



# Understanding Businesses & Visitors in towns within Causeway Coast & Glens

*Ballykelly*

August 2021

In March 2021, Causeway Coast and Glens Borough Council appointed CARD Group Ltd to carry out Perception and Opinion surveys, among people and businesses, within 12 designated town centres within the Borough. The aim of the survey is to assess how people and businesses perceive the town centres within Causeway Coast and Glens, in order to assist the Town & Village Management Team and Planning Department operations.

The following report is a sub-report seeking to provide a summarised snapshot of our results, emanating from the Causeway Coast & Glens visitor & traders sampling, at a **local** level. This particular sub-report provides the snapshot for sampling that took place in **Ballykelly**;

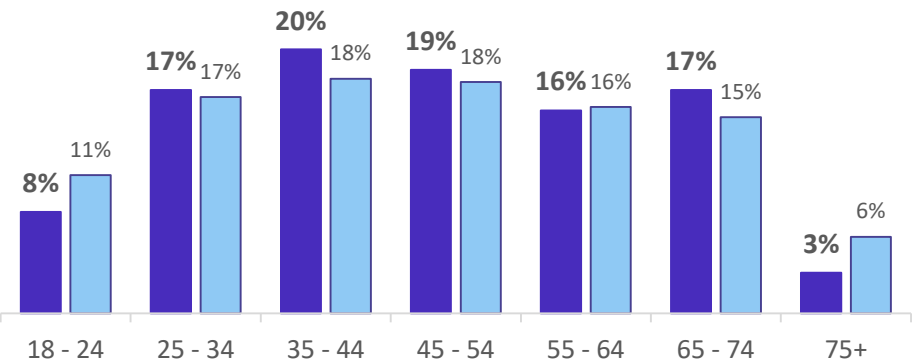
- The visitor results are based on an overall sample of **64** respondents;
- As our trader sample in this location was 5. This was not felt to be sufficient to base any analysis on and so is not included in this report.

Sampling for visitors and traders in Ballykelly took place between 22<sup>nd</sup> March and 16<sup>th</sup> April 2021. It is important to note that during this period, there were a range of continuing restrictions in place owing to the ongoing Coronavirus pandemic. The specific restrictions at the time are outlined in Appendix 1, however it is important to be cognisant of the impact these restrictions will have had on both visitors (restrictions on area movement, what shops / activities they have come to use etc.) and traders (loss of revenue, periods of closure etc.) in the area.

