

Local Development Plan (LDP) - Position Paper

Tourism



**Ards and
North Down**
Borough Council

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Executive Summary

This position paper provides baseline evidence in relation to tourism provision in the Ards and North Down Council Area. This should assist in identifying the key future direction for the Local Development Plan (LDP) up to 2030.

It is important to stress that in compiling the Position Paper, the best information available has been used, however it may need to be revised in light of the release of any new data.

The paper will provide a foundation of evidence to bring forward proposals in the Preferred Options Paper (POP) and also form a starting point with the views of members generated as part of the engagement event. The POP is the earliest stage of plan preparation and will form the basis for consulting with the public and stakeholders on a range of options for dealing with key issues in the Borough. It shall also allow members to commence consideration of how tourism policy may be formulated within the context of the Regional Development Strategy (RDS 2035) and the Strategic Planning Policy Statement (SPPS).

The evidence base on this topic will need to be further informed by more detailed statistical analysis of tourism data, a Sustainability Appraisal and the Preferred Options Paper, subject to public consultation. An addendum to this paper will be provided at a later stage in the plan process. This will include a consideration of emerging data from the Integrated Tourism, Development and Regeneration Strategy (ITDRS) which will identify tourism priorities within the Borough.

Any future decision making will need to be made in the context of a Sustainability Appraisal under the provisions of the Planning (Northern Ireland) Act 2011. This paper is therefore intended to generate members' ideas on how planning can best develop the tourism sector as a means of stimulating economic growth in the Ards and North Down Council Area and formulate appropriate local policy to achieve desired outcomes.

Introduction

- 1.1 The purpose of this paper is to provide baseline evidence. It sets out the regional context on tourism and sets out the existing assets and developments within the Borough. The paper allows members to commence consideration of how an appropriate tourism policy may be formulated within the context of the Regional Development Strategy (RDS) and regional planning policy.
- 1.2 Tourism can bring benefits to an area, both directly as a source of income and employment and indirectly through tourism related expenditure (e.g. retail, catering and accommodation). In 2017, £926,129,203 was spent on tourism related activities in Northern Ireland, representing a 9% increase on the previous year.
- 1.3 The Ards and North Down Borough Council Corporate Plan 2015-2019 recognises that tourism is a mainstay of the local economy which continues to flourish. In 2016, tourism expenditure in the Borough was £46 million¹. One of the key objectives under the heading of Prosperity in the Corporate Plan is to ‘enhance the visitor experience to increase visitor spend through the promotion of cultural, recreational sporting and event offering in the Borough to attract visitors.’

Regional Planning Policy Context

[Regional Development Strategy 2035 \(RDS\)](#)

- 2.1 The regional policy context is provided by the Regional Development Strategy (RDS) 2035 and the Strategic Planning Policy Statement (SPPS).
- 2.2 The RDS provides an overarching strategic planning framework to facilitate and guide the public and private sectors. ‘Promoting a sustainable approach to the provision of tourism infrastructure’ (RG4²) is one of five elements of

¹ Source: Ards and North Down Council Corporate Plan 2015-2019

² Source: RDS 2035, Page 35

regional guidance set out in the RDS and is aimed at underpinning sustainable growth in Northern Ireland.

2.3 The guidance seeks to apply this sustainable approach to tourism in the following ways:

- *Promote a balanced approach that safeguards tourism infrastructure while benefiting society and the economy*
- *Improve facilities for tourists in support of the Tourist Signature Destination*
- *Encourage environmentally sustainable tourism development*

[Strategic Planning Policy Statement \(SPPS\) and Planning Policy Statement 16: Tourism \(PPS16\)](#)

2.4 The RDS is complemented by the former DOE's Planning Policy Statements, the most relevant of which is PPS16: Tourism. PPS16 contains eight operational planning policies relating to tourism amenities of varying scale and location, including: tourism developments within and outside of settlements, different types of tourist accommodation, and general criteria for all tourism schemes. This overarching objectives of this document have been incorporated into the Strategic Planning Policy Statement (SPPS), which was published in September 2015.

2.5 Both PPS16 and the SPPS set regional policy objectives for tourism development which are to:

- Facilitate sustainable tourism development in an environmentally sensitive manner;
- Contribute to the growth of the regional economy by facilitating tourism growth;
- Safeguard tourism assets from inappropriate development;
- Utilise and develop the tourism potential of settlements by facilitating tourism development of an appropriate location, nature and scale;

- Sustain a vibrant rural economy by supporting tourism development of an appropriate nature, location and scale in rural areas;
- Ensure a high standard of quality and design for all tourism development

2.6 The SPPS reiterates that in plan making, councils should consider how best to facilitate the sustainable growth of tourism in their areas by bringing forward a tourism strategy, together with appropriate policies and proposals.

2.7 In plan making, the SPPS states that councils should consider how to best facilitate growth of sustainable tourism. The LDP tourism strategy should reflect wider government tourism initiatives and should address the following:

- How future tourism is best accommodated;
- Safeguarding of key tourism assets;
- Identification of potential tourism growth areas;
- Environmental considerations; and
- Contribution of tourism to economic development, conservation and urban regeneration

2.8 The LDP process will provide an opportunity for members to consider the formulation of appropriate operational tourism policies that are tailored to the unique characteristics and aspirations of the Borough.

Extant Area Plans

[North Down and Ards Area Plan 1984-1995 \(NDAAP\)](#), [Belfast Urban Area Plan](#), [draft Belfast Metropolitan Area Plan 2015 \(dBMAP\)](#) and [Belfast Metropolitan Area Plan 2015 \(BMAP\)](#)

3.1 It should be noted that BMAP was adopted in September 2014 but was subsequently quashed as a result of a judgment in the Court of Appeal delivered on 18 May 2017. As a consequence of this, the North Down and Ards Area Plan 1984-1995, the Belfast Urban Area Plan, and Bangor Town

Centre Plan 1995 are now the statutory Development Plans for the North Down area with draft BMAP remaining a material consideration.

3.2 These plans remain extant until replaced by the new Local Development Plan (LDP) for the Borough. The existing plans are an important consideration in the LDP process, as they provide a starting point for the review of our spatial planning options

3.3 Draft BMAP includes a Tourism Strategy which comprises of the following elements:

- Promoting a sustainable approach to tourism development;
- Promoting a varied range of tourism development opportunities;
- Facilitating the development of tourism infrastructure; and
- Enhancing the urban environment, in particular ‘first impression’ points at major gateways and in city and town centres

3.4 The Tourism Strategy recognises the potential of Bangor’s maritime location and new seafront development to enhance its role as a traditional holiday resort and promote the night time economy. Furthermore, the natural environment of the Holywood Hills, Crawfordsburn and Redburn Country Parks and the Lough shore and beaches such as Ballyholme are key tourism assets. The Borough also includes woodlands at Ballysallagh Wood and Clandeboye Estate and the regionally significant heritage attraction of the Ulster Folk and Transport Museum.

The Ulster Folk and Transport Museum is situated in Cultra, 11 kilometres east of the city of Belfast. It comprises two separate museums, the Folk Museum and the Transport Museum. The Folk Museum endeavours to illustrate the way of life and traditions of the people in Northern Ireland, past and present, while the Transport Museum explores and exhibits past and present methods of transport by land, sea and air.

Ards and Down Plan 2015 (ADAP)

- 3.5 The Ards and Down Plan also recognises that tourism is an industry with excellent growth prospects in the plan area and that this potential rests firmly on the beauty of its landscapes and the variety of interests and heritage features to be enjoyed.
- 3.6 Strangford Lough is recognised for the rarity and quality of its landscapes and offers opportunities for touring and a diversity of individual and organised recreational activities. Apart from the attractions of the countryside and the seashores, the plan area has a great variety of other places to visit including country and forest parks, historic houses and gardens, historic monuments, visitors centres such as Castle Espie Wildfowl and Wetlands Trust Centre, near Comber and Exploris Marine Life Centre in Portaferry.
- 3.7 The ADAP suggests that Newtownards offers limited facilities for tourists, it is instantly recognisable as the northern gateway to Strangford Lough and County Down. Newtownards is also highly accessible from the Belfast Metropolitan Area and is therefore well located to provide accommodation and related facilities which would significantly benefit the growth of the tourism industry throughout the Ards Peninsula. The proximity to Belfast offers opportunities for business tourism with hotel accommodation and conference facilities linked to recreational, cultural and landscape/activity packages.
- 3.8 The ADAP recognises that the tourism industry offers economic reward and social benefits. Developing its potential requires that development should not be at the expense of the natural and built environment upon which the industry relies and in which local people live. Prevailing regional planning policy provides for the protection of tourism assets. Assessment of development proposals related to tourism will take account of impact on the plan's assets such as scenic routes and views provided along coastal and lough shorelines.

- 3.9 The plan recognises that realising the tourism potential of the Ards district will require investment in marketing, product development and physical facilities in terms of visitor infrastructure. However, since a vibrant tourism sector depends upon a quality host environment, its growth must be based upon the provision of quality tourism facilities and accommodation that contribute to the sustainability of the industry.

