

In November 2008, through Department for Social Development funding, The Ballycastle Town Partnership appointed The Paul Hogarth Company to prepare a Strategic Town Development and Action Plan.

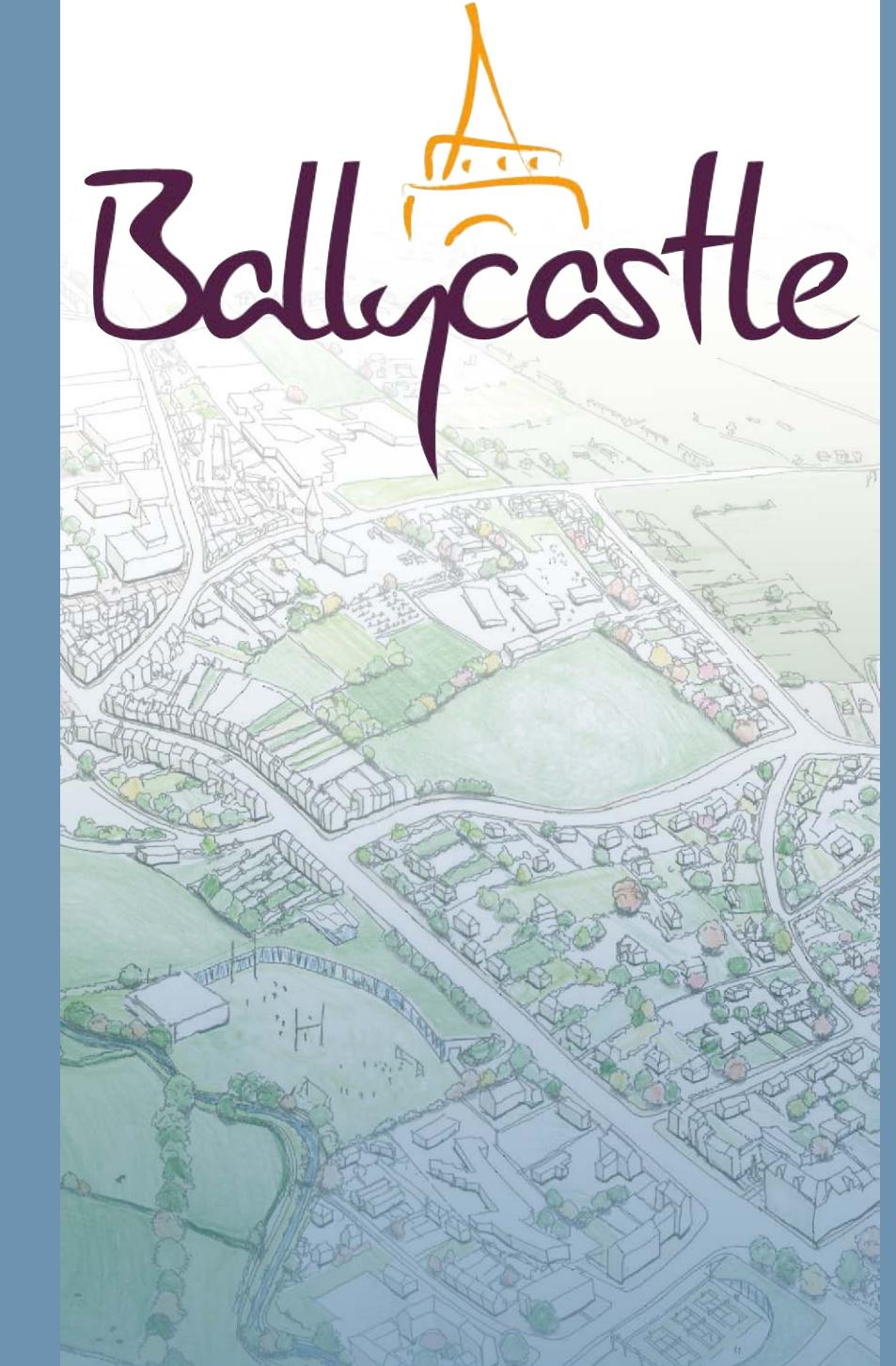
This Plan, which was a key requirement of the Causeway Coast and Glens Masterplan, builds on the work undertaken by the Partnership earlier in 2008, when it prepared a Draft Development Plan. The work that was undertaken, including extensive stakeholder and public consultation, provides the platform on which the Strategic Town Development and Action Plan has been built.



