



Community and Local Development Planning workshops 28 September 2016

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Mid & East
Antrim
Borough Council

Mrs Linda Williams
Director of
Economic Growth,
Tourism and Regeneration



Agenda

- 9.30am Welcome & Introductions
Mrs Linda Williams Mid & East Antrim Borough Council
- 9.40am Focus for today
Mrs Linda Williams, Director of Economic Growth, Regeneration & Tourism
- 9.50am Recap on day 1: **Baselines**
Strategic Priorities
- 10.00am Feedback
- 10.10am Tea and coffee - Transition to focused workshops
- 10.20am Focused Workshops:
Sustainable Jobs
Mr Aidan Donnelly - Interim Head of Economic Development
Developing our tourism potential
Mrs Ainsley McWilliams - Head of Tourism

Agenda

1.00pm Lunch

1.30pm Feedback from the morning workshops

2.15pm The spatial considerations

What needs considered in the Local Area Planning?

Mr Paul Duffy - Head of Planning, Mid & East Antrim Council

2.30pm Round table discussions

3.30pm Feedback

3.50pm Recap and next workshop

4.00pm Finish and close

By the end of the day you will have:

- Agreed Baselines & Strategic Priorities for:
 - Sustainable Jobs
 - Building our Tourism Potential

An overview and input into the new Economic & Tourism Priorities and progress to date

- Strategic Priorities
- SWOT - Emerging Priorities
- Suggested Actions and input into the delivery of the proposed actions going forward

Input into the spatial/planning considerations required to be considered under the community plan for these two priority areas

Agreement on the next steps in the process

Recap - Day 1
Have we understood
you correctly?

Q1 Baselines :



Q2 Priorities:

- Increasing Jobs
- Skills
- GVA
- Town Centre Development
- Infrastructure/ Digital Marketing/Branding Event
- Product Development
- Internationalisation

BASELINE GAPS

- Infrastructure - data related to Broadband/Transport and railways
- Education - School populations
- Visitors to top attractions in MEA
- Workspace availability - occupancy, type, sq ft
- On-line shopping
- Skills Gaps
- Impact on A2 and A8 - number of vehicles using them - comparison increase
- Housing - Growth
- Current proposed transport infrastructure

BASELINE GAPS

- Film industry data
- Agriculture Industry - projections for the future
- What skills are needed for the future
- Data on social economy sector
- Breakdown of micro business sectors
- Business mortality rates
- Historic sites
- Possible UNESCO sites
- Changes in employment sector of the last 5 - 10 years
- Retail/office unit vacancy
- House price index and rental market performance
- Visitor profile and mapping of destinations

BASELINE GAPS

- EU funding expenditure on business, FDI, investment and tourism
- Decentralised government sector jobs to the Borough
- Youth unemployment
- Construction Statistics - housing, social housing and rebuilding
- Educational attainments for GCSE, A Level and University
- Deprivation statistics for local Council area
- Car ownership and public transport usage
- Number of hotel rooms and B&B rooms available in the area

BASELINE GAPS

- Information on partners who can assist on promoting the area
- Statistics on current/imminent investments - trend over the last 10 -15 years
- House prices, schools, cost of living
- Population - number of people of working age, population and migration in and out
- Educational attainments by sector
- Number of apprenticeships in MEA by sector
- Workforce statistics - sick days, outputs, educational attainments after employment or training
- Social deprivations - unemployment, single parents, housing benefits
- Areas of employment
- Unemployment by principal towns

Feedback

Have we understood you correctly?



Workshops

1. Sustainable jobs - (Here)
2. Developing our Tourism Potential - (Next door)

Duration: 2 hours 40 mins

Purpose:

An overview & input into the priorities & progress to date

- Strategic Priorities
- SWOT - Emerging Priorities
- Suggested Actions and input into the delivery of the proposed actions going forward

Feedback ?

- Sustainable Jobs
- Developing our tourism potential



The spatial considerations

What needs considered in the Local Area Planning?

1. How much land is needed for economic development?
2. Is there a need for Class B1 Business Uses in MEA (Such as Offices and Call Centres) and where should these uses be facilitated through the LDP?
3. Should other uses be allowed on sites zoned for Economic Development?

The spatial considerations **cont'd**

4. What scale and type of economic development is appropriate in the Countryside?
5. How should the Local Development Plan facilitate tourism development along the Causeway Coastal Route?
6. In what ways can the Local Development Plan help safeguard the existing Tourism Assets in the Borough?

Feedback

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Next Steps:

- Prepare a paper on the feedback from today's workshop:
 1. Agreement on workshop 1 activities
 2. Sustainable Jobs workshop
 3. Tourism Potential workshop
 4. Spatial considerations (Local Area Plan)
- Update the baselines with additional feedback
- All information from Workshop 1 & 2 accessible on the website
- High Tea dates for the business sector in October 2016
 - Ballymena
 - Carrickfergus
 - Larne
- Set a date for the Task and Finish work group - November 2016
 1. Chairs & Co-chairs
 2. Complete sheet in your pack
- Public Consultation - December 2016

Thank you

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