



# Renewing the Routes Programme

Report 2012/13

DRAFT

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# 1. Programme information

## Context

The Renewing the Routes Programme is a regeneration intervention that targets arterial routes within Belfast. Since 2004 the Programme has facilitated the investment of approximately £6.6 million across the key routes. This investment has acted as a catalyst for the delivery of a range of projects which were implemented over the programme period.

On 1 March 2012 the Council agreed the two areas for activity this financial year are Ormeau Road and Newtownards Road. This followed a thorough prioritisation process and member briefings as agreed by Council.

This report identifies key issues in this year's target areas and outlines a capital programme in the form of a long list and short list of projects, shown in section 2.

The total budget available for this year's programme is £300,000 to be delivered by 31 March 2013.

The Renewing the Routes programme aims to:

- Improve an area's appearance
- Create a better place to live
- Retain diversity in the local area
- Maintain function of local neighbourhoods
- Reduce anti-social behaviour
- Encourage more visitors

This links with the council's overall strategic themes of:

- City leadership
- Better opportunities for success across the city
- Better care for Belfast's environment – a clean, green city now and for the future
- Better support for people and communities

- Better services
- Better value for money

## **Background**

We deliver regeneration projects, working side by side with local people to bring out the best in these important neighbourhoods. We work with communities, businesses and agencies under the scheme to improve shopping areas and green spaces, develop gateways, introduce art and celebrate diverse heritage. The results are visible transformations that conserve the unique character of each community and inspire further regeneration.

Since 2004, the Arterial Routes and Renewing the Routes programmes have:

- Invested £6,600,000 in local regeneration projects
- Enhanced areas along 13 main roads
- Revitalised 536 commercial frontages
- Improved 15 miles of the city
- Delivered 87 arts, heritage and landscaping projects
- Contributed to increases in turnover for retailers
- Built relationships with over 60 partners

## **Vital areas**

Traditionally transport routes, Belfast's arterial routes are now important neighbourhoods spreading out from the city centre covering 40 miles, 100,000 residents and over 2,500 local businesses. Between the arterial routes another web of bustling urban villages can also be found.

These beloved neighbourhoods of all shapes and sizes have evolved to form the lifeblood of Belfast - a flow of commerce, communities and character that defines the city.

Belfast is now also an international tourism destination attracting 7 million visitors annually. The culture and history of the routes are an intriguing aspect of what the city has to offer.

### **Neglected neighbourhoods**

In recent decades the appearance of these neighbourhoods on key routes has been neglected. The shadows of the Troubles lingered in decaying buildings, worsened by a lack of investment, high unemployment and emigration, resulting in recognised areas of deprivation.

### **Restoring pride**

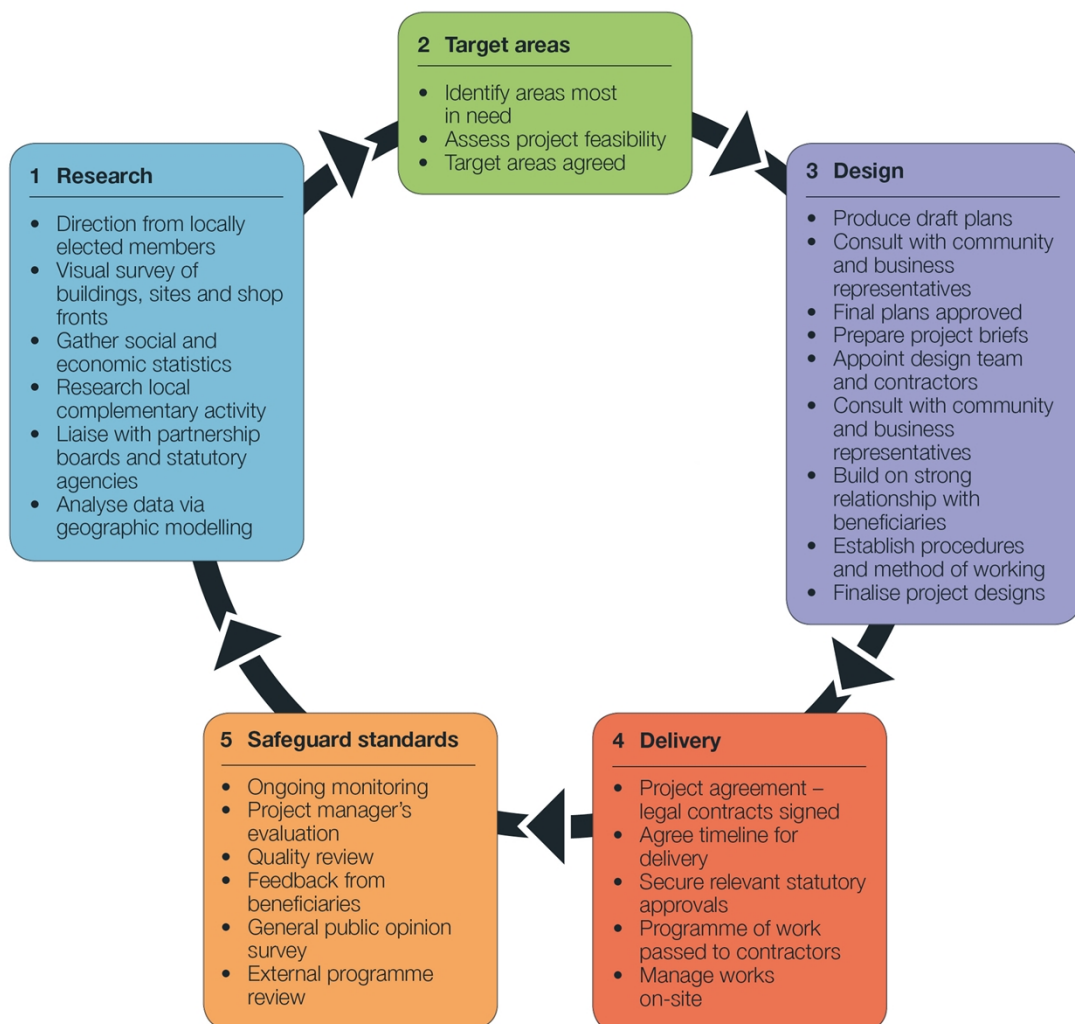
Belfast City Council strives to overturn this decline by delivering no-nonsense improvements to buildings and open space that residents can see and feel. Locally driven regeneration projects support existing communities and restore pride in the city's neighbourhoods.

Elected members on our Development Committee recognise the need for action to complement wider regeneration activity. Locally driven regeneration projects support existing communities and restore pride in the city's neighbourhoods.

## The process

This diagram shows the Renewing the Routes process from conception to completion.

**Figure 1: Renewing the Routes process**



## **Prioritisation**

The prioritisation process integrates our research to identify areas in need where a targeted Renewing the Routes scheme would be beneficial, as reflected in Figure 1.

### **The survey**

A survey of 9,000 buildings and sites was conducted on-site by officers covering 62km capturing the physical structure of the routes to provide a comparative analysis used to prioritise areas of need.

### **Social and economic indicators**

We recognised that the programme goes beyond the physical aspects of the area and has an impact on its societal and economic fabric. We attempted to provide for a more holistic assessment of the arterial routes by using NISRA data, recognising the impact they have upon on society and the local economy of the area.

