2007

Seaside Towns Initiative

Research Report

THE CONTENTS OF THIS REPORT ILLUSTRATE THE AWARENESS OF THE SEASIDE TOWNS INITIATIVE ACROSS APPROPRIATE TOURISM SME'S INCLUDING CURRENT AND FUTURE NEEDS OF THESE SME'S IN THEIR APPROPRIATE AREAS.

INTERREG IIIA
Project part financed by the European Union

Buncrana Town Council
Sligo County Council
Coleraine Borough Council
Moyle District Council
Bundoran Town Council
Larne Borough Council
Donegal County Council

S Canning
Consultancy
October 2007

EXECUTIVE SUMMARY

This report is designed to establish the success of the 'Cross-Border Seaside Towns Initiative'- a joint cross border local authority project part-financed by the European Union through the Interreg IIIa Programme managed for the Special EU Programmes' Body by the ICBAN Partnership, the aim of the Initiative was to enhance the profile and significance of the seaside towns along side the tourism SME's in each of the council areas of Sligo, Donegal, Coleraine, Moyle and Larne.

The research methodology undertaken was by means of a questionnaire, which was distributed by email/post to a sample size of one hundred and thirty small to medium tourism enterprises operating in the five council areas, with an added incentive to encourage response. This sample size was selected in order to gain a response rate of thirty respondents, of this sample a response of thirty-one respondents was gained and the following report is based on their views and perceptions as to whether the improvement works of The Seaside Towns Initiative are of benefit to them and their areas.

It is evident from the respondents that few are aware of the initiative or the source of the funding, however in stating this even though a minority is aware of the initiative a majority have noticed many of the projects/improvements undertaken in their respective areas.
Many of the SME's surveyed hold the view that the improvements have enhanced tourism in the region as a result of upgrading and improving the appearance of the areas; however a majority of those surveyed were unsure whether the works undertaken could actually attract potential tourist business on just improved aesthetics alone.

Of the thirty one respondents there is an overwhelming response rate when asked for their views on possible additional improvements that could be made under the Seaside Towns Initiative. This is the area in which most respondent's added extra detail enthusing that works carried out have been beneficial. As with any seaside location there is always

plenty of scope to further augment the potential of these areas to those already conducted in this project for the future benefit of the Seaside resorts and the local SME's.

When informed of the new portal site currently under construction a significant majority felt that this could be of great benefit to the seaside towns, of those that are unsure of its benefits their confusion is due to the fact that even though it may be of benefit they feel they could not comment as they have not presently viewed the site.

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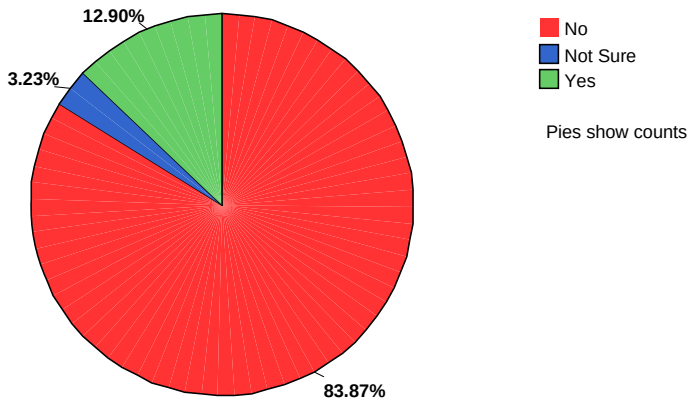
❖ From the research methodology used the following illustrates it's findings:

Awareness of Seaside Towns Initiative

The findings from the thirty-one respondents concluded that twenty six of these were unaware of the Seaside Towns Initiative, four are aware or have heard of this initiative indicating knowledge was gained through the Bundoran Initiative and local Media, while one respondent was unsure if they had or had not heard of the Initiative previously as is portrayed in Figure 1 below.

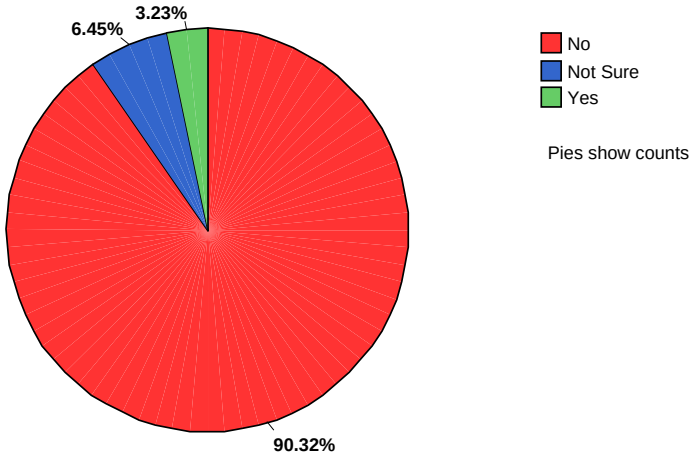
Figure 1 Awareness of initiative



Awareness of Funding Bodies

When questioned of their awareness of the funding body for the Seaside Towns Initiative twenty-eight SME's responded stating unawareness of the funding body, one respondent stated awareness of the funding body and believed it to be 'the E.U. Cross Border Program and one SME remained unsure of the funding body.

Figure 1 Awareness of funding bodies



Projects undertaken as part of the Seaside Towns Initiative

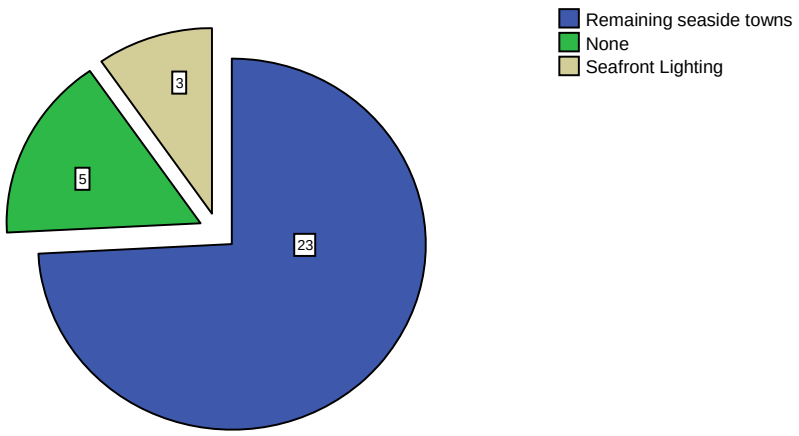
Each Seaside town involved in the Initiative had different projects undertaken in consultation with the local community and suitable for needs of each location. The next section of this report displays the findings for each individual seaside town location in respect of awareness of the projects undertaken.

- **Moyle**

Projects completed in Moyle were the Beach scheme in Cusheen dall Legg Green and Seafront lighting scheme in Ballycastle.

