

Brown's Bay

Development Plan



October 2017



Contents

- 1.0 Introduction
- 2.0 Site Context
 - 2.1 Location
 - 2.2 Existing Site Conditions
- 3.0 Strategic Context
 - 3.1 Social & Economic Policy Review
 - 3.2 Environmental Designations
- 4.0 Consultation
 - 4.1 Workshops
 - 4.2 Questionnaire
 - 4.3 Analysis
 - 4.4 Analysis Conclusions & Development Objectives
- 5.0 Framework
 - 5.1 Framework Plan
 - 5.2 Strategic Framework
 - 5.3 Concept Imagery
- 6.0 Development Proposals
 - 6.1 Concept Masterplan
 - 6.2 Facilities
 - 6.3 Accessibility
 - 6.4 Project Timescales
 - 6.5 Potential Funding Organisations
- 7.0 Summary and Conclusion

1.0 Introduction

Brown's Bay Caravan Park is owned by Mid and East Antrim Borough Council (MEABC) and was opened by Larne Borough Council in the early 1980's. The site can accommodate 24 caravans and there is camping space suitable for up to four tents. Prior to the 2011 season, Larne Borough Council invested significantly in the caravan park to modernise and improve standards. The investment included:

- Electricity meters installed at each of the 24 caravan pitches
- On-line booking and payment system was set up
- Automated gates were installed with access via a keypad and security code
- Since 2012 the Caravan Park has remained closed.

The area is in an idyllic setting overlooking the bay. The caravan site opened annually from the beginning of April until the end of September. In the 2011 season the site was staffed by a Caravan Park Attendant on a part time basis seven days a week as follows:

Opening hours were from 7.30am-9.00am, 2.00pm-4.00pm and 7.30pm-9.30pm. The service facilities at the Park include a wash room with male and female sections (one shower each), a laundry and sluice area. The building also accommodates public toilets which were modernised a few years ago. However, the caravan park suffered from anti-social behaviour in recent years and has remained closed since 2012.

With MEABC's plans to re-open 'The Gobbins' in 2017, Council now wish to build the Mid and East Antrim brand and make increase the number of 'go to' destinations within the Borough.

There is a desire to increase the number of overnight stays in the area and most recent statistics demonstrate this has grown by 36% over the past 12 months. Potential investment in Brown's Bay Caravan Park should help to continue this growth and ultimately increase the number of people employed in tourism activities within Mid and East Antrim.

The Development Plan for Brown's Bay Caravan Park will help the economic and tourism aspirations of Mid and East Antrim Borough Council and contribute to sustained economic growth compatible with the emerging Integrated Economic Development Strategy and Tourism Strategy for the area.

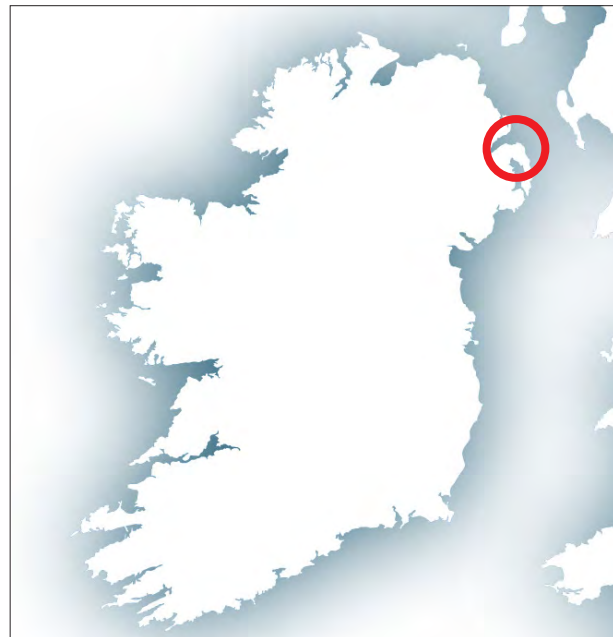
This development plan was prepared through a series of key stages, where community engagement through stakeholder consultation workshops, review of strategic context and consultation with Statutory agencies acknowledges the requirements set out within the Mid and East Antrim Borough Council Development Plan appointment for Brown's Bay Caravan Park.



2.0 Site Context

Brown's Bay is located on Islandmagee; a coastal and country peninsula situated on the east coast of County Antrim between the historic town of Carrickfergus and the seaport and industrial market town of Larne. It is joined to the mainland at Whitehead.

The peninsula of Islandmagee is about 8 miles long and between two and three miles wide. It is connected by a narrow passage to the mainland just off Whitehead and then continues parallel to the coast all the way to Larne, forming Larne Lough. Across the Islandmagee peninsula there are a number of small settlements, harbours and areas of outstanding natural beauty.

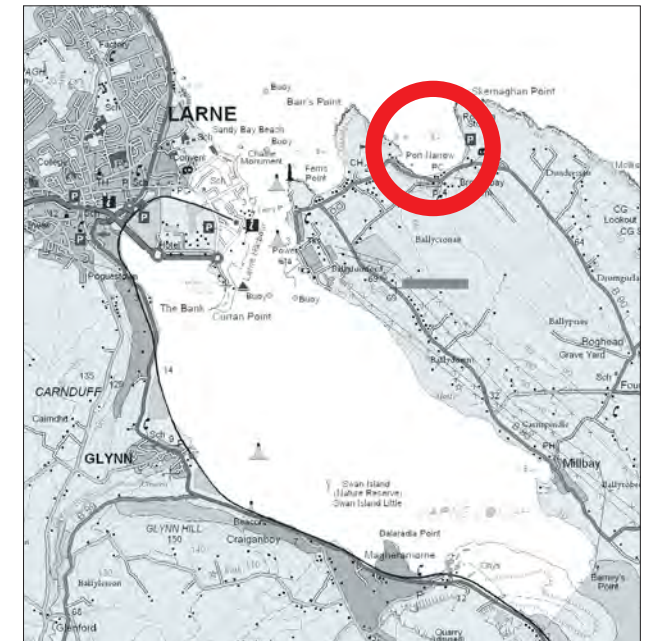


A small harbour is situated on the Islandmagee side of the entrance to Larne Lough just opposite the port of Larne at Ballylumford. It is a valuable launching site for sea going activities. A small passenger ferry operates between the harbour and Larne.

