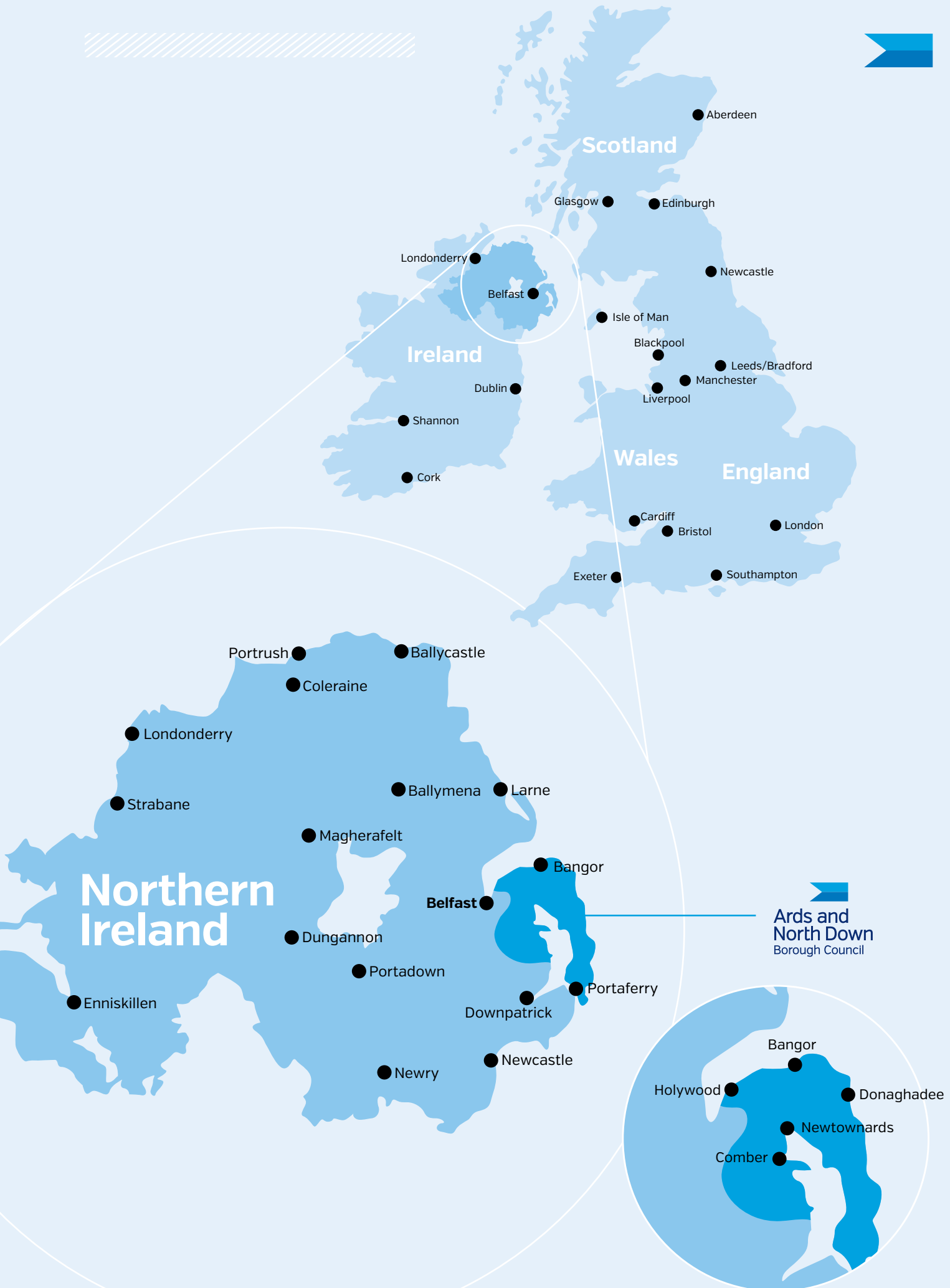


# DEVELOPMENT AND OPPORTUNITY

03 / 2020



Ards and  
North Down  
Borough Council



# Northern Ireland

**Ards and North Down**  
Borough Council



# Overview

Ards and North Down (AND) is a unique location with easy access to Great Britain and the Republic of Ireland. It is adjacent to Belfast; offers excellent digital and transport connectivity; is home to a highly educated workforce and offers an outstanding natural environment.

## Drivers for Business Success

### Number 1 excellent connectivity and global reach

Number one full fibre ultra-fast broadband connectivity in NI, and second in the whole of the UK (Connected Nations 2019 - Ofcom) and offers a comprehensive infrastructure of road and rail links to nearby air and seaports for excellent global reach.

[Ards and North Down Borough Council are the No. 1 ranked council in Northern Ireland for Full Fibre availability of premises, and of the 383 councils in the whole of the UK, Ards and North Down Borough Council are ranked No. 2](#)

### High skills and low operating costs

Combining skilled and highly educated local workforce with competitive operating costs ensures that Ards and North Down is a highly appealing place to invest.

### Strong appeal to attract and retain talent

The region offers an ideal work/life balance location for employees with an outstanding quality of life, 185 km of coastline and beautiful landscape reached within minutes of Belfast City Centre. The borough also includes the town of Holywood – Regional winner of 'The Times Best Places to Live in the UK 2019'. As a result, businesses cite low staff turnover as a driver of success.

