



**A
VILLAGE DEVELOPMENT
PLAN
FOR CLOUGH
2012-2016**

MAY 2012

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EXECUTIVE SUMMARY

1. Clough and District Community Association commissioned this five year development plan with support from Down Rural Area Partnership and East Down Rural Community Network. The plan takes full account of the individual strengths and opportunities within Clough and exploits all available development opportunities, focusing attention on realistic projects which can complement and add value to the existing village infrastructure.
2. The plan is based on an extensive study and analysis of the village which included a base line study a SWOT analysis and a comprehensive socio-economic profile.
3. An intensive process of public consultation took place and this included a household survey which attracted over 80 responses, a Planning for Real community consultation event which attracted over 130 participants and a survey of local school children.
4. The consultation identified high levels of satisfaction locally with: GP services, the local school, other health services and public transport. There is considerable dissatisfaction with facilities for young people and recreation and leisure facilities locally. Residents are very much in favour of the provision of a play area, the restoration of derelict buildings and the provision of a bus shelter.
5. The plan sets out the following vision for the village: “Clough offers a peaceful, family friendly and safe setting and provides quality opportunities for residents to live sustaining, healthy lifestyles. The village is renowned for its community spirit, for the high standard of its educational and community facilities and for the cleanliness of the local environment.”
6. To pursue the vision the plan identifies five strategic priorities: Improving the local environment; improving local services, developing the local community, improving traffic and transport, developing the local economy.
7. A total of 34 actions are then identified spread across the five themes and for each lead and support organisations are identified as are potential funders and for each action an indicative timescale is given.
8. The plan also contains an outline drawing and costings for a possible play area in the village on a site belonging to the Presbyterian Church beside the primary school.

1. BACKGROUND

- 1.1 Clough is a village situated on the main coastal route between Belfast and Kilkeel. It is located within Down District Council local government area.
- 1.2 At the 2001 census Clough had a population of 255 people and is served by a new school and health centre and large new supermarket/garage. Given the number of new houses constructed in recent years, the population of the village has undoubtedly increased. There has been quite significant capital investment in the village in recent years, both from the public and private sectors, but a considerable number of derelict properties on the Main Street are detracting from the appearance of the village. Very high traffic volumes passing through the village are a particular challenge. Clough and District Community Association is striving to improve the quality of life for local residents. It has been working with support from the East Down Rural Community Network to develop and enhance the village.
- 1.3 The Association wished to produce an Integrated Village Plan which was expected to take full account of the individual strengths and opportunities within Clough and to exploit all available development opportunities thereby focusing attention on realistic projects which can complement and add value to the existing village infrastructure. In particular the Association was keen to explore the potential for a new play area. A copy of the Terms of Reference for the plan is enclosed as **APPENDIX A**.
- 1.4 This plan focuses on the village of Clough in Down District Council. The plan includes a profile which provides a picture of the village, spanning community, services and economic activity. To highlight the particular circumstances of the village, this profile compares its information in relation to patterns and trends across Down District as a whole and Northern Ireland. A summary of the key features is then provided to inform a village action plan.
- 1.5 The plan has been prepared by a team of consultants appointed by Clough and District Community Association: Frank Dolaghan of Mentor Economic Developments Limited, Marnette Lyons of Environmental Designs and Nick Mack, who worked in close collaboration with the Association.
- 1.6 The methodology for producing the plan involved:
 - An initial meeting in Clough with the Committee of the Community Association
 - At this meeting it was decided to seek community opinion on the needs of the village through a public survey which the Committee would ensure was delivered on a door to door basis throughout the area and through a Planning for Real exercise.
 - The consultants provided a draft survey and this was amended by the residents prior to distribution.

- Analysis of the survey and presentation of the findings to the working group
- Organisation of a Planning for Real community consultation event and analysis of the feedback from that event
- Preparation of a detailed socio-economic analysis of the village based on desk research and consultations with relevant statutory bodies
- Preparation of a baseline study of the village
- Consultation with statutory bodies
- Preparation of outline drawings and associated costs for a new play area in the village
- Preparation of an initial draft plan which was presented to the steering group and subsequently amended.
- Production of a final plan.

