

European Regional Development Fund (ERDF) THRIVE and New European Bauhaus: A New Funding Programme to support Town Centre First

The European Regional Development Fund (ERDF) THRIVE and New European Bauhaus were introduced to local authorities by the Department of Housing, Local Government and Heritage in early 2024. €120 million in funding has been earmarked to support local authorities deliver integrated urban strategies for heritage assets in Irish town centres. The objective of THRIVE Stream 1 is to develop a pipeline of projects and to provide, via Stream 2, capital funding for the adaptive reuse of underutilised or vacant heritage assets in Irish town centres. THRIVE funding will support multi-disciplinary teams in local authorities and provide the opportunity for the development of new approaches to heritage-led regeneration drawing on European initiatives.

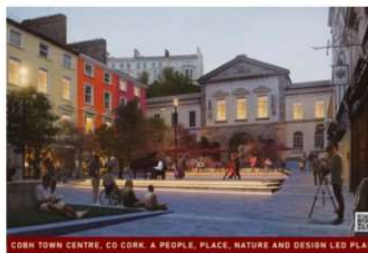
26 town centres were awarded funding totalling €5 million under THRIVE

THRIVE funding combines heritage-led regeneration with the objectives of the Government of Ireland's Town Centre First Heritage Revival Scheme and the principles and values of the New European Bauhaus. The New European Bauhaus is a cultural project of Ursula von der Leyen, President of the EU Commission, to support the implementation of the Green Deal and to prompt the cultural shift required to address climate change and to achieve a carbon neutral continent by 2050.

Working closely with the Southern Regional Assembly, the managing authority for the THRIVE funding scheme, the National Built Heritage Service hosted a workshop for local authorities in March 2024 aimed at raising an awareness of heritage-led regeneration and the approach of the New European Bauhaus.

Old Town New Place

Town Regeneration in Ireland - Inspired by the New European Bauhaus



An Irish focus on town regeneration was well received at the New European Bauhaus Festival held in Brussels in April 2024. The policy context for Irish towns was presented in two films, *Old Town New Place* and *Places for People*, which focus on

revitalising towns through their heritage assets. A pilot project, *Nature Based Solutions in Cobh Harbour*, was selected by the New European Bauhaus for exhibition at the festival while other innovative town regeneration projects in Clonakilty and Cobh described the potential of working with communities and their heritage.

Ireland was represented in the [New European Bauhaus Prizes 2024](#) by [Eco Showboat](#), an art project by Anne Cleary and Denis Connolly of the innovative School of Looking, designed to raise awareness of climate change and our relationship with our environment. The project superbly demonstrates one of the core New European Bauhaus themes: *reconnecting with nature*.



The Art and History Museum, Brussels, the setting for exhibitions, workshops and the New European Bauhaus prize-giving ceremony

A symposium, **Building the Future: Integrating New European Bauhaus Values and Principles in Heritage Regeneration under THRIVE – an EUI Capacity Building Event in Ireland**, will be held in Limerick on the 12th and 13th of November 2024 to provide training to urban practitioners from 31 local authorities on how to ensure that development strategies and projects funded under the THRIVE scheme integrate the core values and principles of the New European Bauhaus in their design, implementation, and outcomes.