### A proven location for success on a global scale

Ards and North Down is home to a concentration of leading companies across a diverse range of industries including Creative Digital Technology, Agri-food, Advanced Manufacturing and Aerospace, Tourism and Hospitality competing globally on cost, quality and on-time delivery. The region's existing diverse business base is made up of a successful mix of global leaders; locally grown international businesses with global reach; recent start-ups winning key contracts in the UK, Europe and beyond; and fast growing technology companies.

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## Creative region with strong tourism offer

Located on the most easterly point of Northern Ireland, Ards and North Down is an area of outstanding natural environment of land, sea and loughs. The region features Strangford Lough, an Area of Special Scientific Interest and designated Area of Outstanding Natural Beauty. It has a thriving business base with a high proportion of creative industries and a strong established tourism, culture and food destination offer.

## A place of diverse development opportunities

The Council's recently developed 'Blue:Green, Creatively Connected' Integrated Strategy, sets out a confident and ambitious plan for the future with opportunities to look after, promote and celebrate Ards and North Down as a place in which to live, work, visit and invest. This strategy's key focus is on growth, investment and regeneration and sets out exciting plans to support the economic development and tourism potential. The region offers a diverse mix of land/sites for development ranging from greenfield to waterfront development opportunities, includes new business sites and FDI locations and unique new tourism accommodation and experiences projects.



# Key strengths

## Our Place

An area of 590 sqkm and a coastline of 185km around our sea and loughs.

A population of almost 160,000, comprising of 5 towns and 17 villages.

## Our People

A strong talent base driving the growth of the (NI) economy in key sectors like financial services, technology, creative digital and advanced manufacturing.

NI has the best education results in the UK. In AND more people achieve higher qualifications than the NI average.

Access to two world class universities and a UK Top 30 College.

## Our Connectivity

Number one full fibre ultra-fast broadband connectivity in NI, and second in the UK.

George Best Belfast City Airport and Belfast Docks within 3.2kms of the Borough.

Belfast International airport only 35kms away.

Travel times to major European capitals include: 2 hours to Dublin by road, 1 hour to London and 90 minutes to Amsterdam by air.

## Our Quality of Life

AND is one of the most popular edge of city locations for employers, employees and visitors.

First choice for much of Northern Ireland's talent, to enjoy a balance of city access and coastal or town and village lifestyle.

Strangford Lough, an 'Area of Outstanding Natural Beauty' and of global environmental importance, forms the central geographical and landscape feature of the area.



# A great place to live



## Location

Ards and North Down is easily accessible (located just 3km from Belfast City Airport and seaport) and is a designated Area of Outstanding Natural Beauty with 185km of coastline, the longest in Northern Ireland.

Easy access to airports and seaports. Dublin is only 2 hours by road. Major UK and EU cities within 90 minutes by air.

Bangor is home to Ireland's largest marina with 600 berths. AND is also home to Northern Ireland's only Aquarium, Exploris.



## Lifestyle

AND is an ideal place to enjoy the great outdoors. The abundance of scenic locations includes 7 beaches (5 award-winning), 13 golf courses (5 Northern Ireland Tourism accredited), flying schools, and various sailing and water sports centres, as well as karting at Eddie Irvine's Sports Facility or Kirkistown Motor Racing Circuit.

Bangor has the only 50m Olympic size swimming pool in Northern Ireland and a range of other sporting facilities including tennis courts, bowling greens and the largest indoor archery range in Ireland.

AND is home to the largest cycling club in NI which caters for all ages and abilities. AND has ambitious plans to develop one of the largest stretch of greenways in Northern Ireland, creating a 53km loop.



## Living

AND is a highly desirable place to live with superb amenities, high performing schools (47 primary, 12 secondary, 4 grammar and 2 colleges), excellent transport links and infrastructure. A range of housing options is available from affordable to exclusive (£30k to £3m). Holywood was named regional winner of 'The Times Best Places to Live in the UK 2019' and Newtownards 'The Great British High Street Awards 2019 - Northern Ireland Champion Winner'.





## Culture

AND offers cultural experiences to suit all ages and interests. Step back a hundred years at the Ulster Folk Museum and Transport Museum (Cultra); walk in the footsteps of monks and Saints at Bangor Abbey and North Down Museum; or explore the Ards Peninsula to see how it was shaped by early Ulster Scots settlers.



AND comes alive with a vibrant annual calendar of festivals, concerts, and events with everything from Aspects, Northern Ireland's longest running literary festival to the Ultimate Strongman competition. Open House and Sea Bangor festivals celebrate local maritime heritage, great local food, drink, craft and music.

Visitor attractions include 2 of Northern Ireland's Top 10 (NISRA 2018) - Pickie Fun Park for seaside family fun and the National Trust's Mount Stewart (also voted one of the top 10 gardens in the world).

## Creativity

AND demonstrates a strong presence in the digital sector and is also renowned for high quality craft and artisan makers offering unique products. Project 24's Art pods on Bangor Seafront allow visitors to watch and learn from the artists in action, and to purchase local goods.

Our towns and villages thrive with independent shops, boutiques and award winning markets.



## Great Food & Drink Hub

Northern Ireland was named 'World's Best Food Destination' by the International Travel and Tourism Awards in 2018.

AND boasts more award winning eateries than any other region outside of Belfast including Michelin Bib gourmand winners, best Asian and Curry restaurants, award winning, bakeries, takeaways and a Best Fish 'n' Chips establishment.

The food and drink offering is internationally acclaimed with unique foods such as Portavogie Prawns, Strangford Lough oysters, grass-fed beef and Comber Earlies (PGI status) and award winning producers making everything from dairy products to sauces. AND is home to Echlinville and Copeland Distilleries producers of fine gins and whiskeys.







