

Ballymoney Revitalisation

Pre Project User Survey Report

1. Introduction

1.1 The Department for Communities (DfC) in partnership with Causeway Coast and Glens Borough Council, are committed to delivering revitalisation improvements in Ballymoney to include Charles Street, Cameron Place, Victoria Street, Church Street, part of High Street and Castlecroft public area.

1.2 The overall aim of the improvements is to:

- improve the attractiveness of the streetscape for both businesses, investors and Ballymoney town centre users;
- undertake initiatives bringing together key stakeholders to benefit Ballymoney town centre e.g. marketing and promotion to include the town centre brand;
- attract more businesses to the project area and prevent any further increase in the number of vacant properties in the area;
- (if funding is secured) make improvement works to shop fronts, as soon as possible.

1.3 This report is a review and analysis of surveys completed by on-street users prior to any works being carried out and will provide a baseline for evaluation of the project. The report has been prepared by DfC Analytical Services Unit (ASU) for use by staff in the Regional Development Office (RDO).

2 Executive summary

- Overall, the most common reason given by respondents for visiting the area was 'eating / drinking' (19%), followed by 'grocery shopping' (17%).
- Almost two thirds of respondents (63%) had travelled from Ballymoney.
- In total 63% had travelled to the area by car and 87% stated that they come to the area at least once a week.
- 31% stated that they would be spending £10 or less during their visit.
- The area was viewed in a negative light by 65% of respondents and 33% described the area as 'average'.
- 'Vacant shops', 'amount of dereliction' and 'building conditions' were identified as the main areas of concern and also the main areas for improvement.
- Respondents were more likely to agree with the statement 'there are underused spaces in the project area which should be developed'.

3 Methodology

3.1 The User Survey (Annex A) was developed by ASU in conjunction with staff in the RDO in order to collect baseline information on the Revitalisation Area of Ballymoney. The survey asked a variety of questions on users' purpose for visiting the project area, frequency of visits, current attitudes towards the project area and the impact the project may be able to create.

3.2 The surveys were conducted on behalf of Causeway Coast and Glens Borough Council on Tuesday 14th June, Friday 17th June and Saturday 18th June 2016 within the boundaries of the scheme areas as shown in the map in Annex B

3.3 This process will be repeated following the completion of the scheme and comparison will then be made to opinions and feedback received through this survey to allow a full evaluation of the project. However, this report concentrates solely on the feedback received through the pre project user surveys.

3.4 This analysis is based on a collected sample of 120 user surveys. All responses were equally weighted. As some users did not provide an answer to all questions any variance in the sample sizes will be highlighted below. (Where percentages are used these may not total to 100 due to rounding.)

3.5 Any queries on the survey methodology or this analysis should be addressed to:

Rhona Reid

DfC Analytical Services Unit

1st Floor Lighthouse

Gasworks Business Park

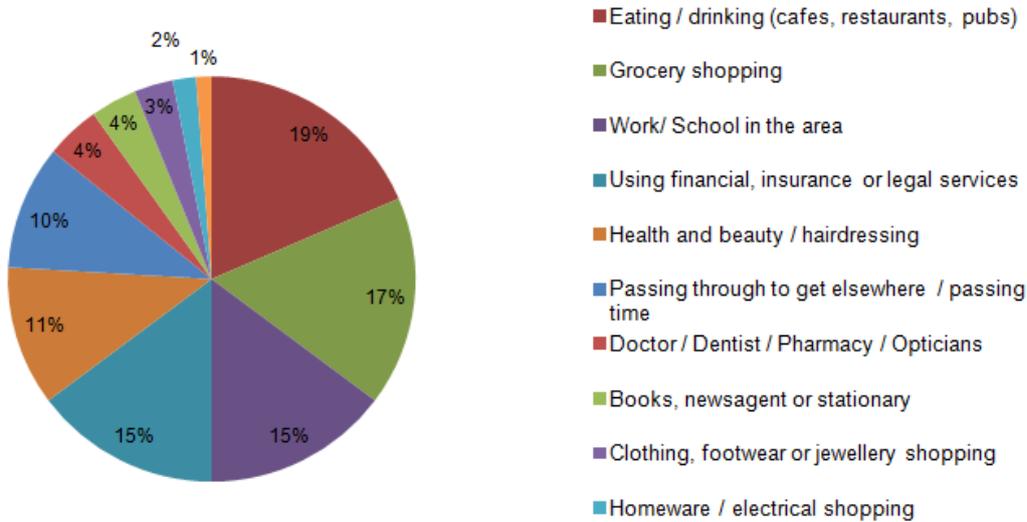
Belfast

rhona.reid@communities-ni.gov.uk

4 Purpose of visit

4.1 The most common purpose for visiting the area was 'eating / drinking (cafes, restaurants, pubs)' at 19% (30 responses), followed by 'grocery shopping' at 17% (27 responses), 'using financial, insurance or legal services' and 'work / school in the area' with 15% each (24 responses).

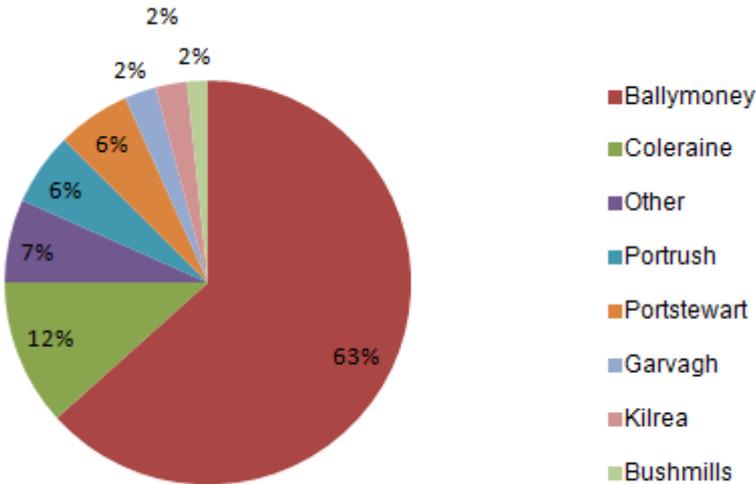
Figure 1: Purpose of visits to Ballymoney



5 Travel to the area, frequency and length of visit and expenditure

5.1 This section of the questionnaire aimed to find out more about the nature of respondents and their visit to the area. Almost two thirds of respondents (63% - 76 responses) interviewed had travelled from within Ballymoney. As shown in Figure 2 the remaining respondents came from a variety of areas to include Coleraine (12% - 14 respondents), Portrush (6% - seven respondents) and Portstewart (6% - seven respondents). The respondents in the 'other' category (7% - eight respondents) travelled from Stranocum, Aghadowey, Macfin and Finvoy.