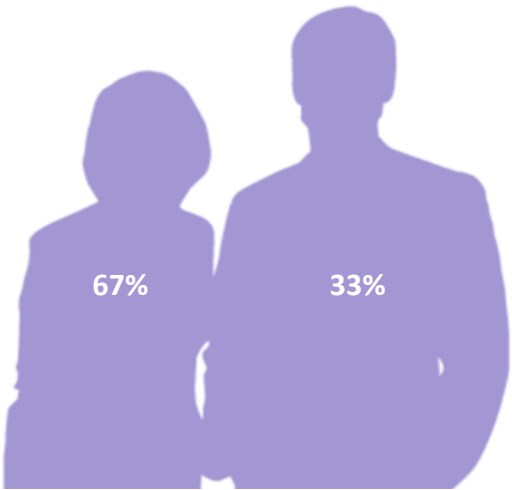
# Visitors

Respondents by Age Group

Ballykelly All Towns



Respondent Gender Split

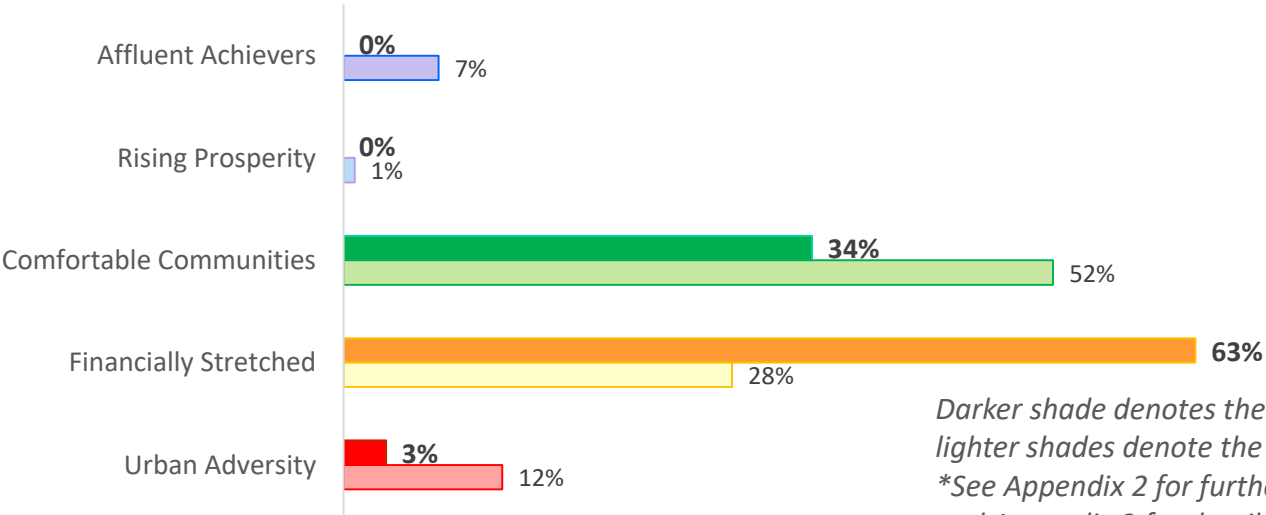


Our sample of visitors within Ballykelly shows a tendency towards a younger working demographic.

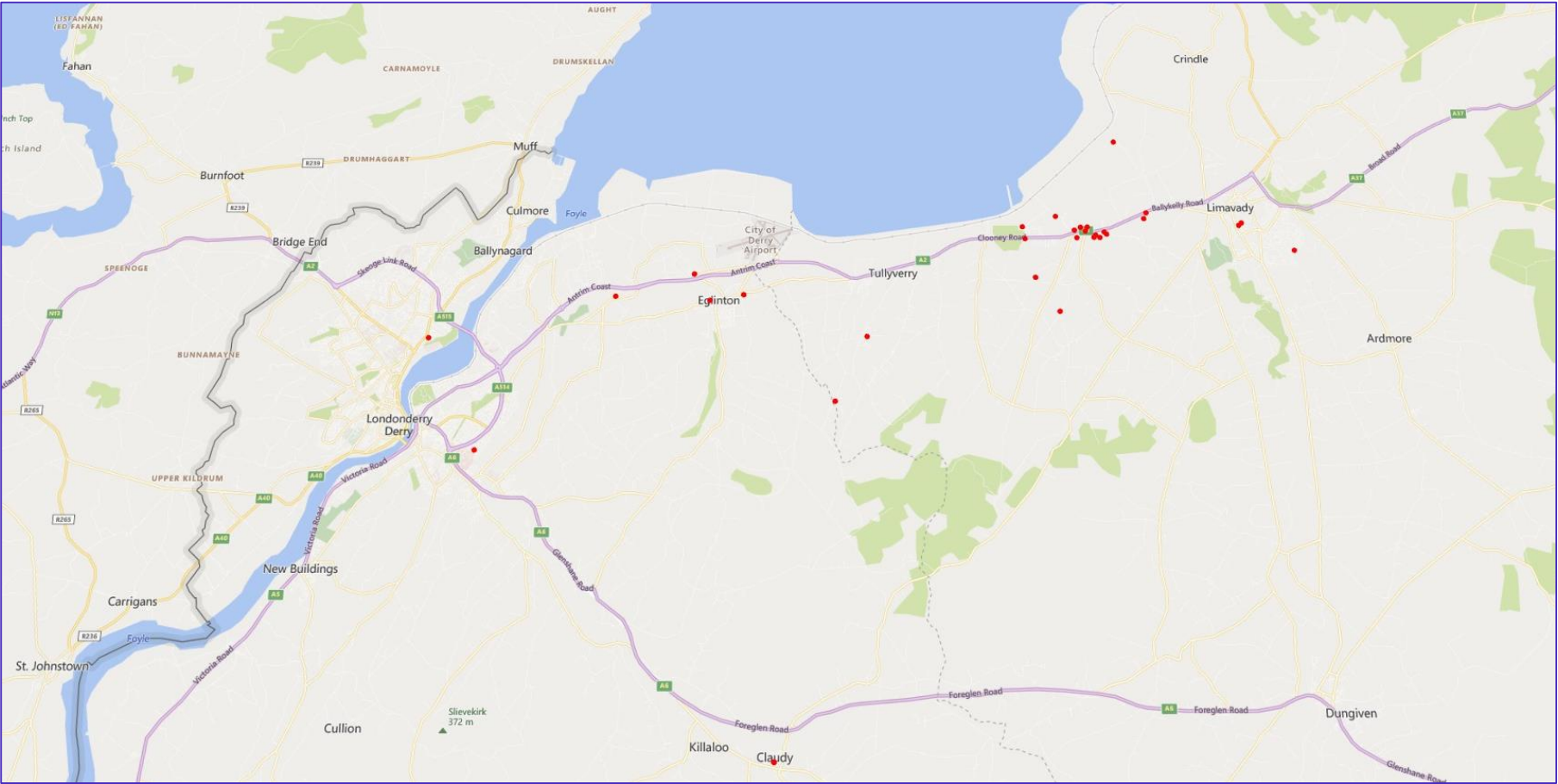
This is further highlighted in the ACORN profile for the town's visitors which deviates from the general area profile significantly.