Of these projects it was found from the eight respondents that five failed to notice these improvements however three respondents stated awareness of the Seafront lighting in Ballycastle. (There was zero response to the Beach scheme.) Figure 3.1 displays the respondents of Moyle and individual project awareness by means of extracting the Moyle response from the remaining seaside towns involved (This will be the case for each town)

Figure 2.1 Awareness of projects undertaken in Moyle

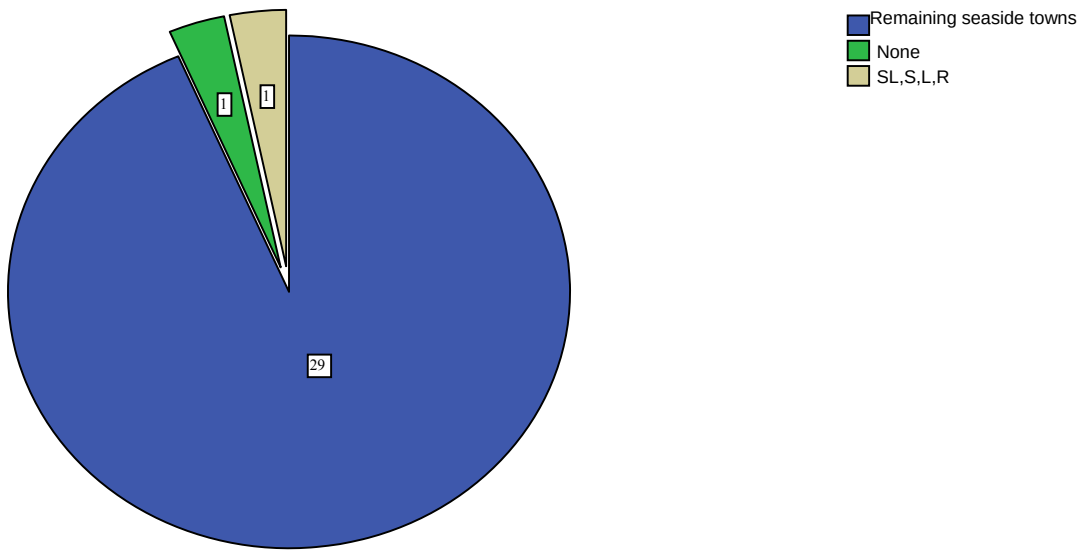


- **Enniscrone**

Projects completed in Enniscrone were; Streetlights replaced with decorative style street lighting, under-grounding of services as previously clusters of lines obscured visibility, new fencing around playground, outdoor showers, new public seating, and wheelchair access to the beach, tidal wash barrier to protect lifeguard building**,** Landscaping and resurfacing works.

From the two respondents of the Enniscrone area one respondent failed to notice any of the upgrades however the second respondent noted works carried out on the replacement of the street lighting, the outdoor showers and noting the landscaping and resurfacing works.

Figure 3.2 Awareness of projects undertaken in Enniscrone

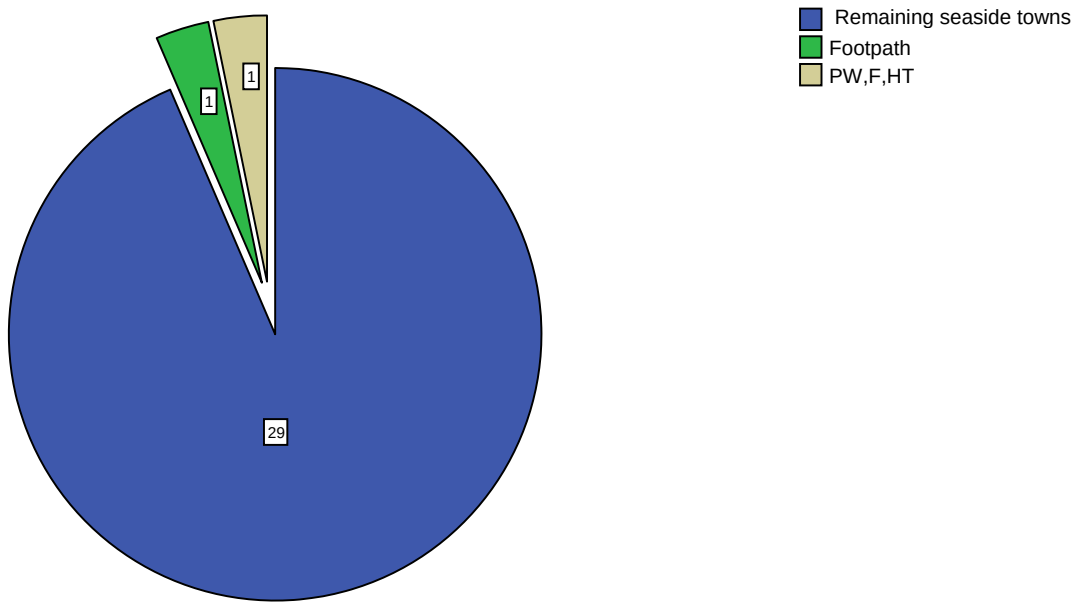


- **Mullaghmore**

Projects completed in Mullaghmore included the construction of a car parking area, promenade walk, footpath and a pedestrian crossing along with the introduction of soft landscaping to the area.

Again there were two respondents from the Mullaghmore region both of these respondents stated awareness of the new footpath while the second respondent also noticed the promenade walk and the addition of hedging and trees to the area.

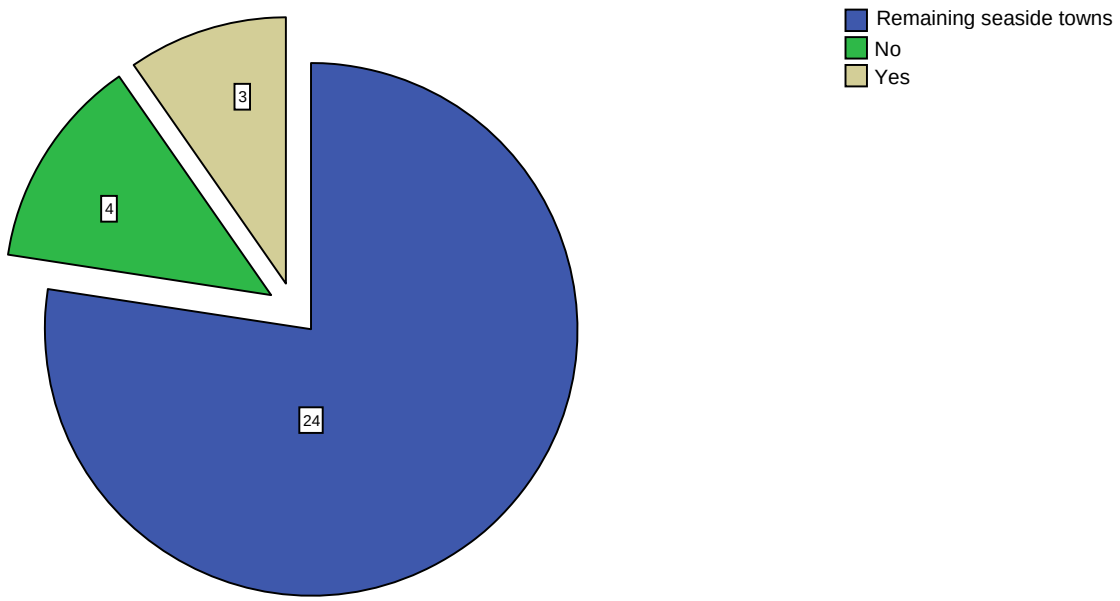
Figure 4.3 Awareness of projects undertaken in Mullaghmore



- **Coleraine**

There were seven respondents from the Coleraine region; of these respondents three were aware of the environmental improvement scheme at Antrim gardens while four respondents stated unawareness of these improvements.

