

Department for Communities

# Ballycastle Masterplan Review

August 2021





## FURTHER INFORMATION

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# ARUP

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# Contents

## 01 Introduction

The Purpose of the Masterplan	6
The Four Stages of the Review	8
Our Approach to this Report	9
Study Area	10
Our Approach to Stakeholder Engagement	11

## 02 Where are we now?

Refreshing the Vision	16
Refreshing the Objectives	18
Reviewing the Projects	20

## 03 Where are we going?

The Drivers of Change	26
Emerging Policy Direction	30
Feedback: You Said ... We Listened!	37

## 04 How do we get there?

Areas of Change	40
Priority Projects	42
Other Projects	58

## 05 How do we deliver?

Action Plan	62
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01

SETTING THE SCENE

# Introduction

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Introduction, a summary of the process and the approach undertaken.

## INTRODUCTION

# The Purpose of the Masterplan

*The 2021 Ballycastle Masterplan provides a framework to guide the future development of Ballycastle.*

*The masterplan reflects on the original aspirations set out in the 2009 masterplan, identifies key interventions to capitalise on Ballycastle's unique assets and outlines actions to catalyse and deliver the regeneration of a 21st Century town centre.*

The Department for Communities (DfC) appointed Arup to undertake a review of the 2009 Ballycastle Strategic Town Development and Action Plan, herein referred to as the 2009 Masterplan. The purpose of the review was to determine if the regeneration proposals for the town are still relevant, achievable by Causeway Coast and Glens Borough Council (CCGBC) and Department for Communities, and reflective of the aspirations for Ballycastle going forward.



BALLYCASTLE

Aerial view of Ballycastle Marina

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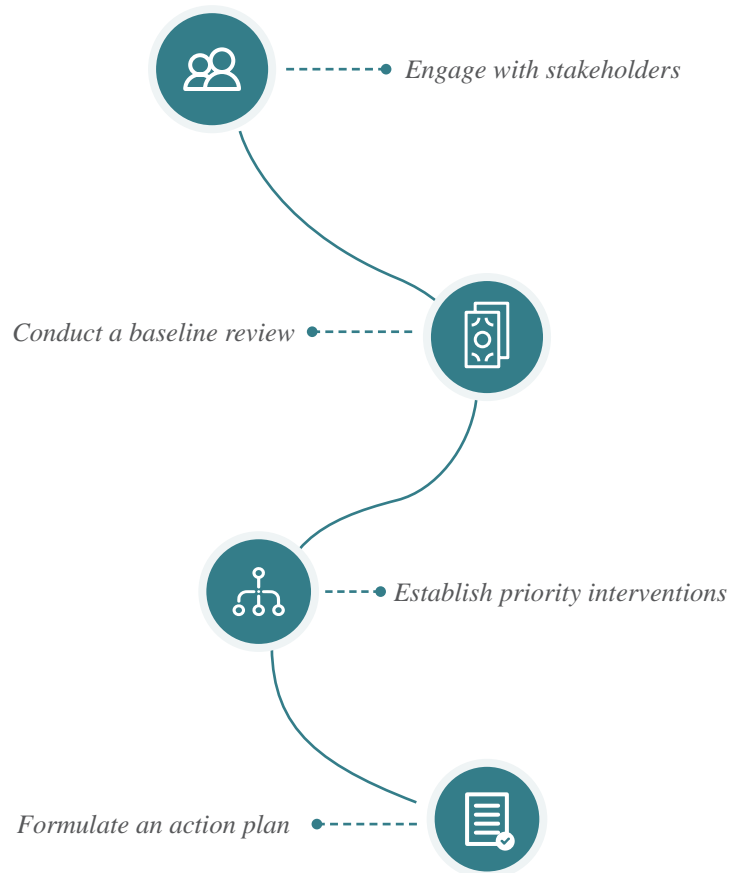


# The Four Stages of the Review

## *A step by step process*

There are *four stages* that underpin the 2021 masterplan. Each stage has been fundamental to its development, either through deepening our understanding of local aspirations and opportunities or identifying projects with the potential to unlock wider and comprehensive regeneration and transformation.

- 1 CONSULT**  
*Undertake consultation with selected key stakeholders from across the private and public sector to gather information relevant to the review of the 2009 Masterplan.*
- 2 REVIEW**  
*Conduct a comprehensive review of the 2009 Masterplan to determine if proposals are still relevant or if new priorities have emerged.*
- 3 IDENTIFY**  
*Identify potential areas of change and projects that would help unlock redevelopment and regeneration across the town.*
- 4 PRIORITISE**  
*Review the priority ratings and timescales of the proposals in the Action Plan and along with any new priorities, supply commentary to support which proposals would have the most significant regeneration impact for Ballycastle and an assessment of their deliverability.*



THE FOUR STAGES OF THE REVIEW



# Our Approach to this Report

## *Understanding the structure*

The Masterplan Review covers the boundary set out in the 2009 Masterplan. Key developments outside this boundary which have the potential to impact how people use the town have also been considered where applicable to foster interconnection with key destinations and communities. An executive summary is available which summarises the content of this document.

The 2021 Masterplan Review is structured as follows:

### SECTION 2: WHERE ARE WE NOW? OUTPUT: REFRESHED VISION & OBJECTIVES

*Section 2* provides a comprehensive review of the 2009 Masterplan, reflecting on the outcomes of stakeholder engagement to '**refresh the vision and objectives**', and establish the relevance of proposals going forward.

### SECTION 3: WHERE ARE WE GOING? OUTPUT: DRIVERS OF CHANGE

*Section 3* identifies the '**key drivers for change**' and emerging policy direction that will likely shape the way the Borough develops over the next 10-15 years, in turn enabling Ballycastle to take a proactive approach to regeneration. Summaries of the baseline and engagement work undertaken as part of this exercise are also included within this section.

### SECTION 4: HOW DO WE GET THERE? OUTPUT: PRIORITY PROJECTS

*Section 4* sets out a wide range of potential projects that have evolved throughout our engagement. Through a prioritisation process, '**Priority Projects**' that will have the maximum regeneration impact for Ballycastle have been identified and expanded upon.

This section also includes '**Other Projects**' that are by no means any less important to deliver and should be driven forward to achieve the long-term vision of the community.

### SECTION 5: HOW DO WE DELIVER? OUTPUT: 2021 ACTION PLAN REFRESH

*Section 5* presents the '**Action Plan**' which details the priority, timescale and partners relevant to each project identified through the masterplan process.



OVERVIEW

# Study Area

*Area of focus*





# Stakeholder Engagement

## *Ensuring a collaborative process*

*Stakeholder Engagement* was crucial to ensure stakeholders within the town had an opportunity to express their views, buy-in to the overall process and to lay the foundations for future community ownership over the plan.

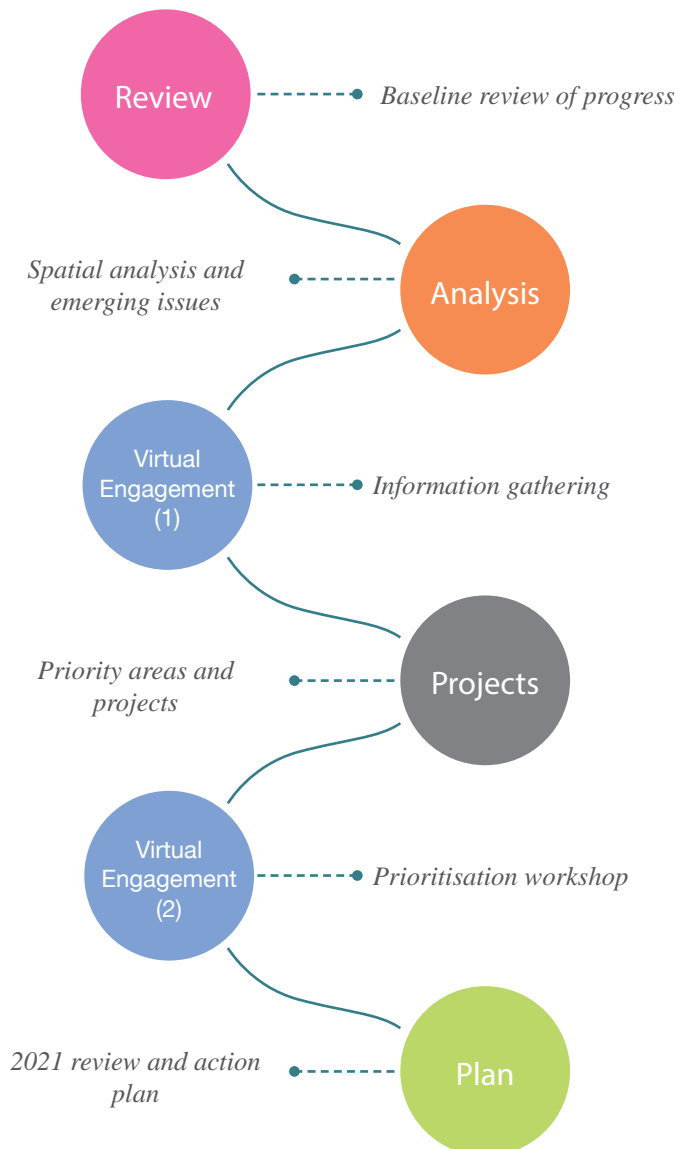
### HOW DID WE ENGAGE?

Our *method of engagement* involved workshop sessions and individual meetings. Due to the Covid-19 pandemic, social distancing and travel restrictions, traditional face-to-face meetings with key stakeholders were replaced with online virtual engagement sessions. This format ensured engagement could continue and enabled key stakeholders the opportunity to engage with the 2021 review.

### WHO DID WE ENGAGE?

*Key stakeholders* were engaged throughout the process. It was considered the following groups were representative of the local community and businesses in Ballycastle:

- Officers from Causeway Coast and Glens Borough Council (CCGBC)
- Department for Communities (DfC)
- Translink
- Elected Representatives
- Ballycastle Forum / Town Partnership
- Ballycastle Traders (*through Ballycastle Town Partnership*)
- Department for Infrastructure (DfI)



# Key Stages

## *Partnership Working*

Partnership working is recognised as critical to the delivery of the Masterplan and for Ballycastle to realise its potential.

To ensure partnership working, a two stage approach was undertaken to ensure all stakeholders were involved throughout the process.

### STAGE 1:

*Stage one* was crucial to understanding how Ballycastle has evolved since the 2009 Masterplan, and importantly to ensure regeneration proposals align with and reflect the priorities of those invested in the positive development of Ballycastle.

#### PURPOSE

The *purpose* of the first stage of stakeholder engagement was to explore the 2009 Masterplan and identify the effectiveness of its implementation and delivery of the regeneration proposals.

#### PROCESS

The *process* involved a review of the vision, objectives and how these reflect the aspirations for Ballycastle going forward. Each were updated where deemed appropriate.

Importantly a review of the 2009 regeneration projects were considered by their relevance and priority having presented the common challenges and the opportunities faced by Ballycastle.

#### BENEFITS

The *benefits* of stage one included a deeper understanding of the distinctive qualities and assets Ballycastle exhibits. This helped foster collaborative thinking and encouraged

participants to explore new, transformational approaches to development and uses within Ballycastle going forward.

### STAGE 2:

*Stage two* was crucial to continued partnership working. Importantly, this stage provided the opportunity for input to shape the 2021 review and enabled open dialogue to foster agreement on future proposals.

#### PURPOSE

The *purpose* of the second stage of stakeholder engagement was to identify interventions that can be driven forward by either the public or private sector and act as a catalyst to spark further investment and regeneration.

#### PROCESS

The *process* involved a presentation outlining the progress of the Masterplan review and the refreshed Action Plan, setting out how the conceptual plans and key projects were informed by the existing evidence, stakeholder engagement and town centre analysis.

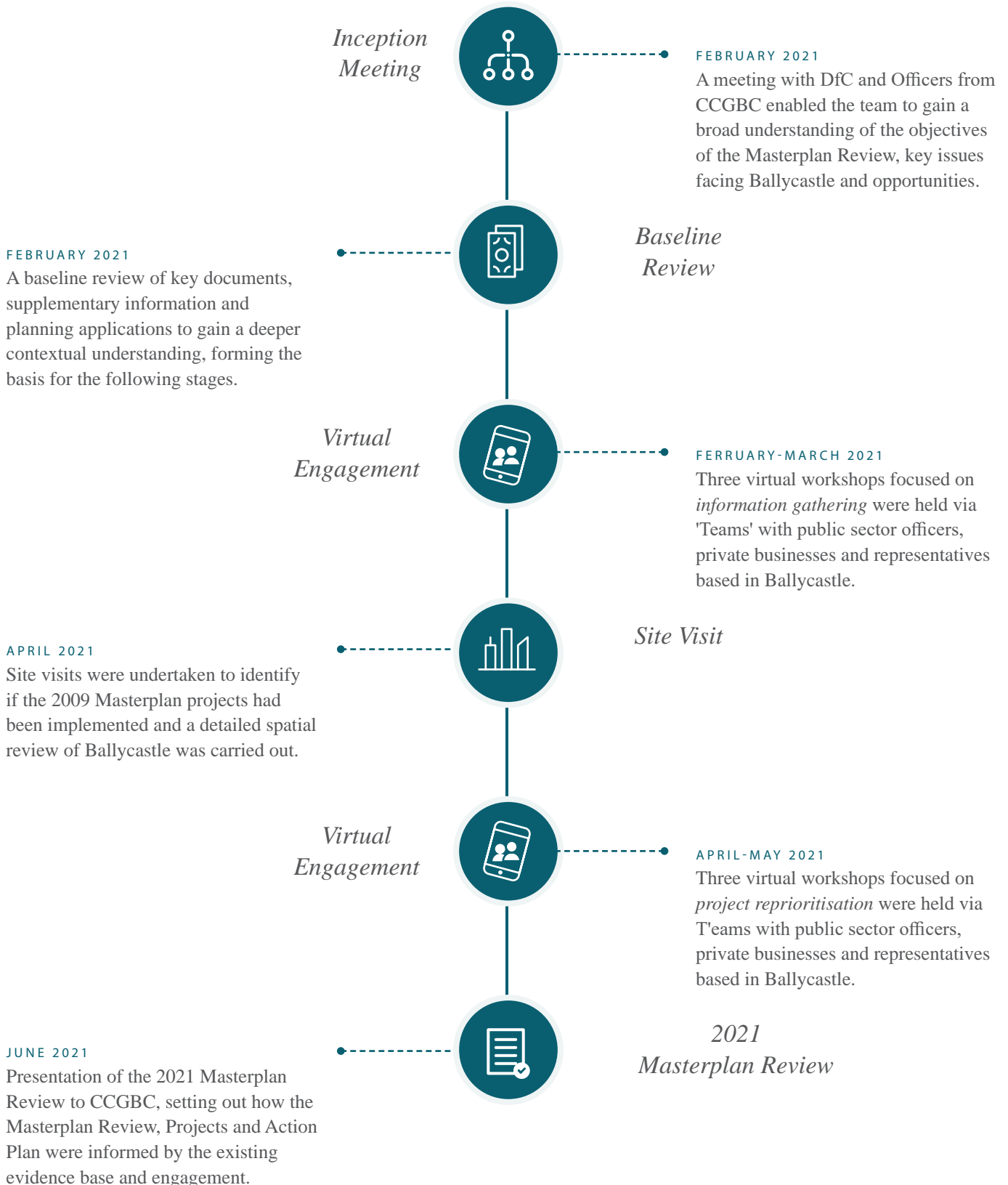
#### BENEFITS

The *benefits* of stage two included a collective agreement on the proposals, their priority level and a overall shared ownership of the Masterplan going forward.



