

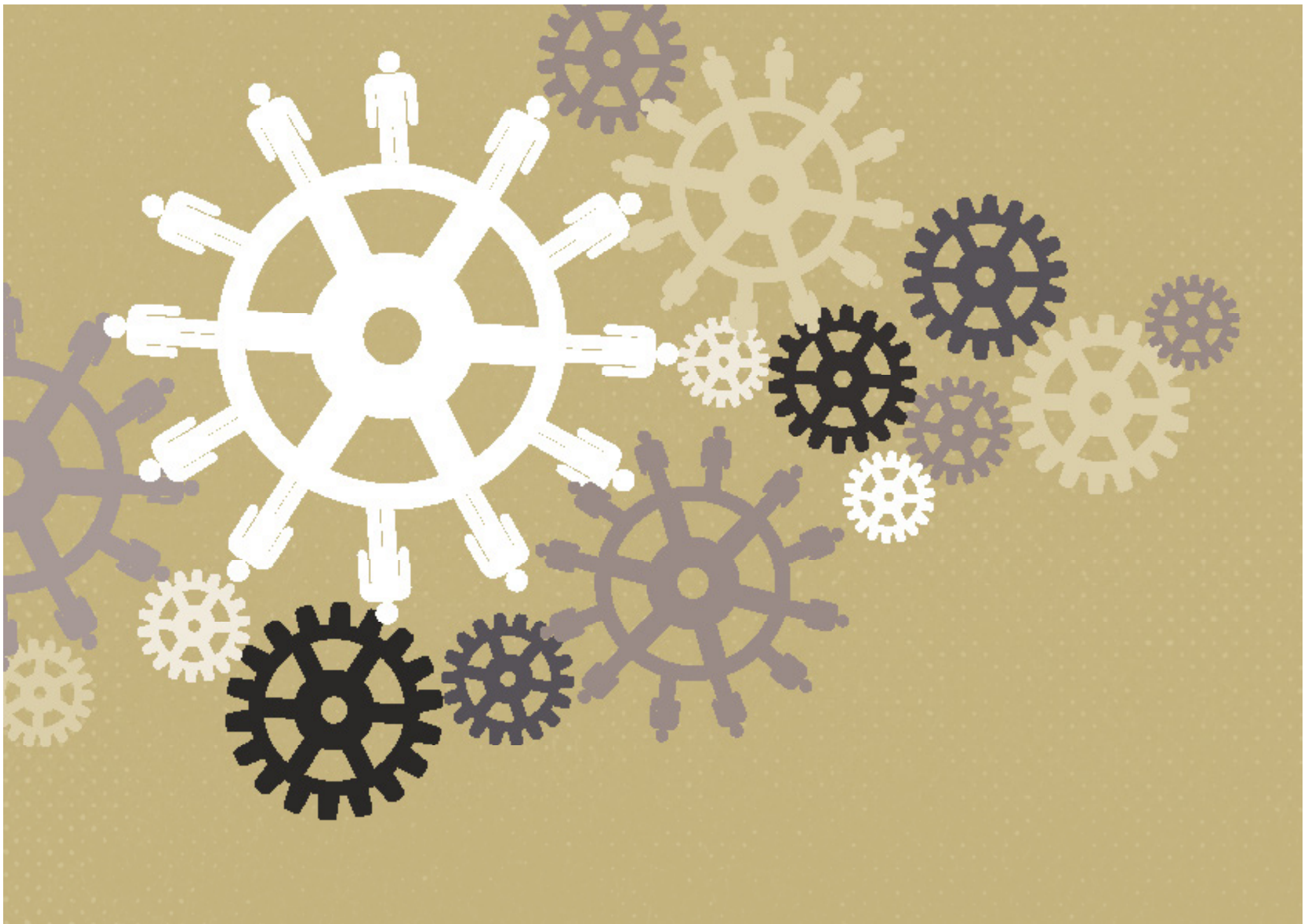
DRAFT DROMORE PLACE PLAN

Engagement Report (Working Document)

UNIQUE IN CHARACTER
BUSTLING WITH CHARM

Armagh Banbridge and
Craigavon Community
Planning Partnership





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Figure 1- Historic photo of the Dromore Stocks.



Figure 2- Current day view of the Dromore Stocks

1 INTRODUCTION 'TAKING STOCK'

**‘We will leave this place not less, but greater,
better and more beautiful than it was left to us.’**

(Ephobic oath sworn by the citizens of Ancient Athens)

1.0 INTRODUCTION

'We will leave this place not less, but greater, better and more beautiful than it was left to us.'

This quote, sworn by the citizens of Ancient Athens is very appropriate in relation to the Place Plan for Dromore. Just as the citizens of Athens worked together for a common goal, the community of Dromore, together with stakeholders, the Community Planning Partnership and the Project Team are collaborating together to prepare a plan that will shape and transform Dromore into a greater, better and more beautiful town than it is today.

The Dromore Place Plan will only succeed if it is co-developed in a collaborative and innovative way and bespoke tailored to meet the needs, requirements and ideas of the people that live, work, enjoy and travel to this unique heritage town.

To ensure this, it is imperative that the plan is informed by the people and the place. A robust, exciting and creative engagement process will create a strong foundation on which the town can grow, flourish and reinvigorate its stock of assets to meet the needs of this market town.

The Community Planning Team at ABC Council strive to promote *'...real change to help improve the wellbeing of the borough and the quality of life for the people here.'* (Source: Connected- A community plan for ABC Council 2017-2030) Real change can only come about in partnership with the will and initiative of the people.

The engagement process for the Dromore Place Plan is focused on collaboration between the ABC Community Planning Strategic Partnership, stakeholders and the community of Dromore to ensure the town sets the benchmark for place making in Northern Ireland and further afield.



Figure 3- A new day dawns in Dromore. Sunrise view taken from the Motte and Bailey



2 THE PEOPLE



Historic pump on Banbridge Road



Dromore Motte and Bailey



View of Dromore Castle



View of Bridge Street from Downshire Bridge

2.1 THE PEOPLE

A wide variety of people have **got involved, collaborated and contributed** to drive this engagement forward for the common goal of creating a Place Plan for the people of Dromore.

This **collective and cluster of minds** each have had their part to play in providing input, interpreting information and ultimately creating a solid foundation on which the Place Plan will be built. These people are (but not limited to) the following:

- **The local community**
- **Statutory stakeholders**
- **ABC Community Planning Strategic Partnership and the Place Board sub-committee**
- **The project team including HLM Architects**

'Forum'

meaning: a situation or meeting in which people can talk about a problem or matter especially of public interest.

3 OVERVIEW OF ENGAGEMENT

3.0 ENGAGEMENT

Introduction

Work on the Dromore Place Plan commenced in March 2024 and the early stages of the project focused on a 'discovery phase' to review background information, statistics and policy related to the town. This work was carried out in tandem with the development of the engagement.

Too often, the engagement process can be 'run of the mill', uninspiring and poorly attended. This leads to any subsequent plans not getting to the heart of the problems and issues within a town.

The preparation of this plan was focused on ensuring that the engagement phases would be innovative, fun and informative and would adopt an ethos of co-development and co-design to ensure a thoroughly collaborative approach and well attended events and workshops.

Prior engagement information on the town was also accessed including:

'Informing a future place plan for Banbridge and Dromore: future priorities and objectives.' prepared by Jordan Torch (Queen's University Belfast) in 2022.

This assisted in informing the approach and content of our engagement phase and building on the good work that has been carried out historically on the town.

Purpose and approach

Our purpose was to ensure that the engagement was:

- Accessible
- Informative
- Open and visible
- Thorough
- Wide reaching and wide ranging

The approach adopted within the engagement plan covered several aspects:

- A diverse engagement schedule was provided including events, workshops, drop in sessions and 1 to 1's. Events were tailored to provide forums where people could collaborate within a group or individually, to suit their needs.
- The public engagement events were promoted at every opportunity and through a wide variety of channels to ensure it was far reaching and that a vast number of people were made aware of it.
- The team spoke to people on the ground, at informal sessions, to capture their views, concerns, ideas and suggestions.
- The survey questions were designed to ensure that various aspects of Dromore interactions and life could be captured.



Figure 6- Flyer from first round of public engagement

3.0 ENGAGEMENT

Methodology

The engagement sessions and workshops were well planned, with a wide variety of activities organised to utilise creative ways to encourage people to put their ideas forward and to ensure they feel comfortable talking in a group workshop situation or alternatively on a one to one basis.

The activities included:

- 1 to 1 sessions
- Dromore Artisan Market
- Focus groups
- Historical walk and talks
- Ideas storming session and photography project with Dromore Youth Club
- Knit and Natter
- One-word ice-breakers
- Online survey
- Park design session with Dromore Central Primary School
- Post-it note idea sessions
- Stakeholder meetings
- SWOT analysis
- Virtual engagement meetings

All sections of the community were approached, together with business owners, government departments, groups/clubs/societies in Dromore and stakeholders involved with the town.

'Dromore Forum' sessions were held in locations such as the Town Hall and Community Centre to ensure open access for the public to speak to the team.

A focus session with the Dromore Youth Club was held to develop a photography project where the children took a series of photos across the town of their favourite places and locations.

As with any engagement phase the sessions and activities were adjusted, as the time passed, taking lessons learnt from workshops and utilising that to inform the next.



Figure 7- Collection of photos from engagement events

3.0 ENGAGEMENT- POST IT NOTE IDEA STORMING

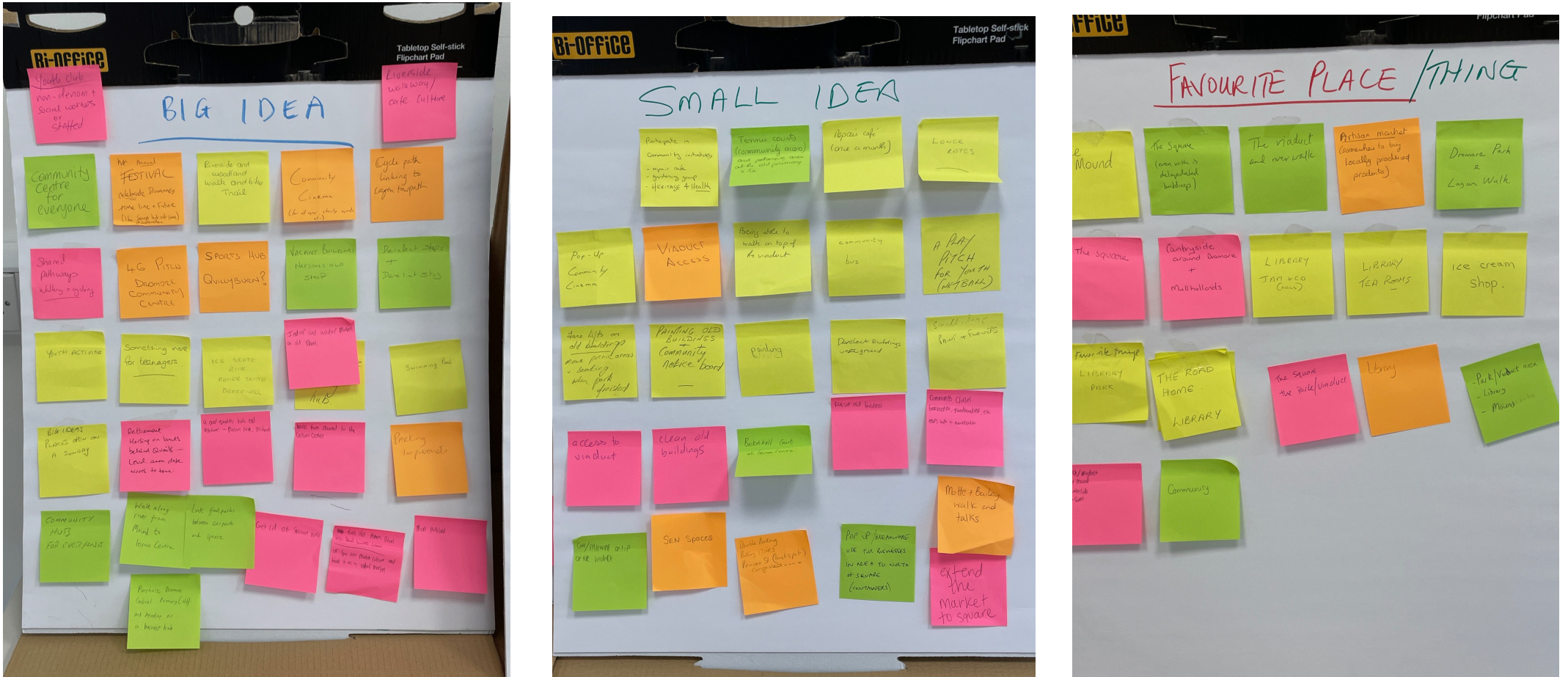


Figure 8- Post-it note idea storming engagement sessions

3.0 ENGAGEMENT- SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS)

STRENGTHS

- CHURCHES- GOOD NETWORK AND RANGE OF FACILITIES
- COMMUNITY CENTRE
- CONSERVATION AREA
- COUNTRYSIDE (& CONNECTION TO)
- FERRIS PARK
- GEOGRAPHICAL LOCATION (A1)
- GOOD CO-WORKING WITH PSNI
- HERITAGE
- MARKET SQUARE
- MOTTE & BAILEY
- MUGA AT THORNHILL NETWORKS AND INITIATIVES
- PLAY PARK
- RIVER PARK
- RUGBY CLUB
- SCHOOLS
- SCOUT HALL
- SPORTS CLUBS- WELL CONNECTED
- VIA WINGS
- VIADUCT
- VILLAGE STYLE BUSINESS COMMUNITY
- YOUTH FOR CHRIST

WEAKNESSES

- CAR PARKING ISSUES AT SPORTS CLUBS
- CONNECTIVITY
- DERELICT BUILDINGS
- FRAGMENTED SPORTS CLUBS
- LACK OF 3G PITCH PROVISION
- LACK OF LICENSED EVENT SPACES
- LACK OF PEOPLE SPACE
- PARKING AT DROMORE PARK
- RIVER LAGAN WATER QUALITY
- TOPOGRAPHY: ISSUE FOR OLDER PEOPLE
- TOWN-WIDE PARKING
- TRAVELLING TO OTHER TOWNS TO USE SPORTING FACILITIES

OPPORTUNITIES

- 3G PITCH AT COMM. CENTRE
- 5k PARK RUN
- A1
- BETTER SIGNAGE
- COMMUNITY ENTERPRISES
- CONNECTION TO MOTTE & BAILEY
- EVENING ECONOMY
- EXISTING PRIMARY SCHOOL SITE
- GILL HALL ESTATE
- HEALTHY WALKS
- LINK TO COMMUNITY CENTRE
- MEANWHILE SITE OPPORTUNITIES
- MEN'S SHED
- PARK & RIDE
- SITES OF CONSERVATION INTEREST
- SPORTS HUB FOR ALL
- SYNERGY IN QUILLYBURN SITE
- WATER SPORTS
- WILDLIFE CORRIDOR (RUGBY CLUB TO SCHOOL)
- WOODLAND AREAS

THREATS

- DERELICT BUILDINGS
- FLOODING RISK FROM LAGAN
- GROWTH- NEEDS TO BE DEVELOPED TOGETHER
- KNOTWEED ON VACANT SITES
- LACK OF LAND FOR NEW BUSINESSES
- POTENTIAL PARKING AND ACCESS ISSUES AT QUIILLYBURN
- RIGHT TURNS OFF A1
- STOCK AND QUALITY OF BUILDINGS IN THE TOWN
- VOLUME OF TRAFFIC

The SWOT analysis provided interactive and engaging workshops where people could quickly identify the key characteristic of the town and compare contrasting opinions of Dromore.