'Financially Stretched' is the predominant ACORN category in our Ballykelly sample with 'Striving Families' as the most prominent sub-category within this.

Ballykelly ACORN Profile\* vs Overall Sample

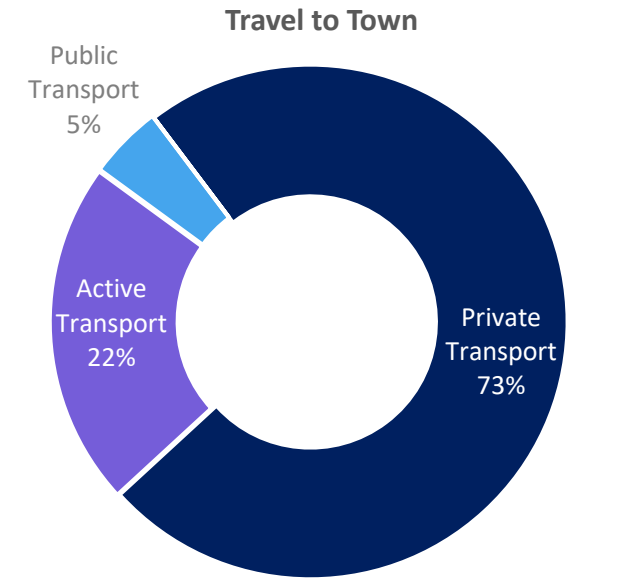
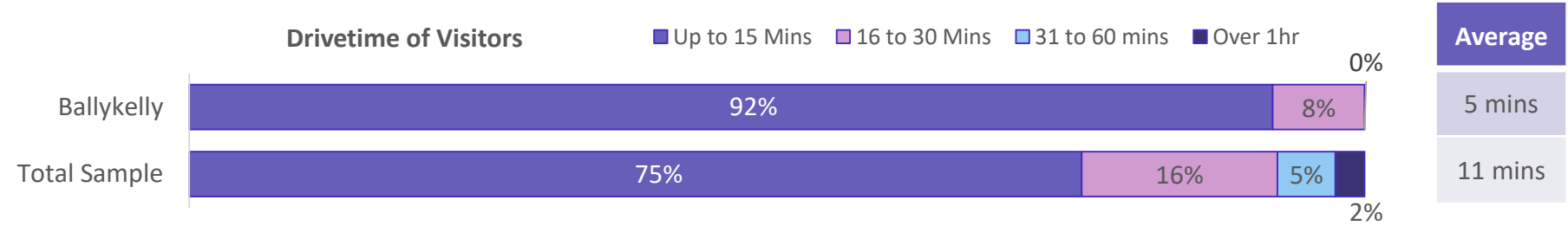


*Darker shade denotes the Ballykelly respondent profile while lighter shades denote the CCGBC baseline.  
\*See Appendix 2 for further information on ACORN classifications and Appendix 3 for detailed breakdown*