### **Strategic influences**

This measure is an effort to capture the non-quantifiable attributes of a given area. This included the potential of the programme to make an impact, whether or not the area has an important neighbourhood focus and any other relevant local developments. This has included consideration of wider strategies such as Neighbourhood Renewal Action Plans, Strategic Regeneration Frameworks and Belfast Regeneration Office (BRO) Masterplans.

### **Council approval**

This information was considered by elected members and resulted in the designation of specific areas eligible for activity during the period to March 2013.

## 2 Area reports Newtownards Road

### Location

**Figure 2: Location map of Newtownards Road**

Newtownards Road Arterial Route  
NODE 1

Bridge End to Witham Street

 Node Boundary



### Profile

#### Overview of area covered

As part of the physical survey exercise, each route was broken down into distinguishable nodes measuring approximately 0.5 - 1km to enable a greater insight into the physical needs of each node and to identify pockets of degradation where environmental intervention could be targeted and managed at a local level.

The section of Newtownards Road included in this report covers 1km and stretches from Bridge End to Witham Street.



A previous Belfast City Council Arterial Routes programme (2004-06) delivered improvement projects at this section of Newtownards Road but focused on the heritage buildings and landscaping schemes.

The area covered falls within the Inner East Neighbourhood Renewal area.

### **Description**

The area contains a high number of commercial properties on the road frontage, a large proportion of which could be enhanced through a commercial improvement scheme.

There are seven churches and two religious halls in total including St. Martin's Church, St. Mathew's Church, Westbourne Presbyterian Church, St. Patricks Church, Newtownards Rd Methodist Church, Megain Memorial Church of the Nazarene, Elim Pentecostal Church, East Belfast Mission Hall and the Masonic Hall. A large proportion of a previous Arterial Routes programme was focused on these community heritage buildings.

The area contains a couple of leisure and recreation facilities including Pitt Memorial Park and the Bingo Group. The community centre at Dee Street and the Ballymac centre also serve the area.

### **Transport and movement**

The road itself is busy with traffic including commuters. Traffic restrictions are varied along the road. There are transport links through the bus and rail networks, and Newtownards Road is part of Translink's Metro service and is a designated Quality Bus Corridor. Titanic Quarter Bridge End railway station is located at the beginning of the road. The area is under consideration to receive DRD's Rapid Transit Network 'EWAY' system.

### **People**

The lower Newtownards Road lies largely within the area of Ballymacarrett with the areas of Sydenham, Short Strand, Holywood Arches, Albertbridge Road and Templemore Ave surrounding the area.

### **Statistics see overleaf**

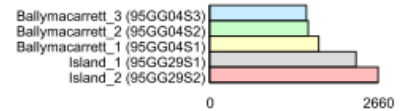
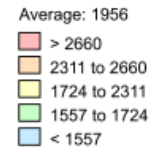
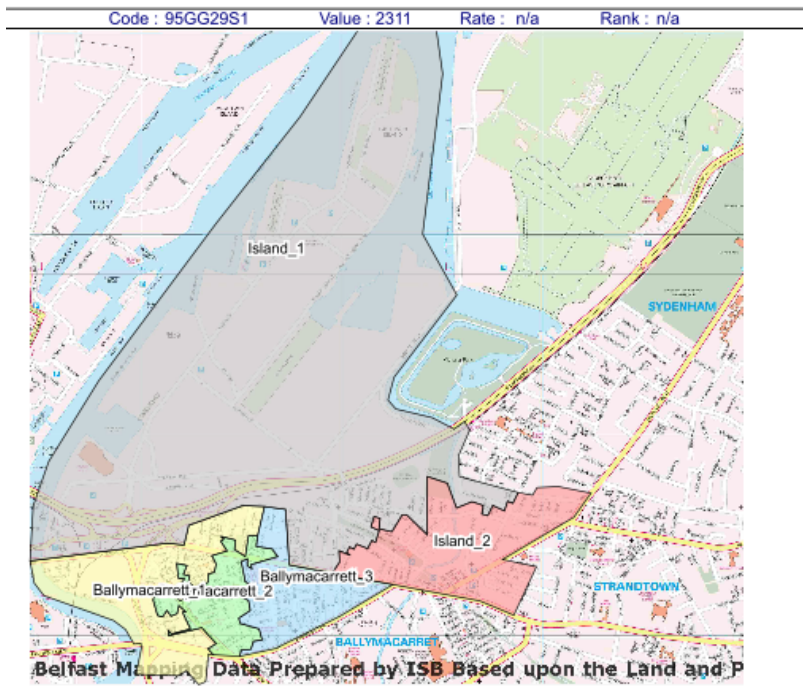


# Newtownards Road Node 1

Island and Ballymacarett Wards

## Belfast City Council - CityStats

Persons - Total  
Super Output Area  
Latest Data



Created on the 25<sup>th</sup> July 2012  
Source: NISRA Northern Ireland Statistics and Research Agency

Belfast Mapping Data Prepared by ISB Based upon the Land and Property Services map with permission of the Director & Chief Executive  
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## Headline statistics

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- According to 2009 estimates, the Ballymacarett and Island wards have a population of approximately 9,780. This equates to 3.6% of the city's population.
- The two wards combined have a high proportion of young working age (16-39) people (39.4%) which is comparable to the rest of the city (37.2%).
- Based on figures from the 2010 Multiple Deprivation Measure (MDM), Ballymacarett ranks 18<sup>th</sup> and therefore would be considered to be in the top 10% most deprived in Northern Ireland. Proximity to services and crime and disorder are the only two domains that are not within the 10% most deprived in Northern Ireland.
- Island ward ranks 92 out of 582 electoral wards in Northern Ireland according to the 2010 MDM. However in the living environment and education and skills domains Island falls within the top 10% most deprived in Northern Ireland ranking 58 and 27 respectively.
- In 2012 one third of school leavers (32.0%) in the Island and Ballymacarett wards were achieving 2+ A-levels (or equivalent). This is significantly lower than the Belfast rate (50.2%).
- 3,549 people in the 2 wards were claiming benefits in 2011. This is equivalent to 36.3% of the area's total population.
- 45.0% of deaths in the Ballymacarett and Island wards were aged under 75. This is higher than the Belfast average of 40.4%.

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## Priority Issues

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- Poor educational attainment in certain areas;
- Ballymacarett ward ranking 18<sup>th</sup> most deprived out of 582 in Northern Ireland;
- Higher proportion of deaths to under 75's;
- Increasing population.

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## Statistical overview

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### Population & Health

- According to 2009 estimates, the area has a population of 9,780, which is 3.6% of the entire city's population. The population has increased by approximately 6.1% since the 2001 census figures.
- 39.4% of the area's population is comprised of young working aged adults.
- 20.2% are children under 15.
- A higher than average proportion of deaths in the area are aged under 75 (45.0% compared to 40.4%).

### Crime

- In 2011/12, there were 1,554 incidents of crime recorded in the area (15.9%). This is higher than the equivalent figure for Belfast of 11.2%.
- In terms of incidences of anti-social behaviour there were 754 recorded in 2011/12 (7.7%). The rate for Belfast as a whole was 6.1%.

### Education

- In 2010 almost half (47.4%) achieved GCSE A\* to C grades (or equivalent), which is significantly lower than the Belfast rate (65.5%).
- The number of students enrolling in a Higher Education College is 19.6% of all school leavers. In Belfast, as a whole, the figure is 36.0%.