Figure 2: Area Travelled From



5.2 Almost two thirds of respondents (63% - 76 responses) travelled to the scheme area by car, while a further 22% walked to the area (26 respondents). Other responses were by bus (12% - 14 respondents), by cycle (2% - two respondents) and the remaining two respondents travelled by taxi.

5.3 More than half (53% - 63 respondents), indicated that they visited the project area 'at least once a week' with a further one third (34% - 41 respondents) visiting on a daily basis. In total 12% (14 respondents), were in the area 'at least once a fortnight' and of the remaining two respondents, one was in the area 'at least once a month' and one was in the area 'less often than once a month'.

5.4 When asked how much time they intended to spend in the area for this visit, almost a third of respondents (32% - 38 respondents) indicated '2 hours or more', a further 39% (47 respondents) said 'at least 1 hour but less than 2 hours', 21% (25 respondents) indicating

'at least 30 minutes but less than 1 hour' and the remaining ten respondents (8%) stated 'at least 10 minutes but less than 30 minutes'.

5.5 When asked how much money they had spent or intended to spend, 31% (37 respondents) indicated they would spend '£10 or less', with 3% (three respondents) indicating they would spend nothing. Other spending amounts are detailed below:

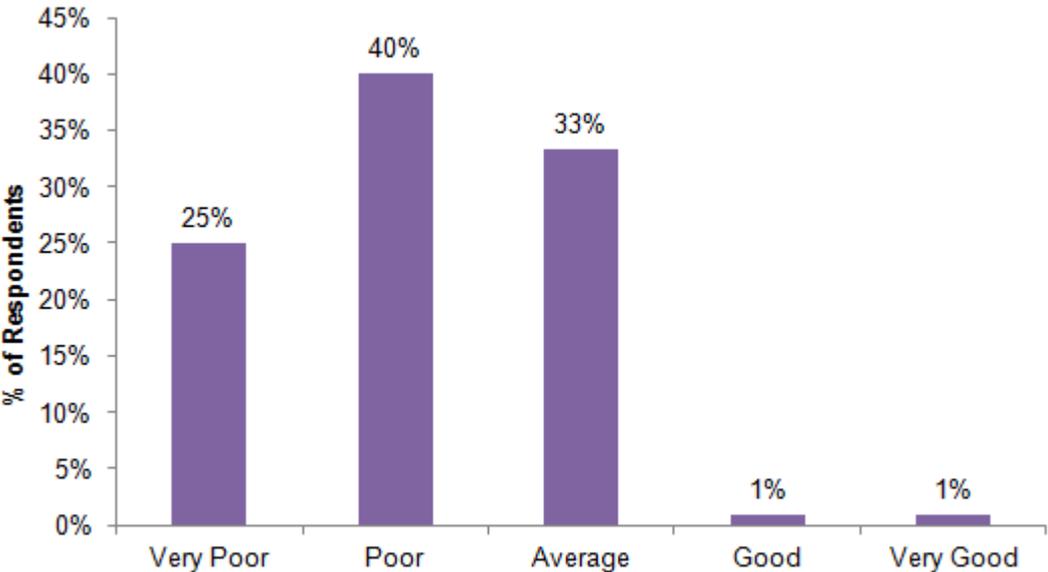
- 21% (25 respondents) would spend £11 - £20
- 23% (27 respondents) would spend £21 - £30
- 11% (13 respondents) would spend £31 - £40
- 5% (6 respondents) would spend £41 - £50
- 8% (9 respondents) would spend £50 or more

5.6 When asked how long they had been visiting the area to use these services the vast majority 93% (112 respondents) indicated '5 years or more'. In total 6% (seven respondents) have been visiting 'between 2 years and 5 years' and the remaining respondent indicated 'at least one year but less than two'.

6 Current perception of the project area

6.1 Respondents were then asked for their perception of the project area as it currently stands. Figure 3 shows that 25% (30 respondents) viewed the area as 'very poor' with 40% (48 respondents) viewing the area as 'poor'. One third of respondents (33% - 40 respondents) viewed the area as 'average', one respondent thought it was 'good' and one indicated 'very good'.

Figure 3: Current perception of the Ballymoney Revitalisation Area



6.2 This response shows that perceptions of the area have room for improvement. Revisiting this question in future surveys could provide a key indicator as to the success of the initiatives undertaken.

7 Opinions and attitudes on the Ballymoney Revitalisation Area

7.1 All respondents were asked their opinion on certain aspects of the Ballymoney Revitalisation area. They were asked to rate each aspect on a scale of 1 to 10, where 1 is poor and 10 is excellent. An average score was then calculated for each aspect.

7.2 Results are shown in Table 1 below, the higher the score the better the aspect is viewed. Not all respondents provided a score for all aspects so the sample for each varies. However this has no effect on the validity of the result as the figure presented is an average of those that did respond.

Table 1: Average scores for aspects of Ballymoney Revitalisation

Aspect	Score
Safety	8.1
Pedestrian friendliness	7.9
Business signage / shop frontage	6.5
Vandalism	6.4
Levels of anti-social behaviour	6.4
Space for public events	6.1
Street signage	6.1
Tourist/Visitor facilities	5.5
On-street entertainment	4.7
Marketing	4.5
Building conditions	2.5
Amount of dereliction	2.2
Vacant shops	1.5

7.3 'Safety' and 'pedestrian friendliness' were viewed as the best aspects with an average score of 8.1 out of 10 and 7.9 out of 10 respectively. 'Vacant shops' was viewed as the worst aspect, scoring 1.5 out of 10, followed by 'amount of dereliction' (2.2 out of 10) and 'building conditions' (2.5 out of 10)

7.4 Respondents were then asked to consider the same 10 aspects and rank the top three issues which should be addressed in the project area.

