Coleraine Railway Road Revitalisation Phase II
User Survey Pre-Project Analysis

1. Introduction

1.1. The Department for Communities (DfC), in partnership with Causeway Coast and Glens Borough Council, are delivering revitalisation improvements in Railway Road, Kingsgate Street, Brook Street and Long Commons. The overall aim of the improvements is to:

- Improve the attractiveness of the streetscape for both businesses, investors and Coleraine Town Centre users
- Undertake initiatives bringing together key stakeholders to benefit Coleraine 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

1.2. This report is a review and analysis of surveys completed by businesses 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) in evaluating the Coleraine Railway Road Revitalisation Phase II.

2. Executive summary

- Overall, 75% of visits to the area were to shop or use services while the remaining 25% were either passing through or work in the area. The majority (25%) of these visitors travelled from within Coleraine.

- Just over half (57%) travel to the area by car and a majority (56%) visit the area on a weekly basis, with 21% of respondents spending £50 or more.

- The area was viewed positively by a third of respondents (33%), a further 32% viewed the area negatively, while the remaining one third (34%) rated their perception of the project area as 'average'.

- 'Marketing' and 'vacant shops' were seen as the main areas of concern, whilst 'vacant shops' and 'building conditions' were seen as the main areas needing improvement.

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 Coleraine Revitalisation Phase II project. 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 (101 in total) were conducted by Causeway Coast and Glens Borough Council on 8th, 9th and 11th of June 2016 in the scheme area as shown in red in Figure 1 below.

Figure 1: Map of Coleraine Revitalisation Phase II Area

3.3. 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 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. All 101 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:

Cliona Flynn

DfC Analytical Services Unit

1st Floor Lighthouse Building

Gasworks Business Park, Ormeau Road

Belfast

cliona.flynn@communities-ni.gov.uk
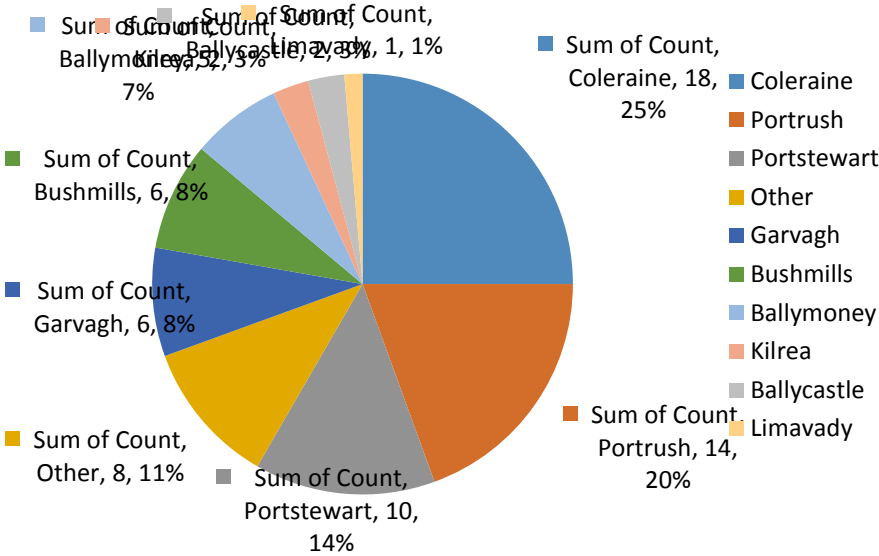
4. Purpose of visit

4.1. The most common purpose for visiting the area was 'clothing, footwear or jewellery shopping' at 25% (29 responses), followed by 'work/school in the area' at 17% (20 responses). Those selecting 'other service' as a response included visits to the post office and car service.

4.2. 75% of those surveyed were shopping or using services in the Coleraine Revitalisation area.

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

5.1. A quarter (25%, 18 responses) of the respondents coming to the Coleraine Revitalisation area had travelled from within Coleraine. The remaining visitors travelled from a wide variety of areas as shown in the figure below. Those selecting 'other' as a response travelled to the project area from other areas which included Portadown, Armagh, Belfast and Ballymena.

Figure 2: Area Travelled From

5.2. The majority of respondents (60%, 57 responses) travelled to the scheme area by car, while other methods of travel were walking (20%, 19 responses), by bus (19%, 18 responses), by train (6%, 6 responses) and by bike (1%, 1 response).