### Housing & environment

- In 2010, there were 242 vacant domestic properties within the two wards, which is about 5.0% of the total stock for the area. In Belfast there are approximately 6,185 (4.8%).

### Transport

- In the Ballymacarett and Island wards there are almost one fifth (18.1%) of cars registered to disabled drivers or for transporting disabled people in 2009, which is significantly higher than the Belfast rate (11.8%).

Developed by:

SNAP Unit  
 Development Department  
 Belfast City Council  
 Cecil Ward Building  
 4-10 Linenhall Street  
 Belfast  
 BT2 8BP

## **Consultation**

As agreed by Council, following formal approval initial consultation took place with elected members, statutory partners, other key community representatives and relevant internal services.

Consultation with elected members for whom the areas have a particular importance took place in May/June 2012. Members were given an overview of the programme, details of the budget and timeframe and a proposed process for developing a list of potential projects. Members were in agreement that there is a need for improvement works in this area, and there was satisfaction with the proposed process as discussed. The area itself was examined and key issues and sites were identified.

Internal discussions with other Council services are ongoing and are being facilitated through the Strategic Neighbourhood Action Programme (SNAP) team within Council. The aim is to bolster the work proposed and maximise the impact of the Renewing the Routes Programme in Ballynafeigh. The departments and services include Building Control, Cleansing Services, Community Services, Tourism, Culture and Arts, Community Safety Unit and Economic Development Unit.

Consultation with other community representatives and statutory agencies took place in July and August 2012. Groups, agencies and individuals were given an overview of the programme, details of the budget and timeframe. There was agreement that there is a need for improvement works in this area. Any parallel or complementary activity or potential for joint working was discussed and key issues and sites were highlighted.

## **Complementary activity**

Through East Belfast Partnership, the Newtownards Road 2012 (NRd2012) promotes regeneration on the road through environmental improvement schemes. Completed projects have already made a huge impact on the road including a public realm improvement scheme funded by DSD and DRD Roads Service including sandstone paving, lighting, trees and road resurfacing. The group secured grants for property owners, LOTS ('living over the shops'), to convert vacant or underused upper floors of shops and office buildings into apartments.

The Strategic Regeneration Framework for East Belfast identifies the area of Newtownards Road as a key regeneration area, and highlights as part of its vision that people of East Belfast:

*'... will have direct access to good community facilities with a range of shops and amenities located within easy reach of their home. Such centres will form the heart of diverse and confident communities, welcoming to visitors and newcomers alike.'*

Key priorities in environmental and physical renewal for the Inner East Neighbourhood Action Plan include linkages with Titanic Quarter and the City Centre, Civic Provision (Templemore Avenue), Heart of East Belfast -(Holywood Arches) and The High Streets (Newtownards Road and Albertbridge Roads). The last priority is relevant to this programme as it highlights efforts to:

*'reclaim the high streets for the local community; focusing on the adjacent communities rather than their external perception as Arterial Routes.'*

Adjacent physical regeneration projects took place previously under Belfast City Council Arterial Routes programme and Peace III including tree planting, illumination at heritage buildings, boundary improvements and art. Major redevelopments at the adjacent Titanic Quarter, Connswater Community Greenway and Templemore Avenue School all have potential to impact the lower Newtownards Road area.

The major £20m 'Skainos' development is now nearing completion, bringing to the road a new civic square, housing, a new centre for homeless people, new retail and commercial office space. East Belfast Mission will operate from a community hall and auditorium and a café, along with providing Bright Sparks day nursery via a social economy project.

NIHE owns no property on the road frontage but has been operating the 'LOTS' Living Over the Shops grant scheme in the area, this scheme is part of NIHE's discretionary grants package.

The Department for Social Development (DSD) own one commercial property on the road frontage, and several gap sites. They are also taking forward an environmental improvement scheme on Templemore Avenue. Through Neighbourhood Renewal,

the department also provide funding for several of the Inner East's major developments.

While several commercial development plans mooted in 2006/2007 have now stalled, the redevelopment at Bryson Street surgery corner site is now beginning work on site, due for completion in 2013.

Local churches, organisations and agencies operate a range of social, educational and neighbourhood projects that support and strengthen the local community.

### Development context

Planned or previously planned development activity on this section of Newtownards Road is shown in the table below.

**Figure 3: Newtownards Road planning applications**

<b>Antrim Road planning applications 2007-12</b>						
<b>Planning Application Ref No</b>	<b>Submitted</b>	<b>Applicant</b>	<b>Location</b>	<b>Proposal</b>	<b>Decision</b>	<b>Date</b>
Z/2009/1277/F	Unknown	C/o Landmark East	115,117,119,121 Newtownards road, Belfast, BT4 1AB	Demolition of existing Doctors' premises and erection of a 3 storey Doctors' surgery.	Approval	23 Feb 2010
Z/2007/0126/F	11-Jan-2007	Mr T Carson	123 Newtownards Road, Belfast, BT04 1AB	Erection of ground floor retail unit with 2no. apartments above.	Approval	21-May-2007
Z/2008/2239/F	Unknown	MR Magowan & Mr B Pegg	125-139 Newtownards Road, Belfast, BT04 1AB	Erection of 15no. apartments with ground floor retail use.	Approval	11-Jun-2009
Z/2012/0417/F	Unknown	David & Charles Stewart	141-145 Newtownards Road Belfast BT4 1AB	Conversion of ground floor of 141-143 Newtownards Road from commercial premises to provide 2 bedroom flat. Conversion of 145 Newtownards Road from commercial premises to 2 bedroom house.	Pending	
Z/2011/0157/F	12 Feb 2010	Mr McCloskey	159-163 Newtownards Road Belfast BT4 1AB	Change of use to upper floors to form 3 apartments with alterations to ground floor for associated access purposes	Approval	30 July 2010
Z/2011/0599/F	3 Jun 2011	Newforge Enterprises	199-201 Newtownards Road Belfast BT4 1AD	Proposed refurbishment and conversion of 2 no existing ground floor shop units to 1 no ground floor shop unit and refurbishment and conversion of 2 no dwellings to duplex apartments over with first floor extension to rear (domestic extension)	Approval	25 May 2012

Z/2007/1355/F	31-May-2007	Mr D Warwick	346-350, Newtownards Road, Ballymacarret, Belfast, BT04 1HE	Demolition of existing building & the erection of new four storey building containing a retail unit at ground floor with 8 no. apartments above. (Amended proposal)		12-Sep-2008
Z/2011/0205/F	02-Mar-2011	Michael Kyriacou	248-254 Newtownards Road Belfast BT4 1HD	First floor change of use to 4no. residential units.	Approval	Unknown

## Key messages

The following key messages relevant to physical regeneration have emerged from the consultation.

- Scheme much needed in the area
- Focus on the commercial units
- Make area more attractive
- Strong community support network
- Target the projects to make an impact
- Joined up approach from agencies

## Projects

The Newtownards Road short list (Figure 4) outlines the capital programme for delivery under Renewing the Routes 2012/13. The capital projects in this short list and the long list (Figure 5) have emerged from the research and consultation process.

Projects from the long list will come into play as contingencies should short listed projects become unfeasible due to circumstances beyond Council control i.e. varying cost estimates or non-agreement or additional funds become available.

The funding allocations against each project are, at this stage, estimates and should be taken as indicative costs to assist with the further development and refinement of projects.

Following Council consideration, all projects are dependent on final cost estimate and landowner agreement.