1.7 Mentor Economic Developments Limited, on behalf of the consultancy team, wish to acknowledge the assistance provided during the course of the preparation of this plan. In particular we acknowledge the contribution made by William McCall and Alan Dumigan and the committee of the Community Association and the work of the staff and pupils of Cumran Primary School for their assistance with the model building. Thanks also to the Board of Governors of Cumran Primary School for the use of the school assembly hall for the Planning for Real event.

2. BASE LINE STUDY

2.1 A detailed baseline study of the village has been produced by the consultants working in collaboration with the Community Association and the full results are enclosed as **APPENDIX B.**

2.2 An analysis of the Strengths, Weaknesses, Opportunities and Threats facing the village was completed and is set out below.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Excellent health services locally • Good primary school • Good place for children • Good shopping and filling station • Motte • Pleasant place to live • Clean and tidy environment • Good quality housing • No drugs and absence of crime • Neighbourly • Community Association • Good rural location • Support from EDRCN 	<ul style="list-style-type: none"> • No youth facilities • Poor services for older people • Poor recreation facilities • Flow of traffic through village • No pedestrian crossing or traffic lights • Number of derelict buildings on Main Street • Loss of pub and restaurant • Limited employment opportunities • No website
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Provision of playground • Provision of youth facilities • Provision of nursery school • Development of motte • Renovation of vacant school • Restoration of derelict or vacant buildings • Ulster in Bloom competition • Traffic calming measures 	<ul style="list-style-type: none"> • Loss of key community leaders • Failure to take advantage of funding opportunities

2.3 A comprehensive Socio-economic profile of the village is enclosed as **APPENDIX C.**

2.4 CLOUGH TODAY – A SNAPSHOT



3. COMMUNITY CONSULTATION

3.1 The Community Association decided to conduct a household survey to gather opinion from residents and a copy of the survey used, together with the full analysis of findings, is enclosed as **APPENDIX D**. Over 100 copies were distributed throughout the village and the response was quite high with over 80 returns. A summary of the findings from the survey is set out below.

3.2 MAIN FINDINGS FROM SURVEY

3.2.1 Satisfaction levels

- **High level of satisfaction with:**

- GP services
- Other health services
- Local school
- Public transport

- **General satisfaction with:**

- Police service
- Shopping
- Level of anti-social behaviour
- Street lighting and footpaths
- Overall appearance of village
- Community relations
- Waste disposal
- Level of crime

- **Some dissatisfaction with:**

- Recycling
- Childcare
- Community facilities
- Employment opportunities
- Facilities for older people
- Traffic control
- Library services

- **Lot of dissatisfaction with:**

- Facilities for young people
- Recreation and leisure

Residents were asked how much in favour they would be of the following ideas?

ISSUE	Totally	Very much	Somewhat	Not very	Not at all
Tidying up derelict buildings	55	18	4	1	9
Provision of a bus shelter on the castle side of the main road	45	16	9	6	9
Provision of a playground	60	11	4	0	7

As can be seen, 73 of 87 respondents (84%) are totally or very much in favour of tidying up derelict buildings; 61 of 85 respondents (72%) are totally or very much in favour of the provision of a bus shelter on the castle side of the main road and 71 of 82 respondents (87%) are totally or very much in favour of the provision of a play area.

Residents were also asked to give their priorities for the next 5 years and answers included:

- Park
- Pedestrian crossing/traffic lights on Main Road
- Sorting out derelict buildings
- Less flags
- Facilities for young people
- Slowing down traffic
- General tidy up of village
- Facilities for older people

3.3 Planning for Real Event

3.3.1 Children from Cumran Primary School worked with the consultants to produce a three dimensional model of the village and this was later put on display in the school and the local community were invited to view the model and use it to record their ideas for the development of the village. Over 130 people attended the Planning for Real event.