5.3. The most common frequency of visit was 'at least once a week' (56%, 56 responses) followed by 'daily' (22%, 22 responses). Other visit frequencies were 'at least once a fortnight' (14%, 14 responses), 'at least once a month' (4%, 4 responses) and 'less often' (4%, 4 responses).

5.4. When asked how long they intended to spend in the area for this visit, 39% (39 responses) indicated 'at least 1 hour but less than 2 hours'. A further 34% (34 responses) would spend '2 hours or more' and 17% (17 responses) would spend 'at least 30 minutes but less than 1 hour'. There were 9% (9 responses) who intended on staying 'at least 10 minutes but less than 30 minutes' and the remaining 1% (1 response) intended on staying 'less than 10 minutes'.

5.5. When asked how much they had spent or intended to spend, over a fifth (21% - 21 responses) indicated they would spend '£50 or more', with a further 19% (19 responses) indicating they would spend £10 or less'. Other spending amounts can be seen below.

- 17% (17 responses) would spend £31 - £40.
- 13% (13 responses) would spend £11- £20.
- 12% (12 responses) would spend £0.
- 10% (10 responses) would spend £21-£30.
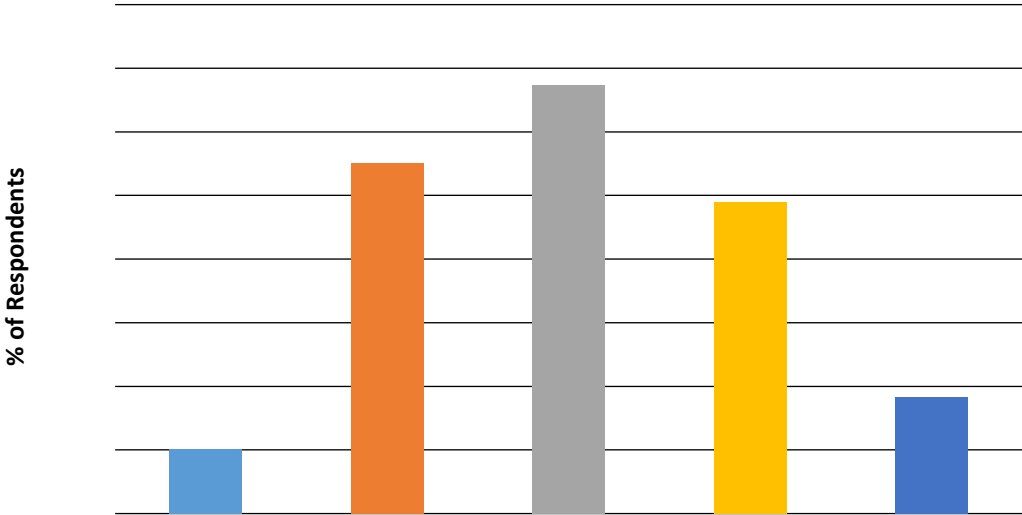- 8% (8 responses) would spend £41-£50.

5.6. When asked how long they had been visiting the area to use these services 87% (87 responses) indicated '5 years or more'. The remaining 13% (13 responses) had been visiting for less than 5 years.

5.7. This section suggests that the Coleraine Railway Road Revitalisation area is mainly used by locals from Coleraine who know the area on a frequent basis.

6. Current perception of the project area

6.1. Everyone responding to the survey was asked about their perception of the project area as it currently stands. The area was viewed positively by 33% (33 responses) and negatively by 32% (2 responses). Figure 5 show's that of those viewing the area negatively, 28% (27 respondents) viewed the area as 'poor' with 5% (5 respondents) viewing the area as 'very poor'. Those viewing the area positively were split between 'good' (24%, 24 responses) and 'very good' (9%, 9 responses). The remaining one third of respondents (34%, 33 responses) reported perceiving the area as 'average'.

Figure 3: Current perception of the Coleraine 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 project Area

7.1. All respondents were asked their opinion on certain aspects of the Coleraine Revitalisation area. They were asked to rate each aspect on a scale of 0 to 10, where 0 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 Coleraine Revitalisation Area

Aspect	Score
Safety	6.6
Street signage	6.4
Vandalism	6.2
Business signage / shop frontage	5.9
Levels of anti-social behaviour	5.7
Tourist / visitor facilities	4.9
Building conditions	4.6
Amount of dereliction	4.5
Space for public events	4.2
On-street entertainment	4.0
Marketing	3.7
Vacant shops	3.5

7.3. 'Safety' was viewed as the best aspect with an average score of 6 out of 10. 'Vacant shops' was viewed as the worst aspect, scoring 3.5 out of 10. Consideration should be given to the scoring when choosing the works to be undertaken by the project.

