

Glenavy Strategic Vision and Action Plan

Key Aims and Initiatives DRAFT

Consultation Process

The Paul Hogarth Company facilitated a workshop at the Glenaidan Centre on the 22nd March 2011. In connection with this workshop event a village walkaround with members of the community and Lisburn City Council was undertaken to establish a detailed profile of the Village's attributes and opportunities. Following this consultation process six overarching aims were developed which guide the specific initiatives and ensure that the Village develops in accordance with a shared strategic vision.

Key Aims and Initiatives

- 1. Comprehensive Programme of Environmental Improvements**
 - 1.1 Reinforce Gateways to Increase the Sense of Arrival
 - 1.2 Establish Interpretative and Wayfinding Signage
 - 1.3 Environmental Improvements to Key Streets
 - 1.4 Implementation of High Quality Public Realm along Main Street
 - 1.5 Improved Setting of the Glenaidan Centre and War Memorial
 - 1.6 Formalised Footpaths along Gobrana Road
 - 1.7 Formalised Footpaths to Ballymacrocket Primary School
 - 1.8 Frontage Improvements
 - 1.9 Lighting Strategy
 - 1.10 Flood Mitigation Measures
- 2. Improved Transport Infrastructure**
 - 2.1 Reopening the Belfast – Lisburn – Antrim – Belfast circular railway route
 - 2.2 Implementation of New Pedestrian Crossings
 - 2.3 Electronic 'Slow Down' Signs
- 3. Promotion of dedicated open space and walking trails within Glenavy**
 - 3.1 Formation of a Village Park
 - 3.2 Circular Looped Walking / Cycling Routes
 - 3.3 Develop Literature on the Interpretative Walking / Cycling Routes
- 4. Realising Opportunities within the Village Centre**
 - 4.1 Former Garage Site, Crumlin Road
 - 4.2 Main Street / Glen Road Site (North)
 - 4.3 Main Street / Glen Road (South)
 - 4.4 Main Street / Glen Road (East)
- 5. Redevelopment of Glebe House and Surrounding Estate**
 - 5.1 Refurbishment of Glebe House and Gardens
 - 5.2 Establishment of a Sport and Leisure Hub within Glebe Estate
- 6. Raising the Profile of Glenavy**
 - 6.1 Glenavy Regeneration Steering Group
 - 6.2 Promote Glenavy in the Tidy Towns Initiative
 - 6.3 Establish a Newsletter, Bulletin, Website and Events Calendar
 - 6.4 Production of a Glenavy Promotional Brochure
 - 6.5 Organise Environmental Clean ups

Strategic Vision and Village Initiatives

The following village initiatives set out various projects, which collectively create the strategic vision for Glenavy. This includes a number of short, medium and long-term measures to address the varying needs of the Village.

It must be stressed that the aims and initiatives should not be viewed as a finite 'blueprint plan' but collectively contribute to the future vision for the Village and contain a degree of flexibility in order to respond to changes in circumstances.

1. Comprehensive Programme of Environmental Improvements

1.1 Reinforce Gateways to Increase the Sense of Arrival

Gateways are site-specific interventions that denote the point of arrival to a place and their location and design is crucial in creating a legible environment through the Village. With the exception of standardised road traffic signage, Glenavy lacks any distinctive visual cues to signify the point of arrival into the Village. This has resulted in poor legibility along key approach routes.

The Strategic Vision advocates the establishment of two hierarchies of gateway features in and around the Village. Primary gateway features have been identified at the main entry points to Glenavy, while smaller secondary gateways are also proposed to emphasise key locations. The incorporation of these two levels of gateways will denote the main arrival points to the Village and highlight key points of interest throughout the Village.

