METHODOLOGY

STAGE 1: PREPARATION AND INFORMATION GATHERING

STAGE 2: ANALYSIS

STAGE 3: VISION AND OVERARCHING AIMS

STAGE 4: DRAFT VILLAGE PLAN

PORTAFERRY  ARDS INTEGRATED VILLAGE PLANS
Initial Feedback Forms
Portaferry Village Plan - Public Feedback Form

Ards and North Down Borough Council has commissioned consultants The Paul Hogarth Company to prepare an Integrated Village Plan for Portaferry. Once finalised, this plan will set out a vision for the future of Portaferry and will include a set of local regeneration initiatives for implementation over the next 15 to 20 years.

This is your opportunity to get involved at this early stage and we would encourage you to complete this short feedback form so that your valuable feedback can be used to inform the development of the draft village plan.

1. What three words would you use to describe Portaferry?

2. What do you like most about Portaferry?

3. What areas do you think need to be addressed in Portaferry?

4. What kind of place would you like Portaferry to be in the future?

5. Would you like to be kept informed of the project (optional)?

Name: ____________________________________________

Email: ____________________________________________

Thank You

Please return this form to Frances McCormick or alternatively:

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62 FEEDBACK FORMS RECEIVED

51 Posted

11 Emailed
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What THREE WORDS would you use to describe Portaferry?

1. Run down / derelict / deteriorating (30) 32%
2. Beautiful / attractive / pretty (15) 56%
3. Dull / boring (12)
4. Friendly (8)
5. Empty (7)
6. Scenic (6)
7. Fun / good craic / great (6)
8. Isolated / Remote (6)
9. Picturesque (5)
10. Depressing / Dreary (5)

Thank You

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WHAT DO YOU LIKE MOST ABOUT PORTAFERRY?

01. Friendly people (28)
02. Scenery / scenic (17)
03. Feel of community spirit / community (14)
04. Location (10)
05. Views (8)
06. Family and friends (7)
07. Shops (6)
08. Safe (5)
09. Demesne (5)
10. Countryside (4)
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### WHAT AREAS DO YOU THINK NEED TO BE ADDRESSED IN PORTAFERRY?

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>01. Dereliction / empty / old buildings</td>
<td>22%</td>
</tr>
<tr>
<td>02. Exploris and grounds</td>
<td>52%</td>
</tr>
<tr>
<td>03. Portaferry Hotel</td>
<td>11%</td>
</tr>
<tr>
<td>04. Shops / more shops</td>
<td>11%</td>
</tr>
<tr>
<td>05. The Square / buildings</td>
<td>11%</td>
</tr>
<tr>
<td>06. Employment / jobs</td>
<td>10%</td>
</tr>
<tr>
<td>07. Lack of things to do (school children)</td>
<td>8%</td>
</tr>
<tr>
<td>08. Shore and shore front</td>
<td>7%</td>
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WHAT KIND OF PLACE WOULD YOU LIKE PORTAFERRY TO BE IN THE FUTURE?

01. Safe (16)
02. Active / thriving (12)
03. Tourist / visitor destination (12)
04. Attractive / beautiful / pretty (11)
05. More employment (8)
06. Warm / friendly / welcoming (7)
07. More things to do for all ages (7)
08. More shops / shopping centre (6)
09. Clean / tidier / well looked after (6)
10. Vibrant (6)

22% 50%
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**17 Respondents have provided contact details**

Names

Email addresses (where provided)
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**PORTAFERRY**

**ARDS INTEGRATED VILLAGE PLANS**
## CONSULTATION

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**CONSULTATION**

**FEEDBACK FORM - COMMON THEMES**

**PORTAFERRY**

**ARDS INTEGRATED VILLAGE PLANS**
### CONSULTATION

- Spread of derelict / run down sites
- The Square dominated by parking
- Large number of fine buildings in centre
- Refurbishment plans for Market House
- St Patrick’s Community Centre
- Promenade/shorefront looks dated
- Poor road surfaces in places
- Lack of public conveniences
- Compact walkable nature of village