Some of the themes interwoven through the SWOT analysis workshops included:

Strengths

- Sporting and recreation assets
- Community and religious networks
- Heritage assets
- A1 strategic location

Weaknesses

- Lack of 3G pitch
- Parking
- Connectivity

Opportunities

- Link to Community Centre
- Healthy walks and runs
- Wildlife assets
- Community enterprises

Threats

- Derelict buildings
- Lack of business stock and development opportunities
- Traffic and parking

Figure 11- SWOT analysis engagement session

3.0 ENGAGEMENT SUMMARY

Below is a summary overview of the engagement events, workshops and interactions that were held during the first phase of the Dromore Place Plan engagement:

| APRIL 2024 | |
|---|--|
| <p>A wide variety of conversations, events and workshops were held with community members, business and property owners.</p> <p>The project team walked around the town with leaflet drops and spoke to businesses.</p> <p>There were 5 meetings, 4 one to one conversations, 1 workshop and 1 walk was held.</p> <p>The main items raised and discussed included:</p> <ul style="list-style-type: none"> • Bringing vacant properties back into use • Business improvements across the town including suitable new premises • Car parking to be improved • Community Greenway • Could establish a forum to bring community groups together • Great variety of church work across the town and church halls/premises that can be utilised. • Improved historical signage at gateway points off A1 • Improvements to Town Park • Local projects could focus on reducing waste • Market- good footfall and support • Mens shed development- would need a base • More events and better evening economy in Town Centre • Opportunities for community gardening projects • Planning process could be improved to assist local applications • Repair Café is a good initiative • River walk and leisure improvements are needed in the town • Seasonal lighting in the town • Spaces for community groups and youth groups required • Sports improvements required across the town • Town branding should be promoted • Trails and tours to be promoted • Uniqueness of Dromore to be retained • Walking routes in the town could be improved | <p>Conversations, events and workshops were held with local elected members and stakeholders and the main items raised included:</p> <ul style="list-style-type: none"> • 3G and pitch provision could be reviewed • Can do attitude from “stat orgs” is essential • Connectivity of the place • DBEC and Shared Island opportunities for Dromore • Interested to see the vacant buildings and gap sites brought back into use • Market Square – congestion, traffic flow improvements • Meeting street resurfacing recently completed. • Old Primary School site would benefit from regeneration • Opportunities for flexible working spaces in town • Other areas for potential intervention could include Princes St, further up Gallow St and lower Mound St. Subject to review in the future. • Parking generally could be improved • Public realm previously completed and drainage improved at that time. • Riverwalk – very aspirational to do something here, better connections. • Safer routes to schools should be considered • Park and Ride scheme will be beneficial |

Table 1a- Summary of first round engagement meetings and events

3.0 ENGAGEMENT SUMMARY

| May 2024 | |
|---|---|
| <p>A wide variety of conversations, events and workshops were held with community members, business and property owners.</p> <p>The project team walked around the town with leaflet drops and spoke to businesses.</p> <p>There were 4 meetings, 9 one to one conversations, 4 workshops, 1 pop up event, 5 forums and 1 walk was held.</p> <ul style="list-style-type: none"> • All the programmes and services that via Wings has to offer. • Benefit of life skills courses in the town for the youth groups • Benefits of the shop front scheme • Community events and volunteering opportunities in the town • Current and future improvements to their properties within the town • Demand for business and housing stock • Dromore Park and Community Centre assets in area • Festive including lights around the trees • Footpath and parking improvements at their premises. • Funding availability and opportunities • Growth and investment need to be stimulated • Improved parking and toilet facilities within the town • Natural assets- including opportunities for park improvements, allotments and a community garden. • Need to pull together incentives / funding opportunities for owners of vacant properties to reinvest • Need to redevelop Primary School site • Opportunities for initiatives and projects for youth groups in the town and to develop a sense of ownership and pride in the town • Play park needs improvements • Quillyburn massive potential / commercial parks/ investment areas • River development to link park to town centre • Sewage capacity problems • The need for greater maintenance across the town • Traffic and transport improvements across the town • Vacant and derelict properties • Ways to improve the celebration of Dromore’s Heritage • Wide variety of suggestions for town wide events and yearly attractions and the promotion of Dromore’s ‘offering’ | <p>Conversations, events and workshops were held with local elected members, stakeholders and Section 75 groups. The main items raised and discussed included:</p> <ul style="list-style-type: none"> • Active Travel in the town • Case study examples of Ballyshannon and Dundalk. • Housing demand and capacity in Dromore • Improvements to crossing points • Inclusive Leisure facilities • Key principles of street design and reducing street clutter • Merits and challenges associated with bringing heritage buildings back into use • Navigation across the town for those who are sight impaired. • Park and Ride Scheme • Potential of lands at Quillyburn • Potential of the Viaduct • Pressures on local sewage infrastructure • Transport improvements within the town |

Table 1b- Summary of first round engagement meetings and events

3.0 ENGAGEMENT SUMMARY

| JUNE 2024 | |
|---|--|
| <p>A wide variety of conversations, events and workshops were held with community members, business and property owners.</p> <p>The project team walked around the town with leaflet drops and spoke to businesses.</p> <p>There were 5 meetings, 4 one to one conversations, 2 workshops, 2 pop up events, 4 forums and 2 walks were held</p> <ul style="list-style-type: none"> • Accessibility within the town • Benefits of Dromore Park • Better footpath provision to Motte and Bailey • Better sports facilities in the town including all weather pitch provision • Bringing derelict buildings back to use • Bringing the Old Primary School back into use. • Bringing the vacant properties back to life and into community use • Community Centre for everyone but needs something for teenagers • Dereliction – is hindering the town growth. • Good access to the A1 is important • Good provision of educational facilities | <ul style="list-style-type: none"> • Great schools in the area and community relations are good. • Improvements to pitches, sports grounds and paths. • Improvements to properties in the town • Making the most of the strategic location on the A1 • Provision of suitable business premises across the town • Public transport and taxi improvements needed • Riverside walkway and improved interfaces with properties • Safe crossing points • The need to concentrate on improvements to the town centre • Town congestion • Town maintenance • Town maintenance improvements incl. tackling dog fouling • Variety of shops within the town |
| SUMMARY | |
| <p>There was a great response to the first phase of engagement and in total there were 614 participants including 241 responses to the online survey. This level of response provides the project team with a well-rounded and holistic view of the issues, ideas and aspirations for Dromore and creates a good foundation on which the Place Plan can be developed.</p> <p>A high-level summary of some of the key themes and ideas highlighted during this first phase of engagement include:</p> <ul style="list-style-type: none"> - Town centre issues focus around regeneration and reinvigoration of derelict buildings and gap sites, parking, congestion, maintenance and connectivity issues. An array of ideas were put forward to heighten the collaboration between community members and groups and to boost the offering of Dromore through further town centre events, seasonal lighting and opportunities to increase dwell time. - Sports and leisure issues raised focus around improvements to existing facilities including the Dromore Community Centre, a review of pitch provision and improvements to walking, running and cycling routes. - Heritage assets were raised and suggestions included access improvements, viaduct opening and celebration of Dromore’s past, present and future. - Business and economy suggestions focused around provision of adequate space for new businesses, business growth and enterprise. - Suggestions around the natural environment included the potential for the river walk, development of Dromore Park and initiatives around ecology and biodiversity improvements. - In relation to housing, the main issues raised were a review of local capacity and ensuring new developments are appropriate for the local context. | |

Table 1c- Summary of first round engagement meetings and events

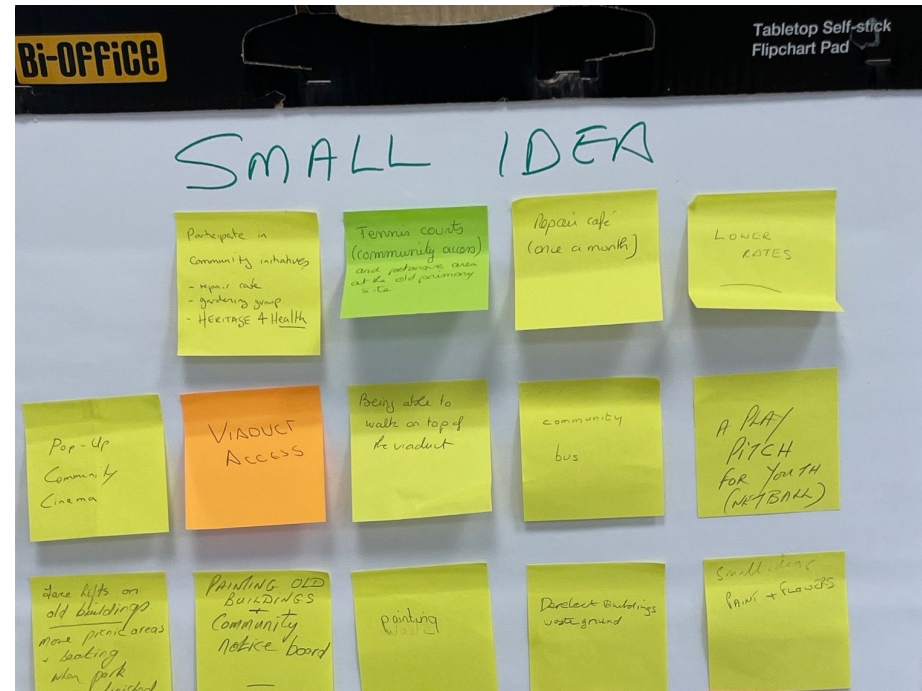


Table 12- Images from the Park Design workshop with Mr. McCune's P6 class at Dromore



This engagement session with the primary school children provided a fascinating insight into their thoughts, ideas and aspirations on how Dromore Park should be improved and developed in the future.

Some common themes interwoven through the ideas included recreation, sustainability and accessibility improvements. Linkages into the town and maintenance recommendations also featured high on the agenda.

Interesting ideas included:

- A centre for sign language learning
- A climbing park
- Mountain bike trails
- A rollercoaster!
- Sand pits with diggers



Table 13- View of the reinvigorated old Ulster Bank Building on Church Street that is now thriving with new businesses

4 SURVEY

4.0 SURVEY FINDINGS

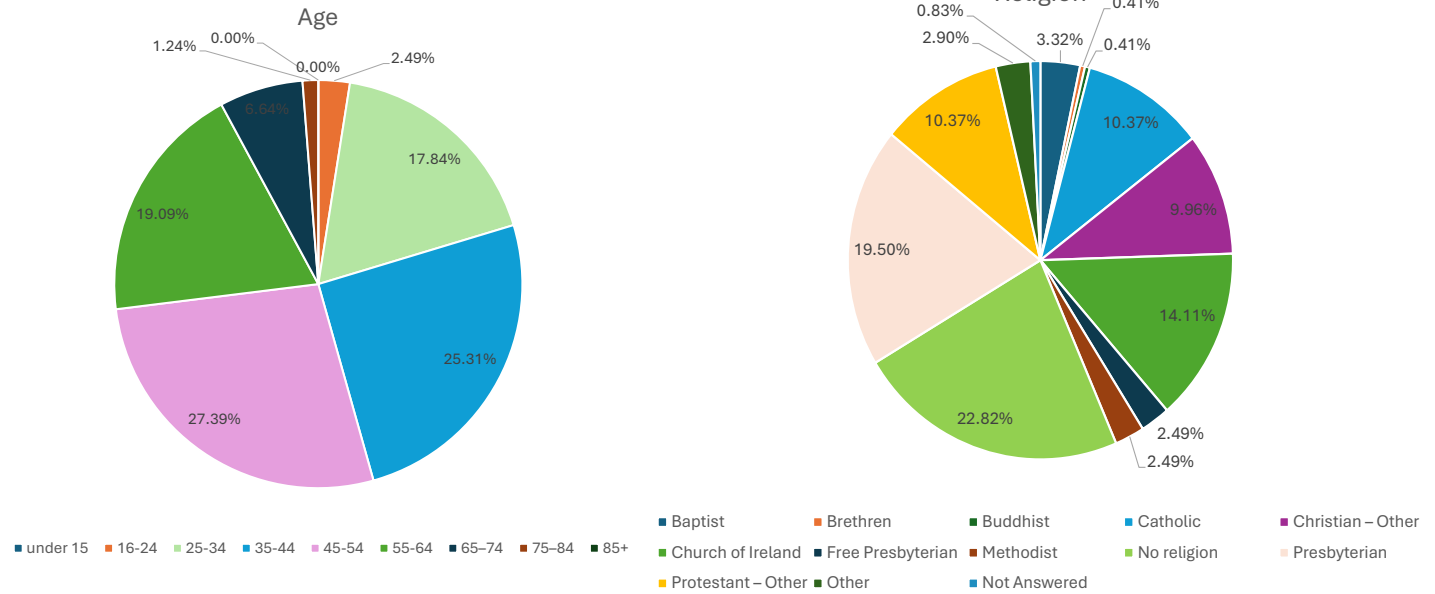
The online survey for the first phase of engagement for the Dromore Place Plan was hosted on the ABC Council Citizen Space Portal between 8th May 2024 to 30th June 2024.

The online survey was widely publicised throughout various social media platforms include those for ABC Council and local platforms within Dromore. The survey was also promoted within local newspapers, through word of mouth and with flyers.

The online survey achieved 241 responses, which is very positive and will ensure a well rounded spread of opinion and ideas.

The following pages provide a graphical representation and overview of the responses.

