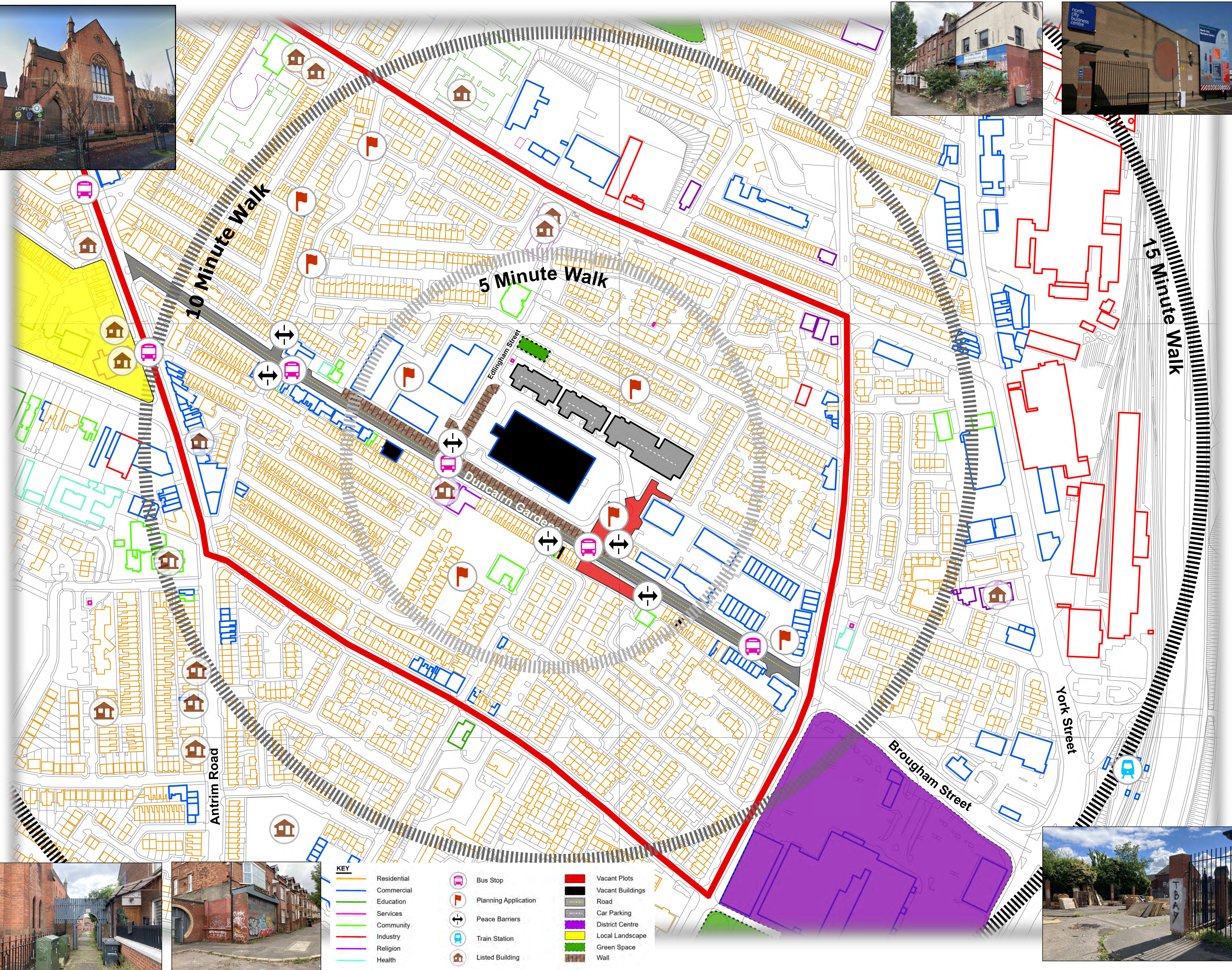


# NEIGHBOURHOOD ANALYSIS

- ### STRENGTHS
- Established mixed use residential area with large residential catchment.
  - Character of the area strengthened by mature tree line along Duncairn Gardens.
  - Good access to key services and facilities including District Centre and City Centre.
  - Access to employment opportunities (North City Business Park).
  - Evidence of strong community structures — although varying within the study area.
  - Rich history and with some beautiful historic buildings being retained.
  - Good range and mix of uses, including community uses.
  - There is an appetite for change in the area.
  - Proximity to the new Ulster University Campus.
  - Sustainable and highly accessible location within walking distance to many key services
  - Good public transport provision.



- ### WEAKNESSES
- Physically and politically divided communities.
  - High vacancy rates and pockets of dereliction.
  - Poor quality of the environment in places. Lacks colour and softness and enhances the perception of the area being an unwelcoming place.
  - Anti social behaviour—spurred by the accessibility of vacant and underutilised sites.
  - Limited availability of quality open spaces.
  - Key site along Duncairn Gardens has been commenced but not completed—difficult to force these developments to be completed.
  - Anecdotal evidence suggests that very limited amount of local people are employed in the local businesses, including TeleTech when it was in operation.
  - Area performs poorly in terms of multiple deprivation, falling within the 20% most deprived. Crime and health deprivation are particularly concerning.



- ### OPPORTUNITIES
- To develop / reuse vacant land and buildings.
  - To deliver social and economic benefits through regeneration
  - To positively regenerate the Adam Street site and turn this into an asset for local communities.
  - To enhance the public realm, making the area more attractive and welcoming —this in turn will enhance pride and satisfaction within the local communities.
  - To review the provision of local amenities and community facilities within the area and seek to fill gaps where possible.
  - To provide shared facilities and build community cohesion.
  - Reduce crime and anti-social behaviour through the positive regeneration of vacant and derelict sites.
  - To generate positive social and economic benefits from the future use of the TeleTech building.
  - To help address social housing need and strengthen communities that have been impacted by the legacy of The Troubles.



- ### THREATS
- Ongoing tension between different communities.
  - Weak community structures and limited capacity within some parts of the community. Appears to be a strong focus on specific issues (i.e. housing).
  - Lack of funding to deliver change.
  - Planning policy may not fully align with community aspirations for the area.