

25 October 2016

Newcastle County Down

Liam Hannaway

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



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an Iúir, Mhúrn
agus an Dúin

**Newry, Mourne
and Down**
District Council

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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.

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Newcastle Gateway – pre redevelopment

Main entrance into
Newcastle from Belfast



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Newcastle Main Street – pre redevelopment



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Newcastle Main Street – pre redevelopment



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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



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



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Newcastle Streetscape and Annesley Mansions

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

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Before

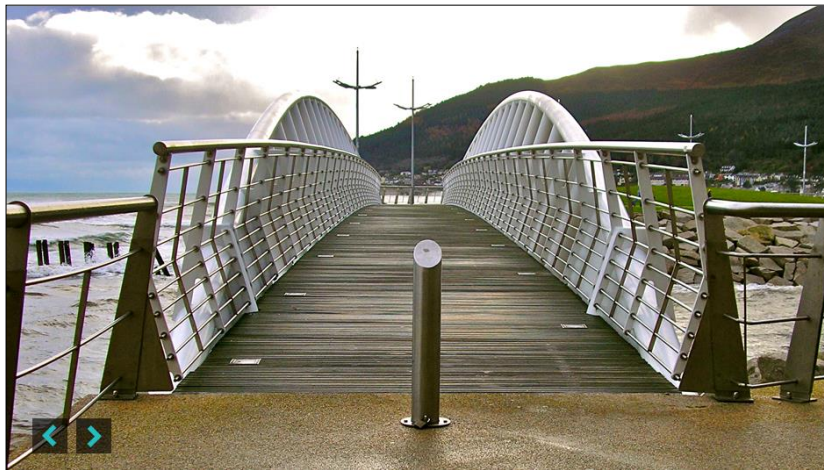


After



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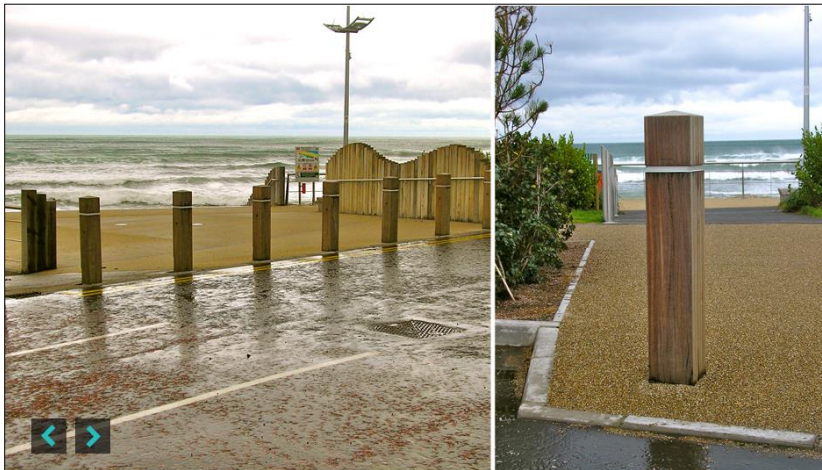
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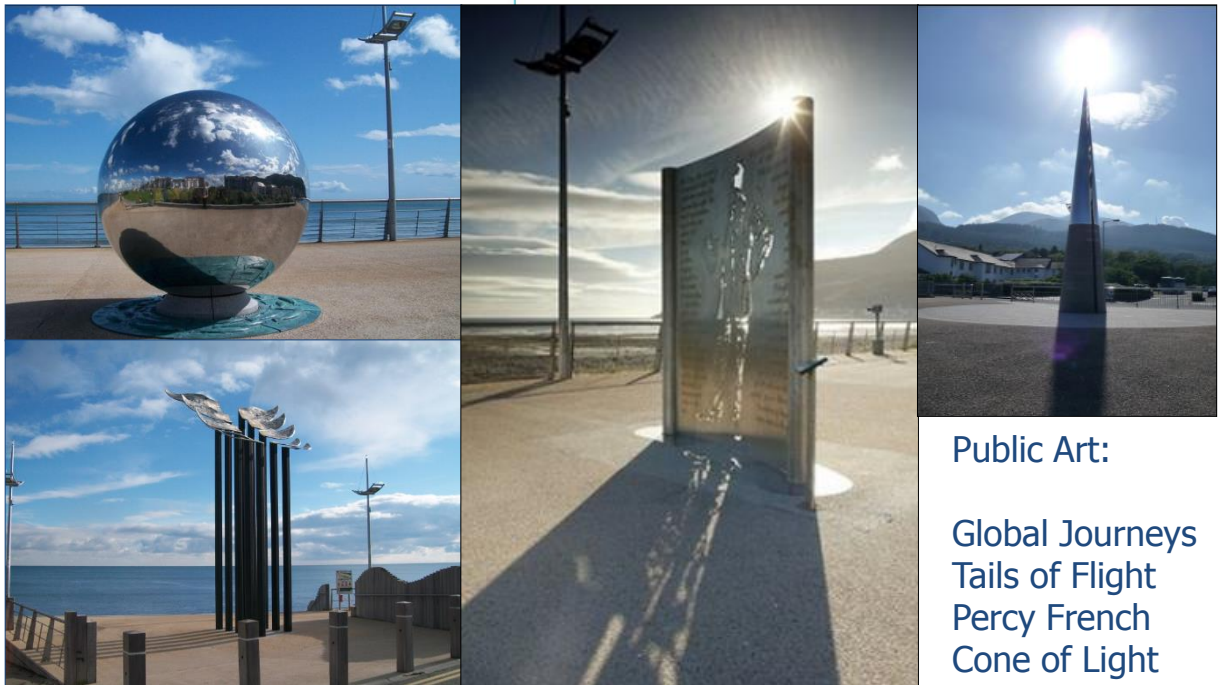
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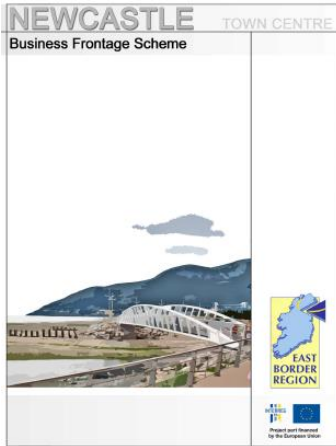


Public Art:

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’



August 2007



Proposed View



Recent View

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July 2009: Completion of Newcastle Gateway



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

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Newcastle Revitalisation Project

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

Objective: to promotion 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

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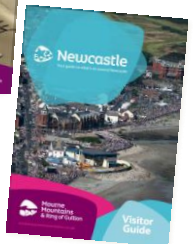
Key Tourism Project/Events

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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



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Irish Open 2015



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Fringe Festival to the Irish Open 2015 in Newcastle



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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 **Source: *NMD **Tourism NI**
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



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Festival of Flight 2015



95,000+ spectators at Festival of Flight



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**



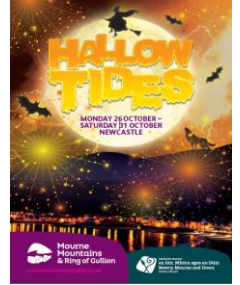


Hallowtides 2015



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

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Christmas in Newcastle



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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

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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

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Moving Forward : Key Projects

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Key Projects: Moving Forward

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

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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

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