



BUSHMILLS 2020 Village Plan

April 2016

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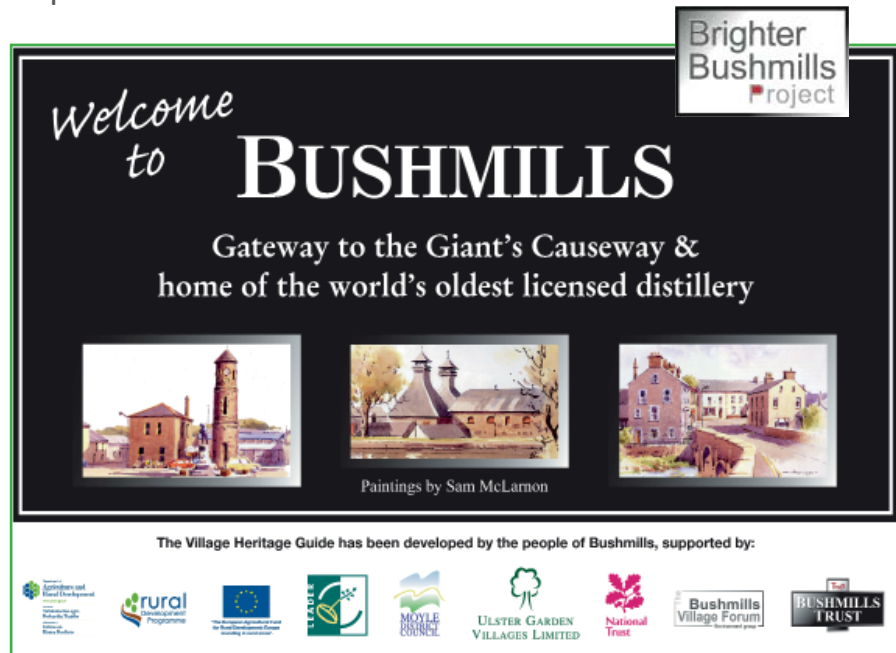
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Venturei Network
LOGO



1. Introduction and Summary

This document sets out a Village Plan for Bushmills. It sets out a vision Bushmills aims to achieve by 2020; establishing priorities through six Village Planning Themes and a series of actions (projects and programmes) which, if successfully implemented, will deliver on the vision and ultimately bring better outcomes for the people of Bushmills, its surrounding hinterland and visitors to this important North Antrim settlement.



Village overview

Bushmills is a rural village located on the North Coast of County Antrim nine miles from Coleraine and twelve miles from Ballycastle. The village dates back to the 1600s and was renowned for its corn, flax, spade and whiskey production. It is situated on the world famous Causeway Coastal Route within the new Causeway Coast and Glens Council area. Tourism is a key component of the economy of the new Causeway Coast and Glens Council and the North West Region as it contains some of Northern Ireland's most important tourism attractions including:

- Giant's Causeway
- Carrick-a-Rede Rope Bridge
- Dunluce Castle
- Bushmills Distillery
- Game of Thrones sites





Tourism potential for the Causeway Coast

The Giants Causeway, a UNESCO World Heritage Site, was identified by the Northern Ireland Tourism Board as one of its Signature Destinations.

Bushmills is an important settlement in relation to the North West Region and its tourism infrastructure and economy. It is a significant settlement in the area and an important gateway for visitors to the key attractions listed above.

The village is also situated within a designated Area of Outstanding Natural Beauty, a Conservation Area with nearly 80 listed buildings, and contains a number of notable period buildings such as the Old School House/ Legion Hall, Court House and PSNI Station.

Not only is Bushmills an important settlement in terms of providing services to tourists who are visiting the area but the village also provides much needed services to people living in the surrounding rural areas including Ballytober, Ballyclough, Dunluce, Portballintrae, Castlecat, Billy, Liscolman, Mosside, Dunseverick and Ballintoy.



The Community's Plan

The Village Plan has been developed through a series of community engagement consultations. Ultimately, the vision set out in the Masterplan has been developed by, shared and adopted by the people of Bushmills. The process has also engaged with important statutory stakeholders, and the Steering Group wishes to work together with the local authorities and government agencies to achieve the outlined objectives and ensure that they:

- Are fully informed of the process; and
- That they have committed to the delivery of actions within the Village Plan (where these are within their remit and that they have the resources available to do so.)



Key Issues & Priorities

The underpinning analysis and consultation identified the baseline position. This is set out in detail in the body of the Village Plan but key issues and priorities identified were:

1. Bushmills is the key gateway settlement for visitors accessing some of Causeway Coast and Glens Council's key assets including the Giant's Causeway (a World Heritage Site), Dunluce Castle, Bushmills Distillery and the North Antrim Coast. Given the national and international significance of these assets, Bushmills does not present an appropriate sense of arrival or co-ordinated facilities and services for visitors.
2. The physical presentation of the streetscape needs to be addressed; this is an important conservation settlement. However, some of the development permitted and the current approach to the presentation of the streetscape does not protect or enhance this important status for Bushmills.
3. The Village requires additional car parking capacity; with emphasis on this being delivered both strategically in terms of an arrival hub for visitors but also throughout the village in order to spread the distribution of cars, assist in the management of congestion at peak times and ensure that traders throughout the Village are within easy access of car parking for their customers. Access through a housing estate to the Park & Ride for the Giant's Causeway is inappropriate and facilities and landscaping are well below the standards expected of a World Heritage Site.