Close to the harbour, is Ballylumford Power Station that provides one third of the electricity required by Northern Ireland.

2.1 Location

Brown's Bay is one of the most popular tourist attractions on the peninsula. It has a beautiful, safe sandy beach nestling between the two northern promontories of Skenaghan point and Barrs Point. Skenaghan point, on the east of the bay, is a National Trust property and features a short walking route past the "rocking stone". Looking to the north it is possible to get a clear view of the "Maidens rocks" far out in the North Channel.



2.0 Site Context

2.2 Existing Conditions



The Caravan Park is owned by MEABC and was opened in the early 1980's. The site can accommodate 24 caravans and there is tent camping which is suitable for a number of pitches. In 2012 however, the caravan park was closed and has since gone into disrepair. Local facilities include parking for approx. 150 vehicles, a small shop, open part-time and toilet block.



There is a strong disconnect between the current facilities and the bay in the form of both natural and man-made features. A low wall limits pedestrian accessibility to the two vehicular entrances which also feature height restrictive barriers. Sand succession has heightened the grassed embankment along the Brown's Bay road further restricting access to and from the beach.

Baseline studies have been undertaken in relation to Policy documents at an International, national, County and community level. The review includes the Regional Development Strategy 2035 'Building a Better Future'. This document is a positive guide to the future development of Northern Ireland up to 2035.

Acknowledgement has also been made to Mid and East Antrim Borough Council's Corporate Plan 2015 – 2019. This document is Mid and East Antrim Borough Council's first Corporate Plan and is a 'statement of intent'. It details Council's aims and ambitions up to 2019. The plan outlines the transformational change required to ensure they deliver better services and are continually improving services year on year. The key outlining objectives highlight Growing the economy, Developing the tourism potential and Building stronger, safe and healthy communities.



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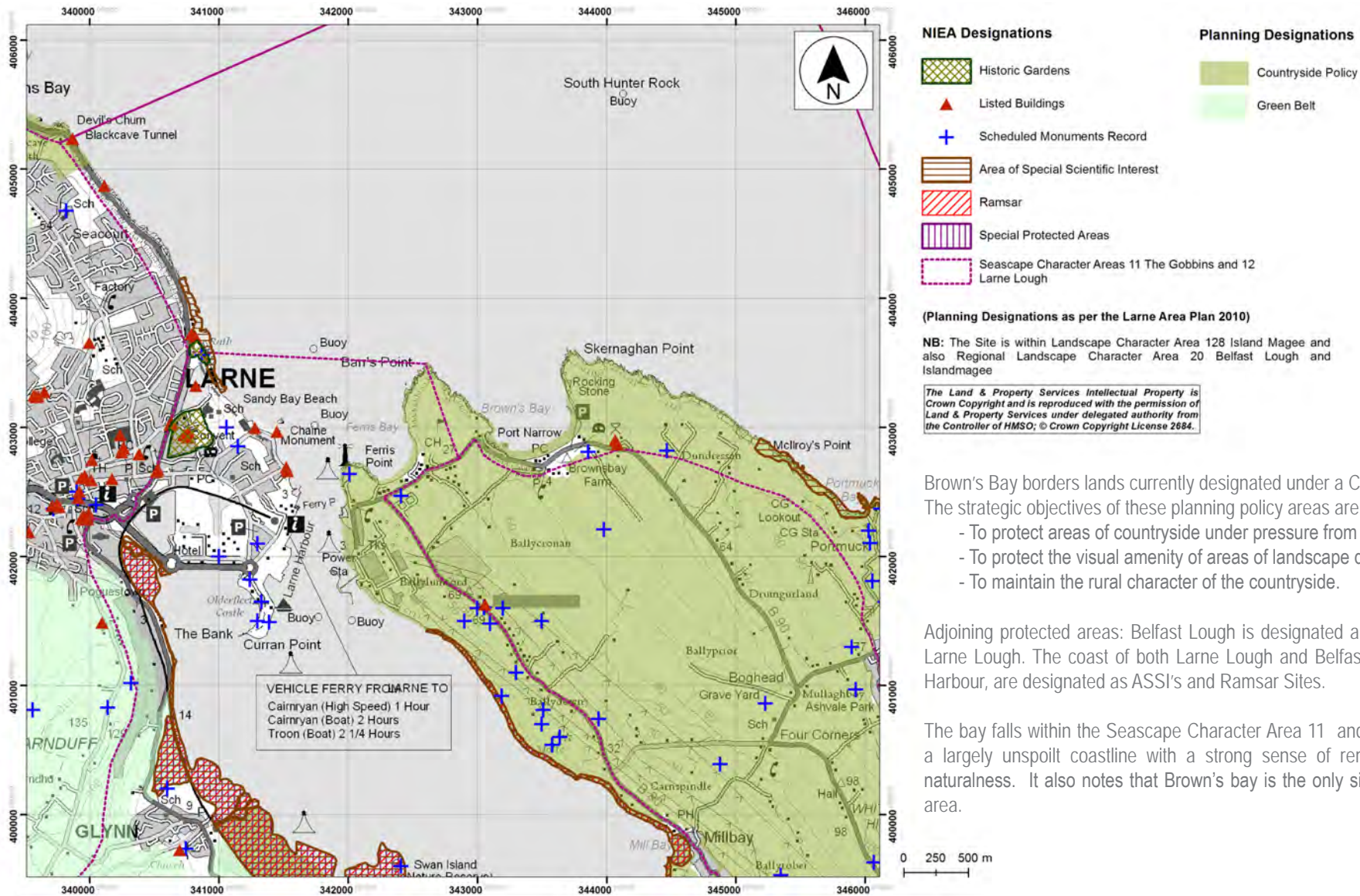
At a community level The Islandmagee Area Plan was developed in May 2017; The plan sets out a vision for how the local area can continue to improve and sustainably develop.

