



Title of Report:	CCR Draft Infrastructure Strategy
Committee Report Submitted To:	Leisure & Development Committee
Date of Meeting:	19 May 2026
For Decision or For Information	For Decision
To be discussed In Committee	No

Linkage to Council Strategy (2026-31)	
Strategic Theme	P3 – Creating conditions to deliver opportunities for our Borough
Outcome	Improving economic prosperity
Lead Officer	Head of Tourism and Recreation

Budgetary Considerations	
Cost of Proposal	Phase 1 100% funded
Included in Current Year Estimates	YES
Capital/Revenue	n/a
Code	
Staffing Costs	n/a

Legal Considerations	
Input of Legal Services Required	NO
Legal Opinion Obtained	NO

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	Yes/No	Date:
	EQIA Required and Completed:	Yes/No	Date:
Rural Needs Assessment (RNA)	Screening Completed	Yes/No	Date:
	RNA Required and Completed:	Yes/No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	Yes/No	Date:
	DPIA Required and Completed:	Yes/No	Date:

1.0 Purpose of the Report

The purpose of this report is to provide Elected Members with an update following the report presented to Committee on 21 May 2024, which outlined development opportunities between the Causeway Coastal Route (CCR) and the Wild Atlantic Way (WAW).

A Causeway Coastal Route Draft Infrastructure Strategy (Annex A) has since been developed, aiming to redefine the CCR as a region rather than a linear driving route, with a focus on sustainable tourism development, enhanced visitor experiences, and the protection of the natural landscape. The report seeks Elected Members' endorsement to progress with planning, consultation, and implementation of the Strategy, including the delivery of Phase 1 priority projects.

2.0 Background

2.1 The Causeway Coastal Route (CCR) is one of Northern Ireland's most recognised tourism assets, attracting both international and domestic visitors for its scenic beauty, cultural heritage, and unique visitor experiences. The draft Infrastructure Strategy represents a shift from a traditional route-based concept to a regional destination framework, ensuring that tourism growth is balanced, sustainable, and beneficial to local communities. The Strategy also aligns with wider initiatives led by Tourism NI, Tourism Ireland, and Fáilte Ireland, including the Shared Island Programme, which aims to enhance cross-border connectivity between the Causeway Coastal Route and the Wild Atlantic Way (WAW).

3.0 Key Objectives

3.1 The Strategy focuses on three core areas: audit and planning, visitor experience, and sustainability.

- Under audit and planning, the Strategy proposes a comprehensive audit of existing signage, infrastructure, and visitor amenities, alongside the development of a Driving Infrastructure Plan to identify priorities and recommend improvements. It also seeks to identify Discovery and Signature Points to enhance visitor engagement and route coherence.
- With respect to the visitor experience, the Strategy aims to encourage exploration beyond the coastline, integrating inland attractions and local communities. It will promote storytelling and interpretation to highlight the region's unique heritage, geology, and mythology, enriching the visitor journey.
- Sustainability underpins the Strategy, with actions focused on reducing vehicle congestion and environmental impact through active travel promotion, while applying 'un-designing principles to declutter and restore natural landscapes.'

4.0 Strategic Components

4.1 The Strategy is built around eight interconnected components that collectively define the visitor journey:

- **Entry Points**, which welcome visitors and reinforce the CCR brand identity.
- **Landscape Areas**, which promote experiences across the wider region.
- **Welcome Hubs**, providing transport, accommodation, and visitor information outside the immediate route.
- **Signature Points**, such as the Giant's Causeway, serve as iconic, high-capacity destinations.

- **Discovery Points** offer smaller, immersive experiences encouraging exploration and connection.
- **The Routes** component supports multiple modes of travel, including walking, cycling, public transport, and car access.
- **Towns and Villages** will benefit from enhanced infrastructure, hospitality, and a stronger sense of place. (review of existing ‘white on brown signage’ on approach to urban and village settlements)
- **Points of Interest** will showcase lesser-known attractions and community stories.

5.0 Consultation Findings

- 5.1 Consultation with 63 respondents, including residents, businesses, and visitors, identified key themes and priorities. The most significant visitor priorities include improved amenities, safer walking and cycling access, better parking, and enhanced public transport.
- 5.2 The most popular Signature Points were the Giant’s Causeway, Mussenden Temple, Dunluce Castle, Carrick-a-Rede, and The Gobbins, while suggested Discovery Points included Ballintoy, Magheracross, Torr Head, Dunseverick, Downhill, and Whitepark Bay.
- 5.3 Locations such as Ballintoy Harbour, Bushmills, and Whitepark Bay were identified as suitable for ‘un-designing’, to reduce clutter and restore natural character. Respondents also emphasised community benefits, such as support for small businesses, artisan producers, and activity providers, along with the importance of extending visitor dwell time in local towns and villages.

6.0 Strategic Alignment with Council Objectives

- 6.1 The draft Infrastructure Strategy aligns closely with the Council’s objectives relating to tourism development, sustainability, community wellbeing, and regional collaboration.
- 6.2 In terms of tourism development, it supports the creation of Signature and Discovery Points, improved signage and infrastructure, and enhanced storytelling and interpretation that reflect the borough’s rich culture, landscape/geology and heritage.
- 6.3 From a sustainability perspective, the Strategy encourages ‘un-designing’, ecological restoration, and the promotion of active travel modes such as walking, cycling, and public transport to reduce congestion.
- 6.4 The Strategy also emphasises the importance of community and economic benefits, supporting local enterprises, improving amenities, and dispersing visitor flows to lessen pressure on popular destinations while bringing opportunities to lesser-visited areas.
- 6.5 Finally, the Strategy promotes collaboration with Tourism Ireland, Tourism NI, local authorities, and community stakeholders, ensuring alignment with wider regional initiatives and the development of site-specific management and maintenance plans underpinned by ecological best practice.

7.0 Recommendations of the Strategy

- 7.1 The Strategy makes a series of key recommendations to guide implementation. These include:
 - Auditing and rationalising signage and infrastructure to simplify the visitor experience and strengthen visual consistency across the route.
 - The development of distinctive Discovery and Signature Points incorporating design elements that harmonise with the surrounding landscape.

- Visitor engagement should be enhanced through a cohesive storytelling and interpretation framework, delivered through a range of media and digital platforms.
- Sustainability measures to include the removal of intrusive infrastructure and restoration of natural landscapes.

7.2 In support of local communities, the Strategy proposes the enhancement of facilities in towns and villages, improved transport connectivity, and the promotion of local supply chains and artisan products.

8.0 Priority Locations – Phase 1 Development

8.1 Phase 1 of the Strategy identifies several strategic development sites for initial delivery. These include

- Gortmore Viewpoint, which offers panoramic coastal views.
- Magilligan, recognised for its rich heritage and environmental sensitivity.
- Roe Valley Country Park, valued for its peaceful natural setting and potential for sustainable visitor engagement.
- Magheracross and Portaneevy, noted for their geological significance and scenic appeal.
- Rinagree Viewpoint has been included as a key location offering expansive views across the Atlantic coast and opportunities for enhanced interpretation and visitor access.
- Red Bay has also been prioritised due to its strong visual character, cultural associations, and its potential to improve connectivity between coastal and inland attractions.

8.2 Together, these sites represent the foundation for the first phase of implementation, focusing on locations of high scenic, cultural, and tourism value that can deliver early and visible benefits while setting a standard for future phases.

9.0 Financial and Resource Implications

9.1 Funding for the delivery of the Strategy is anticipated through Tourism NI, Shared Island initiatives, and future external funding programmes. Council's resource commitment will primarily involve staff time for project management, planning, partnership engagement, and ongoing coordination with partners.

10.0 Recommendation

It is recommended that the Leisure and Development Committee recommends to Council to:

1. Endorse the Causeway Coastal Route Draft Infrastructure Strategy.
2. Approve commencement of Phase 1 project planning and delivery. This will be subject to a further shortlisting of projects and availability of resources.

At the pre Leisure and Development Committee workshop, a representative from Paul Hogarth will present to Elected Members on the Strategy.

Causeway Coastal Route Infrastructure Strategy Report

DRAFT



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Appendices

- *Supporting appendices are available upon request.*



1 | Introduction



1 | Introduction

The Causeway Coastal Route

The Causeway Coastal Route (CCR) is one of Ireland's most iconic touring routes – a captivating journey that connects world-famous landmarks with the character and charm of vibrant coastal communities.

Stretching from Belfast to Derry/Londonderry, it links two of the island's great cities and showcases the rich geological, cultural and historical heritage of this impressive coastline.



The CCR brings together celebrated locations such as the Giant's Causeway, Carrick-a-Rede Rope Bridge and Mussenden Temple with quieter moments of discovery: hidden coves, dramatic cliffs, peaceful forests, and winding coastal roads.

Visitors are invited to take in the spectacular scenery and discover the stories woven through its glens, beaches, castles and villages.

However, as visitor numbers continue to rise, the route faces increasing pressures. Sites already operating at capacity are becoming congested, while others remain overlooked due to limited access or visibility.

Wayfinding and interpretation across the route is fragmented, and the infrastructure supporting key locations varies significantly in quality and character. These imbalances dilute the visitor experience and place strain on the communities and environments that make the route so special.



Coasteering along the CCR



Downhill Benone

1 | Introduction

The Purpose of the Project

This Infrastructure Strategy has been commissioned as part of the Shared Island Initiative by Tourism Northern Ireland and Tourism Ireland, working in partnership with the Route's four Councils, the National Trust and the Causeway Coast and Glens Heritage Trust.

To inform this strategy Tourism Ireland undertook a comprehensive research of the Wild Atlantic Way (WAW) and Causeway Coastal Route (CCR) 'brands' at the onset. Across GB, US, France, and Germany, it showed strong awareness of both the WAW (57%) and CCR (62%), comparable to major global driving routes. While detailed knowledge was limited, appeal was very high (WAW 84%, CCR 81%), significantly boosting consideration of Ireland as a holiday destination. Highlighting the connectivity of the two routes increased the likelihood of visiting both (75%) and encouraged longer stays (up to an average of 5.2 days), confirming the routes' strong potential to drive visitation and extend trips.

This strategy focuses on bringing greater coherence and connectivity to the CCR, while building synergies with the Wild Atlantic Way. It identifies opportunities to better manage visitor flows, highlight lesser-known places, and create a more unified experience through thoughtful design, signage and targeted investment.

By viewing the route as a connected system, rather than a series of separate destinations, this strategy seeks to unlock its full potential while protecting its integrity for the future.

Ultimately, it aims to strengthen the CCR as a high-quality, connected coastal experience that supports communities, celebrates landscapes and welcomes visitors to 'Embrace the Giant Spirit' of this region.



Whiterocks Beach, Portrush



1 | Introduction

The Collaborative Process

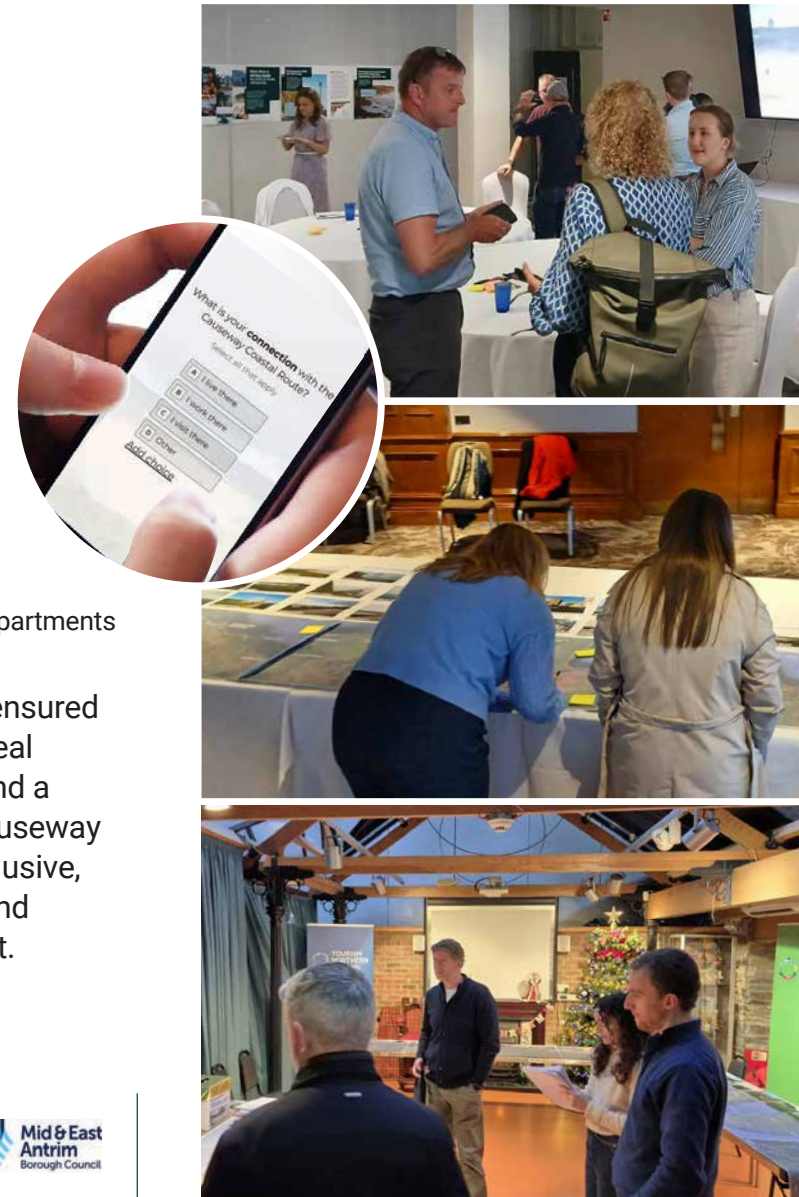
Development of this strategy has been led by The Paul Hogarth Company landscape architects, working with Tandem Design as interpretation designers. This Northern Ireland - based team has extensive experience in planning and delivering similar projects, including for the Wild Atlantic Way.

From the outset, Tourism Northern Ireland and Tourism Ireland have worked in partnership with the Route's four Councils and two Trusts to guide the direction of this project. This has been complemented by extensive engagement with community stakeholders, businesses, landowners, industry and the wider public.

The process has included:

- In-depth site visits and audits across the full extent of the route
- Two public surveys with over 200 responses highlighting local priorities and special places
- Workshops and one-to-one conversations with community groups and stakeholders
- Ongoing dialogue with Government Departments and key stakeholders

This collaborative approach has ensured that this strategy is grounded in real experiences, shared ambitions, and a common goal: to enhance the Causeway Coastal Route in a way that is inclusive, sustainable, locally meaningful, and shaped by those who know it best.



2 | Understanding the Causeway Coastal Route



2 | Understanding the Causeway Coastal Route



The existing Causeway Coastal Route is a 120-mile (193 km) driving route linking the cities of Belfast and Derry/Londonderry in Northern Ireland.

It passes through 34 towns and villages, across four local council areas and three Areas of Outstanding Natural Beauty, with several looped drives encouraging visitors to explore the wider landscape.

2 | Understanding the Causeway Coastal Route

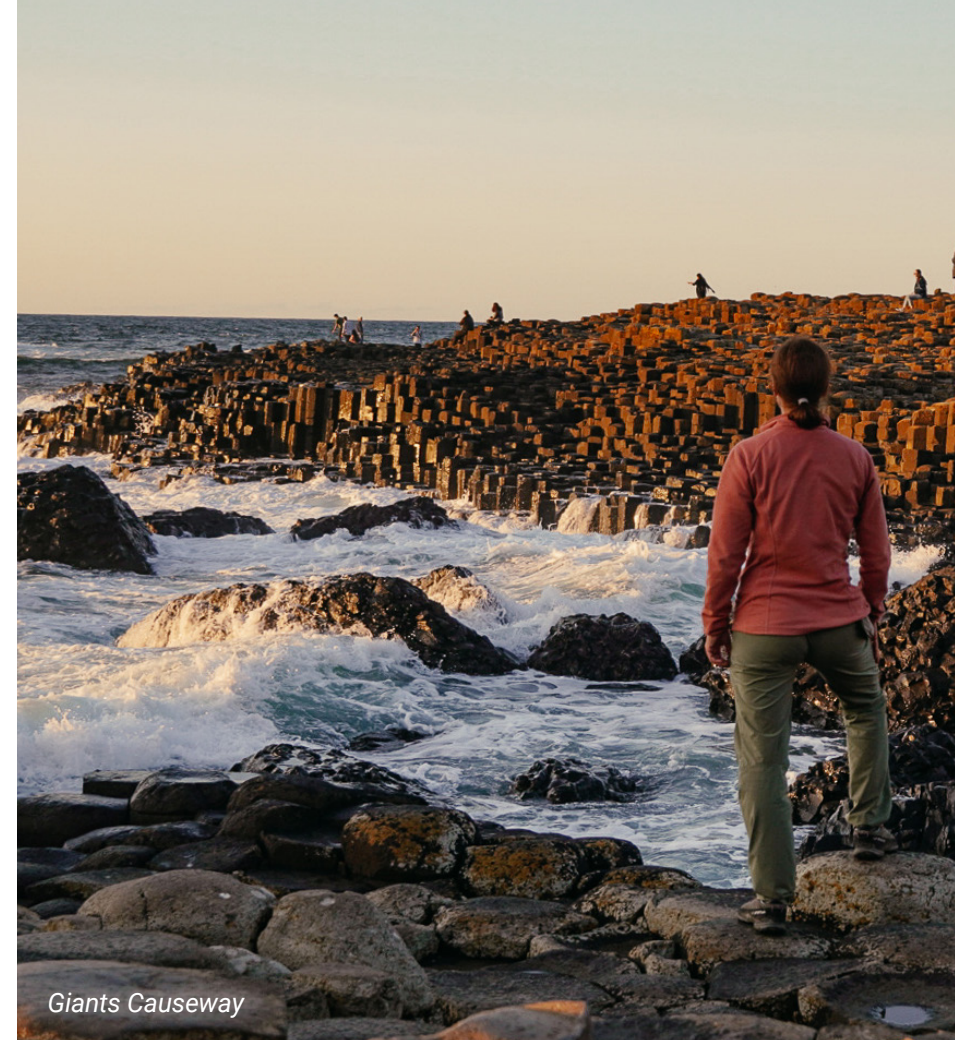
The Landscape and Its People

The CCR is much more than a scenic driving route; it's a journey through a living landscape shaped by people, nature and time. Along its length, dramatic headlands and glens sit alongside historic villages, working harbours and communities rooted in folklore, language and cultural tradition.

This is a landscape of layers: formed by ancient geology, rich ecosystems and centuries of human activity. From the industrial heritage of Larne to the coastal charm of Whitehead, from the stories of the Walled City of Derry/Londonderry to the imposing Norman Carrickfergus Castle, and from the engineering feat of the Antrim Coast Road to medieval ruins perched on cliffs, every place tells its own story.

Unlike more remote coastal drives, the CCR is defined by its closeness to people and place. Every turn reveals a village, each headland tells a story, and this density creates a unique and engaging travel experience – a nuanced dialogue between landscape, history and community.

Here, the land is lived in, worked and loved. Traditions endure, nature thrives and the deep connection between people and place makes the route a journey of discovery and belonging.



Giants Causeway



Glenarm Marina



Castlerock Beach



Rathlin Island

2 | Understanding the Causeway Coastal Route

The Visitor Experience

Tourism has long shaped life along the Causeway Coast, from Victorian train journeys to seaside resorts like Portrush and Whitehead, to generations of family holidays on the north coast. The Giant's Causeway remains the region's most iconic attraction, but the wider Causeway Coastal Route now offers a rich and varied visitor experience.

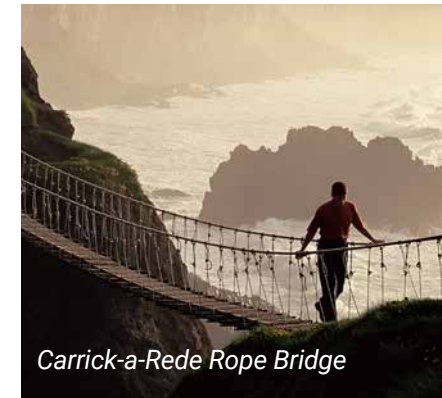
Since the Good Friday Agreement, non-domestic visitor numbers to Northern Ireland have grown significantly, with Causeway Coast and Glens consistently ranking as the second most visited council area for overnight stays after Belfast.

The rise in visitor interest has brought renewed focus on world-famous sites like the Giant's Causeway and Carrick-a-Rede Rope Bridge, while also bringing greater attention to locations such as Dunluce Castle, Mussenden Temple and Rathlin Island.

The southern and inland stretches of the route have historically seen fewer visitors, but are home to significant heritage sites and visitor attractions like Glenarm Castle, Carrickfergus Castle, Gobbins Cliff Path and Slemish Mountain. These areas present valuable opportunities to broaden and better balance tourism across the route.

Beyond its headline destinations, the CCR offers a rich tapestry of experiences, from quiet bays and forest trails, to scenic viewpoints, encounters with wildlife, interactions with local artisan producers or storytellers, and opportunities for active exploration. Whether kayaking into a secluded cove, walking a cliffside path, visiting a community-run museum, or travelling slowly by bike or train, the route invites visitors to look beyond the well-known and discover hidden corners of the coast.

This strategy recognises the value of that diversity – from major visitor hubs to quieter, more soulful places – and aims to shape an experience where every stop feels memorable, meaningful, and rooted in the character of the landscape and its people.



Carrick-a-Rede Rope Bridge



Derry/Londonderry City



Glenarm Castle



2 | Understanding the Causeway Coastal Route

Present Day Infrastructure

How visitors arrive, explore and experience the CCR is shaped by the quality of its infrastructure. This includes roads, laybys, car parks, public transport links, walking and cycling paths, facilities, amenities and public spaces.

Part of the route's charm lies in its narrow, winding roads that twist and turn with the landscape, offering spectacular views on their way.

However, these roads have limited capacity and little room for expansion. It is important that they are designed and managed carefully to keep all users, including pedestrians and cyclists, safe. In some of the route's most popular locations, traffic congestion, speeding and poor parking can cause issues, exacerbated by increased visitor numbers during peak seasons.

Footpaths and cycle paths are a vital component of the CCR. Yet, footpath provision is often limited or non-existent. The off-road path network is also relatively limited, meaning that visitors are reliant on private vehicles. Visiting the CCR by public transport is currently possible, but it is limited by gaps in bus and rail infrastructure and infrequent services.

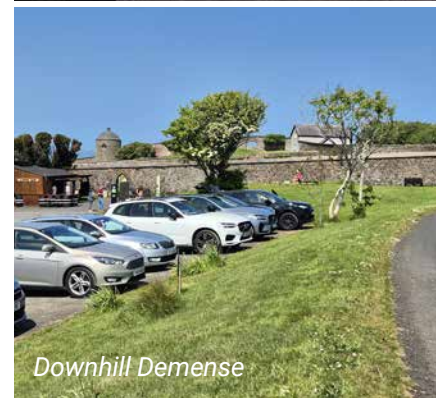
Other important parts of the CCR infrastructure are signage, public artworks and street furniture, like benches and bins. These have been a focus of this strategy, with a dedicated audit carried out to assess their quality and condition.



Brown's Bay



Black Arch



Downhill Demense



Murlough Bay



Giant's Causeway



2 | Understanding the Causeway Coastal Route

Audit Summary

A detailed audit of the CCR recorded over 2,100 signs along the 300+ mile route (inclusive loop routes), including directional, interpretive and informational signage.

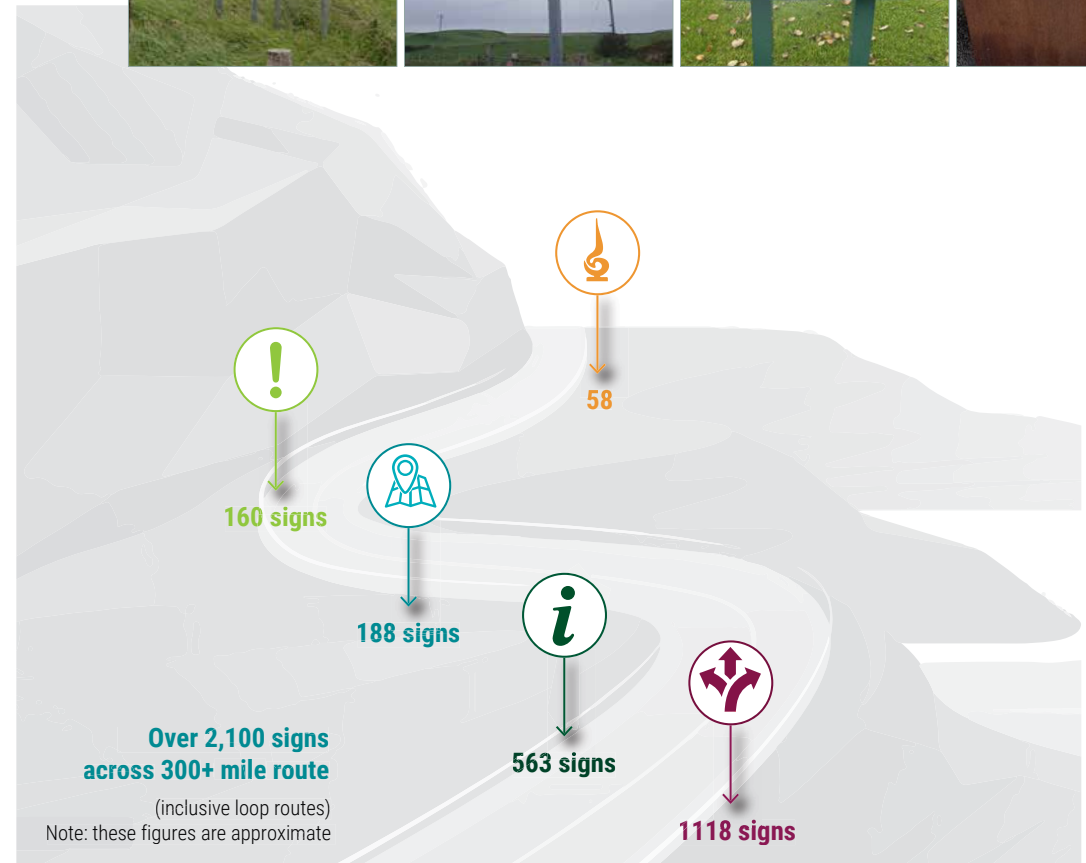
While most were in good condition, 171 signs were in poor condition, and 67 pieces of branded furniture showed weathering or minor damage.

There are significant inconsistencies in signage placement, branding, and messaging. In many locations, multiple signs have accrued overtime, presenting the visitor with a cluttered and confusing environment.

In addition to signage, the audit highlighted wider infrastructure challenges, such as limited parking, congestion in villages and a lack of sustainable transport options.

It also identified gaps in storytelling, interpretation and the quality of places to explore, showing the need for better visitor orientation, more engaging narratives and strategies to encourage travel to lesser-visited areas.

These findings form the basis for a coordinated Infrastructure Strategy and an improved visitor experience, aligned with the WAW.



2 | Understanding the Causeway Coastal Route

Public Engagement

This strategy has been informed by two public engagement processes. The first captured 144 public responses from a wide range of people along the CCR. Respondents highlighted the route's exceptional scenic quality, natural beauty, and vibrant local character as its greatest strengths.

