

# A Greater *Vision*

... For The Greater Newry Area



Greater *Vision*

“the best region in the world for people to live, investors to invest and visitors to visit.”

*Midway between Belfast and Dublin, Newry has the potential to be the most influential economic location on the island.*



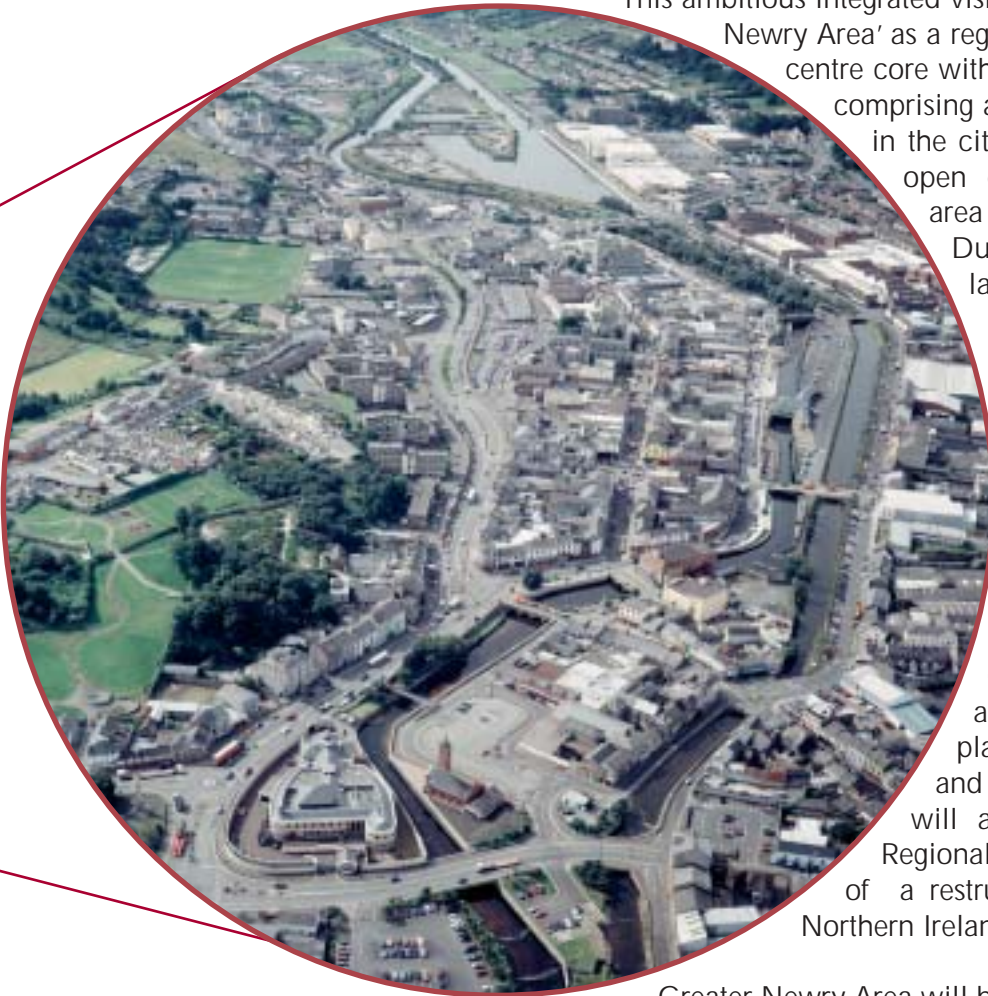
## the vision

- > Pivotal to the all-island economy
- > Consolidating peace and reconciliation
- > Heritage resource
- > Accessible gateway
- > Epicentre of development
- > Consistent with wider Government Policy

# the aim

## of the Greater Newry Vision

This ambitious integrated vision seeks to promote the 'Greater Newry Area' as a region which includes a vibrant city centre core within a much wider catchment area comprising a family of communities who live in the city and in the towns, villages and open countryside in the surrounding area and is consistent with the Newry Dundalk Twin City document launched April 2006.



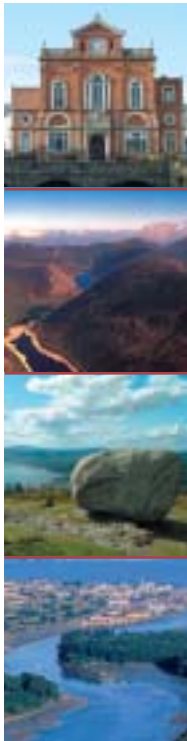
The Greater Vision represents the interests of the wider population who rely on the area for social, economic and cultural development. This is a vision whose objective is to attract visitors and investors to the region.

