

# Portrush Regeneration Programme



# Portrush - Challenges

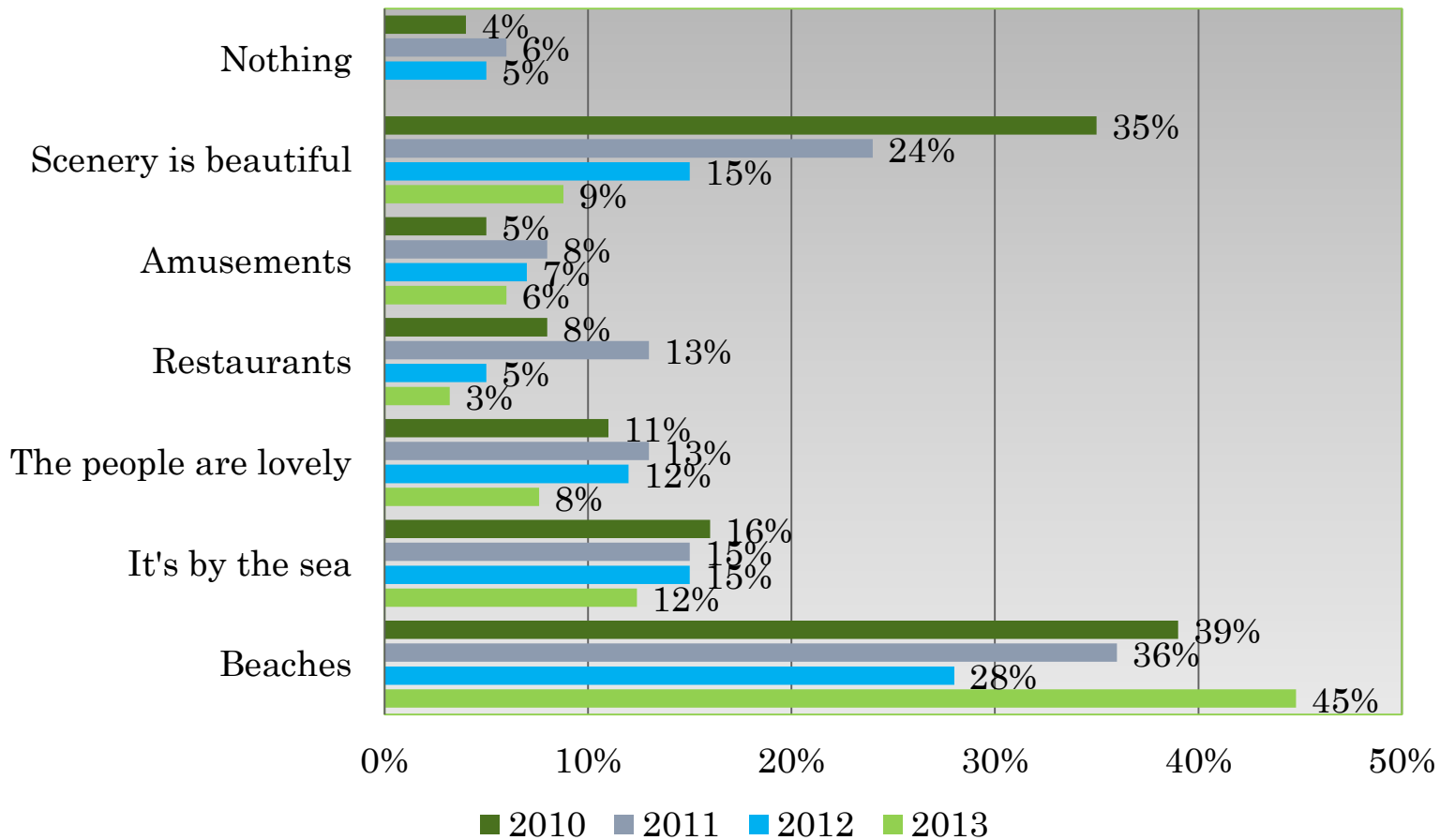
An aerial photograph of Portrush, Northern Ireland, showing the coastline, buildings, and a large green field. The image is semi-transparent, allowing the text to be overlaid.

- **Poor infrastructure: lack of investment**
- **Erosion of holiday market and share of market**
- **Shortening high season**
- **Greater visitor demand for quality**
- **Image issues**
  