PROJECT PRIORITIES CHART

○ Immediate	0-6 Months	○ Medium	3-10 Years
○ Short	6 Months-3 Years	● Long	10+ Years
Timeframe		Priority	
● High	● Medium	● Low	

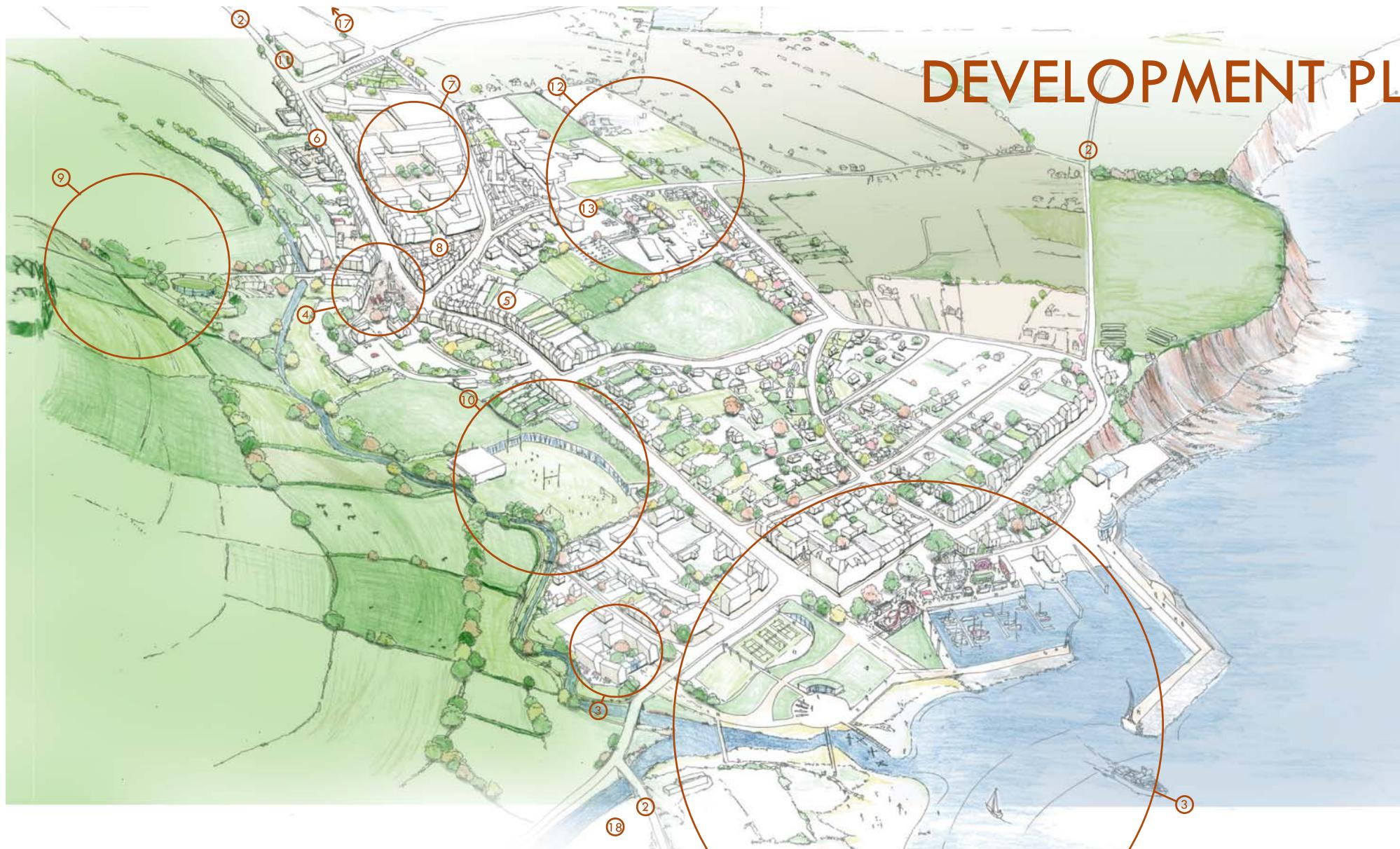
		T	P
1	Organisations and Structures		
1a	Employment of a project manager	●	●
1b	Town Partnership	●	●
1c	Retail Environment Working Group	●	●
1d	Chamber of Commerce	●	●
2	Town Gateways - Installation of Welcome Signs	●	●
3	The Seafront		
3a	Public Realm Improvements	●	●
3b	Watersports, Marine Activities and Tennis Pavilion	●	●
3c	Yacht Club	●	●
3d	Links to Rathlin and Scotland	●	●
3e	Cafe Culture and Restaurant Diversity	●	●
3f	Marine Hotel Development	●	●
3g	Shesburn House	●	●
3h	River Walk	●	●
4	The Diamond		
4a	Traffic Management	●	●
4b	High Quality Public Realm	●	●
4c	Lighting Scheme	●	●
5	Ann Street		
5a	Improve Linkages to Station Road Car Park	●	●
5b	Redevelopment of Station Road Car Park	●	●
6	Castle Street		
6a	Promote Micro-Industries and Studio Space	●	●
7	Castle Street/Market Street - Redevelopment	●	●
8	Clare Street - Pedestrianisation	●	●
9	Fairhill Street		
9a	Rural Outreach Centre & Riverside Regeneration	●	●
9b	Streetscape Design	●	●
10	Quay Road - Regeneration	●	●
11	Dalriada Hospital - Potential Redevelopment	●	●
12	Education		
12a	Pedestrian and Cycle Access to Moyle Road	●	●
12b	Establishment of a Further Education College	●	●
13	Moyle Road - Streetscape Design	●	●
14	Lammas Fair - Review of Lammas Fair	●	●
15	Public Transport - Extending Existing Services	●	●
16	Town Trails, Interpretation and Orientation	●	●
17	Ramoan House - Restoration & Redevelopment	●	●
18	Bonamargy Friary - Access and Interpretation	●	●