The Vision

The consultation process has worked towards agreeing a shared vision for Bushmills through to 2020. This has been agreed and adopted as:

Bushmills will not only be the Gateway to the Giant's Causeway and neighbouring attractions operating to world class standards, but will be a sought after destination in its own right providing a warm welcome for visitors and an enviable environment, facilities and services to enhance the quality of life of its citizens and support to reach their full potential.

Desired outcomes

The Bushmills 'Vision' is supported by the following strategic aims across the duration of the 2015-2020 Village Plan:

- Bushmills will have a co-ordinated community leadership which has the mandate and ability to develop strategic partnerships with the Council, statutory and voluntary agencies and funders in order to implement the agreed Vision and Aims (the Village Plan)
- Bushmills would be a visually attractive and well-presented settlement respecting its heritage assets and conservation status
- Bushmills will be a 'fit for purpose' gateway to the adjacent Causeway Coast and Glens World Heritage Site and other adjacent attractions including the Distillery, Dunluce Castle, Carrick-a-Rede Rope Bridge and the Game of Thrones sites.
- Community members will be provided with appropriate services accessible in the community which allow them to reach their full potential.

Planning Themes & Action Plans

The Village Plan has been developed against six Village Planning Themes. Detailed Action Plans have been developed against each of the six themes setting out the programme of work required to deliver each action (project or programme), which organisation will lead it, the timescales associated with delivery and an indicative Resourcing Plan. In addition, outcomes have been established against each of the six themes.

The six themes and the associated outcomes are set out in the following pages:





Planning Themes & Action Plans

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The six themes and the associated outcomes are set out in the table below:

| Village Plan Theme | Thematic Outcomes |
|--|--|
| <p>ONE Protecting and enhancing Bushmills' assets</p> | <ol style="list-style-type: none"> 1. Bushmills will be a well-planned and presented village which provides an attractive environment for trading and enterprise 2. Bushmills will be a visually attractive village and will present a quality living environment for its citizens and a strong sense of arrival for visitors to the North Antrim coast 3. All conservation regulations will be adhered to in the development of Bushmills with conservation consequences being carefully considered during the investment decision process 4. The village infrastructure will support commercial, community and visitor activity. 5. Bushmills will provide a themed shopping experience creating a primary market and good food options encouraging people to stay longer 6. Bushmills will celebrate, preserve and add to the quality and sustainability of its natural and built assets. |
| <p>TWO Facilities for citizens and visitors</p> | <ol style="list-style-type: none"> 1. Bushmills will provide a range of fit for purpose facilities to support the needs and requirements of citizens and visitors to the area 2. Facilities will be accessible and developed at a level of quality which attracts and retains users. |

THREE
Positioning and Promoting Bushmills

1. There will be agreed marketing, promotion and positioning of Bushmills
2. Collaborative approaches to the marketing of what Bushmills can offer will be developed with Tourism NI, the National Trust and CCGBC, Bushmills Distillery and Dunluce Castle.

FOUR
Supporting Enterprise and Reducing Poverty

1. Bushmills has available, quality space for business development
2. Businesses have access to support to develop, grow and increase profitability and employment
3. Individuals are supported to develop the skills required to gain and sustain employment.

FIVE
Connecting People to Service

1. Individuals and families in Bushmills and its hinterland will have access to the range of services provided by organisations in the community or by statutory and voluntary agencies on an outreach basis.

SIX
A Healthy Place and Community

1. Bushmills will have an environment which is a healthy place for children and adults with a focus on early intervention
2. People living in Bushmills will have access to information, education and advice which will support them to make positive lifestyle choices and develop better lifestyle patterns in relation to exercise and diet
3. People will live a long and independent life
4. People will have a positive approach to engaging in physical activity via organised and informal activities in quality indoor and outdoor environments.



2. Consultation Process

The Bushmills Steering Group engaged the Venturei Network to support it to develop the Bushmills 2020 Village Plan.

Central to the process led by the Steering Group was an interactive approach to consultation which presented opportunities for groups and individuals to become involved and influence the plan.