7.4. Respondents were then asked to consider the same 12 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 94 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 Coleraine Revitalisation Area

Overall Rank	Aspect	Score
1	Vacant shops	191
2	Building conditions	79
3	Tourist / visitor facilities	49
4	Amount of dereliction	42
5	Space for public events	32
6	Business signage / shop frontage	30
7	Safety	29
8	Levels of anti-social behaviour	28
9	Marketing	27
10	Vandalism	25
11	On-street entertainment	24
12	Street signage	7

7.7. 'Vacant shops', scoring 191, was seen as the highest priority and 'street signage' scoring 7, the lowest priority. Again consideration should be given to the scoring when choosing the works to be undertaken by the project

7.8. Respondents were next asked to respond to a set of statements on the Coleraine Revitalisation area indicating how much they agreed with each statement on a scale of 0 to 10 (where 0 is strongly disagree and 10 is strongly agree).

7.9. Average scores are presented in Table 3 below. 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 Coleraine Revitalisation Area

Statement	Score
I would be more likely to spend time in the area as a result of the changes made by this project	7.4
There are underused spaces in the project area which should be developed	7.2
I feel safe in the project area	7.1
The design of the project area is good	6.3
The current physical appearance of the project area is good	5.5
I feel the project area has a negative image	5.3
There is anti-social behaviour and graffiti problems in the area	5.0
New businesses would open in project area in its current state	3.7

7.10. The responses show that the statement 'I would be more likely to spend time in the area as a result of the changes made by this project' scored highest. The responses also show that the statement with the least agreement was 'New businesses would open in the project area in its current state'.

8. Additional comments on Coleraine Revitalisation Project

8.1. Respondents were finally given the opportunity to provide further comments on the Coleraine Revitalisation Project. There were additional comments from 20 of those surveyed within the project area. The comments provided by respondents can be found in full below:

- *Absolutely brilliant. The area at the car park by the railway station and the shop fronts really lifted. Looks more inviting*
- *The carpark work/tidy up has been fantastic - brighter and cleaner*
- *Wheelchair access. More disability parking. Smoother footpaths for disabled people*
- *Public toilets need improved*
- *Council for the people in charge*
- *Police patrols during night and more often*
- *Improve the leisure centre*
- *Permission to perform in the town*
- *More greenery*
- *Too many charity shops.*
- *More toilets in a better condition*
- *All the bushes are growing into the paths. Nothing has changed*
- *Too many vacant shops. It would be nicer to have more new business*
- *More promotion. More shops. Less charity shops*

Coleraine Railway Road Revitalisation Phase II

User Survey

The Department for Communities, in partnership with Causeway Coast and Glens Borough Council, are committed to delivering revitalisation / public realm improvements in Railway Road, Kingsgate Street, Brook Street and Long Commons. 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 Coleraine Town Centre users
- Undertake initiatives bringing together key stakeholders to benefit Coleraine 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 June 2016, deliver immediate visible results, and complete by 31 October 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** on **028 2076 2225**

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, arcade)	11
	Other service (please specify) _____	12

Q2	Where have you travelled from to get to the area today?	(Circle only one)
	Coleraine	1
	Portrush	2
	Portstewart	3
	Garvagh	4
	Kilrea	5
	Ballymoney	6
	Ballycastle	7
	Limavady	8
	Bushmills	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 0 to 10, where 0 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 (0 to 10)*	*Rank Top 3 (1,2,3)*
A	Safety		
B	Levels of Anti-Social Behaviour		
C	Vandalism		
D	Street Signage		
E	Tourist/Visitor Facilities		
F	Space for public events		
G	On-street entertainment		
H	Marketing		
I	Building Conditions		
J	Amount of Dereliction		
K	Vacant shops		
L	Business signage / shop frontage		

Q10	Please state to what extent you agree or disagree with the following statements (where 0 is strongly disagree, 5 is neither agree nor disagree and 10 is strongly agree)	*Score (0 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:

Coleraine Railway Road Revitalisation Phase II
Business Survey Pre-Project Analysis

9. Introduction

9.1. The Department for Communities (DfC), in partnership with Causeway Coast and Glens Borough Council, are delivering revitalisation improvements in Railway Road, Kingsgate Street, Brook Street and Long Commons. The overall aim of the improvements is to:

- Improve the attractiveness of the streetscape for both businesses, investors and Coleraine Town Centre users

- Undertake initiatives bringing together key stakeholders to benefit Coleraine 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

9.2. This report is a review and analysis of surveys completed by businesses 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) in evaluating the Coleraine Railway Road Revitalisation Phase II.