STRATEGIC TOWN DEVELOPMENT AND ACTION PLAN



DEVELOPMENT PLAN AND ACTION PLAN



- ① Organisations & Structures
- ② Town Gateways
- ③ The Seafront
- ④ The Diamond
- ⑤ Ann Street
- ⑥ Castle Street
- ⑦ Castle Street/Market Street
- ⑧ Clare Street
- ⑨ Fairhill Street
- ⑩ Quay Road
- ⑪ Dalriada Hospital
- ⑫ Education
- ⑬ Moyle Road
- ⑭ Lammas Fair
- ⑮ Public Transport
- ⑯ Town Trails, Interpretation & Orientation
- ⑰ Ramoan House
- ⑱ Bonamargy Friary

Ballycastle is a small town with a population of approximately 5,800, located on the dramatic coastline between the Giant's Causeway World Heritage Site and the stunningly beautiful Glens of Antrim. These areas are renowned for their natural heritage and are designated as Areas of Outstanding Natural Beauty. Along with Rathlin Island, which is a short ferry ride from **Ballycastle's** harbour, these are some of the most visited parts of Northern Ireland. **Ballycastle** has a key gateway role to play in relation to each of these destinations.

The town itself is charming, with its seafront and historic town centre, independent retailers, craft outlets and events such as the Ould Lammas Fair, which attracts approximately 150,000 people. All of these qualities help to secure the affection of most of the town's visitors.

The town is also greatly valued by its residents, providing a well-rounded, good quality of life.

Whilst the quality of **Ballycastle** is not fundamentally in any doubt, it is clear that the town, in order to maintain and build upon its assets must strategically develop to ensure it best responds to changing social, economic and environmental pressures and challenges.

The changes in Council administration that will come into effect in May 2011 will undoubtedly impact on the town. Moyle District Council, with its administrative centre in the town, will become part of a much larger authority, with **Ballycastle** at its eastern-most edge. This will have an impact on Council properties and employment.

Tourism has been and will continue to be a key economic driver for the town. The Giant's Causeway, 10 miles away attracts over 550,000 visitors each year and with anticipated investment in new facilities and endeavours in relation to the wider visitor offer, **Ballycastle** will continue to be impacted.

The Development Plan presents a vision of **Ballycastle**, protecting and enhancing the great attributes that it has, but positioning the town to respond positively to the challenges and changes that lie ahead.

Ballycastle is a town which is enjoyed by its residents and visitors. The quality of life and welcoming inclusive community is key to the success of the town, it should be cherished and never taken for granted. Inevitable and imminent changes must be managed to ensure that the distinctive qualities of the place, including its historic built form, seafront and landscape setting are protected and enhanced. This will make 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.

The Development and Action Plan provides a comprehensive vision for the town of **Ballycastle**. Central to this vision is the long term commitment to sensitive social, economic and physical regeneration.

The changes that are presented in the Plan combine initiatives that require immediate attention with those for the medium and longer terms. Likewise, initiatives range from the straight-forward and inexpensive to those which require significant time and capital resources.

The success of **Ballycastle** requires the plan to be advanced in a co-ordinated and strongly managed way. The projects and initiatives will require the public, private and voluntary sectors to work together.

It is proposed that **Ballycastle** should take responsibility for co-ordinating the delivery of this exciting vision. The Partnership, as an accountable organisation, will ensure that the most appropriate organisations and individuals lead and contribute to the delivery of the initiatives, bringing finance, experience, operational attributes and enthusiasm, maximising the benefits to the town, its people & its visitors.