



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

**MAY 2012**

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## **EXECUTIVE SUMMARY**

1. Dundrum Village Association commissioned this five year development plan with support from Down Rural Area Partnership. The plan takes full account of the individual strengths and opportunities within Dundrum 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 180 responses, a Planning for Real community consultation event which attracted over 110 participants and a survey of local school children.
4. The consultation identified high levels of satisfaction locally with: GP services, the local school, recycling facilities, other health services and waste disposal services. There is considerable dissatisfaction with recreation and leisure facilities locally. Residents are very much in favour of restoring derelict buildings in the village and in promoting the village's tourism attractions. There is also considerable support for the entry of the village into the Ulster in Bloom competition.
5. The plan sets out the following vision for the village: "Dundrum continues to be a peaceful, attractive, settled community where all residents have equal opportunities to create meaningful and sustainable lifestyles for themselves and where visitors are warmly welcomed to enjoy the area's outstanding natural and built historic 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 44 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 for a possible play area in the village on the site of the Methodist Church grounds and for an outdoor fitness suite.

## **1. BACKGROUND**

- 1.1** Dundrum is a village situated on the main coastal route between Belfast and Kilkeel. It is located within Down District Council local government area. It is best known for its ruined Norman Castle.
- 1.2** At the 2001 census Dundrum had a population of 1065 people and is served by several Churches and a school. There are a number of shops and the village hosts several good quality restaurants. The population of the village has undoubtedly increased with the construction of many apartments, almost exclusively used as holiday homes. A particular challenge is the volume of traffic passing through the village on a daily basis. Dundrum Village 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 Dundrum and to exploit all available development opportunities thereby focusing attention on realistic projects which can complement and add value to the existing village infrastructure. Mentor Economic Developmtns Limited led a team of consultants which was commissioned t produce the plan. A copy of the Terms of Reference is enclosed as **APPENDIX A**.
- 1.4** The plan focuses on the village of Dundrum in Down District Council area. The plan includes a profile which provides 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 features is then provide to inform a village action plan.
- 1.5** The plan has been prepared by a team of consultants appointed by Dundrum Village Committee: 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 Dundrum with the Committee of the Village 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 costs for a possible new play area and a new outdoor fitness suite in the village
- Numerous meetings with the Association
- 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 Councillor Patrick Clarke, Amanda Ferguson and Rose Ann Holmes, the other members of the committee of the Village Association and the work of the pupils and staff of both Sacred Heart Primary School and Cumran Primary School for their assistance with the model building. We also wish to thank the Rector and Select Vestry of St Donard's Church for the use of the Church hall for the Planning for Real event.

## 2. BASE LINE STUDY

- 2.1 A detailed baseline study of the villages has been produced by the consultants working in collaboration with the Village 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"> <li>• Beautiful location</li> <li>• Good quality housing</li> <li>• Shopping</li> <li>• Good restaurants</li> <li>• Low crime rate</li> <li>• Good primary school</li> <li>• Good place for children</li> <li>• Pleasant place to live</li> <li>• Clean and tidy environment</li> <li>• No drugs and absence of crime</li> <li>• Neighbourly</li> <li>• Village Association</li> <li>• Rage of voluntary, community and sporting organisations</li> <li>• Active support from local councillor</li> </ul>	<ul style="list-style-type: none"> <li>• No youth facilities</li> <li>• Poor recreation facilities</li> <li>• No central play area</li> <li>• Poor services for older people</li> <li>• No accommodation for visitors</li> <li>• Castle poorly developed and marketed</li> <li>• Tourism product generally undeveloped</li> <li>• Limited employment opportunities</li> <li>• No primary school for Protestant community</li> <li>• No clearly acceptable neutral venue</li> <li>• Inadequate promotion of energy conservation</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Development of tourism product generally</li> <li>• Provision of play area</li> <li>• Provision of youth facilities</li> <li>• Development of castle</li> <li>• Improved access to water-based activities</li> <li>• Promotion of Dundrum as walking centre</li> <li>• Expansion of accommodation base</li> <li>• Development of neutral venue</li> <li>• Traffic calming measures</li> <li>• Refurbishment of derelict buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of key community leaders</li> <li>• Failure to take advantage of funding opportunities</li> </ul>

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

2.4 **DUNDRUM TODAY, A SNAPSHOT**





### **3. COMMUNITY CONSULTATION**

**3.1** It was 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 200 copies were distributed throughout the village and the response was quite high with over 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
  - Local school
  - Recycling facilities
  - Other health services
  - Waste disposal services
  
- General satisfaction with:
  - Street lighting and footpaths
  - Public transport
  - Police service
  - Childcare services
  - Shopping
  - Community relations
  - Levels of crime and anti-social behaviour
  - Overall appearance and cleanliness
  
