Difficulties in Newcastle (pre works, 2005)
- Dereliction
- Unattractive
- Congestion / roads and pavements in need of repair
- Poor Visitor appeal as a seaside resort
- Lack of private sector confidence to invest

yet ... Royal County Down in the top 10 Golf Course in the world (at that time) and Newcastle is a prime location between Dublin and Belfast on the North East Coastal Corridor.
Newcastle Gateway
- pre redevelopment

Main entrance into Newcastle from Belfast

Newcastle Main Street
- pre redevelopment
Newcastle Main Street – pre redevelopment

Key Initiatives
Key Initiatives (2005-present)
- Newcastle Streetscape (Environmental Improvement) and Annesley Mansions Scheme
- Newcastle Harbour Consultation Plan
- Shop Frontage Scheme
- Newcastle Public Art Trail
- Dereliction Fund
- Newcastle Revitalisation
- Newcastle Brand Identity

Newcastle town centre at Annesley Mansions building (before and after)
Newcastle Streetscape and Annesley Mansions

- Complementary to works on Promenade
- Budget approximately £3.5m
- Works completed within 18 months (Jan 2007 – July 2008)
Public Art:

Global Journeys
Tails of Flight
Percy French
Cone of Light
Newcastle Shop Frontage Scheme

Improvements included:

- Reinstatement of traditional shop front
- Acceptable new shop fronts
- Acceptable external decoration
- Acceptable signage
- Feature lighting
- Metal security shutters (where appropriate)

Funding: INTERREG IIIA – ‘Sharing a Vision for our Coastline’
July 2009: Completion of Newcastle Gateway

Funders: Department for Social Development, NI Tourist Board and DDC
Newcastle Revitalisation Project

2013: £250,000 funding from Department for Social Development (DSD)

Objective: to promote economic activity, increase footfall and stimulating investment in Newcastle.
- Partnership established DSD, DDC and Newcastle Chamber of Commerce

**Aim: to develop innovative projects**

eg. Shopping Week, provision of outdoor space, iconic public art features for the town and accompanying promotional campaign

**Crab Claw and jelly fish public art on Newcastle Promenade**
Decorative shell feature on Newcastle Promenade

Star Fish on Newcastle Promenade
Newcastle Public Realm Scheme - PPE
- Footfall in the town centre increased by 17,200 representing a 300% increase from the baseline figure.
- Vehicles entering the town increased by 58%
- 5 new business opened as a result of the scheme
- 4 businesses carried out major refurbishment/extension including Slieve Donard Resort and Spa (investment of £15 million).

Newcastle Public Realm Scheme - PPE
- 22 existing businesses invested in shop frontage improvements
- The PPE considered that between 30 and 40 jobs were created as a result of the scheme.
- 5 vacant premises were brought back into commercial use reducing vacant shop units to 3 at the time
Key Tourism Project/Events

Key Tourism Projects

- Major Events - 2015 Irish Open Golf tournament
  - Annual Festival of Flight
- Key private sector investment
- Newcastle Town Brand
- Public Art Trail
- Key destination on the Mourne Coastal Route and Saint Patrick’s Trail
- Newcastle Visitor Guide
- ‘Make it Local’ Campaign
Irish Open 2015

Fringe Festival to the Irish Open 2015 in Newcastle
Irish Open 2015 – Benefits to Newcastle

- Positive Visitor Experience
- Drive Economic Spend
- Attract Visitors and Golfers
- Showcase Newcastle

Irish Open 2015 - Market Research

- Positive Visitor Experience
  98% said it met or exceeded their expectations* / 93%**

- Attract Visitors and Golfers
  3,500+ Fringe Festival* / 106,906 spectators at Royal County Down**

- Drive Economic Spend
  Direct Spend £90,539* / Estimated £34million**

- Showcase Newcastle
  Estimated over £2 million in positive global publicity for Newcastle**
Utilising the improvements as part of major event.

**Festival of Flight 2015**

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*Comhairle Ceantair an Ílr, Mhírn agus an Dún*
Newry, Mourne and Down District Council

www.newrymournedown.org
Festival of Flight 2016 - Market Research

- Positive Visitor Experience
  98% said it met or exceeded their expectations

- Attract Visitors
  1 in 4 staying away from home to attend Festival of Flight

- Drive Economic Spend
  Estimated Direct Spend based on research £2,904,496

- Showcase Newcastle
  94% felt a lot more or a little more proud of their country. Source: NMD
Hallowtides 2015
Hallowtides 2015 - Market Research

- Positive Visitor Experience
  94% said it met or exceeded their expectations

- Attract Visitors
  1 in 4 staying away from home to attend Hallowtides Festival

- Drive Economic Spend
  Estimated Direct Spend based on research £545,854

- Showcase Newcastle
  84% felt a lot more or a little more proud of their country.

Source: NMD

Christmas in Newcastle
Impact of Regeneration on Tourism / Economy

- Catalyst for change
- Platform for future development
- Local/Civic Pride
- Economic driver for wider region
- Number 1 seaside resort in NI
Impact of Regeneration on Tourism / Economy

- Newcastle is the Gateway to the Mournes
- Location for World Class Events
- Business start up & development
- Proactive Chamber of Commerce
- Inspires Business confidence

Moving Forward : Key Projects
Key Projects: Moving Forward

- Hotel Provision in Newcastle
- Development of Granite Trail
- Development of Newcastle Harbour Area
- Mourne Mountains Gateway Project

Video Clip of Newcastle and Surrounding area of Mourne Mountains & Ring of Gullion

www.visitmournemountains.co.uk
www.visitstrangfordlough.co.uk
www.saintpatrickscountry.com
“Proud of our past.
Building our future together”

Newry, Mourne & Down District Council Corporate Plan 2015-19

25 October 2016
Newcastle
County Down
Liam Hannaway

Ag freastal ar an Dún agus Ard Mhacha Theas
Serving Down and South Armagh