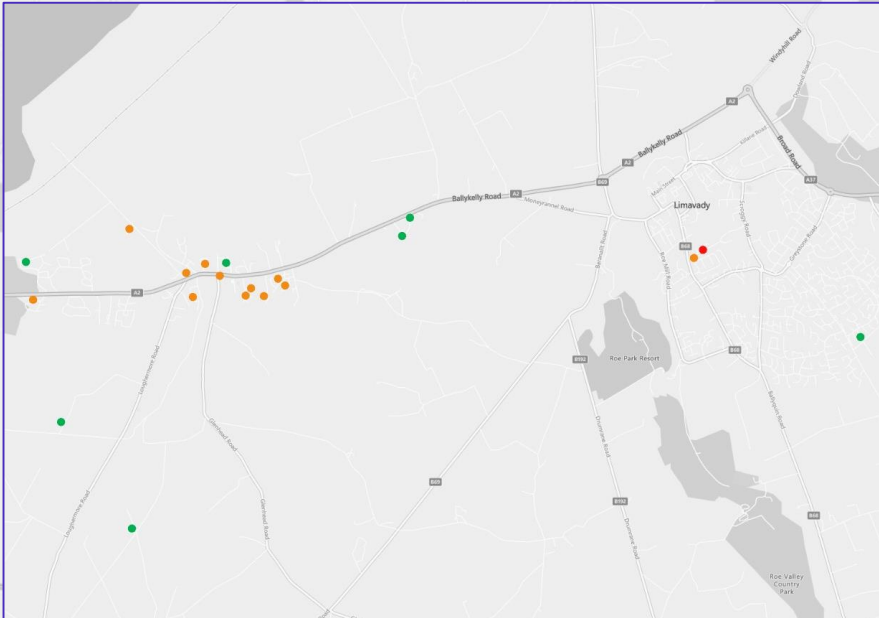


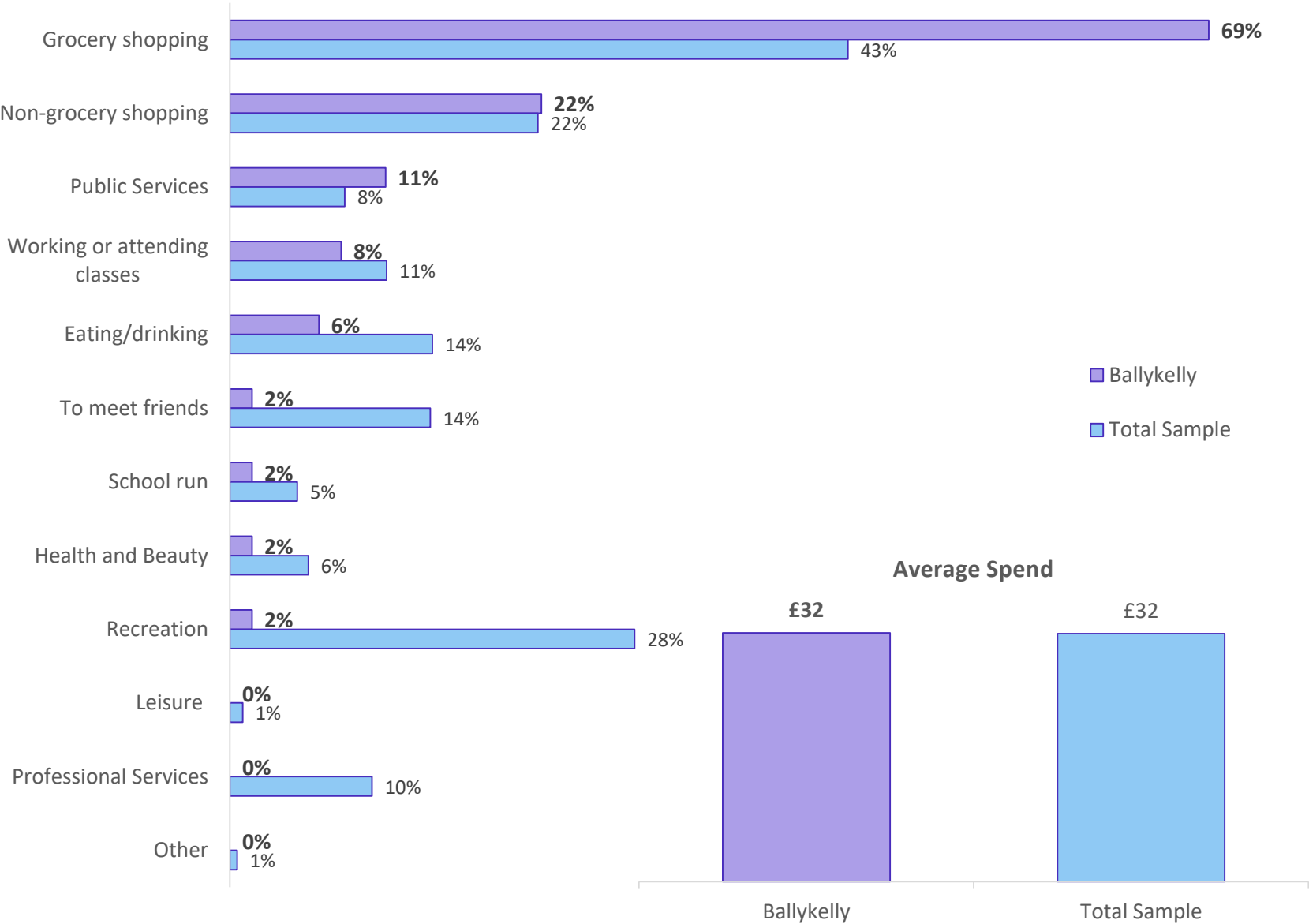
Visitors sampled in Ballykelly were heavily concentrated to within the town itself, or from along A2 corridor between the town and Derry / Londonderry.

