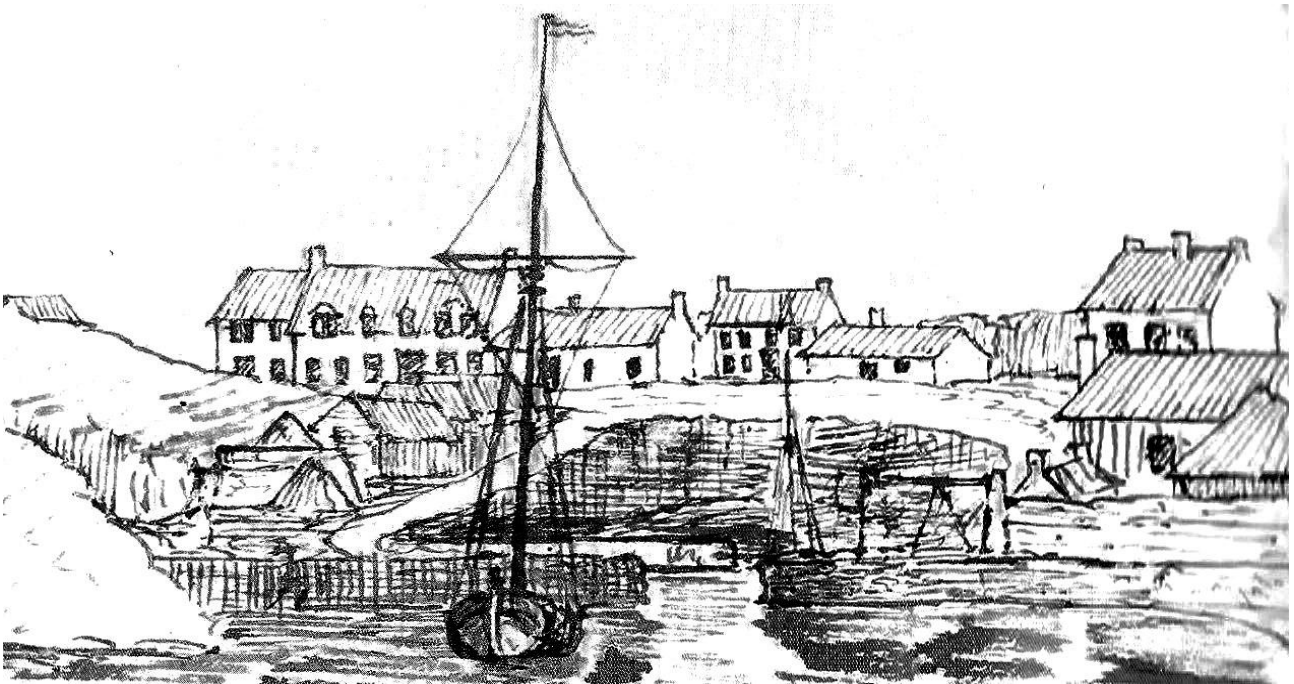




PORTRUSH HERITAGE GROUP 2025-2027 STRATEGIC PLAN



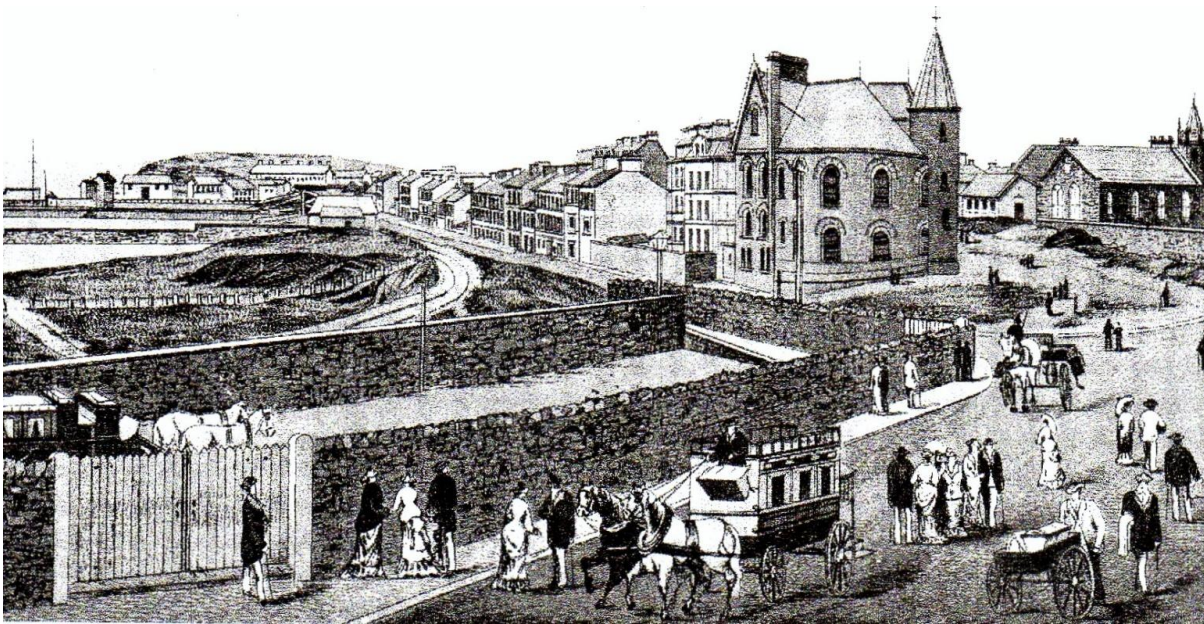
Harbour c1815

Drawing by Lord Mark Kerr (1778 – 1840) reproduced by kind permission of Hector McDonnell



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Station Square c1880

Image courtesy of Hugh Mc Grattan



Chapter 1 - Executive Summary

Portrush Heritage Group (PHG) is a volunteer organisation, registered with the Charity Commission of Northern Ireland and Companies House NI , whose vision is for the,

" Recognition and appreciation of, and engagement with the significant history and heritage of Portrush and its people"

PHG seeks to work closely with the community, and all interested parties to promote the towns heritage and history through effective signage, public art & sculpture, heritage tours, talks, theatre, exhibitions, explanatory displays, and the production and distribution of relevant literature and publications. Our Mission Statement,

"Portrush Heritage Group actively promotes and facilitates the appreciation of and engagement with the history and heritage of Portrush "

This Strategic Plan will be our blueprint over the next three years to guide efforts towards our vision. As we grow it is important to state our values which are,

- | | |
|-----------------------------------------|--------------------------------------------------------------------------------------------|
| Working collaboratively: | Proactively working with the Community and relevant stakeholders |
| Inclusivity: | Enabling engagement by all representatives of our Community |
| Integrity & professionalism: | Conducting our work to the highest of standards, whilst respecting the natural environment |
| Good governance: | Applying sound organisational and operational practice and appropriate use of resources |

This new plan is based on the 2023-2025 Strategic Plan which was reviewed by the Committee in November 2024.

John McNally: Chairman, 4th January 2025

A handwritten signature in black ink, appearing to read 'John McNally', with a diagonal line through it.



Chapter 2 – Organisational Background

Portrush Heritage Group (PHG), established 22nd May 2014, has a membership of over 200. PHG's rapid growth is evidence of the keen interest the community has in the heritage of Portrush, and also in the ways we have diversified to reach out to a wider audience and to ensure accessibility for our existing one.

PHG's success brought challenges as it sought to determine the heritage priorities that the members and wider community would like to see addressed. To this end in 2015 PHG embarked on an ambitious strategic planning exercise to bring focus to this challenge. Working in partnership with Clare Cuthbert (Strategic Planning Consultant) an Open Meeting was held in Portrush Town Hall where approximately 80 members of the public attended. The meeting provided an opportunity for PHG members and interested parties to explore the context in which the organisation works and strategically responds.