Council Plans and Strategies

[Ards and North Down Corporate Plan 2015-2019](#)

- 4.1 Under the strategic priority heading 'place', the Council's Corporate Plan aims to 'invest in and promote the Borough's rich cultural heritage and environment,' and to 'enhance our towns villages and coastlines.' These themes have direct relevance to the promotion of the Borough as a tourist destination. Furthermore, 'enhancing the visitor experience to increase visitor spend' is highlighted as a priority in the 'prosperity' section.

[The Big Plan for Ards and North Down 2017-2032](#)

- 4.2 The promotion and protection of our tourism assets also supports the Community Plan (The Big Plan for Ards and North Down 2017-2032) aspirations of 'All people in Ards and North Down benefit from a prosperous economy' (Outcome 4).

[Blue:Green Creatively Connected – Integrated Strategy for Tourism, Regeneration and Economic Development 2018-2030](#)

- 4.3 The Integrated Strategy for Tourism, Regeneration and Economic Development represents the council's coherent vision for the pursuit of prosperity in the Borough and centres around three key aims to create jobs,

increase economic productivity and increase visitor overnight trips and expenditure. The strategy identifies a number of tourism opportunities in the Borough such as the promotion of themed routes and trails along the coast, developing a diverse range of visitor accommodation, investing in the public realms of towns and villages and bringing heritage buildings back into sustainable use. These actions are to be achieved via an integrated approach involving the Council, external partners and private individuals.

[Food Destination Development Plan for Ards and North Down 2018-2021](#)

4.4 This Plan arose from the recognition that food destination development forms an integral part of the wider visitor offer in the UK, Republic of Ireland and throughout Europe. It is acknowledged that the creation of a unique food tourism product differentiates a place from its competitors and provides a compelling reason to visit, to stay longer and to spend more.

4.5 A key outcome of the Plan will be to create a commercially viable sector which significantly contributes to the delivery of targets for visitor numbers, visitor spend and jobs outlined in the Integrated Strategy referred to in para. 4.3. This outcome is to be achieved through a variety of actions, including the appointment of a Food and Drink Development Officer, rollout of a food and drink branding strategy and the establishment of 'Food Hubs.'

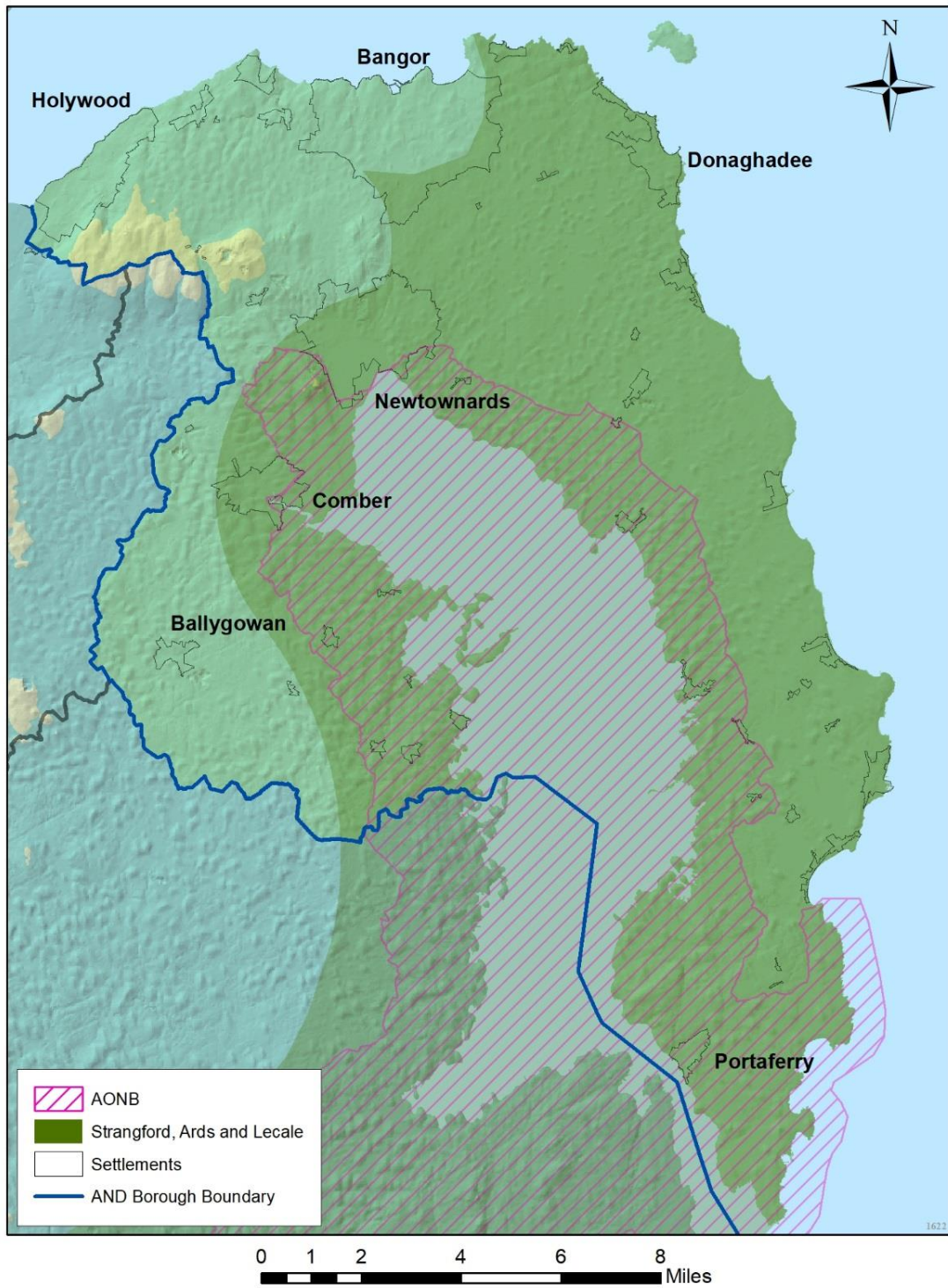
Other Relevant Documents

[Destination Strangford Lough – Tourism Management Plan 2013-2018](#)

5.1 This document was produced in 2013 by the legacy Ards and Down Councils. The NI Visitor Attitudes Survey identifies that the appeal of Strangford Lough lies with families and individuals who wish to spend time somewhere they know well, that offers beautiful scenery and the chance to get close to nature and the natural environment.

5.2 The strengths of the area include the history and heritage including named historic properties, wildlife, and the beauty of the area including the designated Area of Outstanding Natural Beauty (AONB)

Fig. 1: Strangford and Lecale AONB



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Source: Ards and North Down Borough Council

- 5.3 The Destination Strangford Lough Tourism Plan objective is to maximise Strangford Lough's potential to attract and encourage visitors to stay longer and spend more, by strengthening tourism performance and appeal across the whole of the Strangford Lough destination. This objective is to be achieved by implementation of the following four themes:
- Investment and Infrastructure;
 - Marketing and Promotion;
 - Distinctive visitor experiences; and
 - Building Business Engagement and Sustainability.
- 5.6 If successful, the outcomes of the plan should include increasing the appeal of the Lough region and increasing the revenue to tourism businesses in the area – thereby creating employment opportunities and increasing the Strangford Lough market share. The website www.visitstrangfordlough.co.uk provides a central resource for the potential visitor to research accommodation, activities, food and special offers.

Tourism Profile in the Ards and North Down Council Area

[Tourism Overview](#)

- 6.1 The promotion and marketing of tourism in Ards and North Down is principally the responsibility of the Ards and North Down Borough Council tourism department. Visitors Centres are located in Newtownards and Bangor, with seasonal centres at Cockle Row Cottages (Groomsport) and Portaferry, with additional information on attractions and practical matters available on the website: www.visitardsandnorthdown.com.
- 6.3 In addition to the Council, other public agencies such as Department of Agriculture, Environment and Rural Affairs (DAERA) and Department of Communities (DfI) have co-operated to open up historic sites to the public as

well as walks and caravan/camping facilities. Most tourist accommodation such as hotels and self-catering chalets are provided by the private sector which also contributes to the provision of other tourism amenities such as restaurants, cafes and craft shops.

- 6.4 Located only a 20 minute drive from Belfast and in very close proximity to George Best Belfast City Airport, Ards and North Down Borough is ideally placed to benefit from both domestic tourism and visitors from further afield. With over 100 miles of coastline, much of the Borough's tourism assets revolve around the unique and varied seascapes. These include the North Down coastal path – a 16 mile stretch from Holywood to Portavoe and the Peninsula coast road which winds down through towns and villages featuring harbours, antique shops, cafes and pubs. The coastline also provides opportunities for a wide range of outdoor activities such as watersports, sailing, walking, cycling and fishing.

Photo 1: The North Down Coastal Path



Source: www.visitardsandnorthdown.com

The North Down Coastal path passes through coastline and parkland. Historic relics and flora and fauna are found in abundance, including the grey seals which can be spotted offshore.