This is visible in the very low average drivetime (5 mins) which is the second lowest of all towns sampled within the Borough.









Location	Average Dwell Time	Average Spend per Minute
Ballykelly	54 mins	£0.60
Total Sample	109 mins	£0.29

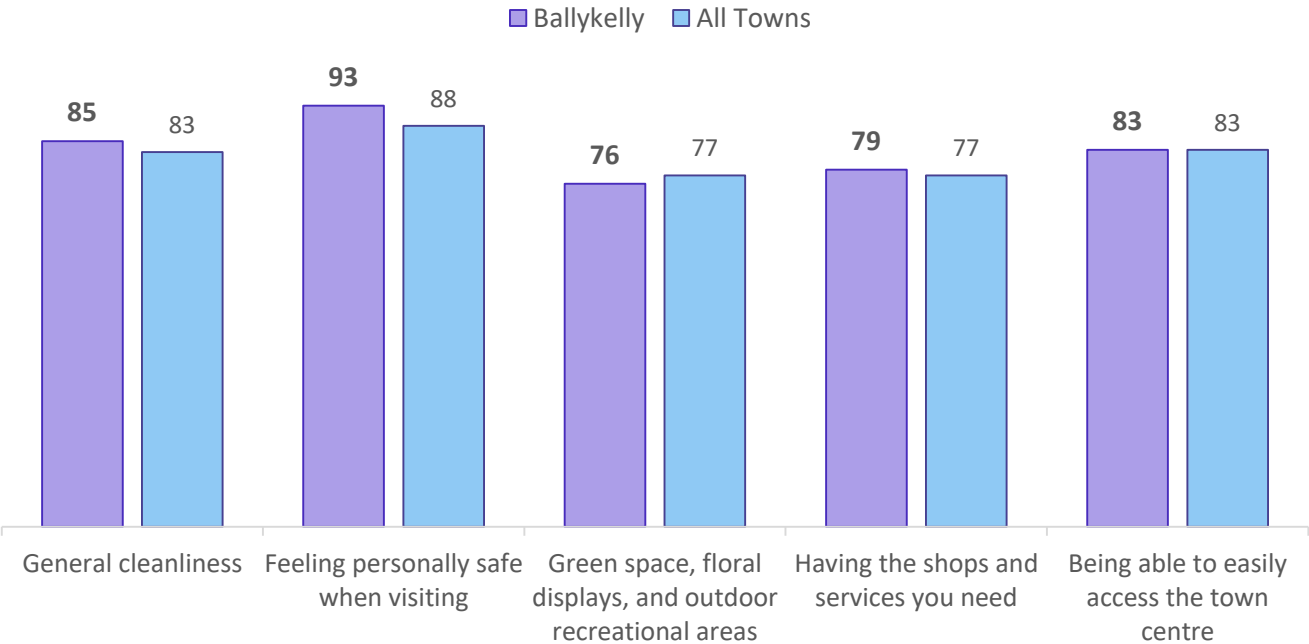
The town is overwhelmingly utilised for shopping purposes, especially grocery. As average spend is in line with the borough average, this is likely to predominantly involve convenience to mid-sized shopping trips.