The following events and consultation workshops were led by the Steering Group and facilitated by the Venturei Network:

| Event | Dates | Numbers Engaged |
|-----------------------------|--------------------|-----------------|
| Third Age Workshop | 18th February 2015 | 38 |
| Community Planning Workshop | 5th March 2015 | 72 |
| Community Meeting 1 | 5th March 2015 | 37 |
| Community Meeting 2 | 21st April 2015 | 28 |
| Community Meeting 3 | 25th November 2015 | 23 |
| Young People (12-14) | 22nd May 2015 | 7 |
| Young People (16-18) | 22nd May 2015 | 12 |
| Traders 1 | 14th April 2015 | 18 |
| Traders 2 | 25th November 2015 | 17 |
| Statutory Agency Workshop | 22nd April 2015 | 18 |
| Launch Event (Wider Public) | TBC | |
| Total | | 270 |

In addition, the draft plan has been circulated to the following statutory agencies and public bodies for input:

- Causeway Coast and Glens Borough Council: Development
- Causeway Coast and Glens Borough Council: Planning
- Tourism NI
- National Trust
- Invest NI
- Department for Agriculture and Rural Development
- Education Authority for NI: Youth Services
- Transport NI
- Northern Health and Social Care Trust
- Causeway Enterprise Agency



3. Bushmills: the 2015 Baseline

In order to develop a village plan for Bushmills which is robust it is important that the baseline position for the village is established. This also ensures that the vision developed for Bushmills up to 2020 is one that is realistic and can be delivered in full. This section of the Village Plan sets out the baseline position for Bushmills at 2015. The baseline position is established in terms of:

- **Strategy**
- **Socio-economic profile**
- **Current facilities and services**
- **Feedback from the Community and Stakeholders**

Strategic Fit

Appendix A sets out a Strategic Fit for the Bushmills 2020 Village Plan. It establishes that there are clear linkages with a hierarchy of NI, Council and local strategies and plans. Key in establishing this Strategic Fit is the potential for the Bushmills 2020 Plan to either help to deliver on the vision, aims and objectives of each of these plans or to utilise resources emanating from them in order to deliver the projects and programmes set out in the Bushmills 2020 Plan.

A review of Appendix A confirms that there is a clear fit with the following plans:

- Causeway Coast and Glens Borough Council Corporate Plan 2015-2019
- Causeway Coast and Glens Borough Council Community Development Strategy 2015-2018
- Causeway Coast and Glens Borough Council Tourism and Destination Management Strategy 2015 – 2020
- Causeway Coast and Glens Borough Council Sports and Leisure Facilities Strategy
- Causeway Coast and Glens Borough Council Economic Strategy and Action Plan 2015 to 2018
- Department of Enterprise Trade and Investment – Draft Tourism Strategy for NI 2020
- Tourism NI Corporate Plan 2011-2015
- Bushmills Village Local Community Plan 2010-2013



What Do the Figures Tell Us?

Appendix B contains a Socio Economic Profile for Bushmills. A review of the statistics available confirm:

- A population of 1780 people; which is growing at a rate equivalent to NI as a whole.
- It has the same proportion of under 16s in NI and the Council area (20%) but it has more over 65s as a proportion of our population (21%) compared to 15% for the Council area and 14.5% for NI as a whole.
- People residing in Bushmills tend to present with poorer health than either the Council area or NI as a whole; 77% state that their health is good compared to 80% for the Council area and 79% for NI
- Whilst many of its citizens perform very well in terms of educational attainment and progressing through the educational system to third level more of its people (55%) leave the education system with no or low qualifications when compared to the Council area (43%) or NI (41%)
- There is a higher probability of families in the Bushmills catchment living in poverty than across either the Council area or NI; the link between no and low qualifications and living in poverty is well established and may require intervention in Bushmills. 36% of its households live in relative poverty compared to 31% in the Council area and 30% across NI.
- Bushmills and its catchment are within NI's 20% most deprived communities (NI Multiple Deprivation Measure; this may position it in a geography consistent with Neighbourhood Renewal post 2016.

All told the existing data/statistics for Bushmills and its hinterland confirm that whilst it is located in an idyllic rural location against the backdrop of the North Antrim Coast its people are:

- More likely to leave school poorly prepared to access work and training.
- More likely to experience or live in poverty than their peers across the Council area or NI
- More likely to experience poor health than their peers across the Council area or NI.

The table reveals that the area is ranked in the top 20% for education and training deprivation. It also has low rankings for income, proximity to services and employment deprivation. Therefore, the development of a Strategy for Bushmills should include ways to reduce these forms of deprivation which currently exist.





Current Facilities and Services in Bushmills

In order to establish a baseline position for Bushmills it is important to identify the current facilities and services which are available in the village. The table below outlines the facilities and services available in Bushmills and its surrounding area:

| Facility | Ownership | Services offered |
|--------------------------------------|--|--|
| Bushmills Community Centre | Causeway Coast and Glens Borough Council | Has a sports hall and an office in addition to secure outdoor space available to sports groups/clubs |
| Bushmills Visitor Information Centre | Causeway Coast and Glens Borough Council | Tourist information |
| Bushmills Community House | Housing Executive/BREF | Drop in Centre and space for residents and community organisations to hold meetings |
| Education Centre | Education Authority | Used for rock climbing by the W.I and other outdoor pursuits |
| Dalriada Rural Sure Start | Sure Start | Various clubs and programmes for young children and parental support |
| Bushmills Distillery | Private | Distillery and visitor centre |
| Mill Rest Youth Hostel | Bushmills Trust | Halls |
| The Den | BREF | Drop-in Centre for the young people |
| 3 Church Halls | Church | Halls and offices available to hire for various events and activities. |
| Dunluce School | Education Authority | School and after school event and activities |
| Bushmills Primary School | Education Authority | School and after school event and activities |
| Bushmills Inn | Private | Meeting rooms and general facilities |



SWOT Analysis

Many UNESCO World Heritage Sites generate a range of social benefits such as increased health and wellbeing, enhanced knowledge of the environment and local heritage, and increased inclusion and community cohesion.