A total of three primary gateway features have been identified at the locations listed below:

- **Moira Road Gateway**
At the junction of Moira Road and Gobrana Road
- **Moira Road Gateway**
At the junction of Moira Road and Main Street
- **Crumlin Road Gateway**
Along the Crumlin Road before the entrance to Glebe House

In addition, a total of three secondary gateway features have also been identified within Glenavy at the locations listed below;

- **Belfast Road Gateway**
At the point where Glenavy River meets the Belfast Road
- **Lisburn Road Gateway**
Along the Lisburn Road immediately prior to Johnston Park
- **Glen Road Gateway**
Along the Glen Road immediately prior to recent housing development

Creating memorable and attractive gateways at these key locations will help to define the Village boundaries as well as prepare users visually and mentally of their impending arrival. These gateways should be marked by spaces or features, which are sensitively located and are of a scale appropriate to their location. Special design treatment should include landscaping, the installation of public art pieces and gateway signage, all of which reflect the unique character of the area.

1.2 Establish Interpretative and Wayfinding Signage

In order to heighten the sense of arrival and strengthen village identity, Glenavy would benefit greatly from the erection of appropriate welcome signage at both the primary and secondary gateway locations. This signage would replace the more standardised traffic engineered signs that are evident at these locations. The design of such signage should be developed and formulated through consultation with local residents in order to identify an appropriate style and design. The implementation of gateway signage can also offer potential for sculptural elements to be introduced at key locations around the Village.

1.3 Environmental Improvements to Key Streets

In order to assist in improving the quality of life within Glenavy and promote the Village as a place in which to live, work, visit and invest, key improvements will be required to the general environmental quality. Prominent routes such as Main Street, which runs through the heart of the Village, together with sections of the Belfast Road and Crumlin Road, collectively represent the key streets along which the Village functions on a daily basis. It is along these streets that business is conducted, village residents interact and lasting impressions of the Village are made.

The Strategic Vision has therefore identified the stretch of Main Street together with a section of the Crumlin Road, which lies between two of the new primary gateways (see Section 1.1), as the area in which the programme of streetscape improvement works should focus its attention. After careful consideration, a section of the Belfast Road stretching from Main Street out to the Belfast Road Gateway (see section 1.1) has also been included within this programme of streetscape improvement works. This section has been included in light of the strategic role it plays in the establishment of circular looped walking routes (see section 3.2). The key aims of these streetscape improvement works are to enhance the quality and strengths of the linkages between the Village arrival points and the Village Centre. The streetscape improvements works will ultimately provide the desired backdrop within which specific areas can be targeted for high quality urban realm improvements (see section 1.4).

These works would include site boundary improvements comprising the establishment and formalising of footpaths on both sides of the road, street tree planting and localised landscaping all of which will help to reinforce the hierarchy of these key streets within the Village. In terms of formalised footpaths, one particular stretch of Main Street that requires careful attention is that section immediately north of the Pigeontown Road. Here footpaths along the eastern side of Main Street disappear completely and the width of the road carriageway hinders the establishment of a new footpath. Instead a cantilevered footway is proposed, a lightweight structure that would affix to the Glenavy River side of the existing low wall taking pedestrians away from this narrow and busy section of Main Street and enabling access to the river walkway (see section 3.2) and beyond to the proposed civic space (see section 1.5).

In an effort to promote a positive image of the Village, the streetscape works would also focus on short-term remedies to enhance and improve prominent vacant sites, until such time that longer-term initiatives as outlined within Section 3 can be realised. Such measures could include the removal of overgrown foliage, the incorporation of temporary planting arrangements and decorative hoarding, which collectively will help to reduce any negative impact on the appearance of the Village.

Improvements to site boundaries along these routes would include new street tree planting and hanging baskets to reinforce the hierarchy of these roads as the primary approach routes into the Village. The encouragement of window boxes to private properties would significantly bolster the seasonal appearance of the Village.