- 6.5 Family entertainment is also catered for within the Borough – outdoor attractions such as Castle Espie, Pickie Funpark (the most popular attraction recorded in the Borough in 2016) and the Ark Open Farm and also indoor activities such as soft play areas, go-karting, museums and the newly re-opened Exploris Aquarium in Portaferry.
- 6.6 The rich natural heritage of the Borough also forms a notable tourist attraction. The Strangford Lough coastline and surrounding hinterlands are designated as an Area of Outstanding Natural Beauty and are ideal vantage points to admire an abundance of flora and fauna including exotic water and migrant birds. Numerous country parks, walking trails and walled gardens are also dotted throughout the Borough.
- 6.7 Ards and North Down has been at the centre of Ireland’s Christian heritage dating back to the 5th Century. This rich cultural heritage has created a number of sites of archaeological interest including Bangor Abbey, Nendrum Monastic Site and Grey Abbey. Other sites of historical interest include the Ulster Folk and Transport Museum, the Somme Heritage Centre and North Down Museum. Mount Stewart House and Gardens is the second most popular recorded attraction in the Borough (in 2016) and has recently benefitted from a multi-million pound renovation and restoration programme.
- 6.8 A list of all of the various attractions available throughout the Ards and North Down Council Area is provided in Appendix A on page 37.

[Activity Tourism](#)

- 6.9 Activity tourism was identified as a key target within the Draft NI Tourism Strategy 2020. It covers a range of ‘active’ holidays involving canoeing, climbing, horse riding and mountaineering, to the less physical, yet still

physically focused areas of nature watching, food trails or local culture and heritage trails. Tourism NI identifies activity and special Interest breaks as a key target market.

- 6.10 The activity industry has grown significantly since 1998 and today there are 214 private sector operators offering 40 activities. NI has the potential to become a significant destination for outdoor activities. A number of activity categories have been identified as potential growth areas for the activity tourism sector in Ards and North Down:

Angling

- 6.11 The coastal setting of the Ards and North Down Borough means that angling is a popular pastime. The pier at Donaghadee harbour offers a great range of species including: pollock, coalfish, dab, flounder, pouting, rockling, whiting, haddock, cod and conger eel. The piers, breakwater and harbour area of Bangor offer similar species. Like many piers and areas where mackerel can be easily caught, these locations are popular with mackerel 'anglers' in the summer months. Strangford Lough is a huge salt-water body separated from the sea by the Ards Peninsula and is a haven for angling enthusiasts whether it is by the shore or in one of the many chartered boats which can be hired for the purpose of fishing. Most sea angling takes place close to the mouth of the lough and the pier at Portaferry fishes well in summer for mackerel, pollock, coalfish and wrasse. Freshwater angling is catered for at a number of sites throughout the Borough as detailed in Appendix B on page 43.

Golf

- 6.12 There are currently 12 golf courses in the Borough, ranging from links to parkland, and championship to 9 hole courses. Royal Belfast Golf Club was established as Ireland's first golf club in 1881 The course was designed by legendary golf course architect Harry Colt, known for producing some of the finest golf courses in the UK and Ireland and commands stunning views of the Mourne Mountains, Belfast Lough and Strangford Lough. Hollywood Golf Course has the particular prestige of its association with world famous golfer

Rory McIlroy. The Council's Tourism Department has partnered with a number of golf providers in the Borough to provide visitors with reduced green fees, discounted accommodation and dining offers. A full list of the golf courses in Ards and North Down is included in Appendix C on page 43.

Photo 2: Helens Bay Golf Club



Source: [Ards and North Down Borough Council](#)

[Sailing and watersports](#)

- 6.13 As is the case with angling, the coastal setting of Ards and North Down lends itself to water-based activities. There are numerous yacht and sailing clubs dotted along the maritime coastline at Ballyholme, Groomsport, Donaghadee, Hollywood and Cultra. Strangford Lough provides the challenges of coastal sailing, while encouraging exploration and relaxed cruising around the shores and islands and is home to Kircubbin and Newtownards Sailing Clubs.
- 6.14 Other forms of water based activities are popular on Strangford Lough including diving and boat trips. There are nine recognised canoe trails in

Northern Ireland, one of which is directly accessible within the Ards and North Down Council area.

- 6.15 This island-studded sea lough is the largest inlet in the UK and Ireland covering 80 square nautical miles. It is approached from the Irish Sea through the fast-running tidal narrows which require a high level of expertise from the experienced paddler. By contrast, the calmer waters of the main shallow basin further north gave this Lough its old Irish name, Lough Cuan, meaning sheltered haven. Here paddlers will find a myriad of channels and routes to explore, as well as the chance to discover some of the country's finest scenery.

Cycling

- 6.16 There are a number of cycling routes throughout the Borough including a trail around the interior shores of Strangford Lough, the linear Comber Greenway, a circular route around Portaferry and also shorter routes between Whiterock and Killinchy. Maps and detailed information on these trails are available on cycleni.com.

Equestrian

- 6.17 There are many equestrian centres in the Ards and North Down Council area which provide experienced riders and novices with the opportunity to enjoy trekking and horse riding activities. Local riding schools are located at Birr House (Holywood) and Gransha Equestrian (Newtownards).

Residential Activity Breaks

- 6.18 At present, there are three facilities offering residential activity breaks in the Borough. Ganaway Activity Centre offers two day residential breaks for school groups which includes accommodation, catering and outdoor activities such as caving, high ropes, abseiling and archery. Further accommodation for

youth groups is also provided at Lorne Girl Guiding Centre, outside Holywood and Crawfordsburn Scout Centre. Other venues provide outdoor pursuits for groups such as hen parties, or corporate team building events but these sites do not provide accommodation.

Events Tourism

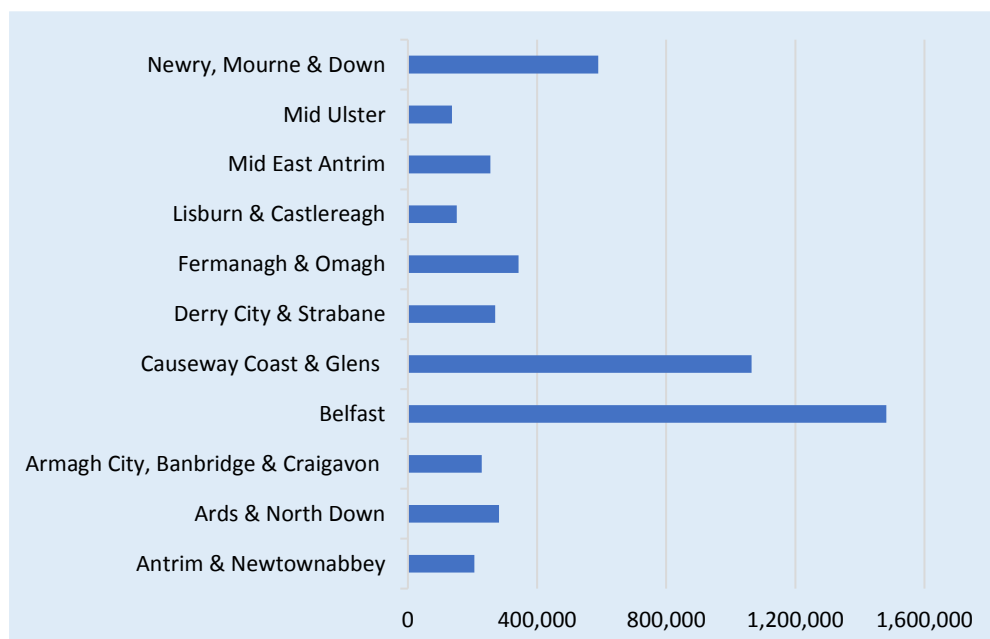
- 6.19 Events have an important and strategic role to play in delivering higher visitor numbers and increased spend in Northern Ireland. Event led short breaks are one of Tourism NI's key market segments. Whether home-grown events or major one-off international events, events in general have the capability to showcase our people and places on a global stage. They also have the capacity to increase civic pride.
- 6.20 The Tourism NI Events Unit supports the development of the events industry, in order to grow visitor numbers and spend in line with the targets set out in the Tourism Strategy. The Events Unit also develops and administers the delivery of the Tourism Event Funding Programme for National and International tourism events occurring in Northern Ireland.
- 6.21 Tourism NI's Events Unit has provided complementary funding to a number of council-run events such as the Comber Earlies Festival and also third party events that took place in the Borough such as Ulster Fleadh and the Open House Festival.
- 6.22 In addition to the above, Ards and North Down hosts a variety of local events throughout the year, all of which are detailed in the Council's '[Events and Experiences](#)' bi-annual publication. Examples include the Comber weekly Farmer's market and Jazz in Ward Park.