The Giant's Causeway and Causeway Coast World Heritage Site is far behind other projects in terms of its ability to translate its unique features which result in thousands of people visiting it annually into business opportunities. Bushmills is only two miles from the Giant's Causeway and yet is not impacted by the benefits the World Heritage Site can bring. The SWOT analysis below helps identify the baseline position for Bushmills and its potential to benefit.

Bushmills Strengths... Things We Can Build On

- Existing and emerging community infrastructure; volunteers who are willing to invest their time in addressing issues, developing a vision for Bushmills and bringing about improvements
- Track record of existing community based organisations
- Strategic location; gateway to much of the North Coast's natural heritage and assets including a World Heritage Site
- Potential offered by the short summer and shoulder tourist seasons
- Availability of land and sites for development by statutory or community sector organisations to contribute to an overall vision for Bushmills
- Willingness of support organisations including the Council and the Rural Support Network to help community volunteers plan, develop and deliver important projects and programmes for Bushmills
- Location of one of Northern Ireland's most important industrial/ tourist Visitor Centres: the Bushmills Distillery.





Gap site at entrance/exit to the Giant's Causeway Park & Ride - a World Heritage Site

Bushmills Weaknesses... Issues To Be Addressed

- Currently there are 20 vacant or derelict properties and 2 gap sites on Main Street alone.
- Whilst there is a range of community based organisations and volunteers with an interest in developing and improving Bushmills there is a lack of 'joined up thinking'. There is a need for an agreed vision and Masterplan/vision to coordinate the energy, effort and skills of community organisations, their partners and volunteers.
- There is a danger that due to a lack of coordination individual groups from Bushmills will be targeting the same Public Grants Programmes; in effect competing against each other rather than working collaboratively.
- In line with many communities across Northern Ireland the age profile of volunteers does not reflect society as a whole; in many of the local groups, volunteers are members of Bushmills 'Third Age' sector. There is a requirement to engage new and younger volunteers bringing additional skill sets and competencies to benefit Bushmills.
- There has been a lack of effective and sustained lobbying to put Bushmills on important sector planning and resourcing agendas including those of Roads Service, DARD, the Council and Tourism NI.
- There is a lack of a community focal point/hub which could be utilised by all of the community organisations thus enhancing a sense of connection/togetherness.
- There are poor processes for circulating information within and across the community of Bushmills.



Bushmills Opportunities ... Things We Can Build On

- To develop a shared vision and strong collaborative working between existing and new community infrastructure in order to position Bushmills in respect of planning, decision making and resource allocation (funding decisions).
- There is potential for a museum coming from our industrial heritage, the Macnaghten involvement in the town, Quigg VC, salmon fisheries, ancient battles and Ulster Scots culture.
- Our strategic location in relation to key heritage assets (Giant's Causeway, Dunluce Castle and the Game of Thrones sites) and transport facilities and services (Park and Ride).
- The potential to be the 'stop off' and eventually 'stay over' point as visitors access existing and planned natural and man-made tourist and visitor attractions in the North East/North Coast
- Potential to develop opportunity sites in the Village including the former PSNI Station, the Courthouse the old School/Legion Hall and some of the derelict properties.
- The opportunity to enhance and redevelop existing community/public space in Bushmills including the Visitors Centre and Community Centre.
- The potential to further turn Bushmills towards the river and use it as a feature.
- The potential to develop an annual Events Programme with particular focus on the tourist peak and shoulder seasons
- Potential to form external partnerships with organisations such as Causeway Enterprise Agency in order to develop derelict properties and facilitate sustainable/indigenous economic development.
- Potential to develop projects to target forthcoming funding programmes including the Rural Development Programme 2014-2020, PEACE IV, Interreg, Social Investment Fund (Tranche 2) and son or daughter of Neighbourhood Renewal.
- Potential to develop important strategic partnerships between Bushmills and the New Causeway Coast and Glens Borough Council, National Trust, Causeway Coast and Glens Heritage Trust, Causeway Enterprise Agency and the Northern Health and Social Care Trust, Dunluce Castle and Bushmills Distillery.