- Impacted by closure of Exploris
- Portaferry Hotel closure
- Ongoing refurbishment of PORTICO
- Plans by Portaferry Sailing & Social Club
- Tourist Information Office (closed)
- Rich heritage potential
- Grounds adjoining Exploris neglected
- Need for branding and marketing
- Gateway location to peninsula
- Underperforming tourism location
- Antisocial behaviour at woodland walks
- Potential for picnic / seating areas

### CONCLUSIONS

- Brewery Yard Business Park well used
- Temporary uses for derelict sites
- Parking an issue in places
- Need to target inward investment
- Several proactive business groups
- Success of Portaferry Regeneration Ltd
- Appetite for additional business space

- Picturesque coastal setting
- Long standing ferry service
- Potential of Cook Street Quay
- Opportunities for improved Lough access
- Potential for more water based activities
- Educational value of Lough

- Need for more youth training facilities
- Desire to support function of library
- Work placements / apprenticeships
- Training for all ages
- Potential for Mens Shed
- No allotments in area

- Need group in place for plan delivery
- Transport links considered poor
- Ards Peninsula Villages Partnership
- Poor mobile/phone coverage
- Potential for private transport operators
- Sustainable housing growth
- Health/wellbeing - out of hours
- Remoteness of services

- Lack of 3/4G pitch
- Fishing opportunities
- Multitude of walking opportunities
- Great Leisure Centre
- Watersport potential
- Outdoor gym equipment
- Good quality playareas
- Potential for bike/canoe hire
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<tr>
<td>- Compact walkable nature of village</td>
<td>- Lack of public conveniences</td>
</tr>
<tr>
<td><strong>TOURISM</strong></td>
<td><strong>EDUCATION / TRAINING</strong></td>
</tr>
<tr>
<td>- Impacted by closure of Exploris</td>
<td>- Need for more youth training facilities</td>
</tr>
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<td>- Portaferry Hotel closure</td>
<td>- Desire to support function of library</td>
</tr>
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<td>- Ongoing refurbishment of PORTICO</td>
<td>- Work placements / apprenticeships</td>
</tr>
<tr>
<td>- Plans by Portaferry Sailing &amp; Social Club</td>
<td>- Training for all ages</td>
</tr>
<tr>
<td>- Tourist Information Office (closed)</td>
<td>- Potential for Mens Shed</td>
</tr>
<tr>
<td>- Rich heritage potential</td>
<td>- No allotments in area</td>
</tr>
<tr>
<td>- Grounds adjoining Exploris neglected</td>
<td>- Spread of derelict / run down sites</td>
</tr>
<tr>
<td>- Need for branding and marketing</td>
<td>- The Square dominated by parking</td>
</tr>
<tr>
<td>- Gateway location to peninsula</td>
<td>- Large number of fine buildings in centre</td>
</tr>
<tr>
<td>- Underperforming tourism location</td>
<td>- Refurbishment plans for Market House</td>
</tr>
<tr>
<td>- Antisocial behaviour at woodland walks</td>
<td>- St Patrick’s Community Centre</td>
</tr>
<tr>
<td>- Potential for picnic / seating areas</td>
<td>- Promenade/shorefront looks dated</td>
</tr>
<tr>
<td><strong>STRANGFORD LOUGH</strong></td>
<td><strong>BUSINESSES AND INVESTMENT</strong></td>
</tr>
<tr>
<td>- Picturesque coastal setting</td>
<td>- Brewery Yard Business Park well used</td>
</tr>
<tr>
<td>- Long standing ferry service</td>
<td>- Temporary uses for derelict sites</td>
</tr>
<tr>
<td>- Potential of Cook Street Quay</td>
<td>- Parking an issue in places</td>
</tr>
<tr>
<td>- Opportunities for improved Lough access</td>
<td>- Need to target inward investment</td>
</tr>
<tr>
<td>- Potential for more water based activities</td>
<td>- Several proactive business groups</td>
</tr>
<tr>
<td>- Educational value of Lough</td>
<td>- Success of Portaferry Regeneration Ltd</td>
</tr>
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**PORTAFERRY**

**ARDS INTEGRATED VILLAGE PLANS**
Renowned for its friendly atmosphere, community spirit and warm welcome, Portaferry will be an active and thriving village for both residents and visitors.

