Limavady Revitalisation Phase II
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 the area of Market Street, Limavady.

1.2 The overall aim of the improvements is to:

- improve the attractiveness of the streetscape for both businesses, investors and Limavady town centre users;
- undertake initiatives bringing together key stakeholders to benefit Limavady 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, 23% of respondents were in the area for 'grocery shopping' and 20% were there for 'eating / drinking'. In total 12% of respondents were in the area 'to pass time' or were 'passing through to get elsewhere'. The majority of respondents (60%), travelled from within Limavady.

- Almost two thirds (65%), travelled to the area by car and 74% come to the area at least once a week.

- The area was viewed positively by 23% of shoppers and 30% viewed the area in a negative light.

- Respondents were least likely to agree with the statement 'there are anti-social behaviour and graffiti problems in the project area.'

- 'Vacant shops' and 'amount of dereliction' were seen as the main areas for improvement.

- Footfall is busiest at 'Supervalu' on Market Street.

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 Market Street Revitalisation area of Limavady. 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 in June 2016 within the boundaries of the scheme areas as shown in Annex B. Footfall counts were also conducted in June at three locations in Market Street.

3.3 The days and times for footfall counts have been selected to best represent activity in the project area throughout a typical week. Weekday and weekend activity has been monitored while avoiding traditional closing and market days, holiday times and special events. Counts took place for one hour in the morning, at lunchtime and in the afternoon on each day.

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

3.5 This analysis is based on a collected sample of 104 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.)

3.6 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 Respondents were initially asked to provide details of the reasons for their visit to the area. The most common purpose for visiting the area was 'grocery shopping' at 23% (32 responses), followed by 'eating / drinking' at 20% (28 responses).

Figure 1: Purpose of visits to Limavady
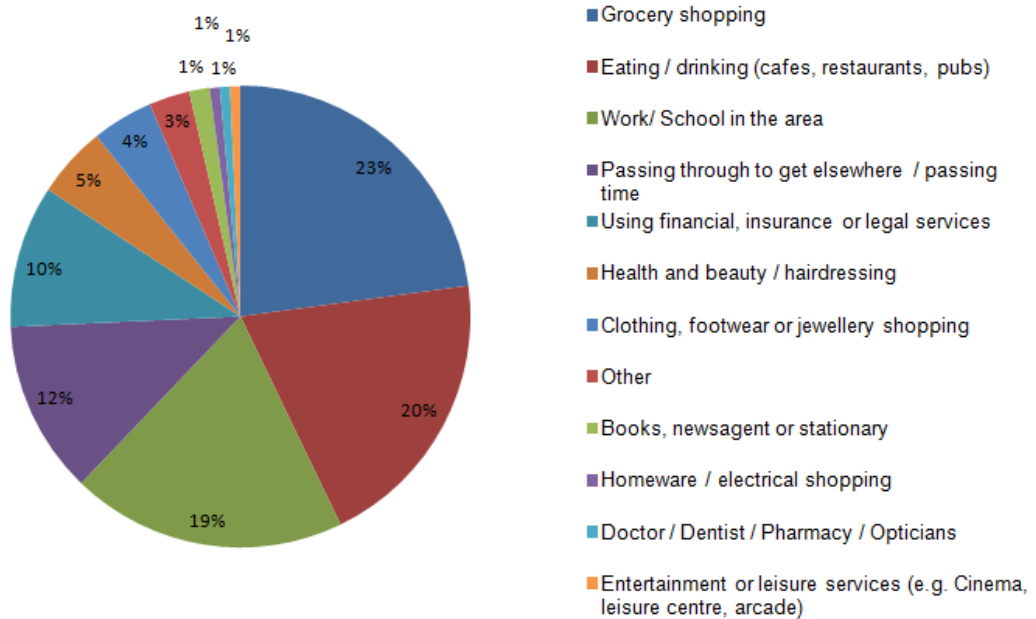
4.2 Figure 2 shows that 31% of respondents (44 responses) had 'work/school in the area' or 'passing through to get elsewhere / passing time'. 'Other' reasons given were to go to the Post Office (two respondents) and 'visit friends' (two respondents).

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. In total 60% of respondents (62 responses) coming to the Limavady Revitalisation area had travelled from within Limavady. A further 14% had travelled from Coleraine (15 respondents) and 11% from Ballymoney (11 respondents). As shown in Figure 2 the remaining respondents came from a variety of areas to include Portrush, Derry / Londonderry, Portstewart, Garvagh. The two respondents in the 'other' category travelled from Eglinton.

Figure 2: Area Travelled From
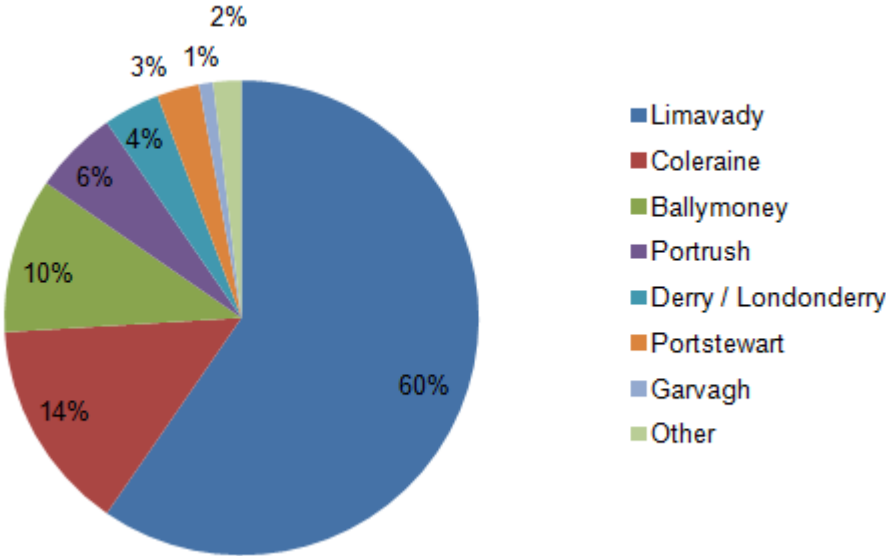
5.2 Almost two thirds of respondents (65% - 68 responses) travelled to the scheme area by car, while a further 16% walked to the area (17 responses). Other responses were by bus (13% - 13 responses), by taxi (5% - 5 responses) and the remaining respondent travelled by motorcycle.