# Key Milestones

*Timeline of key milestones*





VIEW OF HOLY TRINITY CHURCH FROM CASTLE STREET



LOOKING AT THE PRESENT

# Where are we now?

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A refresh of the 2009 vision, objectives and projects

# Refreshing the Vision

## *Overview of the 2021 Vision*

### RELEVANCE

A *feedback form* was provided to those who attended the '**Virtual Stakeholder Engagement Sessions**' during the period February-March 2021.

The form asked those in attendance the extent to which they 'fully agree' to 'fully disagree' with the 2009 Masterplan Vision.

Stakeholders '*generally agreed*' with the 2009 vision statement, however it was indicated that the social, environmental and economic landscape has shifted significantly since. Consequently, the vision lacks an appreciation of contemporary challenges and opportunities.

Using the feedback gathered, both written and verbal, and the existing aims of the Community Plan, a refreshed vision for Ballycastle has been shaped as part of the 2021 review. The 2021 vision reflects the future priorities of Ballycastle whilst creating a common goal for stakeholders. Key priorities include:

- Placing *people and community* at the heart of Ballycastle;
- Encouraging *sustainable, innovative and bespoke economic growth*;
- Protecting *heritage assets* while encouraging positive change;
- Ensuring a *connected, accessible and inclusive environment*; and
- Working towards a *happy, healthy and resilient Ballycastle*.

### 2009 VISION

*Ballycastle is a town which is enjoyed by its residents and by visitors. The quality of life and welcoming, inclusive community is key to the success of the town and should be cherished and never taken for granted. Inevitable and imminent changes must be guided to ensure that the distinctive qualities of the place, including its historic built form, seafront and landscape setting are protected and enhanced, making the best possible use of the great assets that exist. Ballycastle must confidently meet the needs of its community and the expectations of its visitors.*



## 2021 Vision

**BE IN BALLYCASTLE**

**BOLD** *Aspirations*

**BETTER** *Connections*

**BOOMING** *Economy*

**BUSTLING** *Gateway*

**BRIGHTER** *Future*

**BALANCED** *Regeneration*

**BEAUTIFUL** *Seafront*

**BREATHTAKING** *Views*

*“Our vision is for a thriving, well connected and vibrant Ballycastle. Capitalising on an attractive seafront setting, heritage assets and independent character, Ballycastle will become a distinctive, sustainable and welcoming place for all, unlocking local ambition and positive regeneration across the town”*

# Refreshing the Objectives

## Overview of the 2021 Objectives

### RELEVANCE

The six masterplan objectives provide a framework for addressing the challenges facing Ballycastle and delivering the vision.

The form asked those in attendance the extent to which they ‘fully agree’ to ‘fully disagree’ with the 2009 Masterplan Objectives.

Again, stakeholders ‘generally agreed’ with the 2009 objectives, however it was indicated that the objectives needed to be more concise whilst recognising that times have changed.

The six 2009 Objectives have been reviewed and updated where appropriate to ensure the projects and proposals that form the masterplan review meet and fulfil the cross-cutting objectives.

The six 2021 Objectives present the overall strategic direction for Ballycastle. They critically support the existing context and provide the framework for future projects to be based upon. The objectives should also be used as reference points for benchmarking the success of regeneration as implementation proceeds.

A range of physical developments and non-physical initiatives aimed at addressing these objectives form the basis of the masterplan as described in later sections of the report.

### THEMES

### 2009 OBJECTIVE



#### Community

Protect the strong community confidence that is key to the quality of life for residents and to the warmth of welcome for visitors.



#### Facilities

Safeguard existing facilities and organisations and meet identified needs such as the provision of leisure facilities and facilities for young people.



#### Heritage

Identify built and natural heritage assets, protecting those that are in good condition and restoring those that are not.



#### Economy

Strengthen and diversify the economic activity of the town.



#### Connectivity

Establish appropriate connections between the parts of the town, minimising the impact of vehicles and maximising the enjoyment and ease of movement for pedestrians and cyclists.



#### Sustainability

Maximise the potential for the town to be sustainable, setting exemplary environmental standards and social, economic and physical principles that allow Ballycastle to adapt to changing demands



CONSIDERATION	2021 OBJECTIVE	DELIVERY
<p>Ballycastle's strong sense of community is one of its key assets. Local residents are also critical to both championing the plan and driving forward action 'on the ground'. In bringing about change, projects should strive to meet the needs and expectations of a wide variety of users. Whilst consideration should be given to visitors, at the heart of town is the current and future Ballycastle community. This objective remains relevant, with people's quality of life remaining a core consideration of future regeneration projects.</p>	<p><b>An engaged and shared Ballycastle</b></p>	<p>Place people and community at the heart of the town by promoting a strong sense of identity and ensuring future regeneration reflects their needs, wants and aspirations.</p>
<p>A diverse range of community facilities that can accommodate cultural and leisure activities remains a key aspiration for stakeholders. Whilst existing facilities have largely been retained, new facilities such as a indoor wet leisure facility, a seafront activity centre and outdoor adventure hub have not been developed. This objective remains relevant, with new proposals reflecting their importance going forward.</p>	<p><b>An enhanced and contemporary Ballycastle</b></p>	<p>Retain facilities and enhance services while facilitating a more dynamic approach to testing new ideas, introducing temporary meanwhile uses and broadening the offer.</p>
<p>The town's heritage in terms of its listed buildings, conservation area and archaeology remain key albeit underutilised assets. Stakeholders reaffirmed the importance of protecting both built and natural heritage while highlighting the need to innovatively breathe new life into listed buildings as well as improving the overall appearance of the public realm.</p>	<p><b>A distinctive and attractive Ballycastle</b></p>	<p>Protect and harness the existing built and natural heritage assets to reanimate the streetscape against a backdrop of high quality attractive public realm.</p>
<p>Ballycastle has a strong independent retail scene that forms part of the character and identity of the town centre. Building upon and complementing this existing offer is critical to future growth of the town centre. By broadening the range of uses and activities, the town centre has the potential to adapt to the changing nature of the retail environment, provide a more diverse and quality offer, and enhance the overall vitality of the town.</p> <p>To develop a resilient local economy, the town must take full advantage of opportunities to create a joined-up experience, with uses such as town living, arts, culture, leisure and entertainment sitting alongside traditional uses including retail, cafés and restaurants.</p>	<p><b>A vibrant and diverse Ballycastle</b></p>	<p>Encourage a diversity of traditional and innovative uses which complement each other to capitalise on the visitor and experience-based economy while making it an attractive place to live, work and visit.</p>
<p>Encourage and support new sustainable connections for pedestrians and cyclists, alongside improved public transport was considered a priority by stakeholders. Central to this was an aspiration to connect the different areas of the town to key assets and destinations through active travel, thus encouraging a modal shift and reducing town centre congestion.</p>	<p><b>A legible and connected Ballycastle</b></p>	<p>Create a positive sense of arrival and establish strong connections between the town centre, seafront, green spaces and key destinations to make it easier to move across the town.</p>
<p>The effects of Covid-19, climate change, Brexit and a shift in demographics have brought new and significant challenges to the Borough, prompting a rethink of how we develop places to meet the diverse social, economic and environmental needs of our communities. A 'whole town centre approach' provides an opportunity to drive better local outcomes through a place-based approach promoting a healthier, greener and more sustainable future.</p>	<p><b>A more sustainable and resilient Ballycastle</b></p>	<p>Secure the future of the town by promoting economic resilience, environmental sustainability and health and wellbeing.</p>



REVIEW

# Reviewing the Projects

*Progress to date*



Priority



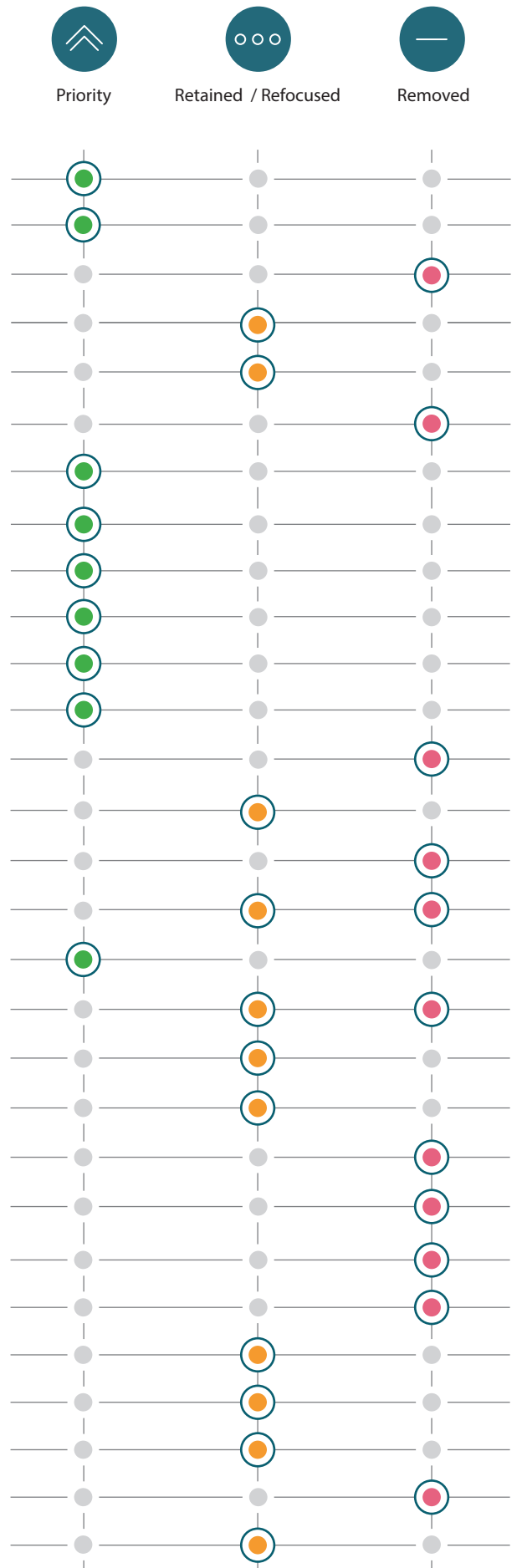
Retained / Refocused



Removed



	Project Name	2009 Ref
Seafront	Public realm improvements	3A
	Seafront facility	3B
	Yacht facility	3C
	Rathlin ferry	3D
	Branding	3E
	Marine Hotel redevelopment	3F
	Sheskburn House redevelopment	3G
	Tow river walk extension	3H
Town Centre	The Diamond (Traffic Management)	4A
	The Diamond (Public Realm)	4B
	The Diamond (Lighting Scheme)	4C
	Ann Street Linkages	5A
	Station Road Car Park Redevelopment	5B
	Castle Street (Micro-industries & Studio Spaces)	6
	Castle Street/Market Street (Redevelopment)	7
Clare Street (Pedestrianisation & craft sector)	8	
Wider Area	Town Gateways (signage)	2
	Fairhill St (Outreach centre/regeneration)	9A
	Fairhill Street (Streetscape design)	9B
	Quay Road (Leisure/tourism facility)	10
	Dalriada Hospital (Potential redevelopment)	11
	Pedestrian /cycle access to Moyle Road	12A
	Education (a further education college)	12B
	Moyle Road (streetscape design)	13
	Lammas Fair (review)	14
	Public transport (extending services)	15
Town trails, interpretation & orientation	16	
Ramoan House (restoration )	17	
Bonamargy Friary	18	





## Area

# SEAFRONT

### 3A: PUBLIC REALM IMPROVEMENTS

**Progress:** Public realm improvements were carried out in 2011. The project works included upgrading footpaths along North Street with Caithness stone, new bespoke picnic benches, railings, wayfinding signage, lighting, and two public art pieces.

**Future Relevance:** Stakeholders identified that the public realm looks tired and dated. Future investment and maintenance is seen as key to delivering a contemporary seafront.

**Going Forward:** The proposal is considered a high priority going forward for all stakeholders. Feedback identified the importance of enhancing sea views, revealing maritime heritage and raising the profile as a visitor destination.

### 3B-3C: SEAFRONT & YACHT FACILITY

**Progress:** INTERREG funding was secured for a new state of the art coastal marina facility. Portnagree House opened in 2012 and provides onshore facilities for boat owners and users. However, a watersports activity centre and improvements to the pavilion have not been progressed to date.

**Future Relevance:** Stakeholders identified a seafront facility with water adventure activities as a high priority. This proposal presents an opportunity to develop a key tourist attraction and broaden the appeal of the seafront.

**Going Forward:** Development of a seafront facility with water related activities should be explored. Feedback highlighted the health and safety risk of recreational activities in proximity to a busy working harbour. Any future facility and/or recreational activities should be restricted to a dedicated recreational area well outside the confines of the marina and harbour area, and a sufficient distance from its established sea-lane.

### 3G: SHESKBURN HOUSE

**Progress:** The redevelopment of the Sheskburn House site for tourism/leisure facilities has not been progressed. The site remains an important community facility and contains offices occupied by Causeway Coast and Glens Borough Council. A new Shared Education Campus on Moyle Road will include a cross-community sports hub that locals can avail of during evening hours.

**Future Relevance:** Stakeholders noted that community engagement is vital to any future plans for the site. Stakeholders identified the need for an indoor leisure facility providing wet facilities including a swimming pool.