Priority capital projects proposed under this Renewing the Routes programme 2012/13 are shown in the short list (figure 4).

**Figure 4: Newtownards Road short list of capital projects**

**Newtownards Road short list of capital projects**

Area	Project	Indicative cost
EAST Newtownards Road	<b>Commercial improvement programme</b> to target three blocks of shops which would include cosmetic enhancement works to shop façades	£135,000
	<b>Boundary improvements</b> to vacant sites or car parking areas along the arterial route, working in partnership with private owners and statutory agencies to improve their appearance	£14,000
	Targeted cleansing in parallel with project works programme to include gum and graffiti removal with local community	£1,000
	<b>Total</b>	<b>£150,000</b>

Projects from the long list will come into play as contingencies should short listed projects become unfeasible due to circumstances beyond Council control i.e. varying cost estimates or non-agreement or additional funds become available.

**Figure 5: Antrim Road long list of local regeneration projects**

**Newtownards Road long list of projects**

Area	Project
EAST Newtownards Road	<b>Commercial improvements</b> on Newtownards Road
	<b>Boundary improvements at Portview Trade Centre</b> public realm to encourage café culture e.g. boundary hedging or railings, resurfacing, recessed lighting
	<b>Boundary improvements at Chamberlain St car park</b> /advertising hoarding e.g. removal of vegetation, new railings
	<b>Boundary improvements at Iceland car park</b> e.g. new railings
	<b>Restoration of Dee Street Titanic mural</b> – to include rendering to wall and creation and installation of screen print of original mural / reinstatement of mural by artist
	Introduce <b>new recycling area</b> or planting at advertising hoarding site,

Chadolly Street
<b>Public realm works</b> at junction with Bridge End

### 3. Monitoring and evaluation

NEWTOWARDS ROAD RENEWING THE ROUTES PROGRAMME 2012/13 PROGRAMME AIMS, OBJECTIVES AND METHOD OF MONITORING PROGRESS			
<b>Aim 1 – Improve the appearance</b>			
	Objectives	Targets	Method of Monitoring Progress
1.1	Improve the quality of building facades on the road frontage	Approximately 30 properties improved by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
1.2	Encourage improvement to vacant brownfield sites and remove leftover space and dead frontage	Liaise with owners in tidying up vacant/derelict areas/buildings	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
1.3	Develop high quality environmental streetscape, furniture and street lighting	N/A	N/A
1.4	Improve the appearance of historical assets	N/A	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
<b>Aim 2 – Make a better place to live</b>			
	Objectives	Targets	Method of Monitoring Progress
2.1	Improve the quality of landscaping at strategic locations	N/A	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
2.2	Enhance linkages from the arterial routes into the adjacent streetscape	Carry out 1 community based cleansing projects by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
2.3	Create quality spaces	Undertake 1 environmental improvement scheme by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
<b>Aim 3 – Retain economic diversity</b>			
	Objectives	Targets	Method of Monitoring Progress
3.1	Encourage an enhanced retail offer	Encourage the retention of the variety in shopping facilities from baseline by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
3.2	Enhance retail experience for shoppers	Liaise with Economic Development Unit in offering support to businesses	Baseline; ongoing progress report; participant/project evaluation; final report
3.3	Support the operation and survival of existing businesses along the arterial routes	Reduced number vacant units against baseline by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report

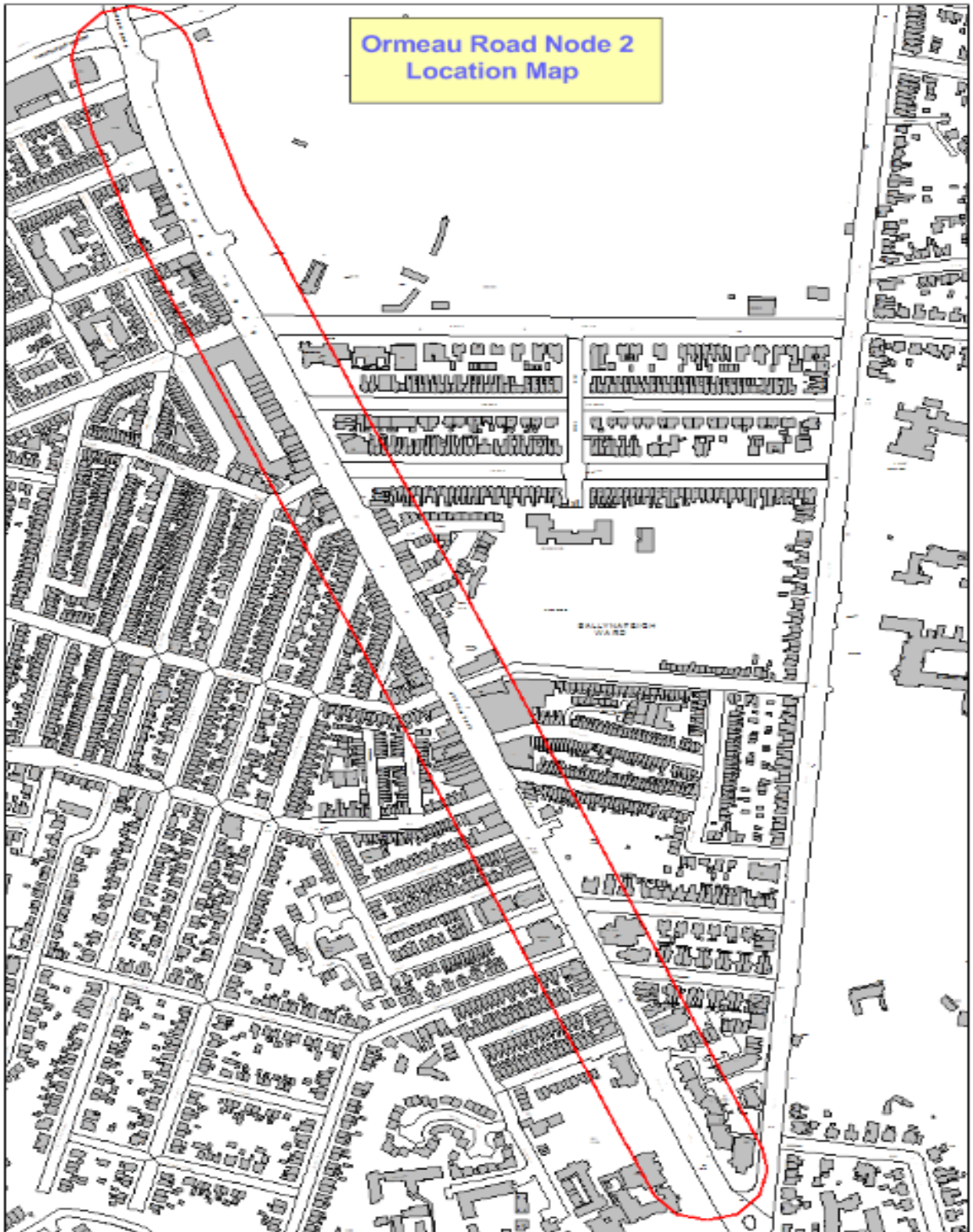
<b>Aim 4 - Maintain the function of the local neighbourhood</b>			
	<b>Objectives</b>	<b>Targets</b>	<b>Method of Monitoring Progress</b>
4.1	Collaborate with private sector and statutory providers to examine the potential for leveraging in further works	Encourage ongoing partnership working with private and statutory providers across all areas.	Ongoing progress report; participant/project evaluation; final report
		Secure private sector contribution from eligible participants of commercial improvement programme	Ongoing progress report; participant/project evaluation; final report
4.2	Collaborate within Council workings to maximise the potential of the scheme	Create an internal integrated working group for each area and deliver 1 project with other Council Services.	Ongoing progress report; participant/project evaluation; final report
<b>Aim 5 - Reduce anti social behaviour</b>			
	<b>Objectives</b>	<b>Targets</b>	<b>Method of Monitoring Progress</b>
5.1	Support measures to improve public safety in neighbourhoods	Deliver programme in line with community safety initiatives.	Baseline survey; final report
5.2	Increase community involvement in decision-making about matters which will affect their environment	4 community progress updates undertaken by end of programme	Ongoing progress report; participant/project evaluation; final report
5.3	Implement 'secure by design' principles	Consult with relevant bodies on design at areas of high anti social behaviour	Ongoing progress report; participant/project evaluation; final report
<b>Aim 6 - Encourage more visitors</b>			
	<b>Objectives</b>	<b>Targets</b>	<b>Method of Monitoring Progress</b>
6.1	Improve the system of tourist and information signage on the road frontage	N/A	N/A
6.2	Support measures to improve the tourism product on the arterial routes	N/A	N/A