Ards and North Down Tourism Statistics and Performance

Overnight Trips

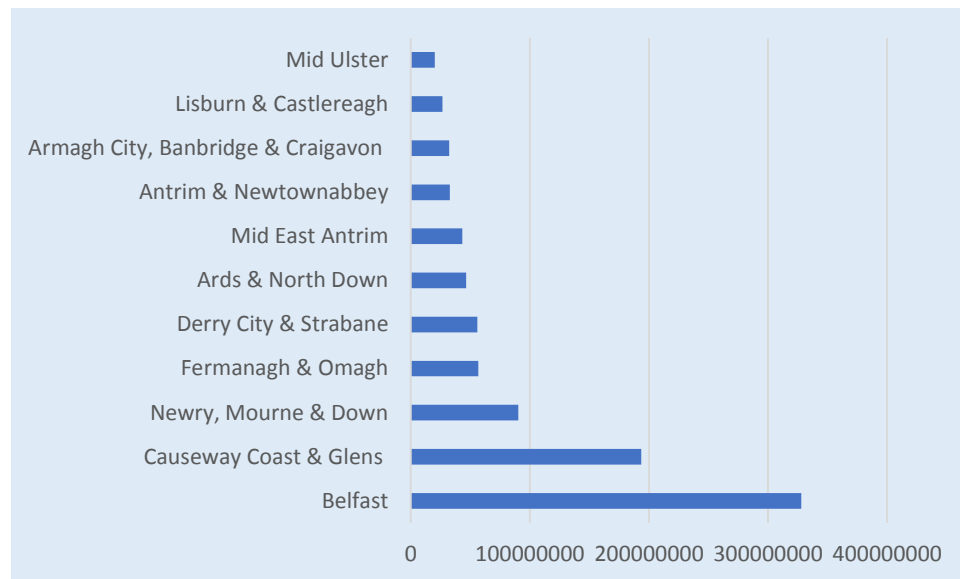
- 7.1 According to the Local Government District Tourism Statistics 2017, Ards and North Down ranks fifth in terms of the number of overnight trips secured in 2016. Whilst the overnight trip figure of 282,000 is considerably lower than Belfast and Causeway Coast and Glens (Belfast alone retains 30% of the overall visitor share), the Borough performs favourably compared to other Council areas that are much greater in geographical area such as Mid Ulster, and Armagh City, Banbridge and Craigavon. Furthermore, the expenditure associated with overnight trips in 2017 was £46,000,000, placing Ards and North Down in seventh place overall.

Fig. 6: Estimated Overnight Trips 2017



Source: NISRA LGD Tourism statistics 2017

Fig. 7: Estimated Expenditure on Overnight Trips

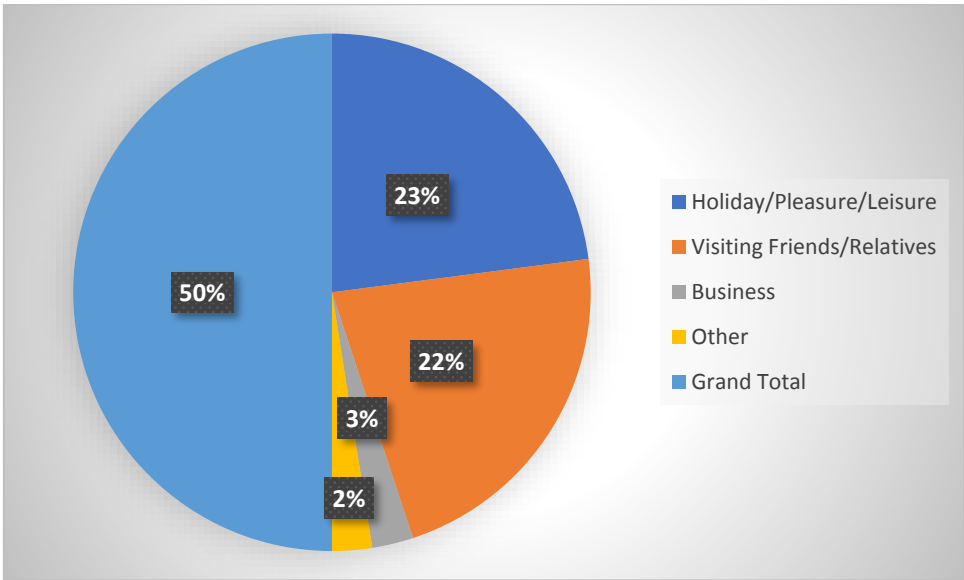


Source: Local Government District Tourism Statistics NISRA 2017

Reason for Visiting

7.2 Out of the 282,000 overnight trips, the proportion that travel to the Borough for a holiday is 30% and the proportion that come to visit friends and relatives is 56%. A very small proportion visit on business (one of the lowest proportions of all the Councils at 5%) and this may be a potential growth area due to the proximity of Ards and North Down to Belfast. The number visiting for holidays is considerably under the NI average which is 49%, whilst the number visiting family/friends is well above the NI average which is 40%

Fig. 8: Reason for Visit to Ards and North Down 2017



Source: NISRA

Visitor Attractions

7.3 In 2017, 1,518,883 visits were made to attractions in the Borough. The top three recorded attractions were Pickie Funpark, Mount Stewart House and Gardens and the Ulster Folk and Transport Museum. It should be noted that these figures only include attractions that choose to participate and make their results public. Also, country Parks are excluded from this list but are very popular in the Borough, most notably Crawfordsburn Country Park and Scrabo Country Park. A full list of attractions and recorded visitor numbers in 2015, 2016 and 2015 can be found in Appendix D on page 44.

Accommodation Stock

7.4 The graph below depicts how the hotel accommodation stock in Ards and North Down compares to that elsewhere in Northern Ireland. The low volume of room availability and uptake is partly related to the small number of hotels in the Borough. It is almost the lowest in Northern Ireland at only 7 in 2017 and this figure has been further impacted by the closure of the Royal Hotel, Bangor in 2016. This equated to a loss of 50 bedrooms.

Fig. 9: Hotel Accommodation Stock in Northern Ireland 2017

	Hotels	Rooms	Beds
Antrim and Newtownabbey	10	631	1,299
Ards and North Down	7	299	606
Armagh City, Banbridge and Craigavon	7	209	541
Belfast	33	3,630	7,612
Causeway Coast and Glens	19	692	1,843
Derry City and Strabane	13	710	1,710
Fermanagh and Omagh	12	435	1,013
Lisburn and Castlereagh	4	255	594
Mid and East Antrim	12	492	1,104
Mid Ulster	9	238	582
Newry, Mourne and Down	12	530	1,231

Source: NISRA

7.5 However, it should be noted that that a number of hotel related planning applications have recently been approved in the Borough and these are detailed as follows:

- LA06/2016/0246/F – Former Bangor Castle Leisure centre, Castle Park Avenue, Bangor – demolish leisure centre and erect new 85 bedroom hotel – approval 11.05.2017 – This is now under construction.
- LA06/2015/0660/O – Clandeboye Lodge Hotel, Crawfordsburn Road, Bangor – expansion of existing hotel to enable spa and wellbeing facilities – approval 18.05.2016
- LA06/2015/0283/O – Lands at Marm Factory site, 20 Comber Road, Newtownards – demolition of existing buildings and erection of mixed use development including 100 bedroom hotel – approval 20.06.2017
- X/2014/0456/F – Lands bounded by King Street, Main Street, Southwell Road and Queens Parade – mixed use development to include a 40 bedroom and a 64 bedroom hotel – approval 21.07.2015 (This scheme has since been superseded by a new proposal for Queens Parade which is at the pre-planning stage but it does include an 80 bedroom hotel.)

7.6 The fact that the uptake of hotel rooms is also low is perhaps indicative that hotels are an inappropriate form of accommodation for some visitors, possibly due to cost (The Culloden Hotel is a luxury 5* facility with a spa and the nightly rate is reflective of this), possibly due to location (the Portaferry Hotel is 22

miles from Bangor) or simply because hotels do not meet the needs of every visitor e.g. families looking for self-catering with kitchen facilities or people looking for an eco-tourism themed holiday. This may suggest possibilities for development of alternative emerging accommodation types such as glamping pods.

7.7 The graph below suggests that Ards and North Down is also underrepresented in terms of other accommodation types including self-catering and guest houses. As referred to previously, future provision of high quality and varied accommodation types could be a tool to unlock tourism potential in the area.

Figure 10: Accommodation stock in Northern Ireland (excluding hotels) 2017

	Guesthouses	Bed & Breakfasts	Guest Accommodation	Self-C
Antrim and Newtownabbey	6	22		4
Ards and North Down	9	41		8
Armagh City, Banbridge and Craigavon	7	30		10
Belfast	4	46		13
Causeway Coast and Glens	18	166		8
Derry City and Strabane	2	58		6
Fermanagh and Omagh	9	51		12
Lisburn and Castlereagh	2	20		12
Mid and East Antrim	2	49		1
Mid Ulster	9	22		5
Newry, Mourne and Down	17	73		20

Source: Local Government District Tourism statistics NISRA 2016

7.8 One accommodation type that has not been included in the figures is caravan sites, which are very popular on the eastern coastline stretching from Groomsport at the north to Portaferry at the south. There are a number of council-licenced caravan parks in Millisle, Ballywalter, Cloughey and Portaferry.

7.9 There are also a number of park home sites in Cloughey, Ballyhalbert and Groomsport. It should be noted that these are normally owner-occupied semi-

permanent residences and therefore may not make a contribution to the overall tourist accommodation stock in the Borough.

Photo 3: Seahaven Park Homes



Source: Ards and North Down Borough Council

Seahaven Park Homes is described as ‘an exclusive development, set between Groomsport and Orlock in a beautiful frontline coastal location with unrivalled sea views to the Copeland Islands and Carrickfergus.’ On site-facilities include secure gated entrance, park warden, function room and entertainment committee.