Through in-depth community engagement a range of key actions and improvements have been identified to improve the overall physical, economic and social aspects of the area and help address local needs.

These plans identify the specific needs of each village and set out a range of agreed actions that would help improve the area for everyone. It identifies that Brown's bay was felt to be particularly poorly served in terms of community facilities and amenities.



This Development Plan will help meet the economic and tourism aspirations of MEABC and contribute to sustained economic growth compatible with the emerging Integrated Economic Development Strategy and Tourism Strategy for the area.



Brown's Bay borders lands currently designated under a Countryside Policy Area; The strategic objectives of these planning policy areas are:

- To protect areas of countryside under pressure from development;
- To protect the visual amenity of areas of landscape quality; and
- To maintain the rural character of the countryside.

Adjoining protected areas: Belfast Lough is designated as an SPA, as are parts of Larne Lough. The coast of both Larne Lough and Belfast Lough, including Belfast Harbour, are designated as ASSI's and Ramsar Sites.

The bay falls within the Seascape Character Area 11 and notes the area of having a largely unspoilt coastline with a strong sense of remoteness, tranquillity and naturalness. It also notes that Brown's bay is the only significant beach within the area.

4.0 Consultation

On Monday 12 June 2017 a series of open workshops were held at the Islandmagee Community Centre, where council members, the general public, statutory and non-statutory authorities, community groups, residents and other interested parties were invited to attend.

The two events were facilitated by Mid and East Antrim Borough Council and the Consultant Team. The event was also well supported by the Islandmagee Community Development Association.

The objective of the workshops was to provide a forum in which the Consultant Team could gain valuable knowledge of the project area, highlighting strengths, weaknesses, discuss the potential opportunities and discover short and long term threats to the existing environment and management operations within the Brown's Bay local area.



4.1 Workshops



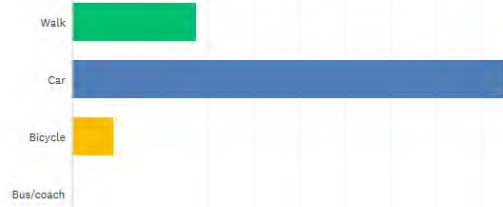
4.0 Consultation

During the consultation process feedback was received from elected members, Council representatives, the Islandmagee Community Group, Statutory representatives, stakeholders and interested individuals in the Community.

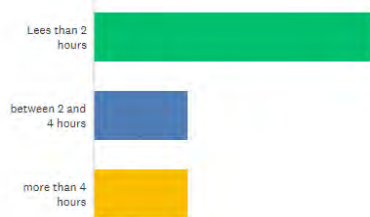
95% of those surveyed typically arrived by car, to the site with some users mixing their travel between car, walking (6%) and cycling (2%).

Below is an example of a couple of the findings taken from the workshops and questionnaires. Refer to Appendix A for further results.

What form of transport do you use to get to Browns Bay?



How long would you stay during your visit to Browns Bay?



The consultation also provided an understanding of the current dwell time spent on site.

The age range of our consultees utilising the site and associated beach represented a broad set of age groups. With those between the ages of 26 to 45 making up 50% of those surveyed.

An age group that fared poorly in attendance were the 8 to 14 age group forming just over 9% of those surveyed.

The majority of people surveyed were from the local community making up 98% of those surveyed. The furthestest distance collected in our data were visitors from England and Wales. Visitors were asked if their visit to Brown's Bay was part of an extended journey to visit other attractions along the coast.

The Gobbins was noted as a destination visited as part of a tour of the coastal route and amounted to 25% of those questioned visiting other attractions beyond Brown's Bay in the vicinity.



4.3 Analysis

The overarching theme of what attracts people to Brown's Bay according to the survey is the serene picturesque, peaceful and wonderful setting of the existing surrounding landscape.



Some of the most pertinent comments raised during the consultation process are summarised below;

- Brown's Bay visitor attraction could be a 'Flagship' All Inclusive site.
- Improve accessibility to the beach from the existing car park, for all users.
- Create disabled parking bays that allow motorised chairs to embark/enter a vehicle within a protected demarcation area.
- Control of current 'wild' parking arrangement along carriageway.
- Reintroduce short stay accommodation.
- Introduce a play park.
- Improvements to the car park increasing car parking quantum.
- Introduce cleaning facilities toilets / showers for beach users/create new facilities aligned to 'Changing Places'.
- Introduce cafe/restaurant.
- Current standards of utility provisions which may limit development proposals.
- Improvements required to pathway leading to the 'Rocking Stone'.
- Upgrade Camping facilities to provide 5* camping and/or glamping facilities.
- Opportunity for recreational non-polluting water activities.
- Safe zone for swimming / water activities.
- Increase the number of litter bins & increase collections.
- Provide storage for water sport activities (canoe/paddleboard etc.)
- Provide storage for Beach access equipment/chairs etc.
- Potential for 'pop up' water sporting lessons and hire of equipment.
- Potential to return to the historical layout of Brown's Bay.
- Important to maintain the existing character of Brown's Bay.
- Cleaning of the beach due to litter/dog fouling especially after periods of good weather.
- Improvements to information signage and interpretation panels for all user groups.