## 2 Area reports

### Ormeau Road

#### Location

Figure 6: Location map: Ormeau Embankment to Ravenhill Rd roundabout



## **Overview of area covered**

As part of the physical survey exercise, each route was broken down into distinguishable nodes measuring 0.5 – 1km to enable a greater insight into the physical needs of each node and to identify pockets of degradation where environmental intervention could be targeted and managed at a local level.

Ormeau Rd node 2 measures approximately 1.2km in length, running from Ormeau Embankment to Ravenhill Road roundabout.

## **Description of area**

The area lies in close proximity to the city centre and is easily accessed from the outer ring. The area is home to large and popular open spaces such as Ormeau Park and Ormeau Golf Club attracting visitors from across and outside the city. The area is dominated by commercial units providing a large quantity and range of services including hair dressers, butchers, fruit and veg, off licenses, take-aways, dry cleaners, medical and dental practices, etc. When the close of business comes and the shops close for the day the area maintains life during the night time with its vast and popular variety of reataurants and bars. Ormeau Road is well known for its choice of restaurants providing a range of cuisine such as French, Asian, Indian, continental, Japanese and Italian.

The area includes several buildings of historical interest including 4 religious buildings; St Judes, Ballynafeigh Methodist, Cooke Centenary and Holy Rosary. Ballynafeigh Orange Hall is located on the road and is one of the oldest buildings on the road dating back to 1887.

The Ormeau Road (from the embankment to the Ravenhill road roundabout) has three main access points. One access point runs east along the embankment, another access point runs from Ravenhill Rd roundabout and the other from the lower Ormeau Rd from city centre.

Ballynafeigh Community Development Association has been established for time now on the road and plays an important role supporting the local community by offering programmes which respond to community need.

### **Transport and movement**

The Ormeau Road is a busy thoroughfare to traffic travelling from the outer ring to the city centre. The junction at the embankment is particularly busy with traffic accessing the city from East meeting traffic coming from the outer ring.

Translink operate a metro service along the road to the city centre.

**Statistics see overleaf**

## Ormeau Road Node 2

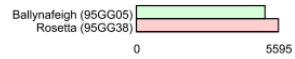
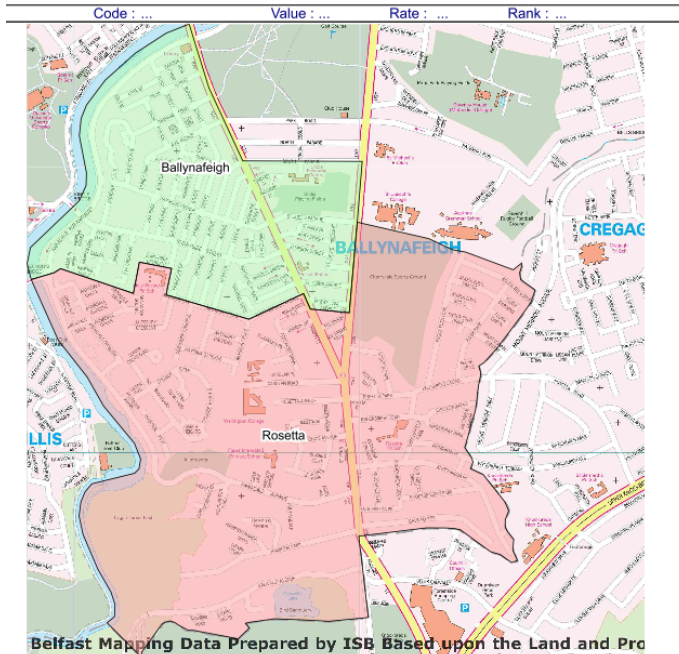
Ballynafeigh 1,2 & 3, Ravenhill 1 and Rosetta 1 & 2 Super Output Areas

### Belfast City Council - CityStats

Persons - Total  
1992 Ward  
Latest Data

Average: 5330

- >= 5462.75
- 5330.5 to 5462.75
- 5198.25 to 5330.5
- < 5198.25



Created on the 25<sup>th</sup> July 2012  
Source: NISRA Northern Ireland Statistics and Research Agency

Belfast Mapping Data Prepared by ISB Based upon the Land and Property Services map with permission of the Director & Chief Executive  
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## Headline statistics

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- According to 2009 estimates, the Ballynafeigh and Rosetta wards have a population of approximately 10,661. This equates to 4.0% of the city's population.
- The two wards combined have a high proportion of young working age (16-39) people (40.7%) which is higher than the Belfast average (37.2%).
- Based on figures from the 2010 Multiple Deprivation Measure (MDM), Ballynafeigh ranks 251 and therefore would not be considered to be in the top 10% most deprived in Northern Ireland. However, living environment (18) and crime and disorder (47) are the two domains that are within the 10% most deprived in Northern Ireland.
- Rosetta ward ranks 476 out of 582 electoral wards in Northern Ireland according to the 2010 MDM. Living environment and crime and disorder domains are the lowest rankings of all domains in the area (170 and 140 respectively).
- In 2012 two thirds of school leavers (68.0%) in the Ballynafeigh and Rosetta wards were achieving 2+ A-levels (or equivalent). This is significantly higher than the Belfast rate (50.2%).
- 2,709 people in the 2 wards were claiming benefits in 2011. This is equivalent to 25.4% of the area's total population.
- 34.0% of deaths in the Ballynafeigh and Rosetta wards were aged under 75. This is lower than the Belfast average of 40.4%.

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## Priority Issues

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- Ballymacarett ward ranking 18<sup>th</sup> most deprived out of 582 in Northern Ireland in terms of living environment;
- Higher proportion of deaths to under 75's;
- Decreasing population.

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## Statistical overview

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### Population & Health

- According to 2009 estimates, the area has a population of 10,661, which is 4.0% of the entire city's population. The population has decreased by approximately 3.0% since the 2001 census figures.
- 40.7% of the area's population is comprised of young working aged adults.
- 16.6% are children under 15.
- A lower than average proportion of deaths in the area are aged under 75 (34.0% compared to 40.4%).

