

BUSHMILLS 2020 The Village Plan

May 2016 Summary

The 2020 Village Plan is now out - all 41 pages and 6 fold-outs. This 12 page summary tries to encapsulate the key elements of the Village Plan focusing on the core objective on how Bushmills can be 'fit for purpose' as the Gateway to our country's only UNESCO World Heritage Site and the advantages for us all if we achieve our objectives.

It's all our plans

The Village Plan has been developed through an extensive community consultation process facilitated by Louise Scullion of Causeway Coast & Glens Borough Council and led by John O'Neill of Venturei Network. The final 2020 Village Plan contains a vision with many possibilities, projects and solutions designed to enhance and develop the full potential of Bushmills for residents, visitors and businesses.

Coming from behind

Despite being the Gateway to one of only two Natural World Heritage Sites in the UK our village, for various reasons, has not had the attention its unique position deserves. Many of the developments of recent years have been led by the private and the voluntary sectors. The spruce up and illustrated panels in doors and windows of vacant properties, enjoying world wide publicity, was organised by the people of Bushmills coming together to administer the project, applying for funds and getting involved with actually creating the panels. Similar with all the components of the Heritage Trail including the lamp post banners which receive so much attention from visitors. The most recent example of the community coming together is the Quigg VC memorial at the entrance to the Park and Ride Car Park.

Working together

There is no way we can all agree with all aspects of the village plan but little will happen unless we all pull together for the common good, after all, we've done it before. There is no guarantee that any of the proposals will be achieved but unless we work together, Council and other granting bodies, will pass us by and choose to support the towns and villages that speak with one voice.

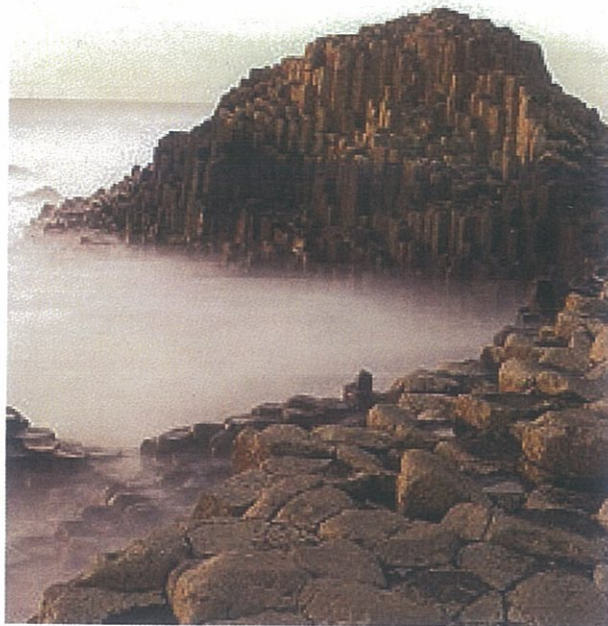


Finally a MUGA

The prospect of a 3 or 4G football pitch at the Schools & Community 'Campus' is an excellent example of the need to come together as it's not just a football pitch, it's what it can lead to.

If we can relocate the pitch there is an unique opportunity of also developing a multi facility sports complex, hopefully incorporating new community facilities, at the 'Campus'. In turn this will allow for a Multi Use Games Area (MUGA), a dedicated bonfire site, an enhanced recreational area at Dundarave, a children's play area at the top of the town and very significant environment improvements.

The Sports complex (with community facilities) will benefit us all but it will dramatically enhance the appeal of Dunluce School and also Bushmills Primary School.