Bushmills Threats ... To Be Minimised

- That a shared vision is not agreed and that the groups do not move towards a more collaborative approach to delivering a shared vision and resultant benefits for Bushmills
- The fact that a significant proportion of Main Street property is old and is owned externally to Bushmills which means it is outside the influence and/or control of the local community
- That Bushmills becomes invisible within a larger Causeway Coast and Glens Council Area; there is always a danger that if local communities are not effective at developing a shared vision and articulating it that they will become invisible in a larger Local Authority geography
- Reducing public sector budgets and a removal of public subvention for community led projects.



Brighter
Bushmills
Project



4. Bushmills: 2020 the Vision

This section of the Village Plan establishes the agreed vision for Bushmills as a settlement and community 2020:

“Bushmills will not only be the Gateway to the Giant’s Causeway and neighbouring attractions operating to world class standards, but will be a sought after destination in its own right providing a warm welcome for visitors and an enviable environment, facilities and services to enhance the quality of life of its citizens and support to reach their full potential.”

Village Plan Aims

The following desired outcomes have been developed in order to support the vision:

- Bushmills will have a co-ordinated community leadership which has the mandate and ability to develop strategic partnerships with the Council, statutory and voluntary agencies and funders in order to implement the agreed Vision and Aims (the Village Plan).
- Bushmills would be a visually attractive and well-presented settlement respecting its heritage assets and conservation status.
- Bushmills will be a ‘fit for purpose’ gateway to the adjacent Causeway Coast and Glens World Heritage Site, and other adjacent or close by attractions.
- Community members will be provided with appropriate services accessible in the community which allow them to reach their full potential.



5. Village Planning Themes

This section of the Village Plan establishes six themes around which the Village Plan has been constructed. They are:

- Theme One: Protecting and Enhancing Bushmills' Assets**
- Theme Two: Facilities for Citizens and Visitors**
- Theme Three: Positioning and Promoting Bushmills**
- Theme Four: Supporting Enterprise and Reducing Poverty**
- Theme Five: Connecting People to Services**
- Theme Six: A Healthy Place and Community**





6. How Will We Get There? - The Action Plans

This section of the Village Plan sets out the Action Plans developed against each of the strategic themes. Outcomes (where Bushmills would like to be by 2020) have been established against each of the village planning themes. Indicative actions have been developed against each of the themes.



Brighter
Bushmills
Project

7. Leading and Co-ordinating the Delivery of the Bushmills Village Plan

Central to the success of the Bushmills 2020 Village Plan will be the local leadership and co-ordination afforded to it. It is recognised that the plan set out in this document is wide ranging.

Clearly it cannot be delivered by any one community organisation in Bushmills and will require a co-ordinated effort between those groups in addition to establishing collaborative partnership working arrangements with statutory and voluntary agencies external to Bushmills, but with a remit and responsibility for service delivery in it.

Coordinating the Village Plan is a Steering Group with representatives from BREF (Bushmills Residents & Environmental Forum), Bushmills Community Association, The Bushmills Trust, The National Trust, Bushmills Children & Young Peoples Services, Bushmills Distillery, Bushmills Traders Association, and Causeway Enterprise Agency. From this Group a Task Force or “Village Team” will be established to co-ordinate with CC& C Borough Council.

Bushmills 2020 Steering Group

Key tasks will include:

- Selling and promoting the Strategy (to local community and groups and external Departments and Agencies).
- Engaging people, statutory agencies and local authorities to facilitate delivery of the Strategy.
- Co-ordinating the delivery of the Strategy over the established time-frame.
- Bringing together existing local community organisations in order to confirm project by project leadership.
- Bring together local groups in order to agree the best tactic ‘for Bushmills’ in relation to pursuing external funding opportunities
- Providing a conduit for statutory agencies, funders and decision makers to engage with the wider Bushmills community.
- Putting Bushmills on the agenda - feeding into consultation processes including the Area Plan, Causeway Coast and Glens Community Plan, Rural Development Programme (Axis Three) Strategy, Peace IV Strategy, Neighbourhood Renewal Action Plan (post 2016).
- Agreeing and leading a Communications Plan for Bushmills.





8 Physical Masterplan



9. Appendices

Appendix A:

Strategic Fit for Bushmills 2020 Village Plan

There are a range of strategies developed at Government, Department and Council level throughout Northern Ireland. These can be for health, education, tourism, economic development and community development. The success of projects is dependent on their ability to demonstrate their contribution to the vision, aims and objectives of these strategies particularly if funding is required to implement them. The contribution the Village Plan for Bushmills makes to key corporate, community development and tourism strategies is outlined below:

Causeway Coast and Glens Borough Council 2015-2019 Council Strategy

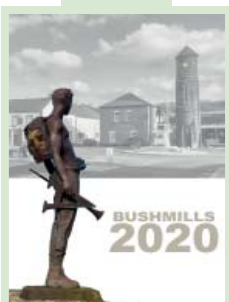
The reform of local government saw the number of Councils in Northern Ireland reduce from 26 to 11 on the 1st April 2015. This resulted in Moyle District Council merging with Coleraine Borough Council, Ballymoney Borough Council and Limavady Borough Council to form the Causeway Coast and Glens Borough Council. To provide the new Council with a direction and priorities to address a Strategy has been developed which will cover the 2015-2019 timeframe. While the Strategy is still in draft form the emerging vision of the Council is to:

