

# MacCurtain Street Traders Association



*Pulling back the curtains on MacCurtain Street.*

MacCurtain Street is home to one of Cork's most renowned theatres The Everyman Palace Theatre, the Shelbourne Bar, and numerous other business bars and restaurants.



"This project showcased the creativity of the Masters students and also generated a strong link between the CIT and MacCurtain Street Traders."

Gerard O'Donovan  
Head of School of Business, CIT.

## The Need

The MacCurtain Street Traders Association wanted an insight into how consumers perceived MacCurtain Street as a destination for shopping and socialising. With this insight, they hoped to increase the footfall and business conducted on MacCurtain Street. In addition, MSTa sought a marketer's opinion on how to more successfully promote the strengths of MacCurtain Street and its respective businesses.

## The Solution

The Master of Business Studies students suggested a rebranding of MacCurtain Street which included the slogan "Love MacCurtain Street". The rebrand also included the following ideas (some of which the Traders Association intend to implement now or in the future):

- Wider pavements
- Seating areas where shoppers could sit and have a coffee and enjoy the area
- Craft, food and 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.

## Critical Success Factors

The project was a success due to the extensive research, and subsequently the data analysis, carried out by the

students. The students listened to and understood the challenges facing MSTa, and presented their findings in a collaborative forum.

CIT lecturer Dr Angela Wright, led the students from the initial problem analysis stage right through to the solution stage. A further critical success factor was the wide variety and diversity of parties involved in the project, such as 96FM, CIT's Department of Architecture, O'Flynn Construction, and Cork City Transport Division.

## Benefits of the Engagement

Through the collaboration, the MacCurtain Street Traders gained a more thorough understanding of how their street is perceived by the public and how they could uniformly strengthen the MacCurtain Street brand. The creativity presented by the students was well received by MSTa, the findings suggesting that traders need to focus more on promoting a unified message to increase footfall in the area.

As a result of the engagement, the MacCurtain Street Traders were able to direct attention and energy towards the issues raised by the students in their presentations. In addition, the traders and invested parties felt more focused and unified in their approach to the project.

"Local traders, councillors and the media were galvanized into addressing the issues raised by the students."

Michael Barker-Caven,  
Artistic Director, Everyman Palace Theatre.