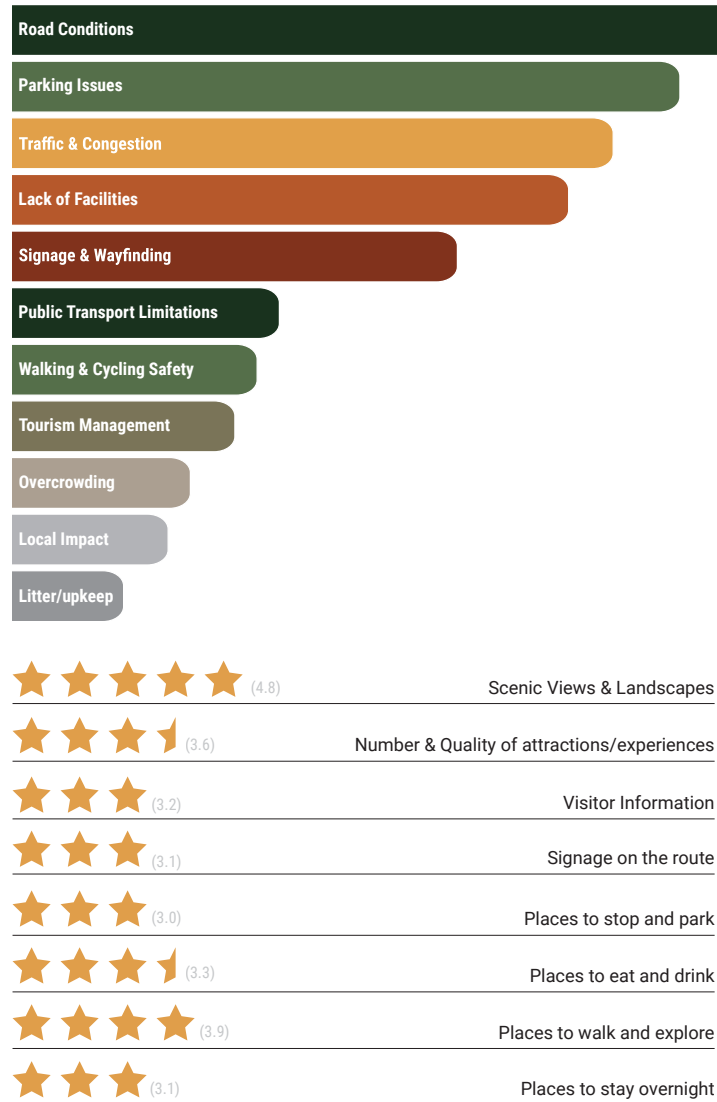
However, they also raised consistent concerns about poor road conditions, limited parking, disconnected signage, and the need for more accessible infrastructure.

There was strong support for sustainable improvements, better facilities, and a more unified identity.

These insights offer valuable direction for creating a more connected, inclusive, and resilient visitor experience.

63%

of respondents mentioned issues related to the road



"Difficult to reach the route without a car, and cycling infrastructure is inadequate."

"Overcrowding at key attractions like the Giant's Causeway ruins the experience."

"Public transport is limited, and some walking paths do not connect well with stops."

"Dirty and outdated signs don't reflect the beauty of the route."

"20 miles of driving right at the water's edge from Larne to Cushendall in East Antrim is incredible."

"Support local economy to ensure viable business opportunities to support communities throughout the year..."

"To develop the route yet avoid oversaturation and exploitation of the wildlife and environment"

"Create a modern spin on it to bring more tourism to the country, like Wild Atlantic Way or Great Ocean Road in Australia."

2 | Understanding the Causeway Coastal Route

Policy Context

This strategy sits within an extensive and evolving policy landscape that prioritises sustainability, regional development, and landscape protection. These policies lay the foundation for a coordinated, long-term approach to enhancing the visitor experience while safeguarding the exceptional natural, cultural and heritage assets of the region.

Tourism Vision and Action Plan 2025: 10-Year Plan (Northern Ireland)

This strategy supports the Tourism Vision and Action Plan, which sets out a roadmap for growing tourism in a way that is sustainable, high-quality, and visitor-focused. It promotes world-class visitor experiences that benefit communities, protect the environment and drive inclusive economic growth. The strategy needs to contribute to this vision by diversifying experiences across the route, encouraging slow tourism, and elevating the distinctiveness of key locations.

Shared Island Initiative

This strategy aligns with the objectives of the Shared Island Initiative by enhancing physical and thematic connections between Northern Ireland and the Republic of Ireland, particularly through strengthening the relationship between the CCR and the WAW. This cross-border approach supports cohesive tourism development, improved infrastructure and connectivity, and shared environmental goals encouraging visitors to experience the island as one seamless coastal journey.

The draft TNI Corporate Plan 2025–28

This underscores a commitment to regional balance, sustainability, and year-round economic growth through tourism - notably supporting investment across urban, rural and coastal destinations, rather than concentrating solely on established “honeypot” sites. The sentence should read ‘This Strategy aligns directly with the draft TNI Corporate Plan aiming to disperse visitor footfall, enhance under-utilised heritage and natural sites, and spread economic benefits across communities.

By focusing on landscape-led, accessible and resilient interventions, this proposal supports TNI’s objectives around sustainable development, unlocking the value of lesser-known sites, and improving the overall competitiveness and appeal of Northern Ireland as a destination.

Areas of Outstanding Natural Beauty (AONBs)

Much of the CCR lies within designated Areas of Outstanding Natural Beauty. These designations underscore the need for careful planning and design, to ensure that all interventions respect the visual, ecological and cultural values of the landscapes.

World Heritage Site: Giant’s Causeway and Causeway Coast

Home to one of Northern Ireland’s World Heritage Sites, this strategy will recognise the global importance of the Giant’s Causeway and Causeway Coast. All nearby interventions must be guided by UNESCO’s principles of protection, presentation, and interpretation.

Northern Ireland Climate Action Plan

In line with the Climate Action Plan, this strategy must be embedded with sustainability as a core principle, from reducing car dependency and promoting active travel, to using low-carbon materials, recycling where possible and nature-based solutions. As climate pressures increase, this strategy for the CCR aims to take a leading role in demonstrating how low-impact tourism can support both visitors and the environment.



3 | Infrastructure Strategy



Whitehead, Carrickfergus

3 | Infrastructure Strategy



3 | Infrastructure Strategy

Vision & Objectives

Introduction

The Causeway Coastal Route is one of Northern Ireland's most valued landscapes, offering visitors the opportunity to experience ancient stonescapes, steep glens, lough shores and dramatic beaches - all shaped by both nature and generations of people. It is a place of discovery, beauty and connection.

Yet at a time of climate and ecological challenge, alongside increasing visitor numbers, its future demands careful stewardship. The question is not simply how to attract more visitors, but how to manage growth responsibly - supporting local communities and sustaining the landscape's character while safeguarding its integrity for generations to come.

Much more than a driving route, it is time to think differently about the Causeway Coastal Route.

The vision for the CCR is to enhance the visitor experience by investing in the landscape, encouraging people to get out of their cars, to slow down and connect more deeply with the people and place.

This will be achieved by:

- Letting the Landscape Lead
- Travel Slower, Stay Longer
- Design for Everyone
- Linking Landscapes, Enriching Experiences



Dunluce Castle



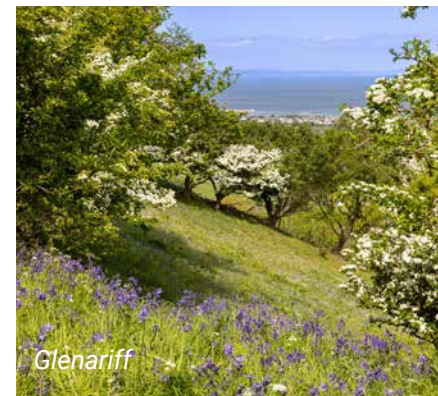
Red Bay



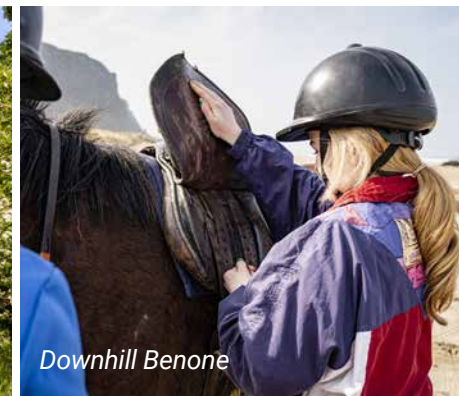
Giants Causeway



Ballygally



Glenariff



Downhill Benone

3 | Infrastructure Strategy

Vision & Objectives

Let the Landscape Lead

Ecology First – A Nature-Driven Approach

The CCR's most treasured assets are its spectacular land and seascapes, rich in biodiversity and cultural meaning. As climate change and biodiversity loss intensify, the goal is to protect, restore and celebrate these unique natural environments.

The experience of this landscape will remain powerful and authentic where nature takes centre stage, and human interventions are subtle, sensitive, and sustainable. This is not just a scenic route; it is a living ecosystem that demands care and stewardship for future generations.

To meet this vision, this strategy adopts a landscape-led, ecology-first approach. Infrastructure should be minimal and carefully designed to work with the land: shaped by the contours, materials and character of each place.

An important first step will be 'undesigning' - removing visual clutter such as outdated signage and redundant furniture from car parks, lay-bys and viewpoints. Opportunities exist to soften and restore these spaces through the use of recycled and locally sourced natural materials, supporting a more coherent and respectful aesthetic.

Nature-based solutions will be prioritised to support biodiversity and habitat quality, while improving the overall visitor experience.

Where interventions are needed, they will reflect and reveal the landscape, not compete with it. In doing so, it can create spaces that are not only ecologically stronger, but more beautiful, memorable, and deeply rooted in the identity of the Causeway Coast.



Rathlin Island

3 | Infrastructure Strategy

Vision & Objectives

Travel Slower, Stay Longer

Sustainable Travel for a Timeless Journey

The CCR offers more than just a drive; it is a journey through landscape, time, and culture.

To protect the environment and enrich the visitor experience, this strategy encourages a shift from fast-paced tourism to low-impact, immersive exploration.

Aligning with the four pillars of Embrace a Giant Spirit - Big-Hearted, Original, Legends and Stories, and Land, Water and Sea - this approach offers visitors more than just sights to see, but meaningful, immersive experiences

To achieve this, this strategy supports the need for long-term investment in sustainable transport infrastructure such as scenic trails, waymarked loops, and improved public transport links.

Reducing car dependency will help ease congestion, protect the natural environment, and support climate action goals.

Over time, facilities like motorhome aires, bike hire, and well-designed stop points will enable a more conscious and connected way of experiencing the landscape, where the journey itself becomes part of the destination. While this transition will take time, it is essential it begins now to secure the future of this special place.



North West Greenway, Derry/Londonderry

3 | Infrastructure Strategy

Vision & Objectives

Design for Everyone Inclusive Access, Shaped by Place

A world-class route must be welcoming to all. Accessibility is central to creating an inclusive experience that allows people of all ages, backgrounds, and abilities to enjoy the CCR.

The aim is to support inclusive access by enabling people of different ages, abilities and needs to engage with the route, wherever possible, through thoughtful and proportionate design.

By embracing inclusive design principles, the route can offer meaningful and enriching experiences for all.

Recognising the diversity of the landscape - from rugged headlands to gentle bays, this strategy embraces a layered approach to access. Universal design principles will inform all new interventions, tailored to the specifics and sensitivities of each location. This should, where possible, include all-ability trails, accessible parking and toilets, intuitive wayfinding, and sensory-friendly signage.

By tailoring interventions to the character of each place, it makes it possible for more people to engage more deeply with the route without compromising its integrity.



3 | Infrastructure Strategy

Vision & Objectives

Linking Landscapes, Enriching Experiences

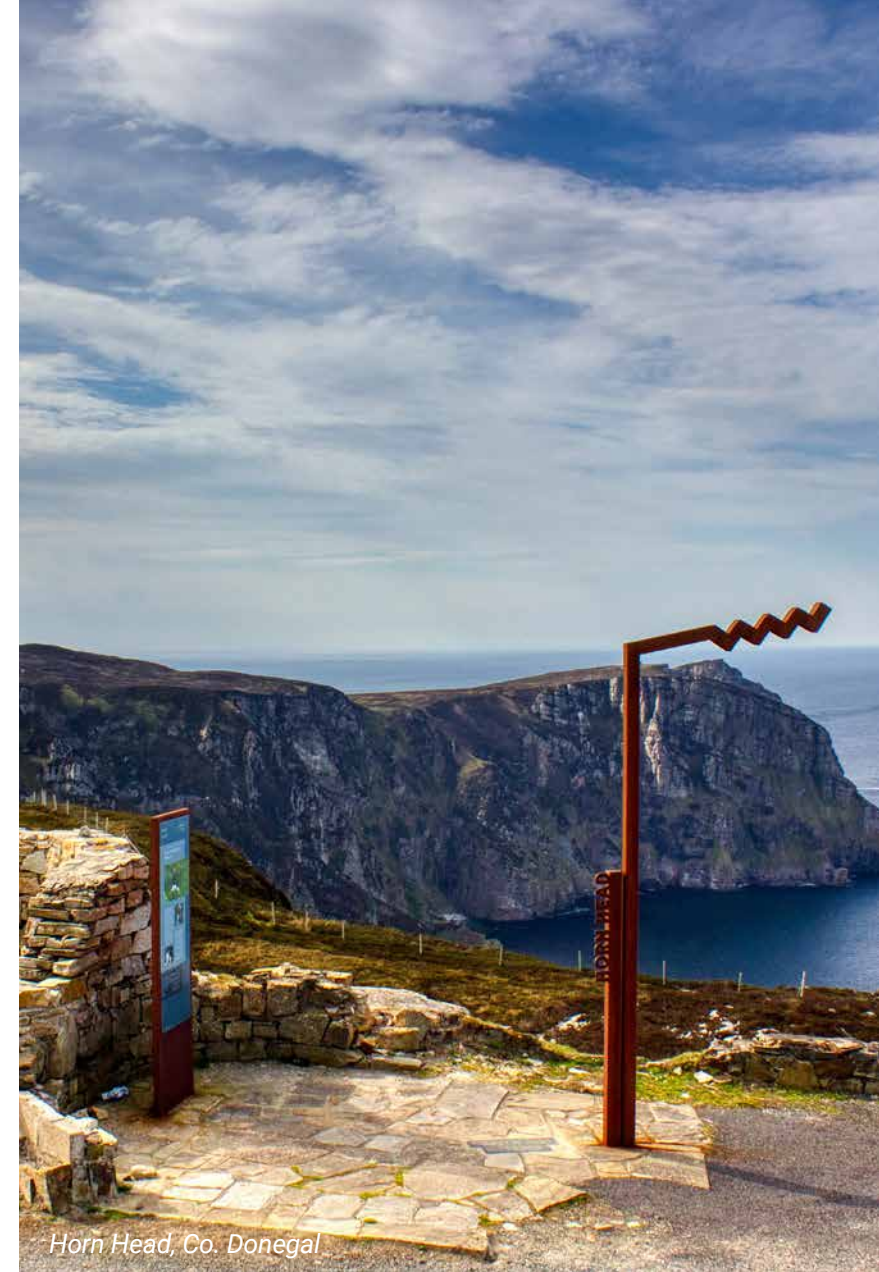
Connecting the Wild Atlantic Way and the Causeway Coastal Route

The Causeway Coastal Route (CCR) and the Wild Atlantic Way (WAW) are two of the most recognised coastal touring routes on the island. Yet at their meeting point, the transition between them currently lacks clarity and cohesion.

The ambition is to strengthen their relationship as part of a wider coastal journey - linking landscapes, stories and experiences while maintaining the distinct identity of each route. Rather than adopting shared branding, this strategy proposes a stronger visual and thematic connection through design principles, materials and wayfinding approaches.

The WAW relies on the success of a recognisable design language – including consistent materials, markers and landscape-led interventions. A similar approach along the Causeway Coastal Route can create a visual continuity between the two routes while remaining distinct in character.

By improving wayfinding, strengthening key transition points and reinforcing shared coastal themes, the CCR can connect more clearly with the wider WAW - encouraging longer journeys, deeper exploration and stronger regional connections.



Horn Head, Co. Donegal

3 | Infrastructure Strategy

Strategy Components



Landscape Area

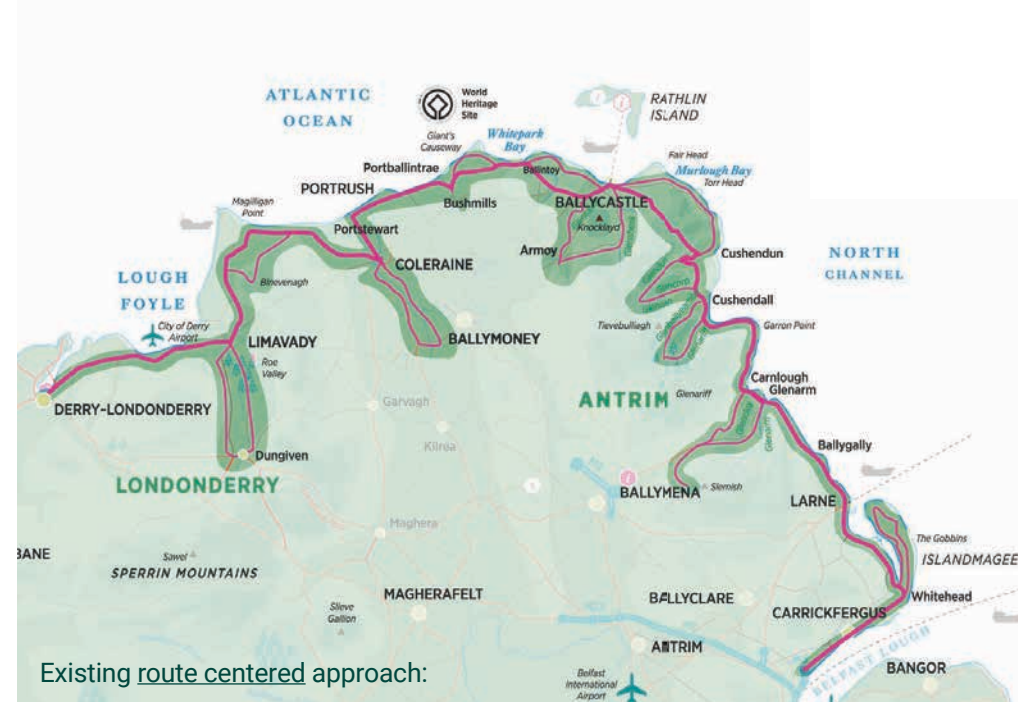
A connected visitor experience shaped by land, sea and story.

While the coast and sea views remain central to the visitor experience, there is so much to discover a short distance inland.

Defining the Causeway Coast as a wider landscape area will shift the focus from a linear driving route to a rich network of places that warrant deeper exploration. This area will be shaped by the natural landscape and existing designations such as Areas of Outstanding Natural Beauty – rather than by Council boundaries.

Clear signage at key entry points will welcome visitors and encourage them to slow down, stay longer and get to know this special place.

From an interpretation and storytelling perspective, the landscape also connects to the historic 'Route': a medieval territory along the north-east coast of Ulster. Once part of the Earldom of Ulster, it later became closely associated with the clans of MacQuillan and O'Cahan, offering a rich cultural layer that deepens the understanding of place.



Existing route centered approach:



Proposed area based approach:

3 | Infrastructure Strategy

Strategy Components



Welcome Hubs

Accessible bases to begin your journey.

Located just beyond the landscape area, welcome hubs serve as important launch points for exploring the CCR. These places, such as Belfast, Ballymena, Ballymoney and Dungiven offer essential infrastructure, including public transport links, accommodation, parking, food, and visitor services.

Encouraging visitors to start here helps reduce pressure on the coastal road network, spread tourism more evenly and extend the visitor footprint. These hubs also present opportunities for orientation, local storytelling and cultural experiences: inviting slower travel while supporting local economies.

Organised effectively, welcome hubs can create a seamless transition between rail, bus, bike and car travel, while still delivering the landscape-led, high-quality experience expected along the CCR. This will primarily involve the designation and promotion of locations as hubs and ensuring that adequate information is provided there.



3 | Infrastructure Strategy

Strategy Components



Entry Points

Moments that welcome and orientate.

Key access points to the Causeway Coastal Route shape first impressions and set the tone for the visitor's experience. These include gateways by road and rail, as well as sea ports and ferry terminals, which often form the first point of arrival for visitors and play a crucial role in introducing the character of the route. Entry points should act as clear, consistent thresholds, marking the transition into a unique landscape rich with stories.

Well-designed entry points will welcome visitors, reinforce the brand identity through distinctive signage and materials, and offer immediate orientation, including maps, interpretive content, and onward travel information.

They should also reflect the quality and character of the wider route, incorporating landscape-led design principles and thoughtful placemaking. Whether arriving by car, coach, bicycle, train or ferry, entry points should spark curiosity, encourage slower travel, and signal the start of a meaningful journey.



Moyarget Road



A8 Belfast Road

3 | Infrastructure Strategy

Strategy Components



Routes

Explore by land, sea, and story.

Routes along the CCR offer more ways to explore: on foot, by bicycle, public transport, car, or sea. They improve connectivity, support slower travel and promote more inclusive and sustainable journeys.

Each route offers something different:

- Iconic drives lead visitors through dramatic seascapes, charming villages, and historic landmarks.
- Walking and cycling trails encourage a deeper connection with nature and local heritage.
- Public transport links reduce congestion and make the route more accessible to a wider range of visitors, including those without access to a car.
- Ferry crossings add another dimension: connecting islands and reinforcing the maritime character of the coast.

While some stretches (such as the Torr Head Scenic Route) may not be suitable for large vehicles, they can offer more adventurous and immersive alternatives for those able to explore them.

Together, these routes create a more layered, accessible and enriching way to experience the landscapes along the Causeway Coastal Route.



River Roe



Antrim Coast Road



Giant's Causeway



Ballintoy Harbour



North West Greenway, Derry/Londonderry



Rathlin Ferry

3 | Infrastructure Strategy

Strategy Components



City, Towns & Villages

The heart of the journey

The City (Derry/Londonderry), towns and villages along the Causeway Coastal Route are more than just places to rest, they are woven into the fabric of the journey itself. From historic market towns and harbour villages to creative hubs and coastal communities, each has its own distinctive character and charm that adds depth and diversity to the visitor experience. These places offer the warmth of local hospitality, opportunities for discovery, and moments of cultural connection.

Local businesses and service providers stand to gain from a well-managed, sustainable tourism route.

To unlock this potential, each place needs the right infrastructure as part of wider planning and regeneration efforts.

This includes suitable parking (including for coaches), a mix of accommodation, and public toilets. Investment in public transport and active travel options will also be encouraged to improve access and reduce pressure on the coastal road.

City, Towns & Villages will be required to meet the following criteria:



Rural



View to Water



Ecological Enhancement Potential



Walking Trail Access



Accessibility



Public Transport Connections



Cycle & Car Parking



Free Admission



Information Hub



Toilets & Changing Facilities



Hospitality Offer



Coach Parking



2+ Hours Dwell Time



Places to stay

3 | Infrastructure Strategy

Strategy Components



Signature Points

High-profile, must-visit destinations

As with the Wild Atlantic Way, Signature Points represent some of the most distinctive locations along the Causeway Coastal Route. Several, such as the Giant's Causeway and the Walls of Derry/ Londonderry, are already established visitor destinations, with ongoing opportunities for enhancement as part of the wider route experience.

Others, including Carrickfergus Castle, The Gobbins, Glenarm Castle, Downhill Demense and Rathlin Island. Some are set to benefit from significant investment through City and Growth Deals and other programmes.

All locations must be developed to the highest quality and have capacity for high visitor numbers.

This will mean that some popular existing attractions may have too many spatial or environmental constraints to perform this role sustainably.



Signature Points will be required to meet the following criteria:



Rural



View to Water



Ecological Enhancement Potential



Walking Trail Access



Accessibility



Public Transport Connections



Cycle & Car Parking



Free Admission



Information Hub



Toilets & Changing Facilities



Hospitality Offer



Coach Parking



2+ Hours Dwell Time



Places to stay

3 | Infrastructure Strategy

Strategy Components



Discovery Points

Slow down, step out, and connect.

Discovery Points will be key locations where visitors are encouraged to pause, step out of their vehicles, and meaningfully engage with the landscape. Each site will include parking facilities and, where possible, connections to public transport to support sustainable access. It is proposed that many Discovery Points will evolve into trailheads for walking and cycling routes, encouraging deeper exploration of the surrounding area.

To enrich the experience, it is proposed that bespoke structures and interpretative artworks will be designed for each location. These may include sculptural seating, viewing platforms, or artistic interventions that reveal stories of place celebrating local culture, ecology, and heritage in imaginative ways.

While each site will be uniquely tailored to its setting, the use of consistent materials and design principles will reinforce the identity and ethos of the CCR.



Linford Barrows



Magheracross



Cranny Falls



Altnahinch Reservoir



Blackhead Lighthouse



White Park Bay

Discovery Points will be required to meet the following criteria:



Rural



View to Water



Ecological Enhancement Potential



Walking Trail Access



Accessibility



Public Transport Connections



Cycle & Car Parking



Free Admission



Information Hub



Toilets & Changing Facilities



Hospitality Offer



Coach Parking



2+ Hours Dwell Time



Places to stay

3 | Infrastructure Strategy

Strategy Components



Points of Interest

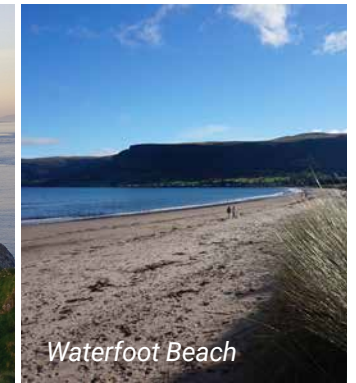
Other locations of interest worth exploring

Alongside Discovery Points, the CCR includes a wider network of Points of Interest that offer moments of pause, orientation and local insight. These places, ranging from small bays and trail access points to heritage fragments and natural features, add richness to the overall experience without requiring major intervention. They help shape the rhythm of the journey, support visitor dispersal, and create opportunities for light-touch enhancements.

Points of Interest should feature on mapping and can be signposted from Signature and Discovery points. Furthermore, a modest physical waymarker at these locations will help signify their role in the wider CCR offer.



Kinbane Castle



Waterfoot Beach



Binevenagh



Portmuck



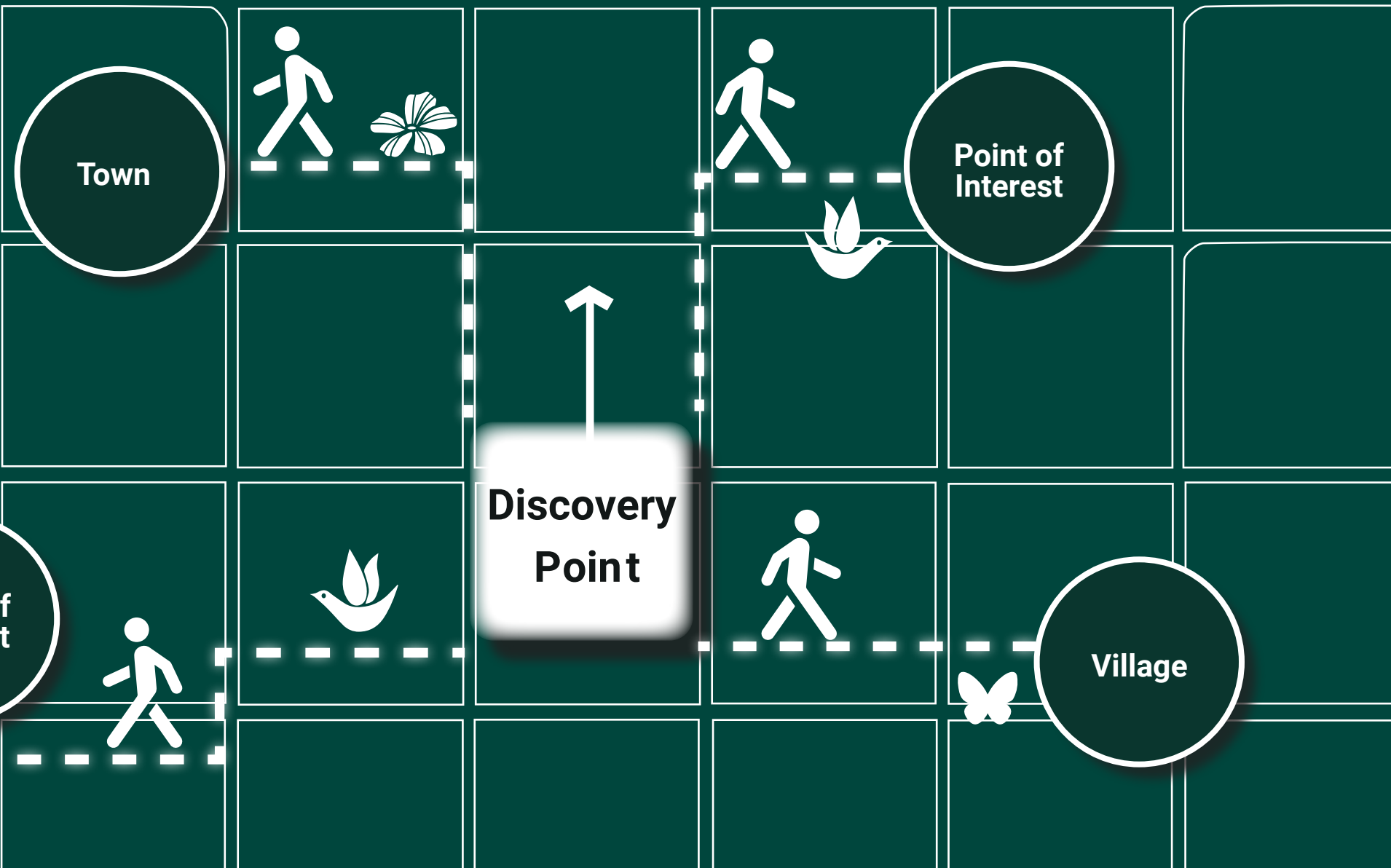
Torr Head



Ballintoy Harbour

3 | Infrastructure Strategy

Discovery Points will work as part of a network with nearby towns, villages and points of interest.