Upon review of the Consultation findings following the stakeholder meetings, discussions and questionnaire returns, a range of potential new development proposals and 'mini' projects have been realised as a consequence.

These projects have been categorised into five key groupings namely; Environmental Improvements; Traffic Management; Visitor Facilities; Visitor Attractions and Community Connectivity. These key groupings form a strategic framework from which the identified development objectives fall into place.



A. ENVIRONMENTAL IMPROVEMENTS

- 1.Improve accessibility to the beach front from the existing car park.
- 2.Improve the efficiency and quality of parking provision.
- 3.Improve accessibility to Skernaghan Point.
- 4.Opportunity to provide a location for a 'Pop up' cafe or restaurant.

- 5.Creation of a new facility to assist disabled users to access/egress the water.
- 6.Improvements to pedestrian infrastructure including existing footpaths and visitor information signage.
- 7.Provide outdoor amenity areas with seating (including canopy shelters).



B. TRAFFIC MANAGEMENT

1. Introduce traffic calming measures along Brown's Bay Road.
2. Opportunities to increase car parking along existing carriageway.
3. Review and control vehicular access to existing amenity space and footpath to 'Rocking Stone'.
4. Introduction of pedestrian crossing between the car park and the beach.



C. VISITOR FACILITIES / MANAGEMENT

1. Replace existing toilet block with new facilities that include changing and washing facilities with external shower provision for beach users following the recommendations contained within the Changing Spaces Initiative.
2. Introduction of 'Pop Up' Cafe (Short term). If business establishes, consideration should be made to create a permanent outlet, seasonal/full time.
3. Reintroduce Caravan facilities.

4. Potential to increase car park / camping facilities subject to communication with existing landowner.
5. Increase the number of bins and/or collections in periods of high usage.
6. Introduce interpretation panels for the Community to advertise lessons / community events.
7. Provision of storage facilities for water sporting clubs / community use.



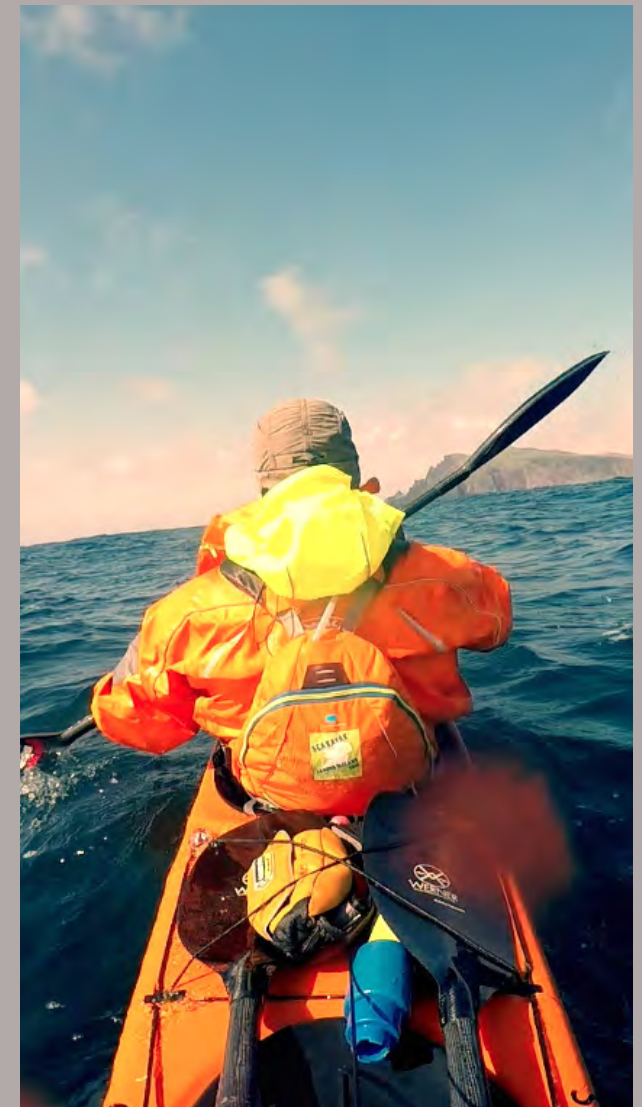
D. VISITOR ATTRACTIONS

1. Introduce short stay accommodation / 'glamping' pods.
2. Potential to provide 'pop up' water sports educational training / lessons and equipment hire.
3. Improved promotion of existing community activities in the vicinity such as the 'Brown's Bay Beast Triathlon' event.
4. Support the local community in developing site specific commercial/ community events to help support local businesses.



E. COMMUNITY CONNECTIVITY

1. Council to create stronger communication links with the local community groups.
2. Council and Police Service of Northern Ireland (PSNI) to encourage passive surveillance of Brown Bay.
3. Council to work with local Community Groups to enhance the brand and identity of Brown's Bay, through Beach initiatives such as 'Blue Flag' and creation of an all 'Inclusive' visitor attraction.



The five categories highlighted within the strategic framework have formed the basis for the development plan moving forwards.