“maximise the benefits of our Borough’s location and natural assets for our citizens and visitors by providing accessible, innovative and efficient local services which exceed customer expectations”

The draft Council Strategy indicates that this vision will be delivered through 5 cross cutting strategic themes which are:

- Leader and Champion
- Accelerating Our Economy and Contributing to Prosperity
- Innovation and Transformation
- Resilient and Healthy Communities
- Protecting and Enhancing our Environments and Assets

The themes of the Council Strategy will be confirmed once the formal Strategy has been published. The Bushmills Village Plan is a roadmap that aims to implement various projects and initiatives which will enhance the facilities and services in Bushmills which will protect and create jobs, promote community cohesion and enhance the quality of life of residents and surrounding communities. Therefore, it will contribute to delivering on the Strategy’s emerging vision and themes in this area of the new Causeway Coast and Glens Council.



Causeway Coast and Glens Community Development Strategy 2015-2018

This document sets out the emerging priorities of the Causeway Coast and Glens Borough Council in terms of community development and the actions it will take to ensure that the needs of the community are met across the Borough by 2018. The Strategy has the following draft objectives:

Objective 1: Increasing Community Development Capacity

Over the 2015-2018 period the Council commits to working with communities to build their core capacity to ensure they have the skills, knowledge and confidence to engage in collaborative partnership working. To deliver on this objective the Council will support community groups through the provision of grant aid, provide relevant advice and assistance to both individuals and organisations, provide mentor support to community organisations and offer training opportunities. This will not only improve the capacity of the community but it will enhance the levels of governance and financial capability within the sector and enhance levels of volunteering throughout the Council area.

Objective 2: The Promotion of Productive Engagement

The Causeway Coast and Glens Council recognises the importance of establishing an environment which puts community engagement at the heart of everything that it does. This objective will be met as the Council commits to undertaking the following actions: facilitating shared learning, reaching out to new constituent groups, engaging independent members of the community and developing a framework for effective engagement. This will lead to a culture of constructive community engagement being developed and an improved understanding of the challenges and opportunities that community planning presents.

Objective 3: The Targeting of Deprivation and Evidenced Need Through Partnership Working

The third objective of the Strategy seeks to address deprivation in the Causeway Coast and Glens Council in recognition of the transfer of the Neighbourhood Renewal Programme to the new Councils in Northern Ireland. Given that the new Council area is one of the largest in terms of geography there are a number of areas which suffer from income, health, access to services and employment deprivation. The Council aims to reduce it through creating effective collaborative relationships, promoting partnership working, developing a framework for collaborative working, increasing connectivity and creating linkages within services where synergy exists.

Objective 4: Providing Support to Community Infrastructure to Maximise Sustainability

Causeway Coast and Glens Council recognises the importance of developing the community infrastructure in the area. However, it acknowledges that it is important to develop community infrastructure which not only benefits local people but is sustainable over the long term. Over the 2015-2018 timeframe the Council will support groups seeking to implement a social economy model for their project, provide grant support for small scale, necessary capital renovations in priority community facilities, facilitate area planning approaches to the provision of services, increase usage of existing community/Council resources and create opportunities for shared management.



Community development is at the core of the Bushmills Village Plan. It seeks to build on and expand existing projects and initiatives as well as develop new ones which reduce deprivation, encourage community cohesion and intergenerational interaction, enhance the skills and capabilities of local community groups to manage and deliver projects and increase the community infrastructure in the village. This will enable the objectives of the Council's Community Development Strategy to be achieved by 2018.

Causeway Coast and Glens Council Tourism Strategy

Tourism plays an important role within the Causeway Coast and Glens Council. The sector is a significant employer in the region and is an important source of income for a range of local businesses as it contains some of the most visited tourist attractions such as the Giant's Causeway. To support the sector in the area the Causeway Coast and Glens Council have developed a Tourism Strategy. While the Strategy is still in draft format it has the following objectives:

- To establish the Causeway Coast and Glens as a 'Must Visit' destination; sustaining and increasing the number of visitors to the area
- To create an excellent experience for the visitor, motivating them to stay longer, spend more and generate positive word of mouth
- To manage, co-ordinate and deliver tourism development and marketing for the destination, in order to spread the benefits of tourism across the region, address seasonality and ensure best financial value for public and private stakeholders

Bushmills is seen as a gateway to some of the main tourist attractions in the Council area with tourism being a major contributor to the village. The Village Plan for Bushmills seeks to improve the facilities and services in the village to encourage people to visit it as part of their day trip/holiday to the North coast, enhance their experience while there in addition to linking the tourist attractions on the outskirts of Bushmills to the centre of it. These complement the objectives of the tourist strategy developed by the Council.