The Vision

The consultation process worked towards agreeing a shared vision for Bushmills and this has been agreed and adopted:

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

Village Plan Aims

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

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



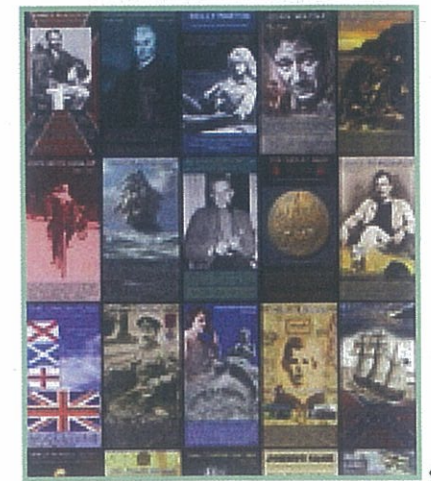
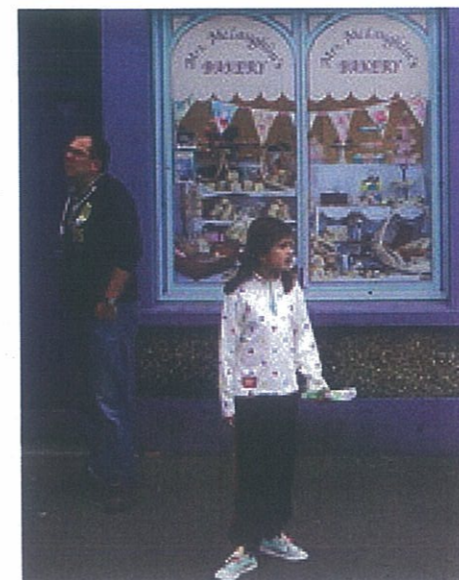
There have been 3 stages of the Brighter Bushmills Project all achieved by the village coming together and working for the greater benefit of all residents, visitors and the commercial sector.

Stage 1 was the illustrated panels in the windows and doors of vacant buildings with inspiring community participation so admired by the world's press and media.

Stage 2 was the Heritage Trail with pedestrian finger signs, wall plaques, rest stations

with illustrated maps, banners on lamp poles and the Village Guide brochure, by far the most popular brochure in our Visitor Information Centre.

Stage 3, the Gateway Project detailed overleaf, is the genesis of the Bushmills 2020 Village Plan.



The 'Gateway' Project - MWA partnership

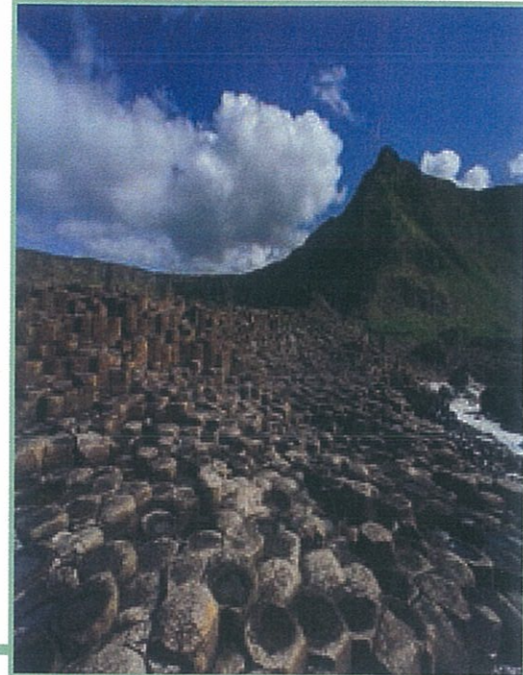
Brighter Bushmills Project No.3

The Gateway Project commenced in December 2013 with the prime objective of seeing how Bushmills could be made 'fit for purpose' as the Gateway and Arrival Hub to Northern Ireland's only World Heritage Site – the Giant's Causeway.

A secondary objective was to see if Bushmills could benefit by providing a solution to the ever increasing parking problems at the Giant's Causeway and the envisaged parking problems with a new Visitor Centre at Dunluce Castle.

Consultants MWA Partnership, jointly financed by the National Trust and the Bushmills Trust, were commissioned to advance the aims with the conclusions being the 'genesis' of the Bushmills 2020 Village Plan.

MWA first looked at Bushmills and its strategic 'fit' not just with the Giants Causeway but with the North Coast generally. They looked at the opportunities for Bushmills with 3 major tourist attractions within 2 miles and concluded that the village had the potential not only to develop as a destination in its own right but also had the potential to help solve North Coast high season parking problems generally.