- Some dissatisfaction with:
  - Services for older people
  - Community facilities
  - Support for energy conservation
  - Traffic control
  - Employment opportunities
  - Services for young people
  
- High level of dissatisfaction with:
  - Recreation and leisure facilities

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

ISSUE	Totally	Very much	Somewhat	Not very	Not at all
Promoting the village and our tourist attractions	122	37	13	7	2
Improving the appearance of derelict buildings	139	28	8	5	2
Entering Ulster In Bloom	82	37	39	6	12

As can be seen 159 of the 181 respondents (88%) are totally or very much in favour of promoting the village and its tourist attractions while 167 of 182 respondents (92%) are in favour of improving the appearance of derelict buildings and 119 of 176 respondents (68%) are in favour of entering Ulster in Bloom.

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

Playground  
Pedestrian crossing on Main Street  
Derelict buildings on Main Street tidied up  
Provision of public toilets  
Traffic calming measures  
Development of community facilities  
More activities for teenagers  
Actions to address flags, emblems and bonfires  
Development of new businesses and shops  
More trees and flowers on Main Street

### 3.3 Planning for Real Event

**3.3.1** Children from Sacred Heart and Cumran Primary Schools worked with the consultants to produce a three dimensional model of the village and this was later put on display in St Donard's Church Hall and the local community were invited to view the model and use it to record their ideas for the development of the village. Over 110 people attended the Planning for Real event.

AGE RANGE	MALE	FEMALE
Under 16	21	17
17-30	5	4
31-65	27	27
66+	4	6
TOTAL	57	54

As can be seen a good cross-section of the community in terms of age and gender attended.



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



### 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	43
Community facilities	70
Leisure	69
Local environment	58
Work, training, local economy	22
Housing	6
Crime and safety	8
Health	6
<b>TOTAL</b>	<b>282</b>

As can be seen, community and leisure facilities followed by the local environment and traffic and transport aroused the most level of interest.

### 3.3.4 Feedback from opportunity sites:

#### SUGGESTIONS FOR BAY VIEW BUILDING, MAIN STREET

SUGGESTIONS	FREQUENCY
Public toilets	6
Tourist information office	5
Sales of local crafts/souvenirs	3
Re-decorate	3
Cross-community venue	1
Butchers	1
Paint shop	1
Diner/restaurant	2
Youth club	1
Hostel accommodation	1
Dentist	1
Chiropodist	1

#### SUGGESTIONS FOR PAIR OF SEMI-DETACHED HOUSES NEAR SPAR ON MAIN STREET

SUGGESTIONS	FREQUENCY
Paint shop	1
Butchers	1
Renovate/decorate	6
Social family housing	1
Shops	2
Library	3
Nursery for small children	1
Credit Union	1
Homework club/after school facilities	1

#### SUGGESTIONS FOR DERELICT SITE AT ENTRANCE TO WALK TO DAM

SUGGESTIONS	FREQUENCY
Bowling green	1
Tennis courts	4
Allotments/community garden	8
Parking for access to Murlough and nature walk to dam, circular	3

walk to McMinns Lane	
Play area	2
Basket ball pitch	1
Sports centre	1
Shop – play area will attract anti-social behaviour	2
Swimming pool	1
Cycle park	1

#### SUGGESTIONS FOR DERELICT SCHOOL AT CORNER OF SCHOOL HILL AND MAIN STREET

SUGGESTIONS	FREQUENCY
Cross-community youth facility	4
Library	2
Swimming pool	1
Community centre	6
Charity shop	1
Tourist office	1
Bowling	1
Gym	1
Information centre	1
Craft shop	2
Summer club	1
Arts club	1
Summer schemes for pensioners	1
Evening classes	1

#### SUGGESTIONS FOR DERELICT BUILDING AT BUS STOP IN MAIN STREET

SUGGESTIONS	FREQUENCY
Tourist centre	1
Renovate	8
Crafts shop	1
Make available as local shops or community/charity shop	7
Gym	1
Small business units	2
Flats on first floor	1
Bowling	1

### **3.4 Survey of school children**

Thanks to the co-operation of the principal and staff at Sacred Heart 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 the results are enclosed as **APPENDIX F**.

34 replies were received. Perhaps unsurprisingly all but two 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  
See saw  
Swings  
Cup seat

### **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 Dundrum. The responses are set out below.

#### **NI Housing Executive**

The key issues facing the village are lack of adequate playing facilities and issues of July bonfire and flying of flags disrupting cross-community work. NIHE have been involved in mediation on bonfires through Down Bonfire Liaison Committee.

NIHE plan to maintain the existing housing stock through a planned scheme of work. NIHE may be involved in possible mediation work through the BRIC Programme. Land may be transferred at De Courcy Way to facilitate development of play park.