7.5 Each respondent's three priority issues were taken and an overall score created for each issue based on the number of first, second and third priority rankings received. (For example, if safety was ranked first by eight respondent's, second by eight respondents and

third by six respondents, these were weighted 8x3, 8x2 and 6x1 giving safety a score of 24+16+6=46.) The greater the score achieved the greater priority respondents would give to addressing the issue.

7.6 Not all respondents completed this question correctly; as such the results presented are from a sample of 119 responses indicating priorities. The total weighted score for each issue is shown in Table 2 below in order of overall ranking.

Table 2: Rankings of priority issues for Ballymoney Revitalisation Area

Aspect	Score
Vacant shops	277
Amount of dereliction	192
Building conditions	183
Marketing	33
On-street entertainment	9
Tourist / visitor facilities	5
Levels of anti-social behaviour	2
Vandalism	2
Pedestrian friendliness	2
Space for public events	2
Street Signage	1
Safety	0
Business signage / shop frontage	0

7.7 'Vacant shops', 'amount of dereliction' and 'building conditions' were identified as the priority areas for improvement scoring by far the highest. 'Business signage / shop frontage', 'safety' and 'street signage' were the issues identified as having least priority by respondents. This corresponds to answer to the previous question.

7.8 Respondents were next asked to respond to a set of statements on the Ballymoney Revitalisation area indicating how much they agreed with each statement on a scale of 1 to 10 (where 1 is strongly disagree and 10 is strongly agree).

7.9 Average scores are presented in Table 3. Not all respondents answered all statements so the sample for each varies. However this has no effect on the validity of the result as the figure presented is an average of those that did respond.

Table 3: Average scores for attitudinal statements for Ballymoney Revitalisation Area

Statement	Score
There are underused spaces in the project area which should be developed	9.3
I feel safe in the project area	8.5
I feel the project area has a negative image	7.5
I would be more likely to spend time in the area as a result of the changes made by this project	7.3
The design of the project area is good	6.0
The current physical appearance of the project area is good	3.9
New businesses would open in the project area in its current state	3.2
There are anti-social behaviour and graffiti problems in the project area	3.1

7.10 The findings show that respondents were more likely to agree with the statement ‘there are underused spaces in the project area which should be developed’ and ‘I feel safe in the project area’. The responses also show that the statement that respondents are less likely to agree with was ‘there are anti-social behaviour and graffiti problems in the project area’ and ‘new businesses would open in the project area in its current state’.

8 Additional comments on Ballymoney Revitalisation Area

8.1 Users were given the opportunity to provide further comments on the Ballymoney Revitalisation area. There were additional comments from 46 of those surveyed within the project area. These relate large to the lack of diversity of businesses and the number of vacant buildings in the area. The comments provided by respondents detailed verbatim below.

- No life in town - lack of events
- More diverse range of shops needed
- Too many empty buildings
- Lovely people; not enough diversity of people
- Nice flowers; lack of businesses
- Rates too high; council unresponsive to issues
- Nice flowers
- No new businesses; empty buildings; nothing for young people
- Needs a stronger sense of community; council is inactive; town is not attractive to young people
- Town has been allowed to go downhill for too long
- Needs a wider variety of shops; need to bring the younger generation back into the town
- Rates and rent are too high
- Could make more use of the Ballymoney FB page
- Large amount of investment needed; some footpaths need work; traffic wardens discourage people
- Footpaths on the high street need urgent attention
- Traffic wardens put people off using the centre; need more parking to attract business
- Nothing for young people to do; too many pubs cafes and charity shops; traffic wardens are an issue
- Too many cafes
- Nice people; flowers are attractive
- Council seems to not care; too many empty buildings; need new businesses
- Town is dead; no sense of community
- Traffic wardens are a menace
- Linenhall Street is an eyesore; no new business; town is dead
- Council has done a good job with flower displays and the approach roads are lovely
- Traffic wardens put people off
- Quality of current business is good - just need more of it!
- Lack of public events
- Empty buildings; no new businesses
- Nice flowers
- Traffic wardens
- Nothing for young people; more town events needed
- Male rates attractive for business; fewer charity shops; more shop diversity; approach roads into town are lovely; flowers and planting in town are well kept
- Traffic wardens; too many cafes
- Rents and rates are disproportionately high
- Need to consider bringing in businesses that the youth would go in to
- Linenhall Street is a disgrace
- Traffic wardens; nothing for young people

- Traffic wardens put people off using the town
- Traffic wardens; dangerous drivers; litter
- Traffic
- Town is ugly and unattractive. Empty shops everywhere
- Bad driving around town - dangerous drivers
- Bring town back to life
- Needs more investment to bring business in
- Town has been going downhill for a while
- Urgent action needed to save the town
- Beautiful approaches; horrendous town centre; no manufacturing centre; town is dying

Annex A – User Survey



Ballymoney Revitalisation Phase II User Survey

The Department for Communities, in partnership with Causeway Coast and Glens Borough Council, are committed to delivering revitalisation improvements in the area of Charles Street, Cameron Place, Victoria Street, Church Street, Linenhall Street, part of High Street and Castlecroft public area. The area to be improved is illustrated on the attached map.

The overall aim of the improvements is to:

- Improve the attractiveness of the streetscape for both businesses, investors and Ballymoney Town Centre users
- Undertake initiatives bringing together key stakeholders to benefit Ballymoney Town Centre e.g. marketing and promotion to include the town centre brand
- To attract more businesses to the project area and prevent any further increase in the number of vacant properties in the area
- If funding is secured, it is envisaged that improvement works to shop fronts will commence during the summer of 2016

We would be grateful if you could spend a few minutes to complete the following questions. Your answers will enable us to measure the impact of the project and your views on this are greatly appreciated.