Key moves include the reintroduction of the caravan park with the potential to introduce alternative camping experiences. Provisions need to be made to link the facilities with the beach front and improve linkages to Skernaghan Point.

Subject to landowner dialogue and agreement the development plan also highlights the potential for seasonal overspill or acquisition of land for expansion should demand require.



LEGEND

- A. Environmental Improvements**
 - 1 Improve accessibility to the beach from existing car park
 - 2 Improve the efficiency and quantity of parking provision
 - 3 Improve accessibility to Skernaghan Point
 - 4 Opportunity to provide a location for pop up Cafe/Food vendor
 - 5 Creation of a new facility to assist disabled users to access/egress the water
 - 6 Improvements to pedestrian infrastructure including upgrading existing footpaths and visitor information signage
 - 7 Provide Outdoor amenity areas with seating and canopy shelter
- B. Traffic Management**
 - 1 Introduce traffic calming measures
 - 2 Opportunities to increase car parking along existing carriageway
 - 3 Replace the damaged bollards controlling vehicular access to existing amenity space and start of footpath to 'Rocking Stone'
 - 4 Introduction of pedestrian crossing between the car park and the beach
- C. Visitor Facilities / Management**
 - 1 Replace existing toilet block with quality usable facilities
 - 2 Introduction of accessible outdoor cubicle shower facilities
 - 3 Introduction of 'pop up' cafe short term - long term
 - 4 Reintroduce Caravan Park facilities
 - 5 With landowners agreement there is potential to expand current car parking / camping
 - 6 Increase the number of refuse bins / increase the number of collections particularly at peak seasonal times
 - 7 Introduce Interpretation boards
 - 8 Provide storage facility for water sport pursuits
 - 9 Introduce Notice board highlighting events / lessons activities
 - 10 Introduction of Beach Wheelchair facilities
- D. Visitor Attractions**
 - 1 Introduce fixed short stay accommodation 'glamping'
 - 2 Potential to collate local and regional water sporting groups
 - 3 Potential to provide pop-up water sports equipment hire / educational lessons
- E. Community**
 - 1 Council to create stronger links with existing community groups
 - 2 Council and PSNI to encourage and improve passive surveillance of Browns Bay working with the community
 - 3 Create community initiatives to activate cleaning of the coastline



Environmental

Key environmental improvements are required to future proof the site while addressing key accessibility issues, notably providing safe passage from the existing car parking to the beach front.

Initial research has been undertaken by the Mae Murray Foundation which encompassed the toilet block, car park, beach and access to the beach and sea. The result of this research concluded with a set of recommendations.

These recommendations included;

- Existing vehicle speed restrictions located within the car park form obstructions for disabled users due to their size and form.
- Increase the number of disabled parking bays and improve demarcation of the bays to cater for wheelchair accessible vehicles and ramps.

- Existing 'drop kerbs' within the car park are not truly fit for purpose and can cause obstruction to and from access points.
- Create a new pedestrian access from the toilet facilities through the car park, across the Brown's Bay Road, along the sea front and down an accessible ramped access onto the beach itself.

The creation of this accessible path will provide the infrastructure to allow a removable pathway such as 'Mobi-mat' to be used from the beach front to the sea allowing disabled users to experience all there is to offer from visiting Brown's Bay.

With the improved accessibility to the beach front, proposals also highlight the opportunity to improve the existing trail to the 'Rocking Stone' and Skernaghan Point. This will provide an enhanced opportunity to experience Brown's Bay headland trail which could in years to come, link to the Gobbin's Coastal Path.

The main objective of the environmental improvement works is to enhance the quality and strengthen the linkage between the beach and Brown's Bay.

Works would include formalising footpaths on both sides of the road and landscaping to enhance and protect the existing coastal landscape. These improvement works would also provide the opportunity to review the quality of lighting and street furniture with consideration given to bespoke designs that contribute to Brown's Bay character and identity.





Facilities

The existing facilities located within the car park have deteriorated since the caravan park closed in 2012. That coupled with the limited accessibility and usability of the facility in its current state, leads to the understanding that re-investment is needed should the caravan park re-open as a potential 5 * facility.

Upgrade or new build of these facilities would include accessible washing and changing facilities following guidelines within the Changing Spaces Initiative.

The Development Plan recommends the formalisation of space to include Changing and Toilet Facilities. There is potential to incorporate a Cafe outlet, 'Boat House' storage for water sporting

groups, 'pop-up' business opportunities and office management facilities used for the day to day running of the camping/caravan park.

Alongside plans for renovation or new build, dedicated outdoor amenity space for use by the general public, users of the camping facilities and the local community.

The introduction of easy access outdoor shower /changing facilities will provide improved convenience to users of the beach all year round. Such facilities could be in the form of external cubicles with a coded access.

Cubicle types could cater for family or the individual,. Access for all and adequate space within with seating and shall be required to cater for wheelchair turning within the cubicle as part of any future provision.

High quality surface and edging materials would be proposed to define the importance of these spaces and enhance the setting to encourage passive surveillance of the community asset.

Typically, beach environments within the Northern Ireland climate, experience extreme fluxes in visitor numbers. Brown's Bay is no exception with large numbers flocking to the idyllic location during high season.

With little set up costs, the proposed facilities aim to cater for this variation with the provision of specialist and appropriate to the setting of 'pop-up' shops and outlets.

With these improvements in mind, an upgrade of current services and increase in refuse collection should be taken into account.





Attractions

The environmental improvements and proposed new facility building would be a substantial investment within Brown's Bay .

MEABC should develop a 'branding' exercise for Brown's Bay as a fully inclusive attraction within the tranquil setting of Islandmagee.