5.3 Almost three quarters of respondents (74% - 76 respondents) indicated that they visited the project area 'at least once a week'. Of these 32% (33 respondents) stated that they were in the area on a daily basis. In total 7% (seven respondents) were in the area 'at least once a fortnight', 11% (11 respondents) were in the area 'at least once a month' and the remaining 9% (nine respondents) were in the area 'less often that once a month'.

5.4 When asked how long they intended to spend in the area for this visit, 43% (45 respondents) indicated '2 hours or more ', a further 45% (47 respondents) said 'at least 1 hour but less than 2 hours' and 10% (10 respondents) indicating 'at least 30 minutes but

less than 1 hour'. One respondent said 'at least 10 minutes but less than 30 minutes' and the remaining respondent intended on staying 'less than 10 minutes'.

5.5 When asked how much they had spent or intended to spend, a quarter (26% - 27 respondents) indicated they would spend '£10 or less', with a further 8% (eight respondents) indicating they would not be spending anything. Other spending amounts are detailed below:

- 30% (31 respondents) would spend £11 - £20
- 21% (22 respondents) would spend £21 - £30
- 9% (9 respondents) would spend £31 - £40
- 6% (6 respondents) would spend £41 - £50
- 1% (1 respondent) would spend £50 or more

5.6 When asked how long they had been visiting the area to use these services the majority 78% (80 respondents) indicated '5 years or more'. A further 10% (10 respondents) had been visiting the area for 'at least two years but less than 5 years'. In total 5% (five respondents) have been visiting 'between 1 year and 2 years' and 2% (two respondents) indicated they have been visiting the area for 'at least 6 months but less than 1 year' and the remaining 5% (five respondents) had been visiting the area for 'less than six months'.

6 Current perception of the project area

6.1   Respondents were then asked for their perception of the project area as it currently stands. The area was viewed positively by 23% (24 respondents) and negatively by 30% (31 respondents). Almost half (47% - 49 respondents) viewed the area as 'average'. Figure 3 shows that 23% (24 respondents) viewed the area as 'poor' with 7% (seven respondents) viewing the area as 'very poor'. Those viewing the area positively 23% thought it was 'good' (24 responses), while no respondents thought it was 'very good'.

Figure 3: Current perception of the Limavady - Market Street Area
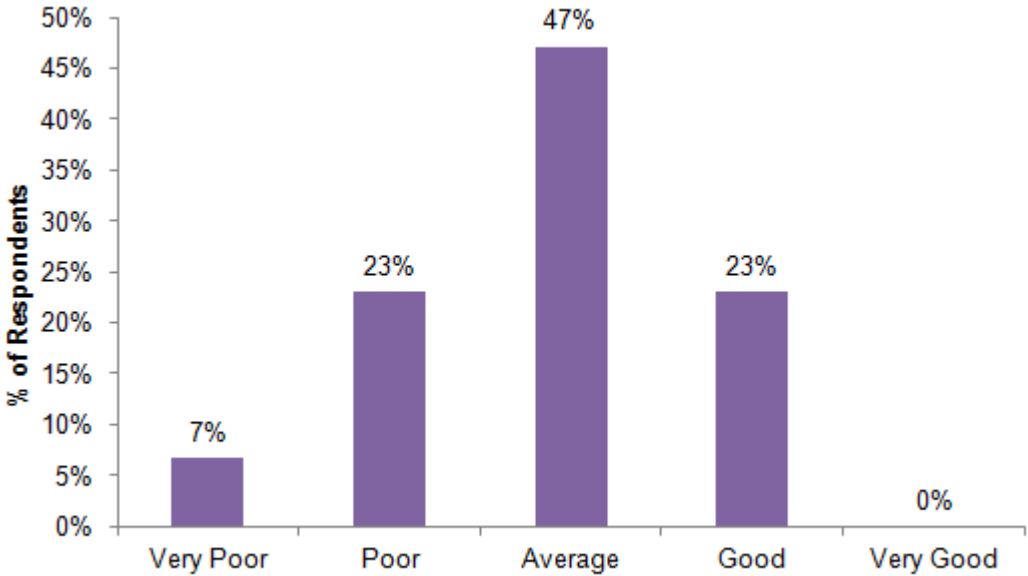
6.2   This response shows that perceptions of the area have room for improvement. Revisiting this question in future surveys could provide a key indicator as to the success of the initiatives undertaken.