MWA partnership Potential Infrastructural Changes and Environmental Improvements

Key conclusions:

Parking at the Giant's Causeway (2 miles) and the Village Park & Ride to the Causeway is inadequate for high season demand and getting worse.

Key conclusions:

Opportunity for developing existing Park & Ride linking the Causeway, the Castle, the Distillery and even further afield - e.g. the Rope Bridge, Portrush and Game of Thrones sites.

Key conclusions:

Parking at Dunluce Castle (2 miles) is currently inadequate and with the planned new visitors centre there will be a need for additional parking.

Key conclusions:

Key is finding an alternative location for the football pitch currently at the Park & Ride.



MWA partnership

Key Visitor Attractions, Impacts and Linkages

MWA Partnership now looked at the village to see how Bushmills could take advantage of its unique location and how it could benefit by helping solve the ever increasing high season parking problems at the Causeway and the potential problems at Dunluce Castle.

Conclusions:

The desirability of increasing the size of the existing Park & Ride if the football pitch could be re-located.

Existing changing facilities can be adapted for Visitor Reception.

New direct vehicle entrance to the Park & Ride from Shell Row.

Moving the football pitch would allow for a MUGA (Multi Use Games Area) a dedicated bonfire site and an upgrade for existing children's play area.

Conclusions:

Existing parking was identified and the possibility of new parking behind the Police Station, at the Distillery, extending the Park & Ride and possibly coach parking for Dunluce Castle (seasonal / out of term) at an area adjacent to Dunluce School.

Conclusions:

It was noted there was no children's play area at the top of the town and a suitable location was identified.

Conclusions:

The ideal location for a new 3G floodlit football pitch could be alongside the existing Community Centre and the Schools.

Potential for developing a Community Centre in conjunction with new football and sports facilities integrated with the schools.

Conclusions:

New themed village entrance features for a better sense of arrival to the World Heritage Site and home of the world's oldest surviving licensed distillery.