Who responded:



Survey respondents

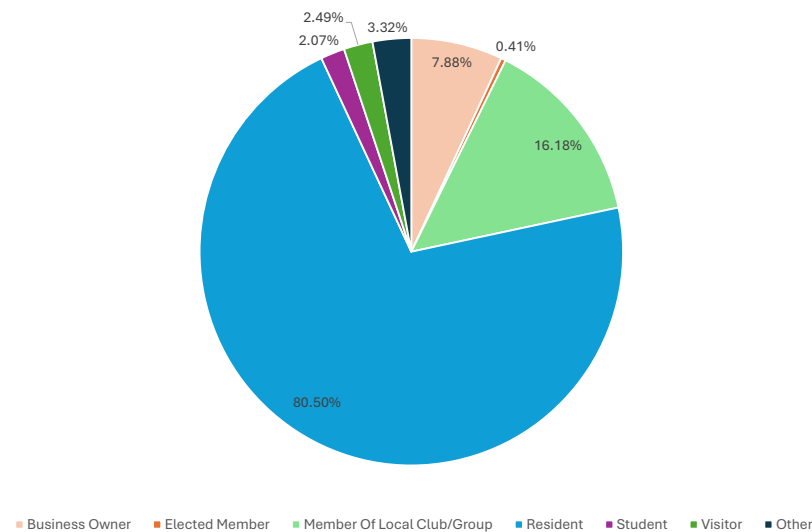


Figure 14- Collection of pie charts representing online survey results relating to the demographic of those who responded

4.0 SURVEY FINDINGS

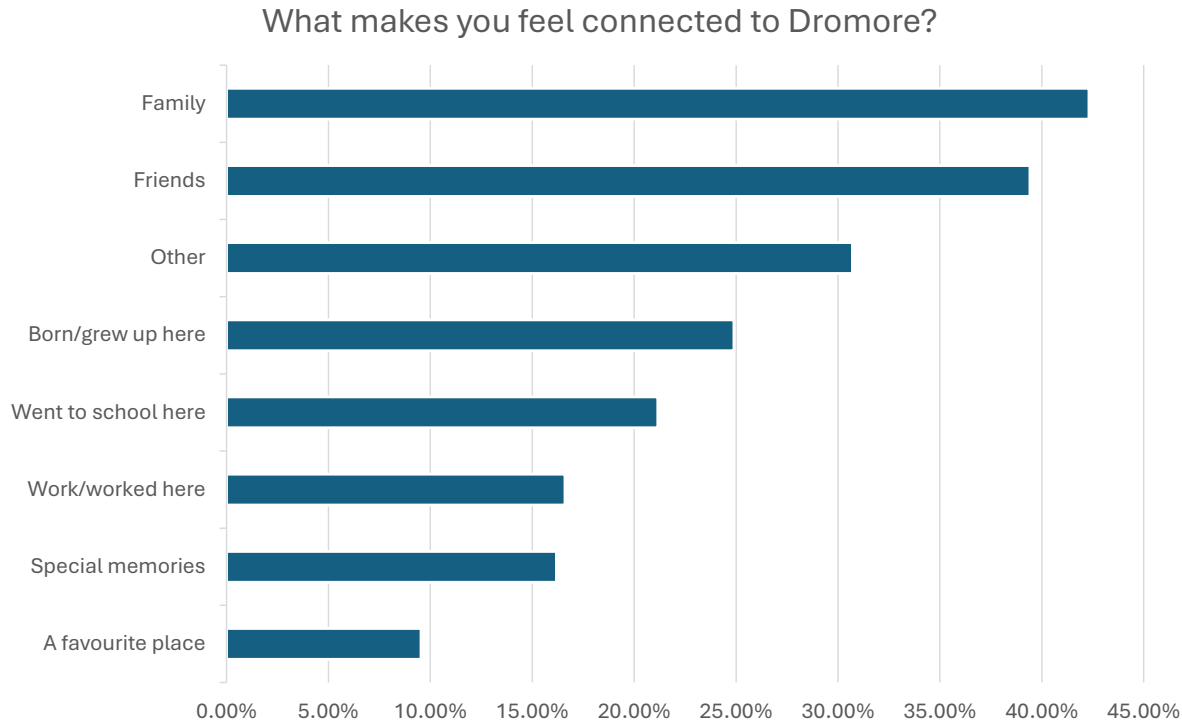


Figure 15- Milestone marker on the Banbridge Road, close to junction with Castle Street

Quotes from engagement on connections:

'Connection between Dromore and its satellite settlements/hamlets such as Kinallen. Dromore services growing settlements, cross over in community and heritage aspects could address some of the parking pressures for example as wider community becomes aware of impacts but also challenges bidirectionally'

4.0 SURVEY FINDINGS- DROMORE AS A PLACE TO LIVE, VISIT OR WORK

People were asked in the survey to agree or disagree with the following statements about how they think of Dromore as a place to live, visit or work: Agree (green) Disagree (red) undecided (orange)

Key findings:

- The top three aspects that people agree with are that Dromore:
- Is a place that they feel safe during the day,
 - Is a historical town with great assets and a unique character,
 - Is a place that they feel safe during the evening



Figure 16- Collection of pie charts representing online survey results relating to how people think of Dromore as a place to live, visit or work

4.0 SURVEY FINDINGS- HOW DO YOU RATE DROMORE FOR...?

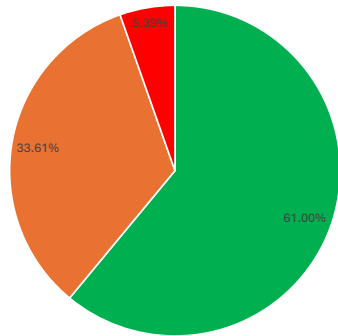
Questions in the survey included rating the following aspects of Dromore. These aspects were rated as to whether they were- Good (green) poor (red) satisfactory (orange):

Key findings:

The top three aspects that people rated as 'good' are:

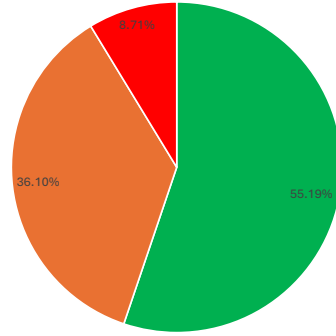
- Education/schools/pre schools
- Friendliness and social connections
- Public transport

Education / Schools /Pre School



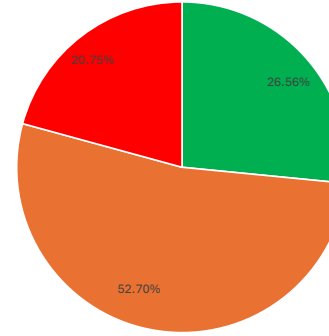
■ Good ■ Satisfactory ■ Poor

Friendliness and social connections



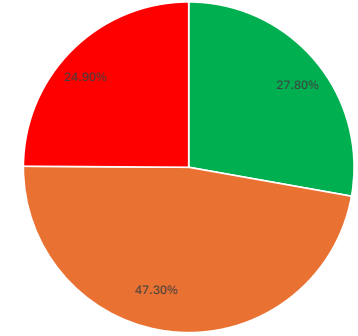
■ Good ■ Satisfactory ■ Poor

Public transport



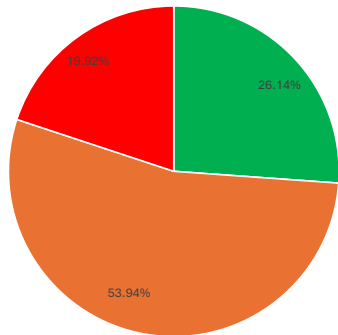
■ Good ■ Satisfactory ■ Poor

Entrepreneurship / innovation



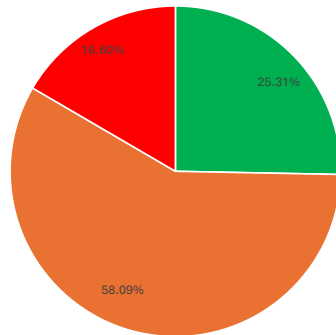
■ Good ■ Satisfactory ■ Poor

Health and wellbeing



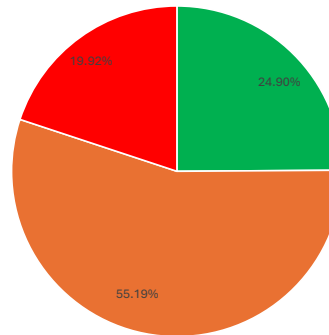
■ Good ■ Satisfactory ■ Poor

Housing



■ Good ■ Satisfactory ■ Poor

Inclusive place



■ Good ■ Satisfactory ■ Poor

Figure 17- Collection of pie charts representing online survey results relating to how people rate certain assets and aspects of Dromore

4.0 SURVEY FINDINGS- HOW DO YOU RATE DROMORE FOR...?

Questions in the survey included rating the following aspects of Dromore. These aspects were rated as to whether they were- Good (green) poor (red) satisfactory (orange):

Key findings:

The main three aspects that people rated as 'satisfactory' are:

- Being inclusive and diverse
- Public health services e.g. dental, opticians, doctors
- Environment and nature

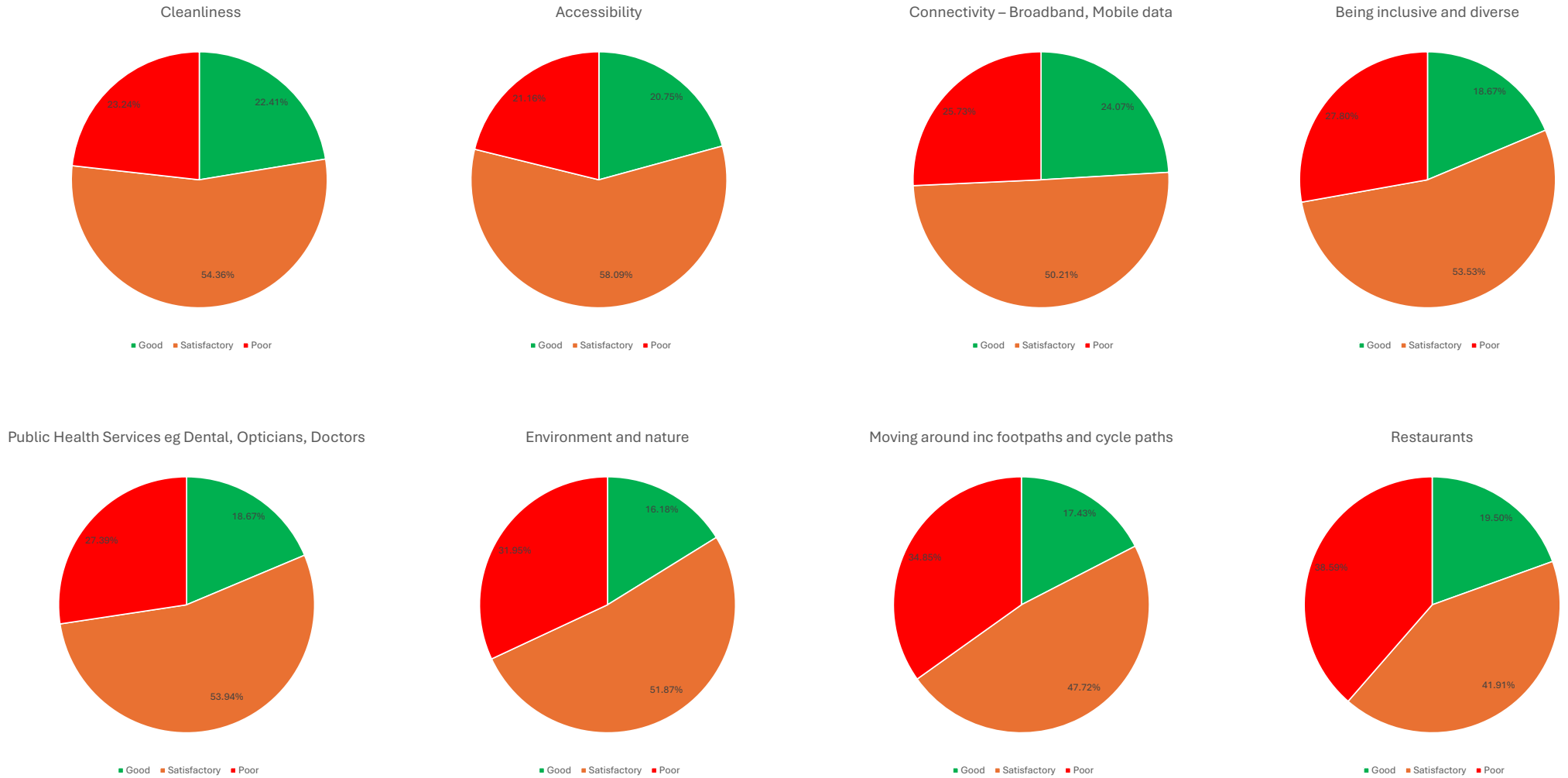


Figure 18- Collection of pie charts representing online survey results relating to how people rate certain assets and aspects of Dromore

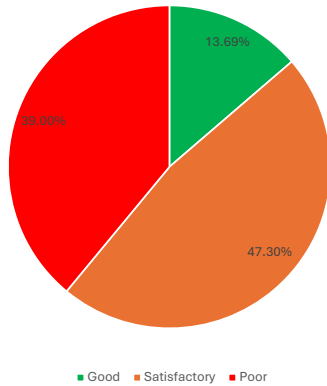
4.0 SURVEY FINDINGS- HOW DO YOU RATE DROMORE FOR...?

Questions in the survey included rating the following aspects of Dromore. These aspects were rated as to whether they were- Good (green) poor (red) satisfactory (orange):

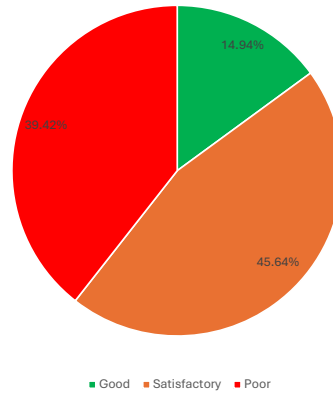
Key findings:

- The main three aspects that people rated as 'poor' are:
- Tourism and accommodation offering
- Night life (evening economy)
- Job opportunities

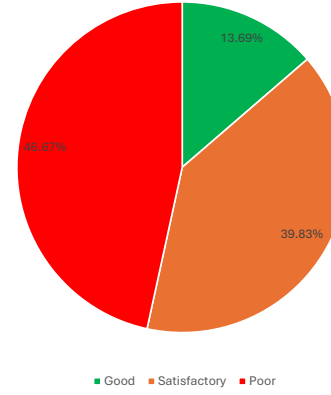
Democracy: Dromore people having a say in decisions about their town



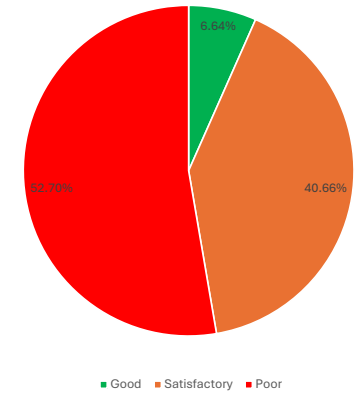
Connection to the River Lagan



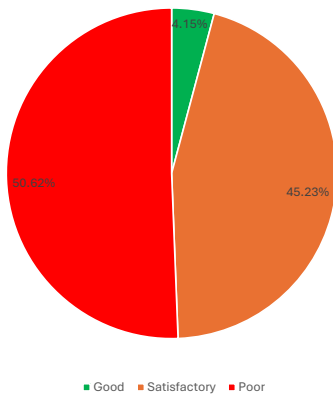
Retail



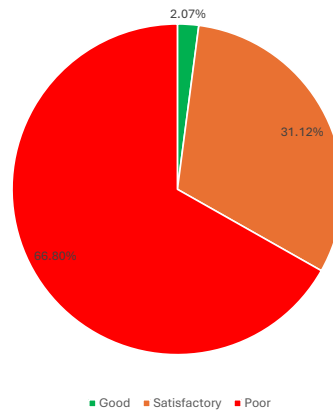
Heritage, Arts and Culture, including public art



Job opportunities



Night life (Evening Economy)



Tourism and accommodation offering

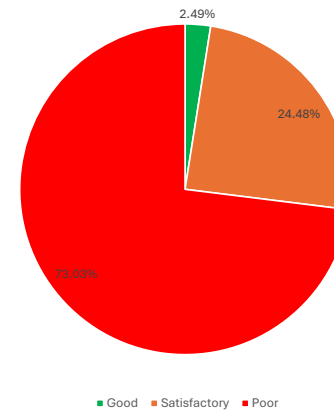


Figure 19- Collection of pie charts representing online survey results relating to how people rate certain assets and aspects of Dromore

4.0 SURVEY FINDINGS- REASONS PEOPLE GO TO DROMORE

Key findings:

- The main three activities that people visit Dromore on a daily basis for are: passing through, supermarkets and retail services.
- The main three activities that people are noting that they never visit Dromore for are health and wellbeing, heritage, arts and culture interests and professional services.

