



Derry City & Strabane
District Council

Comhairle Chathair
Dhoire & Cheantar
an tSratha Báin

Derry Cittie & Stràbane
Destrict Council

DERRY CITY & STRABANE DISTRICT COUNCIL

LOCAL DEVELOPMENT PLAN (LDP) 2032



DRAFT PLAN STRATEGY

Evidence Base Paper EVB 12: Tourism Development, December 2019

Updated December 2021

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DERRY CITY AND STRABANE DISTRICT COUNCIL

LOCAL DEVELOPMENT PLAN (LDP) 2032



Updated December 2021

EVIDENCE BASE PAPER EVB 12: Tourism Development

This Document is one in a series which comprises the evidence base that informs the preparation of the Derry City and Strabane District Local Development Plan (LDP 2032) Plan Strategy.

It builds upon the suite of thematic Topic Papers prepared and published alongside the LDP Preferred Options Paper (POP), which established the May 2017 baseline position and identified the key issues that needed to be addressed by the LDP.

This Tourism Evidence Base paper updates the baseline POP position and sets out the evidence base that has informed the strategy, designations and policies within the draft LDP Plan Strategy. Evidence has been informed by feedback from public consultation, discussions with Elected Members, input from statutory consultees, stakeholder groups, from other Departments within the Council, liaison with adjoining Councils and through the iterative Sustainability Appraisal process.

The Evidence Base is published as a ‘supporting document’ in accordance with Regulation 15(a) of the Planning (LDP) Regulations (NI) 2015.

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1.0 Introduction to Paper

- 1.1 Tourism is vital to our District and economy and Planning has a key role in the management of development that supports tourism. The tourism information presented in this paper will highlight the importance of tourism within the Local Development Plan and will provide the rationale and justification for the policies proposed within the draft Plan Strategy.



- 1.2 Investment in tourism brings new facilities to our City, towns and surrounding countryside, thereby creating a sense of pride for the people of our District. Tourism makes a vital contribution to the District in terms of the revenues it generates, the employment opportunities it provides, and the potential it creates for economic growth. It also provides the opportunity to get maximum benefit from our wealth of environmental and heritage assets, our waterways, landscapes and built heritage.
- 1.3 There are also health benefits to be gained by a more active resident population who are motivated to be out and about exploring the District's tourism assets. The LDP also has a role in securing high quality design and integrating tourism provision with necessary infrastructure. This will ensure that development is sustainable and achievable without damaging those qualities in the environment which are of acknowledged public value and on which tourism itself may depend.

2.0 Legislative and Policy Context

2.1 In preparing the new LDP, the Council has had regard to several existing plans and documents that set out the main legal and policy context and considerations of what the LDP is required to do and can include, in relation to tourism in the District.

2.2 **Draft Programme for Government Framework 2016-21.** There is an emerging strategy for accelerating tourism growth across NI. Increasing the economic output of the tourism sector is integral to the draft Programme for Government and the draft Industrial Strategy. The Draft Programme for Government Framework 2016-21 brings forward an outcome approach which identifies the outcome: “We have created a place where people want to live and work, to visit and invest” supported by the indicator of “Improve our attractiveness as a destination”. The lead measure of this indicator is the Total Spend by external visitors.

2.3 **Economic Strategy Priorities for Sustainable Growth and Prosperity in 2012.** Aligned with the PfG the Department for Enterprise, Trade and Investment (DETI) published the Economic Strategy Priorities for Sustainable Growth and Prosperity in 2012. The Strategy sets out the economic vision including a framework for growth and key priorities for growth and prosperity. The Strategy reaffirms the PfG and includes developing the potential of the tourism industry through focusing investment on strategically significant areas and developing the quality of the visitor experience. The Strategy sets a collective goal for the sector to double the income earned from tourism by 2020.

2.4 **A draft Tourism Strategy for Northern Ireland (DETI),** was developed in 2016 and aims to be more competitive internationally. While still to be published, the strategy will recognise the importance of the domestic market especially for certain parts of Northern Ireland and during the off-season and noted there is limited potential overall for growth domestically. Therefore, to develop the economic benefit that tourism can bring, there needs to be increased focus on growth from external markets. With the aim being, more people will visit Northern Ireland, stay longer and spend more.

Key elements within the draft strategy include:

- Market focused – Understanding target markets and target groups. With greater clarity on who is targeted, develop products and marketing to best meet their needs and demands.
- Marketing proposition of scale – Development of a compelling marketing proposition of scale, linking together Northern Ireland’s key visitor experiences.
- Experience based – Development of new, compelling world class experiences to meet visitor expectations. This can also mean the packaging of experiences so that visitors get an itinerary of local stories and cultures which they can be part of and engage with.

- Investment in product development – Investment in cultural and heritage assets is critical given the importance of the ‘culturally curious’ market segment. A Strategic Framework for Culture and Heritage Tourism is currently being developed by Tourism NI focusing on how to further unlock the potential of the heritage base, as well as the critical role of the cultural, arts and creative sectors in animating the heritage product. This is also linked with the integration of new technologies, for example augmented reality, which could enhance the visitor experience.
- Commercial focus – Supporting businesses within the sector to develop capacity and innovate. This also references the potential for publicly run attractions to become more commercial in character.
- Digital skills – Enhanced capabilities around digital marketing, communication with visitors, provision of information and data collection that can continually shape products and services to better meet visitor demands.
- Building a skilled and capable industry – Strong industry leadership, highly skilled workforce and excellent digital, sales and marketing capabilities. A NI Tourism Skills Action Plan has been developed – albeit it is yet to be released at the time of writing.
- Access – Supporting increased direct air access from key markets.
- Building Northern Ireland’s reputation as a destination for events. The hosting of world class events and growing internationally successful indigenous events.

2.5 **The Regional Development Strategy 2035 (RDS, launched 2012).** The RDS states that sufficient choice of the right type of visitor accommodation in the right areas is important and there must also be an adequate supply of things to do. It is possible to create and/or maintain a feeling of being somewhere unique with quality assets, interesting architecture and built heritage and a feeling of sense of place. All new or extended infrastructure required to support and enhance the tourist industry needs to be appropriately located and sited with proper regard to tourism benefit and the safeguarding of the natural and built environment on which tourism depends. The RDS recognises tourism as a key element underpinning sustainable economic growth in Northern Ireland. Regional Guideline 4 (RG 4) seeks to promote a sustainable approach to the provision of tourism infrastructure to:

- Promote a balanced approach that safeguards tourism infrastructure while benefiting society and the economy;
- Improve facilities for tourists in support of the Tourist Signature Destinations and
- Encourage environmentally sustainable tourism development.

2.6 **Strategic Planning Policy Statement (SPPS)** was published in September 2015. It states that in preparing Local Development Plans (LDPs), councils shall bring forward a tourism strategy, together with appropriate policies and proposals that must reflect the aim, objectives and policy approach of the SPPS, tailored to the specific circumstances of the plan area. The aim of

the SPPS in relation to tourism development is to manage the provision of sustainable and high quality tourism developments in appropriate locations within the built and natural environment.

- 2.7 The regional strategic objectives for tourism are to:
- facilitate sustainable tourism development in an environmentally sensitive manner;
 - contribute to the growth of the regional economy by facilitating tourism growth;
 - safeguard tourism assets from inappropriate development;
 - utilise and develop the tourism potential of settlements by facilitating tourism development of an appropriate nature, location and scale;
 - sustain a vibrant rural community by supporting tourism development of an appropriate nature, location and scale in countryside areas; and
 - ensure a high standard of quality and design for all tourism development.
- 2.8 SPPS Policy states that there will be a general presumption in favour of tourism development within settlements, subject to meeting normal planning requirements. In the countryside, planning authorities must carefully manage tourism development. This is necessary in the interests of amenity, wider sustainability objectives and the long term health of the tourism industry. Accordingly, planning permission should not be granted for development that would, in itself or in combination with existing and approved development in the locality, have an adverse impact on a tourism asset, such as to significantly compromise its tourism value.
- 2.9 With regards to plan-making, the SPPS states that councils should consider how best to facilitate the growth of sustainable tourism in their areas and reaffirms the provisions of PPS 16 by bringing forward a tourism strategy tailored to the needs and assets of their local area. Such a strategy should reflect wider government tourism initiatives and should address the following:
- how future tourism demand is best accommodated;
 - safeguarding of key tourism assets;
 - identification of potential tourism growth areas; environmental considerations; and
 - the contribution of tourism to economic development, conservation and urban regeneration.
- 2.10 The SPPS states that policies to safeguard tourist assets will be contained in the LDPs, together with policies for tourism development such as tourism accommodation, amenity facilities, and holiday parks, and the criteria for consideration of such proposals. Finally, the SPPS sets out that a positive approach should be adopted in determining applications for tourism development so long as proposals are sustainable, are in accordance with the LDP and will result in high quality forms of development. Design is particularly important within Conservation areas, Areas of Townscape Character and when considering the impact of tourism development proposals in the countryside

particularly within areas designated for their landscape, natural or cultural heritage properties. Other planning policy statements that provide scope for tourism development in the countryside are PPS 4 Planning and Economic Development and PPS 21 Sustainable Development in the Countryside.

2.11 Derry City and Strabane District Council Inclusive Strategic Growth Plan

– Our Community Plan: The SGP provides a unique opportunity for the Council to genuinely shape the District for local communities and will enable them to adopt a joined up approach, incorporating linkages to other functions such as regeneration, local economic development and community planning. The Local Government Act introduces a statutory link between the Community Plan (CP) and the LDP, in that the preparation of the LDP must ‘take account’ of the CP. It is intended that the LDP will be the spatial reflection of the SGP and that the two should work in tandem towards the same vision for the Council area and our communities and set the long term social, economic and environmental objectives for the District. Principal Actions outlined in the Community Planning Process include championing Tourism, Arts and Culture by promoting sustainability and growth and improving accessibility and inclusion in Tourism, Arts and Culture. The plan is committed to supporting both the City as a generator of economic growth as well as Strabane, the local towns, villages, small settlements and countryside areas which provide a rich source of labour, heritage, space, natural assets, agriculture and tourism drivers.

2.12 Planning Policy Statement 16: Tourism sets out planning policy for tourism development, including the main forms of tourist accommodation and tourist amenities. In addition the PPS provides policy for the safeguarding of tourism assets from development likely to adversely impact upon the tourism value of the environmental asset. The aim of this Planning Policy Statement (PPS) is to manage the provision of sustainable and high quality tourism developments in appropriate locations within the built and natural environment. The objectives of this Planning Policy Statement are the same as the SPPSs regional objectives. There are 8 policies in PPS 16:

1. TSM 1 Tourism Development in Settlements;
2. TSM 2 Tourist Amenities in the Countryside;
3. TSM 3 Hotels, Guest Houses and Tourist Hostels in the Countryside;
4. TSM 4 Major Tourism Development in the Countryside – Exceptional Circumstances;
5. TSM 5 Self Catering Accommodation in the Countryside;
6. TSM 6 New and Extended Holiday Parks in the Countryside;
7. TSM 7 Criteria for Tourism Development and
8. TSM 8 Safeguarding of Tourism Assets.

Other Planning Policy Statements make reference to Tourism and these include:

- PPS 4: Planning & Economic Development;
- PPS 6: Planning, Archaeology and Built Heritage;
- PPS 8: Open Space, Sport and Outdoor Recreation and
- PPS 21: Sustainable Development in the Countryside.

- 2.13 The existing **Derry Area Plan 2011** was adopted in May 2000 and contains 3 policies for tourism:
- Policy TU 1 Tourism Development. The Department will give favourable consideration to proposals for development which are appropriate in terms of their nature, scale and location;
 - Policy TU 2 Tourism Design Consideration. The Department will require that all proposals for new tourism development comply with the basic principles of good design and landscaping and
 - Policy TU 3 Existing Tourism Facilities. The Department will normally give favourable consideration to proposals which involve the consolidation and expansion of existing tourism facilities.
- 2.14 The **Strabane Area Plan 2001** notes the District's major natural resource lies in the Sperrin Area of Outstanding Natural Beauty. Additionally the gateway lies at the gateway to Donegal and experiences a substantial volume of through tourist traffic. Tourist related studies and strategies affecting the District and beyond, highlighted the importance of the route from Gortin through Plumbridge into Glenelly Valley and back to Strabane. The Plan acknowledged the scenic quality of this route by assessing all development proposals submitted along it against the policy set out for the AONB. The Plan (published in 1989) stated that the area traditionally attracted a very small proportion of the provinces tourist trade, a situation which tourism studies and marketing strategies have sought to rectify. This included marketing the main traffic route from Newry to Strabane as an integrated tourist destination based on a range of existing and planned attractions. The studies highlighted the need for improvement and marketing of existing resources by the appropriate bodies, with a view to attracting the touring visitor, the day visitor and the activity based visitor.
- 2.15 **Living Places - An Urban Stewardship and Design Guide for Northern Ireland.** This Urban Stewardship and Design Guide aims to clearly establish the key principles behind good place making. It seeks to inform and inspire all those involved in the process of managing (stewardship) and making (design) urban places, with a view to raising standards across Northern Ireland. The focus of the guide is urban areas, by which is meant all of our cities, towns, villages and neighbourhoods. It recognises the wider economic, cultural and community benefits of achieving excellence in the stewardship and design of these important places, be they existing or newly proposed.
- 2.16 **DCSDC Corporate Plan 2018/19 and Performance Improvement Plan 2018/19** includes plans to development a major tourism attraction. The Council will this year also invest further in its events, festivals and cultural activities – diversifying and adding to the area's impressive cultural offering and attractiveness to visitors and tourists, which last year saw the highest ever annual hotel occupancy rate. £1.74m of the overall budget is set aside for festivals and events to continue to deliver internationally renowned events which will bring continued growth in tourism to the City and District. 2018 also saw the return of the Clipper Maritime festival.

2.17 As well as the delivery of the Tourism Strategy (2018-2025) the objective to grow the business and facilitate cultural development includes the following within the Council:

- Developing the Walled City Experience, the Food and Drink Experience, the Rural Tourism Product, Marine Tourism opportunities and promoting of the use of the District's waterways;
- Developing and implementing a Destination Brand;
- Delivering the co-designed Arts & Culture Strategy (2017-2022);
- Ongoing delivery of the Public Health Agency funded Access and Inclusion programme;
- Delivering the ACNI Arts & Older People Project;
- Delivering Culture Night programme and Disability Awareness Day ;
- Delivering Core Programme of Tier 1 events (City of Derry Jazz Festival, Halloween Derry and Strabane, Foyle Maritime Festival etc.);
- Implementing a Festivals and Events Strategy including cost analysis and benchmarking.

2.18 **Derry City Council and Strabane District Council Tourism Strategy 2018-2025 – A New Level of Ambition.** Derry City and Strabane Tourism Strategy 2025 sets out priorities and activities to help double visitor spend to £100million and create 1,000 additional jobs in the sector by 2025. The development of the strategy was an action identified in the Strategic Growth Plan which highlighted tourism as a key sector for economic growth and job creation and was developed following extensive consultation with tourism partners and stakeholders. A strategic tourism partnership group made up of stakeholders from the private and public sector has been established to oversee the implementation of strategy. The strategy includes a three year action plan with over 60 actions across Product and Experience, Visitor Servicing and Destination Marketing themes. This includes the delivery of a capital development programme to enhance visitor experience in the Walled City including:

- Development of Maritime Museum at Ebrington and a hotel;
- The development of a new major tourism attraction with architectural significance;
- Expand and deliver phase 2 of the Walled City Strategy to encompass new attractions within the Walled City;
- The Development of a regionally significant family-friendly wet-weather attraction at Templemore;
- Relocation of the Visitor Information Point to Waterloo Place;
- The development of a heritage-led property regeneration scheme within the Walled City conservation zone to restore key heritage buildings and maximise their use;
- Phased development and regeneration of Boom Hall estate;
- Develop the Riverine Project;
- NW Greenway Project;
- Water based Recreation on River Foyle - Rural Development Programme.

- 2.19 **The One Plan** published in 2011 by Ilex recognised that tourism still represents a significant growth sector for the Northern Ireland economy and it is a sector that has been clearly identified in the One Plan. The future development of Tourism is a key driver of our local economy, and will be constrained unless it can show potential visitors that Derry is a stable, attractive place that is safe to visit. The One Plan also states that there should be Community-focused Tourism, Culture, Arts and Leisure. Tourism should offer opportunities for self-employment and enterprise, in particular the most disadvantaged. Tourism and culture are key drivers for the City and Region economy with significant potential for development.
- 2.20 **The Ebrington Framework** In January 2016, outline planning permission was granted for the regeneration of the former Ministry of Defence (MoD) site at Ebrington in Derry. The proposal is for a range of uses including museum and heritage, creative industries, education, research and development and hotel and leisure. It is the largest single regeneration site in Derry and arose from an extensive process of option development and public consultation. With west-facing frontage, river views, direct access to the Peace Bridge, the city centre, proximity to road, bus and rail infrastructure, car-parking and solid proposals for integrated culture, leisure and tourism development, Ebrington is one place within Derry that can make a difference on a scale to provide a destination for significant tourism and hotel development.
- 2.21 Proposals have been developed for a **Maritime Museum at Ebrington Square**, to be located within two listed waterfront buildings including an extension. It will feature galleries, archival reading rooms and educational facilities including the story of Derry's maritime heritage and will ensure the preservation of the collections and greater access and engagement to the collections and heritage of the city. The exhibitions will explore the history of trade along the River Foyle and the growth of Derry port. It will also include genealogical records and an emigration centre. Derry was a major embarkation point for emigration from Ireland during the eighteen and nineteenth centuries and the museum is expected to receive international visitors wishing to trace their genealogy. The museum will also explore the history of the Ebrington barracks site which was constructed by James II in 1689. There will also be a gallery on Derry's pivotal role in the Battle of Atlantic and the 1945 surrender of the U-boats at Lisahally Port.
- 2.22 **The Strabane Town Centre Masterplan 2010** In February 2009, the Department for Social Development (DSD), and Strabane District Council (SDC), with DoE Planning Service acting as a statutory partner, commissioned a Regeneration Masterplan for Strabane Town Centre. This non-statutory document provided the basis, and justification for decision-making on the promotion, implementation and timing of urban regeneration initiatives in the town centre for the period up to 2020. It stated that Strabane must promote and develop its natural and heritage-based assets as other towns such as Donegal have in the past. The report stated that the quality of the town's restaurants and hotels is currently limited and the North West Passage marketing strategy has

had limited success, but the town needs a quality hotel and resort underpinned by a small number of well-defined saleable attractions, such as fishing or outdoor activities. In terms of the leisure market, Strabane is in an ideal location to act as a gateway to Donegal and capitalise on cross border trade and tourism.

2.23 Study of the Economic Value of Northern Ireland’s Historic Environment.

This document was published in June 2012 by the Dept of Environment. The report quantifies the economic value of the historic environment in Northern Ireland in terms of income and jobs. The resulting figures highlight the fact that the historic environment makes a significant contribution to the local economy, but that it produces a lower level of output, employment and GVA than its neighbouring jurisdictions when assessed on a per capita basis. When the impact of domestic tourism is included, the NI historic environment generates circa £532 million of output per annum, creates/sustains a total of circa 10,000 Full Time Equivalent jobs and generates circa £250 million of GVA each year. The GVA produced by the NI historic environment (including domestic tourism) is equivalent to 11% of the Northern Ireland construction sector and 33% of the Information and Communication sector. The study recommends that: Government and NGO stakeholders develop an overarching and coherent strategy for future investment in the historic environment; the strategy should be embedded within the Programme for Government; and it should be supported by a robust monitoring and evaluation framework that will assess its impact and value for money. It is considered that the adoption of a strategic approach to future investment will assist the sector in delivering higher levels of economic and social benefit, which in turn, will contribute to the achievement of economic and tourism development objectives set by the NI Executive. These findings have been further reinforced by the Council and other heritage partners through a major conference in October 2018 and subsequent report entitled, ‘Unlocking prosperity through Heritage-Led Regeneration’.

2.24 Guidance on Setting and the Historic Environment published February 2018.

This document sets out guidance on how DfC Historic Environment Division (HED) develops advice to local councils, heritage consultants, and others on planning applications and land-use change that may have an impact upon the settings of heritage assets and related designations such as Areas of Significant Archaeological Interest (ASAs) and Historic Parks, Gardens and Demesnes.

2.25 Tourism NI is responsible for the development of tourism and the marketing of Northern Ireland as a tourist destination to domestic tourists, from within Northern Ireland, and to visitors from the Republic of Ireland. They are a non-departmental public body of the Department for the Economy and work closely with other tourism bodies to help develop the visitor economy here and to market Northern Ireland to incoming visitors. Tourism Northern Ireland is the trading name of the Northern Ireland Tourist Board. It also advises the Department on the formulation and implementation of policy in relation to the development of tourism and interacts with other government departments,

within the tourism industry in Northern Ireland and with its counterparts elsewhere in the UK and in the Republic of Ireland. Tourism Ireland is the organisation responsible for marketing of all the island of Ireland internationally.

- 2.26 **Signature Tourism Projects:** The Historic Walled City of Derry has been designated as one of only five Signature Tourism Projects by the NI Tourist Board. Signature project designation seeks to achieve international standout for the NI tourism product, through creating a world-class visitor experience at key tourist destinations. Opportunities now exist for investors and operators within hotel, leisure and retail sectors. Over recent years Derry has developed extensively through progress on the Walled City Signature Project as well as investment from other key partners such as Derry City and Strabane District Council, Ilex Urban Regeneration Company and statutory agencies including DSD, NIEA and many others.

Tourism Key Organisations:

- 2.28 **The Department for Communities (DfC)** is the Government Department responsible for arts and creativity, museums, architecture and built environment policy. It has a policy role in influencing cultural tourism in Northern Ireland, and supporting festivals and events. DfC published “Ambitions for the Arts: A Five Year Strategic Plan for the Arts in Northern Ireland 2013-2018”, which aims to champion the arts, promote access and create a resilient arts and culture sector.
- 2.29 **The Department of Economy (DfE)** is the key player in formulating and delivering tourism policy. DfE published the **Economy 2030 - a draft industrial strategy for Northern Ireland in 2017**. It is promoting an international focus as a key area of economic potential, and actively promoting Northern Ireland as a good place to visit. A new tourism strategy is being proposed to unlock the full potential of tourism, and promote NI as a must-see destination. The strategy will place a clearer focus on the key markets of USA, Canada, Australia, mainland Europe, and Republic of Ireland. The draft industrial strategy aim is to develop an internationally competitive tourism sector, based upon creating an inspiring visitor destination, with an ambitious goal to double external revenue to £1 billion by 2025. It proposes investing in experiences and products infrastructure that will give external visitors new reasons to visit and stay longer. DfE acts as the host Department for Tourism Northern Ireland.
- 2.30 **Derry City and Strabane District Council** is a key stakeholder within the provision of tourism services and information. With 500,000 visitors per year, Derry is recognised as one of the fastest growing tourism destinations in Ireland. Tourism is now a credible economic generator with £25m in revenue and supporting 3,500 full time jobs. Derry and the North West are experiencing consistent annual growth in day visitors, overnight stays, spend and increased dwell time in the City. The Council is also involved in Visitor Centres in Derry and Strabane.

2.31 There are other Government Departments and Agencies which promote Tourism in the District, in particular.

- **Loughs Agency** which is an agency of the Foyle, Carlingford and Irish Lights Commission (FCILC), established as one of the cross-border bodies under the 1998 Agreement between the UK and Irish Government, exercising a legal remit for conservation, protection and development across the Foyle and Carlingford catchments. Its objectives for these river systems and sea areas include development of fisheries and aquaculture, conservation, protection of inland fisheries, sustainable development of river and marine tourism. For example, they have recently completed a number of status reports in relation to the development of local rivers as angling assets for use by locals and visitors alike;
 - **DAERA Inland Fisheries** are responsible for a number of still-water assets within the council area e.g. Lough Ash, Moorlough;
 - The **DEARA Forestry Service** also has a role in the promotion of tourism in the District through their management of important natural assets, e.g. Killeter Forest, Goles Forest, Plumbridge, Ness and Ervey Woods, Killaloo and Loughermore Forest. There is a strong and reinforcing policy framework for the development of forest related tourism in Northern Ireland. One of the core strategic aims of the Forest service is to 'promote economic and environmental benefits and provide recreational opportunities for the people of Northern Ireland'.

Rural Tourism:

2.32 **Rural Tourism** extends beyond the City and into an expansive countryside that is host to a collection of tourism attractions covering a number of different themes including a rich and diverse natural and built heritage, activities, attractions and accommodation. These assets provide the ideal setting for a range of activities such as walking, cycling, mountain biking, fishing and other outdoor sports. The rural area is situated within a natural setting comprising of the Faughan Valley, Eglinton Historic Plantation Village and the Sperrin Mountains.