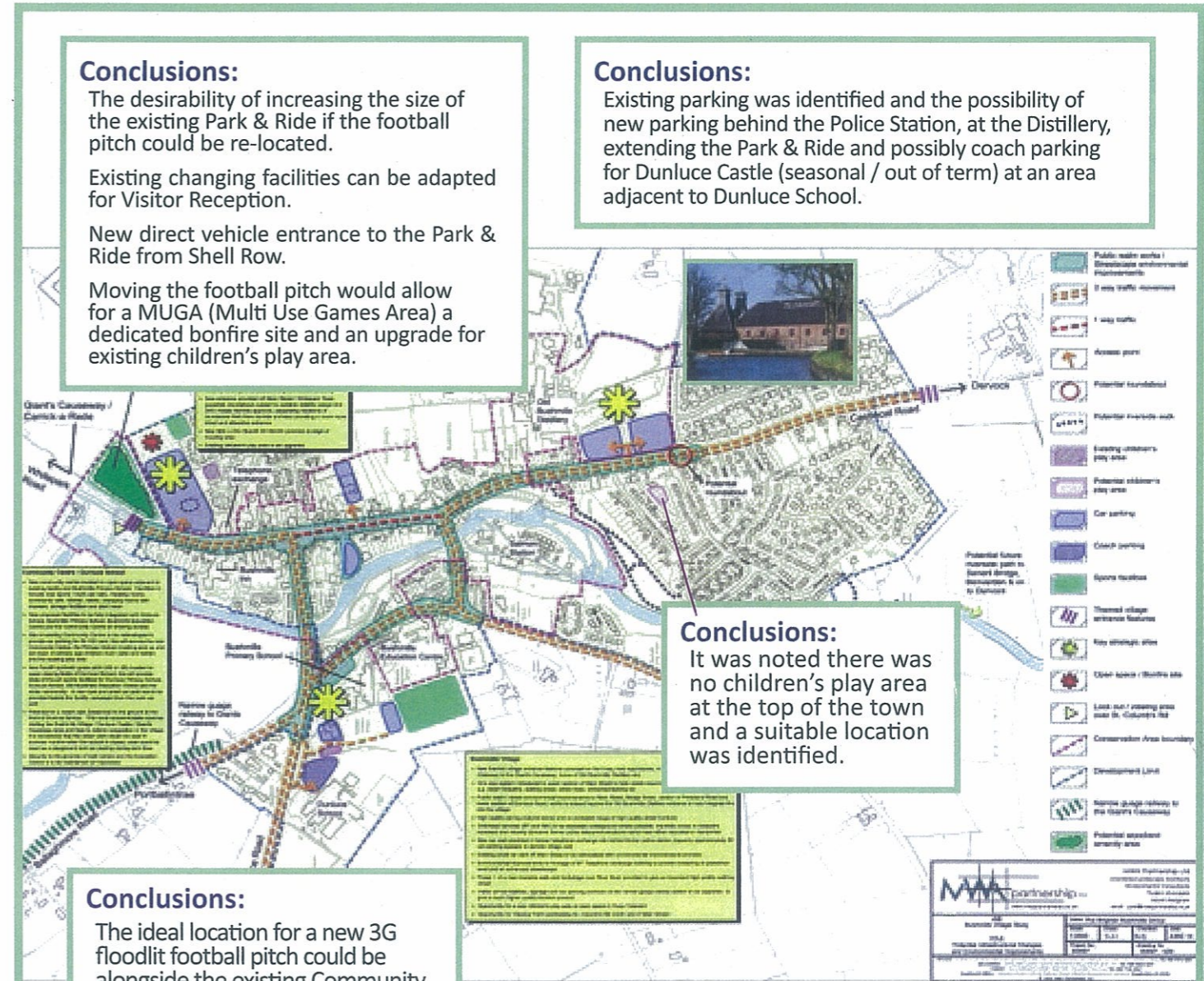
Conclusions:

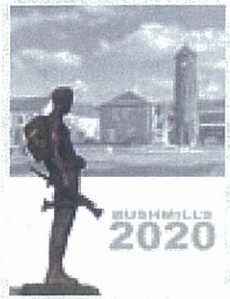
The need for a 'Public Realm' scheme from the Park & Ride to the Distillery extending over both bridges and including the road in front of the Old Grammar School.

Potential for a new prominent pedestrian entrance from the Distillery at closest point to the village.

Need for high quality street frontage in line with conservation area status.

If additional parking could be found at the centre of town MWA speculated on the possibility of 1 way traffic on Main Street.





Theme 1. Village Planning

Protecting and enhancing Bushmills Assets

- Main Street Public Realm Scheme
- Development of an 'Arrival Hub'
- Traffic Management Scheme
- Integrated Car Parking Plan
- Riverside Car Park Public Realm Scheme
- Riverside Walk Scheme
- Maintained and Marked Walkway
- Streetscape Design Guidelines
- Enhanced Entry and Exits to the Village
- Celebrating Culture and Presentation of Cultural Space

Riverside Walk Scheme MWA partnership

Map showing the Riverside Walk Scheme along the river, including landmarks like St John the Baptist's Church, Bushmills Salmon Station, and the MWA partnership area.

Main Street Public Realm Scheme

Park-Hood Landscape Architects

Main Street North end

Main Street South end

"This could include reconfiguration of the three separate bus stops into one at the Diamond."

"Traffic flow has been identified as a barrier to how the Village works as a commercial environment."

"There is a consensus that the current 1 hour parking restriction on Main Street should be extended to 2 hours."

"Car parking has been confirmed as a priority issue for citizens, traders and visitors..... potential sites will be identified."

"bring a new/consistent design and layout extending from the top of the town to the Park & Ride Car Park so that all traders benefit from the investment."

Enhance Entry & Exits to the Village

"It is important to create a strong sense of first impression for visitors and currently this is not the case."