How often do you go to Dromore for the following activities?

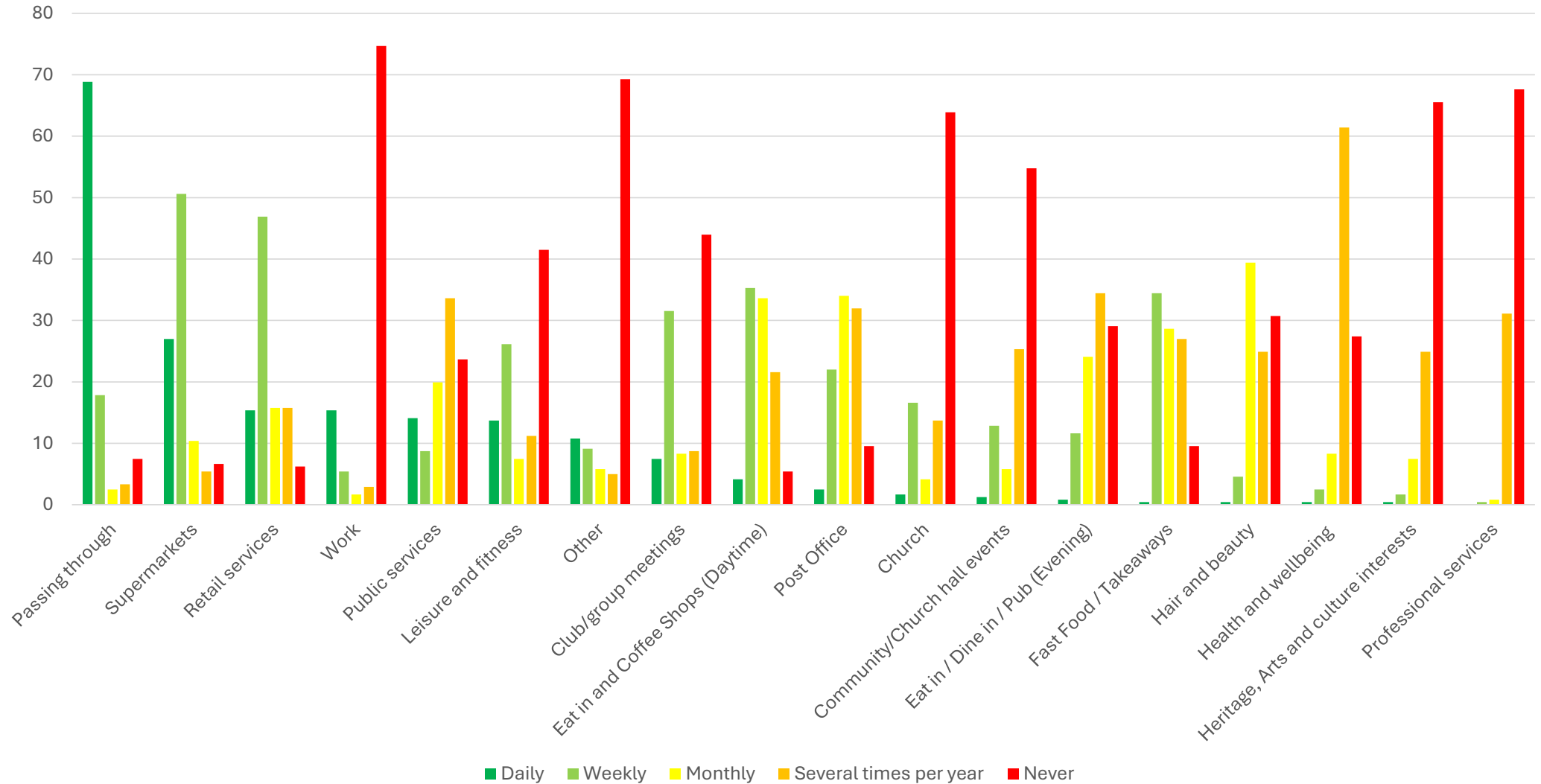


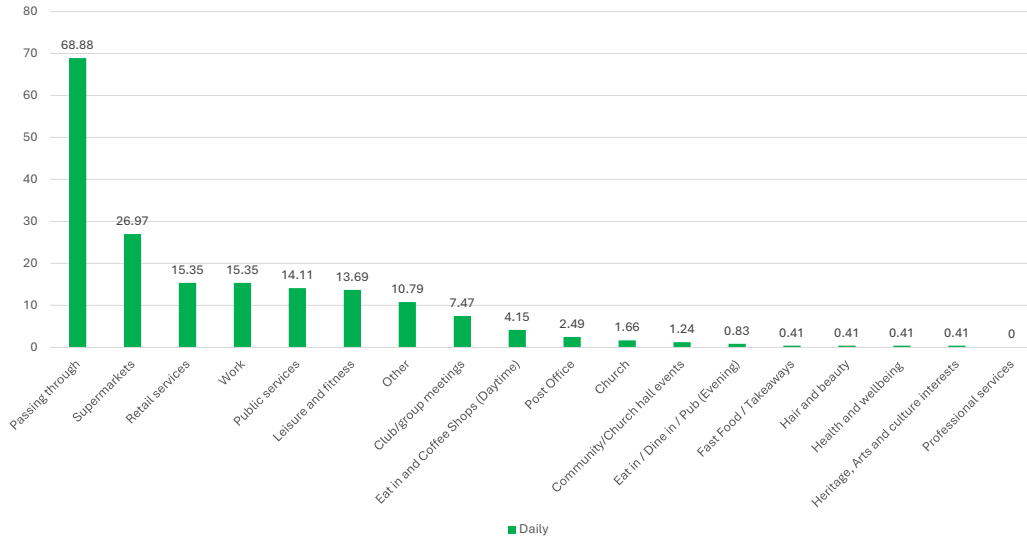
Figure 20- Bar chart representing online survey results relating to how often people visit Dromore for certain activities

4.0 SURVEY FINDINGS- REASONS PEOPLE GO TO DROMORE

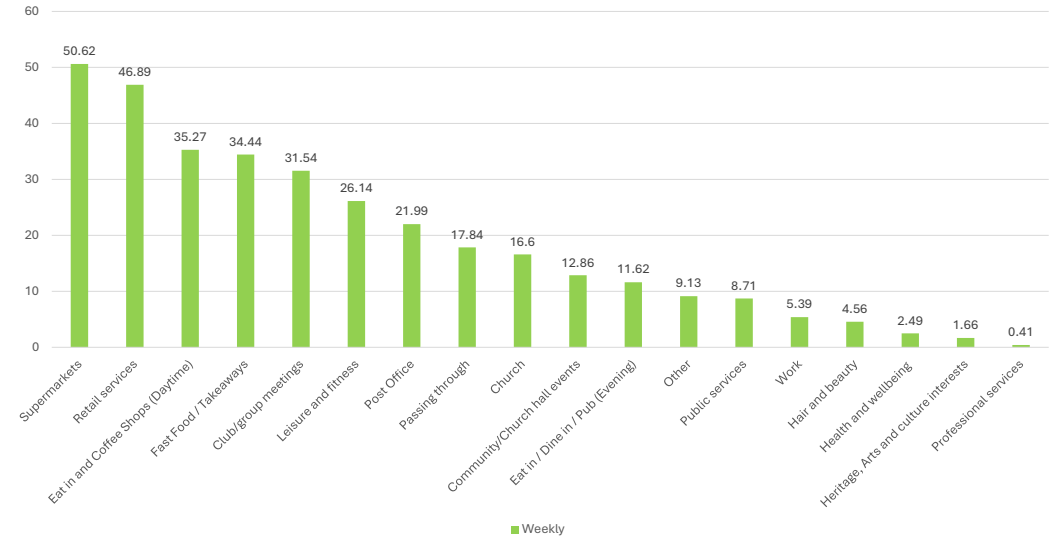
Key findings regarding activities for visiting Dromore:

- Top 3 daily activities: Passing through, supermarkets, retail services
- Top 3 weekly activities: Supermarkets, retail services, eat in and coffee shops (daytime)
- Top 3 monthly activities: Hair and beauty, post office, eat in and coffee shops (daytime)
- Top 3 activities for several times per year: Health and wellbeing, eat in and dine in (evening), Public services

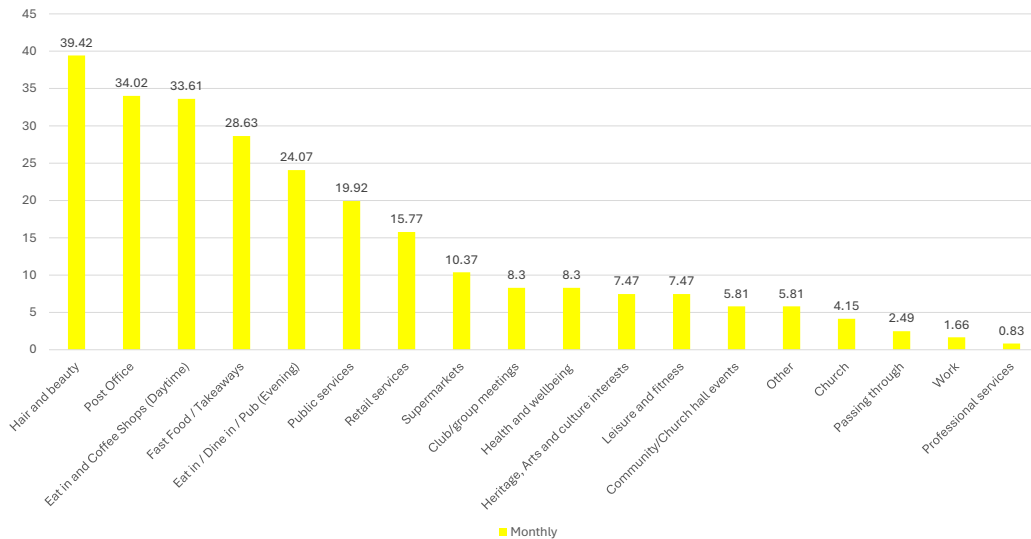
How often do you go to Dromore for the following activities? (daily activities highlighted)



How often do you go to Dromore for the following activities? (weekly activities highlighted)



How often do you go to Dromore for the following activities? (monthly activities highlighted)



How often do you go to Dromore for the following activities?

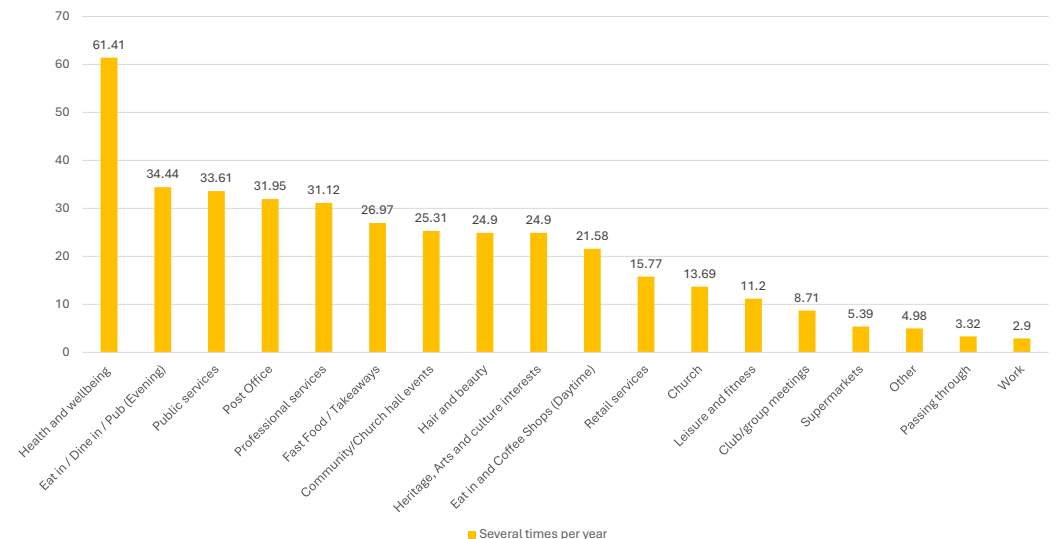


Figure 21- Collection of bar charts representing a breakdown of online survey results relating to how often people visit Dromore for certain activities

4.0 SURVEY FINDINGS- REASONS PEOPLE GO TO DROMORE

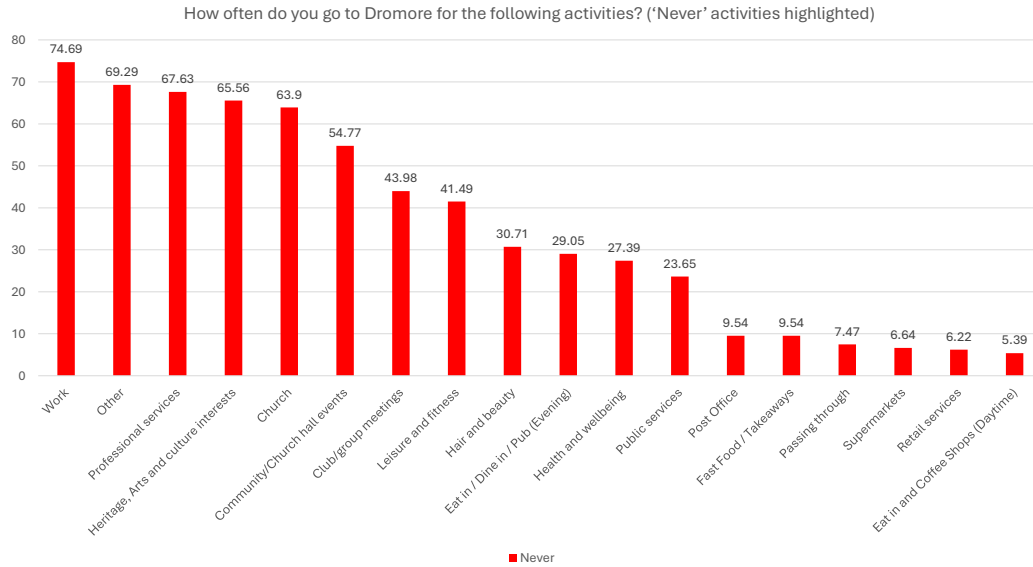


Figure 22- Bar chart representing a breakdown of online survey results relating to how often people visit Dromore for certain activities

How long do you usually stay in the town?