# A great place to visit



## ACCOMMODATION

8 hotels, 138,000 rooms with 63% occupancy [2017 hotels data].

60 serviced accommodation providers and 120 unserviced.

## VISITORS

0.3m overnight trips with 1.1m bed nights.

£46m expenditure on overnight trips.

## ATTRACTIONS

22 visitor attractions with over 1.6m visitors per annum up 11% on 2017 including:

Two of the Top 10 Visitor Attractions NI 2018.

Mount Stewart House and Gardens National Trust property - voted one of the top ten gardens in the world with over 236k visitors per annum.

Pickie Funpark with over 1.6m visitors since re-opening in 2013 and over 396k per annum [increased 68% on prior year].

Crawfordsburn Country Park, with 643k visitors per annum.

Northern Ireland's largest aquarium, Exploris.

Ulster Folk Museum and Ulster Transport Museum, 150k visitors per annum.

## EMPLOYMENT

Second highest tourism sector related employment in Northern Ireland [outside Belfast].

## GOLF

Home to Ireland's oldest club 'The Royal Belfast' (founded in 1881) and Rory McIlroy's home course, Holywood. 11 clubs, 13 courses

including championship, links and parkland.

## THE GREAT OUTDOORS

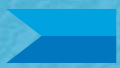
Strangford Lough, Northern Ireland's first Marine Conservation Zone [MCZ] and Special Area of Conservation [EU Habitats Directive] and the largest inlet in the British Isles, covering 150sq km.

Stunning scenery including 26 km of coastal paths.

## HISTORY AND HERITAGE

Home to significant Monastic settlements such as Nendrum dating back to the 5th Century and Bangor Abbey [558] and trace back the early settlements of Ulster-Scots, Sir James Hamilton and Sir Hugh Montgomery in the early 1600s.





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**Trails & Routes**

-  Strangford Lough Canoe Trail
-  East Coast Canoe Trail
-  Comber Greenway Cycle Trail
-  Strangford Lough Cycle Trail
-  North Down Coastal Path
-  Lecale Way
-  St Patrick's Trail (main route)
-  Trail leading to other associated St Patrick's Trail sites
-  Mourne Coastal Route
-  Comber/Andrews Titanic Trail
-  Ulster Scots Driving Tours
-  Great Wars Trail
-  Film Locations
-  Access points to the Lough

2 miles  
3.2 km

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# Key facts

Number one full fibre ultra-fast broadband connectivity in NI, and second in the whole of the UK.

George Best Belfast City Airport and Belfast Docks are less than 3.2kms from the Borough.

Belfast International Airport is 35kms away.

Travel times to major European capitals include: 90 minutes to Dublin by road and 1/1.5 hours to London and Amsterdam by air.

590 sq kms area.

Longest coastline in Northern Ireland at 185 km.

AND has one of the highest educational achievement levels in Northern Ireland with 38% educated to higher levels (NVQ level 4 and above) against an average of 34.9%.

4,755 VAT/ PAYE registered businesses with 8 of NI's top 30 manufacturers.



# Key sectors



## Creative and Digital

AND's combination of talent and natural environment has created an environment where Creative Digital businesses are flourishing.

The Borough is home to a growing cluster of creative digital businesses including local start ups, award winning subsidiaries of multi-nationals.



## Hospitality and Leisure

AND attracts 6% of all overnight trips to NI appealing to the Culturally Curious, Great Escapers and Time Together visitor segments. To achieve our ambitious growth targets of 10% of trips and £82m visitor spend by 2030 the Borough requires:

- Up to 3 hotels (200+ rooms), at least one with spa facilities and one targeted at the group/tour market.
- Serviced accommodation (70+ rooms) including high quality licensed inns and historic luxury guest houses.
- Multi-accommodation developments including unique or quirky self-catering, glamping, water based and eco-friendly accommodation.



## Agri-Food

Food and drink from Ards and North Down is exported to over 80 countries. Agri-food business success is largely down to our pure, lush countryside, sea and loughs. Food provenance is important to our farmers and producers who are dedicated to traceability and passionate about quality.



## Business and Professional Services

Highly educated talent, low staff turnover, superior broadband and competitive operating costs combine to make Ards and North Down a successful location for Business & Professional Services businesses.



## Advanced Manufacturing and Aerospace

Ards and North Down hosts international and locally owned world-leading companies operating in advanced plastics and engineering and providing the highest quality product to demanding customers worldwide.





# Ten reasons to invest

## Ideal

An ideal place to live and attract talent.

## Number 1

Number one full fibre ultra-fast broadband connectivity in NI, and second in the whole of the UK.

## Global

Global aerospace and production facilities.

## Skilled

Skilled highly educated workforce.

## Success

Successful mix of multi-national, locally-owned and start-up businesses.

## Technology

Concentration of technology and ecommerce businesses trading globally.

## Reach

Excellent global reach through two airports and a major seaport.

## Life

Outstanding quality of life with 185 km of coastline and beautiful landscape.

## Tourism

Strong tourism, culture and food destination offer.

## Mix

Diverse mix of land/sites for development ranging from greenfield to waterfront.



# Development sites







# Queen's Parade

A unique opportunity to create Northern Ireland's premier public waterfront space at Queen's Parade, Bangor.

13 acres  
5.26 hectares

Town Centre  
Development  
Opportunity

Queen's Parade  
Bangor

## Location

The subject lands are located on Queen's Parade in Bangor town centre, approximately 21 km/13 miles from Belfast city centre. Belfast International Airport is within approximately 48 km/30 miles and George Best Belfast City Airport approximately 16 km/10 miles. Belfast Port is within 23 km/14 miles.