1.4 Implementation of High Quality Public Realm along Main Street

High quality public realm improvements are proposed within Glenavy to the roads and pavements around the central junction of Main Street, Crumlin Road and the Belfast Road. The redesign of these prominent stretches of road would enable existing footways to be maximized for pedestrians while allowing for the rationalization of on-street car

parking spaces. The incorporation of shared surface treatment across the full width of these sections of road would promote ease of lateral pedestrian movement from one side of the street to the other.

This streetscape project would also provide the opportunity to review the quality of lighting and street furniture within this area. Consideration should also be given to the commissioning of bespoke street furniture designs that would contribute to village character and identity. This surface treatment could also be used to enhance the existing car park adjacent to the Pigeon Club along the eastern side of Main Street next to the Glenavy River. Improvements to the external appearance of the Pigeon Club itself could form part of the initiative outlined in Section 1.8 with the potential to commission appropriate artwork on the north facing gable wall of the building.

1.5 Improved Setting of the Glenaidan Centre and War Memorial

In conjunction with the implementation of high quality public realm concentrating around the junction of Main Street, Crumlin Road and the Belfast Road, improvements are also proposed to the frontage of the existing Glenaidan Centre. From the examination of historical documentation, Glenavy can be seen to originate and extend outwards from the intersection of these three prominent roads, a trait synonymous with the embryonic stages of many villages throughout Ireland. However with the exception of the War Memorial erected in the 1920's, little evidence exists to denote this significant origin point of the Village.

The well-utilised Glenaidan Centre is presently located at this key intersection. However, significant ground level differences in this area have required the installation of a steep run of steps and disabled ramp from the Belfast Road to enable pedestrian access to the Centre. The Strategic Vision proposes that sections of the existing boundary wall are removed and the land fronting the Hall re-graded to enable a tiered 'front door' approach to the Centre. While enhancing the setting of both the Glenaidan Centre and War Memorial, the promotion of these initiatives would also enable the establishment of a new civic space at the historical centre of the Village. This civic space would also be intrinsically linked into the newly formed walking routes around the Village, which is discussed in further detail within section 3.2, and would provide the ideal setting for the location of the Village Christmas Tree.

1.6 Formalised Footpaths along Gobrana Road

While the Gobrana Road has not been identified as one of Glenavy's key streets, the Strategic Vision does include proposals to establish a dedicated footpath along its length from its junction with Crumlin Road to new gateway site identified (see Section 1.1). A well-designed and proportioned footpath will ensure that residents along Gobrana Road can access services within the Village safely and conveniently. This footpath will also provide a direct pedestrian connection between the Village and the Glendona House Bed and Breakfast accommodation, an elegant family-run Edwardian mansion previously owned by the Earl of Abingdon.

1.7 Formalised Footpaths to Ballymacricket Primary School

The settlement of Ballymacricket lies approximately 1.5 miles south of Glenavy. While a hamlet in its own right, the definition of Glenavy as a community transcends the traditional village boundaries and has historically included residents living in Ballymacricket. While relatively small in size, Ballymacricket is home to St Joseph's Roman Catholic Church, St Joseph's Gaelic Athletic Club, Townland's Boxing Club and Ballymacricket Primary School. Despite this concentration of key community services, pedestrian connections between Ballymacricket and Glenavy are relatively poor. The Strategic Vision therefore proposes the establishment of a formalised footpath to connect Ballymacricket Primary School to the network of footpaths within Glenavy. As this footpath would be widely used during the evenings by members of both the GAA and Boxing clubs, due consideration would need to be given to the incorporation of appropriate street lighting along its route.

1.8 Frontage Improvements

During the information gathering and analysis stage, the Project Team concluded that a number of key routes within Glenavy contained prominent buildings and other key structures, which were in a poor state of repair. These buildings, many of which were located either next to or in close proximity to vacant plots have had a detrimental impact on key stretches of Main Street, Crumlin Road and Gobraha Road. While a number of the larger vacant plots have been identified as opportunity sites and are discussed in further detail within Section 3, the Strategic Vision proposes a strategy for frontage improvements to tackle these issues.