3 | Infrastructure Strategy

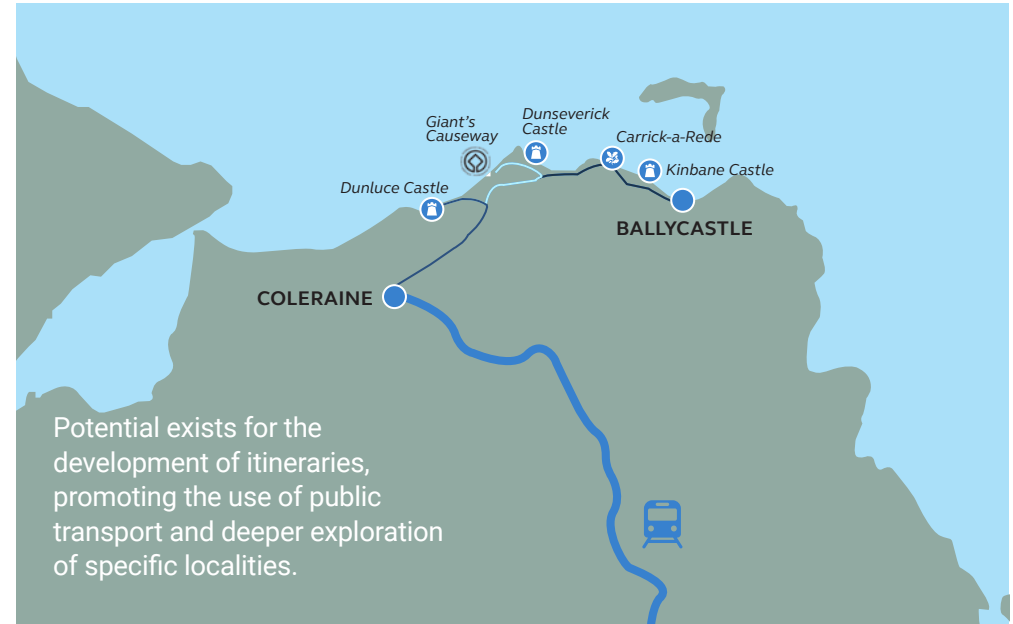
Itineraries

Unlocking the Journey

Shaping visitor journeys that disperse footfall, enhance experiences, and strengthen the region.

Itineraries have the potential to transform how visitors experience the CCR. By curating journeys that highlight a mix of Discovery/Signature Points, Points of Interest, and inland destinations, itineraries can encourage people to slow down, explore more deeply, and engage with locations beyond the primary hotspots. They allow visitors to experience the region thematically through geology, heritage, food, wildlife, walking routes, or cultural stories, while helping to disperse footfall more evenly along the coast and into neighbouring towns and villages.

Itineraries should also support sustainable travel by promoting clusters of experiences that reduce unnecessary driving, highlight public transport connections, and make the most of existing infrastructure. From short, family-friendly stop-offs to full-day thematic routes or multi-day journeys that link into the WAW, these curated pathways offer a flexible structure that can evolve over time. Ultimately, itineraries help guide people towards lesser-known places, extend dwell time, strengthen local economies, and reinforce the CCR as a coherent region with its own identity and rhythm.



3 | Infrastructure Strategy

Locations

The selection of Signature and Discovery Point locations for the Causeway Coastal Route Infrastructure Strategy has been shaped by extensive site audits, workshops, local knowledge, and public consultation. These places represent a balance of iconic landmarks, hidden gems, and community-connected sites that together capture the area's unique character.

Each has been identified for its potential to enhance visitor experience, support sustainable tourism, and tell a deeper story of place, whether through dramatic coastal viewpoints or tranquil inland trails.

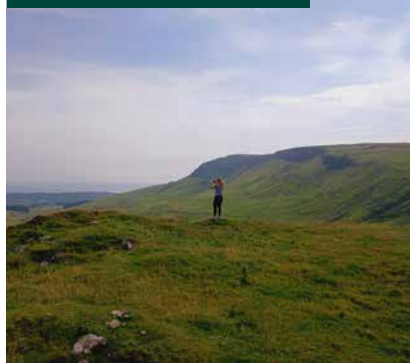
27 Locations Identified

- 7 Signature Points (high-capacity, must-see destinations)
- 20 Discovery Points (landscape-led, locally shaped moments of connection)

Regional Balance

- Balanced across the landscape area
- Mix of coastal, rural and gateway destinations
- Supports wider goals of dispersal of tourism, sustainable access and local economic benefit

Linford Viewpoint



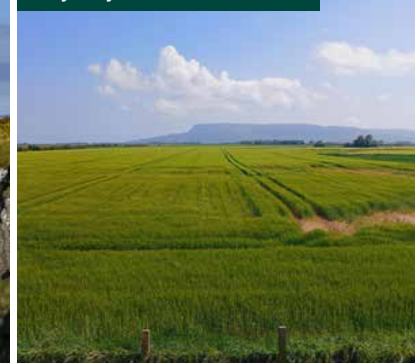
The Gobbins



Downhill Demesne



Ballykelly Shore

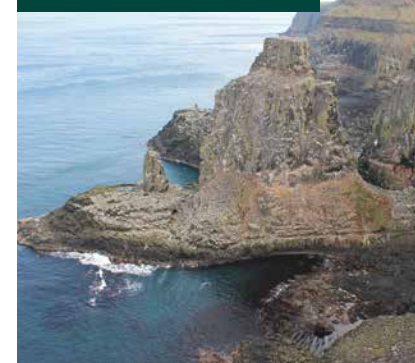


Examples of identified priority locations

Gleno Waterfall



Rathlin Island



Hazelbank Park



3 | Infrastructure Strategy

Character of Locations

Wild & Remote:

- Altnahinch Reservoir
- Rathlin Island

Heritage Rich:

- Carrickfergus Castle
- Glenarm Castle
- Derry/Londonderry
- Downhill Demesne
- Red Bay

Panoramic Views:

- Magilligan
- Gortmore Viewpoint
- Magheracross Viewpoint
- Portaneevy Viewpoint
- Knockagh Monument
- Linford Viewpoint

Coastal Walks:

- The Gobbins
- Blackhead Lighthouse
- Hazelbank Park
- Rinagree Viewpoint
- Glenmona

Peaceful Natural Settings:

- Brown's Bay
- Ballykelly Shore
- Culmore Country Park
- Gleno Waterfall
- Roe Valley Country Park
- Cranny Falls
- Carnfunnock

Geological & Mythological Icons:

- Giant's Causeway
- Whitepark Bay



Rathlin Island



Derry/Londonderry City



Magilligan Point



Altnahinch Reservoir

3 | Infrastructure Strategy

Interpretation & Storytelling

Approach to Interpretation

The approach to storytelling and interpretation focuses on uncovering and celebrating the stories that make the Causeway Coastal Route so special.

From the geology and biodiversity of the landscapes, to the rich cultural and mythical heritage of the region, this strategy aims to distil these layers of meaning into a coherent and compelling narrative.

The interpretation will elevate the visitor experience, celebrating the individual components and 'sense of place' that define the various offerings along the condensed route, while contributing to the overall identity of the world-class tourism offering.



**See Appendices
for full
Interpretation
Strategy**



3 | Infrastructure Strategy

Interpretation & Storytelling

Vision for Interpretation

The Causeway Coastal Route is more than a drive through breathtaking landscapes; it is an invitation to discover the stories, people and places that define this extraordinary stretch of coastline.

The vision for interpretation is to create a layered and authentically immersive experience that enables visitors to engage deeply with the people and place of the Causeway Coast, while remaining sensitive to the landscape. In keeping with the principle of undesigning, interpretation will not rely on an accumulation of panels or intrusive elements, but instead will favour subtle, integrated and landscape-led approaches.

Each character area offers a distinct yet complementary component of the wider narrative. Interpretation will highlight these differences while ensuring visitors understand how these areas connect to form a cohesive journey - one that is greater than the sum of its parts. The themes of the CCR provide the interpretive framework, inviting exploration in diverse and meaningful ways.

By weaving together character areas and themes, interpretation reveals the Causeway Coastal Route not simply as a drive, but as a living narrative shaped by millennia of geological transformation, centuries of human history, and the resilience and creativity of its communities. Visitors are encouraged to dwell longer, explore more slowly, and connect with the stories embedded within the landscape.

This approach is guided by a commitment to sustainability, ensuring that interpretation respects environmental sensitivities, supports local communities, and contributes to responsible and regenerative tourism. Through careful, considered storytelling - often achieved by removing clutter as much as adding new elements, the aim is to foster a lasting connection to the beauty, history and spirit of the CCR.



Gortmore Viewpoint

3 | Infrastructure Strategy

Interpretation & Storytelling

Causeway Coastal Route Brand Logo Design

As physical changes begin to take place along the CCR, it is recognised that the CCR brand mark will require review to ensure it remains fit for purpose and aligned with the evolving vision of the Route as a connected landscape region.

Any future consideration of the brand mark will be undertaken alongside on-the-ground interventions, ensuring that signage, infrastructure and storytelling are supported by a coherent and contemporary visual identity. This review will focus on clarity, consistency of application, and alignment with the wider strategic ambition of the Route.



Binevenagh



Portstewart



Cushendun Caves



Glendun Viaduct

4 | Supporting Infrastructure



White Rocks Beach, Portrush

4 | Supporting Infrastructure

As the Causeway Coastal Route (CCR) continues to grow in popularity, the supporting infrastructure must evolve to ensure a high-quality, low-impact visitor experience. This strategy identifies several key areas requiring attention and investment, while recognising that successful delivery will depend on continued collaboration between councils, landowners, communities, transport authorities and tourism bodies to coordinate change and manage the route collectively over time.

Car Parking

A site-specific approach to car parking is essential. While some locations may occasionally justify increased capacity due to visitor demand, others may benefit from reduced or reconfigured parking to protect sensitive areas.

Car parks must reflect the ‘undesigned’ ethos, using natural materials, soft edges, and landscaping to ensure they sit lightly within their surroundings. Each site should be assessed for its environmental and visual impact before decisions are made.

Electric Vehicle Infrastructure

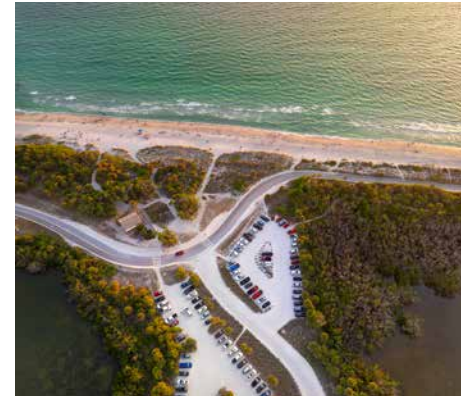
The transition to electric vehicles is a national priority, and the CCR must keep pace. Strategic installation of EV charging points is necessary, particularly at Signature and Discovery Points. While delivery may take time due to the remoteness of some locations, this will ensure that the route remains viable for future travellers while contributing to broader sustainability goals.

Public Toilets and Changing Facilities

Essential to both accessibility and comfort, the availability of clean, safe public toilets and changing facilities is a fundamental component of visitor infrastructure. Gaps in provision should be addressed through targeted investment, while existing facilities should be upgraded and clearly communicated through signage, digital platforms, and wayfinding systems such as directional signage, trail markers and visitor information.

Litter and Waste Management

A delicate balance must be struck between providing bins to manage waste and promoting a ‘Leave No Trace’ ethos to foster shared responsibility. Site-specific waste strategies should consider levels of footfall, location sensitivity, and visual impact, reinforcing the route’s ecological principles.



4 | Supporting Infrastructure

Public Transport

Improving and expanding public transport options is central to reducing car dependency along the CCR and widening access to the route for a broader range of users. In the short term, a coordinated programme of itinerary development, clearer information, promotion and incentives can encourage greater uptake of existing bus and rail services, particularly for visitors who may be unfamiliar with the network.

In the medium term, targeted investment in physical infrastructure such as footpaths and crossings is required to improve connectivity between bus and rail stops and key attractions, ensuring that public transport is a practical and accessible option for families, older visitors and people with reduced mobility.

Over the longer term, the ambition is to establish a dedicated Causeway Coastal Route bus service, offering a clear, legible and enjoyable alternative to car travel for both visitors and local communities. Further development of rail-based tourism is also to be encouraged, with better integration between stations, walking routes and Discovery and Signature Points.

Walking and Cycling

Active travel is one of the most powerful tools to slow down visitors and disperse pressures on the route, while providing a healthy and environmentally friendly way to experience the landscape.

This strategy promotes both the enhancement of existing walking and cycling routes and the creation of new off-road links, including the long-proposed Causeway Coast Way. On-road safety improvements (such as footways and signage) should be paired with off-road cycle trails wherever feasible.

All interventions should follow principles of accessibility, safety, and environmental sensitivity encouraging exploration while reducing environmental impact.

Together, these infrastructure interventions are designed to protect the unique qualities of the CCR, while enhancing the visitor experience and supporting long-term sustainability goals.



4 | Supporting Infrastructure

Aire de Service (Motorhome & Campervan Provision)

Motorhomes and campervans are a popular and growing way for visitors to explore the CCR. However, formalised overnight facilities remain limited, leading to widespread informal overnights that can place pressure on local communities and sensitive landscapes.

There is a significant opportunity to create a network of high-quality, designated Aire de Service locations - offering waste disposal, water, EV charging, and overnight stay infrastructure. A targeted study is recommended to assess demand, location suitability, and design standards to guide implementation.

Coach Management

Coach tourism remains a core component of visitor access, particularly to key sites like the Giant's Causeway and Carrick-a-Rede. Adequate and well-managed coach parking is essential to prevent congestion and maintain the quality of the experience for all.

In high-pressure areas, future coach traffic may need to be managed through traffic calming, designated access points, or potentially a licensing system. Investment in discrete but sufficient infrastructure is required to support group travel without compromising the landscape.



5 | Delivering this Strategy



5 | Delivering this Strategy

Infrastructure Proposals

Laying the Foundations for a Sustainable and Memorable Experience

The continued success of the Causeway Coastal Route depends not only on stunning landscapes and rich stories but also on the quality, consistency, and sensitivity of its infrastructure. This strategy presents a coordinated approach to infrastructure to support sustainable tourism, protect the natural environment and enhance the visitor experience throughout the journey.

Each intervention has been carefully considered to respond to its setting (urban, rural, or coastal) and to the growing needs of visitors and communities. Where possible, infrastructure should nestle into the landscape, use natural and durable materials, and be designed to evolve over time as patterns of travel and climate resilience shift.

By 'undesigning' cluttered spaces, improving access and orientation, and enhancing the quality of key visitor locations, the proposals aim to make the CCR more welcoming, connected and resilient – without losing the character and beauty that make it so unique.

This strategy presents a long-term vision that will be delivered in phases over time. Recognising the scale and ambition of what is proposed, implementation will require close collaboration between many partners including central and local government, landowners, community groups, and other funding bodies.

By setting out a shared framework and clear direction, this strategy enables progress to be made incrementally, with flexibility to adapt and respond as needs evolve.

5 | Delivering this Strategy

Infrastructure Proposals

A well-structured and consistent signage system is vital to shaping the visitor experience along the CCR. From the moment someone approaches the area, to the point where they stand immersed at a Discovery/Signature Point, the journey should be intuitive, welcoming, and enriching. The signage strategy is therefore composed of five integrated components that guide, orient, and engage the visitor:

1. Road Signage Orientation and Arrival

Brown road signage provides the earliest layer of orientation, signalling entry to the Causeway Coastal Route from regional roads and motorways. These signs ensure visitors understand they are entering a recognised and valued tourist area. This approach ensures seamless arrival while reinforcing the identity and visibility of the route.

2. External Directional Signs Localised Wayfinding

At key junctions into a Discovery / Signature Points, secondary signs provide more targeted direction. These signs may incorporate CCR branding elements - such as colour palette and typography ensuring a consistent visual language throughout the route. These not only help orientate visitors but also build a recognisable and memorable identity for the CCR.

3. Wayfinding Markers

Journey to the Discovery/Signature Point

From the car park, a carefully designed series of wayfinding markers provides direction. These might be simple ground-level plaques, stone-set markers, or vertical posts depending on the setting, with materials and forms responding to the surrounding landscape. Their role is to reassure and guide particularly where terrain is open or signage is sparse.

4. Bespoke Interpretive Element

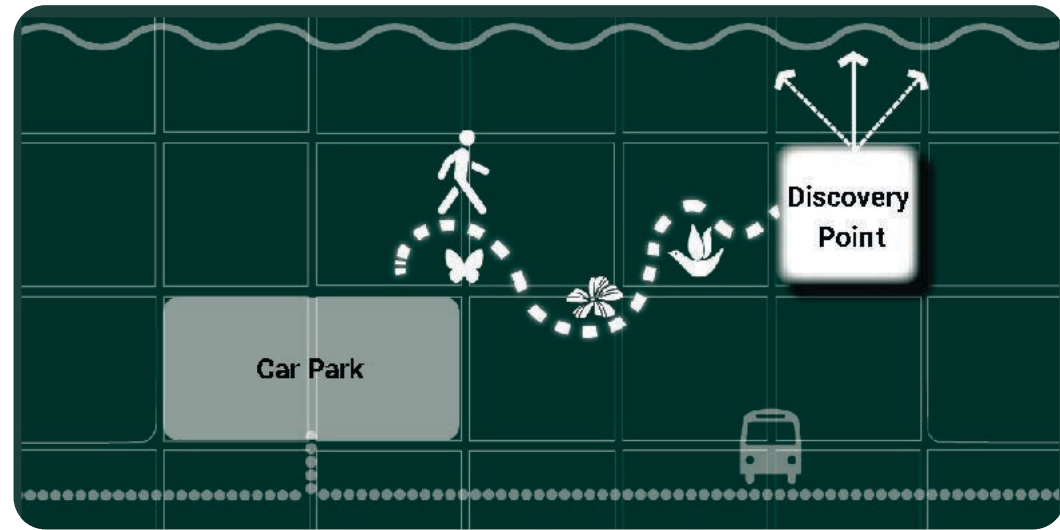
Context and Storytelling

At a Discovery or Signature Points, visitors encounter a bespoke intervention that integrates interpretation directly into the physical design. This may take the form of a sculptural viewpoint, seating installation, shelter or minimal marker, acting as both a visual anchor and a place for pause. Interpretive content is embedded within these

elements, offering insights into the natural, cultural, historical or ecological significance of the site. Designed with legibility, inclusivity and durability in mind. These interventions encourage a shift from movement to immersion - inviting visitors to slow down, reflect and connect more deeply with the landscape.

5 | Delivering this Strategy

Discovery Points are not car parks. Each location will be designed to encourage visitors to exit their vehicles and reach a bespoke and beautifully designed Discovery Point on a journey through the landscape.

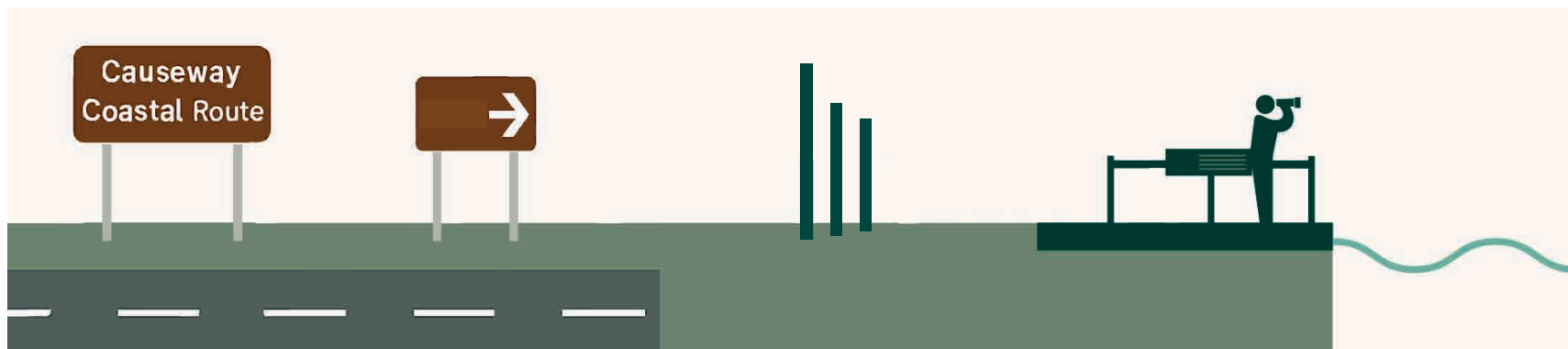


1.
Causeway Coastal Route
Brown Road Sign

2.
Branded Directional
Brown Road Sign

3.
Wayfinding Markers
to Discovery Point

4.
Bespoke Interpretive
Element



5 | Delivering this Strategy

Infrastructure Proposals

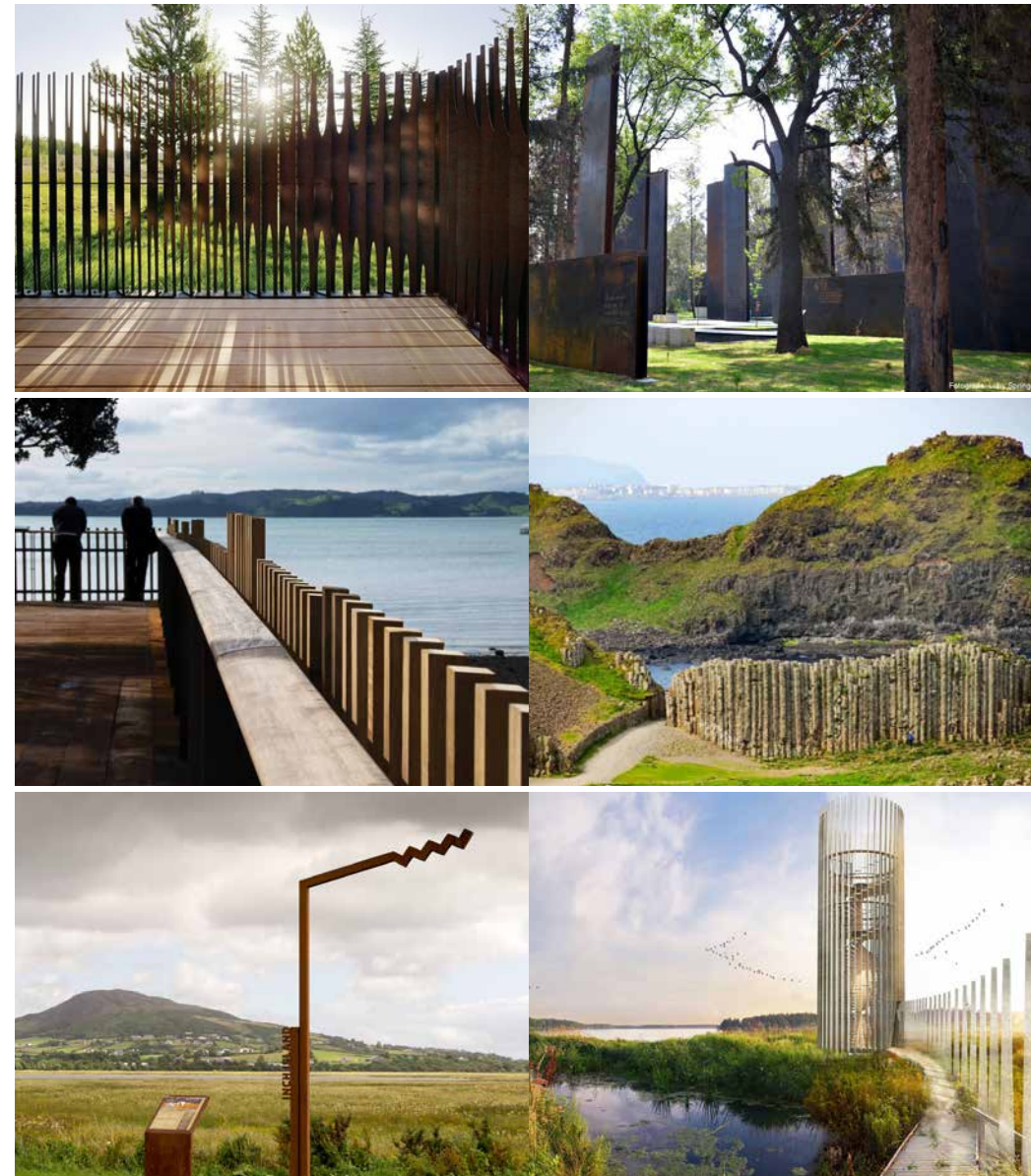
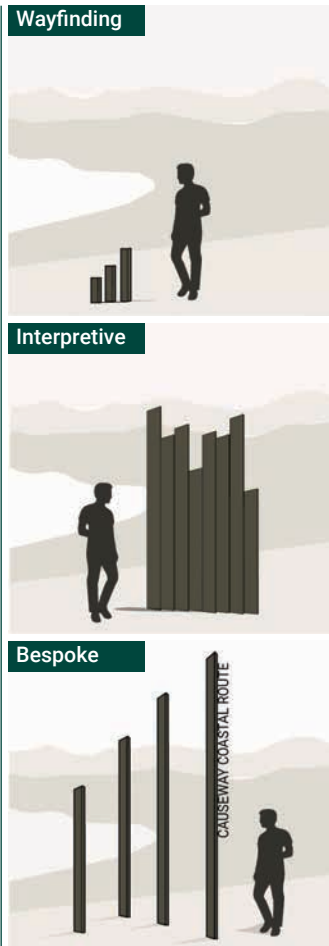
Verticals

A Language of Upright Forms in the Landscape

The CCR design concept takes inspiration from the verticals that sit within the existing landscape, proposing a family of upright elements that can be scaled to suit different settings.

From subtle waymarkers to lookout towers or sculptural seating, the vertical motif creates a consistent visual language along the route. This establishes a visual connection with the WAW while maintaining a distinct identity for the CCR. Durable materials such as corten steel, timber and local stone ensure interventions are rooted in the landscape.

Vertical elements work especially well in exposed or windswept locations, where they offer a striking contrast to the surrounding horizon.



5 | Delivering this Strategy

Material Palette

Rooted in Place. Designed to Endure.

Material choices are informed by the region's land and seascapes, reflecting local textures, tones and heritage. This palette is indicative only, providing early design direction. A comprehensive design toolkit, including a fully developed material palette, will be produced and adopted by all stakeholders to ensure consistency and quality across the CCR.

1. Primary Materials

Corten Steel

PURPOSE: Structural elements, signage, bespoke interventions.

RATIONALE: Echoes rusted coastal infrastructure, shipbuilding heritage, and weathered tones of cliff faces.

BENEFITS: Durable, maintenance-light, naturally weathers to an earthy orange patina.

Stainless Steel

PURPOSE: Highlight accents, structural detailing, coastal feature points.

RATIONALE: Offers a refined contrast to more rustic materials; reflects light and coastal atmosphere.

BENEFITS: Highly durable, corrosion-resistant, clean and contemporary – ideal for exposed coastal conditions.

Timber (Larch/Oak)

PURPOSE: Seating, cladding, shelters.

RATIONALE: Brings warmth and tactility; aligns with coastal woodlands and historical craftsmanship.

BENEFITS: When responsibly sourced and treated, highly durable and repairable.

Natural Stone (Basalt/Schist/Local Aggregate)

PURPOSE: Signage and Bespoke elements.

RATIONALE: Reflects the Giant's Causeway and rugged geology of the coast.

BENEFITS: High resilience, aesthetically connected to local surroundings.