Department of Enterprise Trade and Investment – A Draft Tourism Strategy for Northern Ireland to 2020

This Strategy outlines the actions the Department of Enterprise Trade and Investment will take to increase the contribution tourism makes to the Northern Ireland economy. The vision of this tourism strategy is to:

“Create the new Northern Ireland experience and get it on everyone’s destination wish list”

In order to achieve this vision the Strategy sets a number of targets such as increasing the number of visitors from 3.2 million to 4.5 million by 2020, increasing earnings from tourism from £536 million to £1 billion in 2020, enhancing the amount of money spent by visitors, targeting specific markets and market segments, and supporting indigenous high quality businesses to grow. These targets will be fulfilled through actions which have been grouped under four themes: People, Product and Places, Promotion, and Partnership.

Under the People theme the following actions will be taken:

- Inspire the people of Northern Ireland to discover and share stories with visitors
- Encourage the tourism industry to use storytelling in their marketing
- Create an environment that encourages entrepreneurs and developers.

The actions defined for the Product and Places theme include:

- Make it easy for the visitor to get to and get around Northern Ireland
- Create more opportunities for visitors to spend money
- Invest in infrastructure to support development opportunities
- Develop year round events to extend the season
- Enhance the visitor experience through promoting food, drink and local products
- Encourage a suitable range and quality of accommodation provision.

For the Promotion theme the actions that will be implemented include:

- Identify the visitor of the future and their needs
- Grow income from visitors through targeted marketing
- Use events to grow out of season business and bring new visitors to Northern Ireland.

Within the theme of Partnership, the Strategy aims to:

- Develop an approach for working collaboratively with the public and private sector in key tourism areas
- Invite the tourism industry in Northern Ireland to take a leadership role.

Bushmills and the North East coast of Northern Ireland contain a number of world renowned attractions such as the Giant’s Causeway and the Bushmills Distillery which are visited by thousands of tourists every year, and is now also enjoying even more popularity thanks to the Game of Thrones being filmed in Northern Ireland. A major element of the Bushmills Village Plan is to draw additional visitors to the village through developing its natural assets and hosting more events and activities which will appeal to tourists. This will promote Bushmills as a significant tourist destination in the area which is what the Department seeks to achieve across Northern Ireland.



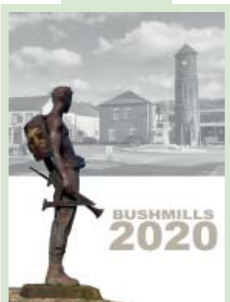
Northern Ireland Tourist Board (now Tourism NI) Corporate Plan 2011-2015

The Tourism NI Corporate Plan sets out the goals the organisation will seek to achieve with regard to tourism between 2011 and 2015. It was developed to complement the Department of Enterprise Trade and Investment's Draft Tourism Strategy for Northern Ireland. The overall purpose of the Corporate Plan is to increase the number of people visiting Northern Ireland, enhance the visitor experience, and increase expenditure by tourists. To achieve this, Tourism NI has developed a five point plan under the following themes:

- Unlocking the potential
- Building the tourism product
- Developing a quality visitor experience
- Promoting the destination
- Being an excellent organisation.

To “unlock the potential” Tourism NI commits to raising awareness of the contribution tourism makes to the economy. They will do this through building partnerships with relevant organisations, identifying consumer trends that are shaping the tourism industry, gathering best practice from tourism enterprises internationally, and identifying issues that impede the growth and competitiveness of the tourism industry. Tourism NI recognises the need to develop attractions that will appeal to an international audience. Therefore, under the theme of “building the tourist product” the organisation will support the funding of tourism projects that will encourage people to visit Northern Ireland from multiple countries worldwide. In order to increase the number of tourists visiting Northern Ireland their stay must be enjoyable. This is acknowledged by Tourism NI through its “developing a quality visitor experience” theme. Within this theme Tourism NI will support the industry to deliver great events and to more fully develop the visitor experience.

The fourth theme of the Tourism NI's Corporate Plan is “promoting the destination”. To ensure fulfilment of this theme the organisation will develop a number of marketing messages to highlight the tourist attractions that Northern Ireland has to offer across a range of traditional and digital media platforms in the United Kingdom, Ireland, and globally. “Being an excellent organisation” is the final theme of the Corporate Plan and involves making sure that the needs of the visitor are at the heart of everything the Northern Ireland Tourist Board does. The Village Plan for Bushmills will aim to enhance tourism offered in the area which will appeal to both domestic and international tourists. With the Plan being implemented by various local community groups it will provide the opportunity for Tourism NI to develop closer relationships with these groups. It will also be able to enhance their knowledge on how to develop a high quality tourism product in the area. The development of further tourist destinations in Northern Ireland and enhancing the capacity and ability of community organisations to put on appealing events and activities is what the Tourist Board seeks to achieve through its Corporate Plan.