**Going Forward:** This proposal should be retained in the Masterplan. Any future regeneration should meet the objectives of the masterplan, improve the Tow River linkage and could enhance the leisure/visitor offering of the town.

### 3H: TOW RIVER WALK EXTENSION

**Progress:** Substantial progress has been made with approximately 70% of works completed. Issues with land ownership and access via the Viaduct have stalled its completion.

**Future Relevance:** Identified as a priority project by stakeholders, opportunities exist to create a safe and accessible active travel link between key destinations such as the Seafront, Diamond and Forest with trip generators including the Ulster/Moyle Way and proposed greenway.

**Going Forward:** Feedback identified it as a key catalyst project for other elements in the masterplan. Negotiations with landowners and potential availability of lands to complete the extension is imperative. Scheme design should explore new and improved links with Fairhill Street, Ann Street, Quay Road and the Seafront promenade and could integrate the railway heritage as a key tourist attraction.





## Area

# TOWN CENTRE

### 4A-C: THE DIAMOND IMPROVEMENTS

**Progress:** A public realm and lighting scheme has not been progressed at the Diamond. A Transportation Assessment was carried out in September 2015. The assessment highlighted the requirement to balance any future streetscape improvements with the need to accommodate through traffic and maintain access to adjacent properties.

**Future Relevance:** High quality public realm at the Diamond was identified as a key priority project going forward. Stakeholders noted the importance of allocating public space post-covid, enhancing the pedestrian experience and ‘greening’ the town to improve the overall character and aesthetics.

**Going Forward:** This proposal should be prioritised and could act as a catalyst for other projects. Any future scheme should embed flexibility in design while ensuring a positive relationship with Holy Trinity Church, a grade A listed building and the O’Connor Memorial alongside other Listed Buildings at the Diamond.

### 5A: ANN STREET LINKAGES

**Progress:** Improvements to the linkages between Ann Street and Ann Street Car Park have not been progressed.

**Future Relevance:** Stakeholders noted how car parks are important arrival points for visitors coming into the town. Improving the appearance of linkages leading from backland car parks to both Ann Street and Castle Street was identified as an important project that could deliver positive change in the short term.

**Going Forward:** This proposal should be retained. Smaller, targeted contemporary interventions could be considered to help create a safe and welcoming environment.

### 5B: STATION ROAD REDEVELOPMENT

**Progress:** The proposal to comprehensively redevelop lands adjacent to Station Road including a new access to the Co-op store has not progressed. Both Translink and Roads Service Depots remain in situ with no immediate plans to relocate to an alternative site.

**Future Relevance:** Feedback from stakeholder engagement highlighted a desire to focus on a ‘high-street first approach’ through the re-use of existing buildings as opposed to new comprehensive development. Stakeholders also highlighted the importance of Ann Street Car Park to local businesses.

**Going Forward:** Although not considered a priority by stakeholders, the proposal should be revisited in the future. The future relocation of the depots could create a significant development site and could provide opportunities to enhance linkages to the Tow River Path, improve access to the Co-op store and integrate the proposed greenway.

### 6-7: CASTLE STREET/MARKET STREET

**Progress:** The comprehensive redevelopment of the area from Castle Street to Market Street has not been achieved. The development of micro-industries/studio spaces and the craft sector has also been limited. However, Ballycastle Museum secured support to modernise its existing listed building on Castle Street.

**Future Relevance:** Stakeholders highlighted a desire to reuse vacant listed/ historic buildings to assist with the revitalisation of the town rather than pursue a comprehensive redevelopment scheme.

**Going Forward:** This proposal has been refocused to prioritise the innovative re-use of vacant buildings to help broaden and diversify the local economy.



## Area

# WIDER AREA

### 2: TOWN GATEWAYS (SIGNAGE)

**Progress:** Installation of gateway signage has been delivered at three main entrance points into Ballycastle. Corten steel gateway signage was installed along key arterial routes. The Ballycastle Heritage Trail was designed as an extension to the gateway signage with information panels strategically positioned at key points of interest.

**Future Relevance:** Feedback highlighted that existing gateway signage and heritage interpretation panels were in places inconsistent, outdated or fallen into a state of disrepair. Stakeholders identified the need for a coherent signage strategy to create distinctive entrance points and ensure a consistent approach to signage across the town.

**Going Forward:** First impressions can be lasting impressions. A review of gateway branding, advance direction signage to car parks and tourist attraction signage should be undertaken to ensure signage is rationalised, consistent and up to date.

### 9A-9B: FAIRHILL STREET

**Progress:** The development of a Rural Outreach Centre and comprehensive riverside regeneration scheme have not materialised. The site still contains the amusement hall, cattle mart and Rivers Agency Depot.

**Future Relevance:** Stakeholders indicated the focus should be on a ‘town centre first approach’. Engagement identified a desire to better utilise Ballycastle Forest for outdoor recreational activities while strengthening its relationship with the town centre.

**Going Forward:** This proposal should be refocused and prioritised to develop a hub providing the necessary facilities to develop a bespoke tourist product on the Causeway Coast.

### 10: QUAY ROAD

**Progress:** The provision of a leisure/ tourism facility comprising a wet leisure facility at Quay Road has not developed. A Facility Needs Assessment highlighted a need for community access to facilities including a swimming pool and wet play area. Following extensive consultation, the Quay Road site was identified as a potential site however further site assessments highlighted significant cost implications given the nature of the site.

**Future Relevance:** Stakeholders highlighted the desire for a wet leisure facility in Ballycastle. Feedback highlighted that the facility would help develop the leisure offer, status of the town and attract more footfall.

**Going Forward:** Although considered a medium-long term project, the proposal for a leisure/ tourism facility should be retained. The location of such a facility requires further consideration to ensure its suitability and cost implications, minimising the likelihood of any future delays.

### 15: PUBLIC TRANSPORT

**Progress:** The extension of existing services has been progressed with the Causeway Rambler 172/402 service operating every 30 minutes seven days a week from April to September. However, the Covid-19 pandemic has disrupted services across the region. Translink are building services to return to a pre-Covid timetable, installing a digital timetable and examining the possibility of enhancing rural services.

**Future Relevance:** Feedback highlighted the importance of increasing public transport provision, providing a dedicated bus stop near the Diamond and coach parking facilities.

**Going Forward:** Public transport should be supported going forward to ensure a broader and coordinated range of services and facilities.



LOOKING TO THE FUTURE

# Where are we going?

---

Drivers of change, emerging policy direction and local aspirations

# The Drivers of Change

*Wider societal, economic and environmental challenges.*

Drivers of change are wider societal, economic and environmental issues and challenges. Globally, there are several recognised key drivers and identified trends that will have both direct and indirect impacts on the future of Ballycastle, its community and the needs of future generations.

Understanding and responding to such trends will ensure that the masterplan shapes a place that is flexible, resilient and future proofed for future challenges.

The following drivers for change are identified with insight to how they impact directly upon Ballycastle.

## COVID-19 PANDEMIC

*The Covid-19 Pandemic* has disrupted social and economic life not just in Ballycastle but all across the world. Whilst the pandemic is primarily a health issue, it has exposed the vulnerabilities of our urban centres, particularly the high street. The national lockdown has accelerated changing consumer trends, the shift towards online retail and digital technology, and what infrastructure people want within a 15-minute commute.

In the short and potentially long term there are likely to be changes in the reasons people visit the high street, use public space, view urban mobility and undertake leisure and social activities. To avoid a hollowing out of the high street, decline of independent micro businesses, rising economic inactivity, regression to the private vehicle, and mental and physical health issues, a place-based approach to re-imagine Ballycastle will be a powerful lever in its recovery.

Drivers for Change references:

- A A Better Future Together: A Community Plan for Causeway Coast and Glens 2017-2030 (NISRA 2016)
- B The Paris Agreement 2016
- C [www.climatenorthernireland.org.uk/](http://www.climatenorthernireland.org.uk/) / BBC (2021)
- D NISRA 2020- Domestic Overnight Trips 2019 Report
- E NISRA 2020 - NI Local Government Tourism Statistics 2019
- F DfC 2021 - Town Centre Database (non-domestic properties)
- G DfC 2021 - Historic Environment Map Viewer
- H NISRA 2014 - Census 2011 - Causeway Coast and Glens (LGD2014)

### Key Recommendations:

- Diversify the town centre by facilitating urban living, flexible meanwhile/ temporary uses and spaces to support the hybrid homeworking model.
- Improve the public realm and reallocate space to accommodate social distancing and flexible spaces.
- Provide more services and facilities through a ‘town-centre first approach’ to ensure accessibility for all.
- Encourage outdoor leisure and active recreation.



## CLIMATE CHANGE

*Climate change* is globally recognised as a key driver for change with the impacts including flooding, rising sea levels, reduced air quality and biodiversity loss already visible.

The Northern Ireland Assembly declared a climate emergency in February 2020. The declaration highlighted that the impacts of climate change was an existential threat to our planet and to humanity. It committed both the NI Executive and Local Councils to support immediate action to cut carbon emissions to net zero carbon by 2050.

As part of the Council's Growth Deal, a key emerging theme is the 'Green Borough'. Under this theme it is proposed to rethink the economy, embrace opportunities to reduce carbon and maximise infrastructure towards better climate change management. The Council's POP references the direct impact of climate change, noting the need to encourage active and sustainable travel.

### Key Recommendations:

- Drive sustainable development and regeneration.
- Improve public transport, walking and cycling connectivity across the town.
- Re-purpose spaces and buildings rather than new builds (embodied energy).
- Soften hard infrastructure through the introduction of green and blue infrastructure.
- Support sustainable tourism.

## BREXIT

*Brexit* has undoubtedly resulted in uncertainty for the region with both opportunities and challenges for the Borough.

The UK's withdrawal from the European Union (EU) on the 31 January 2020, subsequent transition period and cross border issues have highlighted the complexity for the region in establishing a new relationship with the EU.

The Causeway, Coast and Glens Borough Council area has a lower proportion of people born in the Republic (1.42%) and Other European Countries (1.45%) compared to the NI average of 2.09% and 2.51% respectively.<sup>1</sup> However there are still potential risks to many businesses due to the potential disruption on the movement of goods, investment and EU funding.

### Key Recommendations:

- Support sustainable economic growth and opportunities for more localised economies or 'circular economies' where money is retained within local communities and local businesses.
- Develop the visitor economy by developing a place-based experience that is unique to Ballycastle.
- Create an attractive place to live, work and invest.
- Strengthen the links between Ballycastle, the Causeway Coast and Scotland to attract inward investment.

<sup>1</sup>NISRA Census 2011

## DEMOGRAPHIC SHIFTS

*Demographic shifts* are likely to present a significant challenge for Northern Ireland in the future.

The Northern Ireland trend is a growth in the proportion of people over 65 years of age with expectations that this will reach 20% of the total population by 2027 (NISRA 2012 Projections). Notably, there is also a growing number of older people living within the borough with 21,697 (15.4%) being aged 65+ years in 2011 compared to 17,078 (13.0%) in 2001, an increase of 2.4% (NISRA 2011). Coupled with young millennials moving back home due to the Covid-19 pandemic and flexible working patterns, there will be a drive for smaller household size and improved accessibility regarding services and transport.

In anticipating the continuing needs of all demographics, Ballycastle should develop into a centre that is highly accessible, provides town centre living with ‘lifetime homes’, and a high quality, green, resilient environment for all to enjoy.

## HEALTH AND WELLBEING

*Health and Wellbeing* has been brought to the forefront of everyday life, spurred on by the pandemic. The way we shape and use our towns has a direct impact on our physical and mental well-being, effectively being an enabler or inhibitor of an active and healthy population.

Forming a core part of the Council’s Community Plan 2017-2030: A Better Future Together, a ‘healthy, safe community’ is a key aspiration for the borough going forward. A key outcome is to improve physical health and mental wellbeing by increasing opportunities to participate in sustained physical activity.

Ballycastle is fortunate to not only occupy a coastal location, but to also have the Tow River Path and Ballycastle Forest in close proximity to the town centre. The provision of blue and green spaces contributes to the town’s sense of place and character but, if harnessed effectively, could contribute to a healthier Ballycastle in which people’s physical and mental well-being is maximised.

### Key Recommendations:

- Make it easier to move in and around the town for people, including the elderly and those with disabilities.
- Enable young people to live, work and test ideas in the town.
- Provide access to necessary facilities, services and town centre living.
- Promote a strong sense of community, identity and belonging for both young and old people.

### Key Recommendations:

- Improve access to both green and blue spaces.
- Reduce the need to travel by car.
- Ensure there are good quality, safe and accessible places to socialise.
- Encourage outdoor leisure and active recreation enabling healthier lifestyles.



● **1.5° C**  
target to limit temperature  
rise by 2050<sup>B</sup>

● **17.53%**  
aged 65 and over<sup>A</sup>

● **49,367**  
expected population aged  
60+ by 2037<sup>A</sup>

● **20.22%**  
aged under 16<sup>A</sup>

● **2045**  
Northern Ireland to become  
carbon neutral - Proposed  
climate bill legislation<sup>C</sup>

● **143,148**  
total population across the  
borough<sup>A</sup>

● **49%**  
proportion of the  
population across the  
borough participating in  
sport and physical activity<sup>A</sup>

● **19%**  
of households did not have  
access to a vehicle<sup>H</sup>

● **20%**  
of people in the borough  
have a long term health  
problem<sup>A</sup>

● **£192m**  
estimated value from  
tourism related spend in  
the Borough in 2019<sup>E</sup>

● **1**  
of the five Conservation  
Areas with the borough<sup>G</sup>

● **2.3 million**  
estimated 'staycations'  
(domestic overnight trips  
across Northern Ireland in  
2019<sup>D</sup>)

● **19.9% Vacancy**  
31 out of 156 properties  
were vacant in Feb 2021<sup>F</sup>

● **64**  
listed building references  
out of 931 listed buildings  
across the borough<sup>G</sup>

● **4.8 million**  
estimated number of nights  
spent on 'staycations' by  
NI residents in 2019<sup>D</sup>

● **77%**  
Of overnight visits to the  
borough were for holiday,  
pleasure and leisure (2017-  
2019)<sup>E</sup>

● **4990**  
number of micro  
businesses across the  
borough<sup>A</sup>

# Emerging Policy Direction

*Overview of relevant policies and plans.*

## REVIEW OF PUBLIC ADMINISTRATION (2015)

April 2015 marked a significant change in the public administration landscape across Northern Ireland which saw local councils reduce from 26 to 11. As a result, powers of planning, roads, housing, community development, local economic development and tourism were transferred to local councils. This change saw Moyle, Ballymoney, Coleraine and Limavady district councils amalgamate to form Causeway Coast and Glens Borough Council.