2.33 **DARD Rural Development Programme (RDP) 2014-2020** evaluates the current economic and social situation within the rural areas. The three most popular diversified activities are tourism, direct sales of farm products, and equine sports. However, the incidence of diversification is considerably lower in Northern Ireland than is the case for England where, using a similar definition, about 18% of farms were found to have some diversified activity in 2010. Some rural areas of Northern Ireland are uniquely picturesque with stunning landscapes and scenery. However the report states that the tourism infrastructure often does not match the potential of these rural areas to attract visitors to spend money in our rural businesses. Through support from the RDP, DAERA aim to maximise opportunities for tourism development, which make best use of our natural and cultural resources. Through the sustainable development of the rural economy, they aim to attract visitors and create new

employment opportunities by providing support to existing rural tourism enterprises and for individuals wishing to develop tourism activities.

- 2.34 Derry City and Strabane District Council work with a range of stakeholders to develop rural tourism initiatives designed to enhance its key rural heritage and cultural assets, with the aim of spreading the economic benefits of tourism throughout the Council area. In terms of Rural Tourism, the Council is working on Slow Adventure and Rural Tourism; Cool Routes, and a Sailing Initiative. The Council has a working group made up of the private and community sectors primarily involved in promoting tourism within the Rural Areas. Food Development is just one of the key initiatives the Council are progressing: 'Farm Gate to Plate' idea may have implications for farm diversification opportunities.
- 2.35 There has been development of still waters (Lough Ash, Moorlough) and other angling and built/natural heritage assets (e.g. Strabane Canal). There are also a number of feasibility studies that have been carried out in relation to developing opportunities for outdoor recreation and tourism at namely Strabane Canal; along the River Derg (From Lough Derg to Ardstraw); at the Council's Sperrin Heritage Centre (currently closed); walking opportunities/improving access to sites and archaeological interest in the Sperrins / Faughan Valley. Additionally there has been a baseline audit carried out in relation to our camping/caravan provision, an area which would require investment within the District. There are the two highest parts in the Sperrins, Sawel and Dart Mountains as well as the Glenelley Valley at the heart of the Sperrins.
- 2.36 Since 2017, elected Members and LDP Planning officers of the 4 relevant Councils have been meeting under the title of the **Sperrins Forum**, in order to co-ordinate their LDP approaches and their shared scenic area. The Sperrins (Sperrin Mountains) stretch across the counties of Tyrone and Derry from south of Strabane eastwards to Slieve Gallion in Desertmartin and north towards Limavady and are a designated Area of Outstanding Natural Beauty. As custodians of this important landscape, the new Local Development Plans must recognise their importance by way of a sustainable approach to development. This is acknowledgement that tourism development is important to the local and regional economy and that the Sperrins are recognised as being a relatively undeveloped destination for tourists. Elected Members acknowledge that there has to be a balance between protecting our most sensitive landscapes and environmental assets and accommodating sustainable tourism development as part of their LDP preparation, each council will bring forward a strategy for tourist development which balances protection of the area's tourism / heritage assets with the economic and recreation benefits of the tourism industry. Councils will also take account of any Management Plan that emerges for the Sperrin's AONB. The LDPs should provide policy to encourage sustainable tourism without significant adverse impact on the tourism assets of the area.
- 2.37 A '**Future Search**' initiative was organised jointly by Causeway Coast & Glens Borough Council, Derry City & Strabane District Council, Fermanagh & Omagh District Council and Mid Ulster District Council since September 2017. The

initiative has considered the history and heritage of the Area of Outstanding Natural Beauty, together with current issues across a wide of range themes, from community and the environment to infrastructure and particularly tourism. The organising Councils have since prepared a Future Search report and outline action plan for stakeholder consultation, which is now being progressed with a Project Co-ordinator to implement the Action Plan. The initiative is being carried forward by the four Councils under the Sperrins Partnership title; see <https://sperrinspartnershipproject.com/> .

3.0 Background and Statistical Data

3.1 Economic Impact of Tourism

Tourism internationally is a growth industry and it is expected to continue growing with the out-of-state visitor market showing greatest potential, set to increase 3-4% year on year, so that international travellers will total almost 1.6 billion by 2025. Tourism is a significant economic driver for Northern Ireland. It generates wealth, jobs, exports, civic pride and innovation. The Draft Tourism Strategy for Northern Ireland to 2020 sets out growth targets to increase visitor numbers to 4.5 million, the employment supported by tourism to 50,000 jobs, and the revenue generated by tourism to £1 billion for the Northern Ireland economy.



3.2 **Tourism Trends** There were 1.2 billion global travellers in 2015, an increase of over 50% in the previous 10 year growth rate year on year (expected): 2.2% in advanced economies 4.4% in emerging destinations. The Council area is part of this global ecosystem, hence the Council's tourism strategy must take account of key consumer and industry trends which indicate that:

- Visitors are looking for authentic experiences that will help them connect emotionally and memorably with cultures and destinations;

- Technology – Its influence and role continues to grow. For example, in the case of consumers, they increasingly want to research, select, book, pay, share experiences and review online;
- Visitor segmentation research has helped with understanding visitor preferences. However how might this evolve and how the lack of access potentially causes a challenge? For example, emerging markets e.g. Asian, and most notably the Chinese, are projected to continue growing for years to come;
- Challenges – From the role of the sharing economy through to traveller security are examples of evolving challenges that can and will affect traveller trends;
- Brexit - While the results of Brexit will have differential geographical impacts across the UK and Ireland, what will the effect on the North West Region of Ireland in relation to tourism trends? Fluctuating access and the perception of accessibility may both impact positively and negatively.

3.3 Northern Ireland’s tourism industry has experienced significant growth in recent years. From a very low base little more than a decade ago, tourism has become a key sector for economic growth in Northern Ireland. Since 2011, the Council area has increased its market share of overnight trips (+4%), nights (+5%) and expenditure (+5%) to +6% for each of them in 2016 and positively 62% of overnights were from Out of State visitors which is well above the Northern Ireland average (53%) and equated to a revenue of £36.5m. Available figures also show however that the council area currently has a relatively low market share in terms of overnight trips, nights and expenditure and there is potential to grow this market share significantly.

3.4 Although there is potential to grow the domestic Northern Ireland market, it is relatively finite and long term growth is likely to prove unsustainable. The Republic of Ireland market would appear to have more significant growth potential. Neighbouring Donegal receives over five times the number of European and over three times the North American visitors than the Council area, demonstrating the potential for significant growth.

- 50% of out-of-state visitors to the Council area also took a trip to the Causeway Coast and Glens, and
- 80% also visited the Republic of Ireland, highlighting the City is often part of a travel itinerary taking in other areas. Due to the strong history and cultural offering, the area, in particular the City, has been most successful at attracting the ‘culturally curious’. However, further development of tourism product and experiences, both in the city and countryside, will help to grow the market for the other segments.



56%
 visited the area to
 find out stories,
 history and legends



82%
 of all visitors
 include a visit to
 the City Walls



44%
 of visitors are
 currently aged over
 55 and most are
 travelling without
 children

Reason for visit:



30%
 of visitors to the
 Council area
 were here for
**HOLIDAY,
 PLEASURE,
 LEISURE**
 (lower than the
 NI average of 47%)



53%
 of visitors
 are visiting
**FRIENDS &
 RELATIVES**
 (above the
 NI average of 41%)



11%
 visited for
BUSINESS
 (above the
 NI average of 9%)

Source: Derry City and Strabane District Council, Tourism Strategy

3.5 Overall data indicates a strengthening hotel market, while bed and breakfast and self-catering units appear to be doing less well. There were 12 hotels with 690 rooms in 2016, which is ranked 3rd in Northern Ireland after Belfast and Causeway Coast and Glens. The room occupancy rate was 65%, the strongest occupancy since 2013, which was 68%. Derry City and Strabane District Council also ranked 3rd after Belfast (79%) and Mid and East Antrim (67%). The Council area had 61 Bed and Breakfasts with a reported occupancy rate of 29% in 2016, below the NI average of 34% and 103 self-catering units which experienced 33% occupancy in 2016, below the NI average of 36%.



Source: Derry City and Strabane District Council, Tourism Strategy.

3.6 Attract more visitors to stay overnight There are 'issues' which with greater attention and investment can become 'opportunities'. There is a challenge in relation to getting more people to stay in the area overnight and to stay for longer. Currently, many visit for a short period, maybe taking a tour of the Walls before moving on to stay elsewhere. A significant proportion of visitor spend relates to where people stay overnight including evening meal, entertainment and accommodation. Currently however, there is evidence that the night time economy, access, accommodation and seasonality could be strengthened further:

- Evening economy: If visitors are going to stay overnight, there are always ways in which to develop their evening experience. These include further developing the food and drink experience, entertainment to appeal to international markets, lighting, animation, opening hours and availability of taxis. Also, control the use of external shutters through shop front enhancement

initiatives and actively seek to discourage external shutters and promote other aesthetically secure design alternatives and promote and deliver initiatives that seek to address under-utilised properties within the city centre and encourage sustainable Tourism which is conducive with a historic city centre environment.

3.7 Access: Road connectivity is in need of substantial investment. The development of the A5 and A6, as well as visitor parking for coaches and campervans, needs further attention. Also, the development of the new multi-modal transport hub for the city and Greenway network indicate commitment to connectivity by bus, train and bicycle. If the City and District is to be a hub, it needs to have great transport links to make it easy for visitors wanting to explore the wider region as well as enhanced access when visitors are here.

- Implement new gateway and arterial signage strategy;
- Enhancing signage and orientation with multilingual provision, apps and trails;
- Visitor infrastructure is needed to improve accessibility in particular coach parking and drop-off, campervan parking, general parking and facilities;
- Improving toilets / showers at a number of key locations across the District;
- Improve access to countryside;
- Access opportunities to our waterways including infrastructure development on the River Foyle;
- Accommodation: Hotel capacity is limited at peak times of the year and is constraining the number of potential overnight visitors. The industry has started to respond to this challenge, with new hotel developments planned for the city over the next few years. This should increase capacity by around 300 bedrooms. Self-catering and B&B's, many in rural areas, are under-occupied compared with NI averages;
- Seasonality: Linked to accommodation capacity, there remain challenges relating to seasonality and the need to drive overnight visitor numbers, particularly in winter months.

Table 1: Estimated overnight Trips, Nights and Expenditure, DCSDC, 2011 - 2018

Year	Overnight trips	Nights spent on overnight trips	Expenditure spent on overnight trips (£)
2011	168,064	767,880	29,582,184
2012	164,802	706,128	26,654,278
2013	254,121	932,153	46,305,147
2014	231,027	810,809	39,497,818
2015	223,718	890,527	42,712,577
2016	282,833	909,670	50,220,218
2017	270,408	822,313	55,827,929
2018	334,874	1,025,913	55,433,203

Source: NISRA, Tourism statistics

3.8 Tourism is a key sector for jobs. Employment in this sector is growing faster than non-tourism jobs in Northern Ireland with an 11% increase from 2013 to 2015, equating to 458 new jobs. Consideration needs to be given to the image of this sector as a career choice by highlighting increasing opportunities for higher entry jobs. The 4,685 tourism jobs in the Council area make up 8.7% of total jobs, marginally above the NI proportion of 8.5%.

3.9 **Key goals and programmes of the Council’s Tourism Strategy** At the heart of this strategy, the goal is to create and support jobs; these new jobs are created through increased visitor spend. In 2015, 4,685 jobs were supported by tourism. Over the period of the strategy, an extra 1,000 jobs will be supported by tourism. In 2016 visitor spend in the council area was £50m. Over the period of the strategy this will double to £100m. Delivering this strategy to such a widespread industry will require strong leadership, supported by timely, accurate and insightful data which will help to steer the future of tourism in the area over the next 8 years. The action plan has been developed under three key themes;

- Product and experience
- Visitor servicing
- Investing in destination marketing

Employee Jobs in Tourism (NISRA LGD Tourism Data)

	ACCOMMODATION FOR VISITORS	FOOD & BEVERAGE SERVING ACTIVITIES	TRANSPORT	SPORTING & OTHER RECREATIONAL ACTIVITIES	OTHER	TOURISM JOBS	NON-TOURISM	TOTAL
DERRY CITY & STRABANE	716	2,698	154	779	338	4,685 (8.7%)	48,945 (92.3%)	53,630
NORTHERN IRELAND	10,233	35,537	3,763	7,504	4,226	61,263 (8.5%)	655,842 (92.5%)	717,055
% Change 2013 - 2015								
DERRY CITY & STRABANE	*	16%	*	25%	1%	11%	6%	7%
NORTHERN IRELAND	2%	8%	6%	5%	-3%	6%	4%	4%

3.10 The Walled City The primary offering around the Council area is the history and heritage experience that reaches back throughout the centuries. At the heart are the Walls which have served as a stage on which history has played out for 400 years. The strength of this core attractor, and its role as a gateway to the overall experience, has been demonstrated through market research and consultation. Derry's Walls are physically the largest Monument in State Care in NI and is also a scheduled monument under Historic Monument (NI) Order and Archaeological Order (NI)1995.

Derry's Walls / Walled City:

- 5th largest attraction in NI with 403,000 visitors in 2016
- 82% of visitors to the area visit the Walls
- #1 attraction on Trip Advisor for Derry • Primary research and consultations identified the Walled City as our key asset
- The only intact Walled City on the island of Ireland.

3.11 The Walls should be recognised as an incredible asset and all should feel a sense of ownership and pride over it. The Walls are not the end of the story, and while they should be at the heart of promoting the region, it should be linked to a range of imagery and words that will bring the Walls and the region to life. For example:



3.12 Heritage and Culture. The current offering is strongest in relation to heritage and culture in the District. The area boasts a remarkable heritage, of which the historic City Walls are the most striking feature. The built heritage evokes epic stories including:

- One of Ireland's earliest monastic settlements.
- A key Plantation hub – with the 400 year-old Walls and associated heritage.
- A rich maritime and industrial heritage and a gateway to the world as a key emigrant port.
- Recent narrative of conflict, civil rights and peace building.

3.13 While already offering a well-developed heritage experience, the City has potential to be the stand-out heritage destination on the island, and should continuously improve existing attractions and experiences to develop the overall heritage experience. While recent steps have been taken to develop the Maritime Museum, there remains heritage with unlocked potential both in the city and the countryside. There is a strong cultural vibe, often connected to our heritage. This cultural renaissance that has taken place in recent years has demonstrated the area as a cultural hub which hosts world class events and festivals throughout the year.

Two of the top ten tourist attractions are in the Derry City and Strabane District:

Figure 9: Top ten visitor attractions 2018 (excluding country parks/parks/forests/gardens)



*Estimates are based on ticket sales
 **Estimates are based on other counting methods

3.14 **Develop the rural offering** Another issue is the contrasting baseline between the city, which is relatively developed in terms of tourism product and capacity, and the countryside, which is much less developed. The countryside receives approximately one tenth of the visitor spend that occurs in the city. Additionally, the accommodation, largely B&Bs and self-catering, achieve lower levels of occupancy than the NI average. That said, many ingredients are there for longer term opportunities: a beautiful natural offering including the Sperrin, rivers and the loughs, historic villages and heritage houses. Currently there is a limit to the things to do and accessibility can be difficult. Therefore, development of activities and adventure alongside the heritage experience has merit, albeit developing this to a critical mass will take time and investment.

3.15 **Where the Wild Atlantic Way meets the Causeway Coastal Route** To sit as the meeting point between the Wild Atlantic Way and the Causeway Coastal Route offers huge potential. Embedding the destination as a meeting point of two established and powerful brands brings opportunities, from product and experience development and visitor servicing through to destination marketing. This also means enhanced partnership working with stakeholders in Donegal and on the Causeway Coast. A destination for exploring the North West, promoting the historic Walled City, not just through the products and experiences available within the city, but as a hub for exploring Ireland's North

West. This is about more visitors staying overnight, enjoying a distinctive and vibrant Walled City experience, after returning from the tranquillity and beauty of the countryside of the Sperrins or Donegal, or exploring the Wild Atlantic Way and the Causeway Coastal Route. Accessibility, capacity and outstanding visitor servicing is key to developing the city as a hub, and while there have been a number of developments to help address these issues, there is more to do in becoming the first choice hub for visitors to the North West region.

3.16 The Council's Tourism Strategy has considered three key areas of Tourism, namely:

- **History & Heritage** Using our assets to explore the epic stories of this place throughout the centuries; from the monastic settlements, through the various Irish, British and European conflicts, the industrial revolution, the diaspora that have emigrated and the more recent conflict, civil rights and peace building. There are several established museums, venues, trails and events which help tell these stories, not only in the city but throughout the villages and countryside. This is the strongest proposition and is well established within Derry and Strabane's current tourism profile. Key opportunities include investment in animation and collaboration to offer a more coherent experience.
- **Creativity & Culture** Capitalising on our vibrant arts scene in the City and District. Visitors can encounter this through a year round calendar of festivals and events which incorporate music, theatre, language and literature with international appeal. The award-winning food and drink scene can be explored all year round and this cultural hub is supported by a population who place a great value on creativity in all its guises. This proposition is also well developed, but further co-ordination across public and private sector will help to establish the city and region as the cultural destination of choice on the island of Ireland.
- **Activity & Adventure** Developing our natural assets to make them accessible to visitors, allowing them to take time to enjoy and engage with visitors. The broad range of activities includes; angling, kayaking, sailing, walking, cycling and sports. This incorporates the loughs, the rivers and the countryside both in the city and countryside, most notably the outstanding Sperrin Mountains. This proposition is the least developed in terms of product and capacity, but has significant potential to attract a new profile of visitors in the medium to longer term. There is a contrasting baseline between the countryside area and city which is much less developed however there are many ingredients within our rural offer that has potential for development. Some of these include:
 - International Appalachian Trail Development
 - Canoe Slalom- Newtownstewart - Rural Development Programme
 - Iconic Sculpture : Sperrins - Rural Tourism Scheme
 - Moorlough and Lough Ash Development
 - Strabane Canal - Feasibility Study re Walking Completed
 - Derg Valley Walk- Feasibility Study re Walking Completed
 - Access To Sperrins Peaks

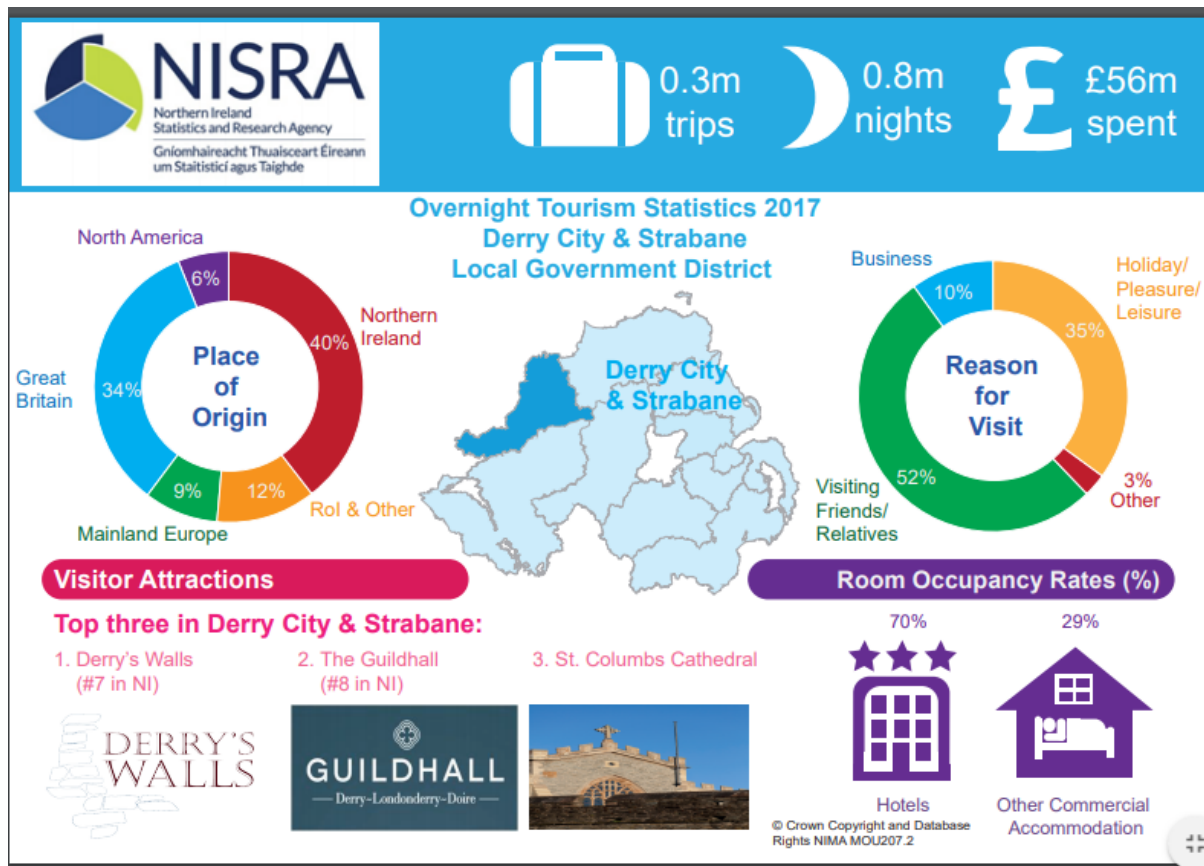
- Artisan Food & Drink, Craft, Arts Provision: Workshops, Cottage Industries- Breweries, Galleries and Retail Outlets
- Events support infrastructure e.g. Castlederg Castle
- Support infrastructure: e.g. services/car parks/ picnic amenities/interpretation/ laybys/viewing points /access
- Outdoor Activity Infrastructure - Slow Adventure & High Adrenalin
- Town Heritage Trails

3.17 **Tourism Statistics** are produced within the Economic and Labour Market Statistics Branch (ELMS) which is part of the Northern Ireland Statistics and Research Agency (NISRA). This team is responsible for producing official tourism statistics on Northern Ireland. This includes statistics on the performance of hotels, guesthouses, B&Bs and self-catering establishments; the number of visitors to attractions; overseas visitors; and domestic tourism.

3.18 **Purple Flag Status** has been recognised for showing evening visitors an entertaining, diverse and safe night out. It is an accreditation process similar to Green Flag Award for parks and Blue Flag for beaches. Belfast, Enniskillen, Bangor and Derry-Londonderry have all been given Purple Flag Status.

3.19 **Tourism Resources across the District**

3.20 The Regional Development Strategy 2035 (RDS) sets out regional guidance to “Conserve, protect and where possible, enhance our built heritage and our natural environment”. It recognises that Northern Ireland has a rich and diverse archaeological and built heritage which contributes to our sense of place and history. It also regards built heritage as a key marketing, tourism and recreational asset that, if managed in a sustainable way, can make a valuable contribution to the environment, economy and society. Open space can also help to attract business and tourism and thereby contribute to the process of urban and rural regeneration.



(See Appendix for further Tourism Statistics from NISRA)

- 3.21 One of the Regional Strategic Objectives are to safeguard tourism assets from inappropriate development. There are many diverse features of the built and natural heritage of Northern Ireland that can be regarded as tourism assets, in that they are important in attracting tourists and sustaining the tourism industry. The SPSS defines a tourism asset as any feature associated with the built or natural environment which is of intrinsic interest to tourists. Examples include historical and archaeological sites, conservation areas and Areas of Outstanding Natural Beauty. The safeguarding of such tourism assets from unnecessary, inappropriate or excessive development is a vital element in maintaining a healthy tourism industry. To allow such development could damage the intrinsic character and quality of the asset and diminish its effectiveness in attracting tourists.
- 3.22 **Visitor Attractions.** The most important aspect of a destination or area's appeal for visitors can be broadly defined as the set of attractions which give people cause to visit. These reasons to visit are commonly referred to as 'attractors'. Within the Plan Area, there are a wide variety of visitor attractions. (See appendix for full list).