10. Executive summary

- Overall, the majority of businesses in the area are 'independents' (82%) with average / below average performance (78%). Nearly all businesses (82%) would consider investing their own capital in improvements as a result of the proposed works.

- Three fifths (60%) of the businesses responding currently view the area as either 'poor' (50%) or 'very poor' (10%).

- 'On-street entertainment' was the lowest scoring aspect in the area, while the highest priority overall to be addressed by the project was 'vacant shops'.

- Almost all (94%) of respondents felt that the proposed works in the scheme area could help their business with just over a fifth (22%) expressing concern that the proposed works could have an impact on business activity.
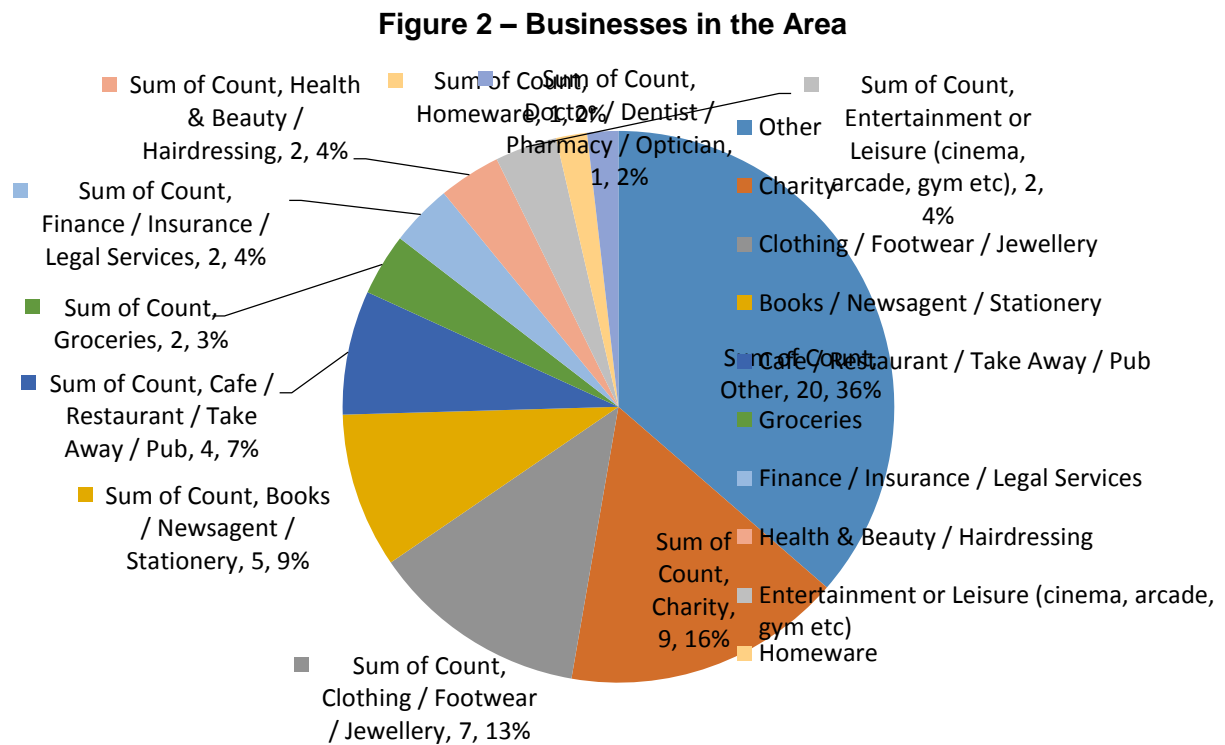
11. Methodology

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

11.2.　　The survey was intended to take in all businesses that are within the boundaries of the Coleraine Revitalisation Phase II as shown in Figure 1.