### Crime

- In 2011/12, there were 677 incidents of crime recorded in the area (6.4%). This is lower than the equivalent figure for Belfast of 11.2%.
- In terms of incidences of anti-social behaviour there were 481 recorded in 2011/12 (4.5%). The rate for Belfast as a whole was 6.1%.

### Education

- In 2010 four fifths (80.6%) achieved GCSE A\* to C grades (or equivalent). This is significantly higher than the Belfast rate (65.5%).
- The proportion of students enrolling in a Higher Education College is 55.3% of all school leavers. In Belfast, as a whole, the figure is 36.0%.

### Housing & environment

- In 2010, there were 317 vacant domestic properties within the two wards, which is about 5.6% of the total stock for the area. In Belfast there are approximately 6,185 (4.8%).

### Transport

- In the Ballynafeigh and Rosetta wards there are 215 (5.1%) cars registered to disabled drivers or for transporting disabled people in 2009. This is lower than the Belfast proportion (11.8%).

## **Consultation**

As agreed by Council, following formal approval, initial consultation took place with elected members, statutory partners, other key community representatives and relevant internal services.

Consultation with elected members for whom the areas have a particular importance took place in May 2011. Members were given an overview of the programme, details of the budget and timeframe and a proposed process for developing a list of potential projects. Members were in agreement that there is a need for improvement works in this area, and there was satisfaction with the proposed process as discussed. The area itself was examined and key issues and sites were identified.

Internal discussions with other Council services are ongoing. The aim is to bolster the work proposed and maximise the impact of the Renewing the Routes Programme in Ballynafeigh. The departments and services include Parks and Leisure Services, Cleansing Services, Community Services, Tourism, Culture and Arts Unit, Community Safety Unit, Economic Development Unit, SNAP and Planning and Transport Unit.

Consultation with other community representatives and statutory agencies took place. Groups, agencies and individuals were given an overview of the programme, details of the budget and timeframe. There was agreement that there is a need for improvement works in this area. Any parallel or complementary activity or potential for joint working was discussed and key issues and sites were highlighted.

Consultation with community groups, agencies and council colleagues is ongoing and will continue as the capital projects develop, seeking ways to work together to increase the impact of the scheme.

## **Complementary Activity**

The economic development unit is currently working along with an external consultant setting up and establishing a traders group on the Ormeau Road. The establishment of the group is still in the early stages, however the interest and number of traders joining is still

increasing. The Renewing the Routes team will continue to consult with the group and work in partnership, sharing ideas, throughout the process of the proposed programme.

The tourism, culture and arts unit are working on several projects in the area this coming year. Cow Parade 2012 is the biggest display of public art in the world with many cities participating in it. Annadale Community Centre are participating in it and will be displaying their cow in Ormeau park. Belfast music week (5<sup>th</sup> – 12<sup>th</sup> November) and will include venues on the Ormeau Road such as The Errigle Inn. As well as music week the unit are also working on Belfast Restaurant week (between 6<sup>th</sup> – 13<sup>th</sup> October). With the large range and variety of restaurants and bars in Ballynafeigh, the area will benefit from these popular events.

The Community Safety unit are currently working on a potential Peace 3 project which will include activity in the Ballynafeigh area. The project aims to work with communities, including ethnic minority groups, within the areas of Ballynafeigh, lower Ormeau and the Holylands.

The Good Relations unit are currently working in partnership with a number of groups in the area including Northern Ireland Housing Executive, Ballynafeigh Community Development Association and Annadale Haywood Community Residents Association. The purpose of the consultation work is to relocate the current bonfire site and to replace it with a Multi Use Games Area (MUGA). Work and consultation is ongoing.

The Parks department have plans this year to improve park signage to all of the park entrances including Ormeau Park. The signage will provide information on the park facilities and include a map of the park. The growing popularity of the use of the bowling green has encouraged the department to look at securing funding in order to improve amenity lighting around the green.

DRD have plans to carry out resurfacing work from the bridge up to Baroda Street. They are presently carrying out strengthening works to the bridge.

## Development Context

This table shows details of the relevant planning applications. A small number of development plans are in the pipeline for this area in the coming years.

Ref No	Submit	Applicant	Location	Proposal	Decision	Date
<a href="#">Z/2012/0618/F</a>	25-May-2012	The Co-operative Group	Units 3-6 (inclusive) Former Ormeau Bakery 307-341 Ormeau Road Belfast BT7	Proposed amalgamation of Units 3-6 (inclusive) to include alterations to shop front internal installation of plant to rear and associated works	Pending..	
<a href="#">Z/2012/0567/A</a>	17-May-2012	The Co-operative Group c/o agent	Units 3-6 (inclusive) former Ormeau Bakery 307-341 Ormeau Road Belfast BT7	Shop signage (4no fascia and 1no projecting)	Pending..	
<a href="#">Z/2012/0408/F</a>	18-Apr-2012	E Bradley	Carroll House No 467 Ormeau Road Belfast BT7 3GR	Proposal for new high standard rotisserie-type hot food outlet with provision for sit-in and carry out service	Pending..	
<a href="#">Z/2012/0402/A</a>	19-Apr-2012	E Badley	Carroll House No 467 Ormeau Road Belfast BT7 3GR	Shop signage above front entrance and to side	Pending..	
<a href="#">Z/2012/0138/F</a>	15-Feb-2012	Anne Matthews	228 Ormeau Road Belfast BT7 2FZ	Alterations and improvements to entrance of Chiropractic Clinic (to comply with DDA regulations) to include a new ground floor window alterations to front porch and additional render (to comply with DDA regulations )	Approval	22-Jun-2012
<a href="#">Z/2011/1510/F</a>	04-Jan-2012	Ardmore Medical Centre	485 Ormeau Road Belfast	Rear single storey extension to provide new reception internal alterations and new pedestrian entrance	Approval	04-Jul-2012
<a href="#">Z/2011/1474/F</a>	21-Dec-2011	Elizabeth Ann McCartney	246 Ormeau Road BT7 2FZ	Change of use from sandwich bar with deliveries to hot food restaurant/takeaway with deliveries	Pending..	
<a href="#">Z/2011/0886/F</a>	20-Jul-2011	McKibben Commercial Property Consultants	353 Ormeau Road Belfast BT7 3GL	Retention of existing use as cafe/restaurant with the addition of use as a hot food take away	Approval	01-Dec-2011
<a href="#">Z/2011/0311/F</a>	16-Mar-2011	D. McCaffrey And Co.Ltd	Somerset House 234-242 Ormeau Road Belfast	Removal of existing entrance screen and installation of new entrance screen incorporating lift entrance	Pending..	
<a href="#">Z/2010/1561/F</a>	24-Nov-2010	Dough2Go	Unit 1 453 Ormeau Road Belfast BT7 3GQ	Ground floor change of use from Class A2 professional and financial services to Pizza Hut restaurant and delivery bar.	Pending..	
<a href="#">Z/2010/1549/F</a>	23-Nov-2010	Mr J Mellotte	28 St Judes Parade Ormeau Road Belfast BT7 2GX	Single storey extension to rear of dwelling.	Approval	11-Mar-2011
<a href="#">Z/2010/1136/F</a>	24-Aug-2010	Ballynafeigh Housing Association Ltd	15 Walmer Street Ormeau Road BT7 3EA	Single storey extension and internal alterations.	Approval	07-Oct-2010
<a href="#">Z/2010/0965/F</a>	06-Aug-2010	Mr Paul Megahey	324 and 326 Ormeau Road Belfast	Extension of dental practice into adjoining building demolition and replacement of two storey extension	Pending..	