Having established this, public administration is fundamental to the reform of public services both across the region and for Ballycastle. The 2015 reform of public administration provides Causeway Coast and Glens, working in collaboration with key stakeholders the opportunity to shape a positive future for Ballycastle town centre. The relevance of this will mean that Causeway Coast and Glens Borough Council will be responsible for the delivery and stewardship of the Ballycastle Masterplan.

## STRATEGIC PLANNING POLICY STATEMENT (2015)

The *Strategic Planning Policy Statement (SPPS)* was published in September 2015. The provisions apply to the whole of Northern Ireland and are key elements in the preparation of Local Development Plans (LDP) and material to all planning application decisions and appeals.

The document sets out the core principles to ‘unlock development potential, support job creation and aid economic recovery’ while achieving sustainable development.

The SPPS identifies 5 core planning principles, which will help achieve sustainable

development and would be considered and supported by the Masterplan:

### 1. Improving Health and Wellbeing

*“The way in which places and buildings are configured, patterns of movement in the space around us and the level of access to quality space are all factors that can make us feel good”.*

### 2. Creating and Enhancing Shared Space

*“Utilise development planning, regeneration and development management powers to contribute to the creation of an environment that: is accessible to all and enhances opportunities for shared communities; has a high standard of connective’ and supports shared use of public realm”.*

### 3. Support Sustainable Economic Growth

*“Planning must balance the need to support job creation and economic growth with protecting and enhancing the quality of the natural and built environment”.*

### 4. Support Good Design and Positive Placemaking

(A) *“Good design identifies and makes positive use of the assets of a site and the characteristics of its surroundings... Design involves shaping how all elements of the built and natural environment relate to each other through the construction of new buildings, restoration and redevelopment of historic buildings, creation of public spaces and environmental improvements”*

(B) *“Successful place-making promotes accessibility and inclusivity for all, acknowledges the importance of creating hospitable and safe places, and emphasises the contribution that vibrancy, adaptability and diversity of use can make*





to the viability of place and how it will endure into the future”.

#### 5. PRESERVING AND IMPROVING THE BUILT AND NATURAL ENVIRONMENT

*“The way in which places and buildings are configured, patterns of movement in the space around us and the level of access to quality space are all factors that can make us feel good”.*

The SPPS plays a fundamental role in driving and safeguarding the principles of sustainable development in Ballycastle.

Ensnoced within this aim is to “secure a ‘town centres first’ approach for the location of future retailing and other town centre uses” (Paragraph 6.271).

#### DRAFT PROGRAMME FOR GOVERNMENT (2016)

The *Programme for Government (PfG)* is the highest-level strategic document of the Northern Ireland Executive. The Draft PfG 2016-21 was published for consultation on 26 May 2016. The final document has yet to be published.

The overarching aim of the Programme is to “improve wellbeing for all by tackling disadvantage and driving economic growth”.

The draft PfG outlines 14 strategic outcomes, which, taken together, set out a clear direction of travel on the essential components of societal well-being. They touch on every aspect of government, including the attainment of good health and education, economic success and confident and peaceful communities.

The draft PfG is fundamental in shaping local and regional policy, in turn safeguarding the principles which shape the future of Ballycastle.



## NORTHERN AREA PLAN (2016)

The *Northern Area Plan*, adopted in 2015, is the current development plan covering the extents of the Causeway Coast and Glens borough. The Northern Area Plan remains the main statutory framework for development considerations for the area. This plan will be superseded by the Causeway Coast and Glens Local Development Plan (scheduled for adoption in 2026) which will provide an update to statutory spatial policy for both the district and Ballycastle.

The Plan recognises Ballycastle as a significant commercial centre, with an important role as a local hub and tourist destination for the north east. This is in general conformity with the Regional Development Strategy (RDS) 2035 for Northern Ireland which identified Ballycastle as a ‘Local Hub’. The RDS also recognised the potential for urban renaissance which is described as the process of development and redevelopment in urban areas to attract investment and activity, foster revitalisation and improve the mix of uses, which is extremely prevalent in today’s context.

To promote a vibrant town centre, the Northern Area Plan sets out the considerable tourism potential and gateway role of Ballycastle in the Strategic Plan Framework, highlighting its coastal positioning, modern harbour, and central location between two Areas of Outstanding Natural Beauty. Consistent with RDS, it highlights the need for a sustainable approach to tourism to ensure it positively contributes to the vitality and viability of the town centre. The Plan highlights investment in marketing, product development, and physical facilities in terms of visitor infrastructure as being central to providing a positive experience for visitors and tourists as well as the local community.

The Northern Area Plan designates a Conservation Area and an Area of Archaeological Potential within Ballycastle. These designations reflect the rich historical and architectural setting Ballycastle has remarkably retained from its early origins as a market town with traditional shop fronts and Listed Buildings. The RDS highlights the importance of protecting and enhancing the town’s historic built form, seafront and landscapes going forward.

A Town Centre is designated for Ballycastle is with the Plan. Most notably, the designation is split over two distinct areas within the town, the main retail/commercial area encompassing Ann Street, The Diamond and Castle Street, and the nearby Seafront/ Harbour area.

## COMMUNITY PLAN (2017-2030)

The *Community Plan* sets out a new long-term vision and direction for the borough up until 2030. The plan takes an all-inclusive approach through partnership working between council, statutory bodies, agencies and wider community. Causeway Coast and Glens Borough Council have developed the plan through integrating various social, economic and environmental priorities.

The plan is built around three core principles:

### 1. A Sustainable Accessible Environment

*“A diverse, sustainable and accessible environment supported by fit for purpose infrastructure that enhances connectivity”.*

### 2. A Thriving Economy

*“Build a thriving economy based on culture of growth, entrepreneurship, innovation and learning”.*

### 3. A Healthy Safe Community



THREE MAIN FOCUS AREAS

*“Contribute to a healthy, connected and safe community, that nurtures resilience, promotes respect and supports everyone to live well together CCGBC’s Community Plan offers a collective approach to delivering locally strategic planning and improving the future for everyone who lives, works or visits the area”.*

The Plan not only provides a strategic vision for the borough, it also ensures a simple and clear framework is available to inform a wide range of subsequent plans and strategies over the 13-year lifetime of the Plan.

The adoption of the community plan provides the basis for developing both the Local Development Plan (2030) alongside its Local Policies Framework and this Masterplan Review which will play a core role in the spatial development of Ballycastle up to 2030.

## THE GROWTH DEAL

Causeway Coast and Glens Borough Council has been working towards securing a *Growth Deal* for the region. A Growth Deal is a bespoke package of funding agreed between UK Government and local regions aimed at harnessing additional investment, creating new jobs and accelerating inclusive growth.

It represents a total investment package of £72m capital funding after the Executive agreed to match fund the UK Government’s Growth Deal allocation. The funding provides a significant opportunity for growth through the delivery of key catalyst projects under the following six key themes over the next 10 years.

1. Innovation;
2. Tourism and Regeneration;
3. Infrastructure;
4. Employability and Skills;
5. Digital Connectivity; and
6. Energy / Green economy.

## LOCAL DEVELOPMENT PLAN (2035)

Since 1 April 2015, Causeway Coast and Glens Borough Council has been responsible for most of the planning decisions within the Council area. The Council is also responsible for the new Local Development Plan (LDP), which places planning at the heart of local government. The LDP will influence the spatial development of the Council area and provide a policy framework for the future development of the area up until 2030, replacing the Northern Area Plan 2016 and current suite of Planning Policy Statements. In the production of the LDP, there are three stages of consultation: Preferred Options Paper, Plan Strategy; Local Policies Plan.

The Preferred Options Paper (POP) was launched in June 2018 as the first step in developing the new LDP. The Council's LDP vision, outlined in the POP, is that the Causeway Coast and Glens borough will be:

*"A vibrant and innovative economy, sustainably delivering health and well-being and high quality built and natural environments, for all citizens and visitors to the Borough". (LDP:POP, p.28)"*

The Preferred Options Paper sets out the overarching principles for the LDP as follows:

1. Improving Health and Well-Being;
2. Creating and Enhancing Shared Space;
3. Supporting Sustainable Economic Growth;
4. Supporting Good Design and Positive Place Making; and
5. Preserving and Improving the Built and Natural Environment

## EVIDENCE BASE PAPERS

In support of the Local Development Plan, a series of *topic-based discussion papers* have been produced as baseline evidence..

The plan is built around three core principles:

### Nexus Retail and Commercial Report (2017)

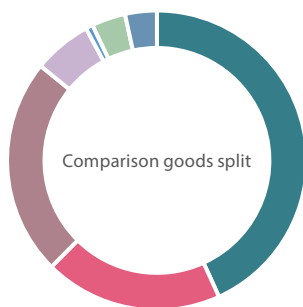
As part of the emerging CCGBC Local Development Plan (2030), a '*Retail and Leisure Capacity Study*' was undertaken by Nexus Planning (Nexus) between November 2016 and October 2017. This Study provides the first opportunity since the Causeway Coast and Glens Borough was established to take stock of the performance of the new Borough's existing performance in retail and leisure, and to quantify any latent capacity for additional facilities.

The report establishes that although Ballycastle town centre is relatively small, the proportion of convenience and comparison units was comparable to the UK average. However, the proportion of retail services was 8.6% lower than the UK average, which is reflected in a higher proportion of vacant units (25.0% units vacant compared to the UK average of 11.3%).

In terms of town centre composition, comparison floorspace is dominant in Ballycastle occupying 32.2% of retail floorspace. Retail services follows closely at 30.5% with convenience and vacant floorspace at 16.6% and 20.7% respectively. Significantly, the level of vacant floorspace is 11.5% higher than the UK average of 9.2% while retail services is 8.7% lower than the UK average of 39.2%.

The NEMS Household survey highlighted that 21.5% of respondents across the Study





- Coleraine
- Limavady
- Ballymoney
- Ballycastle
- Portrush
- Portstewart
- Rest of Borough

# 26.1%

Respondents said main food shopping was Local Shops within Ballycastle

# 35.9%

Respondents who chose not to visit said there was 'nothing, no reason to visit'.



A new swimming pool was the most popular request

Area stated that they never visited Ballycastle. Consequently, Ballycastle received the lowest number of respondents stating they visited the town centre compared to the other five centres of Ballymoney, Coleraine, Limavady, Portrush and Portstewart.

In considering likes and dislikes and why residents of the borough who did not visit Ballycastle, chose not to do so, the results highlighted that location and reasons to visit were deciding factors. By far the largest number of respondents answered that they were 'too far away from home' (53.2%) followed by 'nothing, no reason to visit' (35.9%).

The NEMS Household survey set out questions for residents of each zone. Residents within Zone 4 (The Glens Area) highlighted that for convenience goods, the most popular location for main food shopping was Local Shops within Ballycastle (26.1%). However, with a relatively low comparison goods offer within Zone 4, 36.1% and 35.1% of respondents travelled to Ballymena (Zone 5) and Coleraine (Zone 2) respectively.

The NEMS Household survey set out questions relating to the provision of new facilities in the Borough. A new swimming pool was the most popular request with most demand expressed in Ballycastle compared to elsewhere in the Borough.



BUSINESS PERCEPTION PUBLIC PERCEPTION

### Sproule Retail Report (2017)

As part of the emerging CCGBC Local Development Plan (2030), a ‘Public and Business Perception Study’ was undertaken by Sproule Consulting (April 2017). The study took the form of 54 business and 100 on-street (general public) surveys.

When questioned about overall perception of Ballycastle town centre, almost half (48%) of respondents (those who worked in Ballycastle/ business owners) described their perception of the town centre as very good/ good. Just over a third (35%) reported an average perception, whilst 14% stated that it was poor/ very poor. Respondents highlighted vacant shops (43%), on-street entertainment (42%), ease of moving around the town centre (35%) and the amount of dereliction (35%) as being particularly poor aspects. In terms of the main priorities for business respondents, more recreational facilities (32%), better parking/ number of spaces (26%) and more for children/ teenagers (24%) were the most common responses.

From the general public survey findings, just over half (54%) of respondents (those who live or visit Ballycastle) described their perception of the town centre as average. Two fifths (41%) described their perception as very good/ good, whilst only 5% stated it as very poor/ poor. When questioned about their current opinion on the town centre, respondents stated on-street entertainment (47%), range of goods/services (29%), variety of shops (29%) and dereliction (22%) as being particularly poor aspects. Respondents highlighted the need for a wider variety of shops (62%), more recreational facilities (54%) and more shops (37%) to improve the town centre.

54

100

Number of respondents

48%

41%

Had a very good/ good perception of the town centre

43%

22%

Highlighted vacant shops/ dereliction as being particularly poor aspects

32%

54%

Seen more recreational facilities as necessary to improve the town centre

Interestingly in terms of town centre usage, 39% were in Ballycastle to eat/drink at local cafes, restaurants, and pubs. A further 27% were doing grocery shopping and 12% were at work/school in the area. Aspects of the town centre that did perform well across both surveys includes friendliness of staff/people, good atmosphere, cafes, safety, pedestrian access and street lighting.

# You said ... We listened

## Shaping the 2021 review

Drawing together the key messages from the six engagement sessions has been instrumental in shaping the 2021 review. Stakeholders have been key in the development and prioritisation of the projects, identifying solutions that will have the biggest positive impact upon the town whilst creating a strong foundation to spark change.

### DESIGNING FOR DIFFERENT USERS

A clear message emerging from our engagement was that Ballycastle has a strong local community and it is an attractive, inviting and popular destination. As such, it will not be experienced by a single user but rather multiple user groups with varying needs, wants and aspirations. As illustrated in the accompanying illustration, this presents an opportunity to meet the needs of residents, appeal to visitors and maximise positive change.

In response, we have adopted a ‘whole town approach’ to ensure the 2021 masterplan delivers a ‘blueprint’ for regeneration that is holistic, comprehensive and mutually beneficial. This approach takes a joined-up approach by addressing all aspects of a town wide plan, linking projects together whilst working towards a shared vision developed through engagement.

Whilst not an exhaustive list, the following page outlines the key messages and feedback provided by stakeholders through the engagement process. In terms of delivery, it was noted that many aspects of the 2009 masterplan were very ambitious and the likelihood of success going forward is dependent on partnership working, encouraging momentum and funding.