In addition to the re-introduction of the caravan park for touring caravans, the addition of introducing 'several glamping pods' to provide unique accommodation opportunities to further expand upon the accommodation product should be considered.

A designated area set aside for pitching tents should also be accommodated within the site. Further enhancement of the facilities could include power supply capabilities and WiFi.

The local community groups such as, The Islandmagee Boat Club located at Ballylumford could offer 'pop-up' water sports educational training/lessons and equipment hire to allow those visiting Brown's Bay to experience what Islandmagee has to offer from the water.

The 'Brown's Bay Beast Triathlon' event is held on an annual basis and opens the opportunity for expansion into community lead events which could attract visitors from inside and outside the Mid and East Antrim Borough catchment.

MEABC should promote stronger links, provide advice and support to the Community Groups within the area in preparation for such events and activities.





Community

The introduction of a noticeboard strategically located within Brown's Bay will allow the local Islandmagee Community Association (and other organisations) to advertise and promote current events.

The noticeboard should be regularly updated to ensure residents are kept fully abreast of events in their local area and to be aligned to any social media platform the Community Groups adopt going forwards.

In conjunction with the development proposals, historic interpretation signage should be located throughout the Brown's Bay area.

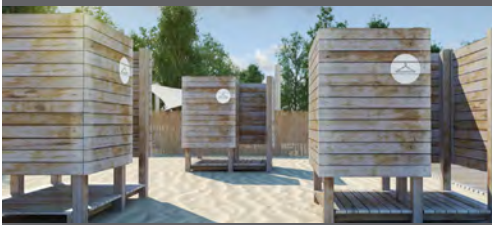
The content of which should be community led in association with Mid and East Antrim Council. The possible narrative could include historic and heritage references tell the story of Brown's Bay.

This enhanced interpretation will help promote Brown's Bay and maximise the settlements association with its setting and historic past.

The proposals also incorporates an improved path leading to the 'rocking stone'; a local historic monument in need of regeneration. The aim being to acknowledge the local history in the area and provide a visitor attraction to which the local community can embrace as their own.



