INSPIRED BY OMAGH

THE HEART OF TYRONE

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Omagh Place Shaping Plan 2035

Key Findings from Qualitative Consultation Exercises

Prepared for Fermanagh and Omagh District Council

10th May 2022

KPMG Future Analytics

01 OPP Workshop

Overview

- Workshop conducted with OPP membership and series of breakout sessions looking at Omagh's challenges and issues, opportunities for Omagh, identifying what is unique about Omagh and setting out what Omagh needs.

Key Themes

Increase Economic Growth - more jobs and a wider range of jobs, reverse the brain drain, position Omagh as a spill-over investment region, develop "Brand Omagh", exploit WFH

Develop Infrastructure – A5, hotel accommodation, affordable housing

Exploit the Natural Environment – the River frontage, proximity to the Sperrins & Gortin Glens; increase green spaces; promote quality of life aspects

Improve Connectivity – town and countryside (leisure & tourism); town and river; urban/rural synergy; active travel plans

Use Educational Opportunities: SW College; new Strule Campus

Build on strong community relations - maximise shared spaces, ensure inclusivity, person centred approach – "no one left behind"

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02 Drop-in Events

Overview

- Four well publicised drop-in events at key community and public facilities in early March.
- Series of consultation boards and maps with key questions on issues, opportunities and needs.
- Attended by circa 23 people including the public, school children and business owners.

Key Themes

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03 Strategic Targeted Interviews

Overview

- Series of one to one consultations held with approx. 40 consultees ranging form Councillors to key stakeholders in statutory organisations, CVS representatives and local business representatives.
- Range of views presented.
- Some consensus on the key issues, challenges and opportunities facing Omagh town.
- Less clear views on some key issues especially associated with the opportunity sites.

Key Themes

Omagh Town

- Heritage town
- Vibrant night-time economy
- River frontage
- Urban design
- Mixed views on pedestrianisation
- Traffic congestion!
- Leisure, arts, culture and sports
- USP?

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04 Strategic Targeted Interviews

Key Themes

Tourism

- Omagh sits within beautiful countryside
- Exploit natural assets
- Omagh undersells itself
- Gortin Glens has acted as a local catalyst
- Hotel and food offering
- Greenways – walking and cycling routes
- Signage

Jobs & Employers

- SMEs and microbusinesses dominate
- Engineering / manufacturing base and agri-food sector, and growing digital community
- Broader range of jobs than perceived – vocational / trade skills
- WFH
- Retain young people

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05 Strategic Targeted Interviews

Key Themes

Schools

- Excellent schools and College
- Strule Campus offers opportunities

Opportunity Sites

- Large number of sites, vacant for many years
- Vacant school sites
- Digital Innovation Centre concept well received
- Other suggestions:
  - Lisnamallard as a boutique hotel
  - Arleston House as a café and arts and craft hub
  - Community garden/allotments
  - Hotel
  - Outdoor based youth activities
- Desire to bring all sites back into use!

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Thank you

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