These range from:

City Walls	Museum of Free Derry
Peace Bridge	Tower Museum
Ness Woods, St Columbs Park	The River Foyle, The River Faughan, Finn, Derg etc.
Prehen House	The Playhouse
Culturlann Centre Apprentice Boys Memorial Hall	Riverwatch Aquarium and Visitor Centre
St Columb's Cathedral	The Guildhall
The Appalachian Trail	Burn Walk Sculptural Trail
The Wilson Ancestral Home	Newtownstewart Castle, Harry Avery Castle
Sion Mills Conservation Area Gray's Printer, Strabane	The Glenelly Valley and The Sperrins
Killeter Forest	Barrontop Farm, Donemana

3.23 **Built Heritage** is a finite resource which requires effective stewardship so that it may be enjoyed today and passed on in good order to inform future generations. The District has a considerable wealth in Built Heritage and archaeological designations. It is important to understand the link with the historic environment and the District's heritage assets as key tourism destinations as they are inherently linked. These include the iconic Derry Walls - the largest Monument in State Care in Northern Ireland. All of the 'Signature Projects' promoted by Tourism NI over the last 10 years have had a strong built heritage element. Their research has shown that historic monuments and buildings are a major draw - particularly for visitors from outside the region. There is scope to expand the tourism industry and good management and coordination of historic assets will help. Historic buildings and monuments provide great character to a place. Such character can have a positive impact upon rents and also upon the reputation of businesses or agencies located in them. Inward investment is increasingly mobile and the historic environment helps to distinguish Northern Ireland from elsewhere. This can contribute to attracting business to the region and significant funds are invested in the historic environment every year in Northern Ireland. This sustains jobs, skills and knowledge. The District has the following:

- **Ancient Monuments** There are a substantial number of ancient monuments in the AONB and elsewhere including passage tombs and raths. There are also a number of built, buried and underwater remains of human activity, which date from prehistoric times to the present. The District has 857 archaeological sites.
- **Scheduled Monuments** The protection of historic monuments is completed through the scheduling process. There are a large number of Scheduled Monuments including Derry City Walls, several raths, tombs and standing stones.
- **Conservation Areas** There are five Conservation Areas located within the area. Two in the Strabane area - Sion Mills designated 1977 and Newtownstewart 1993 and three in the Derry Area - Historic City 1977, Clarendon Street 1978 and Magee 2006.
- **Listed Buildings** There are 859 Listed Buildings within the District.

3.24 **Natural Heritage:** The Plan Area contains a variety of wildlife habitats which support a rich diversity of flora and fauna. There is also a rich marine environment. A number of sites are significant in terms of their natural heritage value, and have national or local designations, including the District's major natural resource, the Sperrin Area of Outstanding Natural Beauty. These natural habitats provide a resource for more specialist tourists and fall into a number of categories:

- **Ramsar Sites (2 in total):** Lough Foyle is an international Ramsar Site as well as Fairy Water Bog.
- **Special Protection Areas (SPAs) (1 in total):** designated under the European Commission Directive on the Conservation of Wild Birds (The Birds Directive). Special Protection Areas within the plan area include Lough Foyle.
- **Special Areas of Conservation (SACs) (5 in total):** These areas are designated by the European Commission Directive on the Conservation of Natural Habitats and of Wild Fauna and Flora as a means of protecting some of the most seriously threatened habitats and species across Europe. These are River Foyle & Tributaries; River Faughan & Tributaries; Owenkillew River, Moneygal Bog and the Fairy Water Bogs
- **Areas of Special Scientific Interest (ASSIs)** are areas of land that have been identified by scientific survey as being of the highest degree of conservation value, for example River Faughan and Tributaries, Ness Wood, Banagher Glen. The District has 25 ASSIs.
- **Nature Reserves** A nature reserve is defined as an area of importance for flora, fauna or features of geological or other special interest, which are reserved and managed for conservation and to provide special opportunities for study or research. Within the Plan Area, there are several nature reserves including Ness and Ervey Woods, Killaloo. Nature Reserves. There are 3 National and 4 Local Nature Reserves.
- **Historic Parks, Gardens and Demesnes (HPG&D)** of our Built Heritage are protected from development which would harm their historic character. The planned landscapes of the 17th Century onwards are protected. HPG&D in the District include Baronscourt, Holy Hill and Moyle House, Ashbrook. Beech Hill, Brook Hall, Brooke Park and St Columb's Park.

3.25 **Cross Border Tourism** The North West Region Cross Border Group NWRCBG recognises there is a range of issues that are common to both sides of the border and that by working together the region is more likely to address these issues. European Union INTERREG IVA Programme projects that have received funding, include the Inch Levels-Lough Foyle Wildlife Project, which was awarded €839,880 to deliver two world-class visitor and recreation attractions at Inch Levels in Donegal and at Lough Foyle, north of Derry, over the next 2 years. The project will develop 3.5 km of walkway, install a timber boardwalk and extend the car parking facilities at Inch as well as installing bird hides and a footbridge at Lough Foyle to enable access to this attractive area. In addition to this, the project will aim to establish the entire northwest region as a first class birdlife and environmental destination.

- 3.26 An example of Cross Border Tourism is the International Appalachian Trail (IAT) where 3 sections of the walking/hiking route traverse Derry City & Strabane District Council:
- Glenties to Killeter: 34 Miles/55 KM - This is the second section of the IAT in Ireland, leading from Glenties, past Lough Eske, across the border with Northern Ireland, through Killeter Forest and ending at the village of Killeter.
 - Killeter to Gortin: 36 Miles/58KM - Starting at Killeter, this section of the IAT follows quiet country roads, areas of woodland, before picking up the Ulster Way on the slopes of Bolaght Mountain. The route continues to Gortin Forest Park and Gortin Village.
 - Gortin to Moneyneany: 23 Miles /37KM - This section journeys through the heart of the Sperrins, the largest area of upland in Northern Ireland, mainly following quiet roads and tracks. The highlight is the exceptionally scenic Glenelly Valley.
- 3.27 When expansion is complete, the IAT will be the largest trail network, and one of the largest outdoor adventure brands in the world, with a presence in 21 “countries” and 3 continents, and a home market of over 800 million people. Other key tourist routes / initiatives with benefits and potential for the District include the North West Passage and the Wild Atlantic Way.
- 3.28 Foyle Port has long supported the development of the local tourism industry and in the 1990s was at the forefront of cruise tourism in Northern Ireland. Since then the Port has welcomed cruise visits from some of the most prestigious operators in the industry including Silver Seas, Crystal and Carnival and thousands of visitors are facilitated by the Port annually. Today Foyle Port works in partnership with [Visit Derry \(pdf\)](#) to attract cruise ship tourism to the North West. Foyle Port has a number of berthing options to facilitate vessels of varying size including the City Centre Berths of Queens Quay and Meadowbank as well as the Port at Lisahally and the tender Port of Greencastle.

4.0 Preferred Options Paper Stage

4.1 The Preferred Options Paper identified 3 options for Tourism. Option 1 was the preferred option:

	Option 1	Option 2	Option 3
H - Tourism	Identify flagship Tourism sites / areas along with opportunities for dedicated sustainable attractions and associated accommodation. Focus on improved accessibility, place-making and legibility of tourism offer	Plan for further opportunities that emerge, to expand current offer generally	Focus on the protection of our Tourism assets and constrain Tourism development potential

4.2 Responses to POP

Following the POP consultation, there was support for the preferred option as well as support for Option 2. Following publication of the POP, twenty-seven representations (responses) were received relating to the proposed options for Tourism, from Government Departments such as DEARA and DFI, Mid Ulster Council, NIHE, Councillors, community groups such as Friends of Derry Walls, Foyle Civic Trust and Outer North Neighbourhood Partnership as well as interested parties such as RSPB and Translink. There were also responses from members of the public. The POP interim Report provides greater detail.

4.3 The main points in the representations were:

1. It is important to consider how the Council's Strategic Growth Plan and the Tourism Strategy proposes to maximise the tourism potential in our District and how this could be integrated with the LDP.
2. It was recognised that Derry City, Strabane and the rural areas, including our AONB are important tourism destinations, gateways and facilities.
3. It was noted that tourism accommodation and related facilities (particularly in rural areas) were considered areas of concern.
4. PPS16 flexibilities to be used in the LDP in order to encourage economic and city centre growth and sustainable attractions;
5. Policies contained within PPS16 have generally worked well;
6. The facilities for tourism in the District are inadequate in number and quality to attract and retain visitors in the area especially in the countryside; there needs to be proper provision for the Sperrins;
7. Welcomes reuse of historic buildings, Foyle / Faughan Valleys;
8. Policies from PPS16 have been carried through into the PS and LDP should consider safeguarding of tourism assets in the countryside as well as having a number of permissive policies that will consider granting

- tourism amenities in the countryside for hotels, guesthouses and tourist hostels as well as self-catering, major tourism development and holiday parks;
9. The vision of the LDP should not be limited to flagship sites or tourism zones;
 10. Consider a revised objective to promote tourism development more generally throughout the District, including countryside areas which should not be disregarded;
 11. Positive policies and tourism development should encourage a wide range of tourism as contained in PPS16, including the caravan motor home and camping sector; city centre attractions;
 12. There should be a growth of the evening accommodation and hotel bedspaces;
 13. LDP needs to ensure protection of tourism assets and settings due to degradation from tourism growth;
 14. Development should be steered clear from sensitive areas;
 15. Aviation travel should be reduced;
 16. Work together to support tourism conservation zones.
 17. The SPPS requires a Tourism Strategy and that the LDP is critical to the achievement of the Tourism Strategy.

5.0 Key Considerations

5.1 The baseline evidence and responses have highlighted a number of key findings that are relevant to the LDP, in particular:

1. **Urban and Rural Tourism:** There is a contrasting baseline between the city, which is relatively developed in terms of tourism product and capacity and the countryside areas which is much less developed. The countryside areas receive one tenth of the visitor spend that occurs in the city. Currently there is a limit to things to do and accessibility can be difficult;
2. **Historic Environment:** It is important to understand the link with the historic environment and the District's heritage assets as key tourism destinations as they are inherently linked and also the need to protect, conserve and enhance it. In some case a stronger policy set may be sought and it should be applied with regards to proposals impacting assets and their settings;
3. **Accessibility, capacity and visitor servicing** is key to developing the city as a hub and while there have been a number of developments to help address these issues, there is more to do in becoming the first choice hub for visitors to the North West region;
4. **The Walls as a key asset** in the City and the Sperrin AONB in the countryside both need protected and managed to ensure sustainable tourism opportunities.
5. **AONB** The 'wilder' upper summits of the AONB mountains needs protected to preserve their unique appeal;
6. **Overnight trips:** Available figures show the Council area currently has a relatively low market share in terms of overnight trips, nights and expenditure and there is potential to grow this market share significantly. There is a challenge in relation to getting people to stay in the area overnight and to stay for longer;
7. **Overnight accommodation:** Policy support may be required to facilitate the development of overnight accommodation. Overnight accommodation in the countryside could be encouraged within tourism clusters to support existing visitor attractions, leisure and cultural facilities;
8. **Continued accommodation** development is required to meet the ambitious targets of the tourism strategy. Increasing demand for hotels and a need in both the countryside and urban parts of the District. There is a need to drive scale and occupancy to embed the area as a hub for exploring Ireland's North West, the Wild Atlantic Way and the Causeway Coastal Route. Ensuring there is additional accommodation options for niche product e.g. angling, walking, innovative rural products etc;
9. **Evening economy:** Potential to develop and support the evening economy. It has an important economic role in contributing to the development of an exciting cultural tourism destination;
10. **External shutters:** Promote the use of internal shutters through shop front enhancement initiatives and actively seek to discourage external shutters and promote other aesthetically secure design alternatives;
11. **Under-utilised properties:** Promote and deliver initiatives that seek to address under-utilised properties within the city centre and encourage sustainability which is conducive with a historic city centre environment;

12. **Improved access with the area.** Policy support for the provision of new high quality tourism, leisure and cultural development that are easily accessible for tourist and visitors would help facilitate the growth of the sector;
13. **Signage:** Potential of improved signage in the District. Implement new gateway and arterial signage strategy. Enhancing signage and orientation with multilingual provision, apps and trails;
14. **Parking:** Visitor infrastructure is needed to improve accessibility in particular coach parking and drop-off, campervan parking, general parking and facilities;
15. **River Foyle:** Access opportunities to our waterways including infrastructure development on the River Foyle;
16. **Design:** The LDP also has a role in securing high quality design and landscaping and integrating tourism provision with the necessary infrastructure. This will ensure that development is sustainable and achievable without damaging those qualities in the environment which are of acknowledged public value and on which tourism itself may depend;

6.0 Draft Plan Strategy Stage

6.1 **Post POP Consultations:** Following the Preferred Options Paper (POP), letters were sent to relevant consultees in March 2018 asking for their views relating to Tourism. These are summarised below:

6.2 DAERA / NIEA – Natural Environment Division

- Need to recognise the importance of ensuring that tourism projects do not adversely impact on the landscape character and visual amenity of the area;
- Tourism facilities need to respect the context of the site, design and enhance environmental assets;
- AONB should be recognised going forward;
- Need to look at cumulative impacts not just of tourism, without impacting on quality and visual impact of AONB.

6.3 Dept. for Communities – Historic Environment Division:

- HED considers that there is a policy gap in SPPS 6.254, 6.256 and 6.262. While these acknowledge the need to ‘conserve’ (or safeguard) the tourism asset there is also the need to ‘protect and enhance’ the historic environment as set out elsewhere in the SPPS, most notably 6.4 and the RDS, to ensure consistency and clarity across policy documents;
- They highlight the importance of having a working partnership with neighbouring Council areas and highlight the need for a heritage-led approach to ensure continuity between Councils so that the historic integrity of strategic heritage assets are not negatively impacted by development proposals in neighbouring Districts e.g. some renewable energy systems have visual impacts from a great distance;
- They specifically highlight the importance for the compilation of associated conservation management plans to ensure a heritage - led and consistent approach between Councils and to inform and guide any future change and development so that the historic integrity of the strategic heritage asset is protected and conserved and where possible enhanced;
- HED remind the Council that the LDP provides positive opportunities to create bespoke policies for the District to enhance or fill in policy gaps specific to your needs to enable heritage-led development and opportunities.

6.4 Derry City and Strabane District Council - Tourism Department.

- The response summarised the recently published Tourism Strategy 2018-2025 – A New Level of Ambition. This is the Council’s strategic vision and priorities for tourism development. They stated that the successful delivery of the action plan and the wider Tourism Strategy will also require the development of a planning policy and local development plan which will enable the achievement of the Tourism Strategy’s core aims in a positive, focused and sustainable manner;
- It was therefore recommended that “Derry City & Strabane District:

Tourism 2018-2025 - A New Level of Ambition” document is suitably referenced to inform the process;

- The Tourism Strategy sets out key assets, with the optimum headline destination brand as: The Walled City - Where the Wild Atlantic Way meets the Causeway Coastal Route - a Destination for Exploration, with three key supporting brand propositions focussing on the District’s unique selling points and strengths;
- ‘Key Growth Areas’ involve increasing overnight stays and spend by increasing accommodation capacity; improved access with the area; working in partnership to improve the product and visitor experience; development of the rural offering and turning our location into a strength;
- In order to safeguard the key assets identified, namely; The Walled City, The Sperrins and Lough Foyle, the Council would like to see the following:
The Walled City:
 - Enhanced policies which actively seek to actively discourage external shutters and promote more aesthetic security alternatives;
 - The encouragement of sustainable development of under-utilised properties that is conducive and sympathetic to the historic city centre environment.
 The Sperrins
 - Consider identifying key gateways or hubs for exploration to include but not exclusive to Donemana, Claudy, Newtownstewart, Plumbridge and Strabane. Tourism development should be focussed in these existing settlements with greater potential to increase visitor spend into the local economy which in return will support the aims of the strategy – increase visitor spend and growth in jobs. Protecting the high peaks of the Sperrins from development is also important.

6.5 NI – Tourism Board (NITB):

- No major concerns with regard to the tourism content and direction of the dPS. Update the evidence regarding the City Deal, Cruise Tourism, slow adventure’ Tourism, Sperrins Future Search and Tourism Statistics.

6.6 Member’s Responses: At the meeting in April 2018, Members of the Committee raised a number of key issues including:

1. Members considered that any tourism development must be site-appropriate and should not detract from the tourism asset;
2. A list of tourism assets that should be protected in the LDP would provide clarity for tourism operators and developers;
3. The River Foyle and its tributaries are one of the greatest tourist assets in parts of this District, as are the Sperrins;
4. Tourism policy should protect assets and facilitate the development of facilities and amenities which complement these assets;
5. Need to consider the negative effect that wind turbines have on tourist assets and tourism;
6. The tourism and historic selling points of the city centre need protected, (primarily the City Walls and the Guildhall) and careful consideration given to what would constitute appropriate

development adjacent to these assets.

6.7 A Planning Pre-Committee Discussion Meeting in January 2019 raised the following issues:

1. There should be a stronger emphasis on tourism in our key settlements, especially on tourism in Derry City;
2. Need to refer to ‘Future Search’ and Sperrins Forum and incorporating this or taking into account future services. This will strengthen flexibility;
3. The Community Plan is a clear driver for job creation and should be mentioned in the EVB;
4. Dearth of accommodation in the Sperrins and former Strabane area. Could refer to this in the J&A to say that if the applicant provides some evidence that there are no hostels etc. in the area, we will give favourable consideration to these;
5. TOU 7 should refer to both rural and urban areas. There is no provision for coach parking and campervan facilities in Derry for example;
6. TOU 5. Change the wording to District and Region and not tourism industry.
7. City Pedestrianisation – brings footfall, tourism, safety e.g. at the Diamond and Shipquay St – need to cross reference this to Section 28 Place-Making and Design;
8. Reference the documents that tie in – mention design in Tourism;
9. Height requirements of hotel could be prohibitive for some developers. The LDP will be looking at building heights as a whole – e.g. the setting of Strabane and Derry – river front etc.
10. Reference was made to TRIAX’s Community Tourism and Audit and Action Plan. Never launched publicly but background information is useful, with regards to urban design, coach parking, illuminating murals etc.

LDP Plan Strategy and Policies for Tourism

6.8 The approach in the draft Plan Strategy is to bring forward the POP preferred option with amendments. The Preferred Option was to identify flagship tourism sites/areas. These will be delivered through the Tourism Strategy where it identifies Derry City as the prime tourism opportunity with the main tourism development opportunities in our key settlements across the District. Opportunities for dedicated sustainable attractions and associated accommodation will be provided for through the proposed tourism policies.

The focus on improved accessibility, place-making and legibility of tourism offer has been identified through the Tourism Hubs, Gateways and Historic Villages to welcome and encourage any future tourism developments in these parts of the District. Our main Tourism Hubs are Derry City, Strabane Town and our identified Sperrin Tourism Gateways are Claudy, Strabane, Donemana, Newtownstewart and Plumbridge with Castlederg being identified as the Tourism Gateway to the south-west of the District. The villages of Sion Mills, Newtownstewart and Eglinton are recognised as important attractive historic villages.

- 6.9 The Tourism Strategy and the tourism policies have evolved from the POP and the POP Consultation responses. The evidence base and the regional and local policy context has identified the key considerations which has led to the proposed Tourism Strategy and policies. The Tourism Strategy has also had regard to the existing development plans within the District and the Council's Tourism Strategy. The policies have taken account of the RDS, particularly RG4, the Community Plan and the SPPS, particularly paragraphs 6.251 – 6.266 relating to Tourism. Regard has also been had to PPS16: Tourism and PPS21: Sustainable Development in the Countryside and to other relevant government initiatives as detailed in this document.
- 6.10 The Councils' LDP teams / Members have engaged, particularly through the Sperrin Forum to ensure that we have a mutual understanding and linked approach to a number of cross-cutting topics that affect adjoining Districts; these include the wind farms / turbines / high structures, tourism, general rural housing policies and environmental designations, especially noting the Special Countryside Area (SCA, though DCSDC has not produced detailed mapping at this dPS stage), AONB policy, Tourism Zones and Minerals Constraint areas. The Tourism Strategy and policies have been founded on a robust evidence base which included the baseline information assembled in the POP Evidence Base and updated and new evidence in this paper and subsequent consultation with consultees including the Council's Tourism Section, Tourism NI, DEAR/NIEA and Dept. for Communities, HED.
- 6.11 The preparation of the draft Plan Strategy provides the opportunity to consider possible tourism policies that would help to support the Council's ambitions to grow the District's tourism sector. The LDP will have a key role in managing tourism-related development through planning policies that provide a framework for identifying appropriate development opportunities and safeguarding tourism assets from harmful development.
- 6.12 In summary, the LDP Tourism Strategy reflects wider government tourism initiatives and accord with the SPPS. The strategy is also influenced by the aims of the District's Strategic Growth Plan and Council's Tourism Strategy and seeks to address the following:
- how future tourism demand is best accommodated;
 - safeguarding of key tourism assets;
 - identification of potential tourism growth areas;
 - environmental considerations; and
 - contribution of tourism to economic development, conservation and urban regeneration.
- 6.13 Tourism Gateways / Hubs have been identified with diagrammatic maps in the dPS so that any future tourism development is directed towards these areas. A number of proposed amenity areas, including the AONB, a Special Countryside Area (SCA), Areas of High Landscape Importance (AHLIs) and the heritage designations that will protect our sensitive areas and assets, against which any proposed tourism development will be assessed. The 'promotive' tourism policies proposed will allow (with certain Planning requirements) tourism opportunity in both the settlements and countryside

parts of our District. Consideration was given to proposed Tourism Opportunity Zones, however these will not be specifically identified.

- 6.14 The proposed Special Countryside Area (SCA) designation will seek to protect the key asset of the high-Sperrin Mountains and ensure that future tourism development is best accommodated outside of this area. There will be a general presumption in favour of tourism development within settlements and any future tourism development elsewhere in the countryside is to be accommodated subject to the Planning and environmental constraints set out in the following policies.
- 6.15 The majority of the existing PPS 16 policies have been retained and strengthened, to reflect post-POP liaison with Members, Consultee responses and POP representations, particularly to promote/manage urban tourism, to facilitate new holiday parks and to facilitate focussed rural tourism and is broadly in line with the SPPS. It is considered that the policies will be able to facilitate and manage appropriate sustainable tourism development, to meet the needs, ambitions and potential of the District (aligned with the Council's Tourism Strategy), whilst still protecting the amenity and natural / heritage assets and other tourism assets.
- 6.16 Policy PPS16, Policy TSM7, Criteria for Tourism Development will be removed and tourism development in the General Development Principles & Policies Chapter of the proposed draft Plan Strategy will be referenced in this section as the design criteria and general criteria that is similar in TSM 7.
- 6.17 All development proposals in relation to tourism development will need to be particularly cognisant of the LDP principles to promote sustainable development, as well as the respective LDP sections, especially Natural Environment and Built Heritage, City and Town Centres, Renewables, Transport and Movement and Place Making and Design.
- 6.18 **Policy TOU 1- Safeguarding of Tourism Assets.**
This policy has been updated from policy TSM 8 of PPS16 and covers the issues raised regarding the protection of assets and the facilitating of tourism development and amenities which complement these assets. It is considered that correct emphasis has been achieved, that tourism proposals should 'not harm' tourism assets, they should preferably but not be required to 'enhance' historic assets. The policy also reflects the comments made by DEARA, Natural Environment Division. In summary, it states that planning permission will not be granted for development that would in itself or in combination with existing and approved development in the locality, have an adverse impact on a tourism asset such as to significantly compromise its tourism value. The definition for Tourism Asset, in para 7.39 of the Justification & Amplification section (J&A) and in Appendix 1 Glossary of Terms of PPS16 has been removed. The definition of tourism asset as defined from PPS16 has been added into the J&A, which has been shortened and updated, in Para 12.11 of the dPS, **and if the Proposed Change PC 93 is accepted, the definition and**

some examples of Tourism Assets (from the Appendices of this EVB 12 paper) will be included in dPS Appendix 2.

6.19 Policy TOU 2- Tourism Development in Settlements.

The policy has been more strongly worded, from the previous policy TSM 1, in PPS16 to state that ‘It is important that the all proposals for tourism, and other relevant development in the urban areas demonstrate how they make a positive and sustainable contribution to the tourism offer and visitor experience’. For other tourism developments, the ‘default’ location should also be these key settlements, which is to be addressed in the required ‘Tourism Benefits Statements’, which is included in the dPS Appendix. All tourism developments are to be high quality, sustainable and contributing to the tourism offering. In summary, it states that planning permission will be granted for a proposal for tourism development (including a tourist amenity or tourist accommodation) within a settlement provided it is of a nature appropriate to the settlement and that it respects the site context in terms of scale, size and design. The J&A has been updated to highlight the strong tourist offering we have in Derry City and the substantial benefits Tourism can bring to the city/town.

6.20 Policy TOU 3- Tourism Amenities in the Countryside.

This policy was originally TSM2 in PPS16 and has largely stayed the same with the J&A shortened and updated. Reference to Appendix 3 of PPS16 highlights relevant considerations required for a Tourism Benefit Statement and a Sustainability Statement. This is carried over into the LDP appendix where details will be provided regarding what is required in these statements. The Rural Development Programme has been referenced, to ensure that applicants understand that any funding applications consider that planning permission may also be required. The J&A under policy TOU 3, Tourism Amenities in the Countryside has been updated to include: ‘There are many opportunities for activity based tourism, particularly in the rural parts of the District as recognised in the Tourism Strategy’. In summary, it states that planning permission will be granted for a tourist amenity in the countryside subject to certain criteria. This policy also includes the extension of an existing tourist amenity whereby a proposal for the extension of an existing tourist amenity will be permitted where the scale and nature of the proposal does not harm the rural character, landscape quality or environmental integrity of the local area.