11.3.　　The survey was administered by Causeway Coast and Glens Borough Council who reported that a total of 78 surveys were issued, 52 of which were returned, achieving a response rate of 67%. 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.)

11.4.　　This process will be repeated following the completion of the Coleraine Revitalisation Phase II 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-scheme business surveys.

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

Cliona Flynn

DfC Analytical Services Unit

1st Floor Lighthouse Building

Gasworks Business Park, Ormeau Road

Belfast

cliona.flynn@communities-ni.gov.uk

Figure 1: Coleraine Revitalisation Phase II Area

12. About businesses surveyed

12.1.   Of the 55 businesses which responded to this question the most common business types were 'charity' (16%) and 'clothing / footwear / jewellery' (13%). Over a third of businesses categorised their business type as 'other' which included a photography shop, craft shops, newspaper publisher and florists.

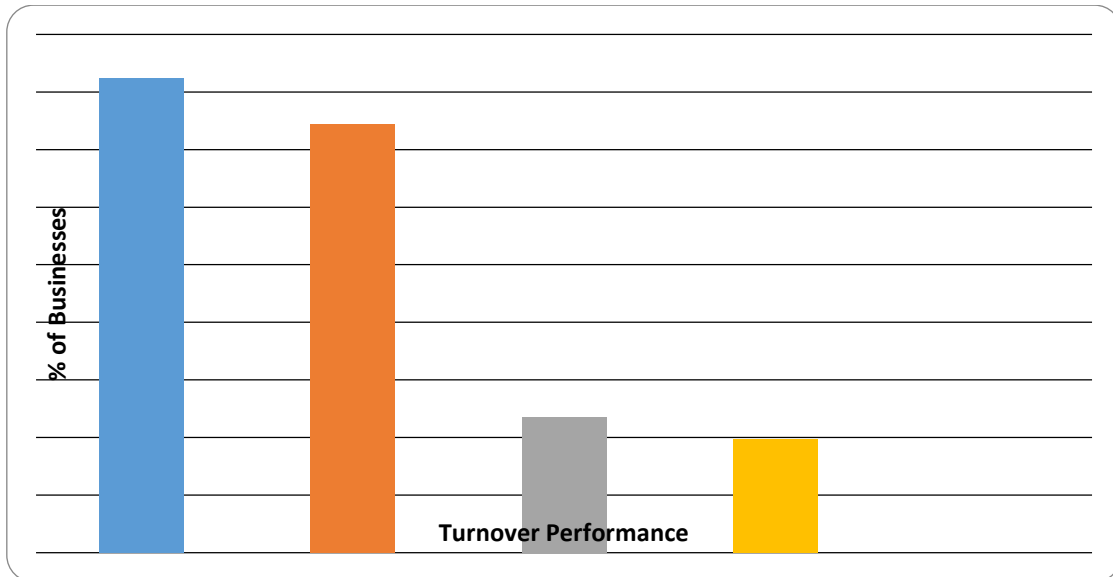**Figure 2 – Businesses in the Area**

12.2.   Almost all (82%, 41 businesses) businesses said they were an 'independent'. The remaining businesses were 'national / multinational chain' (10%, 5 businesses), 'franchise' (6%, 3 businesses) and 'local chain' (2%, 1 business).

12.3.   When asked how long they had been in their current premises the majority of respondents (81%, 42 businesses) said '5 years or more'. Just over a tenth (12%, 6 businesses) have been occupying their premises between 3 and 5 years. Only 3 business (6%) have been in the area between 1 and 3 years with the remaining 2% (1 business) occupying their premises for more than 6 months but less than a year.

12.4.   Respondents were also asked to describe their current turnover and the results for this question are presented in Figure 3. The most common response given was 'average (normal)' (41%, 21 businesses), followed by 'below average' (37%, 19 businesses).