As these are shorter, average dwell is well below the borough average, is the lowest of all towns sampled in fact.

With the shorter dwell time and higher spend per minute it is evident that visitors are mostly making a trip for a shopping visit and not lingering beyond that for any other purpose.

	Ballykelly Visitors				Score: +39					
	Dislike				Passive		Like			
Description	Hate	Dislike	Avoid	Not ok	Not for me	Ok	Like	Enjoy	One of my favourites	My favourite town
Score	1	2	3	4	5	6	7	8	9	10
Sample	2%	2%	8%	6%	8%	19%	8%	11%	6%	31%
Calculation	Total of 'Like' (56) – Total of Dislike (17) = +39									

Average Rating Ballykelly Town Centre (out of 100)



- Above is the combined Sentiment Score for Ballykelly. The rationale for Sentiment Scoring it outlined in Appendix 2.
- With a sentiment score of +39, Ballykelly has the lowest visitor rating of all 12 towns sampled.
- Traffic was a very common theme among those stating a dislike of the town.

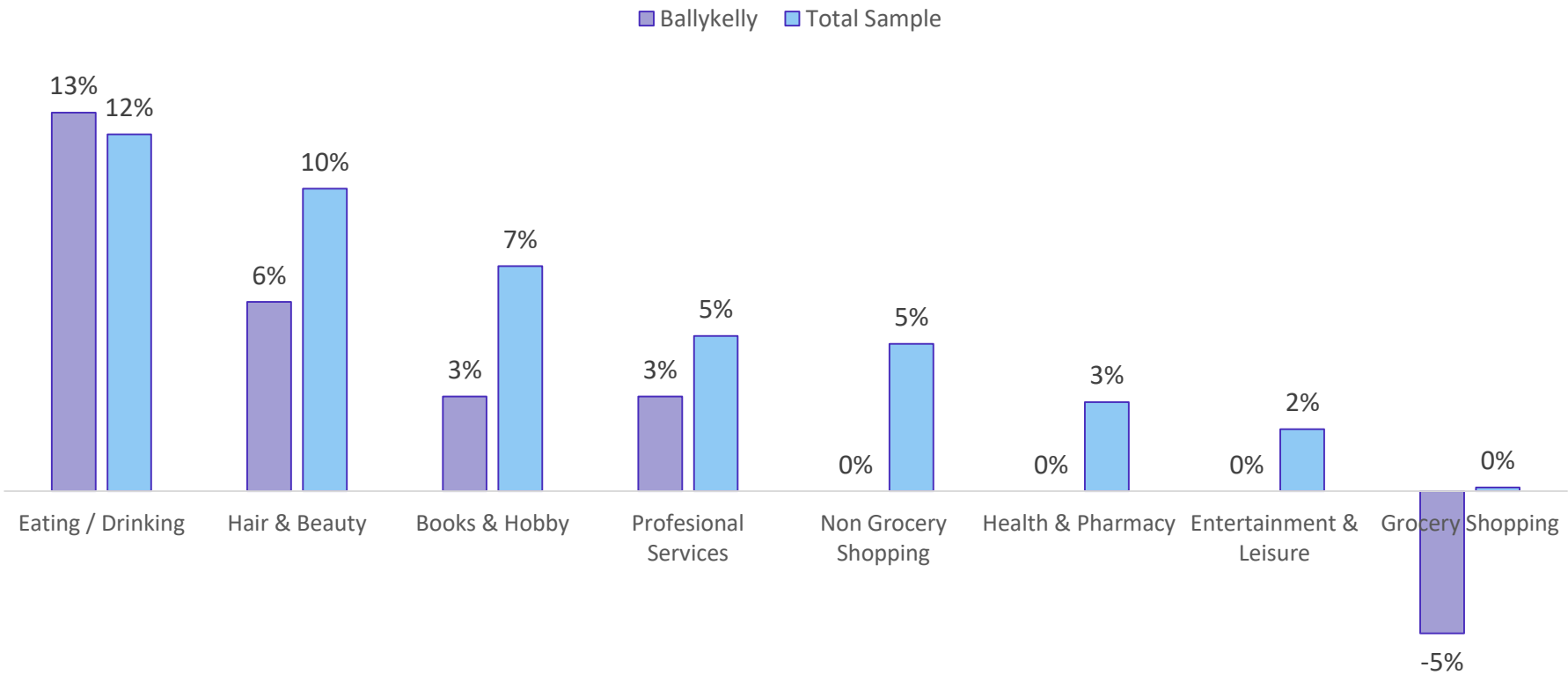
*“I pass through here a lot for work and most times the traffic is awful”*