Figure 5.4 Awareness of environmental improvement scheme at Antrim Gardens

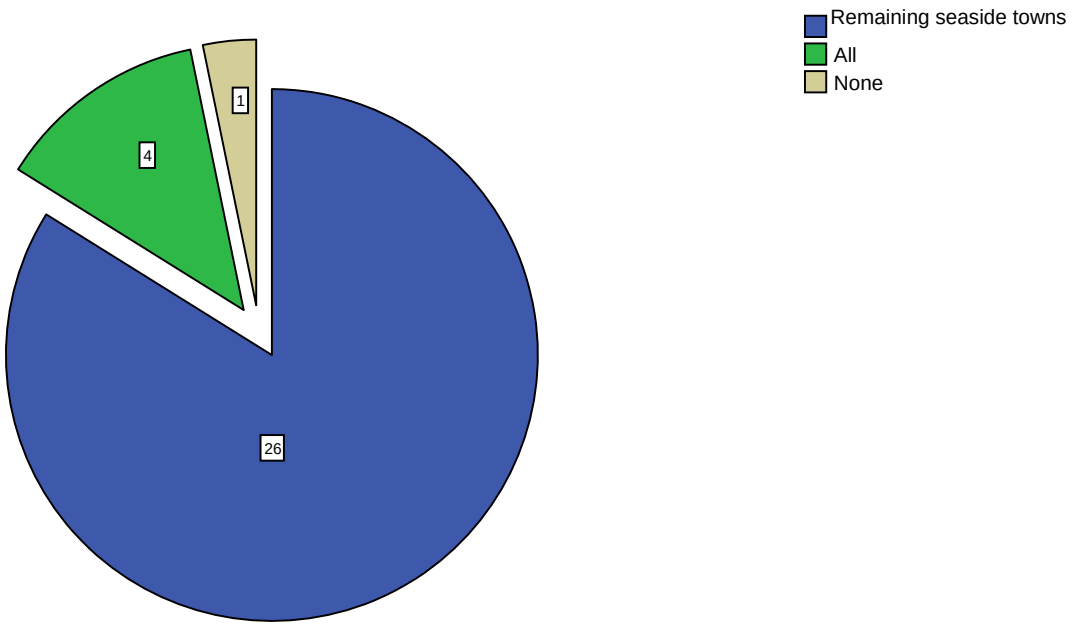


- **Larne**.

Various projects undertaken in Larne as part of the Seaside Towns Initiative include: the development of a pedestrian bridge, landscaping along the Glenarm river bank and the addition of Safety railings along the Glenarm river bank.

From the five respondents of the Larne region four of these were aware of all the upgrades while only one respondent was unaware of any of the upgrades, as we can see in figure 3.5 below.

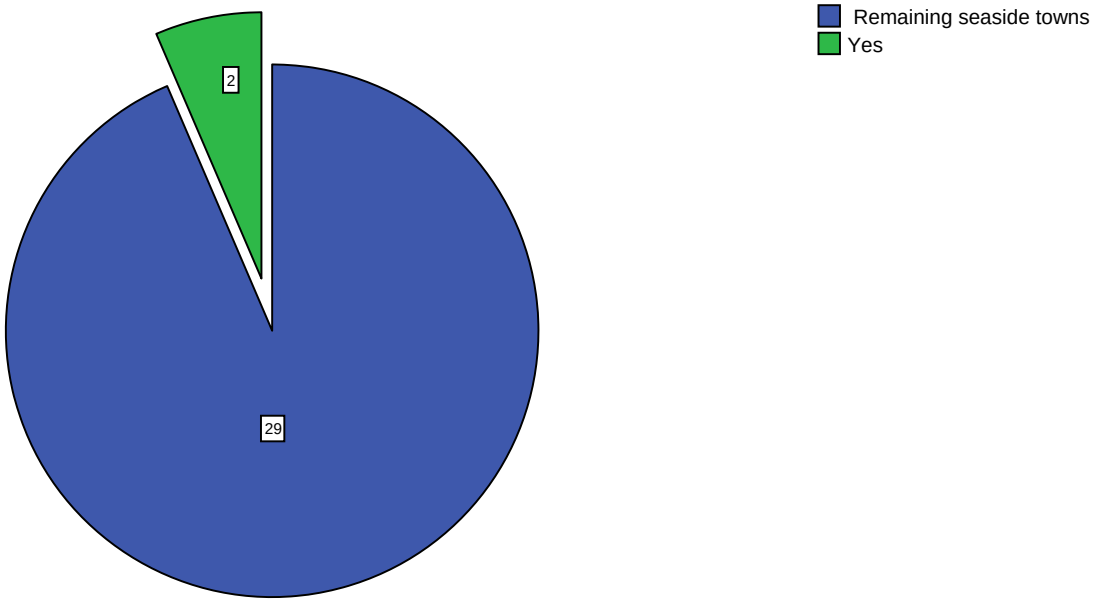
Figure 6.5 Awareness of projects undertaken in Larne/Glenarm



- **Donegal Town**

The upgrade and enhancement of the car park at the pier in Donegal Town was the project undertaken as part of the seaside towns initiative, from the two respondents of this region both stated awareness of the upgrade and enhancement works.

Figure 7.6 Awareness of upgrade of car park at the pier in Donegal Town

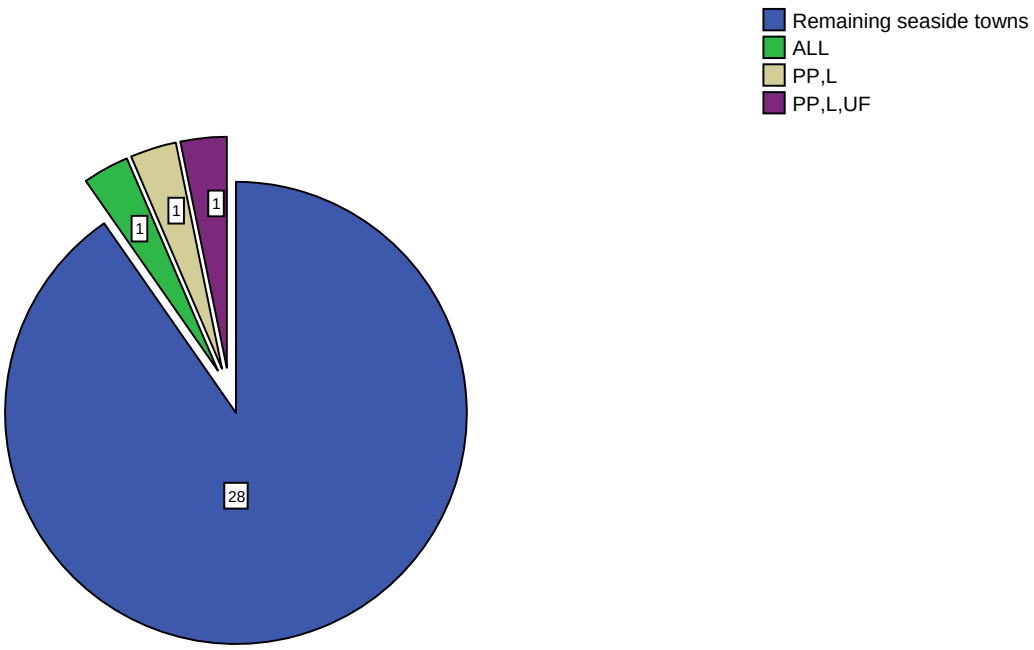


- **Bundoran**

The following were works part undertaken as part of the Seaside Towns Initiative in Bundoran; the provision of a paved pedestrian promenade, undergrounding of wires, upgrading of lighting and the upgrading of street furniture.