BUSHMILLS

Streetscape Design Guidelines

"Develop agreed design guide for shop fronts, signage and visual presentation and perhaps have a co-ordinated colour scheme for the town."

Images include: Riverside Salon, National School, The Old Bushmills Distillery Co. Ltd., and various shop front architectural drawings.

Development of an 'Arrival Hub'

Park-Hood
Landscape Architects

"The Arrival Hub would be at a level of finish and presentation to complement internationally recognised visitor attractions"

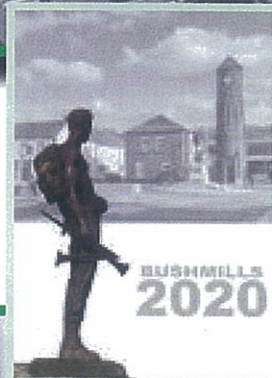
"Replace the relocated Football Pitch with a floodlit Multi Use Games Area (MUGA) and upgrade the children's play area."

"integrating the Bonfire site into the urban architecture of the village would contribute to the overall presentation of the village and the sense of arrival for visitors."



Riverside Car Park Public Realm Scheme

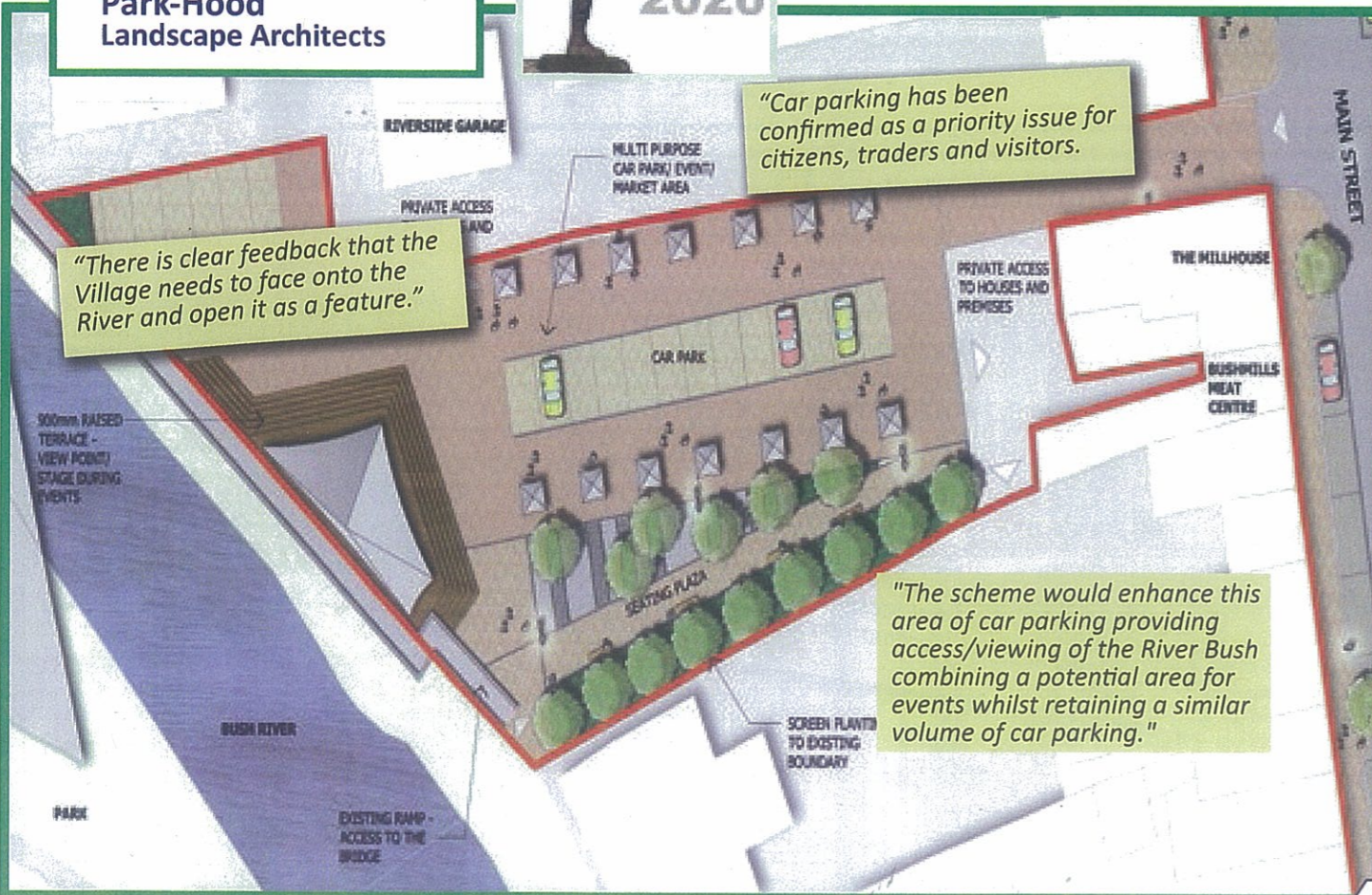
Park-Hood
Landscape Architects



"Car parking has been confirmed as a priority issue for citizens, traders and visitors."

"There is clear feedback that the Village needs to face onto the River and open it as a feature."

"The scheme would enhance this area of car parking providing access/viewing of the River Bush combining a potential area for events whilst retaining a similar volume of car parking."



Theme 2. Facilities for Citizens and Visitors

- MUGA (Multi Use Games Area) and enhanced facilities.
- Multi and Community Sport Provision
- Multi Facility Community Centre
- Visitor Information Centre (VIC)



"...demand for team and multi-sport facilities both indoor and outdoor adjacent to the Community Centre with a 3G floodlit pitch possibility of shared Campus with Primary School, High School and the Education Centre."