All questions relate solely to the red area in the map. Any answers provided will be in confidence and no individual will be identified from the responses provided.

If you have any queries, you can contact Jan O'Neill from Causeway Coast and Glens Borough Council Ballycastle Office on 028 2076 2225 or email jan.oneill@causewaycoastandglens.gov.uk

Q1	Why have you come to the project area today?	<i>(Circle all that apply)</i>
	Work / school in the area	1
	Passing through to get elsewhere / Passing time	2
	Grocery shopping	3
	Clothing, footwear or jewellery shopping	4
	Homeware / electrical shopping	5
	Books, newsagent or stationery	6
	Eating / drinking (cafes, restaurants, pubs)	7
	Using financial, insurance or legal services	8
	Health and beauty / Hairdressing	9
	Doctor / dentist / pharmacy / optician	10
	Entertainment or leisure services (e.g. leisure centre, arcade)	11
	Other service (please specify) _____	12

Q2	Where have you travelled from to get to the area today?	<i>(Circle only one)</i>
	Ballymoney	1
	Portrush	2
	Portstewart	3
	Garvagh	4
	Kilrea	5
	Coleraine	6
	Ballycastle	7
	Limavady	8
	Bushmills	9
	Other (please specify) _____	10

Q3	How did you travel to the area?	<i>(Circle only one)</i>
	Walk	1
	Car	2
	Bus	3
	Taxi	4
	Cycle	5
	Train	6
	Other (please specify) _____	7

Q4	How often would you visit the area?	<i>(Circle only one)</i>
	Daily	1
	At least once a week	2
	At least once a fortnight	3
	At least once a month	4
	Less often	5

Q5	How long do you intend to spend in the project area for this visit?	<i>(Circle only one)</i>
	Less than 10 minutes	1
	At least 10 minutes but less than 30 minutes	2
	At least 30 minutes but less than 1 hour	3
	At least 1 hour but less than 2 hours	4
	2 hours or more	5

Q6	In total, how much do you intend to spend / have you spent during this visit to the project area?	<i>(Circle only one)</i>
	£0	1
	£10 or less	2
	£11 – 20	3
	£21 – 30	4
	£31 – 40	5
	£41 – 50	6
	£50 or more	7

Q7	How long have you been visiting the area to use these services?	<i>(Circle only one)</i>
	Less than 6 months	1
	At least 6 months but less than 1 year	2
	At least 1 year but less than 2 years	3
	At least 2 years but less than 5 years	4
	5 years or more	5

Q8	My overall perception of the project area as it currently stands is.....?				<i>(Circle only one)</i>
	Very poor	Poor	Average	Good	Very good
	1	2	3	4	5

Q9	<p>Within the project area, please score your current opinion of the following aspects. (On a scale of 1 to 10, where 1 is very poor, 5 is average and 10 is very good).</p> <p>Then rank in order of priority (where 1 is the most important) the TOP THREE issues that you consider should be addressed in the project area.</p>	<i>Score all (1 to 10)</i>	<i>Rank Top 3 (1,2,3)</i>
A	Safety		
B	Levels of Anti-Social Behaviour		
C	Vandalism		
D	Pedestrian friendliness		
E	Street Signage		
F	Tourist/Visitor Facilities		
G	Space for public events		
H	On-street entertainment		
I	Marketing		
J	Building Conditions		
K	Amount of Dereliction		
L	Vacant shops		
M	Business signage / shop frontage		

Q10	Please state to what extent you agree or disagree with the following statements (where 1 is strongly disagree, 5 is neither agree nor disagree and 10 is strongly agree)	<i>Score (1 to 10)</i>
A	The current physical appearance of the project area is good	
B	The design of the project area is good	
C	I feel safe in the project area	
D	New businesses would open in the project area in its current state	
E	I feel the project area has a negative image	
F	There are anti-social behaviour and graffiti problems in the project area	
G	There are underused spaces in the project area which should be developed	
H	I would be more likely to spend time in the area as a result of the changes made by this project	

Please let us know if you have any other comments regarding the Project Area.