3.3.2 Attendance

AGE RANGE	MALE	FEMALE
Under 16	27	26
17-30	4	14
31-65	17	36
66+	3	6
TOTAL	51	82



Children building the model with Association Committee members and staff from School



3.3.3 Results:

The full results are enclosed as **APPENDIX E** but a summary is set out below.

THEME	NO. OF CARDS
Traffic and transport	60
Community facilities	98
Leisure	57
Local environment	67
Work, training, local economy	10
Housing	13
Crime and safety	13
Health	13
TOTAL	331

One of the tools used to engage young people was a graffiti wall and the final wall is set out below.



3.3.4 Feedback from opportunity sites:

SUGGESTIONS FOR TREE BESIDE SCHOOL

SUGGESTIONS	FREQUENCY
Light on tree	4
Pedestrian area with seat around tree	7
Provide parking	2
Barriers to protect it from traffic	1

SUGGESTIONS FOR SINGLE STOREY BUILDING BESIDE TREE

SUGGESTIONS	FREQUENCY
Remove bins from front of building	1
Community centre	7
Keep historic beautiful building	1
Play school	1
After school club	1
Special care school	1
Youth centre	7
Play park	2
Tidy up	2
Pub/restaurant	1

SUGGESTIONS FOR VACANT FRENCH'S RESTAURANT

SUGGESTIONS	FREQUENCY
Re-open as restaurant/pub	10
Community centre	2
Drop-in centre	1
Housing	1
Guest house/ B and B	1
Residential or care home	1

SUGGESTIONS FOR DERELICT BUILDING OPPOSITE CASTLEWELLAN ROAD

SUGGESTIONS	FREQUENCY
Demolish	4
Play park	12
Community garden or allotments	54
Car park	3
Netball court	2
Refurbish/replace	6
Caravan site	1
Flower shop	1
Housing for elderly/sheltered accommodation; form arched entrance	1
Hotel	1

SUGGESTIONS FOR DERELICT/VACANT BUILDINGS ON CASTLE SIDE OF MAIN ROAD

SUGGESTIONS	FREQUENCY
Demolish	4
Tidy/clean up	14
Re-build	4
Play park	1
Cover facades with art work	3
Restore as housing for elderly	1
Shops	6
Restaurant	1
Garden	1
Form arched entrance to courtyard with shops and toilets	1

SUGGESTIONS FOR CASTLE/MOTTE SITE

SUGGESTIONS	FREQUENCY
Play park	7
Picnic area	11
Light up castle	5
Disabled access	2
Information board	1
Retain as historic site	3
Use for festivals and concerts	2
Keep clean	1

3.4 Survey of school children

Thanks to the co-operation of the principal and staff at Cumran Primary school a survey was distributed to children at the school to explore their needs and aspirations in relation to a playground in the village. A copy of the survey and of the results are enclosed as **APPENDIX E**.

61 replies were received. Perhaps unsurprisingly all 61 are in favour of a play park.

The children were presented with 8 different pieces of play equipment and asked to pick the four which would appeal to them the most.

The top four pieces of equipment are:

- Large multi-purpose unit
- Swings
- Climbing frame
- See saw

3.5 Feedback from statutory bodies

A specially designed pro-forma was sent to a range of relevant statutory bodies seeking their views on the issues which affected their remit in Clough. The responses are set out below.

NI Housing Executive

Difficult for NIHE to give an informed opinion on current issues as we do not have an active community group which participates in the Housing Community Network. There are only a small number of NIHE dwellings in the village. NIHE plan to maintain the existing housing stock through a planned scheme of work.

PSNI

The key issues facing the village are sectarian graffiti on wall in the village, none of youth activities run over summer months, no immediate facilities for young people, no children's playpark, traffic at junction of Main Street/Castlewellan Road.

Graffiti has been removed by Environment and Heritage Service but was painted back again – this is a sensitive issue. Traffic issues have already been researched and criteria not met.