The definition of tourism amenity as defined from PPS16 has been added into the dPS J&A, which has been shortened and updated, in Para 12.19 of the dPS, and if the Proposed Change PC 97 is accepted, the definition and some examples of Tourism Amenities (from the Appendices of this EVB 12 paper) will be included in dPS Appendix 2.

6.21 Policy TOU 4- Hotels, Guesthouses, B&Bs and Tourist Hostels

TSM 3 of PPS16 has been amended and mostly carried forward with some wording changes including reference to policy TOU 2, Tourism Developments

in Settlements which would apply to any type of tourism accommodation of this kind in the settlements.

- New wording has been added that states that the Council's Tourism Department is to be consulted with regard to such applications and Tourism NI will also be consulted for developments of a significant scale.
- A new paragraph has been added to add clarity if permission is being sought for a B&B or short term let accommodation. Whilst it is recognised that these can be permitted development, any that are not will be considered under TOU2 and TOU4 depending if within or outside a settlement.
- There has been further wording included in the Justification and Amplification in TOU 4 which asks for those supplying evidence in relation to the replacement of a non-designated heritage asset to be from a suitably accredited and/or experienced conservation background - in response to comments from HED. The issues that HED have raised regarding renewable energy and the natural and built heritage have also been considered in the Renewable Energy evidence base and Natural and Built Heritage evidence.
- In summary, it states that planning permission will be granted for a new hotel / guest house / tourist hostel in the countryside in the defined circumstances subject to specified criteria. A proposal for the expansion of an existing hotel, guest house or tourist hostel will be permitted subject to specific criteria.

6.22 **Policy TOU 5- Major Tourism Development in the Countryside – Exceptional Circumstances.**

Policy TSM4 of PPS16 has been carried over with clarity to say that the demonstration of exceptional benefit to the tourism industry applies to both the 'District and Region', as per Members comments. The J & A has been updated to refer to an Appendix in the draft PS, which should include details regarding what a 'Tourism Benefit Statement' and a 'Sustainable Benefit Statement' is. In summary, it states that a proposal for a major tourism development in the countryside will be permitted if it meets all of the following exceptional circumstances:

- a) demonstration of exceptional benefit to the tourism industry in the District or Region ;
- b) demonstration that the proposal requires a countryside location by reason of its size or site specific or functional requirements;
- c) demonstration of sustainable benefit to the locality. All proposals brought forward under exceptional circumstances must be accompanied by a statement demonstrating how the proposal meets the 3 criteria.

6.23 **Policy TOU 6- Self-Catering Accommodation**

Policy TSM 5 of PPS16 has been largely carried forward. This policy applies to both inside and outside the settlement limits and so the title has been amended with Countryside removed. New policy wording has been added to include: 'This policy includes self-catering units including cabins of various

types e.g. wooden huts, chalets where there are substantial connections to services and facilities within the units. Glamping Accommodation where the accommodation is for smaller, temporary/mobile structures such as yurts and pods with limited facilities is included in TOU 7. It will also be necessary to provide a Tourist Benefit Statement and a Sustainable Benefit Statement to demonstrate how the proposal will be funded and operated. In summary, it states that planning approval will be granted for self-catering units of tourist accommodation in certain circumstances.

6.24 **Policy TOU 7- New and Extended Holiday Parks**

Policy TSM 6 of PPS16 is largely the same wording as new policy. Countryside has been removed from title to cover proposals within settlements. New wording in the policy includes the policy is for static caravan holiday homes and holiday chalets, touring caravans, motor homes, camping sites and Glamping, stating that the applicant will need to demonstrate how that all of the above accommodation proposed are close to an existing or approved tourist amenity that is / will be a significant visitor attraction in its own right or linked to a Farm Diversification scheme. Glamping has been included in response to comments from Development Management to provide more clarity for applicants and planning officers when dealing with these type of applications.

6.25 Reference to proposed policy AGR1 Farm Diversification has been mentioned. The applicant has also been advised that they will need to provide evidence of how the proposal will be funded and operated through a Tourist Benefit Statement and a Sustainability Statement – which will be in the appendix of the draft LPS for details. New J&A has been added including a definition of glamping. Glamping is defined as a form of camping involving accommodation and facilities more luxurious than those associated with traditional camping. The J&A also makes reference to Policy TOU 6, Self-Catering in the Countryside for proposals that are for self-catering units including substantial cabins of various types e.g. wooden huts, chalets etc. where there are connections to services and facilities within the units. The layout and landscaping plans will be considered under the General Development Principles and Policies. In summary, it states that planning approval will be granted for a new holiday park or an extension to an existing facility where it is demonstrated that the proposal will create a high quality and sustainable form of tourism development.

7.0 Sustainability Appraisal

- 7.1 Throughout their formulation, the policies contained within the Tourism Chapter have been subject to an ongoing internal sustainability appraisal (SA). This is in addition to the wider external SA, conducted by Shared Environmental Service as part of the wider suite of impact assessments/appraisals required under the Planning Act (Northern Ireland) 2011. The internal appraisal was carried out with the fourteen objectives of the external appraisal in mind (refer to the SA report for more information).
- 7.2 The process of sustainability appraisal aims to ensure that a council's approach towards tourism is the most sustainable of all reasonable options available i.e. having considered any reasonable alternatives. In the case of tourism policies, it is not considered that any of the alternatives could be considered to be reasonable.
- 7.3 With regard to the degree of sustainability of each the resulting proposed policies, this is outlined below:
- 7.4 **TOU 1 Safeguarding of Tourism Assets. Summary and comparison of options against the Sustainability Objectives:**
The protection of tourism assets will deliver a positive impact on many of the sustainability objectives. Minor positive effects are identified for the social sustainability objectives to improve health and well-being and to strengthen society through the option's relationships with open space, physical activities in our natural landscapes and sense of identity and community pride through raising the profile of specific settlements and areas. For the economic sustainability objectives, some positive influences are noted for the education objective through opportunities for assets to benefit interpretation and enrichment.
- 7.5 The main effects will be on the objective to enable sustainable economic growth, where significant positive effects are identified as a consequence of enabling the tourism industry to capitalise on its location, strengthen and diversify. Positive effects or influences are noted for all of the environmental sustainability objectives though effects on encouraging active and sustainable travel, air quality and water resources are unlikely to be perceptible. The tourism assets identified through this option will either be natural areas / landscapes or heritage assets, and in addition to protecting sites from inappropriate development this option will also help to highlight and encourage the appreciation of these assets which may indirectly encourage investment in improvement / enhancement measures. The option will deliver a significant positive effect on the objectives to protect natural resources and enhance biodiversity, to maintain and enhance landscape character and to protect, conserve and enhance the historic environment and cultural heritage and is considered to be a sustainable option.

7.6 TOU 2 Tourism Development in Settlements Summary and comparison of options against the Sustainability Objectives:

The option has a minor positive effect on the majority of the social sustainability objectives through encouraging visitors to spend time in towns, villages and small settlements across the district, contributing to social contact and prosperity. This policy approach makes best use of location and seeks to maximise the benefits of sustainable economic growth for the population of the settlements. It may contribute to vitality and vibrancy in city and town centres and stimulate an evening economy and other spin-off economic activity, leading to significant positive impacts being identified.

7.7 The policy approach also supports the sustainable use of material assets by directing development to areas where infrastructure is already present. This results in a minor positive impact for this objective. Focusing the tourism development preferentially into settlements delivers minor positive effects on almost all of the environmental sustainability objectives with the exception of air quality, climate change and water resources, where the effects are negligible. If, as is hoped, investment and strategic projects are delivered on, and an integrated green and blue infrastructure and sustainable transport network becomes established in the district, the impact on encouraging active and sustainable travel will strengthen to significant positive over the long term. This option is considered to be a sustainable option.

7.8 TOU 3 Tourist Amenities in the Countryside and TOU 4 Hotels, Guest Houses, B&Bs and Tourist Hostels in the Countryside, TOU 6 Self-Catering Accommodation in the Countryside and TOU 7 New and Extended Holiday Parks. Summary and comparison of options against the Sustainability Objectives:

7.9 These policies will deliver a minor positive effect on the majority of the social sustainability objectives from the medium term through facilitating development of amenities, shared spaces and facilities for social interaction which could be used by the resident community as well as visitors and which may be inclusive to a range of groups. Minor positive effects are also identified for the objective to enable sustainable economic growth through the provision of opportunities for employment in rural areas. This should strengthen to significant positive over the long term, if the opportunities and actions identified in the Derry City and Strabane District Tourism Strategy 2018-25 are delivered on, as is hoped.

7.10 The overall policy approach for tourism development in the countryside generally supports the environmental sustainability objectives, although the effect on encouraging active and sustainable travel is minor negative in the short term, and uncertain in the medium longer term as there may be new infrastructure and services that become available. Uncertain effects are also identified on physical resources and natural resources as the appraisal recognises that although clustering of development, efficient land use and reuse of buildings is encouraged, there may still be incremental losses of habitats and species, depending on the location, nature and scale of future

development. However, the policies place particular emphasis on the protection of surroundings, setting and local character and consequently minor positive effects are identified for the objectives to maintain and enhance landscape character and to protect, conserve and enhance the historic environment. This option is considered to be a sustainable option.

7.11 TOU 5 Major Tourism Development in the Countryside - Exceptional Circumstances. Summary and comparison of options against the Sustainability Objectives:

7.12 TOU 5 has a minor positive effect on the majority of the social sustainability objectives. The policy includes safeguards against development which may lead to amenity, safety or nuisance impacts on people living or working near to a proposal, and a major development may provide opportunities for recreation / outdoor activity that are also accessible to the local community. Development brought under this policy should, by definition, deliver an exceptional benefit to the tourism industry and therefore a significant positive impact is identified for the objective to enable sustainable economic growth.

7.13 The appraisal recognises that a major tourism development in the countryside could potential have adverse effects on the environmental sustainability objectives. However, the requirement for proposals to meet all General Development Principles and Policies and to be accompanied by a Tourism Benefit Statement and a Sustainable Benefit Statement provides sufficient confidence that negative effects can be avoided for the majority of the objectives leading to neutral or negligible scores. An uncertain effect is identified for physical resources as impact is very much dependent on the nature and scale of any development brought forward. A minor positive effect is identified for protecting, conserving and enhancing the historic environment as the policy amplification explains that the impact of proposals on rural character, landscape and natural / built heritage will be an important consideration and a major tourism development could potentially deliver positive impacts in the case of heritage-led development around a historic environment asset. This option is considered to be a sustainable option.

7.14 A draft Habitats Regulations Assessment (HRA) has also been undertaken and published for consultation with the Draft Plan Strategy. It similarly determines possible adverse effects on the integrity of European sites (Special Areas of Conservation and Special Protection Areas) as a result of the policies within the LDP. This assessment also includes Ramsar sites under the provisions of the Ramsar Convention.

8.0 Equality Impact Assessment

- 8.1 The policies contained within the Chapter have been subject to an equality impact assessment to ensure that no adverse impact on people of a particular religion, political opinion, race, age, marital status, sexual orientation or gender. Nor should there be adverse impact on people with disabilities or those with primary responsibility for the care of a dependant, such as an elderly person. These are known as ‘Section 75’ groups.

- 8.2 The Council aims to encourage sustainable and inclusive development for all communities. There will be a focus on tourism development and employment opportunities within 9 key settlements that could be potentially weighted towards one particular religion or political opinion; however the Council is satisfied that there will be no adverse impact on any Section 75 groups as a result of the Tourism policies.

9.0 Rural Needs Impact Assessment

- 9.1 The Rural Needs Act 2016, requires District Councils and other Public Authorities to have due regard to rural needs when developing, adopting, implementing or revising policies, strategies and plans and when designing and delivering public services.
- 9.2 To ‘have due regard’ means that a public authority must consciously consider the needs of people in rural areas. How much ‘due regard’ will depend on the circumstances and, in particular, on the relevance of rural needs to the decision or function in question. The greater the relevance and potential impact for people in rural areas, the greater the regard required by the duty.
- 9.3 Through our operational planning policies, the dPS will have a direct influence over the granting of planning permission for development which can generate jobs for the rural area and thus help sustain our vibrant rural communities. Such economic impacts can also lead to social benefits for the rural area which is a result of increased wealth and economic prosperity.
- 9.4 The Tourism policies in the countryside are influenced by the need to protect our natural heritage for future generations and the tourism policies in the countryside will impact differently on people living in urban and rural areas. The policies include one to safeguard tourism assets as well as policies for tourism development in the urban and countryside areas. They will primarily impact on the people in rural areas. The policies will attract more visitors resulting in a beneficial impact on the rural economy and will result in employment opportunities that will benefit the rural community.

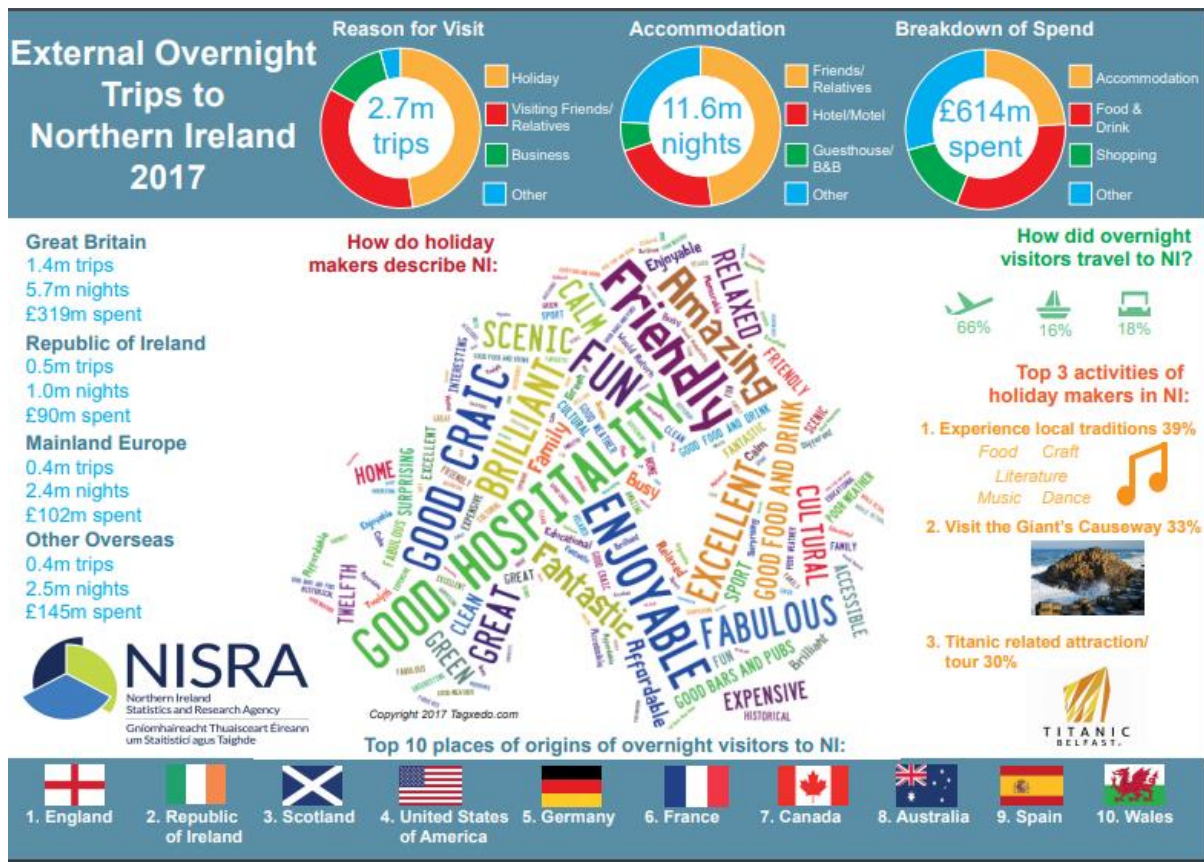
Appendix

1.0 Examples of a broad range of Tourism across the District (Source: DC&SDC, as at 2019)

Tourism Category	Tourism Name
Activity	Action Extreme Northern Ireland
Activity(Multi) & Accommodation	Ardmoure House & Stables
ctivity(Multi) & Accommodation	Adventure Tours NI
Activity- Angling/ Hunting/Food- Artesan Producers & Accommodation	Abercorn Estates
Angling- Fish And Tackle	N&M Tackle
Angling- Fish And Tackle	River Mourne Guns And Tackle
Angling- Fish And Tackle	The Bridge Guns & Tackle
Angling- Other	Moyagh Trout Fishery
Arts & Crafts	Artistic Hands
Arts & Crafts	Banba Design & Strabane Craft Collective
Arts & Crafts & Accommodation	Crafty Goings On Studio
Arts & Crafts	Crafty Yarns
Arts & Crafts	Creative Productions Art Gallery
Arts & Crafts	Holy Hill Crafts
	Lilly Annabella
Arts & Crafts	Martin McGrinder- Artist Studio Gallery
Arts & Crafts	Mill Pottery
Arts & Crafts	Tracey O' Neill Art
Arts & Crafts	Urney Creations
Arts & Crafts	Woodside Crafts & Supplies
Attraction & Equestrian	Barrontop Fun Farm
Attraction- Other Social Farm & Arts/Crafts	Bradkeel Social Farm
Attraction- Other Social Farm	Butterlope Farm
Attraction & Restaurant	Sion Stables
Attraction	Gray Printers, Strabane
Attraction	The Wilson Ancestral Home, Dergalt-Strbane
	Ashlee Riding Centre
Equestrian	Ballyskeagh Stables
Equestrian	Tullywhisker Riding School
Golf	Hill Valley Golf Centre
Golf	Newtownstewart Golf Club
Golf	Strabane Golf Club
Guiding	About The Sperrins
	City Of Derry Equestrian Centre
	Ardmore Equestrian Centre
	Claudy Cycles
	Far And Wild (Cycle Sperrins Parent Company)
	Shamrock Adventures
	Landscape and Countryside Tours
	Oakfire Adventures
	Campsie Karting
	Oaks Fishery
	City Of Derry Golf Club

	Faughan Valley Golf Club
	Foyle Golf Centre City Walls and City Sightseeing McCrossan Walking Tours
	City Walls and City Sightseeing McCrossan Walking Tours
	Cutting Edge Helicopters Ltd
	http://www.canoeni.com/where-to-paddle/white-water/

2.0 Tourism Statistics



Source: NISRA Tourism Statistics Bulletin:

2021 Update: Note that the latest NI Tourism Statistics can be viewed at the Tourism NI and NISRA websites: [https://www.tourismni.com/industry-insights/tourism-performance-statistics/#:~:text=Figures%20relate%20to%20overnight%20trips,from%20NI%20\(%2B5%25\).](https://www.tourismni.com/industry-insights/tourism-performance-statistics/#:~:text=Figures%20relate%20to%20overnight%20trips,from%20NI%20(%2B5%25).)

<https://www.nisra.gov.uk/statistics/tourism>

3.0 Local Government District Tourism Estimates 2017

2021 Update: Note that the latest Local Government Tourism Statistics can be viewed at the NISRA website (& DCSDC Tourism Dept.). The tourism statistics for 2019 were published in November 2020. There are also some ‘alternative-source’ statistics available for 2020/21 (due to Covid-related disruptions); see:

<https://www.nisra.gov.uk/statistics/tourism/local-government-district-tourism-statistics>

<https://www.nisra.gov.uk/sites/nisra.gov.uk/files/publications/LGD-Infographic-Derry-Strabane-2019.pdf>

<https://www.derrystrabane.com/Subsites/Derry-and-Strabane-Statistics/Tourism>

<https://www.tourismni.com/globalassets/industry-insights/local-gov-district-tourism-statistics/lgd-2019/lgd-all-fact-cards-2019.pdf>

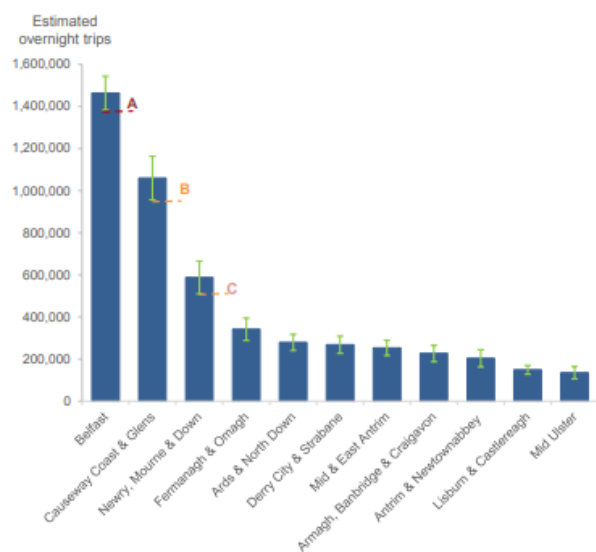
The Statistics below are those from the original LDP dPS in December 2019.

Estimated overnight trips by LGD

- Figure 1a shows the estimated overnight trips taken in each LGD, including upper and lower confidence limits. Where these limits overlap between estimates, we say there is “no statistically significant difference”. This means that we cannot conclude that any difference in estimate isn’t due to chance. Further information on confidence intervals can be found on this [link](#).
- The estimates show that Belfast LGD experienced the highest number of overnight trips of any Local Government District during 2017 (1.5 million overnight trips). It can be seen in Figure 1a (point A) that the lowest limit of the estimate of trips to Belfast LGD is above the higher limit for any other LGD. Therefore, this is statistically significant and it can be said that Belfast LGD has the highest number of overnight trips of all LGDs in Northern Ireland.
- Similarly, Causeway Coast & Glens LGD (point B) and Newry, Mourne & Down (point C) have higher lower limits than the upper limits of those LGDs with fewer overnight trips.
- Figure 1b on the next page shows the estimated overnight trips in a thematic map.

See [link](#) for data

Figure 1a: Estimated Overnight Trips by Local Government District (thousands) 2017



Source: NISRA Tourism Statistics Bulletin:

Figure 1: Estimated overnight Trips, Nights and Expenditure, DCSDC, 2011 – 2018



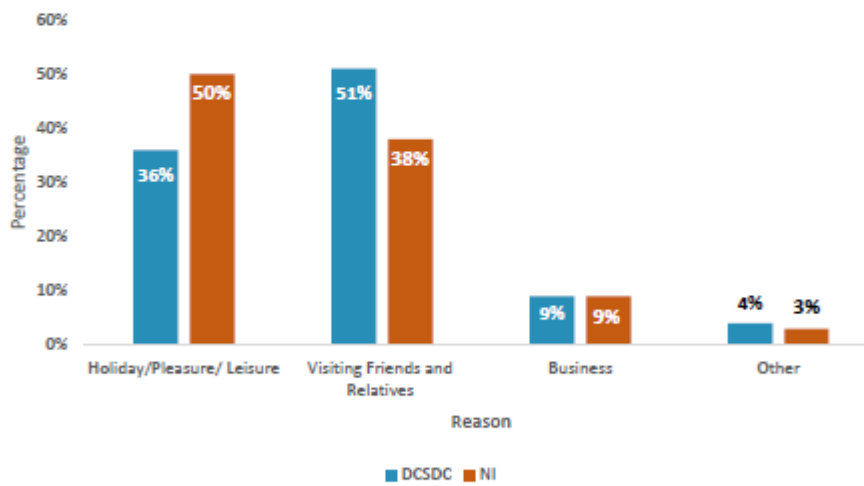
Source: NISRA, Tourism statistics

- 2013 was an obvious peak in tourism statistics in recent years due to the success of the UK City of Culture.
- In 2018, there were an estimated 334,874 overnight trips, incorporating a total of 1,025,913 nights. This led to an estimated expenditure of £55,433,203.

Table 2: Estimated average overnight trips in DCSDC and NI, by reason for visit, 3-year average (2016-2018)

Reason	DCSDC		NI
	Number	%	%
Holiday/Pleasure/ Leisure	105,560	36%	50%
Visiting Friends and Relatives	151,154	51%	38%
Business	26,622	9%	9%
Other	12,703	4%	3%
Total	296,038	100%	100%

Figure 2: Estimated average overnight trips in DCSDC and NI, by reason for visit, 3-year average (2016-18)



Source: NISRA, Tourism statistics

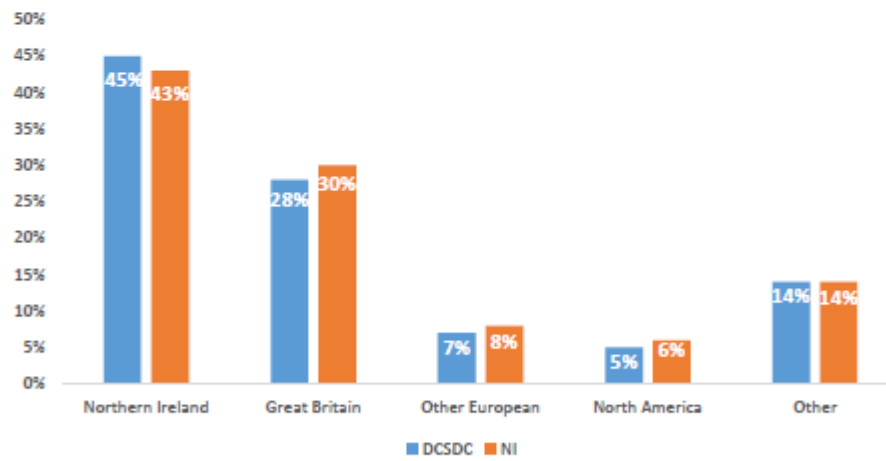
- The single largest reason (51%) for overnight trips to DCSDC was to visit friends and relatives (38% in NI).
- The proportion of overnight trips to DCSDC, in the period 2016-2018, for holiday/pleasure/leisure stood at 36%. This was lower than the rate for NI, which stood at 50%.