Eco-Concrete

PURPOSE: Bespoke site features and hard landscaping.

RATIONALE: Sustainable alternative to conventional concrete, blending durability with reduced environmental impact.

BENEFITS: Long-lasting and low-maintenance, environmentally responsible.

Native Planting

PURPOSE: Soft landscaping, ecological enhancement, and wayfinding accents.

RATIONALE: Uses locally appropriate species to reflect the natural coastal environment and support biodiversity.

BENEFITS: Improves habitat for wildlife, enhances seasonal interest and colour, and strengthens visual connection to the local landscape.

Stainless Steel



Smooth Timber



Corten Steel



Natural Stone



Eco-Concrete



Native Planting



5 | Delivering this Strategy

Material Palette

2. Finishes & Detailing:

Thoughtful material finishes and detailing help ensure that new infrastructure and signage along the CCR is both legible and sensitively integrated within its setting.

Every element, from small-scale markers to larger bespoke structures, should be designed with care and purpose.

- Matte/Low Reflective Finishes to reduce visual glare and blend with natural surroundings.
- Laser-Cut Lettering & Symbols for Corten and steel signage – modern yet minimal.
- Engraved Stone or Timber where a tactile, heritage feel is appropriate.

3. Design Principles:

The design of signage and bespoke infrastructure must respond to the fragile nature of the CCR design concept, supporting the aims of slowing visitors down, reducing visual clutter, and deepening connection to place, while aligning with the shared ambitions of the WAW to create a coherent coastal experience.

- Consistency, not uniformity:

Elements should share a language but adapt to each site.

- Accessibility:

Design should accommodate a wide range of users. Clear wayfinding, barrier-free movement, and inclusive viewing opportunities are essential.

- Visual & Environmental sensitivity:

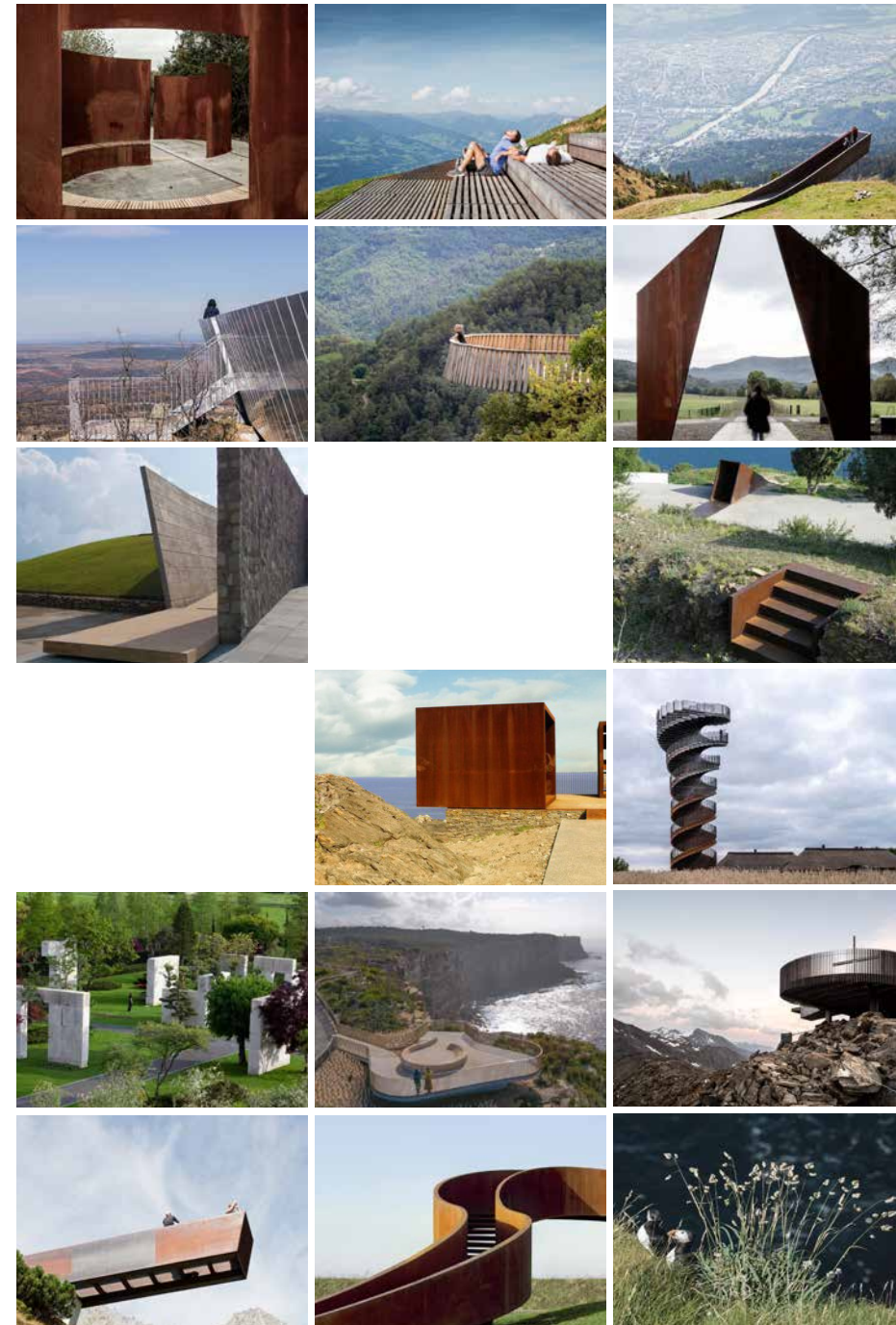
Layouts and materials should minimise visual and ecological impact, avoid unnecessary hard surfacing, and work with existing landforms and habitats.

- Low maintenance, high longevity:

Coastal weather demands resilient, durable materials.

- Place-based expression:

Materials should reference local geology, stories, and craftsmanship.



5 | Delivering this Strategy

Undesigning the Causeway Coastal Route

The audit identified that parts of the CCR are visually impacted by excessive signage, municipal-style landscape design and management, and a fragmented design language that detracts from the area's outstanding natural beauty. In response, this strategy proposes an approach of 'un-design' - a process of thoughtful reduction and sensitive refinement.

The intention is to reduce elements that distract from the landscape itself, removing or replacing signage, seating, and street furniture that neither enhances the visitor experience nor responds to the character of the place.

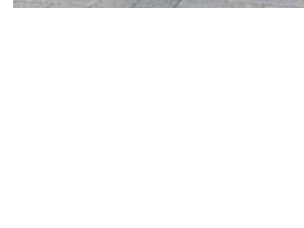
The aim is to let the coastline lead, ensuring that interventions are minimal, appropriate, and in harmony with their surroundings. This principle will be applied consistently across the CCR, including at proposed Signature and Discovery Points.

This strategy also responds to the wider climate and biodiversity crises. Improvements to the ecological quality of these locations will be made in tandem with design interventions. Working with ecologists, habitat enhancements will be made on a site-by-site basis, restoring native planting, protecting wildlife corridors, and creating spaces where nature can thrive.

These enhancements also represent an opportunity for education and engagement, involving both local communities and visitors in the stewardship of these unique places.

Consideration should also be given to the sustainable re-use or re-purposing of items for removal.

Together, these actions will not only put nature first, but will also help support a more meaningful and sustainable visitor experience.



5 | Delivering this Strategy



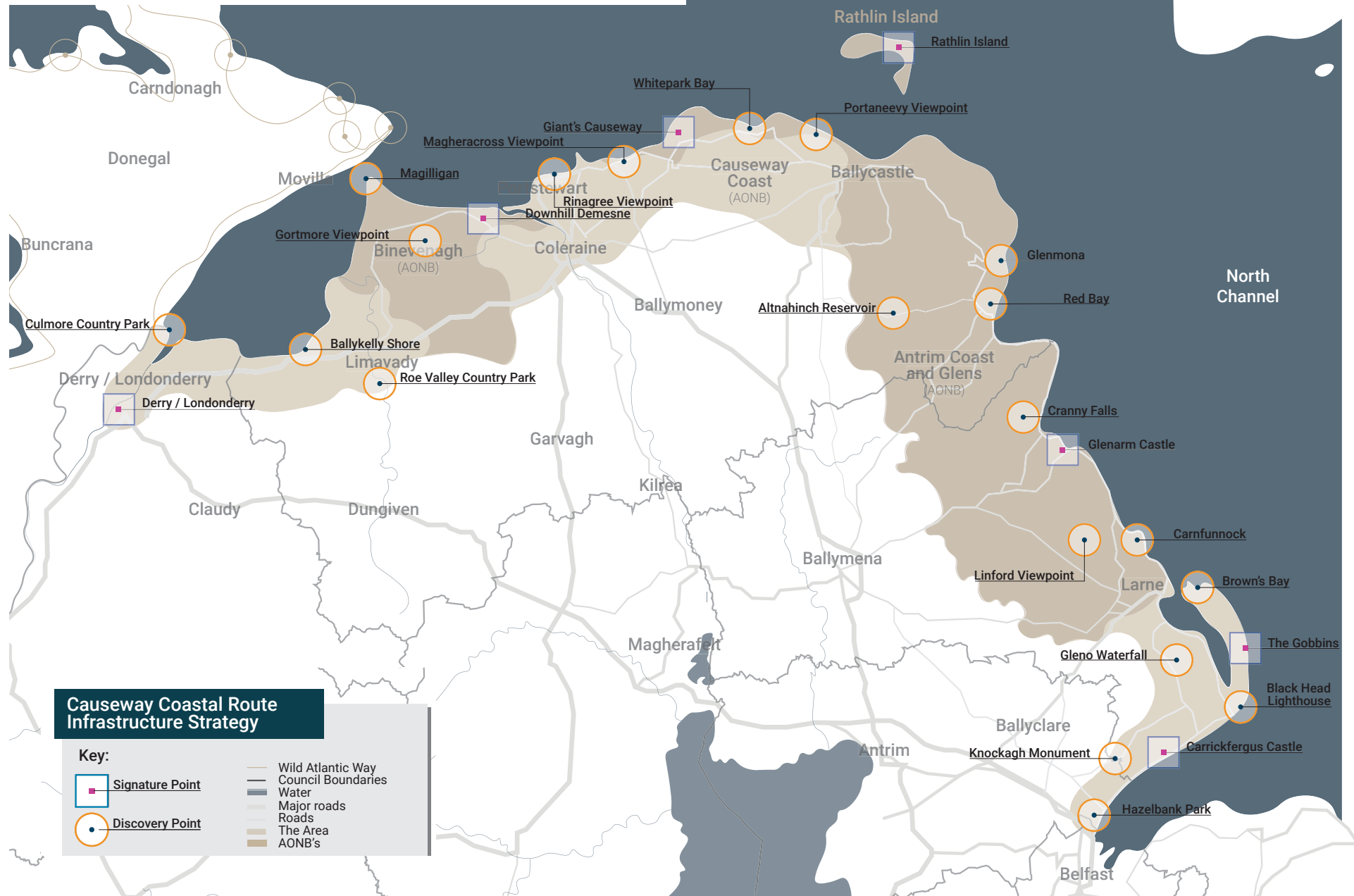
5 | Delivering this Strategy



These images are illustrative concepts, showing how Discovery and Signature Points might evolve rather than being fixed design proposals. They demonstrate the principles of undesigning and landscape-led enhancement, using Red Bay as an example of how reducing clutter and making simple, considered interventions could improve the visitor experience.

5 | Delivering this Strategy

Signature and Discovery Point Locations



5 | Delivering this Strategy

From Vision to Action

The Causeway Coastal Route is one of Northern Ireland's most iconic and valued landscapes, a place of outstanding natural beauty, rich heritage, and local pride.

However, as visitor numbers continue to grow, the pressure on its infrastructure and environment is becoming more apparent.

To ensure that the CCR remains both welcoming and resilient into the future, there is a clear need to enhance the quality, consistency, and sustainability of the infrastructure that supports it.

This strategy has been developed in response to that need, setting out a long-term, place-based plan that addresses these challenges head-on. It proposes a phased, deliverable approach that strengthens the visitor experience while safeguarding the very landscapes and communities that make the route so special.

It is recognised that the scale of ambition is significant, but also necessary. Delivery of this vision will rely on a collaborative approach, with Tourism Northern Ireland and Tourism Ireland working closely alongside the Route's key stakeholders to shape and implement this strategy over time.

Together, we can protect the integrity of the Causeway Coastal Route while realising its full potential as a world-class, sustainable visitor destination.



Whitehead, Carrickfergus



the paul hogarth company

Tandem™

Causeway Coastal Route Infrastructure Strategy Appendices

DRAFT

Appendix | Contents

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Appendix A | Consultation 1 Findings

Early Engagement Along the Route Listening to Communities, Visitors and Stakeholders

To shape a strategy that genuinely reflects the needs and character of the Causeway Coastal Route, an initial round of public consultation was carried out across five key locations: Carrickfergus, Ballygally, Ballycastle, Coleraine and Derry/Londonderry, alongside stakeholder workshops and engagement. In-person events were supported by an online survey, enabling a wide range of residents, businesses and visitors to share their insights, priorities and ideas for the future of the route. This early conversation provided a valuable understanding of how people currently experience the CCR, what they feel is missing, and where opportunities exist to enhance access, storytelling, infrastructure and the overall visitor journey. The feedback gathered at this stage played a crucial role in shaping the emerging vision and identifying the themes carried forward into this strategy.



Audit of the Causeway Coastal Route gets underway

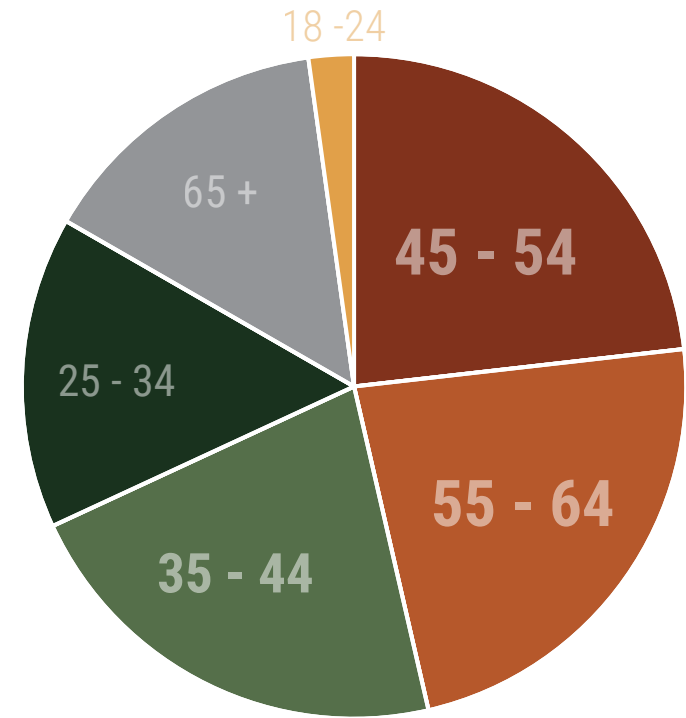
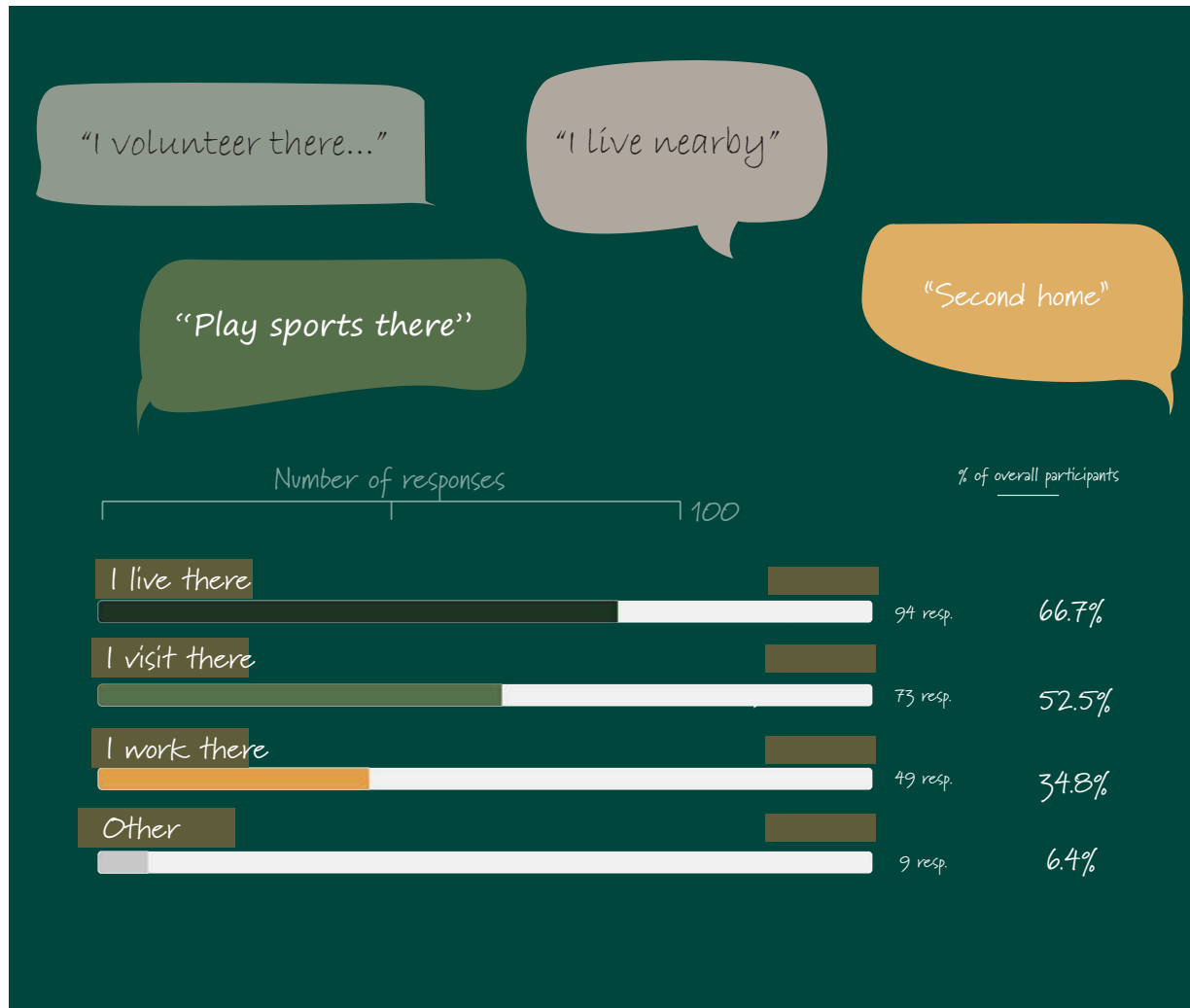
Tourism Northern Ireland and Tourism Ireland are pleased to announce the commencement of an audit of the Causeway Coastal Route between Derry- Londonderry and Belfast, supported through the Government of Ireland's Shared Island Fund.



Appendix A | Consultation 1 Findings



Appendix A | Consultation 1 Findings

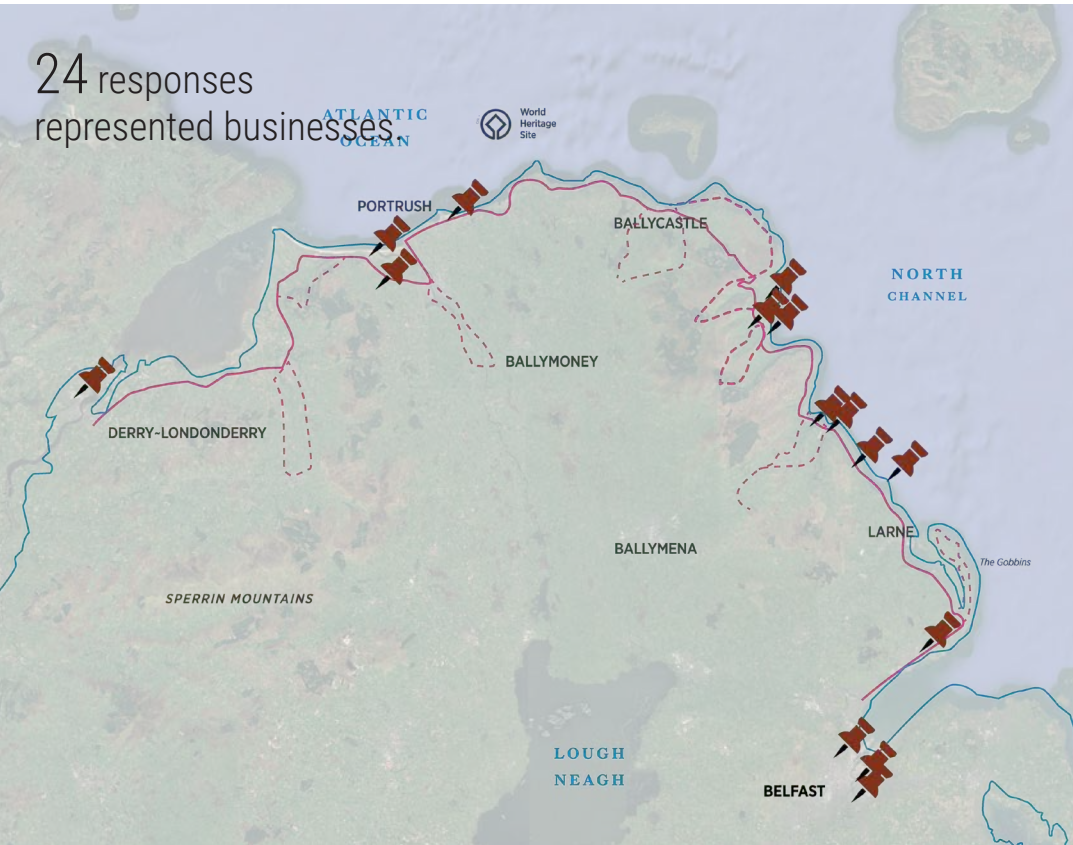


What is your **age range**?

- 23.7%
- 23.0%
- 21.6%
- 15.1%
- 14.4%
- 2.2%
- 0% - under 18's

Appendix A | Consultation 1 Findings

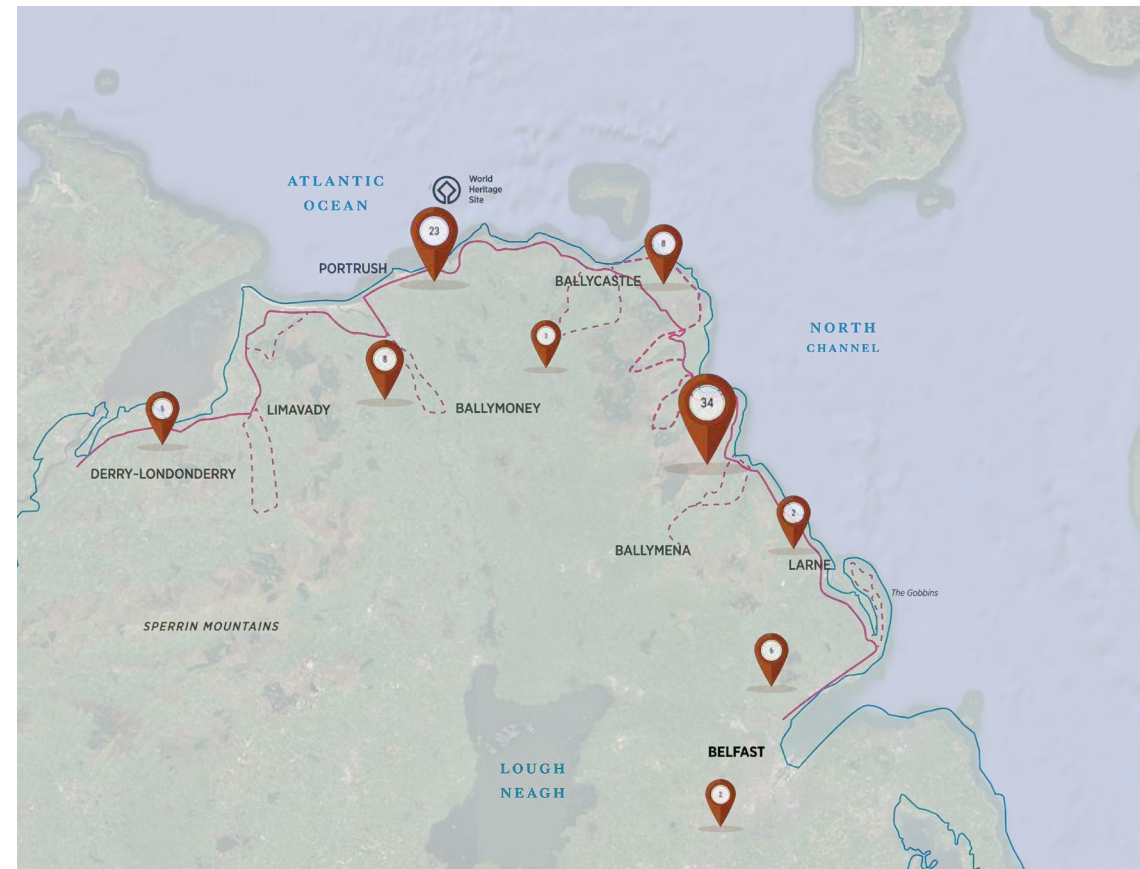
24 responses
represented businesses



Key postcodes:

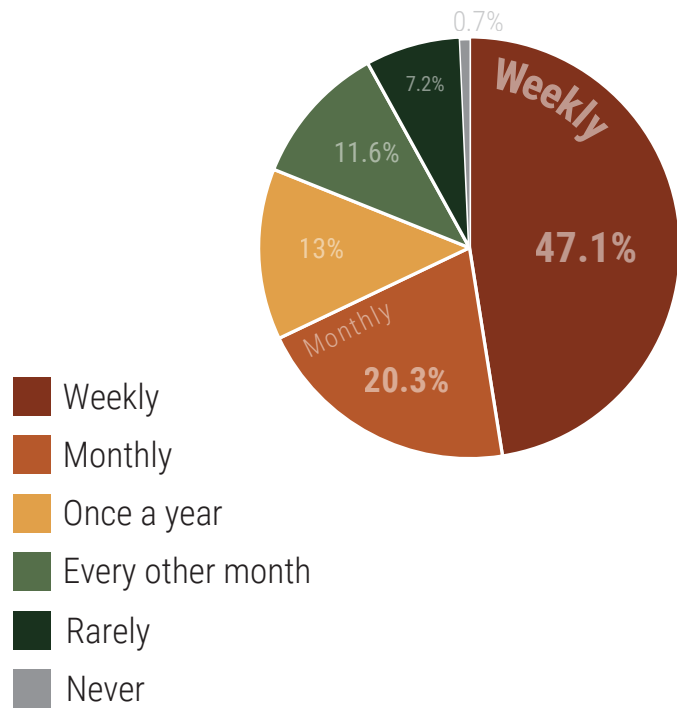
Postcode areas are combined wherever necessary.

- BT44** 34 responses
- (BT52/55/56/57)** 23 responses
- BT54** 8 responses
- BT51** 8 responses

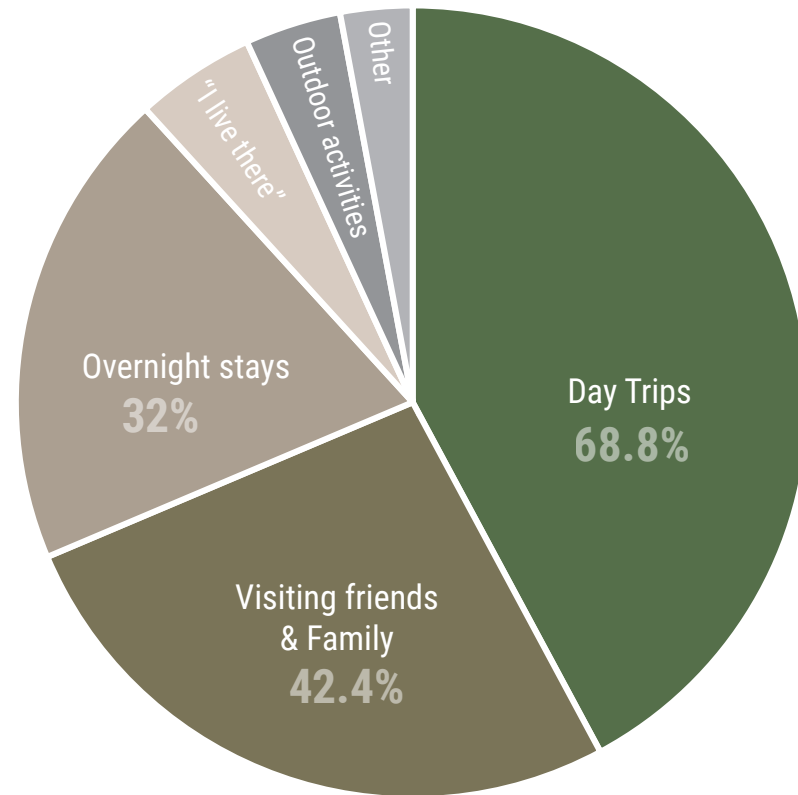


Appendix A | Consultation 1 Findings

How **often** do you visit?