[Jobs created by Tourism](#)

7.10 The following table illustrates the numbers of people employed in tourism-related jobs in the Borough compared to the NI totals and this is followed by a graph to illustrate the totals:

Fig 11: Jobs Created by tourism characteristic industries 2017

Armagh City Banbridge and Craigavon	4266
Antrim and Newtownabbey	4197
Mid and East Antrim	3959
Lisburn and Castlereagh	3806
Fermanagh and Omagh	3524
Mid Ulster	3489

Source: NISRA

- 7.11 The figures illustrate that tourism is a key employer in the Borough and there has been growth in the number of people employed across many areas of the tourism sector, particularly transport, food and beverage serving activities, and sport and recreation. The Northern Ireland trend shows a small level of growth across most areas of the tourism sector which is in contrast to Ards and North Down, where the growth is more intensely focused on the key areas of sporting and recreation and food and beverage serving activities, with a significant fall in employment in transport and accommodation for visitors. There is opportunity for growth in the visitor accommodation sector and also to build upon the positive rate of growth in the food and beverage area.

Opportunities for Future Tourism Growth

[Additional Hotels and Alternative Accommodation](#)

- 8.1 As referred to previously, there are a number of pending and approved planning applications for hotels within the settlements of Newtownards and Bangor and also in the countryside east of Portaferry. If built/approved, these developments could create additional employment and encourage tourists to stay, shop and avail of other attractions in town centres. There is also potential for the development of alternative accommodation types in line with emerging tourism trends such as ecotourism, food tourism and activity tourism.

[Tourism and the night time economy](#)

- 8.2 The night time economy of an area can make an important contribution to the overall economic success of an area. A range of activities in a town centre can increase viability and vitality and contribute to the creation of inclusive communities. The night-time economy creates jobs, attracts people to an area

and generates spend, all of which would be beneficial to those living/staying in the council area.

- 8.3 [The Purple Flag project](#) was initiated in Northern Ireland by Pubs of Ulster, The Department of Justice and the Association of Town Centre Management with funding support through Tourism NI's Tourism Innovation Fund. This was part-financed by the European Regional Development Fund under the European Sustainable Competitiveness programme for Northern Ireland.
- 8.4 Currently four towns and cities in Northern Ireland have achieved Purple Flag status for offering visitors an entertaining, safe and diverse night out– Belfast, Enniskillen, Bangor and Derry – Londonderry. Bangor could build upon this success by offering a further range of entertainment activities in the evening. There may also be an opportunity for Newtownards to progress to Purple Flag standard.
- 8.5 In addition to the opportunity for hotel development, restaurants, pubs, retail and cultural venues are important parts of the night time economy and there is considerable opportunity for these to be developed further, to offer greater diversity and to attract a wider age range of people through arts, culture and gastronomic Tours. There may also be scope for adventure activities to take place at night, e.g. guided walking tours through forests, or night angling for fishing enthusiasts or cultural activities such as art tours.
- 8.6 The night time economy can also be associated with negative factors including noise, safety issues and antisocial behaviour. Good design is therefore an essential principle in seeking to design out crime and providing a safe and inclusive place for people to meet and socialise.

[Food Tourism](#)

- 8.7 The visitor to Ards and North Down is always close to farms and the sea and the territory is within easy reach of an urban population that is becoming increasingly interested in local produce and gastronomy. This overall potential

could be developed through a 'food loop' opportunity centred around Strangford Lough.

8.8 One of the studies recently commissioned by the Council as part of preparatory work for the ITRDS, explored the potential for Ards and North Down as a Food Destination. Three opportunities have been identified for development in this sector:

- Innovative entrepreneurs of artisan foods: Based upon the strong traditions of farming, fishing and hunting, a generation of artisan entrepreneurs is emerging in Ards and North Down. The soil and micro-climate in the Borough is ideal for producing new foods. Some local food producers in the Borough include Echlinville Distillery just outside Rubane which produces whiskey and Jawbox Gin, Farmageddon craft ale, based in Comber, Glastry Farm Ice Cream, Kearney Blue Cheese, near Portaferry and Clandeboye Yogurt, just outside Bangor. Comber Earlies potatoes have become famous throughout Europe, having been granted EU Protected Geographical Indication (PGI) status in 2012. This means that only potatoes grown within the protected geographical area and harvested in May, June or July are eligible for the status.
- Food from the Lough and the Sea: Ards and North Down has around 115 miles of varied coastline, including the shores of Belfast Lough, the Irish Sea and Strangford Lough. The varied marine conditions produce a huge range of seafood including prawns, cod, lobster and crab. Local communities such as Portavogie with strong fishing traditions are still at the centre of the trade today. The opportunity exists to development the region as the prime destination for fresh, top quality seafood.
- Quality food, on restaurant tables, in shops, in the streets and in the markets: Capitalising upon the abundance of fresh produce from farms, the sea and the lough, the Borough can produce a range of fresh and high quality food options for the visitor. The Borough includes a number of quality restaurants in beautiful rural and coastal settings, producing innovative cuisine.

8.9 Following on from this area of study, the Food Destination Development Plan 2018-2021 has identified Comber, Donaghadee and Portavogie as settlements that have the capacity to deliver on food experience development opportunities. Bangor and Portaferry will also act as important 'gateway points.'

8.10 Council-run guided tours that incorporate food and drink have recently enjoyed success in the Borough. The 'Whiskey and Woodland' tour combines a guided walk of the new farmland estate trails of Mount Stewart with a visit to Echlinville Distillery to observe the process of whiskey making and taste the end result. There is a clear opportunity to expand upon these kinds of events. In addition to council-partnered tours, Echlinville distillery also hosts tasting tours.

Key Findings

9.1 A summary of the key findings are as follows:-

- There is a wealth of tourism assets within Ards and North Down Council area; however major opportunity exists for the expansion of the tourism industry across the Council area to attract investment, jobs and visitors. These opportunities include eco-tourism, food tourism and the promotion of cultural events. These offer significant potential to prolong the length of visitor trips through overnight stays.
- Further opportunities should be explored for expanding hotel provision within the Council area to provide for the increasing visitor numbers and provide a much needed boost to the night-time economy. Additional forms of accommodation should also be explored.
- The benefits of tourist attractions to the night-time economy should be recognised both in social and economic terms.

- Engagement with neighbouring Councils will be necessary to ensure effective management of cross-border tourism assets, notably Strangford Lough. Co-operation and communication with neighbouring districts can also encourage the flow of visitors between Belfast City Council, Ards and North Down Borough Council and Newry, Mourne and Down Council and therefore encourage longer stays and greater visitor spend.
- For example, the Mourne Coastal Route could be promoted in the same way as the Wild Atlantic Way in Donegal and would involve passing through neighbouring borders via the Portaferry to Strangford ferry. Furthermore, various food and drink tours depart from Belfast and bring visitors to Ards and North Down. These examples illustrate that opportunities do exist for a joined-up approach across Ards and North Down and its neighbours in terms of provision of 'tourist trails' and promotion of major attractions and events.
- The Council's Integrated Tourism, Regeneration and Development Strategy (ITRDS) has identified tourism priorities for the Borough and how these are interlinked with regeneration and development.

Conclusions

- 10.1 The Local Development Plan process will offer members the opportunity to formulate operational planning policies that align with the unique assets, sensitive landscapes and tourism priorities of the Borough.

References and Useful Links:

The Strategic Planning Policy Statement

<https://www.planningni.gov.uk/spps>

Ards and North Down Corporate Plan

<http://www.ardsandnorthdown.gov.uk/about-the-council/publications/corporate-plan/>

Planning Policy Statement 16: Tourism

https://www.planningni.gov.uk/index/policy/policy_publications/planning_statements/ps_16_tourism.htm

Regional Development Strategy

<https://www.infrastructure-ni.gov.uk/publications/regional-development-strategy-2035>

Ards and Down Area Plan 2015

https://www.planningni.gov.uk/index/policy/dev_plans/devplans_az/ardsdown_2015.htm

Draft Belfast Metropolitan Area Plan 2015

https://www.planningni.gov.uk/index/policy/development_plans/devplans_az/bmap_2015.htm