Figure 3 – Current Turnover Performance

12.5.   Over half (57%, 28 businesses) of businesses have invested their own capital in improving their business. Additional details provided by businesses on these improvements are listed below:

- *New products. New promotions*
- *Plumbing*
- *Equipments and internally*
- *In store improvements*
- *Signage inside and outside*
- *Equipment, marketing, online growth*
- *Capital, equipment*
- *Having just completed a full re-paint to the frontage of my building (May 2016)*
- *Signage and paintwork*
- *We have totally re done the inside of the shop*
- *Painted two years ago*
- *New heaters. Shop floor re-organised*
- *Updated signage. Roof repairs*
- *Equipment*
- *General upkeep and addition of a hairdressing salon*
- *Installation of a new computer software suite and server hub covering the Ballymena. Antrim, Ballymoney, Limavady and Ballycastle areas. Investment in people skills training*

- *Painting on inside and outside*
- *I continually invest in my business both in physicality and within the staff traning etc and stocks marketing*
- *Current trading has not generated enough surplus to allow for investment in improvements*
- *Some internal repairs = about £5k spend*
- *We have made improvements in the past year to the interiour and exterior. It has proved itself to be a good move*
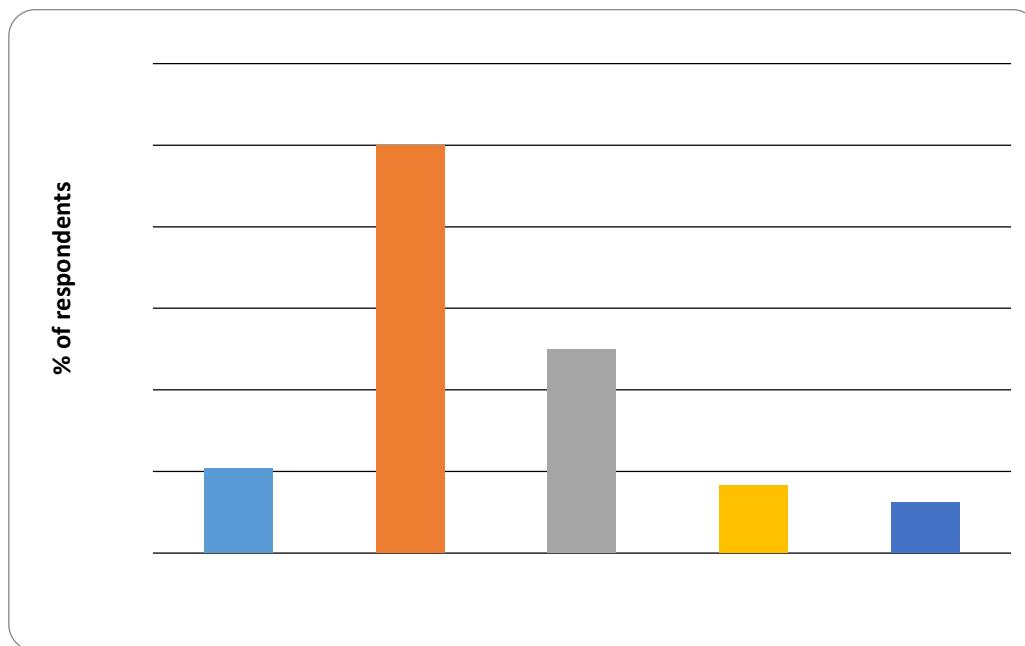
12.6.   When asked if they would consider investing their own capital in further improvements to their business as a result of the work proposed 82% (37 businesses) said they would consider further investment.

12.7.   Businesses were also asked about the number of staff employed and volunteers. There was a wide range of staffing levels, with businesses indicating between 0 and 30 members of staff. The average total employees for the area were 4. Eleven of the businesses had volunteers with the average being 9.

13. Current perception of project area

13.1.   When asked about their perception of the project area as it currently stands 15% view the area positively, either 'very good (6%, 3 businesses) or 'good' (8%, 4 businesses), while 60% view the area negatively, either 'very poor' (10%, 5 businesses) or 'poor' (50%, 24 businesses). The remaining 25% view the area as 'average'.

Figure 4 - Current perception of the Coleraine Revitalisation Phase II Area

13.2.   This response suggests that perceptions of the area have some room for improvement. Revisiting this question in future surveys could provide a key indicator as to the success of the initiatives undertaken, it should be hoped the response becomes more positive.

14. Rating and priority issues

14.1.   Respondents were asked their opinion on certain aspects of the scheme area. They were asked to rate each aspect on a scale of 0 to 10, where 0 is poor and 10 is excellent. An average score was then calculated for each aspect, with results shown in Table 1 below.