Bushmills Village Local Community Plan 2010-2013

A Community Plan was developed for Bushmills covering the 2010-2013 period. It was initiated by the Bushmills Village Forum, Moyle District Council and Supporting Communities NI and facilitated by Community Places. The workshops held to inform the development of the Community Plan were attended by local residents as well as representatives from community organisations including the Bushmills Community Association, the Bushmills Trust, Dalriada Sure Start and Bushmills Presbyterian Church.

One of the key objectives of the Village Plan for Bushmills was to improve the facilities and visual environment of the village in order to enhance the quality of life for local residents and to make the area a more attractive place to visit. In particular, the Plan sought the refurbishment of derelict buildings in Bushmills, the further development of the Millennium Park and Hamill Park, the introduction of suitable trafficking calming measures, the development of walking and cycling paths connecting Bushmills, the Giant's Causeway and Portballintrae, and the development of new river walks with adequate seating and lighting in the village. The consultations which formed the basis of the Village Plan recognised the need to develop a greater understanding of the culture and heritage of Bushmills. Therefore, the Village Plan recommended that support be provided to existing cultural and heritage based events and activities, initiatives be put in place to promote local history and cultural expression, and the development of a museum focusing on Ulster Scots culture.

Another key objective of the Village Plan was to improve the services for children, young people and older people living in Bushmills and its surrounding area. It believed that this should be achieved through encouraging young people to have their say, providing more support to community organisations and people who wish to volunteer, and creating and holding activities for all groups living in the area. Finally, the Village Plan recognised the importance of job creation, investment and tourism to the success of Bushmills. To ensure that this remained a priority the Village Plan sought to increase the provision of further educational classes for adults in the area, enhance the training advice and guidance provided to school leavers and unemployed people, secure support for businesses to establish a presence and remain in Bushmills and improve the marketing and promotion of the village through noticeboards, maps, leaflets and interpretative panels.



Appendix B:

Socio-Economic Profile for Bushmills

This Appendix provides a statistical overview of Bushmills in terms of its population, the health, education and employment status of the people living in the village and the extent to which the area suffers from deprivation.

Population

The population statistics for the Ballylough and Bushmills Super Output Area confirm the following:

- The resident population of the area recorded at the 2011 Census was 1,781 with an estimated population at 30th June 2013 of 1,780
- Between the 2001 and 2011 Census the number of people living in Ballylough and Bushmills increased by 4.64% which indicates a growing population
- 51.88% of the people living in Ballylough and Bushmills are female while 48.12% are male
- 20.55% of residents are under 16 years of age which is similar to the new Causeway Coast and Glens District Council (20.41%) and the Northern Ireland average (20.95%)
- There is a higher concentration of people living in Ballylough and Bushmills aged 65 and over (21.28%) compared to the new Causeway Coast and Glens District Council (15.40%) and Northern Ireland as a whole (14.56%)
- The majority of the population living in the area is Protestant (91.07%).

It is clear from the population statistics above that the Bushmills area has a large proportion of both young and old people living in it. As a result, there will be a strong demand for facilities and services among these two sections of the population. This is something that should be given consideration during the development of the Village Strategy.

Health and Education

The health and education statistics for the Ballylough and Bushmills Super Output Area reveal the following:

- There are fewer people with good health in Ballylough and Bushmills (77.54%) compared to the new Causeway Coast and Glens District Council (80.02%) and Northern Ireland as a whole (79.51%)
- 54.70% of the people living in the area have no or low qualifications which is significantly higher than the new Causeway Coast and Glens District Council (42.93%) and the Northern Ireland average (40.63%).

The above statistics indicate improvements need to be made to the health and education of people living in Bushmills. Therefore, the Village Strategy should include actions for the development of activities to enhance the health of the population and additional training courses and classes to increase educational achievement.



Poverty and Economic Activity

The poverty and economic activity statistics for the Ballylough and Bushmills Super Output Area confirm that:

- There are more households in relative poverty in Ballylough and Bushmills (36.0%) compared to the new Causeway Coast and Glens District Council (31%) and Northern Ireland (30.2%)
- Economic activity is lower in Ballylough and Bushmills (60.55%) compared to the new Causeway Coast and Glens District Council (63.64%) and the Northern Ireland average (66.22%).

An analysis of the above statistics reveal that a large proportion of the people living in Bushmills are in low paying jobs, unemployed or retired meaning their income is limited. To develop a Village Strategy which considers how to develop facilities and services in the village which are affordable must be considered.

Deprivation

The Ballylough and Bushmills Super Output Area is ranked 215 out of 890 in terms of multiple deprivation. This indicates that the area is suffering from deprivation across several measures. The rankings for the area against other measures is outlined in the table below:

NIMDM Measure

Ballylough and Bushmills Super Output Area Ranking

| | |
|------------------------|-----|
| Income | 188 |
| Employment | 214 |
| Health and Disability | 427 |
| Education and Training | 142 |
| Proximity to Services | 198 |
| Crime and Disorder | 382 |
| Living Environment | 575 |



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