Table 3: Estimated average overnight trips in DCSDC and NI, by place of origin, 3-year average (2016-18)

Reason	DCSDC		NI
	Number	%	%
Northern Ireland	132,876	45%	43%
Great Britain	84,328	28%	30%
Other European	20,603	7%	8%
North America	16,235	5%	6%
Other	41,997	14%	14%
Total	296,038	100%	100%

Source: NISRA, Tourism statistics

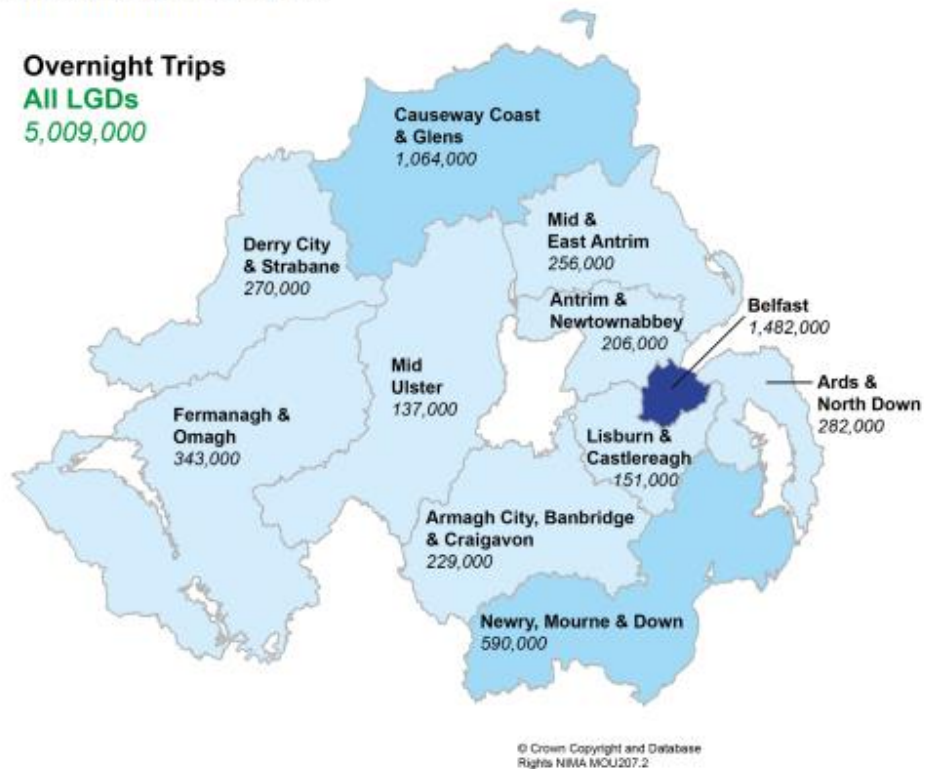
Figure 3: Estimated average overnight trips in DCSDC and NI, by place of origin, 3-year average (2016-2018)



Source: NISRA, Tourism statistics

- It was estimated that 132,876 (45%) of overnight trips originated within NI and 84,328 (28%) originated in GB.

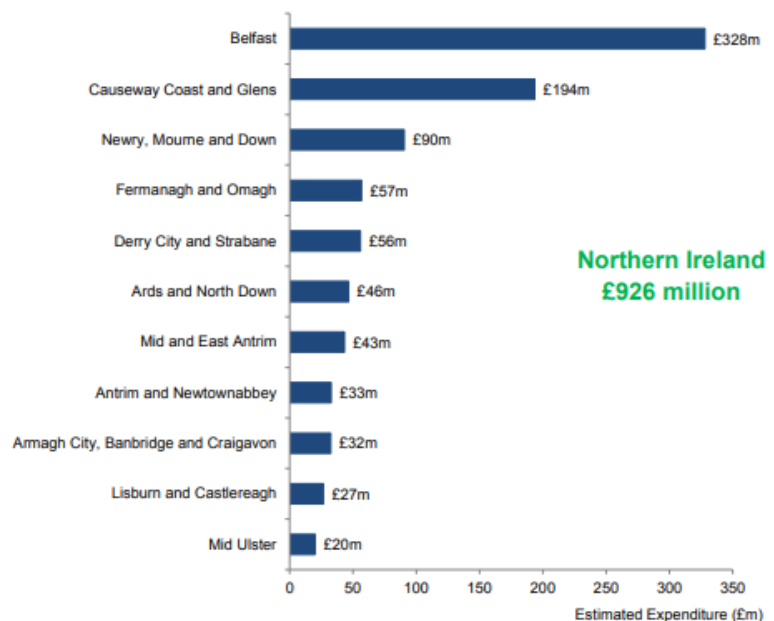
Figure 1b: Map of 2017 estimated overnight trips¹ by LGD



Estimated expenditure associated with Overnight Trips

- Figure 2a shows the estimated expenditure associated with overnight trips taken in each Local Government District (2017). This data is also shown in thematic map form in Figure 2b on the next page.
- As would be expected, this picture broadly follows the pattern of estimated number of overnight trips. In total £926 million was spent on overnight trips across Northern Ireland, with £328 million or 35% spent in Belfast LGD. An estimated further £194 million (21%) was spent in Causeway Coast & Glens LGD.
- Although it should be noted that over time there have been fluctuations in the estimated expenditure in each LGD.

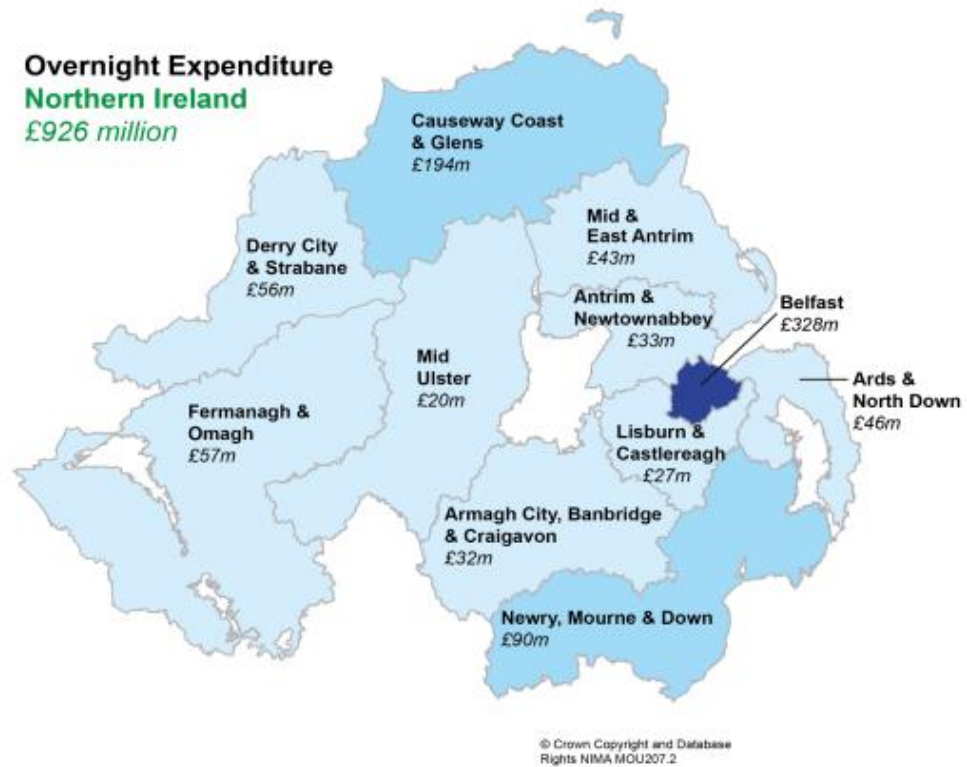
Figure 2a: Estimated expenditure (£m) on Overnight Trips by Local Government District, 2017



See [link](#) for data

Source: NISRA Tourism Statistics Bulletin:

Figure 2b: Map of estimated expenditure (£m) on overnight trips by LGD, 2017



Source: NISRA Tourism Statistics Bulletin:

Derry City & Strabane District Council LDP Draft Plan Strategy – Tourism Development

Figures 3a-c: Estimated overnight trips by reason for visit by LGD (3 year rolling average 2015-2017)

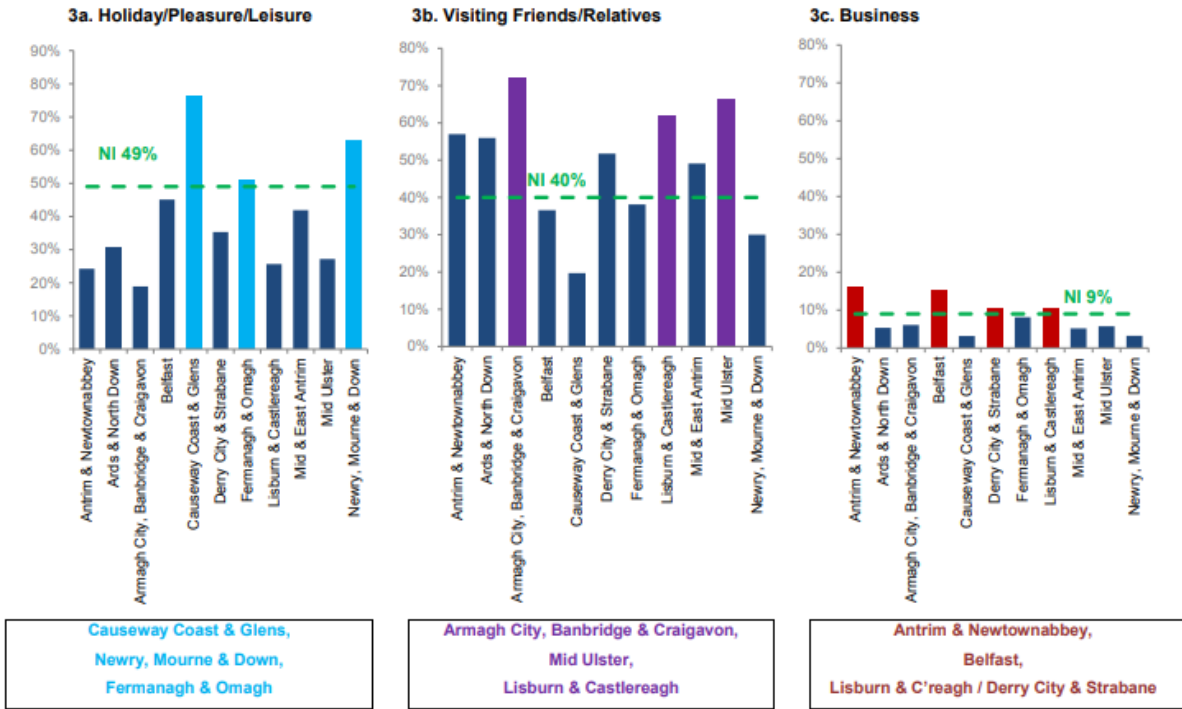
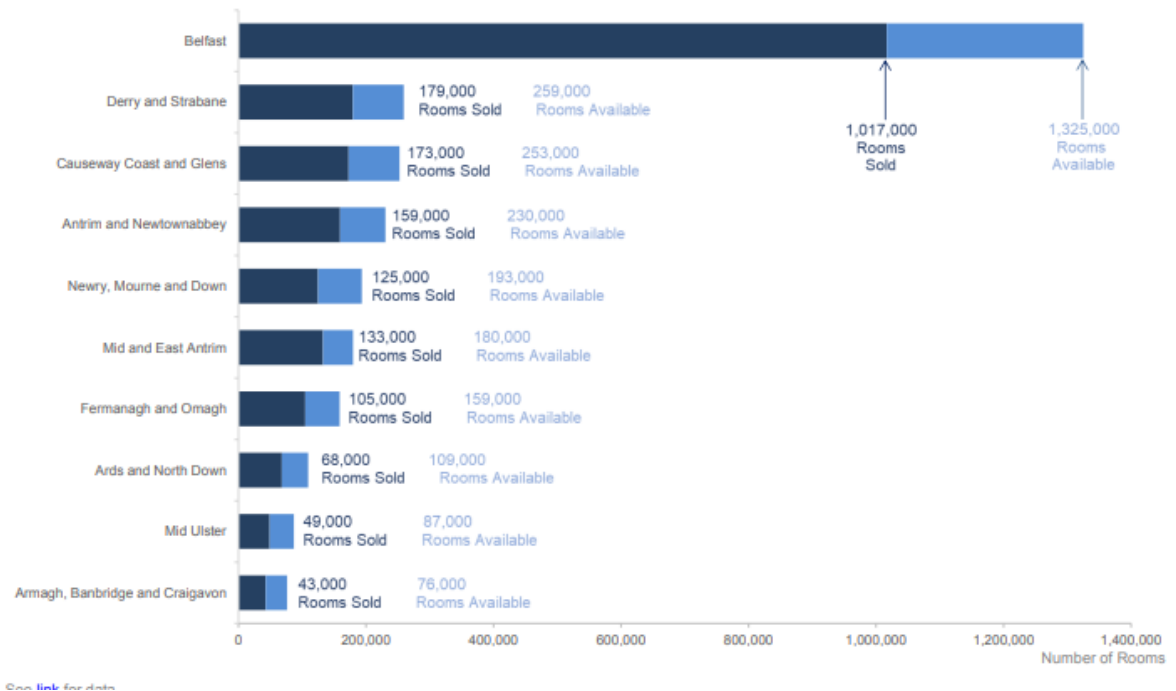
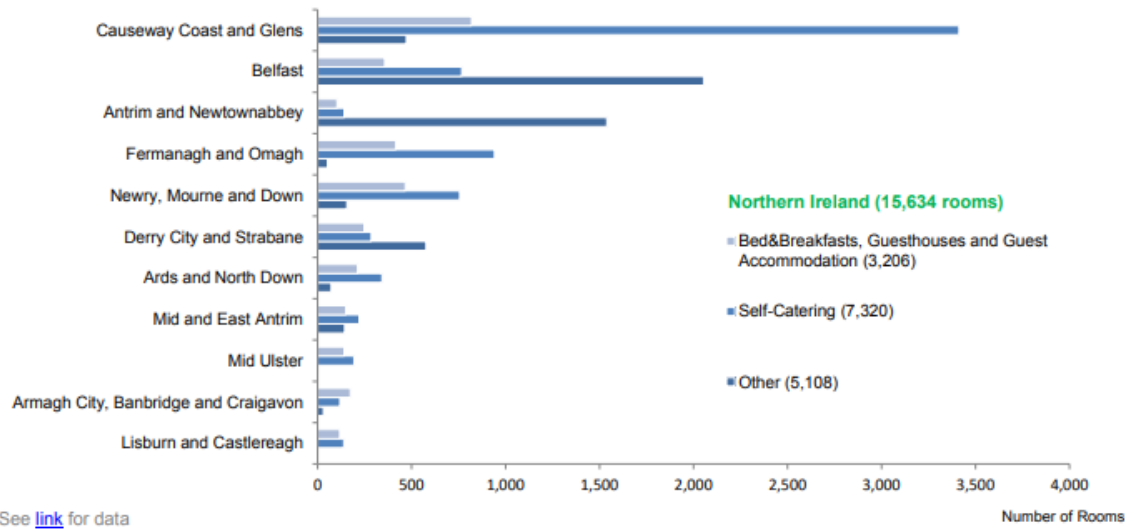


Figure 4: Annual number of rooms available¹ and estimated number of rooms sold in hotel accommodation by LGD, 2017



Source: NISRA Tourism Statistics Bulletin:- 2017

Figure 5: Number of rooms available in other licensed accommodation by type and LGD, 2017

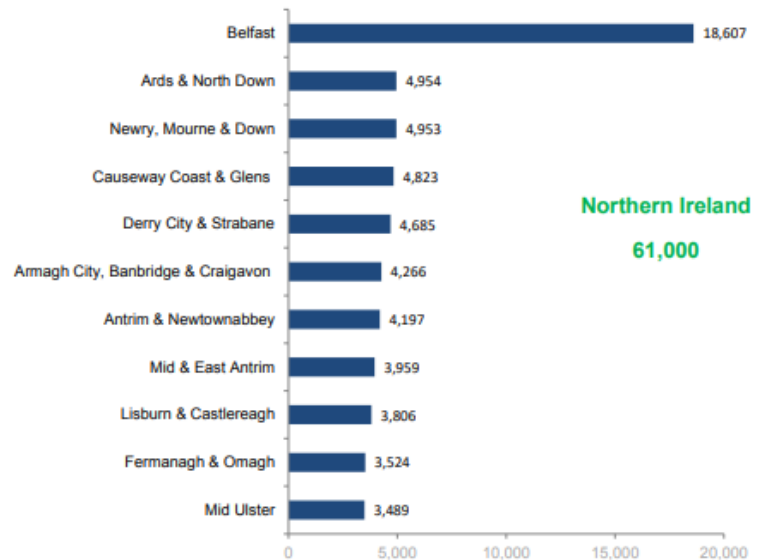


Source: NISRA Tourism Statistics Bulletin:

Employee jobs in tourism characteristic industries

- Employee jobs in tourism characteristic industries relates to a number of different business areas, most notably hotels and restaurants.
- Figure 7 gives an indication on the number of employee jobs in tourism characteristic industries in each local area. In total, in 2015 there were just an estimated 717,000 employee jobs in Northern Ireland, of which 61,000 (9%) are in tourism characteristic industries.
- Within Northern Ireland, Belfast LGD accounts for 30% of the total. When looking at the relative importance of the tourism industry within local areas, local employment in the tourism industry is higher in Ards & North Down (13%) and Causeway Coast & Glens (12%) LGDs.

Figure 7: Employee jobs in tourism characteristic industries by Local Government Districts 2015



Cruise ships

- Cruise ships are one part of the day trip market for which there are reliable local figures. Figure 8 shows the trend in the number of cruise ships docking at local ports – see background note 11.
- In 2017, 93 cruise ships docked in Belfast port, 9 in Londonderry port and 10 in other NI ports. The figures show an increase in numbers of people visiting Northern Ireland from cruise ships, up from a potential 58,000 passengers and crew in 2011 to 168,000 passengers and crew in 2017.
- Many cruise ship passengers will go on trips to other areas (for example from Belfast to the Giant’s Causeway). However these trips are classified as day trips and are not included in the overall figures in this bulletin.

Figure 8: Total cruise ship numbers & passengers and crew on board docking at NI ports (2011-2017)



LOCAL GOVERNMENT DISTRICT TOURISM ESTIMATES 2015

LGD	TRIPS	% of NI Trips	NIGHTS	% of NI Nights	SPEND (£)	% of NI Spend	Average spend per trip	Average spend per night	Average number of nights
Antrim & Newtownabbey	204,290	4%	672,902	4%	34,164,529	4%	£167.24	£50.77	3.3
Ards & North Down	376,755	8%	1,397,895	9%	51,013,302	7%	£135.40	£36.49	3.7
Armagh City, Banbridge & Craigavon	149,449	3%	562,866	4%	22,476,581	3%	£150.40	£39.93	3.8
Belfast	1,361,193	29%	4,237,733	27%	278,034,119	37%	£204.26	£65.61	3.1
Causeway Coast & Glens	911,388	20%	3,141,914	20%	136,770,965	18%	£150.07	£43.53	3.4
Derry City & Strabane	223,172	5%	889,416	6%	42,502,028	6%	£190.45	£47.79	4.0
Fermanagh & Omagh	341,051	7%	1,136,816	7%	54,585,277	7%	£160.05	£48.02	3.3
Lisburn & Castlereagh City	130,924	3%	714,336	5%	24,910,212	3%	£190.26	£34.87	5.5
Mid & East Antrim	382,224	8%	1,007,755	7%	45,628,631	6%	£119.38	£45.28	2.6
Mid Ulster	155,708	3%	613,667	4%	22,285,891	3%	£143.13	£36.32	3.9
Newry, Mourne & Down	404,442	9%	1,056,896	7%	47,736,730	6%	£118.03	£45.17	2.6
TOTAL	4,640,596	100%	15,432,195	100%	760,108,265	100%	£163.80	£49.25	3.3

2021 Update: Note that the latest Local Government Tourism Estimates, for 2019, can be viewed at the Tourismni website; see:

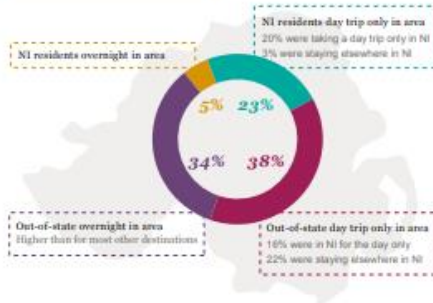
<https://www.tourismni.com/globalassets/industry-insights/local-gov-district-tourism-statistics/lgd-2019/lgd-summary-tourism-estimates-2017-2019-v2.pdf>

Tourism NI Statistics

DESTINATION DERRY~LONDONDERRY

Derry~Londonderry is a cultural destination with a strong sense of place that attracts a bigger proportion of leisure visitors from out-of-state than any other destination. While nearly half of these out-of-state visitors are staying over, many are taking a day trip only in the area, either staying elsewhere in NI or only visiting NI for the day

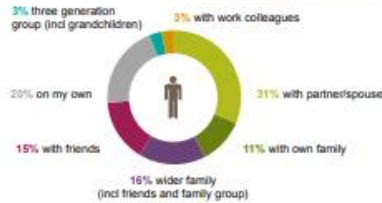
LEISURE VISITORS



ORIGIN OF THOSE VISITING DESTINATION



PARTY TYPE



AGE

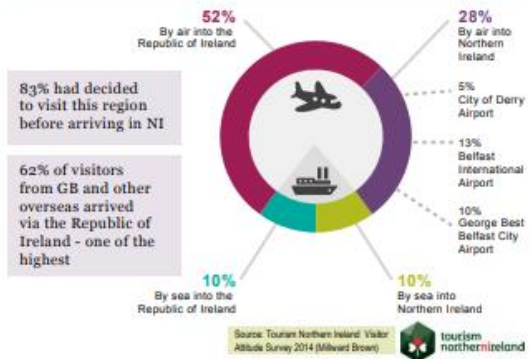


Compared to other destinations, a high number of visitors were travelling on their own

Visitors were also least likely by far to have children in their party (17%), therefore wanting lots for children to do was low in terms of motivation for taking the trip in the first place

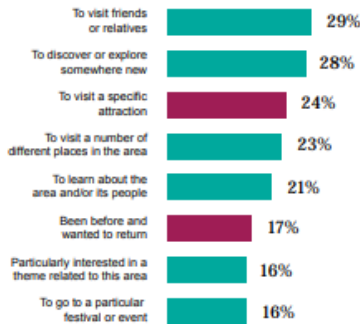
Overnight visitors stayed for **4.08** nights on average

MEANS OF TRANSPORT INTO ISLAND OF IRELAND



DESTINATION DERRY~LONDONDERRY

KEY REASONS TO VISIT



■ Higher* than average for all destinations
 ■ Lower* than average for all destinations
 *Not necessarily significantly higher or lower

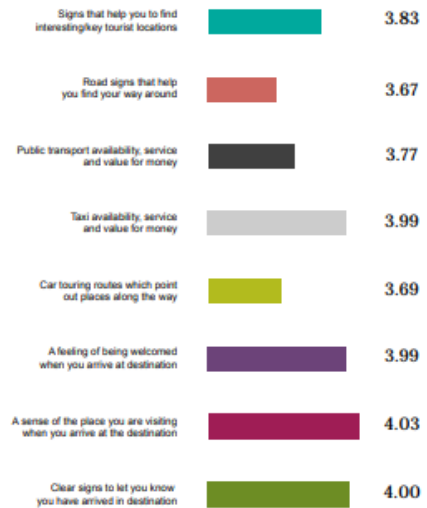
Visitors were less likely, compared to other regions, to be visiting a specific attraction. This destination would instead appear to have a broader appeal with a wider range of reasons for visiting and a greater breadth of tourism offer