The location is serviced with buses and trains with Bangor train station approximately 0.6 km/0.4 miles from Queen's Parade, with trains running directly to Belfast.

## Description

The lands consist of approximately 13 acres (5.26 Ha), zoned as town centre in the local area plan. Queen's Parade divides the site into two distinct parts; Marine Gardens, a new vibrant public space which overlooks a 600 berth marina and the development site that offers the opportunity to stitch residential, leisure, hotel and retail back into the town centre.

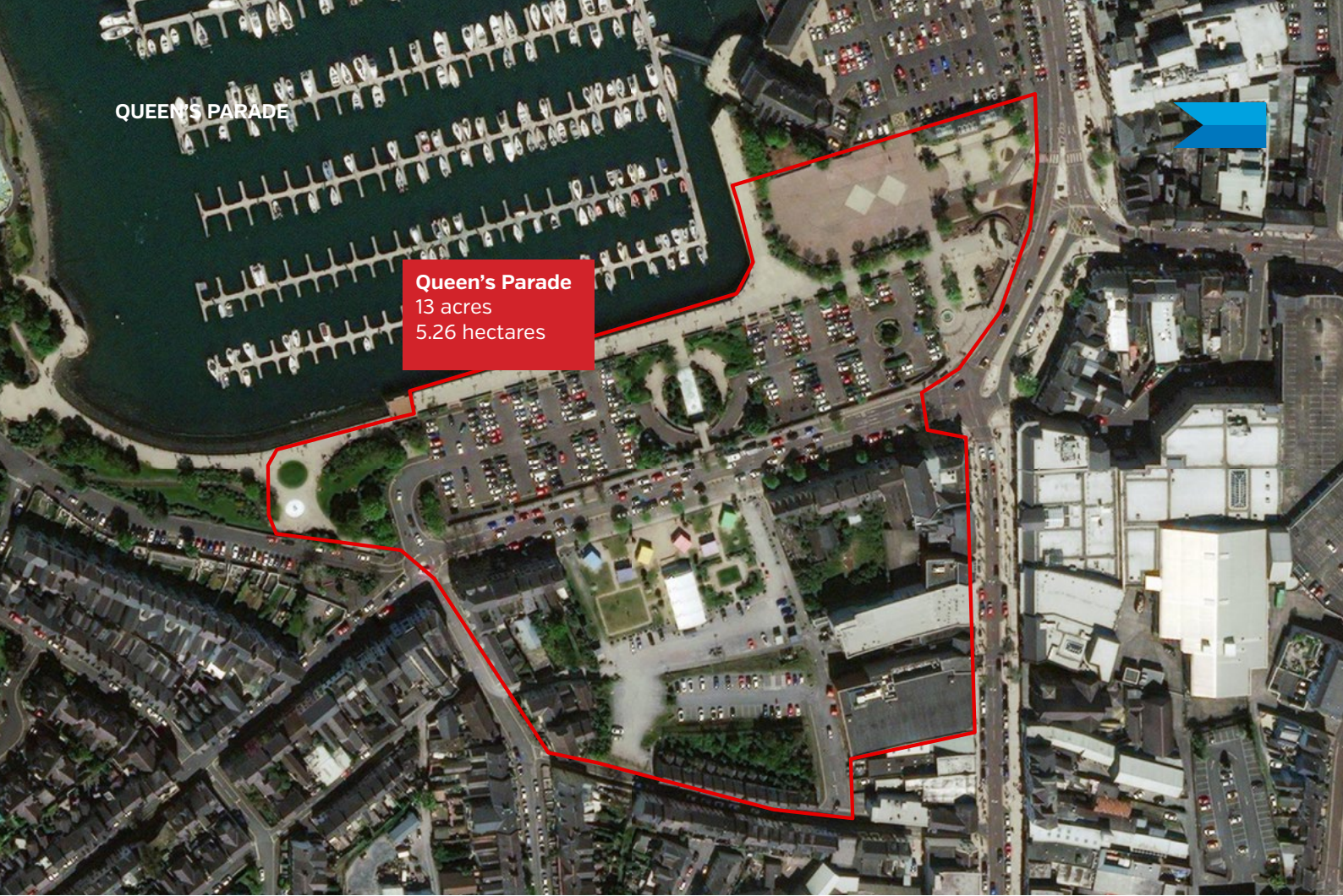
## Neighbouring Occupiers

- Café Nero
- TK Maxx
- Barclays Bank
- Quay Marinas
- Open House Festival

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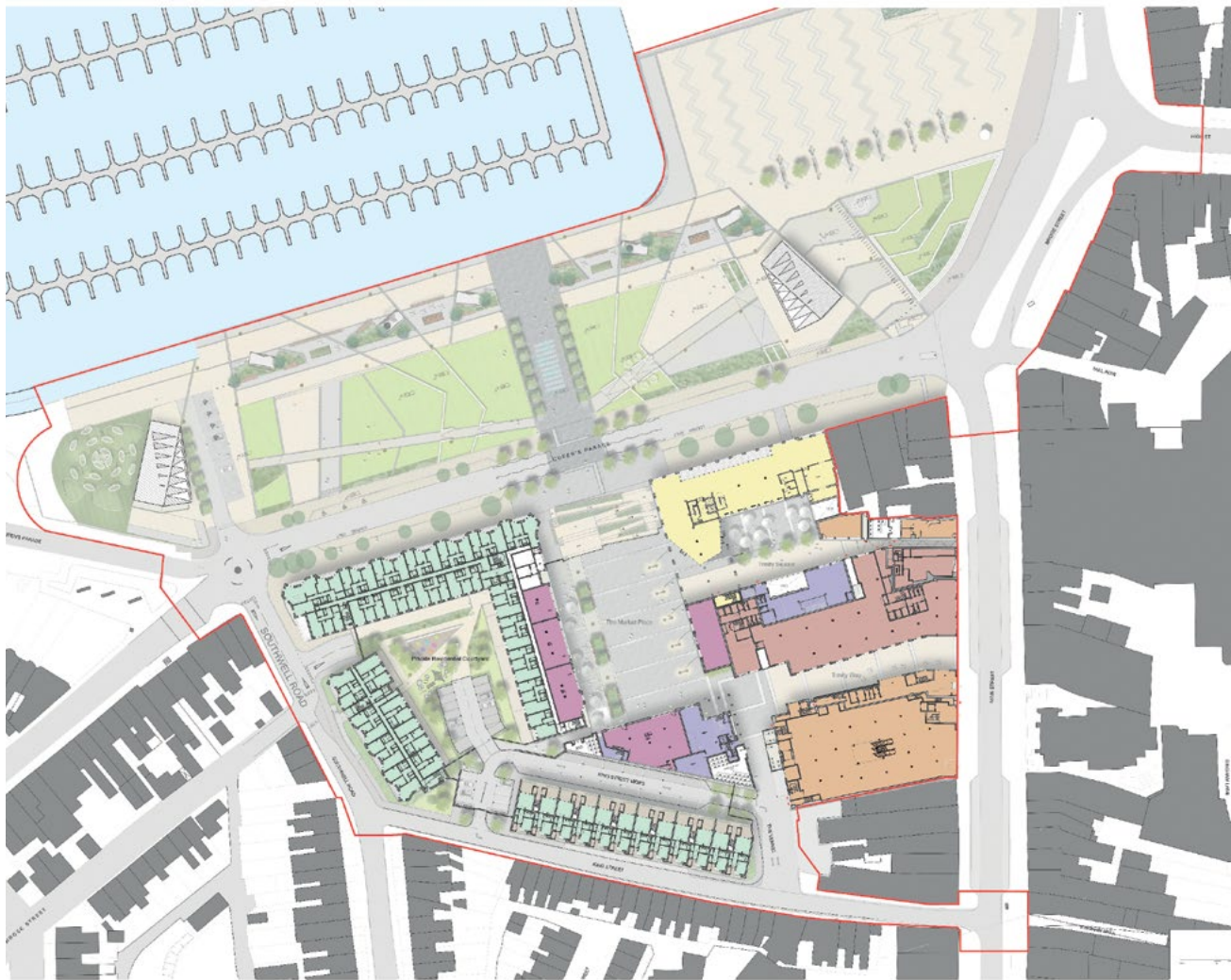






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-  Retail A1/A2
-  Food/ Beverage
-  Hotel
-  Leisure
-  Residential Apartments
-  Office
-  Site Ownership







### Potential Use and Opportunities

A unique opportunity to create Northern Ireland's premier public waterfront space at Queen's Parade, Bangor. Bangor is ideally located to be the coastal day out of choice for the burgeoning capital city of Belfast. The proposed £50 million scheme (subject to planning) is suitable for a variety of uses including hotel, residential, commercial, retail, restaurants and offices and made up of the following:

- 67 bed hotel (60 no. double/twin rooms & 7 no. suites) with spa and swimming pool
- 138 no. Residential units (37 no. 1 beds/98 no. 2 beds/3 no. 3 beds)
- 6,503 sqm (70,000 sqft) of office space
- 1,858 sqm (20,000 sqft) of food & beverage/retail opportunities
- 1,486 sqm (16,000 sqft) destination/cinema building
- 1,208 sqm (13,000 sqft) indoor activity space
- 4,645 sqm (50,000 sqft) of refurbished commercial/retail space
- 255 space car park