A strategy of frontage improvements should therefore be implemented which would include a full assessment of the condition of buildings within the Village including recommendations to improve their frontages. Prominent buildings and those in a particularly poor state of repair should be prioritised first. One such stretch that would benefit greatly from such improvement works would be the section of Main Street immediately south of the Lisburn Road comprising a long monotonous frontage behind which is the popular Glenavy Garden Centre. Here a combination of measures such as the insertion of suitable fenestration, repainting, replacement of inappropriate materials and fixtures and the introduction of suitable external signage, would collectively improve the external appearance of this building.

A detailed proposal of frontage improvements should be prepared, by a suitably qualified architect, in close liaison with the Northern Ireland Environment Agency and Planning Service. Components that would be considered within the frontage improvement scheme would likely include the replacement of inappropriate materials, finishes and fixings, such as PVC windows and gutters and the painting and restoration of existing brickwork. Where possible the undergrounding of overhead wires should also be considered. A co-ordinated shop front signage programme would also form a key component of this scheme, to limit the use of large, backlight plastic signs, in favour of appropriately designed painted and metal signage.

1.9 Lighting Strategy

The Strategic Vision advocates a lighting strategy to improve the quality and design of lighting within Glenavy's streets and public spaces. As an initiative, which can also have significant benefits in the promotion of a village 'brand', a well-structured lighting strategy can complement existing established colour palettes and themes while raising levels of comfort and public safety. Such a strategy would take into consideration physical attributes such as the choice and location of appropriate lighting columns to the more subtle attributes such as the type of light to be provided, use of colour filters and energy efficiency methods. The incorporation of bespoke lighting columns to those areas identified for high quality public realm improvements and the uplighting of significant buildings within the Village would form a key component of this strategy. The introduction of a lighting strategy to Glenavy would ensure that emphasis is placed on particular structures, buildings and spaces during the evening, which may not be obvious to the onlooker by day.

1.10 Flood Mitigation Measures

Given the proximity of existing residential developments to the banks of the Glenavy River, several cases of localised flooding have been reported over recent years. These cases include a substantial number of properties within Glenriver Park, Riverside Court and Forest Glen, all of which have been subject to flooding events.

The issue of flooding must therefore be taken into consideration particularly in relation to new development proposals within Glenavy. The Strategic Vision advocates that all future development within the Village, including those initiatives proposed as opportunity sites identified within Section 3, are assessed in relation to their suitability for development with respect to flood risk. When planning new development within the Village, flood mitigation measures should be taken into consideration at an early stage to reduce and manage potential flood risks.

All planned development within Glenavy, whether in the floodplain or not, should therefore consider the implications for its drainage on flood risk in accordance with best practice. This is particularly key in the case of greenfield sites identified for development where a significant increase in impermeable area can considerably increase run-off volumes. The use of Sustainable Urban Drainage Systems (SuDS) are growing in popularity throughout the United Kingdom and are designed to mitigate the tendency of development to generate additional run-off, replicating as closely as possible the natural drainage from a site before development. SuDS measures can also include the incorporation of storage tanks and attenuation ponds. Additional flood resilience measures include the fitting of one-way valves to sewage pipes and the incorporation of sump and pump systems are also effective if utilised early on in the design stage.

2. Improved Transport Infrastructure

2.1 Reopening the Belfast – Lisburn – Antrim – Belfast circular railway route

The village of Glenavy is located on the Lisburn to Antrim railway line. However, travelling by rail to Glenavy is now not possible following the closure of the line to the general public when the faster Belfast to Antrim route via Bleach Green was opened. The Strategic Vision advocates the exploration of reinstating this stretch of railway line as part of a wider Belfast – Lisburn – Antrim – Belfast circular railway route. One of the key objectives of the Regeneration Steering Group (see Section 6.1) could be to lobby Translink with a view to reviving the Lisburn to Antrim railway route and reestablishing a Railway Station within the Village.