Two subsequent PHG Committee workshop meetings were also held to analyse the Open Meeting feedback and produce a working Strategic Plan for the period 2015 to 2018. The Strategic Plan was reviewed in March 2018 (2018 to 2020), June 2020 (2020 -2023), October 2022 (2023 to 2025) and most recently in November 2024. In all sessions the review was conducted by Clare Cuthbert (Blue Moss).

During the pandemic the Weekly Newsletters, twice yearly publication of our Discover Portrush Magazine and the staging of Discover Portrush Exhibitions in the windows of the White House Store resulted in a 50% increase in membership. Following on from this, it was decided to cease the running of future Pirates Off Portrush & the Heritage Fair events and these have been passed on to Portrush Yacht Club, at their request.

Our priorities going forward are,

1. Heritage Evenings, Discover Portrush Magazine, Heritage Newsletters
2. Updating and possible amalgamation of our Discover Portrush and YEP! Apps, as well as increasing our social media and website presence
3. Increased engagement with schools and young people.
4. Transformation of Antrim Gardens into a community heritage destination
5. Preservation of the town's history and heritage.
6. Continue to develop a living history archive
7. Engage with collaborative projects that promote the history and heritage of Portrush.
8. Encourage public contribution to heritage archives

In May 2021 Portrush Heritage Group became a not-for-profit company limited by guarantee (NI679665). The group is also registered with the Charity Commission (NIC108470)



Chapter 3 – Intended Outcomes, Key Areas of Work and Associated Activity.

3.1 Outcome 1: Portrush is known as a heritage town

- a. Continue to promote and raise awareness of the history and heritage of Portrush
 - i. host Heritage Evenings and special events
 - ii. produce weekly newsletter and Discover Portrush magazine
 - iii. continue to develop social media and website presence
 - iv. continue to develop visual media engagement with history and heritage
- b. Promote the history and heritage of Portrush, including key geology and locations of interest, by displaying and promoting at key tourist locations or attractions and through key tourism operators
- c. Strengthen engagement with key stakeholders e.g. organisations, statutory bodies, local council and local government
- d. Develop a promotions plan with associated budget
 - i. build the Discover Portrush brand and digital presence

3.2 Outcome 2: Portrush's heritage is preserved

- a. Collaboratively facilitate the storage and accessibility to history and heritage archives
- b. Continue to develop a living history archive
 - i. include photography and videography aspects
- c. Enable the preservation of cultural heritage
- d. Affect policy to ensure relevant heritage preservation and conservation

3.3 Outcome 3: The public actively engage with and enjoy Portrush's heritage

- a. Seek increased engagement through increased and diversified PHG membership
- b. Host regular heritage activity for public engagement
- c. Engage with collaborative projects that promote the history and heritage of Portrush
- d. Continue to renew and update heritage and history signage and information boards as relevant



- e. Relaunch and widely promote the Young Explorer and Discover Portrush Apps
- f. Strengthen engagement with school communities in Portrush
 - i. hold competitions
 - ii. engage with RPGC around their publication of 'A Wild Year'
- g. Plan and seek funding for the creation of Antrim Gardens Heritage Park
- h. Collaboratively seek to enable Portrush history and heritage walking tours during the summer season
 - i. develop and deliver a training programme
 - ii. identify potential co-ordinators/deliverers of tours
- i. Encourage public contribution to heritage archives

3.4 Outcome 4: Portrush Heritage Group is an effective and sustainable organisation

- a. Define and promote PHG's understanding of history and heritage
- b. Proactively plan for Board succession
- c. Increase organisational capacity via volunteering opportunities
- d. Build a speaker database and consider related costs
- e. Seek financial sustainability via diverse income streams including grant funding and commercial sponsorship
- f. Consider PHG alternative venue options

Portrush Heritage Group
5th January 2025