7   Opinions and attitudes on the Limavady Revitalisation – Market Street Area

7.1 All respondents were asked their opinion on certain aspects of the Limavady Revitalisation – Market Street 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 Limavady Revitalisation – Market Street Area

Aspect	Score
Safety	7.9
Lighting	6.8
Street Signage	6.5
Vandalism	6.5
Tourist/Visitor facilities	6.5
Business signage / shop frontage	6.3
Levels of anti-social behaviour	6.1
Space for public events	5.8
On-street entertainment	5.2
Building conditions	4.7
Marketing	4.5
Amount of dereliction	4.0
Vacant shops	3.4

7.3 'Safety' was viewed as the best aspect with an average score of 7.9 out of 10. 'Vacant shops' were viewed as the worst aspect, scoring 3.4 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. 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 Limavady Revitalisation – Market Street Area

Aspect	Score
Vacant shops	207
Amount of dereliction	143
Marketing	100
Building conditions	58
Levels of anti social behaviour	53
Vandalism	21
On street entertainment	17
Tourist/Visitor Facilities	13
Safety	4
Business signage / shop frontage	4
Street signage	2
Space for public events	2
Lighting	0

7.6 'Vacant shops', scoring 207, was seen as the highest priority followed by 'amount of dereliction' and 'marketing' with scores of 143 and100 respectively. Five of the aspects scored less than '5' and so were see to be not a priority in this area. These were 'lighting', 'space for public events', 'street signage', 'business signage / shop frontage' and 'safety'.

7.7 Respondents were next asked to respond to a set of statements on the Limavady Revitalisation – Market Street 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). Average scores are presented in Table 3.

Table 3: Average scores for attitudinal statements for Limavady Revitalisation Market Street Area

Statement	Score
There are underused spaces in the project area which should be developed	8.1
I feel safe in the project area	8.0
I would be more likely to spend time in the area as a result of the changes made by this project	7.5
The design of the project area is good	6.4
The current physical appearance of the project area is good	5.6
New businesses would open in the project area in its current state	5.0
I feel the project area has a negative image	4.9
There are anti-social behaviour and graffiti problems in the project area	4.1

7.8 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 least likely to agree with was 'there are anti-social behaviour and graffiti problems in the project area' and 'I feel the project area has a negative image'.

8   Additional comments on Limavady Revitalisation – Market Street Area

8.1 Users were given the opportunity to provide further comments on the Limavady Revitalisation area. There were additional comments from 55 of those surveyed within the project area. The comments provided by respondents can be found in full below.

- Town seems to have improved in recent years but more needs to be done to market the town. Standard of shops we have is very high; Tesco has been good at providing jobs and cheap groceries
- A Poundland or cheap shop would provide jobs and somewhere everyone could shop
- No new businesses in town; parking is an issue
- Vacant buildings main issue - need to fill up town with business
- Need more clothing shops
- Town has improved over the last year
- Town centre is in a much better state than the likes of Coleraine
- Too many empty buildings; town needs more businesses
- More variety of shops needed
- Town needs more events and stronger sense of community
- Lack of parking for business owners
- Local pubs are very nice and local people are very friendly
- Town is dead
- Town seems to have improved in recent years; good visitor facilities
- Reputation of anti-social behaviour puts people and business off the town
- Need big businesses to give young people jobs and somewhere to shop
- Would spend more time after school if there were more fast food shops and clothes shops
- Not much to do in the town
- No new businesses
- Town has changed over past year but still room for improvement
- Lovely shops; nice people
- There needs to be more greenery
- Town needs to be tidied up - litter vegetation; traffic wardens scare visitors away; lack of parking for business owners
- Lovely town; friendly people; too many empty buildings eyesore
- Young people can cause trouble
- Shops in town centre are too expensive for low income people to afford
- Very little for young people to do
- Too many run down areas
- Lack of parking; no variety with shops
- Nothing for young people to do
- Town is run down and lifeless; vandalism and drunk people
- Local cafes and restaurants are very nice; need a wider variety of shops
- Drunken behaviour needs to be sorted out
- Need a wider variety of shops; need to tackle youth unemployment
- In good weather the town looks lovely
- Weeds and grass need to be cut
- Flowers need to be kept up
- Parking
- Parking for business owners; traffic wardens
- Need to bring in big business to compete with the likes of Coleraine and Derry
- Drunken behaviour at night is awful
- Bring in more shop and clothing shops
- Iceland or Asda would be great shops to bring to the town
- Need to bring in more jobs for young people to keep them out of trouble
- Parking inadequate
- More shops needed
- Empty shops look horrible
- Linenhall Street is an eyesore

- Nice people; friendly atmosphere
- Drunken people; graffiti
- Not enough parking; need to attract more business
- Parking; traffic wardens drive people away; support for business owners needed
- More diverse range of shops needed; new businesses needed
- Nothing for young people to do
- Drunks / hooligans; graffiti vandalism; lack of a sense of community

9 Footfall counts

9.1 Footfall counts were taken at three points identified as main entrance and exit points to the project areas. Counts took place on three days: Tuesday 21st June, Friday 24th June and Saturday 25th June 2016, and on each day counts were taken between 9.00am and 10.00am, 12.00noon and 1.00pm and 4.00pm and 5.00pm.

9.2 Figure 5 is a chart of footfall by time of day and shows that the project area was busiest between 12 noon and 1pm at both locations. The area around Supervalu in Market Street is the busiest of all the areas and was busiest between 9am-10am.