There were three respondents in total from the Bundoran area. Two respondents were aware of the paved pedestrian promenade and the upgrading of lighting, one of these respondents was also aware of the undergrounding of wires works that have been undertaken and the third respondent was aware of all of the works completed. There was a zero response rate of unawareness to projects undertaken in this region.

Figure 8.7 Awareness of projects undertaken in Bundoran

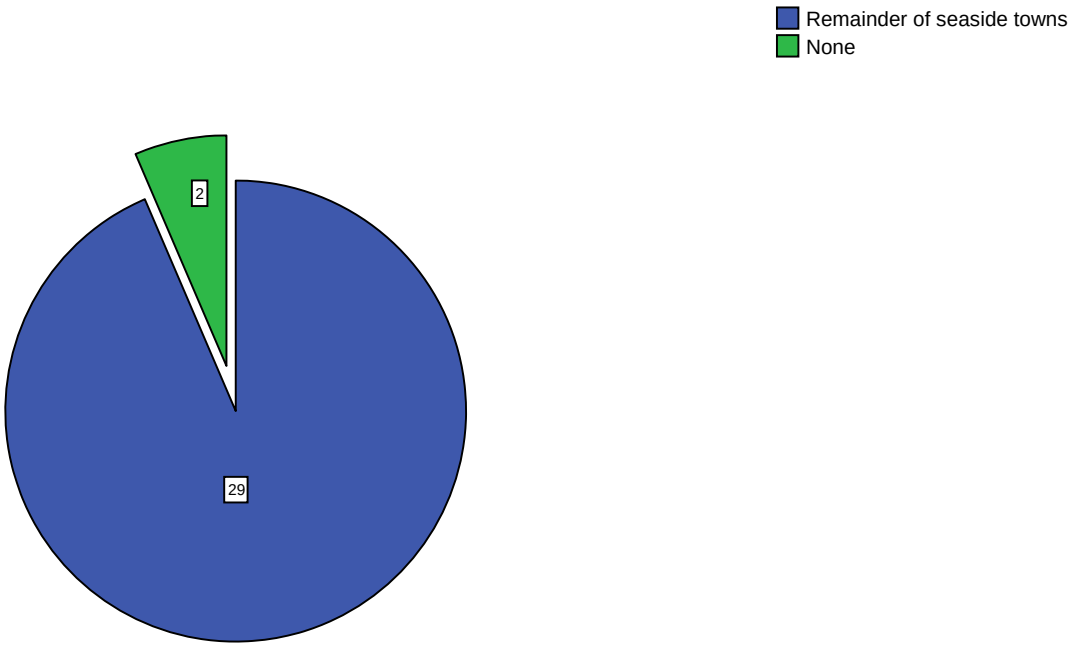


- **Buncrana**

Upgrades completed in Buncrana as part of the Initiative were a series of way marked walking paths, information points, seating areas and signposting.

There are two respondents from the Buncrana region; however it was found that both of these respondents were unaware of the improvements in the area.

Figure 9.8 Awareness of projects undertaken in Buncrana



Infrastructural works – Tourism Benefits

From the thirty one respondents a majority of thirteen believed that the improvements have most definitely enhanced tourism in the area due to;

- ⇒ Improved appearance of the area-'*excellent'*
- ⇒ Access greatly improved
- ⇒ A respondent from Coleraine commented on how several overseas visitors mentioned how the improvements made the area a 'wonderful' place to relax
- ⇒ A Sligo respondent commented on how the improvements have enhanced tourism as previously Sligo was 'poor in green areas, parks and public promenades - natural beauty was not very accessible'

Eight respondents believed that the improvements had not enhanced tourism as;

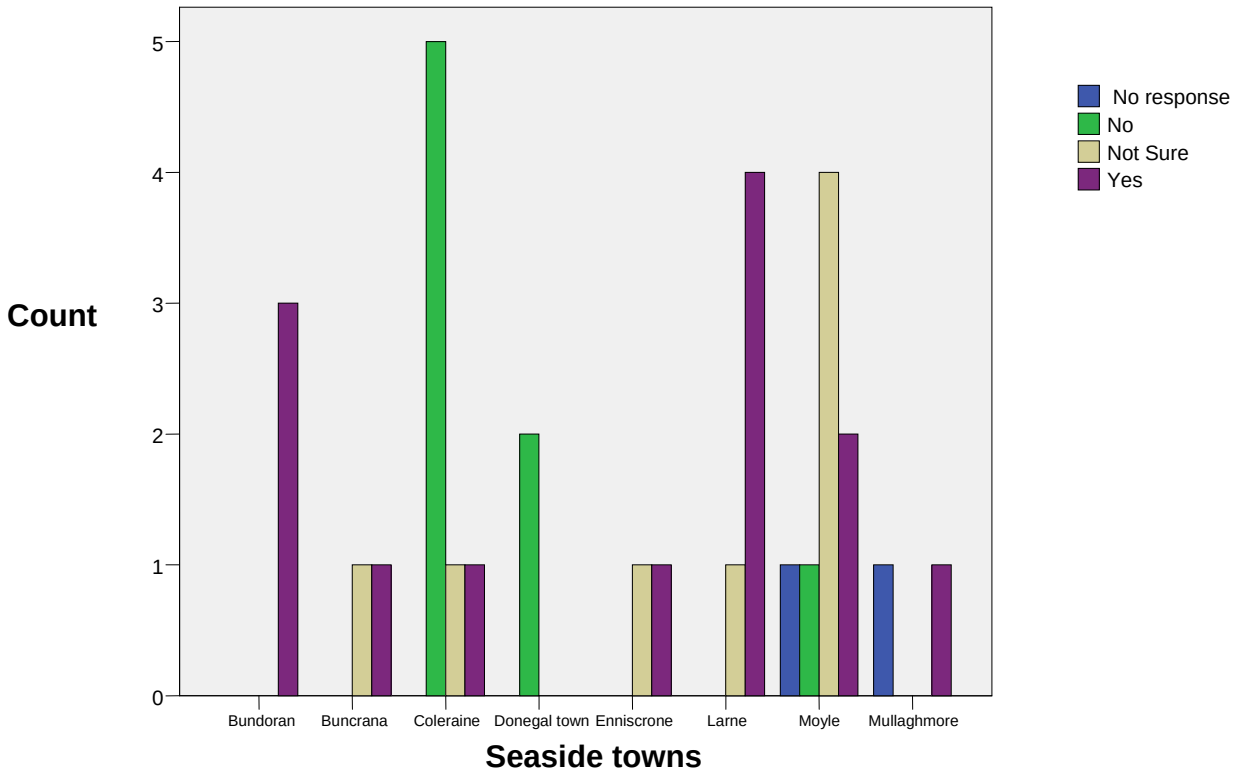
- ⇒ Although many believed the areas looked better they didn't believe this alone would enhance tourism.
- ⇒ A respondent from Donegal Town believed tourism was affected due to removal of the pier to make way for a car park was damaging as the harbour was a major asset for the region.