- **Portrush – improving but underperforming**

# Visitors & Residents

Base = 500

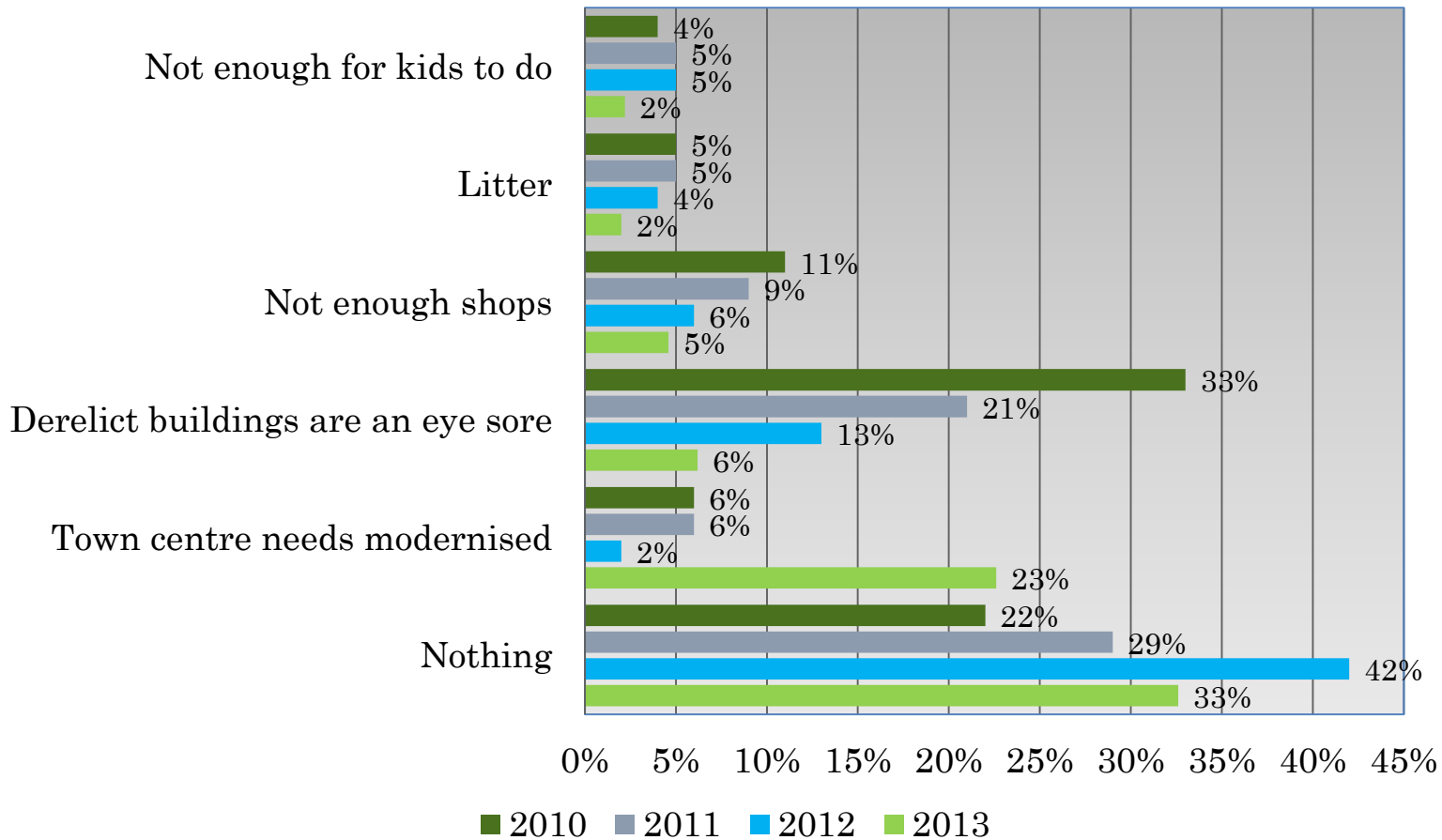
## What do you like about Portrush?



# Visitors & Residents

Base = 500

## What do you dislike about Portrush?



# **Portrush – Strengths / Opportunities**

An aerial photograph of Portrush, Northern Ireland, showing the town, a golf course, and the coastline. The image is slightly faded to serve as a background for the text.

- **Economic driver for the Borough**
- **Most popular tourist resort in NI**
- **Exceptional natural environment**
- **Strong traditional tourism products**
- **High quality activities e.g. golf, watersports**
- **Excellent large scale events**
- **Strong support service centre: restaurants / accommodation**
- **Portrush Regeneration Strategy in place**

# Portrush Regeneration Vision

An aerial photograph of the Portrush coastline in Northern Ireland. The image shows a mix of urban buildings, a marina with several boats, and a sandy beach. The sea is a light blue-green color, and the sky is clear. The text is overlaid on the left side of the image.

**Portrush will be a successful, sustainable high quality seaside resort.**

**Portrush will reaffirm itself as a key centre for tourism services, visitor activities and international events within the region.**



# **Regeneration Programme Content**

- **Monitoring and evaluation structures**
- **Public realm enhancements**
- **Harbour area regeneration**
- **Recreation Grounds regeneration**
- **New Bus/Rail Station and Transport Study**
- **Quality hotel development**
- **Lansdowne Area regeneration**
- **Brand building**



# Progress to date

- **Market information systems in place**
- **Train Station technical study complete**
- **Harbour technical feasibility study complete**
- **Portrush Dereliction Intervention Programme complete**
- **Two town centre ReVitalise schemes complete**
- **Recreation Grounds regeneration in procurement**
- **DSD hotel scoping study complete**

# Progress to date

- **Environmental Improvement Schemes complete**
  - **Station Square & West Bay Promenade**
- **Lansdowne Masterplan complete**



# Portrush – The Way Forward

An aerial photograph of Portrush, Northern Ireland, showing the town, a marina, and a golf course. The image is slightly faded to serve as a background for the text.

- **Concentrated capital programme**
- **Central government led**
- **Inter-departmental Project Board established**
- **‘The Open’ golf championship legacy is key**
- **Optimise commercial opportunities and deliver social benefits locally**

# Royal Portrush confirmed as the venue for 'The Open' Golf Championship.



**SAVE THE DATE**



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# Welcome to Portrush

## Home to the Irish Open 2012



our time

our place

irish open 2012



northernireland  
tourist board

U.S. Open winners Roy McRoy (2003) and Graeme McDowell (2010)  
and The Open winners 2012, Darren Clarke

An aerial photograph of a coastal town, likely in the UK, featuring a harbor with many boats, a sandy beach, and a dense residential area. The sea is a deep blue, and the sky is clear. The text 'Thank you.' is overlaid in the upper center.

**Thank you.**

**Questions?**