Figure 5: Footfall by time of day
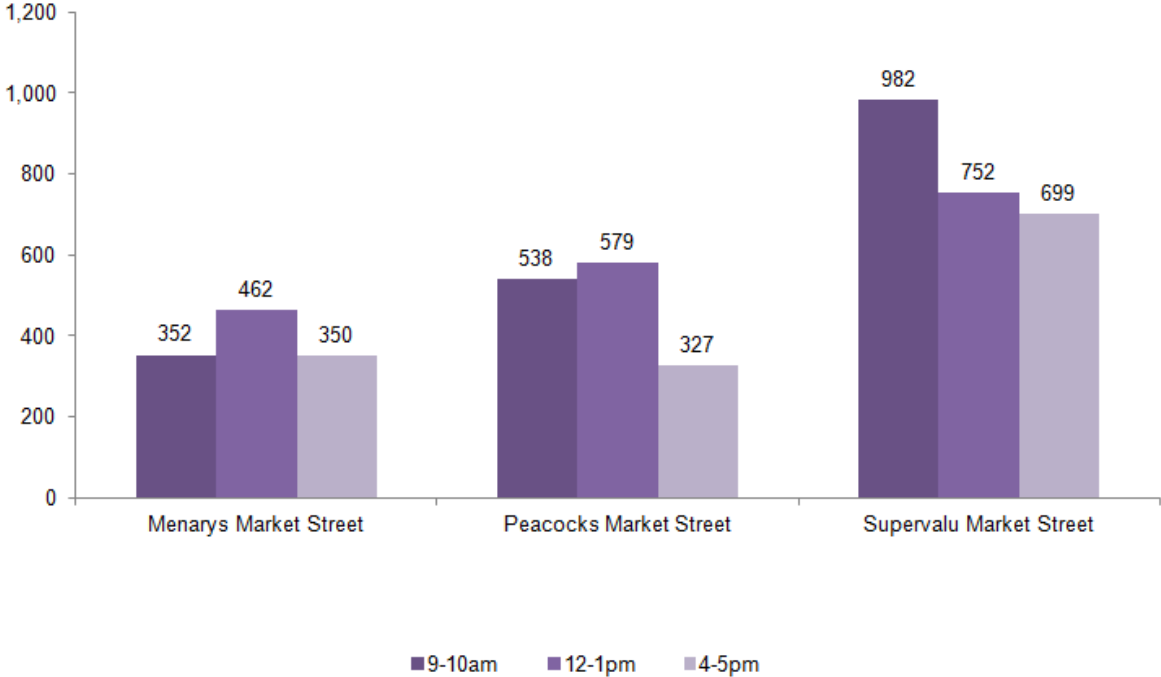
9.3 Figure 6 is a chart of footfall by day of the week and shows that footfall points at Supervalu and Peacocks were busier on Tuesday, whereas footfall was highest on Saturday outside Menarys.

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Figure 6: Footfall by day of the week
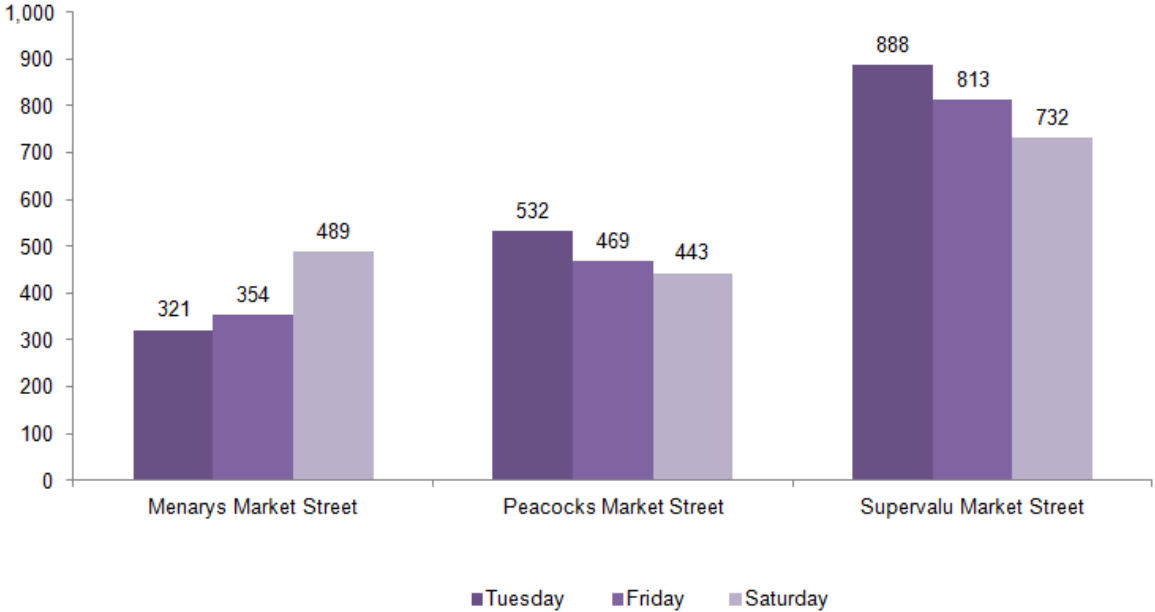
9.4 The breakdown of footfall in Table 4 also shows that the busiest location on Market Street overall was at Supervalu.

Table 4 – Footfall counts

	Tuesday 21st June			Friday 24th December			Saturday 5th December			Total
	9-10am	12-1pm	4-5pm	9-10am	12-1pm	4-5pm	9-10am	12-1pm	4-5pm	
Menarys Market Street	121	96	104	133	102	119	98	264	127	1,164
Peacocks Market Street	231	182	119	201	157	111	106	240	97	1,444
Supervalu Market Street	398	256	234	347	203	263	237	293	202	2,433
Total	750	534	457	681	462	493	441	797	426	5,041

9.5 Footfall counts will be repeated after the project is completed to help evaluate the impact of the revitalisation scheme.