Greater Newry Area is envisaged as a vibrant, open, welcoming place, particularly to new residents, and to young people. Greater Newry will also be a centre of Local and Regional Government within the context of a restructured public administration in Northern Ireland.

Greater Newry Area will be a vibrant regional hub which is modern, innovative and distinctive with a strong mixed economy, imbued with effective civic and community leadership.

Greater Newry Area will be a social and economic centre of all-island significance; an attractive, affluent, outward looking and inclusive place to visit, work and enjoy.

# THE GREATER NEWRY VISION PARTNERSHIP



A Local Partnership of District Council members and officers, the private, voluntary and community sectors, combined with Newry's renowned "can do" attitude, has achieved much in recent years. Unemployment has fallen steeply and Greater Newry has consistently been creating more sustainable, independent wealth-generating businesses than any other part of Northern Ireland. Building on that solid foundation much more can be done in partnership with the UK and Irish Governments and the EU to create a Greater Newry and a new era for the East Border Region. A visionary integrated plan is required to develop Greater Newry as a place in which to invest, live, play and visit. Unencumbered by barriers to trade it is Greater Newry's natural place to be one of the most important business locations on the island.

A Greater Newry Vision Partnership made up of local business, economic, community and public sector leaders has been established to develop a vision for the future development and promotion of the Greater Newry Area. That Vision has the endorsement of all stakeholders in Greater Newry from the public, private, voluntary and community sectors as well as the four main political parties. The Greater Newry Vision Partnership has drawn up a political, economic, social, and technological analysis (PEST) as a starting point for identifying the main opportunities and threats faced by the area. That has identified a set of initiatives which are a pre-requisite if Greater Newry is to fulfill its potential as a high value-adding, highly skilled, innovative and enterprising economy which competes globally and is creating wealth and good quality employment for all. These initiatives will only be delivered if there is Government and EU support.

The key drivers identified in the Economic Vision for Northern Ireland; innovation, enterprise, skills and infrastructure, are the drivers of the Greater Newry Vision. Achieving a Greater Newry will not only contribute to a Greater Northern Ireland but also to a Greater Island economy. **Greater Newry is the place for the smart money, public and private, to be invested. No place will provide a better return.**

## Newry Vision Partnership Team Leaders

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### Chairperson

Mr Peter Murray  
Newry Chamber of Commerce & Trade

### Infrastructure

Mr Gerard McGivern  
Newry & Mourne  
District Council

### Leisure & Tourism

Mr Stephen Kearney  
Fitzpatrick & Kearney  
Chartered Accountants

### Community Development

Mr Conor Patterson  
Newry & Mourne Enterprise Agency

### Branding, Influencing and Outward Looking

Mr Feargal McCormack  
FPM Chartered Accountants

### Enterprise, Employment, Education, Health and Local/Regional Government

Dr Raymond Mullan OBE  
Newry & Kilkeel Institute of  
Further & Higher Education

The Greater Newry Vision Partnership has identified the actions which must be undertaken if Greater Newry is to achieve its potential. These actions are in four priority areas:

Actions	Vision
Infrastructure	An efficient economy
Enterprise, Employment, Education, Health and Local/Regional Government	Regional well-being
Community Development	Social, political and economic stability
Leisure and Tourism	Economic opportunity

It is proposed that a Greater Newry Coalition will be established which will represent key local stakeholders including the local authority, Chambers of Commerce and Trade, community and voluntary sectors, along with Central Government and the EU. The Greater Newry Coalition will be remitted and resourced to develop a strategy for the implementation of these and other actions.

# Infrastructure

## Transport network

To develop an inner and outer road system for Newry City. To develop a southern bypass linking the Newry-Warrenpoint A2 route to Cloghogue Junction on the A1 from Belfast to Dublin.

To enhance rail services to and from Newry and to ensure that Newry Railway Station has the facilities necessary to serve the Greater Newry area.

To develop further the rural infrastructure of South Down and South Armagh.

## Public transport

To develop an integrated traffic management and transport plan to tackle traffic problems in the Greater Newry area.

## Warrenpoint Port

Further develop Warrenpoint Port as one of Ireland's key ports for import, exports and ferry services.