				to provide 3No. additional dental surgery rooms and storage rooms.		
<a href="#">Z/2010/0839/F</a>	23-Jul-2010	Care Of Agent	274-276 Ormeau Road Ballynafof Belfast BT7 2GB	Change of use of existing ground floor retail unit to ground floor cafe/coffee shop and front alteration.	Approval	18-Feb-2011
<a href="#">Z/2010/0097/F</a>		Trustees of the Diocese of Down & Connor	Good Shepherd Complex, 511 Ormeau Road, Belfast, BT7 3GS	Addition of railings to the top of the existing (part listed) external stone boundary wall and construction of internal boundaries comprising brick wall and gated railings and associated site works.	Approval	26-Apr-2010
<a href="#">Z/2010/0066/A</a>		Rosario Youth Centre	469 Ormeau Road, Ballynafof, Belfast, Northern Ireland, BT07 3GR	Wall mounted dibond sign.	Consent	24-Feb-2010
<a href="#">Z/2009/1678/F</a>		Rosario Youth Centre	Rosario Youth Centre, Ormeau Road, BT7 3GR	New access ramp, railings, painting and external landscaping together with internal alterations	Approval	25-Jan-2010
<a href="#">Z/2009/1283/A</a>		Sarah Johnson	371-373 Haypark House, Ormeau Road, Belfast, BT7 3FD.	Relocation of fascia sign and new projecting sign.	Consent	05-Nov-2009
<a href="#">Z/2009/0908/A</a>		MR Faulkner	306-310 Ormeau Road, Belfast. BT7	Shop sign and projecting banner sign	Consent	27-Jul-2009
<a href="#">Z/2009/0800/F</a>	08-Jun-0009	Mr I Aksunger	371 Ormeau Road, Belfast.	Change of use from offices to coffee shop	Pending..	
<a href="#">Z/2009/0377/F</a>		Trustees of Diocese of Down and Connor	Good Shepherd Complex, 511 Ormeau Road, Belfast, BT7 3GS	New access incorporating the demolition of a small portion of existing boundary wall on Carolan Road	Approval	22-Jun-2009

<a href="#">Z/2008/2241/F</a>	03-Nov-2008	Tesco Stores Ltd	307-317 Ormeau Road, Belfast BT7	ATM machine and associated cash office.	Approval	20-Feb-2009
<a href="#">Z/2008/2193/A</a>	27-Oct-2008	Tesco Stores Limited	307-317 Ormeau Road, Belfast, BT7 3GL	Erection of Tesco signage including externally illuminated projecting wooden swing sign, externally illuminated fascia sign and vinyl graphics on window display.	Consent	09-Jan-2009
<a href="#">Z/2008/2157/F</a>	20-Oct-2008	Tesco Stores LTD	307 317, Ormeau Road, Ballynafof, Belfast, BT07 3GL	Ground floor elevational changes to corner retail unit previously approved under Z/2005/1537	Approval	09-Jan-2009
<a href="#">Z/2008/1923/F</a>	10-Sep-2008	Amey BPO	PSNI Station, Ballynafiegh, 332-334 Ormeau Road, Belfast	Extension to entrance, construction of guard house and replacement of front boundary wall and entrance gates.	Approval	09-Mar-2009
<a href="#">Z/2008/1530/F</a>		MR Ciaran O'Hare	475 Ormeau Road, Ballynafof, Belfast, BT07 3GR	Demolition of single storey rear return and construction of 3 storey rear extension for offices	Approval	24-Mar-2009
<a href="#">Z/2008/1502/F</a>	03-Jul-2008	Bank of Ireland	306-310 Ormeau Road (units 3,4 and 5 of the overall development), Ballynafof, Belfast, BT07 2GD	Change of use from commercial units (A1) to financial and professional services (A2) and alteration to shop front to include relocation of entrance position.	Approval	26-Jan-2009
<a href="#">Z/2008/1296/A</a>	10-Jun-2008	BTNI Payphones LTD	Ormeau Road, approx 6m SE of junction with Haypark Avenue, Belfast, BT7	Illuminated advertising poster panel 1.8m x 1.2m on phone pedestal	Consent	19-Sep-2008
<a href="#">Z/2008/0921/F</a>	17-Apr-2008	Kurkova Ltd	Parador Hotel, 473 Ormeau Road, Ballymaconaghy, Belfast, BT07 3GR	Change of use to a licensed public house and conservatory extension to the side elevation at the first	Approval	18-Feb-2009

				floor.		
<a href="#">Z/2008/0624/F</a>	04-Mar-2008	Brian Kelly Solicitors	301 Ormeau Road, Ballynafof, Belfast, BT07 3GG	Two storey rear extension to existing office including accessibility alterations.	Approval	24-Jun-2008
<a href="#">Z/2008/0214/F</a>		Mc Alister Holdings Ltd	249-259, Ormeau Road, Ballynafof, Belfast, BT07 3GG	Demolition of existing commercial units and associated stores and construction of ground floor retail unit with storage, 56no apartments with basement and ground floor carpark (3 to 6 storeys)	Approval	
<a href="#">Z/2007/2984/F</a>	03-Dec-2007	Kevin Watson Construction Ltd	300-310 Ormeau Road, Ballynafof, Belfast, BT07 2GD	Proposed mixed use development of 6no. retail units to the ground floor and 61no apartments (56 no 2 bedroom and 5 no1 bedroom) together with basement/ground floor car parking and associated internal landscaped courtyard	Approval	15-Jan-2009
<a href="#">Z/2007/2962/F</a>	10-Dec-2007	Mr P Megahey	324 Ormeau Road, Ballynafof, Belfast, BT07 2GE	Two storey rear extension of existing dental surgery to provide additional treatment areas, training facilities and ancillary rooms.	Approval	01-Apr-2008
<a href="#">Z/2007/2471/F</a>	10-Oct-2007	Hampton Estate - Michael Devlin	371-373 Ormeau Road, Ballynafof, Belfast, BT07 3GP	1 no additional floor to existing 3no floor office building, to include staircase and lift shaft.	Approval	11-Feb-2008
<a href="#">Z/2007/2470/F</a>	10-Oct-2007	Kurkova LTD	Parador Hotel, 473 Ormeau Road, Ballymaconaghy, Belfast, Northern Ireland, BT07 3GR	Change of use to a licensed public house and first floor conservatory extension to the side of the existing building.	Pending	
<a href="#">Z/2007/1933/A</a>	07-Aug-2007	Oasis Retail Services	429 Ormeau Road, Belfast, BT36 4TY	Shop sign.	Consent	09-Oct-2007
<a href="#">Z/2007/1899/F</a>	03-Aug-2007	Oasis Retail Services	429 Ormeau Road, Belfast	Replacement shop front and repairs to existing amusement centre.	Approval	09-Oct-2007
<a href="#">Z/2007/1871/A</a>	30-Jul-2007	Comtec Developments Ltd	Klondyke Building, The Gasworks, Ormeau Road, Belfast.	Erection of two fascia signs.	Consent	09-Nov-2007
<a href="#">Z/2007/1051/F</a>	01-May-2007	Right Rev. Canon Robert Fullerton P P	Good Shepherd Church, Holy Rosary Parish, Ormeau Road, Belfast, BT7 3GS	Demolition of part of existing single storey structure to south side of building to be replaced with new single storey extension consisting of new toilets, storage areas and link corridor.	Approval	29-Aug-2007
<a href="#">Z/2007/0945/F</a>	19-Apr-2007	Kevin Watson Construction LTD	300-310 Ormeau Road, Ballynafof, Belfast, BT07 2GD	Construction of 74 no. apartments and 6 retail units including 91 carparking spaces and landscaped court yard. (55 no. 2 bed apartments and 6 no. retail units currently approved under planning ref Z/2005/2531/F)	Pending	
<a href="#">Z/2007/0502/F</a>	23-Feb-2007	Ms E McCartney	246 Ormeau Road, Ballynafof, Belfast, BT07 2FZ	Change of use from beauty salon to cold food sandwich bar with 4 - 6 tables for sit-in use.	Approval	20-Aug-2007
<a href="#">Z/2007/0134/A</a>	12-Jan-2007	Halifax Estate Agencies	453 Ormeau Road, Belfast, BT7 3GQ	Replacement illuminated fascia sign and projecting sign	Consent	08-May-2007
<a href="#">Z/2006/2592/F</a>	09-Nov-2006	Lavery LTD	296 - 298 Ormeau Road, Belfast, BT07 2GB	New boundary railings to enclose new smoking area to front of premises.	Approval	26-Mar-2007