*“Just stop to grab something for lunch, traffic through the town is always bad”*

*“I live here but there isn’t much to do and the traffic at times is awful”*



Difference in use of Ballykelly for various activities pre-COVID and post-COVID



As with other similarly small towns, it is Grocery Shopping that appears will take the biggest hit in a post-lockdown scenario.

It once again appears that a proportion of local visitor’s tendency to shop in the immediate area has been due to the restrictions in place, where they would normally conduct this portion of their shopping elsewhere.

What prevents you from visiting the town centre more?	Ballykelly	Total Sample
Congestion & Traffic	25%	19%
Parking	0%	15%
Habit	6%	8%
Unappealing Retailers	19%	13%
Evening Economy Options	5%	7%
Visually Unappealing Area	14%	7%
Cafes & Restaurant Offer	9%	7%
Safety	3%	3%
None of these	63%	52%

Ballykelly TC Use	Eating / Drinking	Hair & Beauty	Books & Hobby	Professional Services	Non Grocery Shopping	Health & Pharmacy	Entertainment & Leisure	Grocery Shopping
Before COVID	59.4%	60.9%	1.6%	0.0%	31.3%	54.7%	45.3%	84.4%
After COVID	71.9%	67.2%	4.7%	3.1%	31.3%	54.7%	45.3%	79.7%
Difference	+12.5%	+6.3%	+3.1%	+3.1%	0.0%	0.0%	0.0%	-4.7%

# Appendix 1 – Terminology & Clarifications

## Margin of Error

Our overall sample of 781 samples was sufficient to achieve a margin of error of +/- 3.5% @95% confidence when looking at the borough as a whole. For each individual town, greater caution should be placed on the results as the sample gets more segmented the margin of error increases. For Ballykelly a sample size of 64 was achieved which provides us with a margin of error of +/- 12.2% @ 95% confidence. In simple terms, our margin of error of means that were the study to be replicated 20 times, we would expect the results to vary by no more than + or – 12.2% in 19 (95%) of the subsequent studies.

## Coronavirus Restrictions

At the end of March, beginning of April 2020 – Northern Ireland was still under some of the most restrictive COVID regulations since the beginning of the pandemic. This included restrictions on which traders were allowed to open / operate, as well as restrictions on the movement of the general public. The removal of these restrictions only really began in late April.

<https://www.executiveoffice-ni.gov.uk/news/executive-agrees-relaxations-covid-restrictions>

This is likely to have had significant ramifications on both our visitor and trader sampling as the profile of each will have been dramatically altered from what would be considered ‘the norm’.

## Weather & Climate

According to the Met Office, the UK experienced one of the coldest Aprils since 1922, and the highest level of air frost in 60 year.

<https://www.metoffice.gov.uk/about-us/press-office/news/weather-and-climate/2021/lowest-average-minimum-temperatures-since-1922-as-part-of-dry-april>

The inclement weather, in combination with the aforementioned Coronavirus restrictions, are likely to have had a significant impact on visitor footfall and composition in comparison to what would normally be expected for the time of year.