“The proposed greenway is a game-changer. Tow River Path would connect it all together”



“Heritage is part of our identity – we need to bring buildings back into use”

“Need to have a community hub and wet leisure facilities”



LOCAL RESIDENT



“Need offer more outdoor recreational activities- Pan’s Rock could be a safe swim zone”

“We need an iconic project to capitalise on tourism and attract people back”



“Facilities for those using the forest for mountain biking and walking”

“Need a hub for watersports activity”



ACTIVITY SEEKER



“Improved overnight, coach and toilet facilities”

“Public realm at the Diamond fails the surrounding heritage”



“Need to be innovative and diverse - Look at co-working spaces post-covid”

“Focus should be on reoccupying empty units”



BUSINESS PERSON



“Space for outdoor dining”

“The marina area could be improved”



“Connectivity is key – need to link up the Seafront and Diamond”

“Goat’s Path needs work and better signage”



FAMILY DAY TRIPPER



“Boardwalk at the seafront to see the views”





Gateway signage needs consistent branding

Goat's Path could be best viewpoint if improved

Improved overnight, coach and toilet facilities needed

Need to improve the appearance of the Boatyard

Information Centre could be more prominent

Harbour should be a more attractive space

Dangerous pinch-point at entrance of Seafront car park

Public realm is tired and dated

Congestion and parking an issue during peak times

Need infrastructure for events

Seafront

Watersports hub needed to enliven the Seafront

Town Centre

Pan's Rock could be formalised safe swim zone

Ballycastle

Heritage assets could be micro-working hub

Sheskburn House is a real community asset

Car park linkages need improved

Connectivity is key - Wayfinding needs to link up our assets

Space for outdoor dining

Wider Area

Diamond Area fails the surrounding heritage

Tow River Walk and Bonamargy Friary are jewels

Antrim Arms needs something to breathe new life into an iconic building

Link the proposed Greenway to the Diamond and Tow River Walk

Focus should be on reoccupying empty units

Fairhill Street needs to be more cycle friendly link to the forest

Mountain bikers need facilities to change, wash, hire and store bikes.

Proposed Greenway is a real game-changer

Ballycastle should be a destination in its own right

Need to build upon our USP as an active seafront town with strong independent offering

Ballycastle Forest could be a mountain bike hub



MOVING FORWARD

## How do we get there?

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Areas of change, priority projects and other interventions to help unlock redevelopment and regeneration across Ballycastle.

# Areas of Change

## *Overview of the key areas for regeneration*

The Masterplan Review identified several potential projects throughout Ballycastle. The projects have been informed through earlier engagement on the 2009 masterplan.

For each site, a potential future or temporary use has been identified alongside key interventions and examples of best practice. Project priority and potential timescales for development are set out in the Action Plan at the end of this document.

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### TOWN CENTRE

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- A Diamond Public Realm
  - B Adventure Activity Hub
  - C Adaptive Reuse
- 

### SEAFRONT

---

- D Seafront Improvement Project
  - E Water Adventure Hub
  - F Sheskburn House
- 

### WIDER AREA

---

- G Extension of Tow River Path
  - H Gateways and Linkages Project
- 

### Other Projects

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- I Transport
- J Indoor Wet Leisure Facility
- K Harbour Enhancements
- L Events and Animation
- M Museum Enhancements







A

B

C

G

H

H

D

F

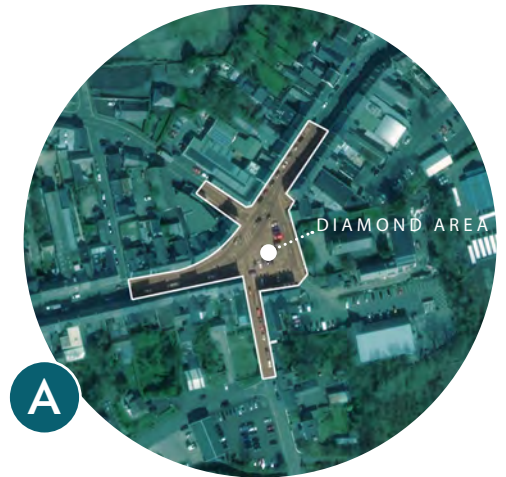
E



# Diamond Public Realm

*A flexible high-quality public realm in the heart of the town*

First impressions can be lasting impressions. A high-quality public realm scheme would significantly raise the quality of the outdoor environment and establish the Diamond as a key focal point in the heart of the historic town centre. A focus on the pedestrian experience, redressing the imbalance between space given to the vehicles and pedestrians, and creating an adaptable and flexible streetscape is essential to creating a safe, attractive and engaging space where people can meet, relax and enjoy the rich heritage.



## THE PROJECT

A strong sense of arrival supported by an attractive streetscape has the potential to attract and retain activity within Ballycastle.

By rethinking the relationship between the Diamond, surrounding businesses and the pedestrian, a flexible space and reinvigorated public ‘heart’ could be created.

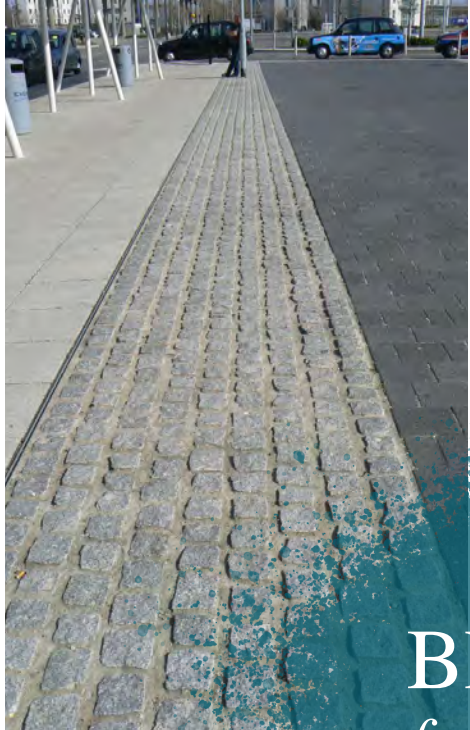
In summary, the benefits that the proposed interventions could deliver are as follows:

- Foster a sense of place that respects the historic character.
- Transform the space into a more attractive and humane environment.
- Ensure the area functions effectively as a pedestrian and cycle friendly space.
- Enrich the overall town centre experience.
- Create a flexible space for meeting, congregating, and socialising.
- Unlock potential opportunities for surrounding businesses and communities to host events, markets and ‘spill out’ spaces.

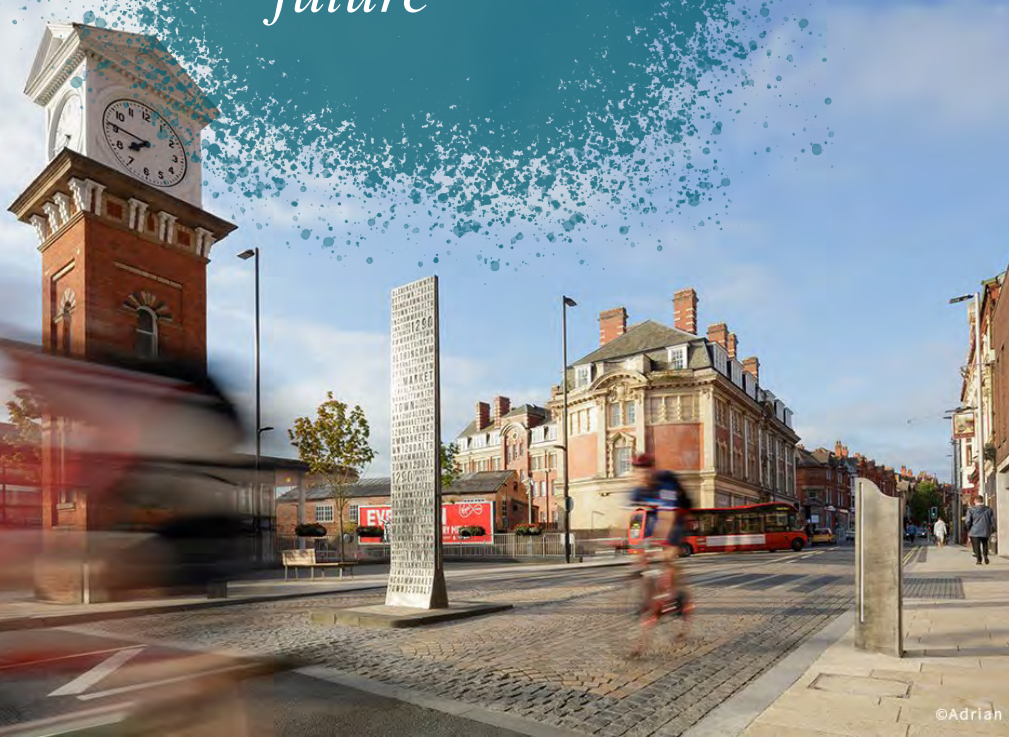
## POTENTIAL INTERVENTIONS

- A1 Public Realm**  
Consistent high quality treatment sympathetic to surrounding heritage and historic character (O’Connor Memorial and Trinity Church).
- A2 Flexible by Design**  
Potential to improve the appearance and functionality of the Diamond to enable occasional use for events including power and water connections.
- A3 Adaptable Furniture**  
A series of small scale interventions could include space for parklets, movable planters, street trees and seating.
- A4 Improved Pedestrian Infrastructure**  
Improve facilities to make it easier for pedestrians and cyclists to cross or move around the Diamond, including footpath widening, reallocating excessive road width and enhanced road crossings where possible.
- A5 Simplified Traffic Movements**  
Tightening junctions and reducing the number of manoeuvres, taking into account the access requirements of frontage occupiers and building owners.
- A6 Consolidated Parking & Flexible Solutions**  
Rationalise on street car parking and review the location of the taxi rank to explore its integration within any future public realm works.
- A7 20’s Plenty Initiative**  
Consider a “20’s plenty” initiative at the Diamond to improve safety.
- A8 Wayfinding**  
Improve wayfinding provision to key arrival points and destinations. Rationalisation of existing directional signage and decluttering the space.





# BRIGHTER *future*



©Adrian





# Adventure Activity Hub

## Maximising the Potential for Outdoor Recreation

*In recent years, Ballycastle Forest has grown to become an outdoor destination attracting mountain bikers and hikers from across the region. Capitalising on this growth, the project proposes to create a new destination in the heart of Ballycastle and on the doorstep of the forest trails. A stand out activity centre with the necessary infrastructure could support and develop the outdoor recreation product in Ballycastle, enhancing the overall visitor experience.*



### INTRODUCTION

Ballycastle Forest is a key asset with greater potential to contribute to the town centre. The project could harness this potential to deliver an attraction unique to Ballycastle whilst encouraging people to visit the town centre.

The provision of a dedicated hub could be a powerful catalyst in supporting the growth of the tourism sector.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Establish Ballycastle as the leading cycling and mountain-biking attraction on the Causeway Coast.
- Provide the opportunity to repurpose a vacant building within the town centre.
- Encourage more linked trips between key destinations.
- Significantly increase footfall, the duration of visitors stay and encourage consequential spend.
- Act as a hub for the proposed Ballycastle to Ballymoney Greenway.

### POTENTIAL INTERVENTIONS

#### B1 Adventure Activity Centre (Temporary or Permanent)

Identify the most suitable location. Potential for a temporary facility to act as a 'testbed' for ideas or the adaptive reuse of all or part of a vacant building.

#### B2 Cycle Hire Facility and Workshop

Potential to hire bicycles and appropriate equipment to extend opportunities to a wider audience e.g. day-trippers. Provision of a bike shop and workshop to provide essential repair services and maintenance.

#### B3 Bike Wash and Storage

Provision of a basic bike washing area and secure storage to encourage users to explore the town.

#### B4 Showers, Changing and Toilet Facilities

Introduce new and improve existing facilities to make it easier for pedestrians and cyclists to avail of outdoor leisure activities.

#### B5 Accommodation

Explore the opportunity to offer short-stay accommodation for adventure seekers.

#### B6 Education and Training Courses

Investigate the potential for educational workshops and training courses.

#### B7 Ancillary Uses

Consider the integration of uses such as a café, restaurant and information touch point to complement existing services and facilities throughout the town.







# Adaptive Reuse

*Bringing vacant buildings back into positive use.*

*A dynamic and innovative approach to bringing vacant units back into positive use, the adaptive reuse of dilapidated buildings has the potential to initiate activity and shape positive change throughout the town centre. The masterplan proposes a creative business incubator and co-working hub to encourage local enterprise and entrepreneurship as well as enabling existing businesses to remain and grow locally.*



## THE PROJECT

Ballycastle has a strong independent retail scene which can be supported and built upon. By reconsidering and broadening the range of uses in the town centre, an opportunity exists to redefine the high street and create a renewed sense of purpose. The refurbishment and reuse of vacant buildings, including listed assets, could help secure the future of the town centre by diversifying the high street. The project seeks to explore the potential of capitalising on the growth in co-working hubs brought on by evolving employment patterns.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Reactivate and reuse of vacant buildings.
- Potentially address vacancy levels and shop front improvements.
- Catalyse long term regeneration of the surrounding area.
- Provide the space required for start-ups, freelancers and home-workers to access affordable office space at low risk.
- Enhance local economic resilience by diversifying the economy and retaining the local workforce.

## POTENTIAL INTERVENTIONS

- C1 Business Incubator / Coworking Hub**  
Creative business incubator and coworking hub. This could include shared facilities such as meeting rooms, a reception desk and digital connectivity.
- C2 Community Hub**  
Potential to develop a community hub to develop crafts, core skills and personal development. Examples include a Men’s Shed, Women’s Shed, the Network Shed and Youth Pathway.
- C3 Pop-Up Exhibitions**  
Potential to utilise vacant buildings in a ‘meanwhile use’ capacity through temporary exhibitions and creative interventions.
- C4 Town Centre Living**  
Potential to adapt vacant buildings to encourage town centre living.
- C5 Short-Stay Accommodation**  
Potential to broaden the range and types of accommodation in the town centre to capitalise on the visitor economy.





# BOOMING *Economy*





# Seafront Improvement Project

*Reinforcing Ballycastle's identity as a beautiful seafront destination.*

The Seafront Improvement Project could help re-engage the town with its greatest assets, the water's edge. A high quality, attractive and pedestrian friendly environment could exploit underutilised opportunities and capitalise on the waterfront setting. A focus on softening the relationship between the harbour, marina and wider area as well as improving connectivity to nearby destinations could also help breathe new life into seafront.



