



## Forestside

### Existing Situation

The Forestside study area consists of:

- Forestside Shopping Centre
- Castlereagh Borough Council Offices & Drumkeen Retail Park
- Homebase Store

While the three areas collectively form the centre, they are often viewed as separate locations because there is little connection and interaction between them. This is primarily as a result of the Upper Galwally bisecting the area and reducing physical linkages for pedestrians it is more appealing to drive from Forestside Shopping Centre to Drumkeen Retail Park rather than walk between them.

Forestside Shopping Centre is a dumbbell-shaped covered mall and is a key retail centre for Castlereagh. Anchored by Sainsbury's and Marks & Spencer it now extends to approximately 23,500 square metres. The retail offer is complemented by Drumkeen Retail Park.



The Council offices are located on the opposite side of Upper Galwally facing Forestside Shopping Centre. Drumkeen House , a listed property, sits to the rear of the Council offices. The building is currently vacant and the UK Agency occupy the adjacent office complex.

The Homebase store is set well back from Upper Galwally and the Saintfield Road. The store is hidden from both roads by thick vegetation and is accessible from Upper Galwally only.

The Forestside study area is located at the strategic intersection of the Saintfield Road and the Outer Ring Road (Upper Knockbreda Road). Access to the area is predominantly by private car with significant provision of free parking at both Forestside Shopping Centre and Drumkeen Retail Park. The area can be accessed by public transport (Metro Routes 6 and 7).

Much of the area is dominated by parking, and there is very little public realm in the traditional sense such as landscaped streets; public squares or gardens.

There are a range of uses which underpin the area as a place of employment, retailing; leisure and civic functions.





New steps & pedestrian crossing on Upper Galwally



Pedestrian access from Upper Knockbreda Road, Forestside

## Forestside Proposals

1. The creation of new steps (at the Sainsbury's side of the shopping centre) and a pedestrian crossing on Upper Galwally. The artist impression (above) shows how this might look.
2. Upgrading the existing pedestrian access located off the Upper Knockbreda Road. An artist impression shows how this area would look (above). These measures are proposed to enhance pedestrian accessibility and to 'soften' Upper Galwally, encouraging integration between the three parts of Forestside.
3. The proposals for Homebase focus on enhancing the appearance of the existing building and expanding the range of services available. This site is to be retained for retail use with the possibility of opening a café within the unit and developing a click and collect facility within the car park. It is proposed that the façade of Homebase could be improved and new signage erected to identify the pedestrian links through the site and beyond. These measures would assist in improving the environmental quality of the area and enhancing the existing retail use.
4. Galwally House is to be retained and small scale business units proposed to replace the existing building currently in use by the UK

Border Agency. Improving the public realm would complement the historic fabric of Galwally House and the existing mature landscape setting. These measures are designed to facilitate job creation opportunities by promoting the reuse of a historic building which could be used as a landmark building for companies wishing to locate in a prestigious location in the greater Belfast area.

5. Decluttering the entrance was and removing existing boundary fences. These elements will be replaced with high quality paving; planters and new lighting. This could assist in improving the environmental quality of the area, while making the Retail Park more accessible to pedestrians and enhancing its overall integration into Forestside.



COSTA



40 Additional

RESTAURANT

BEHOLD HERE

# Promotional Strategy 04

## Introduction

A key element of the CUIDF is the improvement of the built environment through the identification of key sites and development proposals. It also details improvements which could be made to the public realm to enhance the environmental quality of the area and infrastructure improvements which would assist in promoting development on key sites.

There is, however, a hidden element which carries equal weight which needs to be addressed. The success of any place rests in its ability to attract people. People are drawn to vibrant and animated places which encourages them to visit and revisit. In order to promote these areas a promotional strategy is required which is comprised of three elements:

- Information / Communication
- Branding
- Cultural & Community Events.

## Information

Feedback from the consultation event and anecdotal evidence suggests that there is an information gap regarding local businesses, services, events, and how to easily access parts of the Borough by car, public transport, bicycle and walking. Providing information on the range of facilities and events available within the area would enable people to make informed choices and encourage them to opt to use local shops and services.

The information would also be of benefit to tourists visiting the area, particularly to the touring caravan park in Dundonald as well as day visitors to attractions within the Borough.

## Branding

The three centres need to have a unique selling point which can be used to brand the place within a wider promotional strategy for the study area. The success of the branding campaign is likely to be based on how well an area becomes known for something. For example, branding the leisure and food outlets including Dundonald International Ice Bowl as Dundonald Leisure Park enables the destination to compete against similar facilities in the wider area.

The power of the brand can be enhanced by offering visitors savings on admission, meals and activities when they visit more than one outlet. Such offers can help to increase the duration of the visit and encourage repeat business. Together these elements combine to underpin the brand and provide the right conditions for visitors to associate a particular place as their 'go to location' for a particular activity.

The adjacent table sets out a few of the actions which could be developed as part of a wider Promotional Strategy.

## Cultural and Community Events

From the views expressed during the consultation period, people living within the study area have quite a high level of emotional attachment to their respective centres and were keen to share memories of how centres have evolved.