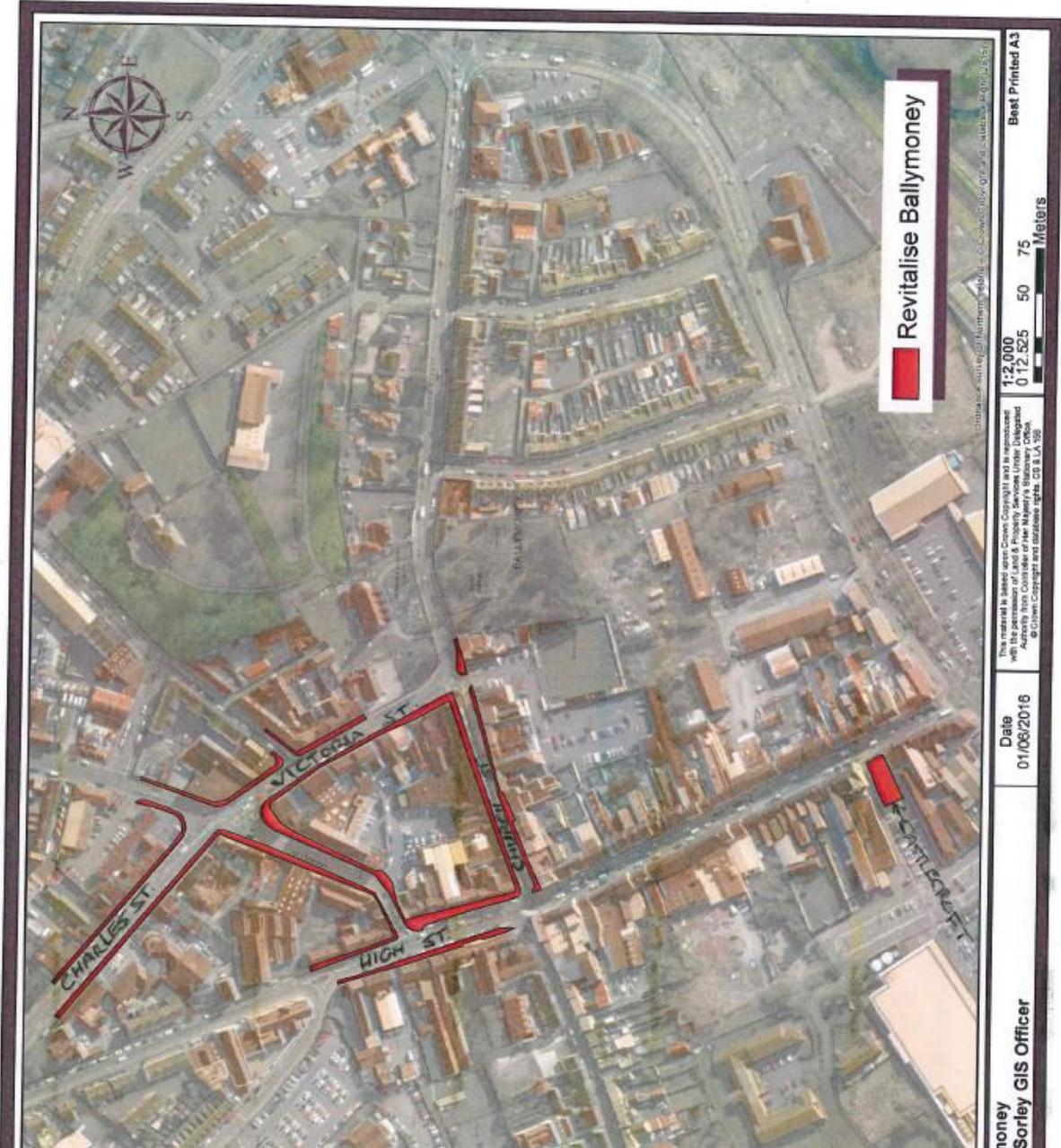
Thank you for your time.

Date of interview:

Time of interview:

Location of interview:

Annex B – Map of Area



Ballymoney Revitalisation Business Survey Pre Project Analysis

2. Introduction

8.2 The Department for Communities (DfC) in partnership with Causeway Coast and Glens Borough Council, are committed to delivering revitalisation improvements in Ballymoney to include Charles Street, Cameron Place, Victoria Street, Church Street, part of High Street and Castlecroft public area.

8.3 The overall aim of the improvements is to:

- improve the attractiveness of the streetscape for both businesses, investors and Ballymoney town centre users;
- undertake initiatives bringing together key stakeholders to benefit Ballymoney town centre e.g. marketing and promotion to include the town centre brand;
- attract more businesses to the project area and prevent any further increase in the number of vacant properties in the area;
- (if funding is secured) make improvement works to shop fronts, as soon as possible.

8.4 This report is a review and analysis of self completion surveys completed by businesses in the area prior to any works being carried out and will provide a baseline for evaluation of the project. In total 55 businesses were surveyed in the area and 37 completed questionnaires were returned and used in the analysis which represents a response rate of 67%.

8.5 The report has been prepared by DfC Analytical Services Unit (ASU) for use by staff in the Regional Development Office (RDO) in evaluating this aspect of the Ballymoney Revitalisation Project.

3. Executive Summary

- In total 37 businesses took part in the survey and these represented a wide range of business types.
- 83% of respondents described their business as an 'independent trader'
- 63% of respondents indicated that their current turnover was 'average' with a further 31% stating turnover was currently 'below average'.
- 72% of respondents held a negative view of the project area as it currently stands.
- 'Amount of dereliction', 'vacant shops' and 'building conditions' were considered to be the main priority issues to be addressed in the project area.
- The two statements relating to the project that respondents were most likely to agree with were 'I would have more confidence in my business as a result of this project' and 'there are underused spaces in the project area that should be developed'.

4. Methodology

4.1. The Business Survey (Annex A) was developed by ASU in conjunction with staff in the RDO in order to collect baseline information on the Ballymoney Revitalisation project area. The survey asked a variety of questions on type of business, current attitudes towards the Ballymoney Revitalisation Project area and the impact the scheme may be able to create.

4.2. The survey was intended to take in all businesses that are within the boundaries of the Revitalisation Area of Ballymoney as shown in Annex B.

4.3. The survey was administered on a self completion basis and a total of 37 surveys were returned. As some surveys did not provide an answer to all questions any variance in the sample size will be highlighted in the accompanying text. (Where percentages are used these may not total to 100 due to rounding.)

4.4. This process will be repeated following the completion of the Ballymoney Revitalisation project. Comparison will then be made to opinions and feedback received through this survey to allow a full evaluation of the project. However, this report concentrates solely on the feedback received through the pre-scheme business surveys.