## THE PROJECT

Ballycastle's waterfront location is one of its greatest assets. It provides views to an incredible coastline along the Causeway Coast and access to Rathlin Island, a tourist destination in its own right.

The project proposes to re-energise the Seafront by raising the quality of the environment and softening the area around the marina.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Improve the perception of the seafront by enhancing the quality of the environment.
- Bring new life and functionality to the area.
- Provide a stage for both passive and active uses.
- Provide space to host events and spill out activities from surrounding businesses.
- Reduce the sense of separation between key attractions and destinations.
- Broaden the range of uses and activities at the Seafront.

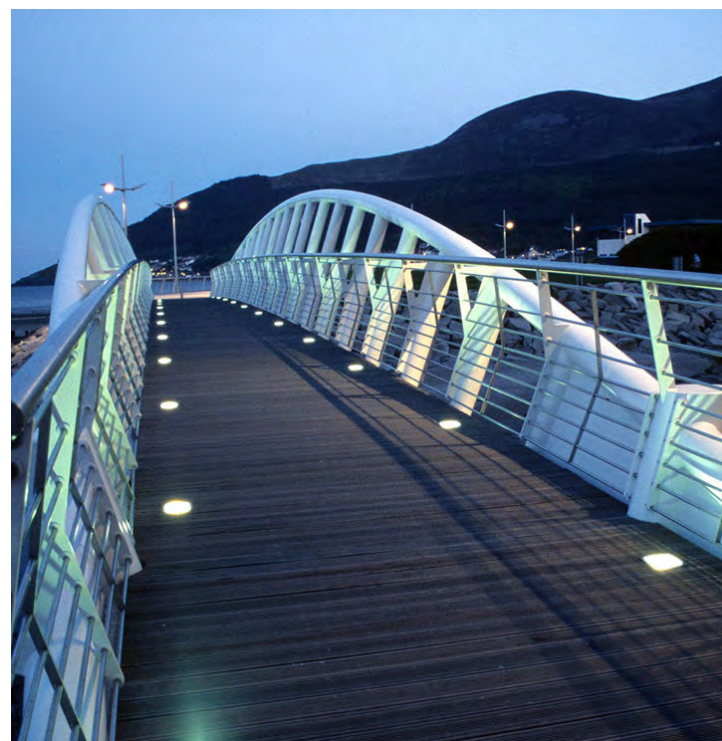
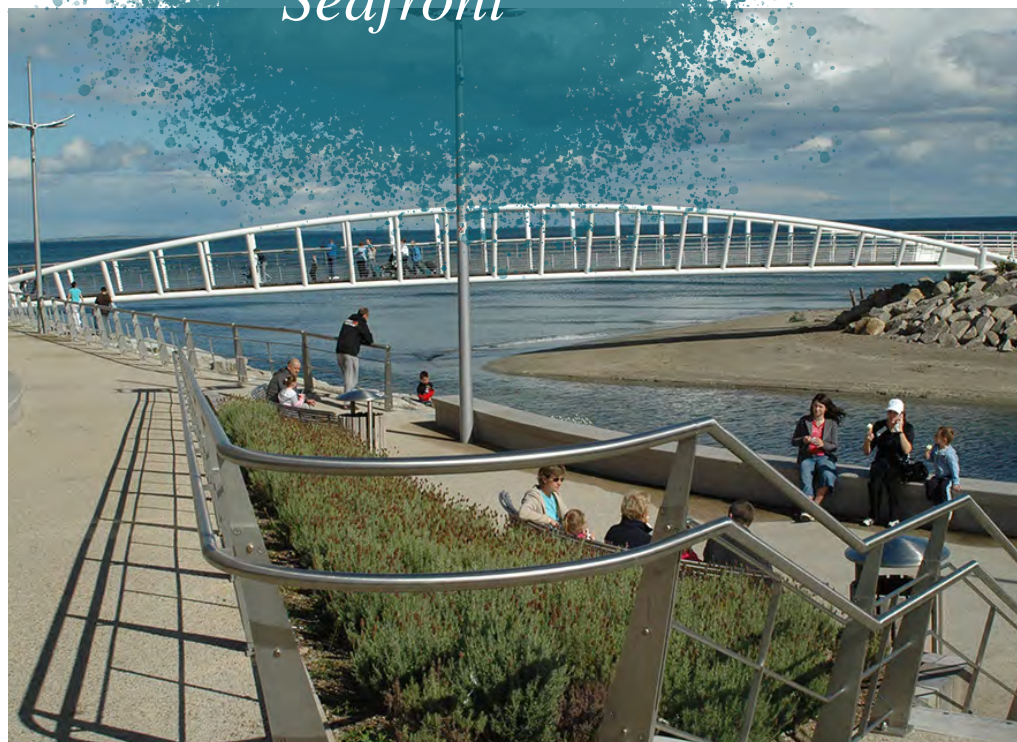
## POTENTIAL INTERVENTIONS

- D1 Public Realm**  
High quality Public realm along North Street, Seafront and Marina (new paving, lighting and landscaping).
- D2 Waterfront Boardwalk**  
Investigate potential for a new publicly accessible boardwalk along the harbour arm (marina).
- D3 Softening the Marina**  
Replacement of the steel railing. A terraced platform, trees and planting could be considered.
- D4 New Public Space and Event Infrastructure**  
Redesign of the public space to deliver a new flexible space for events, markets and 'spill out' areas for local businesses.
- D5 Pan's Rock Swimming Infrastructure**  
Investigate the potential for appropriate infrastructure to provide safe outdoor sea-water swimming area at Pan's Rock.
- D6 Sea Hub Ballycastle**  
Potential for temporary day beach huts along the seafront offering flexible hire-able pods for locals, families and visitor groups.
- D7 Upgrading Goat's Path**  
Investigate infrastructural works to upgrade Goat's Path to provide a safe, attractive walking route to Nelly's Cave.
- D8 Maritime Mile**  
Clear, consistent and branded wayfinding signage directing pedestrians and cyclist linking Goat's Path, Pan's Rock, Bonamargy Friary and Tow River Path. Low cost interventions include asphalt art, wall art, creative lighting or digital interpretation.





# BEAUTIFUL *Seafront*





# Water Adventure Hub

*Activating the Seafront by improving the destination offering.*

*The seafront is a major driver in the towns' tourism industry. A Water Adventure Hub would provide a new high-quality facility in proximity to the award-winning blue flag beach while developing a contemporary visitor attraction that facilitates public access to the water. A cluster of outdoor activities would enliven the water's edge and unlock the area as a recreational, leisure and tourism honey-pot. The hub would widen the appeal of the town to a larger audience, strengthen the visitor experience and develop a new contemporary attraction to the benefit of the local economy.*



## THE PROJECT

The growing popularity of the Causeway Coast and a new wave of local tourism brought on by the rise in 'stay-cations' as a result of the Covid-19 pandemic, provides an opportunity to capitalise on developing the visitor economy.

The provision of a 'Water Adventure Hub' could create a unique selling point for the seafront and reinforce Ballycastle's role as a hub for water-based tourism.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Provide a significant attractor to draw visitors to the area, encourage repeat visits and linked trips to other facilities.
- Provide sustainable economic growth, local employment and diversify the offering.
- Potential adaptive reuse of a vacant building.
- Potential of temporary facility to provide a low cost flexible solution.
- Act as a catalyst for regeneration of the wider seafront area.

## POTENTIAL INTERVENTIONS

### E1 Water Adventure Hub (Temporary or Permanent)

Potential for a new Water Adventure Hub providing wetsuit and equipment hire in proximity to the beach. Consideration should be given to a new temporary facility or the reuse of a vacant building.

The siting of any water adventure hub and ancillary uses, whether temporary or permanent, should be outside the confines of the marina and harbour area, and a sufficient distance from its activities.

For safety reasons, it is advised that a proposed recreational area providing a dedicated space to engage in non-motorised recreation be established along with any potential hub. Demarcated by buoys, this would ideally be located further along Ballycastle Strand. The recreational area would avoid potential clash points between user groups by allowing for clear passage for vessels whilst restricting recreational users from entering the marina and harbour basin.

Any potential siting location and/or activities should be consulted on directly with the relevant authorities including the Harbour Master to ensure current health and safety legislation and by-laws are adhered to.

### E2 New Public Toilets & Changing Facilities

New toilets and changing facilities could be integrated within the hub to provide appropriate provision along the seafront.

### E3 Potential Ancillary Uses

Potential for complementary ancillary uses including community space, educational focus, and/or café and restaurant facilities.

### E4 Outdoor Storage Facility

Secure outdoor storage facilities for equipment including wetsuits, kayaking, paddle-boarding, sailing, canoeing and bicycles.

### E5 Maximise the Visitor Information Centre

Investigate the potential for the Visitor Information Centre to be relocated to a more central location along the Seafront, enhancing its visibility and maximising its usage. Explore the potential for touch points elsewhere in the town to create a more joined-up approach.





# BREATHTAKING *Views*





# Sheskburn House

## Utilising a Key Asset to Catalyse Regeneration

Sheskburn House offers a major opportunity to create a positive impression for visitors entering the south east gateway. At 0.7 hectare (1.71 acre) in size, the public sector have the opportunity to initiate and drive regeneration growth across Ballycastle by utilising the site to drive positive change for the Seafront area. Public sector assets such as Sheskburn House can proactively address gaps in the offer to help diversify and support the vitality of the town centre, ensuring they continue to adapt and thrive.



### THE PROJECT

Sheskburn House and the adjacent car park, both owned by Causeway Coast and Glens Borough Council, occupies a large and significant site. Its proximity to the Seafront and visibility at a key gateway offers an opportunity to create a strong sense of arrival and positive first impression of Ballycastle. The project seeks to initiate discussions between stakeholders to explore the future of Sheskburn House.

In summary, the benefits that could be delivered are as follows:

- A review on whether the site is fulfilling its potential and sufficiently contributing to the overall regeneration objectives.
- A review of existing service provision and opportunity to proactively address gaps.
- Potential of temporary uses to provide low cost flexible solutions post-covid.
- Potential to utilise the site as a catalyst for regeneration of the wider seafront area.
- Potential to reduce the visual and physical gap between the Tow River Path and Seafront area.

### POTENTIAL INTERVENTIONS

#### Stage 1: Visioning

##### F1 Creating a Shared Vision

Develop a shared vision for the future of Sheskburn House and consider the optimal use to support future regeneration objectives.

#### Stage 2: Future-Proofing

##### F2 Option 1: Retain

Retain the existing uses and building in situ.

##### F3 Option 2: Enhance

Build upon the existing uses through an improved dry and wet leisure facility whilst also enhancing the town's leisure, culture and tourism provision.

##### F4 Option 3: Explore

Explore the potential to relocate the existing uses to reutilise the site for various alternative land use options in a way that catalyses surrounding development sites in private ownership.

#### Key Opportunities

##### F5 Connect the Tow River Path

Improve pedestrian connectivity from the Tow River Path to the Seafront area.

##### F6 Digital Co-working & Community Space

Potential for a managed work space focused on the smaller, serviced office space requirement linked to co-working flexible spaces and Small to Medium Sized Enterprises (SMEs).

##### F7 Coach, Campervan and Car Overnight Parking

Explore the potential to trial using the site for coach parking and/or overnight stays during peak periods.





# BALANCED *Regeneration*



©URBAN SCALE INTERVENTIONS

©URBAN SCALE INTERVENTIONS



# Extension of Tow River Path

*A vibrant, attractive, safe and accessible linear route*

*The Tow River Path has a key role to play in creating a healthier, safe and more resilient Ballycastle. By enhancing, connecting and extending the path, a new active travel corridor could be delivered, linking the town centre and seafront with Ballycastle Forest and the proposed Ballycastle to Ballymoney greenway. This could incentivise locals and visitors to move across the town via sustainable mobility. Fulfilling its potential, the path could be a catalyst for wider transformation and regeneration.*



## THE PROJECT

The Tow River Path is an asset with greater potential to deliver much-needed social, health and environmental benefits to the town. The extension of the path as a new linear park would link existing green space and open spaces whilst allowing locals and visitors to move across the town via active travel corridors.

In summary, the benefits that could be delivered are as follows:

- A positive impact on tourism, climate change and health and wellbeing.
- Fix the ‘missing link’ between the Moyle Way, Ulster Way and Causeway Coastal Way.
- Facilitate active travel as a feasible mode for trips.
- Providing community, recreation and leisure opportunities in direct contact with the Tow River
- Act as a catalyst for the proposed Ballycastle to Ballymoney Greenway, Outdoor Adventure Centre and recreational use of Ballycastle Forest.

## POTENTIAL INTERVENTIONS

- G1 Upgrade the Existing Path**

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Upgrade the quality, safety and vibrancy of the existing path.
- G2 Fix the ‘Missing Link’**

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Investigate extending the path to Fairhill Street and the potential opening up of public access to the viaduct to provide a direct link to Ballycastle Forest.
- G3 Community-Led Spaces**

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Explore opportunities to re-purpose derelict or underutilised land along the route. Potential uses could include community gardens and food growing, sensory pocket parks, adventure playgrounds, public art or habitat installations.
- G4 Wayfinding**

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Provide better signage to encourage more people to visit the path and explore different parts of the town.
- G5 End of Trip Facilities**

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Explore opportunities for end-of-trip facilities to ensure Ballycastle becomes a key hub for individuals using the path, proposed greenway or Ballycastle Forest.





# BETTER *Connections*





# Gateways and Linkages Project

*Improving the linkages and connectivity between key spaces*

High quality, safe and attractive pedestrian linkages are at the heart of delivering a connected, vibrant and liveable town centre. A linkages project would transform the area by radically improving key alleyways, laneways and the Tow River Path, helping to knit together the Town Centre and Seafront with key arrival points.



## THE PROJECT

An opportunity exists to improve the secondary movement network around the town. The project would enhance Ballycastle town centre by creating attractive and safe linkages for everyone to enjoy. The routes would enhance connectivity between the retail core, the seafront and areas of recreation.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Enhanced connectivity between key gateways arrival points and linkages that play an important role in the movement network.
- Create a more attractive and safe pedestrian environment.
- Aid seamless movement between the seafront and town centre to address the issue of fragmentation.
- Improved first impression as one passes through and navigates around Ballycastle.