## Canal and river waterways

To maximise the potential of its waterways: support the development of the Albert Basin as a key regenerator for the city; regulating the flow of the Newry River with a weir; and create a linear park through the city.

## Sustainable energy

To reduce environmental impact by utilising sustainable energy, harnessing natural resources to maximise the production of sustainable energy commensurate with good environmental practice thus improving energy efficiency and reducing waste.

## Car Parking

To provide additional car parking easily accessible from Newry City centre, backed by an agreed parking management and enforcement policy.



## Housing

To satisfy housing needs in the Greater Newry area for the period up to 2025, and to lobby Government and housing authorities to make available the resources to meet demand for affordable and social housing

## Security

Provide CCTV coverage in commercial districts in order to combat the ever increasing threats to community safety.

# An Efficient Economy

# Economic Development

## ENTERPRISE INITIATIVES, INCUBATION AND ACCELERATED BUSINESS GROWTH

To produce successful businesses that are financially viable and free-standing with the potential to create jobs, revitalize deprived areas, commercialise new technologies and strengthen local economies.

## SUSTAINABLE RURAL ECONOMY

To strengthen the potential of rural areas, To contribute towards a balance between economic, environmental and social objectives. To encourage innovation in rural areas and to open up new avenues for local development. To support local fishing dependant communities in restructuring traditional businesses through existing funding channels and mechanisms.

## CENTRE FOR LOCAL AND REGIONAL GOVERNMENT

To ensure the Greater Newry Area maximises the opportunities presented by the review of Public Administration through making the case for the area to be the Centre for both the Headquarters for any new Local Authority that is created and the Headquarters for one of the Regional Government Departments.



# Education Health

## CREATE CENTRES OF EXCELLENCE FOR FURTHER EDUCATION WITHIN THE GREATER NEWRY AREA

To achieve an increased number of centres of excellence at Newry Institute to help develop the knowledge and skills of the current and future workforce, up to and including degree level students.

## HEALTH MAJOR DEVELOPMENT OF ACUTE HOSPITAL SERVICES

To develop acute hospital services at Daisy Hill Hospital with a capital investment in the region of £100-£150 million to cater for the Greater Newry Area and beyond.

# Employment

## WORKFORCE DEVELOPMENT FORUM

To develop a coherent local framework for identifying the employment skills needed by employers and to ensure that the vocational education and training sectors can respond to that need.

# Regional Well-being

# Community Development

## ENGAGING WITH COMMUNITIES

To build upon existing connections between businesses and local communities in the Greater Newry Area and ensure that statutory authorities seek, respect and value the views of local people and interest groups in relation to the social and economic changes facing the region. To develop and nurture an ambience which will make Greater Newry a better place to live, a more attractive venue for visitors and a community that attracts people to return home to live and work.

## MANY COMMUNITIES

To develop programmes that are designed to develop and promote an environment that values and supports the diverse and ever changing communities residing in the Greater Newry Area.

## ACTIVE CITIZENS

To develop programmes for all age groups that are designed to support and encourage greater community participation especially by disadvantaged communities and in turn lead to an increased sense of involvement, ownership and civic pride.



# Social, political and economic stability

# Leisure & Tourism

## MARINA AT WARRENPOINT

To provide quality berthing and mooring facilities at the key holiday resort of Warrenpoint, as a partnership between the private and public sectors and will complement and profit from a vibrant Warrenpoint Harbour.

## TOURISM

To support the Armaghdown Regional Tourism Partnership in promoting the Greater Newry Area as a unique, world class place to visit. To assist in the development of a number of hotels ranging from 3-star to 5-star throughout the Greater Newry Area as well as improving the existing stock of guest houses, hostels, bed and breakfast, and camping and caravanning facilities in the Mourne and South Armagh.

To support the feasibility study of a bridge at Narrow Water and the concept of maximising the potential for tourism in the entire region.

## HERITAGE

To develop the unique linguistic and cultural heritage of the Greater Newry Area and to promote the unique folklore which exists throughout the region.



## Quality of life

### HEALTH & LEISURE VILLAGE

Support and endorse the District Council's concept for future leisure provision in the City and region, which would incorporate facilities to service the entire region in the future.

### CITY CENTRE ZONING

To ensure an all embracing development brief is completed and implemented for all key opportunity sites to complement and strengthen existing provision. To develop a planned zoning of Newry City centre to include among other facilities, restaurants, family areas, an arts entertainment and nightclub district, an education and community zone, an office and residential zone, and neighbourhood retailing.