Environmental



Facilities



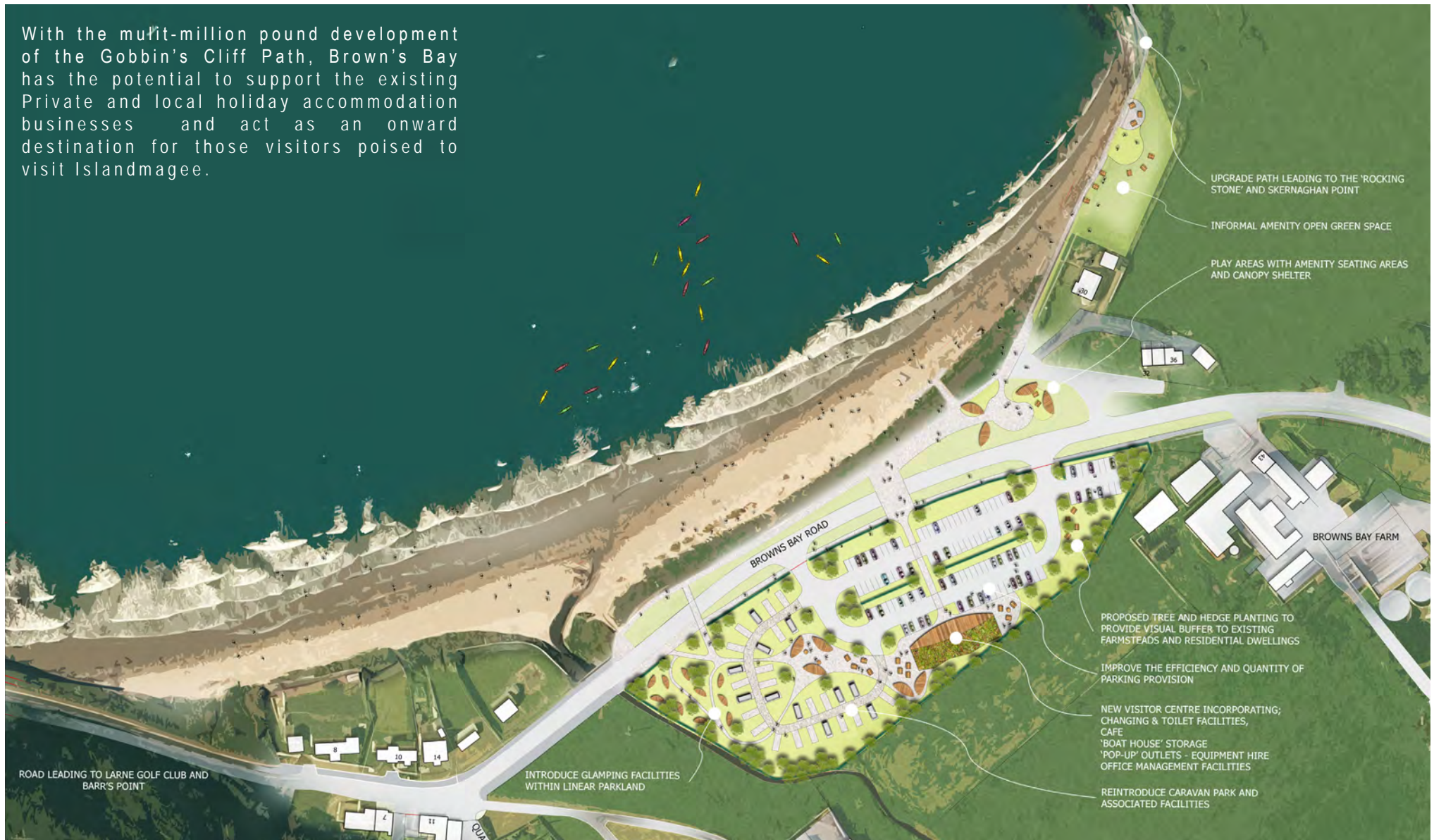
Attractions



Community

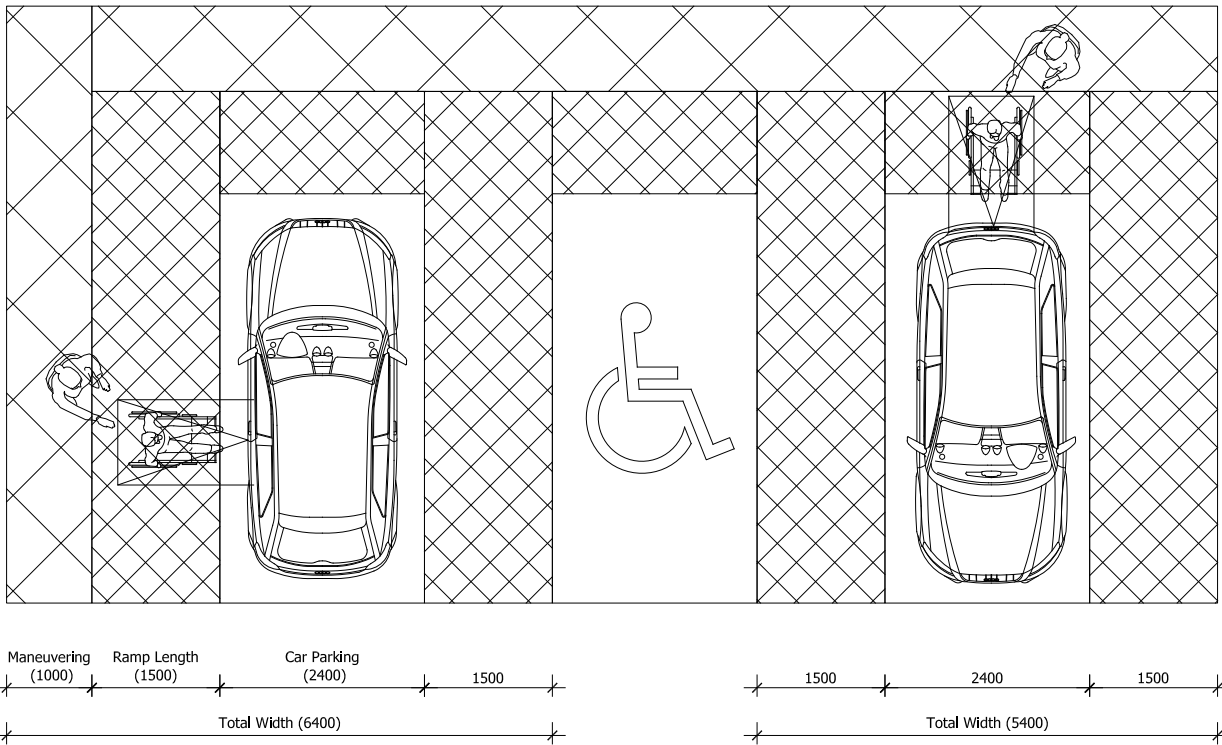


With the multi-million pound development of the Gobbin's Cliff Path, Brown's Bay has the potential to support the existing Private and local holiday accommodation businesses and act as an onward destination for those visitors poised to visit Islandmagee.



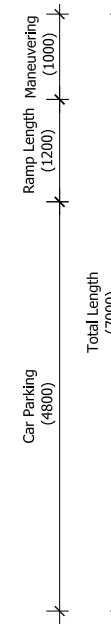


The redevelopment of the caravan park has the potential to create an accessible welcoming facility for visitors and the local community alike. The creation of a local community space for gatherings and events will strengthen the cohesiveness of the local residents and assist in the safeguarding of this valuable community asset for years to come.



Disabled bay with side access ramp

Disabled bay with rear access ramp



In consultation with the Mae Murray Foundation, it was noted that Brown's Bay was reviewed in 2015 and subsequently updated in 2017 for Beach Access. A subsequent proposal was produced to improve 'Participation' through the provision of equipment and the necessary resources which coincide with providing an all-inclusive accessible environment.

From this report a number of recommendations were made to improve the existing facilities on site, car parking arrangement and access to the beach front.

In regards to disabled parking spaces, it was noted additional demarcation to allow for wheelchair Accessible Vehicles (WAVs) the space required to safely allow access and egress from the vehicle.

These spaces are typically larger than standard disabled bays to cater for both rear and side access for this type of vehicle. Such requirements are not currently a Statutory requirement. However, if MEABC are to promote the Browns Bay site for All Inclusive use, it should be considered and developed accordingly with the key stakeholders.



2017/2018

1. Improve accessibility to the beach front from the existing car park.
2. Opportunity to provide a location for a temporary 'Pop up' Cafe.
3. Working with Mae Murray Foundation and creating a new facility to assist disabled users to access/egress the water.
4. Improvements to pedestrian infrastructure including existing footpaths and visitor information signage.
5. Provide outdoor amenity areas with seating/play equipment (including canopy shelters).
6. Council to create stronger communication links with the local community groups.
7. Council to work with local Community Groups to enhance the brand and identity of Brown's Bay, through Beach initiatives such as 'Blue Flag' and creation of an all 'Inclusive' visitor attraction.
8. Provide storage facilities for water sporting clubs for local and international community events.