#### **PSNI**

The key issues facing the village are lack of playground facilities for younger children, difficulties in crossing the main road due to high volume of traffic. PSNI have provided the village with the Speed Indicator Device.

PSNI continue to work with the Crosspoint Centre which provides a facility for young people and work closely with the licensees in the village.

## **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 carryout any of the fore mentioned improvements within Dundrum during that period.

At present there are no active requests or assessments for schemes of this nature within Dundrum. Any requests for improvements as 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.

A permanent traffic counter site placed approximately half a mile on the Clough side of Dundrum indicates a daily average of 10,500- 15,000 vehicles, last updated in January 2012.

Dundrum 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 setting of the village consisting of the sea, its landscaping, the varied terrain and the silhouette of the town including the castle is crucial to its character.

Dundrum castle is a landmark feature of historical and archaeological significance. The townscape has an architectural style and scale typical of Victorian seaside resorts. Its significance is enhanced by a number of fine set piece buildings and the broad tree-lined Main Street.

It is considered that Dundrum is of sufficient architectural, cultural and historic significance to merit designation as a Conservation area and it is the Department's intention to do so when resources permit.

## **4. DEVELOPMENT PLAN**

### **4.1 VISION**

Based on consultations and research the vision for Dundrum is:

“Dundrum continues to be a peaceful, attractive, settled community where all residents have equal opportunities to create meaningful and sustainable lifestyles for themselves and where visitors are warmly welcomed to enjoy the area’s outstanding natural and built historic 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.

The village has also identified a number of priority projects as follows:

Improving the local environment:

Provide flower beds, tree planting, street furniture, entrance features and enter village in Ulster in Bloom

Improving local services:

The top project here is the provision of a play ground but issues around the acquisition of the preferred site have yet to be resolved to enable an application for funding. Should the issue remain unresolved by the closing date of any funding opportunity, the village will apply for funding for its second priority under this theme which is the creation of an outdoor fitness suite

linked to the resurfacing of the Derrynawilla Lane and including nature rail and wildflower planting

Developing the local community:

Improving communications locally by creating community notice boards, newsletters and a village facebook page.

Improving traffic and transport:

Lobby for pedestrian crossing

Developing the local economy:

Marketing the castle

<b>PRIORITY: IMPROVING THE LOCAL ENVIRONMENT</b>			
<b>ACTIONS</b>			
<b>1.</b> Provide flower beds, tree planting, additional street furniture and entrance features with view to entering village in Ulster in Bloom competition	Village Association, Down District Council, NIHE, school, Conservation Volunteers, Groundwork NI, Woodland Trust	DRAP Down District Council Sponsorship	Short to medium term
<b>2.</b> Annual Community Clean Up to be undertaken	Village Association, Down District Council, Tidy Northern Ireland, school	DRAP Down District Council Sponsorship	Annually
<b>3.</b> Mount campaign locally to encourage owners to use poop scoops and lobby Down District Council to take action against offenders	Village Association, Down District Council	DRAP Down District Council Sponsorship	Short to medium term
<b>4.</b> Re-furbish entrance features at each end of village	Village Association, Down District Council, Conservation Volunteers, Groundwork NI, Woodland Trust	DRAP Down District Council Sponsorship	Short to medium term
<b>5.</b> Support efforts to bring old school back into use	Village Association, Down District Council	DRAP Down District Council	Short term
<b>6.</b> Discuss additional facilities for re-cycling with DDC	Village Association, Down District Council	Down District Council	Short term
<b>7.</b> Improve walk along beach	Village Association, Down District Council, National Trust	Down District Council, National Trust	Short term
<b>8.</b> Improve walk around harbour by providing more	Village Association, Down District Council	DRAP, Down District Council, sponsorship	Short term

seats				
<b>9.</b> Lobby DCC/Roads Service to improve footpaths and lighting at specified locations	Village Association			Short to medium term
<b>10.</b> Lobby DCC to provide public toilets in village	Village Association, Down District Council			Medium to long term
<b>11.</b> Landscape derelict site opposite Brennan's corner	Village Association, Down District Council	DRAP, Down District Council, sponsorship		Medium to long term
<b>12.</b> Provide "covers" for selected derelict buildings	Village Association, Down District Council	DRAP, Down District Council, DSD		Medium to long term
<b>13.</b> Lobby for improvements to derelict buildings	Village Association, Down District Council	DRAP, Down District Council		Long term