4.5. Any queries on the survey methodology or this analysis should be addressed to:

Rhona Reid

DfC Analytical Services Unit

1st Floor Lighthouse Building

Gasworks Business Park

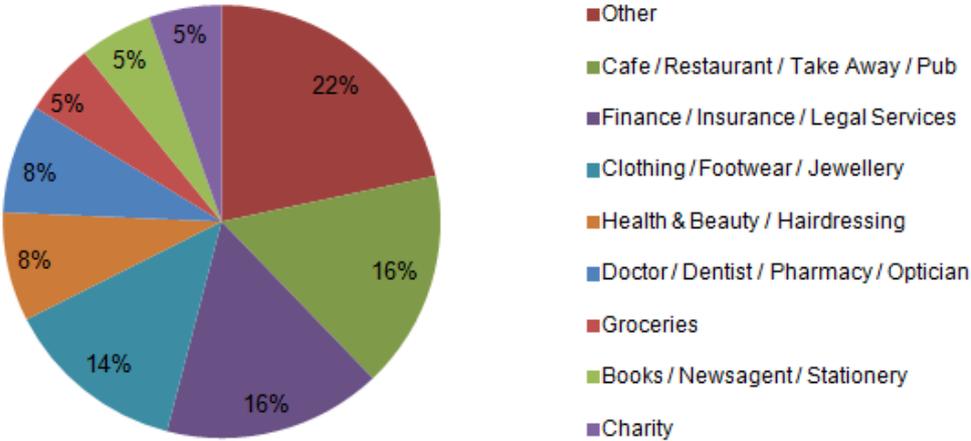
Belfast

rhona.reid@communities-ni.gov.uk

5. About businesses surveyed

5.1. Of the 37 businesses in the sample, the most common business types, each with 16% of the total (six businesses), were 'cafe / restaurant / take away / pub', and 'finance, insurance, legal services'. As shown in Figure 1 the category 'other' had 22% of the responses (eight businesses). The business types in this category were 'estate agent' (n=2), and one each for 'craft / haberdasher', 'funeral directors', 'music shop', 'laundry', 'office supplies', and 'bookmakers'.

Figure 1: Business Categories



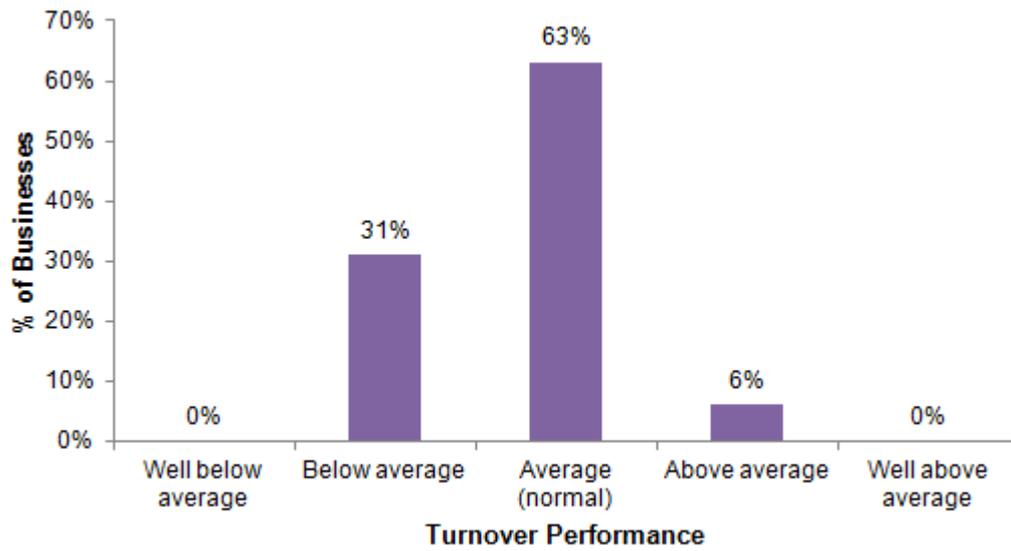
5.2. With regard to 'ownership class' of business the majority of respondents (83% - 30 businesses) said they were 'independent traders', 14% (five businesses) were 'a local chain' and one of the remaining business was classed as a 'national / multinational' and one as 'Private Ltd'.

5.3. When asked how long they had been in their current premises more than two thirds of respondents (70% - 26 businesses) said '5 years or more' and of the remaining respondents 5% (two businesses) stated 'at least 3 years but less than 5' and a further 11% (four businesses) indicated 'at least 1 year but less than 3 years'. Three businesses (8%) stated that they had been in their premises for 'more than six months but less than a year' and the remaining two respondents had been in their current premises for six months or less.

5.4. Respondents were also asked to describe how their current business turnover. Almost two thirds of the respondents (63% - 22 businesses) indicated that current turnover was 'average'

(21 businesses) and almost one third indicated 'below average' (31% - 11 businesses). Two respondents stated that it was 'above average' and the remaining two did not respond to this question.

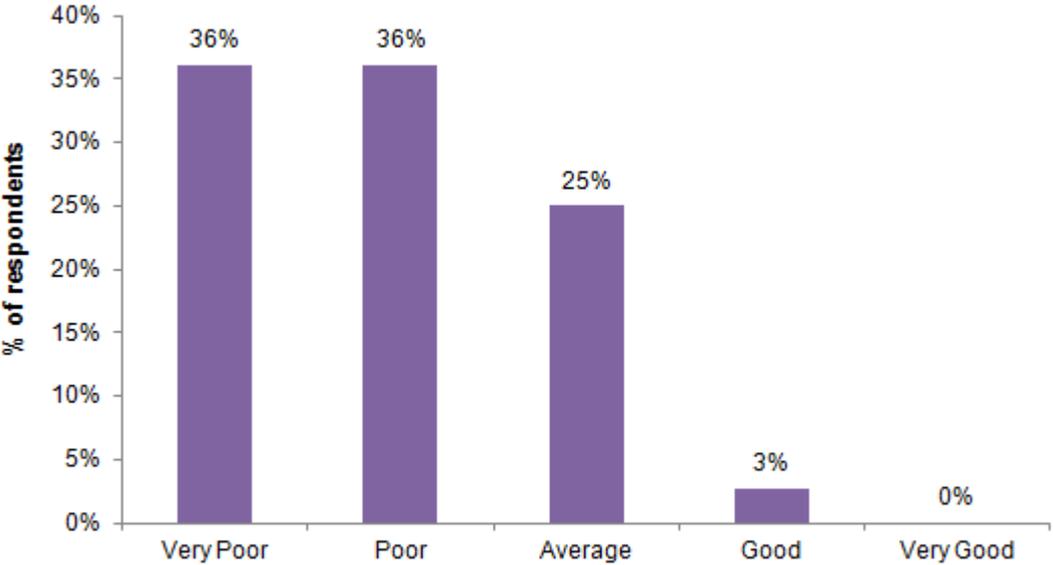
Figure 2: Business Performance



6. Current perception of project area

6.1. More than two thirds of respondents (72% - 26 businesses) currently held a negative view of revitalisation area of Ballymoney. With 36% of respondents stating that they perceived the area to be 'poor' (13 businesses) and 36% perceived it to be 'very poor' (13 businesses). Overall 25% (nine businesses) perceived the area as 'average', one respondent it described it as 'good' and one did not provide a response.

