F: 0404 67792
E: planning@wicklowcoco.ie

COUNTY COUNCIL RATES DEPARTMENT

Rates Section
Wicklow County Council
County Buildings
Whitegates
Wicklow Town
Co Wicklow
T: 0404 20100
F: 0404 67792
E: rates@wicklowcoco.ie

LOCAL ENTERPRISE OFFICE

Contact Louise Fleming
Wicklow County Campus
Clermont House, Rathnew
Co Wicklow
T: 0404 30800
E: enterprise@leo.wicklowcoco.ie

CHAMBER OF COMMERCE BRAY

10 Prince of Wales Terrace, Bray
Co Wicklow
T: 01 282 8248
Email info@braychamber.ie
W: braychamber.ie

BRAY LIBRARY

Eglington Road, Bray
Co Wicklow
T: 01 286 2600

VALUATION OFFICE

Irish Life Centre
Abbey Street Lower
Dublin 1
T: 01 817 000
F: 01 817 1180
E: info@valoff.ie web www.valoff.ie

USEFUL BUSINESS CONTACTS

BANKS IN BRAY

AIB
108 Main Street, Bray
T: 01 2867771

Bank Of Ireland
45 Main Street, Bray
T: 01 282 8001

Permanent/TSB
66 Main Street, Bray
T: 01 282 8512

Ulster Bank
64 Main Street , Bray
T: 01 286 6263

Credit Union
Main Street , Bray
T: 01 286 2624
W: braycreditunion.ie

SOLICITORS

A full list of Solicitors in Bray is available
by emailing braymd@wicklowcoco.ie

ACCOUNTANTS

An overview of Accountants in Bray is available
by emailing braymd@wicklowcoco.ie

RETAIL ESTATE/PROPERTY/LETTING AGENTS

A list of the above can be found
by emailing braymd@wicklowcoco.ie

ARCHITECTS/BUILDER SUPPLIERS

A list of the above in Bray is available
by emailing braymd@wicklowcoco.ie



www.bray.ie