## Appendix 2 – ACORN & Sentiment Explained

About ACORN

ACORN is a geodemographic segmentation of the UK’s population. It segments households, postcodes & neighbourhoods into 6 categories and 18 associated sub-groups. Through analysis of demographic data, social factors & individual consumer behaviour, it provides precise information and an in-depth understanding of different types of people at a postcode level.

Categorisation

ACORN Groups			Sub-Categories	
1	Affluent Achievers	These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.	Lavish Lifestyles	The most affluent people in the UK who live comfortable lifestyles with few financial concerns.
			Executive Wealth	High income people, successfully combining jobs and families.
			Mature Money	Older, affluent people with the money and time to enjoy life.
2	Rising Prosperity	These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.	City Sophisticates	Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend.
			Career Climbers	Younger singles and couples, some with young children, living in more urban locations.
3	Comfortable Communities	This category contains much of middle-of-the-road UK, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.	Countryside Communities	Older people with leisure interests reflecting rural locations.
			Successful Suburbs	Home-owning families living comfortably in stable areas in suburban and semi-rural locations
			Steady Neighbourhoods	These working families form the bedrock of many towns across the UK.
			Comfortable Seniors	Older people with sufficient investments and pensions for a secure future.
			Starting Out	Young couples and early career climbers in their first homes.



ACORN Groups			Sub-Categories	
4	Financially Stretched	This category contains a mix of traditional areas of the UK, including social housing developments specifically for the elderly. It also includes student term-time areas.	Student Life	Students and young people with little income living in halls of residence or shared houses
			Modest Means	Younger families in smaller homes with below average incomes.
			Striving Families	Struggling families on limited incomes in urban areas.
			Poorer Pensioners	Older people and pensioners, the majority of whom live in social housing.
5	Urban Adversity	This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.	Young Hardship	People with a modest lifestyle who may be struggling in the economic climate.
			Struggling Estates	Large, low income families surviving with benefits.
			Difficult Circumstances	Young adults, many of whom are single parents, enduring hardship.

Sentiment Scoring

The Sentiment Score tracks how people feel about a brand or place and ranges from -100 to +100. The score is calculated by taking the percentage who do not like the town away from the percentage who do like the town. The average score for all towns in +71.The table below provides a contextual overview for how sentiment scores should be viewed.

Score Range	Result	Rationale
-100 to -1	Very Poor	The town is actively disliked by its residents/traders. This should be the first targets for change
0 to 24	Poor	Overall the residents/traders have a low opinion of the town.
25 to 49	Neutral	a score between 25 and 50 indicates 25-50% more people like rather than dislike the town
50 to 74	Good	The town is receiving very high scores meaning very few people dislike the town
75 to 89	Very Good	The town has few people who dislike or feel neutral about the town
90 to 100	Excellent	Almost the entire population likes/enjoys the town

## Appendix 3 – Results Expanded

Detailed ACORN Results for Ballykelly Visitors

No.	ACORN Group	Ballykelly	Total Sample	Sub-Category		Ballykelly	Total Sample
1	Affluent Achievers	0%	7%	A	Lavish Lifestyles	0%	0%
				B	Executive Wealth	0%	4.1%
				C	Mature Money	0%	2.9%
2	Rising Prosperity	0%	1%	D	City Sophisticates	0%	0%
				E	Career Climbers	0%	0.8%
3	Comfortable Communities	34%	52%	F	Countryside Communities	23.4%	45.6%
				G	Successful Suburbs	1.6%	2.3%
				H	Steady Neighbourhoods	3.1%	1.6%
				I	Comfortable Seniors	0%	1.4%
				J	Starting Out	6.3%	1.1%
4	Financially Stretched	63%	28%	K	Student Life	0%	0.4%
				L	Modest Means	12.5%	8.4%
				M	Striving Families	32.8%	12.1%
				N	Poorer Pensioners	17.2%	7.7%
5	Urban Adversity	3%	12%	O	Young Hardship	0%	7.1%
				P	Struggling Estates	0%	3.0%
				Q	Difficult Circumstances	3.1%	1.5%

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