What are your **reasons for visiting**?



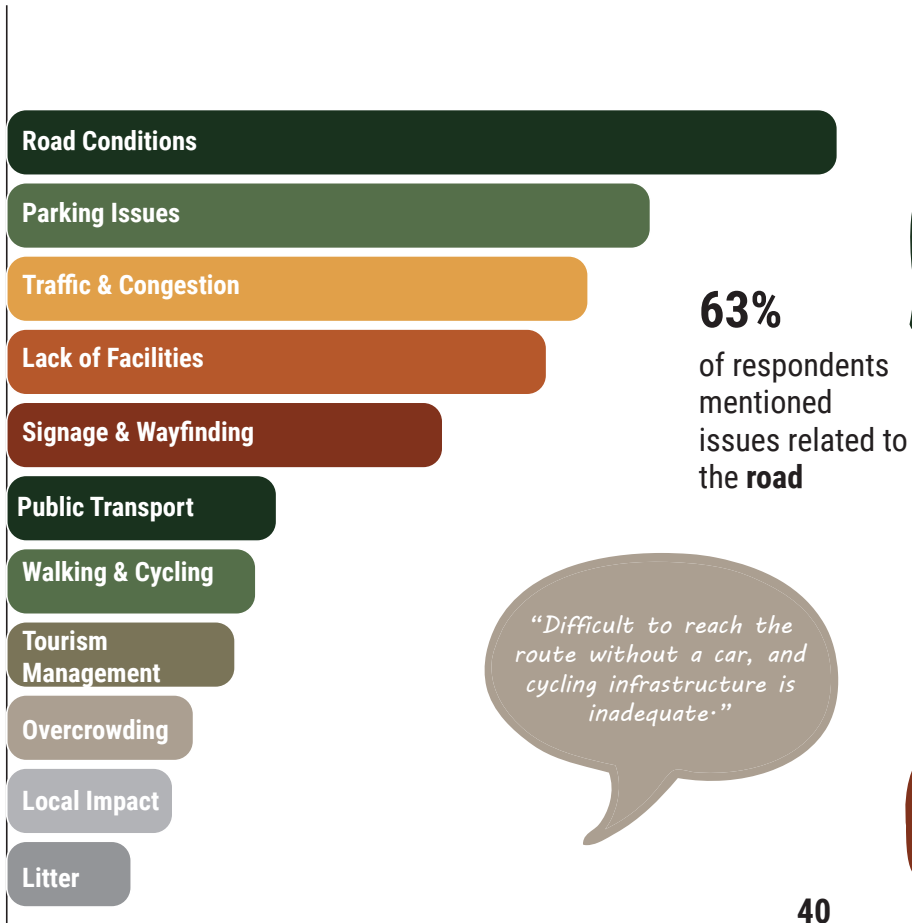
Appendix A | Consultation 1 Findings

What do you currently **like** about the Causeway Coastal Route?



Appendix A | Consultation 1 Findings

What do you currently **dislike** about the Causeway Coastal Route?



"The road from Glenariff to Carnlough is a ticking time bomb; someday it will crumble into the sea."

"Lack of parking in villages and new charges for parking where it used to be free."

"Tour buses hog the entire road, driving too slow and stopping suddenly."

"Public transport is limited, and some walking paths do not connect well with stops."

"Not enough places to safely stop and take in the view."

"Lack of coherent signage, and many areas feel disconnected."

"Difficult to reach the route without a car, and cycling infrastructure is inadequate."

"Traffic congestion in small villages during summer months makes it hard to enjoy the route."

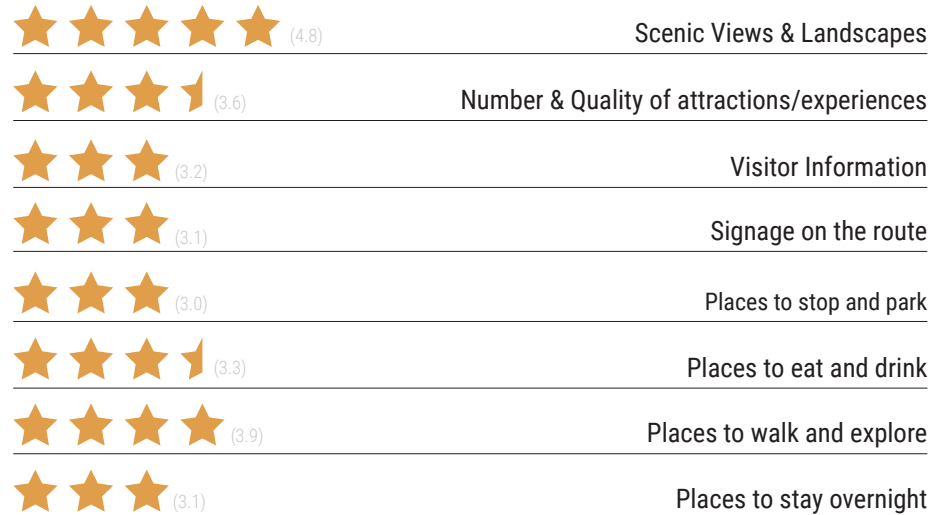
"Overcrowding at key attractions like the Giant's Causeway ruins the experience."

"Dirty and outdated signs don't reflect the beauty of the route."

"The route feels neglected by authorities who only boast about its beauty when it suits them."

Appendix A | Consultation 1 Findings

How would you **rate** the following aspects of your experience on the Causeway Coastal Route?

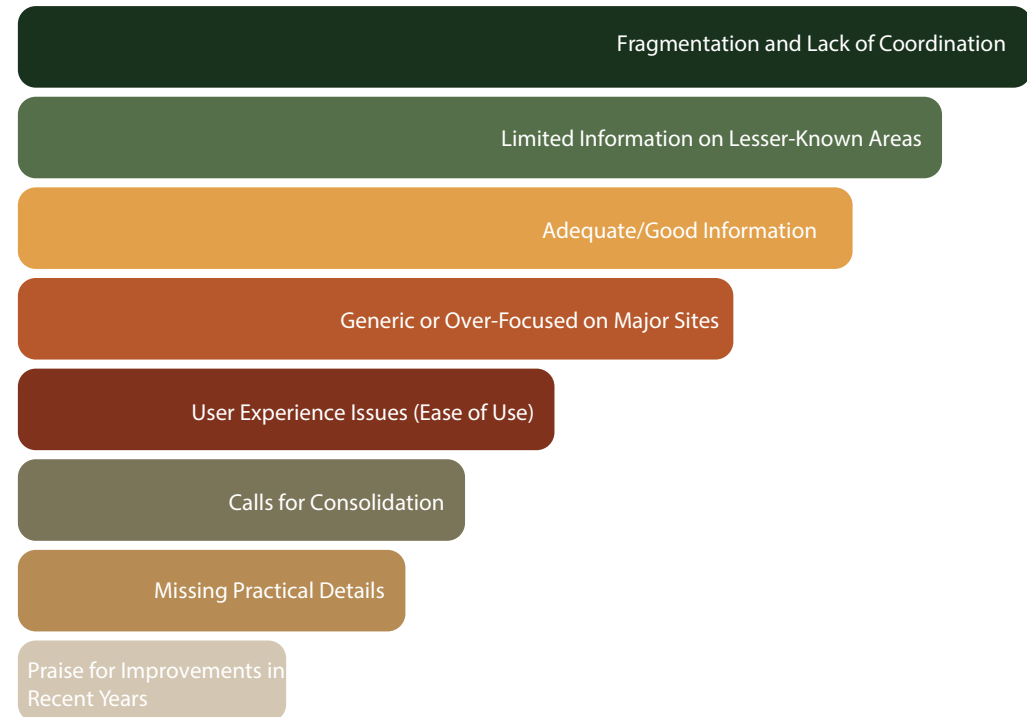
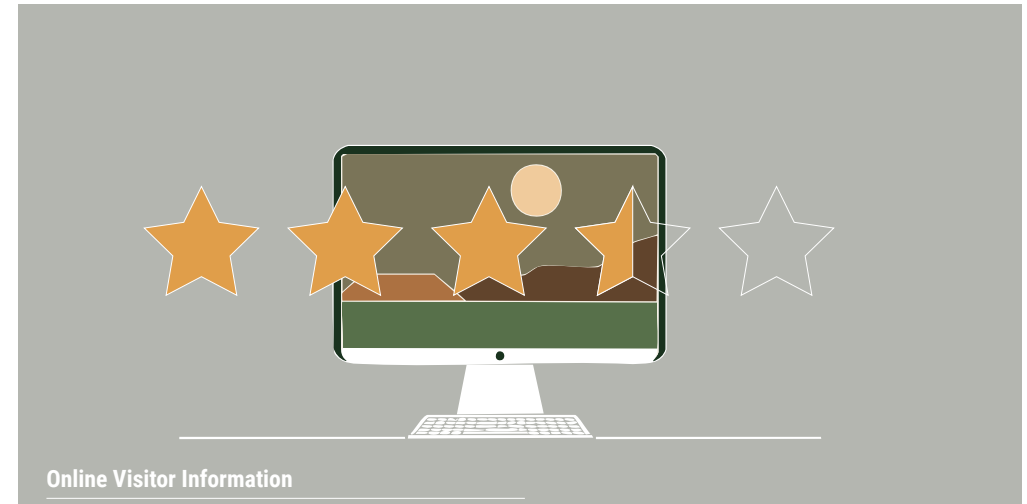


How would you rate the **quality** and **availability** of visitor information online?

“It’s good, but I’d like even more maps with the paths and lengths of the walks and ways to reach starting and end points”

“I feel you nearly need to know what you are looking for, then you can home in on the details”

“Ok but more information needed on the smaller villages and forest parks.”

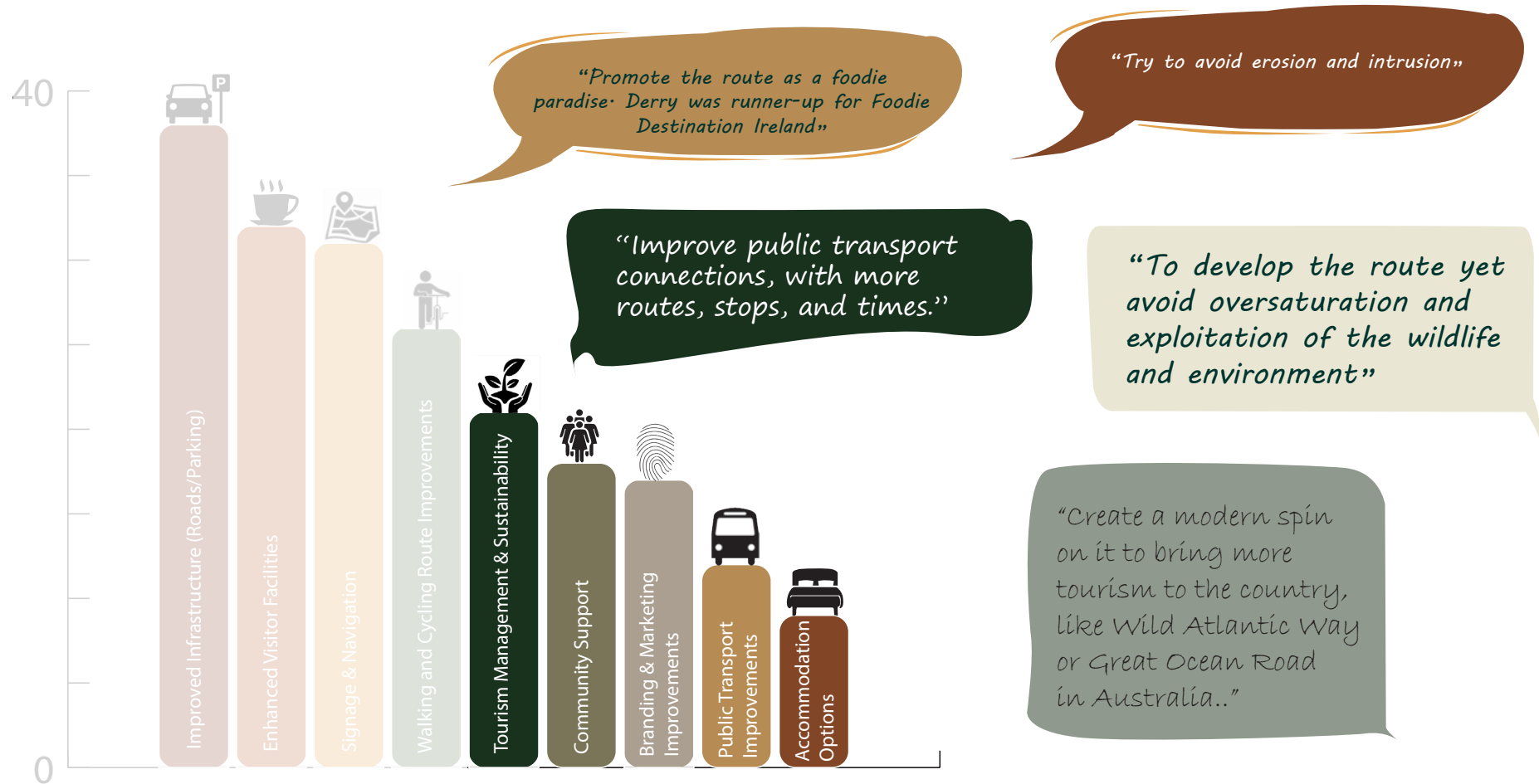


Appendix A | Consultation 1 Findings

What Are Your **Priorities and Ideas** for Improving the Overall Route?



Appendix A | Consultation 1 Findings



Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Belfast** area (33 Responses)

"Better public transport"

"Improve cycle network to carrickfergus. This seems to stop (safely) at Greenisland but needs to be improved and extended"

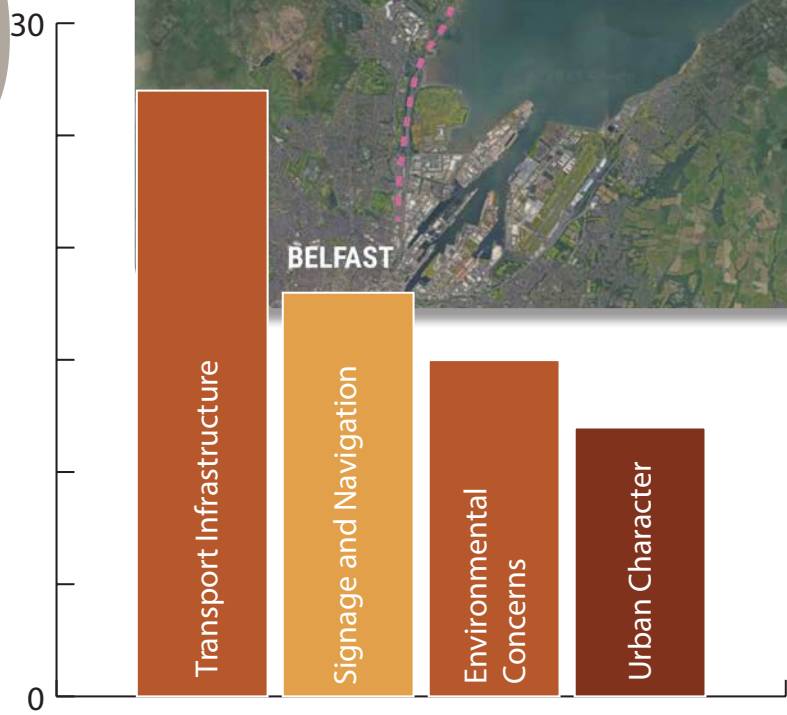
"Better signage of the route."

"Need drop off and pickup at Grand Central Station"

"Focus on areas of natural beauty and the great outdoors."

"Very busy and metropolitan"

"Planting to help with air pollution near the motorway."



Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Larne** area (34 Responses)

"Difficult access"

"Not many restaurants"

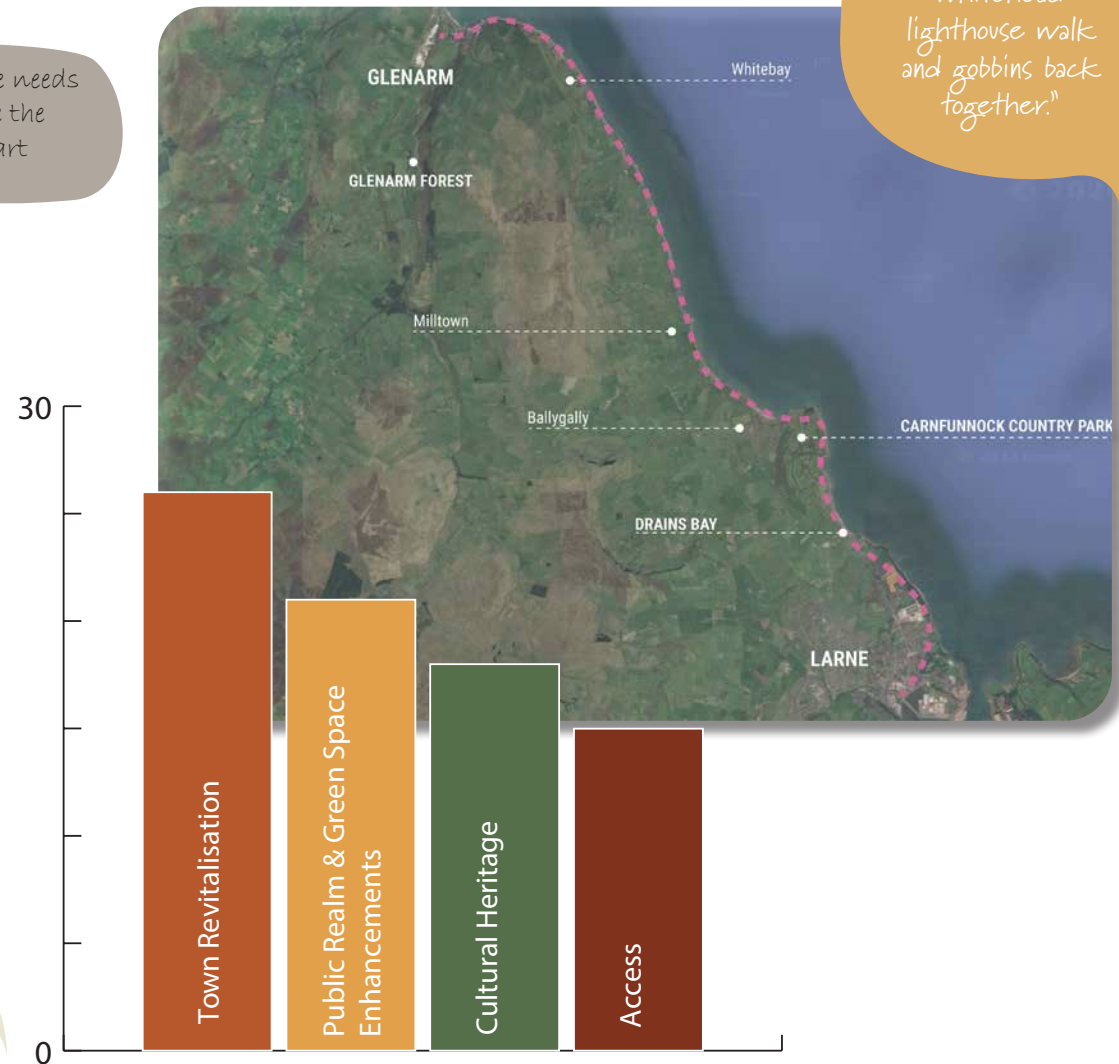
"The route south of Larne needs highlighting; we perceive the coastal route to really start at Larne."

"Does not connect or capitalise on the coast in a natural way. Does not feel touristy despite natural assets which instead of being enhanced have been overlooked or have public realm issues."

"Loss of the Gobbins Visitor Centre for eating out - was excellent. Loss of toilets at Whitehead."

"Larne has too many flags/ painted kerbs. Feels hostile to visitors."

"connect the whitehead lighthouse walk and gobbins back together."



Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Glenarm** area (41 Responses)

"Glenarm merits a coach stop - there is ample easy parking on the harbour."

"a Marina walkway 2 a short coastal walk 30 minute duration - no road crossing"

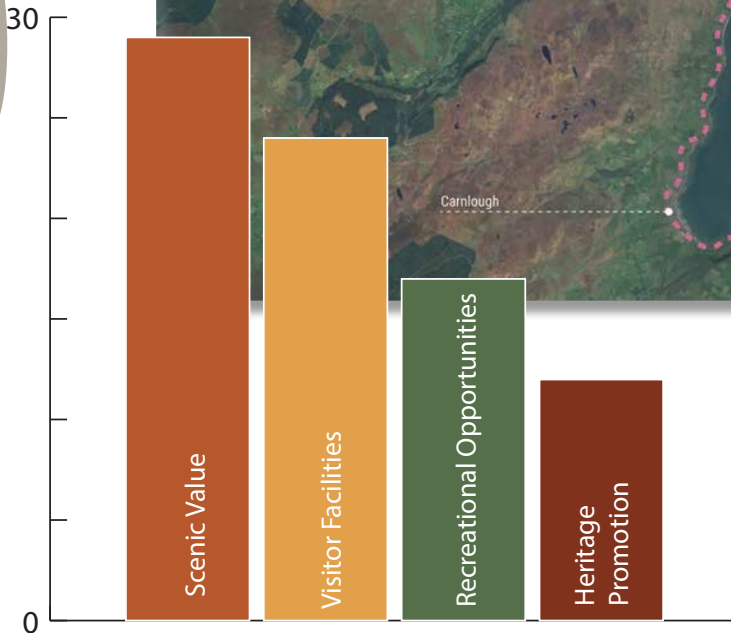
"A cycle lane along this stretch would be marvellous. Too dangerous for locals and tourists"

"Love this drive - its an amazing experience with lots of places to pull in for some stunning views"

"Greenway along the coast road for people to walk, cycle would be an incredible attraction."

"Should have an inland spur to take you into the hills"

"Give alternative routes, and more info on where to stop for a break and a walk"



"GLENARM IS BEAUTIFUL. THE FOREST IS FANTASTIC."

Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Cushendun** area (49 Responses)

"Tourist buses have nowhere to park."

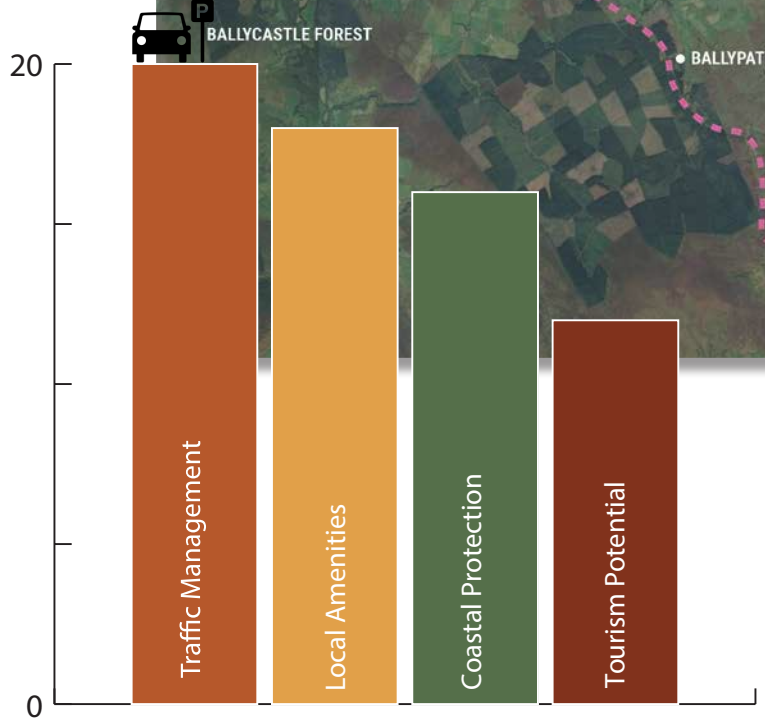
"Needs more accommodation"

"Help to sustain and improve water sports, sailing, marine tourism etc also important."

"The hidden gem in the CCR, beautiful scenery and scenic walks. Needs more funding and promotion."

"The coastal walks are poorly maintained, beach and walk accessibility is poor in places."

"Fix the traffic problem in Cushendun and the car park - the design limits visitors from staying."



Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Ballycastle** area (43 Responses)

"Greenway to Ballymoney train station to increase accessibility"

"Clear details and signage for walking/ hiking routes"

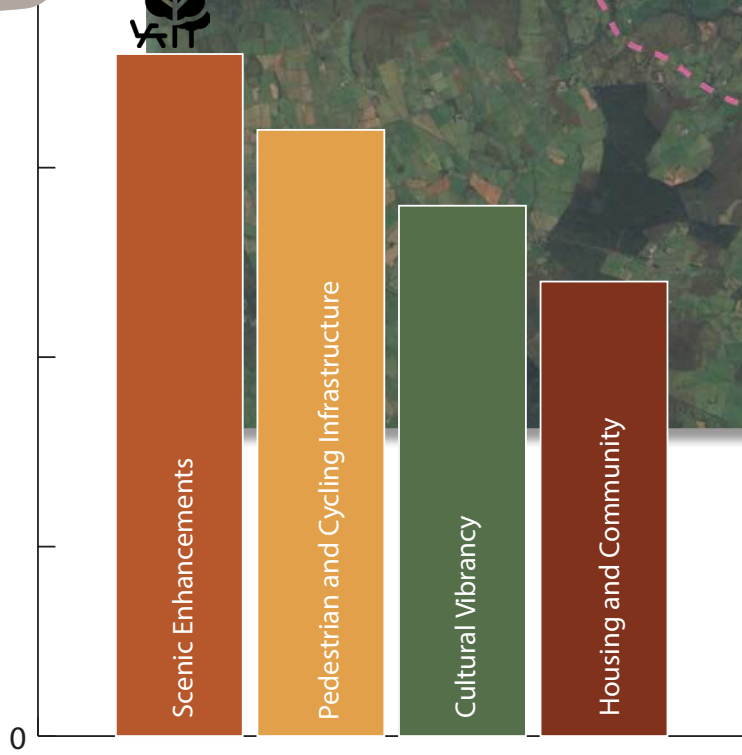
"More parking at Shesburn for the seafront"

"Parking - road is narrow in places. Keep the Torr Head section as additional option.."

"Ballycastle is the main town and obtains the majority of funding from the council to the detriment of other smaller villages"

"Cushendall needs to be changed to a one way system around car park & curfew tower section to allow free moving traffic. "

"I particularly love driving up and down the glens, the views are amazing."