Police intend to continue Policing with the Community and intend running a cross-community youth initiative.

ROADS SERVICE

Forward Planning are responsible for undertaking the assessment, prioritisation and implementation of a number of different schemes to improve the safety and efficiency of the road network. The type of road improvements undertaken by Forward Planning Section include:

- Junction improvements;
- Carriageway re-alignments;
- Sightline improvements; and
- Provision of new footway links.

Potential schemes are identified through Route Strategy Studies, the Sub-Regional Transport Plan and requests from members of the public / public representatives etc. In order to make the most effective use of the limited available funding these requests are compared and prioritised to compete for inclusion in future works programmes. To do this we use criteria contained in the Roads Manual which sets out assessment procedures and guidelines. The assessment procedure takes into account the contribution any scheme will make to sustainable transportation principles which include integration, road safety, economy, environmental impact and accessibility.

At present resources for the forthcoming 3 financial years are fully committed and therefore there are no plans at present to carry out any of the fore mentioned improvements within Clough during that period.

At present there are no active requests or assessments for schemes of this nature within Clough. (The Community Association would dispute this statement claiming many meetings to discuss pedestrian crossing and roundabouts). Any requests for improvements as a result of your public consultation process would be welcome. Requests received would be assessed for possible inclusion in the next programme of road improvement works in the Down District Council area.

The most recent traffic figures for Main Street Clough, indicate an average of between 12-19,000 vehicles travelling through the village; this was last surveyed in 2010.

Clough village has been looked at for a controlled pedestrian crossing within the past twelve months and unfortunately remain a low priority for the provision of such a facility compared to other competing requests throughout the Down Council area.

PLANNING SERVICE

The settlement of Clough originally developed at the intersection of a number of medieval roads and it is a minor service centre for the surrounding rural hinterland. The settlement contains two archaeological sites one of which incorporates the castle ruins and motte. There are also six listed buildings and two listed structures within the village.

Interim sewage disposal measures or development planning may be necessary for future housing until the required upgrade of the waste water treatment works for Clough is complete.

4. DEVELOPMENT PLAN

4.1 VISION

Based on consultations and research the vision for Clough is:

“Clough offers a peaceful, family friendly and safe setting and provides quality opportunities for residents to live sustaining, healthy lifestyles. The village is renowned for its community spirit, for the high standard of its educational and community facilities and for the cleanliness of the local environment.”

4.2 PRIORITIES FOR ACTION

The Village has decided to concentrate its efforts on the following priority themes:

- Improving the local environment
- Improving local services
- Developing the local community
- Improving traffic and transport
- Developing the local economy

In order to achieve each priority a number of actions have been identified. Some of these will be long term i.e. within 4 to 5 years, others will be medium term, i.e. within 3 to 4 years and finally, others will be short term i.e. within 1 to 2 years.

PRIORITY: IMPROVING THE LOCAL ENVIRONMENT			
ACTIONS			
1. Provide flower beds, tree planting, additional street furniture and entrance features with view to entering village in Ulster in Bloom competition	Community Association, Down District Council, NIHE, school, Conservation Volunteers, Groundwork NI, Woodland Trust	DRAP Down District Council Sponsorship	Short to medium term
2. Annual Community Clean Up to be undertaken	Community Association, Down District Council, Tidy Northern Ireland, school	DRAP Down District Council Sponsorship	Annually
3. Mount campaign locally to encourage owners to use poop scoops and lobby Down District Council to take action against offenders	Community Association, Down District Council	DRAP Down District Council Sponsorship	Short to medium term
4. Explore potential to refurbish pond	Community Association, Down District Council, Conservation Volunteers, Groundwork NI, Woodland Trust	DRAP Down District Council Sponsorship	Short to medium term
5. Prune old chestnut tree and add seating; explore potential for lighting tree and old pump behind school at night	Community Association, Down District Council, Conservation Volunteers, Groundwork NI, Woodland Trust	DRAP Down District Council Sponsorship	Short term
6. Discuss additional facilities for re-cycling with DDC	Community Association, Down District Council	Down District Council	Short term
7. Develop entrance features	Community Association, Down	DRAP	Short to medium