A further eight respondents were unsure if the improvements have enhanced tourism, this is mainly due to the fact that theses respondents acknowledged a lack of knowledge around the improvements carried out. In stating this, a number of these respondents felt even though they were unsure of the improvements they felt they could only enhance tourism and not cause damage to it.

Two respondents have no view on this topic.

Figure 4 below displays the breakdown of views for each seaside town.

Figure 4 Enhanced Tourism due to improvements



Infrastructural works – Business Benefits

Of the thirty one respondents, five believed that the improvements made to the Seaside Towns Initiative enhanced business within the area. Their beliefs were due to the facts that:

- ⇒ Any improvements give a feel good factor to guests and local people
- ⇒ Visitors will be enticed to return to the area as they enjoyed their stay as a result of the improvements.

Eight respondents did not believe that these improvements enhanced business in the area due to:

- ⇒ Lack of facilities such as car parking in Donegal Town which affects businesses badly
- ⇒ No potential tourist would enter the town to "just" see the works completed.
- ⇒ Additional infrastructural improvements were needed to support works already completed.

A majority of seventeen respondents were unsure if the improvements enhanced business in the area. Few respondents gave reasons for their uncertainty however respondents that did made the following comments:

- ⇒ Customer have been more satisfied with the appearance, however unsure if this increases business
- ⇒ Unsure as unaware of local projects.

Table 1 Seaside towns * Enhanced business due to improvements Cross tabulation

		Enhanced business due to improvements				Total
		No	Not Sure	Yes		
Seaside towns	Bundoran	0	2	1	0	3
	Buncrana	0	1	1	0	2
	Coleraine	3	3	1	0	7
	Donegal town	1	1	0	0	2
	Enniscrone	0	2	0	0	2
	Larne	2	3	0	0	5
	Moyle	2	4	1	1	8
	Mullaghmore	0	1	1	0	2
Total		8	17	5	1	31

Infrastructural works – Overall Benefits Gained

It is clear from a significant number of respondents that there are a number of other benefits that have arisen as a direct result of the improvements carried out. These benefits are outlined below:

- ⇒ Safety – as a result of new amenity areas locals as well as visitors can now bring their toddlers on walking excursions or bring their dogs for walks, thereby promoting active living.
- ⇒ Improved aesthetic – enhances the overall image of the town and encourages entrepreneurs/other businesses to invest in the area.
- ⇒ Improved publicity – from the tangible improvements and therefore attracts new visitors.
- ⇒ More pleasant views for visitors from their point of stay giving a "wonderful outlook" for the future

Additional projects for 'Seaside Towns Initiative'

There is a significant interest in adding to the projects already undertaken as part of the Seaside Towns Initiative. This is clearly evident through the vast response to this section of the questionnaire. Many of these responses have suggested that generic type projects would be suitable for all seaside towns and held the belief that these improvements were realistic and without doubt of benefit to all areas. Nominal respondent's specified regional improvements. The overall improvements sought were:

- ⇒ Water safety amenities – clearly and aesthetically placed
- ⇒ Signposting – upgrading and additions to present signposting clearly stating local amenities and activities available
- ⇒ Beach facilities – upgrade and additions of modern toilet and shower facilities at all beaches.
- ⇒ Beach maintenance – addition of bins and litter patrols around beaches which could be supported through lifeguards, community service or Transition year projects. Litter patrols should also include sea debris. Impose fines for littering.
- ⇒ Increased exposure of litter bins urgently needed throughout all seaside towns, emptying regularly and again fines for littering to be enforced.
- ⇒ Improved car parking facilities.
- ⇒ Events – organizing, supporting and promoting events in growing areas to improve profile and increase tourism.
- ⇒ Play areas for children
- ⇒ Upgrade of shop fronts and pedestrian streets where possible.
- ⇒ Addition of plants/trees and flowers
- ⇒ More seating and relaxation areas

Specific regional improvements suggested in individual locations are as follows:

- **Enniscrone**
  - ⇒Building a surf centre
  - ⇒Addition of a marina

- **Bundoran**
  - ⇒Improvements on the main street in conjunction with previously improved areas as they are "so beautiful"

- **Donegal town**
  - ⇒ Additional marina berths, pontoons and landing stations
  - ⇒ Dredging of channel to improve vessel access
  - ⇒ Sheltered boat haven

- **Larne**
  - ⇒ Landscaping harbour
  - ⇒ Improvements carried out on derelict buildings
  - ⇒ Ensuring walks are more accessible for the elderly
  - ⇒ Closure of the quarry

New portal site of benefit to seaside towns

All respondents from the Regions Tourism SME's were made aware of the new portal site currently under construction www.discoverseasidetowns.ie , those surveyed were asked if they believed this site was worthwhile and of future benefit to the seaside resort areas.

An overwhelming majority of twenty-one respondents out of thirty one felt that the portal site would be of benefit to the towns involved for the following reasons:

- ⇒ Internet is now the first port of call for the potential tourist
- ⇒ Seaside towns appeal to a niche market a portal site will make relevant information more easily accessible
- ⇒ Create awareness of towns not traditionally thought of as seaside towns or destinations for short breaks
- ⇒ Link to other sites for additional promotion
- ⇒ Increasing brand awareness of seaside towns by grouping relevant towns together
- ⇒ Promotion of tourist accommodation and improved income for local businesses

Only three respondents feel that the new portal site would not be of benefit to the seaside towns. Two respondents felt this was so as;