Cycle NI

<http://www.cycleni.com/>

Northern Ireland Statistics and Research Agency – Tourism Statistics

<https://www.nisra.gov.uk/statistics/tourism>

Ards and North Down Tourism website

<http://www.visitardsandnorthdown.com/>

Tourism NI

<https://www.tourismni.com/>

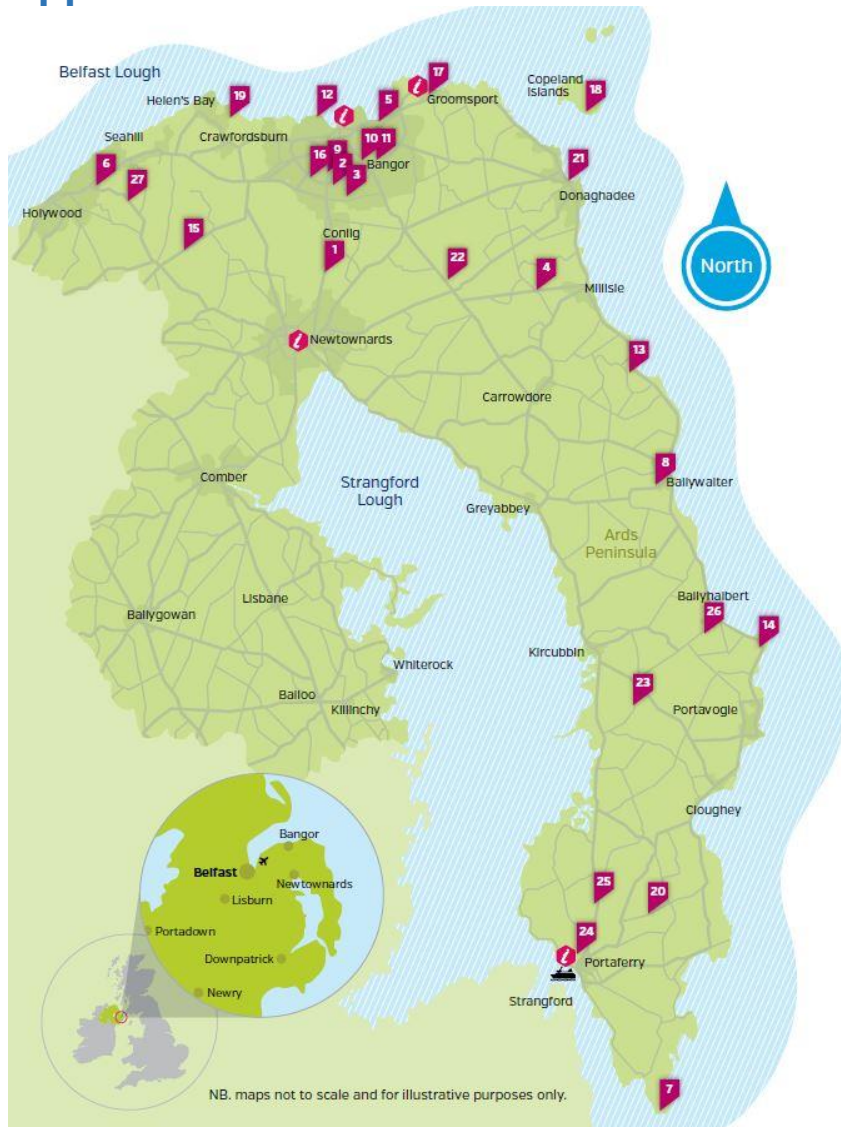
Strangford Lough Canoe Trail

<http://www.canoeni.com/canoe-trails/strangford-lough/>

The Purple Flag Project

https://www.atcm.org/programmes/purple_flag/WelcometoPurpleFlag

Appendix A – Ards and North Down Visitor Attractions



- Key**
- Forest, Park and Gardens
 - Nature and Wildlife
 - Historic Interest
 - Viewing Point
 - Family Fun
 - Museum
 - Beach and Sea
 - Food and Drink
 - Sport Interest

Ferry Service
Sailing every 30 mins

Strangford - Portaferry
departs on the hour and half hour

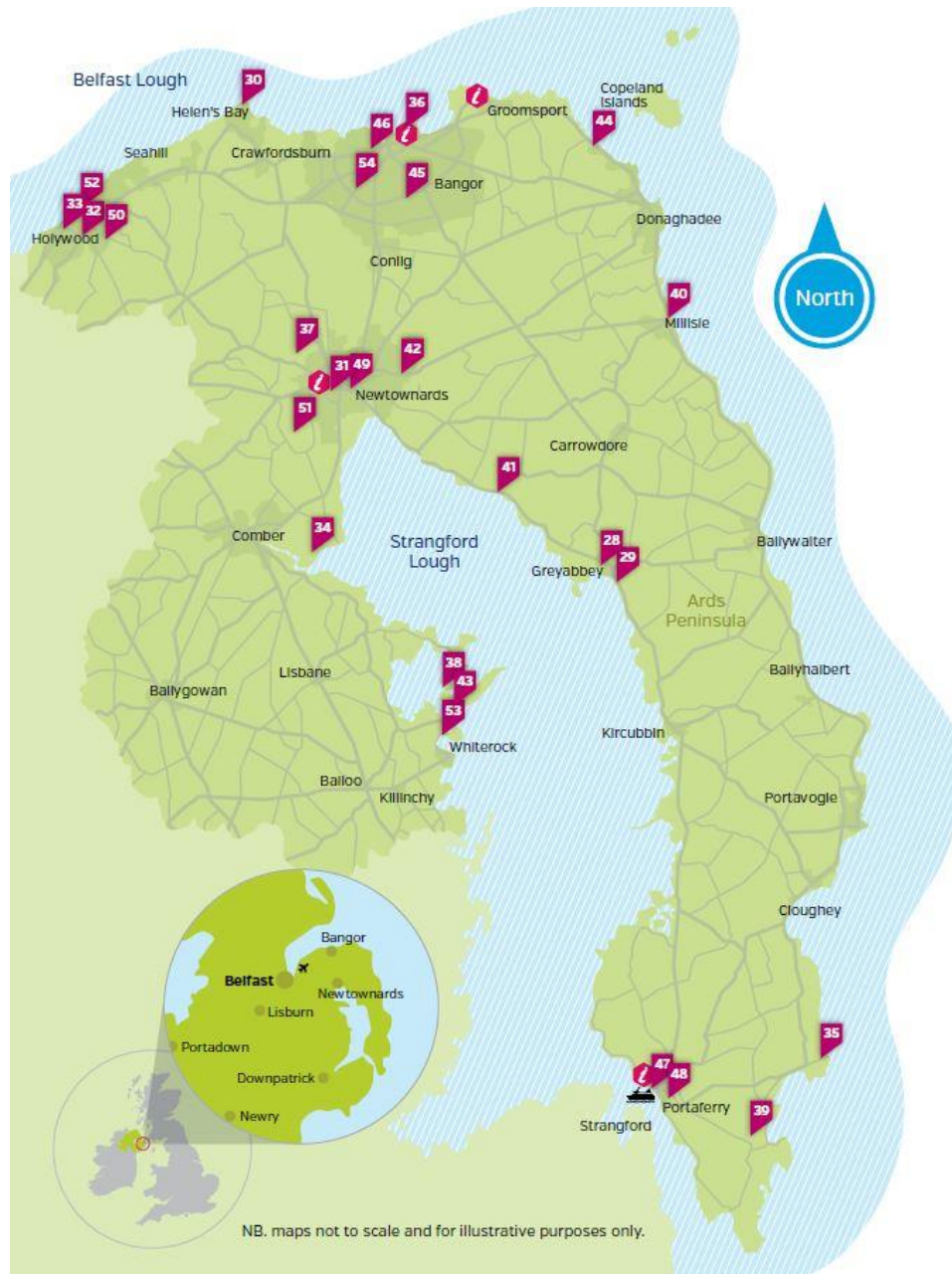
Portaferry - Strangford
departs at quarter past the hour and quarter to the hour

See AND Do

- | | | |
|---|---|--|
| <p>1 The Ark Open Farm
Newtownards, BT23 7PH
028 9182 0445
thearkopenfarm.co.uk</p> <p>2 Air-tastic Trampoline Park
Bangor, BT19 7AG
028 9185 7306
air-tastic.com</p> <p>3 Balloo Nature Reserve
Bangor, BT19 7PG
028 9127 0069
ulsterwildlife.org</p> <p>4 Ballycopeland Windmill
Millisle, BT22 2BP
028 9082 3214</p> <p>5 Ballyholme Beach and Park
Bangor, BT20 5EG
028 9127 0069</p> <p>6 Ballymenoch Park
Holywood, BT18 0LP
028 9127 0069</p> <p>7 Ballyquintin
Portaferry, BT22 1RG
028 4278 7769
nationaltrust.org.uk/
strangford-lough</p> <p>8 Ballywalter Park
Ballywalter, BT22 2PP
028 4275 8203
ballywalterpark.com
Open by prior arrangement only</p> | <p>9 Bangor Abbey
Bangor, BT20 4JE
028 9145 1087</p> <p>10 Bangor Castle [Town Hall]
Bangor, BT20 4BT
0300 013 3333</p> <p>11 Bangor Castle Walled Garden
Bangor, BT20 4BT
028 9127 0069</p> <p>12 Bangor Seafront and Eisenhower Pier
Bangor, BT20 5ED
028 9127 0069</p> <p>13 Boys Brigade Heritage Museum
Millisle, BT22 2LZ
028 9186 1297
ganaway.co.uk</p> <p>14 Burr Point
Ballyhalbert, BT22 1DL</p> <p>15 Cairn Wood
Holywood, BT19 1UT
028 4377 2240</p> <p>16 Castle Park
Bangor, BT20 4BT
028 9127 0069</p> <p>17 Cockle Row Cottages
Groomsport, BT19 6JR
028 9127 0069</p> <p>18 Copeland Islands
Off the Donaghadee coast, BT21 0HE
028 9182 6846</p> | <p>19 Crawfordsburn Country Park
Helen's Bay, BT19 1JT
028 9185 3621</p> <p>20 Derry Churches
Portaferry, BT22 1JX</p> <p>21 Donaghadee Harbour
Donaghadee, BT21 0HE</p> <p>22 Drumawhey Junction Railway
Donaghadee, BT21 0LZ
028 9145 3563
bcdmrs.org.uk</p> <p>23 Echlinville Distillery
Kircubbin, BT22 1AJ
028 4273 8597
echlinville.com</p> <p>24 Exploris Aquarium
Portaferry, BT22 1NZ
028 4272 8062
explorisni.com</p> <p>25 Frump in the Stump
Corrog Wood, BT22 1PW
028 9127 5787
walkni.com/walks</p> <p>26 Glastry Nature Reserve
Ballyhalbert, BT22 1BL
028 4278 7769</p> <p>27 Glen Lyon Park
Holywood, BT18 9BX
028 9127 0069</p> |
|---|---|--|

For further information go to visitarndsandnorthdown.com

NB. maps not to scale and for illustrative purposes only.