56% of all visitors chose this destination specifically to visit in order to experience finding out about stories, histories and legends of Northern Ireland

In terms of motivation for visiting NI in the first place, wanting to explore the history and culture and discover what the people and place are about was the most widely cited (42%) amongst those from GB and other overseas, more likely to be a motivation amongst visitors to this region than for any other

ARRIVAL AND GETTING AROUND

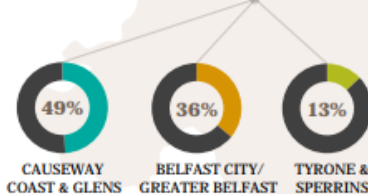
In terms of the welcome on arriving into the region and other aspects regarding getting around, this region is relatively highly rated, scoring amongst the top three across most measures. While some issues could well be improved there is a strong sense of place and welcome (see average comparisons on Pp 7-8). Ratings were generally more positive amongst NI visitors



Mean scores 5=Excellent Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown) tourism northernireland

OTHER KEY DESTINATIONS ALSO VISITED

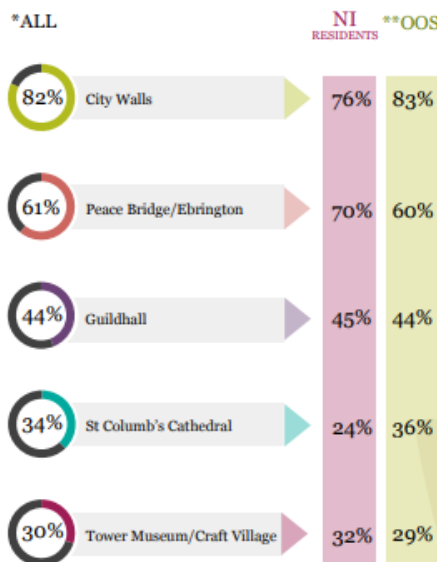
Out-of-State visitors also visited:



80% of visitors from GB and other overseas also visited the Republic of Ireland on the same trip and were more likely than most to visit Donegal, Galway, Kerry and Cork

DESTINATION DERRY~LONDONDERRY

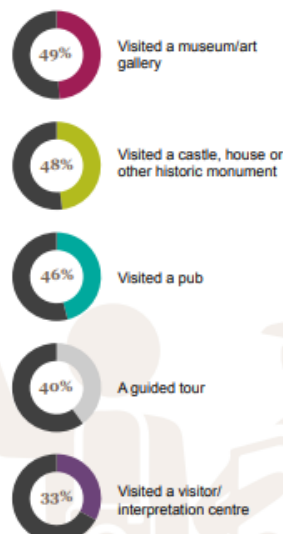
POPULAR PLACES VISITED



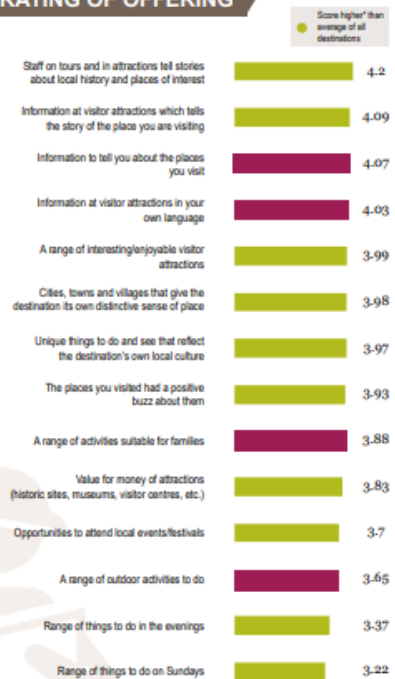
*Based on all visitors to the region
 **OOS refers to visitors from outside of NI

Cultural activities featured highly amongst the types of things visitors participated in. Compared to other regions participation in these activities was high, demonstrating the wide ranging, varied and strong cultural offering in this region. Central to this offer was a broad range of supporting experiences and opportunity to meet local people

ACTIVITIES



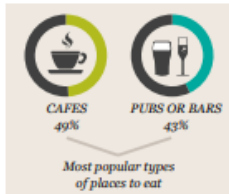
RATING OF OFFERING



Mean scores 5=Excellent Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown) tourism northernireland

DESTINATION DERRY~LONDONDERRY

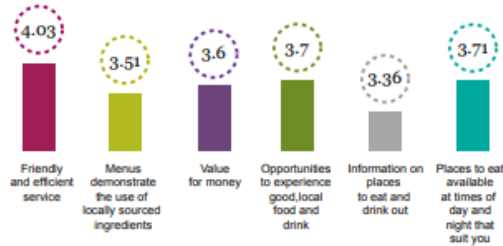
PLACES TO EAT



Domestic visitors tended to rate this region better in terms of eating out than Out-of-State visitors

Mean scores
 5=Excellent

All ratings are close to average of all destinations

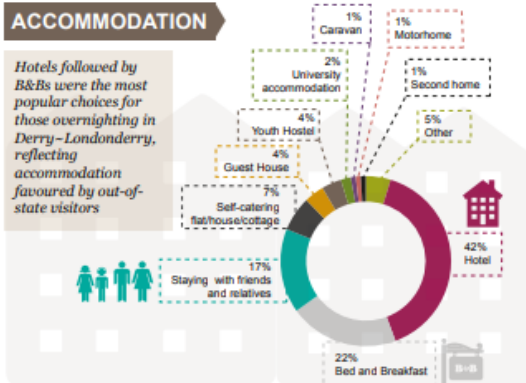


VISITOR INFORMATION

Visitor Information Centres were rated very highly across Northern Ireland for all measures, especially for having friendly and efficient service and staff that convey a sense of pride or belief in their local area. The rating of the centre in this area was similarly very positive and highly comparable with other regions

ACCOMMODATION

Hotels followed by B&Bs were the most popular choices for those overnighing in Derry~Londonderry, reflecting accommodation favoured by out-of-state visitors



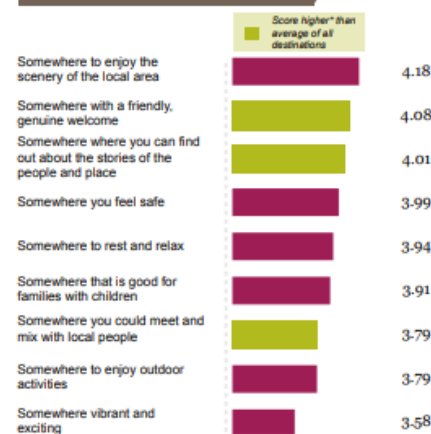
Mean scores
 5=Excellent

While in relative terms, this region was not rated very highly for many factors of accommodation provision, generally receiving scores close to or below average. It is with regard to those attributes with a 'people' aspect that it does score better, again emphasizing the friendly image of this region

Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Milward Brown) tourismnorthernireland

DESTINATION DERRY~LONDONDERRY

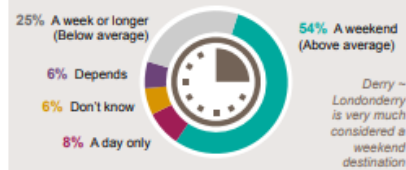
DESTINATION EXPERIENCE



*Not necessarily significantly higher

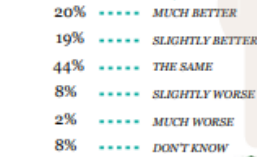
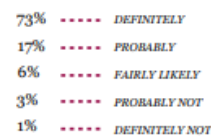
Mean scores 5=Excellent

VISITORS THOUGHT THERE WOULD BE ENOUGH TO DO IN THIS DESTINATION FOR:



DESTINATION RATINGS

Overall visitors had a good time in this region, often much better than expected, and as such they are highly likely to recommend the area to friends and family. In terms of its competitiveness with other destinations outside NI, it was rated close to the average of all NI regions, more likely to be perceived as the same rather than better. Unlike most other regions, this area was generally more highly rated by NI residents

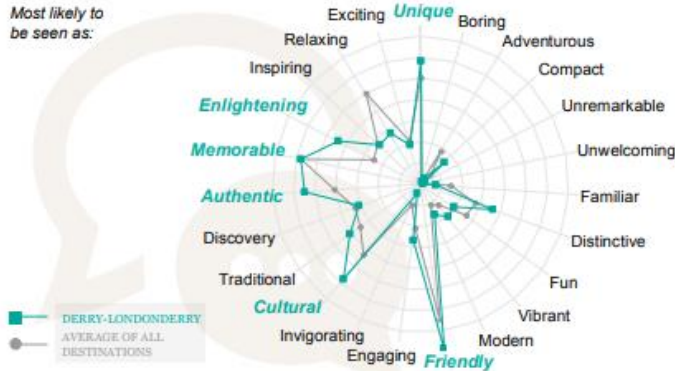


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Milward Brown) tourismnorthernireland

DESTINATION DERRY~LONDONDERRY

WORDS CHOSEN TO DESCRIBE DESTINATION

Most likely to be seen as:



Compared to all other regions, this destination was more likely to be seen as Friendly (79%), Cultural (58%), Authentic (55%) and Enlightening (44%) and more likely than most other areas to be described as Unique (58%) and Memorable (58%)

Visitors to this area were more likely than others to share their experience by leaving online reviews and overall one of least likely to have done nothing following their trip. Half (close to average) of those staying over rated online reviews as at least very important. Official grading was rated less important (37%)



Uploaded trip photos



Left online reviews

MEMORABLE EXPERIENCES



"The tour guide for the Walking Tour through the city was able to bring the walls alive and made our walk through Derry incredibly enlightening and historical while also keeping it relaxed and fun."



"We took our time walking around Derry's walls and soaked in the sense of history and time. Loved it."



"Derry - Tower Museum gave us a sense of history. Walking around town gave a sense of the community & friendliness."



"Chatting to some of the locals in Peader O'Donnell's pub. They immediately knew us as visitors and were so friendly and welcoming and were prepared to instigate conversations which were always fun."



"Derry. Amazing town with an incredible history."

Source: Tourism Northern Ireland, Visitor Attitude Survey 2014 (Milward Brown)



DESTINATION DERRY~LONDONDERRY

MEASURE

MEASURE	DERRY - LONDONDERRY	AVERAGE FOR ALL DESTINATIONS
Visitor Information Centre - Friendliness and efficiency of service	4.49	4.49
Visitor Information Centre - Availability of useful information	4.35	4.42
Visitor Information Centre - Staff convey a sense of pride / belief in their local area	4.47	4.4
Visitor Information Centre - Staff provided ideas about things to see and do	4.37	4.38
Somewhere to enjoy the scenery of the local area	4.18	4.22
Visitor Information Centre - Suitable opening times	4.18	4.16
Friendly and informative staff (accommodation)	4.05	4.14
Information at visitor attractions in your own language	4.03	4.1
Transport connections to and from the air or sea port (e.g. buses/car hire/taxis)	4.07	4.09
The availability of useful information to help you to plan your trip	4.07	4.08
That it is somewhere you feel safe	3.99	4.07
Staff convey a sense of pride/belief in the local area (accommodation)	4.05	4.05
The staff / hosts help make this trip a more enjoyable experience (accommodation)	3.93	4.05
That it is somewhere friendly, genuine, welcome	4.08	4.04
Staff on tours and in attractions tell stories about the local history and places of interest	4.2	4.04
That it is somewhere that is good for families with children	3.91	4.03
Ease of finding suitable accommodation	3.97	4.02
That it is somewhere to rest and relax	3.94	4.02
Information to tell you about the places you visit	4.07	4.01
Information at visitor attractions which tells the story of the place you are visiting	4.09	4
Sense of the place when you arrive in NI	4	4
Efficient customer service in accommodation	3.99	3.99
A sense of the place you are visiting when you arrive at your destination	4.03	3.99
Feeling of being welcomed when you arrive in NI	3.99	3.97
Friendly and efficient service in places to eat out	4.03	3.96
Availability/ease of finding information about the different regions within NI	4.01	3.95
Somewhere to enjoy outdoor activities	3.79	3.95
The places you visit have a positive buzz about them	3.93	3.92
A feeling of being welcomed when you arrive in chosen destination	3.99	3.9
Range of interesting/enjoyable visitor attractions	3.99	3.9
A range of activities suitable for families	3.88	3.89
Information on things to do / see in local area (accommodation)	3.88	3.89

The table above and on the next page provides a summary of all ratings used in the survey, presented in order according to the average rating given across all 9 destinations. Scores are based on the scale where 5=excellent, 4=very good, 3=good, 2=fair and 1=poor. Differences between scores for the destination and the average of all 9 destinations are not necessarily significant.

Source: Tourism Northern Ireland, Visitor Attitude Survey 2014 (Milward Brown)



DESTINATION DERRY~LONDONDERRY

● Higher than average of all
 ● Equal to average of all
 ● Lower than average of all

MEASURE	DERRY - LONDONDERRY	AVERAGE FOR ALL DESTINATIONS
Clear signs to let you know when you have arrived in your destination	4	3.88
Accommodation that is a key part of the holiday experience itself	3.81	3.88
Value for money of accommodation	3.8	3.82
Signs that help you find interesting /key tourist locations	3.83	3.8
The availability of tourist information at the air or sea port you arrive at (Excludes NI & ROI residents)	3.74	3.78
Staff tell you about what is unique about the local area (accommodation)	3.83	3.75
That you are able to find out about the stories of the people and place you are visiting	4.01	3.74
A range of outdoor activities to do	3.65	3.73
Unique things to do and see that reflect the destination's own local culture	3.97	3.72
Accommodation that is distinctive to the destination	3.72	3.71
Clear signs to let you know when you have arrived in NI	3.71	3.71
Road signs that help you to find your way around	3.67	3.69
Cities, towns and villages that give the destination its own distinctive sense of place	3.98	3.69
Opportunities to experience good local food and drink	3.7	3.64
That you are able to meet and mix with local people	3.79	3.61
Car touring routes which point out places to visit along the way	3.69	3.61
Taxi availability service and value for money	3.99	3.61
That it is somewhere vibrant and exciting	3.58	3.61
Places to eat available at the times of day and night that suit you	3.71	3.59
Value for money of attractions (historic sites/museums/visitor centres)	3.83	3.58
Opportunities to attend local events/ festivals	3.7	3.55
Public transport availability service and value for money	3.77	3.54
Value for money of places to eat out	3.6	3.51
Menus demonstrate the use of locally sourced ingredients	3.51	3.45
Information on places to eat and drink out	3.36	3.33
Range of things to do in the evenings	3.37	3.16
Range of things to do on Sundays	3.22	3.14

Further information is available on www.tourismni.com

For a full report and to access Tourism NI's fact cards for the other key tourism destinations click the arrow

The table above and on the previous page provides a summary of all ratings used in the survey, presented in order according to the average rating given across all 9 destinations. Scores are based on the scale where 5=excellent, 4=very good, 3=good, 2=fair and 1=poor. Differences between scores for the destination and the average of all 9 destinations are not necessarily significant

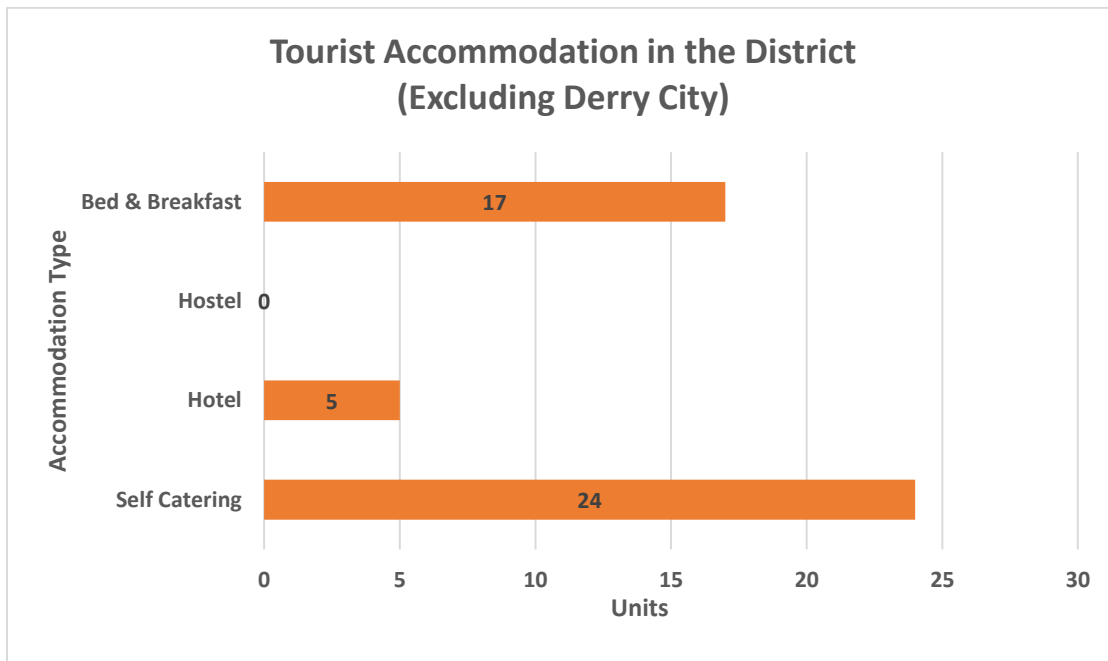
For Tourism NI's fact cards on the value and volume of tourism in each of the 9 key tourism destinations and 11 council areas (based on data released by NISRA) click the arrow

For further information please contact Anne-Marie Montgomery at Tourism NI (a.montgomery@tourismni.com)

Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Midward Brown)



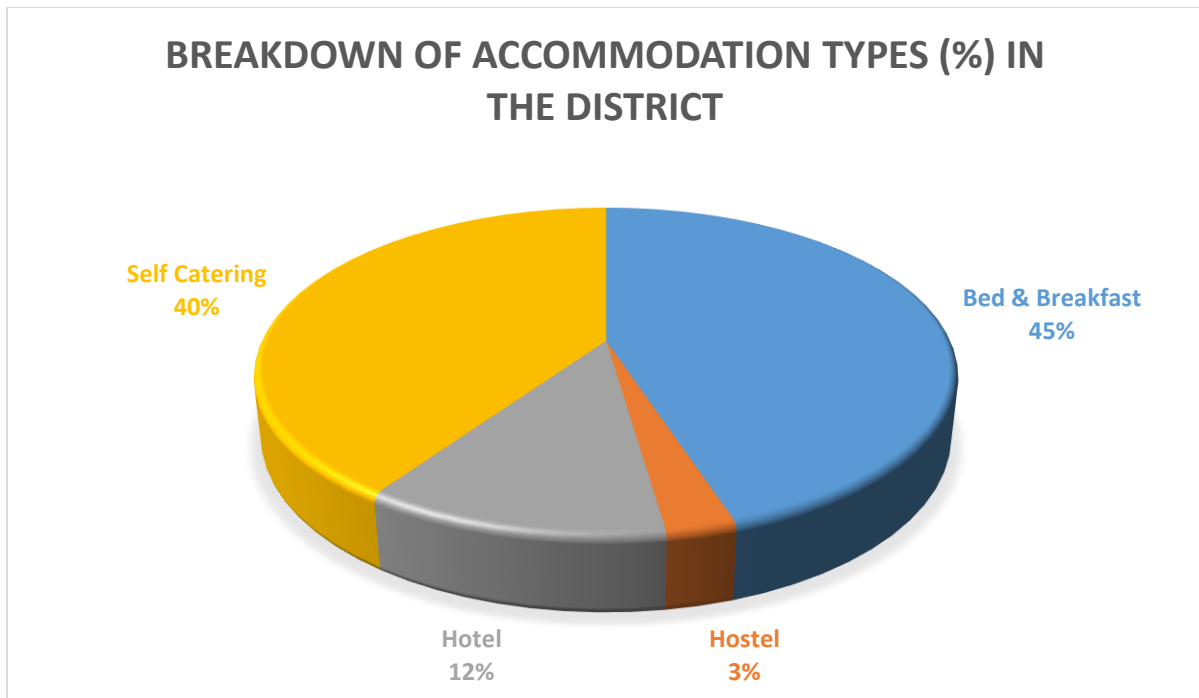
3.0 Accommodation in the District



Source: DCSDC Tourism section (Information as of June 2018)



Source: DCSDC Tourism section (Information as of June 2018)

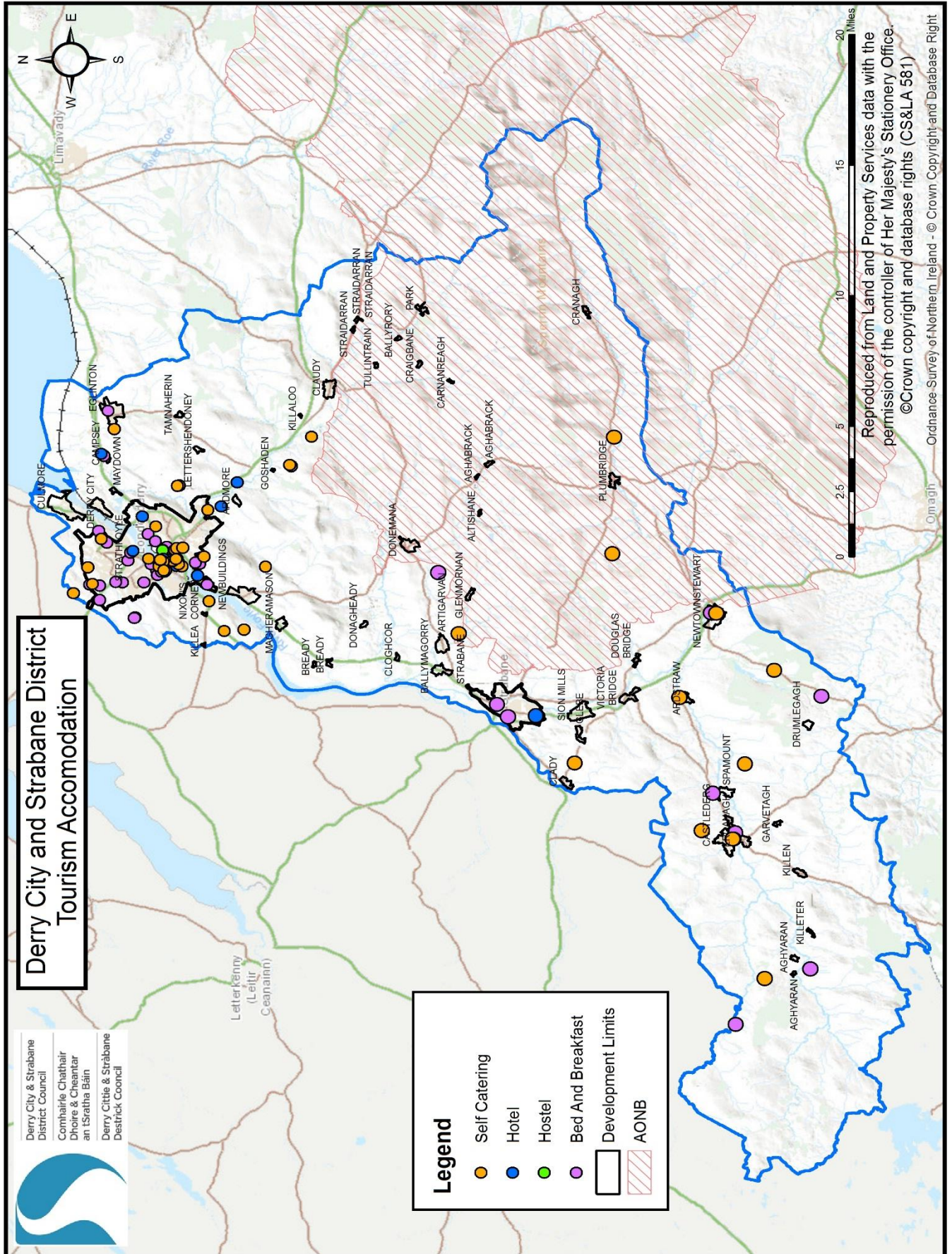


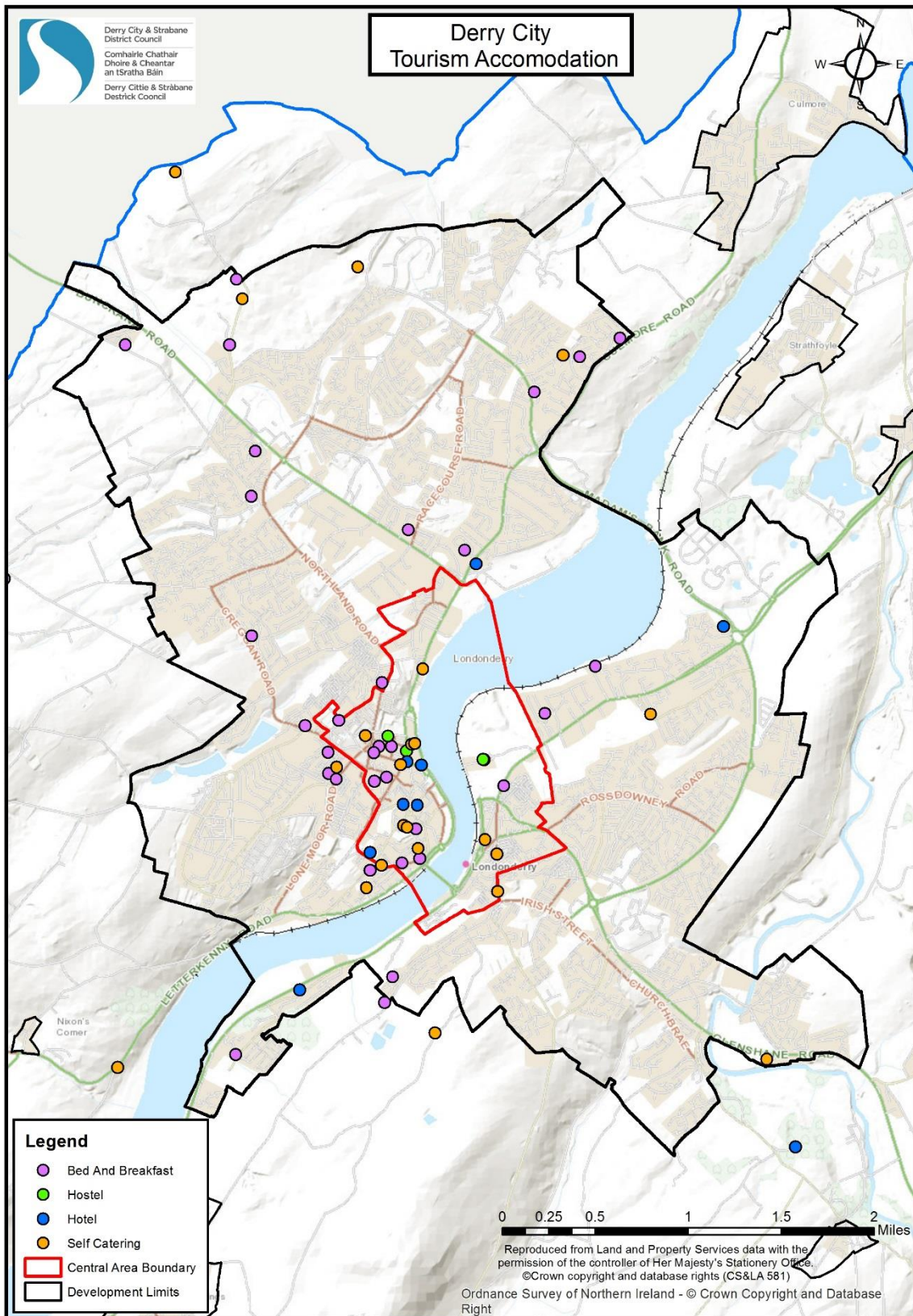
Source: DCSDC Tourism section (Information as of June 2018)