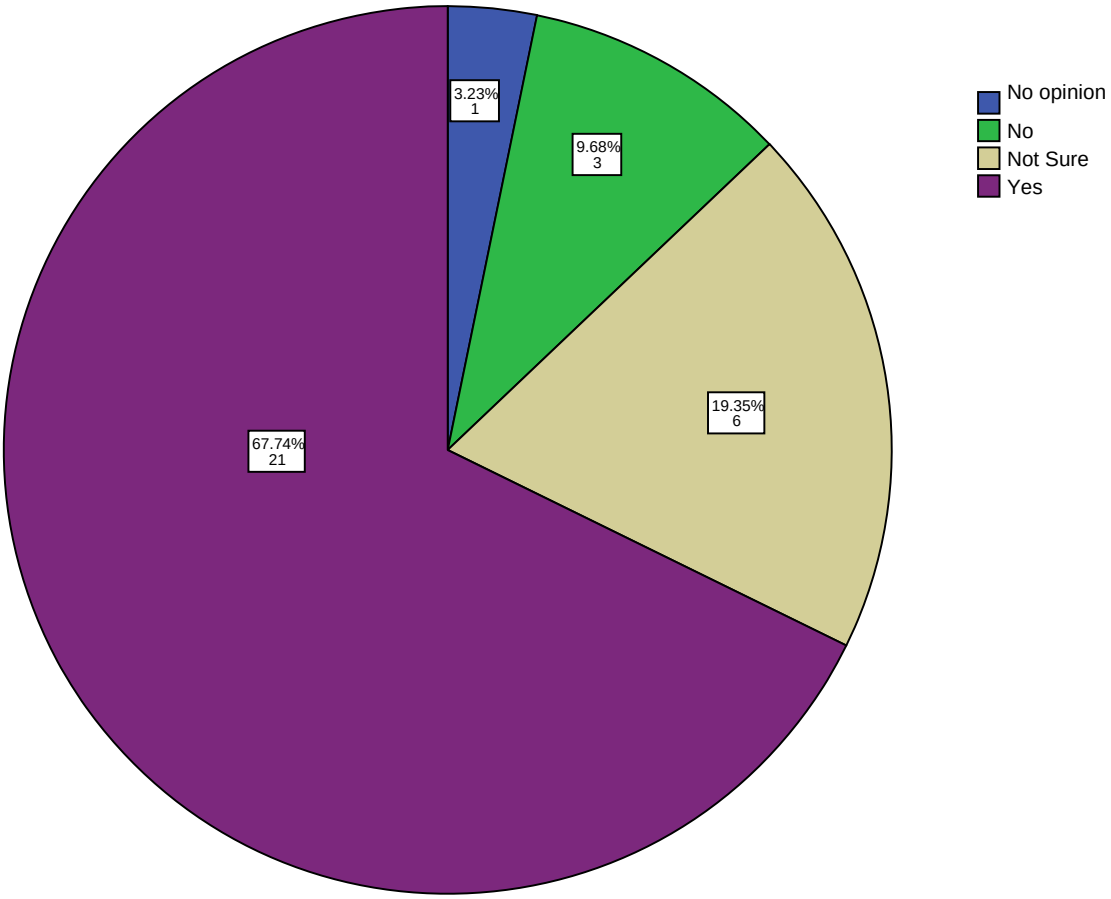
- ⇒ People make impressions from visiting a destination not through a web site
- ⇒ Prospective visitor would never access a site with such an address

A further six respondents are unsure if the new portal site would be of benefit to the towns involved. The consensus across the board for this view is as even though many of them believed it would be of benefit they all agree they would need to access the site before they could make any judgments.

One respondent had no view on this matter.

Figure 4 illustrates the respondent's views on the benefit of a new portal site.

Figure 5 benefits of a new portal site

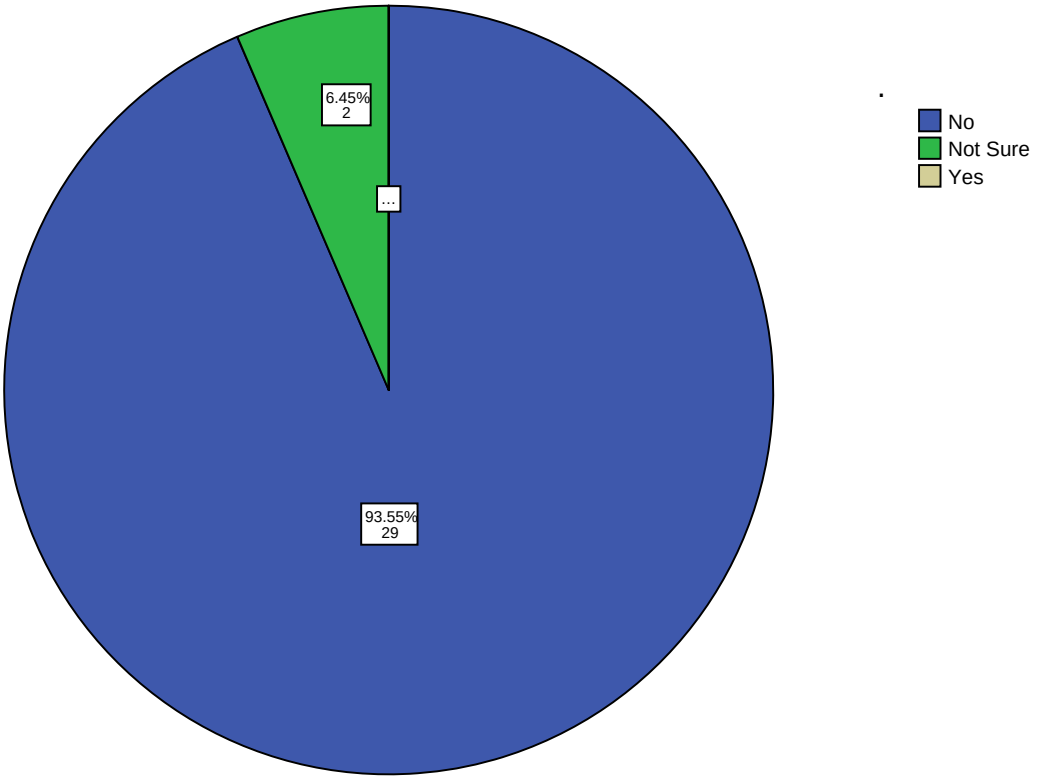


Awareness of completion date

When questioned on their awareness of the completion date of the seaside towns initiative an overwhelming majority of twenty nine respondents stated that they do not know when the project was due for completion.

Two respondents were unsure of the completion date with one of theses respondents indicating they believe it was in 2008.

Figure 6 Awareness of completion date



Conclusion

In conclusion although there is little evidence from the thirty one respondents that they were aware of the joint cross border local authority project part-financed by the European Union through the Interreg IIIA Programme titled the 'Seaside Towns Initiative', but it is evident however that a majority were aware of the actual projects carried out under this initiative.

The majority of SME's also felt that these projects/improvements have enhanced tourism and overall appeal in their respective areas due to comments from visitors on the factors such as improved appeal and look of the areas and its associated amenities in addition to the resultant "feel good" factor for locals.

There seemed to be a consensus among respondents that there was a great need to continue the works already developed by the Seaside Towns Initiative. This was due to the fact that the projects currently completed have "added value" to the regions and if further additional projects were considered that it would greatly enhance tourism and improve the revenue generated by local business enterprises.

Although there was a minority unsure if a portal site would be of benefit to seaside towns, simply as at the time of the survey the new site was not accessible for comment, a significant majority believed that the site had huge potential to enhance tourism and put the local businesses on the map as the first port of call for tourists researching possible travel destinations is the Internet.

In conclusion; there was a consensus that as many SME's were now aware of the Seaside Towns Initiative they expressed an eagerness to see the initiative continue and expressed an interest to participate in any future consultation on possible works as an initiative of this nature would offer so much potential for local business and tourism.