2.2 Implementation of New Pedestrian Crossings

Increased traffic volumes place pressure on our streets and roads particularly in village locations where car dependency levels can be higher. Findings from the workshop conducted at the Glenavy Community Centre identified the central section of Main Street, between its junctions with the Glen Road and Belfast Road, as a key problem area that would benefit from the introduction of formal pedestrian crossings. Two specific points along Main Street, the first outside Sammy's Mobile Shop immediately north of the Methodist Church and the second further south close to the Glen Road, have been included within the Strategic Vision for pedestrian priority measures.

The use of appropriate traffic calming measures at both of these locations can assist in reducing the perceived problem by slowing down traffic. Traditional traffic calming measures such as road humps are now being replaced by a new approach which acknowledges the benefits of 'shared space' and psychological traffic calming. Evidence suggests that car speeds and traffic patterns are influenced by elements such as surface textures and street activity. While a standard pedestrian crossing solution may be more appropriate outside Sammy's Mobile Shop an alternative solution such as the incorporation of 'shared space' would be well suited at the Main Street/Glen Road location, an area where school children are regularly picked up and dropped off by school buses. Specific traffic calming measures include speed tables, greenery, street narrowing and the use of gateway features. The incorporation of both traffic-calming measures would improve the quality of life for residents and pedestrians using the street.

2.3 Electronic 'Slow Down' Signs

One of the favoured traffic calming measures that was frequently cited by residents and community representatives during the analysis workshop was the incorporation of 'slow down' signs within the Village. These electronic signs inform drivers that they are breaking local speed limits without triggering fines and research has shown that the use of these devices at strategic locations within towns and villages can be more effective than speed cameras at reducing speed and preventing accidents. Sometimes referred to as 'vehicle activated signs', these roadside speed prevention measures use radar to measure the speed of an approaching vehicle and flash a message to remind the driver of the speed limit or to inform them to slow down. Such devices are difficult to ignore, require minimal maintenance and exert appropriate pressure to effectively reduce traffic speeds.

In light of the feedback received regarding excessive vehicle speeds through the Village, the Strategic Vision proposes that an electronic 'slow down' signs be installed at an appropriate location along Main Street. The actual positioning of the device would be subject to agreement with Roads Service.

3. Promotion of dedicated open space and walking trails within Glenavy

3.1 Formation of a Village Park

Potential has been identified to create a new Village Park for Glenavy within the grounds of St Aidan's Church on lands between the Glenavy River and the southern approach lane to the church. This park would provide much needed outdoor recreation space within the heart of the Village and would only take place with the full agreement from the Church of Ireland. With dedicated walking routes along its western edge following the Glenavy River and beyond, the Village Park could also include new seating and play areas for children. It should be sensitively designed to integrate seamlessly with the new civic space fronting the Glenaidan Centre and become a destination for both residents and visitors alike.

3.2 Circular Looped Walking / Cycling Routes

The Strategic Vision proposes circular walking and cycling routes around and throughout the Village, which utilises the existing built form and natural asset base along its length. Where existing residential development encroaches onto the banks of the Glenavy River, scope exists to continue the walkway on the opposite side of the River by way of a network of pedestrian bridges. A long-term aspiration would be to extend this formal route southwestward along the Glenavy River to Lough Neagh taking on board the Leap Bridge at Ballyvollen. In a northeasterly direction, capability exists to extend the river walkway to Stoneyford via Ballydonagh Bridge, Stoneyford Bridge and the Crooked Bridge with the Stoneyford and Leathemstown Reservoirs becoming destinations sites along this section.

3.3 Develop Literature on the Interpretative Walking / Cycling Routes

Interpretive literature would be developed to compliment these walking and cycling routes and assist in connecting all the highlighted elements together. Although this would be addressed to a degree through the incorporation of information panels along their routes, complimentary literature such as leaflets and user-friendly maps could also be utilised to encapsulate this information.