See and Do [continued]

Key

- Forest, Park and Gardens
- Nature and Wildlife
- Historic Interest
- Viewing Point
- Family Fun
- Museum
- Beach and Sea
- Food and Drink
- Sport Interest



Ferry Service
Sailing every 30 mins

Strangford - Portaferry
departs on the hour and half hour

Portaferry - Strangford
departs at quarter past the hour and quarter to the hour

- | | | |
|--|--|---|
| <p>28 Grey Abbey
Greyabbey, BT22 2NQ
028 9082 3207
</p> <p>29 Grey Abbey House
Greyabbey, BT22 2QA
028 4278 8666
greyabbeyhouse.com
Open by prior arrangement only
</p> <p>30 Grey Point Fort
Helen's Bay, BT19 1LE
028 9185 3621
greypointfort.magix.net
</p> <p>31 Happy Town Indoor Play
Newtownards, BT23 8NN
028 9181 5533
happytown.uk.com
</p> <p>32 Hollywood Maypole
Hollywood, BT18 9AB
028 9127 0069
</p> <p>33 Hollywood Priory
Hollywood, BT18 9AB
028 9127 0069
</p> <p>34 Island Hill Nature Reserve
Comber, BT23 5JR
walkni.com/walks
</p> <p>35 Kearney Village
Portaferry, BT22 1QP
028 4278 8387
</p> <p>36 Kingsland Play and Picnic Area
Bangor, BT20 5HD
028 9127 5622
</p> | <p>37 Kiltonga Nature Reserve
Newtownards, BT23 4SG
028 9182 4014
</p> <p>38 Mahee Castle
Comber, BT23 6EP
</p> <p>39 Millin Bay Cairn
Portaferry, BT22 1QB
</p> <p>40 Millisle Beach Park
Millisle, BT22 2HS
</p> <p>41 Mount Stewart House and Gardens
Newtownards, BT22 2AD
028 4278 8387
nationaltrust.org.uk
</p> <p>42 Movilla Abbey
Newtownards, BT23 8EZ
028 9082 3207/
028 9082 3214
doeni.gov.uk/niea
</p> <p>43 Nendrum Monastery
Mahee Island, BT23 6EP
028 9082 3207
</p> <p>44 North Down Coastal Path
From Holywood to Portavoe
028 9127 0069
</p> <p>45 North Down Museum
Bangor, BT20 4BT
028 9127 1200
northdownmuseum.com
</p> | <p>46 Pickie Funpark
Bangor, BT20 5AG
028 9145 0746
pickiefunpark.co.uk
</p> <p>47 Portaferry Castle
Portaferry, BT22 1NZ
</p> <p>48 Portico Arts and Heritage Centre
Portaferry, BT22 1LE
028 4272 8808
porticoarts.com
</p> <p>49 Priory
Newtownards, BT23 7NX
028 9082 3207
</p> <p>50 Redburn Country Park
Holywood, BT16 1YP
028 9185 3621
</p> <p>51 Scrabo Country Park, Tower and Killynether Wood
Newtownards, BT23 4SJ
028 9082 3207
</p> <p>52 Seapark Recreation Grounds
Holywood, BT18 0LP
028 9127 0069
</p> <p>53 Sketrick Castle
Killinchy, BT23 6QH
028 9082 3214
</p> <p>54 Snakes 'n' Ladders Indoor Play
Bangor, BT20 3JP
028 9147 7913
snlplay.com
</p> |
|--|--|---|

For further information go to visitsandsandnorthdown.com

NB. maps not to scale and for illustrative purposes only.



Get Active

Key

- Fishing
- Shooting
- Golf
- Leisure Activity Centre
- Boating
- Land Sports
- Air sports
- Water Sports
- Activity Centre
- Horse riding
- Family Fun



Ferry Service
Sailing every 30 mins

Strangford - Portaferry
departs on the hour and half hour

Portaferry - Strangford
departs at quarter past the hour and quarter to the hour

- | | | |
|---|--|--|
| <p>1 Admiral Springs Fishery
Carrowdore, BT22 2ES
028 9186 1837/
028 4278 8883
</p> <p>2 Ardminnan Golf Course
Portaferry, BT22 1QJ
028 4277 1321
</p> <p>3 Ards Leisure Centre
Newtownards, BT23 4EJ
028 9181 2837
</p> <p>4 Ballyholme Yacht Club
Bangor, BT20 5HT
028 9127 1467
ballyholme.com
</p> <p>5 Bangor Aurora Aquatic and Leisure Complex
Bangor, BT20 4TH
028 9127 0271
bangoraurora.com
</p> <p>6 Bangor Boat
Bangor, BT20 5ED
075 1000 6000
bangorboat.com
</p> <p>7 Bangor Golf Club
Bangor, BT20 4RH
028 9127 0922
bangorgolfclubni.co.uk
</p> <p>8 Bangor Sportsplex
Bangor, BT19 1LU
028 9127 5622
northdownleisure.com
</p> | <p>9 Birr House Riding Centre
Holywood, BT16 1UA
028 9042 5858
birrhouseridingcentre.com
</p> <p>10 Blackwood Golf Centre
Bangor, BT19 1GB
028 9185 2706
blackwoodgolfcentre.com
</p> <p>11 Bradshaws Brae Golf Centre
Newtownards, BT23 4TS
028 9181 3484
bradshawsbrae.drivingrange.co.uk
</p> <p>12 Bridgewater Fishery
Donaghadee, BT21 ONQ
028 9188 3900/
078 9122 0586
</p> <p>13 Carnalea Golf Club
Carnalea, BT19 1EZ
028 9127 0368
carnaleagolfclub.com
</p> <p>14 Clondeboye Golf Club
Conlig, BT23 7PN
028 9127 1767
cgc-ni.com
</p> <p>15 Cockle Island Boat Club
Groomspoint, BT19 6JR
028 9146 4431
cockleislandboatclub.com
</p> | <p>16 Comber Leisure Centre
Comber, BT23 5DY
028 9187 4350
ardsandnorthdown.gov.uk
</p> <p>17 Cuan Marine Services Ltd
Portaferry, BT22 1LA
028 4272 8297
cuanmarineservices.co.uk
</p> <p>18 Donaldson Lake
Holywood, BT18 9RN
079 2115 9846
donaldsonfishery.co.uk
</p> <p>19 Donaghadee Golf Club
Donaghadee, BT21 OPQ
028 9188 3624
donaghadeegolfclub.com
</p> <p>20 Donaghadee Sailing Club
Donaghadee, BT21 ODG
028 9188 4270
</p> <p>21 DV Diving
Newtownards, BT22 2ES
028 9186 1686
dvdiving.co.uk
</p> <p>22 Eddie Irvine's Race School Ireland
Kircubbin, BT22 1AU
028 9050 7010
raceschoolireland.com
</p> |
|---|--|--|

NB. maps not to scale and for illustrative purposes only.

For further information go to visitardsandnorthdown.com



NB. maps not to scale and for illustrative purposes only.

Get Active [Continued]

Key

- Fishing
- Shooting
- Golf
- Leisure Activity Centre
- Boating
- Land Sports
- Air sports
- Water Sports
- Activity Centre
- Horse riding
- Family Fun



Ferry Service
Sailing every 30 mins

Strangford - Portaferry
departs on the hour and
half hour

Portaferry - Strangford
departs at quarter past
the hour and quarter to
the hour

- | | | |
|--|--|--|
| <p>23 Eddie Irvine Sports
Bangor, BT19 7PG
028 9145 1457
eddieirvinesports.com
</p> <p>24 Field of Dreams
Bangor, BT19 7QE
078 7283 7056
fieldofdreamsni.com
</p> <p>25 Ganaway Activity Centre
Millisle, BT22 2LZ
028 9186 1297
ganaway.co.uk
</p> <p>26 Gransha Equestrian Centre
Bangor, BT17 7QD
078 5546 2614
granshaequestrian.co.uk
</p> <p>27 Greyabbey Estate
British Horse Society
Ireland Toll Ride
078 0814 1079
bhsireland.com
</p> <p>28 Groomsport Golf Centre
Groomsport, BT19 6LX
028 9147 3586
groomsportgolfcentre.com
</p> <p>29 Helen's Bay Golf Club
Helen's Bay, BT19 1TL
028 9185 2815
helensbaygc.com
</p> | <p>30 Heli-Power
Newtownards, BT23 8SG
028 9181 1971
heli-power.co.uk
</p> <p>31 Hollow Farm Shooting Ground Ltd
Comber, BT23 5SA
028 9752 8381
</p> <p>32 Hollywood Golf Club
Hollywood, BT18 9LE
028 9042 3135
hollywoodgolfclub.co.uk
</p> <p>33 Hollywood Yacht Club
Hollywood, BT18 9JN
028 9042 3345
hyc.org.uk
</p> <p>34 Ireland Off-Road Experience
Bangor, BT19 1RN
028 9185 2111
ni-offroad.com
</p> <p>35 John Erskine Boat Charters
Bangor, BT20 5ED
0780 157 1830
</p> <p>36 Kingsland Pitch and Putt
Bangor, BT20 4BN
028 9145 6946
</p> <p>37 Kircubbin Sailing Club
Kircubbin, BT22 2RP
028 4273 8422
kircubbinsailingclub.co.uk
</p> | <p>38 Kirkistown Castle Golf Club
Cloughey, BT22 1JA
028 4277 1233
kirkistowncastleclub.com
</p> <p>39 Kirkistown Motor Racing Circuit
Kircubbin, BT22 1AU
028 4277 1325
kirkistown.com
</p> <p>40 Londonderry Park
Newtownards, BT23 8SG
028 9181 0614
ardsandnorthdown.gov.uk
</p> <p>41 Lough Cowey Fishery
Portaferry, BT22 1PJ
0300 200 7860
nidirect.gov.uk/angling
</p> <p>42 Maheegolf Island Golf Club
Comber, BT23 6EP
028 9754 1234
maheegolf.com
</p> <p>43 Mike The Bike with Kayak Hire
Newtownards, BT23 7DX
028 9181 1311
kayakshack.co.uk
</p> <p>44 John Murray (Jnr) Boats
Portaferry, BT22 1PE
028 4272 8414 / 079 8662 5162
</p> |
|--|--|--|

For further information go to visitardsandnorthdown.com



NB. maps not to scale and for illustrative purposes only.