COMMENTS FROM THE SEASIDE TOWNS STEERING COMMITTEE

The results from survey were as expected in that the level of unawareness of the EU funded project was high but respondents did generally acknowledge that they had knowledge of the major infrastructural works undertaken in the nine picturesque seaside town locations.
It is the opinion of the Committee that the newly established website www.discoverseasidetowns.ie will address this issue and raise the profile of both the funding bodies and the Seaside Towns Initiative, strengthening a case for the further extension of this project beyond 2007 into a Phase 11 initiative.

Furthermore, as the new website is linked to the official tourism sites in the relevant five Council areas of Sligo, Donegal, Coleraine, Moyle and Larne; this will further reinforce and create greater awareness of this initiative. This along with the publicity gained from our advertisements in Discover Ireland and Ireland West brochures and our Banner advertising for the months of December 2007 to February 2008 on high traffic websites both North and South will greatly promote and support the work of this project.

We will also be hosting a "final celebration" of the Seaside Towns Initiative on the 6th December 2007 in the seaside town of Mullaghmore and the 130 Tourism SME's invited to participate in the survey will be invited to attend this event/workshop to feed into the future planning and direction of the project.

Finally, the section of this report which identified future possible projects for the Council is very informative and would be valuable as a tool in further consultation and discussion with community groups in each of the council areas.

We would like to thank Sinead Canning for all her hard work in securing the survey responses so quickly and commend her for the clear and concise manner in which her report and findings are presented.

APPENDIX CONTENTS

Cover letter attached to questionnaires	**1**
Questionnaires	**2**
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Bundoran	**2.7**
Buncrana	**2.8**

Appendix 1

Sinead Canning
OfficeG0013
ITS BIC,
Ballinode,
Sligo,
Co. Sligo.

Dear Sir/Madame,

The following is a short questionnaire in order to establish the success of the 'Cross-Border Seaside Towns Initiative', This Initiative is hoped to have enhanced the profile and significance of the seaside towns in each of the council areas of Sligo, Donegal, Coleraine, Moyle and Larne.

The members of these councils would greatly appreciate if you could take just five minutes to fill in this questionnaire, as a token of their appreciation for your time your company details will be added to the seaside towns website, which is currently under construction and due to go live in October 2008. It would also be greatly appreciated if you could return the questionnaire by Wednesday 19th September 2007 with your appropriate company details for the website.

All answers and information supplied will be fully confidential and only used for the purpose intended and not passed onto any third party.

Yours Thankfully,

_____.

Sinead Canning.
canning.sinead@itslgo.ie

Appendix 2.1 Moyle

Seaside Towns Initiative Questionnaire.

1. **Are you aware of the Seaside Towns Initiative?**

   Yes ☐ Not Sure ☐ No ☐

   If yes, how did you hear about it? _____

   _____

2. **Do you know who funds this initiative?**

   Yes ☐ Not Sure ☐ No ☐

   If yes who do you believe funds this initiative?

_____

3. **The following are projects undertaken as part of the Seaside Towns Initiative, please tick any of the following which you are aware of:**

   - Seafront lighting in Ballycastle ☐
   - Beach scheme in Cusheen dall Legg Green ☐

4. **In your opinion have these improvements enhanced tourism in the area?**

   Yes ☐ Not Sure ☐ No ☐

   Comment:

   _____

   _____

   _____

5. **In your opinion have these improvements increased business within the area?**

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

6. **List and comment on any other ways that you feel these changes have been of benefit to the area?**

_____

_____

_____

_____

7. **Are there any other areas of improvement that you feel could be included in the Seaside Towns Initiative to enhance the area?**

_____

_____

_____

_____

8. **There is a new portal site under construction to help promote and provide information on seaside towns (www.discoverseasidetowns.ie); do you feel this could be of benefit to the towns involved?**

Yes ☐ Not Sure ☐ No ☐

Please state reasons for your opinion _____

_____

9. **Are you aware of the completion date for the Cross border Seaside Initiative?**

Yes ☐ Not Sure ☐ No ☐

If yes when do you believe the completion date is?

_____

Appendix 2.2 Enniscrone

Seaside Towns Initiative Questionnaire.

1. **Are you aware of the Seaside Towns Initiative?**

   Yes ☐ Not Sure ☐ No ☐

   If yes, how did you hear about it? _____

   _____

2. **Do you know who funds this initiative?**

   Yes ☐ Not Sure ☐ No ☐

   If yes who do you believe funds this initiative?

_____

_____

3. **The following are projects undertaken as part of the Seaside Towns Initiative, please tick any of the following which you are aware of:**

   - Streetlights replaced with decorative type

     ☐

   - Undergrounding of services as previously clusters of lines obscured visibility

     ☐

   - New fencing around playground

     ☐

   - Outdoor showers

     ☐

- New public seating

  ☐

- Wheelchair access to the beach

  ☐

- Tidal wash barrier to protect lifeguard building

  ☐

- Landscaping

  ☐

- resurfacing

  ☐

4. **In your opinion have these improvements enhanced tourism in the area?**

   Yes ☐ Not Sure ☐ No ☐

   Comment:

   _____

   _____

   _____

5. **In your opinion have these improvements increased business within the area?**

   Yes ☐ Not Sure ☐ No ☐

   Comment:

   _____

   _____

   _____

6. **List and comment on any other ways that you feel these changes have been of benefit to the area?**

   _____

_____
_____
_____
_____

7. **Are there any other areas of improvement that you feel could be included in the Seaside Towns Initiative to enhance the area?**

_____
_____
_____
_____

8. **There is a new portal site under construction to help promote and provide information on seaside towns (www.discoverseasidetowns.ie); do you feel this could be of benefit to the towns involved?**

Yes ☐ Not Sure ☐ No ☐

Please state reasons for your opinion

_____
_____
___

9. **Are you aware of the completion date for the Cross border Seaside Initiative?**

Yes ☐ Not Sure ☐ No ☐

If yes when do you believe the completion date is?

_____

Appendix 2.3 Mullaghmore

Seaside Towns Initiative Questionnaire.

1. **Are you aware that the Seaside Towns Initiative is currently been undertaken?**

   Yes ☐ Not Sure ☐ No ☐

If yes, how did you hear about it? _____

_____

2. **Do you know who funds this initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes who do you believe funds this initiative?

_____

_____

3. **The following are projects undertaken as part of the Seaside Towns Initiative, please tick any of the following which you are aware of:**

- New car parking area ☐
- Promenade walk ☐
- New footpath ☐
- New Pedestrian crossing ☐

- Addition of hedging and trees to the area ☐

4. In your opinion have these improvements enhanced tourism in the area?

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

5. In your opinion have these improvements increased business within the area?

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

6. List and comment on any other ways that you feel these changes have been of benefit to the area?

_____

_____

_____

_____

7. **Are there any other areas of improvement that you feel could be included in the Seaside Towns Initiative to enhance the area?**

_____

_____

8. **There is a new portal site under construction to help promote and provide information on seaside towns (www.discoverseasidetowns.ie); do you feel this could be of benefit to the towns involved?**

   Yes ☐ Not Sure ☐ No ☐

Please state reasons for your opinion _____

_____

9. **Are you aware of the completion date for the Cross border Seaside Initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes when do you believe the completion date is? _____

Appendix 2.4 Coleraine

Seaside Towns Initiative Questionnaire.