The need for a focal point within each of the centres was a key issue raised by most people who attended the public consultation events. In revitalising the three centres, a key component is tapping into the hearts and minds of people who live in the area and trying to create the right circumstances whereby local people can come together. Organising cultural and community events could assist in developing and rekindling a sense of place and community spirit.

Element	Action
Information	Preparation of a Local Business and Services Directory within the Borough, with particular focus on the three study areas in an attempt to increase awareness of what's in the area.
Information	Signage/Information Boards to highlight local walking routes and trails and how these link into wider networks e.g Comber Greenway, Ulster Way and Highway to Health.
Cultural & Community Events	<p>A series of events could be held across the study area on a regular basis which would inject life into the respective areas. Suggestions include:</p> <ul style="list-style-type: none"> <li>• Summer Screens – an open air cinema in the evening within the grounds of the Carryduff Shopping Centre car park, or in Moat Park (the parkland between the Local Centre and the Comber Road shops). Encourage local restaurants and coffee shops to extend their trading hours during the event in order to promote the evening economy.</li> <li>• Artisan Food and Craft Market – in the mall area at Carryduff Shopping Centre or within Forestside Shopping Centre. Provide an opportunity for local businesses to exhibit their produce.</li> <li>• Heritage walks around the Borough organised by Council in conjunction with local heritage groups. An opportunity to promote a sense of place and community with guided walks.</li> <li>• Community Family Fun Days – encourage local community groups and primary schools to partner together and hold fun days. Possible venues – Moat Park, Carryduff Shopping Centre and the car park at Drumkeen Retail Park.</li> <li>• Christmas Market and Carol Singing - same approach as previous.</li> </ul>
Branding	<p>Branding theme to be developed for each area, initial suggestions:</p> <p>Carryduff – focus on shopping centre site being the heart of the community. The shopping centre car park could be used as a community space to host events. Branding and marketing strategies to be developed which promote planned events.</p> <p>Forestside – focus on promoting the entire study area as 'Forestside' and not just the shopping centre.</p> <p>Dundonald (lands at Ice Bowl) – promote in conjunction with the wider leisure offer available 'Dundonald Leisure Park' and reference made to the wider Dundonald study area which complements it and its accessibility to cycling and walking routes as a result of the Comber Greenway.</p>

**Table - Suggestions for Promotional Strategy Actions**



# CUIDF Action Plan

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## Castlereagh Urban Integrated Development Framework (CUIDF) Action Plan

Ref	Project	Benefit	Lead Delivery Agency	Priority	Timeframe	Indicative Cost	Other Delivery Agencies
<b>Study Wide</b>							
SW1	Establishing a borough wide CUIDF Regeneration Partnership - Castlereagh Integrated Regeneration Partnership (CIRP)	A vehicle through which actions and outcomes can be managed and assessed	Council	H	I	-	Council, public sector agencies and private bodies involved in the Framework
SW2	Establish a CIRP champion	The CIRP needs an advocate who will encourage Council and the other agencies to act on the various projects	Council	H	I	-	-
SW3	Preparation of Local Business and Services Directory within the Borough, with particular focus on the three study areas	Providing information will enable people to make informed choices about local shops and services	Council	H	S	£10,000	CIRP
SW4	Improving bus services within the study area	Need to explore whether a 'busy bus' service could be provided	Translink	H	I	-	CIRP
SW5	Exploring potential for 'Pop Up' shops /workshops/eateries within the study area	Encouraging meanwhile uses would provide an opportunity for new start-up businesses. Reduce the number of vacant units within the study area	Council	H	I	-	CIRP and landlords

## Carryduff

Ref	Project	Benefit	Lead Delivery Agency	Priority	Timeframe	Indicative Cost	Other Delivery Agencies
C1	Public Realm – Ballynahinch Road	Assist in creating a more positive image about the town	CIRP	H	S	£975,000	CIRP, Council and DRD
C2	Redeveloping Carryduff Shopping Centre	Key site within Carryduff which was previously seen as the heart of the town. Redevelopment of this site could provide significant regeneration benefits	CIRP	H	L	Enabling works £800,000 infrastructure improvements	CIRP, Council, Roads Service, DoE Planning and PBN Holdings
C4	Shop Frontage Improvements scheme (Emerson House and adjoining buildings along Ballynahinch Road).	These works should assist in enhancing the overall quality of the area	CIRP	H	S/M	£75,000	CIRP, Council and DoE Planning
C5	Redevelopment of GP surgery site	Relocating the GP surgery to the Shopping Centre site provides an opportunity to introduce residential living within the town centre	Site owner and CIRP	L	M/L	-	Site owner, CIRP, Council and DoE Planning
C6	Provision of signage and information boards	To highlight local walking routes; bus information, heritage trails and key local information	Council and CIRP	H	S	-	DRD, Translink and DoE Planning
C7	Develop an effective marketing strategy (branding)	Raise the profile of the area as a means of increasing investment	Council and CIRP	H	S	£30,000	Local Businesses
C8	Develop events programme	Encourage the community to engage in their local area and use local facilities	CIRP	H	S/M	£50,000	Local Community Groups and Council
C9	Develop e-retailing opportunities	Explore opportunities for the reuse of vacant shop units for e-retailing	Council	H	I	-	Owner of shopping centre and CIRP