Tourist accommodation within the District

Accommodation Type	Number
Bed & Breakfast	49
Hostel	3
Hotel	13
Self Catering	44
Total	109

Source: DCSDC Tourism section (Information as of June 2018)





4.0 Tourism Amenities in the District

Source: Derry City and Strabane District Council Tourism section (information as of June 2018)

Category	Name	Address	Website
Activity Centres	Creggan Country Park	Westway, Creggan	creggancountrypark.com
Activity Centres	Oakfire Adventures	227 Glenshane Road	oakfireadventures.com
Activity Providers	Far & Wild	St Columb's Park House, 4 Limavady Rd	http://farandwild.org/
Activity Providers	Claudy Cycles	556 Baranailt Rd	https://www.claudycycles.co.uk/
Arts Organisations	Legacy Promotions	Unit 1 Iona Business Park	N/A
Arts Organisations	McKinney Academy of Dance	N/A	N/A
Arts Organisations	Sollus Cultural Promotions	251 Victoria Rd	solluspromotions.com
Arts Organisations	Echo Echo	Waterloo House, Magazine Street	http://www.echoechodance.com/
Arts Organisations	In Your Space Circus	44a Waterloo St	http://www.inyourspaceni.org/
Arts/Performance Venues	Culturlann Ui Chanain	Great James St	http://culturlann.org/
Arts/Performance Venues	St Columb's Hall	Orchard St	www.stcolumbshall.com
Arts/Performance Venues	Studio 2- Greater Community Arts	2-3, Foyle Business Park, Skeoge Industrial Estate.	http://studio2derry.com/contact-us/
Aviation	Amelia Earhart Landing	Gallagher's Field, Ballyarnett Country Park	http://www.aeladerry.com/

Craft/Retail Outlets	Above & Beyond	1 Guildhall St	https://discovernorthernireland.com/Above-and-Beyond-Londonderry-Derry-P57571/
Craft/Retail Outlets	Belleek Living	Debenhams, Foyleside Shopping Centre	N/A
Craft/Retail Outlets	Checkpoint Charlie	35 Waterloo St	https://en-gb.facebook.com/pg/Checkpoint-Charlie-Derry-295549457291263/about/?ref=page_internal
Craft/Retail Outlets	City of Derry Crystal	Craft Village, Shipquay St	http://derrycrystal.com/
Craft/Retail Outlets	D Cooley Jewellers	22 - 24 Shipquay St	http://cooleyjewellers.co.uk/
Craft/Retail Outlets	Derry Designer Makers	24, Craft Village, Shipquay St	http://www.derrycraftvillage.com/shops/derry-design-makers/
Craft/Retail Outlets	The Donegal Shop	8 Shipquay St	http://www.thedonegalshop.com/
Craft/Retail Outlets	Edel Mc Bride Knitwear Designer	20 The Craft Village	http://www.edelmacbride.com/
Craft/Retail Outlets	Faller The Jeweller	12 Strand Rd	http://www.faller.com/
Craft/Retail Outlets	The Gift Box	32 Shipquay St	https://discovernorthernireland.com/The-Gift-Box-Londonderry-Derry-P8126/
Craft/Retail Outlets	The Irish Shop	12 The Craft Village	http://www.derrycraftvillage.com/shops/irish-shop/
Craft/Retail Outlets	Lunn's	10 Shipquay St	https://www.lunns.com/
Craft/Retail Outlets	Moran's Retail Ltd	138 Strand Rd	https://morans.com/
Craft/Retail Outlets	Number 19 Craft & Design	19, Craft Village, Shipquay St	www.number19craftanddesign.com

Craft/Retail Outlets	Veritas	20 Shipquay St	https://christianbookshops.org.uk/veritasderry.htm
Craft/Retail Outlets	Walled City Crafters	32 The Craft Village, Shipquay Street	http://www.derrycraftvillage.com/shops/walled-city-crafters/
Craft/Retail Outlets	Bedlam	20 Bishop St	http://www.bedlamderry.com/
Craft/Retail Outlets	Yellow Yard	Palace St, Londonderry	https://en-gb.facebook.com/TheYellowYard/
Education	Foyle International	17-21 Magazine Street	https://foyle.eu/
Education	North West Academy	37 Great James St	https://northwestacademy.net/
Education	North West Regional College	78-80 Strand Road	http://www.nwrc.ac.uk/
Education	University of Ulster	Northland Rd	https://www.ulster.ac.uk/home
Education	Fashion & Textile Hub	33 Shipquay St	http://www.fashionanddesignhub.com/
Entertainment	Brunswick Moviebowl	Brunswick Lane, Pennyburn Industrial Estate	http://www.brunswickmoviebowl.com/
Entertainment	Nerve Centre	7-8 Magazine St	http://nervecentre.org/
Entertainment	Escape Rooms Derry	22 Great James St	www.escaperoomsderry.com
Entertainment	Jump lanes Trampoline Park	3C Altnagelvin Park	http://www.jumplanesderry.com/
Entertainment	Locknload	Springtown Industrial Estate	http://www.locknloadderry.com/
Entertainment	The Playshed	Unit 2B, Altnagelvin Industrial Estate	http://theplayshed.com/
Entertainment	The Playtrail	15 Racecourse Rd	https://discovernorthernireland.com/The-Playtrail-Londonderry-Derry-P64441/
Fishing	Loughs Agency will complete		

Food & Drink	7Twenty Bar & Off Sales	3-7 Chamberlain Street	N/A
Food & Drink	The Bentley Bar	1-3 Market St	http://thebentleybar.com/
Food & Drink	Blackbird	24 Foyle St	blackbirdderry.com
Food & Drink	Dungloe Bar	41-43 Waterloo St	http://www.thedungloebar.com/
Food & Drink	Guildhall Tap house	4 Custom House Street	https://discovernorthernireland.com/Guildhall-Taphouse-Londonderry-Derry-P62298/
Food & Drink	Jack's Bar	13 Little James St	N/A
Food & Drink	The Ritz Bar & Bistro	74 Spencer Rd	https://discovernorthernireland.com/The-Ritz-Bar-Bistro-Londonderry-Derry-P32141/
Food & Drink	Bogside Inn	21 Westland St	https://en-gb.facebook.com/TheBogsideInn/
Food & Drink	Electric Annie's	27-31 Waterloo St	N/A
Food & Drink	The Park Bar	35 Francis St	N/A
Food & Drink	Peadar O' Donnell's	63 Waterloo St	http://www.peadars.com/
Food & Drink	Rocking Chair Bar	15-17 Waterloo St	https://rockingchair.online/
Food & Drink	Sandino's Café Bar	Water St	http://sandinoscafebar.com/
Food & Drink	Tinney's Bar	4 Patrick St	tinneysbar.com
Food & Drink	Tracy's Bar	48 Waterloo Pl	N/A
Food & Drink	Café In The Park	4 Limavady Road	http://www.stcolumbsparkhouse.org/facilities/cafe-in-the-park
Food & Drink	Doherty's Home Bakery	23 William St	dohertysbakery.com
Food & Drink	Fiorentini's	67 Strand Rd	https://en-gb.facebook.com/Fiorentinis-624922177590432/
Food & Drink	The Green Cat Bakery	36A Main St	http://www.thegreencatbakery.com/
Food & Drink	The Guild Café	6 Shipquay Pl	http://www.guildcafe.co.uk/
Food & Drink	The Grand Central	27 Strand Rd	N/A
Food & Drink	Gwyn's Café & Pavillion	14 Daly Crescent	https://discovernorthernireland.com/Gwyn-s-Cafe-Pavilion-Brooke-Park-Londonderry-Derry-P63387/
Food & Drink	The Lazy Gardener Café	57 Clooney Rd	https://discovernorthernireland.com/The-Lazy-Gardener-Cafe-Londonderry-Derry-P69033/

Food & Drink	The Limeleaf Café	110 Strand Rd	https://discovernorthernireland.com/The-Limeleaf-Cafe-Londonderry-Derry-P68938/
Food & Drink	The Pickled Duck	2-3 Shipquay PI	N/A
Food & Drink	Primrose on the Quay	2, Atlantic Quay, Strand Rd	https://primrose-ni.com/
Food & Drink	Quay's Bistro & Grill	79 Strand Rd	https://en-gb.facebook.com/Quays-Bistro-Grill-1192291437473356/
Food & Drink	The Sandwich Company	Bishop Street,	http://www.thesandwichco.com/stores/thediamond.php
Food & Drink	Pykes n Pommes	42- 7BN,, 2 Queens Quay	https://www.pykenpommes.ie
Food & Drink	Soda & Starch	29 Craft Village, Shipquay Street	http://www.sodaandstarch.com
Food & Drink Demonstrations	Irish Coffee Connoisseur	The Craft Village Shipquay Street	https://discovernorthernireland.com/Irish-Coffee-Connoisseur-Londonderry-Derry-P63451/
Food & Drink Demonstrations	Wild Strands	Building Eighty81, Ebrington	www.wildstrands.com
Food & Drink Demonstrations	Feast or Famine, Irish Food Heritage Project	N/A	N/A
Food and Drink	Arbutus at The Forum	Millennium Forum, Newmarket St	http://www.millenniumforum.co.uk/restaurant/arbutus-at-the-forum/
Food and Drink	Badger's Bar & Restaurant	16-18 Orchard St	N/A
Food and Drink	Brickwork	12-14 Castle St	https://brickworkderry.com/
Food and Drink	Browns Bonds Hill	1 Bond's Hill	www.brownsrestuarant.com
Food and Drink	Browns in Town	20 Strand Rd	www.brownsrestuarant.com
Food and Drink	The Exchange Restaurant & Wine Bar	Queens Quay	https://exchangerestaurant.com/
Food and Drink	Fitzroy's	2-4 Bridge St	https://www.fitzroysrestaurant.com/
Food and Drink	The Gate Bistro & Cocktail Bar	34 Ferryquay St	http://www.thegatebistroandcocktailbar.com/

Food and Drink	Granny Annie's Kitchen & Bar	27-31 Waterloo St	N/A
Food and Drink	La Sosta Ristorante	45A Carlisle Rd	https://www.lasostaderry.com/
Food and Drink	Mama Masala	Address: 24a Queens Quay	http://www.mamamasala.co.uk/
Food and Drink	Mandarin Palace	Queens Quay	themandarinpalace.net
Food and Drink	Nonna's Wood Fired Pizza	119 Spencer Rd	http://nonnas.pizza/
Food and Drink	Pitcher's Wine Bar & Restaurant	12 Alder Rd	http://www.pitchersrestaurant.com/
Food and Drink	Primrose	53/55 Strand Road	https://primrose-ni.com/
Food and Drink	Quaywest Wine Bar & Restaurant	28 Boating Club Ln	https://www.quaywestrestaurant.com/
Food and Drink	Saffron	2 Clarendon St	saffronderry.co.uk
Food and Drink	Silver Street	34-38 Shipquay St	www.riverinn1684.com
Food and Drink	The Sooty Olive	162 Spencer Rd	http://thesootyolive.com/
Food and Drink	Spaghetti Junction	46 William St	https://www.spaghettijunctionderry.co.uk/
Food and Drink	Timberquay	100 Strand Rd	http://www.timberquay.com/
Food and Drink	Walled City Brewery	Ebrington Square & Parade Ground, 70 Ebrington Street	http://www.walledcitybrewery.com/
Food and Drink	Warehouse No1 Bistro & Café	1-3 Guildhall St	https://thewarehousederry.com/bistro/
Food and Drink	Cedar. A Taste of Lebanon	32 Carlisle Rd	http://cedarlebanese.webs.com/
Food and Drink	Ollie's On The Square	59 Ebrington Sq.	N/A
Food and Drink	Guapo Fresh Mexican	69 Strand Rd	www.facebook.com/guapofreshmexican
Food and Drink	The Scullery	48 Waterloo St	https://m.facebook.com/sculleryderry/?__tn__=%2As-R
Food and Drink	Willy Nillys	7 Waterloo Pl	willynillys.co.uk

Food and Drink	Hidden City Café	1 London St	https://en-gb.facebook.com/hiddencitycafederry/
Galleries	CCA Derry-Londonderry	10–12 Artillery St	http://cca-derry-londonderry.org/
Galleries	Void	100 Patrick St	http://www.derryvoid.com/
Galleries	Warehouse Gallery	1 Guildhall St	https://thewarehousederry.com/
Golf	Faughan Valley Golf Centre	8 Carmoney Rd, Eglinton	http://www.faughanvalleygolfclub.co.uk/
Golf	Foyle Golf Centre	12 Alder Rd	http://www.foylegolfcentre.co.uk/
Golf	City of Derry	49 Victoria Rd	http://www.cityofderrygolfclub.com/
Horseriding	City of Derry Equestrian Centre	30 Bigwood Rd, Ardmore	www.cityofderryequestrian.com
Horseriding	Eglinton Equestrian Centre	, Lower Airfield Rd6	https://www.facebook.com/EglintonEquestrianClub/
Leisure Centres	Brandywell Sports Centre	Brandywell Stadium, Lone Moor Rd	N/A
Leisure Centres	Brooke Park Leisure Centre	Rosemount Ave	http://www.derrystrabane.com/Subsites/Leisure/Brooke-Park-Leisure-Centre
Leisure Centres	City Swimming Baths	William St	http://www.derrystrabane.com/Subsites/Leisure/William-Street,-City-Baths
Leisure Centres	Foyle Arena	2, Limavady Rd,	http://foylearena.com/
Leisure Centres	Pilots Row Centre	Youth Centre, Rossville Street	N/A
Leisure Centres	Templemore Sports Complex	Buncrana Rd,	http://www.derrystrabane.com/Subsites/Leisure/Templemore-Sports-Complex
Marina/Port	City Centre Cruise Berth		
Marina/Port	Foyle Marina	Port Road, Lisahally	londonderryport.com
Sports Stadiums	Brandywell	Brandywell Stadium, Lone Moor Rd	
Sports Stadiums	City of Derry Rugby Club	Judges Rd	http://cityofderryrfc.com/

Sports Stadiums	Riverside Stadium	51 Glenshane Rd	
Theatres	Millennium Forum	Newmarket St	http://www.millenniumforum.co.uk/
Theatres	The Playhouse	5-7 Artillery St	https://www.derryplayhouse.co.uk/
Visitor Attractions	Siege Museum	13 Society St	http://www.thesiegemuseum.org/
Visitor Attractions	Tower Museum	Union Hall PI	http://www.derrystrabane.com/towermuseum
Visitor Attractions	Craft Village	Shipquay Street	www.derrycraftvillage.com
Visitor Attractions	DCSDC ; Archives and Genealogy	Tower Museum, Union Hall PI	http://www.derrystrabane.com/Subsites/Museums-and-Heritage/Archive-Genealogy
Visitor Attractions	Holywell Trust	10-12 Bishop Street	hollywelltrust.com
Visitor Attractions	Gasyard Heritage Centre	128 Lecky Road	https://gasyardtrustderry.com/
Visitor Attractions	Museum of Free Derry	55 Glenfada Park	http://www.museumoffreederry.org/
Visitor Attractions	Riverwatch Aquarium and Visitor Centre	22 Victoria Rd	www.loughs-agency.org
Visitor Attractions	People's Gallery	48 William St	www.bogsideartists.com

Tourism Amenities in rural Derry and Strabane

<u>Category</u>	<u>Name</u>	<u>Address</u>	<u>Locality</u>
Attraction- Children	Barron top Fun Farm	35 Barron Rd	Donemana/Dunamanagh
Attraction- Children	Play stations Indoor Adventure Play Centre	1 Bradley Way	Strabane
Attraction- Health & Wellbeing	Wellbeing Health & Beauty Spa	9 Peacock Rd	Sion Mills
Attraction- Leisure	Derg Valley Leisure Centre,	6 Strabane Rd	Castledearg
Attraction-Leisure	Melvin Sports Complex	Melvin Road	Strabane
Attraction- Leisure	Riversdale Leisure Centre,	2 Lisnafin Park	Strabane
Cultural	Border Arts - Mourne Derg Partnership Building	24a Main Street	Castledearg
Cultural	Sollus Centre	Victoria Road	Bready
Cultural	Killeter Heritage Centre	Woodside Road	Killeter

Cultural	Derry & Raphoe Action: The Somme Memorial Hall	3 Douglas Road,	Newtownstewart
Equestrian	Ashlee Riding Centre (Equestrian)	4 Carricklee Road	Strabane
Equestrian	Ballyskeagh Stables (Equestrian)	38 Moorlough Road	Ballyskeagh, Artigarvan
Equestrian	Tullywhisker Riding School (Equestrian)	51a Brocklis Road	Sion Mills
Golf	Hill Valley Golf Centre	17 Peacock Road	Sion Mills
Golf	Newtownstewart Golf Club	38 Golf Course Road	Newtownstewart
Golf	Strabane Golf Club	33 Ballycolman Road	Strabane
Slow Adventure	Bradkeel Social Farm	58 Glenelly Road	Plumbridge
Slow Adventure	Butterlope Farm (Social Farm)	20 Bradkeel Road	Plumbridge
Leisure- Council	Derg Valley Leisure Centre,	6 Strabane Rd	Castledearg
Leisure- Council	Melvin Sports Complex	Melvin Road	Strabane
Leisure- Council	Riversdale Leisure Centre,	2 Lisnafin Park	Strabane
Multi Activity	Abercorn Estate (Angling/Hunting/ Food)	Baronscourt Estate	Newtownstewart
Multi Activity	Adventure Tours NI	5 Uralbreagh Road	Newtownstewart
Multi Activity Inc. Sperrins/Foyle (Slow Adventure/Cycle/Canoe-Wild Atlantic Salmon Tours)	Far and Wild	St Columb's Park House, 4 Limavady Road	Derry
Paintballing	Action Extreme Northern Ireland	Woodbrook House, Deerpark Road	Newtownstewart
Walking Guides - Slow Adventure - Inc. Sperrins-	Landscape and Countryside Tours	14 Altnagelvin Park	Derry
Walking Routes - Walk NI Designated Long Distance Walk	Ulster Ireland International Appalachian Trail - Start Point Kelly's Bridge -DCSDC	Tullycar Road	Killeter
Walking Routes - Walk NI Designated Long Distance Walk	Ulster Way- Starting Point DCSDC - Adjacent to Lough Lee	Adjacent to Lough Lee	Killeter
Walking Routes	Castledearg Highway To Health -Start Point Derg Valley Leisure Centre,	6 Strabane Rd	Castledearg

Walking Routes	Strabane Highway To Health - Melvin Sports Complex Option	Melvin Road	Strabane
Walking Routes	Strabane Highway To Health - Riversdale Options A&B	2 Lisnafin Park	Strabane
Walking Routes	Strabane Highway To Health - Abercorn Square Option	Abercorn Square	Strabane
Walking Routes - Walk NI Designated Medium Walk	Causeway Hill : Killeter Heritage Centre (Start Point)	Woodside Road	Killeter
Walking Routes - Walk NI Designated Medium Walk	Craignamaddy Circuit: Barnes Civic Amenity (Start Point)		Barnes
Walking Routes - Walk NI Designated Medium Walk	Vinegar Hill: Barnes Civic Amenity (Start Point)		Barnes
Walking Routes - Walk NI Designated Short Walk	Moorlough	Napple Rd	Aghabrack - Donemana/Dunamanagh
Walking Routes - Walk NI Designated Short Walk	Strabane Canal Towpath		Ballymagorry
Walking Forest Service	Aghyaran Forest	Altmullan Road	Aghyaran
Walking Forest Service	Baronscourt Forest		
Walking Forest Service	Goles Forest		Goles
Walking Forest Service	Castleberg Forest	Kilcroagh Road	Castleberg Forest
Walking Forest Service	Carrickaholten	Off Seegronan Road	Killeter
Walking Forest Service	Bradkeel Forest	Bradkeel Road	Plumbridge
Walking Forest Service	Ligfordrum Forest	Ligford Road	Strabane
Walking Routes-Other	Balix	Crockrour Road	Aghabrack
Walking Routes-Other	Derg Castle Nature Trail	Castle Park	Castleberg
Walking Routes-Other	Mourneside Walk	Melmount Road	Sion Mills
Walking Routes-Other	Burn Walk Sculpture Trail (Woodland Trust)	Drumrallagh	Strabane
Walking Routes-Other	Strabane Riverside Walk	Meetinghouse Street	Strabane

Walking Routes-Other : Killeter Walking/Touring Guide- Cultural Heritage	Killeter Heritage Centre (Start Point)	Woodside Road	Killeter
Angling Guide	Brendan Gormley	146 Glenelly Road	Plumbridge
Angling Guide	Brendan Winters	C/O 120 Melmount Rd	Sion Mills
Angling- Private Enterprise	Abercorn Estate - Sections of Rivers Mourne/Derg; Lough Catherine/Lough Fanny /Lough Mary	Baronscourt Estate	Estate Lakes/The Mourne /Derg
Angling- Private Enterprise	Ballyheather Trout Fishery	Ballyheather Road	Strabane
Angling- Private Enterprise	Moyagh Trout Fishery	Moyagh Road	Donemana, Strabane
Angling- Public Angling Estate	Lough Lee		Castlederg
Angling- Public Angling Estate	Lough Ash	3 Loughash Rd	Aghabrack - Donemana/Dunamanagh
Angling- Public Angling Estate	Moorlough	Napple Rd	Aghabrack - Donemana/Dunamanagh
Angling- Public Angling Estate	Loughs Agency	22 Victoria Rd, Londonderry	Foyle System & Strule , Derg Mourne/Finn/ Foyle Rivers
Angling- The Dennett- Angling Clubs:	Dennett A.C. / Dennet River - Facility	Ballyheather Road	Dennett River
Angling- The Dennett- Angling Clubs:	Dennett A.C.		Dennett River
Angling- The Derg- Angling Clubs:	Ardstraw Anglers		River Derg
Angling- The Derg- Angling Clubs:	Castlederg Angling Association		River Derg
Angling- The Derg- Angling Clubs:	Pettigo & District Angling Association		River Derg
Angling- The Finn- Angling Clubs:	Finn A.C.		River Finn
Angling- The Finn- Angling Clubs:	Loughs Agency Waters		River Finn