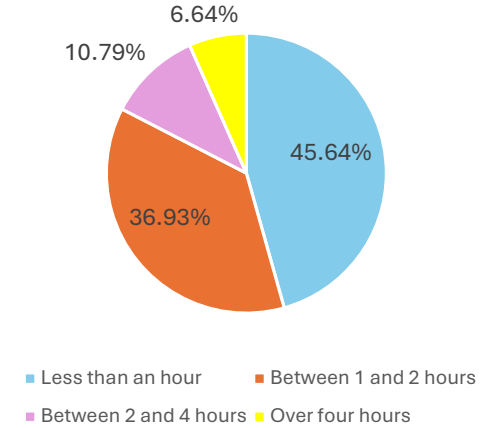


Figure 23- Pie chart representing an overview of online survey results on how long people usually stay in Dromore

Key findings regarding activities for visiting Dromore:

- Main 3 activities that people never visit Dromore for: Work, other and professional services.

- A striking finding regarding the length of time that people spend when they visit is almost half of the respondents noted that they spend less than an hour in the town. 'Dwell time' in the town- for a visit of over four hours is noted by less than 7% of respondents.

4.0 SURVEY FINDINGS- ACTIVITIES IN DROMORE

The survey contained questions on what activities people are currently involved in and what type of activities they may like to participate in.

Key findings regarding activities in Dromore:

- The top 3 activities that people attend and participate in are the Courtyard Artisan Market, Council led events (e.g. Christmas lights switch on) and the classes or events in Dromore Community Centre.

- The top 3 activities that people would like to get involved in are: Health and well being, Dromore Park and talks and exhibitions.

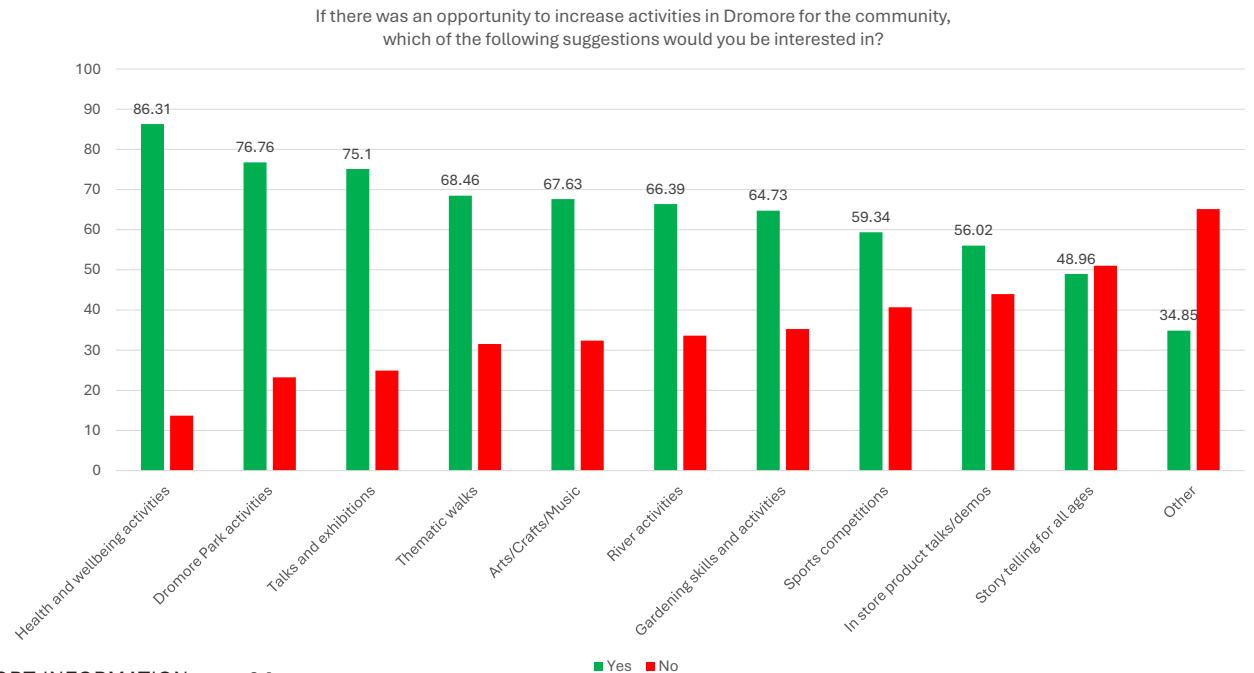
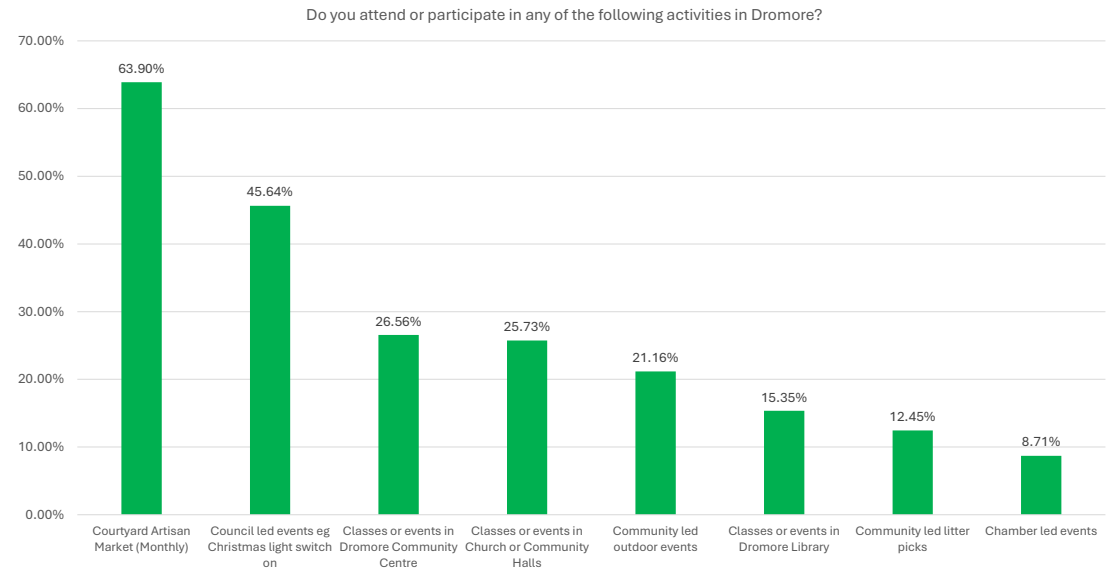
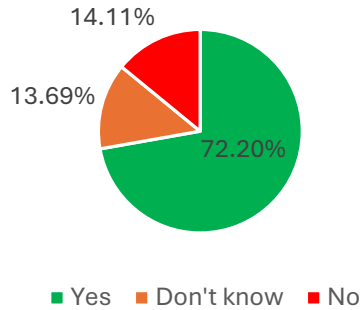


Figure 24- Bar charts representing an overview of online survey results on activities in Dromore

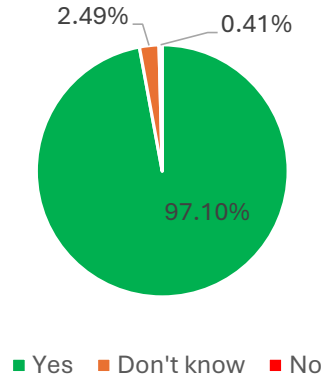
4.0 SURVEY FINDINGS- KEY ASSETS AND CONNECTIONS OF DROMORE

Dromore has a diversity of unique and fascinating assets that were contributing to the 'genius loci' or 'sense of place' of Dromore. Within the survey there were a series of questions on whether some of these assets should be developed and whether some actions from the 2015 Masterplan, are still relevant and fitting to be considered for development:

The River Lagan and its associated natural environments meandering through Dromore are a valuable asset and could be better utilised. There may be opportunities to create nature trails with related recreation activities to assist with a greater understanding of biodiversity and ecology whilst improving health & well-being. Would you support this idea?



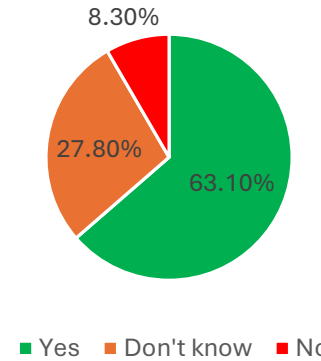
Dromore is strategically located on the A1, however, it has a high vacancy rate in the town centre. In the Masterplan 2015, it identified several gap sites and vacant buildings with development potential across the town to attract investors and new businesses. Would you like to see these sites and buildings developed?



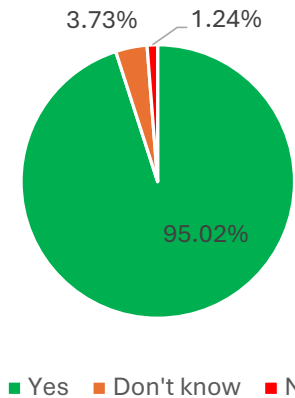
The top 3 intervention actions identified were:

- Gap sites and vacant buildings to be developed to attract new investors and businesses
- Riverwalk paths connecting elements such as the Motte and Bailey and Viaduct
- Riverwalk paths connecting the Viaduct and Dromore Community Centre

There has been recent investment in the Public Realm in Dromore. Are there any other opportunities to improve the streetscape, lighting, footpaths or walking routes elsewhere?



The 2015 Masterplan identified several areas where a new riverside walkway could be introduced to better connect the Motte and Bailey and the Viaduct by Riverwalk paths, subject to viability and land ownership agreements. Would you support the idea of larger and improved riverside walk in Dromore?



The Dromore Masterplan 2015, suggested an idea to better connect the Dromore Community Centre with the town centre, via footpaths and or cycle paths, extending a riverside route from the Viaduct to the Community Centre. (subject to landownership agreement)

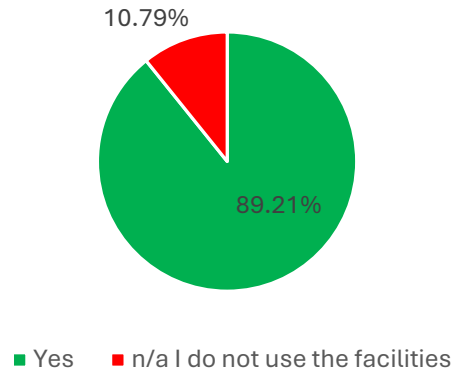


Figure 25- A selection of pie charts representing an overview of online survey results of peoples views of key assets and connections in Dromore

4.0 SURVEY FINDINGS- LEISURE AND AMENITY

Dromore has a vibrant leisure and amenity offering that encompasses hubs such as the Dromore Community Centre and includes a variety of pitches, parks and sporting facilities. The community were asked questions on what facilities they use at the Community Centre and Ferris Park and were asked for responses relating to the availability of booking slots for sporting facilities within the town.

Key findings included:

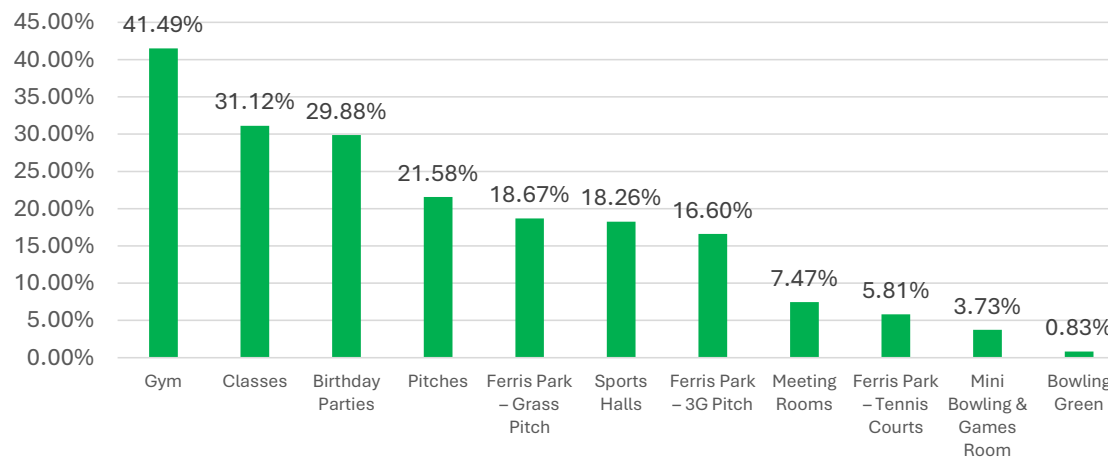
- Top 3 activities at the Dromore Community Centre and Ferris Park: Gym, class and birthday parties
- Almost half of respondents noted that they don't know if there are adequate training facilities and time slots available for local clubs to use in Dromore.

Quote from engagement on leisure facilities: *'A proper walking and cycling path for people to enjoy away from main road and sufficiently long would be amazing.'*



Figure 25- View of the Dromore Community Centre and associated recreational grounds

Which of the following facilities do you use at Dromore Community Centre and Ferris Park?



Do you feel there is adequate training facilities and time slots available for local sports clubs to use in Dromore?

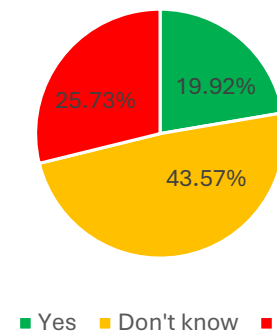


Figure 26- Bar chart and pie chart representing an overview of online survey results relating to usage of Dromore Community Centre and Ferris Park

4.0 SURVEY FINDINGS- DROMORE PARK

Dromore Park is the ‘green lung’ of the town that straddles the meandering River Lagan and interfaces with the centre of the town and a wide diversity of land uses including heritage assets, commercial properties, residential, leisure and educational facilities.

The Park has seen a good level of investment and development over recent years including recently added foot and cycle bridges, across the river linking various parts of Dromore.

The survey contained a question on what type of activities respondents visit the Park for and the top 3 responses were:

- To go for a walk in an open space
- To walk their dog
- To use the play park

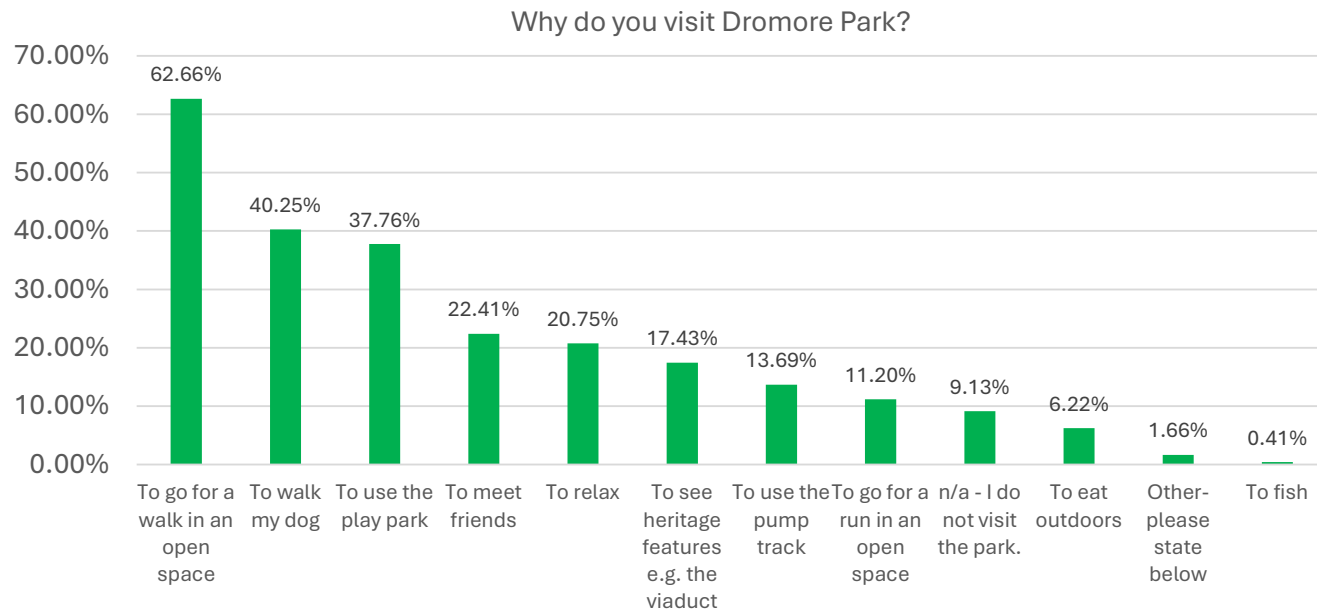


Figure 27- Bar chart representing an overview of online survey results relating to why people visit Dromore Park



Figure 28- Views of the riverside walkway in Dromore Park and the viaduct

4.0 SURVEY FINDINGS- DROMORE PARK

To gain an understanding of how people may like to see the park developed and what type of aspects would they like to see upgraded or developed for the park and the people of Dromore.

