

Strengths

- Second largest town in County Sligo, the “capital” of the region
- Designated “key support town” in County Development Plan
- Accessibility, on the N17 Access Corridor with direct access to Ireland West International Airport
- Significant levels of passing traffic
- Range of retail, services and amenities already in place
- Recognised profile and reputation for annual cultural events and festivals
- Strong agricultural economy and agri-food business sector
- Enterprise supports for start-up, micro and SMEs, including creative hubs, educational programmes and An Chroí enterprise centre
- Focus on education, from primary to secondary to further education
- Unique landscape, heritage and environment of South Sligo, including Ox Mountains and Lough Talt

Weaknesses

- Historically poor performance of wholesale and retail sector in the area
- Lower than average number of adults in the labour force
- Above average deprivation levels
- High levels of commercial vacancy and dereliction
- Relatively low footfall in Tubbercurry town centre
- Uninspiring traffic-dominated urban environment
- Dispersed rural population throughout the catchment area
- Lack of outdoor recreational facilities and public open space
- Low level of promotional activity to date regarding tourism assets, amenities and services
- Strong competition for rural retail trade in larger towns such as Sligo

Opportunities

- Considerable capacity for growth in retail and wholesale sector, and expansion of retail mix offering
- Range of affordable vacant commercial space in town centre
- Interesting, and intact, traditional vernacular streetscapes
- Significant opportunities to develop and grow agri-food sector, with emphasis on artisan produce
- Town Team partnership and collaboration
- Support creative professionals and industries to utilise latest technology that can support and grow rural retail
- Tourism potential, with ease of access by road and air
- Potential for greenway linking South Sligo to Sligo City
- Improve quality and security of jobs in rural retail to attract workers to the sector

Threats

- Lack of investment in region, leading to increasing levels of unemployment and deprivation
- Emigration patterns causing imbalance in rural demographics
- Decreasing viability of Tubbercurry town centre due to loss of essential services
- Continuing increases in commercial vacancy and dereliction
- Lack of investment in public realm improvements and community amenities
- Reduction in rate of self-employment within retail sector, impacting upon range and number of rural businesses