at each end of village	District Council, Conservation Volunteers, Groundwork NI, Woodland Trust	Down District Council Sponsorship	term
8. Lobby for improvements to derelict buildings	Community Association		Medium to long term
9. Provide "covers" for selected derelict buildings as in Perry Street, Dungannon	Community Association, Down District Council	DRAP Down District Council Sponsorship	Medium to long term
10. Support efforts to bring old school back into use	Community Association		Short term
11. Lobby DCC/Roads Service to improve footpaths and lighting at specified locations	Community Association		Short to medium term
12. Lobby for provision of bus shelters	Community Association		Short to medium term
13. Open discussions with relevant organisations about removal of flags after use	Community Association, Down District Council		Short to medium term

PRIORITY: IMPROVING LOCAL SERVICES			
ACTIONS			
14. Provision of play ground on site adjoining school	Community Association, Down District Council	DRAP, NIHE, Down District Council	Short to medium term
15. Provision of outdoor gym trail	Community Association, Down District Council	DRAP, NIHE, Down District Council	Short to medium term
16. Lobby for provision of nursery unit at Cumran Primary School, possibly using vacant building adjoining school entrance	Community Association, parents		Medium to long term
17. Lobby for improvements to library service	Community Association		Short to medium term
18. Devise and deliver programme of activities including meals on wheels, day trips and indoor activities for older people	Community Association, SEHSCT	SEHSCT, Big Lottery	Short to medium term
19. Provision of youth club and summer scheme	Community Association, SEELB Youth Service	SEELB Youth Service, Big Lottery, Churches, PSNI	Short to medium term

PRIORITY: DEVELOPING THE LOCAL COMMUNITY			
ACTIONS			
21. Improve communications locally by creating community notice boards, newsletter and village Facebook site	Community Association	DRAP	Short to medium term
22. Work with Down DC on planned Good Relations Programme	Community Association, Down District Council	Down District Council	Short to medium term
23. Explore potential for neutral community venue in village	Community Association, Down District Council	Down District Council	
24. Deliver capacity building programme for local community and voluntary groups	Community Association, East Down Rural Community Network	East Down Rural Community Network	Short to medium term
25. Investigate need for additional childcare and if established explore potential for parent and toddler group/playgroup	Community Association, SEHSCT	SEHSCT, Early Years, NICMA	Short to medium term
26. Establish Neighbourhood Watch scheme			Short to medium term
27. Lobby for additional community policing	Community Association	PSNI	Short to medium term

PRIORITY: IMPROVING TRAFFIC AND TRANSPORT		
ACTIONS		
28. Lobby for pedestrian crossing/traffic lights/ramps on Main Street and/or roundabout at Castlewellan Road junction	Community Association, Down District Council	Medium to long term
29. Lobby for coach parking area to facilitate visitors to motte	Community Association, Down District Council	Medium to long term
30. Ask police to continue to monitor speeding through and around village	Community Association, Down District Council	Short to medium term

PRIORITY: DEVELOPING THE LOCAL ECONOMY			
ACTIONS			
31. Market and promote motte more effectively to draw tourists to stop in village.; have lighting scheme, provide picnic tables, change gate to allow access to prams, provide mural to show how motte looked in its day	Community Association, Down District Council	DRAP, Down District Council, Historic Buildings Branch, DOE, Heritage Lottery	Short to medium term
32. Lobby owners of vacant pub/restaurant to re-open	Community Association		Short to medium term
33. Promote opportunities for new businesses in village e.g. hairdresser, car wash, chemist, dentist	Community Association, Down Business Centre		Short to medium term
34. Lobby for ATM availability out of normal shop opening hours	Community Association		Short to medium term