- Marine gardens public realm combining external events space, cafés, sheltered promenade and kiosks, temporary beach, seafront lawns, children's play area and water feature
- Marketplace and courtyard squares



**Sector Analysis for Each Use**

**Hotel**

2020 is projected to be another positive year for hoteliers throughout the country. In July 2019, The 148th Open at Royal Portrush made history as the largest sporting event ever to take place in Northern Ireland attracting 238k fans and generating in excess of £100 million of economic benefit.

**Tourism Expenditure**

Tourism in Northern Ireland is on track to be a £1bn industry in 2020 and is projected to reach £2bn by 2030. Estimated spending in 2018 was £968m across five million overnight trips. [Tourism NI]

**Commercial, Retail and Restaurants**

The retail sector has encountered a well reported raft of challenges during 2019 with many commentators comparing this to a 'perfect storm'. Although these have had a negative impact on market activity during the year, the sector remains stubbornly resilient and activity levels remain at relatively positive levels.

**Office**

Availability of Grade A office space is limited in Bangor to target large scale occupiers and burgeoning creative industries.

In 2018, an estimated 5.0 million overnight trips in Northern Ireland with an associated expenditure of £968m. Overnight trips to Northern Ireland by external visitors was estimated to be 2.8 million, with associated expenditure of £669m. [NISRA]

**In 2019, almost 11.2 million overseas tourists visited the island of Ireland delivering revenue of almost €5.8 billion.**

[Tourism Ireland]







# Bangor Waterfront

Large multi-opportunity seafront site project to redevelop this prime water's edge location into a vibrant water's edge hub. To reinvigorate Bangor as a thriving town and premier visitor attraction in Northern Ireland.