# Economic Opportunity

**The Challenge** The Greater Newry Area is striving to realise its potential in a world in which global business can be conducted from anywhere and in which competition for market share is intensifying as barriers to trade dissolve. The cost of doing business is falling and markets can be more easily serviced as ICT comes to dominate business processes and service delivery. With people and industry able to move more freely across territorial boundaries, maintaining a competitive advantage is the pre-requisite for a successful economy.

**The Potential** The Greater Newry Area's combination of locational assets is unique. It is the economic pivot between Dublin/Belfast, Northern Ireland and the Irish Republic. It includes two Areas of Outstanding Natural Beauty. People-friendly Greater Newry is a community which is dynamic and growing; Greater Newry is a 'happening' place. But it can be so much more, it can offer a great deal for Northern Ireland and the Republic. Its people, if given the tools, can create a sustainable reserve of innovation and prosperity, the benefits of which can be enjoyed by hundreds of thousands of people. Newry can be a beacon of peace, reconciliation and collaborative working.

**The Task** The Greater Newry Vision will only be achieved if, as well as securing the commitment of key local stakeholders to implement individual programmes and actions, complementary financial support and technical guidance is provided by central government and the EU.

The Greater Newry Coalition will be a partnership comprised of local government, the private, voluntary and community sectors, central government and representatives of the European Union. The Coalition will be a focus for the provision of high level dedicated technical support from Government, which will be complemented by private sector expertise. The Coalition will be the platform from which will be launched a series of Action Teams which will be able to draw on support from Government. It will be the job of those teams to engineer the changes which will unshackle Newry. At a strategic level the coalition will provide the co-ordination necessary to secure the funding and political support which is required if Greater Newry is to fulfill its potential.

The Greater Newry Coalition will not be a delivery body; it will not duplicate activities carried out by other bodies. Its role will be to act as a facilitator to influence the speed of implementation of actions and ultimately to achieve the Vision of making the Greater Newry Area the most exciting region in the world for people to live, investors to invest and visitors to visit.

## Achieving the Vision

What Needs to be Done?	When?	By Whom?
<ul style="list-style-type: none"> <li>The commitment of government to support the Greater Newry Coalition</li> </ul>	Autumn 2006	NI and RoI Government Departments
<ul style="list-style-type: none"> <li>The formation of the Coalition and its support team</li> </ul>	Dec 06 – Feb 07	The Greater Newry Partnership assisted by Central Governments
<ul style="list-style-type: none"> <li>The development of a detailed costed Greater Newry Strategy</li> </ul>	Mar 07 – June 07	The Greater Newry Coalition
<ul style="list-style-type: none"> <li>Negotiation with Governments, EU and private sector to secure funding for key projects</li> </ul>	June 07 +	The Greater Newry Coalition
<ul style="list-style-type: none"> <li>Achievement of:               <ul style="list-style-type: none"> <li>A GREATER NEWRY</li> <li>A greater East Border Region</li> <li>A greater island economy</li> </ul> </li> </ul>	2007 - 2013	Partnership between Greater Newry, Northern Ireland and the Republic of Ireland

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Regional Manager, Invest Northern Ireland

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Chief Executive, Newry & Mourne Health & Social Services Trust

**Mr PJ Bradley MLA**  
South Down SDLP

**Pastor Philip Brown**  
Baptist Church Newry

**Mayor Michael Carr**  
Newry & Mourne District Council

**Mr Peter Conway**  
Chief Executive, Warrenpoint Harbour Authority

**Mr Edwin Curtis**  
Chairman, Newry & Mourne Leader

**Ms Geraldine Donaghy**  
Chief Executive  
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**Mr William Hall**  
Lord Lieutenant of County Down

**Mr David Hanna MBE**  
President, Newry Chamber of Commerce & Trade

**Rev Norman Hutton**  
Minister, First Presbyterian Church (N.S.)

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**Mr John MacMahon**  
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**Cllr Jack Patterson**  
Chairman, Newry City Centre Management

**Ms Margaret Ritchie MLA**  
South Down SDLP

**Mr Denis Rooney**  
Chairman, International Fund for Ireland

**Ms Caitriona Ruane MLA**  
South Down Sinn Fein

**Mr Jim Stewart**  
Chairman, Warrenpoint Harbour Authority

**Rev Kingsley Sutton**  
Church of Ireland  
St Patrick's & St Mary's Parish

**Rev Clifford Taylor**  
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Invested in by the  
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for Peace and Reconciliation