With its picturesque setting and panoramic views across Strangford Lough, alongside a range of family centred attractions, events and rich cultural offer, Portaferry will be transformed into a tourist destination of regional significance.

As a key gateway to the Ards Peninsula, Portaferry will offer a range of opportunities for new businesses, jobs, training and investment. Its regenerated and vibrant centre will showcase its many historical assets while its rejuvenated shorefront and marina will offer additional water based sporting and recreation opportunities and improved access to Strangford Lough.”
DRAFT VISION

Renowned for its **friendly atmosphere, community spirit** and **warm welcome**, Portaferry will be an **active and thriving village** for both **residents** and **visitors**.

With its **picturesque setting** and **panoramic views** across Strangford Lough, alongside a range of **family centred attractions, events** and **rich cultural offer**, Portaferry will be transformed into a **tourist destination of regional significance**.

As a **key gateway to the Ards Peninsula**, Portaferry will offer a range of opportunities for **new businesses, jobs, training** and **investment**. Its **regenerated and vibrant centre** will showcase its many **historical assets** while its **rejuvenated shorefront and marina** will offer additional water based **sporting and recreation opportunities** and improved access to Strangford Lough.

DRAFT AIMS

1. **ENHANCING** the attractiveness of the village
2. **PROMOTING** Portaferry as a regional gateway tourist destination
3. **SUPPORTING** existing businesses and attracting new investment
4. **OPTIMISING** Portaferry's strategic position on Strangford Lough
5. **FACILITATING** education and training programmes that empower local people
6. **WORKING** collaboratively to improve efficiency of services
7. **DEVELOPING** high quality recreation and sporting facilities
ENHANCING the attractiveness of the village

1.1 Formalise new village entrances
   1.1.1 Coach Road / The Coach Inn
   1.1.2 The Strand
   1.1.3 The Harbour

1.2 High Quality Public Realm Schemes
   1.2.1 The Square and St. Cooey’s Church setting
   1.2.2 The Promenade (Ferry Terminal to Cook Street)
   1.2.3 Ferry Street

1.3 Environmental Improvement Schemes
   1.3.1 Church Street
   1.3.2 High Street
   1.3.3 Anne Street
   1.3.4 Meetinghouse Street
   1.3.5 Castle Street

1.4 Dereliction Strategy

1.5 Shopfront Enhancement Scheme

1.6 Market House - refurbishment and revitalisation works

1.7 Refurbished St. Patrick’s Community Centre

1.8 ‘Pride in Portaferry’ Initiative

1.9 Enhanced setting to PORTICO
PROMOTING portaferry as a regional gateway tourist destination

2.1 Refurbished Exploris Aquarium
   2.1.1 Building refurbishment works
   2.1.2 Enhancement of facility entrance / setting
   2.1.3 Extension and new side entrance

2.2 Touring Site and Outdoor Recreation and Pursuits Centre (adjacent to Exploris)
   2.2.1 Production of detailed masterplan
   2.2.2 Relocated and enhanced childrens playpark
   2.2.3 New changing facility/cafe opportunity
   2.2.4 Modernised caravan/motorhome pitches
   2.2.5 Dedicated camping area
   2.2.6 Enhanced woodland walk
   2.2.7 Improved pedestrian connections to Nugents Wood
   2.2.8 Adventure zone
   2.2.9 Future park extension

2.3 Appointment of a Portaferry Tourism Officer
   2.3.1 Formation of a Portaferry Tourism Working Group
   2.3.2 Establish an Events Database/Calendar
   2.3.3 Hotel and Visitor Accommodation Futures Study

2.4 Coastal Visitor and Activity Centre
PROMOTING Portaferry as a regional gateway tourist destination

2.5 Refurbish and relaunch Portaferry Hotel

2.6 Portaferry Heritage Trail
   2.6.1 Leaflet/Brochure
   2.6.2 Plaque Scheme
   2.6.3 Uniform directional and interpretative signage