People responded as to whether they agreed (green) disagreed (red) or were undecided (orange) on what aspects should be developed or integrated:

Key findings regarding activities in Dromore:

The top 3 aspects that people would like to see upgraded or developed in Dromore Park are:

- River walk upgrade
- Better lighting in the underpass
- Ecology/nature trail

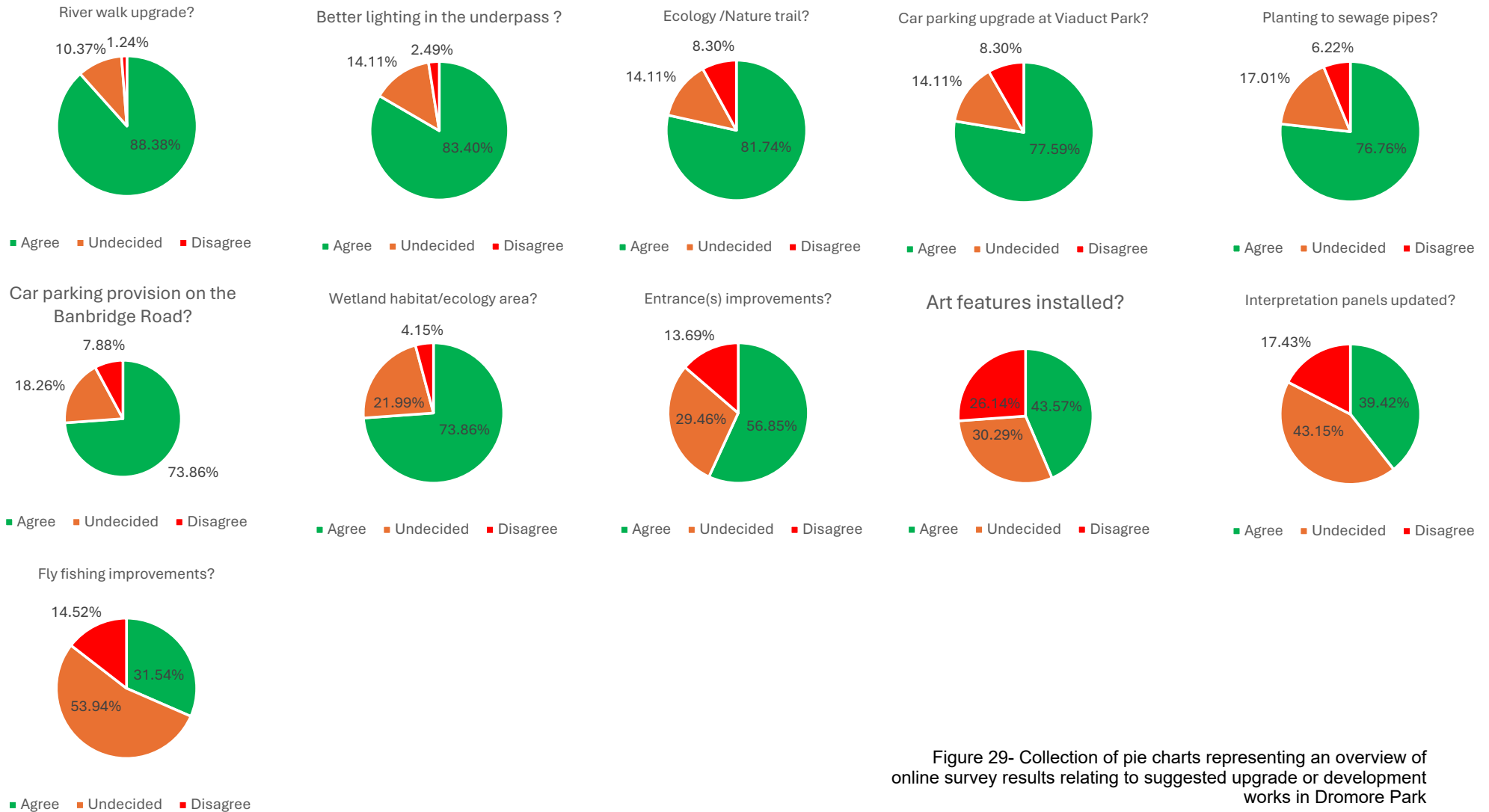


Figure 29- Collection of pie charts representing an overview of online survey results relating to suggested upgrade or development works in Dromore Park

4.0 SURVEY FINDINGS- NATURAL ENVIRONMENT

The natural environment plays a crucial role in Dromore for its setting and context but also for promoting and stimulating flora and fauna to increase the town's positive contribution to biodiversity. It is also vitally important for the physical and mental well being of the community of Dromore and those who visit the town.

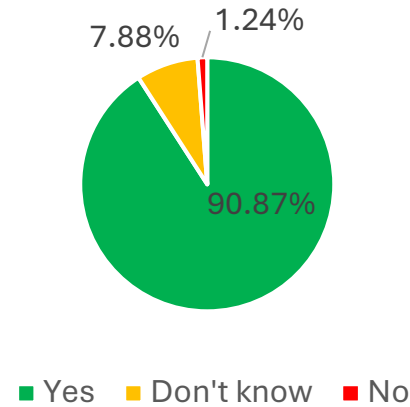
People were asked questions on whether they would like to see certain aspects of the natural environment developed and they responded, yes (green) no (red) or don't know (orange).

The key findings were that almost 91% of respondents would like to see a footbridge connection between Market Square and the Meetings Street car park and almost 84% of respondents noted that they would like to see opportunities for improving the Community Garden and provision of allotments in the town.

Quotes from engagement on allotments:

'We have such a diverse community, families and couples are moving here. We also have the 'native' community who are older & have vast experience to pass on; areas such as allotments can bring these generations together & provide companionship for those who are struggling to make new connections.'

The River Lagan and Market Square are valuable assets to Dromore. In the Masterplan 2015, it was suggested to create a new footbridge connection between Market Square and the Meeting Street car park, improving connectivity and pedestrian access across the River Lagan. Would you support this idea to be further explored



There are many opportunities for improvements to the natural environment within and around Dromore Town Centre. This could include opportunities to improve the Community Garden and also opportunities for allotments, providing land is available for this. Would you support these ideas?

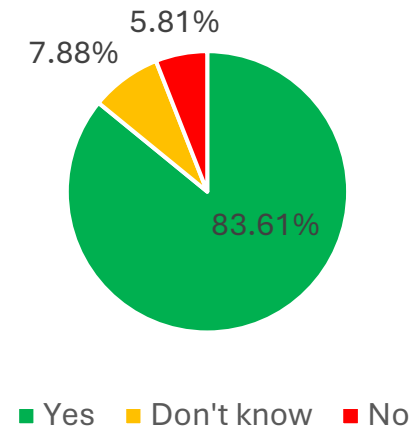


Figure 30- Pie charts representing an overview of online survey results relating to people's opinions on potential actions for the natural environment

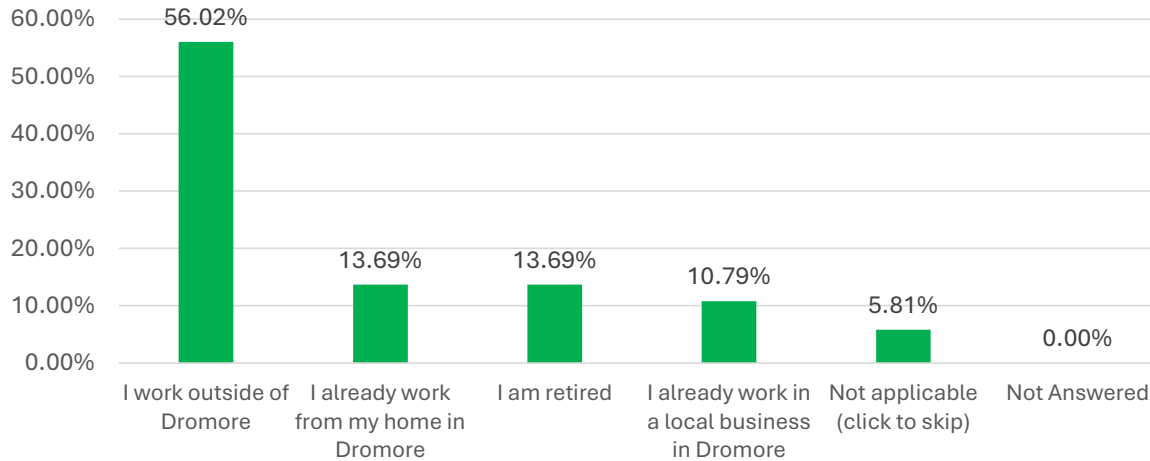
4.0 SURVEY FINDING- EMPLOYMENT AND BUSINESS

People were asked a series of questions on their employment and about the encouragement of business development, growth and investment:

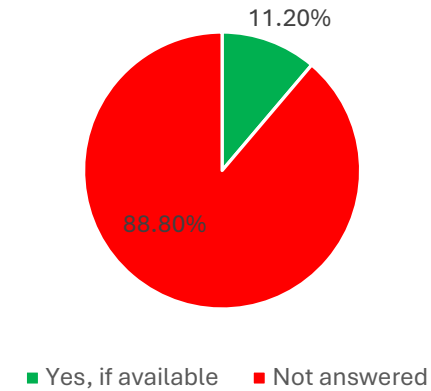
Key findings in relation to employment and business aspects are:

- More than half of respondents (56%) work outside of Dromore,
- Of those who currently do not work in Dromore, 11% noted that they would like to
- More than half (53%) of respondents think there is sufficient commercial accommodation in Dromore
- Top 3 aspects for making a positive impact to business growth: Enterprise hub/co-working, small/medium offices and corporate meeting facilities

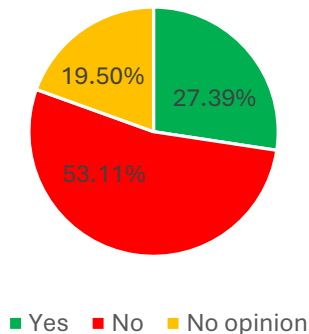
What is your employment status? And if you do not work in Dromore would you like to?



If you do not currently work in Dromore town, would you like to?



Do you think there is sufficient availability of quality commercial accommodation and available sites for economic development in Dromore to aid business growth, expansion and new investment ?



Thinking about encouraging business and investment in Dromore, which of the following would make a positive impact to business growth?

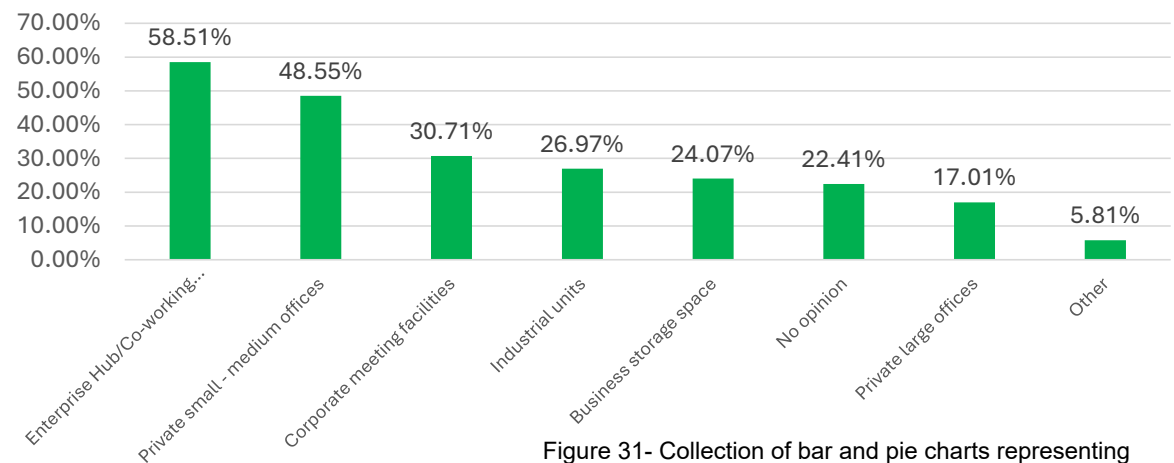


Figure 31- Collection of bar and pie charts representing an overview of online survey results relating to employment and business aspects

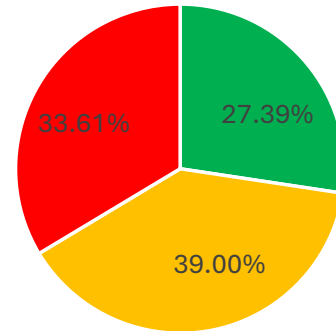
4.0 SURVEY FINDING- HOUSING

The survey contained questions on housing within Dromore and what type of housing they are interested in, should it become available i.e. a house, an apartment or to live above a shop. People were also asked if they felt that there was sufficient availability of affordable housing within the town.

The key findings are that:

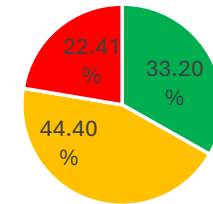
- A third (33%) of respondents do not think there is sufficient availability of affordable residential accommodation in Dromore
- The most preferred type of accommodation that people would consider in the town is for a house.