4. Realising Opportunities within the Village Centre

The settlement development limit, as defined within the Draft Belfast Metropolitan Area Plan 2015, is shown in the accompanying Strategic Vision Plan. These settlement limits are relatively expansive and present substantial development opportunities particularly along the northern and southern edges of the Village.

A significant number of development opportunities exist within the Village centre, particularly along Main Street. Several planning applications for residential development have been made in relation to a number of these sites. In preparation for impending development, developers have carried out initial site ground works by way of tree and vegetation clearance and the demolition of existing structures on site. However, due to the economic downturn these schemes have largely been put on hold. As a result, Glenavy now contains several large razed sites at prominent locations, which have a detrimental impact on the character and appearance of the Village.

It must be noted that all proposals advocated within this Strategic Vision should be taken forward with reference to the Draft Belfast Metropolitan Area Plan 2015 (Map 11/001) in consultation with Planning Service, Lisburn City Council, the Northern Ireland Environment Agency and Roads Service.

4.1 Former Garage Site, Crumlin Road

Located on the eastern side of Crumlin Road at the junction with Gobrana Road, this opportunity site presents substantial regenerative benefits to Glenavy given its size and prominent location. A large garage formerly occupied this site, but this has since been razed, leaving scrub wasteland, devoid of any buildings and having little interaction with surrounding streets and spaces.

If realised this site has major potential to unlock a number of substantial benefits for both residents and visitors alike. The Strategic Vision includes new development proposals on this site, which takes into consideration the need for direct access through the site to connect with the Glenavy River walkway and Village Green. This dedicated green link would be flanked by new residential development opportunities providing a degree of passive surveillance with parking provision provided within the cartilage of new development.

4.2 Main Street / Glen Road Site (North)

In a similar fashion to the former garage site, opportunity exists to formalise a green route through this opportunity site to ensure a dedicated connection between the Glenavy River walkway and the Glen Road. Development proposed on either side of this connection replicates the existing urban grain of Meadowside and Chestnut Glen and will ensure that the pedestrian route is well overlooked thereby reducing the potential for anti-social behaviour. The Strategic Vision would therefore advocate that any future development proposed on this site is planned around this green link to ensure that the integrity of the circular looped walking route is maintained. It is also worthy to note that the site has also been identified as a Local Landscape Policy Area within the Draft Belfast Metropolitan Area Plan 2015 (Map 11/002). In redeveloping this site, efforts should also be made to upgrade or replace the existing low quality boundary wall which fronts onto the Glen Road.

4.3 Main Street / Glen Road (South)

As one of the larger opportunity sites identified within Glenavy, this site, located on the southern side of the Main Street/Glen Road junction, has been cleared and all former buildings razed. Given the prominence and size of this opportunity site, the Strategic Vision advocates that a comprehensive masterplan be produced to ensure that any new development takes into consideration the surrounding context, scale, massing, linkages and key views. Careful consideration will also have to be given to the future integration of the site with a potential new railway station along its western edge, pending discussions with Translink in relation to those issues discussed in Section 2.1.

4.4 Main Street / Glen Road (East)

This smaller opportunity sites, but no less prominent, is rectangular in form and measures approximately 0.5 hectares in area. Opportunity exists to establish an Enterprise Business Unit Complex within a courtyard setting. If realised this site could provide incubator employment based uses enabling business enterprises to remain locally within purpose built units.

5. Redevelopment of Glebe House and Surrounding Estate

5.1 Refurbishment of Glebe House and Gardens

Glebe House, which is set back approximately 50 metres from the Crumlin Road, once stood centre stage within a formal landscaped setting comprising a walled garden and a long sweeping driveway with commanding views westwards across the rolling agricultural lands to Aghnadarragh. Now derelict and overgrown, the site has been fenced off and sits largely hidden along one of the main approach routes to the Village. Both Glebe House and its wider setting have the potential to contribute significantly to the quality of life for both residents and visitors.