Get Active [Continued]

Key

- Fishing
- Shooting
- Golf
- Leisure Activity Centre
- Boating
- Land Sports
- Air sports
- Water Sports
- Activity Centre
- Horse riding
- Family Fun



Ferry Service
Sailing every 30 mins

Strangford - Portaferry
departs on the hour and half hour

Portaferry - Strangford
departs at quarter past the hour and quarter to the hour

- | | | |
|--|---|---|
| <p>45 Mobile Team Adventure
Newtownards, BT8 7SP
028 9064 6695
mobileteamadventure.co.uk
</p> <p>46 Movilla Trout Fishery
Newtownards, BT23 8RL
079 2183 7984
</p> <p>47 Newtownards with District Shooting Club
Carrowdore, BT22 2JG
028 9186 1171
</p> <p>48 Newtownards Sailing Club
Newtownards, BT22 2AJ
newtownardssailingclub.co.uk
</p> <p>49 Northern Ireland Microlight Flying
Newtownards, BT23 8SG
028 9146 2728 / 077 4076 6443
nimicrolights.co.uk
</p> <p>50 Pickie Funpark Mini Golf
Bangor, BT20 5AG
028 9145 0746
pickiefunpark.co.uk
</p> <p>51 Polehill Coarse Fishery
Newtownards, BT23 8RW
028 9145 4983
fishingtackle2u.co.uk
</p> | <p>52 Portaferry Sailing Club
Portaferry, BT22 1JZ
028 4272 8770
portaferrysailingclub.com
</p> <p>53 Portaferry Sports Centre
Portaferry, BT22 1ND
028 4272 8833
</p> <p>54 Portavoe Reservoir
Donaghadee, BT21 0PJ
0300 200 7806
nidirect.gov.uk/angling
</p> <p>55 Queens Leisure Complex
Holywood, BT18 9HL
028 9042 1234
northdownleisure.com
</p> <p>56 Royal Belfast Golf Club
Craigavad, BT18 0BP
028 9042 8165
royalbelfast.com
</p> <p>57 Royal North of Ireland Yacht Club
Holywood, BT18 0BB
028 9042 8041
rniyc.org
</p> <p>58 Royal Ulster Yacht Club
Bangor, BT20 5HY
028 9127 0568
ruyc.co.uk
</p> | <p>59 Scrabo Golf Club
Newtownards, BT23 4SL
028 9181 2355
scrabogolfclub.com
</p> <p>60 Strangford Lough Yacht Club
Killinchy, BT23 6QA
028 9754 1883
slyc.co.uk
</p> <p>61 Stratus Sailing
Bangor, BT20 5ED
077 7925 5574
stratussailing.com
</p> <p>62 Swancrest Fishery
Ballygowan, BT23 5RU
079 1965 1965
</p> <p>63 Ulster Flying Club
Newtownards, BT23 8SG
028 9181 3327
</p> <p>64 Ward Park Putting Green
Bangor, BT20 4JZ
028 9145 8773
</p> |
|--|---|---|



Bangor Marina
BT20 5ED
028 9145 3297
quaymarinas.com

Portaferry Marina
BT22 1PE
07703 209 780
portaferry-marina.co.uk

For further information go to visitardsandnorthdown.com



NB. maps not to scale and for illustrative purposes only.

Embrace the Arts

Key

- Exhibits
- Arts and Crafts
- Theatre
- Music
- Local Crafter



Ferry Service
Sailing every 30 mins

Strangford - Portaferry
departs on the hour and half hour

Portaferry - Strangford
departs at quarter past the hour and quarter to the hour

- 1 **Ards Arts Centre and Town Hall**
Newtownards, BT23 4NP
028 9181 0803
ardsarts.com
- 2 **Ards Crafts**
Newtownards, BT23 4AD
028 9182 6846
visitardsandnorthdown.com
- 3 **Arts and Crafts at The Port**
Portaferry, BT22 1PB
028 4272 8364
[Seasonal opening]
- 4 **Avalon Guitar Factory**
Newtownards, BT23 4BX
028 9182 0542
avalonguitars.com
- 5 **Battletown Gallery**
Newtownards, BT23 8SL
028 9182 2626
thebattletowngallery.com
- 6 **The Craft Room**
Comber, BT23 5HJ
thecraftroom.com
- 7 **Discovery Glass**
Comber, BT23 5AP
028 9187 0181
discoveryglass.co.uk
- 8 **Doghouse Gallery**
Comber, BT23 5EG
028 9187 1261
doghousegallery.co.uk
- 9 **Eden Pottery**
Millisle, BT22 2DH
028 9186 2300
edenpotteryshop.co.uk
- 10 **Nora Watson Jewellery**
Portaferry, BT22 1QJ
028 4277 1130
norawatsonjewellery.co.uk
- 11 **Project 24**
Bangor, BT20 3BH
028 9127 0069
project24ni.com
- 12 **Spring Cottage Crafts @ The Potting Shed**
Comber, BT23 5JZ
028 9187 2320/
075 9525 0096
- 13 **The Web Theatre**
Newtownards, BT23 4DE
028 9182 8234
webtheatre.biz
- 14 **SPACE Theatre**
SERC Bangor, BT20 4TD
0345 600 7555
serc.ac.uk

For further information go to visitardsandnorthdown.com

Appendix B – Angling Locations in Ards and North Down Borough

Site	DEA
Admiral Springs Fishery, Carrowdore	Peninsula
Bridgewater Fishery, Donaghadee	Bangor East and Donaghadee
Carrickmannon Fishery, Ballygowan	Comber
Donaldson's Lake, Holywood	Holywood and Clandeboye
Lough Cowey Fishery, Portaferry	Peninsula
Polehill Coarse Fishery, Newtownards	Newtownards
Portavoe Reservoir, Donaghadee	Bangor East and Donaghadee
Swan Crest Fishery, Ballygowan	Comber
Movilla Trout Fishery	Newtownards

Appendix C – Golf Courses in Ards and North Down

Golf Course Name	DEA
Ardminnan, Portaferry	Peninsula
Bangor	Bangor East and Donaghadee
Blackwood	Holywood and Clandeboye
Carnalea	Holywood and Clandeboye
Clandeboye	Holywood and Clandeboye
Donaghadee	Bangor East and Donaghadee
Helen's Bay	Holywood and Clandeboye
Holywood	Holywood and Clandeboye
Kirkistown Castle	Peninsula
Mahee Island	Comber
Royal Belfast	Holywood and Clandeboye
Scrabo	Newtownards

In addition to the above, there are also a number of driving ranges and putting greens within the Borough.

Appendix D – Ards and North Down Attractions with visitor numbers 2015, 2016 and 2017

Attraction	Visitor Numbers		
	2015	2016	2017
Ards Arts Centre	27,500		25,282
Avalon Guitar Factory	45	40	37
Ballycopeland Windmill	361	493	1,911
Ballywalter Park	1,450		10,000
Bangor Abbey	1,016	490	1,099
Castle Espie Wetland Centre	66,175		59,331
Cockle Row Cottages	17,714	16,908	16,051
Crawfordsburn Country Park	585,123	602,532	625,371
Drumawhey Junction Miniature Railway	4,562	5,911	5,573
Grey Abbey	14,912	2,178	1,366
Grey Point Fort	14,910	18,740	11,841
Kirkistown Racing Circuit	3,000		3,000
Mount Stewart House and Gardens	185,663	202,461	217,221
Nendrum Monastic Site	4,764	2,163	3,125
North Down Museum	74,139	76,561	75,944
Pickie Fun Park	221,218	224,849	235,359
Portaferry Visitor Information Centre	6,930	11,131	10,017
Portico Arts and Heritage Centre		5,000	5,000
Scrabo Tower		1,149	4,472
The Lookout, Mount Stewart	19,352	17,188	13,263
Tower House and Visitor Information Centre	26,316	20,471	25,543
Ulster Folk and Transport Museum	169,173	178,608	168,077