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39.22 acres  
15.87 hectares

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Town Centre  
Development  
Opportunity

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Bangor  
Town Centre

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## Location

Bangor is a town in County Down, Northern Ireland. It is a seaside resort on the southern side of Belfast Lough located approximately 21 km/13 miles from Belfast City Centre. Belfast International Airport is located approximately 48 km/30 miles from Bangor with Belfast City Airport 18 km/11 miles away and Belfast Port approximately 24 km/15 miles.

The location is serviced with buses and trains with Bangor bus and train station approximately 1.3km/0.8 miles from the waterfront. Trains run from Belfast city centre to Bangor every half hour during peak times.

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The Bangor Waterfront development aims to create a unique destination, enriching mind, body and soul with a mix of public spaces, creative events, activities, attractions and experiences for residents and visitors.

**Description**

The key objective is the redevelopment of the seafront to return Bangor to its former status as a thriving town and prime visitor attraction in Northern Ireland. To provide economic, leisure, tourism and recreational benefits including the regeneration of the coastline between Pickie Fun Park and Ballymacormick Point/Banks Lane (approximately 3.3 km/2.1 miles). The Bangor Waterfront development aims to create a unique destination, encouraging more visitors and residents to enjoy the coastline. To regenerate Bangor into a 'destination of choice' connecting the rich cultural heritage with creative industries and blue/green experiences alongside an inspirational coastal backdrop.

**Neighbouring Occupiers**

- Bangor town centre
- Queen's Parade car parking
- Seacliff Road
- Ballyholme Esplanade





**Key Development Opportunities:**

**Redevelopment of Pickie Funpark into a national family visitor attraction**

Listed as a Top 10 Visitor Attractions NI 2018 (NISRA), attracting over 396k visitors per annum. Possible development opportunity to create new all-weather attractions broadening visitor appeal.

**Bangor marina supporting vision of Queen's Parade**

Possibility of redevelopment, design and build for a 450+ premier marina. Commercial food and leisure opportunities with key frontage to the Marina and the possibility of new unique attractions in a prime waterfront location.

**Kingsland Peninsula**

Possibility to develop a unique tourism accommodation offering with stunning sea views and state of the art facilities. Options for apartments in a prime location with sea views, potential for a contemporary play park and associated facilities. A skate and wheel park opportunity coupled with modern design and integration with landscaping making the most of this special location.

**Ballyholme Yacht Club**

Development as a world class centre for sailing and water sports. Capability to hold major events attracting visitors and increasing dwell time.

**Opportunity to develop a unique new national visitor attraction targeting out-of-state visitors:**

**New greenways and coastal paths with tourism appeal linking people, place and sea**

Part of Belfast to Donaghadee greenway.

**Re-imagined Ballyholme beach**

Opportunities to develop new and exciting all-weather family orientated facilities such as café/changing/rental in this stunning sheltered bay.

**Public realm and new artwork (across 3.4 km/2.1 miles)**

Opportunity for the construction of a bespoke public realm solution connecting all of the above priority areas, to enhance the visitor experience to increase visitor numbers and dwell time.

Bangor Waterfront redevelopment compliments and works with the ambitious Queen's Parade regeneration scheme. A £50m+ private sector led proposal which will see a mix of retail, residential, hotel and hospitality offering alongside new open spaces interlinked with Bangor Marina.







# Whitespots Regional Park

The development will centre on the park with potential attractions: a unique mining heritage attraction, Ireland's World War experience and a commercial zone with outdoor recreation, visitor accommodation and event spaces.

## Location

Located on the Bangor Road between Bangor and Newtownards, approximately 13.4 miles/21.5 km from the M2 Motorway and approximately 14 miles/23 km from Belfast city centre. Belfast Port and Belfast City Airport are within a 24 km/15 mile radius.

## Description

The subject comprises approximately 80.55 acres/33 hectares which was formerly a mining area (until 1910). This area was established as Whitespots Country Park in 1995 with development ongoing.

Ards and North Down Borough Council is developing a long-term vision for a Regional Park running from Belfast through Comber; Newtownards; Donaghadee and back to Belfast.

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80.55 acres  
32.6 hectares

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Land  
Country Park

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Whitespots  
Bangor Road  
Newtownards

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## WHITESPOTS REGIONAL PARK

**Whitespots  
Regional Park**  
80.55 acres  
32.6 hectares



### Potential Use and Opportunities for Each Site

#### The Regional Park will:

- Bring economic, health and educational, community cohesion and other social benefits to the Borough (population 157,000), the Greater Belfast area (population 340,000) and to Northern Ireland as a whole.
- Preserve and create access to a rich natural industrial and cultural heritage for the local community and visitors.
- Create a 'proposition of scale' linking many existing assets and successful attractions within the Borough with new ones to be developed.
- Development of a new multi-use recreational facility with major visitor attractions in the lands at Whitespots Country Park, Newtownards.

### Neighbouring Occupiers and Assets

- Somme Museum
- Whitespots Trail Park
- Agricultural land
- Clandeboye Estate
- Golf Course.





# Balloo Road

Throughout Northern Ireland there is a shortage of space for small businesses; additional Enterprise Parks are required for incubation space to support and grow new businesses.

#### Site Area

Approximately 7.70 acres/3.1 hectares and building 1,607 sqm/17,300 sqft.