The Strategic Vision advocates the sensitive reinstatement of the formal walled gardens and the renewed management of the triangular woodland estate bounded by the

approach laneway and the Crumlin Road. A longer-term aspiration could be the refurbishment of Glebe House itself, however site analysis has shown that the building is in a very poor state of repair and would require substantial investment.

5.2 Establishment of a Sport and Leisure Hub within Glebe Estate

Glenavy boasts a number of community sports clubs including St Joseph's GAC, Crewe United and Glenavy Football Clubs. One of the key issues that was raised during the analysis workshop was the fact that the facilities utilised by these clubs were spread across a large geographical area, with St Joseph's GAC availing of facilities within the Ballymacrocket area and Crewe United located two miles outside the Village along the Lisburn Road. While permanent facilities have been established at these outlying locations, representatives from these clubs voiced their preference to establish one or two sports pitches within walking distance of the Village that could be used for training purposes.

The opportunity exists to utilise the remaining lands within the Glebe House estate for the development of a sport and leisure hub, comprising sports pitches and a new Multi Use Games Area (MUGA). The potential for a combined sports and leisure centre complete with changing facilities, fronting onto the Crumlin Road, could also be explored. Locating this proposed MUGA in close proximity to the sports centre would ensure a degree of passive surveillance from the centre itself thereby enabling younger children to utilise the facility safely. In addition to the sports facilities, this hub would also cater for more passive pursuits by way of picnic tables and children's play areas within a parkland setting. The Strategic Vision would also seek to retain the established Scotch Pine trees on site as an integral part of any redevelopment.

6. Raising the Profile of Glenavy

6.1 Glenavy Regeneration Steering Group

The Strategic Vision recommends that a Regeneration Steering Group be formed comprising residents, elected representatives, local community organisation and representatives of Glenavy's business and retail sector. The establishment of such a group would give the people of Glenavy a voice with which to forge a strong relationship with Lisburn City Council and a central focus from which funding applications could then be made. The role of this collective body would be extensive, ranging from an increased role in planning for the community, to championing the Strategic Vision and accompanying Action Plan.

6.2 Promote Glenavy in the Tidy Towns Initiative

The national Tidy Towns initiative was originally established in 1958 to encourage communities to improve their local environment and make their area a better place to live, work and visit. With an average of 700 entrants per year, residents are increasingly viewing initiatives such as Tidy Towns as instrumental in improving the quality of life within their town and villages.

The Strategic Vision recommends the formation of a small taskforce, with representation from a wide spectrum of the Village community to champion Glenavy's entry to the Tidy Towns initiative.

6.3 Establish a Newsletter, Bulletin, Website and Events Calendar

As a way of communicating to all residents about future events and activities a regular bulletin or newsletter, website and Calendar should be established. While the Council could initially develop this initiative, the longer-term aspiration would be to transfer this responsibility to a Community Forum. In addition meetings between the Regeneration Steering Group, Community Forum and the local newspapers would ensure that positive news stories are regularly promoted in the local press. Establishing an annual event calendar would also prove an effective method to keep community members informed of upcoming events within the Village and neighbouring settlements. Regular events in this calendar would include the Christmas Lights 'Switch On', community festivals as well as

events involving the Glenaidan Centre. Scope also exists within the calendar to forge and promote new events which could involve 'teaming up' with neighbouring towns and villages along particular themes.

6.4 Production of a Glenavy Promotional Brochure

The Strategic Vision advocates the production of a promotional brochure, which raises the profile of the Village and showcases the various destination sites on offer. Promotional brochures are an effective way to reach a target audience and highlight the elements a place has to offer. The use of attractive imagery and colours in its design along with a refined and clear content can also add to the overall branding of the Village.

6.5 Organise Environmental Clean ups

Following the establishment of a community stakeholder forum, potential exists to establish regular clean-up events, fostering strong community relations and creating a greater sense of shared ownership and civic pride.