Figure 3: Current perception of the Revitalisation Area of Ballymoney



7. Rating and priority issues

7.1. Respondents were asked their opinion on certain aspects of the scheme area. They were asked to rate each aspect on a scale of 1 to 10, where 1 is 'very poor' and 10 is 'very good'. An average score of the responses was then calculated for each aspect, with results shown in Table 1 below.

Table 1: Opinion of the Revitalisation Area of Ballymoney

Aspect	Score
Lighting	6.0
Safety	5.9
Street signage	5.4
Levels of anti-social behaviour	5.1
Vandalism	5.0
Tourist / visitor facilities	4.5
Business signage / shop frontage	4.0
Space for public events	3.7
Marketing	3.2
On-street entertainment	2.9
Building conditions	2.8
Amount of dereliction	2.5
Vacant shops	2.4

7.2. The three highest scoring aspects were 'lighting', 'safety' and 'street signage' with scores of 6.0, 5.9 and 5.4 respectively (out of 10). The lowest scoring aspects were 'vacant shops' (2.4 out of 10) and 'amount of dereliction' (2.5 out of 10).

7.3. Businesses were then asked to consider the same twelve aspects and rank the top three issues which should be addressed by the project. In total 32 usable responses were recorded.

7.4. Each respondent's three priority issues were taken and an overall score created for each issue based on the number of first, second and third priority rankings received. (For example, if safety was ranked first by eight respondents, second by eight respondents and third by six respondents, these were weighted 8x3, 8x2 and 6x1 giving safety a score of 24+16+6=46.) The greater the score achieved the greater priority respondents would give to addressing

the issue. The total weighted score for each issue is shown in Table 2 below in order of overall ranking based on eight responses.

Table 2: Respondents views on priority issues to be addressed by project

Aspect	Score
Amount of dereliction	63
Vacant shops	49
Building conditions	39
Marketing	14
Business signage / shop frontage	11
Levels of anti-social behaviour	3
On-street entertainment	3
Safety	2
Lighting	2
Tourist / visitor facilities	2
Space for public events	2
Vandalism	1
Street signage	0

7.5. 'Amount of dereliction', 'vacant shops' and 'building conditions' scored the highest as in most need of being addressed with scores of 63, 49 and 39 respectively. Eight of the remaining aspects scored less than 10 points in total indicating that businesses did not perceive them as a priority issue in need of improvement.

8. Pre project attitudes

8.1. Businesses were next asked to respond to a set of statements indicating how much they agreed with each statement on a scale of 1 to 10 (where 1 is strongly disagree and 10 is strongly agree). Average scores are presented in Table 3 below.

Table 3: Attitudes towards aspects of the project area

Aspect	Score	Rank
I would have more confidence in my business as a result of this project	8.5	1
There are underused spaces in the project area which should be developed	8.4	2
The project area is currently poorly marketed	6.6	3
I would consider expanding my business as a result of this project	5.1	4
There are anti-social and graffiti problems in the project area	5.0	5
The design of the project area is good	4.4	6
I would consider diversifying my business as a result of this project	4.4	7
The current physical appearance of the project area is good	2.8	8
New businesses would open in the project area in its current state	2.6	9

8.2. Businesses were more likely to agree with the statement ‘I would have more confidence in my business as a result of this project’ (8.5 out of 10) and ‘there are underused spaces in the project area which should be developed’ (8.4 out of 10) indicating that respondents see that the area has potential for development. The two statements that respondents were more likely to disagree with were ‘the current physical appearance of the project area is good’ (2.8 out of 10) and ‘new businesses would open in the project area in its current state’ (2.6 out of 10).

8.3. Businesses were asked if they foresee any disruption to their business as a result of the proposed work with the majority (84% - 31 respondents), stating that they did not, and the remaining six respondents (16%) stated that they thought it would cause disruption.

8.4. The vast majority of businesses (97% - 36 respondents) agreed that the works could help their business with only one stating that it would not.

8.5. Respondents were asked if they had invested their own capital in their business during the previous year. In total half (50% - 18 respondents) had invested and the half (50% - 18 businesses) indicated that they had not. (One respondent did provide a response.) Details provided by businesses on these improvements are listed below:

- Interior decorating
- New shop fit inside
- To back of property refurbished stores
- New display stands etc
- Fitted new wider door and sign
- Redesigned interior and externally decorated
- The improvements would raise the profile of the business
- Shop front had been painted and refreshed and guttering replaced
- Shop refurb to entice customers
- External works to facade, however this needs to be redone due to an issue with the quality of timber and weather at time of work being carried out
- Kitchen renovation

8.6. When asked if they would consider investing their own capital in further improvements to their business as a result of the work proposed three quarters (74% - 25 respondents) said they would consider further investment with the remaining 26% (nine respondents) indicated they would not. (Two respondents did not provide a response.)

8.7. Businesses were also asked about the number of staff employed. There were a total of 197 full and part time people employed by the respondents and 36 volunteers were used. The average number of employees in the sample was three.

8.8. Businesses were finally asked if they had any additional comments and nine did. These are provided below in verbatim.