"Replace the relocated Football Pitch with a floodlit Multi Use Games Area (MUGA) and upgrade the children's play area. A suitable location has been identified at the top of the town for a children's play area."



"A new Community Centre should be developed in association with the adjacent planned Multi Sports Facility project."

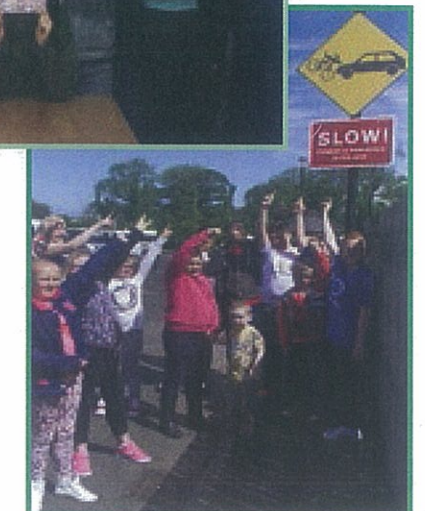
"The Visitor Information Centre (VIC) should link to the arrival hub project and surrounding buildings."



"The Old School/Legion Hall would be an ideal location for a Museum and could be managed by the adjacent VIC."



Community Projects



Theme 3.

Positioning & promoting Bushmills

Marketing and promotion plan
Annual Events Programme
Integrated Information and Signage Programme

"There needs to be a co-ordinated and agreed approach to the promotion of the area/village and a co-ordination between groups attempting to organise events and activities."

The Village Guide

came from gold found in the Klondike reflecting the widespread migration of local people.

to dunluce castle and portrush

"Liaising with CC&G B Council an annual events plan combining speciality markets, cultural events and festivals."

"A co-ordinated approach to signage ... interpretative panels will be further developed ... additional wall plaques on more buildings."

"Public address system to be considered, can be used for festivals, Christmas music, information and generally."

"Village to have access to the 4G network."

BUSHMILLS
Giant's Causeway & Portballintrae

the Baptist Church in 1821 on the site of an ancient Church. Common, the former village and parish of Portcammon, Dunluce Parish in 1821 after Dunluce Castle was disused.