Limavady Revitalisation Phase II Project

User Survey

The Department for Communities, in partnership with Causeway Coast and Glens Borough Council, are committed to delivering revitalisation improvements in the Market Street area, Limavady. 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 Limavady Town Centre users
- Undertake initiatives bringing together key stakeholders to benefit Limavdy 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 as soon as possible

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?**	*(Circle all that apply)*
	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, library, arts centre)	11
	Other service (please specify) _____	12

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

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

Q4	**How often would you visit the area?**	*(Circle only one)*
	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?**	*(Circle only one)*
	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?	(Circle only one)
	£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?	(Circle only one)
	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…..?				(Circle only one)
	Very poor	Poor	Average	Good	Very good
	1	2	3	4	5

Q9	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.	*Score all (1 to 10)*	*Rank Top 3 (1,2,3)*
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		

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)**	*Score (1 to 10)*
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.
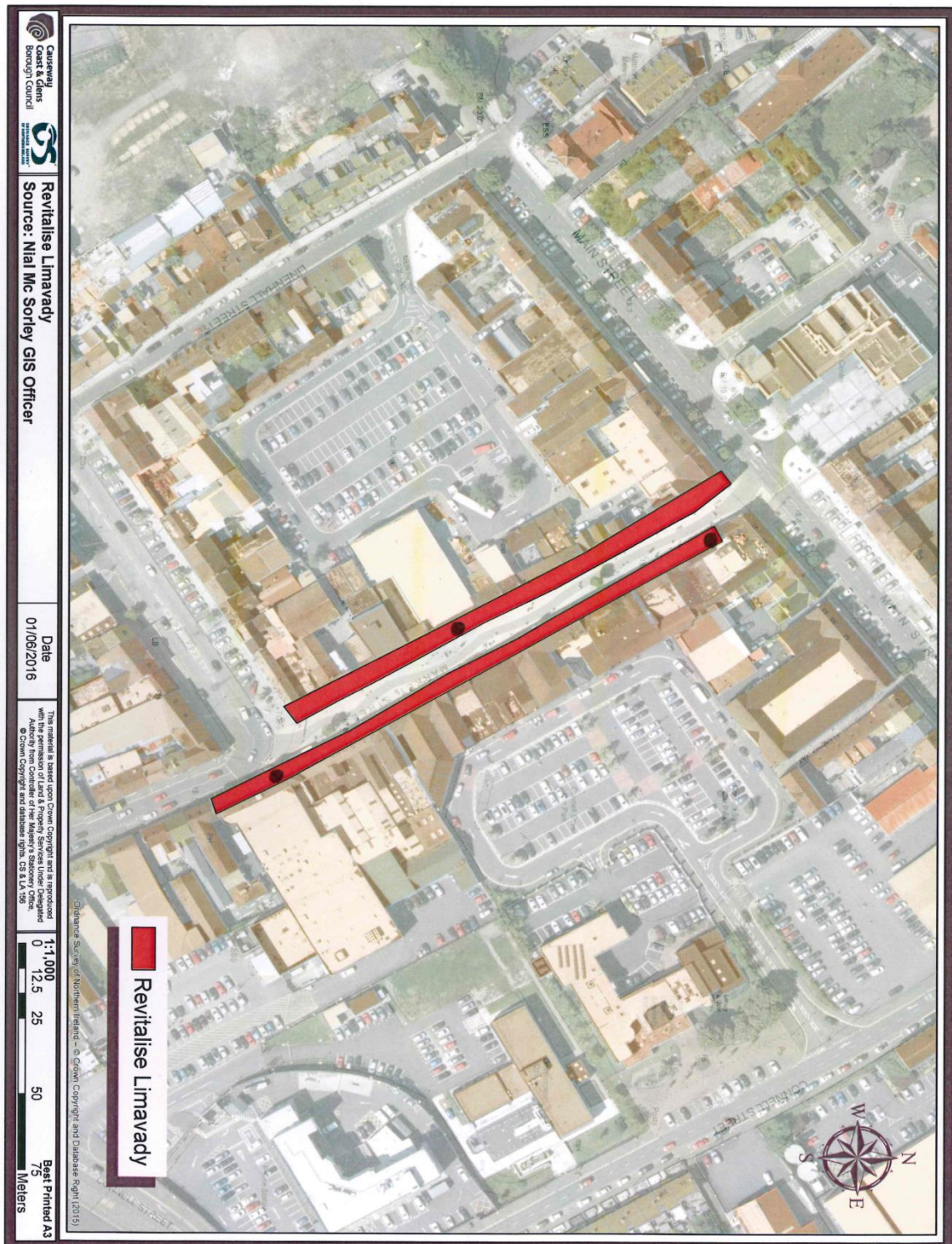

Thank you for your time.

Date of interview:

Time of interview:

Location of interview:

Annex B – Map of Area

Limavady Revitalisation
Business Survey Pre Project Analysis

2. Introduction

9.5 The Department for Communities (DfC) in partnership with Causeway Coast and Glens Borough Council, are committed to delivering revitalisation improvements in the area of Market Street, Limavady.

9.6 The overall aim of the improvements is to:

- improve the attractiveness of the streetscape for both businesses, investors and Limavady town centre users;
- undertake initiatives bringing together key stakeholders to benefit Limavady 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.

9.7 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 42 businesses were surveyed in the area and 29 completed questionnaires were returned and used in the analysis which represents a response rate of 69%.

9.8 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 Limavady Revitalisation Project.