Do you think there is sufficient availability of affordable residential accommodation and available sites for new affordable residential development in Dromore



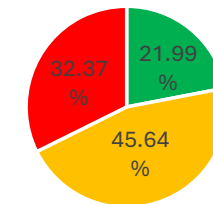
■ Yes ■ Don't know ■ No

House



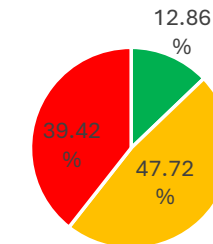
■ Yes ■ n/a ■ No

Apartment



■ Yes ■ n/a ■ No

Live above a shop



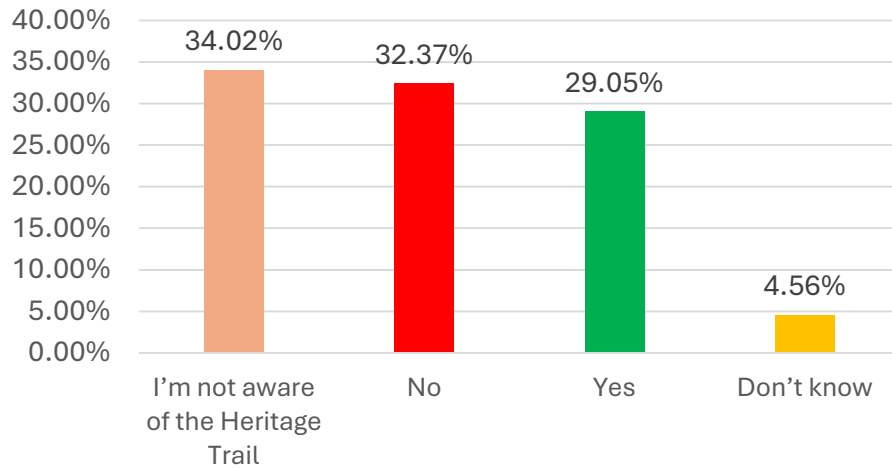
■ Yes ■ n/a ■ No

Figure 32- Collection of pie charts representing an overview of online survey results relating to housing aspects

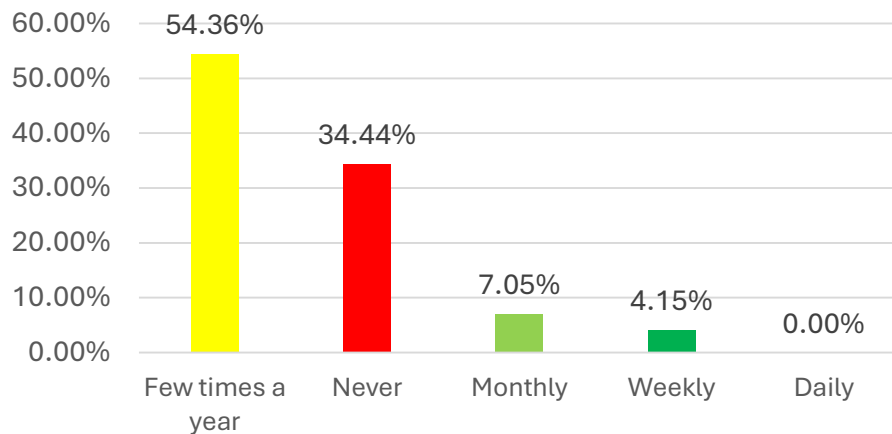
4.0 SURVEY FINDING- HERITAGE

Heritage is the lifeblood of Dromore. Not only the past, but current heritage and the future history that lies ahead. Dromore has key heritage assets in the town including the Viaduct, the Heritage Trail and the Motte and Bailey. Within the survey, people were asked a series of questions on their familiarity of them and how the Viaduct could be developed:

There are heritage trail points located in Dromore. Have you ever walked the Heritage Trail?



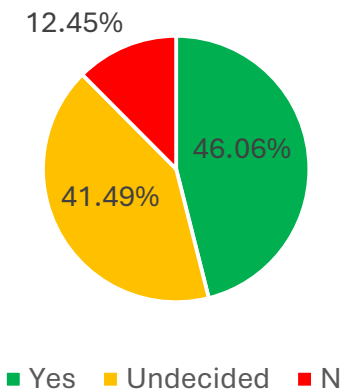
Dromore's Motte and Bailey is located on Mount Street, and is a historic monument. How often do you visit the site?



Key findings in relation to heritage aspects are:

- Two thirds (66%) of respondents are either not aware of the heritage trail or have never walked it.
- More than half (54%) of respondents visit the Motte and Bailey a few times a year
- Almost half of the respondents had ideas on how the Viaduct could be improved

The Viaduct in Dromore is an iconic heritage asset for the place. Do you have any ideas how to improve your experience around the Viaduct and the surrounding area?.. (e.g. a pocket park beneath it or would you like to walk over it)



Quotes from engagement on the Viaduct:

'Create a community garden on top of the viaduct and incorporate into a heritage trail that takes in pubs, cafes and restaurants.'

Figure 33- Collection of bar and pie charts representing an overview of online survey results relating to heritage aspects



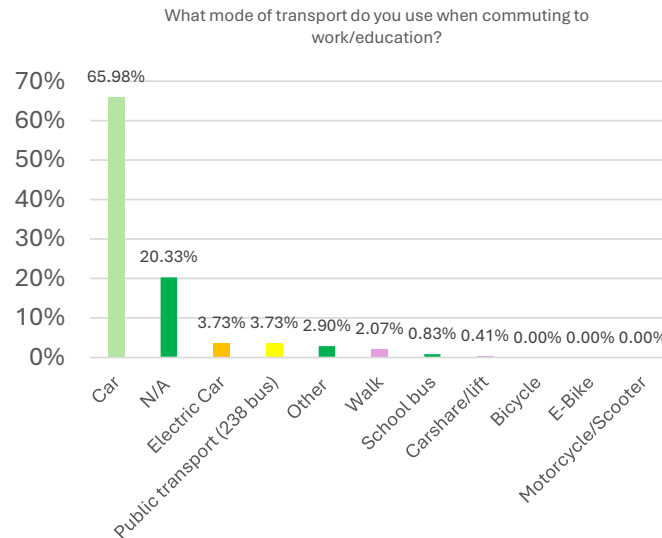
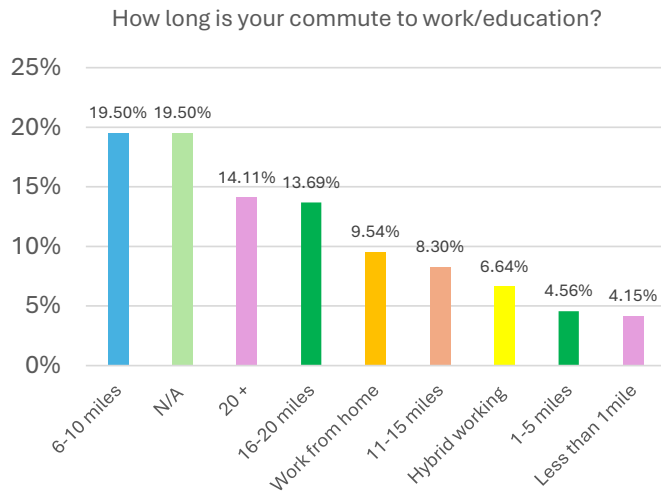
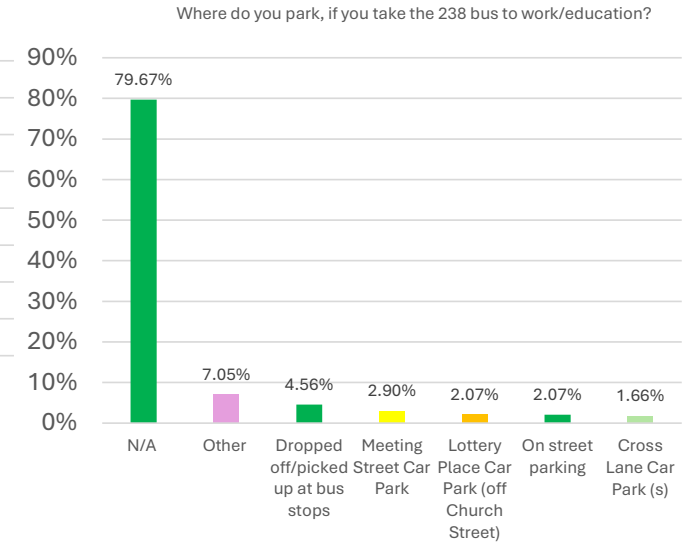
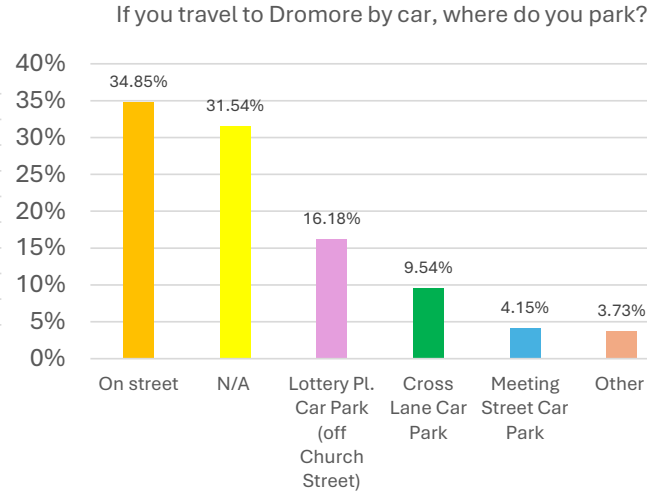
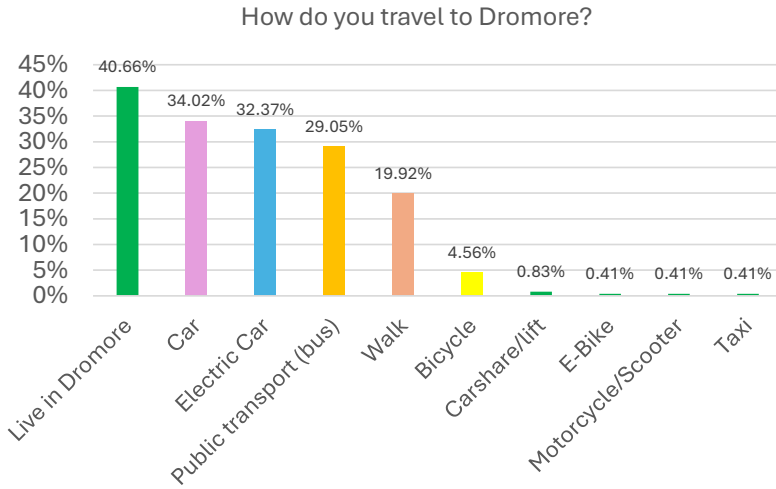
Figure 34- Early morning view of Dromore Town Hall

4.0 SURVEY FINDINGS- TRAVEL AND PARKING

Travel to and from Dromore and parking within the town need to be assessed to enable informed decisions on how these aspects need to be addressed and future proofed to correspond with the growth of the town. A series of questions were asked to understand these aspects better:

Key findings in relation to travel and parking aspects are:

- More than a third (34%) of respondents travel to Dromore by car and almost a third (32%) by electric car
- More than a third (34%) of respondents park on the street when they travel to Dromore
- Less than 10% of people utilise town centre parking when they take the 238 bus to work/education
- The average commute to work for respondents was 6-10miles with two thirds of respondents commuting by car
- Almost half of the respondents (49%) do not feel that there are car parking spaces available when they go to town for their messages



Do you feel that the spaces are available when you need them to park up and get your messages?

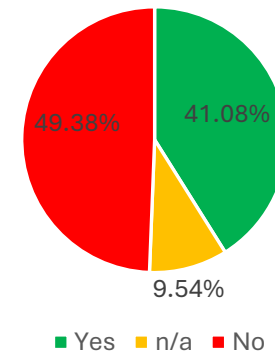


Figure 35- Collection of bar and pie charts representing an overview of online survey results relating to travel and parking aspects

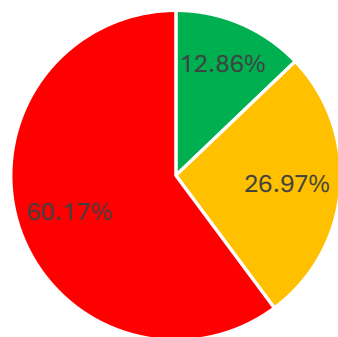
4.0 SURVEY FINDING- MOVEMENT

Active Travel and congestion are two crucial aspects that need to be reviewed to ensure people have fluid movement within the town and that the streets and town centre areas could be considered for some forms of pedestrianisation to afford a heightened level of safety and comfort whilst also affording opportunities for new uses and activities. The survey raised a series of questions on these matters to gauge opinions:

Key findings in relation to movement are:

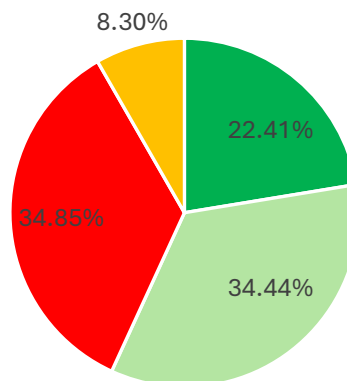
- 60% of respondents do not agree that there is adequate cycle infrastructure provision in Dromore
- Over half (56%) of respondents would consider pedestrianising parts of the town either all of the time or on a temporary basis

Would you agree that there is adequate cycling infrastructure provision within the town- e.g. cycle routes and cycle parking areas etc?



■ Yes ■ Don't know ■ No

Would you like to see areas of the town centre pedestrianised, do you feel there is a need?



■ Yes, all of time ■ Yes, on temporary basis ■ No ■ Don't know

Figure 36- Pie charts representing an overview of online survey results relating to movement aspects

Quotes from engagement on pedestrianisation:

'Closure for an event, perhaps the weekend, for a farmers market, say every Sat or Sun, or once a month. Just like french villages..... Close off the square area for a two/three hour period to facilitate this. Great for farmers and local business.'

'Traffic can be hard enough to get round the town, if areas were pedestrianised this may make it worse.'