## POTENTIAL INTERVENTIONS

### Gateways

#### H1 Creative Interventions

Integration of public art, lighting, landscape, signage and other features to create distinctive entrance points.

### Ballycastle Linkages Project

#### H2 Ann Street Car Park Linkage

Explore opportunities to enhance the linkage between Ann Street Car Park and Castle Street.

#### H3 Castle Street Car Park Linkage

Explore opportunities to enhance the linkage between Castle Street Car Park and Castle Street.

#### H4 Quay Road Linkage

Explore opportunities to enhance the linkage between Quay Road and the Tow River Path.

#### H5 Quay Road Open Street Project

Explore opportunities to temporarily open Quay Road to people and close it to cars. A programme of events and temporary pop-up street furniture could help to strengthen the linkage between the Seafront and Town Centre.

### Wayfinding and Information Systems

#### H6 Advanced Direction Signage

Advanced car park directional signage.

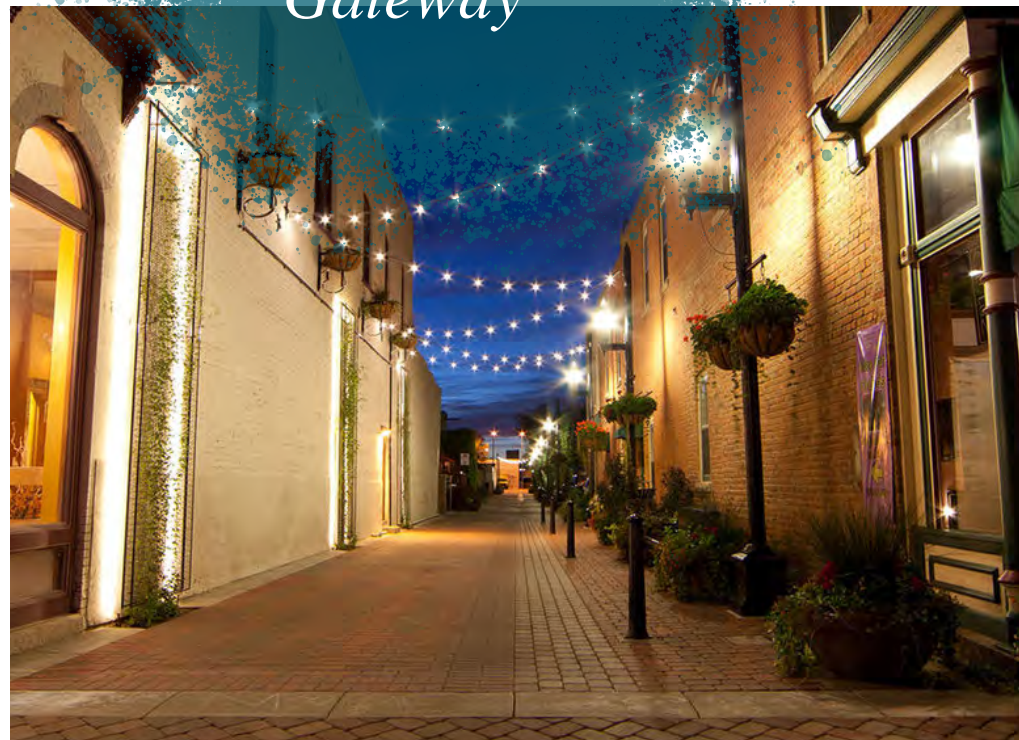
#### H7 Pedestrian Wayfinding System

Review of current wayfinding system.





# BUSTLING *Gateway*





OTHER PROJECTS



TRANSPORT

*Enhancing services and facilities*

**Project:** A thriving town centre in proximity to Northern Ireland’s most frequently visited attraction warrants a high quality sustainable transport system. There is an opportunity post-covid to improve public transport services, provide better facilities for walking and cycling and accommodate coach parking.

POTENTIAL INTERVENTIONS

**I1** Public Transport

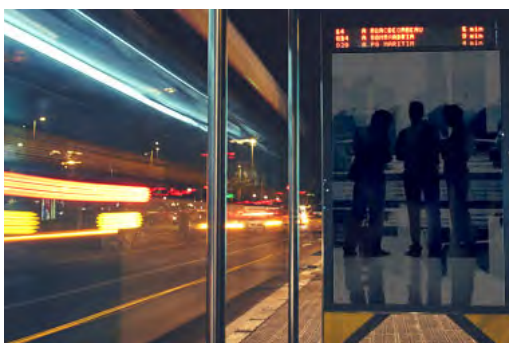
Build back services to a pre-covid level while also exploring opportunities to enhance services and facilities in the town centre.

**I2** Coach Parking

Explore the potential to provide a dedicated coach drop off point in the town and an area for coaches to park when not in use.



Causeway Coast Rambler



Digital timetable



INDOOR LEISURE FACILITY

*Delivering a wet leisure facility*

**Project:** A new indoor leisure facility with wet leisure activities would proactively address gaps in the town's offer. There is an opportunity to develop an indoor wet leisure facility to deliver a more diverse and higher quality offer. Such a facility could also be a catalyst in unlocking the potential of key sites through the town.

POTENTIAL INTERVENTIONS

**J1** Develop a Indoor Wet Leisure Facility

It is important to consider the most cost-effective and deliverable location a facility could be provided, whilst maximising the contribution to other regeneration objectives.

There is an opportunity to the review the proposed location at Quay Road and explore alternative options that would help deliver the facility. However, the location and feasibility of such a development would require detailed consideration and further consultation.



Wet leisure facility



## HARBOUR ENHANCEMENTS

### *Improving the harbour setting*

**Project:** The harbour is a key maritime asset for Ballycastle. Being operational, it requires equipment and storage to enable the operation and maintenance of the harbour for its users. Enhancements to the harbour setting whilst also retaining its primary purpose and function could result in a significant transformation at the interface with the surrounding area.

#### POTENTIAL INTERVENTIONS

##### **K1** Screening the Boat Yard

Potential to install screening off operational areas of the boat yard. A temporary solution would provide an affordable flexible solution to improve the pedestrian experience, aid the transition to Goat's Path and improve wayfinding.

##### **K2** Rationalising the Harbour

Explore the potential to rationalise and reconfigure the space around the harbour with flexibility in its design. Investigate the potential for a hoist to remove boats.



*Boatyard hoist*



*Example of 'green screening'*



## EVENTS AND ANIMATION

### *Creating a place for people*

**Project:** Public Realm enhancements to the Diamond and Seafront can act as a catalyst for supporting events and animation. This project seeks to build on the success of the Lammas Fair by exploring complementary initiatives to increase the duration of visitor stay and consequential spend. The quality of events will be important in encouraging repeat visits.

#### POTENTIAL INTERVENTIONS

##### **L1** Exploring an Extended Events Calendar

Explore the potential for new events that offer activities and opportunities for people of all age groups, throughout each season of the year and throughout different times of the day.

##### **L2** Branding and Creative Interventions

A range of interventions could be considered to improve the sense of arrival and animation. A coordinated approach to banners, public art, planting and creative lighting of key listed buildings



*Cultural events for a range of audiences*



*Creative lighting of listed buildings*



OTHER PROJECTS



MUSEUM  
ENHANCEMENTS

*Preserve and promote local heritage*

**Project:** The project seeks to restore and modernise the 300 year old listed museum building. The aim is to enhance the museum and facilities, showcasing and raising awareness of Ballycastle’s rich and vibrant heritage for all to enjoy, creating a positive experience for visitors and locals.

POTENTIAL INTERVENTIONS

**M1** Modernise the existing Building

Modernise the existing building at 59 Castle Street, ensuring compliance with necessary guidance and legislation surrounding listed buildings.

**M2** Public Toilets and Infrastructure

Provision of a new extension with disabled friendly toilet facilities, a lift providing access to upper floors and additional storage space.



*Exterior of existing museum building*



*Interior of existing museum building*



BALLYCASTLE  
TOWN PARTNERSHIP

*Driving forward the vision*

**Project:** The masterplan has been developed following engagement with key partners and stakeholders. Future partnership working is critical to its delivery. A single voice for Ballycastle is essential to deliver the long-term vision, raise the profile of the town, and drive forward a number of initiatives.

POTENTIAL INTERVENTIONS

**N1** Re-establishment of the Partnership

Re-establish the partnership by bringing together representatives from the public, private and third sector to support existing and new projects within the masterplan.



*Example of community involvement*



*Ballycastle Partnership*

DELIVERING THE PLAN

# How do we deliver?






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Action Plan



# Town Centre

















## Timescale

-  Short
-  Short/Medium
-  Medium
-  Medium/Long
-  Long









## Priority

-  Low
-  Medium
-  High

### Project A: The Diamond Public Realm

REF-DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
<b>A1 ~ Public realm</b>	<ul style="list-style-type: none"> <li>Audit of existing conditions around the Diamond area including the Co-op entrance.</li> <li>Partnership working and public consultation to understand impact of public realm improvements on traffic/road operations and agree preferred option.</li> <li>Scheme design proposals and cost options.</li> <li>Engagement and consultation with key stakeholders.</li> <li>Develop technical design; procure and appoint a contractor.</li> </ul>	DfC, DfI, CCGBC, Translink.			<p>Includes consideration of opportunities to rationalise on-street parking and reallocated space for pedestrians to transform the character and identity of the space.</p> <p>Interventions must be sympathetic to Holy Trinity Church, a grade A listed building (HB05/14/001) and the O'Connor Memorial (HB05/14/002) alongside other Listed Buildings at the Diamond.</p> <p>The approach to The Diamond, via the main approach down Castle Street, and the experience and understanding of both the Holy Trinity Church and O'Connor Memorial from this approach is a significant characteristic to the understanding of these listed buildings.</p>
<b>A2 ~ Flexible by design</b>	<ul style="list-style-type: none"> <li>Develop in line with public realm design proposals (A1).</li> <li>Develop concept proposals indicating spatial arrangements, construction materials and appearance.</li> <li>Public consultation on design.</li> </ul>				
<b>A3 ~ Adaptable furniture</b>	<ul style="list-style-type: none"> <li>Engage with stakeholders to identify locations and interventions.</li> <li>Source funding. If possible, retain and integrate parklets introduced under the Covid Revitalisation Scheme into the design.</li> </ul>	DfC, DfI, CCGBC.			<p><b>** Quick Win Project**</b></p> <p>Potential range of small scale flexible interventions, including movable parklets and planting without any significant permanent infrastructure.</p>
<b>A4 ~ Improved pedestrian infrastructure</b>	<ul style="list-style-type: none"> <li>Consultation between Sustrans, DfC, DfI, CCGBC and IMTAC (Refer to A1).</li> </ul>	DfC, DfI, CCGBC, Sustrans, IMTAC.			Opportunity to install new and upgrade existing pedestrian crossings along key routes to improve walkability and safety.
<b>A5 ~ Simplified traffic movements</b>	<ul style="list-style-type: none"> <li>Traffic modelling of town centre, particularly around the Diamond, with remodelling proposals developed upon.</li> <li>Refer to A1.</li> </ul>	DfC, DfI, CCGBC.			Simplifying traffic movements around the Diamond area would rebalance space given to motorised traffic.
<b>A6 ~ Consolidated parking &amp; flexible solutions</b>	<ul style="list-style-type: none"> <li>Engage with DfI and private taxi operators regarding location and requirements.</li> <li>Relocation proposals integrated into Public Realm Enhancements (A1).</li> </ul>	DfC, DfI, CCGBC.			Potential to deliver a space that is flexible and multi-functional throughout the year. Parking could be permitted during winter months when street activity is at its lowest.
<b>A7 ~ 20's plenty scheme</b>	<ul style="list-style-type: none"> <li>Audit of existing conditions and public consultation.</li> <li>Engage with DfI regarding implementation of 20mph zone including signage and policing of new limit.</li> </ul>	CCGBC, DfI.			Introduction of lower speed limit on identified town centre streets, potential to include other physical traffic calming measures.
<b>A8 ~ Wayfinding</b>	<ul style="list-style-type: none"> <li>Develop in line with Wayfinding implementation strategy (H7).</li> </ul>	DfC, DfI, CCGBC, Chamber of Commerce, TourismNI.			Highlight distances and times between destinations for pedestrians and direct vehicular traffic to suitable car parks.

## Project B: Adventure Activity Centre

REF~DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
<b>B1-4</b> ~ Activity centre: cycle hire facilities & workshop, Bike wash & storage, Showers, changing and toilet facilities	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Site review to assess most appropriate location for Activity Hub.</li> <li>Scoping, Feasibility and Outline Business Case.</li> <li>Local Chamber of Commerce to provide comment on potential for new business interests / existing owners wanting to diversify / expand or create a new business opportunity.</li> <li>Source funding opportunities to realise proposals.</li> </ul>	DfC, CCGBC, TourismNI, Private Investors.			<p><b>** Catalyst Project**</b></p> <p>Opportunity to procure a local operator to deliver a temporary facility during the summer months to create a distinctive and unique attraction whilst testing its economic viability.</p> <p>Potential to for longer term redevelopment or adaptive reuse of all or part of a building with associate supporting facilities.</p>
<b>B5</b> ~ Accommodation	<ul style="list-style-type: none"> <li>Potential to develop in line with an Adaptive Reuse project (C).</li> </ul>				
<b>B6</b> ~ Education & training courses	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Dialogue with local schools, Outdoor Accreditation Centres and partners/ operators.</li> <li>Scoping and Feasibility assessment.</li> </ul>	CCGBC, Private Operators.			
<b>B7</b> ~ Ancillary uses	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Dialogue with potential occupiers</li> <li>Potential to develop in line with an Adaptive Reuse project (C).</li> </ul>	CCGBC, Private Operators.			