2.7 Maritime Heritage Centre (Ferry Street)

2.8 Enhanced Tourist Information Office

2.9 Branding and Promotion Strategy
   2.9.1 Interpretative and directional signage
   2.9.2 Marketing Campaign
   2.9.3 Uniform directional and interpretative signage

2.10 Promotion / Marketing of PORTICO

2.11 Network of picnic areas
   2.11.1 Windmill Hill
   2.11.2 Shore Road
   2.11.3 Cook Street Quay (north)
   2.11.4 Outdoor Recreation and Pursuits Centre
SUPPORTING existing businesses and attracting new investment

3.1 Portaferry Parking Strategy
   3.1.1 Formulation of overarching strategy
   3.1.2 Expansion and enhancement of Meetinghouse Street Car Park
   3.1.3 New Central Car Park at Ferry Street
   3.1.4 Formalised on-street parking at Shore Road

3.2 Village Markets/Fairs
   3.2.1 Marketing campaign
   3.2.2 Weekly Village Market - The Square
   3.2.3 Arts & Crafts Fair - Castle Street Courtyard

3.3 Portaferry Business Forum
   3.3.1 Establish working group with representation from PTA, PCC, PRL and ANDBC
   3.3.2 Ongoing consultation with local traders / businesses to assess need/issues
   3.3.3 Inward Investment Programme

3.4 ‘Shop Local’ Campaign

3.5 Piloting Meanwhile Uses Project

3.6 Incubator Business Park (PSNI site)
   3.6.1 Range of start-up business units
   3.6.2 Training complex
4.1 Portaferry Marina
   4.1.1 Extended operating timetable
   4.1.2 Expanded marina and facilities

4.2 Boating / Canoeing / Excursion tours

4.3 Enhancement of Cook Street Quay
   4.3.1 Reorganised/resurfaced boat storage area
   4.3.2 Landscape/planting scheme (south)

4.4 Exploris / QUB Lough Access Point
   4.4.1 Dedicated pontoon
   4.4.2 Ticketing kiosk

4.5 Petition Ferry Operator to trial varying ferry service options
FACILITATING education and training programmes that empower local people

5.1 Youth Drop-In Centre
   5.1.1 Develop business case
   5.1.2 Shared Outreach Officer
   5.1.3 Refurbished derelict building

5.2 Library IT training suite/programmes

5.3 Local business workplacement scheme

5.4 Local employment and training centre
   5.4.1 Youth Educational Programmes
   5.4.2 Adult Retraining Schemes
   5.4.3 Apprenticeships

5.5 Community Allotments (Steel Dickson Gardens / Cuan Avenue)

5.6 Develop and nurture a Portaferry Mens Shed
WORKING collaboratively to improve efficiency of services

6.1 Establish a Portaferry Village Plan Working Group
6.2 Promote and lobby for improved transport links
6.3 Explore viability of community/social economy led transport services
6.4 Drop-in/Community Wellbeing Centre
6.5 Ongoing support/development of Portaferry’s contribution to Ards Peninsula Villages Partnership
6.6 Improved broadband and mobile phone coverage
6.7 Identify future housing sites
DEVELOPING high quality recreation and sporting facilities

7.1 4G Pitch at Coach Road
7.2 Formalise Mountain Walk / Ballyquintin Walking Tours
7.3 Watersports Activity Centre (Ferry Street)
7.4 Sea fishing stands at Cook Street Quay
7.5 Bike hire facility at Outdoor Recreation and Pursuits Centre
7.6 Extended Leisure Centre opening hours
7.7 Installation of outdoor gyms
   7.7.1 Shore Road
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3.2 Village Markets/Fairs
3.3 Portaferry Business Forum
3.4 ‘Shop Local’ Campaign
3.5 Piloting Meanwhile Uses Project
3.6 Incubator Business Park (PSNI site)

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portaferry’s strategic position on strangford lough
4.1 Portaferry Marina
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