The Corn Mills
During the peak of water power Bushmills could boast seven working mills. Palmers and Bonner Mill are the only surviving both with water wheels. The other five are now private.

to Coleraine and Ballymoney

BUSHMILLS

Clock Tower & Market
The Market Square was built in 1840 by the Macnaghten focal point for produce sales. It was also where and children were hired yearly Hiring Fair. The tower, modelled on the classic tower, was added in 1871.

War Memorial
Created by Charles L. Hartwell ARA the sculpture was of men from the town who lost their lives in the Great War. A plaque commemorates Sgt. Robert Quigg who won Victoria Cross at the Battle of the Somme.

Court House
Built by the Macnaghten in 1834 as a centre for the building had apartments for policemen and prisoners. Petty Sessions were held here well into the 20th century. After the 20th century serious cases, after proceedings, being referred to Crown Court.



Theme 4.

Supporting Enterprise & Reducing Poverty

Provision of Enterprise Units and Space
Enhanced Connectivity
Business Support Programme for Retailers / Traders
Outreach Business Support Clinics
Training for local people not in employment, education or training (NEETS)
Early Intervention Programme

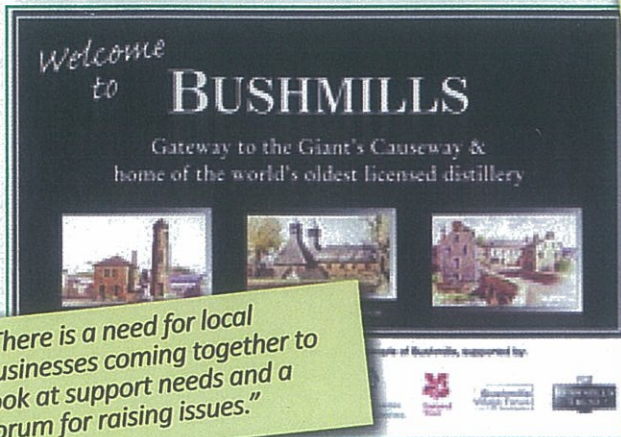
"Demand has been identified for starter units but a poor supply of suitable non retail units to support start-up businesses."

"Businesses have expressed the need for support to develop their current business and attract assistance. (INI or Rural Development Programme)."

BUSHMILLS
BUSINESS
Association

"The Hospitality Sector requires an additional labour pool and local people not in employment require support to develop the skills set required."

"There is a need for local businesses coming together to look at support needs and a forum for raising issues."



Theme 5.

Connecting people to Services

Enhanced 'Den' Youth facility
Youth Council
Community Services Hub
Community Cohesion

"A Community Education programme has made a start in addressing poor educational performance - should be continued and enhanced."

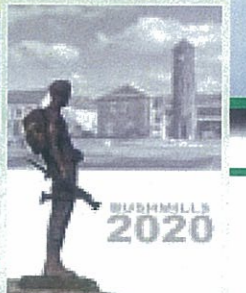
"Despite a Community Centre, church halls and a community house there is a lack of a focal point for the community to access services and a safe, shared space where groups can come together to share resources and skills can be addressed by having a Community Multi-Facility Centre."

Heritage Railway

"The Den is an important youth facility in much need of need investment for expansion, fixtures, fittings and equipment."

"There has been a perceptions of a disjointed community infrastructure in the village. There is a need to identify a strong leadership structure in the village and to communicate this to external agencies."

"There are a number of youth groups and organisations but a lack of an effective forum, or Youth Council, to bring groups together for a more joined up approach to youth support."



Theme 6.

A healthy place and community

Active Aging Programme for Older People
Outreach Health and Wellbeing Services and Advice
Emotional Health and Wellbeing Programme

"A year long programme for Older People of appropriate physical activity, diet, emotional health and well-being support."

"Depression and mental health challenges (including PTSD) are prevalent in the area so community support is required to address these issues."

"Statistics identify that the health of the population in and around Bushmills compares unfavourably with that of the Council area and NI as a whole."