3. Executive Summary

- In total 90% of the businesses that took part in the survey are independent traders with 86% indicating that they had been in their premises for more than 5 years.

- Two thirds (67%) indicated their current business performance is 'average'.

- Over half (55%) of the businesses currently view the area as 'average', while 31% view the area positively and the remaining 13% held a negative opinion of the area.

- 'Business signage / shop frontage' and 'marketing' were identified as being the priority issues to be addressed in the area.

- Respondents were most likely to agree with the statement 'I would have more confidence in my business as a result of this project' and least likely to agree that 'the current physical appearance of the project area is good'.

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 Limavady Revitalisation project area. The survey asked a variety of questions on type of business, current attitudes towards the 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 Market Street area of Limavady as shown in Annex B.

4.3. The survey was administered on a self completion basis and a total of 29 surveys were returned. As some surveys did not provide an answer to all questions any variance in the sample size will be highlighted below. (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 Limavady 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 29 businesses in the sample, the most common business type, with 34% of the total (10 businesses), in the 'clothing / footwear / jewellery' category. This was followed by 'groceries' (17% - five businesses), 'health and beauty and hairdressing' (10% - three businesses) and 7% were 'homeware' (two businesses). As shown in Figure 2 the category 'other' had 24% of the responses (seven businesses). The business types were a sports shop, an alterations shop, cards and gifts, mobile phones shop, dry cleaners, a florist and a travel agent.

**Figure 2: Business Categories**
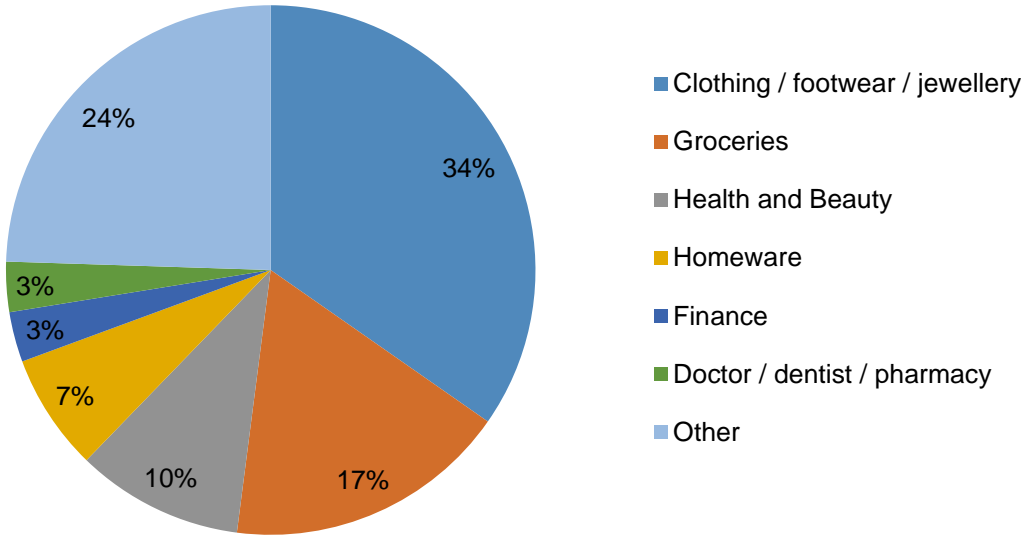
5.2. With regard to 'ownership class' of business the majority of respondents (90% - 26 businesses) said they were 'independent traders', 7% (two businesses) were 'national / multinationals' and the remaining respondent operated as a 'franchise' (3% - one business).

5.3. When asked how long they had been in their current premises the majority of respondents (86% - 25 businesses) said '5 years or more' and of the remaining respondents one business stated 'at least 3 years but less than 5' and a further two businesses indicated 'at least 1 year but less than 3 years'. The remaining respondent had been in their current premises for more than six months but less than one year.

5.4. Respondents were also asked to describe their current turnover and 27 businesses responded. Two thirds of respondents (67% - 18 businesses) responded that they had an 'average' turnover and 19% indicated 'above average' (five businesses). The remaining four businesses (15%) indicated that current turnover was 'below average'.

Figure 3: Current Turnover
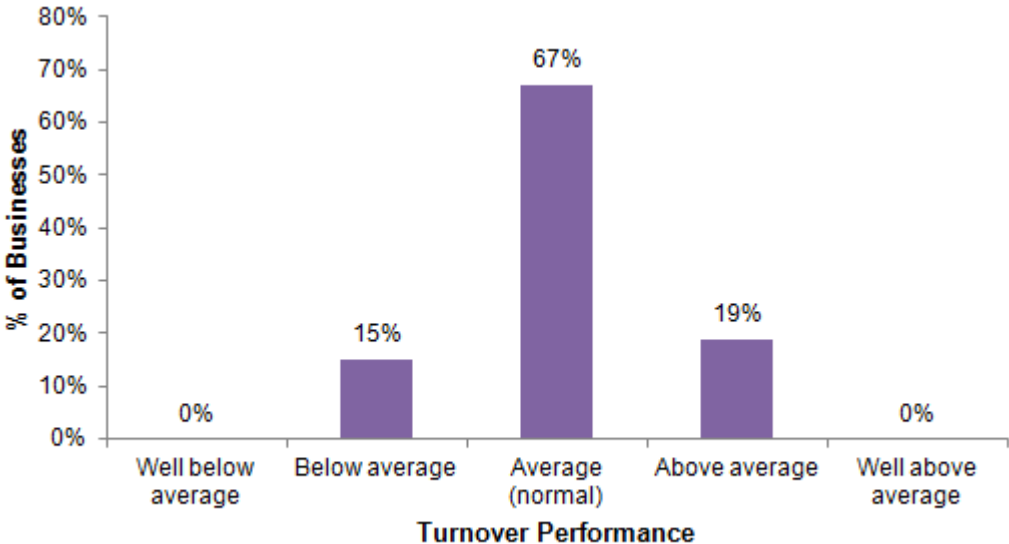
6. Current perception of project area

6.1. Almost one third of respondents (31% - nine businesses), held a positive view of the Market Street area of Limavady. With 55% of respondents stating that they perceived the area to be 'average' (16 businesses), 10% perceived it to be 'poor' (three businesses) and the remaining respondent thought the area was 'very poor'.