1. **Are you aware of the Seaside Towns Initiative?**

   Yes ☐ Not Sure ☐ No ☐

   If yes, how did you hear about it? _____

   _____

2. **Do you know who funds this initiative?**

   Yes ☐ Not Sure ☐ No ☐

   If yes who do you believe funds this initiative?

_____

_____

3. **The environmental improvement scheme at Antrim Gardens (opposite Ramada Hotel) is a project undertaken as part of the Seaside Towns Initiative, are you aware this project has been undertaken?**

   Yes ☐ Not Sure ☐ No ☐

4. **In your opinion have these improvements enhanced tourism in the area?**

   Yes ☐ Not Sure ☐ No ☐

   Comment:

   _____

   _____

   _____

5. **In your opinion have these improvements increased business within the area?**

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

6. **List and comment on any other ways that you feel these changes have been of benefit to the area?**

_____

_____

_____

_____

7. **Are there any other areas of improvement that you feel could be included in the Seaside Towns Initiative to enhance the area?**

_____

_____

_____

_____

8. **There is a new portal site under construction to help promote and provide information on seaside towns (www.discoverseasidetowns.ie); do you feel this could be of benefit to the towns involved?**

Yes ☐ Not Sure ☐ No ☐

Please state reasons for your opinion _____

_____

9. **Are you aware of the completion date for the Cross border Seaside Initiative?**

Yes ☐ Not Sure ☐ No ☐

If yes when do you believe the completion date is?

_____

Appendix 2.5 Larne

Seaside Towns Initiative Questionnaire.

1. **Are you aware of the Seaside Towns Initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes, how did you hear about it? _____

_____

2. **Do you know who funds this initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes who do you believe funds this initiative? _

_____

3. **The following are projects undertaken as part of the Seaside Towns Initiative, please tick any of the following which you are aware of:**

- Development of a pedestrian bridge ☐
- Landscaping along the Glenarm river bank ☐
- Safety railings along the Glenarm river bank ☐

4. **In your opinion have these improvements enhanced tourism in the area?**

   Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

_____

5. **In your opinion have these improvements increased business within the area?**

   Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

6. **List and comment on any other ways that you feel these changes have been of benefit to the area?**

   _____

   _____

   _____

   _____

7. **Are there any other areas of improvement that you feel could be included in the Seaside Towns Initiative to enhance the area?**

   _____

   _____

   _____

   _____

8. **There is a new portal site under construction to help promote and provide information on seaside towns (www.discoverseasidetowns.ie); do you feel this could be of benefit to the towns involved?**

   Yes ☐ Not Sure ☐ No ☐

Please state reasons for your opinion _____

_____

9. Are you aware of the completion date for the Cross border Seaside Initiative?

Yes ☐ Not Sure ☐ No ☐

If yes when do you believe the completion date is?

_____

Appendix 2.6 Donegal Town

Seaside Towns Initiative Questionnaire.

1. **Are you aware of the Seaside Towns Initiative?**

   Yes ☐ Not Sure ☐ No ☐

   If yes, how did you hear about it? _____

   _____

2. **Do you know who funds this initiative?**

   Yes ☐ Not Sure ☐ No ☐

   If yes who do you believe funds this initiative?

   _____

3. **The upgrading and enhancement works at The Pier in Donegal town is a project part undertaken under the Seaside Towns Initiative, were you are aware of this project?**

   Yes ☐ Not Sure ☐ No ☐

4. **In your opinion have these improvements enhanced tourism in the area?**

   Yes ☐ Not Sure ☐ No ☐

   Comment:

   _____

   _____

   _____

5. **In your opinion have these improvements increased business within the area?**

   _____

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

6. **List and comment on any other ways that you feel these changes have been of benefit to the area?**

   _____

   _____

   _____

   _____

7. **Are there any other areas of improvement that you feel could be included in the Seaside Towns Initiative to enhance the area?**

   _____

   _____

   _____

   _____

8. **There is a new portal site under construction to help promote and provide information on seaside towns (www.discoverseasidetowns.ie); do you feel this could be of benefit to the towns involved?**

   Yes ☐ Not Sure ☐ No ☐

   Please state reasons for your opinion _____

   _____

9. **Are you aware of the completion date for the Cross border Seaside Initiative?**

Yes ☐ Not Sure ☐ No ☐

If yes when do you believe the completion date is?

_____

Appendix 2.7 Bundoran

Seaside Towns Initiative Questionnaire.

1. **Are you aware of the Seaside Towns Initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes, how did you hear about it? _____

_____

2. **Do you know who funds this initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes who do you believe funds this initiative?

_____

3. **The following are enhancement works part undertaken under the Seaside Towns Initiative, please tick any of the following which you are aware of:**

- Provision of paved pedestrian promenade ☐
- Undergrounding of wires ☐
- Upgrading of lighting ☐
- Upgrading of street furniture ☐

4. **In your opinion have these improvements enhanced tourism in the area?**

_____

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

5. In your opinion have these improvements increased business within the area?

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

6. **List and comment on any other ways that you feel these changes have been of benefit to the area?**

_____

_____

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_____

7. Are there any other areas of improvement that you feel could be included in the Seaside Towns Initiative to enhance the area?

_____

_____

_____

_____

8. **There is a new portal site under construction to help promote and provide information on seaside towns (www.discoverseasidetowns.ie); do you feel this could be of benefit to the towns involved?**

   Yes ☐ Not Sure ☐ No ☐

Please state reasons for your opinion _____

_____

9. **Are you aware of the completion date for the Cross border Seaside Initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes when do you believe the completion date is?

_____

Appendix 2.8 Buncrana

Seaside Towns Initiative Questionnaire.

1. **Are you aware of the Seaside Towns Initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes, how did you hear about it? _____

_____

2. **Do you know who funds this initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes who do you believe funds this initiative?

_____

3. **The following are projects undertaken as part of the Seaside Towns Initiative, please tick any of the following which you are aware of:**

- Series of way marked walking paths ☐
- Information points ☐
- Signposting ☐
- Seating areas ☐

4. **In your opinion have these improvements enhanced tourism in the area?**

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

5. In your opinion have these improvements increased business within the area?

Yes ☐ Not Sure ☐ No ☐

Comment:

_____

_____

_____

6. **List and comment on any other ways that you feel these changes have been of benefit to the area?**

_____

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_____

7. Are there any other areas of improvement that you feel could be included in the Seaside Towns Initiative to enhance the area?

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_____

_____

8. **There is a new portal site under construction to help promote and provide information on seaside towns (www.discoverseasidetowns.ie); do you feel this could be of benefit to the towns involved?**

   Yes ☐ Not Sure ☐ No ☐

Please state reasons for your opinion _____

_____

___

9. **Are you aware of the completion date for the Cross border Seaside Initiative?**

   Yes ☐ Not Sure ☐ No ☐

If yes when do you believe the completion date is? _____