<b>PRIORITY: IMPROVING LOCAL SERVICES</b>			
<b>ACTIONS</b>			
<b>14.</b> Provision of play ground on site at Methodist church	Village Association, Down District Council, Crosspoint	DRAP, NIHE, Down District Council, Methodist Church	Short to medium term
<b>15.</b> Provision of outdoor gym trail at the Green in the village centre and at key points along the lanes; re-surface lanes to facilitate use	Village Association, Down District Council	DRAP, NIHE, Down District Council	Short to medium term
<b>16.</b> Development of youth club	Village Association, parents		Medium to long term
<b>17.</b> Lobby for improvements to library service	Village Association, other community and voluntary groups		Short to medium term
<b>18.</b> Devise and deliver programme of activities including meals on wheels, day trips and indoor activities for older people	Village Association, SEHSCT	SEHSCT, Big Lottery	Short to medium term
<b>19.</b> Improve access to harbour and water recreational activities	Village Association, Down District Council, Dundrum Sailing Club	DRAP, Down District Council	Short to medium term
<b>20.</b> Explore potential for outdoor bowling green, putting green and tennis courts	Village Association, Down District Council	DRAP, Down District Council	Short to medium term
<b>21.</b> Provide more seating at key locations for older people	Village Association, Down District Council	DRAP, Down District Council	Short to medium term

<b>PRIORITY: DEVELOPING THE LOCAL COMMUNITY</b>			
<b>ACTIONS</b>			
<b>22.</b> Improve communications locally by creating community notice boards, newsletter and village Facebook site	Village Association, other community and voluntary groups	DRAP	Short to medium term
<b>23.</b> Work with Down DC on planned Good Relations Programme to include bonfire forum and flags and emblems forum	Village Association, Down District Council	Down District Council	Short to medium term
<b>24.</b> Explore potential for neutral community venue in village	Community Association, Down District Council	Down District Council	
<b>25.</b> Explore potential for integrated primary school in village	Village Association, other community and voluntary groups		
<b>26.</b> Deliver capacity building programme for local community and voluntary groups	Village Association, East Down Rural Community Network	East Down Rural Community Network	Short to medium term
<b>27.</b> Establish Neighbourhood Watch scheme			Short to medium term
<b>28.</b> Lobby for additional community policing	Village Association	PSNI	Short to medium term

29. Conduct community energy audit	Village Association, NIHE		Short to medium term
30. Promote grant aid schemes for insulation and energy efficiency	Village Association		Short to medium term



<b>PRIORITY: IMPROVING TRAFFIC AND TRANSPORT</b>			
<b>ACTIONS</b>			
<b>31.</b> Lobby for pedestrian crossing/traffic lights/ramps on Main Street and other key locations	Village Association, Down District Council	Roads Service	Medium to long term
<b>32.</b> Ask police to monitor parking infringements and take necessary enforcement action	Village Association, Down District Council	PSNI	Short to medium term
<b>33.</b> Ask police to continue to monitor speeding through and around village	Village Association, Down District Council	PSNI	Short to medium term
<b>34.</b> Open discussions with car boot sale promoters about related car parking issues	Village Association		Short to medium term
<b>35.</b> Lobby for more off-street car parking and for better signage to existing off-street car-parking	Village Association, other community and voluntary organisations	Roads Service	Short to medium term
<b>36.</b> Explore potential for re-location of post box to landside of Main Street	Village Association, other community and voluntary organisations	Post Office	Short to medium term

<b>PRIORITY: DEVELOPING THE LOCAL ECONOMY</b>			
<b>ACTIONS</b>			
<b>37.</b> Market and promote castle more effectively to draw tourists to stop in village; prune trees, have lighting scheme, provide picnic tables and signs at entrances to village	Village Association, Down District Council	DRAP, Down District Council, Historic Buildings Branch, DOE, Heritage Lottery	Short to medium term
<b>38.</b> Lobby to have road to castle adopted	Village Association, Down District Council	Roads Service	Short to medium term
<b>39.</b> Bring back Busking Festival and develop other events to include yachting regatta	Village Association, Down District Council, local businesses, Dundrum Sailing Club, other voluntary and community organisations	DRAP, Down District Council	Short to medium term
<b>40.</b> Promote Dundrum as walking centre; lobby to have surfaces of lanes improved to facilitate walkers; mark/sign walks and produce walking brochure	Village Association, Down District Council	DRAP, Down District Council	Medium to long term
<b>41.</b> Lobby for additional accommodation; explore potential for transit site for camper vans	Village Association, Down District Council	DRAP	Medium to long term

42. Produce general tourism brochure on area	Village Association, Down District Council, local businesses	DRAP, Down District Council, sponsorship	Short to medium term
43. Lobby for ATM availability out of normal shop opening hours	Village Association, other community and voluntary organisations		Short to medium term
44. Explore potential for additional workspace in village in conjunction with Down Business Centre	Village Association, Down Business Centre, Down District Council	DRAP, Down District Council	Short to medium term