Figure 4: Current perception of the Market Street area of Limavady
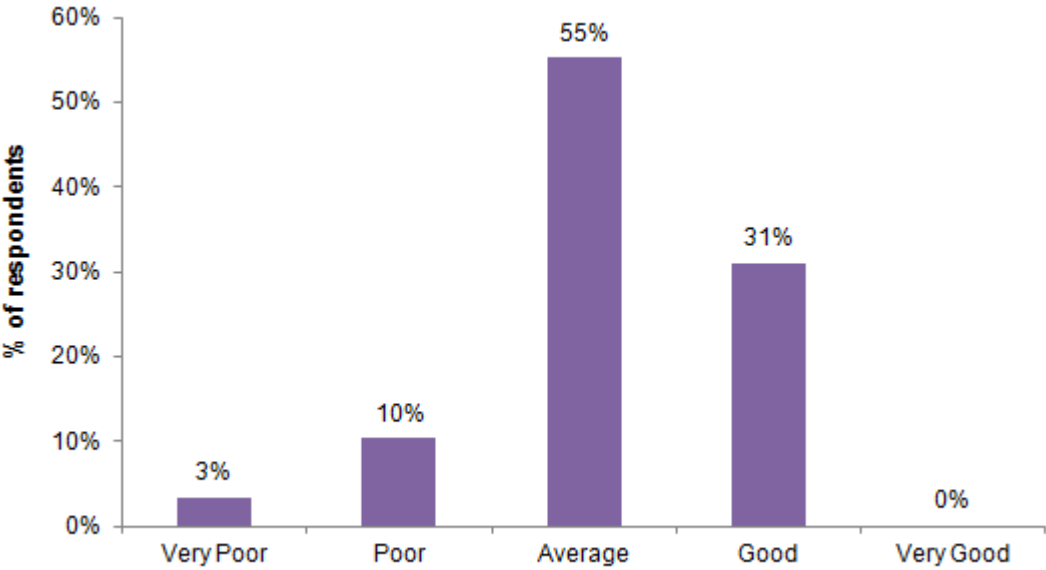
7. Rating and priority issues

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 Market Street Area of Limavady

Aspect	Score
Safety	6.5
Lighting	6.3
Street signage	5.9
Vacant shops	5.9
Amount of dereliction	5.1
Space for public events	5.1
Vandalism	5.0
Tourist / visitor facilities	5.0
Business signage / shop frontage	5.0
Levels of anti-social behaviour	4.8
Building conditions	4.8
On-street entertainment	4.6
Marketing	3.8

7.2. As shown in Table 1 the two highest scoring aspects were 'safety' and 'lighting' with scores of 6.5 and 6.3 respectively (out of 10). The lowest scoring aspects were 'marketing' (3.8 out of 10) and 'on-street entertainment' (4.6 out of 10).

7.3. Businesses were then asked to consider the same thirteen aspects and rank the top three issues which should be addressed by the project. In total 23 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 23 responses.

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

Aspect	Score
Business signage / shop frontage	42
Marketing	21
Building conditions	13
Tourist / visitor facilities	11
Vacant shops	10
Vandalism	9
On-street entertainment	9
Levels of anti-social behaviour	8
Amount of dereliction	7
Safety	3
Space for public events	3
Street Signage	2
Lighting	0

7.5. 'Business signage / shop frontage' and 'marketing' scored the highest as in most need of being addressed with scores of 42 and 21 respectively. Four aspects scored less than five points in total indicating that businesses did not perceive them as a priority issue for improvement. These were 'safety', 'space for public events', 'street signage' and 'lighting'.

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: Average scores for attitudinal statements for the project area

Aspect	Score	Rank
I would have more confidence in my business as a result of this project	8.1	1
The project area is currently poorly marketed	7.1	2
The design of the project area is good	6.7	3
I would consider expanding my business as a result of this project	6.4	4
There are anti-social and graffiti problems in the project area	6.2	5
I would consider diversifying my business as a result of this project	5.7	6
New businesses would open in the project area in its current state	5.6	7
There are underused spaces in the project area which should be developed	5.3	8
The current physical appearance of the project area is good	5.2	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' (8.1 out of 10) and 'the project area is currently poorly marketed' (7.1 out of 10) indicating that respondents see that their businesses have 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' (5.2 out of 10) and 'there are underused spaces in the project area which should be developed' (5.3 out of 10).