"More viewing points"

Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Bushmills** area (33 Responses)

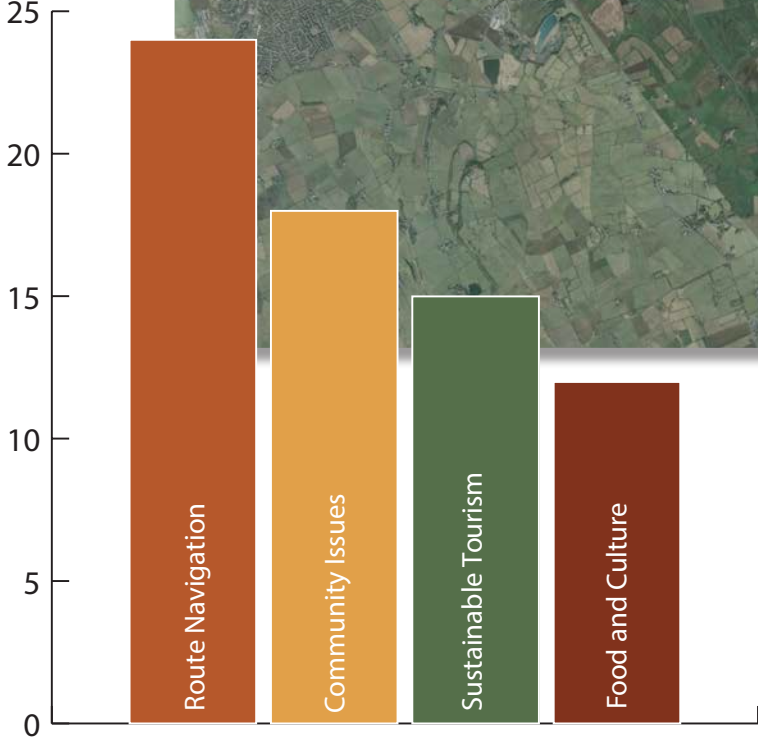
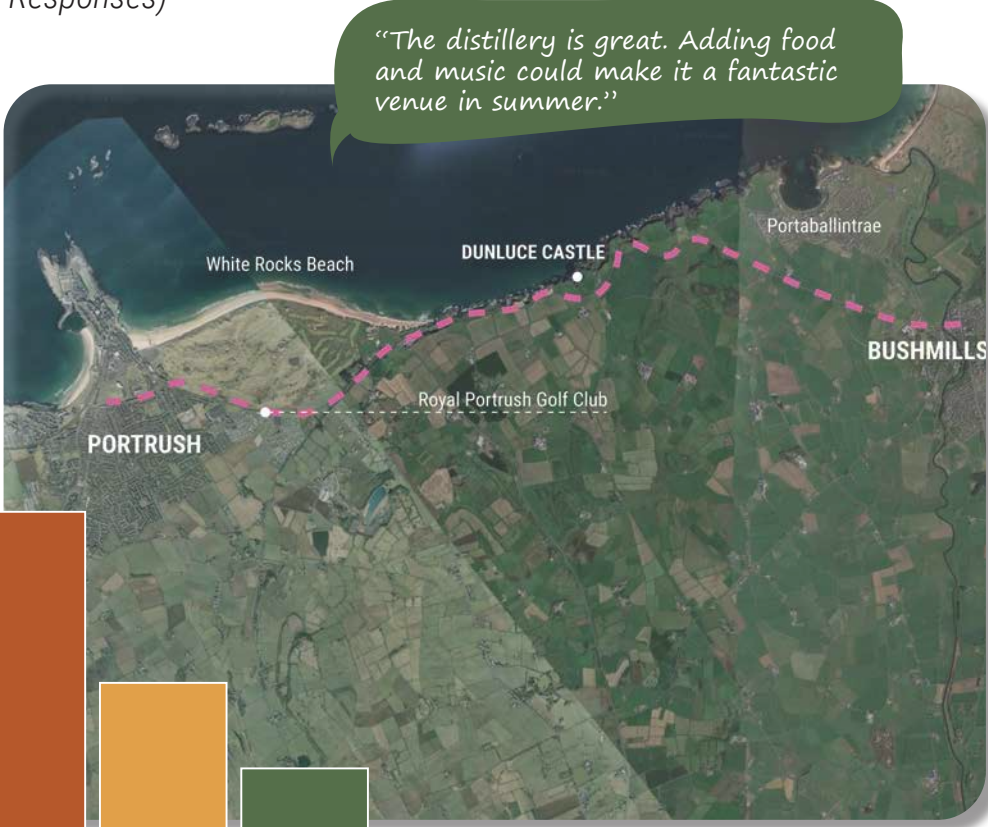
"Bushmills needs overall signage for the area - clear maps and clear indication for pedestrians/cyclists to get to The Giants Causeway on the Heritage Railway Path instead of using the main road (with no footpath)"

"Google maps indicates that The Giants Causeway is at the end of Runkerry Road, sending numerous pedestrians and drivers on the wrong route on a daily basis"

"The coastal path needs to be accessible the whole way. More transport in summer and park-and-ride facilities."

"Viewing point needed for Dunluce Castle and somewhere for coaches to park. Dunluce Castle should be lit up at night"

"Signage for pedestrians/cyclists to get to the Giant's Causeway on the Heritage Railway Path instead of the main road"



Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Portrush** area (44 Responses)

"The area needs to avoid becoming another Cornwall, where locals are priced out."

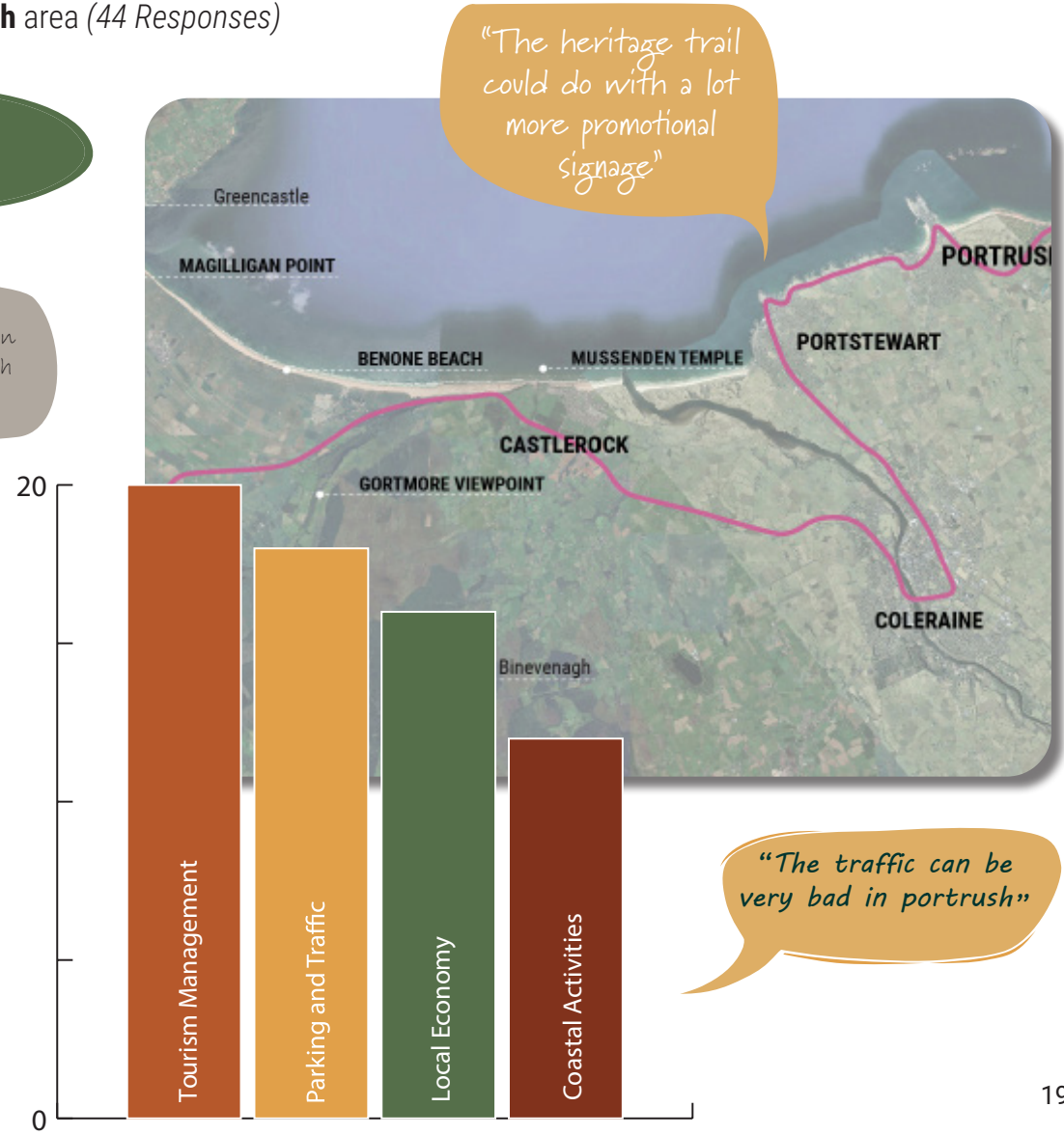
"Golden beaches which are hard to beat"

**"Brilliant wee town.
Great food.
Amazing beaches."**

"Remove the height restriction barriers at the surf spots such as West and East Strand."

"I think a cheap hostel style accommodation could work well, this could be for young people from belfast to come up and enjoy the coast or for people walking the north coast."

"Would be great to walk from Mussenden Temple through an easy path to the beach."



Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Derry/Londonderry** area (26 Responses)

"A spur into the sperrins to link with mid ulster would be good."

"Walled City great. Everyday Derry Girls tours might work."

"Protection of the environment and promotion of attractions."

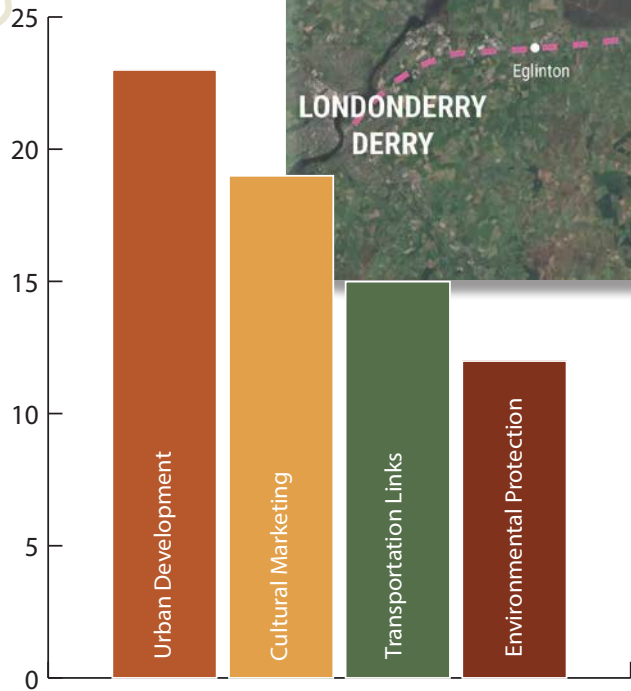
"Opening up train lines to Donegal and more bus services."

"better linking with the route as a whole so that derry does not seem like an outlier"

"If there was more tours possibly in conjunction with Donegal it might encourage more visitors to visit the city."

"This is a vibrant city, but it needs more promotion beyond Halloween"

"Not much to offer on this section"



Appendix A | Consultation 1 Findings

Please provide your comments or ideas for the **Other** area (25 Responses)

Key Areas Mentioned

Cushendall

- Several respondents highlighted Cushendall's potential as a tourism hub.
- Parking Issues: Tourists parking on roads leads to congestion and frustration for locals.
- Development Opportunities:
- Emphasis on embracing local traditions (hurling, Irish music, language).
- Improving walkways and general infrastructure.
- Festivals:

The "Heart of the Glens Festival" is praised but needs modernisation and greater financial support.

Glenariffe

- Identified as "Queen of the Glens" with significant tourism potential.
- Lack of coach stopping points to enjoy scenic views.
- Need for signage directing visitors to Glenariffe Forest Park.

"Glenariffe, the Queen of the Glens, has nowhere for coaches to stop. This is a huge missed opportunity."

Murlough Bay

- Valued as an untouched gem.
- Concerns over over-tourism impacting its natural beauty.
- Preference for preserving it as a "hidden gem" for those actively seeking it.

"Murlough Bay is great because people only discover it if they really want to. I would hate to see it damaged by too many people visiting."

Portstewart

- Identified as underserved compared to Portrush.
- Overabundance of coffee shops.
- Need for a large hotel to cater to visitors, creating local job opportunities.
- Suggestions for more pet-friendly establishments.

Ballycastle to Ballintoy

- Recognised as one of the most picturesque stretches.
- Danger posed to walkers due to narrow roads and lack of dedicated walking paths.
- Calls for a connected coastal walking route between these towns.

Ballypatrick Forest

- Criticised as being neglected despite past popularity.
- Potential to be developed into a major hub for campervans or outdoor recreation.

"Ballypatrick Forest is a disgrace. It used to be a great attraction."

Coleraine

- Acknowledged as a potential hub for tourism between Giant's Causeway and Derry.
- Underutilisation of the River Bann as a key asset.
- Lack of vibrancy in comparison to Portrush and Portstewart.

"Coleraine, despite its location, feels absolutely dead compared to its buzzing neighbours."

Benone to Binevenagh

- Underappreciated section despite scenic potential.
- Opportunity for developing outdoor activities and walking routes.
- Improved signage and promotion needed to attract visitors.

Appendix A | Consultation 1 Findings

Summary

Key Strengths:

Scenery & Views: 69% mentioned the scenic beauty as a highlight.
Natural Beauty & Unspoilt Nature: 31% praised the untouched landscapes.
Friendly Community: Comments highlighted welcoming locals and cultural vibrancy.

Key Challenges:

Road Infrastructure: 63% raised issues, including dangerous roads, potholes, and congestion.
Parking Challenges: Combined with road issues, parking emerged as a major concern, particularly in busy towns and villages.
Signage Gaps: Many noted poor or inconsistent signage across the route.

Priorities for Improvement:

- **Sustainable Tourism:** Calls for better walking/cycling paths, greenways, and eco-tourism opportunities.
- **Enhanced Facilities:** Requests for toilets, picnic areas, and family-friendly attractions.
- **Unified Branding & Signage:** Desire for a coherent identity.
- **Community Development:** Investment in smaller villages like Cushendall and Glenarm.

Common Themes Across Locations

Infrastructure Improvements: Parking, roads, walking and cycling routes.
Sustainability: Balancing tourism with preservation of natural beauty and local communities.
Signage and Branding: Unified and clearer signage to connect locations.
Tourism Opportunities: Promote cultural heritage, local stories, and eco-tourism.

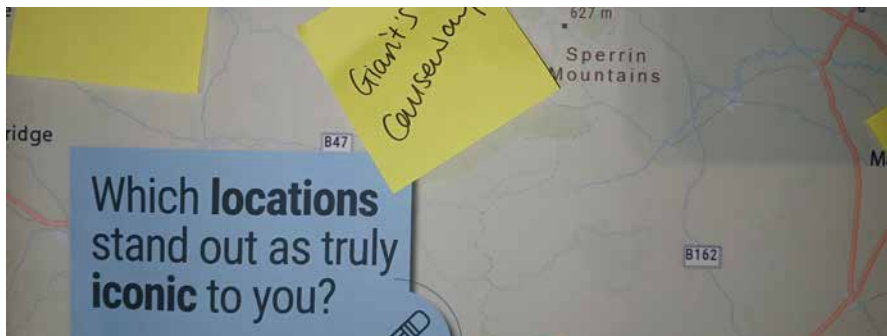
Appendix B | Consultation 2 Findings

Deepening the Conversation

Refining Priorities Through Local and Stakeholder Engagement

A second stage of consultation provided an opportunity to test and refine the emerging ideas for the Causeway Coastal Route with a community that plays a central role in shaping the experience of the journey. This event allowed residents, businesses and visitors to respond to the developing strategy and highlight the elements that mattered most to them.

Alongside this, a series of follow-on engagements took place with key stakeholders across the region, including landowners, statutory partners, community groups and tourism bodies. These conversations helped validate priorities, identify practical considerations, and ensure that this strategy reflects both local aspirations and the wider operational landscape. Through this combined engagement, the project team gained a richer, more grounded understanding that has shaped the final proposals.

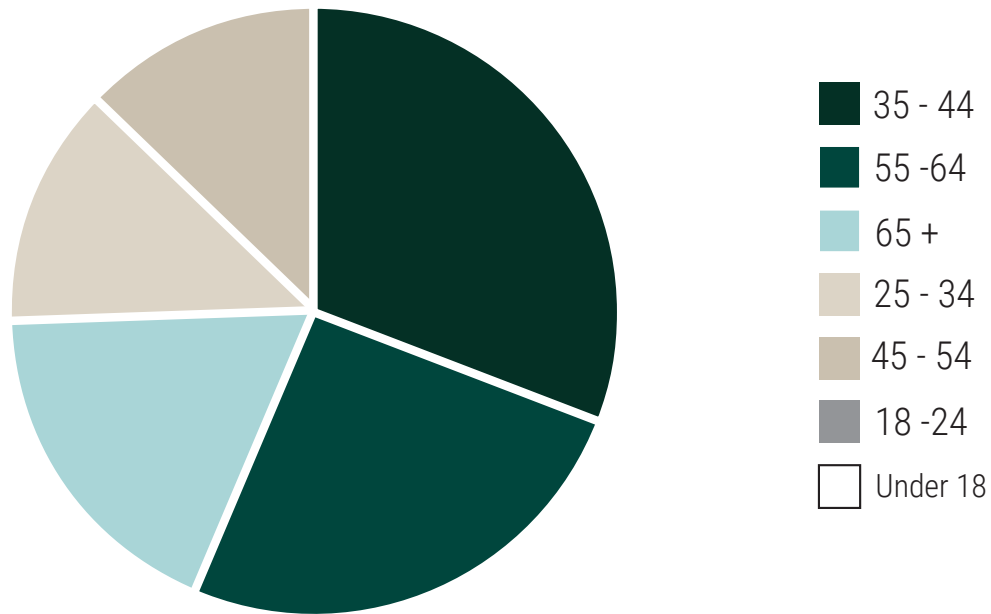


Appendix B | Consultation 2 Findings

63 responses

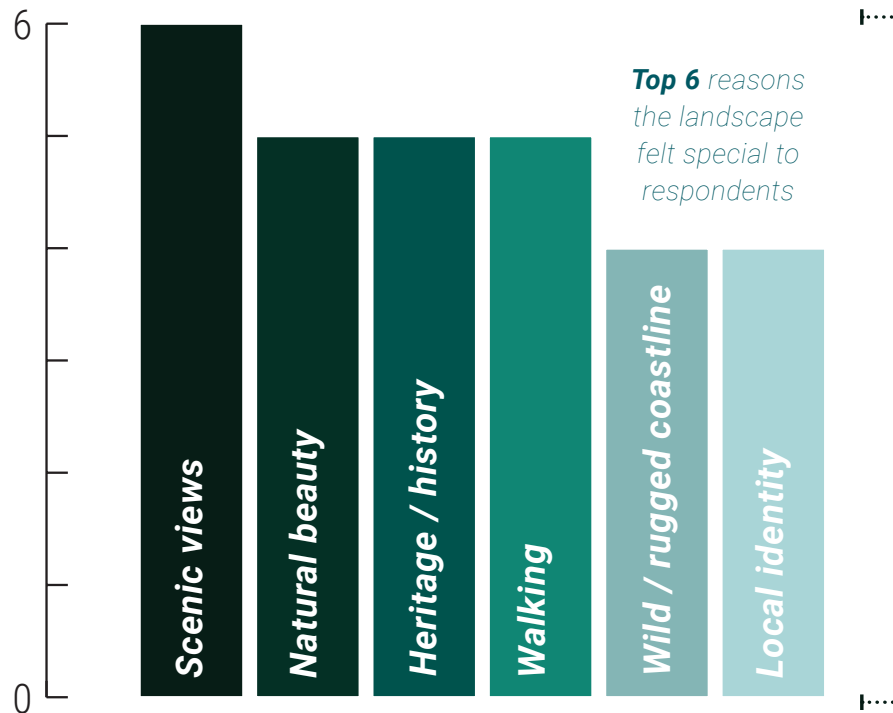
What is your **age range**?

55 responses



Appendix B | Consultation 2 Findings

What makes the **landscape** of the Causeway Coastal Route special to you?



Other Reasons included:

- Peacefulness / tranquility
- Dramatic geology
- Community
- Proximity of road to sea
- Unspoilt / undeveloped
- Unique place
- Mythology/folklore
- Living / working here
- Views to Scotland
- Adventure

The geology. It is amazing, easy to understand yet world class

The epic walks along the coastal route are some of the best visual routes I've completed on a global scale... and feel like you're a million miles from your responsibilities!

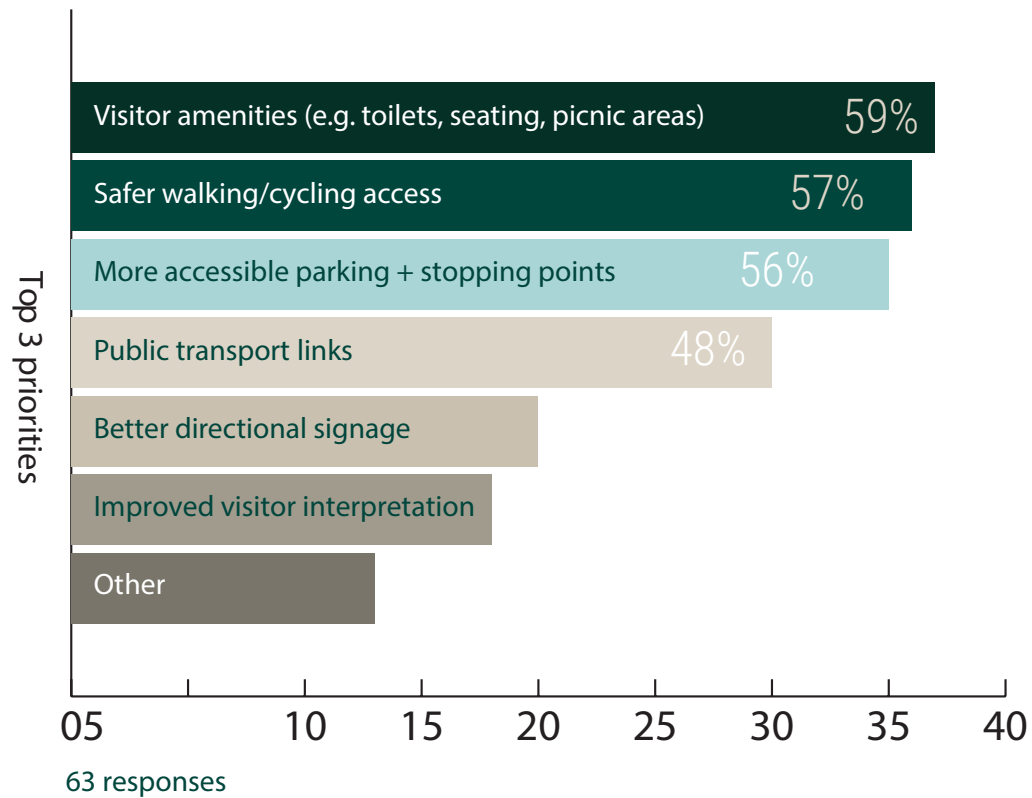
Something the region should be very proud of and still a hidden gem waiting to be discovered for many.

The silhouettes of important structures like Mussenden Temple and Dunluce Castle. The lack of modern buildings along the coastal route, safe roads.

.. the communities and the stories that bring this to life for the visitor and create a truly memorable experience.

Appendix B | Consultation 2 Findings

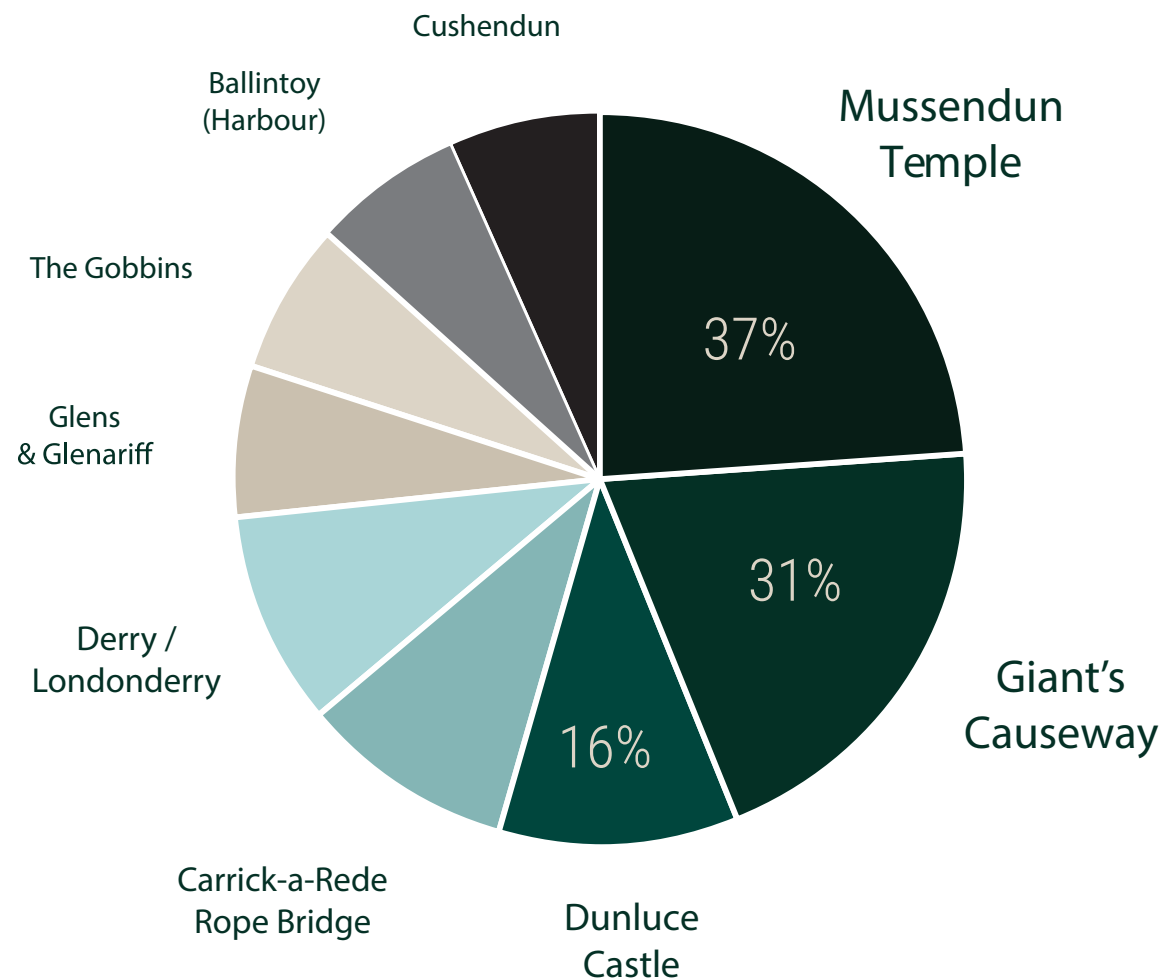
What are your **top 3 priorities** for infrastructure investment along the Causeway Coastal Route?



Appendix B | Consultation 2 Findings

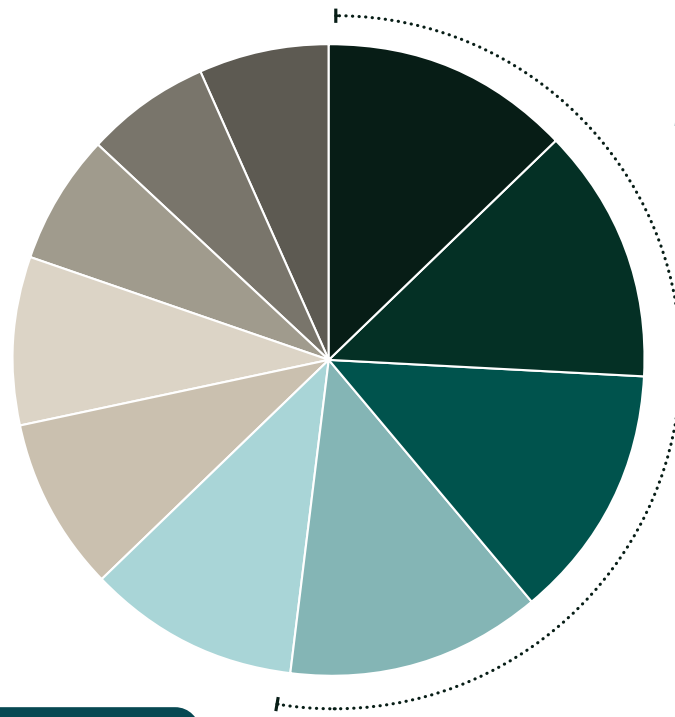
Which locations stand out as **truly iconic** to you?

Top 9 locations mentioned as proposed Signature Points



Appendix B | Consultation 2 Findings

Where would you propose a **Discovery Point**?