4.0 SURVEY FINDING- INTERVENTIONS

The below table is a list of suggested interventions, which could potentially make a difference in the centre of Dromore. The survey raised questions on interventions in Dromore and asked people to rank their preference of priority on these. The results have been ordered on the table below and indicate the general opinion in their highest priority interventions to those that they rated of being a lower priority:

The top 3 highest priority for interventions in Dromore are:

- 1) Bringing vacant shops back to use
- 2) Rebuilding and reusing gap and derelict sites
- 3) Shop front repairs

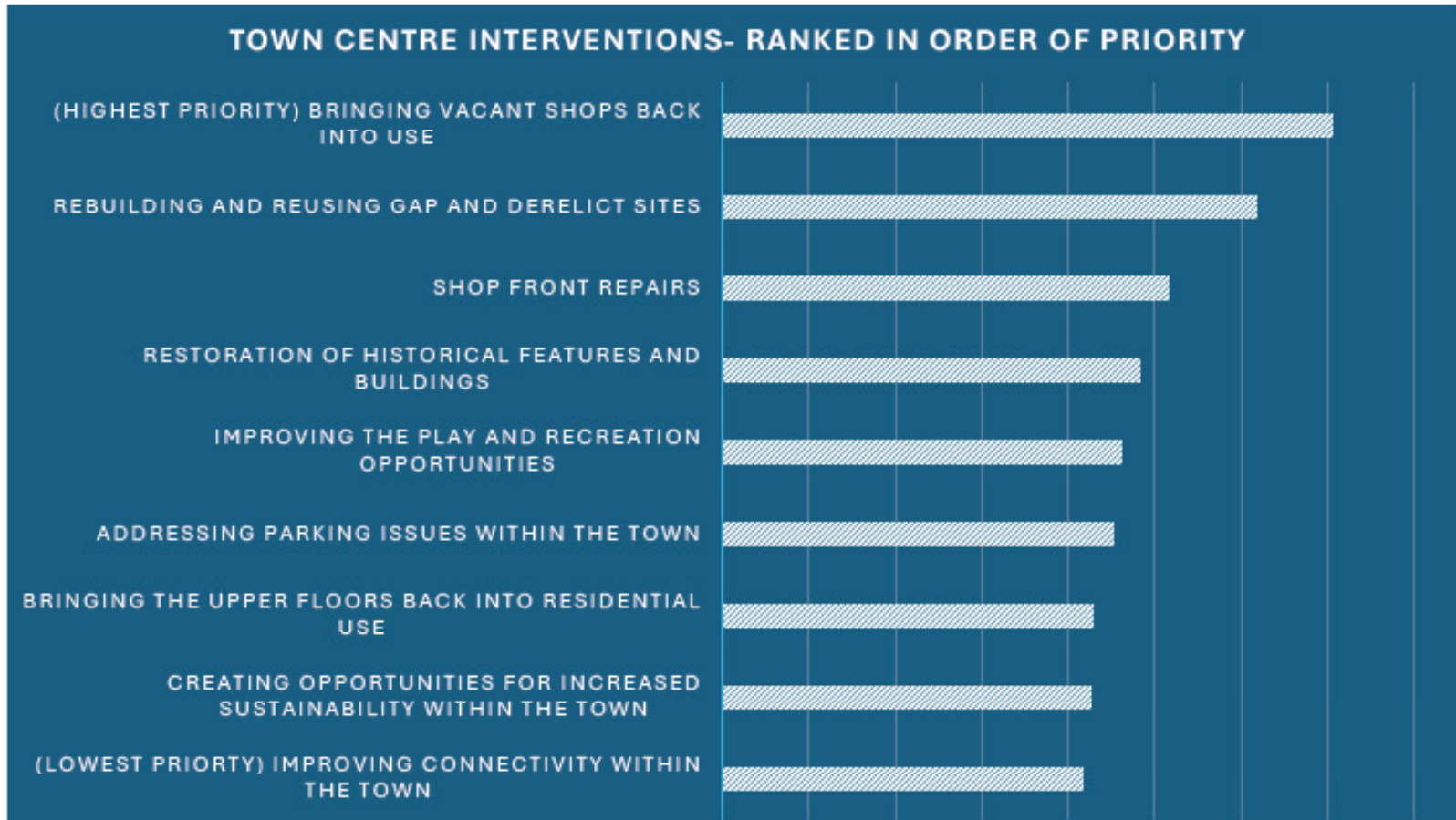


Figure 37- Bar chart representing an overview of online survey results relating opinions on town centre interventions



View from Bridge Street looking north



View of Dromore Cathedral



View of The Market Bar



View of vacant building on Castle Street



Figure 39: View of detail to Dromore bench

5

**WORKSHOPS
AND
ENGAGEMENT
EVENTS**

5.0 WORKSHOPS AND ENGAGEMENT EVENTS

Some key headlines and highlights of our initial engagement phase are noted below:

614 PEOPLE INVOLVED
IN THE PLACE PLAN

241 RESPONDENTS TO
ONLINE SURVEYS

49 YOUNG PEOPLE ENGAGED

31 MEETINGS AND INTERVIEWS

36 OLDER PEOPLE ENGAGED

28 DROP-INS AT THE
DROMORE FORUMS

7 WORKSHOPS
(ONLINE AND IN
PERSON)

3 POP-UPS AT
COMMUNITY
EVENTS

4 DISCOVERY
WALKS

Images from the engagement events



Lagan River DEA Meeting



Knit and Natter engagement



Dromore Chamber of Commerce meeting



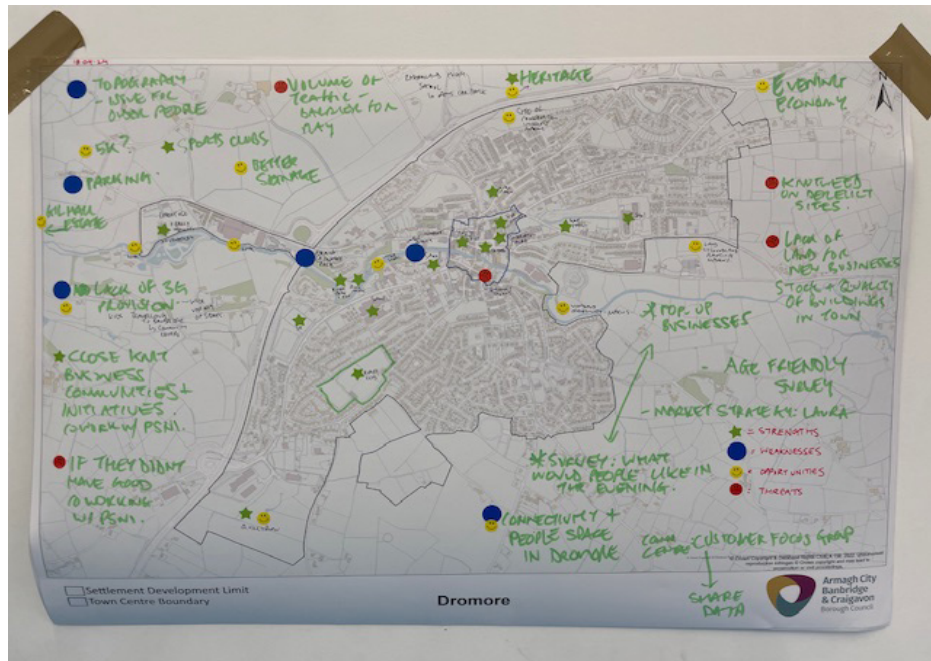
Heritage walk and talk



Artisan Market engagement



Artisan Market engagement



Mapping analysis engagement session



Heritage walk and talk

Figure 41-Collection of photos from engagement events



Figure 42-Sunrise view from the Motte and Bailey

6 IDEAS STORMING

6.0 IDEAS STORMING- SUMMARY

A wide diversity of ideas were suggested for incorporation into the Place Plan from the survey, engagements and workshops. These included big and small ideas, blue sky thinking, innovative and creative ideas.

The following pages provide an overview summary of the main ideas suggested and have been clustered into groups.

BIG IDEAS

- 4G Pitches @ Dromore Community Centre
- Address dereliction
- Co working spaces
- Community Centre for everyone
- Community Cinema for all ages,
- Community Hub for Everyone
- Cycle path linking to Lagan towpath
- Derelict shops and derelict sites
- Get rid of sewage works
- Ice Skating Rink /Roller Skating
- Link footpaths between carparks and square
- More parkland
- New industry and businesses at Quillyburn
- Old Primary School - Business Centre/Hub
- Old Primary School - market culture and have it as an indoor market
- Old Primary School - Market Indoor and Outdoor
- Park improvements
- Restaurant a good quality high end like Parson's Nose, Still House
- Retirement Housing for lands behind Quails Butchers (level area close to town)
- Riverside and woodland walk and bike trail
- Riverside walkway / café culture
- Sports Hub at Quillyburn?
- Supermarket in the town centre
- Swimming pool
- Vacant Buildings - Neesons Old Shop
- Vacant property owners to tidy their premises and do something for the town
- Walk along the river from Motte & Bailey to Leisure Centre
- Walk from Mound to the Leisure Centre

SMALL IDEAS

- A play pitch for youth - netball
- Access to viaduct
- Annual Festival - celebrates Dromore timeline & future (like SOMA but not the same as Castlewellaan)
- Area to north of square for small business units
- Arts and Crafts
- Basketball court at leisure centre
- Being able to walk on top of the viaduct
- Biodiversity along the river
- Charity events
- Christmas and seasonal lighting
- Clean old buildings
- Coffee shops open on a Sunday
- Community bus
- Community initiatives and classes
- Community Notice Board
- Community respect - collect own litter
- Derelict buildings, waste ground
- Ease parking issues
- Extend the Market Square
- Fix up old buildings
- Heritage info and events
- Monday opening for all shops
- More for youth
- More picnic areas and seating when park finished
- Motte and Bailey walk and talks
- Old buildings to be rejuvenated
- Old railway information
- Paddle boarding
- Paint and flowers
- Parking improvements
- Petanque area at the old Primary School
- Places open on a Sunday
- Plant flowers and better xmas decor
- Pop up / meanwhile use for businesses in area to
- Pop Up Community Cinema
- Reduce business rates to attract small businesses
- SEN spaces
- Shared pathways - walking or cycling
- Shoe Shop
- Small theatre or family hub
- Something more for Teenagers
- Speed bumps
- Tennis Court - community access
- Viaduct access
- Youth activities
- Youth Club – Non denominational / social workers or staffed

6.0 IDEAS STORMING- SUMMARY

TRANSPORT AND TRAFFIC IDEAS

- Bus stop for Dublin airport
- Bus to Dublin airport to stop in town
- Covered seating at community sitting area between Calm and Quails
- Empty lots behind Quails for carpark
- EV points
- Gallow Street should be one way
- Improved bus link (Airport / Dublin)
- Increase cycle routes
- Increased charging points
- More car parking
- More delivery dedicated drop off space to aid flow of traffic especially around Mulhollands
- More parking - business owners not to use car parking close to town
- Not enough car parking in Dromore
- Only noticed 2 EV charging points
- Park and ride
- Partner up with churches for car parking
- Pedestrianise square with Mulhollands and Bridge street
- Remove parking spaces on Gallow Street
- Seat to be inserted under canopy of Town Hall as people like to sit in Square
- Train link (as we are on Belfast/Newry Corridor)
- Wider footpaths outside Browns chip shop or a bus stop space so bus does not stop flow of traffic

DROMORE 'OFFERING' IDEAS

- 6 mile run
- Abseiling of viaduct
- App for self directed walk/history info
- Break of Dromore
- Café overlooking river - multiple possibilities to have this along river
- Cafés and businesses open beyond 4pm
- Celebrate Dromore day
- Community Garden on viaduct
- Dromore Fair Day plus more events
- Festive lighting within the town centre including lights on the trees around Market Square
- Gaming centre
- Garden at top of viaduct like Randalstown
- Go kart race
- Heritage walk excellent as interested in history of Dromore.
- History talks
- Horse Fair
- Library open more
- Market former figures ie Harry Ferguson etc
- Mini golf
- More brown signs to let people know what's on offer in area
- Motte & Bailey information
- Need to capture knowledge and deliver history talk plus get them recorded
- Online website of what's happening in Dromore from Parent & tot classes, events, fitness classes etc
- Promote market
- Promote the mound better
- Promotion of Dromore at the A1 gateways
- Schools sports day parade in town



Figure 43-Riverside view of Regents Bridge and the Dromore Cross

6.0 IDEAS STORMING- SUMMARY

NATURAL ENVIRONMENT IDEAS

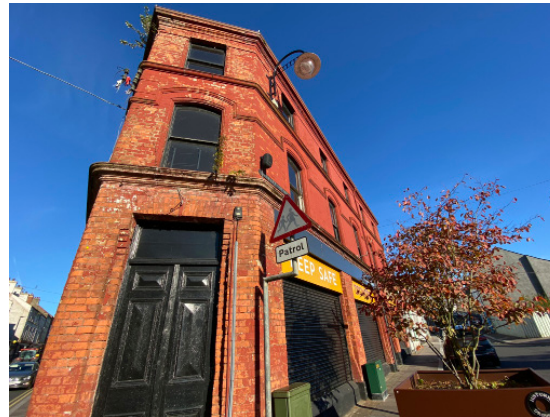
- Allotments
- Café culture
- Dog park
- Live performers/actors at mound
- Nature walks
- Nature interpretation
- Riverwalk from Motte & Bailey to park along the back of the buildings
- Riverside walk/ cycle track
- Simple maintenance
- Wildflower verges

GROWTH AND INVESTMENT IDEAS

- Create more jobs in the town
- Development opportunity sites- Area Plan
- Fix derelict buildings and attract more business to the space
- Housing in Town Centre - Pensioner and housing for singles
- Housing over shops within square
- Increase parking to 2 hours
- Landlords / Property owner grants to support building paint schemes etc
- Link train when planned Lisburn - Banbridge route developed
- More pensioner housing off town centre will lead to more community within town
- New industry on the A1
- Parking
- Parking increase
- Pop up shops - containers on gap site on Market Square
- Repurpose vacant lots on square/develop empty lots on square

BUILT ENVIRONMENT IDEAS

- Address dereliction
- Clean old buildings / fronts / weeding / shrub cutting
- Close off road on part of the square for tables and chairs etc including Bridge Street
- Concert Hall for events
- Develop and build up the gap sites
- Develop Market Town identity- e.g. cobbled paths, matching bollards and lighting
- Manchester House on Bridge Street - Dangerous
- Need for Community Hub for all users groups to use and benefit from - Old Primary School
- Owners to take pride in their buildings
- Redevelop Old Primary School for residential / Business



Corner building on Market Square



Riverside walkway



Previous Dromore Central Primary School site



Motte and Bailey



'Fergie' located off Hillsborough Road

7 EMERGING OUTCOMES AND ACTIONS

7.0 EMERGING OUTCOMES AND ACTIONS

A key aspect of the Place Plan is to identify a series of outcomes for the town. These outcomes highlight unique characteristics of the town that Dromore could be in the future. Following from this a series of actions are identified at a range of scales and timelines. These actions will assist in achieving the outcomes and they are clustered together in a series of interrelated themes.

The outcomes identified for Dromore are:

1. **Historic Dromore** - a heritage town
2. **Stocked Dromore**- A town stocked with assets, life and energy
3. **Active Dromore**- A town with a wealth of activity opportunities
4. **Discovered Dromore**- A town with an abundance to explore
5. **Connected Dromore**- A town with physical and community linkages

The thematic clusters, into which the actions are grouped, are:

1. Built environment and strategic growth
2. History and interpretation
3. Sustainability
4. The great outdoors
5. Community life
6. Heart of the town



Avoiding the rain in Market Square



Market Square planter



Regents Bridge



Manchester House on Church Street

Figure 45-Collection of views across Dromore

Outcomes



Figure 46: Outcomes wheel



Figure 47: Corner building in Market Square



**PUBLIC
CONSULTATION
ON DRAFT PLACE
PLAN**

8.0 PUBLIC CONSULTATION ON DRAFT PLACE PLAN

**NOTE: TO BE ADDED FOLLOWING
COMPLETION OF THE PUBLIC ENGAGEMENT**

9

ACKNOWLEDGEMENTS



Figure 48: View of the junction at Market Square and Church Street

9.0 ACKNOWLEDGEMENTS

ABC Council, as lead partner on behalf of the Community Planning Partnership, appointed HLM Architects to develop the Dromore Place Plan. The Partnership would like to thank HLM Architects for their commitment, innovation and expertise.

To find out more about HLM Architects please visit:
<https://hlmarchitects.com/>



Figure 49: View of Dromore Cathedral and the Dromore High Cross

Appendices







INTERESTED IN THE DEVELOPMENT OF DROMORE,

for further information or
to get involved with the
delivery of an action?

We want to hear from you.

Please contact the Community
Planning Department at
Armagh City, Banbridge and
Craigavon Borough Council

 0300 0300 900

 communityplanning@armaghbanbridgecraigavon.gov.uk

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