<a href="#">Z/2006/2309/F</a>	05-Oct-2006	Nicola Bull	387 Ormeau Road, Ballynafoy, Belfast, Northern Ireland, BT07 3GP	Demolition of existing shop and apartment and construction of new 3 storey retail development.	Pending	
<a href="#">Z/2006/2104/F</a>	12-Sep-2006	McAlister Homes	249-255 Ormeau Road, Belfast, BT07 3GG	Demolition of existing commercial units and associated stores and construction of ground floor retail unit with storage, 39 no. apartments and basement car park.	Approval	31-Jul-2008

## Key messages

The following key messages relevant to physical regeneration have emerged from the consultation. The key messages from the consultation have indicated:

- A concentrated commercial improvement scheme.
- Highlighting buildings of historical interest by enhancing their appearance.
- Improve the appearance of derelict sites and buildings in the area.
- To bring a “one council approach” to the area by working with internal council units and departments in order to maximise impact.

## Projects

The projects in the long list below have emerged from the consultation, with priority projects shown in the short list.

Projects from the long list will come into play if short listed projects become unfeasible due to circumstances beyond Council control i.e. varying cost estimates or non-agreement.

The funding allocations against each project are, at this stage, estimates and should be taken as indicative costs to assist with the further development and refinement of projects.

Following Council consideration, all projects are dependent on final cost estimate and landlord agreement.



## Short Listed Projects

Priority capital projects proposed under this Renewing the Routes programme 2012/2013 are shown in short list.

### Ormeau Road short listed projects

<b>Area</b>	<b>Project</b>	<b>Indicative Cost</b>
<b>Ormeau Road Node 2</b>	Commercial Improvement programme for approximately 35 units for cosmetic enhancement works to shop facades	£130,000
	Environmental Improvement Scheme to Ballynafeigh Orange Hall which may include lighting enhancement, new entrance, and painting.	£10,000
	Environmental improvement scheme to Ballynafeigh Community Development Association which may include lighting enhancement and painting.	£5,000
	Environmental improvement scheme to Ulidia playing fields including boundary enhancement works.	£3,000
	Cleansing	£2,000
	<b>Total</b>	<b>£150,000</b>

## Long Listed Projects

Projects from the long list will come into play as contingencies should short listed projects become unfeasible due to circumstances beyond Council control i.e. varying cost estimates or non-agreement or additional funds become available.

### Ormeau Road long listed projects

<b>Area</b>	<b>Project</b>
<b>Ormeau Road Node 2</b>	Environmental improvements to Ballynafeigh Methodist Church including painting and boundary improvements.
	Environmental Improvements to St Jude's including a lighting enhancement scheme.
	Environmental Improvements to Cooke Centenary including a lighting enhancement scheme.
	Environmental improvements to Our Lady of the Holy Rosary including a boundary lighting enhancement scheme.
	Public realm scheme outside Ballynafeigh Post Office.
	Public Realm at Deramore Avenue.
	Hanging Basket scheme

### 3. Monitoring and evaluation

ORMEAU ROAD RENEWING THE ROUTES PROGRAMME 2012/13 PROGRAMME AIMS, OBJECTIVES AND METHOD OF MONITORING PROGRESS			
<b>Aim 1 – Improve the appearance</b>			
	Objectives	Targets	Method of Monitoring Progress
1.1	Improve the quality of building facades on the road frontage	Approximately 30 properties improved by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
1.2	Encourage improvement to vacant brownfield sites and remove leftover space and dead frontage	Liaise with owners in tidying up vacant/derelict areas/buildings	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
1.3	Develop high quality environmental streetscape, furniture and street lighting	N/A	N/A
1.4	Improve the appearance of historical assets	3	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
<b>Aim 2 – Make a better place to live</b>			
	Objectives	Targets	Method of Monitoring Progress
2.1	Improve the quality of landscaping at strategic locations	N/A	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
2.2	Enhance linkages from the arterial routes into the adjacent streetscape	Carry out 1 community based cleansing projects by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
2.3	Create quality spaces	Undertake 1 environmental improvement scheme by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
<b>Aim 3 – Retain economic diversity</b>			
	Objectives	Targets	
3.1	Encourage an enhanced retail offer	Encourage the retention of the variety in shopping facilities from baseline by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
3.2	Enhance retail experience for shoppers	Liaise with Economic Development Unit in offering support to businesses	Baseline; ongoing progress report; participant/project evaluation; final report
3.3	Support the operation and survival of existing businesses along the arterial routes	Reduced number vacant units against baseline by end of programme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report

<b>Aim 4 - Maintain the function of the local neighbourhood</b>			
	<b>Objectives</b>	<b>Targets</b>	<b>Method of Monitoring Progress</b>
4.1	Collaborate with private sector and statutory providers to examine the potential for leveraging in further works	Encourage ongoing partnership working with private and statutory providers across all areas.	Ongoing progress report; participant/project evaluation; final report
		Secure private sector contribution from eligible participants of commercial improvement programme	Ongoing progress report; participant/project evaluation; final report
4.2	Collaborate within Council workings to maximise the potential of the scheme	Create an internal integrated working group for each area and deliver 1 project with other Council Services.	Ongoing progress report; participant/project evaluation; final report
<b>Aim 5 - Reduce anti social behaviour</b>			
	<b>Objectives</b>	<b>Targets</b>	<b>Method of Monitoring Progress</b>
5.1	Support measures to improve public safety in neighbourhoods	Deliver programme in line with community safety initiatives.	Baseline survey; final report
5.2	Increase community involvement in decision-making about matters which will affect their environment	4 community progress updates undertaken by end of programme	Ongoing progress report; participant/project evaluation; final report
5.3	Implement 'secure by design' principles	Consult with relevant bodies on design at areas of high anti social behaviour	Ongoing progress report; participant/project evaluation; final report
<b>Aim 6 - Encourage more visitors</b>			
	<b>Objectives</b>	<b>Targets</b>	<b>Method of Monitoring Progress</b>
6.1	Improve the system of tourist and information signage on the road frontage	N/A	N/A
6.2	Support measures to improve the tourism product on the arterial routes	N/A	N/A