14.2.   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 scheme area

Aspect	Score
Safety	5.4
Street signage	5.0
Vandalism	5.0
Levels of anti-social behaviour	4.7
Business signage / shop frontage	4.4
Amount of dereliction	4.0
Building conditions	3.7
Vacant shops	3.6
Tourist / visitor facilities	3.2
Marketing	2.8
Space for public events	1.9
On-street entertainment	1.5

14.3.   'Safety' was seen as the best aspect, scoring 5.4 out of 10. The lowest scoring aspect was 'on-street entertainment' which scored 1.5 out of 10. All the aspects have room for improvement and consideration should be given to the scoring when choosing the works to be carried out under the scheme.

14.4.   Respondents were then asked to consider the same 12 aspects and rank the top three issues which should be addressed by the project. Of the total businesses responding 34 provided rankings in this question.

14.5.   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 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.

Table 2: Rankings of priority issues

Overall Rank	Aspect	Score
1	Vacant shops	48
2	Business signage / shop frontage	36
3	Building conditions	28
4	Amount of dereliction	23
5	Safety	16
6	Levels of anti-social behaviour	14
7	Tourist / visitor facilities	13
8	Marketing	10
9	Street signage	7
10	Vandalism	5
11	Space for public events	3
12	On-street entertainment	1

14.6.   'Vacant shops' was viewed overall as the highest priority with a score of 48. 'Business signage / shop frontage' followed with a score of 36 and "building conditions" scoring 28, rounded off the top three issues of priority for businesses.

14.7.   Again consideration should be given to the scoring when choosing the works to be undertaken by the scheme.

15. Pre-project attitudes

15.1.   Businesses were next asked to respond to a set of statements indicating how much they agreed with each statement on a scale of 0 to 10 (where 0 is strongly disagree and 10 is strongly agree).

15.2.   Average scores are presented in Table 3 below. 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

Statement	Score
I would have more confidence in my business as a result of this project	8.0
The project area is currently poorly marketed	6.9
The design of the project area is good	5.5
I would consider expanding my business as a result of this project	5.4
There are anti-social behaviour and graffiti problems in the project area	5.1
I would consider diversifying in my business as a result of this project	4.8
There are underused spaces in the project area which should be developed	4.8
New businesses would open in the project area in its current state	4.0
The current physical appearance of the project area is good	3.4

15.3.   Businesses strongly agreed with the statement 'I would have more confidence in my business as a result of this project'. Businesses strongly disagreed with the statement 'The current physical appearance of the project area is good'.

15.4.   Businesses were also asked to indicate if they felt that this project could help respond to their needs and wishes as a business – 94% (45 businesses)

said it could. Additional details provided by businesses on this topic are listed below:

- *Nature of our business makes it difficult to promote new customers*
- *Keeping shop fronts clean and tidy will encourage more customers*
- *We would think that any improvements should help business*
- *Need increased footfall*
- *No surplus to undertake the necessary work myself*
- *Area needs to be cleaned up. Lots of empty shops*
- *More pleasant surroundings will always attract more footfall*
- *Give better atmosphere to shop in*
- *When the project is completed it will help my business*
- *Can only help*
- *I have business in other towns which have benefited from similar projects*
- *Any improvements to the overall area can only help my business*
- *Revitalising the project area would help to encourage new business and therefore improve footfall within the area which in turn would benefit the existing retail outlets*
- *Goes without saying a more attractive shop front is more welcoming and presents and image of business prosperity*

15.5. Respondents were finally asked if they foresee any disruption caused by the project works. Just over a fifth (22%, 10 businesses) agreed that disruption would be caused. Additional details provided by businesses on this topic are listed below:

- *We rely on steady customers on a day to day basis*
- *Any work done would cause disruptions but in the end it will be worth it*
- *Erection of scaffolding for painting purposes puts shoppers off as does the parking of their vehicles. Short term problem only*
- *Disruption would depend on what type of work is proposed*
- *Construction work*
- *I don't see any issues*
- *Worth putting up[with to improve facilities*
- *I would foresee some short-term disruption*
- *Repainting should not affect trading to a great extent*
- *The lack of access to shops could possibly reduce footfall*

If it improved the overall area, short term disruption would be fine

15.6.   Respondents were finally given the opportunity to provide further comments on the Coleraine Revitalisation Project. The additional comments provided by respondents can be found in full below:

- *More vacant shops open. Parking not so severe. Brighter shop frontage on winters nights giving a better atmosphere*
- *There are no pleasant outdoor spaces for people to enjoy our (somewhat limited) good weather. This causes Railway Road to be seen as an access route to the town centre where the facilities encourage people to stop and socialise . More provision of free on street parking. Dilapidated properties and run down vibe. Paths are a patchwork of repairs. I hope its not too late to turn things around/*
- *Revitalise could help attract more offices and businesses to the area*
- *Revitalise has been introduced in a number of areas and it helps to clean the area up. Long term the project does not increase footfall. The council must help local businesses by working with us to get people onto the streets*
- *We feel Railway Road can be forgotten about generally*
- *There are always room for improvement. Like a lot of areas over the past few years they have been allowed to be neglected. This programme is what the area needs*
- *More advertising/signage to make visitors more aware of shops in Railway Road would be helpful*
- *Railway Road is often the first area visitors walk down on their way into town. I feel (after trading here on the same site for 38 years) it is often neglected by many key independent owned shops that many people come to Coleraine especially to visit*
- *This project is long overdue. This area has been neglected and does not give confidence in continuing as a retailer in this area. I am of the opinion that Coleraine in general has lost its way as a retail centre at the expense of the Riverside Development and parking for customers is a problem as they are being chased out of the town centre. If it is not addressed it will become a very poor shopping centre*
- *This proposal is thrilling to us. Since we moved into the premises in 2012 we have hoped to bring new life and beauty to the street. We have actually been praying that the whole street and area somehow be revitalised and this proposal sounds just like we have prayed would happen. Hoping it all goes through. Thank you for all you do*
- *Any urban regeneration is significant and deemed very necessary in the current climate. Vacant / derelict properties give the appearance of a poor environment lessening the appeal to new tenants and customers alike. Any improvement will enhance the areas appeal*
- *It is a forgotten part of the town. No entertainment - it's all around the Diamond. Poor lighting. Nothing to encourage people to come up past Boots*

- *Traffic speed on Railway Road too fast. Need zebra crossing to encourage more people to cross the road safely. Parking on the street could improve. Public toilets not being used in car park. If in use would encourage people to use car ark*

- *The leisure centre - should be revitalised to attract more people*

- *Teh two warehouse units located in Mill Street could be redeveloped for retail use or if demolished for additional town centre car parking. On street parking restrictions hamper passing trade. The project area is excluded in town centre festivals, promotions and on street entertainment. Part pedestrianisation of the project area as proposed in the town centre master plan would be a welcome advantage*

- *I think it is an excellent idea to revitalise these areas as they have become quite shoddy over the past number of years. Admittedly our own property has been neglected both by the difficulty in finding a contractor to carry out the work and also a lack of funds. However I must point out that the general look o the area has not been helped by the large amount of weeds growing on the footpaths and next to buildings. This is the responsibility of the Council and it has been badly neglected in recent years. We have sprayed our own area which does help. I think this is one of the most important areas to have looking its best as this is the main route taken from the bus and train to the town centre*

- *I have had a business in the area for 17 years and have seen little investment in this end of the town. I wholly welcome any investment in time / money to the area as it can only be an improvement*

Coleraine Railway Road Revitalisation Phase II

Business Survey

The Department for Communities, in partnership with Causeway Coast and Glens Borough Council, are committed to delivering revitalisation / public realm improvements in Railway Road, Kingsgate Street, Brook Street and Long Commons. 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 Coleraine Town Centre users
- Undertake initiatives bringing together key stakeholders to benefit Coleraine 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 June 2016, deliver immediate visible results, and complete by 31 October 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** on **028 2076 2225**

Your completed questionnaire should be ready for collection on TO BE CONFIRMED.

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	1
	Local chain	2
	National / multi-national chain	3
	Franchise	4

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 0 to 10, where 0 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 (0 to 10)*	*Rank Top 3 (1,2,3)*
A	Safety		
B	Levels of Anti-Social Behaviour		
C	Vandalism		
D	Street Signage		
E	Tourist/Visitor Facilities		
F	Space for public events		
G	On-street entertainment		
H	Marketing		
I	Building Conditions		
J	Amount of Dereliction		
K	Vacant shops		
L	Business signage / shop frontage		

Q7	Please state to what extent you agree or disagree with the following statements (where 0 is strongly disagree, 5 is neither agree nor disagree and 10 is strongly agree)	*Score (0 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 proposed Revitalisation programme for Railway Road, Kingsgate Street, Brook Street and Long Commons, please add them below.

Date questionnaire completed: Time taken to complete (approx minutes):

Thank you for your time