#### Location

The subject lands are located on the Balloo Road, approximately 3.2 km/2 miles from Bangor town centre. The subject is approximately 21 km/13 miles from Belfast city centre. Belfast International Airport is approximately 48 kms/30 miles and Belfast City Airport approximately 16 km/10 miles

by road. Belfast Port is also nearby at approximately 23 km/14 miles.

Balloo is North Down's premier industrial and commercial location and home to a number of major businesses.

The Balloo Road is well serviced by public transport with buses running to Belfast Laganside Bus Centre, and located 10 minutes from Bangor train station.

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7.70 acres  
3.1 hectares

---

Building  
1,607 sqm  
17,300 sqft

---

Former NIE lands at  
Balloo Road, Bangor

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BALLOO ROAD

**Former NIE Site at Balloo**  
7.70 acres  
3.1 hectares

#### Description

The subject consists of 7.7 acres/  
3.1 hectares with approximately  
1,607 sqm/17,300 sqft building.

The subject lands are zoned  
as existing employment by the  
area plan.

#### Neighbouring occupiers

- JK Motorcycle Service and  
Repairs
- Balloo House Recycling Centre

#### Potential Use and Opportunities for Each Site

The subject lands would be suitable for industrial use  
or as an office development. In particular this location  
would be suitable for an innovation/light industrial unit  
or business units to support economic regeneration in  
the Borough through an Enterprise Park.

#### Sector Analysis for Each Use

##### Industrial

Currently a shortage of good quality industrial property ready to  
occupy across Northern Ireland. Industrial rentals are increasing due  
to lack of supply and increased demand.

##### Office

Limited suitable purpose built office accommodation currently  
available in Bangor. Throughout Northern Ireland there is a shortage  
of space for small businesses, additional Enterprise Parks are  
required for incubation space to support and grow new businesses.





# Castlebawn

Castlebawn offers a wide range of commercial opportunities on a high-profile site for uses such as: retail/leisure, residential, hotel, care home, trade counter, and workplace business park.

c.47.0 acres  
c.19.02 hectares

Development  
Lands

Adjacent Castlebawn  
Retail Park  
Newtownards

## Location

Located in a highly prominent location with dual frontage and accessed off the bypass connecting the main A20 Belfast Road and A21 Comber Road. Located adjacent to Castlebawn Retail Park, this strategic location on the edge of Newtownards town centre provides an approximate 20 minute drive time to Belfast City Airport and the city centre is accessible within 30 minutes. The area is well served by public transport routes with a regular bus service to and from Belfast city centre.

## Description

Castlebawn comprises a mixture of greenfield and brownfield sites, which are generally level in topography, and previously had historic planning consent for a wide variety of uses.

## Neighbouring Occupiers

The surrounding area comprises of residential, commercial, retail and leisure uses, with Castlebawn Retail Park, Ards Shopping Centre and Scrabo Business Park within immediate proximity.

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#### Potential Use and Opportunities for Each Site

Former factory site comprising approximately 16 acres with retail planning consent for approximately 19,973sqm (215,000 sqft) development. Historic Bawn Wall and adjacent South Street sites, comprising approximately 16 acres of residential development of approximately 200 units. The site previously had planning consent for 50 bed hotel, 80 bed nursing home, showrooms, trade counter retail and approximately 13,935sqm (150,000 sqft) workplace business park. Alternative development opportunities are under consideration for the creation of a retirement village, incorporating medical facilities, spa and wellbeing centre, together with an 'assisted living' residential development.

#### Highlights of the development include planning permission for:

- 31,800 sqm/342,000 sqft of retailing
- 10,800 sqm/116,000 sqft business/office park
- 2,700 sqm/29,000 sqft of leisure/food & beverage units
- Lidl have already committed to the Retail Park site
- Petrol filling station and two car showrooms
- 7,400 sqm/80,000 sqft Tesco store with associated retail units
- 75-bed hotel



## CASTLEBAWN

**Castlebawn**  
47.0 acres  
19.02 hectares

### Sector Analysis for Each Use

#### Retail/Leisure

Proximity to Castlebawn Retail Park makes this site an optimal location for retail development. Trade counter/warehouse developments are currently well occupied with vacancy levels remaining relatively low. Whilst the retail sector has encountered challenges during 2019, the NI sector remains stubbornly resilient; out of town retail market remains buoyant with limited vacancy and demand primarily driven by 'discounters' and grocery operators.

#### Residential

The site's connectivity to Newtownards town centre means that it is within close proximity of a host of amenities including hospital, surgery, shops and shopping centres, schools and the South Eastern Regional College.

#### Workplace

Limited purpose-built workplace accommodation currently available in Newtownards. Neighbouring business start-up units have reached saturation with AND Council experiencing severe shortage of space for small businesses.

#### Alternative Retirement Village Opportunity

Indicative plans to develop approximately 350 residential units, a medical centre, a nursing home, a spa/well-being centre and ancillary services, which are presently at an early conceptual stage. Residents would benefit from on-site security and around-the-clock monitored CCTV, with optional support services including laundry services, personal shopping, domestic cleaning and personal care.

The scheme will be residential-led with 50% of the homes being traditional semi-detached and detached properties with the remaining 50% being apartments and assisted living units. A park-and-ride bus service between the development and town centre would also be established.





# Crepe Weavers

The subject lands have outline planning permission for mixed use development to include residential, nursing home, hotel, petrol filling station, neighbourhood centre, leisure and light industrial park use.

25 acres  
10.1 hectares

Land Site  
Area

Comber Road  
Newtownards

### Location

This mixed use scheme covers a 25 acre site on the outskirts of Newtownards, located at the top of Strangford Lough on the Comber Road approximately 1.2 km from Newtownards town centre and 8 km/5 miles from Bangor. The subject benefits from ease of access to Belfast City Airport approximately 14.5 km/9 miles. Belfast Port is located 23 km/14 mile from the lands.