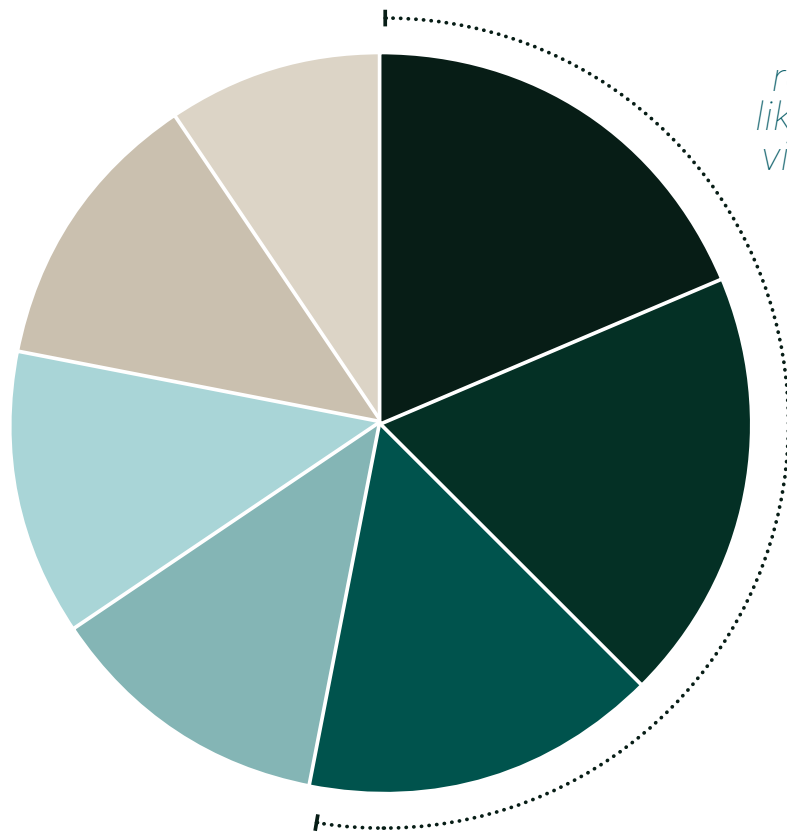
Top 4 locations mentioned as proposed Discovery Points

- Dunseverick Falls (6)
- Dunseverick Harbour (6)
- Ballintoy (6)
- Downhill + Benone (6)
- Torr Head / Fair Head (5)
- Magheracross + Portaneevy Viewpoints (4)
- Castlerock (4)
- White Park Bay (3)
- Bushmills (3)
- Cushendun (3)

Other locations mentioned twice:

- Glenarm Castle + Harbour
- Kinbane Castle
- Dunluce Castle
- Magilligan Point
- Locations where there is existing infrastructure
- Rathlin Island
- Binevenagh
- Mussendun Temple

Appendix B | Consultation 2 Findings



Top 3 ways respondents would like to see towns and villages benefit from the CCR

- Infrastructure & Facilities
 - Sustainability & Respect for Local Life
 - Support for Local Businesses
 - Transport & Accessibility
 - Spread Tourism More Equitably
 - Encourage Visitors to Stop and Stay
 - Better Overnight Stay Options
- 32 responses

Appendix B | Consultation 2 Findings

1. Infrastructure & Facilities

- **Parking**, especially near toilets and village centres.
- **Public toilets**, changing spaces, and outdoor seating.
- **Better signage**, wayfinding, and maintained walking/cycling paths.

2. Sustainability & Respect for Local Life

- **Environmental protection** and respectful behaviour from tourists.
- **To avoid overtourism** (especially from daytrippers/tour buses).
- To ensure that **residents' quality of life is maintained**.

3. Support for Local Businesses

- To **promote** local cafés, makers, and activity providers.
- To **support** Économusée (*Artisans at Work*) -type **initiatives** and village-level web presence.
- To **direct visitors to retail areas**, events, and artisan products.

4. Transport & Accessibility

- Improved public transport, especially rail and bus links.
- Better integration between towns, villages, and coastal points.
- Services for non-drivers, backpackers, and international tourists.

5. Spread Tourism More Equitably

- Disperse tourism away from the busiest sites (e.g. Causeway) to nearby villages.
- Avoid “box-ticking” coach tourism with little local spend.
- Focus on sustainable, respectful visitation and economic benefit for all communities.

6. Encourage Visitors to Stop and Stay

Many towns feel bypassed - respondents want:

- Increased dwell time through better signage, interpretation, and promotion.
- Local information points, QR codes, and visible maps to highlight what's nearby.
- Thematic stops and unique stories for each place.

7. Better Overnight Stay Options

- Motorhome Aires and micro-campsites to support independent travellers.
- Promoting bed nights in local B&Bs, hotels, and homestays (not just holiday lets).

Top 3 ways
respondents would
like to see towns and
villages benefit from
the CCR



Cushendun

Appendix B | Consultation 2 Findings

Can you think of a specific location on the Causeway Coastal Route that would benefit from being 'un-designed'?

Location

The Giant's Causeway
Ballintoy Harbour
Waterfoot Beach & Car Park
Bushmills Village
Portrush–Portstewart coast road
Cliff Walk, Portstewart
Tunnel Brae, Castlerock (car park)
Mountsandel Forest
Agnew's Field, Cushendall
Ballycastle
Whitepark Bay Car Park

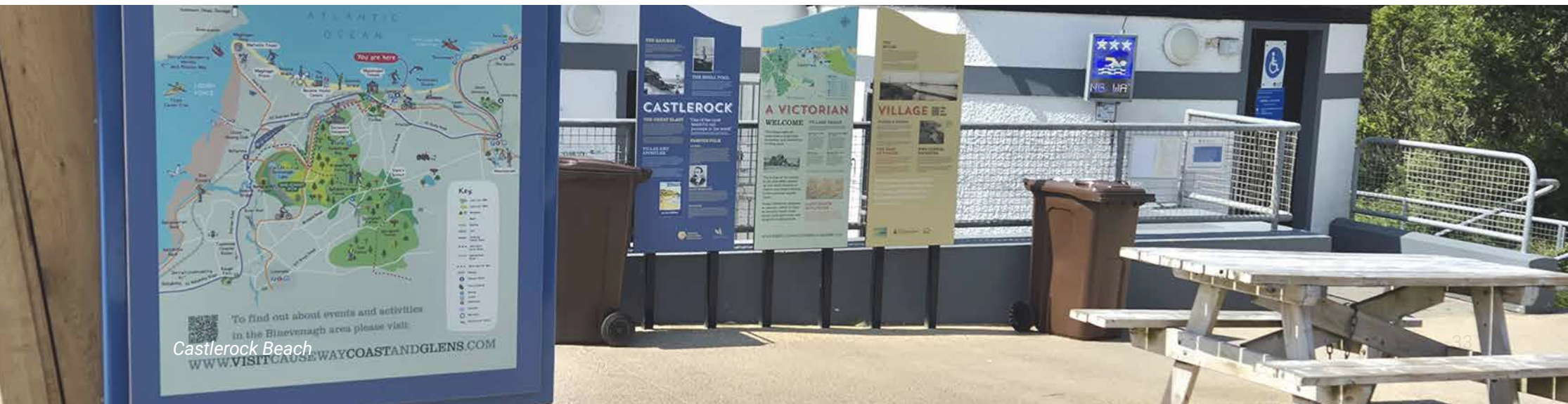
Example Issues Identified

Confusing signage, particularly around the railway terminus
Now dominated by SUVs, overused car park
Signage clutter, poor design, old infrastructure
No lay-bys for vans, too many parking restrictions
Unnecessary additions (steps), rusting bins
Needs design reconsideration
Inaccurate/outdated interpretation panels
"Picture This" frame and dated signage
Very old signage (20+ years)
Disjointed signage from various eras/projects
Overflowing bins, unmanaged food van

Appendix B | Consultation 2 Findings

Broader Design Issues Mentioned (Non-Specific Locations)

- Too many coach laybys, barriers, signs, and verge obstructions
- Visitors feel unwelcome due to “unfriendly” infrastructure
- Call to avoid oversized car parks directly on the coast
- Support for a more natural, walkable experience with remote parking and linked trails
- Emphasis on design simplicity, clarity, and habitat sensitivity



Appendix B | Consultation 2 Findings

Summary

Who Took Part?

- 63 responses gathered
- Strongest participation from Bushmills, Coleraine, Portrush & Cushendall areas
- Mix of local residents, business owners, tourism professionals & visitors

What Makes the Route Special?

- Scenic views and natural beauty were the most valued qualities
- Rich heritage, rugged coastlines, local identity, and peacefulness also stood out
- Stories of geology, mythology, and community added depth

Top Priorities

- Visitor amenities (e.g. toilets, seating, picnic areas)
- Safer walking/cycling access
- Better parking and stopping points
- Improved signage and interpretation
- Public transport links

Towns & Villages – Desired Benefits

- More infrastructure: toilets, paths, signage
- Respect for local life: sustainability and dispersing tourism
- Stronger local business support: artisan promotion, activity providers
- Better transport: integrated services for non-drivers
- More overnight stays and slower travel
- Encourage visitors to stop, stay, and explore lesser-known places

Signature Points – Suggested Locations

Mussenden Temple, Giant's Causeway, Dunluce Castle, Carrick-a-Rede, Derry/Londonderry, The Glens, The Gobbins, Ballintoy Harbour and Cushendun

Discovery Points – Suggested Locations

Dunseverick, Ballintoy, Downhill and Benone, Torr Head / Fair Head, Magheracross & Portaneevy, Castlerock, Whitepark Bay, Bushmills and Cushendun

'Undesigning' Opportunities:

Locations identified for decluttering or rethink: Ballintoy Harbour, Bushmills, Portstewart walk, Whitepark Bay

Key design asks: simplify signage, reduce barriers, and promote natural experience

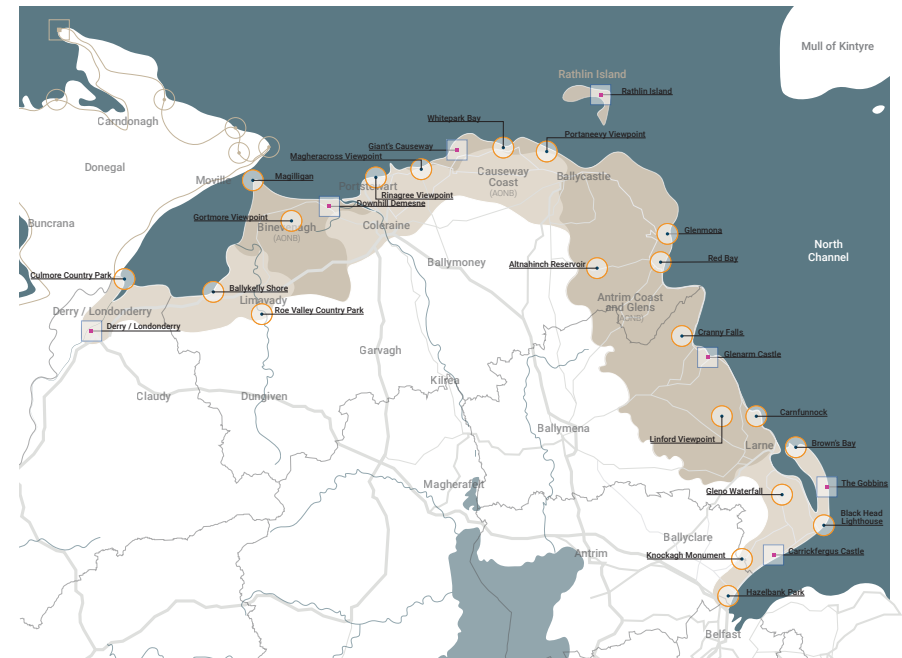
Appendix C | Location Profiles

Understanding the Potential of Each Location

A Clear Framework for Assessing Discovery and Signature Points

The following location profiles highlight the character, qualities and opportunities of each proposed Discovery Point and Signature Points along the Causeway Coastal Route. Through the use of images and a consistent set of assessment criteria, these profiles demonstrate how each site performs and the role it could play in shaping the wider Causeway Coastal Route experience and story.

This section is designed to provide a transparent overview of why each location has been considered, how it aligns with the strategic aims of the project, and the specific strengths or constraints that shaped its inclusion. Together, these profiles build a clear picture of the diversity of experiences along the route, the relationship between key destinations and the rationale behind the emerging spatial strategy.



Appendix C | Location Profiles

Hazelbank Park

Lough Shore

Discovery Point



Carrickfergus Castle

Signature Point



Knockagh Monument

Discovery Point



Gleno Waterfall

Discovery Point



Appendix C | Location Profiles



Appendix C | Location Profiles

Linford Viewpoint



Discovery Point

Icons: Tree, Eye, Butterfly, Person, Wheelchair, Bus, P, FREE

This panel shows a wide, panoramic view of a green, rolling landscape under a blue sky with scattered white clouds. In the distance, the ocean is visible. A small stream flows through the foreground. The bottom of the panel features a row of icons representing various amenities and accessibility features.

Glenarm Castle



Signature Point

Icons: Tree, Eye, Butterfly, Person, Wheelchair, Bus, P, FREE, Info, Restroom, Coffee, Shop, Museum

This panel provides an elevated view of a coastal town. A prominent church with a tall spire is visible in the center. The town is built on a hillside overlooking a bay with waves crashing against the shore. The bottom of the panel features a row of icons representing various amenities and accessibility features.

Cranny Falls



Discovery Point

Icons: Tree, Eye, Butterfly, Person, Wheelchair, Bus, P, FREE

This panel shows a scenic view of a valley with a river winding through it. The landscape is lush and green, with hills in the background. The bottom of the panel features a row of icons representing various amenities and accessibility features.

Red Bay

Waterfoot & Layd Church



Discovery Point

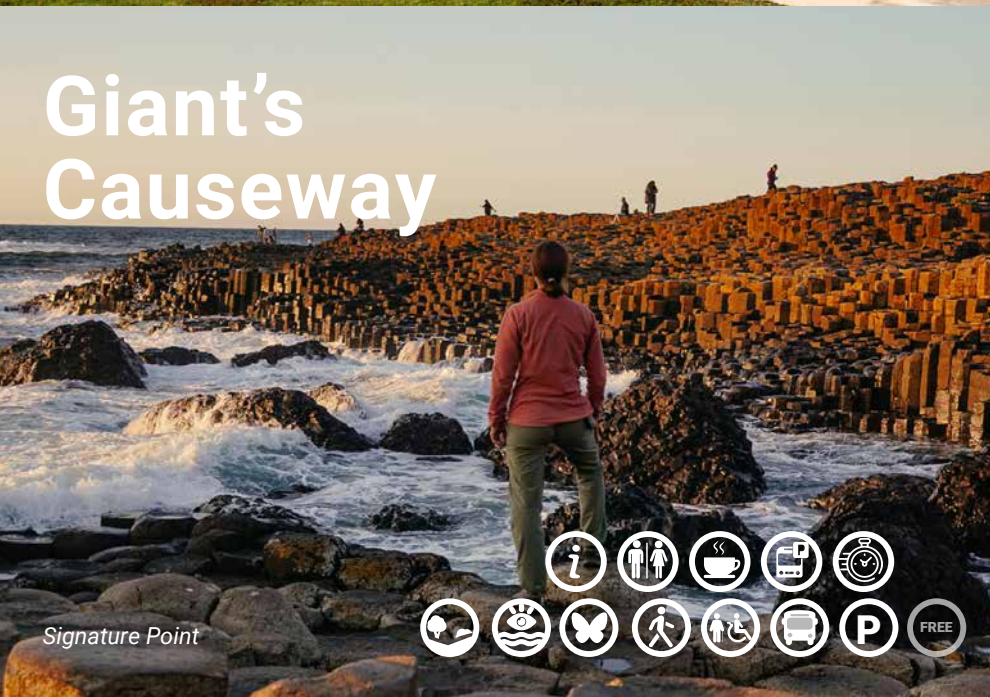
Icons: Tree, Eye, Butterfly, Person, Wheelchair, Bus, P, FREE

This panel shows a view of a bay with a large, rocky outcrop on the right side. The landscape is green and hilly, with mountains in the background. The bottom of the panel features a row of icons representing various amenities and accessibility features.

Appendix C | Location Profiles



Appendix C | Location Profiles



Appendix C | Location Profiles

Downhill Demesne



Signature Point



Gortmore Viewpoint



Discovery Point



Roe Valley Country Park



Discovery Point



Magilligan



Discovery Point



Appendix C | Location Profiles

Ballykelly Shore



Discovery Point



Culmore Country Park



Discovery Point



Walled City



Signature Point



Infrastructure Audit

An extensive on the ground audit was carried out along the entire Causeway Coastal Route, recording and mapping every existing sign and piece of visitor infrastructure to build a clear picture of current conditions and identify where improvements are needed.

The audit of the Causeway Coastal Route revealed a fragmented and inconsistent visitor experience shaped by decades of incremental interventions. Across the 300+ mile route (inclusive loop routes) signage varies significantly in style, condition and purpose, with many signs outdated, duplicated or offering limited value to visitors. In several areas, clusters of signs create visual clutter and distract from the landscape rather than helping people connect with it.

Infrastructure at lay-bys, viewpoints and car parks shows a mixed picture: while some locations are well maintained and already popular stopping points, others lack basic facilities such as safe surfacing, seating or clear wayfinding. Many sites also offer strong landscape potential but are not currently designed to encourage people to pause, explore or understand the significance of the place. Accessibility is inconsistent, with several locations lacking inclusive routes or universal access features.

Across the route, the audit highlights three key opportunities:

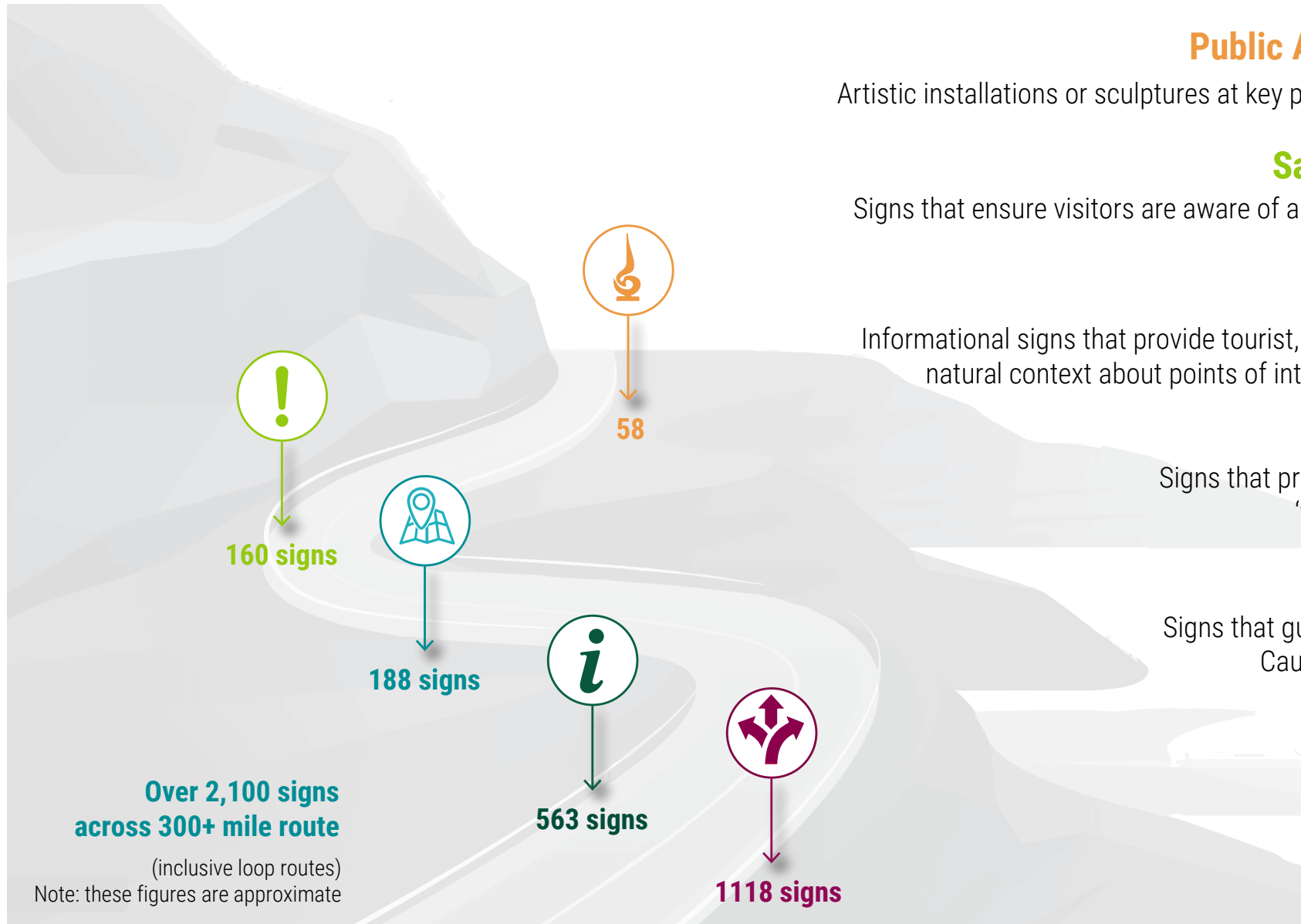
Rationalisation: reducing clutter by removing redundant or low-value signs.

Consistency: establishing a unified design language that respects place without imposing a one-size-fits-all approach.

Landscape-led enhancement: reshaping key stopping points to encourage slower, more meaningful engagement with nature, heritage and communities.

The findings form the foundation for the proposed strategy: to focus investment where it will have the greatest impact, to “undesign” the route by simplifying the visual environment, and to reinforce the CCR as a cohesive, high-quality visitor experience.

Appendix D | Audit Summary



Public Art + Sculptures

Artistic installations or sculptures at key points along the route

Safety & Warning

Signs that ensure visitors are aware of any potential hazards, such as steep cliffs.

Interpretive

Informational signs that provide tourist, historical, cultural or natural context about points of interest along the route.

Informational

Signs that provide information of 'what is on the route'

Directional

Signs that guide visitors along the Causeway Coastal Route

Appendix D | Audit Summary

Public Art + Sculpture

Artistic installations or sculptures at key points along the route



Art that sits in the landscape



Art that interacts with the landscape



Wayfinding art

Appendix D | Audit Summary

Safety & Warning

Signs that ensure visitors are aware of any potential hazards, such as steep cliffs.



Accessibility safety



Water safety



Road safety



Walking safety



Visitor safety

Appendix D | Audit Summary

Interpretive

Informational signs that provide tourist, historical, cultural or natural context about points of interest along the route.



Viewpoints and Scenic Spots

Urban / Village Contexts

Cultural Sites

Coastal / Natural Points

Heritage Sites



Appendix D | Audit Summary

Directional Signs that guide visitors along the Causeway Coastal Route



Tourist directional signs



Trail directional posts



Wayfinding posts



Walking/cycling directional fingerposts



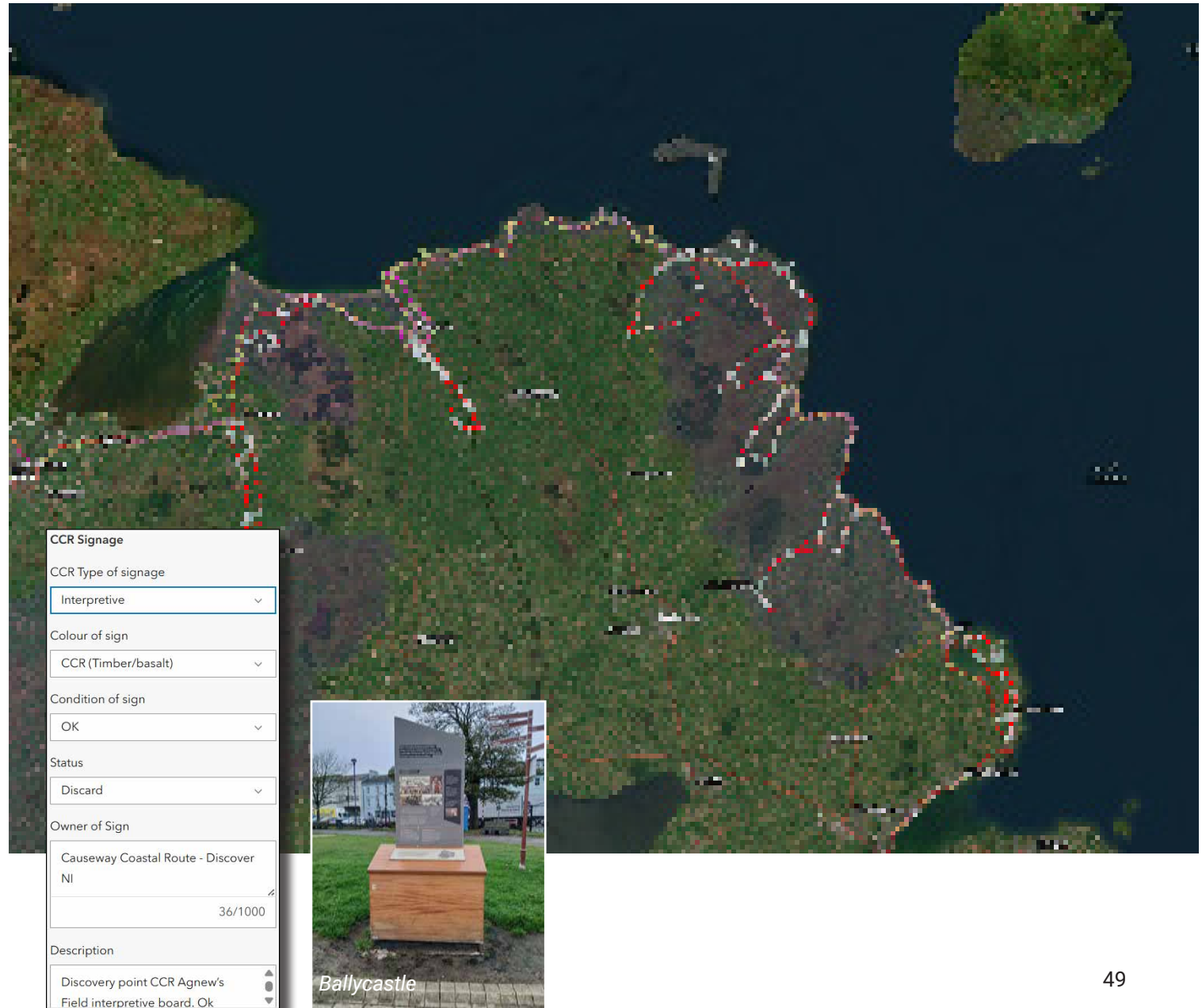
Directional art

Undesigning

GIS Mapping and Evidence Base

A comprehensive GIS map has been developed to bring together the spatial evidence underpinning this strategy. Each point along the Causeway Coastal Route has been mapped and attributed with information relating to existing signage, facilities, access, landscape character and opportunities for change. This live mapping tool supports decision-making, helps identify patterns and gaps along the route, and provides a shared evidence base for councils and partners to inform future design, investment and management decisions

Example of GIS data collection:



The image displays an aerial GIS map of the Causeway Coastal Route, outlined in red and white. A data collection form is overlaid on the map, and a photo of a sign is shown in the bottom right corner.

CCR Signage

CCR Type of signage
Interpretive

Colour of sign
CCR (Timber/basalt)

Condition of sign
OK

Status
Discard

Owner of Sign
Causeway Coastal Route - Discover NI
36/1000

Description
Discovery point CCR Agnew's
Field interpretive board, Ok

Ballycastle

Signage Rationalisation Strategy - Summary



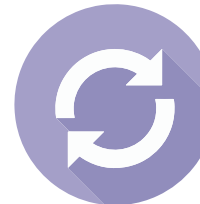
Initial Sweep

Remove signs in very poor condition with little impact.
circa 50 signs



Thematic Removal

Remove thematic signs/furniture families in multiple locations due to condition, outdated branding, or repetitive narratives.
circa 70 signs



Signage Replacement

Improve signs in poor quality or outdated content but with key function.
circa 120 signs



Prioritised Locations

40 key sites, including Discovery/Signature Points, where signage will be reviewed as part of wider environmental improvements.
40 locations (circa 300 signs)



Keep

Signs in good condition; retain for continuity.
circa 1400 brown and blue road signs
circa 160 'other' signs

Appendix D | Audit Summary

Interpretation Signage Audit

Tandem completed a summary audit of the interpretation along the Causeway Coastal Route - with a focus on the narratives and stories told along its length.

Following from Tandem’s work on the first iteration of the Causeway Coastal Route Interpretation, the review included the existing suite, as well as the additional schemes of interpretation along the route.