Angling- The Foyle- Angling Clubs:	Loughs Agency Waters		River Foyle
Angling- The Glenelly- Angling Clubs:	Gaff Anglers - Lower & Upper Limits - Various Sections On The Glenelly		Glenelly River
Angling : The Glenmornan-Angling Clubs	None	-7.406528	Artigarvan
Angling- The Mourne- Angling Clubs:	Sion Mills A.C. - Information Office	Melmount Road	Sion Mills
Angling- The Mourne- Angling Clubs:	Sion Mills A.C. - Lower & Upper Limits		Sion Mills
Angling- The Mourne- Angling Clubs:	Strabane Lifford A.C. - Lower & Upper Limits		Strabane
Angling- The Strule River : Angling Club	Omagh A.C.		
Angling- The Strule River : Access Point	Vaughan's Holm Access Point		Newtownstewart
Angling- Fish N Tackle	NM Tackle	131 Melmount Road,	Sion Mills
Angling- Fish N Tackle	The Bridge Guns & Tackle	19-21 Butcher Street	Strabane
Angling Breaks- Slow Adventure - Bag A McNabb Challenge	Finn Valley Cottages (SC Establishment)	2 Somerville Road, Urney, Clady	Strabane
Antiques	Second Time Around	25 Abercorns Sq.	Strabane
Artisan, Crafts, Locally Produced	Leona Devine Ceramics	138 Longland Rd	Donemana/Dunamanagh
Artisan, Crafts, Locally Produced	Abercorn Estate - Baronscourt Food	Baronscourt Estate	Estate Lakes/The Mourne /Derg
Artisan, Crafts, Locally Produced	Strabane Variety Market- Generally Every Friday	Dock Street (& Canal Street)	Strabane

Artisan, Crafts, Locally Produced	Strabane Market- Speciality Foods & Handcrafted Products- Generally monthly - Last Friday	Butcher Street Car Park	Strabane
Canoe-Competitive - White Water Rivers	Derg (Upper)		
Canoe-Competitive - White Water Rivers	Glenelly		
Canoe-Competitive - White Water Rivers	Mourne		
Canoe-Competitive - White Water Rivers	Strule		
Canoe- Recreational	Foyle Canoe Trail (Start Point River Foyle-Strabane Lifford) Access Point :Lifford	Bridge Street ,	Lifford
Canoe- Recreational Canoe Tours - Slow Adventure	Far and Wild	St Columb's Park House, 4 Limavady Road	Derry
Canoe Access	Strabane Canal		Ballymagorry
Canoe Access	The Gribben		Bready
Canoe Access	Vaughan's Holm		Newtownstewart
Canoe Access	Killymore	Killymore Road	Newtownstewart
Canoe Access	Slipway	Meetinghouse street	Strabane
Walks	Ballygroll		Claudy
Walks	Cumber		Claudy
Activities & Attractions	Campsie Karting	Unit 12 Campsie Industrial Estate, Mclean Road	Campsie
Activities & Attractions	Ardmore Stables	8 Rushall Road	Ardmore
Activities & Attractions	Far and Wild	St Columb's Park House, 4 Limavady Rd	Derry
Activities & Attractions	Oaks Fishery	14 Judges Road	Derry

Activities & Attractions	Claudy Cycle Hire	556 Baranailt Road Claudy	Derry
Activities & Attractions	Cutting Edge Helicopters	City of Derry Airport	Eglinton
Activities & Attractions	Faughan Valley Golf Club	8 Carmoney Road, Eglinton	Derry
Activities & Attractions	Oakfire Adventures/ Oakfire Paintball	227 Glenshane Road	Derry
Activities & Attractions	Hard As Oak	227 Glenshane Road	Derry
Activities & Attractions	Tom's Fishing Tackle Shop	31a Ardrough Road, Drumahoe	Derry
Activities & Attractions	City of Derry Equestrian Centre	30 Bigwood Rd, Ardmore	Derry
Activities & Attractions	Eglinton Equestrian	Lower Airfield Rd	Eglinton
Activities & Attractions	Sperrin Fun Farm	574 Glenshane Rd	Feeny

5.0 Tourism Assets in the District

Derry City:

Category	Name	Address	Website
Visitor Attractions	City Walls	City Centre	https://thederrywalls.com/
Visitor Attractions	Guildhall	Guildhall St	www.derrystrabane.com/Subsites/Museums-and-Heritage/Guildhall
Visitor Attractions	First Derry Presbyterian Church and Blue Coat Visitor Centre	Upper Magazine Street	www.firstderrypresbyterianchurch.com
Visitor Attractions	Garden of Reflection	Bishop Street	http://www.gardenofreflection.org
Visitor Attractions	St Augustine's Church	Palace Street	www.staugustines.co.uk
Visitor Attractions	St Columb's Cathedral	17 London Street	https://www.stcolumbscathedral.org/
Visitor Attractions	St Columba's Church-Long Tower	Long Tower St	http://longtowerchurch.org/
Visitor Attractions	Christ Church	Infirmary Rd	
Visitor Attractions	Murals Bond St		N/A

Visitor Attractions	Murals Nelson Drive		N/A
Visitor Attractions	The Fountain	10 Kennedy St	N/A
Visitor Attractions	The Heritage Tower	129 Bishop Street	www.virtualvisittours.com/heritage-tower/
Visitor Attractions	Free Derry Corner		
Visitor Attractions	Bloody Sunday Monument	29-37 Joseph Pl	http://www.museumoffreederry.org/content/about-bloody-sunday-trust
Visitor Attractions	City Cemetery	Lone Moor Road	http://www.derrystrabane.com/Subsites/cemeteries-(1)/City-Cemetery-Guide
Visitor Attractions	Martin McGuinness' Grave	Lone Moor Road	http://www.derrystrabane.com/Subsites/cemeteries-(1)/City-Cemetery-Guide
Visitor Attractions	Gerry Anderson Grave	Lone Moor Road	http://www.derrystrabane.com/Subsites/cemeteries-(1)/City-Cemetery-Guide
Sculptures	Atlantic Drift	Council Offices, 98 Strand Road,	N/A
Sculptures	Joseph Locke Memorial Sculpture	City Hotel, Queens Quay	N/A
Sculptures	Reconciliation (Hands Across the Divide)	Carlisle Square	N/A
Sculptures	Sailor Sculpture	Ebrington Square	N/A
Sculptures	Emigration Statues	Along the Quay	N/A
Sculptures	Mute Meadow	Ebrington Square	N/A
Parks & Gardens	St Columb's Park	Limavady Road	https://discovernorthernireland.com/St-Columb-s-Park-Heritage-Trail-Londonderry-Derry-P20868/
Parks & Gardens	Brooke Park	14 Daly Crescent	N/A
Parks & Gardens	Bay Road Nature Reserve	Bay Road	N/A
Parks & Gardens	Creggan Country Park	196 Westway	http://www.creggancountrypark.com/site/index.aspx

Parks & Gardens	Brook Hall	67 Culmore Rd, Londonderry	http://www.brook-hall.co.uk
Parks & Gardens	Ballyarnett Country Park	Springfield Rd	http://www.outdoorni.com/local-outdoors/venues/ballyarnett-country-park/
Parks & Gardens	Hampstead Hall	40 Culmore Road	http://www.ulstergardensscheme.org.uk/gardens-by-appointment/londonderry/
Parks & Gardens	Prehen Woods	105 Prehen Park	http://www.walkni.com/walks/371/prehen-wood/

6.0 Built tourism assets in rural Derry and Strabane

Category	Name	Address	Locality
Built Heritage- Archaeology With Access /Interpretation	Loughash Wedge Tomb- Journey In Time Trail 1	Loughash Road	Aghabrack - Donemana/Dunamanagh
Built Heritage- Archaeology With Access /Interpretation	Standing Stone	Castlefin Road	Castledearg
Built Heritage- Archaeology With Access /Interpretation	Goles Stone Row - Journey In Time Trail 1	Glenelly Road	
Built Heritage- Archaeology With Access /Interpretation	Clogherny Wedge Tomb- Journey In Time Trail 1	Butterlope Road	Plumbridge /Aghabrack
Built Heritage- Archaeology With Access /Interpretation	Glenroan Portal Tomb- Journey In Time Trail 1	Glenelly Road	Plumbridge

Built Heritage- Archaeology With Access /Interpretation	Patrick Street Standing Stone	Patrick Street Graveyard	Strabane
Built Heritage- Archaeology With Access /Interpretation	White Stone of Kilcroagh - No Public Access	Locality of Cavan Road	Castledearg
Built Heritage- Archaeology With Access /Interpretation	Leitrim (Agnahoo) Portal Tomb Also Known As The Druid's Altar- No Public Access	Glen Road	Killeter
Built Heritage- Archaeology With Access /Interpretation	Wilson Ancestral Home- Limited Access	28 Spout Rd	Dergalt
Built Heritage- Archaeology With Access /Interpretation	Derg Castle (Davies Bawn) Amenity	Castle Park	Castledearg
Built Heritage- Archaeology With Access /Interpretation	Altnachree Castle/Ogilby's Castle - No Public Access	Longland Rd	Donemana/Dunamanagh
Built Heritage- Archaeology With Access /Interpretation	Earlsgift Castle - No Public Access	Longland Rd	Donemana/Dunamanagh
Built Heritage- Archaeology With Access /Interpretation	Harry Avery's Castle	Old Castle Road,	Newtownstewart
Built Heritage- Archaeology With Access /Interpretation	Stewart Castle	Townhall Street,	Newtownstewart

Built Heritage- Archaeology With Access /Interpretation	St Bestius Church		Killeter
Built Heritage- Archaeology With Access /Interpretation	Corrick Abbey		Plumbridge
Built Heritage- Archaeology With Access /Interpretation	St Caireall's		Magherakeel (Killeter)
Built Heritage- Archaeology With Access /Interpretation	St Patrick's/ Bodoney Church & Graveyard		Plumbridge
Built Heritage- Archaeology With Access /Interpretation	Ardstraw Old Graveyard	Urbalreagh Road	Ardstraw
Built Heritage- Archaeology With Access /Interpretation	Leckpatrick Old Graveyard	Ballyheather Road	Ballymagorry
Built Heritage- Archaeology With Access /Interpretation	The Grange	Grange Road	Bready
Built Heritage- Archaeology With Access /Interpretation	Castleberg Old	Main Street	Castleberg
Built Heritage- Archaeology With Access /Interpretation	Donagheady Old Graveyard	Longland Rd	Dunamanagh /Donemana

Built Heritage- Archaeology With Access /Interpretation	Magherakeel Graveyard		Magherakeel (Killeter)
Built Heritage- Archaeology With Access /Interpretation	Pubble Graveyard		Newtownstewart
Built Heritage- Archaeology With Access /Interpretation	Ardstraw & Baronscourt Graveyard	Main Street	Newtownstewart
Built Heritage- Archaeology With Access /Interpretation	Scarvaheerin Cemetery		Scarvagherin/Spamount
Built Heritage- Archaeology With Access /Interpretation	Patrick Street	Patrick Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	Paupers Grave	Council Offices, 47 Derry Road	Strabane
Built Heritage- Archaeology With Access /Interpretation	Camus Cemetery	Liskey Road	Victoria Bridge
Built Heritage- Archaeology With Access /Interpretation	St Patrick's Well (Killeter Historical Sites Tour)		Magherakeel
Built Heritage- Archaeology With Access /Interpretation	Fr. McLaughlin's Holy Well		Killeter Forest

Built Heritage- Archaeology With Access /Interpretation	Strabane Canal - Journey In Time Trail 2		Ballymagorry
Built Heritage- Archaeology With Access /Interpretation	Silverbrook Mill- No Public Access	Brook Road	Donemana
Built Heritage- Archaeology With Access /Interpretation	Magherakeel Lime Kiln		Magherakeel (Killeter)
Built Heritage- Archaeology With Access /Interpretation	Mellons Glen	Aghalougher	Magherakeel (Killeter)
Built Heritage- Archaeology With Access /Interpretation	Sion Stables- Limited Access (& Restaurant)	120 Melmount Rd	Sion Mills
Built Heritage- Archaeology With Access /Interpretation	Sion Mills Conservation Area	Melmount Road	Sion Mills
Built Heritage- Archaeology With Access /Interpretation	Gray's Printing Press - Limited Access (& Tearooms)	49 Main Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	Strabane Workhouse - Council Offices	Council Offices, 47 Derry Road	Strabane
Built Heritage- Archaeology With Access /Interpretation	Strabane Mass Rock	Tulacorr Heights	Strabane

Built Heritage- Archaeology With Access /Interpretation	Derg Castle Site	Castle Park	Castleberg
Built Heritage- Archaeology With Access /Interpretation	Score Site (Canal Basin)	Dock Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	Blue Plaque- Oliver Pollock	Sollus Centre, Victoria Road	Bready
Built Heritage- Archaeology With Access /Interpretation	Blue Plaque-James McCullagh	St Patrick's Church	Plumbridge
Built Heritage- Archaeology With Access /Interpretation	Blue Plaque- Brian O'Nolan	Bowling Green	Strabane
Built Heritage- Archaeology With Access /Interpretation	Blue Plaque- Annie Russell Maunder	37 Patrick Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	Blue Plaque- Ezekiel J. Donnell	Strabane Community Library ,1 Railway St	Strabane
Built Heritage- Archaeology With Access /Interpretation	Blue Plaque- Dr George Sigerson	Strabane Community Library ,1 Railway St	Strabane
Built Heritage- Archaeology With Access /Interpretation	Cecil Frances Alexander : Memorial To Fire Victims Of " Deaf & Dumb School"	Patrick Street , Graveyard	Strabane

Built Heritage- Archaeology With Access /Interpretation	John Dunlap Plinth	Meetinghouse Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	Alley Arts & Conference Centre	Railway Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	Sollus Centre (Bready Ancestry)	Sollus Centre, Victoria Road	Bready
Built Heritage- Archaeology With Access /Interpretation	Strabane Community Library	1 Railway St	Strabane
Built Heritage- Archaeology With Access /Interpretation	Links Of Time Sculpture	Derg Castle , Amenity Site , Castle Park	Castledearg
Built Heritage- Archaeology With Access /Interpretation	The Bridging Sculpture	The Diamond	Castledearg
Built Heritage- Archaeology With Access /Interpretation	National Cycle Network Trail-Marker Artwork	Aughalunny Road	Killeter
Built Heritage- Archaeology With Access /Interpretation	After Myles Sculpture (Flann O'Brien)	Railway Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	Bowling Green Public Art Sculpture (Flood Wall)	Bowling Green	Strabane

Built Heritage- Archaeology With Access /Interpretation	Burn Walk Sculpture Trail (Woodland Trust)	Drumrallagh	Strabane
Built Heritage- Archaeology With Access /Interpretation	Clock Tower	Market Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	Departure Sculpture	Abercorn Square	Strabane
Built Heritage- Archaeology With Access /Interpretation	Let The Dance Begin/Millennium Sculpture	Lifford Road (Roundabout)	Strabane
Built Heritage- Archaeology With Access /Interpretation	National Cycle Network Trail-Marker Artwork	Lifford Road	Strabane
Built Heritage- Archaeology With Access /Interpretation	Where Dreams Go (Ambrose) Sculpture	Alley Arts & Conference Centre, Railway Street	Strabane
Built Heritage- Archaeology With Access /Interpretation	HEART Sculpture Trail (Plus Other pieces in Donegal)		
Built Heritage- Archaeology With Access /Interpretation	Stars Field Sculpture - Multi Piece - Multi Location - Man Public Location Derg Valley Leisure Centre (Other locations: Castlederg High School/Edwards Primary School/St Patrick's Primary School /- St Eugene's High School also hosted a piece before it closed and the piece was relocated to Derg Valley Leisure Centre)	Derg Valley Leisure Centre, 6 Strabane Rd	Castlederg

Built Heritage- Archaeology With Access /Interpretation	Sport Sculpture	Berryhill Road	Donemana
Built Heritage- Archaeology With Access /Interpretation	Rivers & Castles		Newtownstewart
Built Heritage- Archaeology With Access /Interpretation	Sculptured Bench		Plumbridge
Built Heritage- Archaeology With Access /Interpretation	The Flax Spinner	Melmount Road	Sion Mills

7.0 Nature Designations in the District

Tracks and Trails in Derry City

<u>Category</u>	<u>Name</u>	<u>Address</u>	<u>Website</u>
Heritage Trail	Beech Hill Marine Trail	Beech Hill Hotel Car park, 32 Ardmore Rd	https://discovernorthernireland.com/Beech-Hill-Marine-Trail-Drumahoe-Londonderry-Derry-P31479/
Heritage Trail	St Columba Heritage Trail	The Churches Trust, 121 Spencer Rd	http://www.stcolumbaheritagetrail.org/the-trail/
Heritage Trail	Culmore Fort	Culmore	N/A
Heritage Trail	Sli Cholmcille		http://www.colmcille.org/slicholmcille

Tracks and Trails in rural Derry and Strabane

1. Category	2. Name	Address	Locality
Cycle Routes - Foyle Valley Cycle Route			
Foyle Valley Cycle Route - Interpretive Panels		Lifford Road	Strabane
Cycle Routes: North West Trail panels			
North West Trail - Interpretive panels		Townsend Street	Strabane
North West Trail - Interpretive panels		Douglas Road/Vaughan's Holm	Newtownstewart
Cycle Routes: National Cycle Network Trail- Routes 92 & 95			
National Cycle Network Trail- Marker Artwork		Aughalunny Road	Killeter
National Cycle Network Trail- Marker Artwork		Lifford Road	Strabane

Cycle Sperrins Routes	Routes-Cycle	Derg Valley Route -Start Point Castlederg/Sion Mills/Douglas Bridge Newtownstewart /. Route includes interpretive panels		
Cycle Sperrins Routes	Routes-Cycle	Gold Cycle Route-Start Point Cranagh (Gortin). Route includes interpretive panels		
Gold Cycle Route-		Interpretive panel - Sperrin Heritage Centre (Facility Closed To Public)	247 Glenelly Road	Plumbridge
Cycle Sperrins Routes	Routes-Cycle	Sawel Route-Start Point Plumbridge. Route includes interpretive panels		
Sawel Route		Interpretive panel - Plumbridge (Adjacent To Toilets)	Ligford Road	Plumbridge
Cycle Sperrins Routes	Routes-Cycle	Strule Valley Route -Start Point Newtownstewart /Sion Mills/ Plumbridge. Route includes interpretive panels		
Strule Valley Route		Interpretive panel - Grange Court Self Catering Facility	21-27 Moyle Road	Newtownstewart
History & Heritage Trails :		Journey In Time Trail : One - Interpretation At 6 Sites		Various Locations
		Loughash Wedge Tomb- Journey In Time Trail 1	Loughash Road	Aghabrack - Donemana/Dunamanagh
		Harry Avery's Castle	Old Castle Road,	Newtownstewart
		Clogherny Wedge Tomb- Journey In Time Trail 1	Butterlope Road	Plumbridge /Aghabrack
		Glenroan Portal Tomb- Journey In Time Trail 1	Glenelly Road	Plumbridge
		Goles Stone Row - Journey In Time Trail 1	Glenelly Road	
		St Patrick's/ Bodoney Church & Graveyard		Plumbridge

History & Heritage Trails :	Journey In Time Trail : Two - Interpretation At 13 Sites		Various Locations
	Ardstraw Old Graveyard	Urbalreagh Road	Ardstraw
	Artigarvan (Play Area)		Artigarvan
	Lough Ash	3 Loughash Rd	Aghabrack - Donemana/Dunamanagh
	Moorlough	Napple Rd	Aghabrack - Donemana/Dunamanagh
	Strabane Canal - Interpretive Panels X2		Ballymagorry
	Derg Castle (Davies Bawn) Amenity	Castle Park	Castlederg
	The Diamond- Castlederg		Castlederg
	Wilson Ancestral Home x 2 Panels	28 Spout Rd	Dergalt
	St Bestius Church		Killeter
	Castle Interpretive Panels x 2 : Harry Avery's & Stewart Castle	Vaughan's Holm	Newtownstewart
	Sion Stables- Limited Access (& Restaurant)	120 Melmount Rd	Sion Mills
	Let The Dance Begin/Millennium Sculpture	Lifford Road (Roundabout)	Strabane
	Patrick Street	Patrick Street	Strabane
History & Heritage Trails :	Ballymagorry Historic Walk- Interpretation 2 Sites		Ballymagorry
	Leckpatrick Old Graveyard	Ballyheather Road	Ballymagorry
	Strabane Canal	Greenlaw Road	Ballymagorry
History & Heritage Trails :	Killeter Historical Sites Tour- Interpretation At Various Sites		Killeter
	Magherakeel Graveyard		Magherakeel (Killeter)
	Mellons Glen - Mass Rock	Aghalougher	Magherakeel (Killeter)
	St Caireall's		Magherakeel (Killeter)
	St Patrick's Well (Killeter Historical Sites Tour)		Magherakeel

History & Heritage Trails :	Killeter Walking/Touring Guide- Cultural Heritage-Killeter Heritage Centre (Start Point) Interpretation As At Killeter Historical Sites Tour-	Woodside Road	Killeter
	Magherakeel Graveyard		Magherakeel (Killeter)
	Mellons Glen - Mass Rock	Aghalougher	Magherakeel (Killeter)
	St Caireall's		Magherakeel (Killeter)
	St Patrick's Well (Killeter Historical Sites Tour)		Magherakeel
History & Heritage Trails :	Sion Mills /Sion Stables Heritage Trail- 4 Interpretation At Various Sites		
	Sion Stables & Trail Head Interpretive Panel	120 Melmount Road	Sion Mills
	Church Square Interpretive Panel	Church Square	Sion Mills
	Church Of The Good Shepherd Interpretive Panel	Melmount Road	Sion Mills
	Herdsmen's Mill Interpretive Panel	The Willows	Sion Mills
History & Heritage Trails :	Ulster Scots Trail NW - Interpretation At 3 Sites		Bready : Sollus Centre/ Donemana: Civic Amenity / Strabane : Patrick St Graveyard
	Donemana/Dunamanagh Play Area		
	Patrick Street Graveyard - Strabane		
	Sollus Centre - Bready		
Scenic Driving/Touring Routes	Sperrins Scenic Driving/Touring Routes - Central Route		
Central Sperrins Route	Interpretation At The Sperrin Heritage Centre		

Scenic Driving/Touring Routes	Sperrins Scenic Driving/Touring - South Sperrins Route		
Scenic Driving/Touring Routes	Barnes Scenic Driving Route- Start Point	Glenelly Road	Plumbridge
Cycling	Banagher Cycle Route	https://discovernorthernireland.com/Banagher-Cycle-Route-P16865	
Cycling	Faughan Valley Cycleway Route 1	https://discovernorthernireland.com/Faughan-Valley-Cycleway-Route-1-Londonderry-Derry-P62433	
Cycling	Faughan Valley Cycleway Route 2	https://discovernorthernireland.com/Faughan-Valley-Cycleway-Route-2-Londonderry-Derry-P62434	

Site	Ramsar International Importance - Wetland	Special Protection Area (SPA) – Int' Importance for Migratory Birds	Special Areas of Conservation (SAC) – Int' importance for habitats and Species	Areas of Special Scientific Interest (ASSI) – Sites of High Conservation Value	National Nature Reserves (NNR) – Sites of National Importance	Area of Outstanding Natural Beauty (AONB) – Landscape Designation	Local Nature Reserve (LNR) – Locally Important for Biodiversity
Lough Foyle	√	√		√			
Fairy Water Bogs	√		√	√			
River Faughan			√	√			
River Foyle			√	√			
Moneygal Bog & Moneygal Part 2			√	√			
Owenkillew River			√	√			
Aghabrack				√			
Baronscourt				√			
Bonds Glen				√			
Butterlope Glen				√			
Corbylin Wood				√			
Croagh Bog				√			
Drummahon				√			
Ervey Wood				√	√		
Essen Burn & Mullyfamore				√			
Grange Wood				√			
Killeter Forest Bogs and Lakes				√			

Derry City & Strabane District Council LDP Draft Plan Strategy – Tourism Development

Lisnaragh				√			
Lough Corr				√			
Lower Creevagh				√			
McKeAns Mos Pt 1 & 2				√			
Ness Wood				√	√		
Owenkillew and Glenelly Woods				√			
Silverbrook Wood				√			
Strabane Glen				√			
Killeter Forest					√		
Sperrin Mountains						√	
Bay Road Part							√
Killaroo Wood							√
Oaks Wood							√
Prehen Wood							√
Total	2	1	5	25	3	1	4