- I feel there needs to be a concerted effort to tidy up the Linenhall Street area - weeds need to be removed. Unless we get the overall appearance and marketing of the town improved then traders will continue to struggle. Parking charges need also to be addressed as retail parks with free parking are attracting more and more customers. Certainly there should be no more paid car parks in the town
- Tours around the town. toilets
- Our property has been subjected to vandalism with shop windows being broken. We need to either install a new shutter system or safety type glass. Additionally the sign on the front of our property was vandalised previously and has been removed. This needs to be replaced. The gable wall of our building requires major structural repairs - to cover unsightly cracks and thereafter needs to be re-plastered and painted
- This would be very welcome
- Linenhall Street is only one of three access routes into High street and the main centre of the town. The whole of one side of the street has been derelict for over thirty years and has been a blight on the town. It would not encourage any visitors to the town or any shoppers. It is a disgrace that nothing has been done up until now to carry out any improvements and that the planning department were ever allowed to have Linenhall Street excluded from the area plan for development

- Would be interested in seeing more detail as soon as it is available. Dereliction of Linenhall Street area a major concern - as a retail area of importance
- As a small country town we need investment to help improve the overall look of the town centre. Hopefully this will attract new businesses to consider Ballymoney as an alternative option
- It is not just the building that requires attention. Footpaths and road / footpath furniture require updating / tidying. Such as provision of bins. Pop up bins used for parades or other such events. Footpath paving is unstable and weed and tufts of grass growing around lamp posts etc.
- Ballymoney is a great town with lots of potential given its location. The council invest well with making it pretty with flowers at roundabouts and along High Street etc which are second to none. However the weeds growing at the pavements and the level of dereliction take away from the excellent work of those planting the flowers. In the short time we have been trading we have met many foreign visitors and this reaffirms the popularity of the area.

Annex A – Business Survey



Ballymoney Revitalisation Phase II Business Survey

The Department for Communities, in partnership with Causeway Coast and Glens Borough Council, are committed to delivering revitalisation improvements in the area of Charles Street, Cameron Place, Victoria Street, Church Street, Linenhall Street, part of High Street and Castlecroft public area. The area to be improved is illustrated on the attached map.

The overall aim of the improvements is to ...

- Improve the attractiveness of the streetscape for both businesses, investors and Ballymoney Town Centre users
- Undertake initiatives bringing together key stakeholders to benefit Ballymoney Town Centre e.g. marketing and promotion to include the town centre brand
- To attract more businesses to the project area and prevent any further increase in the number of vacant properties in the area
- If funding is secured, it is envisaged that improvement works to shop fronts will commence during the Summer period 2016.

We would be grateful if you could spend a few minutes to complete the following questions. Your answers will enable us to measure the impact of the project and your views on this are greatly appreciated.

All questions relate solely to the red area in the map. Any answers provided will be in confidence and no individual will be identified from the responses provided.

If you have any queries, you can contact Jan O'Neill from Causeway Coast and Glens Borough Council Ballycastle Office on 028 2076 2225 or email jan.oneill@causewaycoastandglens.gov.uk

Your completed questionnaire should be ready for collection on **Tuesday 21st June 2016**.

Q1	Please indicate your <u>MAIN</u> business type?	<i>(Circle only one)</i>
	Groceries	1
	Clothing / Footwear / Jewellery	2
	Homeware	3
	Books / Newsagent / Stationery	4
	Cafe / Restaurant / Take Away / Pub	5
	Finance / Insurance / Legal services	6
	Health & Beauty / Hairdressing	7
	Doctor / Dentist / Pharmacy / Optician	8
	Entertainment or leisure (cinema, arcade, gym etc)	9
	Charity	10
	Other (please specify) _____	11

Q2	What is the ownership class of your business?	<i>(Circle only one)</i>
	Independent retailer / Trader	1
	Local chain	2
	National / multi-national chain	3
	Franchise	4
	Other (please specify) _____	5

Q3	How long have you been in your current premises?	<i>(Circle only one)</i>
	6 months or less	1
	More than 6 months but less than 1 year	2
	At least 1 year but less than 3 years	3
	At least 3 years but less than 5 years	4
	5 years or more	5

Q4	How would you describe your current turnover?	<i>(Circle only one)</i>
	Well below average	1
	Below average	2
	Average (Normal)	3
	Above average	4
	Well above average	5

Q5	My overall perception of the project area as it currently stands is.....?					<i>(Circle only one)</i>
	Very poor	Poor	Average	Good	Very good	
	1	2	3	4	5	

Q6	Within the project area, please score your current opinion of the following aspects. (On a scale of 1 to 10, where 1 is very poor, 5 is average and 10 is very good). Then rank in order of priority (where 1 is the most important) the TOP THREE issues that you consider should be addressed in the project area.	<i>Score All (1 to 10)</i>	<i>Rank Top 3 (1,2,3)</i>
A	Safety		
B	Levels of Anti-Social Behaviour		
C	Vandalism		
D	Lighting		
E	Street Signage		
F	Tourist/Visitor Facilities		
G	Space for public events		
H	On-street entertainment		
I	Marketing		
J	Building Conditions		
K	Amount of Dereliction		
L	Vacant shops		
M	Business signage / shop frontage		

Q7	Please state to what extent you agree or disagree with the following statements (where 1 is strongly disagree, 5 is neither agree nor disagree and 10 is strongly agree)	<i>Score (1 to 10)</i>
A	The current physical appearance of the project area is good	
B	The design of the project area is good	
C	There are anti-social behaviour and graffiti problems in the project area	
D	The project area is currently poorly marketed	
E	There are underused spaces in the project area which should be developed	
F	New businesses would open in the project area in its current state	
G	I would consider expanding my business as a result of this project	
H	I would consider diversifying my business as a result of this project	
I	I would have more confidence in my business as a result of this project	

Q8	Do you foresee any disruption to your business as a result of the proposed work?	<i>(Circle only one)</i>
	Yes	1
	No	2
Please provide more detail:		

Q9	Do you feel this project could help your business?	<i>(Circle only one)</i>
	Yes	1
	No	2
Please provide more detail:		

Q10	Have you / the business owner invested capital in improvements to your business in the last year?	<i>(Circle only one)</i>
	Yes	1
	No	2
If yes, could you provide more detail:		

Q11	Would you / the business owner consider investing capital in further improvements to your business as a result of the project?	<i>(Circle only one)</i>
	Yes	1
	No	2

Q12	How many people are currently involved in running your business (including any working owners)?
	Full Time Employees: (more than 30 hours) Part Time Employees: (up to 30 hours) Volunteers:

If you have any other comments relating to the Ballymoney Revitalisation Phase II, please add them below.

Date questionnaire completed:

Time taken to complete (approx minutes):

Thank you for your time

Annex B – Map of the area