8.3. Businesses were asked if they foresee any disruption to their business as a result of the proposed work 54% (15 respondents) stating that they did not, and the remaining 46% (13 respondents) thought that it would. Comments made relating to this are detailed below:

- We have a very narrow frontage space any work will impact greatly on the ease of access of customers
- Building alterations work would have some disruption to the ongoing business done Mon-Sat on the site. Exterior shop front work should not interfere with the dry cleaning process conducted at the rear of the property
- If this work in ongoing to all businesses at once it will be disruptive
- Should be able to work around opening hours and customer service

- Access to the office and noise disruption
- Would accept disruption if it improves street and office front
- The disruption would be easily managed as it is only short term
- Depending on the extent of the proposed work to be carried out but any previous street works have impacted negatively on our store
- Hopefully the work won't take too long and have minimal disruption to the business
- I think the benefit would outweigh the cost

8.4. The majority of businesses (86% - 24 respondents) agreed that the works in and around the Market Street could help their business with the remaining 14% (four respondents) thought it would not. Comments made relating to this are detailed below:

- Remove outside roller door which would mean window shopping available in evenings.
- The revitalisation would energise our business providing the platform for interior refurbishment and securing the business into the med / long term.
- Yes - developments to my business can only be beneficial if my business gets a new frontage it will appear more attractive and appealing to customers.
- 100% - New look will always help.
- Whilst it would be welcome I don't feel the current state of the building impacts upon our business.
- No frontal work has been done in decades and is consequently tired in appearance.
- providing a more attractive and enjoyable place to shop less charity shops better lighting at night and security in alleyways making it safer.
- Increase vibrancy in retail hub; success on the back of Main Street; show customers that Limavady is a place to come and shop.
- Interior signs on the window would be visible out of hours if we had internal shutters.
- More attractive shop fronts would attract more foot fall in the street.
- Appearance can only help any business, this project would do this.
- It would help the appearance of Market Street which is a very busy area.

8.5. Respondents were asked if they had invested their own capital in the last year. In total 62% (18 respondents) had invested and the remaining 38% (11 businesses) indicated that they had not. Details provided by businesses on these improvements are listed below:

- Complete re-fit of first floor
- At rear of property - production area
- New lighting and interior decor
- Lighting and cosmetic appearance inside
- Changed lights and carpet
- Equipment used for dry cleaning business has been replaced repaired and maintained. No monies spent on the building as it is not owned by us
- Painting shop front
- CCTV; marketing; displays paint and decorate
- Repainting interior office
- We have invested in a new security system
- We are always improving inside and outside the shop
- Maintenance and annual upkeep of the building
- New signage front and back
- General painting / maintenance
- I have spent £1m on a complete new building only to have a charity shop next door. I am not happy that they are operating and not paying rates
- My window currently lets in damp and steams up in winter making it impossible to see my product. It also rots the wooden frame leaving it unsightly. Some surrounding businesses in

close proximity have poor signage and shop frontage and I feel this is detrimental to the image that most retailers are trying to portray

- To make Limavady a more attractive place

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 71% (20 respondents) said they would consider further investment and 29% (eight respondents) indicated they would not.

8.7. Businesses were also asked about the number of staff employed and 26 respondents provided details. There was a wide range of staffing levels, with a total of 249 full and part time employees and two volunteers. The average number of full time employees in the sample was five and the average number of part time employees was six.

8.8. Businesses were finally asked if they had any additional comments and 11 did. These are detailed below.

- I believe the regeneration of Main Street has benefited the traders. I would be so pleased if all the outside shutters on all properties in Market Street were removed.
- Very much needed investment which would help rebalance Limavady towards a quality destination for shoppers
- Good idea - keep it up - it will definitely help the street - things will improve. They need to - this is one of the best ways to do it.
- A significant number of the shop / business premises in Market Street are fairly unsightly and in need of fresh attention, particularly the shop fronts! The suggested revitalisation of Market Street would improve the overall mood of the area and increase confidence should assist to ensure many of the existing business survive into the uncertain future.
- Be great for Limavady; boost for owners / retailers; welcoming for customers
- I think that the project should take place on Market Street as it acts a link to Catherine Street. Market Street needs immediate attention to improve shop fronts etc
- I think any improvement on Market Street would enhance visitors to come to our town
- Roof Market Street so that customers will still come if it is raining, therefore improving customer and increasing the number of potential customers
- A roof over Market Street is the way forward - people could then shop in wet weather and at night. I get a lot of vandalism from alleyway at the side of my shop. Drunks are allowed to sit on my window sills and police are not happy to move them on. How does this encourage business?
- Given the proportionally the rateable income the Council receives from market street compared to other trading streets within the councils jursidiction I feel that funds have not been shared fairly as far as shop fronts improvements are concerned. I feel the nature of the shops and businesses on Market Street are a huge asset to Limavady as a trading town and I've often been told this by visiting customers. As the majority of us are independent traders this is a huge compliment but with the Councils support we could also vastly improve the overall marketability of the street.
- Limavady could benefit from a freshening up of shop fronts and businesses. Parts of the town i.e. Linenhall Street looks run down. I hear people saying that they like shopping in Limavady because of small independent stores. They should be encouraged

Limavady 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 Market Street, Limavady. 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 Limavady Town Centre users
- Undertake initiatives bringing together key stakeholders to benefit Limavady 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 as soon as possible.

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 28th June 2016.**

Q1	Please indicate your **MAIN** business type?	*(Circle only one)*
	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?	*(Circle only one)*
	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?	*(Circle only one)*
	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?	(Circle only one)
	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…..?				(Circle only one)
	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.	Score All (1 to 10)	Rank Top 3 (1,2,3)
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)**	*Score (1 to 10)*
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?**	*(Circle only one)*
	Yes	1
	No	2
Please provide more detail:		

Q9	**Do you feel this project could help your business?**	*(Circle only one)*

	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?**	*(Circle only one)*
	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?**	*(Circle only one)*
	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 Limavady 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 Area