This summary audit provided a rationale for assessing the strengths and weaknesses of the storytelling and narrative approach along the Causeway Coastal Route.

Summary of Audit Findings

Overview:




The current suite of outdoor interpretive signage along the Causeway Coastal Route includes a significant number of panels, resulting in a proliferation of signage in several locations. In some cases, the original signage suite has influenced additional installations and ‘look-alike’ panels, contributing to visual clutter and inconsistency. The majority of signage has now exceeded the typical 10-year life expectancy for outdoor interpretation and is reaching or has reached the end-of-life stage.

Interpretive Content:

Overall, the interpretive content remains clear and engaging. Themes are well-articulated, and the narrative invites visitors to connect meaningfully with the surrounding landscape and its stories. However, many panels exceed best practice guidelines for outdoor interpretation, which recommend a word count of 100–150 words.

Hardware Condition:

Physically, the majority of signage panels are in a deteriorated state. Age, weather exposure and instances of vandalism have significantly impacted their condition. Most panels are now considered beyond their effective lifespan, and require replacement to maintain quality standards and visual appeal.

Existing Causeway Coastal Route				Content Overview			
Owner	Location	Signage	Reference Image	Primary	Secondary	Tertiary	Additional
Larne Borough Council	Glenarm and Carnfunnock	Welcome Totem		Welcome to Glenarm - one of the oldest villages along the coast.	History of Glenarm, from the kingdom of Dal Riada to the ancestral home of the MacDonnells.	Glenarm's close association with Scotland is evident in the placenames, language, music and dance.	Glenarm Forest The Hammered Dulcimer stringed instrument was played by John Rea of Glenarm.
		Discovery Point		Glenarm is one of the oldest villages along the coast, with a history as a maritime settlement, a centre of power and industrial hub.	A range of birds and wildlife can be seen in the offshore coastal area.		
		Discovery Point		Carnfunnock Country Park is a	The fertile lands and sea have encourage		

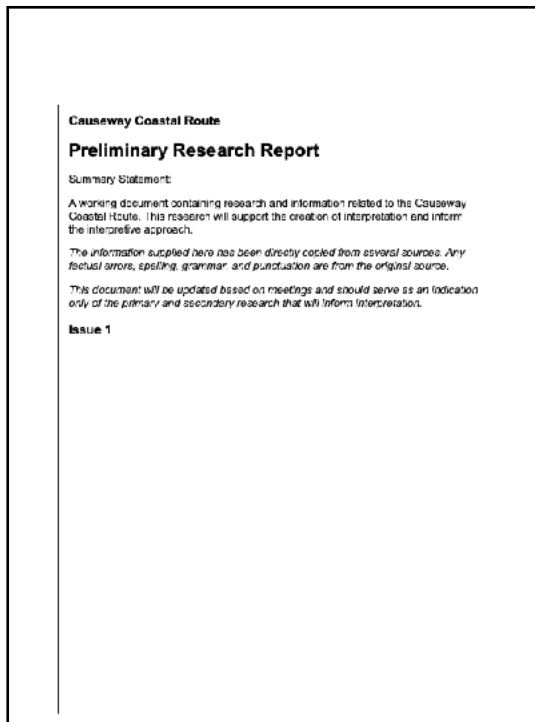
Appendix E | Interpretation & Storytelling

Research Summary

Tandem completed desk-top research on the Causeway Coastal Route and the very many sites, assets and stories along its length. The body of material included client-supplied material, reports, secondary literature and online material.

Although far from exhaustive, the research provided an essential understanding of the route, its people and its heritage.

This research directly informed the development of the themes for the Interpretive Strategy.



Only by understanding the unique 'spirit of place', do the interpretation proposals provide authentic and meaningful interventions, that engage both locals and visitors alike.

Appendix E | Interpretation & Storytelling

Reflections on the Journey

The Causeway Coastal Route is a journey that defies simple categorisation. While renowned as a fantastic driving route, it presents a unique character as a celebrated coastal experience. Its essence lies in its remarkable density — a route where community and landscape intertwine with remarkable intimacy, offering a compressed yet extraordinarily rich narrative of place.

The route's most striking characteristic is its sense of human connection. Unlike more expansive coastal drives that emphasise wildness, this journey is defined by its constant engagement with local communities. Every turn reveals a village, each headland tells a story, and the landscape feels actively inhabited rather than remote. Only the stretch along Torr Head provided a momentary sense of true wildness, breaking the otherwise 'peopled' character of the route.

This density creates a unique travel experience. The route is not about grand, sweeping vistas isolated from human presence, but about a nuanced dialogue between landscape, history and community. From the industrial remnants of Larne to the echoes of Victorian leisure tourism in Whitehead; from the feat of engineering that is the Antrim Coast Road to medieval castle ruins, each location offers a layered narrative that goes far beyond mere scenic beauty.

The variety is remarkable: landscapes transform with speed and complexity. Within short distances, visitors move through suburban edges, historic villages, industrial ports, to wild headlands. The route oscillates between carefully preserved coastal villages and moments of breathtaking, natural beauty. This constant variation creates a journey that feels dynamic, unpredictable and endlessly engaging.

Technically, while the route is world-renowned, there's significant potential for enhancement. Many locations — from Carrickfergus to various village entry points — are waiting to become more compelling 'gateway' experiences.

The proliferation of signage, the sometimes unclear orientation points, and the need for more considered interpretation suggest opportunities for thoughtful development that could elevate the route's visitor experience. There are also clear challenges facing the capacity of the route and questions arise on how to tackle 'pinch-points' at various sites and villages, to encourage dispersal and more sustainable travel along the route.

The potential to further strengthen the Causeway Coastal Route's offering and identity is exciting. With such a spectacular array of landscapes, experiences and stories already contained within its relatively compact stretch, there's an opportunity to create an even more compelling journey of discovery.

What emerges is a route that is more than a drive: it's a living narrative. The landscape speaks not just of natural beauty, but of human endeavour, industrial heritage, and community identity. Each village, each view, each historic marker contributes to a rich tapestry that tells a layered story of this particular corner of Northern Ireland.

Appendix E | Interpretation & Storytelling

Interpretation & Storytelling

Spirit of Place

The Causeway Coastal Route is much more than a scenic drive – it is a journey through a living, breathing landscape where history, geology and community intertwine. Stretching along Northern Ireland’s northeast coast, this route reveals a place shaped by time and tide, where every headland, village and harbour holds a story. It is a place where locals and visitors alike can ‘Embrace a Giant Spirit’ and explore this fantastic place.

Here, the land has been sculpted by ancient volcanic forces and carved by the relentless sea, creating a dramatic coastline of towering cliffs, sweeping beaches and impressive glens.

Legends of giants and mythical beings echo through the landscape, while centuries of human endeavour have left their mark in the medieval castles, Victorian seaside towns and working harbours.

This is a place where the past and present exist side by side – where fishing traditions endure, where local crafts and storytelling thrive,

and where communities welcome visitors with warmth, pride and a ‘Giant Spirit’ that encourages meaningful, immersive experiences that stay with them.

The Causeway Coastal Route offers an experience that is intimate yet awe-inspiring, ever-changing yet deeply rooted in its heritage. It is a place to pause, explore and connect – to feel the power of the elements, the richness of its history and the spirit of the people who call it home.

This is a landscape that invites you to go beyond the well-trodden path, to discover its hidden story, and to take the time to truly understand and appreciate its many voices.

By embracing the unique ‘chapters’ of this landscape’s story, the very essence of the Causeway Coastal Route is celebrated – a place of inspiration, connection and unforgettable beauty.



Cushendun



Bushmills



Dunluce Castle



Glenariff



Cushendun

Appendix E | Interpretation & Storytelling

Interpretation & Storytelling

These chapters enrich the interpretation and visitor experience opportunities through storytelling, making stronger connections with places and more meaningful engagement with the landscape.

Chapters in the Story

Defining Five Chapters in the Story of the Causeway Coast

The Causeway Coastal Route is a journey of remarkable diversity, weaving together landscapes, stories, communities and characters over its length. With so much richness along the way, it is helpful to understand how different 'chapters' in the story of this landscape exhibit their own unique character.



Derry/Londonderry and Beyond:

Where City Walls Meet Open Skies

Here, the Wild Atlantic Way meets the Causeway Coastal Route, the vibrant energy of Derry-Londonderry gives way to the vast, open landscapes of the Causeway Coast. This chapter is defined by sweeping views and open skies that signal the beginning of a new coastal adventure.



Strands of Discovery:

Golden Sands and Coastal Gems

The journey winds past sandy beaches and lively seaside towns. The character here is coastal charm: windswept dunes, rocky shores and vibrant communities that invite visitors to linger and explore.



Causeway Coast:

Giant Views, Timeless Shores

This iconic chapter is marked by dramatic cliffs and rugged beauty of the 'Giant' Causeway Coast. This is a landscape of grandeur, where towering cliffs meet the ocean stirring below and stories from the mythological shores inspire awe.



The Route of the Glens:

Villages and Valleys of Story and Song

The nine Glens of Antrim form a rich tapestry of sheltered valleys, rolling hills and villages steeped in tradition. Each village offers a glimpse into life in the landscape, where a culture of storytelling, music and connections to Scotland abound.



From Lough to Shore:

A Road Through Time

This chapter transitions from urban landscapes to loughshore views, through a landscape steeped in history. This blend of past and present tells a story of resilience and transformation.

Appendix E | Interpretation & Storytelling

Interpretation & Storytelling

Themes

The selected themes reflect the unique character of the Causeway Coastal Route and offer insights into its natural beauty, cultural heritage and the lives of the people who have shaped, and been shaped, by it.

They guide visitors to experience the route not just as a series of scenic stops but as a richly interconnected narrative that spans history, mythology, geology and personal stories.

What is a theme?

A theme is an idea that frames interpretation. Themes explore the unique stories of a place 'that can only be told here'.

Landscapes of Legend: Giant Folklore Along the Route

Tales of mythical beings weave through the landscape like golden threads, with Fionn McCool's legendary presence at the Giant's Causeway standing as the centrepiece. From ghostly encounters at Ballygally Castle to local legends passed down through generations, these stories transform natural landmarks into portals to an enchanted past.

Shaped by the Sea: The Coastal Connection

The sea has been both provider and shaper, moulding not just the physical coastline but the very character of its people. Maritime life has influenced everything from local architecture and industry to dialect and culture – these vibrant coastal communities still thrive on this relationship with the ocean.

Strongholds and Settlements: Stories of Power and Protection

Each castle and fort along the route stands as a stone sentinel, bearing witness to centuries of clan rivalries, battles and political intrigue. These structures tell compelling stories of medieval power struggles, family dynasties and the strategic importance of this coastal frontier throughout history.

From Wild Shores to Gentle Valleys: Exploring the Natural Wonders

The route presents a rich tapestry of ecosystems, each supporting distinct communities of wildlife. From seabirds wheeling above dramatic cliffs to delicate wildflowers in sheltered glens, extraordinary biodiversity thrives in these varied habitats.

A Place of Inspiration: Creativity Rooted in the Landscape

The dramatic coastline and peaceful glens have long stirred the creative spirit, inspiring countless artists, writers, and musicians. Local crafts and cultural expressions continue this tradition, drawing on the power of the landscape to spark imagination and artistic expression.

Sacred Landscapes: Spiritual Connections

From ancient cairns to medieval churches and holy wells, the route traces a spiritual journey through time. These sacred places, combined with the natural sanctuary of quiet glens and dramatic viewpoints, continue to offer opportunities for reflection and connection.

Hidden Stories: Local Lives Lived

Behind every bend in the road lies a treasure trove of personal histories. The local character, dialect, communities and customs reveal the rich cultural tapestry woven by generations of inhabitants who have called this coastline home.

Time Carved in Stone: The Making of a Legendary Landscape

The dramatic geological story spans millions of years, from ancient volcanic activity to the sculpting power of ice ages. These forces created the iconic landmarks we see today, from the hexagonal columns of the Giant's Causeway to the sweeping valleys of the glens.

Appendix E | Interpretation & Storytelling

Interpretation & Storytelling

Embrace a Giant Spirit

Aligning to Northern Ireland's tourism brand

The Causeway Coastal Route (CCR) Strategy has been developed to align closely with Tourism Northern Ireland's 'Embrace a Giant Spirit' brand. The brand promotes a vision of Northern Ireland as a destination that inspires, connects and enriches visitors, offering more than just sights to see, but meaningful, immersive experiences that stay with them.

The CCR Strategy supports this ambition by encouraging visitors to slow down, get out of their cars, explore lesser-known places, meet local people and engage with the rich layers of history, culture, landscape, creativity and storytelling found within the landscape.

It aims to create a connected experience that balances world-famous landmarks with quieter moments of discovery, encouraging deeper exploration and connection to the people and place of this iconic landscape.

The experience of the CCR is positioned to reflect the key pillars of the brand:

Big-hearted

A warm, down-to-earth welcome through authentic local encounters, artisan products and community-led experiences.

Legends and stories

A landscape shaped by myth, poetry and lived experience, told through interpretation and local voices.

Original

A route that celebrates its unique identity through a spirit of creativity and innovation.

Land, water and sea

An experience that brings people closer to the natural environment, through coastal walks, active travel and encounters with wildlife.

This strategy for the CCR also aligns with Tourism NI's three thematic priorities:

Landscapes and outdoor activities

Meeting the needs of the visitor: bookable, accessible, integration of technology, seamless travel.

Culture and heritage

Deeply embedded in the character of the CCR, this strategy is focused on developing immersive, story-rich experiences: from castles and ancient territories to local legends, music, crafts and communities.

Food and drink

This strategy supports the growth of food and drink tourism across the route, from iconic brands to artisan producers, local pubs to sea-to-plate experiences.

Together, these values underpin the strategic vision for the CCR: to shape a world-class, emotionally engaging coastal experience that brings Northern Ireland's Giant Spirit to life, every step of the way.



Causeway Coastal Route Brand Logo Design

A review of the existing Causeway Coastal Route logo was undertaken to assess how well it aligns with the renewed ambitions of this strategy - particularly the shift from presenting the CCR as a drive to positioning it as a region. This evaluation challenged each component of the current brandmark, considering how effectively it represents the evolving visitor proposition and the wider Spirit of Place that underpins this strategy. The findings indicate that while the logo carries strong recognition and equity, its visual language no longer fully reflects the direction of travel set by this project. As such, the review concludes that a refreshed approach to the identity is needed - one that better communicates the character, ambition and regional focus of the modern Causeway Coastal Route.



Appendix F | Brand Evaluation

The current logo

The purpose of this logo design evaluation is to assess how fit-for-purpose the current Causeway Coastal Route logo remains, given the shift in the visitor proposition from a route-based concept to a regional experience. The evaluation examines the component elements of the logo design to determine how effectively they represent and support the ambitions set out in this Strategy. It also considers how the CCR logo compares with those operating in a similar strategic and geographic context.

This section clarifies the terminology used throughout the document.



WHAT IS A LOGO?

A logo is a visual symbol that represents a brand. Sometimes, a logo is mistakenly referred to as 'the brand' but it is more accurate to refer to it as 'the landmark' (just another term for 'logo').

The design of a logo can never capture every aspect of a brand but over time, it can come to have strong associations that far exceed its visual form.

The logo can remind those that have engaged with the brand of their experience(s) with it.

To those who have enjoyed even part of the CCR, the logo may prompt memories of being on the road, seeing great views or special sights, tasting good food or smelling the sea air, feeling sand under their feet or dangling those feet under a waterfall.

Ideas, thoughts and feelings may as easily be provoked by the name alone, regardless of the logo design.

Appendix F | Brand Evaluation

The current logo



WHAT IS A BRAND?

Sometimes, mistakenly thought of as the logo, a brand is much more than a designed visual symbol and can be much less tangible.

A brand is the full physical, intellectual and emotional experience of engaging with a product, a service, a place, or – in this case – a region.

The Causeway Coastal Route (CCR) brand is multi-faceted, dispersed and interconnected. It is the culmination of both tangible and intangible experiences found within a defined geographical area.

To those who have yet to experience the CCR first-hand, the brand is a promise of experiences captured in promotional material and shared by those who have experienced the CCR.

To those who have enjoyed the CCR, the brand is their experience of it to date and what they know of those parts they have yet to experience.

For those that engage with the CCR, the logo takes on strong associations.

An experience-based brand, such as the CCR, can often exist without a logo.

Appendix F | Brand Evaluation

The current logo



WHAT IS AN ICON?

The icon that accompanies a brand name often attempts to depict a defining aspect of the brand in a simple and highly memorable graphic form.

In the case of the CCR, a Giant's Causeway-inspired shape encompasses a line that, to those unfamiliar with what it represents, might be interpreted as a meandering road, a stretch of beach or a river.

Like the logo in its entirety, the icon takes on meaning and associations as it becomes familiar to the CCR visitor.

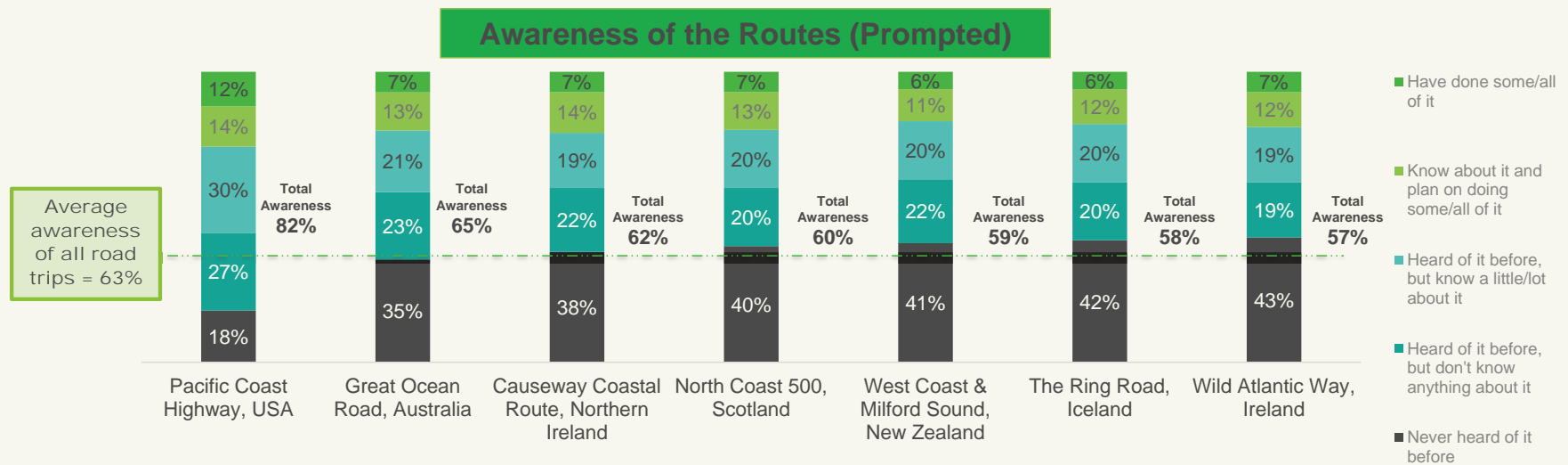
When a brand experience is dispersed over a large geographical region, like it is for the CCR, then the icon can take on an invaluable role: to signify, in the simplest possible way, that you are OK, you're still on the Causeway Coastal Route; or, that this place is a significant place to stop.

■ The icon is the ultimate and simplest symbol of the Causeway Coastal Route.

Appendix F | Brand Evaluation

Route awareness

Total awareness of Wild Atlantic Way and Causeway Coastal Routes is similar to the awareness level of other routes in the world, but knowledge of the routes is low for most of the holidaymakers



SO WHAT? We start from a good level of awareness in promoting the routes, but awareness should be improved with deeper understanding of the routes and their offers to create conversion from awareness to consideration

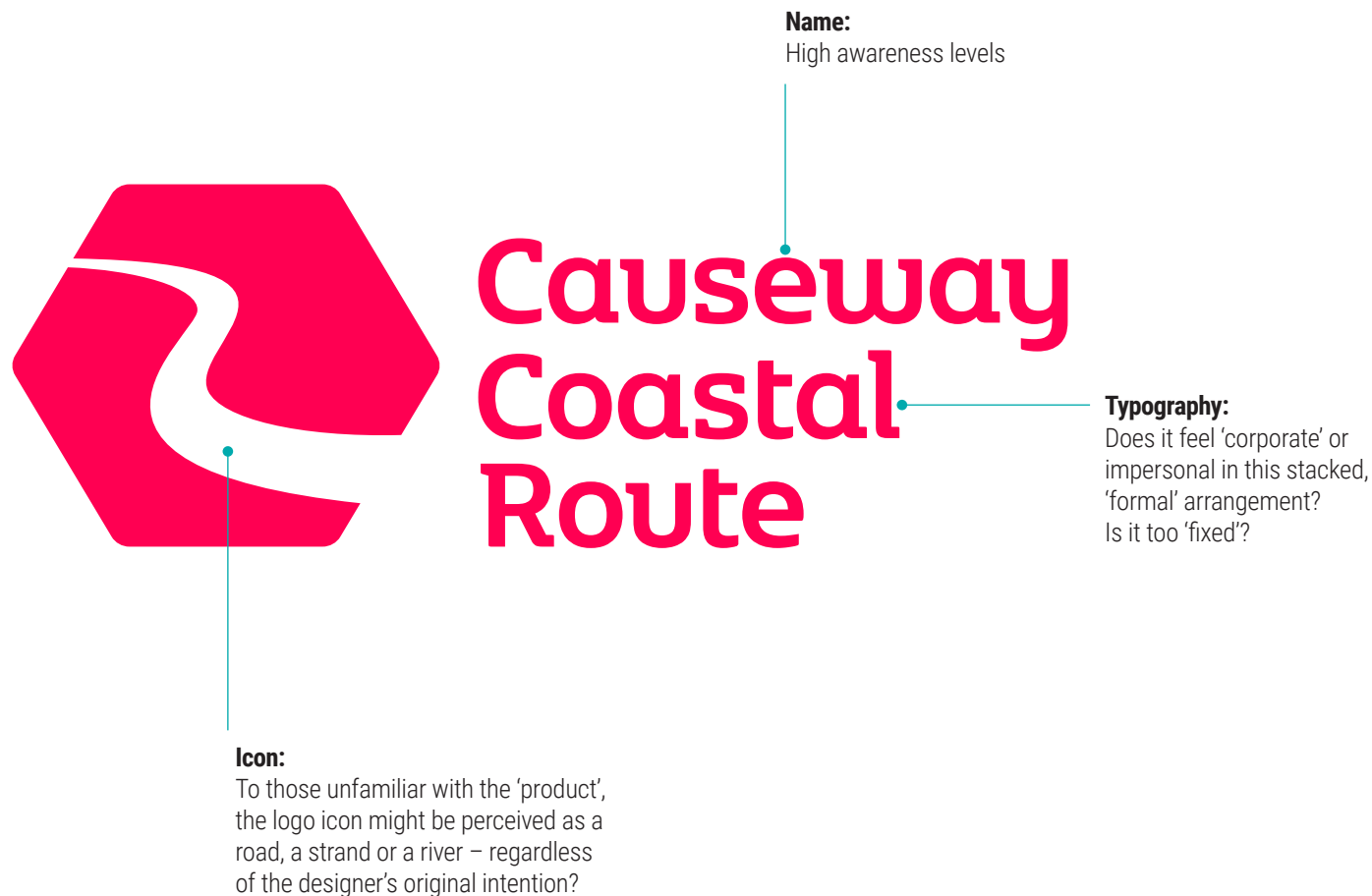


Base: Outbound holidaymakers 18+ yo, n=4000
 Q5 Which statement best reflects your familiarity with these road trip routes?



Appendix F | Brand Evaluation

The current logo



CONSIDERATIONS

POSITIONING:

- Historic (route) vs developed (region) propositions
- Related brands, e.g. *Embrace a Giant Spirit*
- Recognition and appeal
- What can be learned from comparable experiences?

DESIGN:

- Name
- Icon
- Typography

STRATEGIC:

- Why change and to what degree?
- To retain brand equity vs to signal a change in the proposition?
- Evolution or Revolution?

Appendix F | Brand Evaluation

The current logo

Does the current logo still represent to new Spirit of Place?



Causeway Coastal Route

LOGO EVALUATION

- Is it the right name?
 - Given the shift from 'route' to 'region'
 - Bearing in mind recognition levels
- Is it the right logo design?
 - Icon: Does it reflect the offering?
 - Typography: Does it reflect the offering?
- Is a logo required?
 - Merits of a fixed logo?
 - The role of a logo (marketing vs. directional)
 - The role of the icon

SPIRIT OF PLACE:

The Causeway Coastal Route is much more than a scenic drive – it is a journey through a living, breathing landscape where history, geology and community intertwine. Stretching along Northern Ireland's northeast coast, this route reveals a place shaped by time and tide, where every headland, village and harbour holds a story.

Here, the land has been sculpted by ancient volcanic forces and carved by the relentless sea, creating a dramatic coastline of towering cliffs, sweeping beaches and impressive glens. Legends of giants and mythical beings echo through the landscape, while centuries of human endeavour have left their mark, in the medieval castles, Victorian seaside towns and working harbours.

This is a place where the past and present exist side by side – where fishing traditions endure, where local crafts and storytelling thrive, and where communities welcome visitors with warmth and pride.

The Causeway Coastal Route offers an experience that is intimate yet awe-inspiring, ever-changing yet deeply rooted in its heritage. It is a place to pause, explore and connect – to feel the power of the elements, the richness of its history and the spirit of the people who call it home.

This is a landscape that invites you to go beyond the well-trodden path, to discover its hidden story, and to take the time to truly understand and appreciate its many voices.

Appendix F | Brand Evaluation

Comparisons – Routes

Great Ocean Road, Australia



North Coast 500, Scotland



Pacific Coast Highway, USA



The Ring Road, Iceland



West Coast and Milford Sound, NZ



Wild Atlantic Way, Ireland



Appendix F | Brand Evaluation

Comparisons – Routes

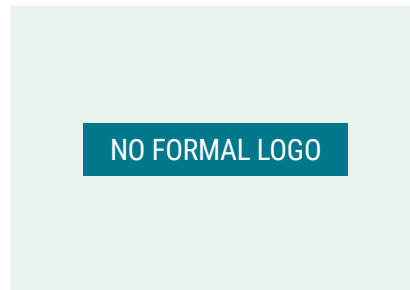
Wild Atlantic Way, Ireland



Observations:

- A formal logo design
- A widely recognised icon
- Consistently applied
- Icon functions well alone

Camino de Santiago, Spain



Observations:

- A widely recognised icon
- No formal version
- Rendered in many ways and style
- Recognition still achieved

St Olav Ways, Norway



Observations:

- A formal logo design
- Consistently applied
- Rendered in many ways

Scotland's Great Trails



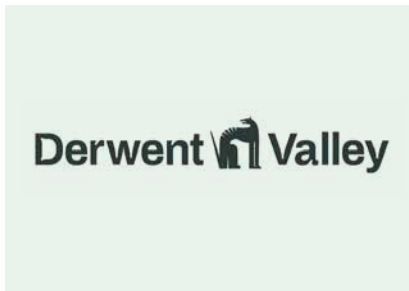
Observations:

- A formal logo design
- Consistently applied
- Rendered in many ways
- Somewhat old fashioned

Appendix F | Brand Evaluation

Comparisons – Regions and Places

Derwent Valley, Tasmania



Observations:

- Unique typeface
- Region-focused motif
- Energetic graphic language

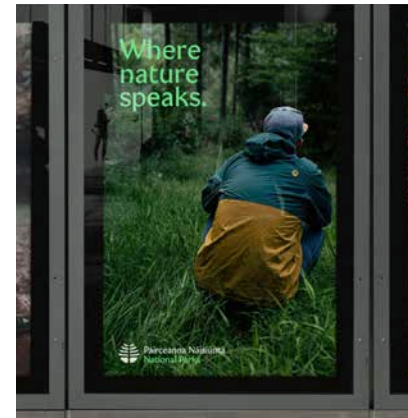
Sherwood Forest, England



Observations:

- Simple
- Dual-theme focus
- Story focus

National Parks, Ireland



Observations:

- Simple and codified motif
- Distinct Typeface
- Ireland focus and dual language

Center Parcs, Pan-Europe



Observations:

- Unique typeface
- Clever/memorable motif design
- Simple to apply and render



Shared Island
Initiative



Tourism Ireland

the paul hogarth company

Tandem™