2018/2021

1. Replace existing toilet block with new facilities that include changing facilities / and shower rooms or individual cubicles following the Changing Places Initiative.
2. Introduction of 'Pop Up' Cafe (Short term). If business establishes, consideration should be made to create a permanent outlet, seasonal /full time.
3. Reintroduce 5* Caravan facilities with controlled & automated access system (short stay only).
4. Potential to increase car park/camping facilities (Subject to landowner agreements).
5. Introduce Interpretation & information panels for the Community to advertise lessons/community events.
6. Introduce short stay accommodation /glamping pods.
7. Potential to provide 'pop up' water sports educational training/ lessons and equipment hire.
8. Improved promotion of existing community activities in the vicinity such as 'the beast' Triathlon event.

Projects	Priority Timescale	Potential Funding Organisation
1.0 Environmental Improvements		
1.1 Improve accessibility to the beach from existing car park.	1	DofC, MEABC, MMF,
1.2 Improve the efficiency and quantity of parking provision.	2	MEABC, TNI
1.3 Improve accessibility to Skernaghan Point.	2	NT, MEABC, CCGH
1.4 Opportunity to provide a location for pop up Café/Food vendor.	1	T, INI
1.5 Creation of a new facility to assist disabled users to gain access/egress the water.	1	MMF, MEABC
1.6 Improvements to pedestrian infrastructure including upgrading existing footpaths and visitor information signage.	1	NT, TNI, MEABC, MMF
1.7 Provide Outdoor amenity areas with seating and canopy shelter.	2	MEABC, T
2.0 Traffic Management		
2.1 Introduce traffic calming measures to facilitate pedestrian crossing.	2	TNI
2.2 Opportunities to increase car parking along existing carriageway.	2	TNI, MEABC
2.3 Control vehicular access to existing amenity space and start of footpath to 'Rocking Stone'.	1	MEABC
2.4 Introduction of level pedestrian crossing between the car park and the beach front to provide safe access to the beach front.	2	TNI, MEABC
3.0 Visitor Facilities/ Management		
3.1 Replace existing toilet block with quality usable facilities.	2	MEABC
3.2 Introduction of accessible outdoor cubicle shower facilities.	2	MEABC, T
3.3 Introduction of 'pop up' cafe short term - long term.	2	INI, MEABC, HLF, PS
3.4 Reintroduce Caravan Park facilities.	1	MEABC
3.5 With landowners agreement there is potential to expand current car parking / camping.	2	MEABC
3.6 Increase the number of refuse bins / increase the number of collections particularly at peak seasonal times.	1	MEABC
3.7 Introduce interpretation boards.	1	AC, CCGH, DofC, NT
3.8 Provide storage facility for water sport pursuits.	2	HLF, MEABC, T
3.9 Introduce notice board highlighting events / lessons & activities.	3	ICDA
3.10 Introduction of Beach Wheelchair facilities.	2	MEABC, MMF, PS

Projects	Priority Timescale	Potential Funding Organisation
4.0 Visitor Attractions		
4.1 Introduce fixed short stay accommodation 'glamping'.	2	MEABC, T, INI, DofC, PS
4.2 Potential to collate local and regional water sporting groups.	2	INI, T, MEABC, PS
4.3 Potential to provide pop-up water sports equipment hire/ educational lessons.	1	INI, T, MEABC, PS
5.0 Visitor Attractions		
5.1 Council to create stronger links with existing community groups.	1	MEABC, ICDA
5.2 Council and PSNI to encourage and improve passive surveillance of Browns Bay working with the community.	1	MEABC, ICDA, PSNI
5.3 Create community initiatives to activate cleaning of the coastline.	1	MEABC, ICDA
Priority Timescale		
1	=	Within 12 months
2	=	Within 2 years
3	=	Within 5 years
Potential Funding Agencies		
AC	=	Arts Council of Northern Ireland
CCGH	=	Causeway Coast and Glens Heritage Trust
DSD	=	Department of Social Development
D of C	=	Department of Communities
HLF	=	Heritage Lottery Fund
ICDA	=	Islandmagee Community Development Association
INI	=	Invest NI
LM	=	LED COM
MEABC	=	Mid and East Antrim Borough Council
MMF	=	Mae Murray Foundation
NT	=	National Trust
NIEA	=	Northern Ireland Environmental Agency
PS	=	Private Sector
TNI	=	Transport NI
T	=	Tourism NI
UWT	=	Ulster Wildlife Trust

7.0 Summary & Conclusion

Brown's Bay is idyllically located as a supporting destination to the multi-million pound investment restoring the Gobbins Coastal Path.

The bay can act as a base from which to explore this international coastal attraction, providing accommodation, amenity space and an onward destination to link Islandmagee as an area catering for local and importantly international visitors alike.

This development plan forms an important strategic framework from which funding can be sought to allow much needed regeneration to take place.

The process of consulting with local stakeholders and engaging with the local community has informed the proposals going forwards. Continued engagement with the Community is vital if any of the objectives are to come through to fruition.

Key issues MEABC will need to address will be the potential to reopening the caravan park. The relationship between MEABC and their Management Team is very important to the success of this operation. Careful planning and a procedural system put in place to ensure an environment is created where 'lessons can be learnt' from previous experiences.

MEABC have the potential to work with local partners to ensure proper and appropriate measures are put in place to enable Brown's Bay to be Marketed and brand itself as an all-inclusive amenity space.

By acknowledging local concerns and pin pointing development objectives MEABC have a platform from which to seek funding and act upon development objectives to allow the future proofing of Brown's Bay for local residents, the wider community and potential international visitors.