## Project C: Adaptive Reuse

<b>C1-5</b> ~ Business incubator/ coworking hub, Community hub, Pop-up exhibitions, Town centre living, Short-stay accommodation	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Dialogue with owners of vacant/ derelict properties to identify potential properties.</li> <li>Assessment of case studies/ similar grant schemes and their success.</li> <li>Scoping Report to be carried out to establish potential uses and economic opportunities this would create.</li> <li>Identify funding and roll out mechanisms of scheme.</li> </ul>	DfC, CCGBC, Private Investors, NIHE, Housing Associations.			Potential to create a more resilient town centre through the diversification of uses within Ballycastle whilst enabling landowners to make income from their underutilised buildings.
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# Seafront

## Project D: Seafront Improvement Project

REF-DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
<b>D1 ~ Public realm</b>	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Develop design and cost enhancements.</li> <li>Engage with stakeholders.</li> </ul>	DfC, DfI, CCGBC, Harbour authority	M	H	An enhancement scheme including a multi-use events and market space would be transformational for the Seafront and help the town capitalise on the visitor economy.
<b>D2 ~ Waterfront boardwalk</b>	<ul style="list-style-type: none"> <li>CCGBC in partnership with DfI and the local harbour authority to undertake new waterfront boardwalk location, feasibility and costing study.</li> </ul>	Adjacent businesses, Market traders.	M/L	M	A refreshed appearance, enhanced landscape and infrastructure to support events/markets would create a distinctive entrance point to the town for those arriving from elsewhere via boat.  A co-design process with local businesses and market traders would be essential to its success, ensuring consideration of all user needs and the necessary maintenance.
<b>D3 ~ Softening the Marina</b>	<ul style="list-style-type: none"> <li>Undertake wider consultation on outcomes of the preferred options.</li> <li>Explore funding options.</li> <li>Detailed design and procurement.</li> </ul>		S/M	M	
<b>D4 ~ Public space &amp; event infrastructure</b>	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Develop design proposals for redeveloped space.</li> </ul>		S/M	M	
<b>D5 ~ Pan's Rock swimming infrastructure</b>	<ul style="list-style-type: none"> <li>Identification of investigations / studies necessary to determine viability of necessary swimming infrastructure.</li> <li>Feasibility study.</li> <li>Detailed designs for assessment.</li> </ul>	DfC, CCGBC, Chamber of Commerce, TourismNI.	M/L	M	An opportunity exists to capitalise on the growth of open water swimming whilst providing an outdoor wet leisure facility. A integrated feasibility and concept design study to investigate the potential for appropriate infrastructure to provide a safe outdoor sea-water swimming area at Pan's Rock. Costs for such a scheme should be investigated with potential funding contributions such as the 'Live Here Love Here' small grants scheme considered.
<b>D6 ~ Sea Hub Ballycastle</b>	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Site review to assess most appropriate location for huts.</li> <li>Scoping, Feasibility and Outline Business Case.</li> <li>Local Chamber of Commerce to provide comment on potential for new business interests / existing owners wanting to diversify / expand or create a new business opportunity.</li> <li>Source funding opportunities to realise proposals.</li> <li>Temporary planning permission.</li> </ul>	DfC, CCGBC, Chamber of Commerce, TourismNI, Private Investors.	S/M	M	Potential for temporary seasonal huts along the Seafront to create a tourist destination and increase dwell time for visitors to the area.
<b>D7 ~ Upgrading Goat's Path</b>	<ul style="list-style-type: none"> <li>Identification of investigations / studies necessary to determine viability of Goats Path.</li> <li>Feasibility study.</li> <li>Detailed designs for assessment.</li> </ul>	DfC, CCGBC, Chamber of Commerce, TourismNI.	M/L	M	Goat's Path has a significant ASSI designation with the potential to be a key visitor attraction. At present, the path is closed due to safety concerns caused by rock fall. A study is required to establish the required works to safely reopen the path and the feasibility for the development and management of the path as a potential 'spur' of the Causeway Coast Way.
<b>D8 ~ Maritime Mile</b>	<ul style="list-style-type: none"> <li>Public realm strategy to include this linkage in town centre review.</li> <li>Engage with private owners of adjacent properties to discuss opportunities to enhance this linkage.</li> </ul>	CCGBC, TourismNI.	S	H	<b>** Quick Win Project**</b>  A series of temporary and permanent interventions along a key seafront linkages leading to key town centre sites.

### Project E: Water Adventure Hub

REF~DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
<b>E1-4</b> ~ Water adventure hub facility: Public toilets and changing facilities, Potential ancillary uses & outdoor storage.	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Site review to assess most appropriate location for hub.</li> <li>Scoping, Feasibility and Outline Business Case.</li> <li>Local Chamber of Commerce to provide comment on potential for new business interests / existing owners wanting to diversify / expand or create a new business opportunity.</li> </ul>	DfC, CCGBC, TourismNI, Private Investors.			<p><b>** Catalyst Project**</b></p> <p>Opportunity exists to offer a place-based experience which can't be replicated elsewhere. A water adventure hub, located in a safe and accessible location away from the confines of the marina / harbour area could develop a carefully curated visitor experience that both animates the Seafront and taps into Ballycastle being a Resort Town.</p>
<b>E5</b> ~ Maximise the visitor information centre	<ul style="list-style-type: none"> <li>Dialogue with occupiers and explore potential new building along the Seafront if an opportunity were to arise.</li> </ul>	CCGBC, TourismNI.			<p>Stakeholder engagement highlighted that the Visitor Information Centre operates quite strongly at the Seafront and there is considerable support for it to remain within the Seafront area.</p> <p>If an opportunity were to arise, consideration should be afforded to relocating the facility elsewhere along the Seafront to increase its visibility for all users and improve its overall integration. Furthermore, an increase in information touch points elsewhere in the town would add value to the local visitor economy and complement the facility at the Seafront.</p>











### Project F: Shesburn House

<b>F1-4</b> ~ Vision & future-proofing	<ul style="list-style-type: none"> <li>Review of Council Assets and Service Provision.</li> <li>Public consultation (visioning workshop).</li> <li>Scoping and Feasibility Assessment.</li> <li>Development Brief or Site Masterplan.</li> </ul>	DfC, CCGBC, Local Reps.			<p><b>** Catalyst Project**</b></p> <p>The site is currently occupied by the Council. Dialogue regarding the long-term plans and aspirations for the site is critical to ensure a key site, which is in public ownership, contributes to the wider regeneration objectives of the town.</p>
<b>F5-7</b> ~ Key opportunities	<ul style="list-style-type: none"> <li>Dialogue with stakeholders and potential occupiers/operators</li> <li>Potential to be developed in line with the Vision and Future Proofing (F1-F4)</li> </ul>				















# Wider Area

## Project G: Extension of the Tow River Path

REF-DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
<b>G1</b> ~ Upgrade the Existing Path	<ul style="list-style-type: none"> <li>Project Initiation Assessment.</li> <li>Engage with landowner/s on potential land purchase.</li> </ul>	Private owners, DfC, CCGBC.			<b>** Catalyst Project**</b>  Connections to Ballycastle Forest and the proposed Ballycastle to Ballmoney Greenway is essential to encourage linked trips by active travel and capture potential economic benefits.
<b>G2</b> ~ Extension to Ballycastle forest via the Viaduct, extension to Fairhill Street and improved connections	<ul style="list-style-type: none"> <li>Develop design proposals and cost for extension of path.</li> <li>Engage with stakeholders.</li> <li>Explore funding options.</li> <li>Detailed design and procurement.</li> </ul>				
<b>G3</b> ~ Community-led spaces	<ul style="list-style-type: none"> <li>Partnership working to understand potential locations and opportunities for small-scale interventions.</li> </ul>	CCGBC, Local Reps.			Potential range of scales of interventions to increase activity and natural surveillance along the route whilst encouraging community ownership.
<b>G4</b> ~Wayfinding	<ul style="list-style-type: none"> <li>Develop in line with a Wayfinding Implementation Strategy (H7).</li> </ul>	-			Potential to form part of a wider public art and wayfinding strategy.
<b>G5</b> ~ End of tip facilities	<ul style="list-style-type: none"> <li>Audit of existing facilities and services.</li> <li>Scoping, Feasibility and Outline Business Case.</li> <li>Source funding opportunities to realise proposals.</li> <li>Potential to develop in line with the Adventure Activity Centre (B).</li> </ul>	DfC, CCGBC, Chamber of Commerce, TourismNI.			A study is required to establish the necessary facilities to support the delivery of the Ballycastle to Ballmoney Greenway, as well as capturing the economic benefits of users using Ballycastle Forest, the Ulster/Moyle Way and Causeway Coastal Route.

## Project H: Gateways and Linkages

<b>H1</b> ~ Gateways: creative interventions	<ul style="list-style-type: none"> <li>Audit of existing gateways, signage and branding.</li> <li>Partnership working and public engagement to develop a branding theme specific to qualities and Vision of Ballycastle.</li> <li>Identify and source funding.</li> </ul>	DfC, CCGBC, Chamber of Commerce, TourismNI.			Potential to form part of a wider public art and wayfinding strategy. Lighting and creative installations potential to contribute to identity.
<b>H2</b> ~ Ann Street car park linkage	<ul style="list-style-type: none"> <li>Engage with private owners of adjacent properties to discuss opportunities and garner local support.</li> </ul>	Private owners, DfC, CCGBC.			<b>** Quick Win Project**</b>  Crucial to pedestrian permeability in Ballycastle, clear and navigable routes from existing car parks and key routes into the town centre could enhance legibility and increase footfall.
<b>H3</b> ~ Castle Street car park linkage	<ul style="list-style-type: none"> <li>Explore opportunities for local artist, communities and schools to participate in the design to add community value and ownership.</li> </ul>				
<b>H4</b> ~ Quay Road linkage	<ul style="list-style-type: none"> <li>Develop in line with Wayfinding implementation strategy (H7).</li> </ul>	DfC, CCGBC,			
<b>H5</b> ~ Quay Road: Open Streets Project	<ul style="list-style-type: none"> <li>Partnership working to understand feasibility and temporary impact on traffic/ roads.</li> </ul>	DfC, DfI, CCGBC, Chamber of Commerce, TourismNI.			Potential to operate an open-streets project on a Sunday once a month during peak season. Temporary and low-cost architectural interventions and artwork such as pop-up cycle lanes, seating, play spaces and displays.
<b>H6</b> ~ Advanced direction signage	<ul style="list-style-type: none"> <li>Audit of existing direction signage.</li> <li>Explore opportunities to link in with a Wayfinding Implementation Strategy (H7) and branding initiatives.</li> </ul>				Potential to direct visitors to car parking spaces relevant to destination, improve usage of car parks and reduce network congestion.
<b>H7</b> ~ Pedestrian wayfinding system	<ul style="list-style-type: none"> <li>Develop a Wayfinding Implementation Strategy.</li> </ul>				Provision of new wayfinding infrastructure with updated information and refreshed appearance to aid user navigation across the town and to key destinations. Wayfinding and directional signage should incorporate both distance and times.

# Other Projects

Project I: Transport						
REF-DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS	
<b>I1 ~ Public transport</b>	<ul style="list-style-type: none"> <li>Engage with Translink regarding infrastructure to support services, post-covid timetable and opportunities to enhance rural services.</li> <li>Explore potential location for a dedicated set down/pick facility.</li> </ul>	Translink, DfC, DfI, CCGBC.	S/M	H	Potential to ensure a fit-for-purpose public transport network across the Causeway Coast to encourage movement by public transport, alleviate town centre congestion and maximise efficiency across the borough.	
<b>I2 ~ Coach Parking</b>	<ul style="list-style-type: none"> <li>Audit of potential sites for private coach parking and set down/pick facility.</li> </ul>	Private operators, DfC, DfI, CCGBC.	S/M	M	A dedicated location for coach parking could rationalise coach movements and reduce congestion along Quay Road as a result of parking and manoeuvring during peak hours.	
Project J: Indoor Leisure Facility						
<b>J1 ~ Indoor leisure facility</b>	<ul style="list-style-type: none"> <li>Review the viability of the Quay Road site and identify potential alternative sites.</li> <li>CCGBC to develop a Full Business Case for leisure centre redevelopment.</li> <li>Develop a new leisure centre (and public space) design concept.</li> <li>Undertake community consultation on emerging proposals.</li> </ul>	CCGBC, DfC.	M/L	H	<b>** Catalyst Project**</b>  Location of a facility likely to be dependent on various factors including the feasibility and costing associated with the Quay Road site and the option for an alternative site that provides a more cost-effective solution. Location would be subject to further stakeholder consultation.	
Project K: Harbour Enhancements						
<b>K1 ~ Screening the Boat Yard</b>	<ul style="list-style-type: none"> <li>Engage with the Harbour Authority to discuss potential improvements.</li> </ul>	Harbour Authority, Private sector, CCGBC, DfC.	S	M	<b>** Quick Win Project**</b>  Screening the boat yard would greatly improve the appearance of the boat yard and improve the general pedestrian environment at the harbour. Long term rationalisation would improve the efficiency of movement to and around the harbour, enhance its legibility and create a distinctive sense of place.	
<b>K2 ~ Rationalising the Harbour</b>	<ul style="list-style-type: none"> <li>Engage with landowners and private owners of adjacent properties to understand key issues and potential opportunities.</li> <li>Develop and consult on design proposals for redeveloped space.</li> </ul>		L	M		
Project L: Events and Animation						
<b>L1 ~ Exploring an extended events calendar</b>	<ul style="list-style-type: none"> <li>Partnership working and public engagement to develop a branding theme specific to qualities and Vision of Ballycastle.</li> </ul>	DfC, CCGBC, Chamber of Commerce, TourismNI.	S	M	<b>** Quick Win Project**</b>  A scheduled events calendar, with new and existing events designed to enhance user experience and appeal to a wider audience.	
<b>L2 ~ Branding and creative interventions</b>	<ul style="list-style-type: none"> <li>Engage events management company and identify potential locations/ partners and market events.</li> <li>Co-ordinate a schedule of events to take account of all seasons.</li> </ul>		S	M		
Project M: Museum Enhancements						
<b>M1 ~ Modernise the existing Building</b>	<ul style="list-style-type: none"> <li>Develop design proposals for redeveloped space.</li> <li>Source funding opportunities to realise proposals.</li> </ul>	Friends of Ballycastle Museum, DfC, CCGBC, TourismNI.	S	H	The project could help preserve and promote local heritage, increase the tourist offering of Ballycastle and regenerate the town.	
<b>M2 ~ Public Toilets and Infrastructure</b>	<ul style="list-style-type: none"> <li>Planning Application.</li> </ul>		S	H		
Project N: Ballycastle Town Partnership						
<b>N1 ~ Re-establishment of the Ballycastle Town Partnership/ Forum</b>	<ul style="list-style-type: none"> <li>Engage with the Chamber of Commerce, local representatives and the wider community to establish the appetite for re-forming and identify key individuals.</li> </ul>	CCGBC, Chamber of Commerce, Local Reps.	S	H	<b>** Quick Win Project**</b>  Re-establishment of the Ballycastle Town Partnership/Forum could help co-ordinate, take ownership and drive forward the projects.	