Newtownards is well serviced by public transport with the town's bus station located approximately 1 mile from the subject running services to Belfast city centre, Bangor and other key towns and villages. The area is well serviced with amenities including Ards Shopping Centre

and Ards Blair Mayne Wellbeing and Leisure Complex.

### Description

The subject consists of 25 acres/10.1 hectares of a former industrial site currently as hardstanding with all industrial buildings demolished.

Outline planning permission was granted on 15 June 2015, for a mixed-use development to include residential, nursing home, hotel, petrol filling station, neighbourhood centre, leisure, business and light industrial park uses. Reference for planning; [LA06/2015/0283/O]. The subject lands are zoned as existing industry in the area plan.

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**Crepe Weavers**  
25 acres  
10.1 hectares

**Neighbouring Occupiers/ Assets**

Mix of residential, commercial and leisure uses.

- Newtownards Airport (Ulster Flying Club)
- Creative Bathrooms
- West Winds Primary and Nursery School
- Tesco Extra
- Matalan
- Home Bargains

**Potential Use and Opportunities for Each Site**

The subject lands have outline planning permission for mixed use development to include residential, nursing home, hotel, petrol filling station, neighbourhood centre, leisure and light industrial park use.

A further outline master plan is currently going out for consultation by Clonrose Developments for an updated mixed-use regeneration scheme on the brownfield site. The site is seen as a 'gateway' into the town. The updated scheme proposes industrial, leisure, retail and residential elements.

Planning status: Pre Application Consultation

**£43 million Gross Development Value**

The scheme is estimated to deliver in excess of 300,000 sqft of mixed use space an estimated 450 construction jobs will be supportive during development and approximately 300 ongoing; industrial, manufacturing, retail and service jobs thereafter. Small business units and incubator hubs. Investment and occupation opportunities for industrial, manufacturing, storage and distribution, retail, leisure, service, hotel and nursing home operators.





**Sector Analysis for Each Use**

**Hotel**

Overall, 2018 was a positive year for hoteliers, however the new supply which entered the Belfast market impacted the trading performance during the second half of the year.

Tourism Ireland's preliminary forecast is for approximately 2.23 million overseas tourists to have visited the country in 2018, representing a rise of 3% over 2017. Overseas revenue is also forecast to increase by 4% to £589m by the end of 2018.

2019 was another buoyant year for hoteliers throughout the country. In July, The 148th Open at Royal Portrush made history as the largest sporting event ever to take place in Northern Ireland

attracting 238k fans and generating in excess of £100 million of economic benefit.

**Commercial/Retail/Restaurants**

The retail sector has encountered challenges in recent years. The sector remains stubbornly resilient and activity levels remain at positive levels. The out of town retail market remains buoyant with limited vacancy and demand primarily driven by the discounters and the grocery operators.

**Residential**

The Ards and North Down housing market is both resilient and sustainable showing a trend of steady growth year on year. Standardised house price increased by 1.7%, Q3 from Q2 in 2019

and a 2.9% increase in overall average house price compared to the same period last year (Q3 2018).

[Source: Northern Ireland Quarterly House Price Index].





# Tourism Accommodation

Northern Ireland Tourism is a £1 billion Industry and has shown significant growth over recent years. In 2018, there were an estimated 5.0 million overnight trips, and an estimated 16.3 million nights to Northern Ireland.

Average room occupancy is sitting at over 70% with the profitability of the sector increasing significantly. Tourism Northern Ireland has set targets to double the value of tourism to the local economy by 2030 to £2 billion, creating 25,000 new jobs.

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### Ards and North Down Key Stats:

5 mins drive to George Best Belfast City Airport

Longest coastline in Ireland at 185 km

Strangford Lough, a special area of conservation, home to 2,000 marine species

2 of the Top 10 Visitor Attractions NI 2018 - Pickie FunPark and Mount Stewart ranked in the world's top 10 gardens

Home to St. Columbanus who spread Christianity throughout Europe

World class food including; Comber potatoes (European protected status) and two award winning distilleries

### Tourism Strategy

- Currently have 4% of the Northern Ireland accommodation stock (999 rooms)
- Generating in the region of 115,000 overnight stays per year
- Aim to double the volume of overnight stays in commercial accommodation to 232,000 by 2030

### Our Intentions

#### To support this growth in tourism we will:

- Redevelop Bangor waterfront, creating a must-see seaside destination (£63m capital investment)
- Whitespots Country Park, developing a new multi-use recreational facility with major visitor attractions (£40m)
- Strangford Lough Loop, create a touring route that offers a haven of unique towns, villages and harbours steeped in history just waiting to be discovered
- Support The National Trust with further development of their unique Irish domain site at Mount Stewart offering unique new experiences to further enhance their strong visitor offering.
- Further develop Bangor waterfront as a centre of excellence for international sailing and water sports.

### The Opportunity

#### To achieve this ambitious growth the Borough requires:

- Up to 3 hotels (200+ rooms), at least one with spa facilities and one targeted at the group/tour market
- Serviced accommodation (70+ rooms) including high quality licensed inns, historic luxury guest houses
- Multi-accommodation developments including unique or quirky self-catering, glamping, water based and eco-friendly accommodation.

### Support Provided

- Single point of contact within Council to assist you
- Non-refundable grant assistance may be available
- Support within planning guidance and application
- Business support programmes
- Borough marketing campaigns in key markets